

FORD Falcon → '61

THE WORLD'S MOST SUCCESSFUL NEW CAR



New Measure of Compact Car Value





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FALCON TUDOR SEDAN in Montecarlo Red with Deluxe trim

No other compact **MEASURES UP TO FALCON**...

that's been proved by people by the thousands!

Owners know better than anybody how Falcon outmeasures the rest. They've measured Falcon superiorities against the others for themselves . . . in gas mileage, room, comfort, convenience,

Measure the room. Falcon has full 6-passenger sitting room. "I've got ease of getting in and out, leg room, a natural sitting position, head and shoulder room." (Mr. Billie J. Mauldin, Clinton, Okla.)

Measure the price. Falcon is famous for its low, low price tag. "I got the Falcon for the purpose of saving money and it is doing just that." (Mr. Bernard Smith, Houston, Texas)



luxury and low price. They know no other compact measures up to Falcon. They love the car . . . and in proof their enthusiastic letters pour in by the thousands! Here's the kind of good things they have to say.

Measure the gas mileage. Falcon goes up to 30 miles on a gallon of regular gas. "We have checked time after time and we get 30.4 miles to the gallon." (Mr. and Mrs. C. Lund, Hutchinson, Minn.)

Measure the oil used. Falcon goes 4,000 miles between oil changes. "I have cut my expenses more than half. In over 8,000 miles, my Falcon has not used a drop of oil." (Mr. Edward Balderas, Eagle Pass, Texas)

Measure the luggage space. Falcon has a big vacation-size 23.7-cu. ft. trunk. "We just completed a trip to Florida in our Falcon. We carried three suitcases in the trunk, plus an icebox, small stove, folding travel bag and brought home a bushel of oranges and over a bushel of grapefruit." (Mr. and Mrs. Alvin Harris, Westerly, R. I.)

Measure the performance. Falcon gives you power, stamina and economy in a choice of engines—standard Falcon Six or optional new high-performance Falcon 170 Special Six. "It will cruise all day long at 60 to 70 miles per hour without the least bit of effort." (Mr. Millard Vance, Corning, Iowa)

Measure the handling. Falcon has sports car feel and maneuverability. "It is so easy to steer and parks like a dream. Most of my friends that have ridden in it are just as surprised with the way it rides and handles." (Mr. Clavin R. McAllister, Randallstown, Maryland)

Measure the success. Falcon sold over 400,000 the first year, becoming the world's most successful new car. People everywhere are proving with their preference for Falcon that it measures up with more of everything Americans want in a compact car. So if you favor a compact, see the Falcon and see how Falcon favors you!

FALCON FORDON WAGON in Montecarlo Red with Deluxe trim



MORE PEOPLE BUY FALCON
BECAUSE YOU GET SO MUCH
MORE IN A FALCON!



AMERICAN FAMILY SIZE. Falcon is the "makes-sense" compact. Trim-size outside for easier parking and maneuvering. Roomy comfort-size inside for six big people. Thrifty, proven engine design, mounted up front (where it makes sense) for better stability. Big trunk space for six (that makes sense) in the rear. Falcon measures most in American family-size value!



UP TO 30 MILES PER GALLON

Nest to the low price, this is the part Falcon owners like best. The Falcon Six gets up to 30 miles on a gallon of regular gas and does it so consistently that many owners say they've cut their gas bills up to 50%!



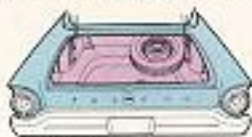
WIDE-OPENING DOORS

Women especially appreciate Falcon's wider doors (up to 4 feet wide). Here's one compact car that lets them get in and out easily, gracefully. Men, too, find they don't have to "jackknife" into the Falcon.



FOAM-PADDED FRONT SEAT

Not an "extra" but standard equipment in the Falcon! The soft-sof luxury of the foam-padded front seat is just one big-car quality feature you get in Falcon sedans and wagons at their low, low Falcon prices.



BIG TRUNK SPACE

Falcon's big 23.7 cubic feet of trunk space is flat and all in one place (thanks again to the front-mounted engine). Easy loading height is just a little over two feet. Fully lined compartment protects your luggage.

- Falcon Six Engine (144 cu. in.)
- 3-Speed Manual Transmission
- Full-Flow Oil Filter
- Double-Wrapped Aluminized Muffler
- Aluminum Scuff Plates
- Foam-Cushioned Front Seat
- Two Front Arm Rests
- Non-Glare Instrument Panel with Lighted and Identified Controls
- Dome Light Controlled by Main Light Switch (instrument panel)
- Dual Swivel-Mounted Sun Visors with Hold-Down Clips

FALCON SEDAN STANDARD EQUIPMENT

- Coat Hooks
- Instrument Panel Ash Tray and Glove Compartment
- Insulated Roof, Dash, Body Panels, Fenders, Floor Pan, etc.
- Lifeguard Deep-Dish Steering Wheel
- Lifeguard Double-Grip Door Locks
- Soft-Tred Carpet-Textured Rubber Floor Covering (black)
- Bright-Metal Windshield, Back Window and Drip Rail Moldings
- Tires: Soft-Tread Design with TYREX Card (6.00 x 13 4-ply blackwall)
- 64-Plate, 40 Amp-Hr Battery
- Double-Life, Bright-Metal Trim (moldings, bumpers, grille, headlamp bezels, nameplates)
- Dual Parallel Action Windshield Wipers, Vacuum-Booster Operated
- Dual Horns
- Cowl-Aire Ventilation
- Zinclad Rocker Panels and Main Underbody Structural Members
- Diamond Lustre Finish (in choice of 11 single colors)
- Stainless Steel Hub Covers

(For Falcon Sedan Options, see Page 6)



STANDARD INTERIOR—Falcon Tudor Sedan. Light gray bolsters of leatherlike moroccan-grained vinyl surround seat inserts of darker block stripe nylon cloth. (Same smart trim scheme is standard on Fordor Sedans.) All the quality car touches are here right along with the comfort. Door and side panels are trimmed full

width. Rust-free-forever aluminum scuff plates protect door sills. You get a big 17-inch, three-spoke Lifeguard steering wheel. Instrument panel is fully instrumented—controls are identified and lighted at night. (Pardon our bragging about small things, but you even get two coat hooks!) Plus more to measure against the other compacts.



FALCON TUDOR SEDAN in Cambridge Blue with standard trim



TUDOR SEDAN



Meet the Falcon, America's savingest compact . . . the car that put economy back in style (and *vice versa!*) This one suits so many folks so many different ways. It's right-sized for city traffic's tight maneuvering *and* interurban commuting. It has go-all-day power for the freeways *and* go-on-through stamina for the byways. Its big car ride amazes everyone except the Ford engineers who *designed* it that way. And, under the hood is that amazing engine—the Falcon Six—the thrifty power plant that goes on *giving* the mileage the others make all the chest-thumping claims about!

FALCON SEDAN OPTIONS



FALCON FORDOMATIC. Falcon owners praise Falcon's automatic transmission for its economy (50% better mpg than standard-size car automatics), its 2-speed smoothness and good pickup. They like the familiar quadrant and lever on the steering column. They appreciate the "Park" position with Fordomatic that is unavailable on some compact automatics.

RADIOS (Manual or Pushbutton models available.) Outstanding tone quality and power—reasonably priced. Transistor-powered for compactness, dependability, longer life. Add greatly to your driving pleasure; add more to trade-in value, too.



FRESH AIR HEATER. How Falcon owners favor this option! Gives plenty of "free" fresh air heat. Doesn't rob your miles-per-gallon economy (like gasoline heaters). Never "halfhearted" and lukewarm (like manifold heaters). Powerful 2-speed blower for better heat distribution and clear-windshield defrosting. Fast warm-up.



POLARAIRE CONDITIONER. Cool comfort on summer's hottest days. Installed in your Falcon for less than you'd think.

SEDAN DELUXE TRIM AND ORNAMENTATION PACKAGE



For just a few extra dollars, you can add more sparkle, stylish highlights and more convenience to your Falcon. Deluxe package includes the following:

- Full-Length, Bright-Metal Body Side Moldings
- Bright-Metal Side Window Moldings
- Deluxe Pleated Nylon and Vinyl Upholstery in Blue, Gray, Green or Turquoise.
- Taillight Trim Rings
- White Steering Wheel with Chrome Horn Ring
- Cigarette Lighter
- Front Door Courtesy Switches for Automatic Operation of Dome Light
- Rear Seat Arm Rests
- Rear Seat Ash Tray

ADDITIONAL FALCON OPTIONS...

170 Special Six Engine • Anti-Fume Crankcase Ventilation System • 13 Two-Tone Paint Combinations • Electric Windshield Wipers • Windshield Washer • 1-Red Tinted Windshield • Full Wheel Covers • Wheel Trim Rings • Fender Ornaments • Locking Gas Cap • License Plate Frames • Body-Mounted Full-View Mirrors • Inside Non-Glare Mirror • Spotlight • Seat Covers • Ventilated Seat Cushions • 66-Plate 55 Amp-Hr. Battery • Whitewall Tires, and many other items.



DELUXE INTERIOR—Falcon Fordor Sedan. Never before such luxury in a car priced so low! Richly pleated, green tweed nylon cloth seat inserts are bordered by bolsters of durable green vinyl. Trim scheme is carried through door panels; instrument panel, window and door frames and garnish moldings are beautifully color-keyed. (Deluxe trim scheme is same for Tudor Sedans.) Other choices (illustrated by swatches) include blue, gray and turquoise. In addition to good looks, these Falcon fabrics are long-wearing, resist sun-fade and soil... are a cinch to keep sparkling clean.



Green Metallic Vinyl and Nylon Cloth
M • A • S • E



Turquoise Metallic Vinyl and Nylon Cloth
M • A • W • C



Gray Metallic Vinyl and Nylon Cloth
M • A • J • Q



Blue Metallic Vinyl and Nylon Cloth
M • A • D • H • R



COLOR AND UPHOLSTERY SELECTOR

Swatches (above) illustrate the four Falcon Deluxe interior trim choices. Code letters with each refer to matching Falcon exterior single color choices (left). Simple cross reference will tell you which colors take each of the four trims. Using the color guide below, you can determine Falcon two-tone combinations. In each the first letter represents the top color. **EXAMPLE:** "M/A" is Corinthian White upper, Raven Black lower.

TWO TONE COLOR GUIDE

M/A	M/D	M/E	M/W	M/C	M/J	M/H	M/R	M/Q	M/D	M/H	M/S
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Sedan Single Color



Sedan Two Tone

WITH ALL THESE OPTIONS,
YOU CAN BUILD YOUR FALCON
AS DELUXE AS YOU LIKE!

FORDOR SEDAN



The Falcon Fordor Sedan can be a strictly business car or a fun car, but most often it's a *family* car. It's first with families everywhere by a wide margin when measured against other compacts. Here's why: four big, wide-opening doors to let you in and out with ease. Seats that are extra wide and high (no "sitting-on-the-floor" feeling as in some compacts). More room all around for hats, shoulders, hips and legs—real family-size comfort! There are family budgetwise economies, too. Up to 30 mpg, 4,000 miles between oil changes, triple-the-life aluminized muffler—and a long list more!

FALCON FORDOR SEDAN in *Roses Black* with *Deluxe trim*





STANDARD WAGON INTERIOR

Ruggedly handsome as only Ford, America's station wagon specialists, can style wagon interiors. Roughhouse-proof vinyl is all around—in seats, door and side trim panels, even the headlining. Seat vinyls have the elegant look of real leather, especially the brown inserts with their embossed "cattle brand" pattern. Both seats are foam padded. All this at the low, low Falcon price! (Standard in both Falcon Wagon models.)



ROLL-DOWN TAILGATE WINDOW. Every modern wagon convenience is standard on Falcon Wagons! The roll-down rear window lets you get to the cargo space without opening the tailgate. It also provides just the amount of window opening you want for more effective straight-through ventilation. Best of all, it rolls neatly into the tailgate with just 4½ turns!

EASY-TO-REACH SPARE. In Falcon Wagons, the spare tire is neatly tucked in its own well, just inside and to the right of the tailgate. Wing-nut clamp holds tire snug, prevents rattling. When needed, tire rolls in and out easily. The rest of the time it's covered with a handsome, sturdy, color-keyed plastic hood.



EFFORTLESS TAILGATE. Falcon Wagon's tailgate flips open and shut with little more than a touch. It's so easy even a child can close it. The secret is in the counter-balanced design of the tailgate and its powerful assist springs (fully concealed under the floor). As a safety precaution, tailgate window must be completely rolled down before tailgate can be opened.

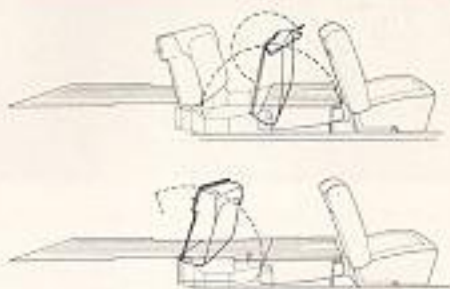
LONGEST LOADSPACE

This comes from making wagon design a specialty too! With front seat fully forward, Falcon Wagon loadspace measures nearly 7½ feet to the closed tailgate—longest in its field! And with tailgate down, Falcon loadspace stretches out nine feet. That's plenty of length for campers in their sleeping bags, a load of "do-it-yourself" building materials . . . or, you name it. Total volume, with tailgate closed, is 76.2 cu. ft. (Deluxe interior shown.)

FALCON WAGON STANDARD EQUIPMENT

- Falcon Six Engine (144 cu. in.)
- 3-Speed Manual Transmission
- Roll-Down Tailgate Window
- Full-Flow Oil Filter
- Double-Wrapped Aluminized Muffler
- Aluminum Scuff Plates
- Foam-Cushioned Front/Rear Seats
- Two Front Arm Rests
- Non-Glare Instrument Panel with Lighted and Identified Controls
- Dome Light Controlled by Main Light Switch (instrument panel)
- Dual Swivel-Mounted Sun Visors with Hold-Down Clips
- Instrument Panel Ash Tray
- Insulated Roof, Dash, Body Panels, Fenders, Floor Pan, etc.
- Lifeguard Deep-Dish Steering Wheel
- Lifeguard Double-Grip Door Locks
- Sof-Tred Carpet-Textured Rubber Floor Covering (black)
- Durable Rubber Loadspace Mat
- Bright-Metal Windshield and Drip Rail Moldings
- Bigger Tires—6.50 x 13 4-ply Blackwall, Soft-Tread Design with TYREX Cord
- 54-Plate, 40 Amp-Hr Battery
- Double-Life, Bright-Metal Trim (moldings, bumpers, grille, headlamp bezels, nameplates)
- Dual Parallel Action Windshield Wipers, Vacuum-Booster Operated
- Dual Horns
- Coat Hooks
- Cowl-Aire Ventilation
- Zinc-Plated Rocker Panels and Main Underbody Structural Members
- Diamond Lustre Finish (in choice of 12 single colors)
- Stainless Steel Hub Covers

(For Falcon Wagon Options, see Page 10)



CONVERTS QUICK AS "1-2-3"

Begin by (1) Rotating seat cushion upward out of seat frame and forward. (2) Rotate support rod (folded beneath cushion) forward and down into position on floor. (3) Unlatch seat back safety catch at upper right and fold forward. Presto! You have 76.2 cu. ft. of cargo area.



FALCON TUDOR WAGON in Laurel Green with standard trim

TUDOR WAGON

Drive up in a Falcon Wagon and watch the neighbors gather to "oh and ah." Even the folks who never cared much about wagons before are wild about their Falcons (either the Tudor, shown here, or the Fordor, Page 11). They saved a lot when they bought them by taking advantage of low, low Falcon Wagon prices. They're *still* saving a lot on gas and oil (and they *will* for miles and miles to come). Owners love the way a Falcon Wagon carries big people (six) or big cargo (76.2 cu. ft.). They call the ride "great" . . . handling "terrific." And Falcon has made wagon converts of them all!



FALCON WAGON OPTIONS

Falcon Fordomatic, Full Tone Radio, Fresh Air Heater, PolarAire Conditioner (described on Page 6)

WAGON TOP LUGGAGE RACK. Another heavily favored option among Falcon Wagon owners. This handsome, stylish luggage rack increases cargo loading area as much as 57%. Attached permanently to the roof. Chrome-plated and stainless steel skid strips and rails resist corrosion to stay brighter longer.



POWER TAILGATE WINDOW. A new kind of wagon convenience. Electric motor in tailgate smoothly opens rear window to any desired position. Power is controlled by toggle switch on instrument panel (at driver's left), or key in tailgate lock. Safety switch prevents window movement when tailgate is lowered.

WAGON DELUXE TRIM AND ORNAMENTATION PACKAGE

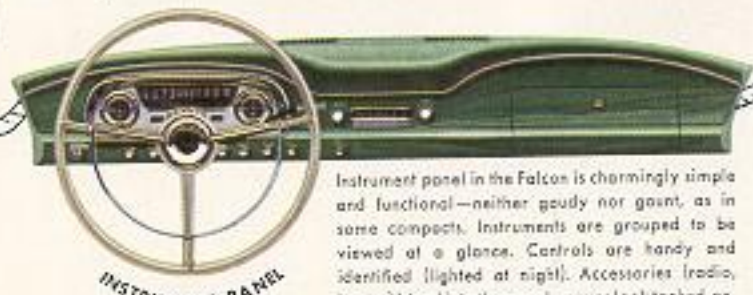


One low "package" price gives you all the items listed below (installed, of course) to add more sparkle and convenience to your Falcon Wagon.

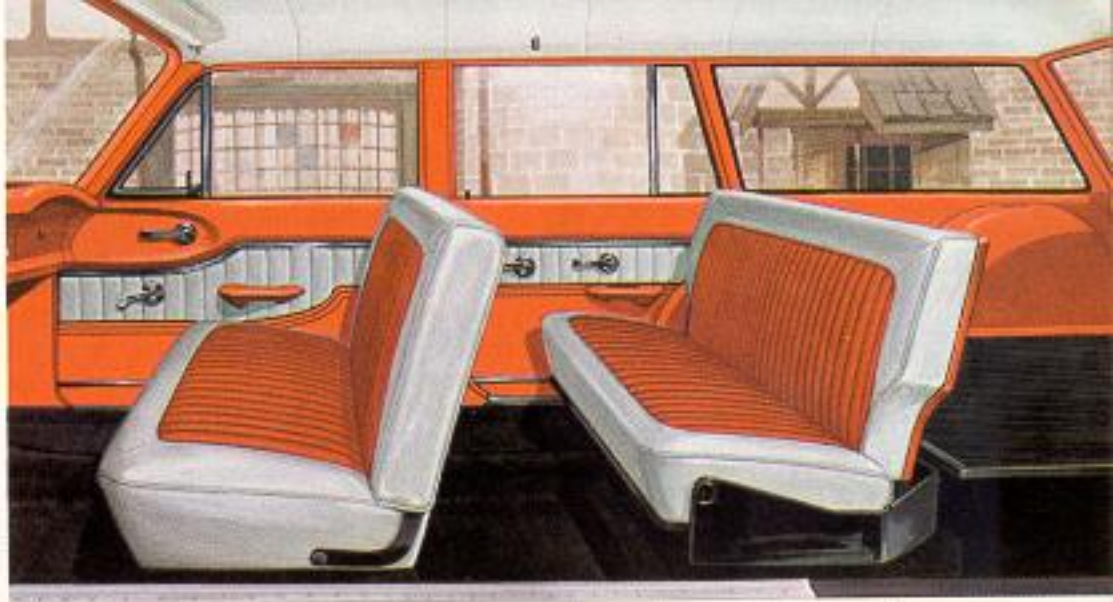
- Full-Length, Bright-Metal Body Side Moldings
- Bright-Metal Side and Tailgate Window Moldings
- Deluxe All-Vinyl Upholstery in Black/White, Red/White, Two Tone Blue, or Brown Vinyl/Nylon Cloth
- Taillight Trim Rings
- White Steering Wheel with Chrome Horn Ring
- Cigarette Lighter
- Front Door Courtesy Switches for Automatic Operation of Dome Light
- Rear Seat Ash Tray, Arm Rests

ADDITIONAL FALCON OPTIONS . . .

170 Special Six Engine • Anti-Fume Crankcase Ventilation System • 14 Wagon Two Tone Combinations • 46-Plate 55-Amp-Hr. Battery • Heavy-Duty Suspension • 6.50 x 13 4-ply Whitewall Tires • 6.50 x 13 4-ply Black or Whitewall Tires • Full Wheel Covers • Windshield Washer • Spotlight • (See Page 4 for more optional equipment and accessories.)



Instrument panel in the Falcon is charmingly simple and functional—neither gaudy nor goit, as in some compacts. Instruments are grouped to be viewed at a glance. Controls are handy and identified (lighted at night). Accessories (radio, heater) blend into the panel—never look tacked-on.



DELUXE INTERIOR—Falcon Fordor Wagon. Falcon owners are particularly lavish in their praise of Falcon interiors. This Deluxe trim scheme in rich, peated red and white vinyls (available on both Falcon Wagon models) is a good case in point. No skimping and no "substitute" materials (as in some compact wagons) here! The Falcon takes you first class in quality, style and comfort. Choice of four luxury trim schemes.



Wagon Single Color



Wagon Two Tone

TWO TONE COLOR GUIDE

M/A	M/D	M/S	M/E	M/W	M/C	M/J	M/K	M/H	M/R	M/G	D/H	D/R	S/E
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Red Vinyl and White Metallic Vinyl
M • A • J • O



Black Vinyl and White Metallic Vinyl
M • A • D • S • E • W • C • J • H • R • O



Brown Metallic Vinyl and Nylon Cloth
(ALL COLORS)



Two Tone Blue Vinyl
M • A • D • H • R

COLOR AND UPHOLSTERY SELECTOR

Swatches (above) illustrate the four Falcon Wagon Deluxe interior trim choices. Code letters with each refer to matching Falcon exterior single color choices (left). Simple cross reference will tell you which colors take each of the four trims. Using the color guide below, you can determine Falcon Wagon two-tone combinations. In each the first letter represents the top color. **EXAMPLE:** "M/A" is Corinthian White upper, Raven Black lower.

LET'S JOIN THE GANG.
PLENTY OF ROOM FOR ALL OF
US IN A **FALCON** WAGON!



FORDOR WAGON



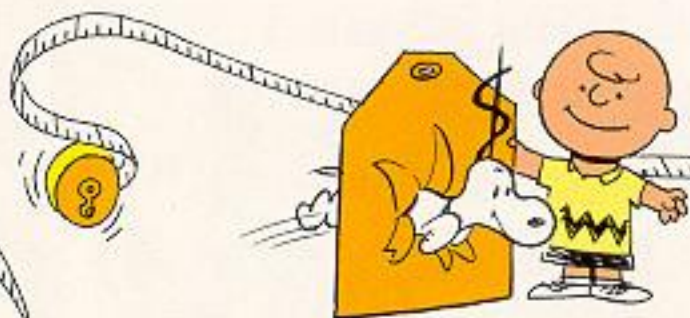
Stepping out, the gang goes in top style in this handsome Falcon Fordor Wagon. Here's comfort and room aplenty for six happy folks and enough big cargo room left over for Casey's trap drums. Pretty fancy stepping, too, with either the standard Falcon Six or optional new 170 Special. One Falcon carburetor does the job of two on some compacts . . . two headlights instead of four on some others . . . to save on service and replacement costs. Deep-section, one-piece bumpers save the need and extra expense of guards. More wonderfully practical Falcon economics to measure against the rest of the compacts!

FALCON FORDOR WAGON in Corinthian White with Deluxe trim

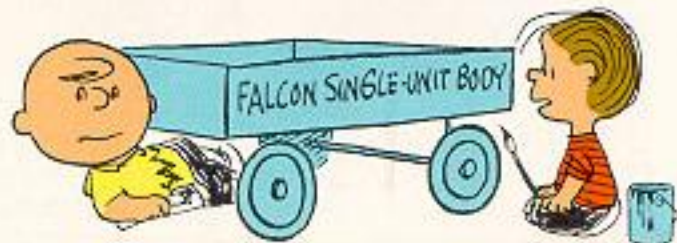


FALCON has more of everything you want most in a compact car

The proof is in the car itself—or more accurately, in over 400,000 Falcons sold in its first year. And, whether you measure by the number of Falcons on the road, or the number of happy people in each, this is the world's most successful new car! It has amazed owners with its economy and performance . . . surprised them with its luxury and roomy comfort . . . convinced them of its lasting worth by its quality and “makes-sense” design. To see how much *more* the Falcon offers than other compacts—to see the proof firsthand—see your Ford Dealer.



MORE ECONOMY . . . starts with low, low Falcon price tags. See your Ford Dealer . . . see how you can save on either a Falcon Sedan or Falcon Wagon! You save, too, on licensing and (in most states) reduced insurance rates. As you drive, you save on gas (up to 30 mpg) and oil (4,000 miles between changes). Single headlights, bolt-on front fenders mean less for parts replacement. What's more, Falcon uses low-cost Genuine Ford Parts—available from over 6,700 Ford Dealers, *everywhere*.



MORE COMFORT . . . for six (not five) big people.

The Falcon (Tudor or Fordor) seats *six* big people in the kind of comfort they're used to. (Some 2-door compacts can only squeeze in *four or five*.) Seats are sofa-soft and comfort-high with the most posture-perfect seat-back position (23°). There's plenty of room for hats, shoulders, hips and legs. And, speaking of room, the Falcon trunk is six-people big, too—23.7 cubic feet of luggage space. It's all in one place . . . easy to load . . . no back seat to fold down!



MORE DURABILITY . . . built to stay young and full of fun. Falcon is the only compact that gives you all these built-to-last features: Single-unit construction with its rock-solid strength and rigidity. Rust and corrosion-resistant Zinclad rocker panels and main underbody structural members. Double-wrapped aluminized muffler with *three* times the life of ordinary kinds. Double-life, bright-metal trim . . . more uniform chrome-plating, thicker anodized aluminum . . . to stay bright and sparkling longer. And over all, brilliant Diamond Lustre Finish that *never* needs waxing!



MORE PERFORMANCE . . . sports car spirit and handling. This year you can have either the famous Falcon Six engine or the peppery new high-performance 170 Special Six.* Both engines perform wonders with a gallon of regular and they're both mounted in the tried-and-true position up front to give Falcon its wonderful stability. And the Falcon is so alert, handles so smartly and holds the road so well. It's enough to make sports car buffs turn in their costly imported "machines" (and many of them have!) Steering is so easy and braking so sure you'll forget power assists ever existed. You'll just sit back and get reacquainted with the fun of driving again.

*Optional at extra cost

MORE CONVENIENCE . . . easier to get in and out—no need to do "without." Falcon's big, wide doors make getting in and out gracefully easy, as it should be. No windshield "dogleg" nips your knees . . . no "jack-knifing" needed either. Instruments and controls are clearly marked (lighted at night). Shift lever is on the steering column, not a floor-mounted "knee-knocker" as in some compacts. And as *standard* equipment you get *two* front arm rests, *two* sun visors, *two* horns . . . even *two* coat hooks. Not so with some of the other compacts!



MORE SAFETY . . . famous Lifeguard design—pioneered by Ford. You ride with greater peace of mind in a Falcon because of numerous Ford "safety firsts." Lifeguard deep-dish steering wheel and Double-Grip door locks are *standard* equipment. Lifeguard padded sun visors, instrument panel and seat belts are moderate extra-cost options. You have sure-footed stability and control with the Falcon's front-mounted engine. You are surrounded by the sturdy steel security of the Falcon's advanced-design single-unit body. And even during rainy weather, you see more through Falcon's big, wide windshield, thanks to Falcon's Parallel Action windshield wipers.

FALCON SIX. The one compact engine that consistently pays off on its promise . . . up to 30 miles per gallon! The standard Falcon engine is the same overhead valve, thrifty six-cylinder design as the 170 Special, but with 85 horsepower and 134 lbs-ft torque, it goes all out for gas savings. Illustrated with 3-Speed Manual Transmission, smooth-shifting, reliable power mate that helped the Falcon Six establish its great reputation for economy. (Standard with both engines.)



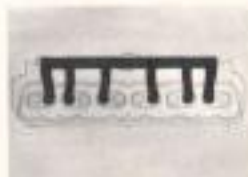
Your choice of two Falcon engines . . .

and two Falcon transmissions



NEW FALCON 170 SPECIAL SIX.* More ginger and new agility for traffic and turnpike in a new "big brother" to the famous Falcon Six. The 170 Special delivers more punch for passing (101 horsepower and 156 lbs-ft torque) but retains most of the gas-saving thriftiness of the standard engine. Proven, dependable overhead valve, six-cylinder, super-short stroke design. Illustrated with Falcon Fordomatic,* top automatic transmission choice among compacts, and an ideal performance mate for the 170 Special. (Also available with Falcon Six.)

*Optional at extra cost



Six-port intake manifolding contributes to smooth-running efficiency of Falcon engines. Because each cylinder has its own induction passage, fuel-air mixture is more evenly distributed—an important key to smoothness.



Free-Turn valves, another long-life, low-service Falcon engine feature. Intake and exhaust valves are designed to rotate as they open and close to distribute wear more evenly. Warping and sticking are minimized, valve life increased.



Wedge-type combustion chambers in both Falcon engines are noted for their design characteristic of "squeezing" the last ounce of power out of every drop of fuel. Just one of many established Falcon engine gas-saving design features.



Full-Flow Oil Filter is standard equipment on every Falcon engine. Cleans all engine oil all the time. Cleans so efficiently that oil changes are necessary only each 4,000 miles in the Falcon. Add Falcon oil savings to what you know you'll save on gas!



A Ford engine quality "first," electronic mass-balancing of Falcon engines under their own power provides these important engine attributes: (1) quiet-smoothness (2) greater engine efficiency (3) longer operating life. Extra quality that costs you no more in a Falcon.

You ride more solid, sure and safe every mile in the Falcon

IT'S NO WONDER FALCON IS THE WORLD'S MOST SUCCESSFUL NEW CAR ...



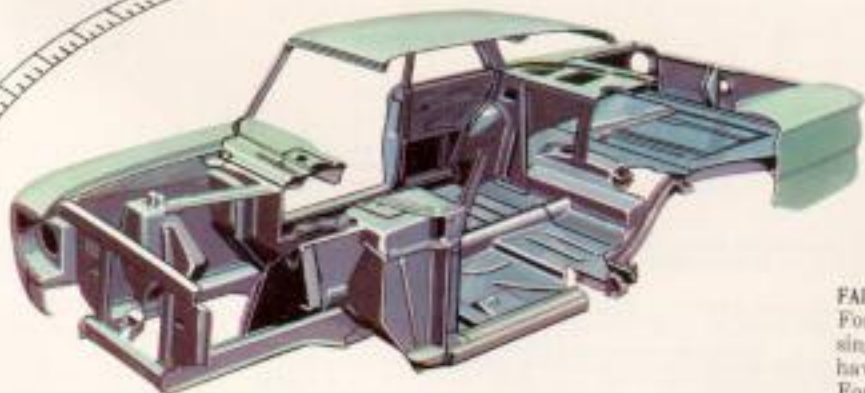
...AND THE MEASURE OF COMPACT CAR VALUE



YOU WON'T FIND A COMPACT THAT MEASURES UP TO FALCON..



EVEN IF YOU TURN THE WHOLE WORLD UPSIDE DOWN!



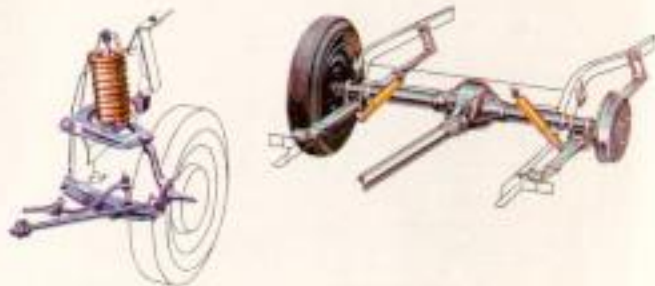
SINGLE-UNIT BODY CONSTRUCTION. Falcon's rock-solid, single-unit body eliminates bulky frame structure, provides greatest strength with least weight. This design efficiency also increases interior room for passengers as it greatly reduces sources of squeaks and rattles. Underneath, Zinclad rocker panels and main structural members, with greater resistance to corrosion, rust and road salts, promise longer life.



EFFECTIVE FALCON BRAKES. Falcon brakes require so little pedal effort to produce sure, smooth, straight-line stops that you'll forget all about big-car power assists. Efficient brake cooling means greater resistance to fade. Thick, riveted linings mean long life and quieter operation. Parking brake operation is simple, familiar too, unlike some of the other compacts.



FALCON SAFETY FEATURES. Because safety is first with Ford, you ride in the greater security of Falcon's single-unit body . . . with the greater stability of having Falcon's engine up front. You benefit, too, from Ford-pioneered safety features. As standard equipment: Lifeguard deep-dish steering wheel, Lifeguard Double-Grip door locks, Lifeguard padded arm rests. Optional at moderate extra cost: Lifeguard padded sun visors and instrument panel, Lifeguard Jr. rear door safety locks (when children ride in back), seat belts.



FRONT AND REAR SUSPENSION. Falcon's Ball-Joint Front Suspension smooths bumps and road faults, gives Falcon anti "nose-dive" stops. Makes handling surer, safer. Variable-Rate Rear Suspension, with 50-inch leaf springs mounted to the axle off-center, resists rear and "squat" in starting. The springs are of softer-acting design with full-length liners between each leaf resulting in a quiet, more comfortable ride. Together they make the Falcon wonderfully able, stable and roadwise.

1961 FALCON SPECIFICATIONS



The Ford Quality Audit system, a Ford first, results in products of higher quality. Quality Audit means regular samples from each shift at every assembly plant for an exhaustive search for any deviations from strict quality standards. This enables assembly operators to check and adhere to this quality control at all times.



FALCON DESIGN: Welded, integral body and frame for quietness and high strength-weight ratio. Completely sealed and insulated. Roof area braced at center on sedans and three roof cross braces on wagons give extra rigidity. Two-casted rocker panels and main underbody members for durability. Rear-hinged hood with outside safety-type latch. Truck-mounted, corrosion-resistant stainless grille. Cool-top ventilation system. Clear-visor safety glass throughout. Wide-angle windshield with forward-closing pillars. Large, wide-opening doors, with multi-type door checks and bronze-bushed hinges. Life-guard Double-Drive door locks. Positive Control front seat, adjustable to 9 positions. Wagons have easy-to-operate counter-balanced luggage (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.



ENGINES: 85-hp Falcon Six—144 cu. in. disp., 3.50" bore x 2.50" stroke, 8.7 in. 1 cam, ratio, regular fuel, low-dilatometer cast design carburetor, manual choke, oil capacity, with filter change, 4.5 qt.



101-hp Falcon 170 Special Six—170 cu. in. disp., 3.50" bore x 2.94" stroke, 8.7 in. 1 cam, ratio, regular fuel, low-dilatometer cast design carburetor, manual choke, oil capacity, with filter change, 4.5 qt.

FEATURES: For economy and long life, Falcon engines have Short Stroke, low-friction design. Wedge-type combustion chambers; Free-Turning overhead intake and exhaust valves; 3-ring aluminum-alloy pistons with full-covered top ring; integral cylinder head and 6-part intake manifold; precision-molded crankshaft with four precision-type main bearings; rotor-type oil pump; Super-Filter air cleaner with reusable 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-eyes Turbo-Action spark plugs; 54-plate, 40 amp-hr battery; positive engagement starter; streamlined muffler. Engines are electrically balanced while operating under their own power for optimum smoothness.



CLUTCH AND MANUAL TRANSMISSION: Single-cation disc, dry-plate clutch for smooth engagement; aluminum housing; permanently lubricated ball-bearing type throw-out bearing; suspended clutch pedal. Not easy action and no draft hole in hubboard. Face diameter is 8 1/2 in. Total frictional area is 88.1 sq. in. 3-Speed Transmission has shot-peened free-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 (1.83 with 170 Special Six), direct 1.00, reverse 4.46.

Comparative information in this catalog was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this catalog 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.

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UNITED FEATURE SYNDICATE, INC.

SEE THE '61 FALCONS.
THE MEASURE OF COMPACT
CAR VALUE AT



Form No. FDD-61-32



FORDOMATIC DRIVE (optional): features simplified design, light-weight cast-aluminum construction, minimum servicing. 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 (shell) 2.4 in. "D" range gives brisk, smooth starts in low. Effective engine braking in "L" position. Air cooled with 144 Six, oil and water cooled with 170 Special Six. Selector lever and quadrant on steering column, sequence P-R-N-D-L.



REAR AXLE: Semi-floating type with offset hypoid gears, induction-hardened forged shafts with permanently lubricated wheel bearings. **Axle Ratio (to 1): Conventional Drive—Sedans: 3.10 with std. Six, 3.20 with Special Six (3.30 opt., either engine); Wagons: 3.50 with both engines (4.00 opt., std. Six only). Fordomatic Drive—All models: 3.50 with both engines (4.00 opt. on wagons, std. Six only).**



FRONT SUSPENSION: Angle-Posed Ball-Joint type with coil springs pivot mounted on upper arms. Strut-stabilized lower arms. New-throated, permanently lubricated bushings in upper arms and rubber bushings in lower arms for softer ride. Built-in cast-dive control, internally mounted hydraulic double-acting shock absorbers with rebound cut-off. Link-type, rubber-bushed ride stabilizer. Tapered roller wheel bearings.



REAR SUSPENSION: Longitudinal, semi-elliptic leaf springs with reduced spring rate, rubber-bushed supports and compression-type shockles, giving variable-rate characteristics for a softer, more leveled ride. Asymmetrical design with rear axle located forward from center of springs for anti-squat control on take-off. Full length liners between leaves—no lubrication required. Diagonally mounted hydraulic double-acting shock absorbers.



STEERING: Magic-Circle low-friction recirculating-ball type steering gear provides easy handling. Anti-friction bearings throughout. Symmetrical linkage. Over-all steering ratio 27 to 1. Lifeguard 17", black, 3-spoke, deep-center steering wheel. Turning diameter 28 ft.



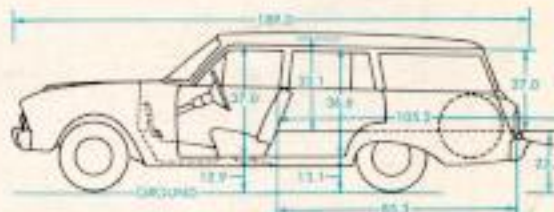
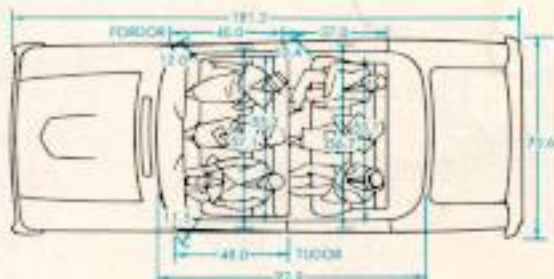
BRAKES: Double-sealed, self-energizing hydraulic with composite drums, 9-in. diameter front and rear, and molded linings for long life and fade resistance. Total lining area 131.0 sq. in. on sedans, 150.8 sq. in. on wagons. Suspended pedal, dash-mounted master cylinder. Offset "T" handle parking brake at left of steering column.



TIRES: Soft-Tread design, black, tubeless with Tyrex cord. Safety-type rims. Sedans—6.00 x 13 4-ply or 4" rims; Wagons—6.50 x 13 4-ply or 4 1/2" rims. Spare wheel and tire location: Sedans—luggage compartment; Wagons—cargo area behind right-hand wheelhousing.

DIMENSIONS: 109.5" wheelbase. Tread, front 55", rear 34.5". Curb weight (est.): Sedans—2087 lb. Tudor, 2422 lb. Fordor, Wagons—2645 lb. Tudor, 2678 lb. Fordor. For other dimensions, see illustration at right.

PRICES: All Optional Equipment and Accessories, illustrated or referred to as optional or available in this catalog are at extra cost. For the price of the Falcon with the equipment you desire, see your Ford Dealer.



Your Friendly FORD Dealer