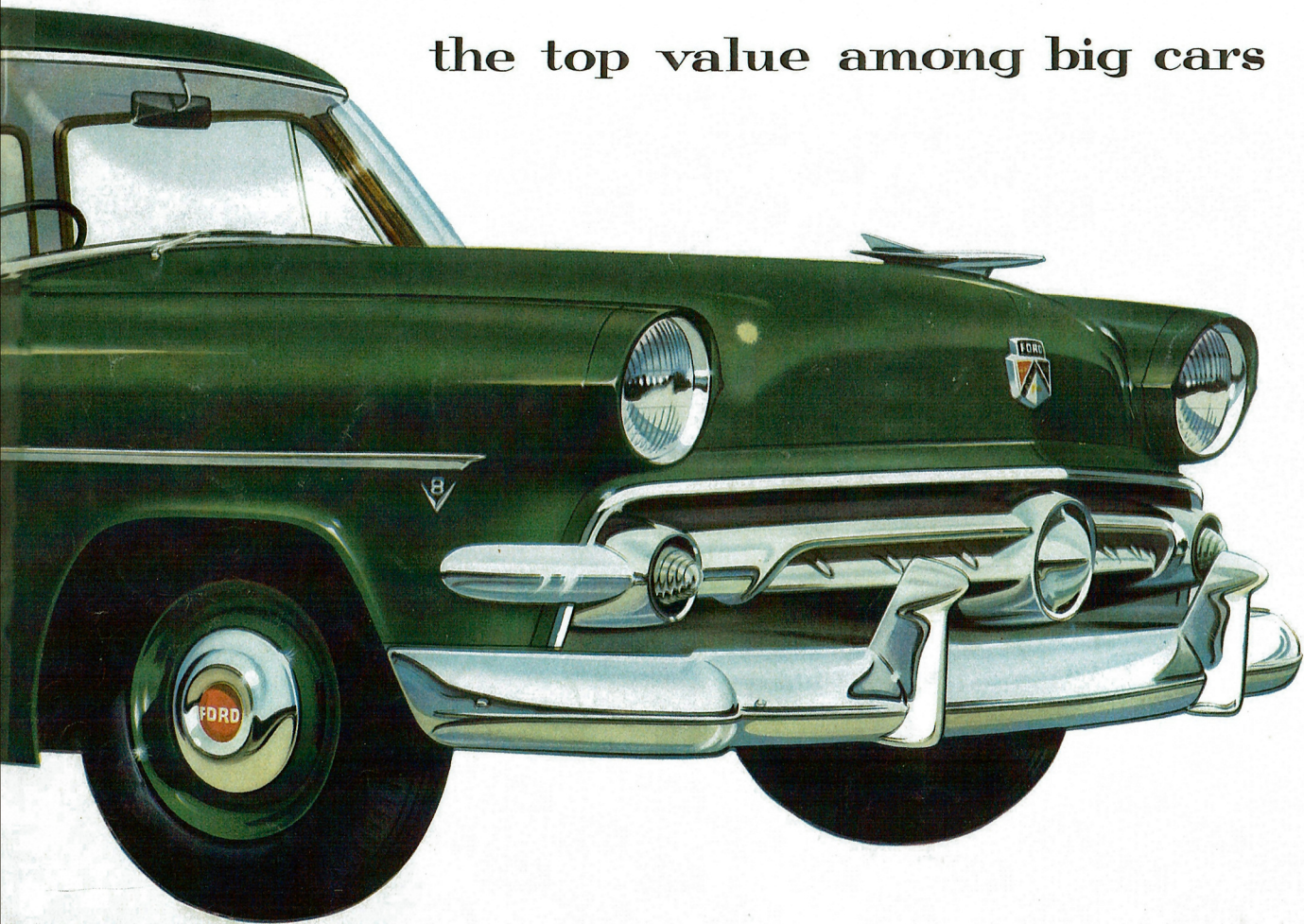
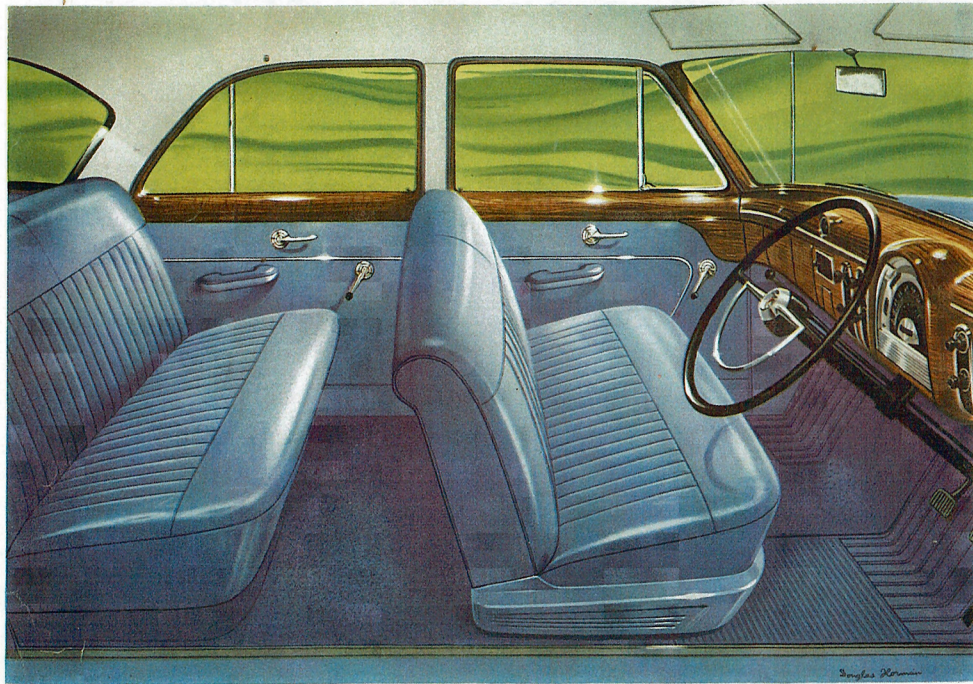


FORD V8

the top value among big cars





*Big, Beautiful
and Brilliant*

THERE'S TRUE BEAUTY in the long, low, classical lines of the new Ford V8 Customline . . . there's spacious comfort in the fine roomy interior . . . there's elegance in every appointment, refinement in every detail, distinction in every colour selection.

There is brilliance in the smooth, silent performance of the lively, responsive 32.5 h.p. Strato-Star V8 engine . . . effortless acceleration that gets you going . . . great reserves of power to meet every emergency . . . efficiency and economy of operation that are the result of Ford's unparalleled experience in building more V8 engines than all other manufacturers combined.

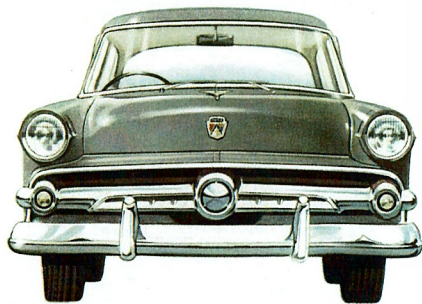
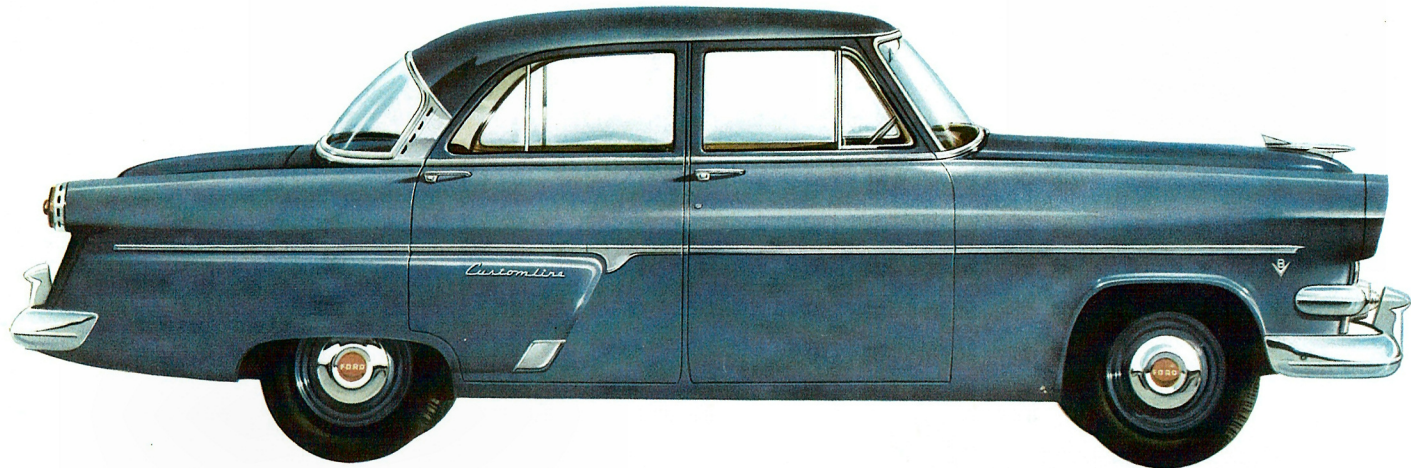


Graciously inviting

THE VERY LAST WORD IN COACHCRAFT is the magnificently conceived and executed Ford Crestmark bodywork. In this ultra-smart, ultra-modern interior are the spaciousness, furnishings and appointments which total up to the very best in travel comfort.

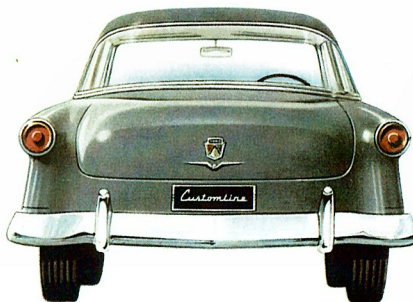
Upholstery and trim are finished in appealing colour-keyed combinations that blend with carpets, head-linings and mouldings. Your choice of upholstery colours includes a two-tone finish. The weathersnug body seals out water, dust and draught. The front seat is adjustable to the most comfortable position. Every detail expresses distinction—and invites you to enjoy motoring at its best.





Smart, distinctive front-end styling

Customline is still the style leader . . . still distinguished by its sturdy, well balanced forward design . . . endowed with a genuine beauty of line and fine detail unsurpassed in any class.



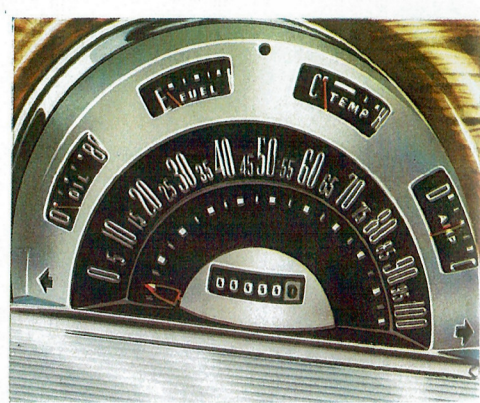
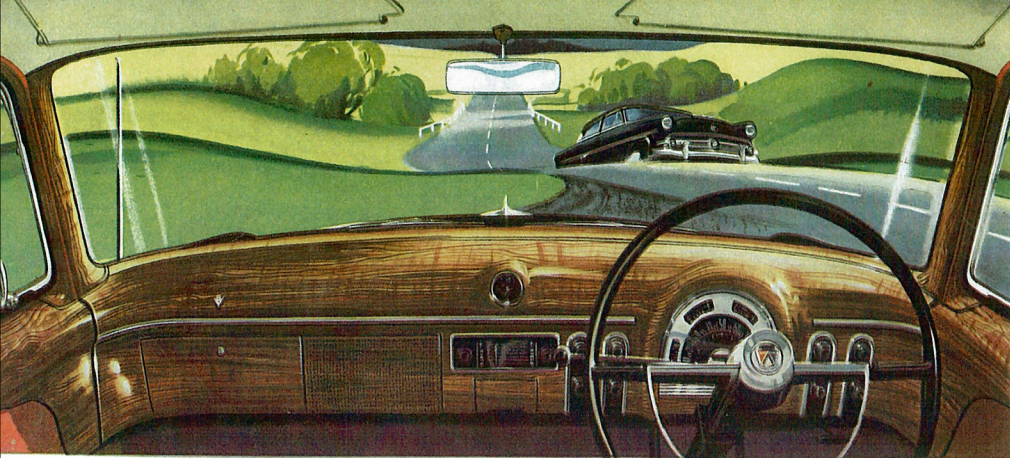
Low wide and handsome all over

Ford designers have gone all the way in making this a trim and stylised beauty at the rear. The high, wide, artistic placing of the tail-lights increases safety by defining the car's full width.



"Miracle Ride" and "Cradled seating"

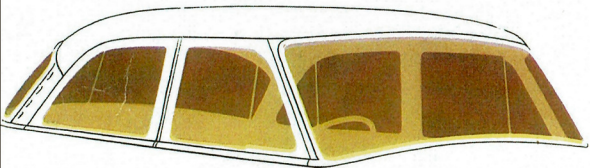
"Miracle Ride" is a remarkably co-ordinated system of ride control which adjusts itself automatically to changing road conditions and gives all passengers smooth comfort, cradling them within wheelbase.



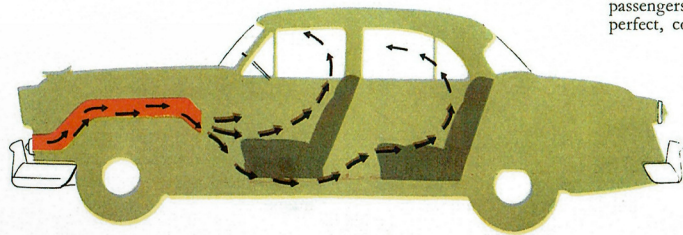
Instruments attractively clustered

Artistic and skilful grouping of all instruments makes them easy to read at a glance. Panel lighting can be dimmed by a switch turn. All controls are individually lit and are glare-free.

Wide unbroken, and clear all-round visibility



Customline gives full-circle vision. Huge, curved expanse of windscreen and car-wide rear window smartly curving around rear panel sides . . . big picture-windows in the doors . . . better placing and design of body pillars . . . all combine to provide the greatest, safest vision in modern motoring!



Pilot-house control panel

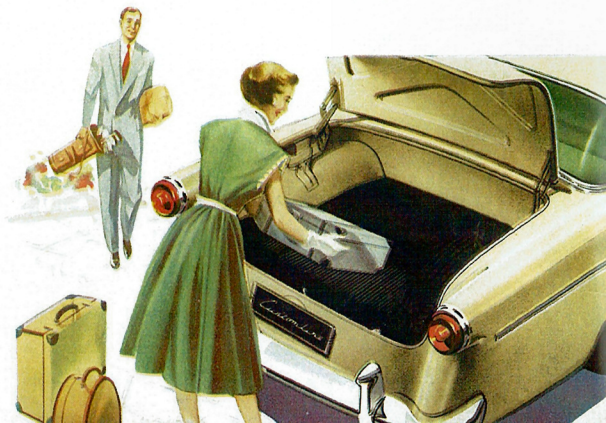
Ford's interior styling is greatly enhanced by the extremely attractive flight-style instrument panel which houses the dials and controls — all of which are within easy reach and vision. There is a parcel compartment, an ash tray, a clock and convenient provision for a radio.

Controlled ventilating system

Two controllable air-ducts bring clean, fresh air from a far-forward position, right into the car, thus giving all passengers the pleasure of perfect, constant ventilation.

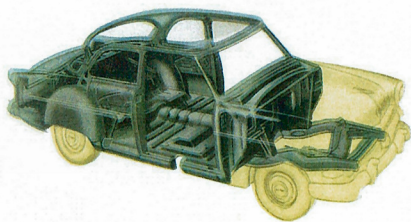
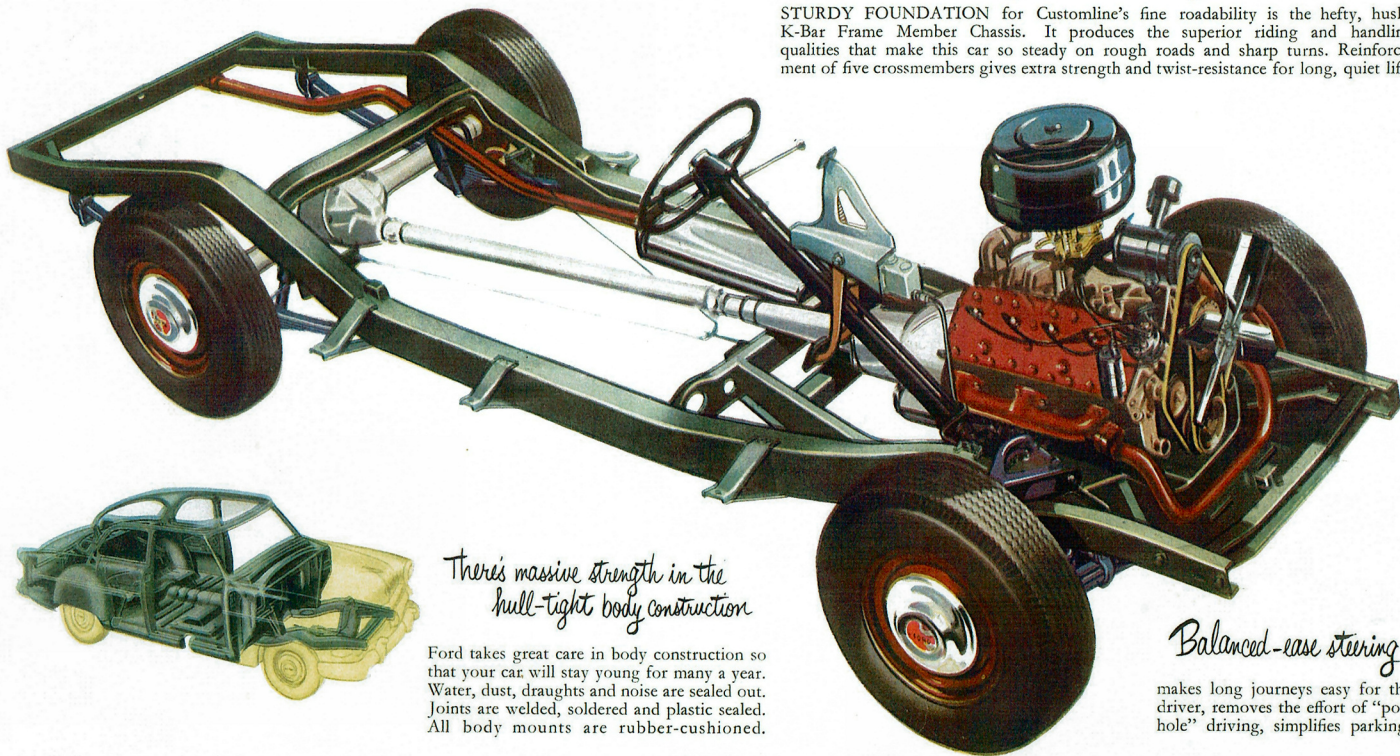
Big luggage locker

Here is generous space for all your luggage. The boot-lid opens with the turn of a key, lifts itself and holds itself open. Counterbalancing hinges stay out of the way. The spare wheel is conveniently placed for fast access. Everything is well weather-sealed.



Engineered for long life, stability and level riding

STURDY FOUNDATION for Customline's fine roadability is the hefty, husky K-Bar Frame Member Chassis. It produces the superior riding and handling qualities that make this car so steady on rough roads and sharp turns. Reinforcement of five crossmembers gives extra strength and twist-resistance for long, quiet life.



There's massive strength in the hull-tight body construction

Ford takes great care in body construction so that your car will stay young for many a year. Water, dust, draughts and noise are sealed out. Joints are welded, soldered and plastic sealed. All body mounts are rubber-cushioned.

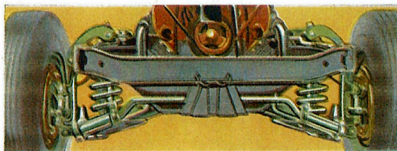
Balanced-ease steering

makes long journeys easy for the driver, removes the effort of "pot-hole" driving, simplifies parking.



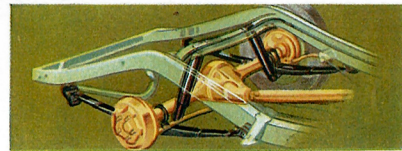
Rugged K-bar member

... consisting of 2 deep, channel-shaped struts welded to the frame cross-members provides a strong structure for added twist-resistance greater rigidity, constant quietness and longer life.



Wide front tread

Ford's front tread is 2 inches wider than the rear tread. The result is greater stability on all roads, easier handling and steering. It also contributes to sureness and ease in cornering.



Variable rate rear suspension

... has extra long springs, rubber bushings at shackles and brackets, highly durable inserts between upper leaves. Viscous Control Shock Absorbers adjust tension automatically to suit all roads.

A smoother, quieter, longer-life Strato-Star V8 motor

This latest 32.5 h.p. Strato-Star V8 engine gives Customline its easy, effortless power, its greater "go", swifter pickup and livelier responsiveness. Its design not only provides high-compression, low-friction V8 performance but also the fuel economy of Ford's exclusive Power Pilot. Every advanced engineering feature of this great engine contributes to efficiency, smoothness, quietness and longer life. It is the result of Ford's experience in building more V8 engines than all other manufacturers combined!

PRECISION-SET VALVE ASSEMBLIES

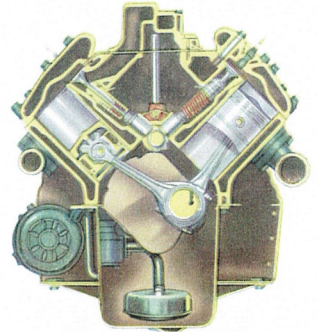
Valve springs and guides are assembled into precision-set units at the factory and do not require periodic adjustment. These "high-lift" valves allow greater power-charge intake and the quick, complete release of exhaust gases.

VALVES ARE "FREE-TURNING"

As they open and close, valves are free to turn, permitting them to wear evenly and maintain a tight seal. The result is high power output, greater operating efficiency, long valve life.

HIGH-TURBULENCE COMBUSTION CHAMBERS

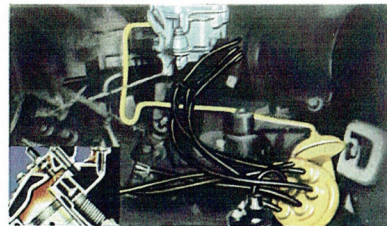
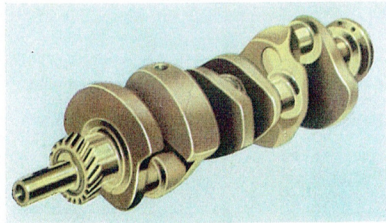
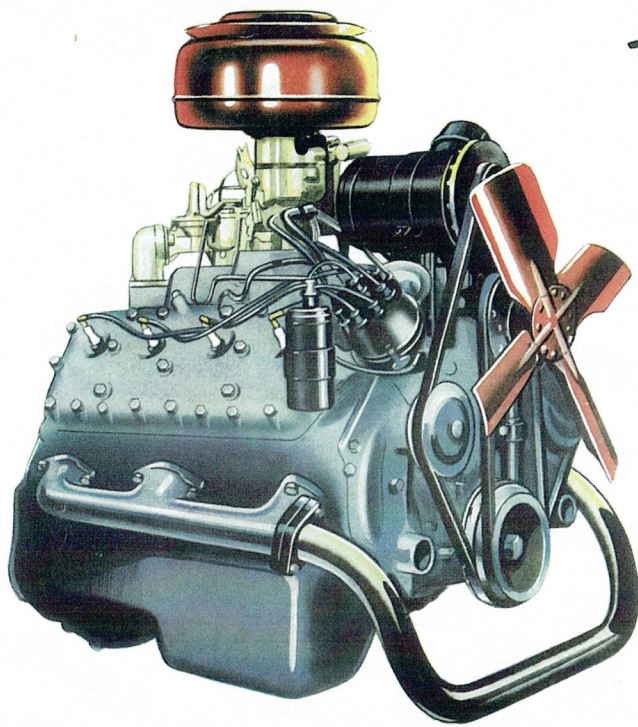
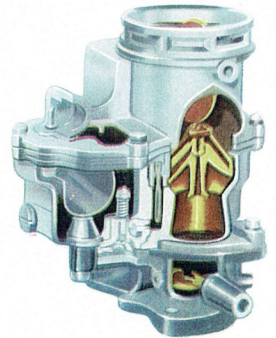
Explosion chamber design creates high turbulence, resulting in three advantages: (1) a better fuel-air mixture; (2) fast, smooth, complete burning; (3) better clearing out of exhaust gases.



DUAL DOWNDRAUGHT CARBURETTOR is two carburetors combined into a single unit to provide the most efficient fuel-air mixtures under varying operating conditions.

DEEP-BREATH INTAKE MANIFOLD has short, almost equal passages to each cylinder and is level-mounted for uniform fuel distribution.

THE EXHAUST SYSTEM uses a special heat control valve which diverts hot gases to the chamber below the carburettor to provide easier starting and a much quicker warm-up.



Exclusive materials and processes

For instance, the crankshaft is of a unique metal alloy, cast by a special precision method exclusive to Ford. It has greater strength and much more resistance to wear than an ordinary cast shaft of same size, consequently it increases smoothness and lengthens engine life.

Automatic power pilot

This completely integrated, carburettor-ignition-combustion system makes sure that the right fuel mixture is supplied to combustion chambers, ignited at the right instant, and burned completely and evenly, to get the maximum power from every drop of petrol.



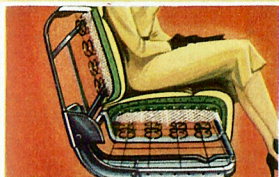
POWER PIVOT PEDALS

Suspended from above for easier operation. No draughty floor holes.



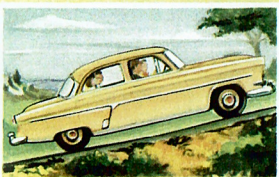
DOUBLE SEAL BRAKES

Fully protected from water and dirt. Give safer, swifter, smoother stops.



FORM-FIT, NON-SAG SEATS

Built to give extra support. Front seat has extended foam rubber pads.



CUSHION CLUTCH

Semi-Centrifugal Clutch with 85.2 sq. in. frictional area for smooth "take-up".

Specifications of the Ford V8 Customline

(Abridged)

V8 ENGINE

No. of Cylinders—8.
Bore and Stroke— $3\frac{1}{8}$ " x $3\frac{1}{2}$ ".

Piston Displacement—Cubic Capacity—239.4 cu. in.

Comp. Ratio—6.5 to 1.

Taxable H.P.—32.5 at 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—Short, rigid, steel-alloy casting.

Pistons—Split skirt; aluminium. Alloy plated for anti-squiff. 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—Stilchrome 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 $4\frac{1}{2}$ " x $3\frac{1}{2}$ " 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 shackles 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—Composite cast iron and steel. Front drum diameter—10 in. Rear drum diameter—10 in. Front lining width—21 in. Rear lining width—14 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.

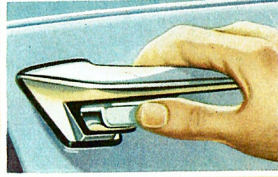
ROAD WHEELS—Ventilated type steel disc wheels.

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

GENERAL

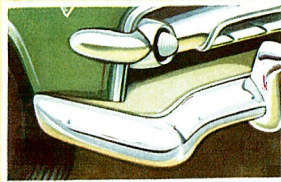
Wheelbase—115". Track (Front)—58". (Rear)—56". Maximum overall height with normal load—62.5". Maximum overall length over standard bumper guards—198". Maximum width—74". Crankcase capacity refill—pints—7 (plus 2 pints for dry filter). Cooling system capacity—quarts—17.

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.



PUSH-BUTTON HANDLES

They enable doors to open easily, operate smoothly, stay closed safely.



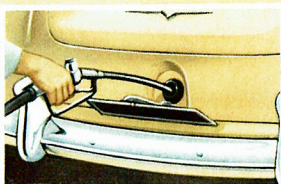
BODYGUARD BUMPERS

Give extra wrap-around protection and curve to follow the car's contours.



KEY-TURN STARTER

A turn of the ignition key instantly brings the powerful motor to life.



CENTRE-FILL FUELLING

Makes filling easy from either side of car and hides cap behind number plate.

Nationwide service

Ford quality radio

From end to end of Australia Ford Dealers are equipped with highly-skilled, factory-trained mechanics to give specialised service, and they will make sure you get the benefit of genuine Ford spare parts. This wide-spread service is another advantage of Ford ownership.

Ford Radio is specially designed and built to the very highest standards, to match this fine new Customline. You will enjoy its splendid tonal quality, and its undistorted, wide-range reception. Your Ford Dealer can have it factory-installed—so have a word with him about it.



Ford keeps Australia a long hop ahead in motor manufacture

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

(Incorporated in Victoria) - - - - Registered Office: GEELONG, VICTORIA

FORD V8

big and beautiful

