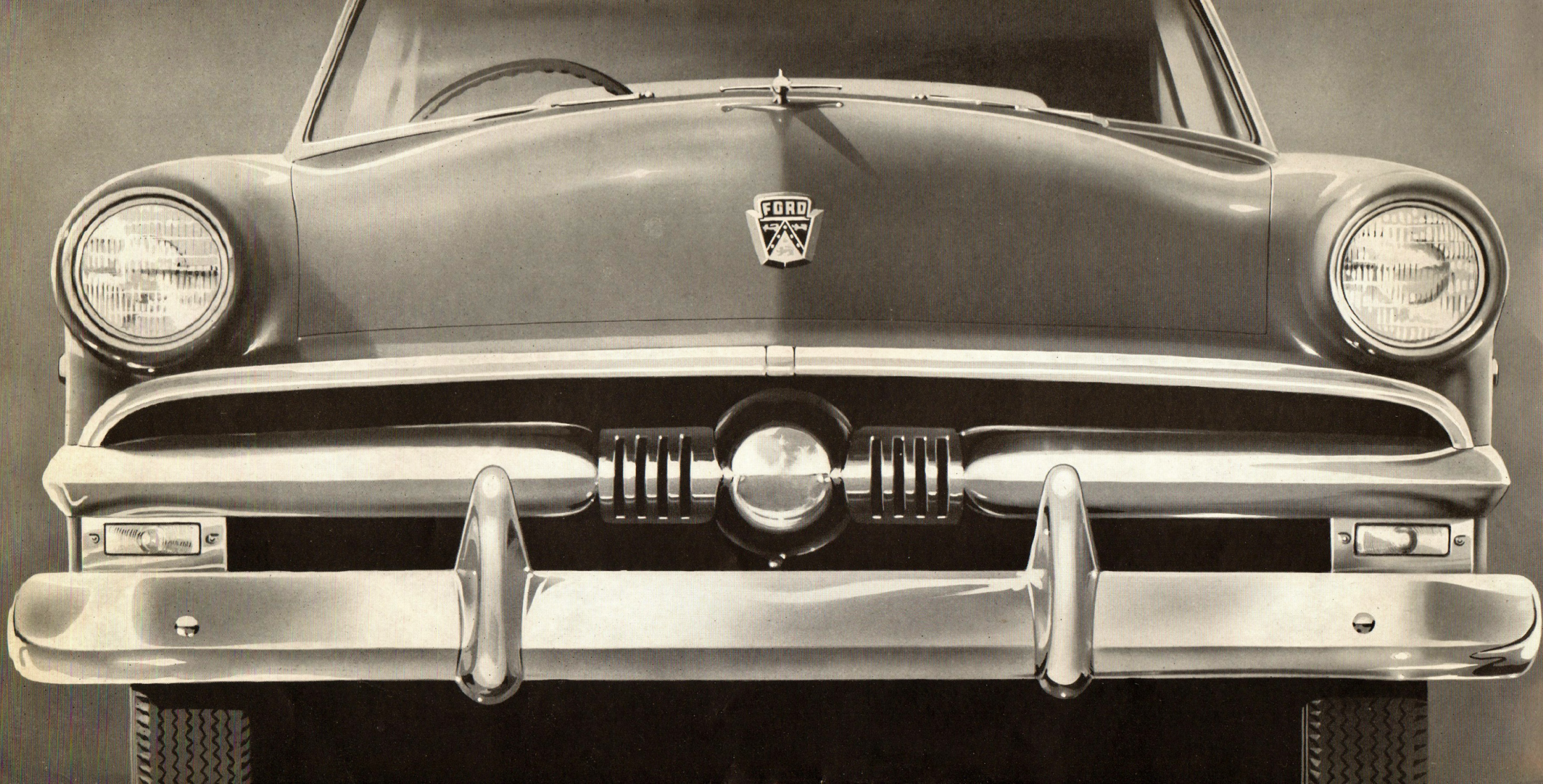


FORD V8



Incorporating 50 "Worth More" Features



Above all others this is the car you will want to own

IN keeping with the auspicious occasion of its 50th Anniversary Ford this year presents the most distinguished motor car in all Ford history!

Not only is it the most beautifully styled Ford ever to bear the proud Ford insignia, but it brings with it 50 worth-while "Worth More" features that make it a more attractive car to own, a more desirable car to drive, a more restful and more satisfying car to ride in.

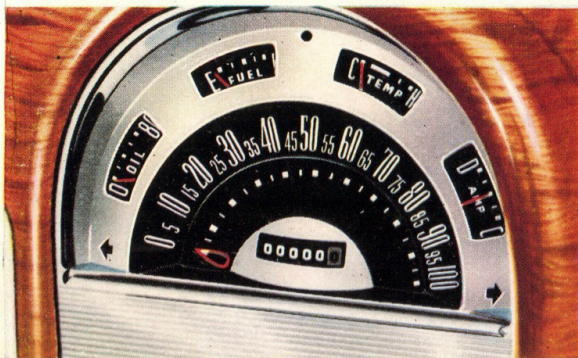
Yes, this new Ford Customline has a "Miracle Ride" that is sensational in perfect balance, smoothness and stability; it has Balanced-Ease Steering which takes the work out of steering and parking. It has a longer, lower, wider look, the splendid craftsmanship of Ford Quality Bodies—and expansive sofa-wide seats to give Posture Control Comfort to six big people.

Again a brilliantly built 32.5 h.p. Strato-Star engine provides V8 high-compression power to meet the needs of effortless performance; and again the Automatic Power Pilot adds extreme economy to high engine efficiency.

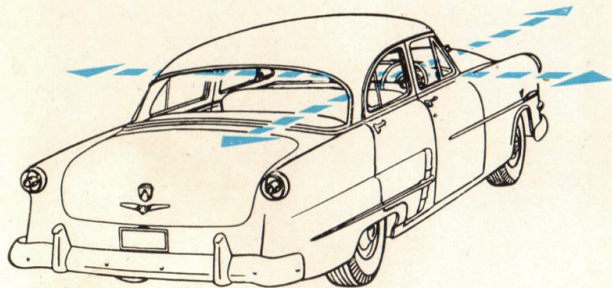
Above all others, this is the car you will want to own. Your local Ford Dealer will be glad to answer all your questions about it—and he'll enjoy taking you for a test-drive.



In this new, beautifully designed and symmetrical grille is expressed the keynote feature of Ford Customline's sparkling new styling. It is a symbol of the solid quality and the style-setting beauty that sets Ford apart and ahead—in advance of all other cars on the roads of Australia and the rest of the world.



Smartly-Designed Instrument Cluster combines all instruments in one easy-to-read group, wherein lighting can be dimmed if desired.



Ford's Full-Circle Visibility brings you a valuable margin of safety. A huge, curved, one-piece windshield, a huge, curved, car-wide rear window, and big picture windows each side give driver and passengers an all-round unbroken view. All glass is safety glass.



SEATED at the wheel of this exceptionally responsive Customline you find that everything has been designed for safe, easy, enjoyable motoring. Balanced-Ease Steering takes the work out of driving; Easy-shift gear lever is right at hand for quick, quiet changing; Neat arm-rests are comfortably placed; the Key-turn Starter sets the big smooth Strato-Star motor purring; a wide angle rear-view mirror gives better vision to the rear; . . . everything has been designed for your greatest motoring enjoyment.

Flight-style Control Panel. A feature of Ford's interior styling is the attractively grained Instrument Panel which houses the various dials and controls. All controls are located within easy reach and are individually lit for quick identification at night. There is a parcel compartment with handy push-button latch, a convenient, centrally located ash tray, and a clock.

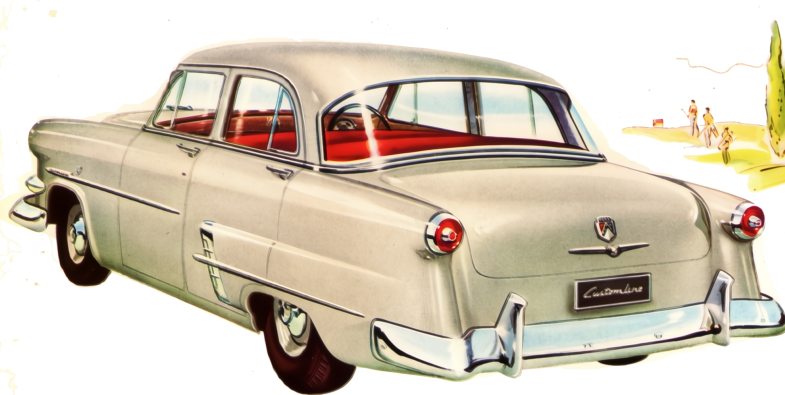


Superbly styled!

IN THIS LATEST VERSION of Ford interiors the designers have accomplished a happy combination of advanced styling, outstanding interior beauty, superb comfort and appointments in the very best taste.

This is a weathersnug body that has been built to seal out water, dust and draught—a body that has been styled to stay in style for years. It has exciting new upholstery and trim in appealing colour-keyed combinations wherein the two-toned seat leathers blend with carpets, headlinings and mouldings.

Doors are over three feet wide. Sofa-wide, sofa-soft seats front and rear are more than wide enough to hold three big people apiece. Vast glass area gives an almost continuous circle of vision. The front seat is instantly adjustable. Hardware has been chosen for its durability and beauty. Every detail, every distinctive feature has been carefully planned to comply with Ford's highest quality standards. Sit in this car and know how comfortable a body can be!



**Stem to stern —
a stylised
beauty!**

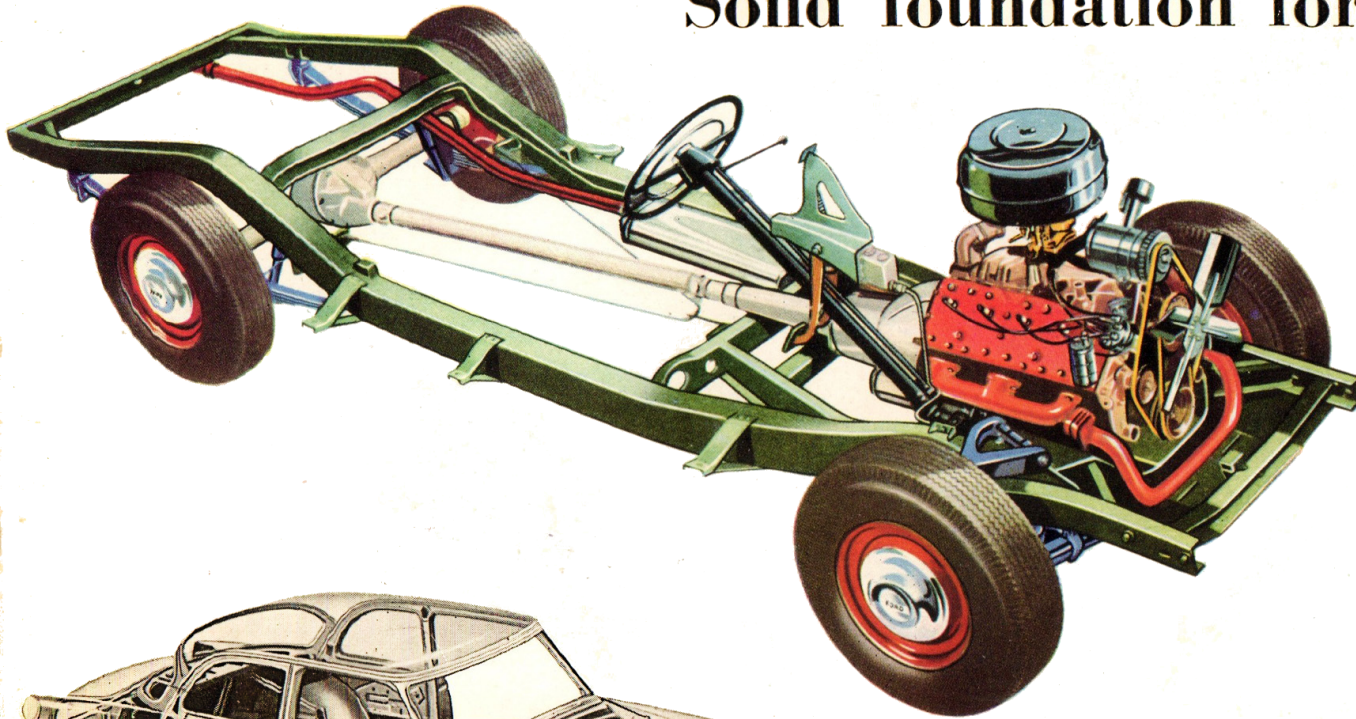
IN FRONT there is great distinction in Ford's trend-setting wider, lower look that is enhanced by a sparkling new bold bar grille, with projectile type centre spinner and new rectangular

parking lights. The rear is handsome with high and wide placing of width-defining rear lights, lowered bumper level, new wing-shaped deck lid handle and the striking, colorful Ford crest.



**Picture yourself
at the wheel of this car!**

Solid foundation for true roadworthiness . . .



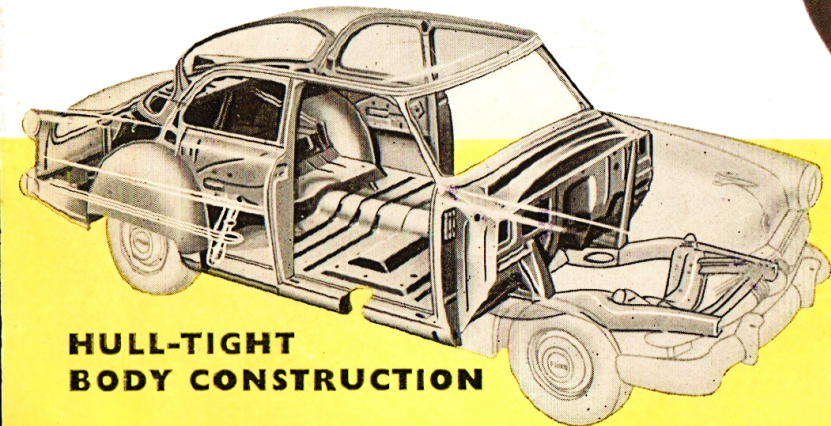
Firm basis for the superstructure of this Customline's big body is the husky K-Bar Frame Member Chassis with reinforcements that add extra strength and twist-resistance with resultant "new car" quietness and smoothness through the years ahead. Its design permits the placing of seats in the most comfortable position.

"Miracle Ride" provides a really miraculous sense of restfulness and stability. This Ford-engineered and smoothly co-ordinated system of ride control adjusts instantly and automatically to changing road conditions. Spring and shock absorber action is softer, more precisely balanced.

Balanced-Ease Steering which combines an ultra-modern symmetrical linkage and triple-tooth roller and worm gear makes steering effortless; parking easy.

Power-Pivot Pedals. Clutch and brake pedals are suspended from above making operation easier and eliminating draughty floor holes. Brake master-cylinder is mounted for better protection and easier servicing.

Double-Seal Brakes are double-protected from water, dirt and dust; and their unique action uses car momentum for safer, swifter, smoother stops.



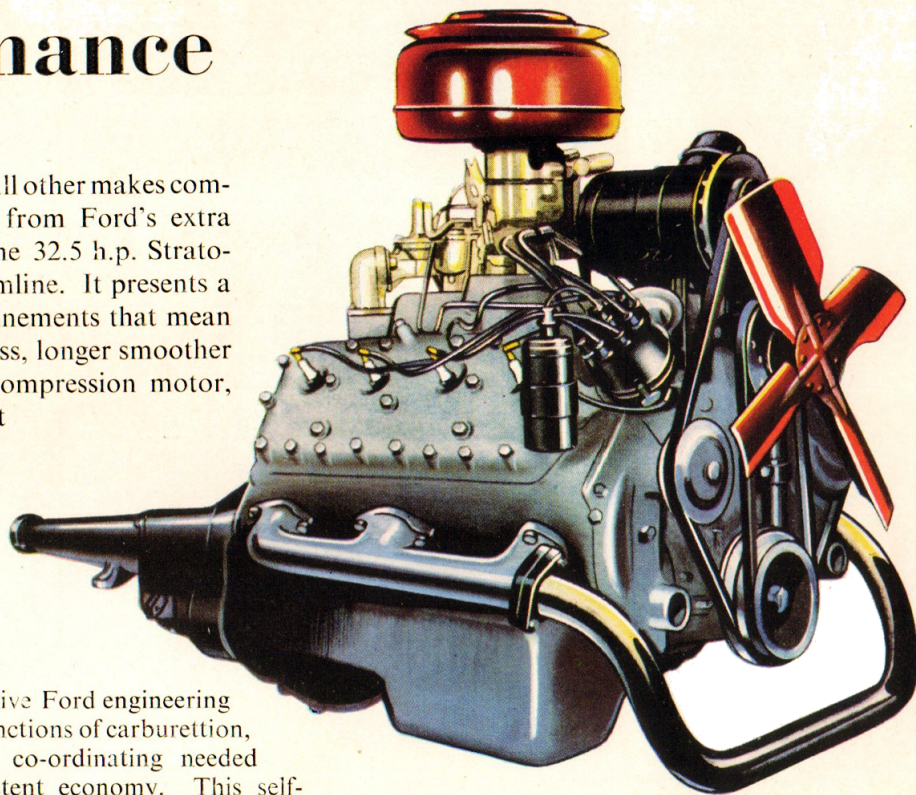
**HULL-TIGHT
BODY CONSTRUCTION**

Quality-built to stay *young* for years to come, Ford's hull-tight construction seals out water, dust, draughts and noise. Body bolts are rubber-cushioned—joints are welded, soldered and plastic-sealed. Every body member is specially designed and built to strictest specifications to assure long life and greater safety. All this care in construction is an assurance that your Ford will *keep* its value for a long, long time.

New, smoother, finer V8 performance

Ford has built more V8 engines than all other makes combined. From this vast experience, from Ford's extra "know-how" in V8 design comes the 32.5 h.p. Strato-Star V8 that powers the new Customline. It presents a host of engineering features and refinements that mean finer performance, increased quietness, longer smoother life, greater economy. This high-compression motor, with its greater power-to-weight ratio and improved carburettion provides a mighty surge of power and swift, smooth, economical performance.

Automatic Power Pilot, an exclusive Ford engineering development, perfectly combines the functions of carburettion, ignition and combustion — correctly co-ordinating needed power for any condition with consistent economy. This self-regulating feature gets the maximum efficiency from the V8 high compression engine, and more "go" from every gallon.



Dual Downdraft Carburellion. Smoother acceleration, better economy.

Deep-Breath Intake Manifold. Uniform fuel distribution, smoother operation.

Direct-Flow Crankcase Ventilation. Constant clean-air circulation removes corrosive vapours.

High-Torque Starting Motor. Assures quick, dependable starts in coldest weather.

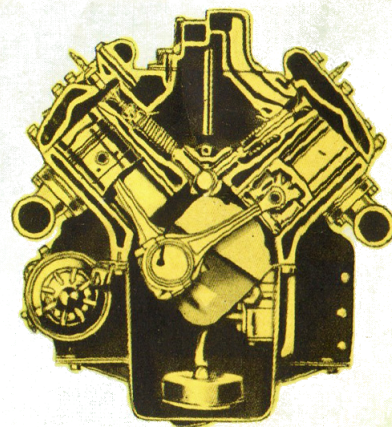
Full Pressure Lubrication. Keeps all vital bearing points fully protected.

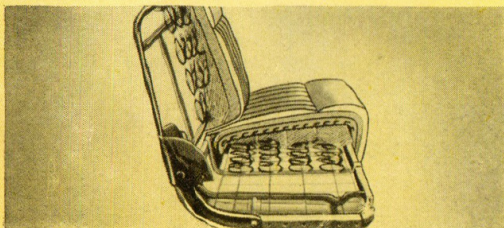
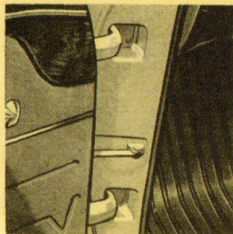
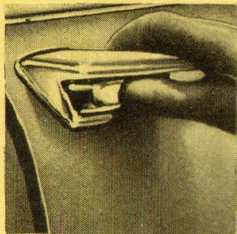
Waterproof Ignition System. Assures quick starts and all-weather efficiency.

Precision-moulded Crankshaft. Made from superior iron alloy; has excellent wearing qualities.

Valve Assemblies precision-set

Free-turning, high-lift valves are more efficient in operation, and have a longer life. They turn as they open and close, keep wear even, reduce chance of sticking. Valve springs and guides are assembled into precision-set units at the factory and do not require periodic adjustment.



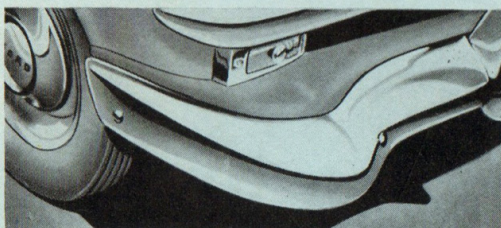
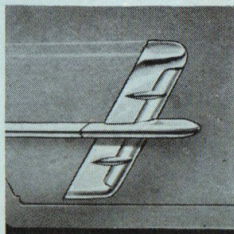
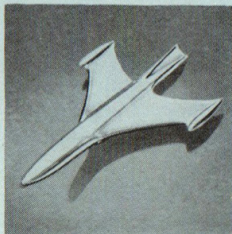


FOR COMFORT AND CONVENIENCE

Push-Button Door Handles. The modern yet simple construction of Ford's push-button rotary door latches enables doors to open easily, stay closed safely and operate smoothly.

Offset Door Hinges. Ford-designed hinges allow the over-three-foot-wide doors to swing closed with pressure equalised at all parts of the door frames to ensure a tight seal. New door checks hold the doors open for easy entrance and exit.

Form-Fit, Non-Sag Seats. Improved basic construction gives front and rear seats added support for back and knees. Non-sag springs keep you comfortable no matter where you travel and, in front seat, a foam rubber pad extends over cushion ends. Front seat tracks are ball bearing type and the seat glides forwards or backwards at a touch of the control lever.

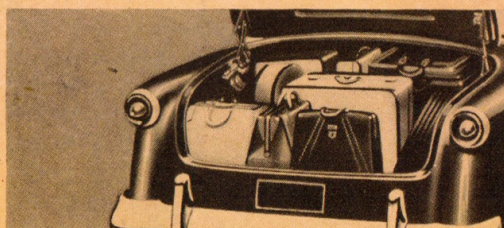
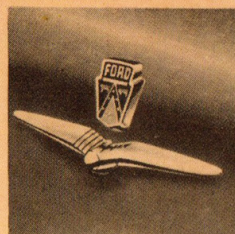
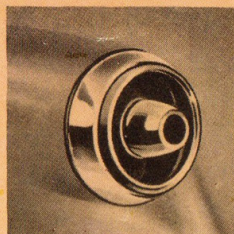


FOR BEAUTY AND DUTY

Futuristic Hood Ornament. Ford has designed an attractive new futuristic ornament to designate this new Customline. There is striking grace and distinction about all Ford ornamentation and hardware.

New Rear Cap Moulding. Not only does this bright metal guard act as an effective gravel-deflector and rub-rail, but it adds character to the sweeping lines of the car.

Sturdy Bodyguard Bumpers. For more effective wrap-around protection both front and rear, Ford is equipped with specially massive bumpers that are curved to follow the car's contours. They, too, contribute to the all-over beauty of this Customline. New rectangular parking lights are inset above the front bumper . . . out of the way . . . but clearly visible.

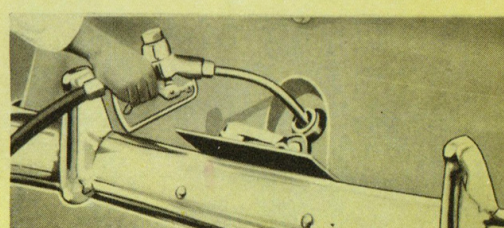
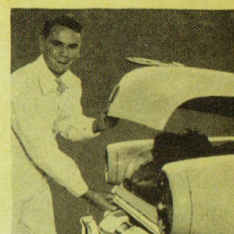
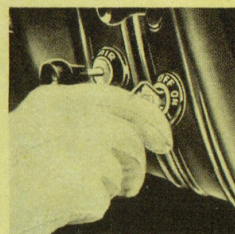


FUNCTION AND FASHION

Stylised Rear Lights. There is quite an important safety factor in the new, distinctively styled rear lights for they are positioned high and wide and have enlarged lenses that reflect to the rear and the side. They define the car's width clearly to overtaking vehicles.

New Rear Deck Lid Handle. Mounted below the familiar Ford crest, the smart boot handle has a weather-protected key opening. Just turn the key and a finger-tip touch lifts the lid.

Big, Deep Deck Luggage Locker. Here is real luggage space! The lid opens with the turn of a key and holds itself open. Counterbalancing hinges are mounted out of the way to give more load room. Sponge rubber seals the compartment against weather. The spare tyre is conveniently placed for immediate access.



TYPICAL SENSIBLE REFINEMENTS

Key-Turn Starter. A turn of the ignition key past the "on" position automatically operates the starter, instantly "bringing to life" the mighty but silent motor. No more searching for a foot pedal or stretching for a starter button.

Presto-Lift Engine Hood. A finger-tip lifts it open and spring-loaded, counterbalanced hinges hold it open at right height for easy access to the engine. Locking catch is released from outside by a lever and separate safety latch keeps hood from opening if not closed completely.

Centre-Fill Fueling. This Ford feature makes "filling up" easier from either side of the car, and hides the cap behind the number plate. Also it increases the unbroken area in the boot.

Ford V8 Customline Sedan Specifications

(Abridged)

V8 ENGINE

No. of Cylinders—8.

Bore and Stroke— $3\frac{1}{8}$ " x $3\frac{1}{4}$ ".

Piston Displacement—Cubic Capacity—239.4 cu. in.

Comp. Ratio—6.5 to 1.

Taxable H.P.—32.5 R.A.C. rating.

Max. B.H.P.—108 at 3,500 r.p.m.

Cylinder Block—90° V-type cast iron. Block and crankcase cast in one piece for greatest rigidity and accurate bearing alignment.

Crankshaft—Shot, rigid, steel-alloy casting.

Pistons—Split skirt aluminium. Alloy plated for anti-scurf. Cam ground for quiet operation.

Piston Rings—2 compression and with 2 oil control adjacent to piston pin.

Camshaft—Cast alloy iron. Cam contours have quieting ramp for quieter valve action.

Valves—Silichrome intake, nickel steel chrome alloy exhaust. Valves precision set, require no adjustment.

Valve Guides—One piece. Valve assembly removable as one unit.

Valve Seats—Integral with block for better cooling.

Lubrication System—Full pressure to main, connecting rod and camshaft bearings with positive lubrication to timing and distributor drive gears.

Oil Pump—High capacity, quiet and positive. Screened inlet located deep in crankcase.

Oil Filter—Externally mounted above L.H. cylinder head. Replaceable type cartridge.

Engine Ventilation—Inlet location left of generator to valve chamber. Outlet location tube extension from left front of intake manifold into slip stream.

Engine Cooling—4 blade fan. Series flow full length water jackets, thermostatic temperature control with continuous by-pass tubular radiator, pressure cap and 2 self-sealing water pumps.

Fuel System—Dual downdraft carburettor. Hand control choke.

Induction Manifold—Short, direct, nearly equal passages to each cylinder and level mounted for uniform fuel distribution.

Fuel Tank—Capacity 12 gallons. Indicator gauge on instrument panel.

Ignition—Distributor mounted in front of R.H. cylinder block and is readily accessible for servicing when required. Distributor spark advance utilizes difference between vacuum in manifold and carburettor throat for more accurate spark advance for varying loads and speeds.

CLUTCH

Type—Semi-centrifugal, dry, single plate. Dimensions—Outside diameter, $9\frac{1}{2}$ ". Total frictional area, 85.2 sq. in.

GEARBOX (Transmission)

Type—3 speeds forward, 1 speed reverse.

Gearbox Ratios: First—2.779 to 1. Second—1.614 to 1. Third (top gear direct drive)—1 to 1. Reverse—3.635 to 1.

Type of Gears—All helical. How Engaged—Gear change lever on steering column. First and reverse—Sliding gear. Second and third—Constant mesh with blocker type synchroniser.

CHASSIS

Structure: Five cross member, box section chassis frame of double drop design with third cross member incorporated with K-bar. Frame side rails of 4 " x $3\frac{3}{4}$ " and now with continuous weld box section for full length.

Front Suspension: Type — Independent swinging links with coil springs. Coil spring diameter outside—5.4 inches. Shock absorbers—Hydraulic double acting tubular type. Caster and camber—Independent adjustment for each at each wheel. Stabilizer bar—One piece, linkless type.

Rear Suspension: Type—Longitudinal semi-elliptic leaf springs. Number of leaves—7. Type of spring liner—Impregnated fabric inserts at tips of leaves. Spring shackles—Tension type. Spring bracket and shackle bushings—Rubber concentrated—pressure type. Lubrication required—None. Type of drive—Hotchkiss.

Rear Axle: Type—Semi-floating. Final drive gears (crown wheel and pinion)—Hypoid. Rear axle ratio—3.90 to 1. Axle shafts—Integral flanged steel forgings. Wheel bearings—Sealed, permanently lubricated.

FOOT BRAKE (Service Brake)

Type—Duo-Servo (self-energising) 4 wheel hydraulic.

Drum Type—Composite cast iron and steel. Front drum diameter—10 in. Rear drum diameter—10 in. Front lining width— $2\frac{1}{4}$ in. Rear lining width— $1\frac{1}{2}$ in.

HAND BRAKE

Type—Mechanical application of rear brakes. Actuation—T handle below instrument panel through lever and equalizing cable.

STEERING SYSTEM

Type—Symmetrical linkage with cross link and idler arm. Steering gear—Worm and triple tooth roller. Steering gear ratio—26.3 to 1.

ROAD WHEELS—Ventilated type steel disc wheels.

TYRES—5 No. 6.70 x 15 x 4-ply tyres and tubes, on 5 in. rims.

GENERAL

Wheelbase—115". Track (Front)—58". (Rear)—56". Maximum overall height with normal load—62.5". Maximum overall length over standard bumper guards—198". Maximum width—74". Crankcase capacity refill—pints—7 (plus 2 pints for dry filter). Cooling system capacity—quarts—17 $\frac{1}{2}$.

Ford Service everywhere is a wonderful advantage

THE FORD OWNER receives competent service throughout the length and breadth of the land. Ford Dealers everywhere are equipped to give specialised service, with highly skilled factory-trained mechanics, and dependable, genuine spare parts. This nation-wide Ford Dealer organisation makes it easy and economical for you to keep the fine performance of your Ford at its peak.



A fine Ford Radio has been designed and built to match this fine new Customline. It has superb tonal quality and gives undistorted, wide-range reception. It can be installed at the factory before you take delivery of your car—so have a word about it with your Ford Dealer.



Ford keeps Australia

a long hop ahead

in motor manufacture

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.

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

Here are Ford's 50 "Worth-More" Features

- 1 Ford "Crestcraft" Body.
- 2 Tailored, genuine leather upholstery.
- 3 Two-tone and single-tone interior trim combinations.
- 4 Finger-tip controlled adjustable front seat.
- 5 Arm rests front and rear.
- 6 Balanced "Hydra-Coil" front suspension.
- 7 Automatic door-operated interior lights.
- 8 Twin interior sun visors.
- 9 Smart grained finish to instrument panel and door reveals.
- 10 Wide view rear vision mirror.
- 11 Battery operated cigarette lighter.
- 12 Controlled ventilating system.
- 13 Armour plate safety glass all round.
- 14 Hull-tight construction with advanced sound and weather insulation.
- 15 Ford high lustre, baked enamel body finish.
- 16 Protective sweeping front and rear bumper bars.
- 17 Full-circle visibility.
- 18 Giant luggage compartment with key-release, counter-balanced lid and space-saving hinges.
- 19 Non-sag seat construction plus special front seat cushioning of foam rubber.
- 20 Flight-Style instrument panel with individually lighted instruments.
- 21 Push button door handles, rotor-type door latches and pintumbler door locks.
- 22 Presto-lift counterbalanced engine hood.
- 23 Short radius lock for easy parking and turning.
- 24 New "Miracle Ride".
- 25 32.5 h.p. Strato-Star V8 engine.
- 26 Centre-fill fueling.
- 27 Power-pivot suspended clutch and brake pedals and dash mounted brake master cylinder.
- 28 Balanced-ease steering.
- 29 Wide front track.
- 30 Silent-doorman two-stage front door checks and free-entry offset door hinges.
- 31 Variable rate rear spring suspension with diagonally mounted shock absorbers.
- 32 Viscous control shock absorbers.
- 33 K-Bar frame with box section side rails and five cross members.
- 34 Magic-action, double-sealed brakes.
- 35 Free action hand brake.
- 36 Power-cushion, semi-centrifugal clutch.
- 37 Automatic Power Pilot.
- 38 Free-turning, high-lift valves.
- 39 Super-fitted aluminium pistons.
- 40 Precision-moulded superior alloy crankshaft.
- 41 Precision-moulded high alloy exhaust valves.
- 42 Waterproof ignition system.
- 43 Key-turn starting.
- 44 Dual downdraft carburettor.
- 45 Positive crankcase ventilation.
- 46 Pump pressure lubrication.
- 47 Large twin tail lights with in-built reflectors.
- 48 Ample road clearance for off highway travel.
- 49 Long distance capacity fuel tank.
- 50 Full capacity oil bath air cleaner.