



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

STILL NEWER, MORE GLAMOROUS FORD V8's THAN EVER BEFORE . . .

Now there are *two Ford V8 models* . . . the new dream of driving ease, the Fordomatic — and the very latest Customline . . . each with a new lift in fashion-leading styling!

HERE IS THE FORDOMATIC . . .

How much Ford V8 has reinforced its leadership as Australia's most popular big car is exemplified on this brilliant new model. Its worth to you cannot be measured in any single standard of style, performance or comfort. The Fordomatic is the most modern car in Australia — it is an excitingly new combination of *all* the advances which sum up to absolutely top-flight motoring. Fordomatic transmission and Ford's O.H.V. V8 engine, in themselves, put this big, smooth performance-master ahead of any competition. Yet they are in direct relationship to so many other advances . . . the glamour of new styling and new colours . . . the manner in which widespread comfort-space and new smartness are allied in interior design . . . the so many engineering and coachwork features that contribute in everything from ease to safety . . . the fuel economy which is so surprising in a car of such size and performance. If you choose to own the best — and to buy it at the keenest price — this Fordomatic is your new car!



Styletoning and white sidewall tyres optional at extra cost.



*Beauty — with new
fashion-flair —
outside and inside!*

Here is styling that stands right out in its leadership. And it is highlighted 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 hub cap motif, new headlamp design, new big, rear deck badge with star emblem and new chromed extension of tail-lamp assemblies also accent overall beauty.

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.

Inside, the soft, lustrous upholstery is tailored into new, two-tonings with modern verve in both design and colour combinations. Instrument panel and door trim are also smartly new — and, in everything from space to non-sag springing construction, here is true living room comfort — on wheels!

LIFE IS SO MUCH SMOOTHER WITH FORDOMATIC — and every way you see it, the NEW FORD STYLING holds the eye!



Fordomatic drive . . . the greatest driving advance since self-starting . . .

This fully automatic transmission frees you forever from gear-shifting and clutch pushing. It brings the ease of "2-pedal control". You press the accelerator to go and the brake to stop — as simple as that! And — whether meeting the needs of acceleration, cruise or climb — it is so easy on you and your car.

REASONS FOR SMOOTH EFFICIENCY. First of all, the Ford O.H.V. V8 engine, with its instant "trigger-torque" and big power reserves for any needed extra effort, is ideal for use with automatic transmission. It means "flowing" power rather than the more noticeable peaks and lows that apply with engines of lesser capacity. Secondly, the Fordomatic transmission, in addition to automatic gears, incorporates a highly-efficient torque convertor. 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 super-smoothness — and an entirely automatic action of gear changes which, while matching every driving condition, is almost imperceptible.

FORDOMATIC MEANS ECONOMY, TOO. You can travel for hours without any manual operation of a gear-shift . . . stop and start at intersections . . . drive through traffic . . . cruise on the highways . . . climb hills and descend them with the right gearing and the right engine speed applied automatically for either soaring power for the climb or safety braking force for the descent. That "rightness" of engine speed which Fordomatic automatically decides for all driving conditions not only means smoother, more efficient performance. It also makes a big contribution to economy in fuel consumption and less wear and tear.

High-style Instrument Panel

Everything new — big instruments grouped for eye-level reading, every switch and titing from key-turn starting to cigarette lighter within instant reach, convenient in-line placement of clock and controls for radio and heater. Two-tone treatment is more handsome with a choice of colours to contrast with trim and exterior finishes. On both Fordomatic and Customline this new panel adds to interior impressiveness.

New Verve in Side Strip

Pictured is the Fordomatic's gleaming side strip. The contrasting colour blaze inlaid in its design and the full colour badge mounted on the strip's graceful curve increase an overall effect of distinction. As you will see overleaf, Customline is also given new styling verve in its smart, side strip design in sparkling chrome.



New Deep-hood Headlamps

On both the Fordomatic and Customline, beauty and practicability are combined in new headlamp design. The deeper and chrome-faced hoods not only increase front-end smartness but also make the headlight beams more efficient for safer driving.

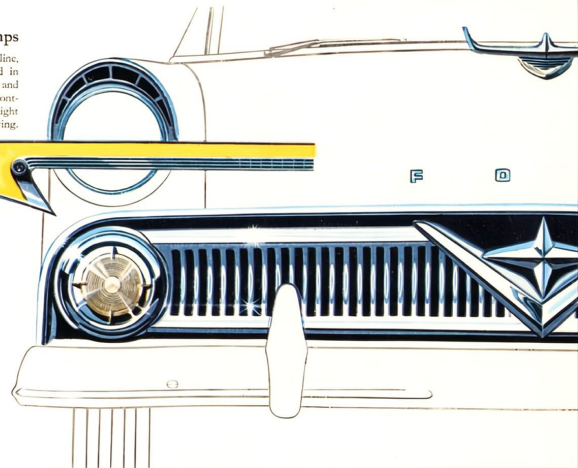


New Design Hub Caps

Even in hub cap design, both cars have a step-up in styling. It is provided by a centre design of the star motif in gold on a colour background.

New Distinction in Front End Design

An imposing feature of the styling of the Fordomatic and Customline is this new front-end design. In its centre that big "V" and star are impressive indeed. This bold centre design is flanked and perfectly balanced by the inward-curving grille and the big and imposing parking lamp assemblies.



Here, with NEW STYLING HIGHLIGHTS, and all its EXCLUSIVE FEATURES, is FORD V8 CUSTOMLINE!



Stylertoning and white sidewall tyres optional at extra cost.

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 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. In the following pages you will find many reasons why it is not styling alone — brilliant and leading as it is — which makes this Customline so desirable.

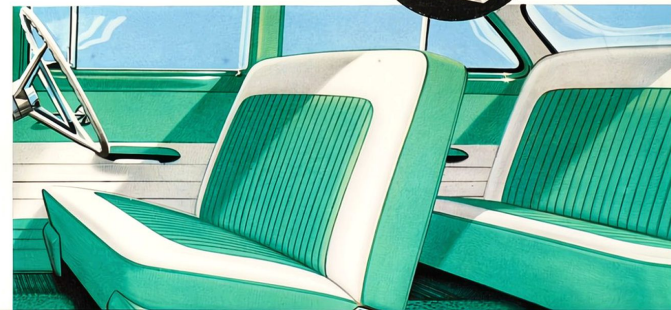
The fact stands out — you can't make a better big car buy than a Ford V8!

"Zig-Zag" Seat Construction. In the seat of all Ford V8's "zig-zag" springing construction adapts itself to body contours for more natural and restful seating position. And because of this construction's extra sag-resistance seats keep their smart shape even in the much-used driving position.



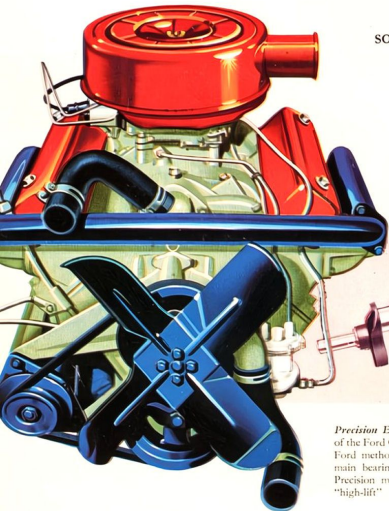
Inside Beauty and Comfort match outside glamour.

With its own new and individual smartness in trim design, Customline gives you the choice of many two-toned combinations that make more attractive the soft comfort of those wide deep-pleated seats. To contrast or blend with your preference in upholstery colour harmony, there are special colours for the new two-toned instrument panel.



A PERFORMANCE PLUS THAT BEGINS WITH THE LATEST FORD OVERHEAD VALVE V8 ENGINE

and is made even finer by ball-joint suspension and Ford's husky K-bar chassis!

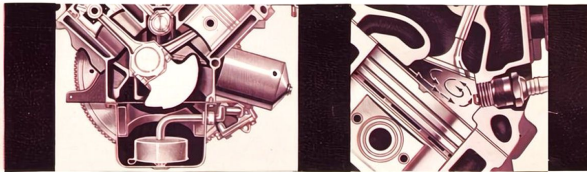


SO SMOOTH, SO QUIET—AND YET WITH INSTANT, MIGHTY POWER FOR EASE AND SAFETY

The O.H.V. V8 which so effortlessly powers the Fordomatic and the Customline is the result of Ford's greater experience and "know-how" in V8 engine 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. 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 less maintenance cost.

Precision Engineering is typified in the crankshaft of the Ford O.H.V. V8 engine. Cast by an exclusive Ford method from a special iron-alloy it has five main bearings and eight integral counterweights. Precision moulded, too, is the camshaft with its "high-lift" design for better valve operation.



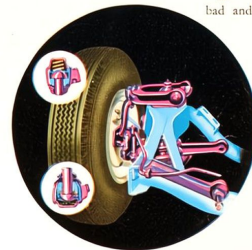
Deep-block Design gives far greater rigidity and strength . . . full pressure lubrication system with full-flow oil filtration increases engine life . . . positive-flow crankcase ventilation protects vital parts . . . 3-ring super-fitted, aluminium-alloy pistons give greater efficiency, quietness and life.

Overhead Valves and double-deck intake manifold and turbo-wedge combustion chambers for improved fuel charges . . . automatic Power Pilot integrating action of carburation and ignition . . . anti-fouling design spark plugs.

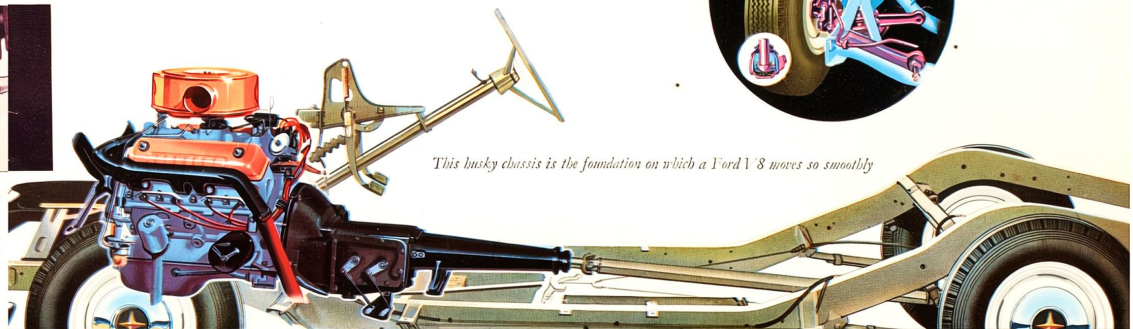
A PERFORMANCE-COMBINATION FOUND IN NO OTHER CAR, IRRESPECTIVE OF PRICE

Only in a Ford V8 will you find the big, better differences 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 irregu-

larities rather than having to jump over them . . . **K-bar chassis** has 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 safety in all weathers.



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



**BOULEVARD RIDE
OR HEAVY-DUTY—**
*choice of suspensions matched
to your particular driving
conditions*

"Boulevard Ride" suspension is especially designed for the absolutely maximum absorption of road shock. In this greater riding comfort, front coil springs, rear springs and shock absorbers are balanced into an overall action in which the car literally *flows* over irregularities.

A heavy-duty type of suspension is also available for the more rugged conditions of really bad and off-highway surfaces.

DRIVING EASE, SAFETY and PLEASURE INCREASED BY THESE PROVEN, FINER FEATURES . . .

Standard equipment features for safety and convenience . . .

(A) Big-area sun visors give maximum protection against glare for driver and passengers. (B) Extra-large rear view mirror gives better traffic view. (C) Huge full wrap-around windscreen with 1100 square inches of unobstructed vision. (D) Lifeguard steering wheel with deep "dished" design that protects driver through greater absorption of any impact. (E) New instrument panel with greater convenience in placement of controls and instant, unobstructed, eye-level view of instruments. (F) Life-guard door locks with a double-grip that reduces possibility of doors springing open upon impact. (G) New, big and handsome rear-deck ornament that incorporates concealed key-hole and easy, finger-tip opening or closing grip. (H) Full wrap-around rear window for better, safer traffic view and wider vision for rear manoeuvring or parking. (J) Deep-deck luggage boot planned for giant capacity even to the space-saving design of the spring-counterbalanced hinges of the deck-lid. (K) Jet-tube tail-lamps now made even smarter by new chromed base extension strip. Reflectors are inbuilt and assembly design allows easy fitting of approved traffic signals and reversing lights. (L) Centre fill fuelling hides filler cap behind number plate, makes fuelling easy from either side of car and increases boot space by eliminating long filler pipe. (M) Massive bumpers with big over-riders curve around body corners for extra protection.

Optional features for even greater luxury . . .

1 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 always retain the natural "driving feel" of steering on the straightaway.

2 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 braking makes your control always certain.

3 Flashing Turn Indicators

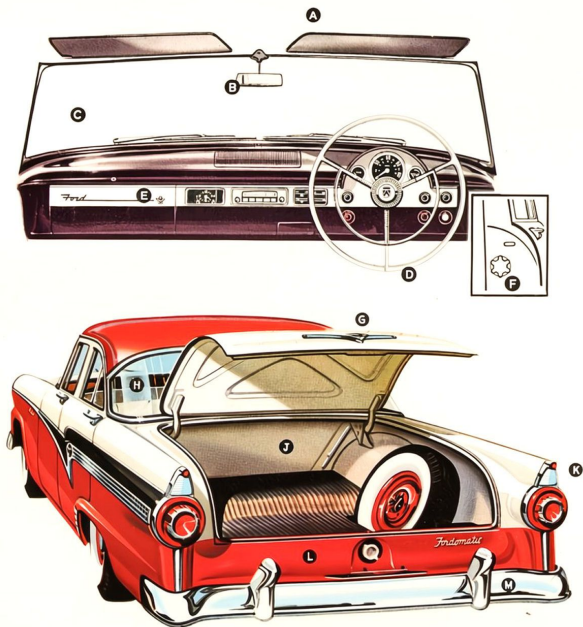
A touch of a control lever on Customline's steering column gives instant warning, to approaching and overtaking traffic, of your intention to turn to left or right. After the turn the flashing signal, front and rear, automatically cancels itself.

4 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. Each set incorporates features which mean new advances in wide-range reception and fidelity. Rear seat speaker is also available for extra audibility for passengers even when volume is tuned down to whisper-level.

5 Interior Heater and Demister

With temperature controlled by a handsome fitting on instrument panel, this Ford-approved heater circulates warm fresh air inside the car. A built-in demister unit keeps clear both sides of the windscreen and, in summer, with heating circuit closed, cool fresh air can be circulated by unit's impellor-type fan.



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—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—Constant 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—"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 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 PTY. LTD.

(Incorporated in Victoria) Registered Office: Geelong, Victoria.

QUALITY FORD ACCESSORIES TO FURTHER INCREASE THE ENJOYMENT OF OWNING CUSTOMLINE

Exterior Sun Visor — Venetian Shades —

Reversing Lights — Fog Lights —

Trouble Lamp — Deluxe Belt Line Mirror

— Windscreen Washer Kit — Exhaust

Deflectors — Demister Bar (Electric) —

Wheel Discs — Floor Mats — Doorhandle

Paint Guards — Number-plate Frames —

Weather-shields — Vanity Mirror — Fender

Shields — Polished Rocker Panel

Mouldings — A full range of "Car Care

Cosmetic" wash and polishes—A large range

of maintenance and service accessories.

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.

