

Falcon for '64 Completely New in Design, Performance

Completely restyled for the first time since its introduction four years ago, the Ford Falcon for 1964 combines a new look of action with a more spacious interior, added economy and a dramatically smoother new ride.

"The 1964 Ford Falcon's new look of 'total performance' is the product of Ford's experience in open rally competition around the world," said O. F. Yando, Ford Division general sales manager. "But along with its new styling, the Falcon adds new comfort and con-

venience for 1964 to offer still more of its traditional big car value in the handy compact size."

TALLER AND SHORTER drivers alike will find the 1964 Ford Falcon easier to drive and easier to get into and out of as a result of new interior design, Yando said. Steering wheel, brake pedal and accelerator have been relocated and seat travel has been increased. The instrument panel has been attractively redesigned with a larger glove box and controls which are easier to operate and more convenient to the driver, Yando added. The 1964 Ford Falcon also will feature new vinyl headlining as well as all-new interior trim styles.

"A softer and more controlled ride for the 1964 Ford Falcon contributes both to quietness and to greater comfort," Yando said. "Major changes in both front and rear suspension combine to reduce road vibration and provide a significant ride improvement."

THE NEW LUGGAGE compartment of the 1964 Ford Falcon is longer and wider with 25 per cent more usable cargo space. The new rear deck lid is four inches wider for improved luggage accessibility. Modifications to the crankcase emission control system of the 144- and 170-cubic-inch six-cylinder engines and to the automatic choke of the 260-cubic-inch V-8 give these 1964 Falcon engines improved economy.

"The new 1964 Ford Falcon has all of the ride and handling characteristics of a much larger and more expensive vehicle," Yando noted. "Yet, with all of its new big car features, the Falcon still maintains all of the fun-to-drive, easy-to-handle characteristics of previous models."

THE 1964 FORD FALCON continues the widest model choice in the compact field with 17 models in five series including: Standard

2- and 4-door sedans; Futura 2- and 4-door sedans, 2-door hardtop, 2-door sports coupe hardtop, convertible and sports convertible; Sprint 2-door hardtop and convertible; Station Wagon 2- and 4-door standard, 4-door Deluxe and 4-door Squire; and Falcon station bus, Club Wagon and Deluxe Club Wagon models.

Other features include:
• New galvanized floor side members for added corrosion resistance.

• New lower 16-inch steering wheel for better visibility and greater seat-to-wheel clearance.

• New, easier-operating seat adjusters featuring plastic slides and rollers which are lubed-for-life and resist corrosion.

• New bear-hug type door latches for solid, easy door closing. Door locks feature a shutter-type closure for 1964 to eliminate the swing-up outside cover.

• **NEW TRUNNION** - mounted convertible top mechanism for smoother, more positive top operation and reduced noise.

• New flood-light type instrument cluster illumination for higher visibility at night with minimum glare.

• New automatic choke on the Challenger 260 CID V-8 which improves cold starts and prevents unnecessary choke operation after short stops.

• New counterbalanced hood with single action hood release for easier access to the engine compartment.

• New improved starter with rolled spline for smoother, quieter and more dependable operation.

A FULL RANGE OF BIG car options are offered with the Ford Falcon for 1964 including power steering and Ford air conditioning. The vinyl roof option is available on hardtop models in Futura and Sprint series to give a more sporty, convertible look to the striking fastback roof line.

Red Carpet

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dialect comedian and others who will combine routines with explanations of car and truck features.

A Kiddie Corvette, a 6 1/2 foot long scale model of the plastic bodied Corvette Sting Ray convertible, will be given away each day of the show.

Intricately engineered mechanical exhibits that show inner workings of a car and its nearly 14,000 parts as well as truck mechanisms. Specially designed scenery and backdrops, including a preview of a section of Chevrolet background scenery for the World's Fair display.

THE FIVE WHITE sport coupes—Super Sport models from the Chevrolet, Chevelle, Chevy II lines, a Corvette Sting Ray and a Corvair Monza—will be lined up on the red carpet as on a highway.

Beside each car will be a standard containing a clock and chime device. Each time the clock hand spans six seconds, the chime will ring to punctuate the slogan on the standard: "Every six seconds of every working day, someone buys a new Chevrolet."

The full Chevrolet passenger car display will include 18 different car models covering a complete range in price and performance for the five lines.

16 Models for '64

Chrysler says it has an exceptionally attractive line of cars for 1964 with emphasis on clean, uncluttered styling and new motoring conveniences ideally suited to long distance travel on super highways. There are 16 models. All are big cars with Unibody construction. The overall length for sedans, hardtops and convertibles is 215.3 inches; for wagons, 219.4 inches. There are no smaller cars bearing the Chrysler name plate.

Dealers

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and prairie bronze, will be offered by Ford at the Auto Show, according to Dick Turner, general manager of Harold Turner, Inc., 464 S. Woodward.

"THIS IS THE FIRST time that the Auto Show will have all of the current year's models, and we'll be showing all lines of Thunderbirds, Fords and the new sports car, the Cobra," said Turner. "But as far as any more specific information about the show itself, you'll have to wait 'til it opens!"

Turner will be sending as representatives his brother, Vern, and Charles McDonald, Gerald Golf and Elmer Radke.

The Auto Show is rather new to John Farrah, who took over the Village Rambler dealership, 666 S. Woodward, only two months ago.

"You'll be able to see the complete American Line, including our Ambassador and Classic hardtops," said Farrah. Ken Prinkle will represent the dealership.

RAYMOND WEST, general manager of Wilson Pontiac-Cadillac, 1350 N. Woodward, will head the different envoys sent each day to man the Auto Show.

Cars are not for sale at the Auto Show, but dealer contacts may be made.

Power steering is used on more than 97 per cent of all Chryslers sold. It is standard on the New Yorker and 300K.

Event

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mestic truck displays—Chevrolet, Dodge and Ford.

Accompanying the exhibits of cars of many hues, nestled in varied settings and myriad colors, will be a number of pretty girls, gaily gowned to best complement the automotive models.

FOREMOST AMONG the beauties will be the current Miss America, Donna Axum of Eldorado, Ark., who will take her place in the Oldsmobile display, as did her predecessors.

Several "dream cars" and other spectacular exhibits will be shown. Included will be turbine-powered passenger cars, on display for the first time in an auto show. One will be in the Chrysler-Plymouth display area, the other in the Dodge Division section.

The Datsun, a Japanese car, will make its premiere here. Seven models will be presented in an area highlighted by Oriental decor.

A Fiat 1500 will be shown for the first time in the Midwestern United States area. The Opel Kadette of Buick Division, manufactured in Germany, will make its U.S. debut at the Auto Show.

ANOTHER FIRST in a public showing will be a Checker Motors limousine of Kalamazoo, Mich.

There will be such other features as the cut-in-half Volkswagen Camper, mounted on a turntable and a Grand Prix cutaway model with narration by tape script.

A certain crowd-pleaser will be the first public showing of the exploding car in the Buick area. The car is a 1964 white LeSabre animated so that every few minutes the whole exterior, all body panels and the hood, trunk lid and front fenders, fall away to allow spectators to study its inner workings.

A number of special and regular radio shows will be broadcast for the auto show this year. Those to be heard include WWJ, with radio personalities Fran Harris, Shelby Newhouse, Todd Purse and John Lynker.

THERE WILL also be a number of giveaways, a new Rambler, Valiant, a Dodge Truck and tiny miniature car models.

A special space-age exhibit will be that of the National Aeronautics and Space Administration. This will consist of a Mercury capsule and six colorful descriptive panels which will explain to show visitors the part played by this vehicle in the nation's program to launch men into outer space.

There will also be an eye-testing device on exhibit, set up by the State of Michigan.

SPECIAL PRICES are offered for students, up to and including high school seniors, who will be admitted for 25 cents between the hours of 11 a.m. and 5 p.m. Monday through Friday. Regular general admission throughout the show will be \$1 for adults and 50 cents for children under 12.

The armory parking lot will accommodate 7,000 cars and four lanes of traffic can move into the lot simultaneously by means of a special 10-foot wide accelerating entrance strip which the DADA constructed at a similar show in 1960. Parking fee is 25 cents.

The armory is less than a mile from the large Couzens Freeway and approximately two miles from Woodward Ave.

Display

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tion. Inside lighting is from 10 courtesy lights, and red light is used on instrumentation for rapid night vision adaptation.

A second, separate Buick exhibition will present the new line-up of 1964 Opel Kadettes which go on public display at selectively located Buick dealerships (Fisher Buick in Birmingham) for the first time in the United States only the day before (Friday 17) the show opens.

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