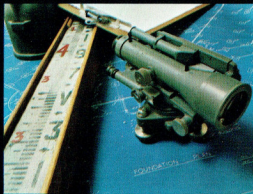


**FALCON
UTILITY
10½ AND 14½ CWT.**



Going Ford is the going thing.

With New Falcon you get it all: All the style, smoothness, quietness and comfort of a sedan blended with the rugged, dependable strength of a truck. For a start, Falcon gives you the biggest load capacity in its class: You can carry a full 14½ cwt. payload with ease and safety because Falcon is designed and engineered to take it.

When it comes to power, you choose from two all-new 'sixes'—both bigger and smoother than ever before. If you prefer your power V8 style, you have a choice of two big engines. And to turn power into big performance, there's a range of transmissions...manual and automatic. You can make your Falcon Utility even more of a good

thing by selecting from the long list of options, including 11¼" Turbo-cooled power disc brakes; Contoured Bucket Seats, Limited-Slip Differential and for the first time, a no-cost optional 10½ cwt. capacity version with matched suspension, wheels and tyres. Inside Falcon you're treated to spacious, deep-cushioned

comfort with supple vinyl seating—and plenty of room for three. As for style; a utility has never looked so good! Bold, sweeping, go-anywhere style makes Falcon just as suitable for pleasure as it is for profit-making.

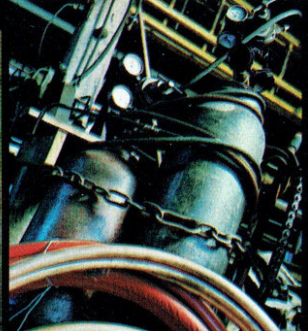
As we said, you get it all with new Falcon Utility!



Illustrated: Falcon 500 Interior.

FALCON 500 standard equipment includes:—
□ Ford 200 CID Six □ Fully synchromesh 3-speed gearbox □ Interior rear view mirror □ Floor mats and steering wheel colour-keyed to interior trim
□ Door operated courtesy lights □ Exterior door locks on both doors □ Fully padded instrument panel □ Electric windscreen wipers/washers
□ Padded safety door-pull/armrests □ Cigarette lighter □ Safety sunvisors □ Chrome rear bumperettes □ Tonneau cover with nylon rope tie-down □ Plus all items mentioned for the Falcon Utility shown on page 5.

Illustrated: Falcon 500.



There's more than good looks and sedan-type comfort with new 14½ cwt. Falcon Utility. Check through these **standard** specifications and features, then compare them with any other utility in its class—and you'll be sold on Falcon Utility.

Strongest Suspension: Standard suspension is two-stage, seven leaf springs. Lightly laden, five springs operate for smooth ride and handling. Pile the weight on, and the two extra leaves start working, keeping Falcon

the smoothest riding big capacity utility you can drive.

Strongest Rear Axle: For dependable, strain-free carrying power, you need a special axle. Falcon provides one, as standard, with the big extra power and load ratings you need.

Strongest Chassis: There's only one way of making sure you're driving the toughest, most durable utility on the road, and that's by choosing Falcon with its exclusive "Torque-box" chassis. It offers you longer, stable-bodied life with greater strength and rigidity than with conventional body construction.

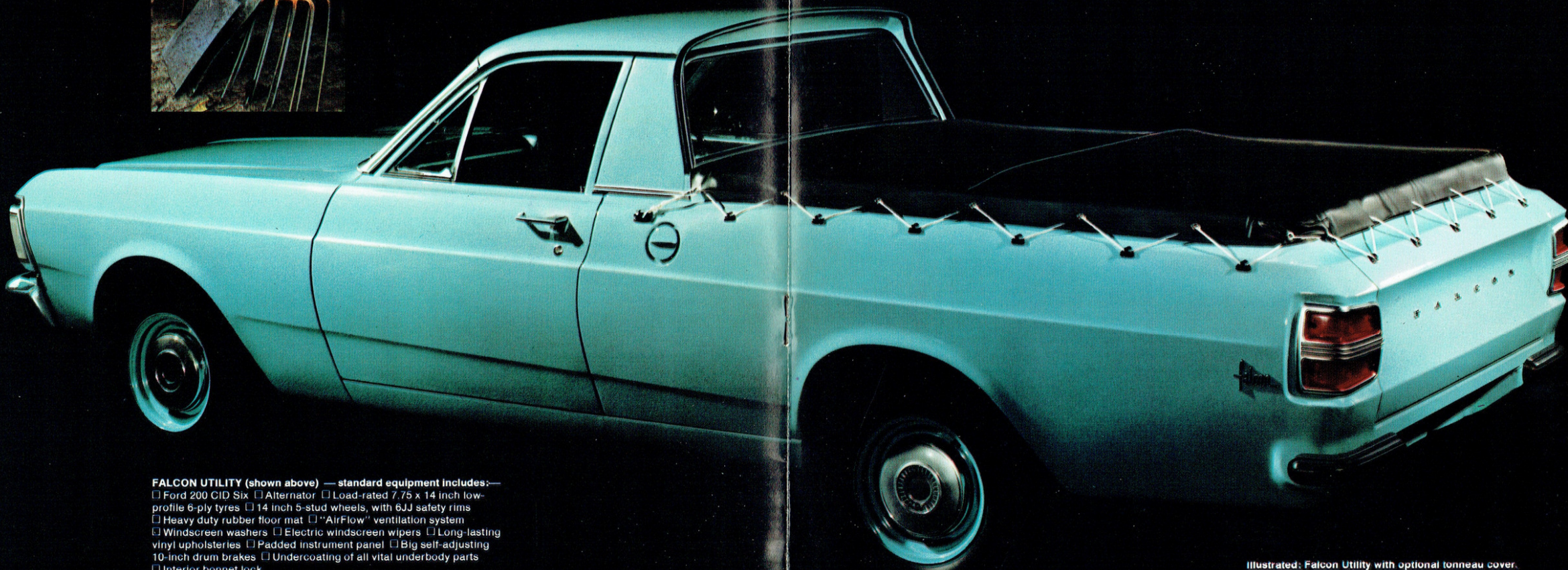
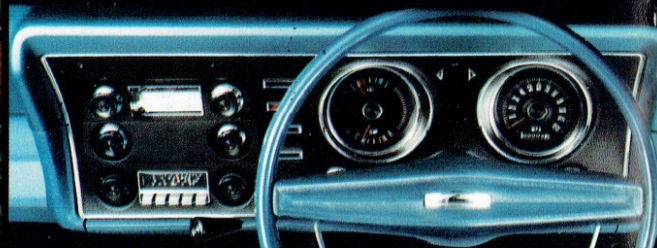
Biggest Wheels And Tyres: Falcon's bigger wheels and tyres are matched to the 14½ cwt. suspension to give you the smoothest, safest ride of all. 14 inch 6JJ safety rims wheels and load rated 7.75 x 14-6-ply low profile tyres are standard with Falcon.

All Steel Construction: The main floor is one-piece welded steel with integral skid strips, reinforced with stronger floor-to-frame construction and heavy gauge key structural sheet metal.

More Usable Load Space: Falcon's load length is 81" with the tailgate closed. Width is a full 58". You load and carry bigger, bulkier loads with ease. For full load area specifications refer Page 8.

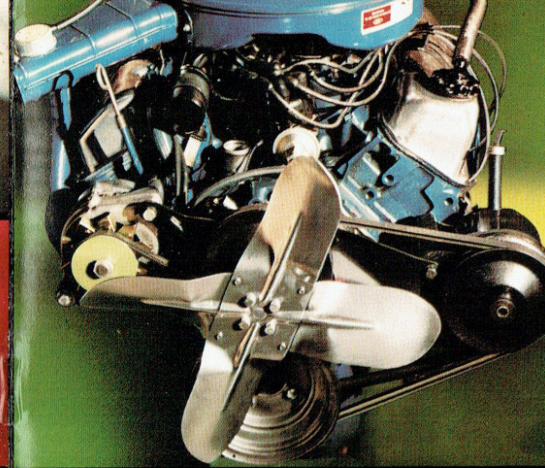
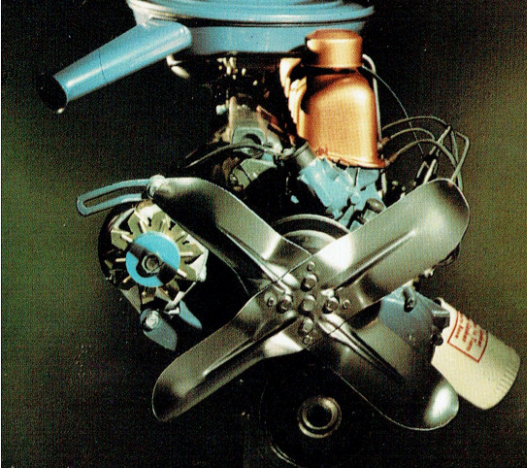
Clutch: New Falcon features a range of three diaphragm spring clutches, specifically tailored for the power and performance of each engine. Full specifications appear Page 8.

Brakes: Big performance needs big stopping power—and Falcon has it! Standard brakes have a lining area of 154.4 sq. in. and features thicker linings bonded to the shoes for longer, effective life. Front brake drums are solid cast for smooth, cooler, fade-free action. Optional front brakes are 11¼ in. diameter, ventilated and Turbo-cooled power discs, featuring floating calipers with exceptionally high fade-resistant characteristics.



- FALCON UTILITY (shown above) — standard equipment includes:—**
- Ford 200 CID Six Alternator Load-rated 7.75 x 14 inch low-profile 6-ply tyres 14 inch 5-stud wheels, with 6JJ safety rims
 - Heavy duty rubber floor mat "AirFlow" ventilation system
 - Windscreen washers Electric windscreen wipers Long-lasting vinyl upholstery Padded instrument panel Big self-adjusting 10-inch drum brakes Undercoating of all vital underbody parts
 - Interior bonnet lock.

Illustrated: Falcon Utility with optional tonneau cover.



When you're talking real muscle-power you're talking about Falcon's new engines. There's a range of four! Two all-new, bigger, smoother sixes and two big V8's. You choose the kind of spirited performance that suits you best, team it with the transmission that fits your ideas on driving and you've created your own complete, tailor-made performance package.

2-All-new bigger 'sixes': The 200 CID, 130-Horsepower Six . . . The 250 CID, 155-Horsepower Six . . . Both engines are designed and engineered to deliver unequalled smoothness and quietness and provide increased performance and response in the medium-speed ranges for safe overtaking in normal driving. And even though performance is significantly increased you still enjoy unmatched fuel economy with Falcon's two new 'sixes'.

Exceptionally High Torque: The amount of torque is extremely high at low engine revs, which means you get your power more quickly—and get it without your engine working hard.

Other New Special Features Include: 7 main-bearing crankshaft with 8 counterweights for ruggedness and greater smoothness . . . "Auto-thermic" pistons which make for quieter engine performance . . . a new exhaust system with increased body isolation and new engine mountings

for added quietness . . . a 50% larger capacity water pump for faster, more efficient engine cooling . . . and new rear axles incorporating Timken tapered roller bearings for greater axle load capacity and ruggedness.

The 302 CID, 220-Horsepower V8 . . . gives you smooth running, high acceleration and effortless cruising reliability and good fuel economy. It's optional on each model.

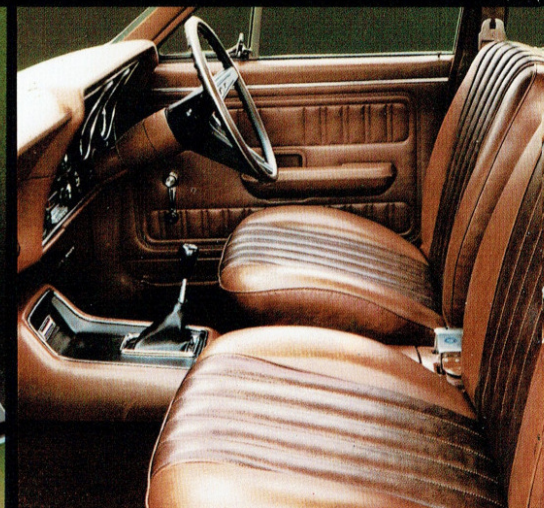
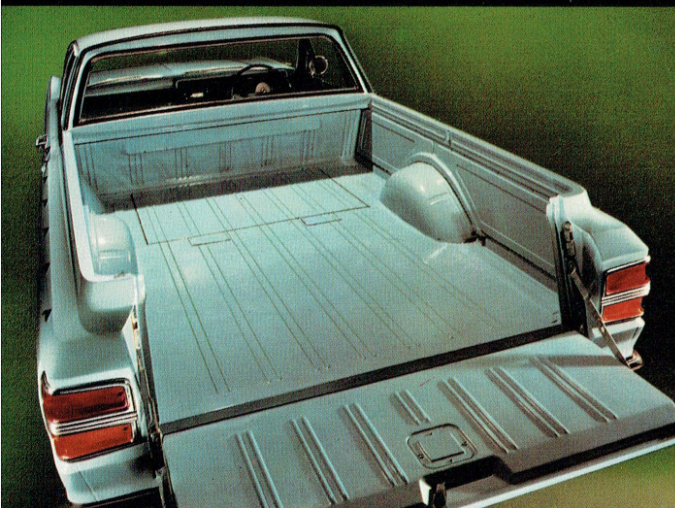
The new 351 CID-2V, 250-Horsepower V8 . . . is an exceptionally potent-

performing V8. Its extra-safe passing power and muscle-power makes light work of any situation. (Available only with radial tyres and sedan-ride 10½ cwt. option.)

New SelectShift Cruisomatic. Ford's new SelectShift Cruisomatic 3-speed transmission gives you an edge over any other automatic in the industry. It's not just a silken smooth way of travelling . . . it also doubles as a manual when you want it to. You can shift up or down, "holding" your gears, or simply

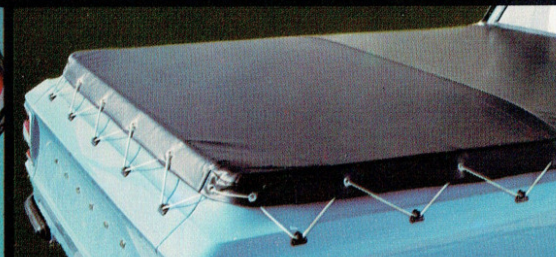
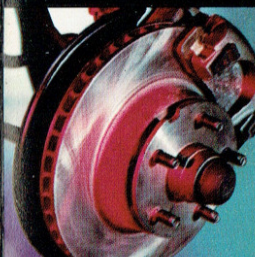
put it in "DRIVE" and use it as a fully automatic. You can have it on the column, or in a sporty T-Bar form on the floor.

OTHER TRANSMISSIONS: Take your pick . . . apart from the 2 versions of SelectShift Cruisomatic, there's a rugged and smooth fully-synchro 3-speed manual, mounted on the column . . . or 4-on-the-floor, with or without console.



When you choose Falcon Utility, you're getting the biggest, strongest, most durable load area construction of any utility. Falcon's one-piece floor is constructed from extra heavy duty steel and features integral skid strips. Load area is 81" in length with the tailgate closed. In width, you've got a full 58" to handle bigger, bulkier loads with ease.

Falcon gives you more than any other utility — not the least of which are personalizing options. Falcon's long list (see page 8) includes a special 10½ cwt. sedan-ride (including suspension and load rated wheels and tyres to match),



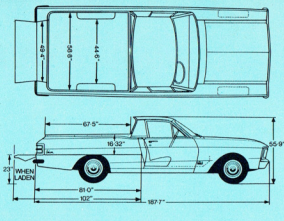
and the items illustrated above: Sports Console and reclining bucket seats. 11¼" diameter Turbo-cooled and ventilated, power disc brakes. They feature floating calipers and have exceptionally high fade-resistant characteristics.

Sporty wheel covers. Tie-down tonneau cover—the nylon rope allows easy access to the load area and is fast to position. Fastening attachments are standard equipment on Falcon. 'Super Fringe' deluxe radio (10 transistor push button).

Safety:

Every Falcon has as standard equipment all the following safety features:

- Seat belts — featuring push button release
- Fully-cushioned instrument panel padding
- Padded safety sun visors
- Deeply dished steering wheel with full-width padded hub
- Collapsible steering column
- Safety-type anti-burst double-grip door locks
- Padded door-pull/armrest (Falcon 500)
- Safety designed recessed interior door handles
- Recessed safety designed control knobs
- Safety designed window regulation handles
- Safety glass all round (including "zone-toughening")
- Anti-glare windshield wiper arms and big 16 inch wiper blades
- Electric windshield wipers
- Windscreen washers
- Huge 10 inch diameter brakes—self adjusting
- Dual brake lines and dual master cylinder
- Outside rearview mirror, driver's side
- Safety rim wheels and performance/load-rated tyres
- Reversing lights.



Specifications:

| ENGINES | 200 CID Six | 250 CID Six | 302 CID V8 | 351 CID V8 |
|-----------------------------|---------------|---------------|-------------|-------------|
| Cylinders/Valves | 6/0HV | 6/0HV | 8/0HV | 8/0HV |
| Displacement (Cu.Ins./cc) | 200/3280 | 250/4100 | 302/4950 | 351/5750 |
| Bore x Stroke | 3.68" x 3.13" | 3.68" x 3.91" | 4.0" x 3.0" | 4.0" x 3.5" |
| Comp. Ratio (to 1) | 9.1:1 | 9.3:1 | 9.5:1 | 9.7:1 |
| Carburettion | Single Barrel | Single Barrel | 2 Barrel | 2 Barrel |
| Max. B.H.P. @ RPM | 130 @ 4600 | 155 @ 4000 | 220 @ 4600 | 250 @ 4600 |
| Max. Torque (lb. ft.) @ RPM | 199 @ 2000 | 240 @ 1600 | 300 @ 2600 | 355 @ 2500 |

6 cylinder engines feature 7 main bearing crankshaft—all engines hydraulic valve lifters.

ENGINE FEATURES: Up to 6,000 mile oil changes; 12-volt electrical system; 54 plate 46 amp/hour battery; 35 amp heavy-duty alternator; corrosion resistant muffler.

CLUTCH (Manual Transmission): Diaphragm spring type, single clutch disc, dry plate, hydraulically operated. 200 CID 6 cylinder engine: Diam. 9.25", Friction area 77.8 sq. ins. 250 CID 6 cylinder engine: Diam. 9.50", Friction area 78 sq. ins. 302 CID 8 cylinder engine: Diam. 10.0", Friction area 85.5 sq. ins.

MANUAL TRANSMISSION: 3 forward gears—1 reverse. Steering column change. Synchronesh 2nd and 3rd gears. (Synchro. 1st gear, extra cost option.) Ratios (to 1) 6 cylinder engine: 1st—2.95, 2nd—1.69, Top—1.00, Reverse—3.67. 8 cylinder engine: (all synchronesh) 1st—2.71, 2nd—1.69, Top—1.00, Reverse—3.37. 4 forward speeds—1 reverse. Floor change, all synchronesh. Ratios (to 1) 1st—2.78, 2nd—1.93, 3rd—1.36, Top—1.00, Reverse—2.78.

CRUISOMATIC TRANSMISSION: Three speed automatic with Select-Shift operation to provide both manual and automatic operation. Ratios—Six cylinder. 1st—2.39, 2nd—1.45, 3rd—1.00, Reverse—2.09. With eight cylinder engine Ratios (to 1): 1st—2.46, 2nd—1.46, Top—1.00, Reverse—2.20.

REAR AXLE: Ratios—200 CID, 3.50:1; 250 CID, 3.23:1; 302 CID, 2.93:1, 7.75" diameter ring gear. 351 CID 3.00:1 with 9.0" diameter ring gear.

FRONT SUSPENSION: Angle-poised ball-joint type. Heavy-duty coil springs with internally mounted hydraulic double-acting shock absorbers. Torsion bar ride stabilizer.

REAR SUSPENSION: Semi-elliptic asymmetrical 2-stage 7-leaf variable rate leaf springs. Diagonally mounted hydraulic double-acting shock absorbers. Rubber bushed shackles.

STEERING: Recirculating ball type. Steering gear coil, Manual 20:1; Power 16:1. Steering wheel 16 in. diam. Turning circle 36.6 ft.

BRAKES: Self-adjusting hydraulic. 10" diam. front and rear. Solid cast front drums. Bonded linings—area 154.4 sq. ins. Power turbo cooled and ventilated disc front brakes optional.

WHEELS AND TYRES: Wheels: 14" x 6JJ pressed steel, ventilated disc, safety rims, 5 stud mountings. Tyres: 7.75 x 14"—6 ply. All tyres low profile, tubeless, black sidewall.

WEIGHTS: Approx. kerb weight with 200 CID engine, manual transmission, 2976 lb. Add 37 lb. for Cruisomatic transmission.

GVW (14½ cwt.) 4600 lb. 6 cylinder engines 4680 lb. 302 V8 engine

FUEL TANK CAPACITY: 12.8 imp. gals.

DIMENSIONS: Overall length 187.7". Overall width 73.5". Overall height—55.9". Wheelbase 111". Track front 58.9", rear 58.5". Ground clearance 7".

OPTION AVAILABILITY—FALCON UTILITIES

| ENGINES/TRANSMISSIONS | Falcon | Falcon '500' |
|--|--------|--------------|
| 200 CID, 130-horsepower Six with: 3-speed manual (non-synchro) | Std. | OPT |
| All-synchro, 3-speed manual (column shift) | OPT | OPT |
| 250 CID, 155-horsepower Six with: All-synchro, 3-speed manual (column shift) | OPT | OPT |
| Cruisomatic 3-speed (column shift) | OPT | OPT |
| Cruisomatic T-Bar 3-speed (floor shift) | OPT | OPT |
| All-synchro, 4-on-the-floor manual | OPT | OPT |
| 302 CID, 220-horsepower V8 with: All-synchro, 3-speed manual (column shift) | OPT | OPT |
| Cruisomatic 3-speed (column shift) | OPT | OPT |
| Cruisomatic T-Bar 3-speed (floor shift) | OPT | OPT |
| All-synchro, 4-on-the-floor manual | OPT | OPT |
| 351 CID, 250-horsepower V8 with: Cruisomatic 3-speed (column shift) | OPT | OPT |
| Cruisomatic T-Bar 3-speed (floor shift) | OPT | OPT |
| All-synchro, 4-on-the-floor manual | OPT | OPT |
| ■ 351 CID engine is only available with 10½ cwt. "Sedan Ride" option and radial ply tyres. | | |

POWER EQUIPMENT

| | | |
|---------------------------|-----|-----|
| Power disc brakes (front) | OPT | OPT |
| Power steering | OPT | OPT |

LUXURY EQUIPMENT

| | | |
|---|-----|-----|
| Integral air-conditioning (250 CID, 302 and 351 CID only) | OPT | OPT |
| Deep-pile carpet | OPT | OPT |
| Bucket seats | OPT | OPT |
| Interior rear-view mirror | OPT | STD |
| Sports console | OPT | OPT |
| Electric clock | OPT | OPT |
| Long-range radio (push-button or manual) | OPT | OPT |

EXTERIOR ITEMS

| | | |
|--|-----|-----|
| Styled full wheelcovers | OPT | OPT |
| Exterior rear-view mirror (passenger's side) | OPT | OPT |
| Remote control exterior mirror (driver's side) | OPT | OPT |

OTHER

| | | |
|---|-----|-----|
| Laminated and graduated-tint windscreen | OPT | OPT |
| Limited-slip differential | OPT | OPT |
| Heavy-duty battery | OPT | OPT |
| Super-duty shock absorbers | OPT | OPT |
| Special heavy-duty dust package (needed only under extreme dust conditions) | OPT | OPT |
| *10½ cwt. "Sedan Ride" | OPT | OPT |

*Wheels, tyres and suspension.

Wheels: 14" x 5JJ pressed steel, ventilated disc, safety rims, 5 stud mountings.

Tyres: 7.75 x 14"—4 ply.

Suspension: 10½ cwt. rating—coil springs front, 2-stage 7 leaf springs rear.

*GVW.

4200 lb. 6 cylinder engines.
4280 lb. 8 cylinder engines.

LOW COST DEALER SERVICE & PARTS SUPPLY: Your Ford Falcon is backed by over 400 Ford Dealers' low-cost specialised service, and the ready supply of genuine low-cost parts.

The specifications referred to above were in effect at the time this publication was approved for printing; however, Ford Motor Company of Australia Limited and/or Ford Sales Company of Australia Limited, reserve the right, subject to the laws of any state or territory and the regulations at the time, at its discretion and without notice, to change specifications and prices of the products referred to herein at any time and without incurring any liability whatsoever to any purchaser thereof. Some of the items illustrated or referred to in this publication are optional at extra cost.

FORD SALES COMPANY OF AUSTRALIA LTD.
Reg. Office: 1735 Sydney Road, Campbellfield, Victoria

FALCON UTILITY

