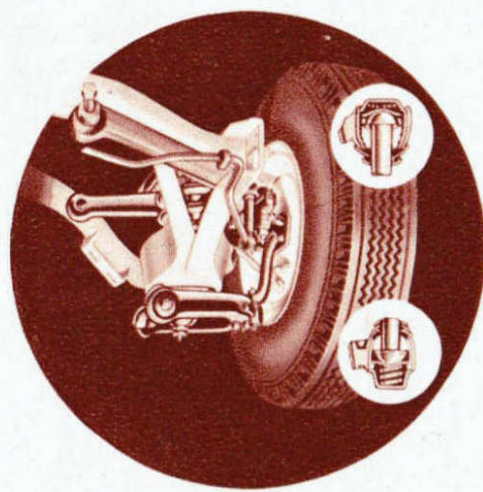


Proved—and now improved **FORD V8's** **BIG, BETTER DIFFERENCE!**

This husky chassis is the foundation on which a Ford V8 moves so smoothly



than having to jump over them . . . K-bar chassis has a special twist-resisting K-bar member included with five sturdy cross members. Its finer engineering features include—link type stabiliser to take tilt out of turns—variable rate rear suspension and Hotchkiss drive for relaxing ride, smoother start and stops—viscous control shock absorbers front and rear, for better control—low friction steering for easier handling—extra-big, self-energising and double-sealed brakes for safer stops in all weathers.

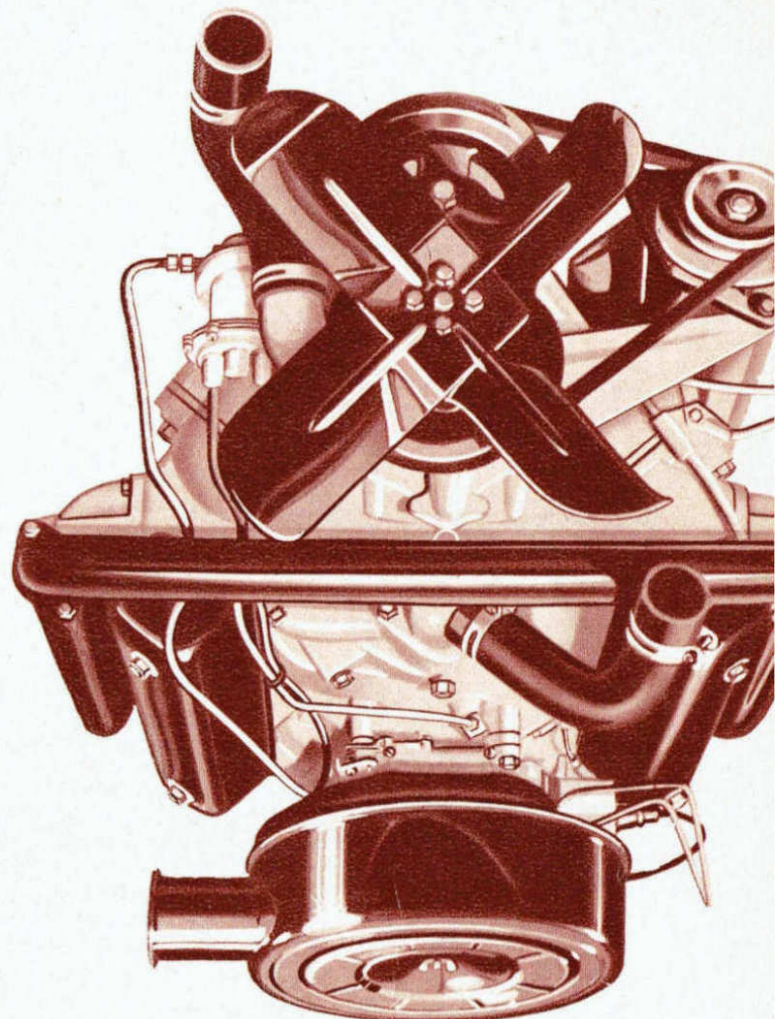
Only in a Ford V8 will you find the big, better difference that comes from the alliance of the Ford O.H.V. V8 engine with these two other exclusive Ford performance advances . . . Ball-joint suspension with its smoother ride and sure steering control. The massive ball-joint sockets, shown in illustration at the right, combine turning with up and down springing movement. In addition, this better system of suspension is "angle-poised" so that the front wheels literally "ease through" bumps and irregularities rather

A PERFORMANCE-COMBINATION found in no other car, irrespective of price!

The O.H.V. V8 which so effortlessly powers the Fordomatic and Customline is the result of this greater experience and "know-how" in design. Throughout the full range of driving speeds it provides an instant, hair-trigger responsiveness. For the driver, this means not only enjoyment of effortless performance but also the very important safety factor of more control over any situation. For passengers, it means more noticeable travel ease. To its advantage in power, the Ford O.H.V. V8 adds surprising economy. Owners consistently report better than 20 m.p.g.—and, in Mobilgas Economy Runs, over 23 m.p.g. figures have been officially recorded. Another advantage is Ford's modern, short-stroke principle. In a Ford O.H.V. V8, the piston-travel is shorter than in normal engines. This means less internal friction, more useable power—and, together with Ford's rigid, deep-block design, allows longer engine life.

*and yet with instant, mighty power
for ease and safety.*

FORD O.H.V. V8 ENGINE—so smooth, so quiet—



A PERFORMANCE PLUS THAT BEGINS WITH FORD V8'S EXCLUSIVE PERFORMANCE-COMBINATION!

FEATURES FOR GREATER SAFETY IN FORDOMATIC AND CUSTOMLINE

Huge, full wrap-around windscreen with 1100 sq. ins. of unobstructed vision . . . Lifeguard steering wheel with deep "dished" design that protects driver through greater absorption of any impact . . . Lifeguard door locks with a double grip that reduces possibility of doors springing open.

OPTIONAL FEATURES —

for even greater driving ease —

FORD POWER BRAKES With up to one third of normal pressure on the pedal, you have an instant, smooth braking control which makes driving, in traffic or highway, easier and more relaxing. This system is of the separate vacuum-booster type. In this design, there is the additional safety factor of the car's conventional braking system remaining operative at all times. If necessary it can be fully applied without the power-boost operating.



FORD POWER STEERING Steering effort is reduced by 75% and road shocks absorbed before they reach the steering wheel. It helps you in traffic . . . on sharp cornering . . . and takes the effort out of parking or turning. You can actually turn the wheel with one finger when the car is standing still. You have the same steering ratio as with conventional steering, and, as the power-boost works only when you need it, you retain the natural "feel" of steering on the straightaway.



FLASHING TURN INDICATORS A touch of a control lever on Customline's steering column gives instant warning, to approaching and overtaking traffic, of your intention to turn left or right. After the turn, signal automatically cancels itself.

FORD RADIO Two sets have been built specially to match a Ford V8's modern design. You have a choice of the very latest in either push-button or manually tuned receivers. For additional convenience rear speaker is also available.

INTERIOR HEATER AND DEMISTER With temperature controlled by a handsome fitting on instrument panel, this Ford-approved heater circulates warm fresh air throughout the car.

SPECIFICATIONS

ENGINE—V8 O.H.V. No. of Cylinders—8. Bore and Stroke—3.625 x 3.30. Piston Displacement—Cubic capacity—272 cu. in. Compression Ratio—7.1:1. Taxable H.P.—42 R.A.C. Cylinder Block—90° Y type cast iron. Block and crankcase cast in one piece for greatest rigidity and bearing alignment.

CRANKSHAFT—Short, rigid, steel-alloy casting.

PISTONS—3 ring super fitted aluminium alloy. Cam ground for quiet operation.

PISTON RINGS—3 rings—all above piston pin—2 compression and 1 oil control.

CAMSHAFT—Cast alloy iron. Cam contours have quietening ramp for quieter valve action. Silent chain drive.

VALVES—Silichrome intake, nickel chrome alloy exhaust—free-turning intake and exhaust valves with integral guides and seats.

LUBRICATION SYSTEM—Full pressure lubrication system—with full flow oil filter—to main, connecting rod and camshaft bearings with positive lubrication to timing chain and distributor drive gears.

OIL PUMP—High capacity, quiet and positive. Screened inlet located deep in crankcase.

OIL FILTER—Full flow—externally mounted on L.H. side of crankcase. Replaceable type cartridge.

ENGINE VENTILATION—Constant flow crankcase ventilation. Inlet at top of engine through oil wetted filter. Outlet through road draught tube in crankcase.

ENGINE COOLING—4 blade fan. Series flow full length of water jackets, thermostatic control; increased capacity single water pump. Water feed to each bank in the block via an equalizing chamber.

FUEL SYSTEM—Dual down draught carburettor. Automatic thermostatically controlled choke.

INDUCTION MANIFOLD—Short, direct, nearly equal passages to each cylinder for uniform fuel distribution.

FUEL TANK—Capacity 14½ gallons. Indicator gauge on instrument panel.

IGNITION—Distributor mounted to rear of R.H. cylinder bank and is readily accessible.

CLUTCH—Type: Semi-centrifugal, dry, single plate, ball type throw out bearing, 10 in. dia. pressure plate, suspended pedal.

TRANSMISSIONS (Customline): 3 speeds forward, 1 speed reverse. All gears helical type. Ratios: First 2.57:1, second 1.63:1, third 1:1; Reverse 3.13:1. How engaged—Gear change lever on steering column. First and reverse—Sliding gear. Second and third—Eliminates mesh with blocker type synchroniser. (Fordomatic)—Fully Automatic 3 forward speeds—Eliminates Clutch and Gear Lever. Selector Lever mounted on Steering Column.

CHASSIS—Structure: Five cross member, box section chassis frame of double drop design cross member incorporated with K bar. Frame side rails of 4" x 3½" and now with continuous weld box section for full length.

FRONT SUSPENSION—Angle poised ball joint suspension. Rubber bushed tilted, transverse link type with ball joints; tailored-to-weight coil springs with tubular shock absorbers; rubber bushed, 3 piece ride stabilizer.

REAR SUSPENSION—Type: Longitudinal semi-elliptic leaf springs. Number of leaves—6 leaves (heavy duty), 5 leaves (Boulevard). Spring shackles—Tension type. Spring bracket and shackle bushings—Rubber concentrated-pressure type.

HOTCHKISS DRIVE—Tubular propeller shaft, pre-lubricated needle bearings in universal joints.

REAR AXLE—Semi-floating type with hypoid gears; pressed steel, banjo type housing. Ratios: Fordomatic 3.22:1—Customline, 3.70:1. Axle shafts—Integral flanged steel forgings. Wheel bearings—Sealed, permanently lubricated.

FOOT BRAKE—Type: Duo-Servo (self energising) 4 wheel hydraulic; drum, type composite cast iron and steel. Drum diameters 11 inch, 182 sq. in. lining area.

HAND BRAKE—Type: Mechanical application of rear brakes. Actuation—"I" handle below instrument panel through lever and equalising cable.

STEERING SYSTEM—Type: Symmetrical linkage with spring loaded ball-stud in steering cross link, worm and roller type gear, anti-friction bearings in gear box and steering column. 25.3:1 over-all steering ratio 18-inch diameter steering wheel, approximately 41 feet turning diameter.

ROAD WHEEL—Ventilated type steel disc wheels.

TYRES—Five 6.70 x 15 4-ply std. super balloon tubeless type tyres. General: wheelbase 115½", Track (Front) 58"; Track (Rear) 56"; over-all width 75.9"; over-all height (design load) 61.0"; over-all length 198.5".

STYLETONING, TWO-TONING, and WHITEWALL TYRES—optional at extra cost.

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.

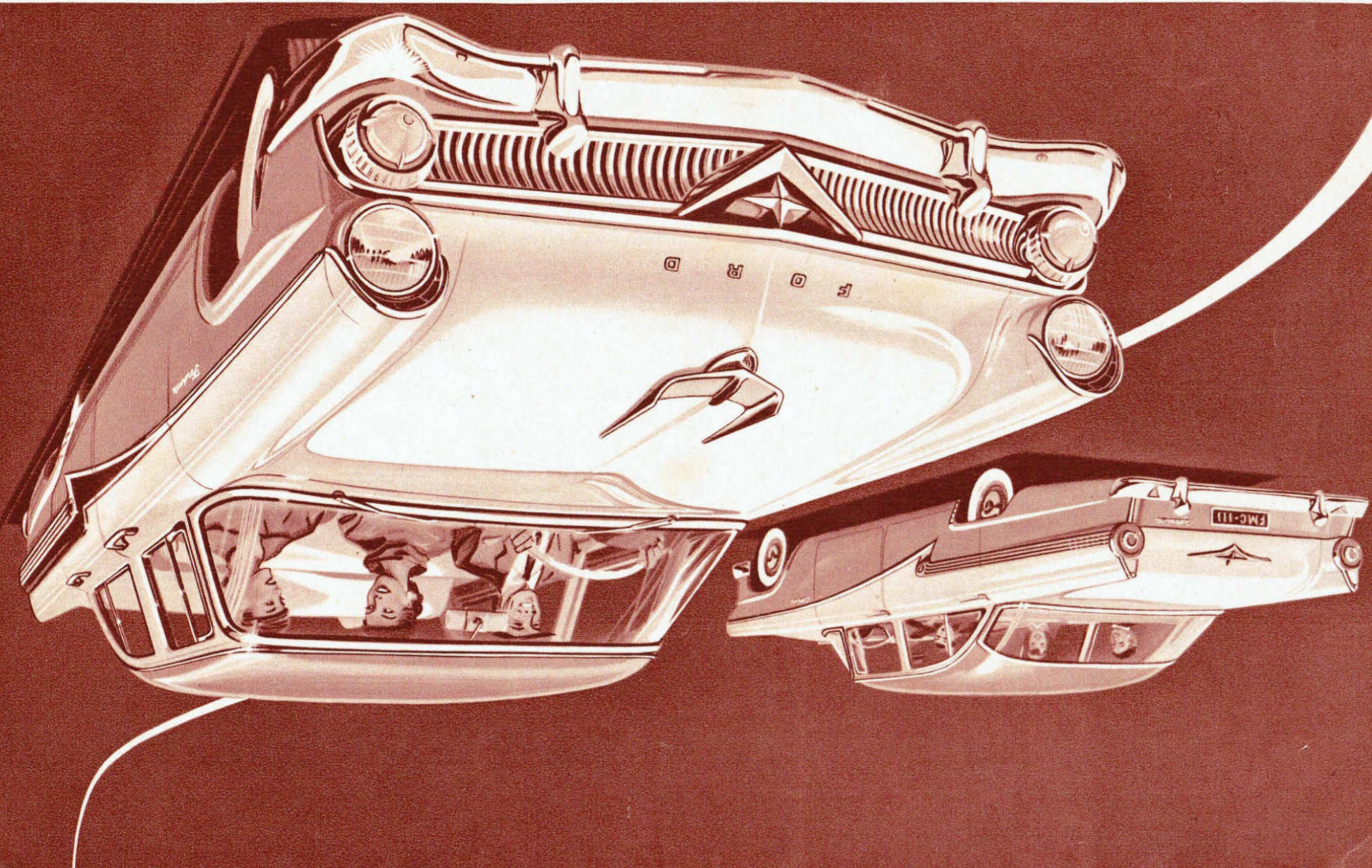
FORD MOTOR COMPANY OF AUSTRALIA LTD. Registered Office: Geelong, Victoria. (Incorporated in Victoria).

HERALD GRAVURE PRINT



Proved—and now improved **FORD V8'S** BIG, BETTER DIFFERENCE!

Proved—and now improved FORD V8's BIG, BETTER DIFFERENCE!



SPECIFICATIONS

ENGINE—V8 O.H.V. No. of Cylinders—8. Bore and Stroke—3.625 x 3.30. Piston Displacement—Cubic capacity—272 cu. in. Compression Ratio—7.1:1. Cylinder Block—90° V type. Crankshaft—Cast iron. Cam contours have quieting ramp for quiet valve action. Silent chain drive. VALVES—Stilchrome intake, nickel chrome alloy exhaust—free-turning intake and exhaust valves with integral guides and seats.

LUBRICATION SYSTEM—Full pressure lubrication system—with full flow oil filter—to main, connecting rod and camshaft bearings with positive lubrication to timing chain and distributor drive gears.

OIL PUMP—High capacity, quiet and positive. Screened inlet located deep in crankcase.

OIL FILTER—Full flow—externally mounted on L.H. side of crankcase. Replaceable type cartridge.

ENGINE VENTILATION—Constant flow crankcase ventilation. Inlet at top of engine through oil wetted filter. Outlet through road draught tube in crankcase.

ENGINE COOLING—4 blade fan. Series flow full length of water jackets, thermostat control; increased capacity single water pump. Water fed to each bank in the block via an equalizing chamber.

FUEL SYSTEM—Dual down draught carburetor. Automatic thermostatically controlled choke.

INDUCTION MANIFOLD—Short, direct, nearly equal passages to each cylinder for uniform fuel distribution.

FUEL TANK—Capacity 14½ gallons. Indicator gauge on instrument panel.

IGNITION—Distributor mounted to rear of R.H. cylinder bank and is readily accessible.

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REAR SUSPENSIONS—Type: Longitudinal semi-elliptic leaf springs. Number of leaves—6 leaves (heavy duty), 5 leaves (standard). Tension type. Spring bracket and shackle bushings—Rubber concentrated-pressure type.

HOTCHKISS DRIVE—Tubular propeller shaft, pre-lubricated needle bearings in universal joints. Rear axle—Semi-floating type with hypoid gears; pressed steel, banjo type housing. Wheel bearings—Sealed, permanently lubricated.

FOOT BRAKE—Type: Duo-Servo (self energizing) 4 wheel hydraulic; drum, type composite cast iron and steel. Drum diameters 11 inch, 18.2 sq. in. lining area.

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 spring loaded ball-joint in steering cross link, worm and roller type gear, anti-friction bearings in gear box and steering column. 25.3:1 overall steering ratio.

ROAD WHEEL—Ventilated type steel disc wheels.

TYRES—Five 6.70 x 15 4-ply std. super balloon tubless type tyres. General: wheelbase 115.7", Track (front) 58", Track (rear) 56"; over-all width 75.9"; over-all height (design load) 61.0"; over-all length 198.5".

STABILIZING, TWO-TONING, and WHITEWALL TYRES—optional at extra cost.

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 changes in specifications and prices at any time without notice or incurring liability to purchasers.

STRAIGHT GRAVURE PRINT

FORD MOTOR COMPANY OF AUSTRALIA LTD., Registered Office: Leong, Victoria (Incorporated in Victoria)

FEATURES FOR GREATER SAFETY IN FORDOMATIC AND CUSTOMLINE

Huge, full wrap-around windshield with 1100 sq. ins. of unobstructed vision . . . Lifeguard steering wheel with deep "dished" design that protects driver through greater absorption of any impact . . . Lifeguard door locks with a double grip that reduces possibility of doors springing open.

FORD POWER BRAKES With up to one third of normal pressure on the pedal, you have an instant, smooth braking control which makes driving, in traffic or highway, easier and more relaxing. This system is of the separate vacuum-booster type. In this design, there is the additional safety factor of the car's conventional braking system remaining operative at all times. If necessary it can be fully applied without the power-boost operating.

FORD POWER STEERING Steering effort is reduced by 75% and road shocks absorbed before they reach the steering wheel. It helps you in traffic . . . on sharp cornering . . . and takes the effort out of parking or turning. You can actually turn the wheel with one finger when the car is standing still. You have the same steering ratio as with conventional steering, and, as the power-boost works only when you need it, you retain the natural "feel" of steering on the straightaway.

FLASHING TURN INDICATORS A touch of a control lever on Customline's steering column gives instant warning, to approaching and overtaking traffic, of your intention to turn left or right. After the turn, signal automatically cancels itself.

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A PERFORMANCE PLUS THAT BEGINS WITH FORD V8's EXCLUSIVE PERFORMANCE-COMBINATION!

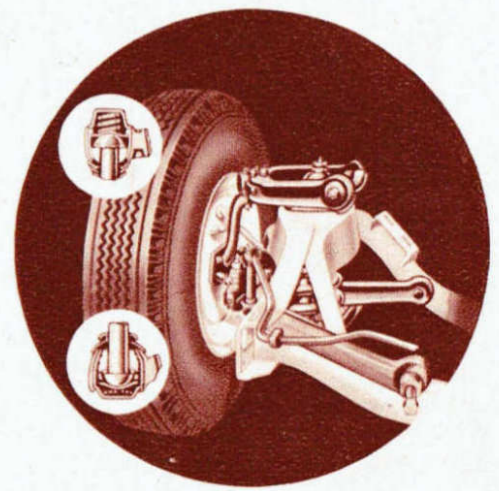
FORD O.H.V. V8 ENGINE—so smooth, so quiet—
and yet with instant, mighty power
for ease and safety.

The O.H.V. V8 which so effortlessly powers the Fordomatic and the Customline is the result of this greater experience and "know-how" in design. Throughout the full range of driving speeds it provides an instant, hair-trigger responsiveness. For the driver, this means not only enjoyment of effortless performance but also the very important safety factor of more control over any situation. For passengers, it means more noticeable travel ease. To its advantage in power, the Ford O.H.V. V8 adds surprising economy. Owners consistently report better than 20 m.p.g.—and, in Mobilgas Economy Runs, over 23 m.p.g. figures have been officially recorded. Another advantage is Ford's modern, short-stroke principle. In a Ford O.H.V. V8, the piston-travel is shorter than in normal engines. This means less internal friction, more useable power—and, together with Ford's rigid, deep-block design, allows longer engine life.

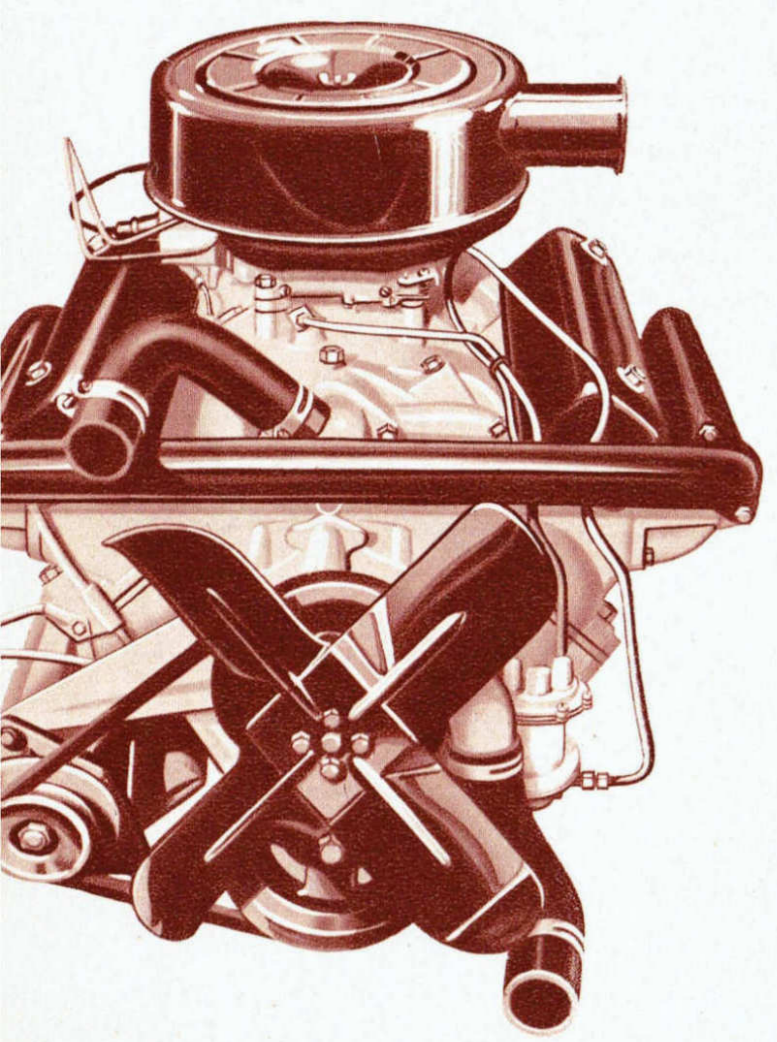
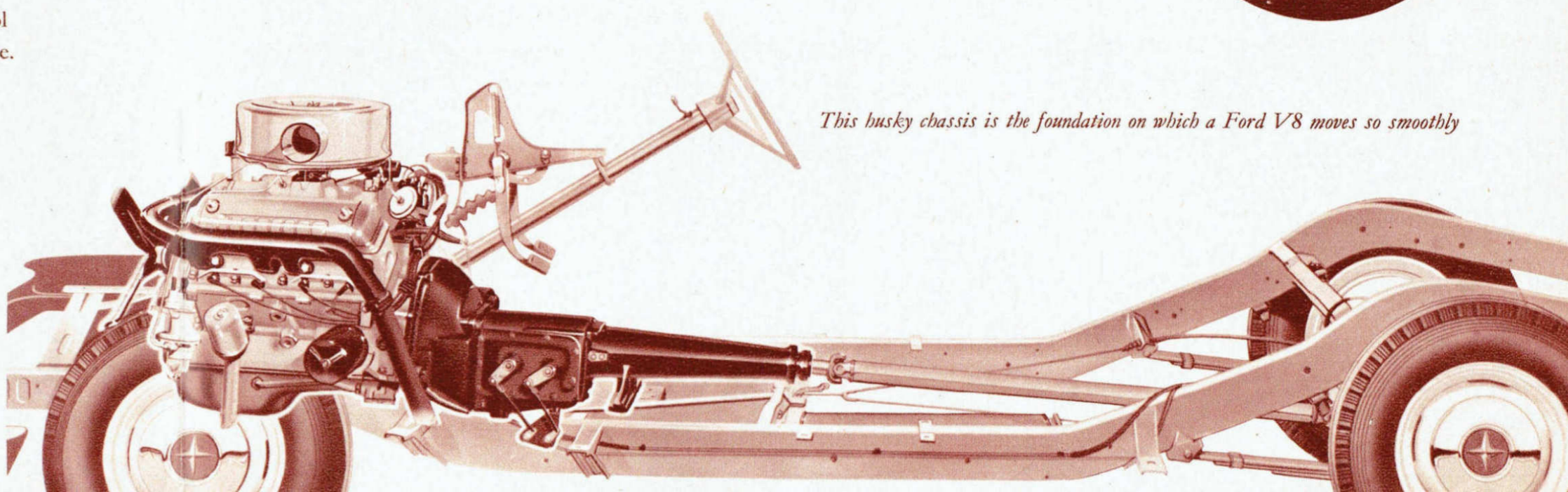
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Only in a Ford V8 will you find the big, better difference that comes from the alliance of the Ford O.H.V. V8 engine with these two other exclusive Ford performance advances . . . **Ball-joint suspension** with its smoother ride and surer steering control. The massive ball-joint sockets, shown in illustration at the right, combine turning with up and down springing movement. In addition, this better system of suspension is "angle-poised" so that the front wheels literally "ease through" bumps and irregularities rather

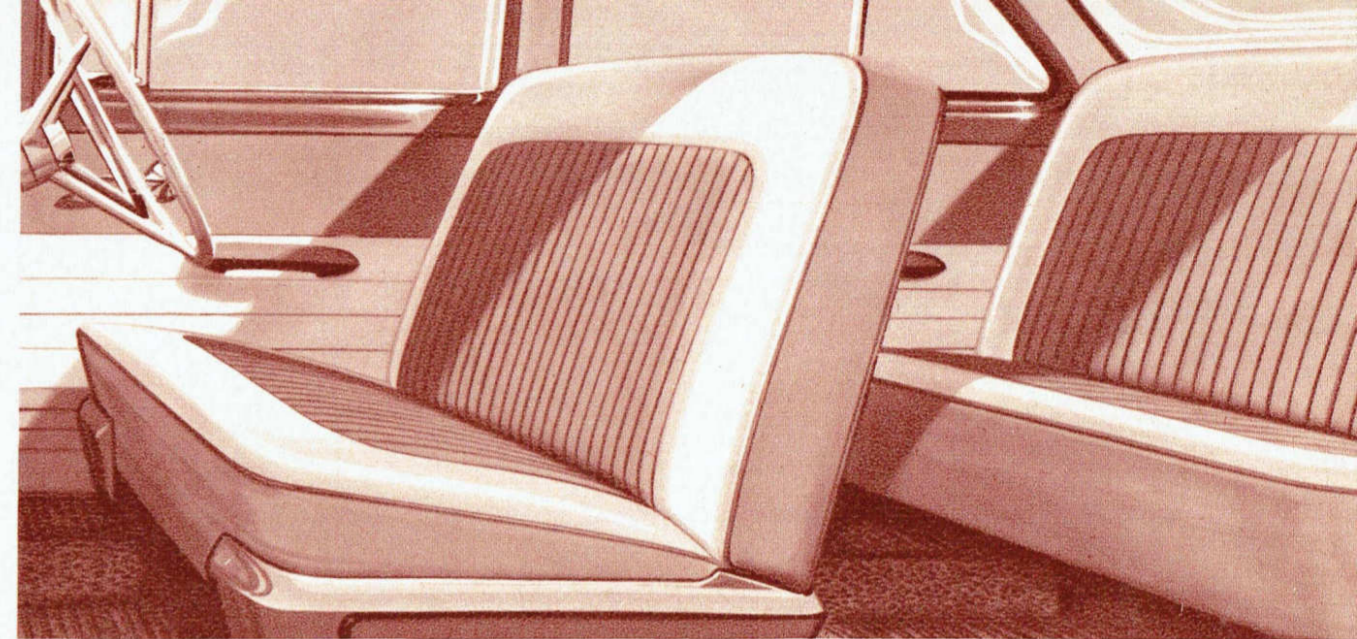
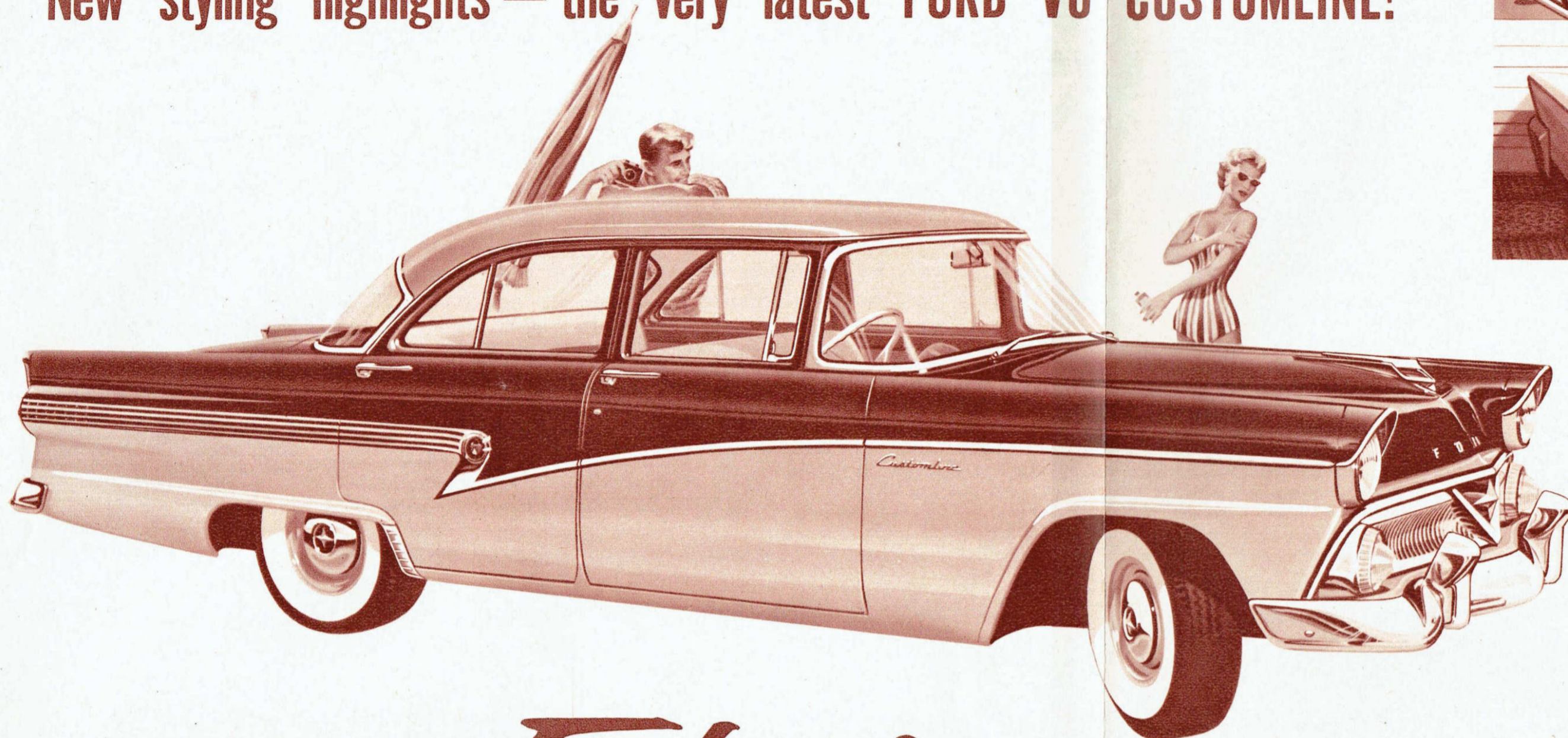
than having to jump over them . . . **K-bar chassis** has a special twist-resisting K-bar member included with five sturdy cross members. Its finer engineering features include—link type stabiliser to take tilt out of turns—variable rate rear suspension and Hotchkiss drive for relaxing ride, smoother starts and stops—viscous control shock absorbers front and rear, for better control—low friction steering for easier handling—extra-big, self-energising and double-sealed brakes for safer stops in all weathers.



This husky chassis is the foundation on which a Ford V8 moves so smoothly



New styling highlights — the very latest FORD V8 CUSTOMLINE!



Inside beauty and comfort match outside glamour. With its own new and individual smartness in trim design, Customline gives you the choice of many two-toned and handsome combinations that make more attractive the soft comfort of these wide, deep-pleated seats.

HERE IS FORD V8 FASHION-LEADING STYLING WITH NEW EMPHASIS.

Take a good look . . . see how the new front end design, new headlamp treatment and the graceful, sweeping curve of side-strip enhance those long, low, wide and fleet lines. New eye-holding colours, with the optional style-toning and two-toning combinations that allow an infinite variety of combinations, are another reason for this Customline's greater beauty.

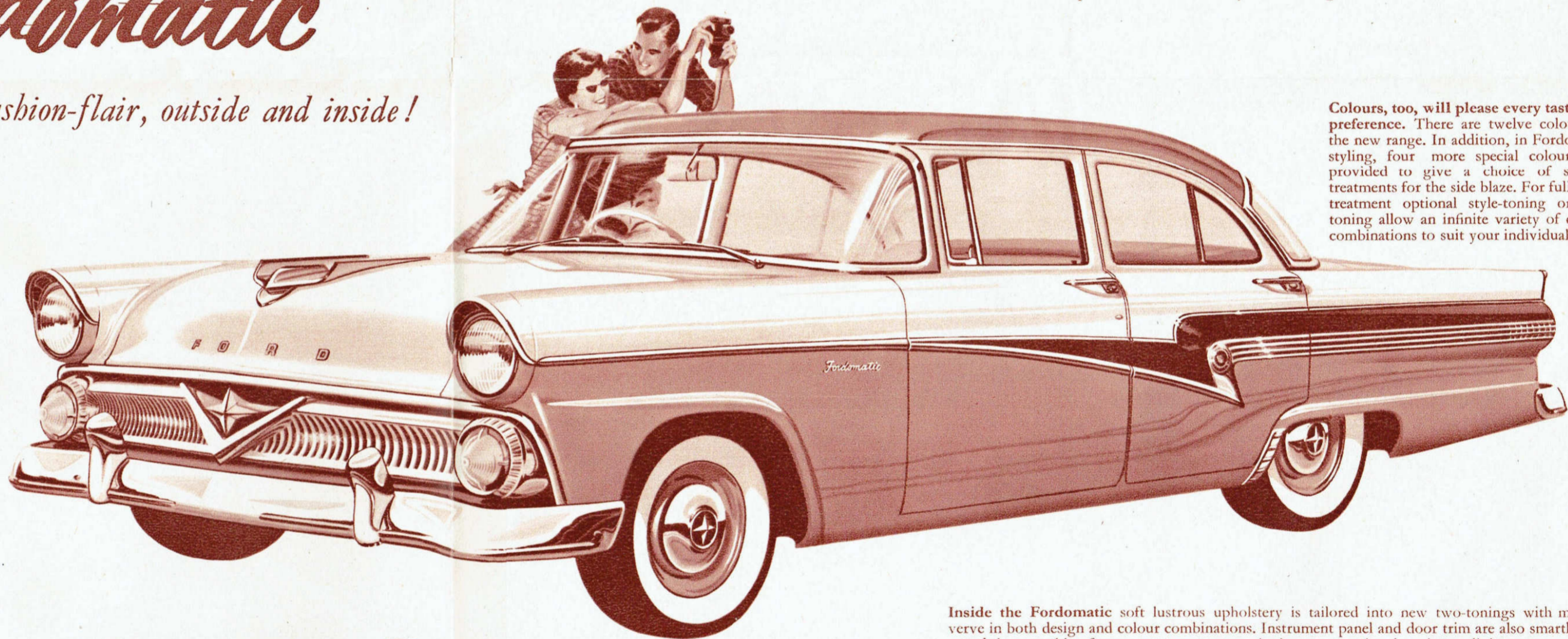
Here is performance-leading engineering, too! Beneath each Ford V8 hood purrs the mighty Ford O.H.V. V8 engine. Allied with ball-joint suspension and K-bar chassis it provides a performance-combination exclusive to a Ford V8. And in Customline are all the Ford V8 features that mean greater ease and greater safety . . . that give you and your family both a new sense of well-being and a new peace of mind in all your driving.

Exciting new *Fordomatic*

— a new dream of driving ease — with new fashion-flair, outside and inside!

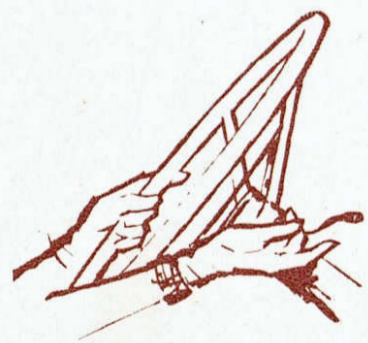
Fordomatic Drive and Ford's O.H.V. V8 engine, in themselves, put this new model—this big, smooth performance-master—ahead of all competition. Yet they are in direct relationship with many other advances which sum up to absolutely top-flight motoring.

Fordomatic styling stands right out in its leadership, and is accented by . . . new gleaming front grille with its big, handsome star symbol . . . new side strip with smartly contrasting colour blaze and a curving grace which increases the car's overall look of fleet action . . . new headlamp design . . . new hub cap motif . . . new big, rear deck badge with star emblem . . . new chromed extension of tail-lamp assemblies.



Colours, too, will please every taste and preference. There are twelve colours in the new range. In addition, in Fordomatic styling, four more special colours are provided to give a choice of sixteen treatments for the side blaze. For full body treatment optional style-toning or two toning allow an infinite variety of colour combinations to suit your individual taste.

FORDOMATIC DRIVE — greatest driving advance since self-starting



In this new Fordomatic you are free forever from gear-shifting and clutch pushing. You press the accelerator to go—and the brake to stop—as simple as that! Gears change fully automatically with a smoothness that makes the change almost imperceptible.

In no other car do you find such driving ease—and there are good reasons. Firstly, the Ford O.H.V. V8 engine with its great and more smoothly "flowing" power is ideal for use with automatic transmission. Secondly, the

Fordomatic drive, in addition to automatic gears, incorporates a highly-efficient torque converter. Thirdly, the provision of an automatic intermediate gear assures quicker starts, faster acceleration and more flexible performance in climbing, passing, or heavy traffic conditions. The combined result is an entirely new and better kind of driving — wonderfully easy on you and your car — so smooth and so effortless.



New High-Style Instrument Panel. Big instruments grouped for eye-level reading. Every switch and control within instant reach. Two-tone treatment is more handsome with a choice of colours to contrast with trim and interior finishes.

Deep Deck Luggage Boot planned for giant capacity even to space-saving design of the spring-counterbalanced deck lid hinges.

Jet-tube Tail-lamps now made even smarter by new chromed base extension strip.

Centre-fill fuelling with filler cap neatly concealed behind hinged number plate. **Full wrap-round rear window** for greater vision.

