

PREPARED ESPECIALLY FOR READERS OF FORD'S BUYER'S DIGEST

**SPECIAL REPORT:**

# The New Ford Falcon Wagons



ALL THE FACTS AND FIGURES ON THESE TWO NEW-SIZE WAGONS



COMPLETE PRICES ON MODELS, OPTIONS AND ACCESSORIES

**EXTRA FEATURE:**

First owner reports on the  
new 1960 Station Wagons

**Tudor FALCON WAGON \$2,225\***

For Wagon Living on a low budget. Has cargo space that will amaze you—a full 76.2 cubic feet. Families with children will like the safety of two doors. Color shown is Belmont Blue.



## FALCON WAGONS

*America's lowest-priced 6-passenger station wagons*

Developed from the Ford Falcon and perfected by America's station wagon specialists, the Falcon Wagons are bound to be winners. Every Falcon advantage was built into the Falcon Wagons: Front-mounted Falcon Six engine with up to 30-miles-per-gallon economy, generous room for six passengers, single-unit body construction, and all the other fine details that make the Ford Falcon such a popular bargain . . . including the low Falcon price range. Add to

this the refinements and know-how that have made Ford the industry's leading station wagon maker for over 30 years, and it's easy to see why Falcon Wagons are such standouts. Consider loadspace: It's over 7 ft. with tailgate up, almost 9 ft. with tailgate down and a full 57.4" wide. That's space with a Capital "S"! And when you compare price, you'll find Falcon Wagons are priced lower than any other 6-passenger wagons in America!



**Fordor FALCON WAGON . . . . . \$2,287\***

Two extra doors make it easier to step in and out of rear. Cargo space behind front seat is more accessible. Worth more at trade-in time, too. Color shown is Montecarlo Red.

\*The manufacturer's suggested retail prices shown next to each car illustrated in this folder are for cars with six-cylinder engines. Federal excise tax and suggested dealer preparation and conditioning charges are included in prices shown. Transportation charges, gasoline, antifreeze, license and title fees, state and local taxes, and options and equipment such as white sidewall tires are not included. All prices and specifications are those in effect when this publication was approved. Ford Division of Ford Motor Company reserves the right to change prices, specifications and design at any time without notice and without incurring obligation.

# CAR SELECTOR

## FALCON WAGONS

### STANDARD EQUIPMENT FOR ALL FALCON WAGONS

Roll-down Rear Window  
 Lifeguard Steering Wheel  
 Two Sun Visors  
 Two Front Arm Rests  
 Foam-Cushioned Front and Rear Seats  
 Glove Compartment  
 Chrome Drip Rails  
 Instrument Panel Ash Tray  
 Coat Hooks

Dome Light  
 Turn Signals  
 Instrument Cluster includes speedometer, odometer, fuel gauge, temperature gauge, oil and generator warning lights, high-beam and turn signal indicators  
 Two Vacuum-Booster-Operated Parallel Action Windshield Wipers

Chrome Windshield Molding  
 Deep Section Bumpers require no guards  
 Dual Horns  
 54-Plate 40 Amp-Hr Battery  
 3-Speed Transmission  
 Easy-to-clean Rubber Floor Mat  
 Long-wearing Rubber Loadspace Mat



**Seats six big folks . . . in new luxury!** Now, you can live the full wagon life at far less than the big-size wagon price. Falcon Wagon seats are three-big-people wide . . . foam padded, too, at no extra cost. Elegant new interior fabrics are station wagon practical—sedan smart!

**Has longest loadspace of all "compacts"—over 7 feet with tailgate up!**

Second seat folds flat in seconds, giving you a full 76.2 cu. ft. of loadspace. With tailgate *down*, there's room for 9-foot loads. Roll-down tailgate window is another big-wagon Falcon feature.



**Up to 30 miles to a gallon . . . best gas mileage of any wagon built in America.** And you'll go 4000 miles between oil changes, too, with the new-size 90-hp Falcon Six engine.

**And the Falcon is priced up to \$154 less.** Six-passenger *comfort* . . . big-wagon loadspace . . . and an easy, lively way of getting about . . . for up to \$154 less than any other six-passenger compact wagon! It's the easiest wagon in the world to own.

### CHEERFUL COLORS AND DURABLE UPHOLSTERIES

#### SINGLE COLORS AND TWO TONES

Falcon Wagons are available in all of the Single Colors shown at right (Beachwood Brown available only with standard interior, Sultana Turquoise only with deluxe interiors). Two Tone availability shown below.

#### EXTERIOR COLORS FOR WAGONS



A/B	A/D	A/F	A/G	A/H
A/I	A/J	B/F	C/H	E/I
<b>TWO TONE COLOR GUIDE</b>				
Letters on chart refer to color names above right. In each color combination, first letter is upper color; second is lower color. EXAMPLE: "A/B" is Corinthian White upper, Raven Black lower.				
<b>Two Tone price—\$16.80 extra</b>				



SINGLE COLOR



TWO TONE

#### UPHOLSTERIES



Beige Western Pattern Vinyl



Red and White All Vinyl\*



Black and White All Vinyl\*



Blue Multi-block Pattern Fabric\*



Gray Multi-block Pattern Fabric\*



Green Multi-block Pattern Fabric\*

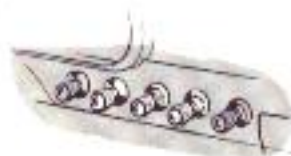
## YOU CAN PERSONALIZE YOUR FALCON WAGON WITH THESE SPECIAL OPTIONS AND ACCESSORIES



**Fordomatic Drive.** A smooth, lively "auto-matic" especially designed for minimum servicing and low-cost upkeep. Provides excellent gas mileage. Has special "Park" position for holding on hills. **\$159.40**



**Long-range transistorized radio.** Sensitive pickup of local and distant stations. Transistor powered for compactness, dependability and longer life. **Only \$54.05**



**Fresh air, hot water heater.** Simple, safe water heater that brings in fresh air from cowl top. Free heat from engine. (Gas-burning heaters can eat up as much as 10% of your gas.) **Only \$67.80**



**Electric roll-down rear window.** Convenient, power-operated rear window is activated by toggle switch on instrument panel and also by switch on tailgate. Safety switch prevents window from extending when tailgate is lowered. **\$29.75**

### Deluxe trim package

- Deluxe wheel and horn ring
- Bright-metal side and rear window frames
- Taillight rings
- Deluxe upholstery
- Cigarette lighter
- Rear seat arm rests
- Front door dome light switches
- Rear seat ash tray

All of the above special features are available together at one low price. **\$65.80**

**Safety-padded instrument panel and sun visors.** Provide wonderful extra protection for just **\$19.20**

**Luggage Rack**—Here's a handsome, chrome-plated and stainless steel rack that attaches permanently to roof. Has six protective skid strips. All rails are removable. Mighty handy for extra loads. **\$35.10**

# Falcon SPECIFICATIONS

**Falcon Design:** All-new, welded, integral body and frame for quietness and high strength-weight ratio. Roof cross brace at center gives extra rigidity. Zinc-coated rocker panels and main underbody members for durability. Completely sealed and insulated. Rear-hinged hood with outside safety-type latch. Chromed one-piece front and rear bumpers. Corrosion-resistant aluminum grille. Bright-metal windshield, sedan rear window and drip moldings. Cowl-top ventilation system. Clear-vision safety glass throughout. Wide Angle windshield with forward-slanting pillars. Large, wide-opening doors, with assist-type door checks and bronze-bushed hinges. Lifeguard Double-Grip door locks. Posture Control front seat, adjustable to 9 positions. Wagons have easy-to-operate counterbalanced tailgate (with coil assist springs), roll-down tailgate window and Stowaway 2nd seat. Rear-mounted 14-gal. gas tank with Center-Fill fueling on sedans, left rear fender fuel fill on wagons.

**Engine: 90-hp Falcon Six**—144-cu. in. displ.; 3.50" bore x 2.50" stroke; 8.7 to 1 comp. ratio; regular fuel, low-silhouette unit-design carburetor; manual choke; full-vacuum spark control; integral cylinder head and 6-port intake manifold; precision-molded crankshaft with four precision-type main bearings; rotor-type oil pump; oil capacity, with filter change, 4.5 qt.

**Features:** For economy and long life, the Falcon Six has Short Stroke, low-friction design; Wedge-Type combustion chambers; free-turning overhead intake and exhaust valves; 3-ring aluminum-alloy pistons with full-chromed top ring; Super-Filler air cleaner with re-usable element; vacuum-booster type fuel pump for more constant windshield-wiper action; full-pressure lubrication system with Full-Flow disposable-type oil filter; pressurized cooling system with 180° Positive-Action thermostat; 12-volt electrical system; weatherproof ignition; 18-mm. Turbo-Action spark plugs; 54-plate, 40 amp-hr battery, positive engagement starter; 3-point rubber-insulated engine mounting; aluminumized muffler. Engine is electronically balanced while operating under its own power for optimum smoothness.

**Clutch and Manual Transmission:** Single cushion disc, dry-plate clutch for smooth engagement; aluminum housing; permanently lubricated ball-bearing type throw-out bearing; suspended clutch pedal for easy action and no draft hole in toeboard. Face diameter is 8 1/2 in. Total frictional area is 68.1 sq. in. Conventional Drive has 3 forward speeds and 1 reverse. Shot-peened fine-pitch helical gears for high strength and quietness with forged bronze synchronizers for smooth operation. Anti-friction bearings throughout. Standard "H" shift pattern with lever on steering column. Ratios (to 1): 1st 3.29, 2nd 1.75, direct 1.00, reverse 4.46.

**Fordomatic Drive:** (optional): Features simplified design, lightweight cast aluminum construction, minimum servicing (each 24,000 miles). Torque converter in combination with compound planetary gear set. Two forward gear ratios, one reverse (to 1): low 1.75, direct 1.00, reverse 1.50; converter (stall) 2.4. In "D" range gives brisk, smooth starts in low. Effective engine braking in "L" position. Air cooled. Selector lever and quadrant on steering column, sequence P-R-N-D-L.

**Steering:** Magic-Circle low-friction recirculating-ball type steering gear provides easy handling. Protective rear mounting. Anti-friction bearings throughout. Symmetrical linkage. Over-all steering ratio 27 to 1. Lifeguard 17", black, 3-spoke, deep-center steering wheel. Turning diameter 38.8 ft.

**Brakes:** Truck-Size double-sealed, self-energizing hydraulic brakes have suspended pedal and dash-mounted master cylinder. Composite drums, 9-in. diameter front and rear, with riveted linings, for long life, cool operation and fade resistance. Lining area is 131 sq. in. for sedans, 150.6 sq. in. for wagons. Offset "T" handle parking brake at left of steering column applies rear brakes.

**Standard Equipment:** Gray bar-pattern nylon cloth upholstery with matching morocco grain vinyl bolsters and trim in sedans; beige brand-pattern vinyl upholstery with matching morocco grain vinyl bolsters and trim in wagons. Two sun visors. Two front arm rests. Two parallel-action windshield wipers of the dual-range type. Inside rearview mirror. Instrument panel with speedometer, odometer fuel gauge, temperature gauge, oil and generator warning lights, high-beam and turn signal indicators in cluster; lighted control identifications, ash tray, glove box. Dome light operated by headlight switch. Sealed beam headlights, parking lights, taillights with stoplights and turn signals, license plate light. Self-Tred black rubber floor covering (and cargo area mat in wagons).

**Dimensions (inches):** Wheelbase 109.5; tread, front 55.0, rear 54.5; height sedans 54.5, wagons 55.1; width 70.1; length, sedans 181.2, wagons 189.0; front, head room 38.9; rear head room 37.3; front leg room 44.6; rear leg room, sedans 40.1, wagons 38.6; wagon loadspace, back of front seat to end of open tailgate 105.2, closed tailgate 85.3; maximum loadspace width 57.4; wagon rear opening (maximum) 27 x 45.5. Curb weights (pounds): 2389 Tudor Sedan, 2422 Ford Sedan, 2633 Tudor Wagon, 2666 Fordor Wagon.

Note: Interior dimensions are taken with front seat adjusted 4" back from full-forward position.

Comparative information in this booklet was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this booklet was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design without notice and without incurring obligation.

And now see the next page for the  
FIRST OWNER REPORTS on the BIG FORD WAGONS