



Variety. This Deluxe 4-door was just one of 5 Falcon Wagons, not to mention another 3 "club wagon" styles. You could choose from 11 colors (plus two-tones) and 4 interiors (red included!) which computes to 56 combinations! Three engines. Three transmissions. Option choice was plentiful. This Falcon is well-equipped with its Luggage Rack, Pushbutton Radio, Tinted Windshield, and Ford-O-Matic. More about Falcon variety later...

You probably expect me to say that this Falcon has looks. Well, it does. It's a beautiful sight in Glacier Blue and Corinthian White with its 2-tone blue all-vinyl interior. The Deluxe series was a way of giving the Futuras and wood-paneled Squire a bit of exclusivity at no extra cost to Ford. In fact, the "Deluxe Package" option for Sedans trimmed up the outside, but did not match the Deluxe Wagons in the upholstery department. In 1963 terms, this "little" Ford was considered quite spiffy and not at all utilitarian. Indeed, the author's mom drove a brand-new one, and it is remembered with extreme fondness...albeit I still hold a grudge for not being allowed to drive it at the age of 10.

Back to our Falcon...Check out that instrument panel. Simple in design, but not in style. The "floating" instrument cluster trimmed in brushed aluminum is sweet, not at all cheap-looking, and easy-to-read; the white knobs/radio buttons are a truly "signature" Falcon touch. Everything is laid out sensibly and without clutter. The Ford-O-Matic shift quadrant is unframed – clean and precise. Outside, the lavish use of chrome trim and the shiny grille makes it hard to believe that this was an "entry-level" Ford (although that term did not exist then).

As mentioned, the Falcon marketing scene in '63 was a bit complicated. It started out with the base Falcon, offered in either a sedan or wagon, each with either two doors or four. Next step up was the Falcon Deluxe which came in wagons