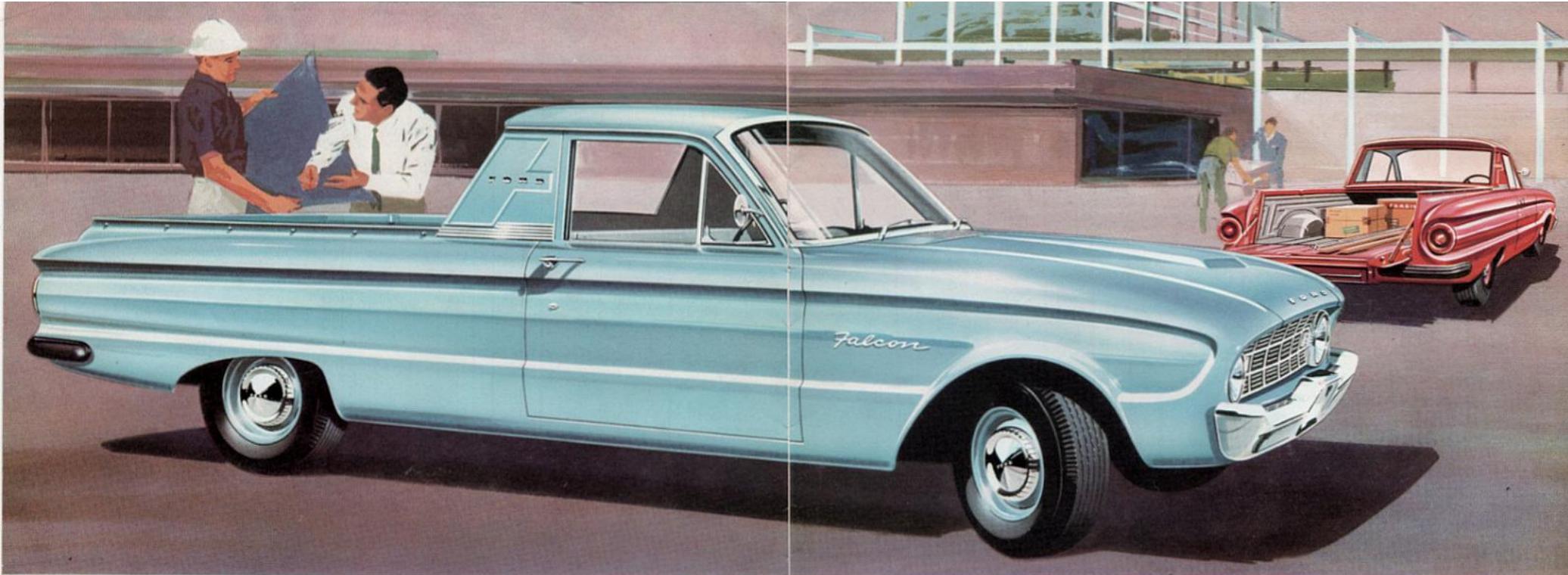


NEW! UTILITY AND SEDAN DELIVERY

FORD **FALCON**



BIGGEST PAYLOAD CAPACITIES IN THEIR CLASS!

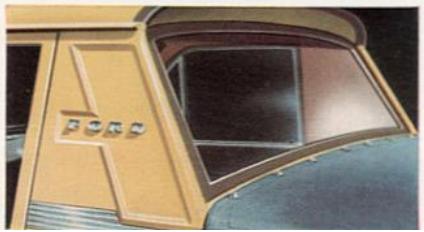


Australia's most modern, most rugged and biggest capacity utility!

In one second flat . . . you'll know that Falcon has done it again! One look at the lines of this all-new and all-modern Utility . . . and you will know it's all yours. —

The Falcon Utility is not only beautiful—it's tough. It rates the highest G.V.W. in its class—3,800 lbs.—and it has an unequalled capacity of 10½ cwt. It has more ruggedness *built into it*—its weight, unladen, is 152 lbs. heavier than its main competitor.

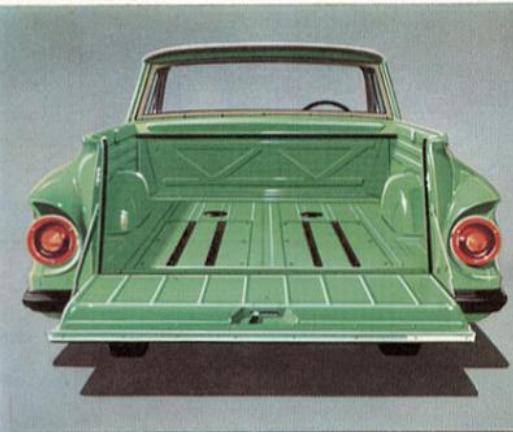
The body dimensions are bigger, with double walls of steel on sides and tailgate. The tailgate opening is widest in the field . . . floor level lowest for easier loading. As for performance, the Falcon Utility is absolutely unmatched in its class! You get the modern Falcon Short-Stroke engine that gives you 20% more power . . . Falcon's famous petrol economy that gives you greatest savings . . . Falcon's longer wheelbase and wider track for smoothest ride.



Full-width Rear Window! The Falcon is really *designed*! You get a full-width rear window that's almost flat, giving you a complete "look-back" at your load. In front the huge windscreen affords excellent vision forward and to the sides—and note the beautiful contoured lines of the cab around the rear window! Tonneau cover is completely weatherproof and is standard equipment.

—only Falcon is designed and engineered throughout to carry its *heavier load*!

Only Falcon gives you an all-up capacity of 10½ cwt. And only Falcon is truly engineered *throughout* for its load capacity. Why? Only Falcon gives you two-stage, heavy-duty, 7-leaf rear springs. Only Falcon gives you *big* tyres—6.70 x 13's—and they're on *safety rims*. Only Falcon gives you a separate underbody reinforcement beneath the load area. And only Falcon gives you brakes that allow a safety reserve for big-load stopping—150.4 sq. ins., which is 34% greater in braking area than its main competitor.





FORD FALCON Australia's most powerful, most economical, most modern Sedan Delivery!

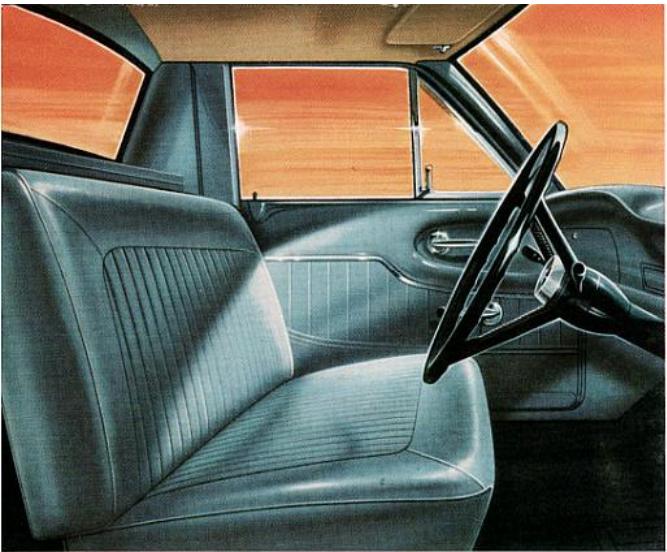
Just to look at it, will tell you that it's what you have always wanted for *your* business. All the beauty, power, performance and economy of the Ford Falcon as a Sedan Delivery! But, behind the Falcon's prestige-inspiring beauty is a tough-muscled work-horse that carries a greater payload weight than its main competitor. And it's designed to let you carry it for less cost. The body is built with rugged double-wall steel construction on the sides and tailgate for extra strength and rigidity. You get 20% more power than its main competitor, plus the money-saving Falcon petrol economy, and the biggest brakes in its class. And nothing, but nothing, in its class can equal the Falcon for its road-hugging ride and stability!

Exclusive Roll-down Rear Window gives you outstanding accessibility. Let's you load or unload those smaller parcels easily and quickly without opening heavy doors. What's more, the window can be locked in any desired position. And, the Falcon tailgate is so beautifully counter-balanced you can open it effortlessly with one hand.

-it delivers a dividend in features that are right for your delivery jobs!

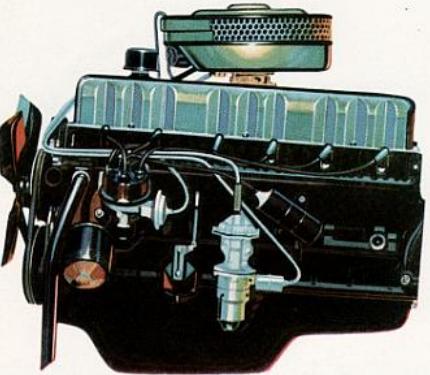
Falcon Sedan Delivery gives you highest G.V.W. — 3,800 lbs., highest curb weight (unladen) — 2,700 lbs., and capacity is greatest—it is 10 cwt. The Falcon Sedan Delivery gives you more floor length than its biggest competitor, either with the tailgate open or closed! It's longer and wider than any other panel van in its class . . . the tailgate itself is almost 2½ inches wider and when lowered is only 21 inches from the ground. Think how much easier *that* makes your loading! And, of course, with the Falcon Sedan Delivery you get a separate underbody reinforcement, heavy-duty, 7-leaf, 2-stage rear springs, and 6.70 x 13, 6-ply tyres on safety rims.





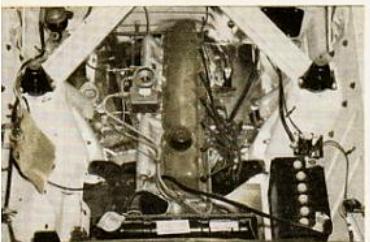
True passenger car comfort and driving-ease

Slip into Falcon's interiors and you relax in the ultimate of driver-comfort! The huge windscreen gives perfect vision forward and to the sides. There's a 3-man wide seat with more room for hips and shoulders. Legroom is unmatched. All-vinyl upholstery is especially chosen for appearance and long-wearing qualities. There are exclusive Lifeguard design features, such as: double-grip door locks and deep dish steering wheel. Two sun visors and turn indicators are standard equipment. And, in the Utility, there's a full-width package tray extending right across the back of the seat for added convenience.



Money-saving power...and more of it!

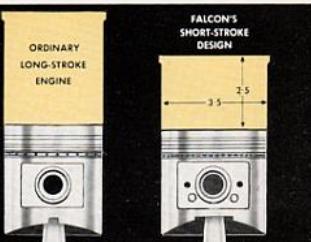
In plain language, the Falcon's engine is the most powerful, most economical, most efficient power-plant in any commercial vehicle in its class. It develops 90 horsepower (20% more than its nearest competitor). It gives you highest torque — 138 lbs. at 2,000 revs.; and the highest compression ratio — 8.7 to 1. What this means to you . . . is magnificent engine responsiveness and flexibility, plus the greatest pulling power for big loads. And yet . . . in addition to all this, the Falcon gives you its famous petrol economy that is unmatched by *any* competitor!



Easiest Engine Accessibility!

Falcon has been called a "mechanic's dream". Such items as aircleaner, battery, hydraulic master cylinder, distributor, carburetor and dipstick are all readily to hand, for easier and lower-cost maintenance.

"King-sized" Brakes: Falcon's brakes stop you fastest and surest of all. Braking surface is a huge 150 sq. ins. with 10 inch diameter drums. This is a 34% bigger braking area than Falcon's main competitor.



More Power . . . Less Effort . . . Longer Life!

The Short Stroke piston in the Falcon travels inches less distance every time the engine turns over. In a year's driving of 15,000 miles, it adds up to as much as 2,243 miles less travel per piston . . . and every mile saved is money saved!

LOWER SERVICE COSTS

It's a plain fact that it costs less to service the Falcon. The main reason? It was planned that way by Ford engineers when they designed the car in the first place. The amazing accessibility of the Falcon engine, too, is an essential part of Falcon's design to make sure that ease and speed of maintenance is second to none.

STANDARD REPAIR TIMES

Every Ford Falcon Dealer throughout Australia has complete maintenance instructions for every task, from minor repairs to major overhauls. If the time ever comes for you, if need repairs you will know in advance exactly how low they will cost you!

LOWEST ALL-OVER OPERATING COSTS

When you're driving a Falcon, your all-over operating costs are the lowest in its class! Your initial cost is right down next to the lowest you can pay! Every mile you drive saves you money with Falcon's proven petrol economy. And finally—remember—the Falcon is built to keep going month after month, year after year, with top dependability.

LOW COST PARTS

The Falcon's replacement parts are priced as low as the lowest—and are instantly available throughout Australia. You're never off the road losing business while waiting for parts. Every Ford Falcon Dealer has a list showing the price of any part you may require, and will gladly let you see the prices for yourself before any are ordered.

HERE'S REAL BEAUTY . . . and good sense, too. The fascia panel of the Falcon is as modern as the age we live in. Clean . . . simple . . . yet beautiful, too. The instruments are all within a split-second's reaching distance, can be read in a flash and are never obscured from view by the Falcon steering wheel.



Specifications: FALCON Utility and Sedan Delivery

Falcon Design: All new welded, integral body and frame for quietness and high strength-weight ratio. Rear-hinged engine hood with outside safety-type latch. Chromed one-piece front bumper. Twin solid rubber bumperettes at rear. Corrosion-resistant anodised aluminium grille. Bright-metal windshield moulding. Cowl-top ventilation system. Clear-vision safety glass throughout. Wide Angle windshield with forward-slanting pillars. Large, wide-opening doors, with assist-type door checks and bronze-bushed hinges. Double-grip safety door locks. Rear-mounted 12 gallon fuel tank with side-fill fueling.

Engine: 90 h.p. Overhead Valve Falcon Six—144 cu. in. displacement; 3.50" bore x 2.50" stroke; 8.7:1 compression ratio standard—brake horsepower 90 at 4,200 r.p.m. Maximum torque 138 lbs. ft. at 2,000 r.p.m. (7.5:1 compression ratio optional—brake horsepower 85 at 4,200 r.p.m. Maximum torque 130 lbs. ft. at 2,000 r.p.m.) Low-silhouette unit-design carburettor, manual choke; full-vacuum spark control; integral cylinder head and 6-port intake manifold; precision-moulded crankshaft with four precision-type main bearings; rotor-type oil pump; oil capacity 3 quarts, with filter change, 4 quarts.

Clutch and Transmission: Single cushion disc, dry-plate clutch for smooth engagement; aluminium housing; permanently lubricated ball-bearing type throw-out bearing; suspended clutch pedal for easy action and no draft hole in toeboard. Face diameter is 8½ in. Total frictional area is 68.1 sq. ins. 3 forward speeds and 1 reverse. Shot-peened fine-pitch helical gears for high strength and quietness with forged bronze synchronizers for smooth operation. Anti-friction bearings throughout. Standard "H" shift pattern with lever on steering column. Ratios (to 1): 1st 3.19, 2nd 1.75, direct 1.00, reverse 4.46.

Rear Axle: Semi-floating type with offset hypoid gears. Overhung drive pinion. Induction-hardened forged shafts with permanently lubricated, double-sealed ball-type bearings. Needle roller bearing universal joints. Axle ratio: 3.89:1.

Front Suspension: Angle-poised ball-joint type with coil springs pivot-mounted and rubber-insulated lower arms. Built-in anti-dive control. Internally mounted hydraulic double-acting shock absorbers with rebound cutoff. Front end has link-type, rubber-bushed ride stabilizer to control roll on turns. Tapered roller wheel bearings.

Rear Suspension: Longitudinal, semi-elliptic, 2-stage 7-leaf springs of asymmetrical design with rear axle located forward from centre of springs for anti-squat control on take-off. Provides soft-action, variable-rate with rubber-bushed supports and compression-type shackles for soft, leveled ride. Full-length liners between leaves—no lubrication required. Axle

nose bumper. Diagonally mounted hydraulic double-acting shock absorbers.

Steering: Magic-Circle low-friction recirculating-ball type steering provides easy handling. Protective rear mounting. Anti-friction bearings throughout. Symmetrical linkage. Overall steering ratio 27:1. Safety type 17", 3-spoke deep centre steering wheel, black with centre horn button. Turning diameter 37.7 ft.

Brakes: Double-sealed, self-energising hydraulic brakes have suspended pedal and dash-mounted master cylinder. Composite drums, 10 in. diameter front and rear, with riveted linings, for long life, cool operation and fade resistance. Lining area is 150.4 sq. in. Offset "T" handle parking brake at right of steering column applies rear brakes.

Tyres: Low-profile, black, tubeless: 6.70 x 13, 6 ply, on safety rims. Pressed steel ventilated 4½ inch disc wheels. Spare wheel and tyre under load area floor.

Standard Equipment: Two sun visors. Two parallel-action windshield wipers of the dual-range type. Exterior rearview mirror. Single horn. Instrument panel with speedometer, odometer, fuel gauge, temperature gauge, oil and generator warning lights, high-beam and turn signal indicators in cluster, lighted control identifications, ash tray, glove box, dome light operated by headlight switch. Turn signal indicators. Prefocused headlights, parking lights, tail-lights with stoplights and amber turn indicator lights, number plate illumination light, black rubber floor covering.

Weight: Utility—curb weight—2,604 lbs. G.V.W.—3,800 lbs. Sedan Delivery—curb weight—2,700 lbs. G.V.W.—3,800 lbs. Add the following for extra equipment: Radio 10 lbs., heater 28 lbs.

Optional Equipment: Radio—3 star push-button transistor powered, Blendaire fresh air heater ventilator, padded instrument panel, padded interior sun visors, low compression engine (7.5:1), windshield washer—foot operated Aquamatic.

Falcon's 4-way better service: Your satisfaction as a Falcon owner is increased by the after-sale service of Ford Falcon Dealers. It has four big advantages to you . . . Falcon Dealers send their mechanics to specialised Ford Falcon factory service schools . . . have time-saving equipment just right for Falcons . . . follow Ford Falcon factory-approved servicing methods . . . use genuine Falcon parts. Wherever you go, it keeps your car in top condition at minimum cost.

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