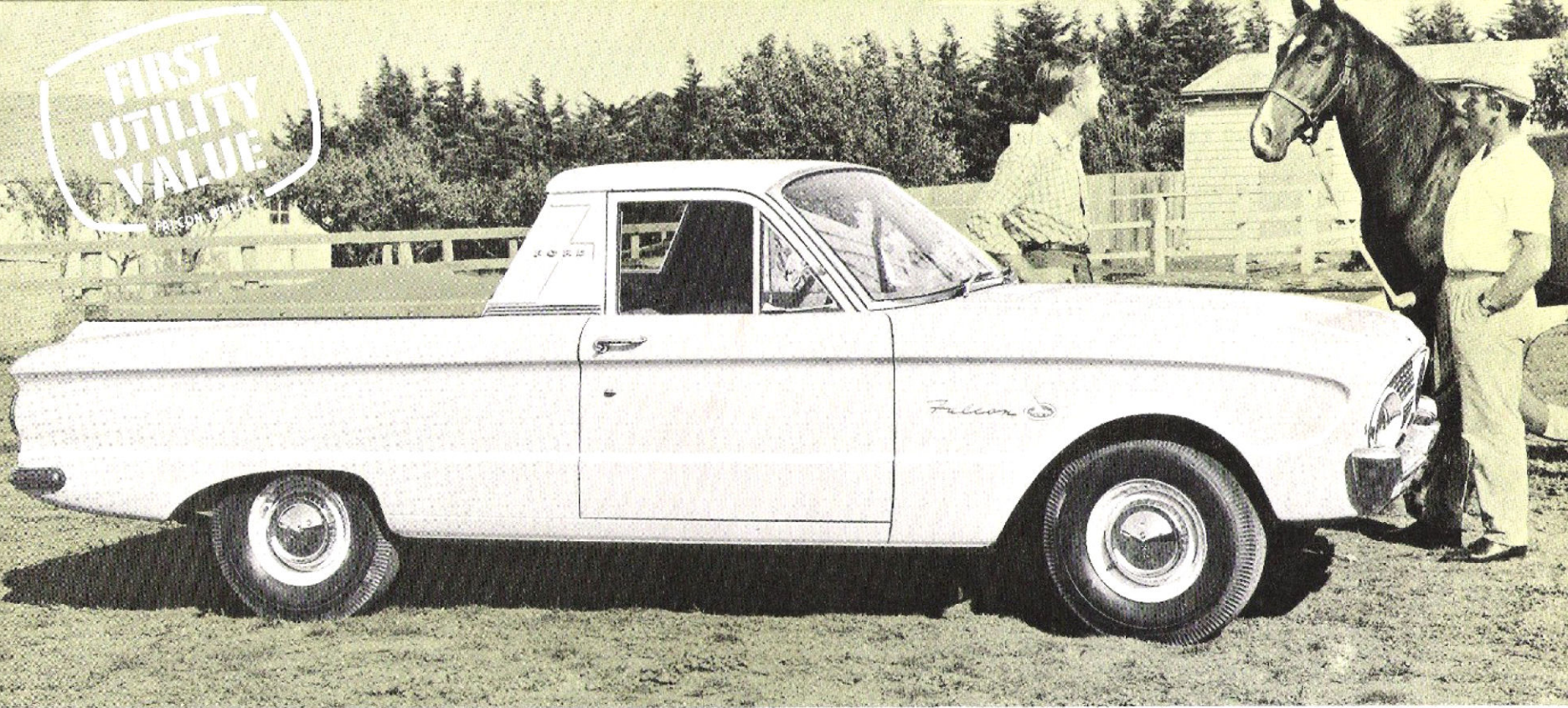
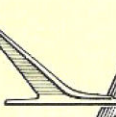


FIRST  
UTILITY  
VALUE

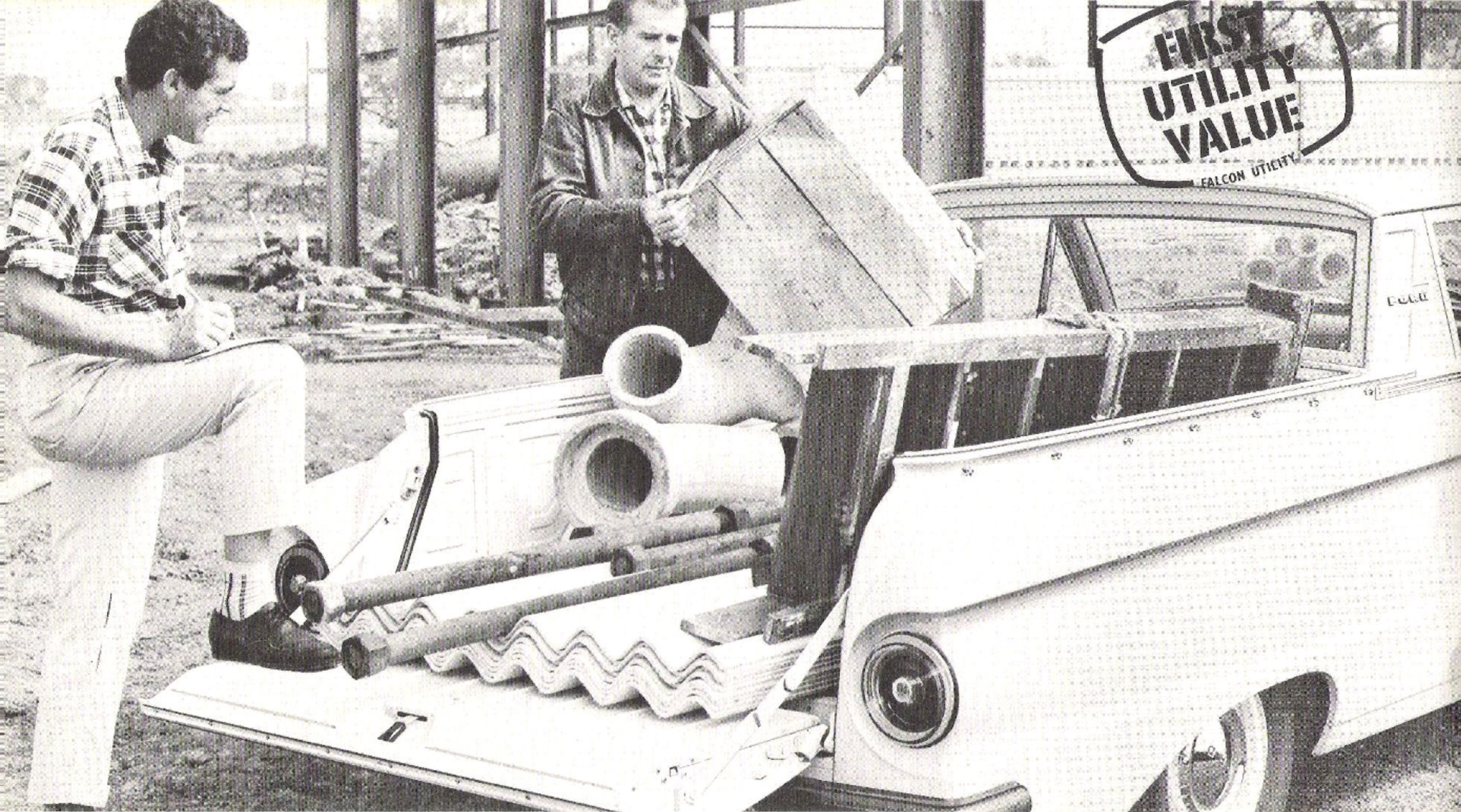
PERSONALITY



**NEW**  **FALCON**  
TRIM . . . TAUT . . . TERRIFIC!

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

**UTILITY**



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

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.

**AUSTRALIA'S FIRST 12/12 WARRANTY** Indicative of the inbuilt durability and quality in Falcon is the fact that Falcon was the first Australian vehicle to provide a 12/12 Warranty. For 12,000 miles or 12 months, whichever comes first, every Falcon is warranted against defects in materials or workmanship. This warranty covers both parts and labour. As a Falcon owner you remain responsible only for normal maintenance, and replacement of maintenance items.

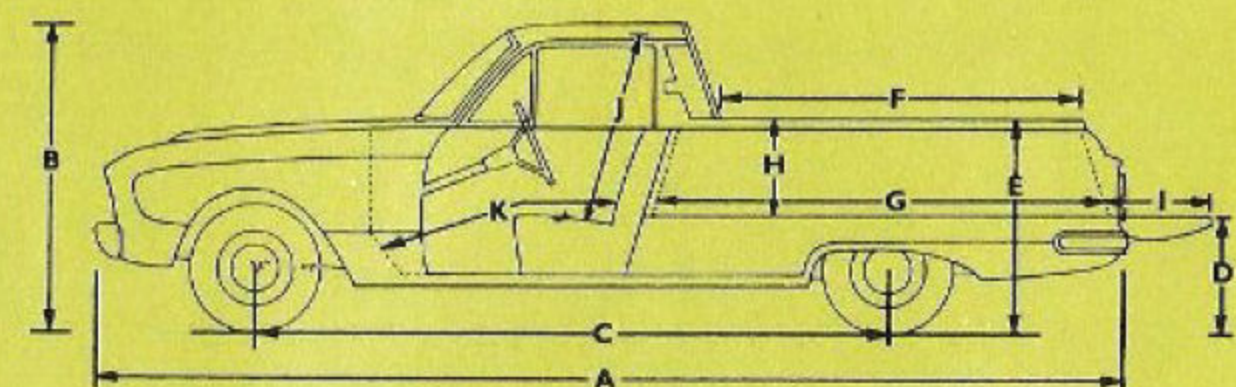
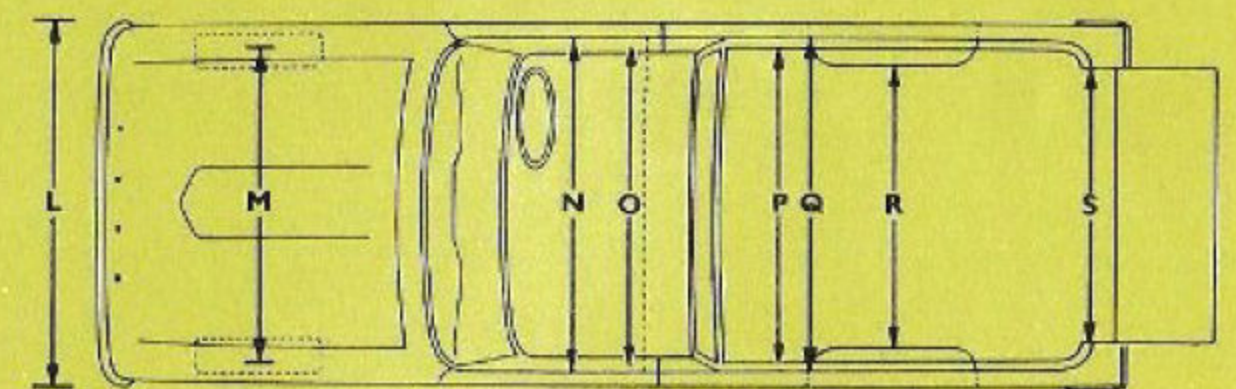
Up back Falcon gives you the longest load length. For added strength the double-steel floor is reinforced with seasoned hardwood and tough, steel skid-strips. Solid rubber bumperettes wrap right around the rear corners providing maximum body protection.

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

The economy and durability of short-stroke engine design . . . twelve gallon capacity fuel tank for fewer refill stops . . . short turning radius. These are just a few of the time, money and effort savings you get with Falcon. Though loadspace is longest and capacity biggest, you can reach any part of the load from the ground. Falcon's body sides are less than three feet from the road, floor level is lower for easier loading, and the counter-balanced tailgate opens or closes with a one-hand motion.

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

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



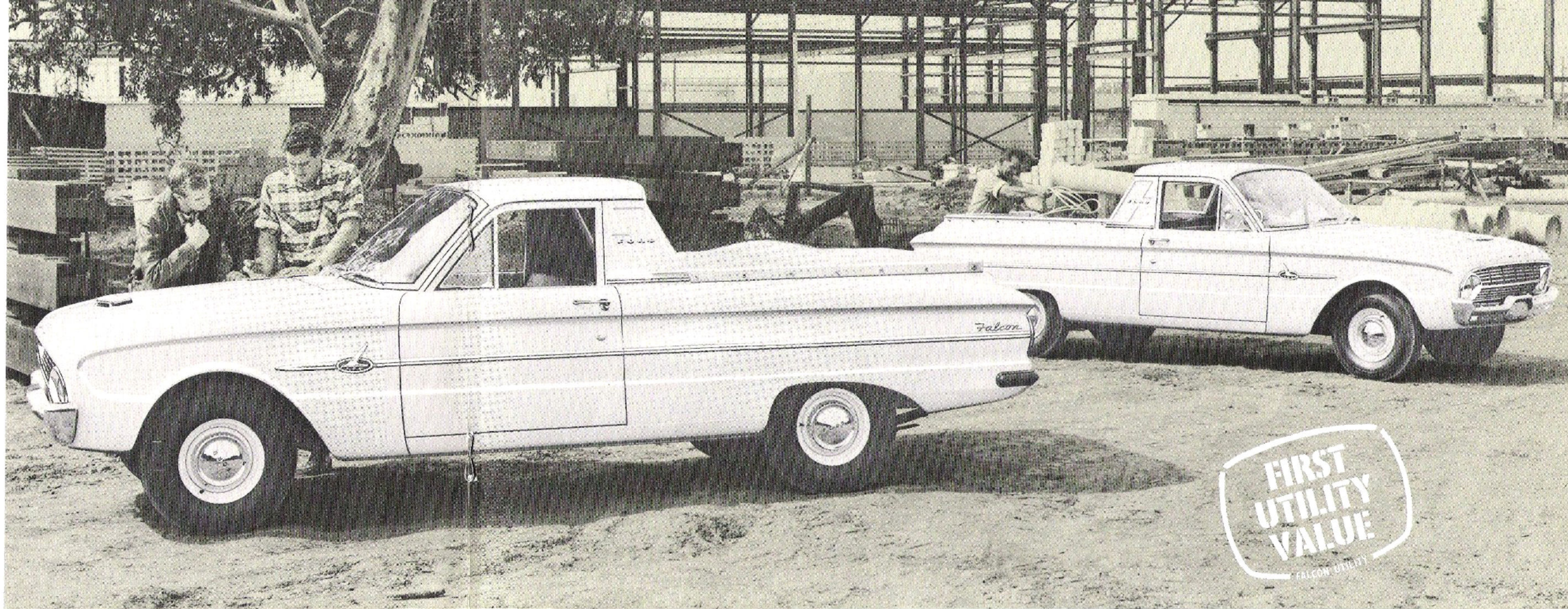
## Now new Falcon Utility Deluxe models bring added style and smartness!

You can choose from two trim, taut, terrific new Falcon Utilities! The standard models with their best-value-of-all price tags or the new Deluxe models for the best-looking way to go about your business . . . and still at a down-to-earth price. In the Deluxe models shown here you get all the smartness and riding comfort of the Falcon Deluxe Sedan. Whichever model you choose, you get Falcon's new step-ups in styling, strength and economy — plus a bigger capacity than any competitor in Falcon's price class.



**The tonneau cover, illustrated,** is fitted to all Falcon Utilities. It is completely waterproof 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.



## Choice of 2 engines increases Falcon's working versatility

You can choose your own brand of power. Two six-cylinder engines are available, each the most modern in Falcon's price class. Each has the basic advantage of Falcon's "oversquare" principle. A new advanced design carburettor with new snorkel-type cellulose air cleaner, one-piece manifold, new crankshaft vibration dampener and high-operating temperature thermostat also contribute in performance superiority.

### Oil changes reduced to every 6,000 miles

Falcon's Full-flow Oil Filter is so efficient that it reduces oil changes to a 6,000 miles frequency and lengthens engine life.

### Another Falcon exclusive

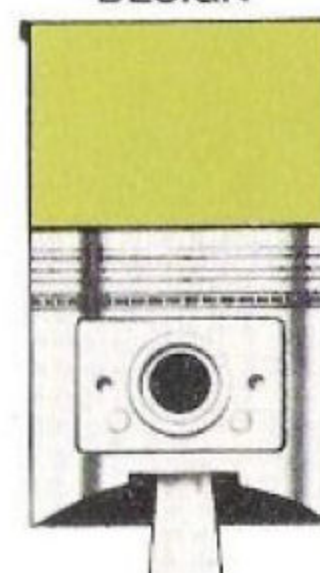
— before installation, every Falcon engine is electronically balanced, while running under its own power, for maximum efficiency and smoothness.

### Both engines have longer life and efficiency of "oversquare" design



NORMAL DESIGN

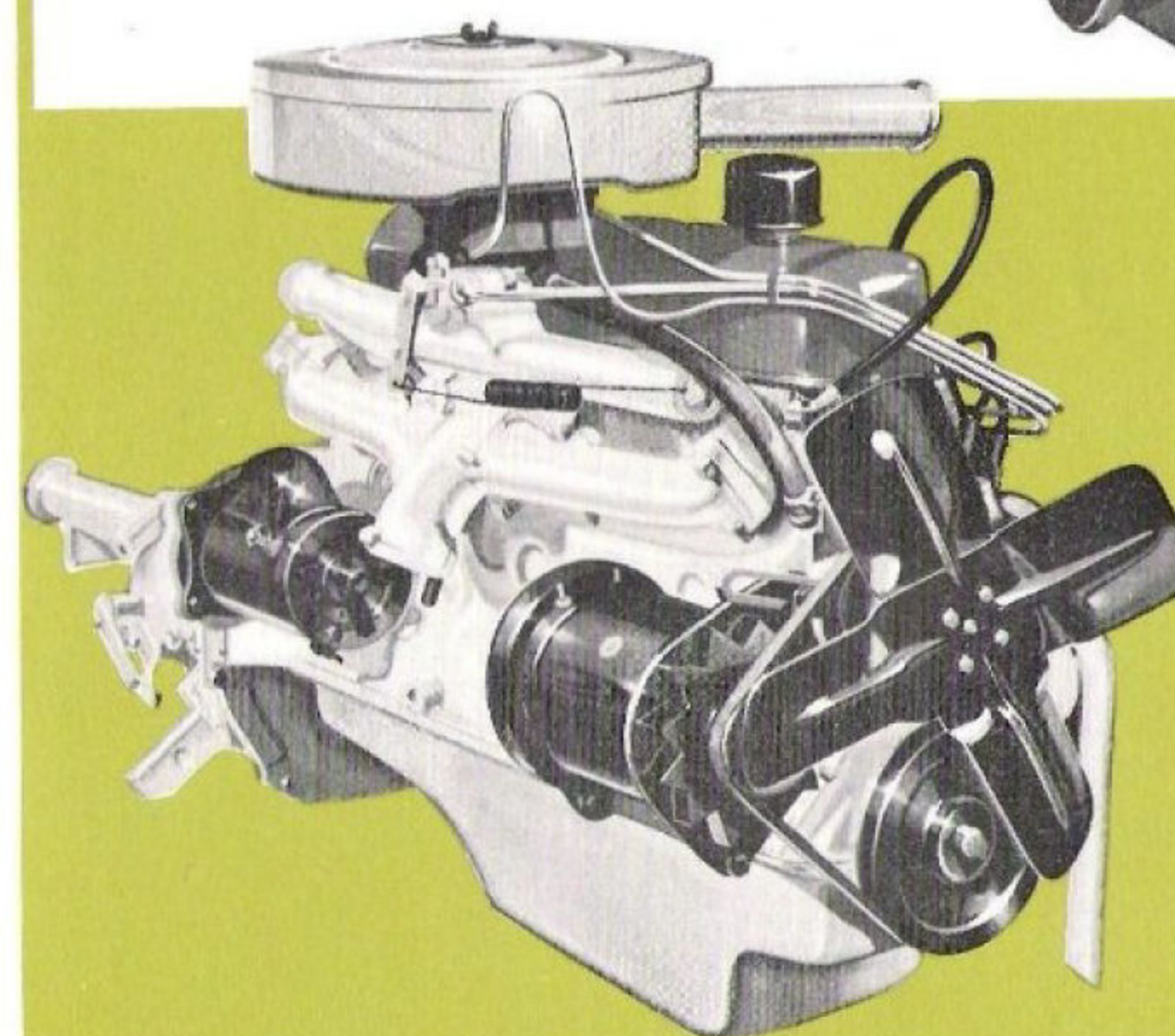
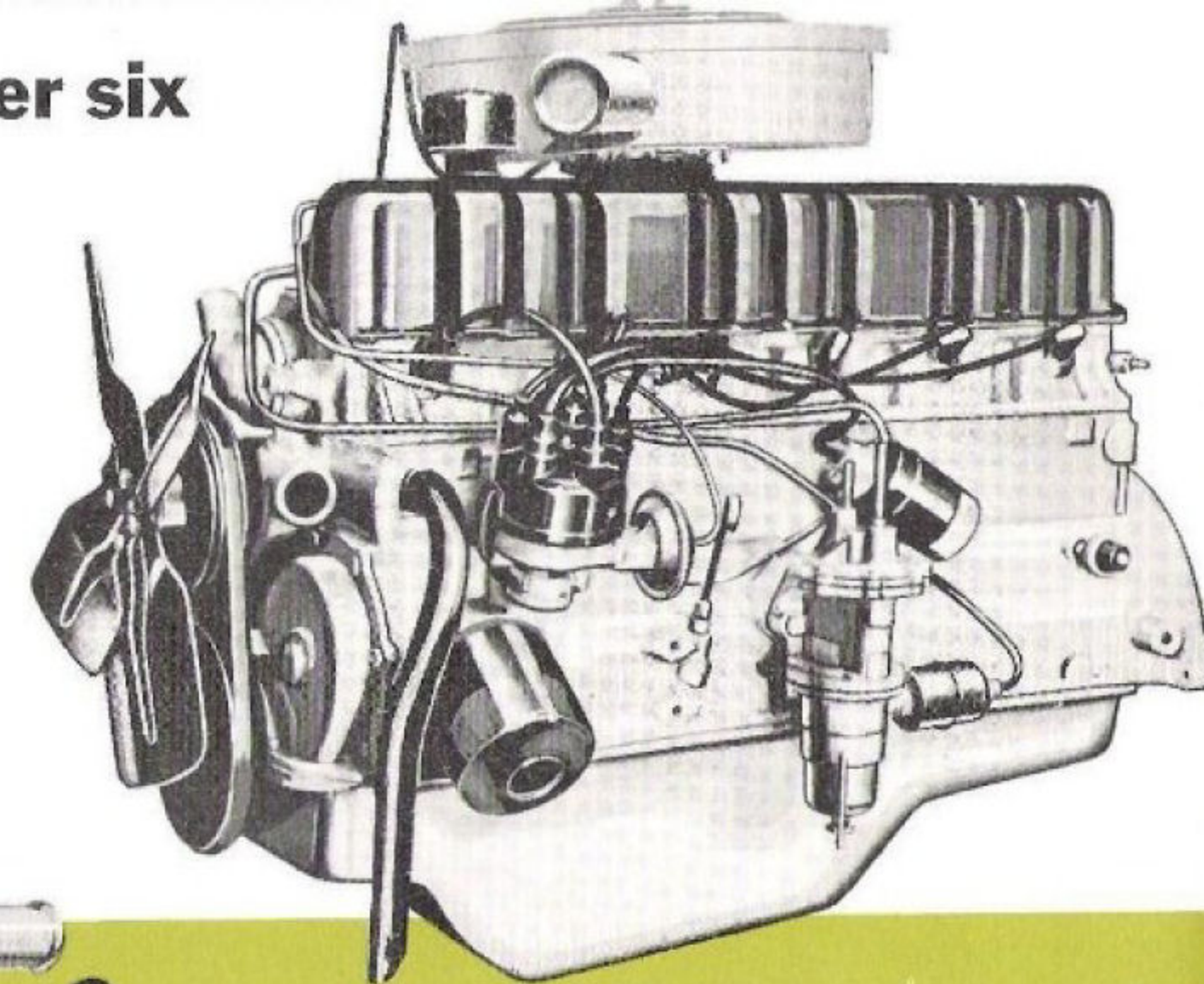
FALCON'S OVERSQUARE DESIGN



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.

## 90 h.p. economy-leader six

Standard equipment, this overhead valve six develops 90 horsepower. Its power output is 20% more than that of the engine of Falcon's main competitor. With this power advantage it combines a fuel economy which is the greatest of any comparable engine. Design-wise, it is the most modern in the industry for it incorporates the latest refinements of the "oversquare" principle. The results are a power-flow unique in smooth responsiveness, longer engine life and lower maintenance costs.



### THE "PURSUIT 170"—with a plus in every aspect of power

Optional equipment at remarkably low cost, it lifts Falcon's power advantage over its main opposition to 34.6%. Surprisingly, economy is only a whisker behind Falcon's standard engine. This is the power-plant for the driver who has need or yen for extraordinary power with a big bonus in economy. Like the standard engine, it has the advantage of Falcon's advanced design features.

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

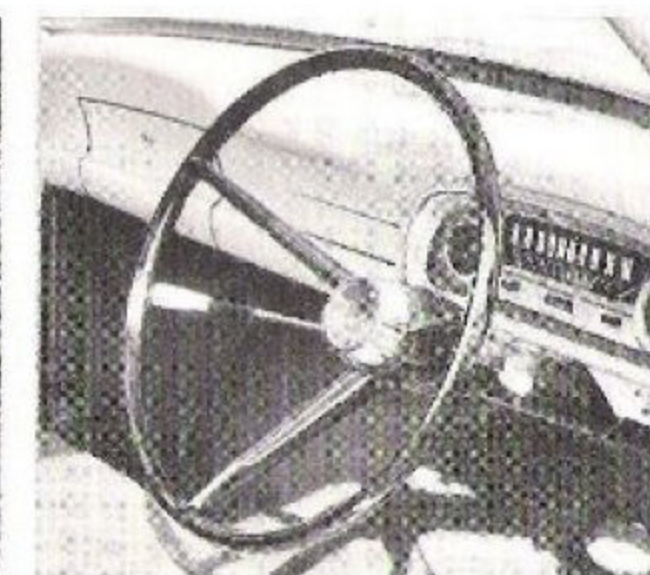
Slip into Falcon's interior and you relax in the ultimate of driver comfort. Legroom, hiproom and shoulder-room are unmatched in Falcon's class, provide stretch-out comfort for three. Vision is excellent through the huge windscreen, and almost flat, distortion-eliminating rear window. New upholsteries are specially chosen for longwearing qualities. The instrument panel is of new, improved design. In the Deluxe cabs (as illustrated) there are additional items, including armrests, specially pleated vinyl trims and a cigarette lighter (not fitted on standard model). A white Lifeguard steering wheel with its deep dished centre provides driver protection in case of impact (black wheel on standard model). Deluxe model has horn ring. Both models have a full width rear package tray, ash tray and glove compartment. Two sun-visors and turn indicators are standard equipment. Interior light is courtesy operated in Deluxe model.

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

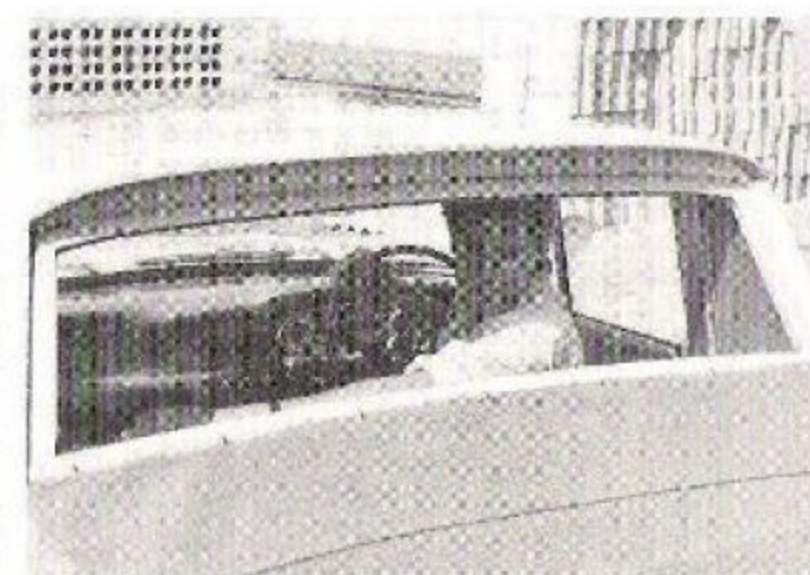
**All-vinyl upholsteries** — are especially chosen for their appearance, toughness and longwearing qualities.



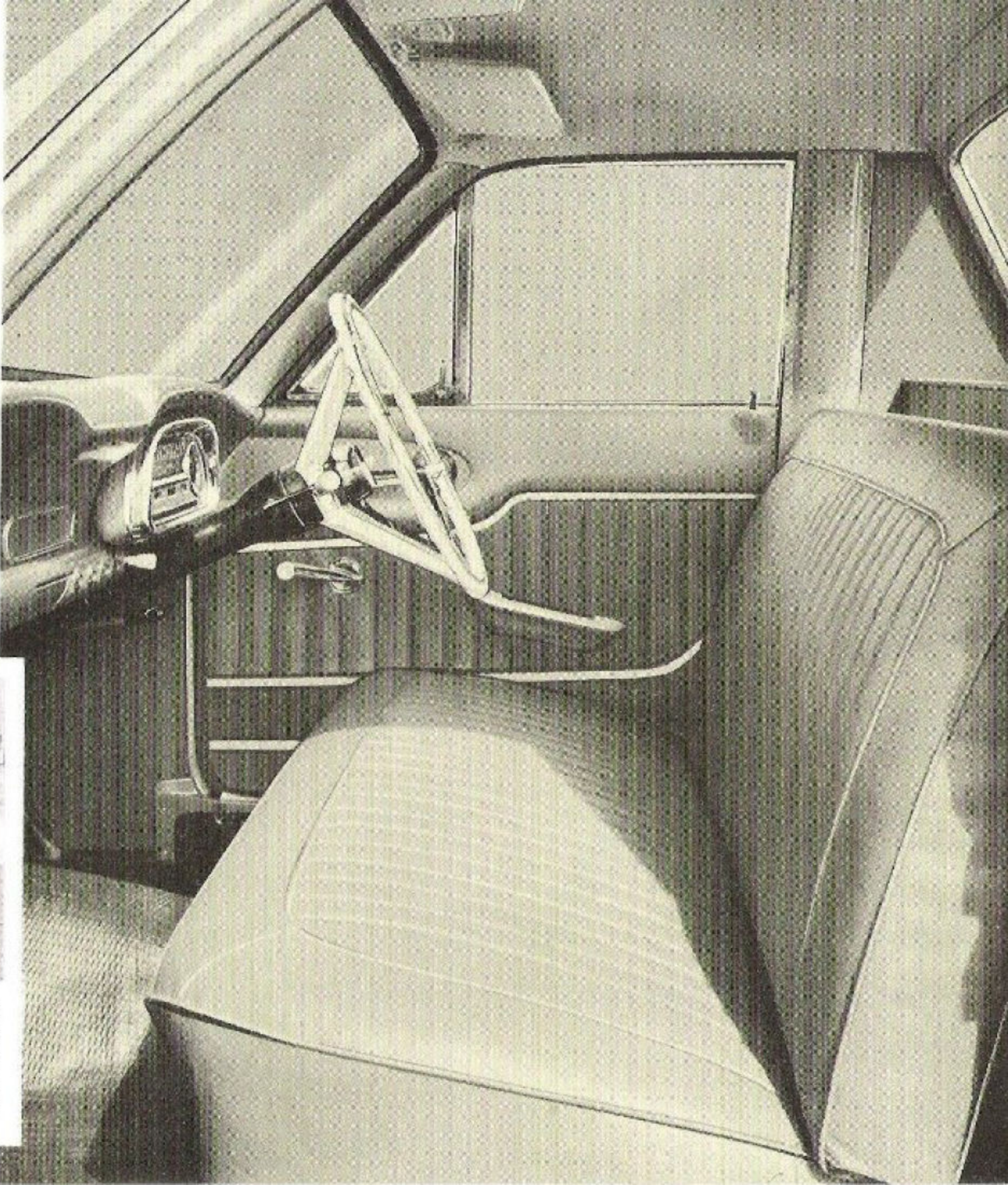
"King-sized" brakes: Falcon's brakes stop you fastest and surest of all. Braking surface is a huge 150 sq. ins. with 10 inch diameter drums. This is 34% bigger area than Falcon's next competitor.



Lifeguard Steering Wheel is fitted to both models and with its deep dished centre provides driver protection in case of impact. The rim acts as a cushion preventing contact with the steering column. (Black wheel on standard model, white on Deluxe with horn ring.)



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

**FIRST  
UTILITY  
VALUE**

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 heavily plated 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:

**Standard 90 h.p. Overhead Valve Falcon Six** — 144 cu. in. displacement; 3.50" bore x 2.50" stroke; 8.7:1 compression ratio — brake horsepower 90 at 4,200 r.p.m.; maximum torque 138 lbs./ft. at 2,000 r.p.m. **Optional "Pursuit 170" Six** — 170 cu. in. displacement; 3.50" bore x 2.94" stroke; 8.7:1 compression ratio; brake horsepower 101 at 4,400 r.p.m.; maximum torque 156 lbs./ft. at 2,400 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 1.83, 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: 4.00

### 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, levelized 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. **Deluxe model:** White steering wheel with horn ring. Turning diameter 37.7 ft.

### Brakes:

Double-sealed, self-energising hydraulic brakes have suspended pedal

*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: Shell Corner, 155 William St., Melbourne

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. Courtesy operated on Deluxe model. Turn signal indicators. Pre-focused headlights, parking lights, tail-lights with stoplights and amber turn indicator lights, number plate illumination light, grey rubber floor covering.

**Deluxe model:** White steering wheel with horn ring, pleated vinyl trim, cigarette lighter, armrests, dual horns.

### Weight:

Curb weight — 2,700 lbs., G.V.W. 3,800 lbs. Add the following for extra equipment: Radio 10 lbs., heater 28 lbs.

### 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.

