

Sports Car Appeal Emphasized in All 17 Falcon Models

The Ford Falcon for 1963 emphasizes sports appeal with five new models, new styling and a host of new features.

"The Falcon will offer 17 model choices for 1963—more than any other compact line in the industry," O. F. Yando, Ford Division general sales manager, announced.

New Falcon models, all in the sports Futura series, include a four-door sedan and two convertibles.

SHARPLY REDUCED maintenance features new for 1963 include 36,000-mile chassis lubrication interval (up from every 1,000 miles), elimination of the traditional 1,000-mile new car inspection and self-adjusting brakes.

Yando said that, coupled with a 6,000-mile oil change interval. "This means that from the time a Falcon rolls out of the dealership, no routine maintenance is required for 6,000 miles—about six months for the average driver."

Power steering will be available as an option for the first time in 1963. Also available as an option is a fully-synchronized four-speed manual transmission.

The sports flavor of the 1963 Falcon line is reflected in a new Thunderbird-type roof for all sedans and all-around styling refinements that give all models a lower, speedier look. Interior appointments are tailored with luxury-car plushness. Falcon offers fifteen different performance levels through various engine, transmission and rear axle combinations.

INCLUDED IN the Falcon line of 17 models being offered for 1963 are—standard two- and four-door sedans, Futura two- and four-door sedans, Futura sports sedan, convertible and sports convertible, two- and four-door standard and deluxe station wagons, four-door Squire station wagon, Station Bus, Club Wagon and Deluxe Club Wagon.

The Falcon Futura convertible

and sports convertible models are designed to offer year-round, all-weather comfort with modern styling, luxurious appointments, high durability and economy of operation—all at a price substantially below conventional convertibles.

The electrically-powered top is styled to give the Futura convertible a sleek silhouette, lower than other Falcons and rakish in appearance whether the top is up or down. Full-width vinyl-upholstered front and rear seats are standard on the Futura Sports Convertible. The Thunderbird-inspired appointments are completed with a non-glare rear view mirror bonded to the windshield in Thunderbird fashion.

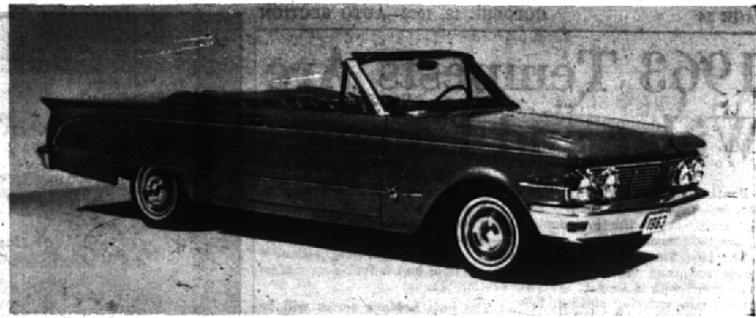
NEW FOR 1963, the Falcon Futura four-door sedan combines a sports flavor interior with the practicality of a family sedan. Like the other high-fashion Futura sedans, the four-door sedan offers cloth and vinyl interiors with color-keyed, nylon-rayon carpeting.

Outside, the Thunderbird-inspired roofline gives the car a sleek appearance with sharply defined highlights.

The Station Bus, Club Wagon and DeLuxe Club Wagon are continued with styling and engineering refinements and reduced maintenance features.

Designed to carry eight passengers—or easily convert to a camping unit, a home on wheels or an all-around utility vehicle with 204 cubic feet of cargo space—these "family fun" vehicles are ready to work and play harder with even less owner attention for 1963.

NOW THE Falcon, like the other members of the Ford family of cars, literally takes care of itself. The traditional 1,000-mile new car inspection has been eliminated and



Comet Has 2 Convertibles

Two new convertibles have joined the Mercury Comet line for 1963. The power-operated soft-tops are available in the custom series and in the bucket seat

Engineering improvements have been made, with the major lubrication cycle extended from 1,000 to 36,000 miles with minor lube intervals of 6,000 miles.

36,000-mile chassis lubrication is standard.

The 36,000-mile figure also applies to change of radiator coolant, fuel filter and air cleaner element. Front wheel bearing lubrication is set at 24,000 miles, except on the van-type vehicles.

The improvement is made possible by upgrading a number of lubricants and many Falcon components including, among others, engine oil filter, valve train, clutch linkage, transmission, rear axles, steering linkage and ball joints.

Self-adjusting brakes, common to larger cars in the Ford line, also are extended to all Falcon models. New quarter-inch thick brake linings greatly improve durability.

With a 6,000-mile oil change interval, the 1963 Falcons require routine maintenance just twice a year.

THE STANDARD engine for all Falcon models, except convertibles, Station Bus and Club Wagons, is an improved version of the six-cylinder, 85 horsepower engine that in 1961 recorded the greatest gas mileage ever achieved for any "6" or "8" in the 25-year history of the Mobilgas Economy Run. Standard on the convertibles and van-type vehicles is the 101-horsepower, 170-cubic-inch engine.

Both this 144-cubic-inch power

plant and the optional 170-cubic-inch, are equipped with a new carburetor.

A new fuel filter incorporates an accreted cellulose replaceable cartridge which increases the interval of fuel filter service to 36,000 miles except on Station Bus and Club Wagons.

A new crankcase emission system provides positive crankcase ventilation by drawing the crankcase fumes directly into the air cleaner and through the carburetor.

Since this system requires no regulating valve, service on such a valve is eliminated and maintenance requirements are extended to 12,000 miles. The system conforms to state laws concerning smog control.

McLAUGHLIN cited the following important engineering improvements for 1963:

A more rugged front suspension assembly which incorporates heavier ball joints and suspension arms. Heavier rear shock absorber bracket installed at the upper end of the rear shock absorbers for greater durability.

New front engine mounts that minimize transmission of engine noise and vibration into the body structure.

Single-speed electric windshield

wipers are now standard on all Falcon models with two-speed electric wipers optionally available.

All underbody and vulnerable areas have the most durable rust-proofing ever used in the Ford line of cars. Galvanized steel is used in all underbody superstructures and rocker panels. Four separate processes are applied before the finish coat of superbaked enamel including galvanizing, zinc-rich primer, bonding and epoxy primer.

NEW OPTIONAL equipment enhances the Falcon sports theme for 1963.

Heading the list for the sports-minded is an all-synchronized four-speed floor shift transmission. Fordomatic is continued as an optional transmission on all models.

Newly available on Station Bus and Club Wagon models are auxiliary gasoline heater for instant warmth and an ICC four-lamp flasher for highway warning use.

Power steering will be available for the first time in 1963 on all Falcon models except the Station Bus and Club Wagons, as is an all-transistor push-button radio.

A full list of comfort and convenience options and accessories completes the Falcon luxury and fair motif.

Calendar

(Continued from Page 3)

Germany. Noon, Veterans Memorial Ballroom.

Industry Banquet (Invitational, black-tie, stag). Cobo Hall Ballroom, 7 p.m.

TUESDAY, OCT. 23

Stag Shows. Fashion Show. National Symposium, "The Dynamics of Urban Transportation," through Wednesday, Oct. 24, Cobo Hall, 9 a.m.

Women's City Club luncheon honoring wives of automotive leaders.

George Pierrrot Travel Movies (daily, 2-9 p.m.), through Saturday, Oct. 27. (Guest commentators at 3 p.m. and 8 p.m.) Room 2040, Cobo Hall.

WEDNESDAY, OCT. 24

Stage Shows. Fashion Show. Guest designer: Herbert Sondheim. Symposium

George Pierrrot Travel Movies. Engineering Society of Detroit dinner. Speaker: F. Houston Wynn, Wilbur Smith & Associates, urban transportation research firm. Cobo Hall.

THURSDAY, OCT. 25

Stage Shows. Fashion Show. Guest designer: Sydney Wragge. Guest commentator, through Saturday, Oct. 27: Mary Phillips, executive editor, "Harper's Bazaar".

George Pierrrot Travel Movies. FRIDAY, OCT. 26

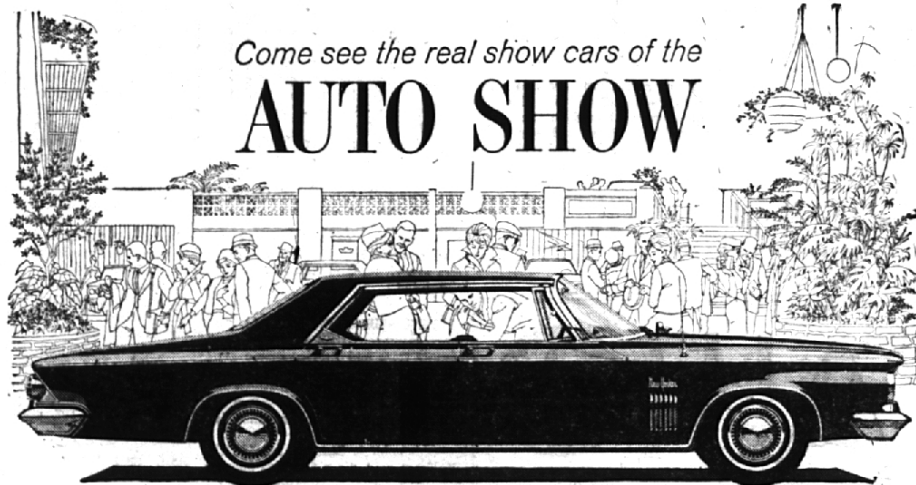
Stage Shows. Fashion Shows. Guest designer: Larry Aldrich.

George Pierrrot Travel Movies. SATURDAY, OCT. 27

Stage Shows. Fashion Show. Guest designer: Vera Maxwell.

George Pierrrot Travel Movies. SUNDAY, OCT. 28

Stage Shows. Auto Show closes at 11 p.m.



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