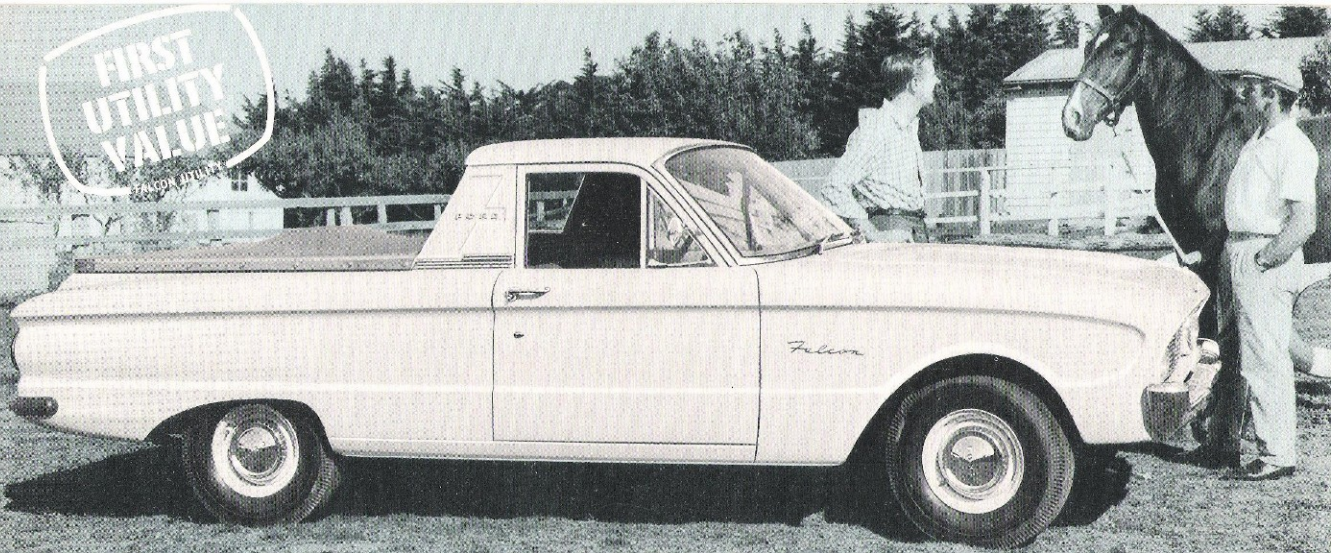


FIRST  
UTILITY  
VALUE

FALCON UTILITY

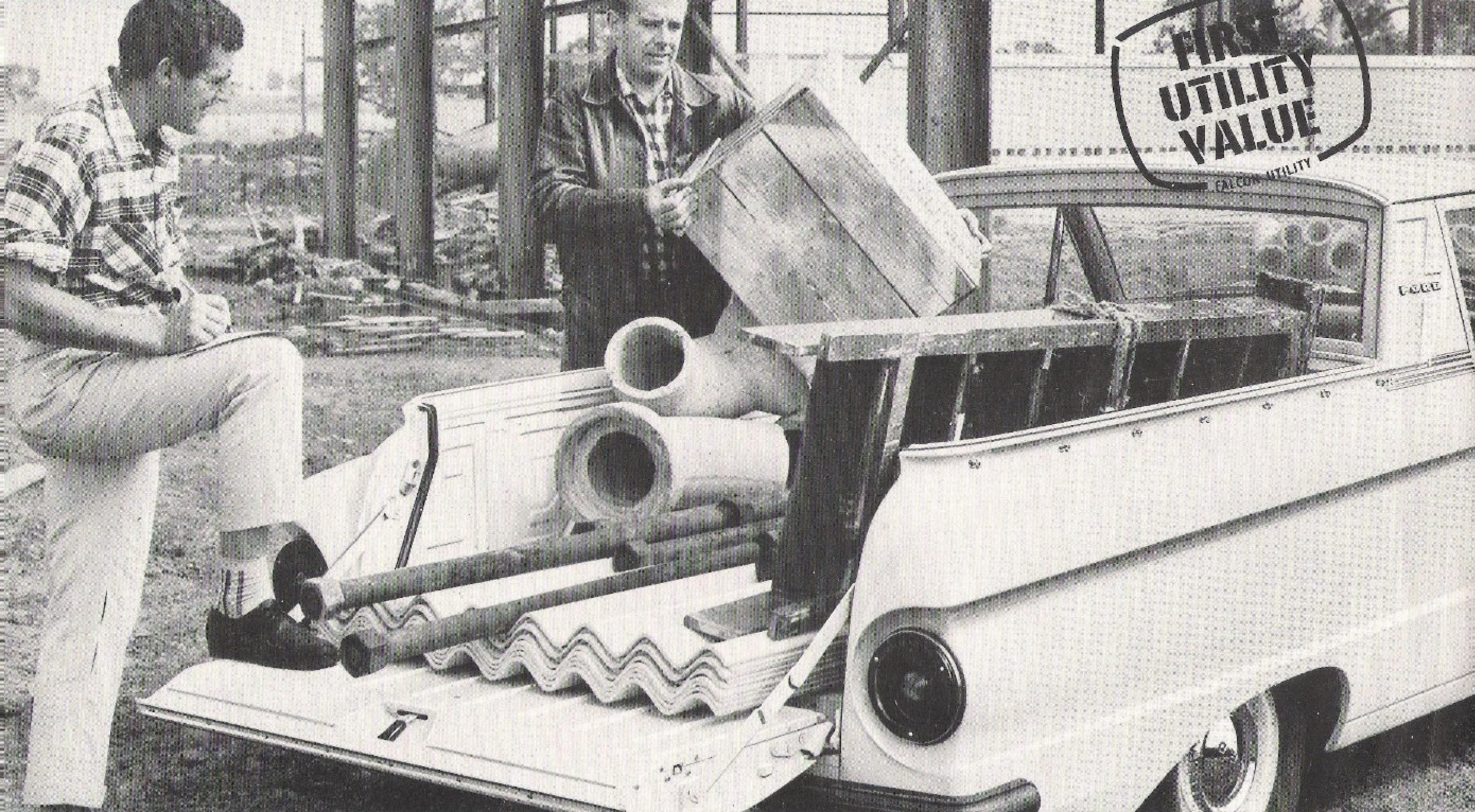


FORD **FALCON**  
AUSTRALIAN WITH A WORLD OF DIFFERENCE

**10 $\frac{1}{2}$**   
CWT.

**UTILITY**





## Pick of the utilities with **most** capacity, **most** power, **most** economy, **most** style!

Step up to the beautiful new Falcon 10½ cwt. Utility . . . and you're stepping up to the new measure of value in the utility field. Because everything about it is designed to let you carry more, in greater style, and for *less* cost!

Behind Falcon's long, low-swept beauty is a tough-muscled work horse . . . it actually packs more capacity than any competitive utility! To be exact, 64 lbs. more than its main competitor! And the body dimensions are bigger, with rugged double-wall steel construction on sides and tailgate for extra strength and rigidity. Body floor is over six feet long, and when the tailgate is lowered, there is over eight feet of usable loadspace! And never was a utility in this class so generous in bonuses . . . 20% more power than its nearest competitor . . . a longer wheelbase and wider track . . . Falcon's proven petrol economy . . . ball-joint front suspension and self levelling, 7-leaf, 2-stage rear suspension. Never was a utility so easy to load, either — just an easy swing up to 21" floor level, plus the widest tailgate opening in the field. Make no mistake, Falcon pays for its keep! And with every load, every job it does for you, it delivers a dividend of prestige for your business.

Up back Falcon gives you the longest load length. For added strength the double-steel floor is reinforced with seasoned hardwood and tough, steel skid-strips. Solid rubber bumperettes wrap right around the rear corners providing maximum body protection.



**Tonneau Cover** is completely water proof for full load protection. New design "tumble-action" hold-down clips are simplest to operate, **stay** closed under all conditions.

**A full 1,196 lbs. capacity!** Big fleets and small will go for Falcon's extra capacity. Plus the special, reinforced underbody frame that takes the stress out of strain.

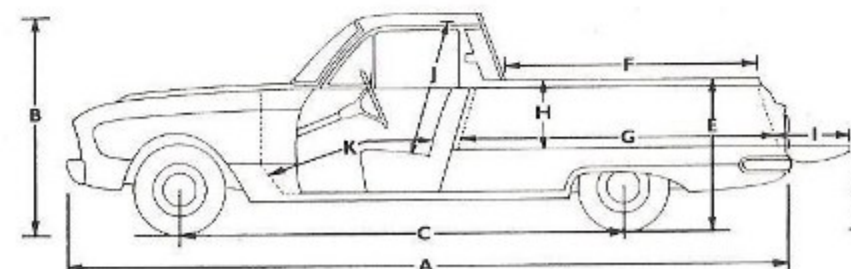
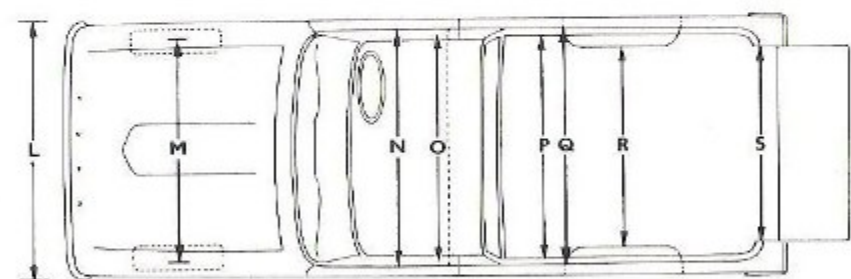




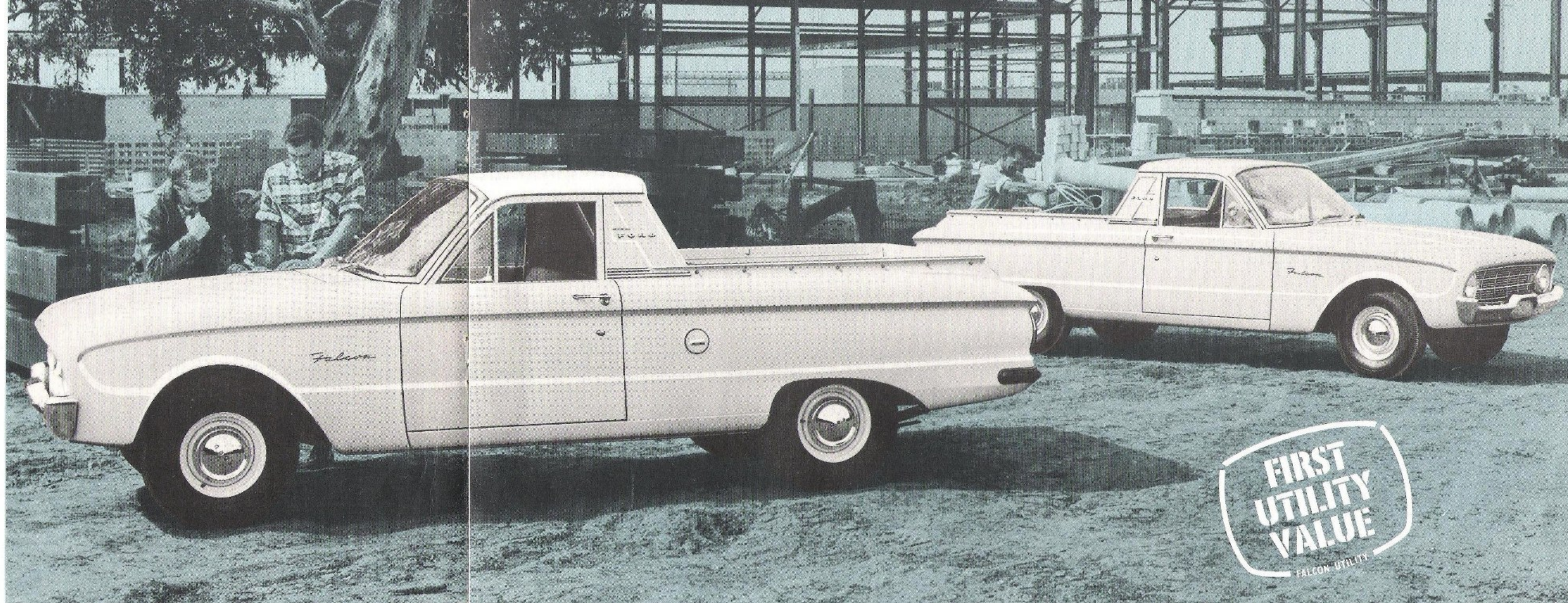
## Falcon's newest way to save at work — brings you savings in time, money and effort...

The economy and durability of Falcon's short-stroke engine (only one to offer modern *oversquare* design) deliver savings every mile you drive, help keep your operating costs down to bedrock. Fuel tank capacity is a generous 12 gallons for fewer tank fills. Short turning radius means increased maneuverability, greater handling ease. Falcon is designed as a great work-saver, too. Though the loadspace is longest and capacity biggest you can reach *any* part of the load from the ground — Falcon's body sides are hardly more than 3 feet from the road! The tailgate opens or closes with a simple, one-hand motion, locks automatically. Lower floor level, too, means easier loading of heavy bulky objects. Solid rubber bumperettes wrap around at the rear to protect the body, won't show scratches or dent like chrome.

### FALCON'S "FIRST-FOR-VALUE" DIMENSIONS.



A. Overall length	180"
B. Height	56"
C. Wheelbase	109.5"
D. Loading height (laden)	21"
E. Side wall height	38"
F. Loadspace opening	57.5"
G. Floor length	77.5"
H. Tray depth	17"
I. Tailgate extension	23.5"
J. Headroom	38.9"
K. Legroom	44"
L. Overall width	70"
M. Track-front	55"
N. Hiproom	57.1"
O. Shoulder room	55.6"
P. Top opening width	56.5"
Q. Floor width	57"
R. Width between wheel housings	42.1"
S. Tailgate opening	45.5"



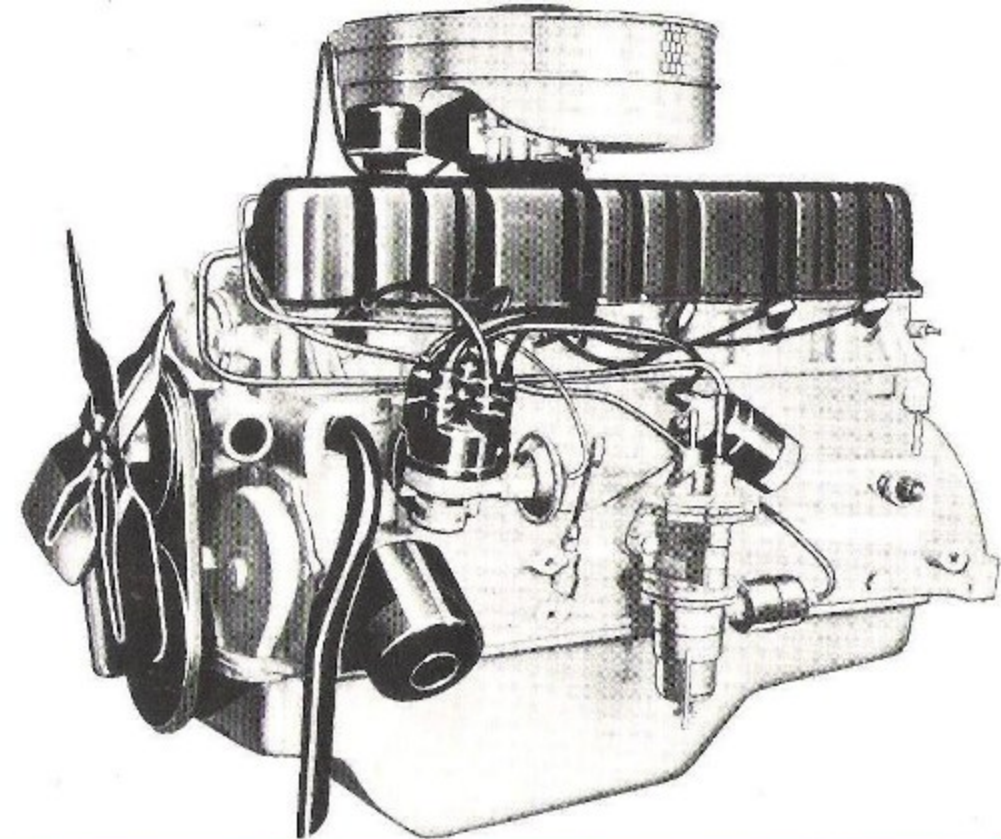
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## Falcon's short stroke 6-cylinder engine is proved best for work-power, best for economy

There's a world of difference in Falcon's engine design — making it the most powerful, most economical and most efficient power plant in any utility. It's primed for action with a development of 90 horsepower — that's 20% more than its nearest competitor. It also gives you most rated horsepower — 29.4 (R.A.C.) highest torque — 138 lbs. ft., and highest compression ratio — 8.7:1. It's when you put this power to work that you get the benefits . . . greatest engine responsiveness and flexibility, greatest pulling power for big loads! Yet with all this extra power and performance, Falcon gives you most in petrol economy, too . . . more miles per gallon than any competitor. And don't forget, when it comes to economy of maintenance, Falcon's lower-cost parts and standard repair times will save you more right down the line. Think of the savings these factors mean to *your* operating costs.

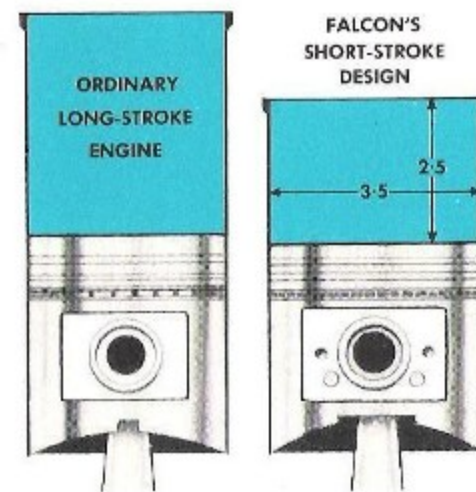
**Another Falcon exclusive:** — before installation every Falcon engine is electronically balanced, while running under its own power, to provide maximum efficiency and quietness of operation.



### Easiest engine accessibility!

Falcon has been called a "mechanic's dream". Such items as aircleaner, battery, hydraulic master cylinder, distributor, carburettor and dipstick are all readily to hand. This means simpler maintenance, faster and easier routine servicing for the home mechanic, and lower costs when the utility is maintained by your Ford Falcon Dealer. Another economy feature is Falcon's full-flow oil filter—you change oil only each 4,000 miles.

Air Cleaner has been removed for photograph on left.



**Oversquare, short-stroke design:** Falcon brings you ultra-modern oversquare engine design — the most efficient design in engines today. Oversquare design means the length of the piston stroke is less than the diameter of the cylinder bore — allowing a shorter piston stroke which lessens internal friction and gets more efficiency from less petrol. Only Falcon has this years-ahead design for efficiency and economy.

## Falcon's interiors have extra features, for extra comfort, convenience and safety . . .

Slip into Falcon's interior and you relax in the ultimate of driver comfort. There's a 3-man wide seat with more room for hips and shoulders. Leg-room and headroom are unmatched. The huge windscreen gives excellent vision forward and to the sides — with no windscreen extension pillar to bruise your knees. The full width rear window is almost flat, cutting out distortion. There are exclusive Lifeguard safety features, too: double-grip door locks, and deep-dish steering wheel. A package tray extends right across the back of the seat for added convenience. All instruments are easy-to-read and controls conveniently located. Even the ash tray and glove compartment are within easy reach. Two sun visors and turn-indicators are standard equipment.

**Anti-theft locks** — Front quarter windows have protective anti-theft locks built into them to prevent joy-riders and car-thieves from forcing entry.

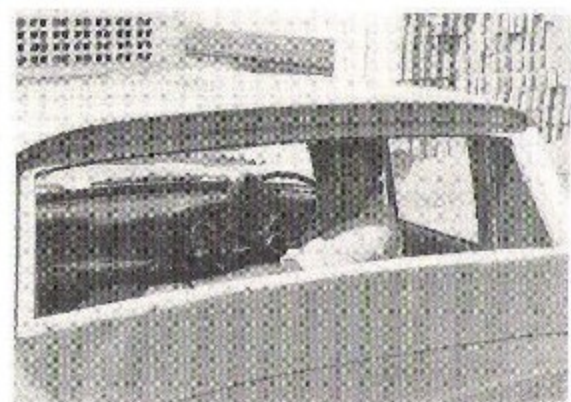
**All-vinyl upholsteries** — are specially chosen for their appearance, toughness and longwearing qualities.



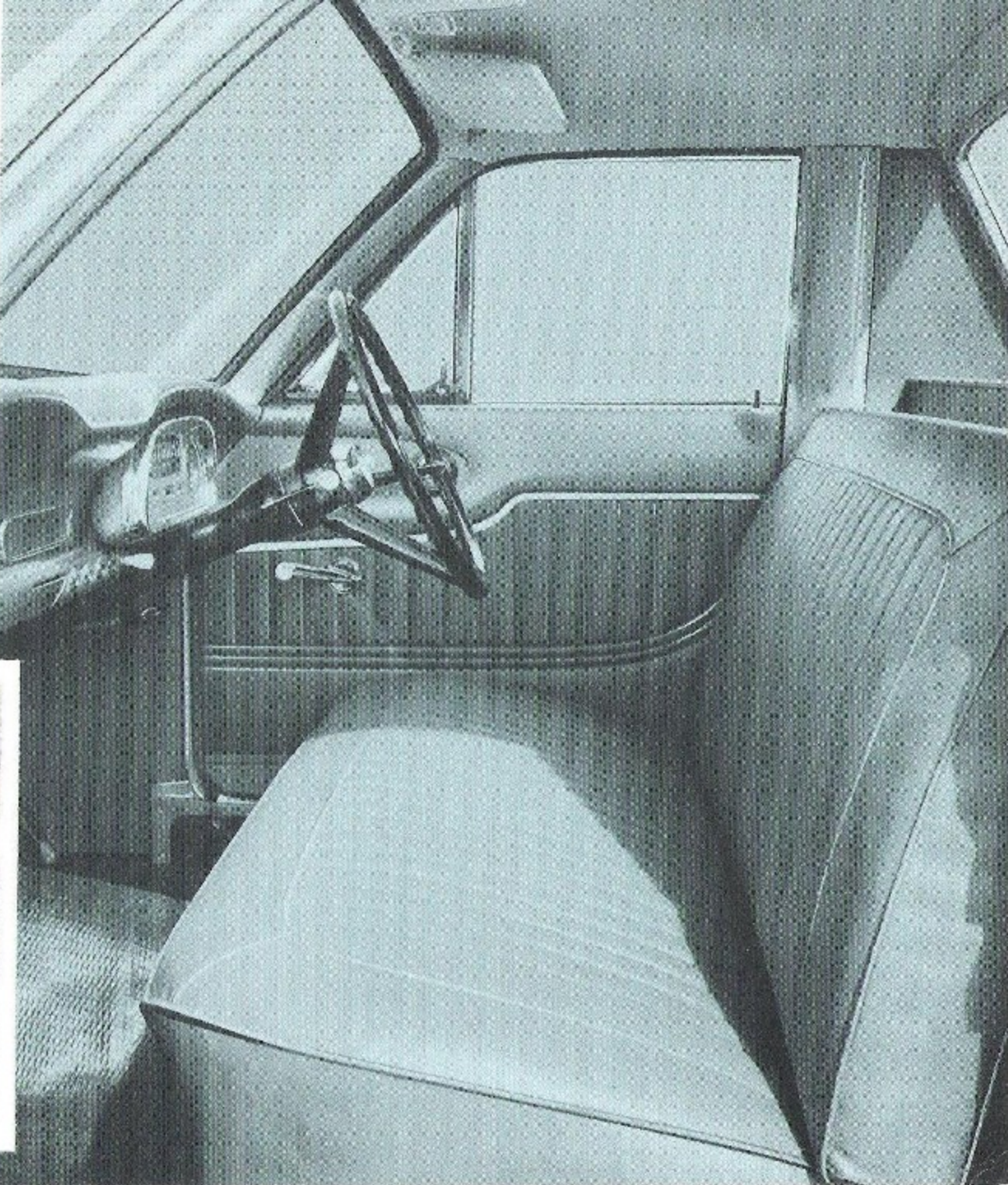
**"King-sized" brakes:** Falcon's brakes stop you fastest and surest of all. Braking surface is a huge 150 sq. ins. with 10 inch diameter drums. This is 34% bigger area than Falcon's next competitor.



**Lifeguard Steering Wheel** with its deep dished centre provides driver protection in case of impact. The wheel rim acts as a cushion preventing contact with the steering column.



**Outstanding rear vision!** In Falcon you get unmatched visibility to the front, sides and rear for greater safety, driving pleasure and a complete look-back at your load. All glass is "armour-plate" safety glass!





## Brief Specifications

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FALCON UTILITY

### 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.

*The specifications contained herein were in effect at the time this catalogue was approved for printing. Ford Motor Company of Australia Pty. Ltd., whose policy is one of continuous improvement, reserves the right, subject to such regulations as may from time to time apply to change specifications and prices at any time without notice or incurring liability to purchasers. Some of the items illustrated or referred to are optional at extra cost.*

**FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.**

(Incorporated in Victoria)

Registered Office: Geelong, Victoria.

### 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. Pre-focused headlights, parking lights, tail-lights with stoplights and amber turn indicator lights, number plate illumination light, black rubber floor covering.

### Weight:

Curb weight—2,604 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.

