





FORD

FALCON

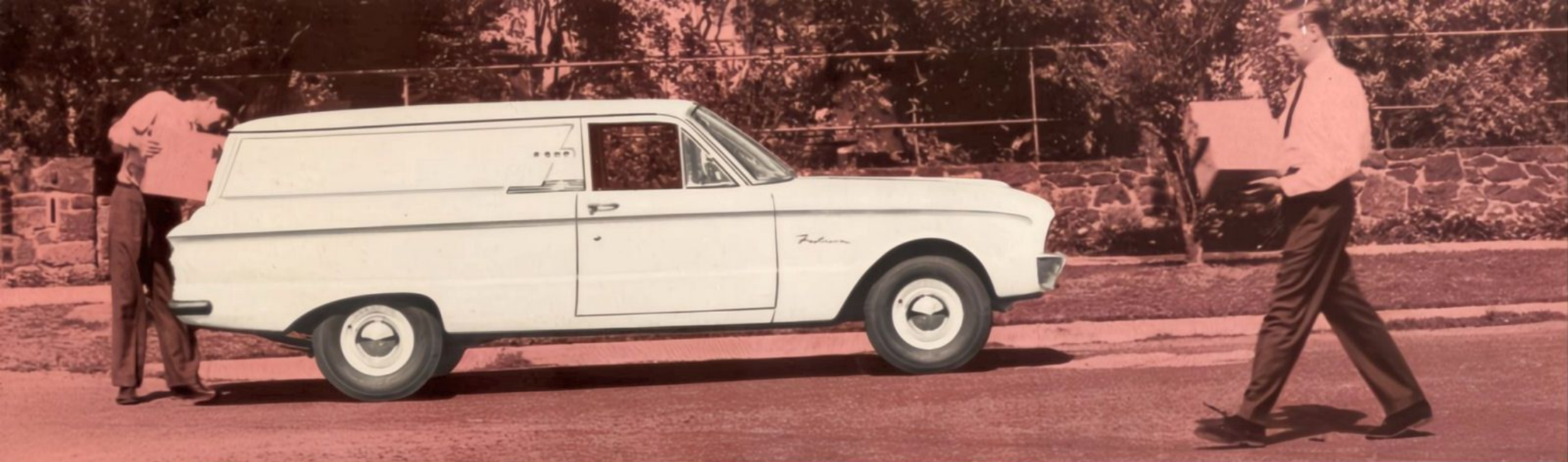
AUSTRALIAN WITH A WORLD OF DIFFERENCE

10

CWT.

SEDAN

DELIVERY



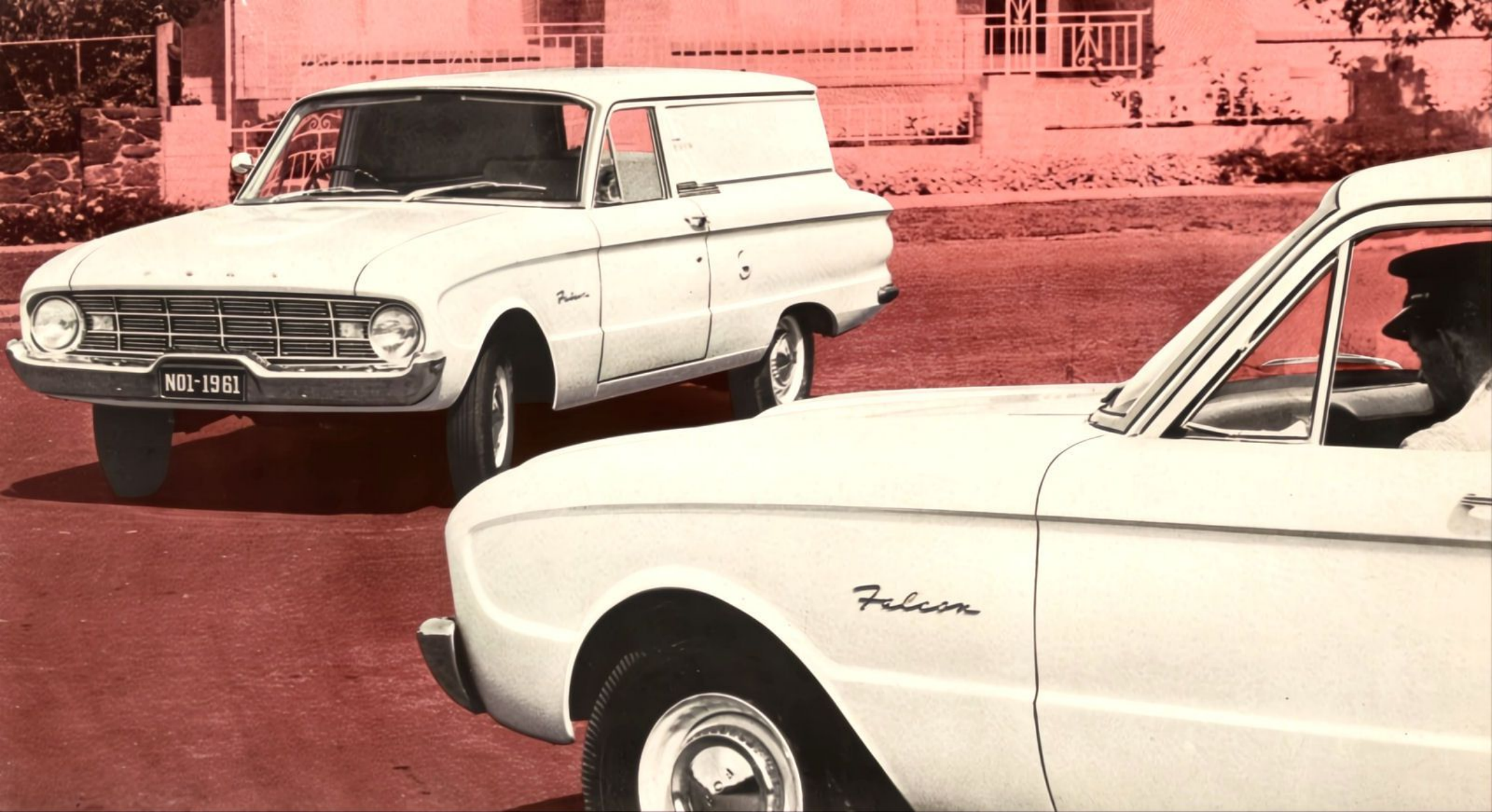
Most modern, most powerful and most economical Sedan Delivery in Australia!

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.

**FIRST
DELIVERY
VALUE**

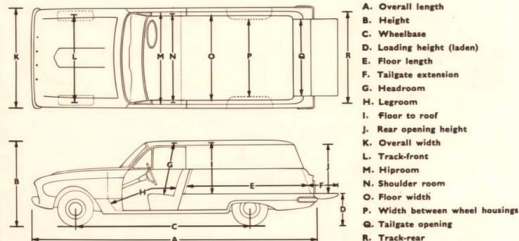
FALCON SEDAN DELIVERY



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.

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



**FIRST
DELIVERY
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FALCON SEDAN DELIVERY

Pick of the panel vans because it's the newest way to save at work . . . gives you more customer-winning prestige . . .

When you decide on the new Falcon Sedan Delivery you're stepping up to a new measure of value in the delivery field! For the Falcon is 1961 *all through*—designed for the *modern* Australian businessman who wants the best that this day and age can offer! Designed to bring a *new look* to your business. That's why we say the Falcon Sedan Delivery is the pick of the panel vans — and first in delivery value! Think it out for yourself — looks, prestige, a full 10 cwt. capacity, performance, power, plus Falcon's proven petrol economy . . . yet Falcon's priced right down with the *lowest*, costs less to operate, less to maintain. And notice, too, the long, uninterrupted length of display space along Falcon's side for your advertising message to be carried everywhere you go.



More of what a panel van is for!

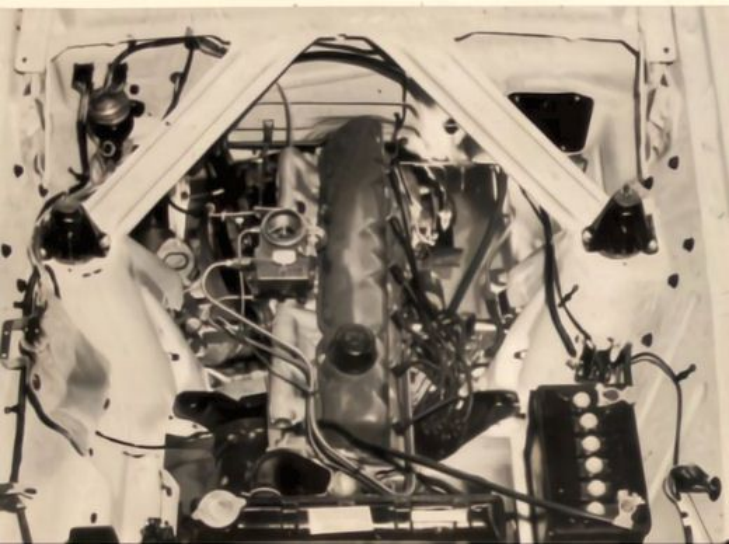
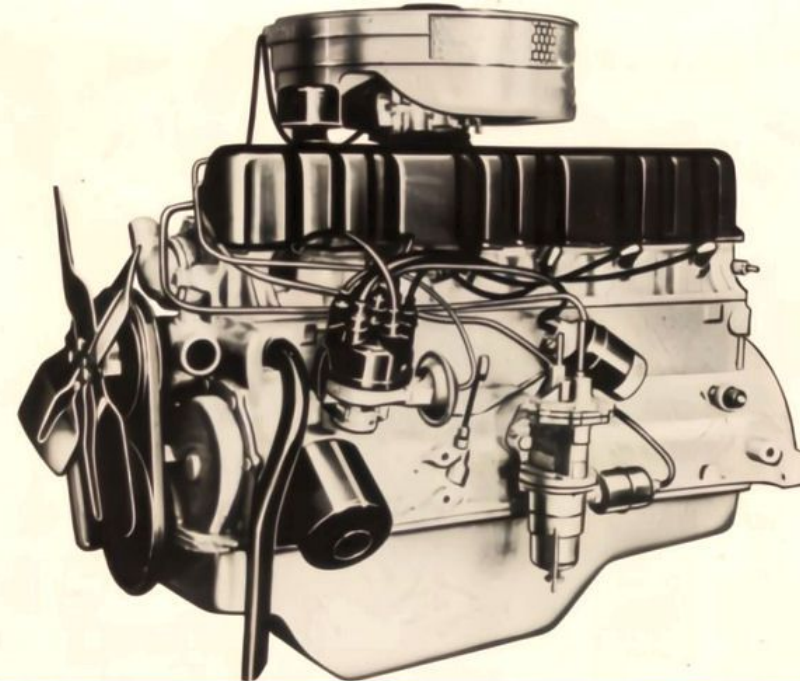
The Falcon gives you more floor length than its biggest competitor, either with the tailgate open or closed. And the tailgate itself is almost 2½" wider for easier loading. And speaking of loading, there's only 21" to lift loads from the ground to the tailgate when opened.

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!

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.

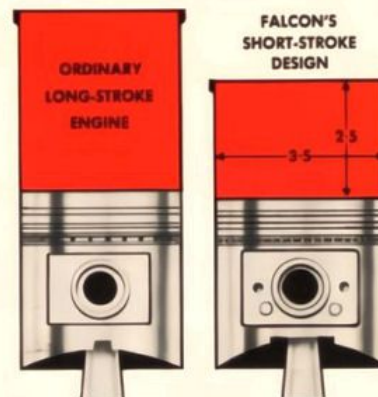
Another Falcon exclusive: — before installation every Falcon engine is electronically balanced, while running under its own power, to provide maximum efficiency and quietness of operation.



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. 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.



Brief Specifications

**FIRST
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FALCON SEDAN DELIVERY

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, 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. 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 are 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 applying range 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-focussed headlights, parking lights, tail-lights with stoplights and amber turn indicator lights, number plate illumination light, black rubber floor covering.

Weight:

Curb weight—2,700 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.

