

THE '64 FALCON UTILITY

WITH CERTIFIED GOLDEN QUALITY

THE MOST DURABLE, MOST
COMFORTABLE, MOST CARE-
FREE, BEST PERFORMING
UTILITY IN AUSTRALIA!



PRICE

SPECIFICATION

Falcon Design: Welded, integral body and frame for quietness and high strength-weight ratio. Rear-hinged counter-balanced 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 fuelling.

Engine: Standard 96 h.p. Overhead Valve Falcon Six — 144 cu. in. displacement; 3.50" bore x 2.50" stroke; 8.7:1 compression ratio — brake horsepower 96 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 111 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 bearings; 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 synchronisers 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, lubed for life. 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".

Brakes: Double-sealed, self-energising hydraulic brakes with suspended pedal and dash-mounted master cylinder. Self-adjusting composite drums, 10" diameter front and rear, with riveted linings, for long life, cool operation and fade resistance. Lining area is 154.2 sq. in. Offset "T" handle parking brake at right of steering column applies rear brakes.

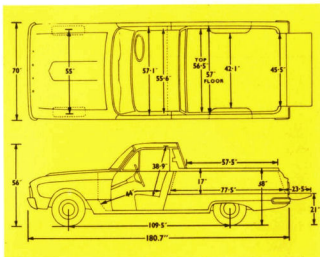
Tyres: Low-profile, black, tubeless: 6.70 x 13, 6 ply, on safety rims. Pressed steel ventilated 4½" disc wheels. Spare wheel and tyre under load area floor.

Standard Equipment: Two sun visors. Two parallel-action electrically operated windshield wipers of the two-speed type. Exterior rear-view mirror. Single horn. Instrument panel with speedometer, odometer, fuel, 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 sealed-beam head-lights, parking lights, tail-lights with stoplights, and amber turn-indicator lights, numberplate illumination light, black rubber floor covering.

Deluxe model: White steering wheel with horn ring, plated vinyl trim, cigarette lighter, armrests.

Weight: Kerb weight, 2,650 lbs.; GVW, 3,850 lbs. Add the following for extra equipment: radio, 10 lbs.; heater, 28 lbs.

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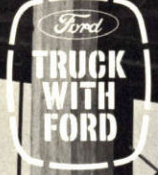
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FORD SALES COMPANY OF AUSTRALIA LIMITED
(Incorporated in Victoria) Registered Office: Shell Corner, 155 William St., Melbourne

DM85-5/64

REPRINTED



NOW FORD INTRODUCES A COMPLETELY NEW SERIES OF "FIRSTS"
 The 1964 Falcon Commercials are the end result of the most exhaustive motor engineering investigation ever undertaken in Australia. The resulting improvements and modifications are numerous. In total they bring you the most advanced, most economical, best performing and most durable utility in Australia today.

The Falcon Utility for '64

- FIRST** utility in Australia with 36,000-mile lubrication intervals.
- FIRST** with new low maintenance features.
- FIRST** with self-adjusting brakes.
- FIRST** with the £1,000,000 ride.
- FIRST** with "Certified Golden Quality".



**THE '64
 FALCON UTILITY
 WITH CERTIFIED
 GOLDEN QUALITY**

And, most important of all, the 1964 Falcon Utility has "Certified Golden Quality". So great is the aggregate of quality and durability improvements and innovations, that we describe the 1964 Falcon as having "Golden Quality".

The new Falcon brings you improvements, refinements, materials and design factors unused in the production of previous Falcon models and, in many cases, unused in the production of any Australian-built vehicle.

Every Falcon Utility now undergoes a series of tests and inspections before it leaves the assembly line — **every** vehicle, not just models picked at random. This is where we stand on quality — this is the reason you get "Golden Quality" when you buy Falcon.



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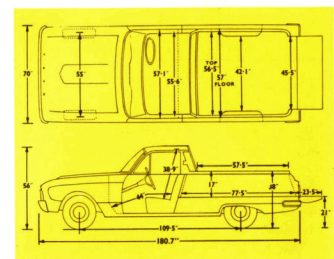
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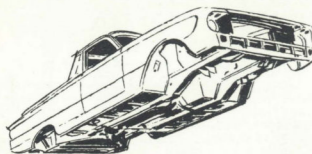
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- FIRST with new low maintenance features.
- FIRST with self-adjusting brakes.
- FIRST with the £1,000,000 ride.
- FIRST with "Certified Golden Quality".

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HOW WE HAVE MADE FALCON MOST DURABLE! . .



REAR SUSPENSION. The rear springs front mounting has been improved to provide increased durability and soften the ride. Self-levelling, 7-leaf, 2-stage rear springs give maximum carrying capacity, together with the ability to run smoothly in the unladen condition.

REAR AXLE PINION BEARING SPACER. Revision of spacer to maintain preload.

REAR AXLE BREATHER VENT. A remote breather vent has been added to overcome dust and water entry.

TRANSMISSION. Improved 3-speed manual transmission with extra durability features and smoother shift pattern. Improved roller bearings to increase strength and lasting qualities.



CLUTCH. Revised surface finishes to flywheel and pressure plate. Improved linkage. New anti-rust compound for equaliser bearing felt seal and bearing to prevent rust.

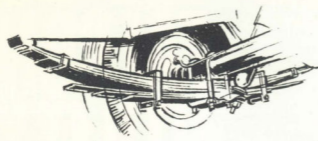
IMPROVED LASTING QUALITIES. The '64 Falcon features numerous "lasting quality" features which are detailed in the "Certified Golden Quality" booklet. These include corrosion protection—"Diamond lustre" paintwork, superior quality chrome—improved weather sealing.

INCREASED BODY STRENGTH. Improved all-over ride. Increased number of body reinforcements means a more rigid and quieter body.

REINFORCED FRONT FENDER APRON. Supports added under front suspension bumper brackets give better control of suspension alignment. Increased tyre life, more strength.

FRONT SUSPENSION. New spring seat pivot bushings that require no maintenance. More rugged, stronger front suspension mounting, larger, variable rate rubber bushings in the front strut bar to absorb road shocks and noise before they reach the body. New, heavier duty, better sealed ball-joints. The combined effect of these means that the suspension can take more brutal punishment without deterioration.

ONLY FALCON HAS THE £1,000,000 RIDE . .



Try the most luxurious ride ever built into a vehicle at Falcon's price . . . a ride that cost more than £1,000,000 to develop and engineer for the Australian road. There's not a vehicle that rides smoother. It corners with almost no hint of lean. It is astonishingly quiet. At high speed it is firm and snug on the road.

Much of the credit goes to Falcon's improved and stronger front suspension . . . featuring new spring seat pivot bushings that require no maintenance, strengthened suspension mountings, larger, variable rate rubber bushings in the strut bar to absorb road shocks and noise before they reach the body, and improved shock absorbers that "soften" the ride without compromising on durability and ruggedness.

A good part of Falcon's road-smoothing ability is traceable to its exceptionally long wheelbase, wide track and low centre of gravity. Powerfully effective, too, is the cushioning action of big front coil springs and husky hydraulic shock absorbers at all four wheels.

To further smooth and silence Falcon's ride, hundreds

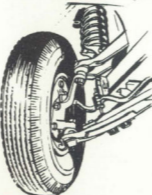
of points are individually insulated and cushioned with sound and vibration-dampening materials.

"Silence" Package. For 1964, Falcon Commercial introduces a beautifully hushed ride. You are completely surrounded with sound and vibration absorbing materials. All of Falcon's vital underbody parts are specially coated with a thick noise-dampening material . . . 3/4" thick fibre-glass padding lines the bonnet to absorb the engine noise . . . there's a thick sound-absorbing and insulating material completely lining the roof of the cab.

FRONT AND REAR SUSPENSION. The front and rear suspension improvements outlined in the "durability" section also result in a smoother ride, reduce noise and vibration.

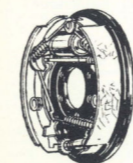
SHOCK ABSORBERS. Improved shock absorber control, front and rear, to improve the ride and ensure the control and durability necessary for high-speed travel or the "off road" ride. Thicker and more efficient front shock absorber insulators for better and smoother ride.

INSULATION. Extra insulating materials lining engine bonnet, floor pan and roof in Deluxe models. This gives a quieter ride, more comfort for the driver.



WHY FALCON WILL COST LESS TO OPERATE . .

With a Falcon you save all ways—Falcon is priced with the **lowest** six-cylinder commercials in Australia—and Falcon has proven fuel economy. Now Falcon will cut your service costs, too! Outstanding innovations make Falcon the most care-free commercial vehicle in Australia.



SELF-ADJUSTING BRAKES. To eliminate the necessity for frequent maintenance, self-adjusting brakes are introduced at no extra cost. Adjustment is maintained automatically by normal brake application in reverse. The automatic maintenance of optimum adjustment results in consistently efficient and safe operation.

LUBED-FOR-LIFE STEERING LINKAGE. Provides a high level of steering safety and efficiency and eliminates steering linkage lubrication costs.

36,000-MILE LUBRICATION. The service interval on the drive-shaft assembly is extended from 25,000 miles

to 36,000 miles. Lubrication fittings have been provided in drive-shaft universal joints to enable easier access to the joints, thereby reducing service costs.

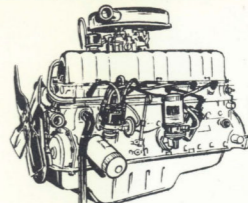
IMPROVED FUEL FILTER. An improved fuel filter with a service life of 36,000 miles is now part of the fuel pump assembly, and has a replaceable element. The previous filter had service life of 6,000 miles.



6,000-MILE OIL CHANGES. Full-flow oil filter allows you to go 6,000 miles between oil changes—improved design now means even your first oil and filter change is not required until 6,000 miles. (Previously an oil change and new oil filter were required after the first 1,000.)

LOWER MAINTENANCE. As mentioned in the "Durability" section, the '64 Falcon has many "Lasting Quality" features built in. This increases vehicle life and greatly reduces maintenance costs. Falcon was also first to introduce removable body panels which allow easy replacement or repair.

FALCON HAS MORE IN TOTAL PERFORMANCE . .



1. FALCON'S POWER.

(a) Standard "Economy-Champ" 96-horsepower engine, is of overhead-valve, shortstroke design, gives greatest petrol economy. It delivers smooth and adequate power—96 brake horsepower, 138 lbs. ft. of torque, 144 cu. inch displacement, 8.7:1 compression ratio.

(b) "Pursuit 170" engine.* Refinements boost the output on this lively overhead-valve, shortstroke powerplant to 111 brake horsepower. A new carburettor with improved air-flow increases performance, and provides better fuel-economy. The "Pursuit 170's" statistics: 111 brake horsepower, 156 lbs. ft. of torque, 170 cu. inch displacement, 8.7:1 compression ratio.

2. **OUTSTANDING ECONOMY.** Up to 30 miles per gallon with the "144" and "Pursuit 170" engines.

3. **BIG, QUICK-STOPPING BRAKES.** Falcon's brakes have a total lining area of 154.2 sq. ins. They're the nearest thing yet to power brakes.

* Optional extra cost

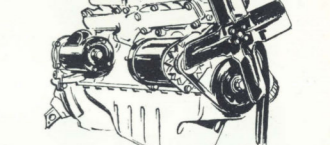
For 1964, thicker brake linings add miles of life.

4. **STABILITY AND ROAD-HOLDING.** Longer wheelbase (109.5"), wider track (55" front and rear), and lower centre-of-gravity combine to give you the steadiest most road-hugging ride.

ENGINE IMPROVEMENTS. Higher performance. Better acceleration. More efficient operation. Improvements have been made to cylinder heads, new higher performance camshafts, and a better exhaust system. Surer oil seal and less oil usage is brought about by a polished and buffed finish to oil rings.

Improved new compression-type front and cantilever rear engine mounts ensure smoother engine operation. Improved design carburettor hot water spacer means you get more miles per gallon.

EXHAUST SYSTEM. New, improved design muffler gets gases away quicker, provides more power, increases economy.



Greater capacity than any competitive utility — easy-to-get-at load space 21" from the ground.

Not only has Falcon got more carrying capacity than any other utility in its class, but body dimensions are bigger. Body floor is over 6' long, and, when the tailgate is lowered, there is over 8' of usable load space.

Falcon is easier to load because the tailgate is nearer to the ground. Falcon has the widest tailgate opening, too, making it easier to slide big and bulky loads on board.

Rugged, double-wall construction on sides and tailgate give Falcon great strength and rigidity. For added strength the double-steel tray floor is reinforced with seasoned hardwood and tough steel skid strips.

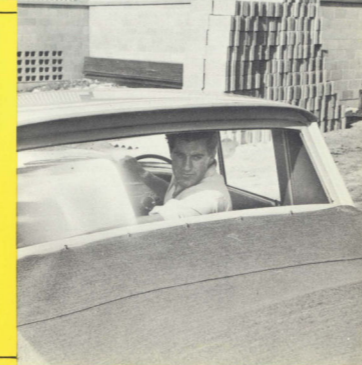


Falcon's Deluxe interiors have extra comfort, convenience and safety.

Slip into Falcon's interior and you relax in the ultimate of driver comfort. Leg-room, hiproom and shoulder-room provide stretch-out comfort for three. Vision is excellent through the huge windscreen, and almost flat, distortion-eliminating rear window.

Upholsteries are specially chosen for longwearing qualities. In the Deluxe cabs 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). Both models have full-width rear package tray, ashtray and glove compartment.



Reduced servicing and maintenance. Ready availability of low-cost parts.

Now Falcon is the most maintenance-free utility on the Australian market.

Falcon Utilities' 36,000-mile lubrications mean tremendous benefits to operators in terms of time and money saved. Country men in particular suffer less inconvenience in lost time, caused by driving their vehicle to town for servicing. Similarly, features like lubed-for-life steering linkages and 36,000-mile-change fuel filters provide economies in maintenance time that add up during the whole life of the utility.

Similarly, Falcon Utility operators suffer only minimum down time when replacement parts eventually become necessary. That's because Ford's vast distribution network ensures that the right genuine Ford part is to hand—in the right place at the right time.



Select either Deluxe or Standard — both with a choice of engines.

Falcon Utility's choice of engines enables you to tailor your power to exactly suit the requirements of your job. Carrying capacity, braking and petrol economy are all taken into account when the operator selects the utility most suited to his needs.

It is in this total performance that Falcon Utility excels. Part of Falcon's total performance is in the £1,000,000 ride, the comfort and visibility enjoyed when driving Falcon. Falcon Utility operators have the added advantage of the Ford 12/12 warranty that provides protection for 12,000 miles or 12 months.

