



FORD'S

the fashion...

Entirely new from tyres to top

HERE is the car that will set heads turning and hearts yearning. Why? Look for yourself and see!

Yes, here in the entirely new Ford Customline, is the most inspired combination of looks and actions ever to come from Ford's long established leadership in design.

It brings you more that's new than ever before — and more for your money than ever before. Style . . . power . . . ride . . . everything from tyres to top . . . all entirely new, all entirely better and far, far ahead of all previous ideas.

That is why we say "Ford's the fashion".

We mean not only the fashion in eye-holding beauty but also the fashion in every advance that adds to the pleasure and pride of fine car ownership.

EXHIBITION OF MODERN ARTS



*Now, more than ever, you'll want
to step up to Customline*

New distinction in appearance, new brilliance in performance, new sumptuousness in comfort . . . and a value for money which, among big cars, is incomparable . . . reasons, indeed, why stepping up to Customline is the way to gain most from your motoring.

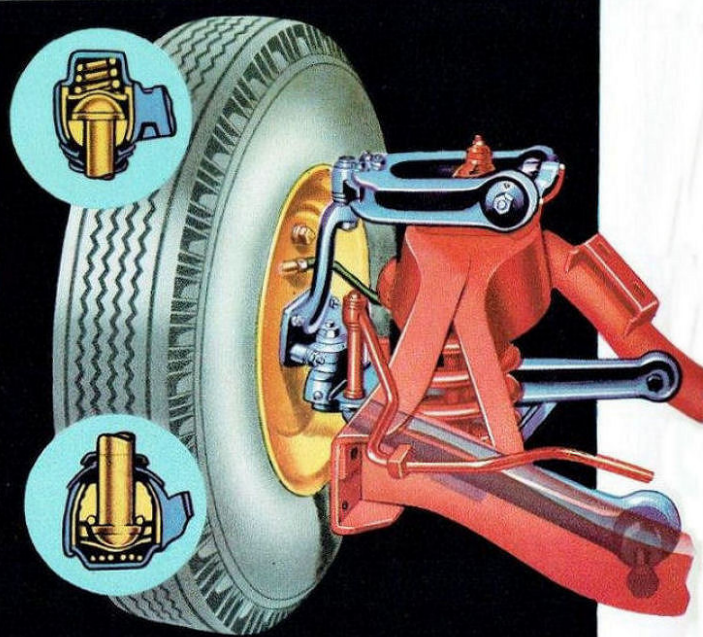


Ford's the fashion . . .

further than ever

ahead in **COMFORT**

When you are deep-cushioned in the stretch-out roominess of Customline's new interior, many advances and features add their comfort actions to your travel ease. In ball-joint suspension alone is the greatest single advance in riding smoothness since independent front wheel suspension was introduced . . . Combining with it in providing Ford's "Miracle Ride" are three-piece front stabiliser, variable-rate rear spring assembly, diagonally mounted rear shock absorbers and the road-hugging stability of Ford's K-Bar chassis.

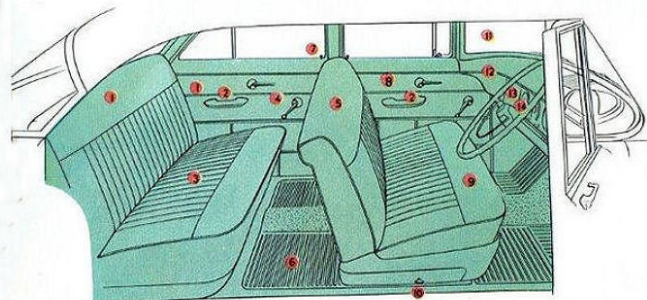


**Ball-joint suspension
gives angle-poised ride.**

Motoring's most modern suspension assembly utilizes long-lasting ball-joint sockets which combine turning with up-and-down springing movement. This ball-joint suspension is tilted so that resulting "angle-poise" of springing absorbs a greater percentage of road shock. The overall effect is even greater comfort from Ford's Miracle Ride, easier steering, less road noise and "new car feel" for far longer.

*Space-planned
interior*

Here is stretch-out room in all directions—lots of hip, shoulder, leg and head space for six big people. Here, too, is a completely new and inspired design scheme . . . with a choice of two-tone colour combinations to blend or contrast with the exterior finish you select . . . and new soft, long-wearing easy to clean Vinyl covering those wide-spread seats. In this new interior's overall smartness and comfort, the design features listed below play their parts in making Ford the fashion.



- 1 Two-tone trims on seats and doors.
- 2 Rubber-cushioned armrests front and rear.
- 3 Non-sag springing construction of seats.
- 4 Chrome hardware is smart and practical.
- 5 "Pillow-roll" seat backs for extra comfort.
- 6 Handsome and washable rubber floor-mats.
- 7 Rotary door locks for long-life security.

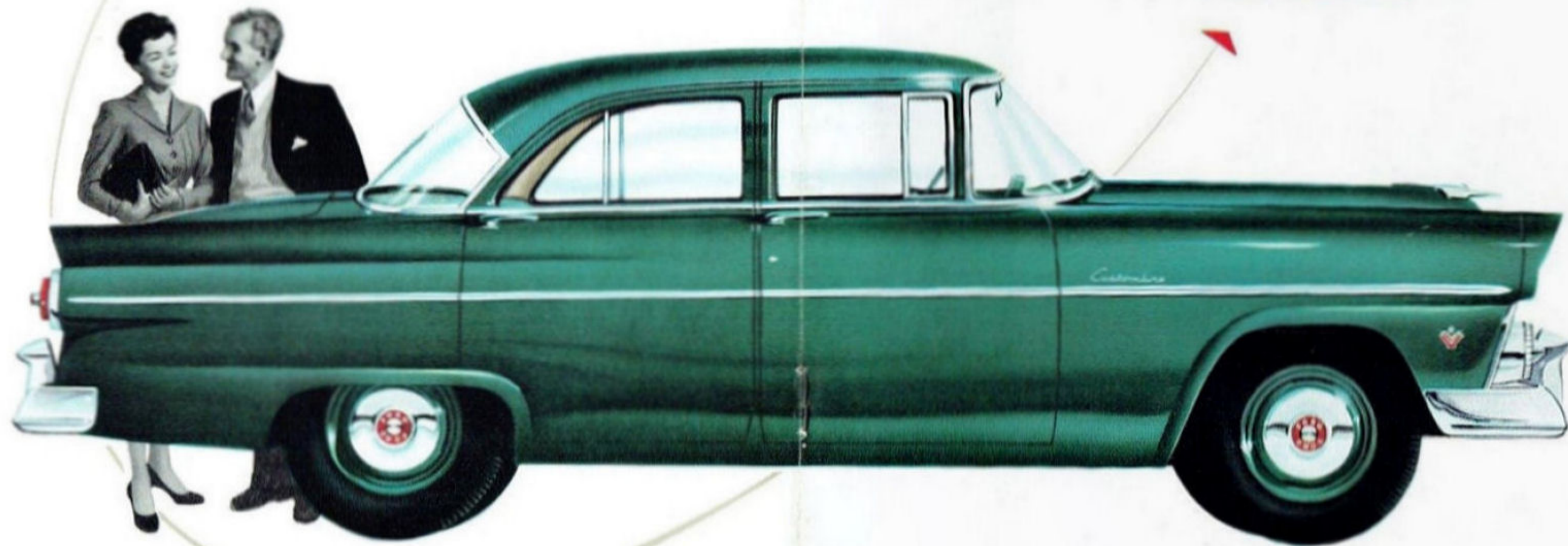
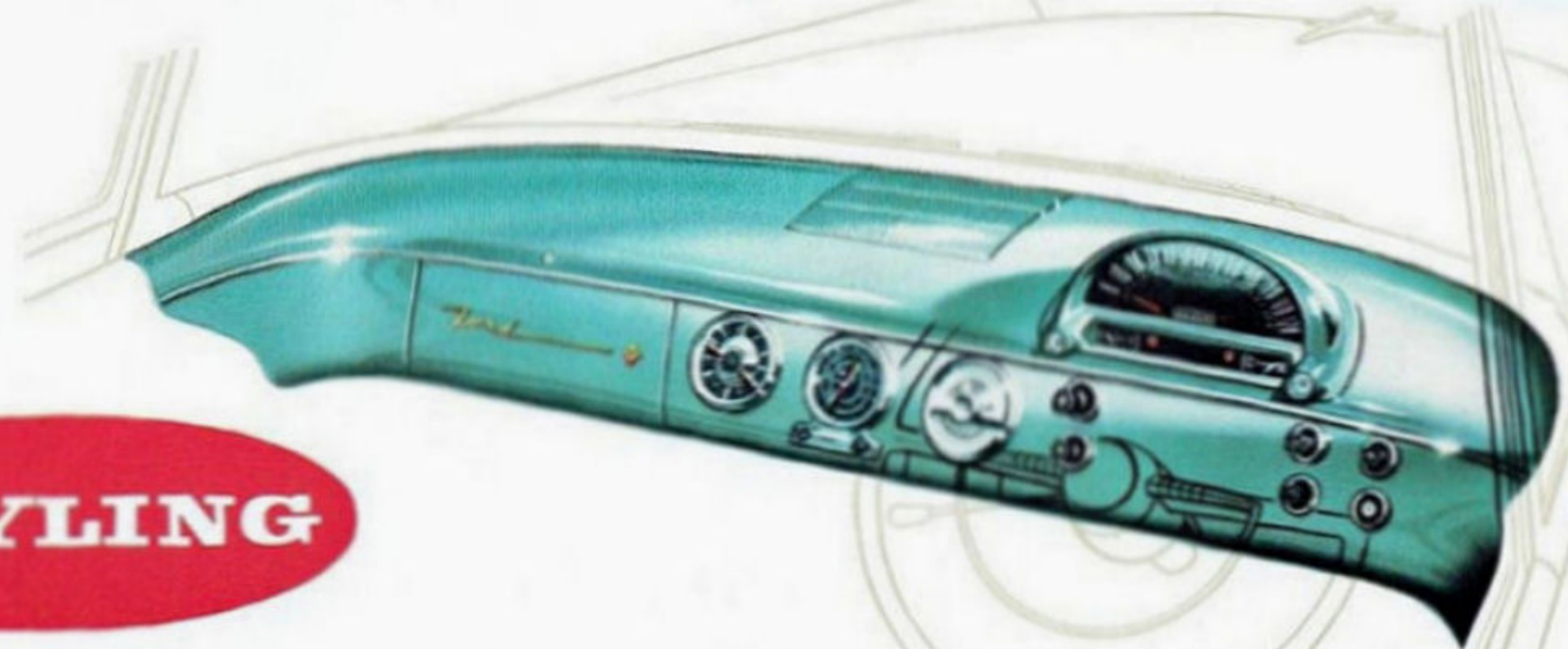
- 8 Attractive and shape-keeping door quilting.
- 9 Foam rubber knee support along seat edge.
- 10 Finger-tip, ball-bearing seat adjustment.
- 11 Full wrap-around, ultra-modern windscreen.
- 12 Chrome mould strip adds extra smartness.
- 13 Commodious and locking glove box.
- 14 Clock matches full circle radio dial.



Ford's the fashion . . .

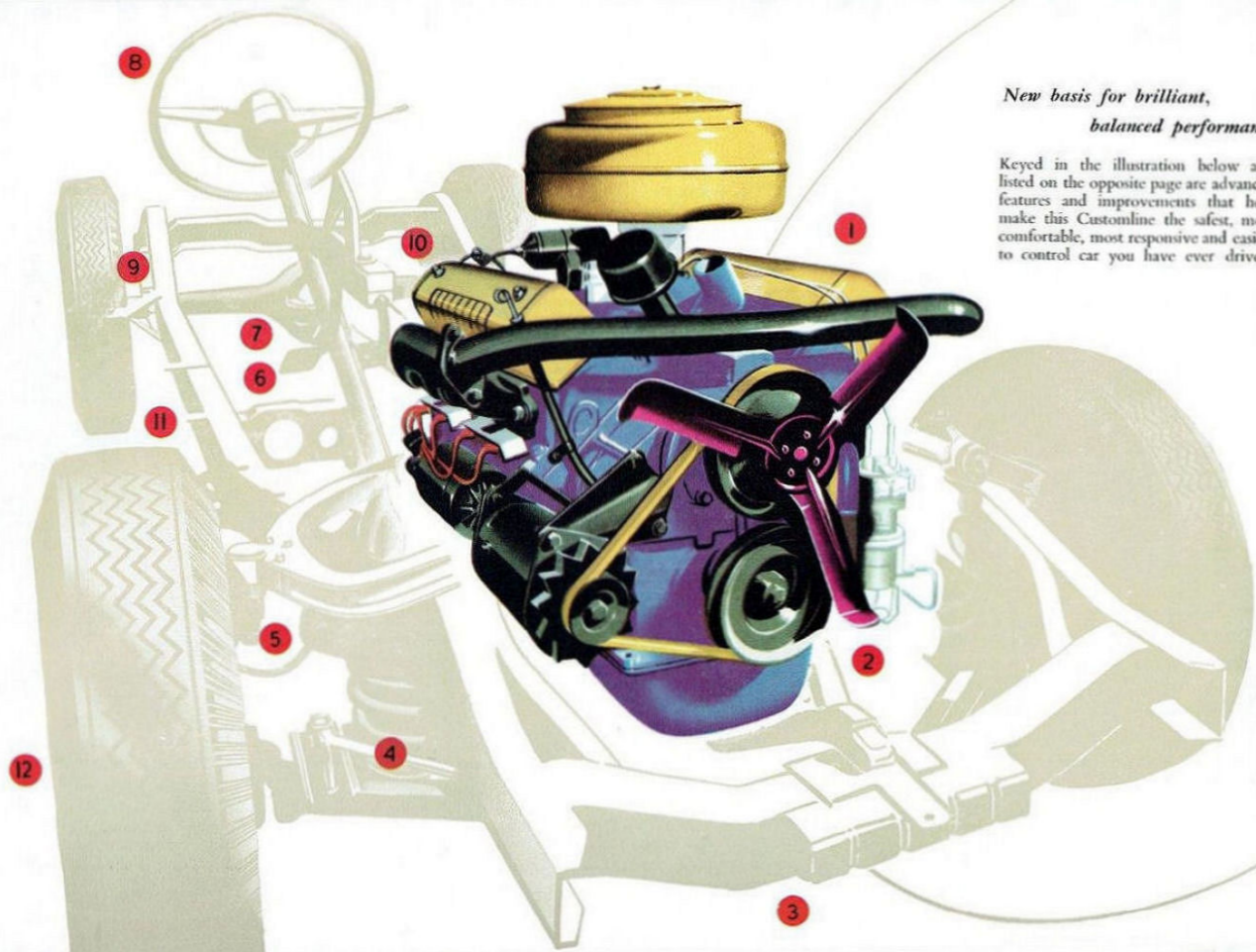
— further than ever ahead in

STYLING



New beauty evident in every detail . . . and new distinction in every appointment . . .

Smoothed into every contour of this Customline is motoring's newest, freshest styling. It pleases the eye from glistening front grille, right through those long, sweet lines that bring out width and lowness to ultra modern bustle back. Colours are entirely new . . . excitingly so with a wide selection of lustrous metallic finishes and rich, distinguished paints. But all is new and finer in this fashion-setting Ford body work. Pictured above as an example of its advances is the Astra-dial instrument panel. Speedometer, mounted almost at eye-level, has a tinted transparent top that filters in daylight to backlight speedo in striking manner. At night all controls are individually lit.



*New basis for brilliant,
balanced performance*

Keyed in the illustration below and listed on the opposite page are advanced features and improvements that help make this Customline the safest, most comfortable, most responsive and easiest to control car you have ever driven.

Ford's the fashion ...

further than ever ahead

in **POWER** and engineering

Ford now brings you a new overhead valve, high-torque V8 engine, the product of over 23 years experience in building V8's (Ford has built more than all other manufacturers combined). This new Ford V8 stands as another engineering triumph for it gives you "Trigger-torque" power—the instant kind of power that allows safer driver-control over any situation.

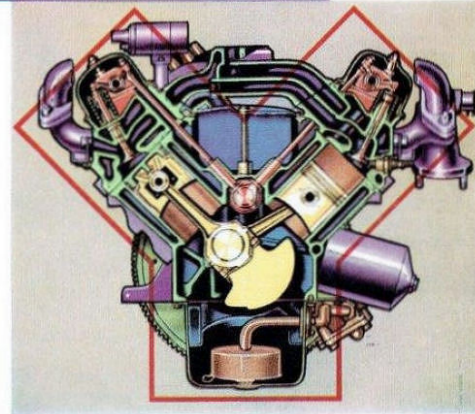
"Torque" is the force developed by the engine to give you the "get-away" power or "pick-up". The new Ford O.H.V. engine develops much higher torque throughout the full range of driving speeds. The result is "Trigger-torque" power that not only makes performance more effortless but also provides a big safety factor in its instant all-speed responsiveness.

- 1 Completely new O.H.V., Y-block V8 engine.
- 2 4-point engine mounting reduces the transmitting of engine vibration to chassis and body.
- 3 Wide front track gives car a better footing on all types of roads.
- 4 New link-type stabilizer helps more quickly to take tilt out of turns.
- 5 New ball-joint suspension gives a smoother, better-balanced ride.
- 6 Suspended clutch and brake pedals allow more foot room, eliminate dusty, draughty floor holes.
- 7 Variable-rate rear suspension and Hotchkiss drive for relaxing ride, smoother starts and stops.

- 8 New low-friction steering provides better handling and easier steering at all speeds.
- 9 Automatic ride control adjusts riding qualities to road conditions automatically.
- 10 New viscous-control shock absorbers, both front and rear, are double-acting and provide better control especially on rough roads.
- 11 New stout K-bar frame is designed to integrate new engine and both front and rear suspension into a balanced unit.
- 12 New, more husky, self-energising, double-scal brakes with heavier brake shoes and more rigid plates.



Typical of Ford's precision engineering is this new crankshaft. Cast by an exclusive Ford method from a special iron-alloy it has five main bearings and eight integral counterweights.



HIGHLIGHTS OF THE Y-BLOCK V8

High-rigidity, Y-block design, special alloy-iron block, for smoother performance and longer life . . . Short-stroke, low-friction design for top performance, greater economy, reduced engine wear . . . High-compression, wedge-shaped combustion chambers for high turbulence, power and efficiency . . . Overhead valves and double-deck intake manifold for more complete and evenly distributed fuel charges . . . Free-turning intake and exhaust valves with integral guides for best performance and longest valve life . . . Full pressure lubrication system with built-in, full-flow oil filtration for increased engine life . . . Positive-flow crankcase ventilation for protection of vital engine parts . . . 3-ring super-fitted aluminium-alloy pistons for greater efficiency and longer life . . . Improved Automatic Power Pilot for better performance and greater petrol economy.

Never before worth so much more...

Previous Customline models have each justified the claim that, among the big cars, they were "worthmore" than their price. This latest and finest Customline—with more that's new than ever before—lifts Ford's "worthmore" value for money to a new peak.

- 1 New Steering System** employs a new symmetrical linkage which combines with the anti-friction-bearing type steering gear assembly to make control effortless and absolutely stable.
- 2 Power-Pivot Pedals.** Clutch and brake pedals are suspended from above, making operation easier and by eliminating floor holes for foot pedals, keep out the draughts, dust and water.
- 3 Finger-tip Seat Adjustment.** The front seat is mounted on ball-bearing tracks and, at a touch of the control lever, glides forward or back for the most comfortable driving position.



Ford's the fashion... further than ever ahead in

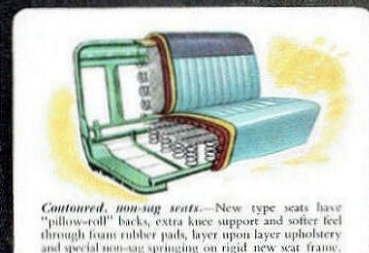
finer features!



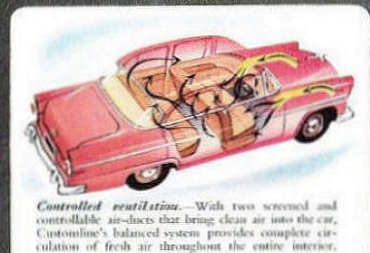
Push-button door handle.—Added to the ease and security of push-button release and long-lasting efficiency of rotary door locks is the beauty of this new design of Customline's practical door handles.



Tube-less Tyres.—New and better from tyres to top is literally right about this Customline. Its tube-less tyres provide protection from punctures and sudden blowouts, and also a softer ride and longer tyre life.



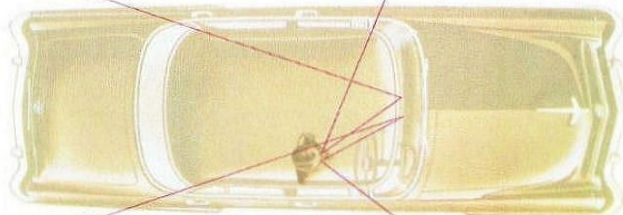
Contoured, non-sag seats.—New type seats have "pillow-roll" backs, extra knee support and softer feel through foam rubber pads, layer upon layer upholstery and special non-sag springing on rigid new seat frame.



Controlled ventilation.—With two screened and controllable air-draws that bring clean air into the car, Customline's balanced system provides complete circulation of fresh air throughout the entire interior.

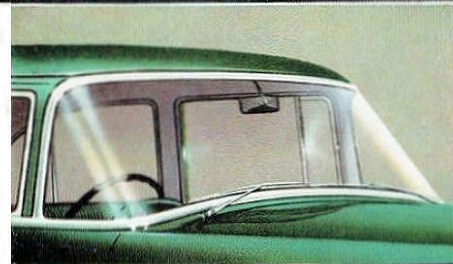
Vision unlimited!

Forward, sides and rear, Customline provides a full-circle vision that means new safety from driver's point of view and more travel-pleasure in the way passengers see the passing scene. This greater vision has been achieved not only by the huge wrap-around windscreen and rear window by also by narrow but sturdy body posts, the setback of front corner posts and narrow roof panels joining the body at rear.



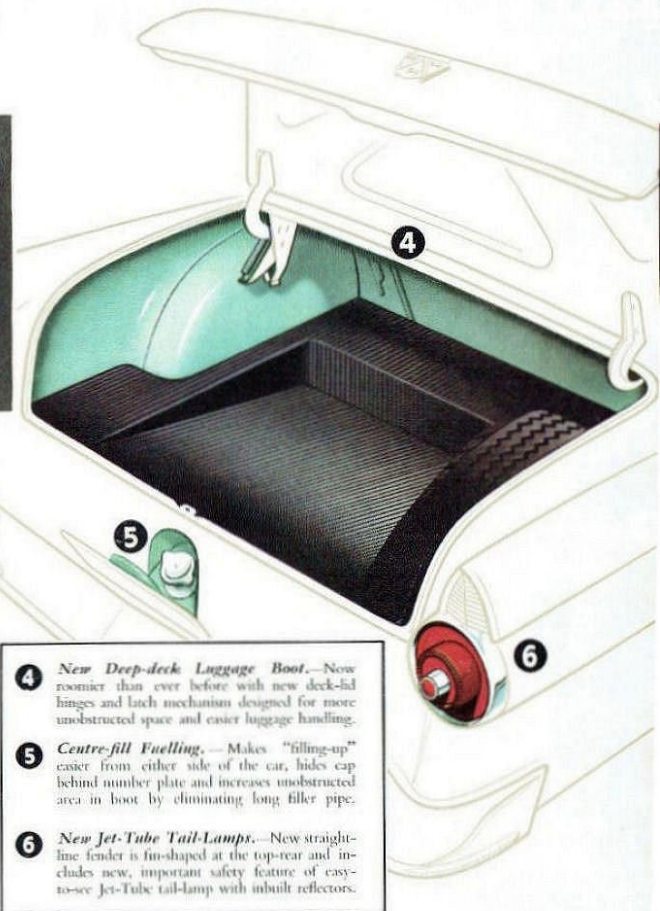
The look from the rear.

Gracefully curved to blend with body lines, this new full wrap-around rear window provides a wider vision, for parking and rear manoeuvring and far safer traffic view for the driver through the large rear vision mirror.



New Wrap-around Windscreen.

This new windscreen provides 1100 square inches of unobstructed vision and adds yet another highlight to Customline's ultra-modern styling. Note how new oblong front quarter windows blend into this new beauty!



- 4 New Deep-deck Luggage Boot.**—New roomier than ever before with new deck-lid hinges and latch mechanism designed for more unobstructed space and easier luggage handling.
- 5 Centre-fill Fuelling.**—Makes "filling-up" easier from either side of the car, hides cap behind number plate and increases unobstructed area in boot by eliminating long filler pipe.
- 6 New Jet-Tube Tail-Lamp.**—New straight-line fender is fin-shaped at the top-rear and includes new, important safety feature of easy-to-see Jet-Tube tail-lamp with inbuilt reflectors.

Specifications

FORD V8 CUSTOMLINE

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—6.8 : 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—3 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. Hand control 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.

- GEARBOX (Transmission)—Type: 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—Constant mesh with blocker type synchroniser.
- 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—New 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. 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. Ratio 3.73 : 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, 192 sq. in. lining area.
- HAND BRAKE—Type: Mechanical application of rear brakes. Actuation—'T' 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 dia. 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".

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's 4-way better services

Increasing the satisfaction of Customline ownership is the after-sale service of Ford Dealers. It has four big advantages to you . . . Ford Dealers send their mechanics to Ford factory service schools . . . have time-saving equipment just right for Fords . . . follow Ford factory-approved servicing methods . . . use genuine Ford parts. Available wherever you go, this better service keeps your car in tip-top condition at minimum cost.

Ford Radio adds melody to comfort

Just as modern and fine in design as the car itself is the Ford Radio specially built for Customline. You can enjoy its mellow tone and long range reception right from the first day you drive your Customline. Your Ford Dealer will arrange installation at the factory complete, if you wish, with extension speaker for back seat clarity even at whisper level of volume.

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

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