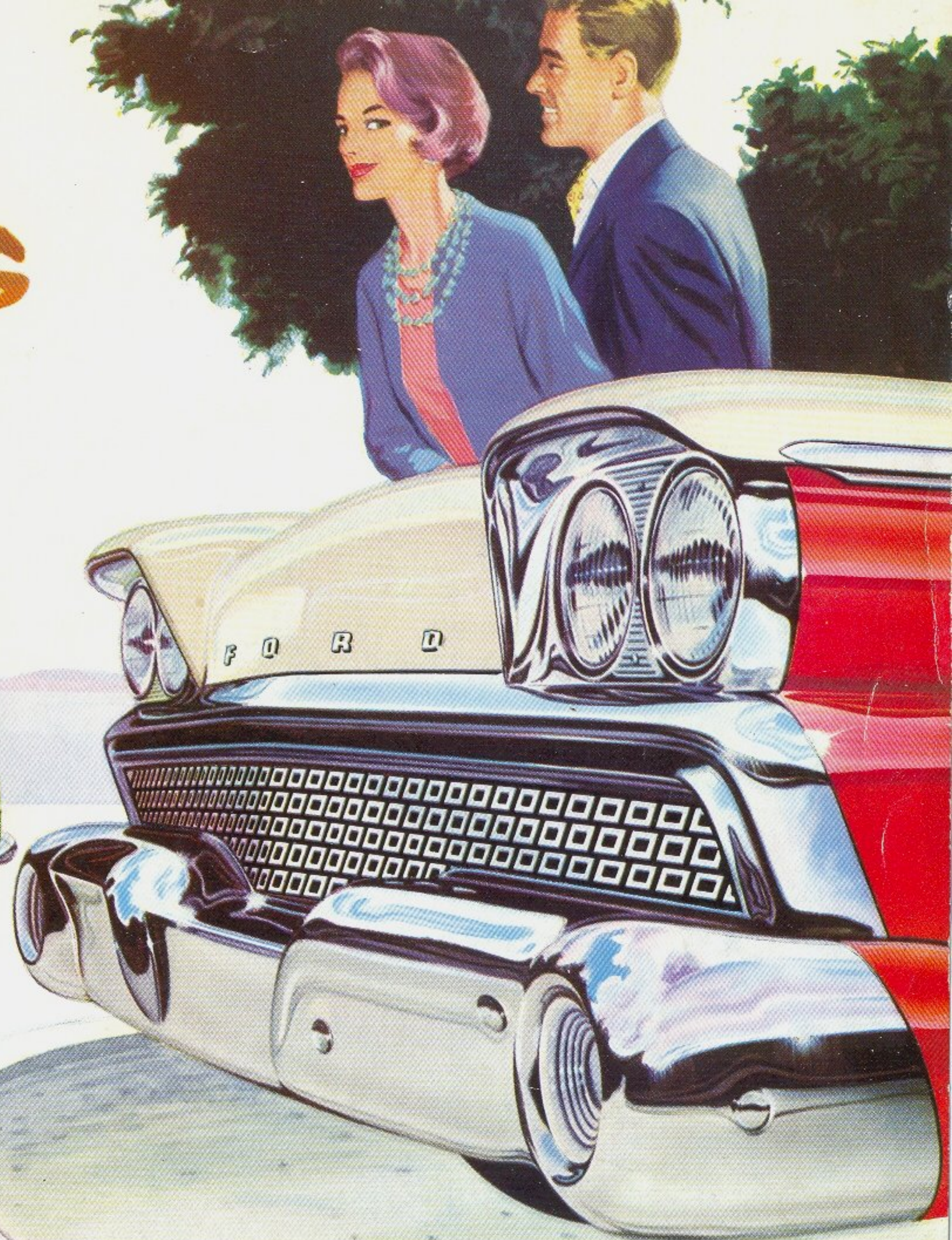
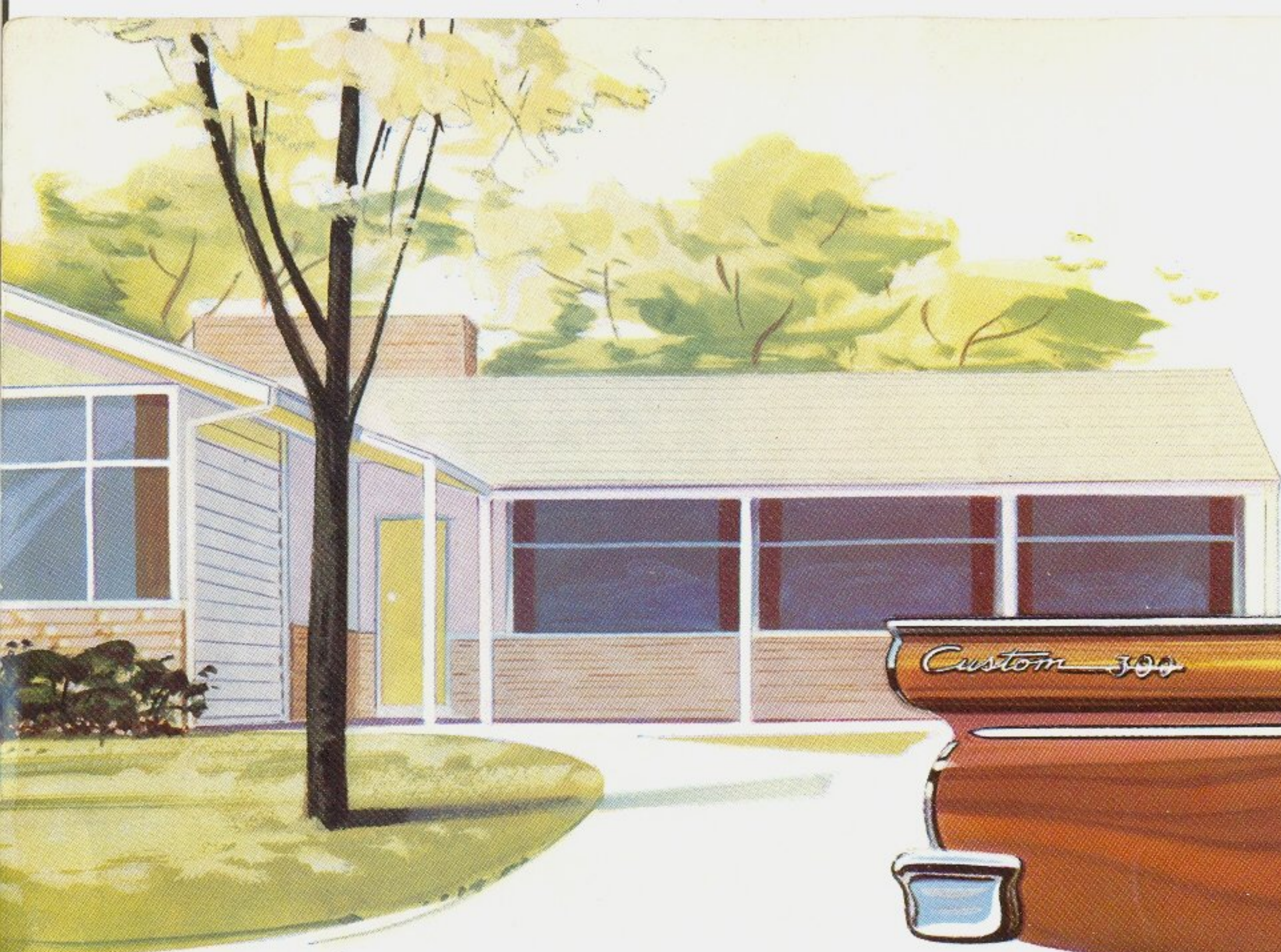


The New Ford V8's



THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS



World's most beautifully proportioned cars.

The elegant lines and beautiful proportions that distinguish Ford V8 have been internationally acclaimed as Classics, and awarded the Gold Medal for exceptional styling by the Comite Francais de L'Elegance at the Brussels Worlds' Fair.

White Wall Tyres, Trim Discs Optional, Extra Cost

Custom 300

Brilliant example of World's Award Beauty—

Glance above. See how the beautiful Custom 300, with its bold sculptured-steel lines, has more eye-appeal and subtle ornamentation to further emphasize Ford's fashion leadership. Here is new beauty with a crisp, clean new grille . . . new, chromed side moulding that accentuates Ford's long, low line . . . distinctive chromed name at the rear . . . and new luxurious interiors. Here's *functional* beauty, too, that embraces a wealth of new features that help you steer easier, ride more smoothly, travel more comfortably.

You'll discover what it's like to be in command of a 225 horsepower, overhead valve V8 engine. You'll find how a long 118" wheelbase spreads a carpet over the most rugged roads. You'll wonder at the solid comfort, quietness and remarkable stability that results from Ford's revolutionary *cradle-type* chassis, wide track, and heavy insulation. And, you've a choice of new manual shift transmission, or world-famous Fordomatic Drive which is available at optional extra cost.



Ford's interior gives you luxurious spaciousness, comfort and elegance in a grand manner. You'll find room to spare *in every interior dimension*. New designed seat and door trims feature a rich array of materials and colors. New woven fabrics bring a richness and softness never before known. Vinyls are more supple and durable—wipe clean at a touch of a damp cloth. And you've a wide choice of contrasting materials and colors to blend with exterior colors to suit your own individual taste.



White Wall Tyres Optional, Extra Cost

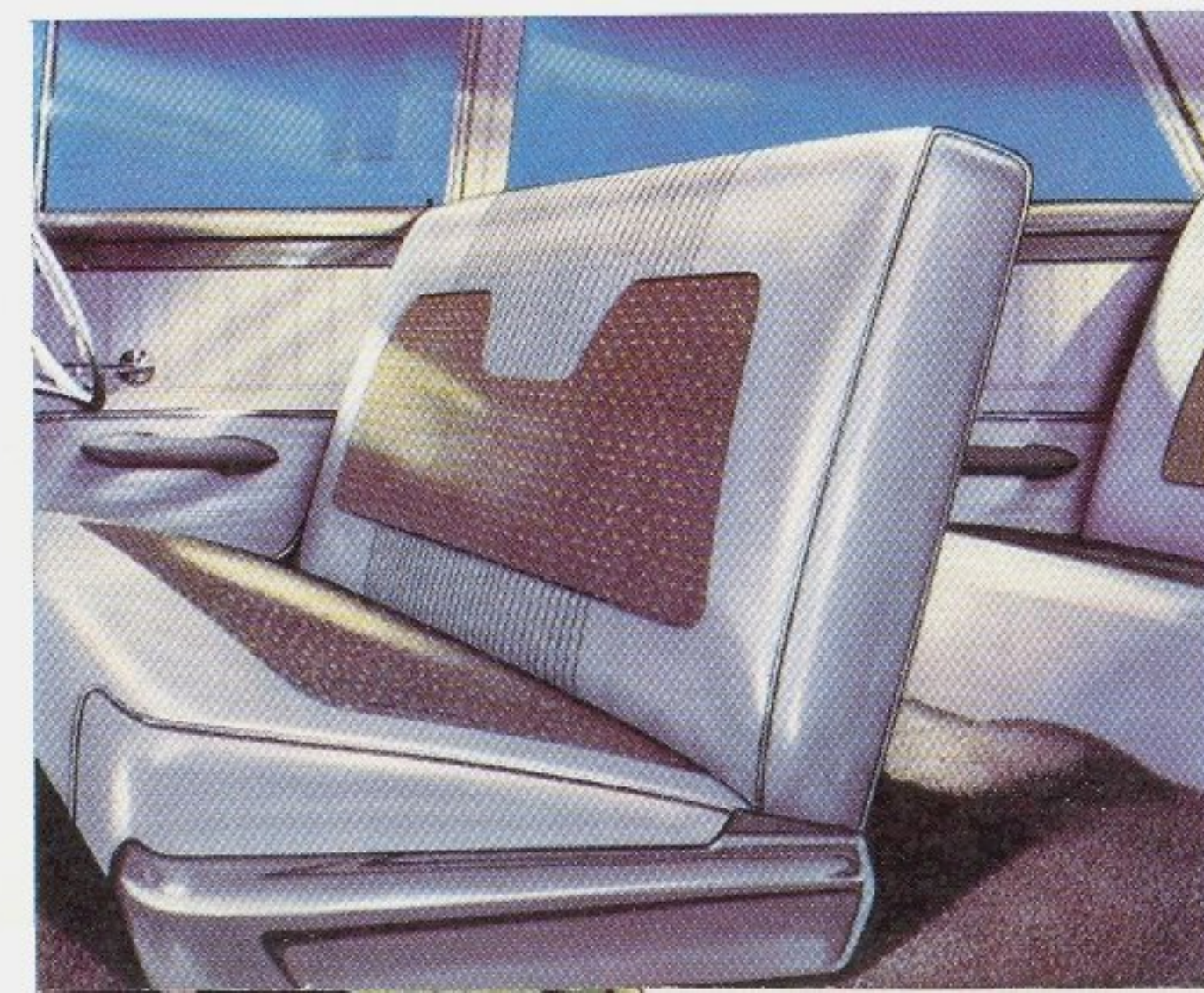
Fairlane⁵⁰⁰

Style leader of the new Ford V8's—
in every way so beautifully right!

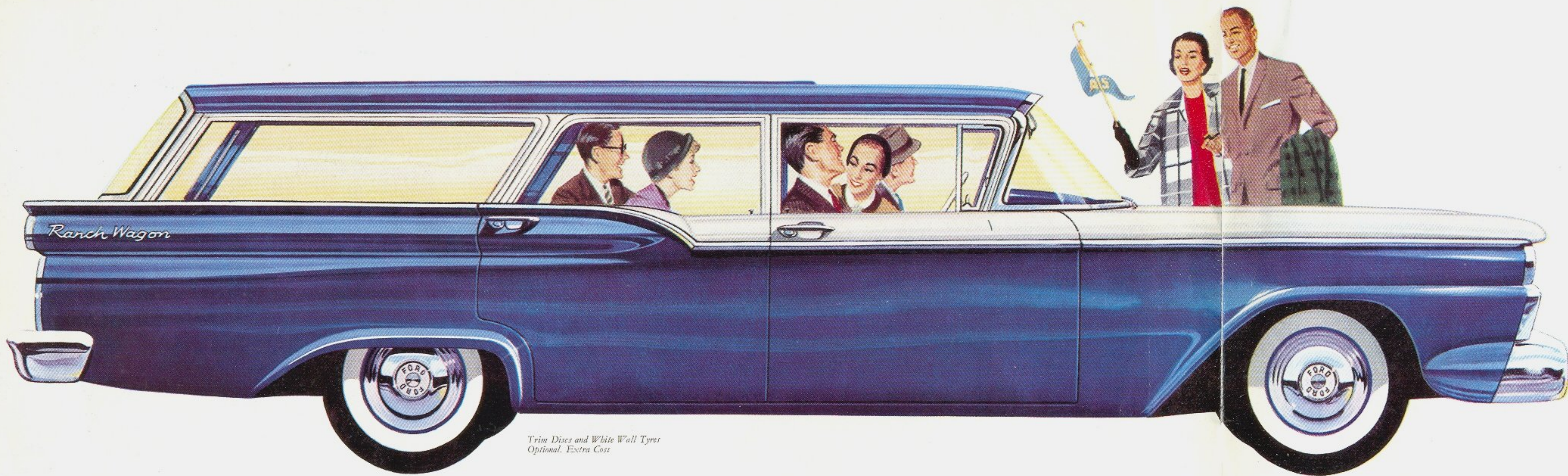
The look of Fairlane has an unmistakable distinction, now even more enhanced by the new crisp, clean grille, new sweeping side chrome strips and new sumptuous interiors. Luxury and prestige are clearly written in its every line. And another important quality makes itself quickly evident—the craftsmanship of its “Coachcraft” body, making ownership of Fairlane a supremely satisfying experience. You sense exclusiveness too, in Fairlane’s effortless performance—at the touch of a toe you command the most

powerful and efficient V8 engine on the Australian road. But perhaps the best of all the good news is the effortless driving ease of Fordomatic Drive *standard equipment on Fairlane!*

And to make your pleasure complete, there’s more head-room, shoulder room and leg room. Wider, softer seats. Wider doors. More glass area. And within Fairlane’s bigger interiors, specially designed new trims and fabrics create an atmosphere of refinement and comfort that is without equal.



Long, low and beautiful as the Fairlane 500 is, new design interiors with skilled use of color and decorative materials make it still more elegant. There’s luxury underfoot with rich, deep-pile carpets that are color coordinated with the basic trim color. Seat cushions have thick, foam-rubber padding. Soft, moulded plastic arm rests are on each door. The steering wheel, which is white to contrast pleasingly with interior colors is of the dished safety design. And to suit the position most comfortable for you, the front seat adjusts to 11 different positions.



Trim Discs and White Wall Tyres
Optional. Extra Cost

Ranch Wagon

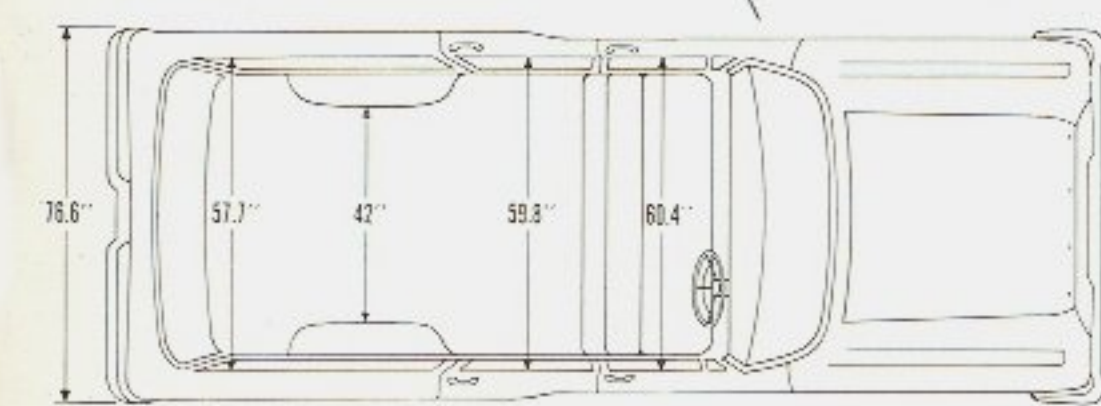
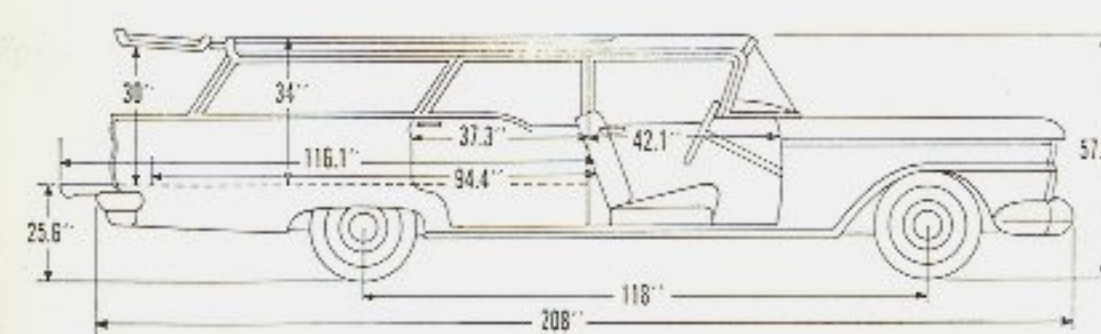
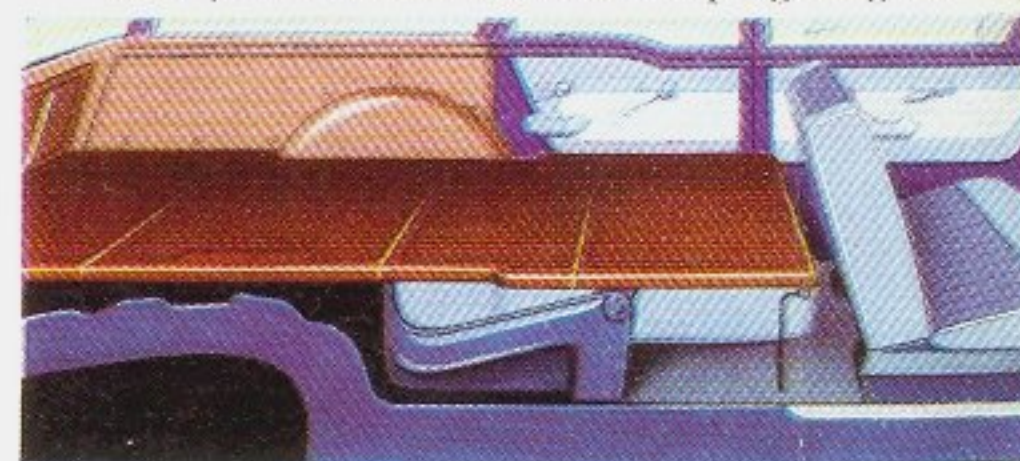
World's glamour wagon brings
a new kind of outdoor living—

The fabulous Ranch Wagon brings you new dimensions in space, and is the world's most versatile vehicle. From luxurious passenger car to high-styled cargo wagon takes seconds. It is instantly adaptable for the family tour, the picnic, shopping, light loading jobs, sportsman's carry-all, camping and many other uses.

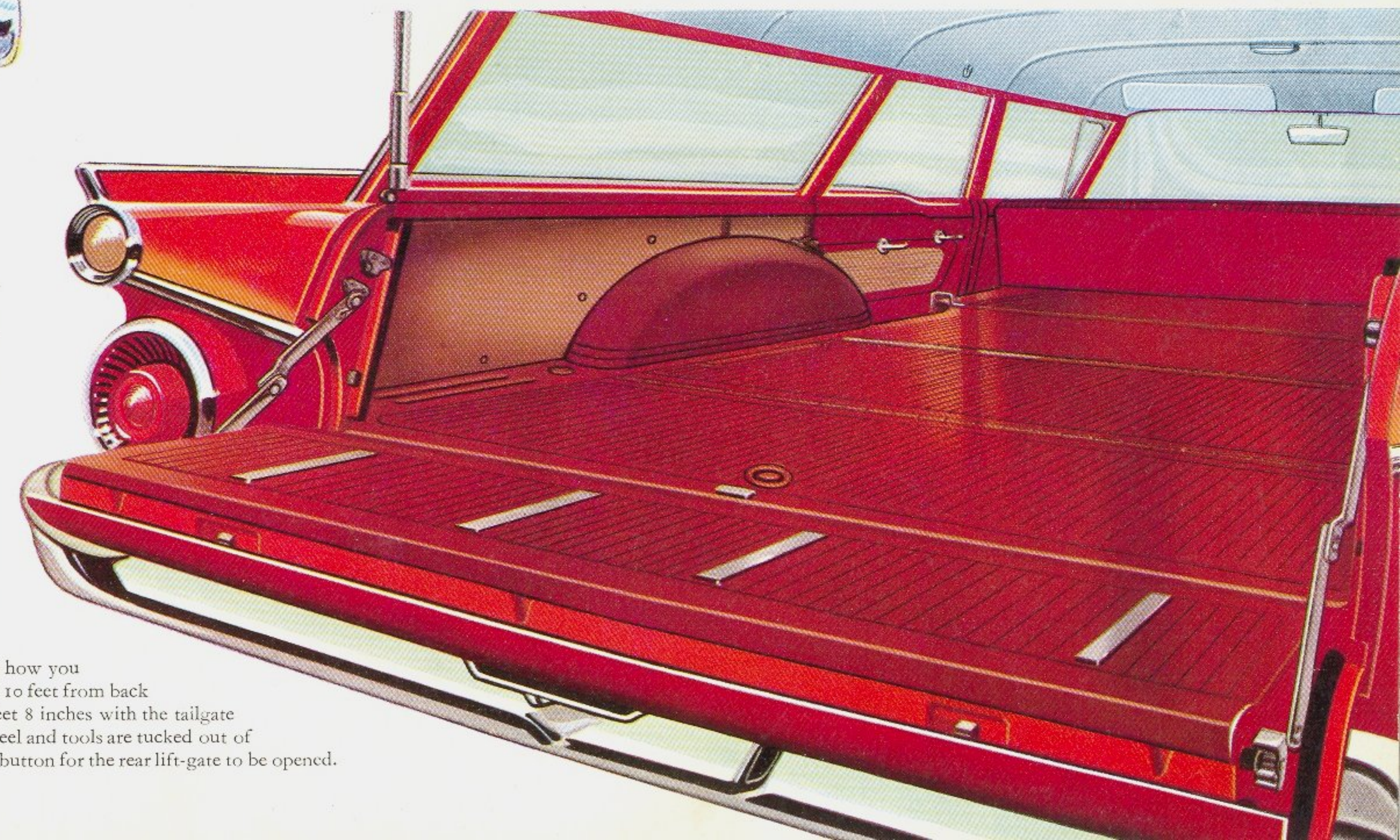
It has over 92 cubic feet of *usable* cargo space. Over 94 inches of *enclosed* sleeping space with the tailgate closed. Add to all this the unmatched power, velvet-smooth ride, and choice of either manual shift transmission or Fordomatic Drive and you see why Ford Ranch Wagon Living is *the* life!



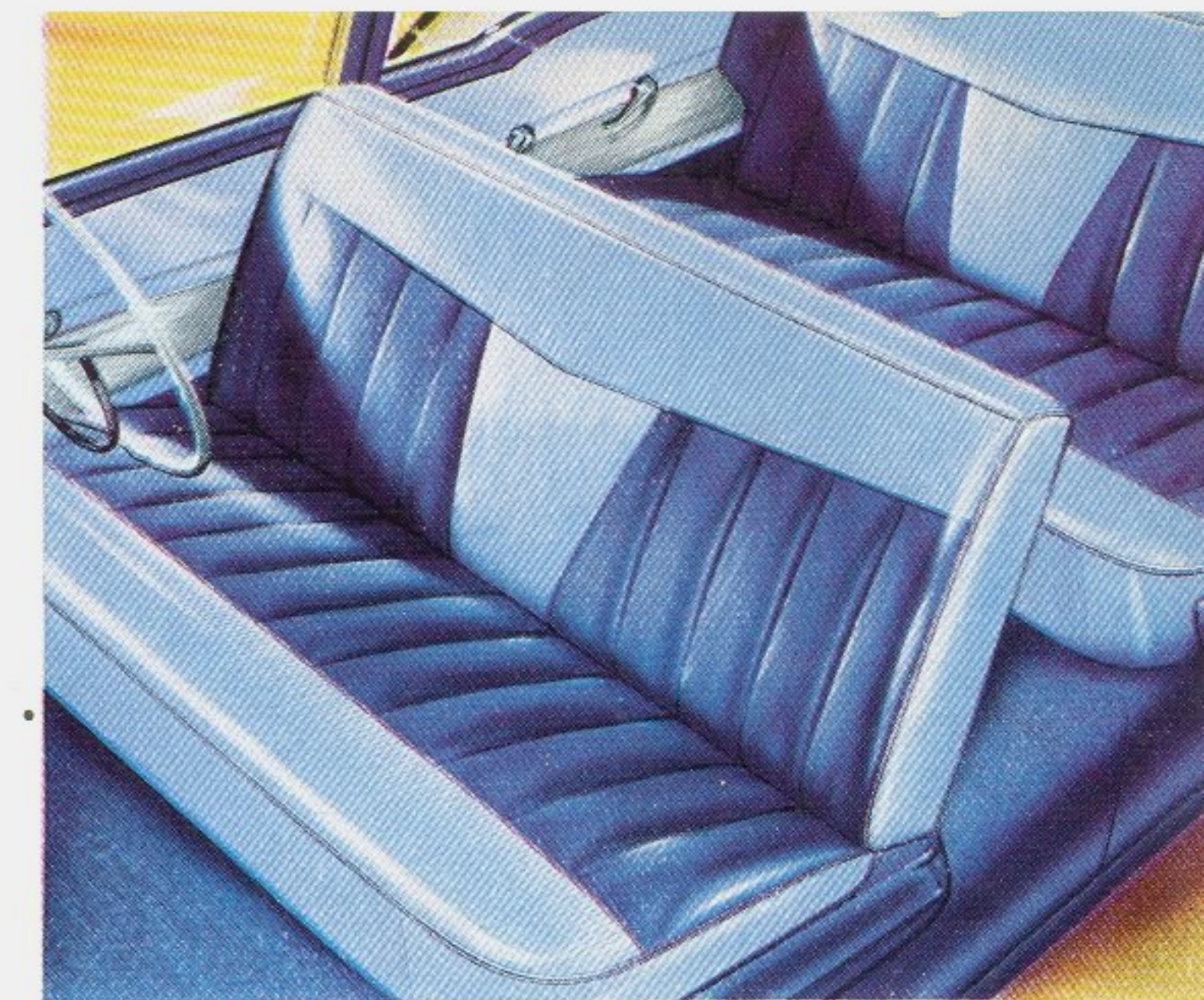
Fold the stow-away seat down, and you have over 94 inches of enclosed sleeping length.



Ranch Wagon brings you space for the space age—and how you and your family can use it. In length it measures nearly 10 feet from back of front seat to the end of the open tailgate. Over 8 feet 8 inches with the tailgate closed. Interior width is almost 5 feet across. Spare wheel and tools are tucked out of the way under the floor. And it takes only the press of a button for the rear lift-gate to be opened.



Ranch Wagon's spacious interior is available in the same upholsteries, design and colors as the Custom 300, giving it every comfort of the sedan, plus extra load-carrying features. All seats and backrests are carefully tailored and stitched for a perfect fit that will last for years. The back of the rear fold-away seat and cargo floor area is covered with heavy-duty inlaid linoleum and protective steel skid strips. Head-lining is of durable, easy-to-clean, non-tearing material. Five chassis cross members provide the massive strength and rigidity expected of such a utility vehicle.



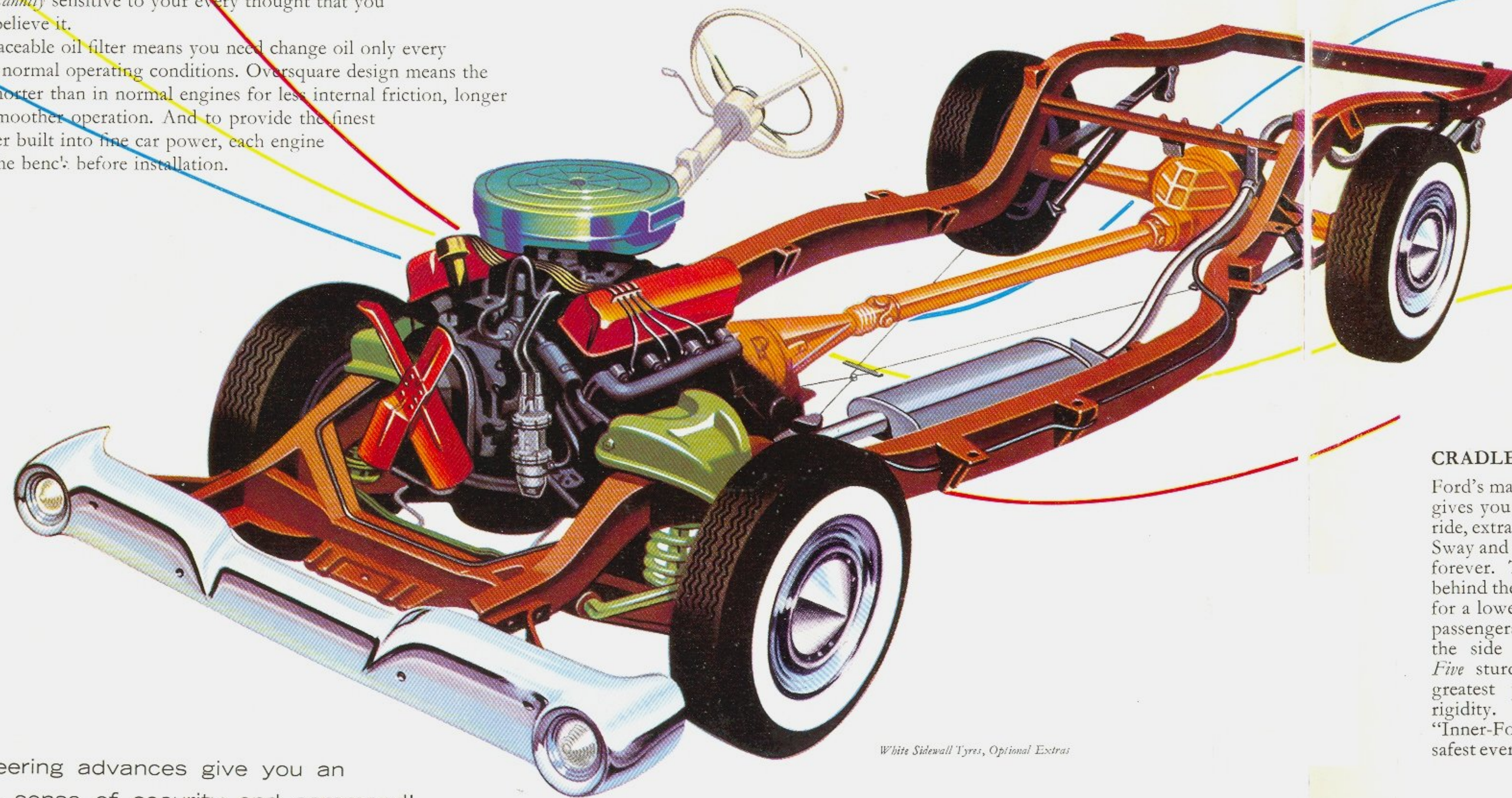
YOU CAN FEEL THE FORD KIND OF NEWNESS — THE FINEST IN THE WHOLE RIDE WORLD!

NEW ENGINE POWER FOR SAFETY AND EASE

Here is Ford's new kind of power—the newest and most powerful engine in the industry, and built by the world's master builders of V8 power.

Specifications: 332 cubic inch displacement . . . 225 horsepower . . . 325 lbs./ft. of torque! You've *never* had power like this before! It is so magically responsive, so *uncannily* sensitive to your every thought that you must drive it to believe it.

A Full-Flow replaceable oil filter means you need change oil only every 4000 miles under normal operating conditions. Oversquare design means the piston travel is shorter than in normal engines for less internal friction, longer engine life and smoother operation. And to provide the finest craftsmanship ever built into fine car power, each engine is hot-tested on the bench before installation.



White Sidewall Tyres, Optional Extras

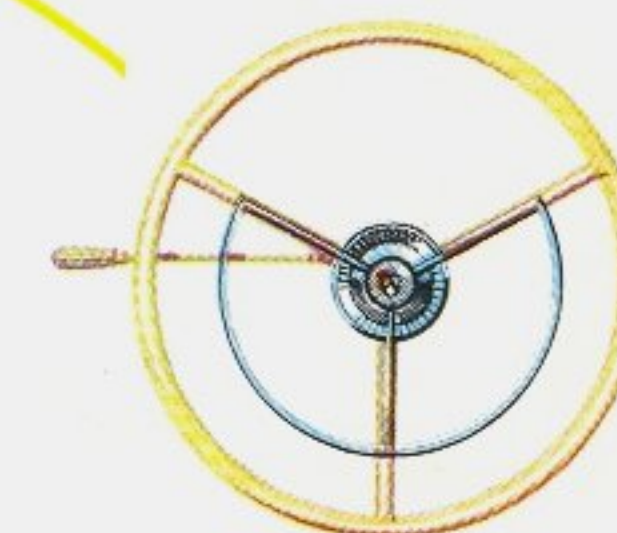
Ford's engineering advances give you an incomparable sense of security and command!



FORDOMATIC DRIVE—

Standard on Fairlane 500, optional on Custom 300 and Ranch Wagon.

Every mile you drive you'll appreciate this effortless way of going. Behind the wheel with Fordomatic drive you don't even see a gear lever or clutch pedal . . . you just go with a super-smoothness. You press the accelerator to go and the brake to stop—it's as simple as that! And remember, Fordomatic has the established reputation as the most trouble-free system of automatic transmission anywhere in the world!



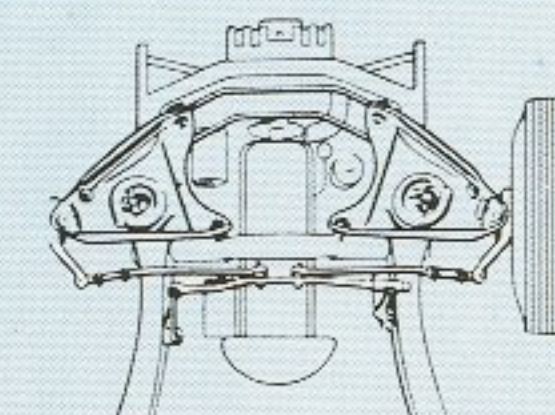
CRADLE-TYPE CHASSIS

Ford's massive cradle-type chassis gives you a smoother, more even ride, extra stability and protection. Sway and tilt on curves have gone forever. The frame sweeps out behind the wheels then dips down for a lower centre of gravity. *All* passengers are cradled between the side rails—not over them. *Five* sturdy cross members add greatest possible strength and rigidity. This proved-in-action "Inner-Ford" is the biggest and safest ever designed for a Ford car.

NEW MANUAL SHIFT TRANSMISSION

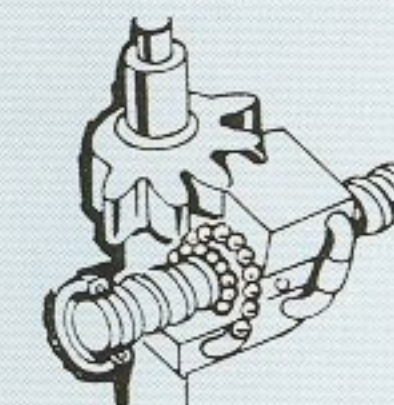
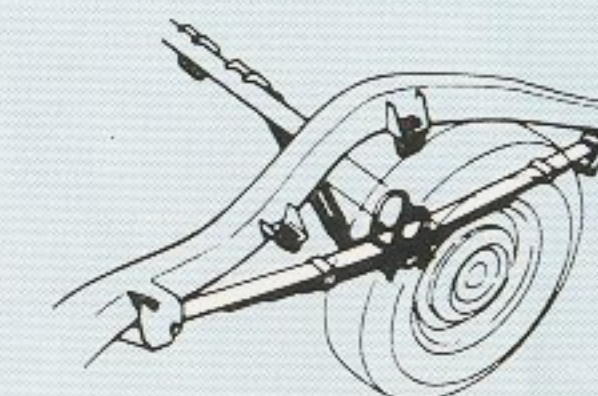
Here is the easiest, quietest manual shifting ever developed. New gear spacings and gear shift linkage for the utmost in driver-operation. And, there's safety as well as beauty designed in Ford's steering wheel. The shape is designed to distribute stress and provides extra safety protection for the driver.

More convenience! A foot-operated parking brake—a luxury feature usually found only on expensive cars—is standard equipment on every Ford V8! Brake may be set at various "on" positions; releases by a hand-operated release lever.



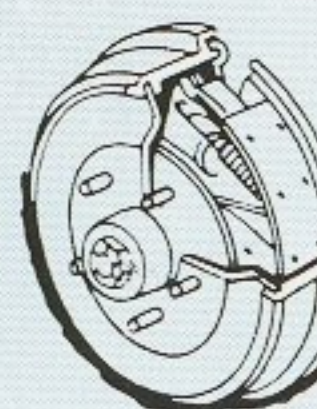
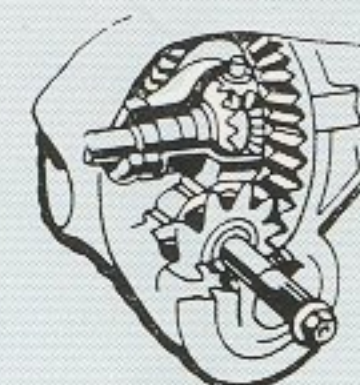
Exclusively Ford is the swept-back, angle-poised ball-joint front suspension that now features a new link-type ride stabilizer. Helps your Ford give you a smooth, limousine-like ride!

Even-Keel rear springs are mounted outside the frame to cushion your ride far better . . . let you take the turns much steadier. And shock absorbers have been revalved to give far less ride motion.



Ford's Magic-Circle steering is the closest thing yet to power steering! The steering wheel turns on free-rolling steel balls instead of the conventional worm gear. This efficient design gives you easier turning and smoother over-all handling!

Deep-Offset hypoid rear axle with straddle-mounted pinion allows larger gear teeth to be used on both ring and pinion gears. This permits lower drive line positioning; boosts efficiency.



Ford brakes are double sealed to help you stop in all weather. They feature a fixed-anchor design that requires only a simple, single-point adjustment. All brake linings are riveted and have big areas of lining surfaces for faster stops and longer life.

Ford's Zinc annealed muffler will last for longer than the conventional type mufflers. The 3-ply design, with asbestos interlining, has high resistance to condensation and corrosion.



IN FEATURE AFTER FEATURE, THE FORD KIND OF NEWNESS STEPS UP SAFETY, EASE AND PLEASURE

Clear-vision safety glass throughout with much greater area for full-circle visibility.

Five roof cross braces welded to box section rails for high strength and rigidity.

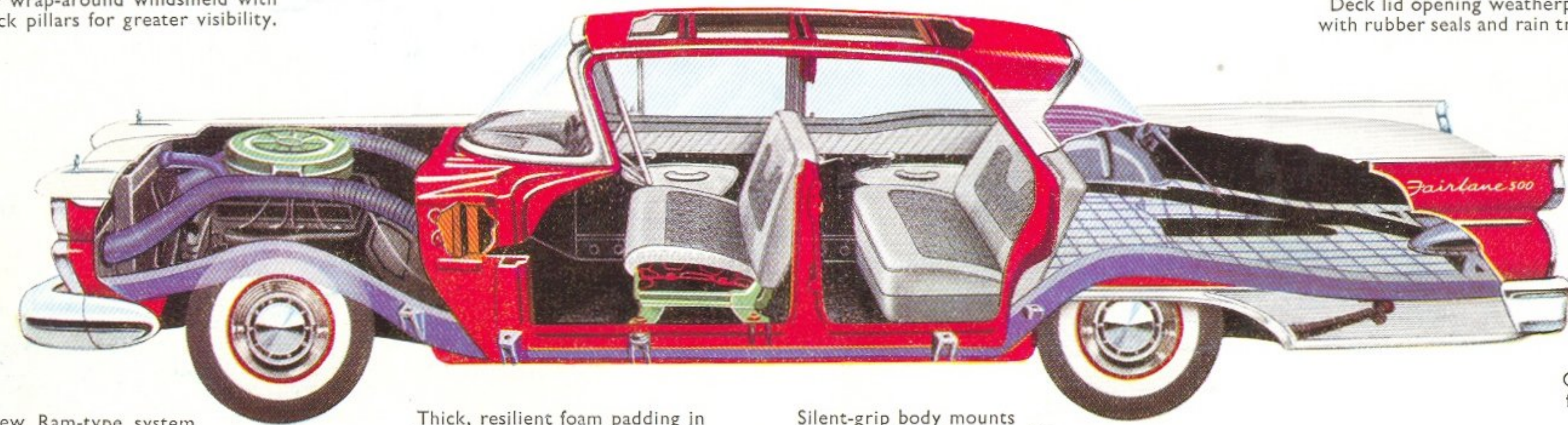
Larger wrap-around glass in back window gives better rear visibility.

Enlarged dash panel with substantial ribbing makes a more rigid unit.

Body area behind rear seat has extra strength for increased durability.

New larger wrap-around windshield with swept-back pillars for greater visibility.

Deck lid opening weatherproof with rubber seals and rain trough.



New Ram-type system for superior body ventilation.

Thick, resilient foam padding in front seats for greater comfort.

Silent-grip body mounts to soak up road shock and noise.

Centre-fill fueling from either side.

Front seat adjusts 5" to 11 positions and is placed for improved seating posture.

Larger rocker panels and stronger double-ribbed floor pan with five sturdy cross members welded to bottom give increased rigidity.

Domed ribbed wheelhousings supply solid foundation for roof rails, package panel and deck lid hinges.



FORD POWER STEERING (Optional)

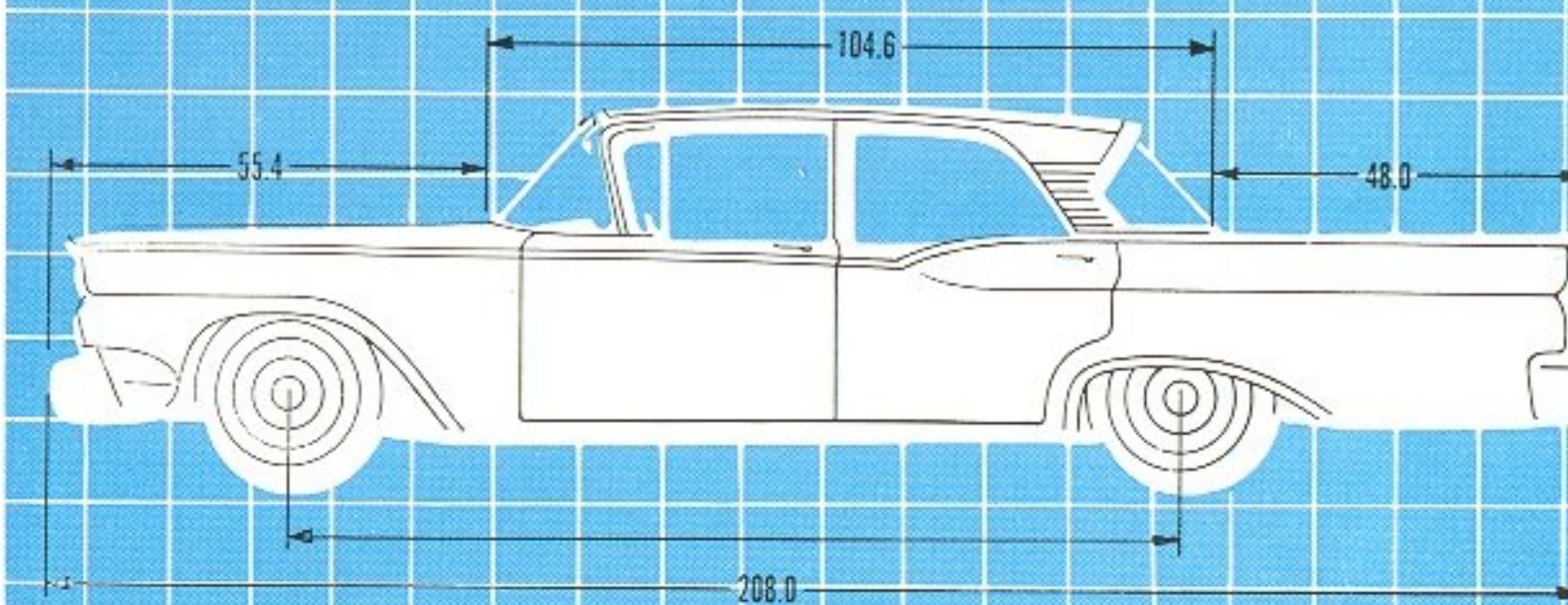
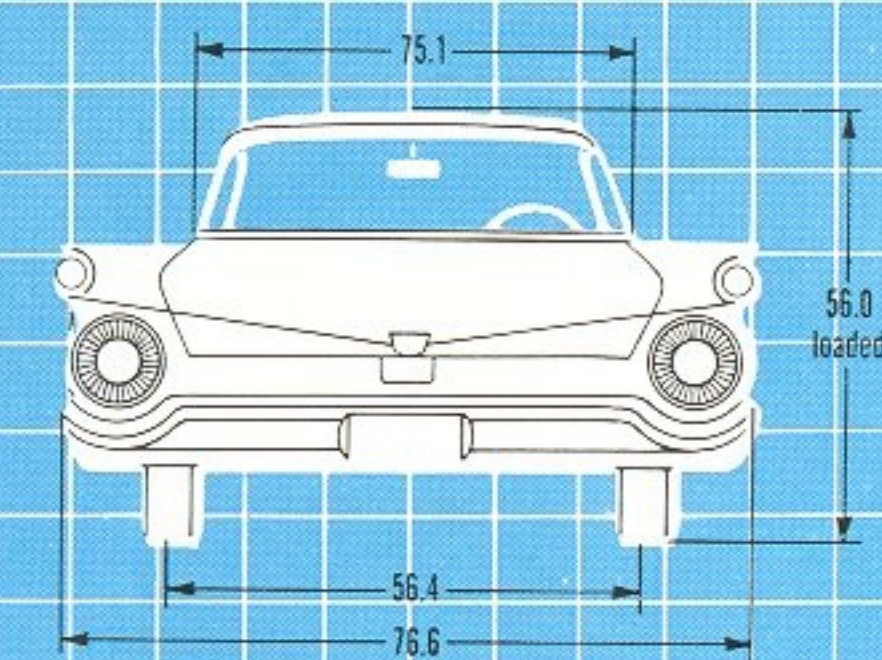
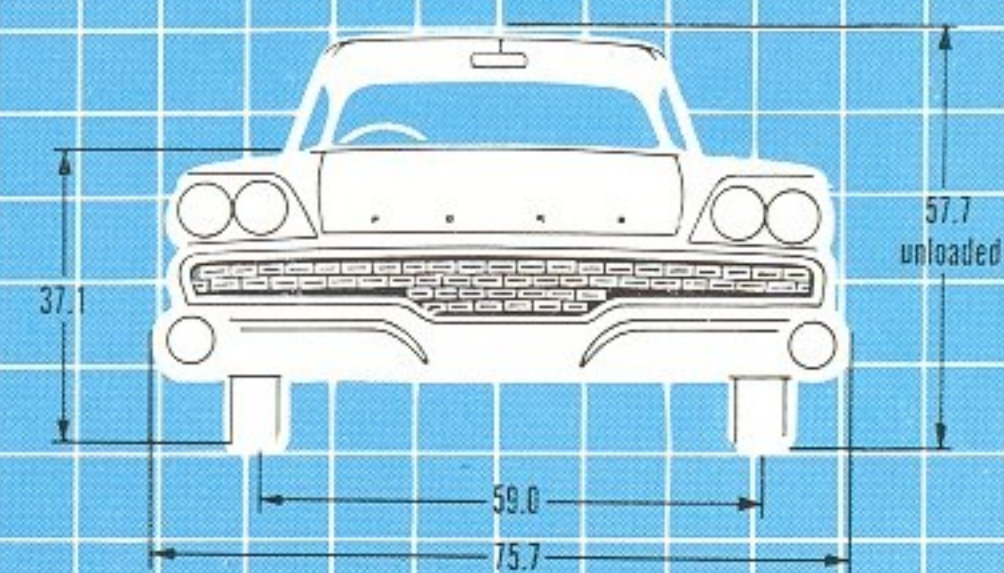
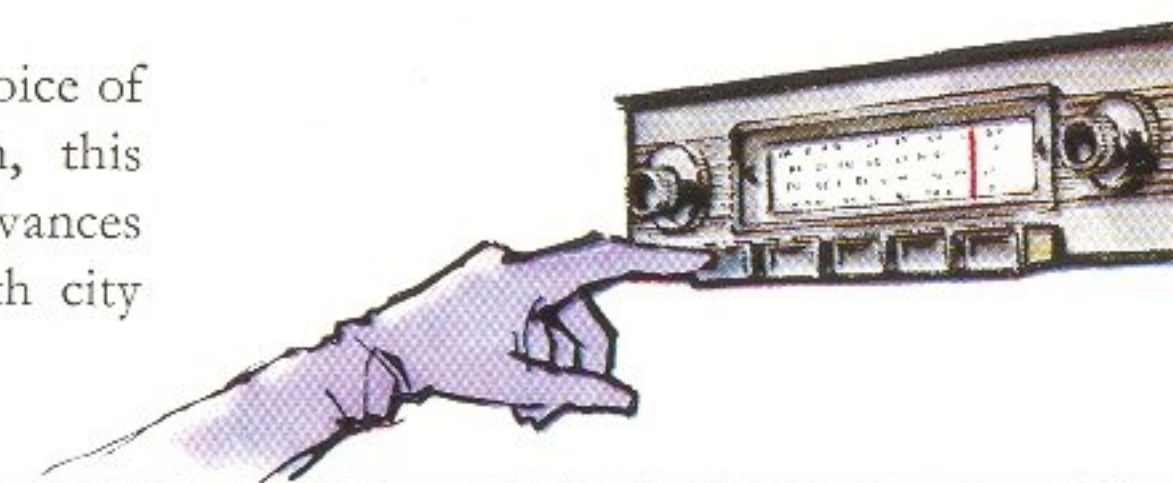
The effort is taken out of steering with Ford's hydraulically-operated power steering. Yet the natural feel of the road is never lost wherever you drive. New design makes turning easiest-ever on slow turns, wonderful for parking.

FORD POWER BRAKES (Optional)

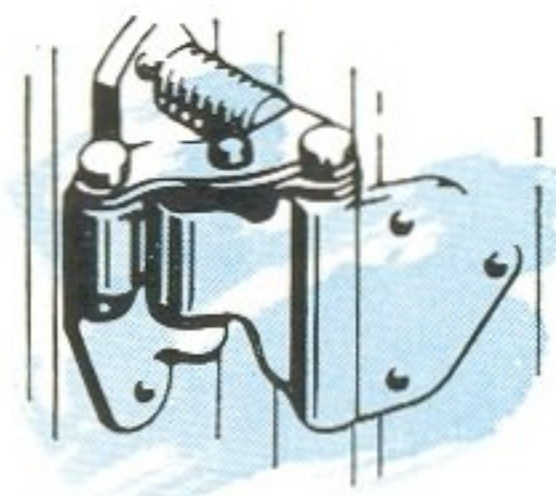
... with a low pedal these are the brakes you'll love to touch. Stopping takes 1/3 less foot pressure than ordinary brakes. Fast stops, both at speed or in traffic, are smoother, surer.

PUSH-BUTTON TRANSISTOR RADIO

Automatic push-button tuning gives you a choice of any five pre-selected stations. An option, this transistor-powered radio brings the newest advances in wide range reception and fidelity for both city and country driving.



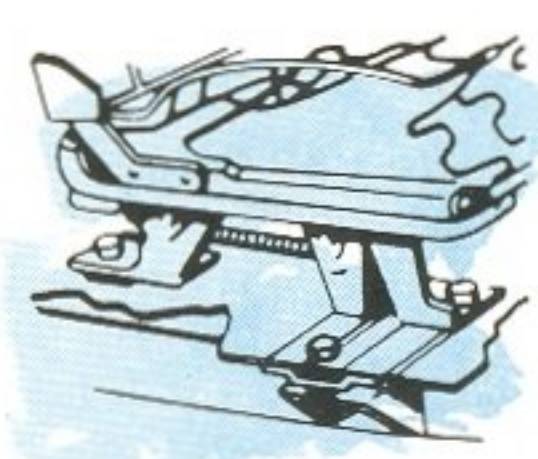
Front-hinged hood is spring counter-balanced. Inner and outer panels welded into a strong unit.



Automatic doorman hinges help swing rear doors full-open or full-closed. Larger bolts add to strength.



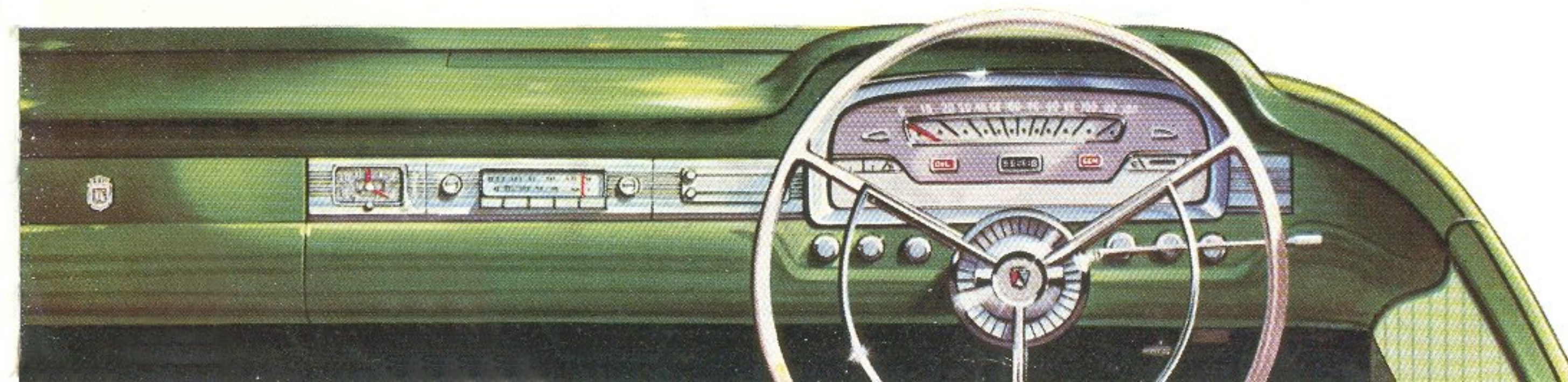
Double Grip Safety Door Latches engage easily. Resist chances of springing under possible impact.



Front seat is anchored directly to the massive chassis frame for added strength and safety in case of impact.



Torsion bar hinge on rear luggage compartment lid is easier to operate, compact and increases luggage space.



FULL-VIEW INSTRUMENT PANEL

Ford's instrument panel is the easiest to view and operate ever. Instruments, control switches and operation warning lights are placed right within finger-tip reach. Controls are recessed deeply in the dash for greatest safety. All have interior lighting for easy night reading. And there's a giant sized ash-tray and lockable roomy glove-box.

FORD V8 SPECIFICATIONS

ENGINE—V8 O.H.V. No. of Cylinders—8. Bore and Stroke—4.00" x 3.50". Piston Displacement—Cubic capacity—332 cu. in. Compression Ratio—8.9:1. B.H.P.—225 @ 4,400 r.p.m. Torque—325 lbs. ft. @ 2,200 r.p.m. Taxable H.P.—51.2 R.A.C.

CYLINDER BLOCK—deep block design—special alloy iron. Block and crankcase cast in one piece for greatest rigidity and bearing alignment.

CRANKSHAFT—Precision moulded alloy iron.

PISTONS—Autothermic type tin plate aluminium alloy with steel struts.

PISTON RINGS—3 rings—all above piston pin—2 compression and 1 oil control. Upper compression ring chrome plated, lower compression ring specially coated. Oil ring, expander spacer with chrome plated steel rails.

CAMSHAFT—Precision moulded alloy iron. Cam contours have a quietening ramp. Silent chain drive.

VALVES—Special alloy steel intake, precision moulded austenitic steel exhaust. Both valves aluminium coated. Valve guides and seats integral. Valve clearance adjustment controlled by self-adjusting hydraulic valve lifters.

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, rotor type with non floating screened inlet.

OIL FILTER—Disposable full flow—externally mounted at L.H. side of crankcase.

ENGINE VENTILATION—Constant flow crankcase ventilation. Inlet at top of engine through filter element in oil filler cap.

ENGINE COOLING—4 blade fan. High capacity water pump, separate integral unit located at top front centre of engine block, provides greater delivery rate for improved cooling with less engine horse power than conventional pumps. Positive action thermostat.

FUEL SYSTEM—Low silhouette two barrel balanced type carburettor with variable stroke accelerator pump. Automatic choke thermostatically controlled.

INDUCTION MANIFOLD—Rugged cast construction with large direct passages to cylinders giving more even distribution of fuel/air for smoother, quieter, high-powered performance.

FUEL TANK—Capacity 16.5 gallons. Indicator gauge on instrument panel.

IGNITION—Distributor combined centrifugal and vacuum spark control provides precision timed ignition pulses at all engine speeds and loads. Distributor accessibly located on top front of engine.

CLUTCH—Type: Semi-centrifugal, dry, single plate, pre-lubricated sealed ball throw-out bearing, 11 in. dia. pressure plate.

TRANSMISSIONS — Manual: 3 speeds forward, 1 speed reverse. All gears helical type. Ratios: First 2.32:1, second 1.48:1, third 1:1, reverse 2.82:1. How engaged—manually shifted by remote type gear shift lever on steering column. First and reverse—sliding gear. Second and Third—constant mesh with blocker type synchronisers.

Fordomatic: All new 2 speed light-weight simplified design with cast aluminium construction, uses a single stage 3 element torque converter and compound planetary gear set. Positive cooling by oil circulation to lower radiator tank.

CHASSIS—Wide contoured frame, extra rugged with five cross frames and safety flared side rails consisting of two husky channel section girders arc welded together to form strong box section design.

FRONT SUSPENSION—Swept back angle poised with new link type ride stabiliser providing automatic sway control for safer handling and more stable ride with less road shock.

REAR SUSPENSION—Even-keel rear springs provide soft action, variable rate with tension-type shackles and wound-up control rubber buffers over springs. Viscous-control shock absorbers give complete ride control.

REAR AXLE—Husky, low-slung hypoid, semi-floating with special deep-offset straddle-mounted pinion, permits lower car level without sacrifice of inside room. Ratios: Automatic: Fairlane, Custom Sedan 2.91:1. Conventional transmission: Sedan 3.56:1. Ranch Wagon—Automatic 3.10:1; Conventional 3.70:1.

FOOT BRAKE—Giant-grip double-sealed, self-energising hydraulic brakes have suspended pedal, dash-mounted master cylinder. Drum diameter is 11 in., lining area is 180 sq. in. (Sedans), 191 sq. in. (Ranch Wagon). Optional power brakes.

PARKING BRAKE—Foot applied with easy-to-operate convenient hand release.

STEERING SYSTEM—Magic-circle recirculating-ball type steering gear provides low friction, easy steering. 27:1 over-all steering ratio. 17 in. diam., 3-spoke, deep-centre Lifeguard steering wheel. Approximately 40 ft. turning diameter. Power steering optional equipment.

ROAD WHEEL—Ventilated type steel disc wheels.

TYRES—Five 6.70 x 15 4-ply super balloon tubeless tyres standard on Custom and Fairlane Sedans (6-ply tyres optional). Five 6.70 x 15 6-ply standard on Ranch Wagon. Conventional tyres optional.

DIMENSIONS AND WEIGHTS—Wheel Base 118", track (front) 59", track (rear) 56.4", over-all width 76.6", over-all height (design load) 56" (Sedan) 57.6" (Ranch Wagon), over-all length 208". Kerb Weights—Custom 300. 3545 lbs. (estimated) plus 16 lbs. for automatic transmission. Fairlane 500, 3594 lbs. (estimated) Ranch Wagon, 3751 lbs. (estimated) plus 16 lbs. for automatic transmission. To above weights add: Power steering 32 lbs. Power brakes 9 lbs.

ACCESSORIES TO INCREASE ENJOYMENT

Fresh Air Heating and Demisting Unit — Exterior Sun Visor — Venetian Shades — Ranch Wagon Side Venetian Shades — Fog and Long Range Driving Lights — Trouble Lamp — Beltline, Fashionline, Styleline Deluxe Mirrors — Windscreen Washer Kit — Exhaust Deflectors — Wheel Discs — Floor Mats — Ranch Wagon Deck Mat — Numberplate Frame — Weathershield — Vanity Mirror — Fender Shields — Polished Rocker Panel Mouldings — A full range of "Car Care Cosmetics", wash and polishes — A large range of maintenance and service accessories—Fender and Hood Ornaments — Front Bumper Extensions — Power Brakes — Clear Plastic Seat Covers — Ventilated Seat Cushions — Reversing Lights.

FORD'S 4-WAY BETTER SERVICE

Your satisfaction as a Ford V8 owner is increased by 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, it keeps your car in top condition at minimum 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 PTY. LTD.

(Incorporated in Victoria)

Registered Office: Geelong, Victoria

DM 26-60