

MOVE OUT

FRONT ON EVERY JOB

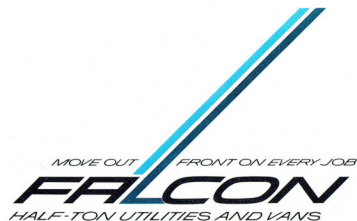
# FALCON

HALF-TON UTILITIES AND VANS





**NOW CHOOSING YOUR UTILITY IS EASY! ONLY FALCON HAS THE MOST STYLE, MOST CAB SPACE, MOST LOADSPACE, MOST STRENGTH**



Here's everything you've ever wanted in a utility . . . a utility that's outstandingly big, magnificently rugged and more luxurious and powerful than any utility ever offered in this price range. One step inside puts you into the widest, roomiest and most comfortable interior you've ever seen. New power is yours. Both the "Pursuit 170" and the optional "Super Pursuit 200" engines have been refined to produce more usable power, more response . . . but still retain their record holding economy. The new Falcon is extremely rugged. Engineered throughout the whole design are the extra margins of strength required to handle the big half ton capacity. There's more strength where you'd expect to find it . . . in axles, suspension, springs,

loadfloor, and frame. All key structural sheet metal is thicker.

The brakes are giant 10 in. diameter. You can look to Falcon for new advances in handling ease, stability, and riding smoothness . . . because Falcon has the longest wheelbase and the widest track in its class, and a suspension system designed specifically for a utility.

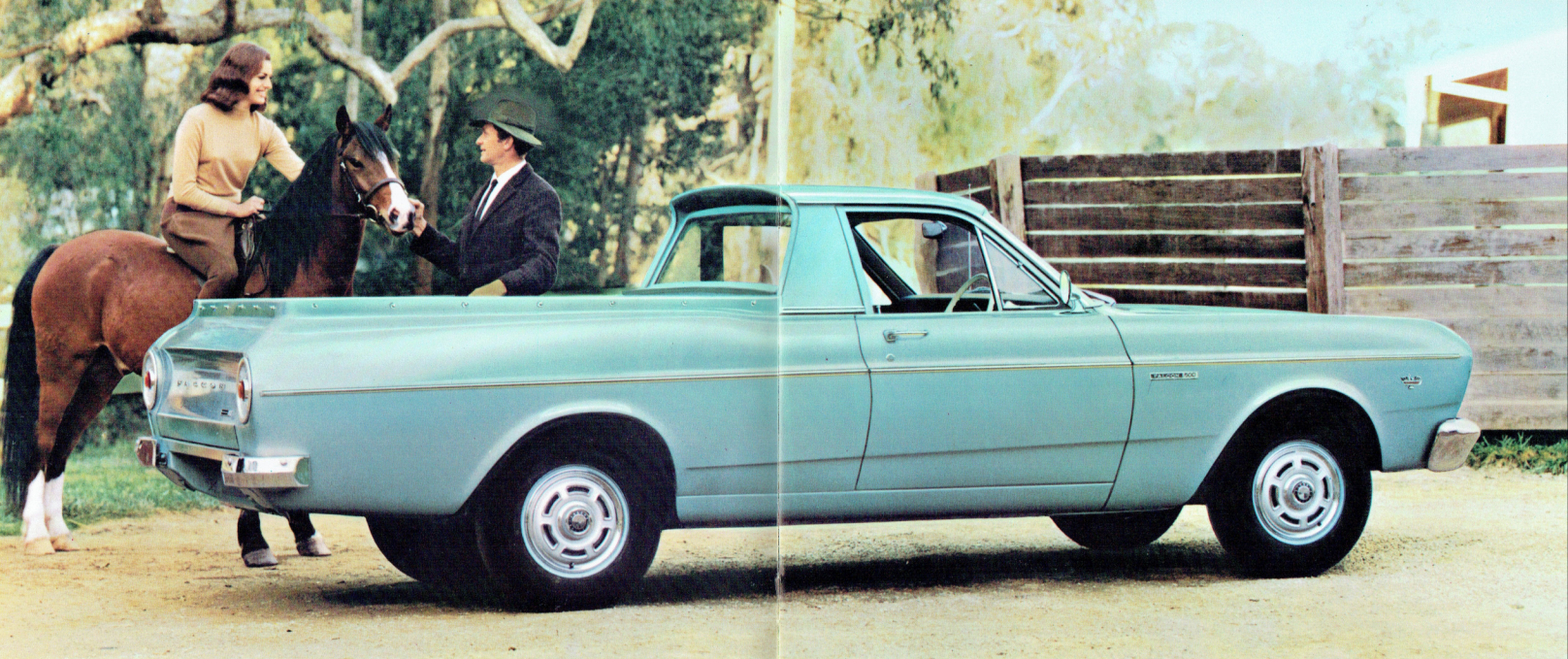
And talking about load — you've never seen a utility loadspace so long or so wide as Falcon's. *It's the biggest!* There is more usable loadlength from tailgate to bulkhead and more usable load width between wheel housings.

The new Falcon is a tough, reliable utility — for

practical men. It's built to do a hard day's work better and to give the man who works it the comfort and convenience of a sedan.

There are two models to choose from: The Falcon Utility and the luxurious Falcon 500 Utility.

*Pictured above is the Falcon Utility. Standard equipment includes:*  
 "Pursuit 170" engine  Alternator  7.35 x 14 inch extra-low-profile 6-ply tyres  Longlife, easy-to-take-care-of rubber floor mat  
 "Select Air" ventilation system  Windscreen washers  2-speed electric windscreen wipers  Long-lasting, "Ripple-Weave" vinyl upholstery  Big self-adjusting 10 inch drum brakes  Undercoating of all vital underbody parts  Zone-toughened windscreen  Interior bonnet lock  Safety-design deep-centre steering wheel  "Bear-Hug" double-grip safety door locks  14 inch, 5-stud wheels with safety rims  Tonneau cover  Lockable spare wheel compartment.



AND NOW THE MOST STYLISH, LUXURIOUS AND COMPLETELY EQUIPPED UTILITY EVER. THE FALCON 500 BRINGS YOU THE BEST OF EVERYTHING

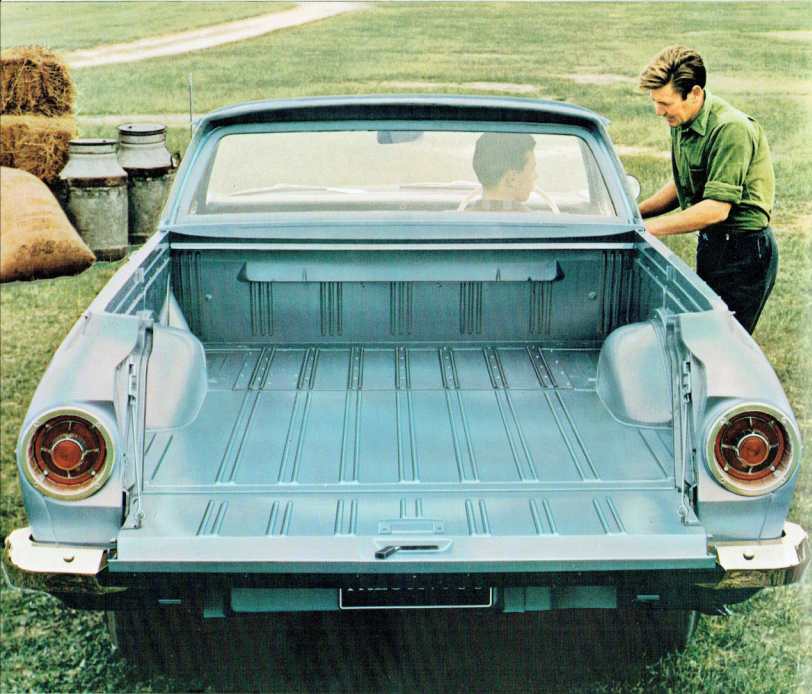
MOVE OUT FRONT ON EVERY JOB  
**FALCON**  
 HALF-TON UTILITIES AND VANS

The new Falcon 500 sets a new high standard for utilities. In addition to its glamorous good looks and rugged reliability, no competitor can match it for room, luxury, comfort features and equipment. On the open road, the Falcon 500 feels like a luxury sedan. New seat springing and deep, foam-cushioning provide the utmost in relaxation and firm support. New heavy-duty "Glove Grain" vinyl upholstery is superbly good looking and tough wearing. And all around there's the most lavish use of sound-deadening materials ever used in a utility. Without a doubt, this new Falcon 500 Utility has the roomiest and most comfortable interior in its class! But the luxury and convenience doesn't end there.

The new instrument panel is completely safety padded—*right across*, and features a new "swept-away" design—packed with eye appeal. A full range of instruments is neatly grouped within twin circular dials in a recessed panel in the dash. Within easy reach of the driver are the controls for Falcon's new dust-free "Select-Air" fresh air ventilation system. Steering is light, easy, yet more precise, with Falcon's new high efficiency needle roller bearing design. Under the bonnet rests the power and responsiveness of the "Super Pursuit 200" engine (121 bhp) — which now features improved carburation, a seven-bearing crankshaft, hydraulic valve-lifters, and increased torque. The new 3-speed manual transmission has

synchronesh on all forward gears. Add Falcon's massive "Torque-box" chassis construction and extra-heavy-duty suspension to its glamorous lines and luxury interior . . . and you have a utility that can act any part—as a rugged workmate, or elegant "Town and Country Car".

*Falcon 500 Utility pictured above.* Standard equipment includes all items mentioned for the Falcon Utility on Page 3, plus:  "Super Pursuit 200" engine  Fully-synchronesh 3-speed gearbox  Interior rear view mirror  Horn ring and white steering wheel  Full width chrome instrument panel moulding  Door operated courtesy light  Exterior door locks on both doors  Foam cushion sewn pleat seat trim  Fully-padded instrument panel  Foot-operated windshield washers  Padded door-pull/armrests  Cigar lighter  Safety sun-visors  Distinctive exterior side chrome moulding.  Chrome bumperettes.

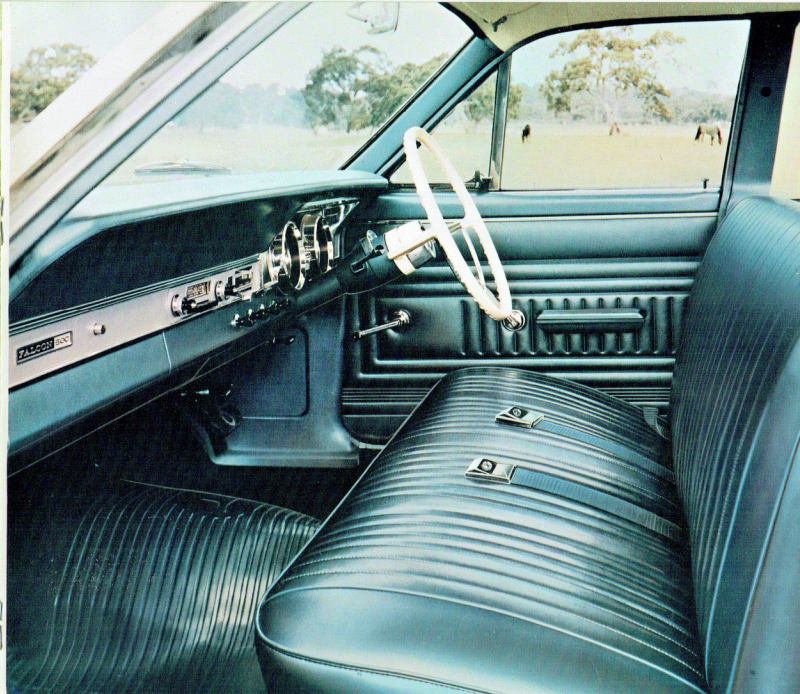


**GIANT-SIZE CARRYING CAPACITY. LONGEST USABLE LOAD LENGTH — GREATEST USABLE LOAD WIDTH — MORE THAN HALF-TON CAPACITY.**

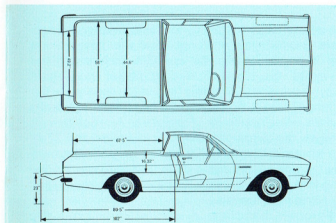


Loading height is only 23" from the ground.

The biggest usable load area in its class makes Falcon a man's best working companion. For sheer size and strength, it's unequalled by any other utility near the price. Falcon's usable loadlength (with tailgate up) is a giant 67.5 inches, almost 10 inches longer. The usable load width (between wheel housings) has been increased to 44.6 inches! The result? Falcon is more than a match for any load — any job. For really rugged jobs, Falcon's floor is the strongest. The main floor area is one piece welded steel with integral skid-strips . . . the forward floor area is laminated board with steel skid strips . . . the whole load-area is reinforced with a much stronger floor to frame construction, plus thicker key structural sheet metal, and a one-piece bulkhead.

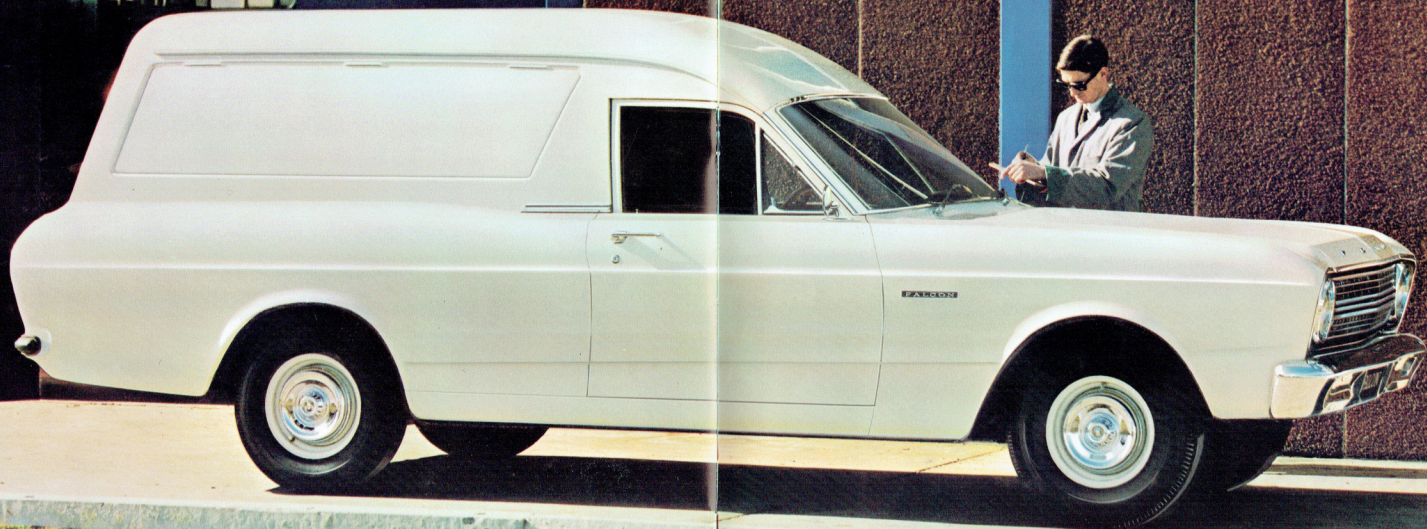


**BIGGEST CAB OF ALL! MORE ROOM TO MOVE IN EVERY DIRECTION . . . MORE COMFORT . . . MORE ALL-ROUND VISIBILITY**



Whether for on-the-job travel or leisure-time outing, Falcon has spreading comfort-room for three big people. All dimensions are biggest in Falcon's class. Door-openings are wide and deep for easy entry and exit. As the seat is moved forward for a shorter person, it moves higher to provide better visibility. Special seat construction includes non-sag springs and deep, foam-cushioning. And your travel is quieter — special insulating and sound-deadening materials completely surround the interior. Equipment includes a big parcel shelf behind the seat, bigger glove-box, and Falcon's new dust-free "Select-Air" ventilation system, and many new safety features listed on Page 11. (Pictured above is the Falcon 500 Utility interior.)

BULK STORE  
RECEIVING DEPT.



**THE FALCON HIGH ROOF VAN — BIGGEST LOADSPACE . . . 92 CUBIC FEET! MOST RUGGED CONSTRUCTION . . . MOST FEATURES**



For a practical combination of style, loadspace, ruggedness, performance and profits, you can't go past the new Falcon High Roof Van. It combines all the comfort features of the Falcon Sedan . . . all the strength and rigidity of the Falcon Utility . . . plus a tremendous 92 cubic feet of loadspace — the biggest in its class. There's 57" load width between sidewalls . . . 44.6" between wheelhouses. From floor to roof there's over 41" loadheight, the tailgate opening is 49" wide and 37.8" high, and, when lowered, is only 23" from the ground. Counter-balanced double tailgate construction enables easy, one-handed operation . . . top and bottom tailgate hinging means easy load handling in the narrowest laneway.

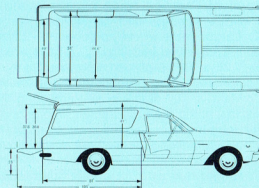
On the road, Falcon's handling is special too. It has the

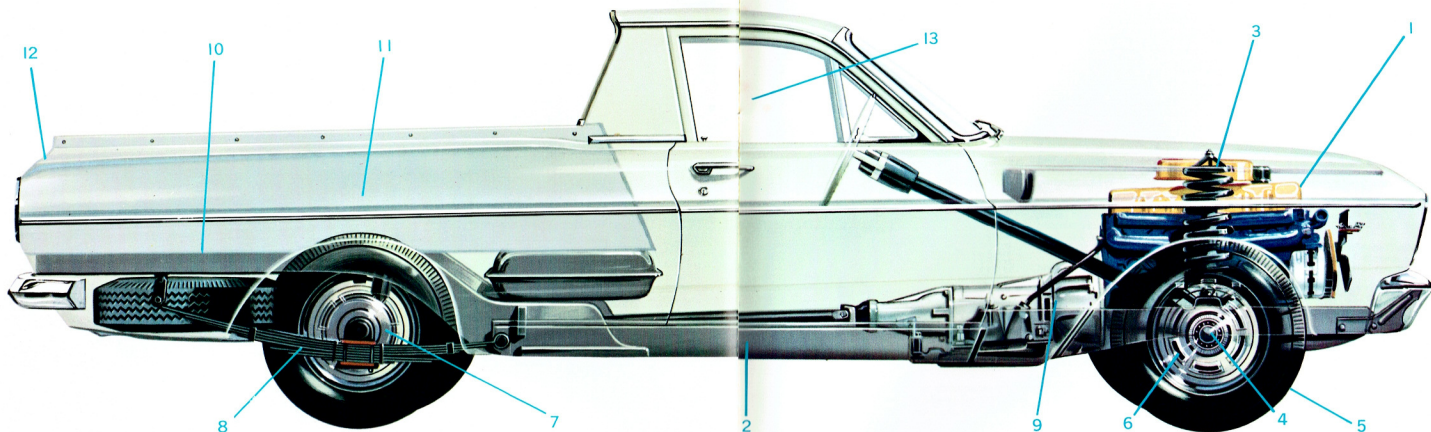
longest wheelbase, widest track, big 7.35 x 14 extra-low-profile tyres, precise steering and a suspension system designed specifically for van requirements.

The smart new styling of the Falcon High Roof Van can promote your business, too . . . with its long, deep side panels, ideal for your advertising display message.

For performance, there is the "Pursuit 170" engine with its increased torque for greater responsiveness and hydraulic valve-lifters and seven-bearing crankshaft for greater smoothness . . . plus extra-heavy-duty transmission, axle, clutch, and massive 10" diameter brakes.

The Falcon Van features the same standard equipment as the Falcon Utility (listed on page 3).





## EXTRA VALUE BY DESIGN: DESIGNED AND BUILT TO WORK!

- Improved six cylinder engines . . . seven main bearing, hydraulic valve lifters for smoother, quieter operation . . . increased torque output for increased performance and flexibility . . . all-new carburettor, larger muffler and exhaust pipes for economy, too . . . choice of 2 engines — "Pursuit 170" (111 bhp) standard . . . "Super Pursuit 200" (121 bhp) optional on Falcon Utility and Van, standard on Falcon 500 Utility.
- Exclusive full length "Torque-box" chassis construction . . . provides massive body strength . . . includes shock-absorbing steel boxes near each wheel.
- Extra-heavy-duty front coil suspension is backed up by box section apron reinforcements . . . provide immense strength and ruggedness.
- Larger front wheel spindles . . . larger extended-lube front wheel bearings . . . 5-stud wheel mountings.
- 7.35 x 14" 6-ply extra-low-profile tyres (standard equipment), more rugged 14" wheels with safety rims.
- Massive 10" diameter self-adjusting brakes . . . 154 sq. ins. lining area . . . thicker linings bonded to shoes for longer life . . . solid cast front brake drums for smoother braking, better heat dissipation for fade-free stops. Power disc brakes optional.
- Bigger rear axle . . . greater load rating . . . greater power rating . . . 7 $\frac{1}{4}$ " dia. ring gear . . . 4 pinion

- differential for more even distribution of power load.
- Longer, wider rear springs, featuring Falcon's exclusive 2-stage, 7-leaf design . . . IsoClamp rubber bushed rear axle mounting . . . rubber bushed spring shackles.
- Bigger 9 $\frac{1}{4}$ " hydraulically controlled clutch with 77.8 sq. ins. of friction face . . . larger gears, wider gear faces, bigger gear shafts and bearings, heavier casing . . . fully synchromesh gearbox optional (standard on Falcon 500 Utility) . . . "Fordomatic 3S" and "Cruise-O-Matic" automatic transmission optional on all models.
- Stronger load floor to frame construction . . . thicker key body structural sheet metal . . . one piece bulkhead.
- Longer usable loadspace . . . wider usable loadspace . . . main floor area in welded steel with integral skid-strips . . . forward floor section in laminated board with steel skid-strips.
- Counter-balanced tailgate . . . easy one-handed operation . . . loading height from ground only 23".
- Biggest, most comfortable passenger compartment . . . improved dust sealing . . . wider seat . . . more headroom, legroom, shoulder room . . . "Select-Air" driver-controlled fresh air ventilation system.

## DESIGNED AND BUILT TO LAST!

### Safety features:

Packed with safety features . . . safety glass all round . . . anti-glare windshield wipers . . . new "Bear Hug" double-grip safety door locks . . . deep centre safety steering wheel . . . 2-speed electric windshield wipers . . . windshield washers . . . 7.35 x 14" extra-low-profile tyres mounted on safety rims . . . massive 10" dia. self-adjusting brakes . . . safety sun visors . . . full width safety instrument panel available (standard on Falcon 500 Utility) . . . front seat lap belts (colour-keyed) fitted to Falcon before delivery. These belts are easily converted to combination lap-sash belts by the addition of a low-cost sash. A sash anchorage point on the centre pillar is standard on every Falcon. Ford seat belts are manufactured to strict ASA safety standards and feature an exclusive push button release.

### Exclusive 9-step paint process:

New Super Diamond Lustre Acrylic Baked Enamel outer finish . . . plus a 9-step paint process and "triple rust protection". This exclusive 9-step paint process starts with metal sanding and degreasing, followed by a full hot spray bath of zinc-phosphate — the first step in a "locked in" permanent finish. Then the body goes through two major rust proofing stages — zinc primer coating plus underbody dip. These are followed by two coats of epoxy primer, giving a fully sealed finish before the paint is applied. Finally, three coats of acrylic enamel are baked on, to give a permanent full gloss deep shine that never needs waxing. As a final protection a spray-on under-coating is applied to each Falcon on vital underbody areas.



**Wide track design:** The new Falcon Utilities and Vans give you by far the widest track, and the longest wheelbase, of any vehicle in their class. Track, front and rear, is 58 inches. The wheelbase is 111 inches. This wider, longer stance makes a tremendous difference to your driving. You'll notice how the new Falcon Utilities and Vans cling to the road and take corners effortlessly . . . even under the most tortuous conditions.

## SPECIFICATIONS:

Engines	Pursuit 170	Super Pursuit 200
Cylinders/Valves	6/OHV	6/OHV
Displacement	170 cu. in.	200 cu. in.
Bore/Stroke	3.50/2.94"	3.68/3.12"
Comp. Ratio (to 1)	9.2	9.2
Max. B.H.P.	111 @ 4400 RPM	121 @ 4400 RPM
Max. Torque (lbs. ft.)	158 @ 2400 RPM	190 @ 2400 RPM

**Engine Features.** 7 main bearing crankshaft — hydraulic valve lifters. Up to 6,000 mile oil changes; 36,000 mile fuel filter; 12-volt electrical system; 54 plate 40 amp/hour battery; 35 amp heavy duty alternator; corrosion resistant muffler with 2" diam. exhaust pipe.

**Clutch (Manual Transmission).** Single cushion disc, dry plate, hydraulically operated. Face diam. 9 1/4" — friction area 77.8 sq. ins.

**Manual Transmission.** 3 forward speeds — 1 reverse. Steering column change. Synchromesh 2nd and 3rd gears. (Synchro 1st gear standard on Falcon 500 Utility, extra cost option Falcon Utility and Van.) Ratios (to 1): 1st — 2.95, 2nd — 1.69, top — 1.00, reverse — 3.80.

**Fordomatic 3S Automatic Transmission.** Three forward gear ratios, one reverse. Ratios (to 1): Low — 2.39, inter — 1.45, top — 1.00, reverse — 2.09.

**Cruise-o-matic Transmission.** Three speed automatic with two selective drive ranges — 3 speed range starting in low, 2 speed range starting in intermediate. Ratios same as Fordomatic 3S.

**Rear Axle.** Ratios: Manual trans. 4.00:1; Auto.

trans. 3.50:1. 7 3/4" diam. ring gear. 4 pinion differential.

**Front Suspension.** Angle-poised ball-point 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 ratio 20:1. 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. in. Power disc front brakes and power assisted rear drum brakes optional.

**Wheels & Tyres.** Wheels: 14" x 5J pressed steel, ventilated disc, safety rims, 5 stud mountings. Tyres: 7.35 x 14"-6 ply. All tyres extra low profile, tubeless, black sidewall.

**Weights.** Approximate kerb weight with 170 man. trans.: Utilities — 2,875 lbs., Van — 2,930 lbs., GVW — 4,100 lbs. Add 40 lbs for "Fordomatic 3S" or "Cruise-O-Matic".

**Fuel Tank Capacity.** 12.8 Imp. gals.

**Dimensions.** Overall length 187.4". Overall width 73.5". Overall height: Utility — 55.6", Van — 64.6". Wheelbase 111". Track front and rear 58". Ground clearance 7".

**Warranty.** Falcon gives you warranty protection for 12,000 miles or 12 months whichever comes first, excluding tyres and tubes which are warranted by their manufacturer. Every Falcon is warranted against defects in materials and workmanship for this period. Owners are responsible only for normal maintenance and routine replacement of maintenance items.

### 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 FoMoCo 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 of any competent authority which may be applicable 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 Rd., Campbellfield, Vic.

**PROVED AND APPROVED:** When you take the wheel of your new Falcon . . . you have the assurance of knowing that it has passed and repassed every test known in the automotive world . . . right here in Australia. First in Ford laboratories then on the vast Ford Proving

Ground facilities, You Yang Mountains, Victoria. Tests were conducted in every kind of weather over roads which represented every kind of terrain found in Australia — bitumen, unimproved and gravel circuits — pot-holed roads, dust bowls.



Above: "Cobblestone Road" — one of the "nightmare" stretches, tests durability of body structure, steering gear and linkage, suspension components and shock absorbers.



Above: The "Concrete Pot-Hole Test" — inflicts bone-jarring jounce and rebound tests to shock-absorbers, suspension and body structure.



Above: The "Body-Twist Road" — a brutal test of body tightness and structural strength. Durability of body structure and chassis components never got a more rugged test. Tests were run for mile after

mile, month after month . . . all tests were specially designed by Ford engineers to accelerate wear-and-tear of vital components of the whole of the vehicles.