



It's versatility on wheels, this 1963 Falcon Deluxe 4-door Wagon. It's got it all. Economy. Room. Convenience. Variety. Looks. Ford boasted of Falcon's simplicity of design which made it easy to own (with which its owner will heartily agree). Is it any wonder it was the most popular of all '63 Falcon wagons?

Economy: Our Falcon has the optional (\$37.40) Falcon 170 Special Six, which makes it a peppy performer, no real difference from the mileage of the standard 144-ci Six. Back in 1963, there simply was no 6-passenger American car that got better mileage. In a day when pennies-saved-at-the-pump really meant something, Falcon owners were among the "savingest".

Room. Even with the tailgate closed, Falcon wagons have over 7 feet of loadspace; 9 feet with the gate lowered. This is a true 6-passenger car, not overburdened with cup holders, entertainment hanging from the ceiling, intrusively-molded door panels, and complicated seat positioning. Compared to any modern wagon (even a Ford!) the Falcon has more usable, real room for its occupants and gear. It's an honest, absolute kind of roominess...and remember, this is a "compact"!

Convenience. As long as we are comparing old to new, consider the Falcon's handy roll-down rear window (with key lock), quick-folding second seat, easy-to-access spare tire, and the choice of three engines – even a V8.