



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

10
CWT.

**SEDAN
DELIVERY**



**FIRST
DELIVERY
VALUE**
FALCON SEDAN DELIVERY

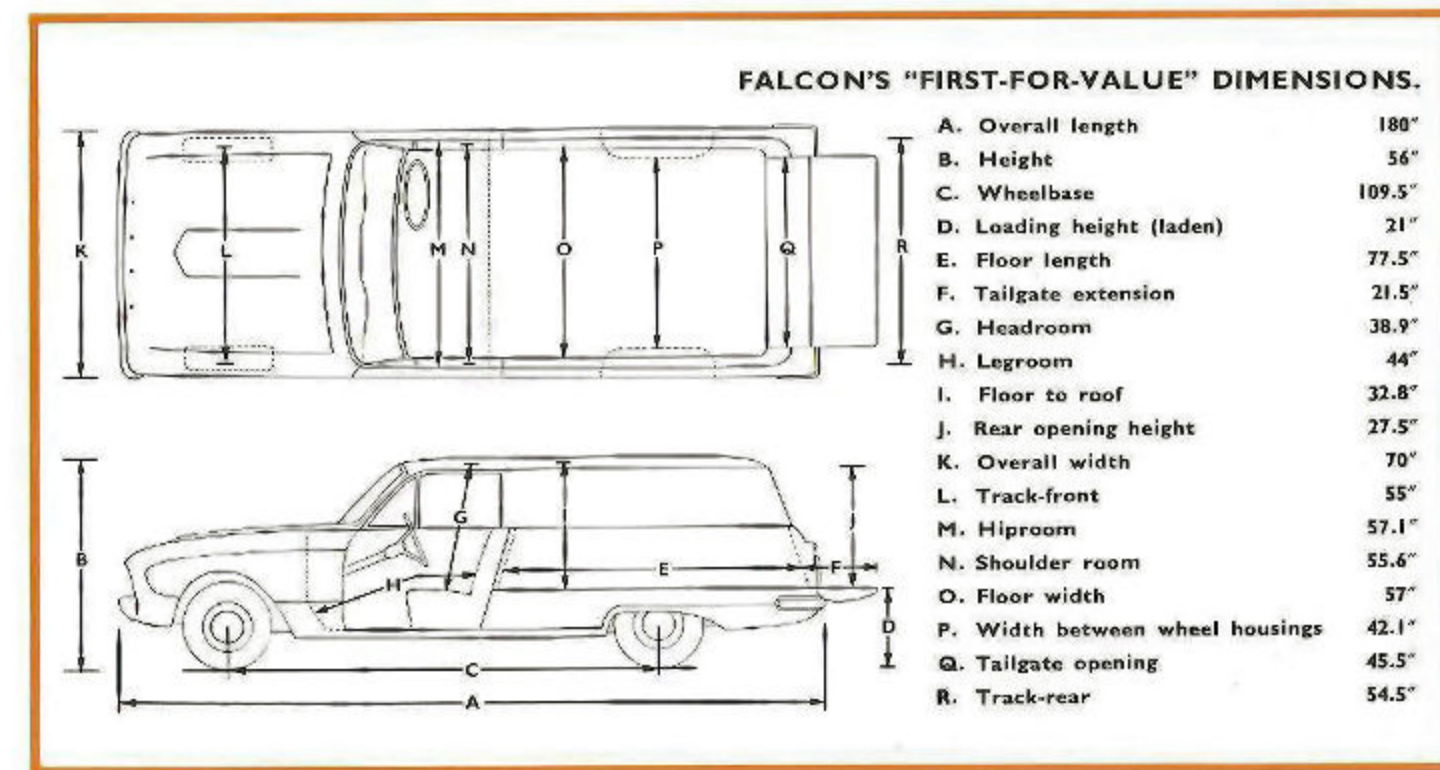
Most modern, most powerful and most economical Sedan Delivery in Australia!

This is what you have been waiting for. All the beauty, power, performance and economy, of the Ford Falcon as a Sedan Delivery! Just to look at it, will tell you it's what you have always wanted for *your* business. But, behind the Falcon's prestige-inspiring beauty is a tough-muscled work-horse that packs a full 10 cwt. load. 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. Body floor is over six feet long, and when the tailgate is lowered, there's over eight feet of usable load-space! What's more, there never was a delivery Sedan in its class

so generous in bonuses . . . 20% more power than its nearest competitor . . . a longer wheelbase and wider track . . . Falcon's proven petrol economy plus a giant 12 gallon petrol tank . . . ball-joint front suspension and self levelling, 7-leaf, 2-stage rear suspension. And never was a sedan delivery so easy to load either — just an easy swing up to 21" floor level, plus the widest tailgate opening in the field. Another exclusive feature — solid rubber bumperettes wrap right around the rear to protect the body — won't show scratches or dent like chrome-plated steel. And with every load, with every job it does for you, the Falcon Sedan Delivery delivers a dividend of prestige for you, and your business.

Australia's most advanced Sedan Delivery — unmatched in style, loading-ease, performance!

Wherever you go with your Falcon Sedan Delivery you can be sure of one thing . . . people . . . customers . . . prospects . . . will follow you with their eyes as you sweep along the highways or purr to a stop outside their doors. Without doubt, the Falcon Sedan Delivery is unsurpassed in looks . . . but with these admiring glances you will also have the satisfaction of knowing that the Falcon gives you a *full 10 cwt. load*. You will have a longer floor length with the tailgate opened or closed, wider tailgate and lower loading height for easier loading, a double steel floor reinforced with seasoned hardwood for extra ruggedness, longer life. As for performance, nothing can equal the Falcon Sedan Delivery in its class, in the same way that nothing can equal the Falcon for its road-hugging ride, and stability.



Australia's first 12/12 Warranty is another of the big benefits of Falcon ownership

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.

Becoming a Falcon owner, too, means you join the ranks of Australia's most enthusiastic utility owners; owners who get extra thousands of miles of trouble-free, service-free operation.

Lower cost service and parts Falcon is so easy to service it has been called a "mechanic's dream". Maintenance is simpler, routine servicing faster and easier. And genuine Falcon low-cost replacement parts are readily available throughout Australia.



More of what a panel van is for!

The Falcon gives you more floor length than its biggest competitor, either with the tailgate open or closed. And the tailgate itself is almost 2½" wider for easier loading. And speaking of loading, there's only 21" to lift loads from the ground to the tailgate when opened.

And what a tailgate the Falcon Sedan Delivery has! There are no awkward rear-end latches or lift gate. The tailgate is counter balanced for effortless operation and it's the only Panel Van in its class with a roll-down locking rear window. For those smaller parcels simply roll down the window and pop them in and roll up again!

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

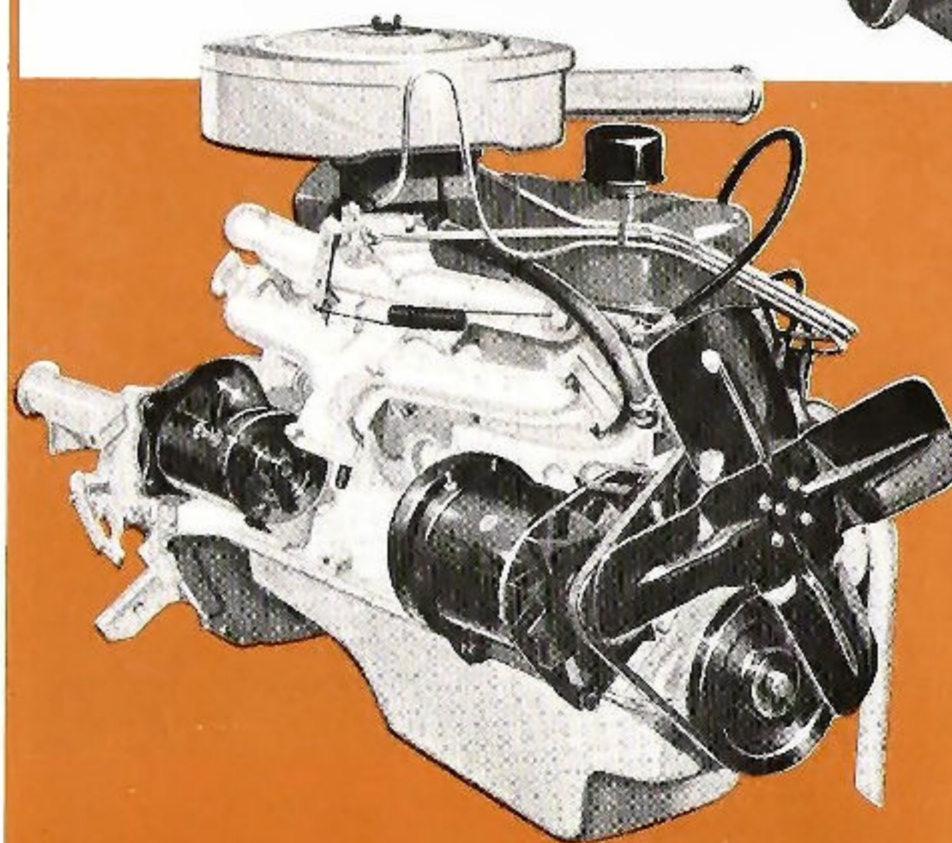
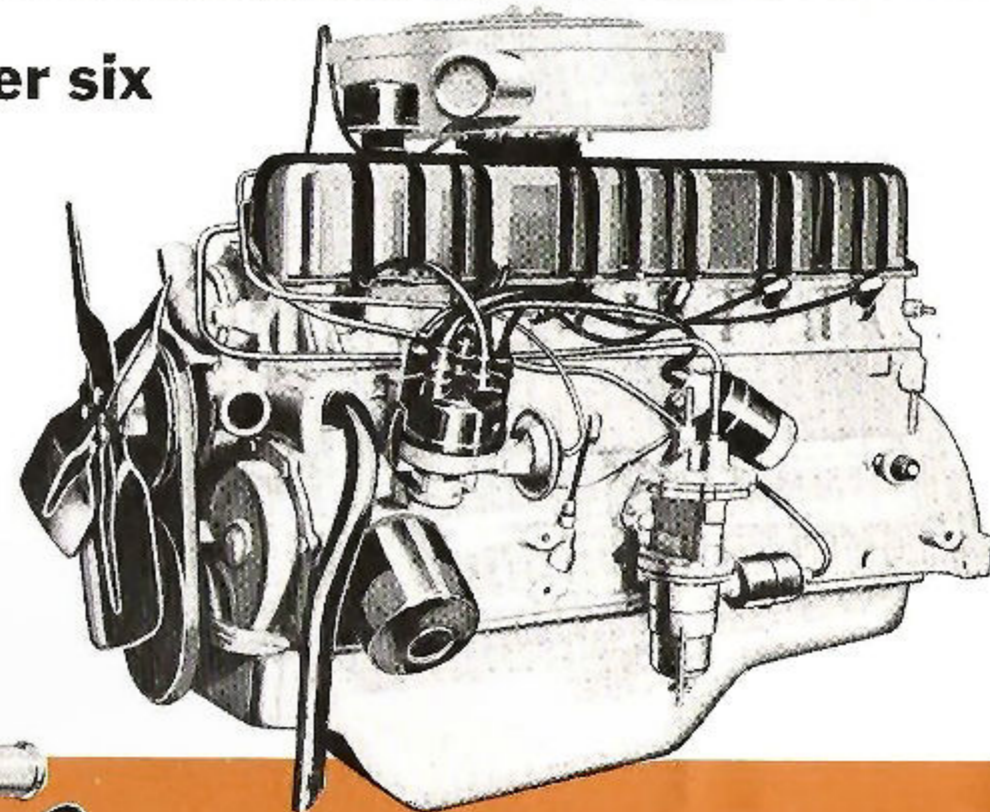


FALCON'S OVERSQUARE DESIGN

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 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. Legroom 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. All the instruments are easy-to-read and controls are conveniently located. Even the ash tray and glove compartment are within easy reach. Two sun visors, and turn-indicators, are standard equipment. Everywhere you look you find features to help increase driving comfort and safety.

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.



Falcon's exclusive roll down rear window lets you load or unload smaller parcels easily and quickly. No more opening heavy doors! And the window can be locked in any desired position.



Open with one hand! When you have to open-up . . . the Falcon tailgate is counter-balanced so beautifully that you can open with one hand easily. And when you close it — it locks automatically!



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 nearest competitor.

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Brief Specifications

Engine Design

All are cast-iron, integral body and frame for optimum and high strength-to-weight ratio. Five-bearing engine block with cast-iron intake-type block. Chromium-nickel steel valves. Five valve intake. Intake valve at rear. Chromium-nickel heavily plated guide. High-strength stainless steel. Valve overlap maximum 100%. Valve-closes safety glass throughout. Wide angle valve-inlet with forward-slanting pillar. Large, self-opening doors, with one-type door check and frame-locked hinges. Double-type intake door locks. Rear-mounted 12 pillar fuel tank, with side fill fitting.

Engines

Standard 90 hp. Industrial Value Engine No. — 111 cu. in. 401 displacement, 1.50" bore x 1.60" stroke, 871 compression ratio — brake horsepower 90 at 1,200 r.p.m.; maximum torque 128 lb.-ft. at 1,000 r.p.m. **Optional Model 197 No. — 174 cu. in. displacement, 1.50" bore x 2.00" stroke, 871 compression ratio. Brake horsepower 100 at 1,200 r.p.m.; maximum torque 140 lb.-ft. at 1,000 r.p.m. Low-stroke, non-design overbore, standard choke. Self-cleaning spark arrestor; integral cylinder head and 12-point intake manifold; precision-machined crankshaft with four pusher-type main bearings; coverage of pump, oil capacity 2 quarts, with filter change, 4 quarts.**

Clutch and Transmission

Single clutch disc, slip-fit; clutch for manual engagement; constant bearing; permanently lubricated ball-bearing type; three-plate bearing suspended; clutch pedal for easy action and no clutch take in forward. Disc diameter is 9 1/2 in. Total bearing area is 88.1 sq. in. 2 forward gears and 1 reverse. Gear-pressed low-back helical gears for high strength and quietness with forged brass synchronizers for smooth operation. Ball-bearing housing

throughout. Standard "V" shift pattern with free on starting column. Ratio for 1st, 1st 1/2, 2nd 1/2, 3rd 1/2, 4th 1/2, reverse 4.00.

Rear Axle

Non-flaring type with offset hypoid gears. Churning drive plates. Helium-treated forged shafts with permanently lubricated, double-ended ball-type bearings. Needle roller bearing universal joint. Axle ratio 4.00.

Front Suspension

Application: Ball-joint type with coil springs, shock-mounted and rubber-mounted lower axle. Built-in adjustable control. Internally mounted hydraulic shock absorbers with internal valve. Front and rear hub-type, rubber-lined tire rollers in control roll on frame. Typical roller wheel bearings.

Rear Suspension

Leaf-spring, semi-elliptic, 2-stage T-bar springs of symmetrical design with rear axle located forward from center of springs for self-align control on take-off. Provides uniform, comfortable ride with rubber-lined supports and compression-type shock absorbers for soft, levelled ride. Full length frame between axles — no lateral stress required. Axle rear hanger. Rigidly mounted hydraulic shock absorbers.

Steering

Major Ford low-friction recirculating ball type steering provides easy handling. Provides easy steering. Non-torque bearing throughout. Symmetrical linkage. Overall steering ratio 21:1. Safety type 17" torque-arm frame steering wheel, black with chrome trim's handle. Turning diameter 27.7 ft.

Brakes

Double-acted, self-energizing hydraulic brakes have suspended pedal

and shock-mounted master cylinder. Composite drum, 10 in. diameter front and rear, with internal linings for long life and quietness and brake minimum. Lining area is 180.4 sq. in. Offset "V" brake parking brake at right of rear leg-shifter applies rear brakes.

Tires

Low profile, black, tubular, 8.75 x 13, 8 ply, no skid steel. Front steel reinforced 44-inch dia. wheels. Spare wheel and tire under fuel tank floor.

Standard Equipment

Two air vents. Two general-use rectangular signs on the dash, large type. General service mirror. Single mirror. Instrument panel with speedometer, voltmeter, fuel gauge, temperature gauge, oil and pressure warning lights, high beam and low beam indicators in cluster, lighted control identification, air bag, glass fuel door, light operated by headlight switch. Two speed indicators. Performance headlights, parking lights, tailights with wipers and master tone indicator light, master panel illumination light, grey rubber floor covering.

Weights

Curb weight — 1,500 lbs., GVWR 1,600 lbs. Add the following for extra equipment: Radio 20 lbs., heater 20 lbs.

Falcon's always 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 and their mechanics are specialized Ford Falcon factory service vehicles . . . have factory-approved equipment just right for Falcons . . . follow Ford Falcon factory-approved working methods . . . and provide Ford parts wherever you go. It keeps your car in top condition at minimum cost.

