

Go pert, peppy and proud **Falcon**
'67



Futura

SPORTS COUPE

**New Falcon:
More Luxurious for '67.
If it didn't cost so little,
save so much and park
so neatly, you might call
it a short limousine.**



In 1967, Falcon seats ahead of its field with a smoother, quieter, more stable ride . . . new interior luxury . . . dual brake system . . . Ford's standard Lifeguard-Design Safety Features . . . famous Twice-a-Year Maintenance, and much more.

There is an exciting array of new Falcon options. SelectShift Cruise-O-Matic is one. This fully automatic transmission lets you shift manually when you want to. New Stereo-Sonic Tape System can make any Falcon a concert hall. Your choice of two 289-cu. in. V-8's (up to 225 hp) . . . power front disc brakes . . . stylish vinyl roof option (shown on Sports Coupe opposite) . . . built-in heater and air conditioner . . . exclusive, long-life Radial Ply Tires . . . plus many more.

Some things remain typically Falcon (and we wouldn't change them for the world)! Such things as Falcon's well known gas savings, low upkeep, and very low price tag. Typical, too, are the quick, easy handling and "painless parking." Wrap these all up in sweet, smooth styling and you have Falcon '67. Whether you call it a short limousine or simply a lot of car, you'll want to test-drive this newest Falcon soon.



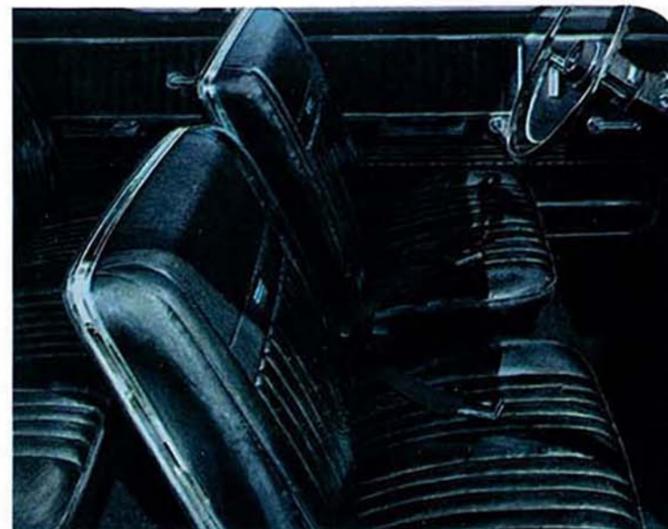
Falcon at its sportiest

What's new in the '67 Futuras? Plenty! Exciting new options like the Stereo-Sonic Tape System with four speakers and self-contained cartridges with over 70 minutes of music of your own choosing. Futura offers new power team options, too. Now there are *two* zippy 289-cu. in. V-8's—the 200-hp Challenger and the new 225-hp Challenger Special. SelectAire Conditioner, one

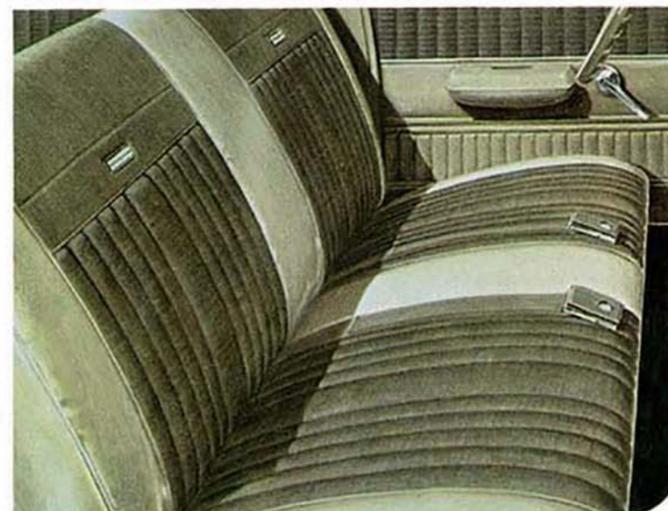
of Falcon's most popular options, gives you complete year-round climate control in one compact built-in unit. New SelectShift Cruise-O-Matic, available with all Falcon engines, doubles Falcon's driving fun. SelectShift lets you go completely automatic or shift manually, as you please, for a completely new kind of convenience. The comfort, convenience and luxury of the '67 Futuras

will surprise you. Falcon's reversible keys (they work either side up), suspended accelerator pedal (adjusts itself to your foot) are among many fine features you will enjoy in a 1967 Falcon.

And, of course, where else but in Falcon will you find such a happy blend of luxury and performance with economy? That's the beauty of owning a Falcon!



The look of luxury comes standard in Futura Sports Coupes. Lush bucket seats, full carpeting, a choice of four all-vinyl interiors are extra-value features at no extra cost. (Two all-vinyl trims like this one are available on Futura 4-Door Sedans and Club Coupes as options.)



Futura 4-Door Sedans and Club Coupes offer a choice of four hand-some color-keyed, nylon and vinyl interiors. Deluxe front and rear seat belts are one of Ford's Lifeguard-Design Safety Features, standard in all Falcons. See the safety feature list on page 11.



Make your Falcon even finer: start with stereo...

Add the new *Stereo-Sonic Tape System* to your '67 Falcon and you have the finest sound around! Four speakers surround you with your favorite music in full, rich stereo. Insert a handy cartridge. You're rewarded with over 70 minutes of music from each tape you select. The *AM Radio* is one of Falcon's most popular options. All-transistor design for instant warm-up. Push-button tuning. Speaker centered in top of instrument panel for balanced sound. *Rear Seat Speaker* also available.

Power Steering makes Falcon's easy handling even easier. Reduces effort up to 85%; makes parking, all low-speed maneuvering child's play.



SelectShift Cruise-O-Matic . . . Lets you make the selection. Now you can enjoy fully automatic driving or shift manually through the gears when you want to. Provides extra downshifting control for steep hills, ideal for trailer towing.



SelectAir Conditioner . . . Year-round comfort is yours in a Falcon with this combined heater-air conditioner unit. SelectAir provides plenty of cool, dehumidified air in summer . . . warm air in winter. Simple controls. Four adjustable outlets.



Power Front Disc Brakes . . . Offered for the first time on Falcon. Available on V-8 models for smooth, more controlled stopping. Design of disc brakes makes them cooler running even after repeated hard braking, and virtually unaffected by water.

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Two V-8's . . . Now you have a choice of two V-8's in Falcon: a new 225-hp Challenger Special V-8 and the popular 200-hp Challenger V-8. The Special features a new 4-barrel carburetor for smooth idle and acceleration.



4-Speed Manual Transmission . . . Sports-type, close-ratio 4-speed manual transmission is available on sedans and coupes with either of the V-8's. Fully synchronized. Positive reverse gear lockout. Familiar floor-mounted stick shift.



Shoulder Harness, Headrests . . . New across-the-body harness, available for driver or front seat passenger. Anchored in roof and floor, self-storing. Headrests, available separately, also offer greater comfort and relaxation on long trips.

"Tailored Tires" . . . This year select for your particular driving needs from more sizes and types of Falcon tires than ever before. One example: exclusive new Radial Ply Tires which run cooler, provide up to 80% more tread life.

Other Falcon Options

All-vinyl trim (standard in Sports Coupe)—pg. 5
 Courtesy Light Group (lights for glove box, trunk or cargo area in wagons, instrument panel ash tray, map light, rear door courtesy switches)
 Vinyl roof (black or white)—cover, pg. 3
 Electric clock
 Heavy-duty battery
 Heavy-duty suspension (wagons only) with stronger springs, shock absorbers, front stabilizer bar
 Deluxe wheel covers—pgs. 4, 10
 Tinted windshield
 Tinted side glass
 Limited-slip differential
 Two-tone paint
 Wagon Magic Doorgate
 Wagon roof rack
 Power Doorgate window
 200-cu. in. Fairlane Six (Falcon sedans)
 White sidewall tires
 Decor group (accent paint stripe, rear quarter molding—Falcon models)
 Plus many, many others which your Ford Dealer will be happy to describe to you in detail.

TRAILER TOWING . . . For all the information about trailer towing with the '67 Falcons, see your Ford Dealer. He can advise you on the special equipment recommended for towing trailers of all types and sizes. And be sure to ask him for a copy of the 16-page *1967 Ford Car & Truck Recreation* brochure. It's filled with all kinds of suggestions and helpful information on the subject.

Falcon
4 DOOR SEDAN



CLUB COUPE

Falcon



Falcon at its savin'est

For basic economy and value, you can't do better than Falcon. After all, Falcon is the all-time economy champ. Look at the '67 edition. In either Club Coupe or 4-Door Sedan, compare Falcon roomy interiors and big 12-cubic-foot trunk...handsome styling and handy size...spunky performance blended with the best kind of gas savings in the famous 170-cu. in. Falcon Six...plus a host of the best

big-car features (see "Standard Equipment" page 11). Compare Falcon with any other car in its field for true economy. Falcon has all of Ford's famous Twice-a-Year Maintenance features... 6,000 miles between oil changes, 36,000 miles between major lubes, self-adjusting brakes, all the rest. Compare Falcon for quality. It's backed by Ford's "24/24" warranty that set the pattern for the

industry. Finally, compare Falcon for price. You'll find Falcon economy follows through *all the way*.

Of course if you're like most people, you like to save... and you like to "live a little." No reason why you can't do both with Falcon. With all of the tempting and exciting options (pages 6 and 7) available on '67 Falcons, you can have yours equipped just the way you want it.



Falcon Club Coupe interior. Your choice of three handsome, durable vinyl-and-cloth interiors just like this. Courtesy lighting, foam-padded seats, foot-operated parking brake, suspended accelerator pedal are a few of the big-car features standard on every Falcon.

Wagons



Falcon Futura Wagon

Falcon Custom Club Wagon

Falcon at its handiest

'67 Futura and Falcon wagons are the handiest in their field with space, comfort and style to spare. They offer 4-door convenience, 85.1 cu. ft. of cargo space, the 200-cu. in. Fairlane Six, and all of Ford's Lifeguard Safety Features (opposite) as standard. '67 Futura and Falcon wagon options include Ford's dual-action Magic Doorgate, new Stereo-Sonic Tape System, and many more.

Three versatile Falcon Club Wagons provide generous cargo space and seating for up to eight passengers. The 170-cu. in. Six is standard. Options: Extended Body, 240-cu. in. Big Six, SelectShift Cruise-O-Matic. Camper conversions are available to make any Club Wagon your "roving campsite." Get a copy of the 1967 Ford Wagons Catalog from your Ford Dealer for the complete story.

Standard Equipment

FALCON Club Coupe and 4-Door Sedan: Power Team—170-cu. in. Falcon Six and 3-Speed Manual Transmission □ Choice of 15 Super Diamond Lustre Enamel colors □ Choice of three cloth-vinyl interiors □ Black, vinyl-coated rubber floor mat □ Full-width seats with foam-padded cushions □ Courtesy lighting □ Heater-defroster* □ Foot-operated parking brake □ Front arm rests, ash tray □ Reversible keys, "keyless" locking □ Suspended accelerator pedal □ Curved side glass □ Ford's famous Twice-a-Year Maintenance (back cover) □ Plus all the *Ford Lifeguard-Design Safety Features* listed at right.

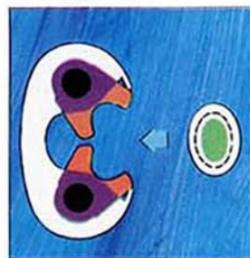
*See "Plus" on back cover

FALCON FUTURA Club Coupe and 4-Door Sedan: Power Team—200-cu. in. Fairlane Six and 3-Speed Manual Transmission □ Plus all the above equipment with these variations: Choice of four cloth-vinyl interiors □ Color-keyed carpeting □ Arm rests, front and rear □ Cigarette lighter and ash trays.

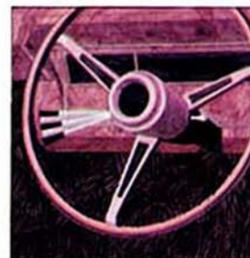
FALCON FUTURA Sports Coupe: Power Team—200-cu. in. Fairlane Six and 3-Speed Manual Transmission □ Plus all the above equipment with these variations: Choice of four all-vinyl interiors □ Individually adjustable front bucket seats □ Courtesy Light Group (see page 7) □ "Sports Coupe" ornament on roof quarters □ Body accent paint stripe □ Deluxe wheel covers.

FALCON WAGONS (Falcon and Futura Wagons): For all the facts on Falcon wagons, ask your Ford Dealer for a copy of the 1967 Ford Wagons Catalog.

Ford Motor Company 1967 Lifeguard-Design Safety Features...Standard



Safety-Yoke Door Latches—the famous Ford design—are strong, tight-gripping to help keep doors closed in the event of impact. Positive Door Lock Buttons *must* be raised, disengaging the locks, before door handles will operate and doors can be opened.



Impact-Absorbing Steering Wheel with Deep-Padded Hub adds importantly to driver's safety. On left side of steering column are Turn Indicators with Lane-Changing Signal to indicate movements from one lane to another. On right side of column is 4-Way Emergency Flasher switch.



Dual Hydraulic Brake System with Warning Light. Dual master cylinder plus separate lines to front and rear brakes. In event one line is damaged, other remains to provide partial braking while red light on instrument panel warns driver immediately of need for brake service.



Thick-Laminate Safety Plate Glass Windshield offers greater strength and protection. New Padded Windshield Pillars on either side. Padded Sun Visors overhead and Padded Instrument Panel, combine to provide added protection for the driver and front seat passengers.



Remote-Control Outside Rearview Mirror. Provides clear view of approaching traffic and makes it easy to set the mirror at the most desirable angle. Without lowering the window, you can quickly aim the mirror by simply moving the inside fingertip control.

Standard Lifeguard-Design Safety Features include: Deluxe Front and Rear Seat Belts with Reminder Light and Front Retractors □ Non-Glare, Day/Night Inside Mirror with Flexible Backing □ Break-Away or Double-Pivot Inside Mirror Arms □ Windshield Washers □ 2-Speed or Variable Speed Windshield Wipers □ Backup Lights □ Self-Adjusting Brakes. (Certain exceptions in Club Wagons' standard safety features.)

Ever since there have been Fords on the American Road, the safety of the people who drive and ride in them has been a primary concern of thousands of people at Ford Motor Company, driving millions of miles on the test track, working millions of man-hours in the laboratory. Some of the latest results of their work are seen in the '67 Lifeguard-Design Safety Features listed here.

Lifeguard-Design Safety Features help reduce the likelihood of injury in case of an accident, but you can accomplish the most important job of all—preventing an accident. By obeying traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.

1967 Falcon Specifications*

COLOR AND UPHOLSTERY SELECTIONS: Pick your favorite color from 15 brilliant Super Diamond Lustre Enamel single tones, or 25 two-tone combinations. You have a total of 13 Falcon upholstery choices of combinations of cloth and vinyl or optional all-vinyl. (In some cases a trim is offered with more than one model.) Your Ford Dealer will be happy to show you actual samples of new Falcon colors and upholstery.

ENGINES (see chart for availability): **170-cu. in. Falcon Six**—105 hp; 3.60" bore x 2.94" stroke; 9.1 to 1 comp. ratio; reg. fuel; single-barrel carb.; auto. choke; self-ad. valves; oil cap'y, incl. filter, 4.5 qt.

200-cu. in. Fairlane Six—120 hp; 3.68" bore x 3.13" stroke; 9.2 to 1 comp. ratio; 7 main bearings. Other specifications same as standard Falcon Six.

209-cu. in. Challenger V-8—200 hp; 4.00" bore x 2.87" stroke; 9.3 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-ad. valves; oil cap'y, incl. filter, 5 qt.

289-cu. in. Challenger Special V-8—225 hp; 4.00" bore x 2.87" stroke; 10.0 to 1 comp. ratio; 4-barrel carb.; prem. fuel. Other specifications same as Challenger V-8 above.

ENGINE FEATURES: 6000-mile (or 6-month) full-flow oil filter; replaceable, dry-element air cleaner; year-round 190° thermostat; 12-volt electrical system; 38-amp. alternator; 34-plate, 45 amp-hr battery; weatherproof ignition system; positive-engagement starter; exhaust system has aluminized longitudinal muffler.

10 Falcon Power Teams

Engines	Transmissions
170-cu. in. Falcon Six†	3†, C
200-cu. in. Fairlane Six†	3†, C, 4
209-cu. in. Challenger V-8	3†, C, 4
289-cu. in. Challenger Spec. V-8	3†, C, 4

†1511, engine and trans. on Falcons; †1516, engine and trans. on Fairlane; †1517, trans. as indicated, all others optional.

Transmission Key: 3—3-Speed Manual; S—Synchro-Smooth Drive (only synchronized 3-speed manual); C—Cruise-O-Matic Drive; 4—4-Speed Manual.

CLUTCH AND MANUAL TRANSMISSIONS (see chart for availability): Non-centrifugal clutch with Sixes; semi-centrifugal clutch with V-8's. Face diameter 8 1/2" with Falcon Six, 9" with Fairlane Six, 10" with V-8's.

3-Speed Transmission has forged bronze synchronizers in 2nd and direct for smooth operation. Anti-friction bearings throughout. Standard "H" shift pattern with lever on steering column. **Synchro-Smooth Drive** has synchronized manual shifting in all three forward gears; clash-free downshifting to low while under way. **4-Speed Transmission** with floor-mounted stick shift. All forward gears synchronized for fast, smooth shifting.

*For all models except wagons. Complete engine information is available in the 1967 Ford Motors Catalog. Ask your Ford Dealer for a copy.

SelectShift Cruise-O-Matic Drive lets you drive fully automatic or shift manually through the gears. Three forward speeds, one reverse. Effective engine braking in low gear (1) for better control on grades and hills. Quadrant sequence P-R-N-D-2-1.

REAR AXLE: Semi-floating type with deep-dish hypoid gears. Induction-hardened, forged shafts, permanently-lubed wheel bearings.

FRONT SUSPENSION: Ball-Joint type with coil springs pivot-mounted on upper arms. 36,000-mile (or 3-year) lube intervals, full-life seals. Angle-Poised design for anti-dive control. Link-type, rubber-bushed ride stabilizer. Tapered roller wheel bearings. All-weather shock absorber fluid for better year-round ride control.

REAR SUSPENSION: Asymmetrical design with rear axle forward of spring center for anti-squat on takeoff. Longer wide-leaf springs with tip inserts and wider spring base provide soft, stable, levelized ride. Diagonally mounted shock absorbers have all-weather fluid.

STEERING: Recirculating-ball type steering gear provides easy handling. Anti-friction bearings throughout. Permanently lubricated steering linkage joints. Overall steering ratio, 22.4 to 1. Turning diameter, 39.8 feet. Improved power steering option has a 21.6 to 1 ratio for fast, responsive control.

BRAKES: New dual brake system with dual master cylinder, separate lines to front and rear brakes. Self-adjusting, self-energizing design. Diameter 9" (Sixes), 10" (V-8's). Riveted linings for durability and fade resistance. Total lining area (sq. in.): 131 (six-cylinder models), 153 (all V-8 models).

TIRES: 4-ply rated, black tubeless with Tyrex rayon cord. White sidewall tires optional. Safety-type rims. Basic sizes: All Six Sedans—6.95 x 14; Futura Sports Coupe and V-8 Sedans—7.35 x 14. See your Ford Dealer for details.

Basic Dimensions & Capacities*

Length—184.3"	Width—73.2"	Height—54.6"
Trunk Luggage Vol.—12.3 cu. ft.		
Wheelbase—111"	Tread (front/rear)—58"	
Fuel—16 gal.		

Approximate Weights

Falcon Club Coupe	2688 lb.
4-Door Sedan	2689 lb.
Futura Club Coupe	2646 lb.
4-Door Sedan	2677 lb.
Sports Coupe	2674 lb.

The illustrations and product information contained herein are current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.

Falcon "Worth More"

Features... mean more driving pleasure from your '67 Falcon today... more in resale value at trade-in. "Worth More" features include: aluminum scuff plates, parallel-action electric windshield wipers, curved side glass, step-on parking brake, suspended accelerator, brake and clutch pedals, deep-dish design steering wheel with chrome horn ring, reversible keys and "keyless" locking, right-hand ignition, dual sun visors with retention clips, arm rests, coat hooks, 2-position door checks, rear door assist springs, counterbalanced hood and rear deck lid and many, many more.

24,000-Mile or 24-Month U.S. Warranty

Falcon total-car quality makes this total-car warranty possible: Ford Motor Company warrants to owners as follows: That for 24,000 miles or for 24 months, whichever comes first, free replacement, including related labor, will be made by Ford Dealers of any part with a defect in workmanship or material. 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 warranty referred to herein is applicable to products normally operated in the U.S.A. and Canada.

Twice-a-Year Maintenance

'67 Falcons are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other '67 Falcon service-savers include 35,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler and vital underbody parts. The '67 Falcon needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's.

PRICES: Heater-defroster is installed in production on all Falcons unless otherwise specified. However, heater-defroster may be deleted on car order if desired at an appropriate price reduction. All equipment and accessories, illustrated or referred to as options, optional or available are at extra cost. For the price of the Falcon equipped as you desire, see your Ford Dealer.

You're ahead in a
Ford

Mustang • Falcon • Fairlane
Ford • Thunderbird

