



The Southeast Times

Vice President's Message

Hey Everybody,



Welcome to July/August and all of the Atlanta heat that goes with these months – great convertible weather!

Our last meeting (June) was at Summit Racing. We reviewed all of the plans for the SECFCA/Summit All-Ford show. Based on our discussions, everything looks to be in place. Even the cobbled-together Public Address system works. All we need now is a Master of Ceremony. Where's James and Terry when we need them!



Please take a minute to welcome our newest members to our Falcon family, Jimmy and Jennifer Pard, Email: jimmy@stoneforest.biz, telephone: 678-878-8751. We all welcome Jimmy and Jennifer to our Southeast FCA club chapter.

Our condolences, thoughts and prayers go out to all of the Goddards in our club upon the passing of Gary's father, Marvin, June 30, 2009. Marvin will be missed.

Now, on to Summit.

Les

OUR CLUB OFFICERS

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Editor's Message

This is the 4th newsletter of 2009 and is the July/August 2009 issue.

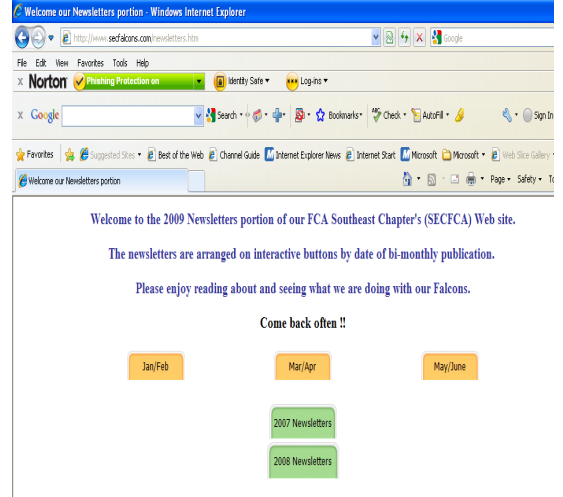
A lot has happened in the Editor's corner since the May/June newsletter, primarily on our national FCA Web site, but Jeff and I have done some work on our local site as well.

www.secfalcons.com.

At our May 2009 meeting at James and Sheila Cole's, we discussed putting some of our club's newsletters on our Web site. Our intent is to create additional visitor curiosity and interest in our club and our activities with our Falcons.

I will provide a brief tutorial about how to access these newsletters and let you see what issues are on our site.

First, the newsletter pages are accessible from our Home Page. There's a green interactive button at the top center of the buttons field, shown below.



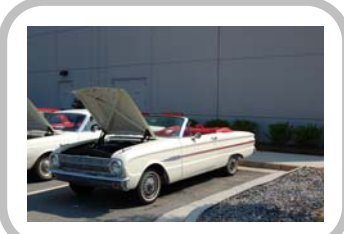
When you click the HP green button, you are then presented with buttons to choose any of the 2009 issues that I authored, as well as Jeff's 2007 and 2008 issues.

We think that this is a good and timely update and additional attractive feature for our Web site.

In the following article, "Our Ford Falcon Heritage", I've included the complete report on 1960-1963, with the introduction table to the 1964-1965. Stay tuned. I'll finish the article in the next newsletter. Hope you enjoy.

Wally & Jeff

secfalcons Editors/Internet Directors/WebMasters



Our Ford Falcon Heritage

From Wikipedia, the free encyclopedia

Ford Falcon

<u>Manufacturer</u>	Ford Motor Company
Also called	Mercury Comet
Production	1960-1970
Successor	Ford Maverick
<u>Class</u>	Compact
<u>Layout</u>	FR layout

This article is about the North American car model. For models produced for other countries, see [Ford Falcon \(disambiguation\)](#).

The **Ford Falcon** was an [automobile](#) produced by [Ford Motor Company](#) from 1960 to 1970. It was manufactured in [Argentina](#), [Australia](#), [Canada](#), [Chile](#), [Mexico](#) and the [USA](#). It was a huge sales success for Ford initially, handily outselling rival compacts from Chrysler and General Motors introduced at the same time. During its lifespan, the Falcon was offered in a wide range of body styles: two-door and four-door sedans, two and four door station wagons, two door hardtops, convertibles, and a sedan delivery and the [Ranchero](#) pickup. For several years, the Falcon name was also used on passenger versions of the [Ford Econoline](#) van.

History

Historically, the "Big Three" auto manufacturers ([GM](#), [Ford](#) and [Chrysler](#)), focused purely on the larger and more profitable vehicles in the US and Canadian markets. Towards the end of the 1950s, all three manufacturers realized that this strategy would no longer work. Large automobiles were becoming increasingly expensive thanks to wage inflation, making smaller [European](#) cars such as [Volvos](#) and [Volkswagens](#) increasingly attractive. Furthermore, many American families were now in the market for a second car, and market research showed that women especially thought that the full-size car had grown too large and cumbersome. At the same time, that research showed that many buyers would prefer to buy US or Canadian if the domestic manufacturers offered a smaller, cheaper car. Thus, all three introduced [compact cars](#): the Valiant from Chrysler (becoming the [Plymouth Valiant](#) in 1961), the rear-engined [Chevrolet Corvair](#), and the Ford Falcon. Competition also came from smaller [Studebaker](#), with the [Lark](#), and AMC with its [Rambler](#).

First Generation 1960–1963

First Generation

Also called	Frontenac
Production	1960-1963
Assembly	Oakville, Ontario, Canada Claycomo, Missouri Cuautitlán, Mexico Campbellfield, Victoria, Australia Buenos Aires, Argentina
<u>Body style(s)</u>	2-door coupe 4-door sedan 3-door station wagon 5-door station wagon 2-door hardtop 2-door convertible
<u>Engine(s)</u>	2.4L I6 170 cu in (2.8 L) I6 260 cu in (4.3 L) V8
<u>Transmission(s)</u>	2-speed automatic 3-speed manual 4-speed manual
Related	Ford Econoline Ford Ranchero Mercury Comet

By American standards of the 1960s the Falcon was a [small car](#), but elsewhere it would be considered a [mid-size car](#). It was powered by a small, lightweight 90 hp (67 kW), 144 CID (2.4 L) [straight-6](#) with a single-barrel [carburetor](#). Construction was [unibody](#), and suspension was fairly standard; [coil springs](#) in front, [leaf springs](#) in the rear. Drum brakes were used for both the front and rear wheels. A three-speed [manual](#) column shift was standard with the two-speed [Ford-O-Matic automatic](#) available at cost. There was room for six passengers in reasonable comfort in the simple interior.

Body styles available from the launch year were two and four-door [Sedans](#), two or four-door [Station Wagons](#), and the Ranchero car-based pickup, transferred onto the Falcon platform for 1960 from the Fairlane. A Mercury derivative, the [Mercury Comet](#), originally intended for the defunct [Edsel](#) marque, was launched in the US midway through the 1960 model year.

The market shift which spurred the development of the Falcon and its competitors also precipitated the demise of several well-established marques in the late-1950s and early-1960s. Besides the infamous tale of the Edsel, the [Nash](#), [Hudson](#), [DeSoto](#) and [Packard](#) nameplates all disappeared from the marketplace.



The 1960 Frontenac, which was essentially a rebadged Falcon for the Canadian market.

In 1960, [Ford's Canadian subsidiary](#) introduced the Falcon-based [Frontenac](#). It was designed to give [Mercury-Meteor](#) dealers a smaller model to sell since the Comet was originally intended as an Edsel, which was sold by Ford-Monarch dealers. Produced for the 1960 model year only, the Frontenac was essentially a re-badged 1960 Falcon with its own unique grille, tail lights and external trim including red maple leaf insignias. Despite strong sales (5% of Ford's total Canadian output) the Frontenac was discontinued and replaced by the [Mercury Comet](#) for 1961.

[Robert McNamara](#), a Ford executive who became Ford's president briefly before being offered the job of [U.S. Defense Secretary](#), is regarded by many as "the father of the Falcon". McNamara left Ford shortly after the Falcon's introduction, but his faith in the concept was vindicated with record sales; over half a million in the first year and hitting over a million sold by the end of the second year.

The 1961 model year introduced an optional 101 hp, 170 CID (2.8 L) six, and two new models were introduced; a bucket-seat and console Sedan model and a higher trim level called the **Futura**, and a [Sedan Delivery](#).

Ford boasted of the good fuel economy achieved by [six cylinder](#) Ford Falcon models in advertising. The fuel economy was good, compared to other American cars made at the time.

1962 saw a Squire model of the four door Station Wagon with fake wood trim on the sides. The bucket seat "Futura" model was offered with a slightly upgraded interior, factory installed lap safety belts, different side trim (spears), and different emblems. Halfway through the model year, they changed the roof line at the back window to more of a [Thunderbird](#) design and offered a 4-speed transmission for the first time. The 2-door Futura sedan (also referred to as an 'illusion hardtop' because of the chrome trim around the side window opening) sported a flat rear window in place of the bubble window on earlier models to bring its design in line with other Ford cars of the era.

In 1963 even more models were available. There was now a 4-door Futura, a Deluxe Wagon and Ranchero. Later, Convertibles and then Hardtops, and the new "Sprint" model was introduced. Halfway through the model year (February 1963), a 164 hp 260 CID (4.3 L) [V8](#) engine was offered for the first time. The Falcon was climbing in trim level from its budget beginnings as Ford attempted to wring more profit from the line.

Second Generation 1964–1965

Second Generation

Production	1964-1965
	Oakville, Ontario, Canada
	Claycomo, Missouri
Assembly	Cuautitlán, Mexico
	Campbellfield, Victoria, Australia
	Buenos Aires, Argentina
	2-door coupe
	4-door sedan
<u>Body style(s)</u>	3-door station wagon
	5-door station wagon
	2-door hardtop
	2-door convertible
	144 CID Thriftpower I6
	170 CID Thriftpower I6
<u>Engine(s)</u>	200 CID Thriftpower I6
	260 CID Windsor V8
	289 CID Windsor V8
	302 CID Windsor V8
<u>Transmission(s)</u>	3-speed automatic
	4-speed manual
Related	Ford Econoline
	Ford Ranchero
	Mercury Comet
	Ford Mustang

**** See "Events" on the FCA Web site for more details ****

The Mason Dixon Chapter invites you to:

▶ **'DASH TO DOVER' for the 30th ANNUAL FALCON CLUB OF AMERICA CONVENTION**

Being held at the Sheraton Dover Hotel 1530 DuPont Highway, Dover, DE 19901, July 16 - 18, 2009.

MAKE CHECK PAYABLE TO : Mason Dixon Chapter, FCA.

MAIL REGISTRATION AND CHECK TO: Phil Barber, 2574 Riva Rd, Apt 17, Annapolis, MD 21401

Host Hotel is: The Sheraton Dover Hotel, 1570 N. DuPont, Highway, Dover, DE 199001 302-678-8500

Special Room Rate of \$109.00 (Plus 8% lodging tax)

CALL NOW TO MAKE YOUR RESERVATIONS AND MENTION Falcon Club.

For additional information, please call or email the Committee Chairman MIKE GARRETT at 301-916-3323, or msgarrett35@msn.com or the Registrar PHIL BARBER at 410-266-8271 or pbarberpr@aol.com

▶ **2009 Southern Coast Chapter Falcon Regional Show**
March 20-21, 2009, at the Pensacola Interstate Fairgrounds, Florida

▶ **F-100 Supernationals and All Ford Show**
WHEN: May 14-15-16, 2009
WHERE: Chilhowee Park, Knoxville, Tennessee
Sponsor: National Parts Depot [NPD]

▶ **2009 South Central Regional Meet**
WHEN: May 22nd & 23rd, 2009
WHERE: Holiday Inn South, 2715 Fern Valley Road, Louisville, KY. 40213
(EXIT 128 OFF I-65)
Reservations: (502)964-3311 OR 1-800-HOLIDAY
For More Information: DALE DAUGHERTY (502) 231-8715 (502) 648-9801

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