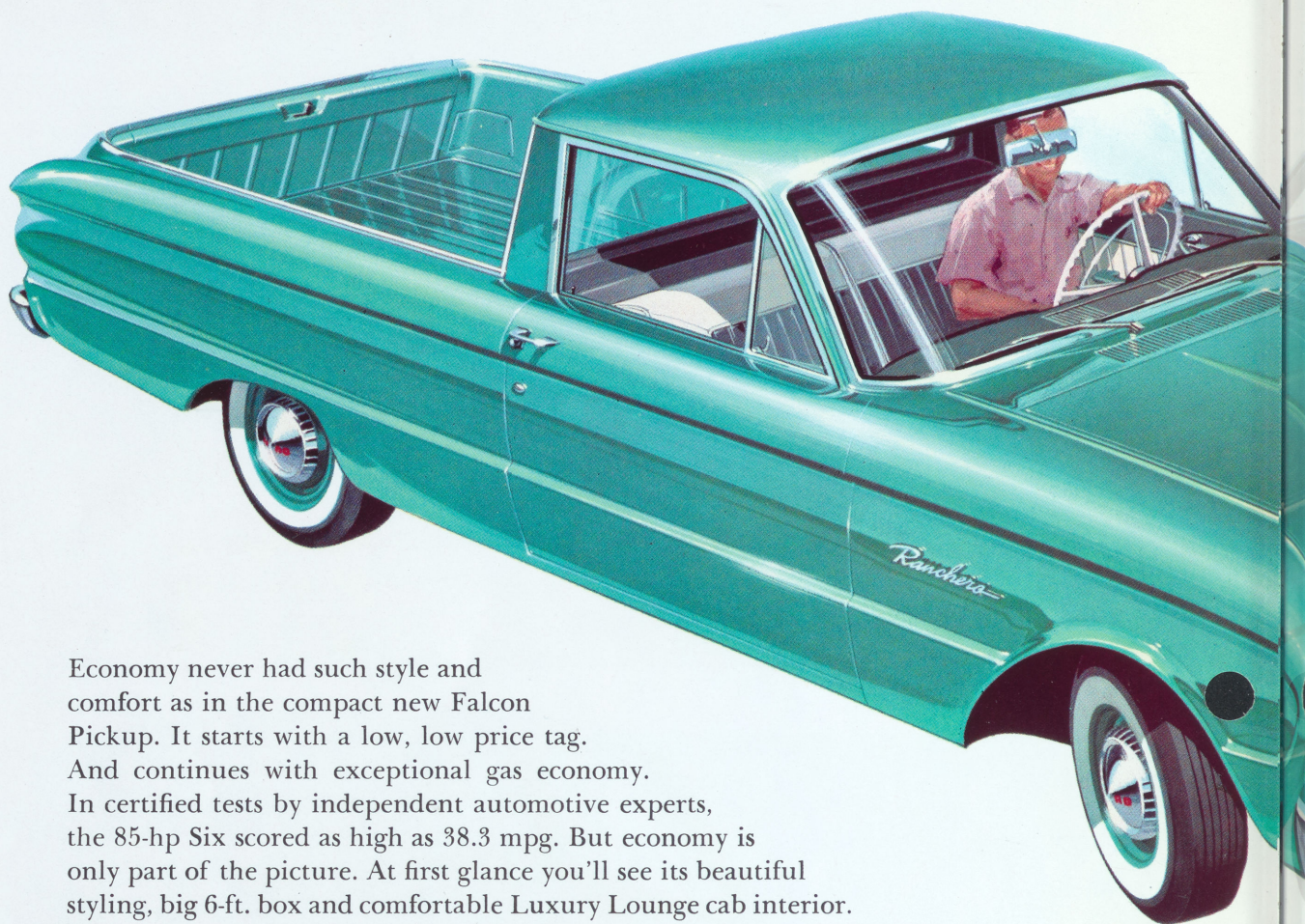


1961 FORD *Falcon* **RANCHERO**



Economy never had such style

Picture yourself in the comfort, style and

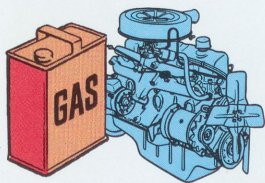


Economy never had such style and comfort as in the compact new Falcon Pickup. It starts with a low, low price tag. And continues with exceptional gas economy. In certified tests by independent automotive experts, the 85-hp Six scored as high as 38.3 mpg. But economy is only part of the picture. At first glance you'll see its beautiful styling, big 6-ft. box and comfortable Luxury Lounge cab interior.

SAVE WITH LOWER RUNNING AND MAINTENANCE COSTS

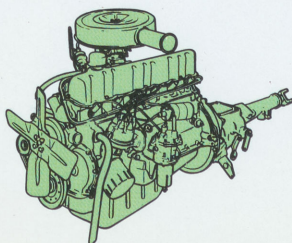
WITH THE 85-HP FALCON SIX

Here's *proven* design, *proven* economy! Durable cast iron construction, free-turning overhead valves, Short Stroke design that cuts piston travel, and wedge-type combustion chambers are a few of its advanced design features.



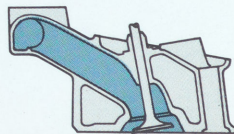
OR THE NEW 101-HP HIGH-PERFORMANCE SIX

Here's flashing power combined with the Falcon's famous economy. This new 101-hp Six is available for more zip, ginger and go! That's because you have a full 18% more displacement for greater horsepower . . . with only 2% more engine weight.



SIMPLICITY OF ENGINE DESIGN

There's new freedom from mechanical difficulties with simple, efficient and accessible design. For example, the intake manifold is cast integrally with the head. It's lighter, fewer parts and provides better fuel distribution. No hot spot under the carburetor and wear-free carburetor spacer give better cold starts, faster warm-ups and superior vaporization for improved performance and economy.



4,000 MILES BETWEEN OIL CHANGES

Save on oil change expense. Follow the 4,000-mile oil change schedule. The Falcon Six has an oil filter, standard on both Falcon Six engines, that extends oil changes to a full 4,000 miles. The average owner has to change engine oil only three times a year.

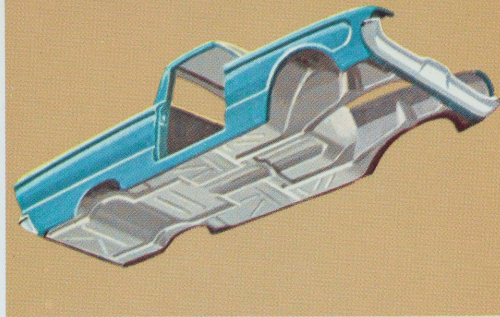


and economy of a 1961

FALCON

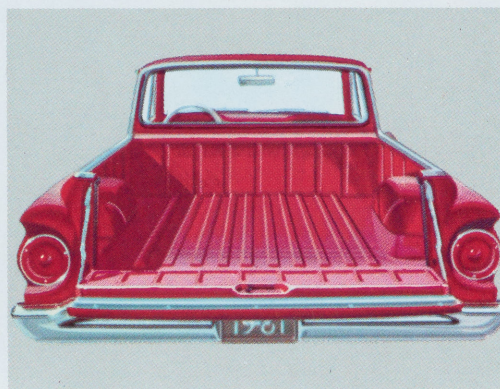
RANCHERO

PICKUP



PROTECTION FROM RUST

Rocker panels and all main underbody structural members are heavily zinc-coated to protect against rust and corrosion for greater durability. And the Falcon Pickup's integral cab and body provides rigid construction for longer life.



LOADS OF LOADSPACE

The Falcon Pickup's big 6-ft. box (nearly 8 ft. with tailgate down) gives over 31½ cu. ft. of usable loadspace. And that's room aplenty for most any pickup job. Over 42 in. of flat floor width between the wheelhousings.

LUXURY LOUNGE INTERIORS WITH ROOMY COMFORT FOR THREE

Here's elegance, comfort and driving pleasure everyone can afford. The full-sized passenger compartment is both attractive and practical with stretch-out room for three. And luxuriously comfortable foam seat padding is standard at no extra cost.

The seat is covered with brown "Western Motif" vinyl with beige vinyl bolsters and seat facings that are as rich looking as they are durable. Attractive, black and white (illustrated) or red and white vinyl trims are available with Deluxe Trim Package.



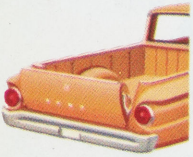
Falcon Pickup Bonus Benefits

RIDING COMFORT



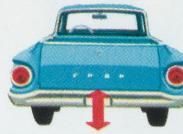
New, improved stabilizer bar provides a much smoother ride for '61. And there's roomy comfort for three in this compact pickup that rides and handles with the ease of a Falcon passenger car.

INSTANT-LOCK TAILGATE



No knuckle skinning or fooling with rattly chains! You can open or close the sturdy tailgate with a simple one-hand motion. And this instant-lock design also holds the *grain-tight* tailgate firmly closed.

EASY TO LOAD



The Falcon Pickup's low lines make side loading far easier... with a short 38.9-inch lift from the ground to the top of the sides. And the tailgate to ground height is only about 27 inches.

BOLTED-ON FRONT FENDERS



The Falcon Pickup's front fenders are simply and securely bolted on. This makes replacement far easier and less costly. It's another example of the lower maintenance costs you can expect.

SPECIFICATIONS

Falcon Ranchero Pickup Exteriors: Standard equipment includes: chrome front and rear bumpers, two taillights, directional signals, bright-metal windshield reveal molding. Available colors are: Raven Black, Montecarlo Red, Silver Gray, Chesapeake Blue, Cambridge Blue, Starlight Blue, Laurel Green, Mint Green, Algiers Bronze, Garden Turquoise, Aquamarine, and Corinthian White. Optional two-tone combinations: Cambridge Blue and Starlight Blue, Chesapeake Blue and Starlight Blue, Laurel Green and Mint Green, plus Corinthian White and any solid color.

Falcon Ranchero Pickup Interiors: Standard equipment includes: two arm rests, dome light, rearview mirror, spare tire and wheel (behind seat), two sun visors, dispatch box, ash tray, Double-Grip door locks, Lifeguard steering wheel, brown "Western Motif" vinyl seat covering with beige vinyl bolsters and seat facings.

Engine: 85-hp Falcon Six — 144.3-cu. in. displacement, 3.50" bore x 2.50" stroke, 8.7 to 1 compression ratio, operates on regular fuel; single venturi carburetor; simplified integral intake manifold and cylinder head; Full-Flow oil filter; 18-mm. Turbo-Action spark plugs; 12-volt electrical system; 54-plate 40 amp-hr battery; 25 amp. generator; aluminized muffler.

Engine (optional): 101-hp high-performance Six — 170-cu. in. displacement, 3.50" bore x 2.94" stroke, 8.7 to 1 compression ratio, operates on regular fuel; single venturi carburetor; Full-Flow oil filter; aluminized muffler.

Clutch and Transmission: Single-plate, cushion-disc clutch, face diameter 8½ in., total frictional area 68.07 sq. in., aluminum housing. Manual 3-speed, Synchro-Silent transmission. Optional: 2-Speed Fordomatic Drive.

Load Capacity: 800 pounds.

Rear Axle: Semi-floating type with hypoid gears; overhung drive pinion; 3.50 to 1 axle ratio. 3.89 to 1 optional w/144 Six only.

Front Suspension: Angle-Poised Ball-Joint type with 4-in. coil springs and shock absorbers.

Rear Suspension: Semi-elliptical variable-rate leaf springs and shock absorbers.

Brakes: Dependable double-sealed, 9" x 2¼" Duo-Servo, total lining area 137.2 sq. in.

Tires: 6.50 x 13 4PR on 13 x 4½ J safety-type wheels.

Wheelbase: 109.5 inches.

Other Available Equipment: HD Battery (66-plate, 55 amp-hr); Heater and Defroster (fresh air type "Blend-Air" hot water heater); Hydrocarbon Emission Control Device (positive crankcase ventilation); Radio and Front-Mounted Antenna; Safety Package "A" (padded instrument panel and sun visors); Seat Belts; Tires (6.50 x 13 4PR white sidewalls, 6.50 x 13 6PR black or white sidewall); Wheel Covers (bright metal); Windshield (tinted); Windshield Washers; Windshield Wipers (electric); Cigarette Lighter; White Steering Wheel with Chrome Horn Ring; Backup Lights.

Deluxe Trim Package: Includes bright-metal molding around box and cab back; bright-metal taillight trim rings; bright-metal door window moldings; white steering wheel with horn ring; cigarette lighter; dome light door switch; plus black and white or red and white vinyl upholstery.

The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring any obligation. All options and accessories illustrated or referred to as optional or available in this folder are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

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