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 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 A. F. Tanza, Ford Division general sales manager. "More about its new styling, the Falcon adds new comfort and convenience for 1964 to offer still more of its traditional big car value in the handy compact size."

TALLER AND SHOFTER, deltoidals will allow the 1964 Ford Falcons easier to drive and easier to get into and out of as a result of new interior design, Tanza said. Steering wheel, brake pedal and accelerator have been relocated and are easier to reach.

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, Tanza added. The 1964 Ford Falcon will feature a new vinyl headlining as well as all-new interior trim styles.

"A softer and more controlled ride for the 1964 Ford Falcons contributes both to quietness and to greater comfort," Tanza 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 200-cubic-inch V-8 give these 1964 Falcon engines improved economy.

The new 1964 Ford Falcon has all of the ride and handling characteristics that attracted the interior design of a much larger and more expensive Falcon," Tanza 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 combines new and improved styling with a complete range of price and performance for the fine lines.

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Red Carpet

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dialist comedian and others who will combine routines with presentations of car and truck features.

A Kiddie Corvette, a 4/4 foot long scale model of the plant-built Corvette Sting Ray convertible, will be given away each day of the show.

Intensely engineered mechanical exhibits that show inner workings of a car and its nearly 14,000 parts as well as truck mechanisms. Specialized design seminars and workshops, including a preview of a section of Chevrolet background screen for the World's Fair display.

THE FIVE WHITE sport coupes—Stinger models from the Chevrolet, Camaro, Chevy II lines, a Corvette Sting Ray and a Chevy II Caprice Blue will be lined up on the red carpet as a highway.

Besides each car will be a standee containing a clock and phone device. Each time the clock hand spans six inches, car owners will be urged to participate in the slogan of "Every six seconds of every working day, someone buys a new Chevrolet."

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

MERCURY—PROVEN PERFORMANCE CHAMP IN THE MEDIUM-PRICE-CLASS

COMET-WORLD'S 100,000 MILE DURABILITY CHAMPION

Each of a team of specially selected and preselected 1964 Comets won 100,000 miles at over 105 mph day and night at Daytona International Speedway, Sat. 21-Oct. 30.

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Event

(Continued from Page 3)

domestic truck displays—Chevrolet, Dodge and Ford.

Among the exhibits of the regional manufacturers, new model displays, new features, styling and special colors, will be shown in a brief drive by the Ford display, as well as the other displays to be shown.

The Datsun, a Japanese car, will make its U.S. market debut. The Datsun models will be presented in an area highlighted by Oriental decoration.

A Fiat 1500 will be shown for the first time in the United States. The Opel Kadett, manufactured in Germany, will make its U.S. debut at the auto show.

ANOTHER FIRST in a public showing will be the 1964 Saab, a Swedish-built car. The Saab is a 1964 white Saab 95 sedan, which has been converted to be used as the cut-in-half Volkswagen Camper, mounted on a turntable that lets spectators see the whole exterior, all body panels and the hood, trunk lid and front windshield at the same time, while all turn to study its interior working mechanisms. The 1964 Saab has radio and television equipment, and all radio shows will be broadcast for the auto show. The radio will be heard through WJZ, with radio station manager, Bob Newhouse, as disc jockey.

THERE WILL also be a number of special displays. One, a Dodge Truck and Tiny Planes, will be set up by the State of Michigan.

SPECIAL PRICES are offered for students to see the auto show, a courtesy of the local 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.

The armory parking lot will accommodate 4,000 cars of all classes of traffic. Income will move into the lot by means of a two-lane, 10-foot, wide, accelerating tram. The on-off ramps are constructed at a similar show in 1960. Parking fees are 25 cents.

Armory parking is less than a mile from the large Conner Freeway and approximately two miles from Woodward Ave.

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Display

(Continued from Page 3)

SEE THEM STANDING STILL AT THE AUTO SHOW

BOB BORST LINCOLN-MERCURY, Inc.
479 South Woodward Avenue, Birmingham, Michigan

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Event

(Continued from Page 3)

prairie bronze, will be offered by Ford at the Auto Show, according to Dick Turner, general manager of Harold Turner, Inc., 484 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 sport car, the Cobra," said Turner. "But as far as any more specific information about the show itself, I'll have to wait 'til I see it!"

Turner will be sending an representative to the show, Vern Charles, McDonald, Gerald Gold and Elmer Redus.

The Auto Show is rather new in John Parrah, who took over the new Rambler dealership, 601 Woodward, only two months ago.

"You'll be able to see the complete American Line, including our new Rambler Marlin," Parrah said. "I'll be present at the dealer's table."

RAYMOND WEST, general manager of Wilson Pontiac-Cadillac, 1500 N. Woodward, will head the different groups each day to max 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 Chrysler products. It is standard on the New Yorker and 300C.

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