

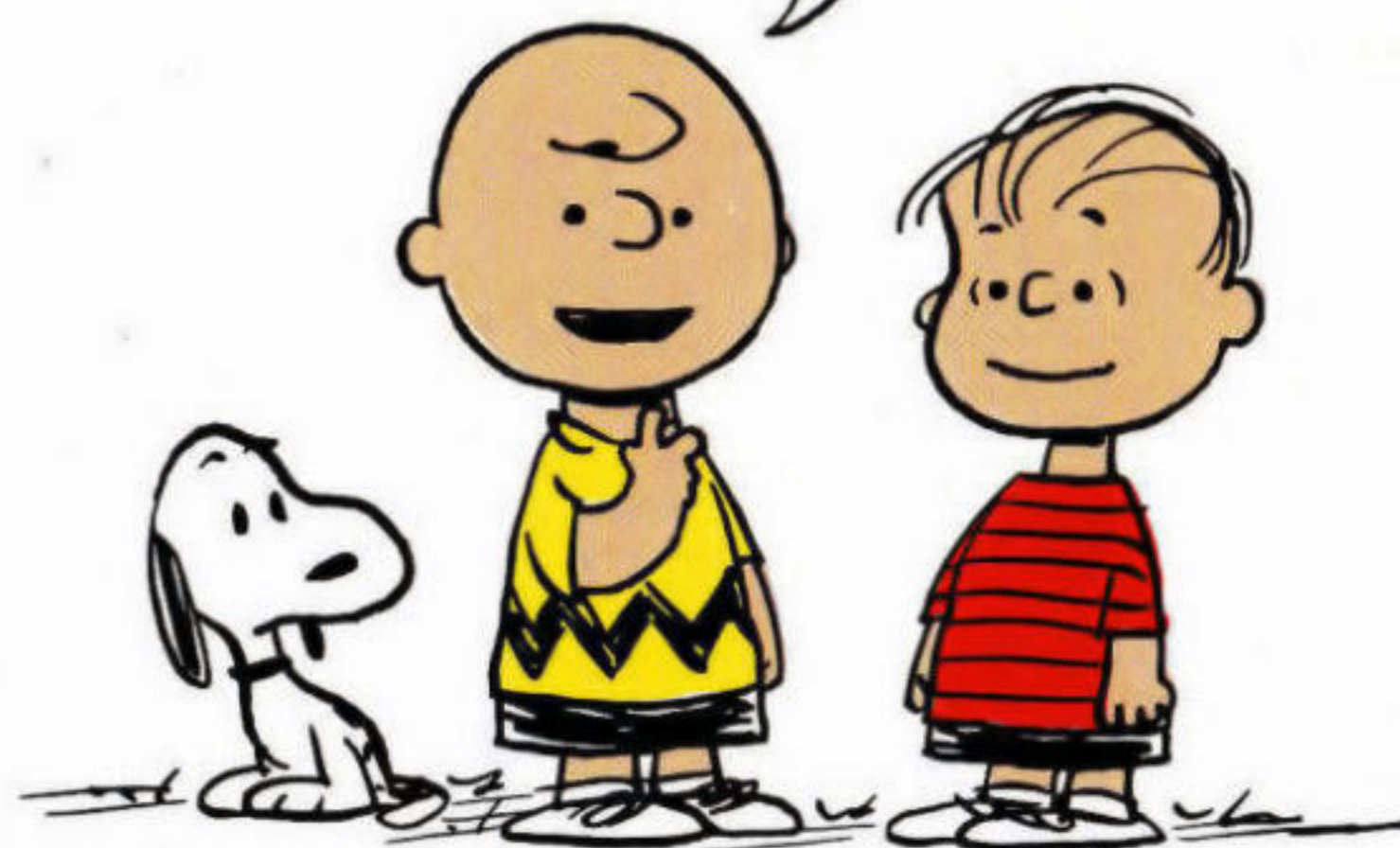
FALCON for '63 !



BOY, FORD HAS REALLY DONE IT THIS YEAR...NOT ONLY ARE THEY OFFERING 19 DIFFERENT FALCONS, BUT...



THERE'S MORE FALCON LUXURY, STYLE, COMFORT, SAVINGS, AND FUN THAN EVER



WHAT MORE COULD A PERSON ASK FOR?



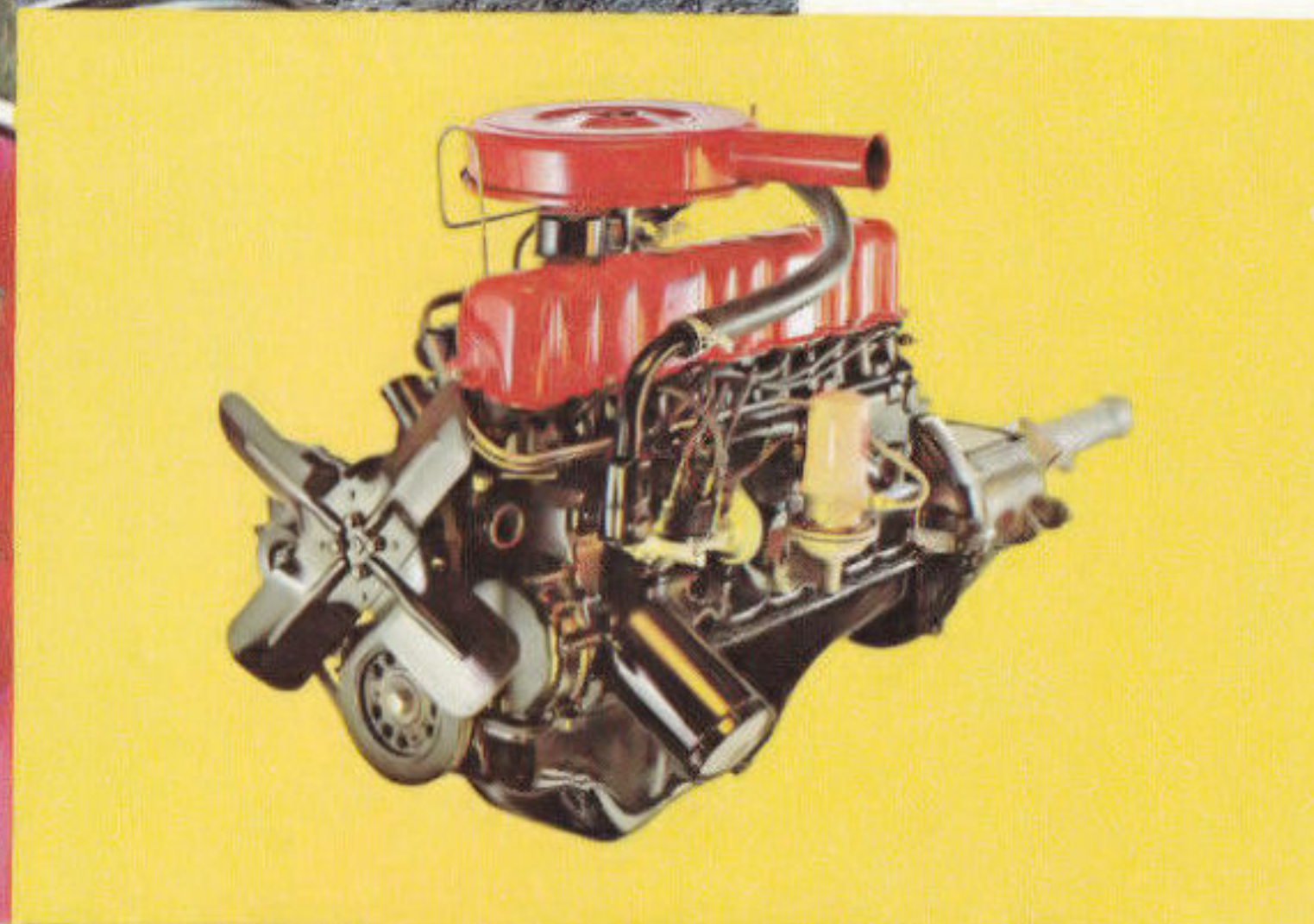
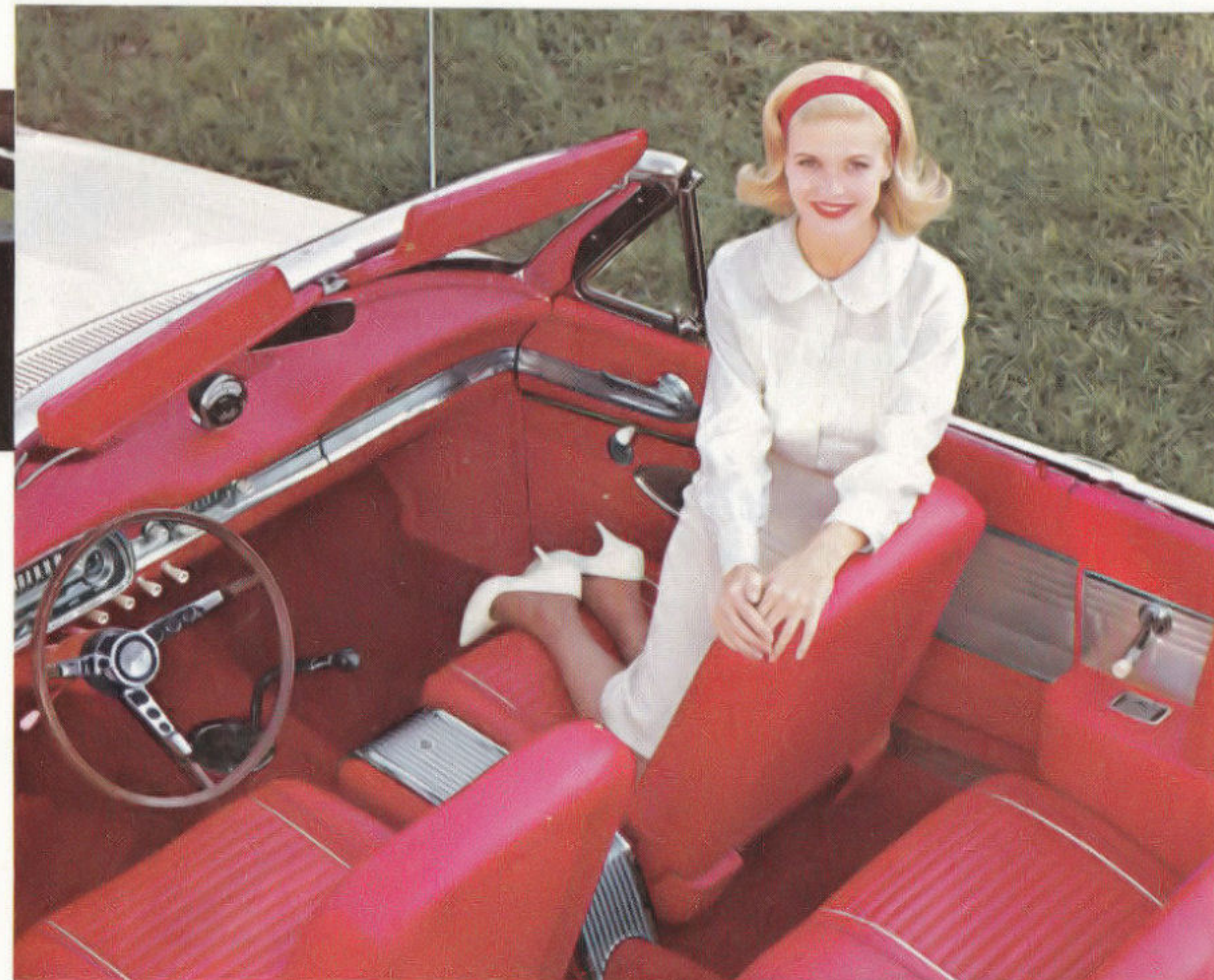
IT'S LIKE HAVING YOUR DOG FOOD, AND EATING IT TOO!



Peanuts Characters © 1950-1959 United Feature Syndicate, Inc. SCHULZ

Falcon '63 features 19 different kinds of fun in 19 spunky, spanking-new models. Leading the parade are two surprises—the all-new Falcon Sprint Hardtop and Sprint Convertible! Their luxurious bucket seats and sports car trimmings lead a long list of the liveliest standard features ever offered in a compact! More pleasant surprises. The elegant Futura is now a complete series, with three sedans, two hardtops and two convertibles. And there are eight Falcon wagons, each loaded with the wonderful utility that has

Fun is what's new in Falcon ...the all-time economy champ!



made Ford wagons famous. Choose from six Falcon power teams starring the 170 Special Six§ and floor-mounted 4-speed stick shift, the sporty combination which is standard on Sprints and available on any new Falcon. Savings are bigger than ever. Falcon has all the twice-a-year (or every 6,000-mile) maintenance features† pioneered by Ford. The Falcon Six offers traditional award-winning gas economy, too. Best of all, Falcon's price tag is still the lowest (see pg. 5). And its superb quality makes possible the total-car 24-month, 24,000-mile warranty detailed on page 16. Sample the great fun in Falcon '63 now at your Ford Dealer's.



§Standard also on Futura Convertibles

†Except extra-duty wagons (see footnote pg. 19)

THE ONLY THING "OLD" about the '63 Falcon is its familiar low price. Compare the Falcon price label model for model with other compacts and see how much Falcon saves you. Then compare features. See how many standard Falcon features are extra cost or simply not available on other compacts. Falcon sure takes the cake when it comes to savings!



FALCON SEDAN INTERIOR. Falcons take first prize in room and comfort. (The wide-opening doors rate it themselves.) Six fit fine in a Falcon—and the big trunk (23.7 cu. ft.) takes all their luggage. In front, you have foam-cushioned seat, 2 sun visors, 2 arm rests. There are even 2 coat hooks. (Fresh air heater-defroster is included in the price of every '63 Falcon.*)

FALCON SEDAN STANDARD EQUIPMENT

Falcon Six Engine (85 hp) with Self-Adjusting Valves 3-Speed Manual Transmission Self-Adjusting Brakes Full-Flow Oil Filter 36,000-Mile Fuel Filter Fully Aluminized Muffler Galvanized Main Underbody Members Bright-Metal Windshield and Rear Window Moldings Parallel Action, Single-Speed Electric Wipers 2 Horns, 2 Sun Visors, 2 Front Arm Rests, 2 Coat Hooks Foam-Cushioned Front Seat, Front Ash Tray White Vinyl Headlining Gold "Ladder" Pattern Cloth/Vinyl Seat Trim Color-Keyed, 3-Spoke Steering Wheel Front Seat Belt Anchors Turn Signals (with new front amber lenses) Center-Fill Fueling

*Heater is installed during production unless otherwise specified. If deleted, an appropriate price reduction is made

DELUXE TRIM PACKAGE

In addition to the above, the following Deluxe Trim items are available at moderate extra cost:

Bright-Metal Body Side Molding Fender Top Ornaments Choice of Red or Blue Cloth/Vinyl Interior Trim (in addition to standard gold) Rear Arm Rests, Ash Tray Cigarette Lighter Chrome Horn Ring Automatic Dome Light

See pages 24-26 for Options and Power Teams



Falcon 2-Door Sedan (4-door model also offered)

BASIC SPECIFICATIONS

Over-all Length.....181.1"
Over-all Width.....70.6"
Over-all Height.....54.5"
Wheelbase.....109.5"
Curb Weight (approx.)—
2-Door 2415 lb.—4-Door 2455 lb.
Trunk Volume.....23.7 cu. ft.

See back cover for complete specifications

FALCON SEDANS Like no other compact, Falcon can show you the great fun there is in saving money. There's a lot more fun in a '63 Falcon simply because there's a lot less need for service. Ford's Twice-a-Year Maintenance lets Falcon go 6,000 miles between service stops. In the gas-savings department, Falcon holds the all-time Mobil Economy Run record for 6's and 8's, set in 1961! And, to put the frosting on the cake, Falcon in '63 as from the beginning is America's lowest-priced 6-passenger sedan*—with extra savings on licensing and (in most states) insurance! There's no fun like saving money, and no money-saver like Falcon!

*Based on a comparison of manufacturers' suggested retail delivered prices, including heater and all comparable equipment



FUTURA SEDAN INTERIOR. Open either front door and the "courtesy-lighted" interior beckons you in to solid comfort. Foam-cushioned front seat . . . safety-padded arm rests . . . color-keyed carpet front and rear. This trim scheme is handsome deep-pleated blue cloth and vinyl, one of five Futura Sedan choices (plus five all-vinyl optional trims).

FUTURA SEDAN STANDARD EQUIPMENT

Includes the standard equipment and trim items listed on page 4 with these variations:

- Bright-Metal Side Window Frames Side Spear Body Moldings with Complementary Color Inserts Fender Top Ornaments "Futura" in Block Letters and Molding on Rear Body Panel Choice of Five "Bar-Line" Pattern Pleated Cloth/Vinyl Interior Trims Color-Keyed Carpet, Front and Rear Cigarette Lighter Rear Arm Rests and Ash Tray Chrome Horn Ring Automatic Dome Light Futura Molding across Instrument Panel and Bright Inserts in Control Knobs Futura Full Wheel Covers

SPORTS SEDAN STANDARD EQUIPMENT

Includes items listed on page 4 and above with these variations:

- Deep Foam-Cushioned Bucket Seat Cushions and Backs with Console Bucket-Styled Foam-Padded Rear Seat Cushion Choice of Five Pleated All-Vinyl Interior Trims Unique White Whipcord Vinyl Headlining

See pages 24-26 for Options, Accessories, Power Teams

BASIC SPECIFICATIONS

Over-all Length.....	181.1"
Over-all Width.....	70.6"
Over-all Height.....	54.5"
Wheelbase.....	109.5"
Curb Weight (approx.)—	
2-Door 2425 lb.—4-Door 2465 lb.	
Sports Sedan 2460 lb.	
Trunk Volume.....	23.7 cu. ft.

See back cover for complete specifications

FUTURA SEDANS Compact luxury gets a big lift with this brand-new '63 series of Falcons. Starting with style, 2- and 4-door Futuras have the bold, modern beauty of their fine-car "cousin," Thunderbird. (That roofline tells you.) The Futura Sports Sedan (background below) is the smart bucket-seat edition with all-vinyl trim. Futura interiors (your choice of five) offer the same smart, good taste plus all the appointments and conveniences of the "high ticket" compacts. To these add Falcon service-saving features . . . Falcon gas-saving economy . . . Falcon's low, low price. Any wonder that Falcon owners already number nearly 1,500,000?

Foreground: Futura 4-Door Sedan (2-door model also offered) Background: Futura Sports Sedan with optional black vinyl roof covering



TWICE-A-YEAR (OR 6,000-MILE) MAINTENANCE features† pioneered by Ford put you miles and dollars ahead in a Falcon. Add up these service savings for yourself: 36,000 miles between major chassis lubes; 6,000 miles between oil changes and minor lubes. In addition, brakes and engine valves are self-adjusting, and you go 36,000 miles or two years between changes of engine coolant-antifreeze. (See pgs. 16-17 for more.)

†Except extra-duty wagons





Foreground: new Futura Sports Coupe with bucket seats Background: new Futura Hardtop with full-width seats

FUTURA HARDTOPS Falcon tops itself beautifully with the sleek new Futura Hardtop and its bucket-seat twin, the new Futura Sports Coupe. There's a new wind-swept rake to the roofline (and what a view through that big rear window!). New glamour and comfort inside with pleated glove-soft vinyl trim in five handsome color choices. Wonderful roominess, convenience, smartness—with all the price savings, service savings and gas savings that make Falcon truly America's economy champ. Performance? Choose from half a dozen Falcon power teams topped by Falcon's 170 Special Six* and 4-speed floor shift.* Tops all around—that's Falcon!

*Optional

BASIC SPECIFICATIONS

Over-all Length.....	181.1"
Over-all Width.....	70.6"
Over-all Height.....	53.2"
Wheelbase.....	109.5"
Curb Weight (approx.)—	
Hardtop.....	2565 lb.
Sports Coupe.....	2600 lb.
Trunk Volume.....	25.9 cu. ft.



Now you can be twice as proud of your '63 Falcon. Its quality makes possible a warranty of twice the duration of the previous warranty . . . 24 months or 24,000 miles, whichever comes first! This is a total-car warranty made possible by the total-car quality of Falcon. Read the details of this remarkable new warranty on page 16. It's another industry "first" from Ford.

SPORTS COUPE INTERIOR. All the personal car touches the others copy but can't quite equal. Bucket front seats, deep-pleated and fully foam-padded (and note, please, how the right seat-back folds to help rear-seat passengers in or out). Handy console, big bucket-tailored, 3-passenger rear seat, full carpeting . . . all at a Falcon-size price!

FUTURA HARDTOP STANDARD EQUIPMENT

Includes standard equipment and trim items listed on pages 4 and 6 with these variations:
 Choice of Five Pleated All-Vinyl Interior Trims (Gold, Blue, Red, Turquoise, Black) Unique White Whipcord Vinyl Headlining New Tight-Gripping Safety-Yoke Door Locks Thunderbird-Inspired Chrome-Backed "Floating" Rearview Mirror (bonded directly to the windshield)

SPORTS COUPE STANDARD EQUIPMENT

In addition to above includes:
 Individually Adjustable Front Bucket Seats with Deep Foam-Padded Cushions and Backs Handy Between-the-Seats Futura Console Bucket-Styled and Handsomely Pleated Foam-Padded Rear Seat Cushion

POPULAR OPTIONS AND ACCESSORIES

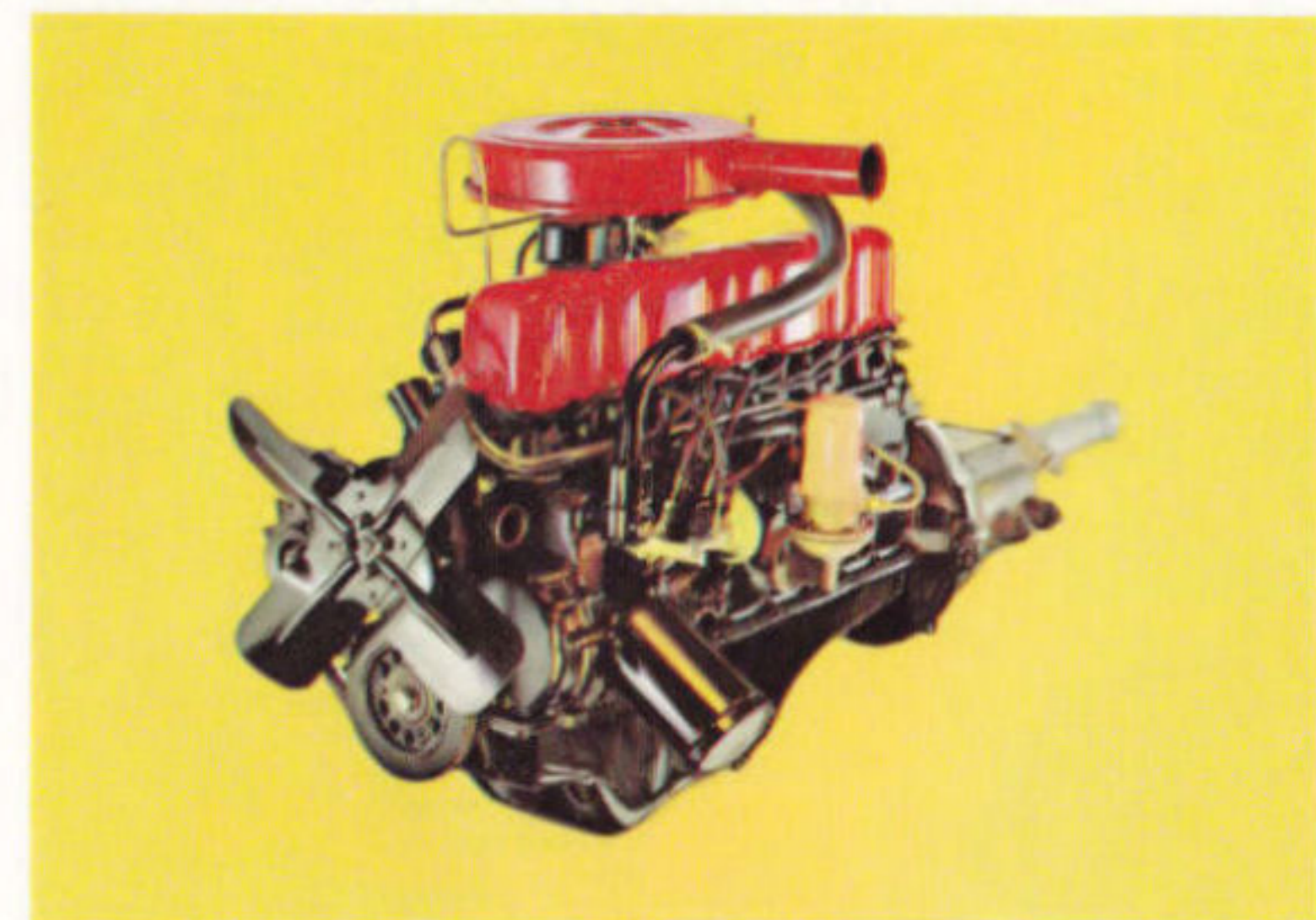
170 Special Six (101 hp) 4-Speed Manual Transmission Fordomatic Drive Textured Vinyl Roof Covering in Black or White with Bright Drip Rail Molding Simulated Wire Wheel Covers Bright-Metal Rocker Panel Molding

See pages 24-26 for Options, Accessories, Power Teams



LIVELIEST NEW FALCONS! Take all the virtues of Falcon described thus far. Add the zest of the 170 Special Six and 4-speed floor shift . . . the flair of leather-like vinyl trim and bucket seats . . . competition "goodies" like a sports-type steering wheel and tachometer. Give the car unique identity and a spirited name, and you've got the new Falcon Sprint!

In Hardtop and Convertible models, Falcon Sprint is more than a brand-new Falcon. It's a brand-new kind of car. Here's a car with the muscles and sinews of a true rally contender with true U.S.A.-type family travel practicality. Falcon Sprint is a car designed for people who love cars, the open road and driving. You owe it to yourself to get behind the wheel and get the action!



SPRINT POWER TEAM—Peppery 170 Special Six puts 101 hp of lively action under your toe. 4-speed stick shift gives you full command of sports car fun. Forward gears fully synchronized for fast, smooth shifting up or down. **SPRINT INTERIOR**—beauty, comfort, utility. Deep foam-cushioned bucket seats are trimmed in rugged, handsome vinyls with personal console tucked neatly between. "Floating" rearview mirror is a Thunderbird inspiration—sports-type steering wheel, with simulated wood rim and perforated horn bar spokes, inspired by the great road champions. **TACHOMETER** (0-6,000 rpm's), mounted on the Sprint instrument panel for instant reference, lets you time upshifts, downshifts precisely for peak performance. **WHEEL COVERS** with simulated wire spokes and "knock-off"



spinners lend dash to every Sprint. **VINYL ROOF COVERING**, option available in black or white, adds continental richness to the Hardtop. **SPRINT'S** distinctive script on front fenders and instrument panel unmistakably identifies the liveliest of Falcons!

Sprint HARDTOP If you've had a yen for a sports car, see what a new Falcon Sprint can do for you. Trim handling . . . tight cornering . . . easy maneuvering—Falcon's always had them. Now add fleet and thrifty power—Falcon's high-stepping 170 Special Six. Link it to a sweet-and-swift shifting 4-speed floor-mounted stick . . . and the fun's just begun. Bucket seats, leather-like vinyl trim (five color choices), sports-type steering wheel, sports tachometer—a Sprint includes them all and they're standard. Besides the Hardtop, there's a Sprint Convertible (page 13). Make one yours and find the top fun among compacts!

Falcon Sprint Hardtop . . . new all-American road car!



Falcon Sprint Hardtop and Convertible models feature this elegant group of standard equipment and trim items:

Falcon 170 Special Six (101 hp), Electronically Mass-Balanced in Production for Long-Lived Smoothness and Quiet Performance
 4-Speed Manual Transmission with Floor-Mounted Stick Shift; Forward Gears Fully Synchronized, Reverse Gear Lockout, Shift Pattern Etched on Shift Knob
 Individually Adjustable, Deep Foam-Padded Bucket Front Seats with Personal Console
 Bucket-Styled Foam-Padded 3-Passenger Rear Seat Cushion
 Choice of Five Pleated All-Vinyl Trims in Gold, Blue, Red, Turquoise or Black
 Unique White Whipcord Vinyl Headlining (Hardtop)
 Electric Tachometer (0-6,000 rpm) Mounted on Instrument Panel
 Simulated Wood-Grained Sports-Type Steering Wheel

OTHER STANDARD EQUIPMENT . . . a few of the many items, already listed on previous pages, which are also included on Sprints:

Automatic Courtesy Light Under Instrument Panel (Convertible)—Dome Light (Hardtop)
 Safety-Yoke Door Locks
 Color-Keyed Carpets, Front and Rear
 Color-Keyed Windshield and Window Garnish Moldings, Instrument Panel and Steering Column

POPULAR OPTIONS AND ACCESSORIES . . . *Grained Vinyl Roof Covering in Black or White with Bright-Metal Drip Rails (Hardtop)*
 Self-Regulating Electric Clock
 Color-Keyed Padded Instrument Panel (padded visors optional on Hardtop)
 All-Transistor, Push Button Radio
 StudioSonic Sound System (rear radio speaker) for Hardtop
 Spotlight with Mirror
 Backup Lights Integral with Taillights
 White Sidewall Tires
 Windshield Washers

See pages 24-26 for Options, Accessories, Power Teams



Distinctive Sprint Identification on Front Fenders, Rear Roof Pillars (Hardtop), Instrument Panel, Steering Wheel Hub and Tachometer Dial
 Chrome-Backed Thunderbird-Type "Floating" Rearview Mirror
 Color-Keyed Padded Sun Visors (Convertible)
 Bright-Metal Rocker Panel Moldings
 Power-Operated Convertible Top in Blue, White or Black 3-Ply Vinyl
 Sporty Simulated Wire Wheel Covers
 Underbody Torque Boxes
 Straddle-Mounted Drive Pinion Rear Axle

BASIC SPECIFICATIONS

Over-all Length	181.1"	Curb Weight (approx.)—	
Over-all Width	70.6"	Hardtop	2660 lb.
Over-all Height—		Convertible	2845 lb.
Hardtop	53.2"	Trunk Volume—	
Convertible	54.1"	Hardtop	25.9 cu. ft.
Wheelbase	109.5"	Convertible	18.7 cu. ft.

See back cover for complete specifications



Falcon Sprint Convertible . . . where luxury and action combine!

Sprint CONVERTIBLE The real beauty of course in a new Falcon Sprint—Hardtop or Convertible—is all the things you get that high-ticket sports cars can't match. Like the power-operated top on the Convertible (standard, naturally). Like the big 25.9-cu. ft. trunk in the Hardtop. Like the roomy family-size comfort in both of these spirited Falcons. And not to be overlooked certainly are Falcon's twice-a-year or 6,000-mile maintenance schedule and total-car 24-month, 24,000-mile warranty! Wrapping it all up is the low Falcon price . . . hundreds less than you'd expect. So, which Sprint will it be—Hardtop or Convertible?



Bucket seat special: Futura Sports Convertible. (Also offered: Futura Convertible with full-width 3-passenger front seat)

FUTURA CONVERTIBLES Whether you pick the Futura Convertible (with full-width seats) or the Futura Sports Convertible (with buckets), you'll get the luxury of full-size convertibles for a lot less money. Action comes naturally with the 170 Special Six standard—and 4-speed stick shift or Fordomatic optional—in either model. You'll have trim handling and slick parkability the big ones can't match. And just compare Falcon's ride with any other compact convertible. Special Ford engineering magic in the body structure makes the ride so much smoother, quieter . . . and the quality built into Falcon as obvious as the fun.

BASIC SPECIFICATIONS

Over-all Length.....	181.1"
Over-all Width.....	70.6"
Over-all Height.....	54.1"
Wheelbase.....	109.5"
Curb Weight (approx.)—	
Convertible.....	2765 lb.
Sports Convertible.....	2800 lb.
Trunk Volume.....	18.7 cu. ft.

See back cover for complete specifications

CONVERTIBLE INTERIOR. Deep-cushioned bucket seats, with handy console between, tag this as the Sports Convertible. (Futura Convertible has full-width 3-passenger front seat.) Both Falcon convertibles come luxury-equipped with five pleated all-vinyl choices . . . full carpeting . . . Thunderbird-type "floating" mirror . . . plus many more usually found only on the big, expensive convertibles!

CONVERTIBLE STANDARD EQUIPMENT

Includes Futura standard equipment items from page 6 with these variations:

- Falcon 170 Special Six (101 hp) Choice of Five Pleated All-Vinyl Interior Trims Foam-Cushioned Front Seat Electric-Hydraulic Power-Operated Top Vinyl 3-Ply Top Material in White, Blue or Black Underbody Torque Boxes Safety-Yoke Door Locks Padded Dual Sun Visors Chrome-Backed "Floating" Windshield Mirror

SPORTS CONVERTIBLE STANDARD EQUIPMENT

In addition to the above includes:

- Deep Foam-Cushioned Bucket Seat Cushions and Backs with Personal Console Bucket-Styled, Foam-Padded Rear Seat Cushion

POPULAR OPTIONS AND ACCESSORIES

- 4-Speed Manual Transmission. Ford Air Conditioner* Simulated Wire Wheel Covers White Sidewall Tires Padded Instrument Panel Bright-Metal Rocker Panel Moldings

*Unavailable with 4-speed manual transmission

See pages 24-26 for Options, Accessories, Power Teams

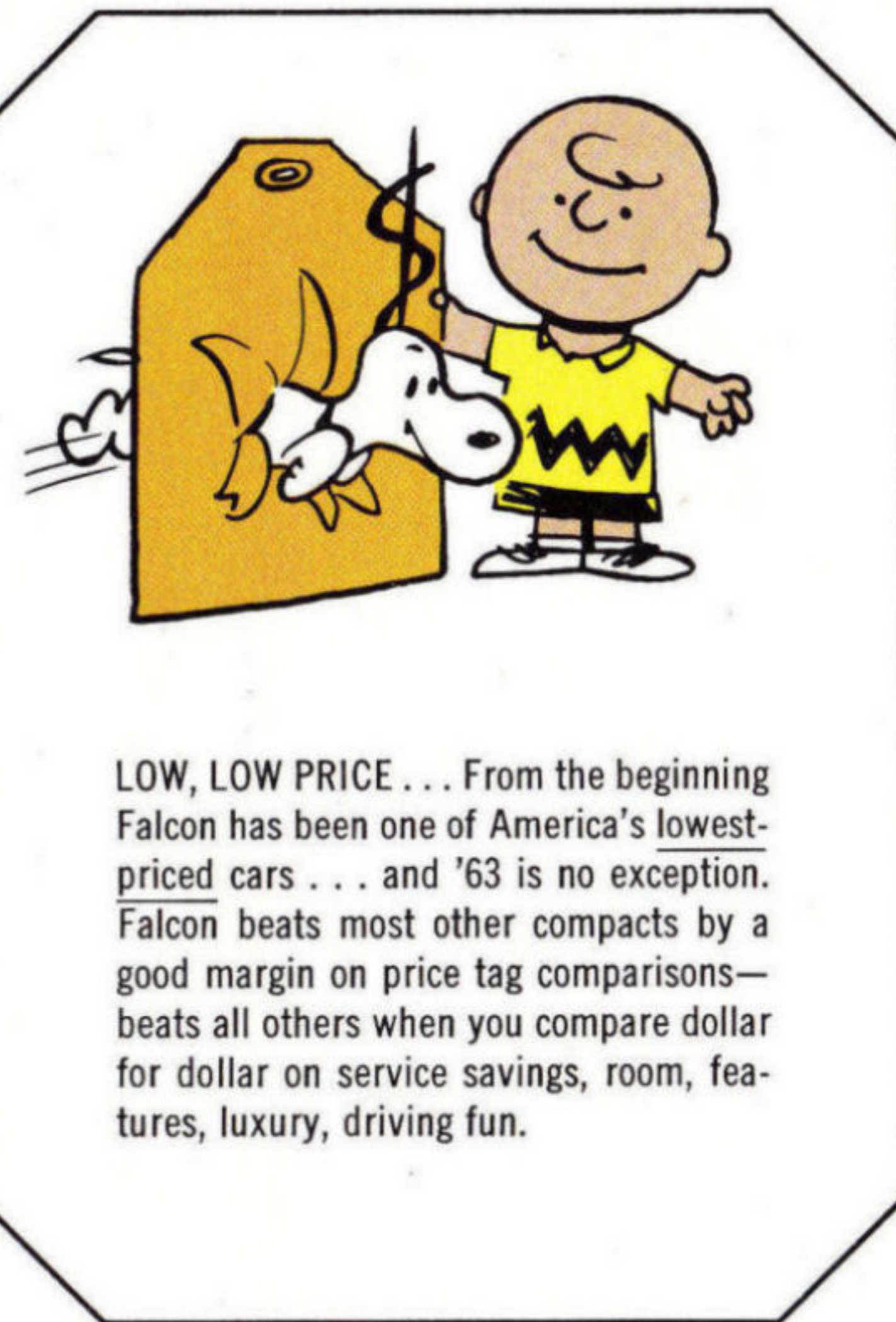


POWER TOP is standard on every Falcon convertible. Goes up or down smoothly, quietly in seconds—does all the work while you sit, watch and relax. Retracted, top stows trimly under a color-keyed boot emphasizing Falcon's sleek lines. Color choices: black, white, blue—all richly lined in black.

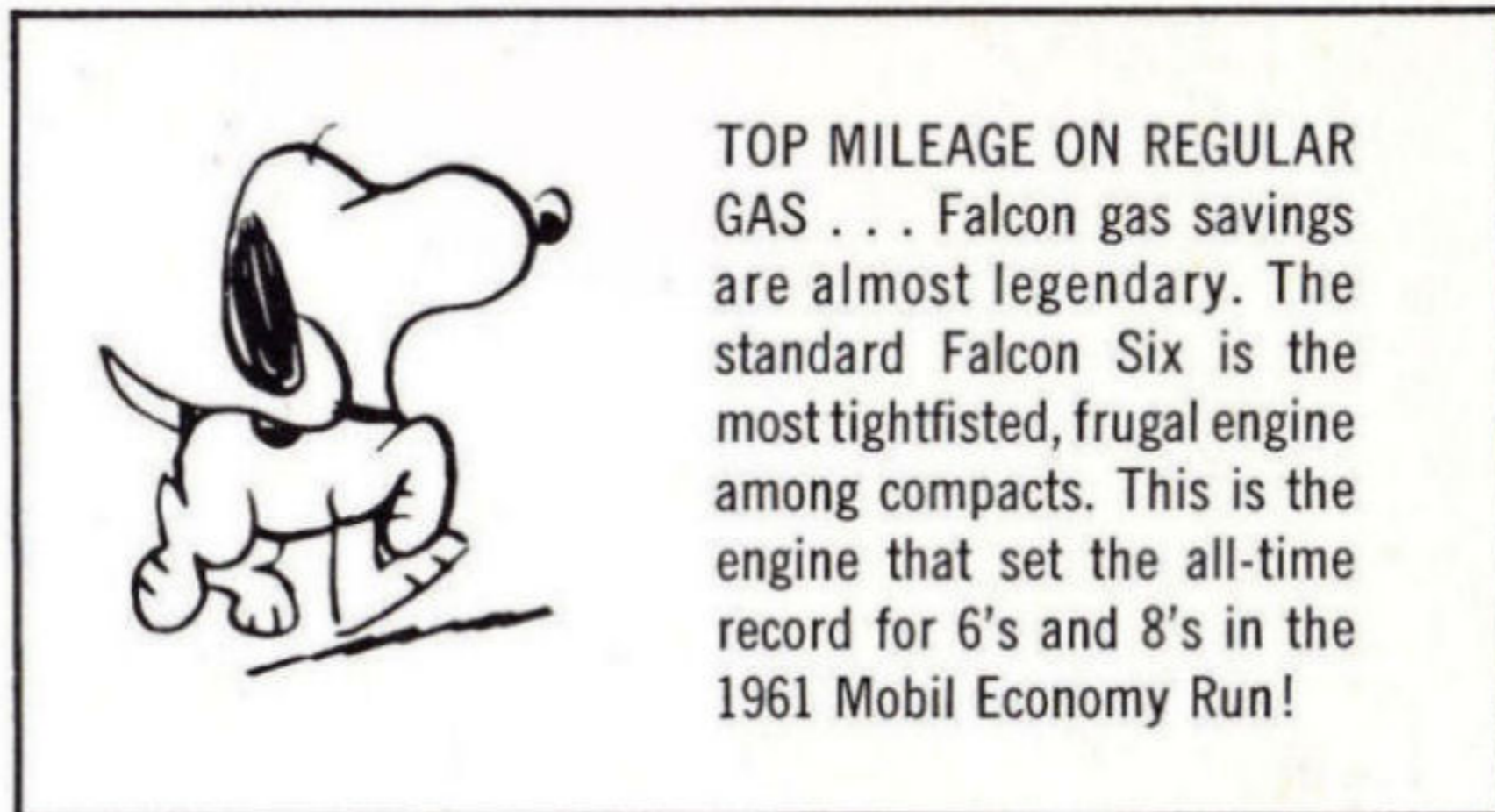


Here is Ford's total-car warranty . . . a direct reflection of the total-car quality built into every '63 Falcon.

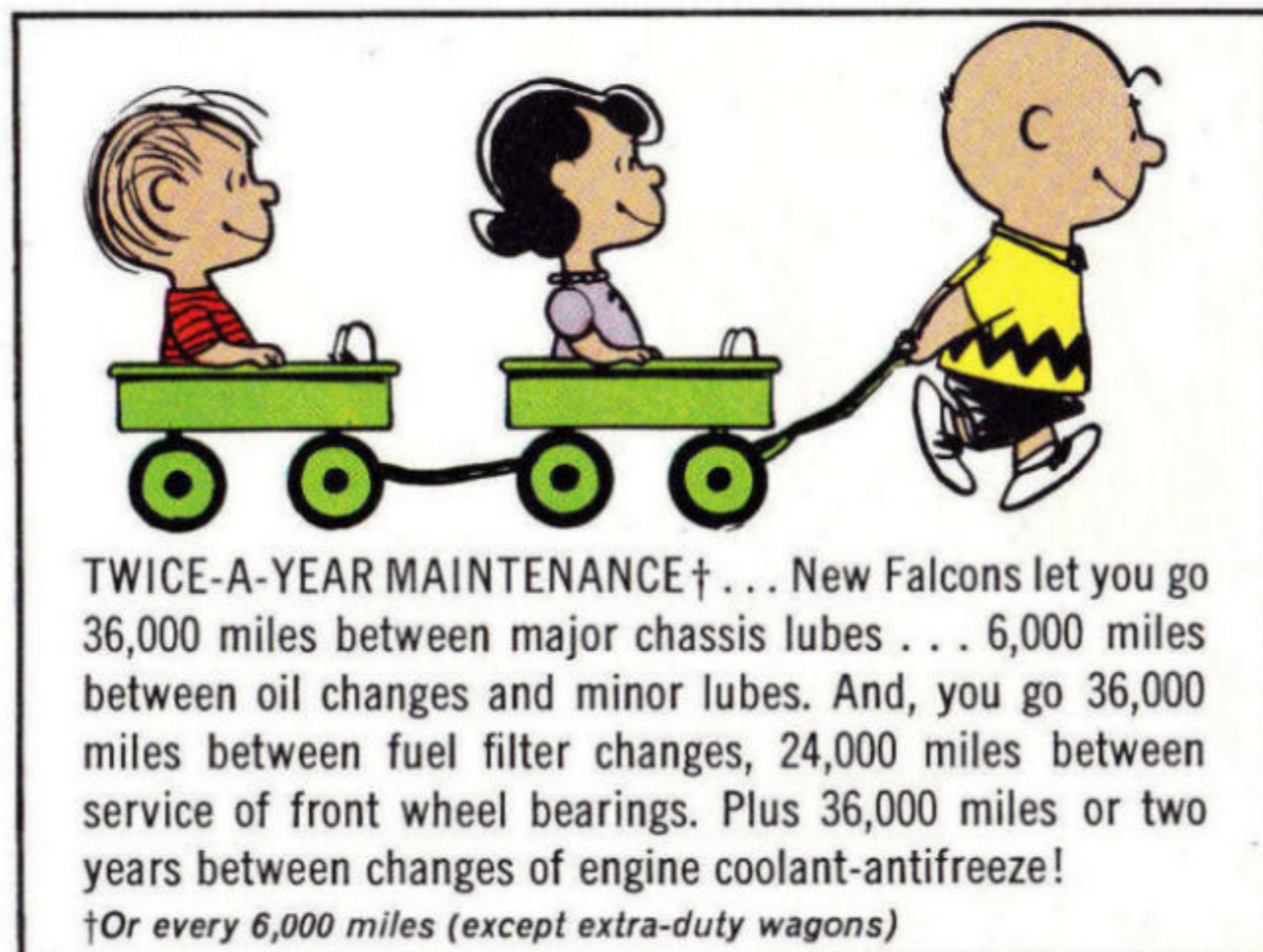
Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to owners as follows: That for 24 months or for 24,000 miles (6 months or 6,000 miles on 427-cu. in. high-performance V-8 engines and related power train components), whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades, brake or clutch linings, and normal deterioration of soft trim and appearance items. The warranties referred to herein are applicable to products sold in the U.S.A. and in certain neighboring areas.



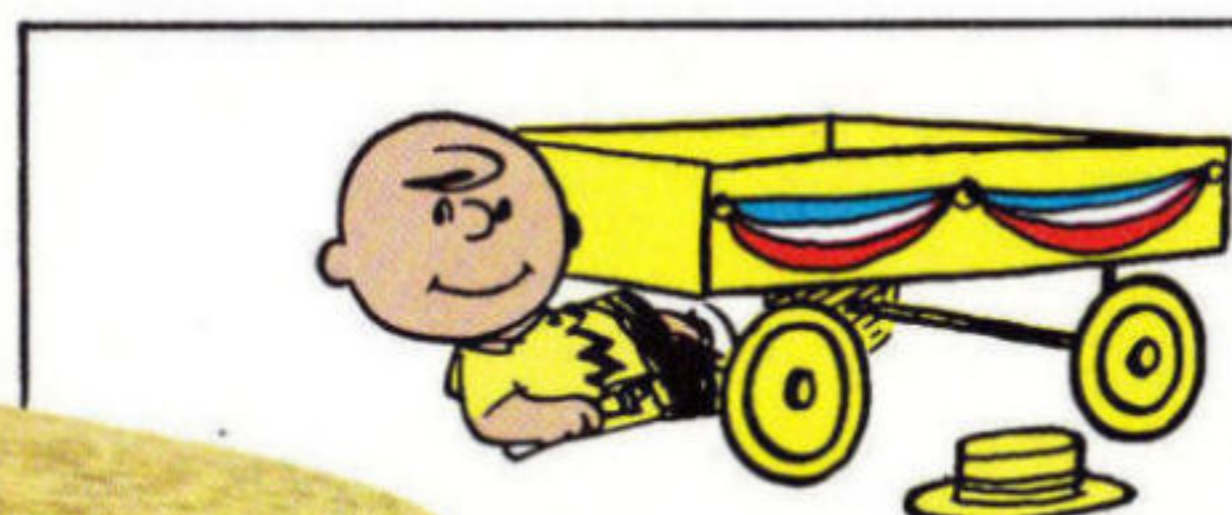
LOW, LOW PRICE . . . From the beginning Falcon has been one of America's lowest-priced cars . . . and '63 is no exception. Falcon beats most other compacts by a good margin on price tag comparisons—beats all others when you compare dollar for dollar on service savings, room, features, luxury, driving fun.



TOP MILEAGE ON REGULAR GAS . . . Falcon gas savings are almost legendary. The standard Falcon Six is the most tightfisted, frugal engine among compacts. This is the engine that set the all-time record for 6's and 8's in the 1961 Mobil Economy Run!



TWICE-A-YEAR MAINTENANCE† . . . New Falcons let you go 36,000 miles between major chassis lubes . . . 6,000 miles between oil changes and minor lubes. And, you go 36,000 miles between fuel filter changes, 24,000 miles between service of front wheel bearings. Plus 36,000 miles or two years between changes of engine coolant-antifreeze!
†Or every 6,000 miles (except extra-duty wagons)



MORE BIG SERVICE SAVINGS . . . Leave it to Falcon to give you more! Brakes and engine valves are self-adjusting . . . longer-lived fully aluminized muffler . . . galvanized underbody parts to resist rust and corrosion . . . new thicker brake linings designed to last longer. Look to Falcon to give you all of these!



LIVELY GOING—SPRIGHTLY HANDLING . . . Falcon comes by both naturally. Try the new 170 Special Six§ and 4-speed floor shift* for sports car fun. Try any Falcon on a tight parking space, in traffic, or the open road. Here's spirit, plus quick, easy handling and big gas savings that mean more driving fun.

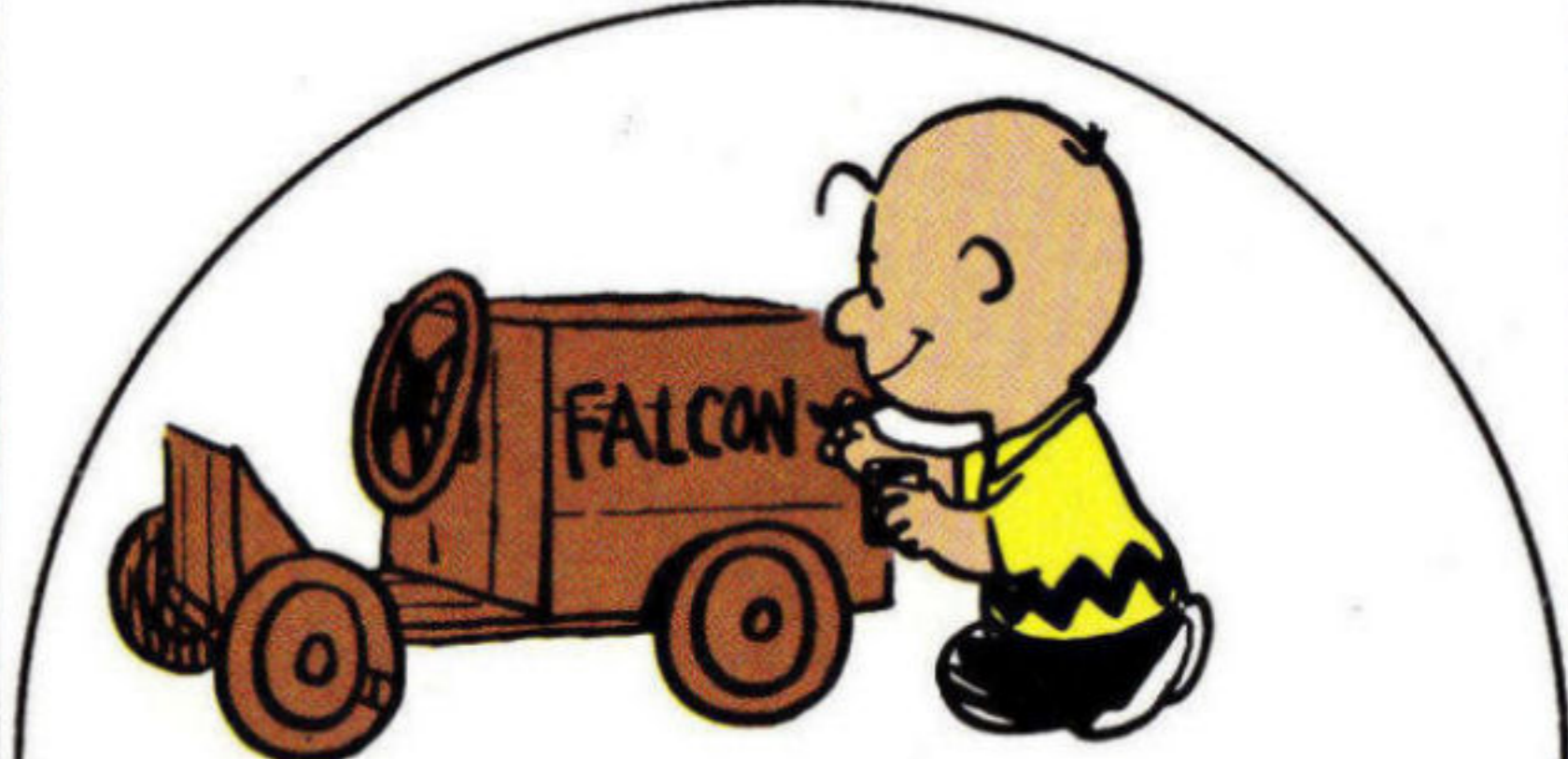
§Standard on Convertibles, Sprints; optional on others
*Standard on Sprints; optional on others



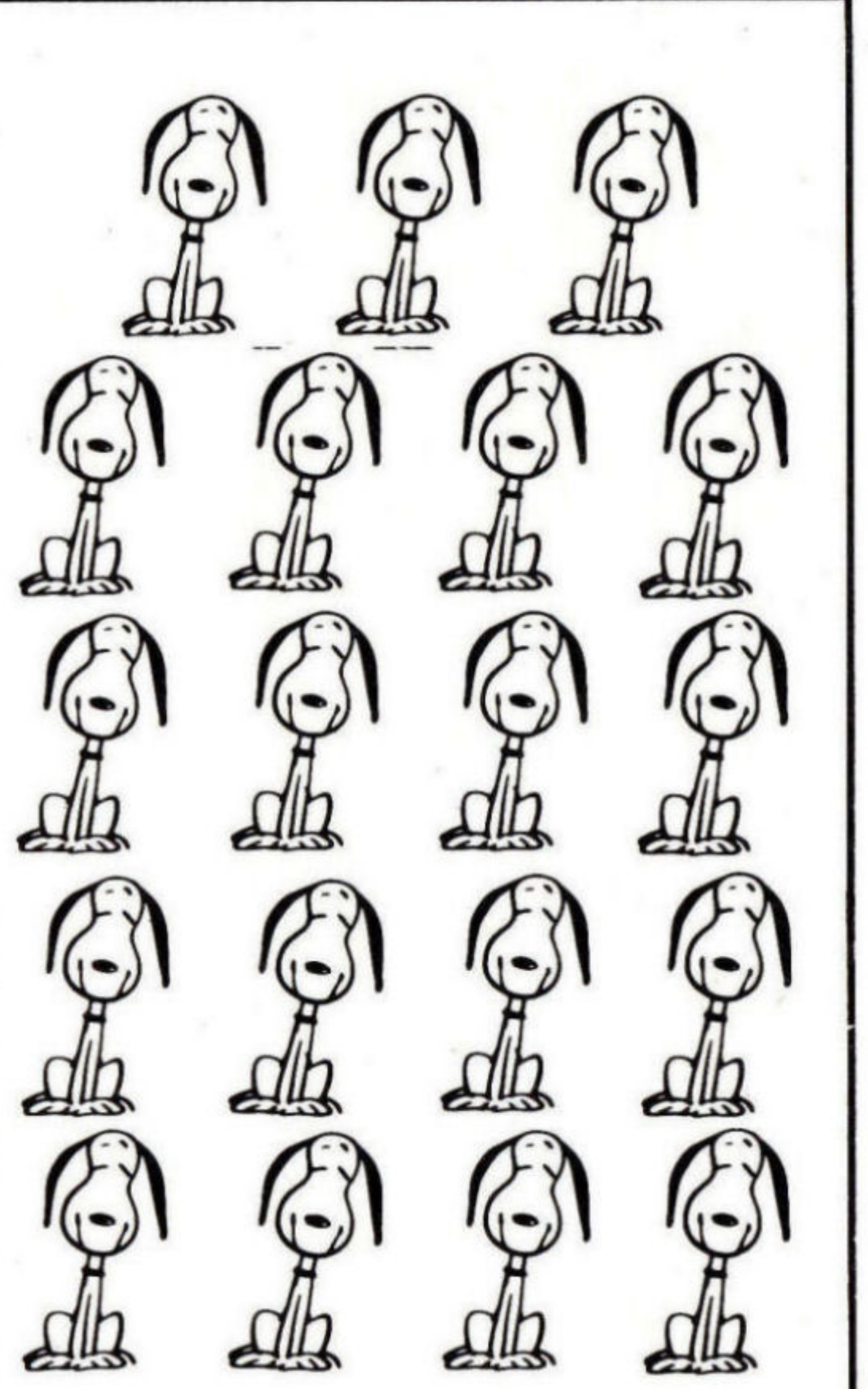
LUXURY FAR BEYOND ITS COST . . . Color-keyed carpeting . . . deep-pleated upholsteries . . . "courtesy-lighted" interiors . . . bucket seats with personal console . . . power tailgate window. These are just some of the luxuries you get as standard in top-of-the-line Falcons. No other compact near the price equals Falcon's list of big-car luxuries. (Some big cars don't either!)



6-PASSENGER ROOM AND COMFORT . . . Falcons have always been built for people—6 people. Falcon standard equipment includes plenty of stretch-out room in the full-width foam-cushioned front seat with arm rests, dual sun visors, color-keyed 3-spoke steering wheel and even two coat hooks. Falcon room-for-six also includes a big 23.7-cu. ft. trunk for all the luggage.



TOP COMPACT RESALE . . . Nearly 1½ million Falcons already on the road—with more joining them every day! Here's the proof of Falcon's great favor. It's the best assurance of Falcon's continued worth as you drive it . . . the best promise of greater return when it finally comes time to trade!



19 MODELS TO CHOOSE FROM . . . Falcon gives you a bigger helping of everything. Selection includes: 5 sedans, 3 hardtops, 3 convertibles, 5 wagons and 3 extra-duty wagons. Choose any one (or more) of these 19 and you'll be sure of more driving fun, savings and satisfaction with the all-time economy champ!



FALCON WAGON INTERIOR. Compact wagons don't come this handsome unless they're Falcons. Seats are trimmed in rugged, roughhouse-proof vinyl with foam cushioning front and rear. True to the Falcon value formula, you get sun visors, color-keyed, 3-spoke steering wheel, front arm rests—even coat hooks—all standard in the lowest-priced Falcon wagons.

LEAVE IT TO FORD, America's wagon specialists, to give you loadspace like this. No other compact comes close to its usefulness—few equal its size, 76.2 cu. ft! Length: nearly 9 ft. to end of open tailgate (over 7 ft. with tailgate closed). Width: up to 4¾ ft. Cargo mat is standard; handy upright mounting lets you get to spare tire without disturbing cargo.

FALCON WAGON STANDARD EQUIPMENT

Falcon Six Engine (85 hp) with Self-Adjusting Valves 3-Speed Manual Transmission Self-Adjusting Brakes Full-Flow Oil Filter 36,000-Mile Fuel Filter Fully Aluminized Muffler Galvanized Main Underbody Members Bright-Metal Windshield and Drip Rail Moldings Parallel Action, Single-Speed Electric Wipers Front Ash Tray 2 Horns, 2 Sun Visors, 2 Front Arm Rests, 2 Coat Hooks Beige "Steerhead" Vinyl and Pearl Beige Vinyl Interior Trim Foam-Cushioned Seats, Front and Rear White Vinyl Headlining Color-Keyed, 3-Spoke Steering Wheel Front Seat Belt Anchors Turn Signals (with new amber lenses in front bumper) Roll-Down Tailgate Window Black Vinyl-Coated Rubber Cargo Mat

POPULAR OPTIONS AND ACCESSORIES

170 Special Six (101 hp) Fordomatic Drive Wagon Roof Rack 2-Speed Electric Wipers—Windshield Washer Padded Instrument Panel and Visors All-Transistor, Push Button Radio Fresh Air Heater-Defroster*

*Delete option. See footnote page 4

See pages 24-26 for Options, Accessories, Power Teams



Foreground: Falcon 4-Door Wagon (2-door model also offered) Background: Falcon Station Bus †

BASIC SPECIFICATIONS

Over-all Length.....189"
 Over-all Width.....70.6"
 Over-all Height.....54.9"
 Wheelbase.....109.5"
 Curb Weight (approx.)—
 2-Door 2700 lb.—4-Door 2735 lb.
 Cargo Capacity.....76.2 cu. ft.

See back cover for complete specifications

FALCON WAGONS To all the smart style, comfort and convenience of Falcon sedans add extra-big helpings of room and you have Falcon wagons. Easy in-and-out room through big, wide-opening doors. Room for six big adults to ride in foam-cushioned comfort—with more luggage room in back than the trunk space in any full-size car! Fold the second seat down and immediately you have 76.2 cu. ft. of long, wide loadspace ready to take aboard the fixings of a 4-H exhibit, garden supplies, camping gear, or you-name-it. Falcon wagons carry extra-big savings, too . . . Twice-a-Year (or every 6,000-mile) Maintenance†, all of Ford's service-saving features, plus such low price tags that all other compact wagons are green with envy!

†For full details on Falcon Station Bus and Club Wagons, ask your Ford Dealer for a copy of the extra-duty wagon folder



DELUXE WAGON INTERIOR. Look at the others and Falcon looks even better! Here's one of four deluxe trim schemes: red leather-grained vinyls with mylar piping to separate bolsters and deep-pleated inserts. Moldings, steering wheel and floor mats are all beautifully color-keyed; open either front door and the interior is automatically "courtesy-lighted" for your convenience.

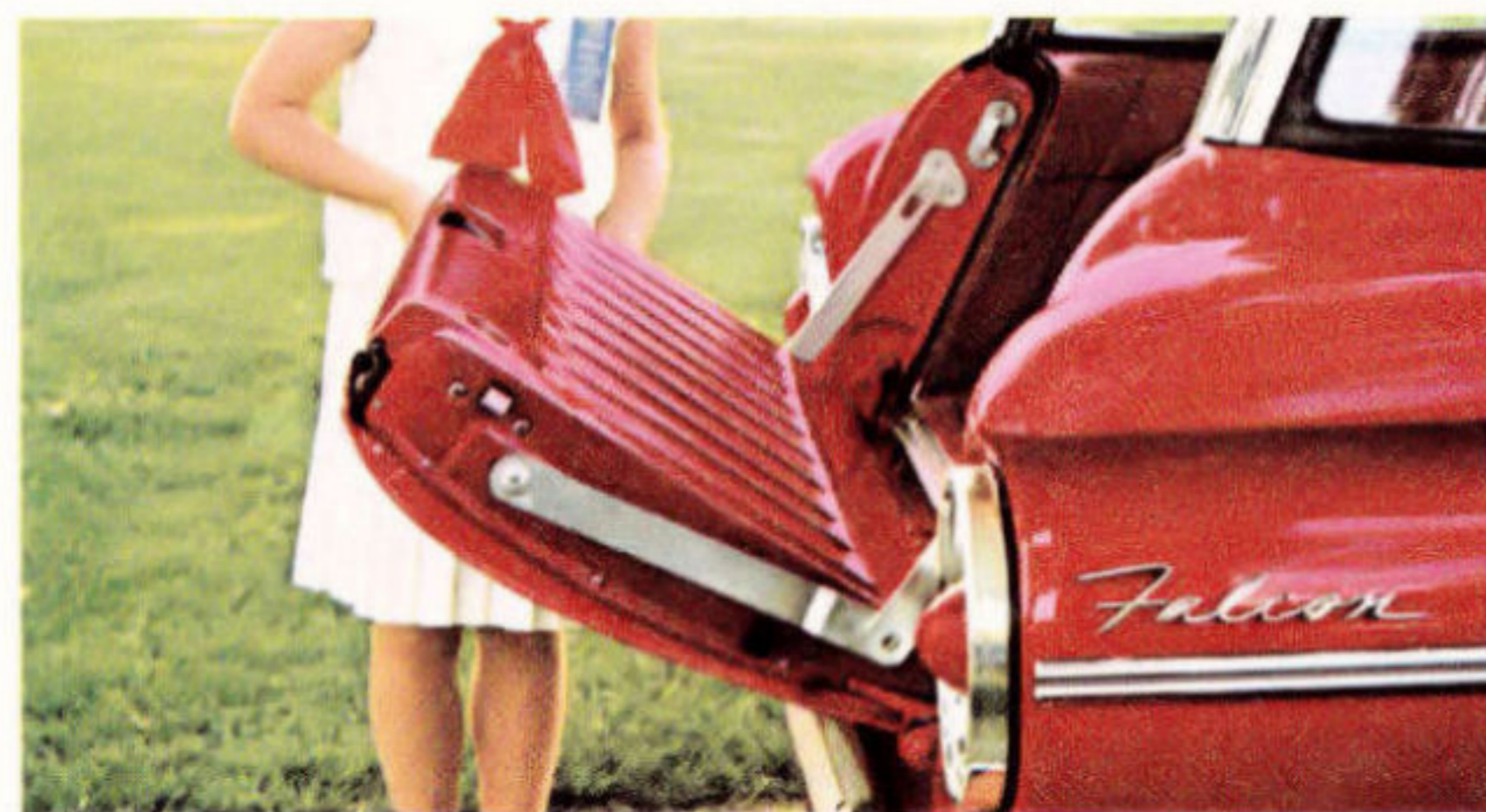
DELUXE WAGON STANDARD EQUIPMENT

Includes the standard equipment and trim listed on page 18 with these variations:

Bright-Metal Side and Rear Window Frames
 Deluxe Body Trim and Side Moldings
 Fender Top Ornaments Choice of Four Interior Trims: Three Pleated All-Vinyl, One "Bar-Line" Pleated Cloth/Vinyl Arm Rests and Ash Trays, Front and Rear Cigarette Lighter Chrome Horn Ring Automatic Dome Light Color-Keyed Vinyl-Coated Rubber Floor and Cargo Mats

POPULAR OPTIONS AND ACCESSORIES

170 Special Six (101 hp) Fordomatic Drive
 Wagon Roof Rack Ford Air Conditioner*
 Electric Clock Deluxe Wheel Covers Power Tailgate Window Backup Lights
 *Unavailable with 4-speed manual transmission
 See pages 24-26 for Options, Accessories, Power Teams



COUNTERBALANCED TAILGATE flips open and shut with just one hand. Powerful assist springs (concealed beneath the floor) do the work for you. Strongly hinged and supported tailgate adds nearly two feet to Falcon's loadspace length—extra length for ladders or lumber or other long cargo.

BASIC SPECIFICATIONS

Over-all Length.....189"
 Over-all Width.....70.6"
 Over-all Height.....54.9"
 Wheelbase.....109.5"
 Curb Weight (approx.)—
 2-Door 2715 lb.—4-Door 2755 lb.
 Cargo Capacity.....76.2 cu. ft.

See back cover for complete specifications

FALCON DELUXE WAGONS You're traveling in pretty fancy company with these 2- and 4-door Falcons. Bright-metal side moldings and window frames add sparkling highlights . . . pleated trims in four color choices lend interior richness. They carry a full Falcon wagon payload, of course (76.2 cu. ft.). They include all of Ford's great service savings—36,000 miles between major chassis lubes, 6,000 miles between oil changes and minor lubes, self-adjusting brakes and engine valves, rust- and corrosion-resistant underbody . . . all the rest. Fanciest way to save on any compact wagon, that's the best way to describe a '63 Falcon Deluxe Wagon!

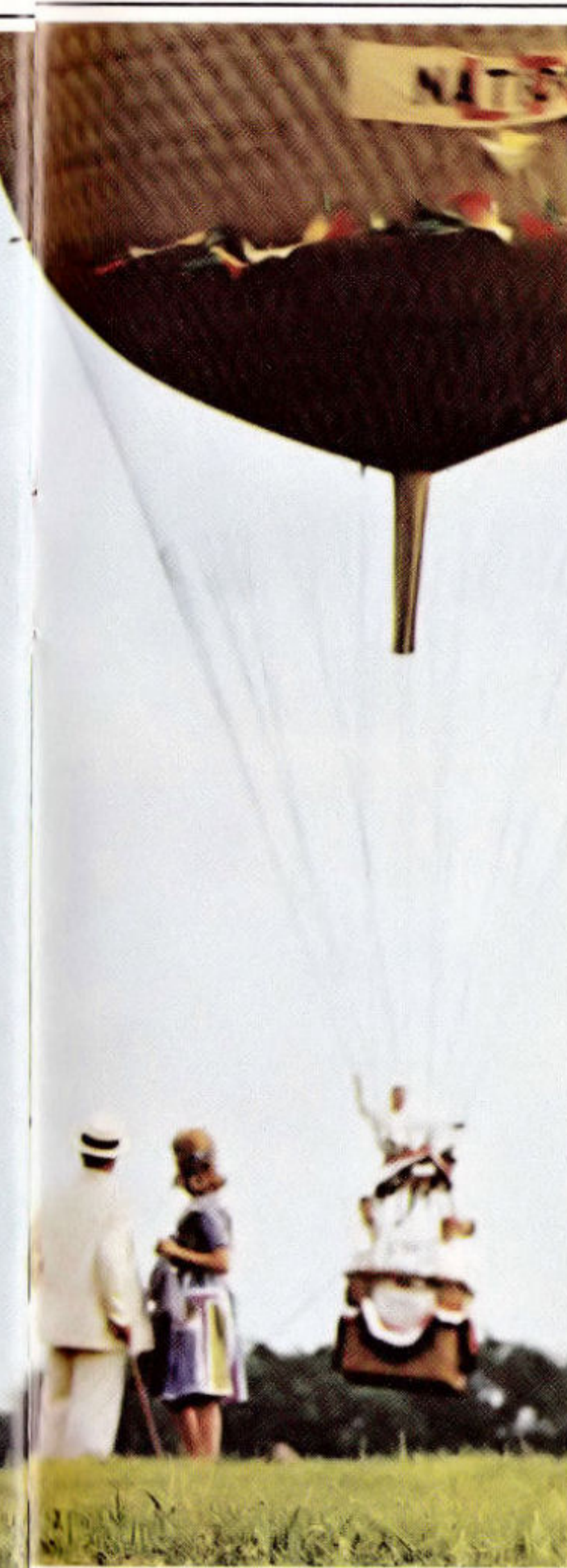
Foreground: Falcon 2-Door Deluxe Wagon (4-door model also offered) Background: Falcon Deluxe Club Wagon (see footnote page 19)





Falcon Squire with optional wagon roof rack

FALCON SQUIRE Here's where other compact wagons fall far behind. In elegance the Squire has the field to itself. Rich simulated wood trim (with the beauty of the real thing and none of the bother) is a styling touch straight from the finest of wagons (also a Ford!). Wall-to-wall carpeting . . . full deluxe trim . . . power tailgate window . . . all are standard. If you want a Squire sports wagon it's easy to arrange. Try the lively combination of 170 Special Six* and floor-mounted 4-speed stick shift*. (The fun they can wring out of regular gas!) Or, live it up all the way with Squire's most elegant option—bucket front seats and console! *Optional



BASIC SPECIFICATIONS

Over-all Length	189"
Over-all Width	70.6"
Over-all Height	54.9"
Wheelbase	109.5"
Curb Weight (approx.)—	
with Std. Seats	2755 lb.
with Opt. Buckets	2790 lb.
Cargo Capacity	76.2 cu. ft.

See back cover for complete specifications

SQUIRE INTERIOR. Two-tone blue vinyl seat trim, with mylar piping and matching carpet, blend with color-coordinated moldings and door panels in one of four Squire choices. For the full sports treatment, select optional Squire bucket seats in choice of three trims and console (as shown on page 9).

FALCON SQUIRE STANDARD EQUIPMENT

Includes equipment listed on pages 18 and 20 with these variations:

Limed Oak Fiberglass Moldings Enclosing Walnut-Colored Steel Panels on Sides and Rear
 Three Bright Bars (rear side panel) Power Tailgate Window—Operated from Instrument Panel or Tailgate Color-Keyed, Wall-to-Wall Carpeting (passenger area)

POPULAR OPTIONS AND ACCESSORIES

170 Special Six (101 hp) Fordomatic Drive
 Foam-Cushioned Front Bucket Seats with Console—Choice of Three All-Vinyl Trim Colors with Buckets: Blue, Red or Black Ford Air Conditioner*
 All-Transistor, Push Button Radio Electric Clock

*Unavailable with 4-speed manual transmission

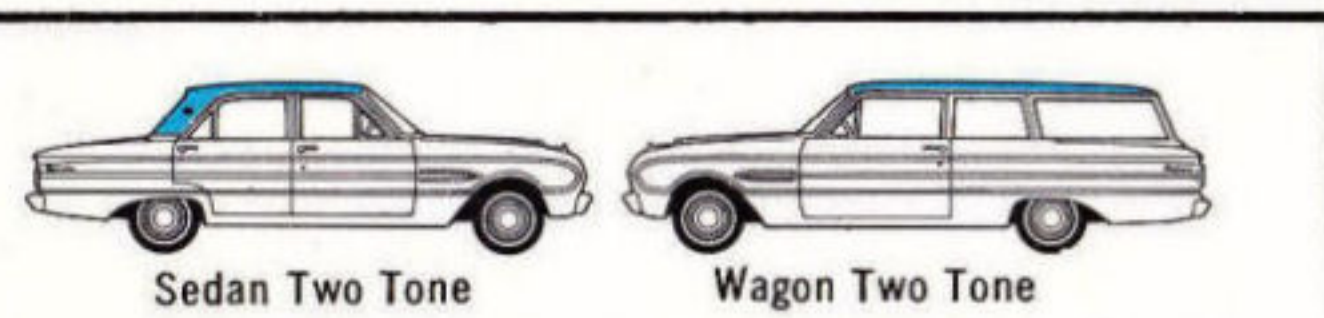
See pages 24-26 for Options, Accessories, Power Teams



POWER TAILGATE WINDOW, standard on Squire, lets you regulate ventilation under way from the driver's seat. Simply flip the instrument panel switch and you raise or lower rear window to exact height desired. Key in tailgate lock regulates window from rear when parked. (For safety, window must be completely lowered before tailgate can be opened.)

COLORS & UPHOLSTERIES

Falcon Diamond Lustre Enamel exteriors shown in the color code guide at far right are available with the interior trim color and material combinations indicated on the chart below. Look for the code letter of your exterior color choice under the trim samples shown for your favorite model. For example: Rangoon Red (J) Futura sedans offer gold or red pleated-cloth and vinyl upholstery plus optional pleated all-vinyl trim in gold, red or black.



The first letter in boxes below indicate the upper Two Tone body color, the second the lower. Example: "M/Y" is Corinthian White upper and Glacier Blue lower. Lower color determines interior trim color. Two Tones are not available with Hardtops, Convertibles or Squires; Champagne (I) is not available with standard wagons.

M/A	M/J	M/I	A/I	M/Y	M/E	M/H
Y/E	M/D	M/P	M/T	M/W+	A/W+	M/X

+Sports Sedan only



	FALCON SEDAN	FALCON SEDAN OPTIONAL TRIM (includes gold trim at left)	Blue Vinyl/Cloth M•Y•E•H	Red Vinyl/Cloth A•M•J•I	FALCON WAGON	Beige "Steerhead" Vinyl A•M•J•Y•E•H•D•P•T•X
FALCON SEDAN	Gold Vinyl/Cloth A•M•J•I•Y•E•H•D•P•T•X					
FUTURA SEDANS	Gold Pleated Vinyl/Cloth A•M•J•I•P•X	Blue Pleated Vinyl/Cloth M•Y•E•H	Turquoise Pleated Vinyl/Cloth A•M•D	Red Pleated Vinyl/Cloth A•M•J•I	Beige Pleated Vinyl/Cloth M•P•T•X	
FUTURA HARDTOP AND CONVERTIBLE Also Optional for Futura Sedans	Gold Pleated Vinyl A•M•J•I•D•P•T•X 1-2	Blue Pleated Vinyl M•Y•E•H 1-2-4	Turquoise Pleated Vinyl A•M•D 1-2	Red Pleated Vinyl A•M•J•I 1-2	Black Pleated Vinyl A•M•J•I•P•T•W•X 1-2	Convertible Top Colors (1) black, (2) white or (4) blue
BUCKET SEAT MODELS Sports Sedan, Coupe and Conv. Sprint Hardtop and Conv. Falcon Squire (Optional)*	Gold Pleated Vinyl A•M•J•I•P•X 1-2	*Blue Pleated Vinyl M•Y•E•H 1-2-4	Turquoise Pleated Vinyl A•M•D 1-2	*Red Pleated Vinyl A•M•J•I 1-2	*Black Pleated Vinyl A•M•J•I •Y•E•H•D•P•T•W•X 1-2	‡Squire only †All except Squire
FALCON DELUXE WAGON AND SQUIRE	Beige Pleated Vinyl/Cloth A•M•J•Y•E•H•D•P•T•X	Blue Pleated Vinyl M•Y•E•H	Red Pleated Vinyl A•M•J•I	Black Pleated Vinyl A•M•J•I•Y•E•H•D•P•T•X		

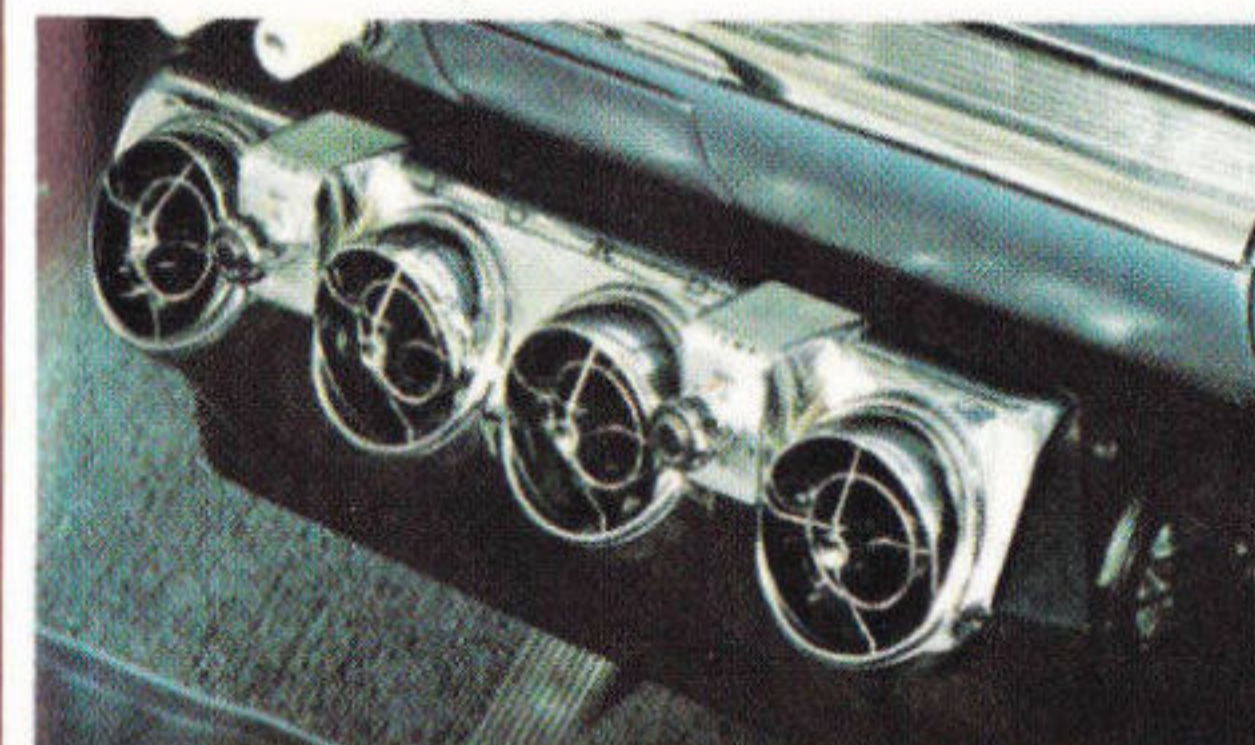
OPTIONS & ACCESSORIES



SELF-REGULATING ELECTRIC CLOCK—Round dial with sweep-second hand. Styled to blend with other panel instruments. Dial-edge illumination is controlled by main light switch. Regulator mechanism adjusts automatically when hands are reset by convenient knob at bottom of dial.

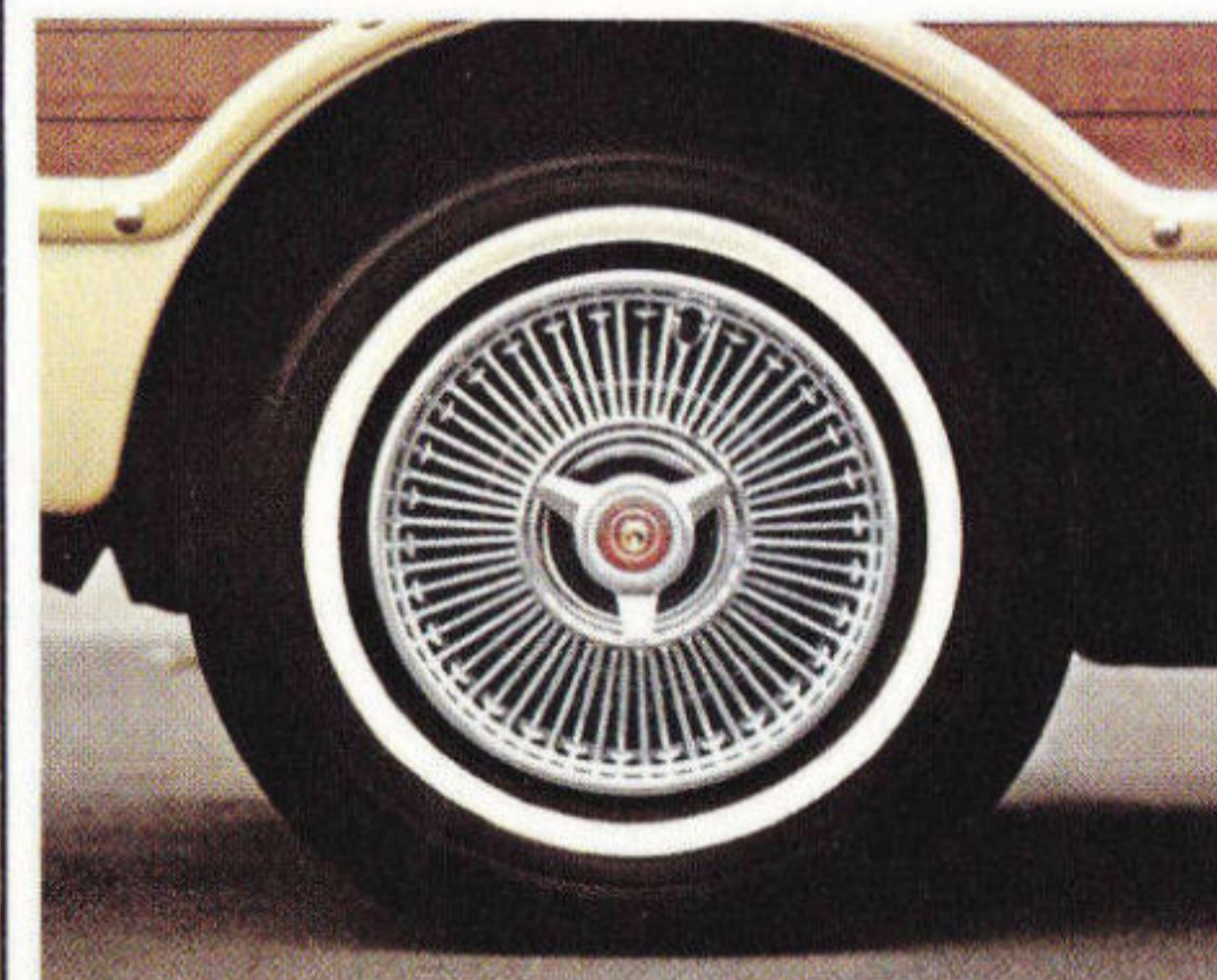


ALL-TRANSISTOR RADIO. Completely new, all-transistor design features powerful reception, high sensitivity, rich tone. Transistors provide instant warm-up, low battery load. Five station push buttons. Volume and tuning controls blend smartly into the new Falcon instrument panel.

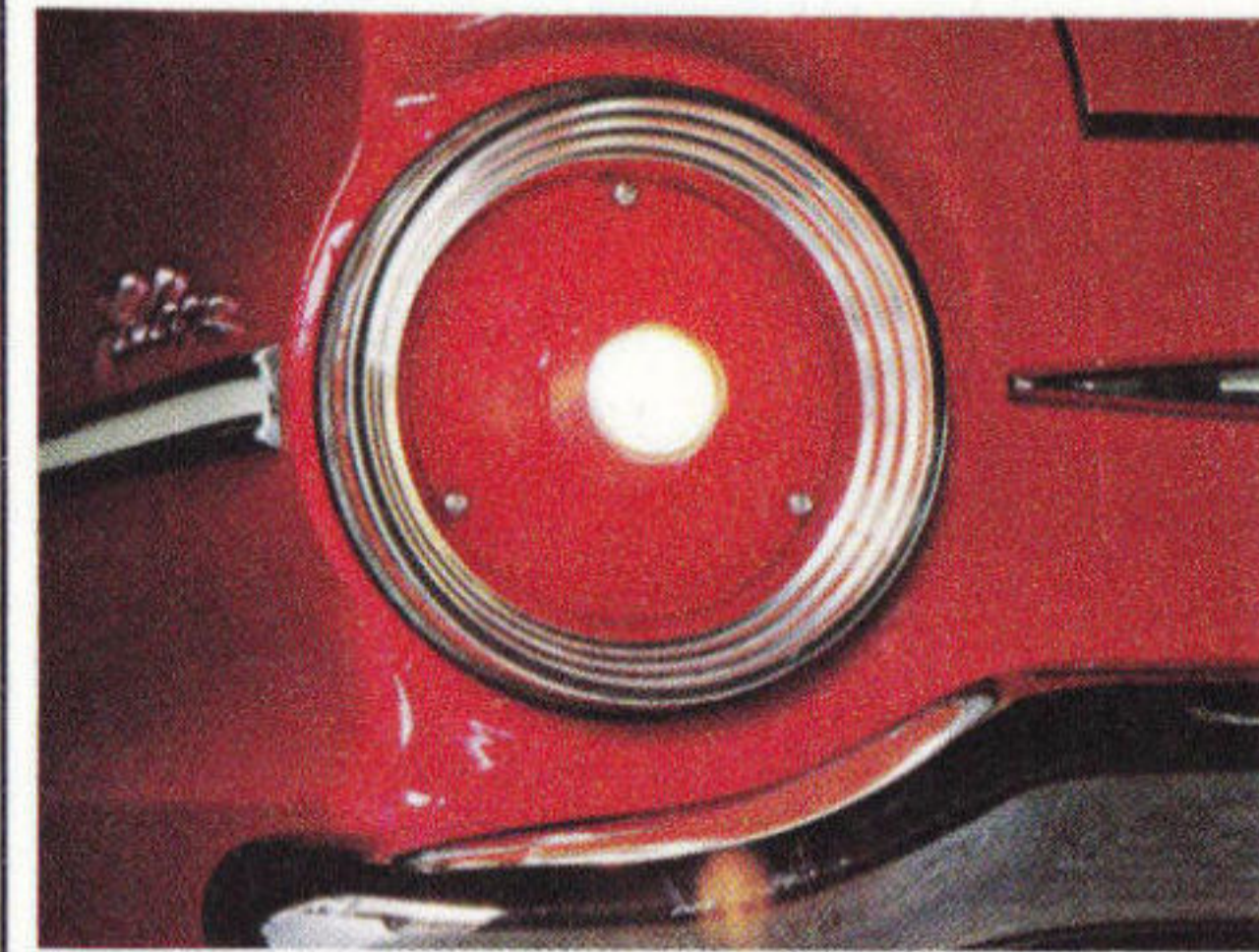


FORD AIR CONDITIONER*. Delightfully cool comfort in a compact, efficient unit with ample capacity for summer's hottest days. Six adjustable outlets to distribute cooled air evenly. Powerful 3-speed blower to assure rapid cool-down. Two controls to regulate blower speed and temperature.

*Unavailable with 4-speed manual transmission



WHEEL COVERS. Available in two handsome designs: simulated wire wheel design with "knockoff"-styled spinners (standard on both Sprint models); also deluxe stainless steel disc wheel covers with "slotted vent" styling.



BACKUP LIGHTS. Extra safety for nighttime driving plus serving as a backing signal in the daytime. Light automatically when transmission shift lever is moved to reverse. Lights are centered in Falcon's big taillights (except on wagons where they are mounted on tailgate).

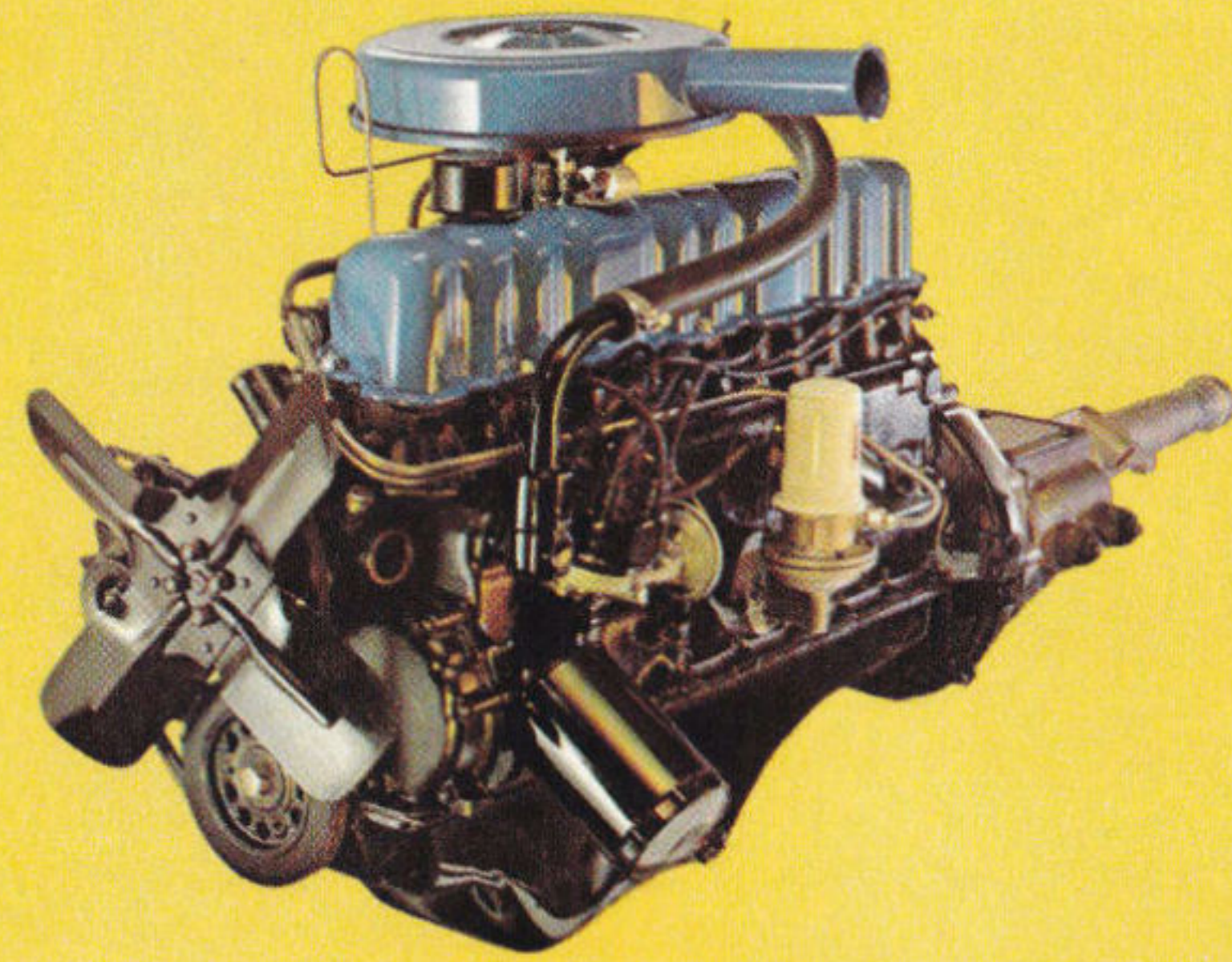


LIFEGUARD DESIGN. Options—At slight extra cost, any Falcon model can be equipped with the following popular safety options: Safety-Padded Instrument Panel and Cushioned Sun Visors*; Safety Seat Belts (floor-anchored); "Lifeguard Jr." Door Locks on 4-door models to prevent tiny hands from accidentally opening rear doors. **Standard Equipment**—At absolutely no extra cost, every Falcon offers you these safety features, many pioneered by Ford: Safety-Padded Arm Rests; 3-Spoke, Deep-Dish Steering Wheel; Shatter-Resistant Rearview Mirror; Double-Grip or Safety-Yoke Door Locks.

*Cushioned sun visors standard on convertibles

- ALSO:**
- Contour Floor Mats
 - StudioSonic Sound System (rear radio speaker)
 - Spotlight with Mirror
 - Outside Rearview Mirror (several styles)

- PLUS:**
- Two Tone Paint • Tinted Glass • White Sidewall Tires • 2-Speed Electric Wipers • Windshield Washer • Cigarette Lighter • Conventional Rear Radio Speaker • All-Vinyl Interior Trim (Futura Sedans) • Door Edge Moldings • Rocker Panel Moldings • Seat Covers • Ventilated Seat Cushions • Cushion Top Cover • Locking Gas Cap • Heavy-Duty 55 Amp-Hr Battery • Deletion of Fresh Air Heater • Wheel Trim Rings • License Plate Frames, and many others. Wagons Only: Luggage Rack and Cover • Mud and Stone Deflector



FAMOUS FALCON SIX (1) . . . 85 hp of sprightly action combined with tightfisted thrift. Works miracles on a gallon of regular and does it for the folks who appreciate it most . . . Falcon owners! New hydraulic valve lifters add quietness and service savings by eliminating need for adjustment.

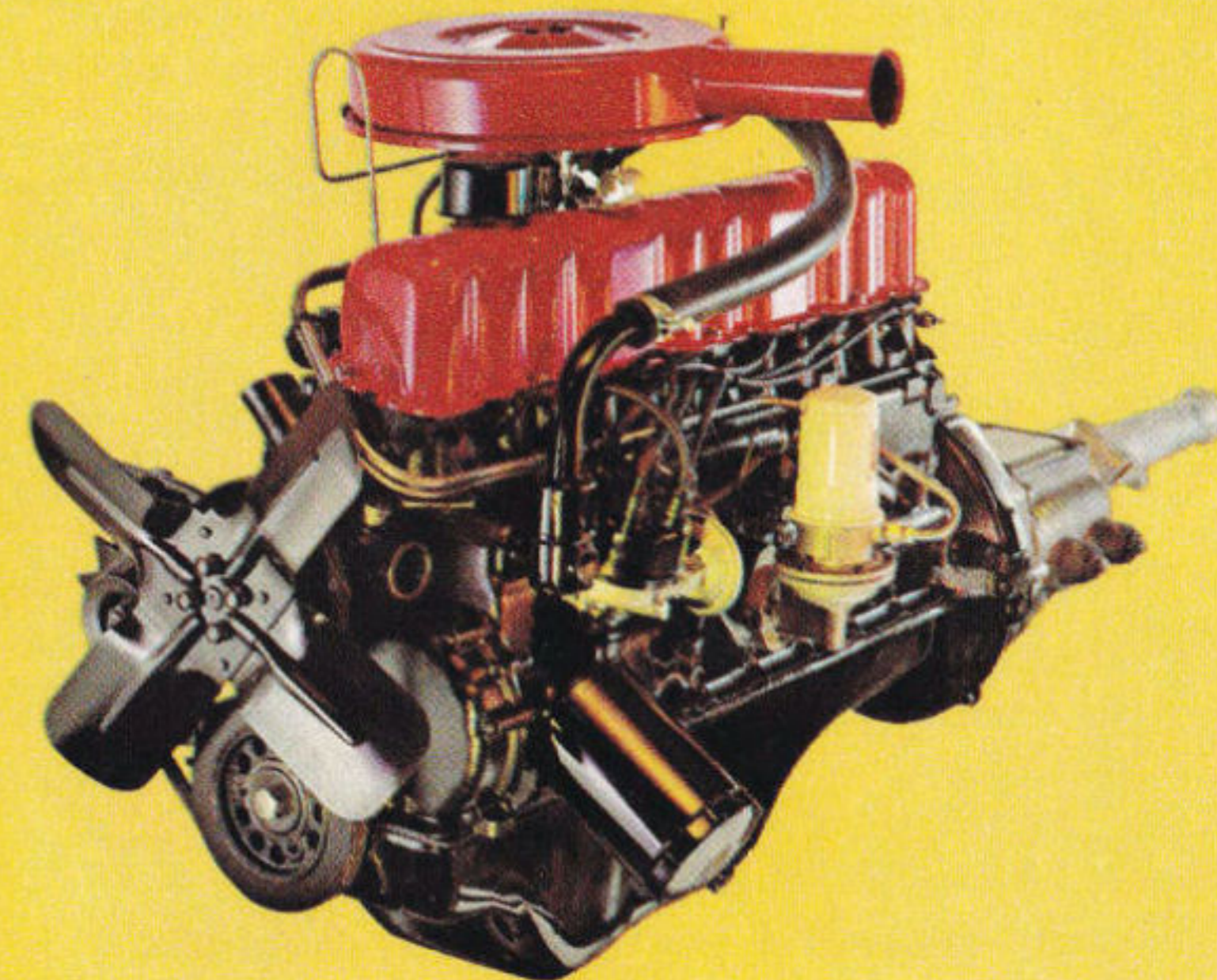
I LIKE THE FALCON SIX ENGINE FOR ITS TOP ECONOMY WITH PERFORMANCE!



I LIKE THE 170 SPECIAL ENGINE FOR ITS TOP PERFORMANCE WITH ECONOMY!

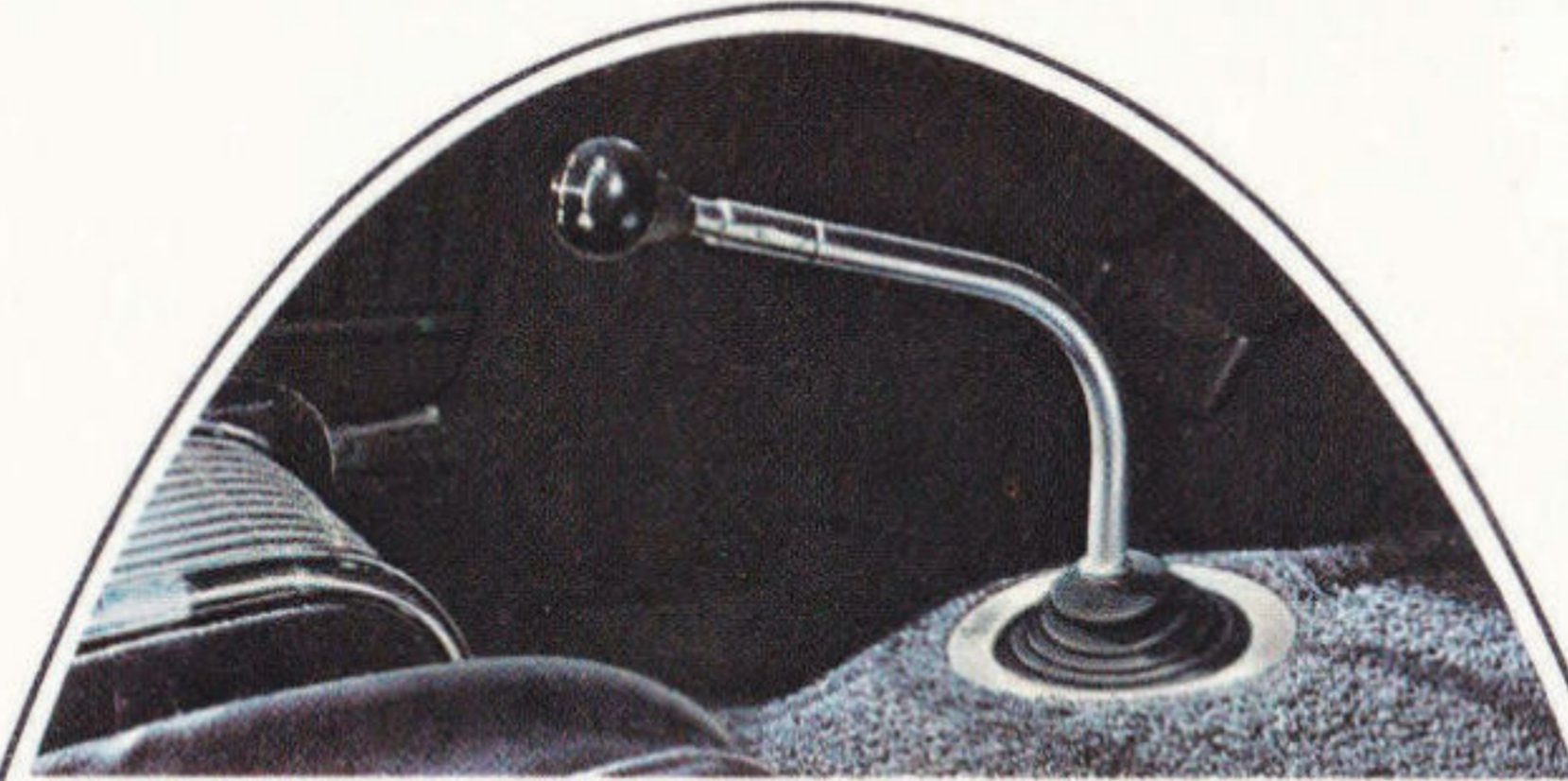


I LIKE NEW YORK IN JUNE...HOW ABOUT YOU?

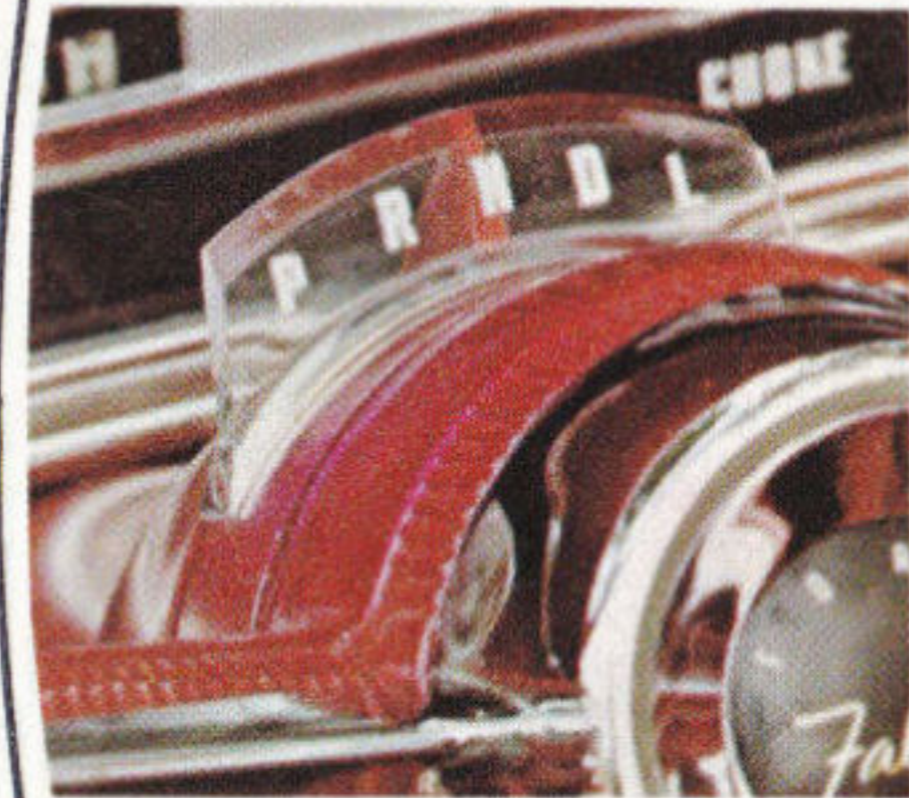


FALCON 170 SPECIAL SIX (2) . . . 101 hp strong! Combines greater power for pickup and passing with economy second only to the 85-hp Falcon Six itself. Also features new hydraulic valve lifters. Both Falcon engines are electronically mass-balanced in production for smoothness and long life.

(1) Std. all except Sprints, Converts. (2) Std. Sprints, Converts.; opt. others (3) Std. Sprints, opt. others (4) Opt. all except Sprints (5) Std. all except Sprints

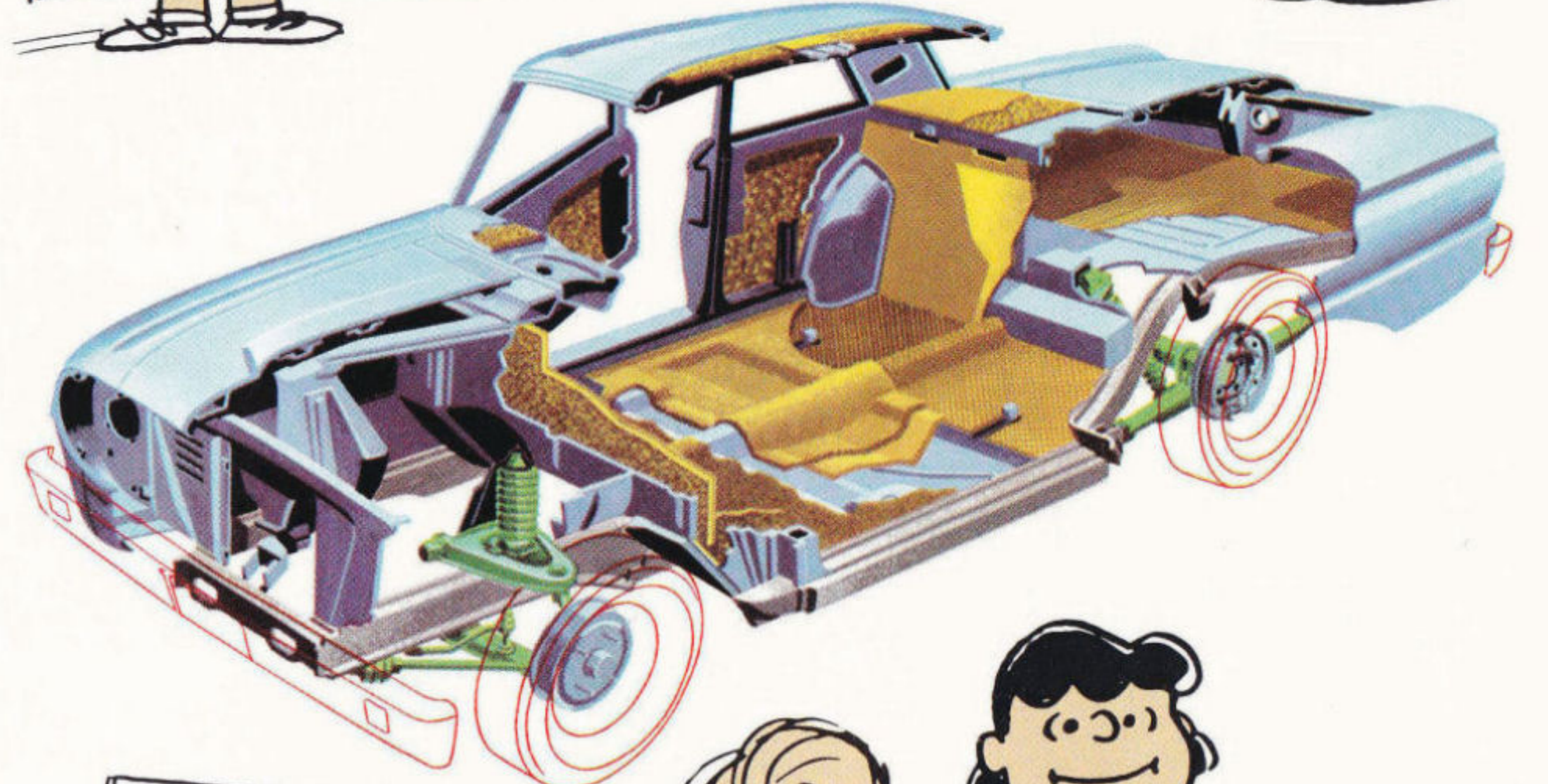
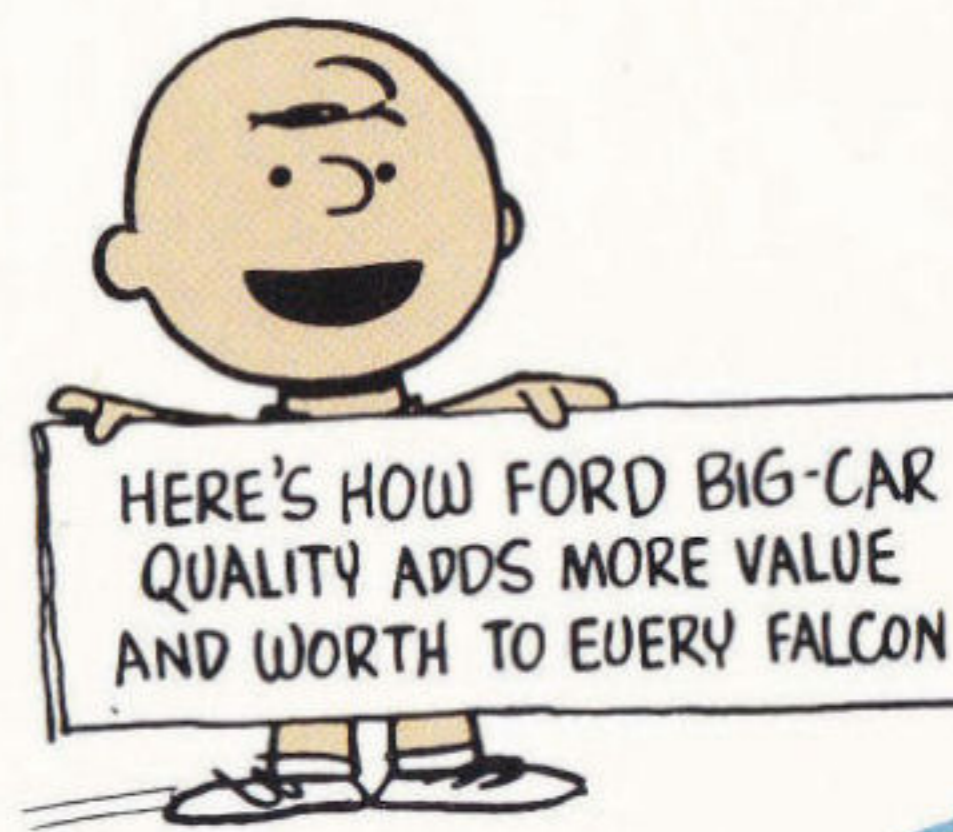
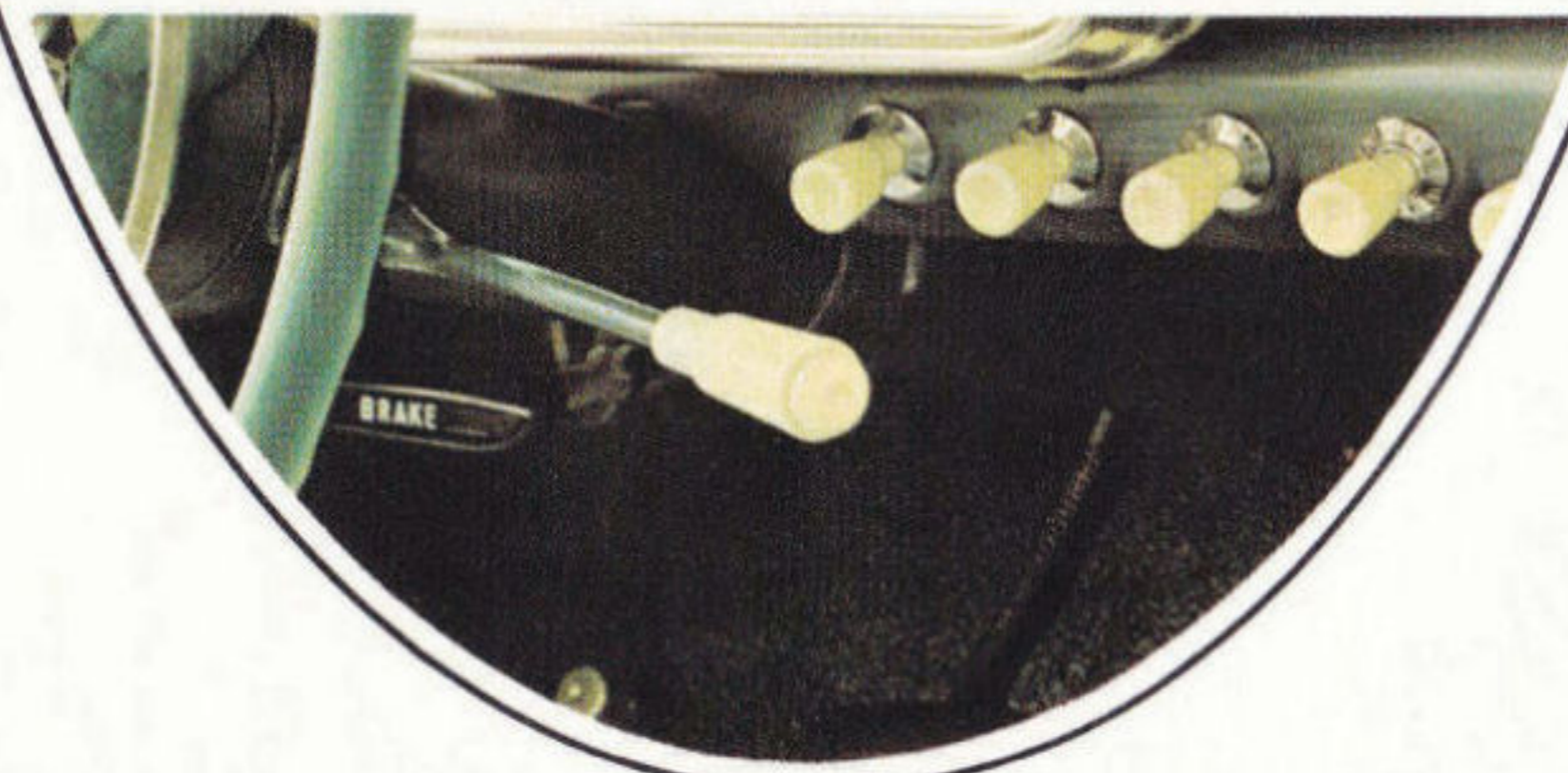


FALCON 4-SPEED (3). Manual transmission loaded with sports car performance fun. Good economy, too. Floor-mounted stick shift is right at your finger tips. Shift pattern on knob. All forward gears fully synchronized for slick, smooth shifting up or down. Positive reverse gear lockout.

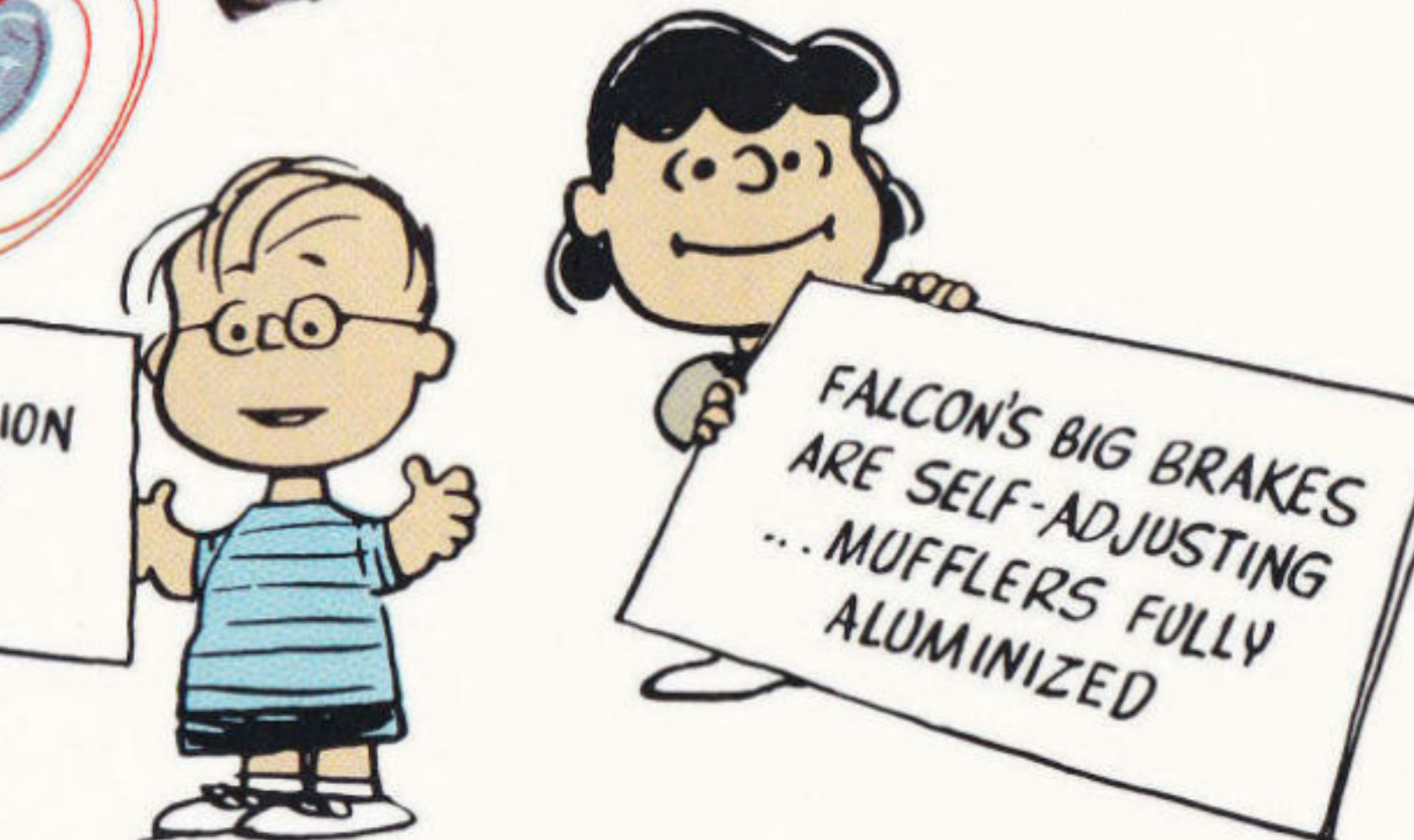


FALCON FORDOMATIC (4). Simplicity, smoothness and as service-free as any "automatic" can be! Vacuum-controlled throttle valve maintains smooth, precisely coordinated-with-engine shifting for life of transmission. Two-speed drive range. Kickdown passing gear up to 50 mph.

FALCON 3-SPEED (5). Falcon's standard transmission and a standard for gas-saving economy! Shift lever located conveniently on steering column. Familiar "H" shifting pattern; operation is smooth, easy, simplicity itself.



IMPROVED FRONT SUSPENSION EVEN SMOOTHS OUT THE LITTLEST BUMPS



NEW EASIER OPENING HOOD IS COUNTER-BALANCED

SINGLE-UNIT BODY FOR GREATEST STRENGTH WITH LEAST WEIGHT FULL INSULATION... INCLUDING THE ROOF... MAKES FALCONS RIDE SO-O-O QUIET



