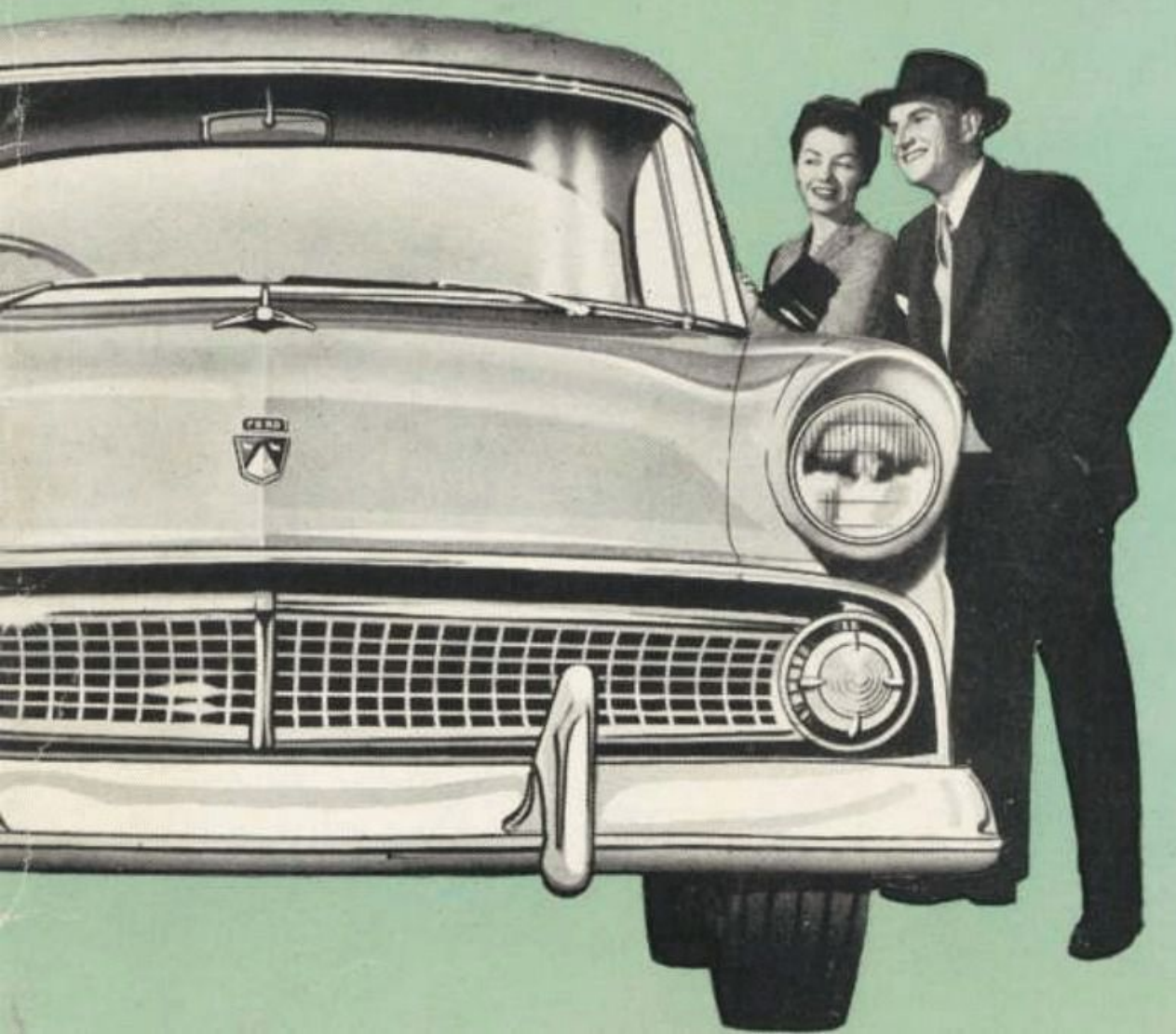


ALL THE FACTS



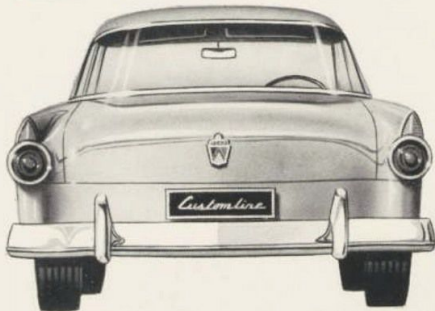
about the

***NEW* Ford**

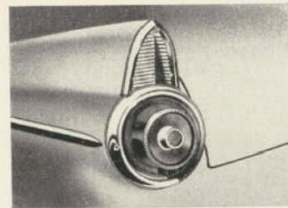
WITH MORE THAT'S NEW
THAN EVER BEFORE!



CUSTOMLINE SEDAN STYLING FEATURES



Ford continues to lead its field with modern styling features incorporated in this model. It is an evolutionary refinement of the Ford design and accentuates the lower, longer, wider and cleaner features. A new, full wrap-around windshield extends unobstructed forward visibility, providing driver and passengers a sweeping forward view. The wide handsome hood adds to that big car look and it sweeps low to afford greater visibility, both ahead and to sides. The completely new grille is of bright heavy mesh screen, with horizontal rectangular openings, tapering to spinners incorporating parking lamps, which combine with the new jet tube type hood ornament to complete the suggestion of modern design.

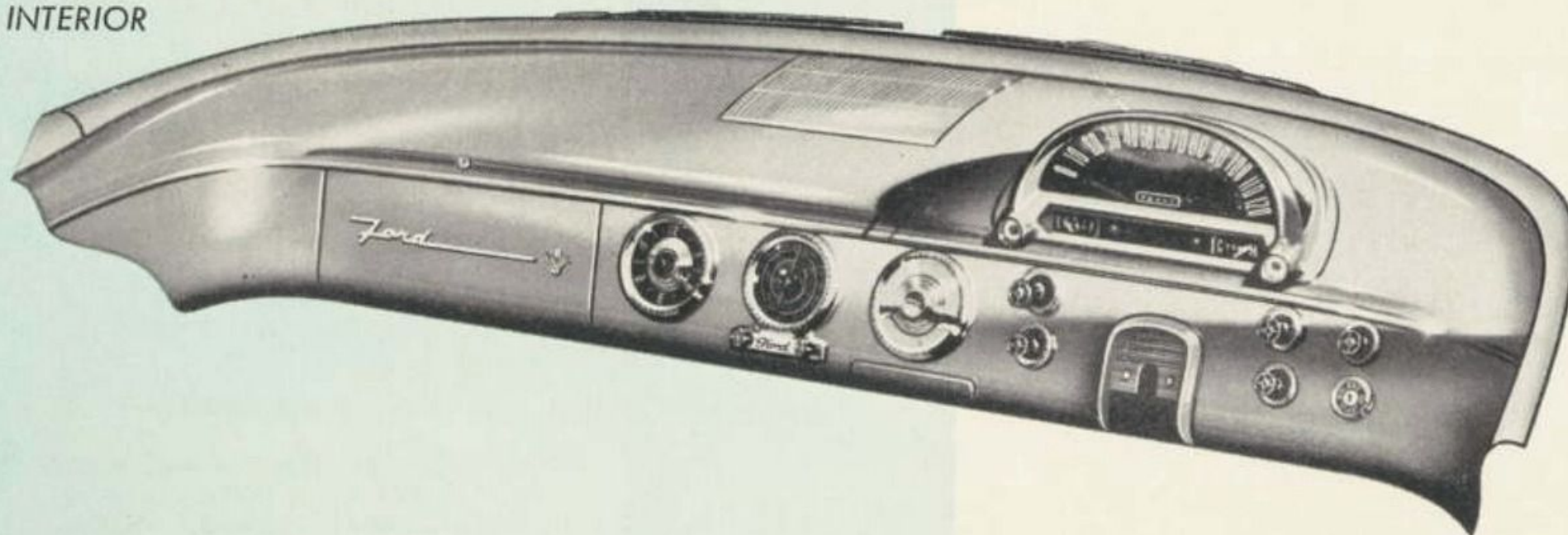


Tail Lights: Newly designed plastic lensed tail lights, with inbuilt reflectors, provide abundant illumination to the rear and sides.



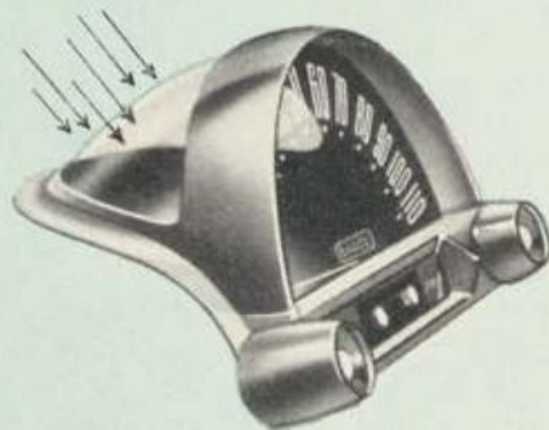
Filler Cap: Petrol Tank Filler Cap is located in centre rear of the car for easier servicing from either side. Spring loaded registration plate bracket conceals tank filler opening and swings downward so cap may be removed for filling.

CUSTOMLINE is given even greater over-all beauty by the generous use of ornamentation. Bright metal is tastefully used for the car-length body side mouldings, the windshield and rear window mouldings, the namescript on body side and the "Y" block V-8 power emblem front fenders. The beautiful lines of the body sweep from front to rear in a way that says "Here's a car that has plenty of Go!"



NEW ASTRA DIAL CONTROL PANEL

New Astra-Dial Speedometer is mounted on top of instrument panel almost at eye-level, for easier reading, and greater safety. Top of speedometer housing is tinted plastic, which filters in daylight to backlight speedometer dial in a striking manner. At night, numerals, pointer and odometer are illuminated indirectly by bulb in base. High beam indicator light is located in centre of dial.



Black plastic control knobs are grouped for maximum driver convenience and are individually illuminated at night. Red and Green warning lights keep tab on generator charging rate and oil pressure. Starter is operated by the 4-way ignition switch. Ash-tray is centrally located for convenience of all front seat passengers.

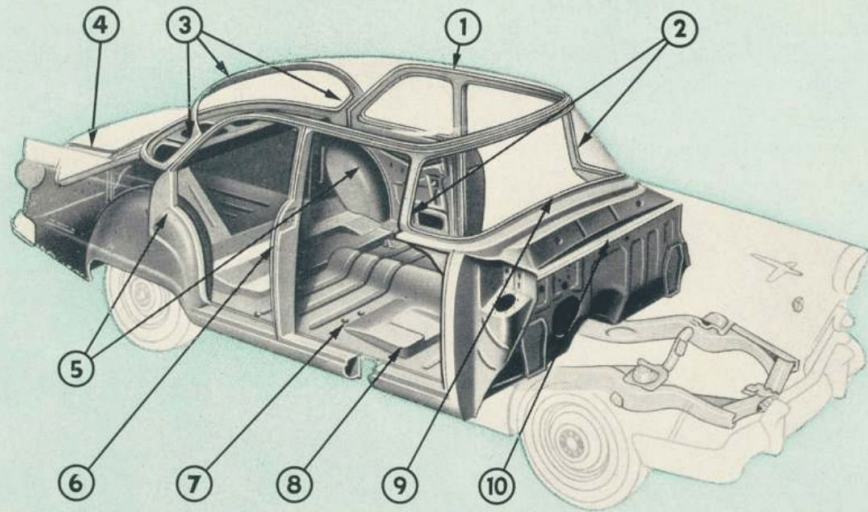
STUNNINGLY NEW INTERIOR COMBINATIONS

Skilled craftsmanship is evidenced in the interior of the elaborately appointed Customline. You'll find a choice of beautiful upholstery harmonising with outside colours—distinctively patterned washable rubber floor coverings, front and rear—sofa

wide seats big enough to seat the whole family in lounge-chair comfort. Customline interiors combine expert styling with fine materials and appointments, to give an air of smart refinement. Many beautiful upholstery combinations to choose from.



STUDY THIS ALL-NEW STURDY FORD BODY . . A TRIUMPH OF ENGINEERING AND CRAFTSMANSHIP!



Beneath the smooth-flowing exterior lines of the new Ford is strong quality construction in a body that leads the field in durability, roominess and genuine comfort. Skilful engineering has incorporated advanced features with a box structure that is inherently

the most rigid and durable in the field of ultra-modern automotive design. The features pointed out above, and keyed to the details at right, are the major features of this up-to-the-minute body construction. Other important details follow.

BODY HIGHLIGHTS

1. Complete hull-tight construction seals out dust, noise, water and weather. It's the biggest body construction value in the low-price field.
2. Strong, narrow, set-back front pillars minimize dangerous "blind spots" and increase visibility.
3. Husky box-section structure encircling rear window is welded to roof rails and package tray structure.
4. Body panel joints are welded and soldered to provide extra strength and achieve clean, smooth appearance.
5. Dome-shaped wheelhousings are welded to floor . . . provide solid footings for roof rails.
6. Below belt line, body pillars are massive . . . flared at top and bottom for added strength.
7. Durable Cushion-Quiet body mounts are rubber-insulated to reduce the transmittal of road noises to body.
8. Heavy steel floor is especially shaped and ribbed for extra rigidity.
9. Windshield opening is completely encircled by heavy box-section structure.
10. Dash and toe board welded to floor and cowl top to form box-like structure.

OTHER HIGH-QUALITY CONSTRUCTION FEATURES

The heavy one-piece steel roof panel is welded to box-section around windshield opening, to roof side rails and to rear window structure. Foundation for the sturdy new Ford Body is the floor pan which is specially shaped and ribbed for proper rigidity and quietness. Pan extends from toe board to rear of body and from rocker panel to rocker panel. Skilful engineering and quality workmanship have produced a floor pan that is proof against weather, dust and water. Specially shaped dash and toe board is one-piece construction and welded to the ribbed cowl side panels, the body floor and cowl top panel, forming one single unit of great rigidity and structural strength.

Body pillars are scientifically designed with slender portion formed above belt line for greater visibility and with more massive portion below belt line for correct over-all strength and rigidity. Flared bases and pillar tops provide solid connections to rocker panels and roof rails to distribute stresses over greater areas. Pillars are substantially reinforced at hinge points.

New, smoother-operating Silent-Doorman door stay checks are positive-action, compression spring type. They hold doors securely in "open" position for greater safety and convenience. Front door stay checks are two-position type. They hold doors in either "two-thirds open" or "fully open" position, as desired.

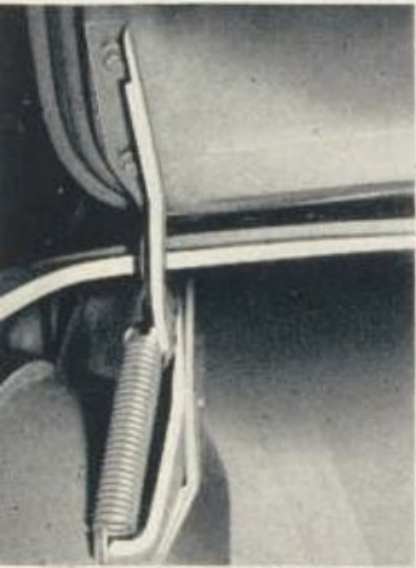
Drip moulding extends across front and along sides.



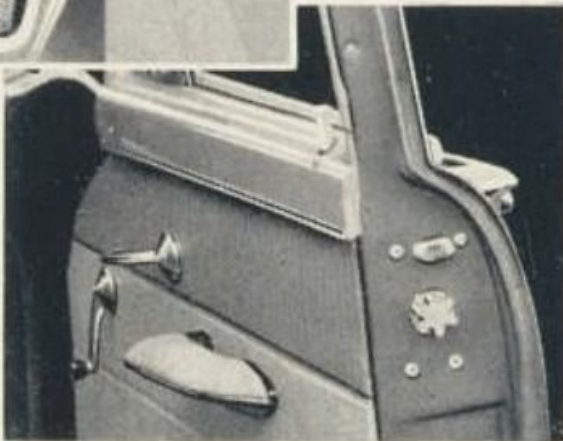
IMPORTANT FEATURES OF FORD'S ADVANCED BODY DESIGNS

RIGID PRESTO-LIFT HOOD is securely mounted on spring-loaded counterbalancing hinges for fingertip operation. Hood front cross member carries hood locking catch released from outside by a lever. Separate safety latch keeps hood from opening if not closed completely.

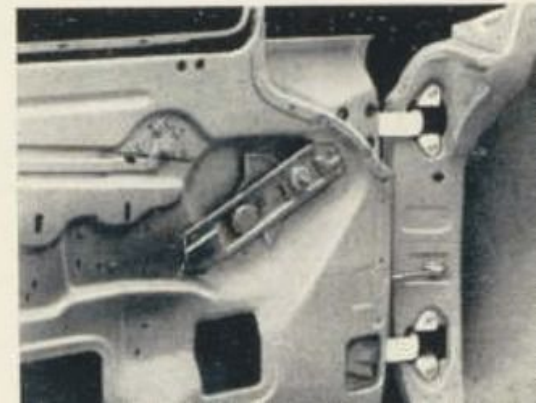
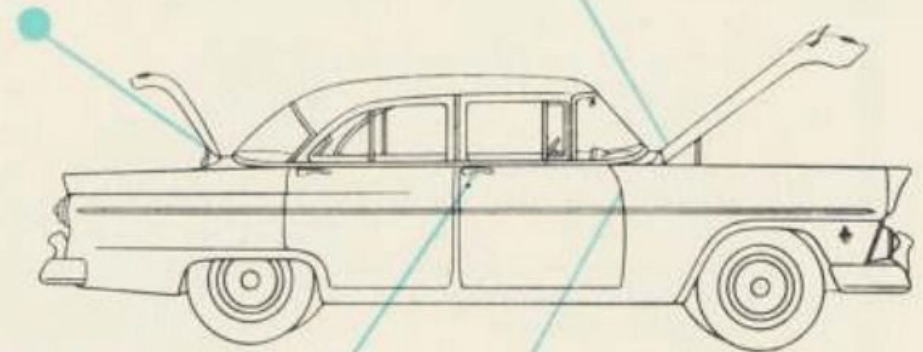
STURDY SPACE SAVER DECK LID HINGES are counterbalancing scissors-type, mounted at extreme top corners to avoid scuffing luggage and to give more usable storage space. Counterbalancing springs permit raising and lowering lid with fingertip ease. The lid locks automatically when firmly closed.



FINEST DOOR LATCH ON ANY CAR! Sturdy, 100% functional door latch of simple rotor design meets the most exacting requirements of load and road conditions. Push-button and mechanism shielded from rain, snow, sleet and dust. Tests prove that the Ford latch out-performs and out-lasts latches of many different types now in use.



HEAVY OFFSET TYPE FREE-ENTREE HINGES on front doors, in combination with the scientifically rounded-corner inner panels, permit use of effective weather and dust seals. These hinges move the open door farther outward for greater foot room when entering and leaving car. New Silent-Doorman stay checks hold front doors two-thirds or fully open as desired.



FULL-CIRCULATING BODY VENTILATION SYSTEM



FORD'S BALANCED SYSTEM PROVIDES COMPLETE CIRCULATION OF FRESH AIR THROUGHOUT THE BODY

Air pours through two screened air scoops, one at each side of radiator, back of grille. Ducts carry this air to registers in dash under each side of instrument panel. Hinged register covers on Customline models permit air flow to be deflected as desired. All models have adequate clearance between bottom of front seat cushion and floor to permit fresh air to flow along floor to rear compartment. Two push-pull type knobs on the control panel, one at each side of steering column, regulate the air-flow dampers in the ducts.

The method of ventilation in the new Ford is standard in all models. No motor-driven fans are needed, as the forward motion of the car forces fresh outside air through the system. In wet weather this continuous flow of air builds up a slight pressure within the body which permits opening vent windows sufficiently for circulation without rain entering. Fogging is thus reduced to minimum.

Pivoting Type Vent Windows, with rain shields, are standard front door equipment in all models. Specially lipped rubber seals around window provide tight joint when closed. Button-release type latch locks window securely.

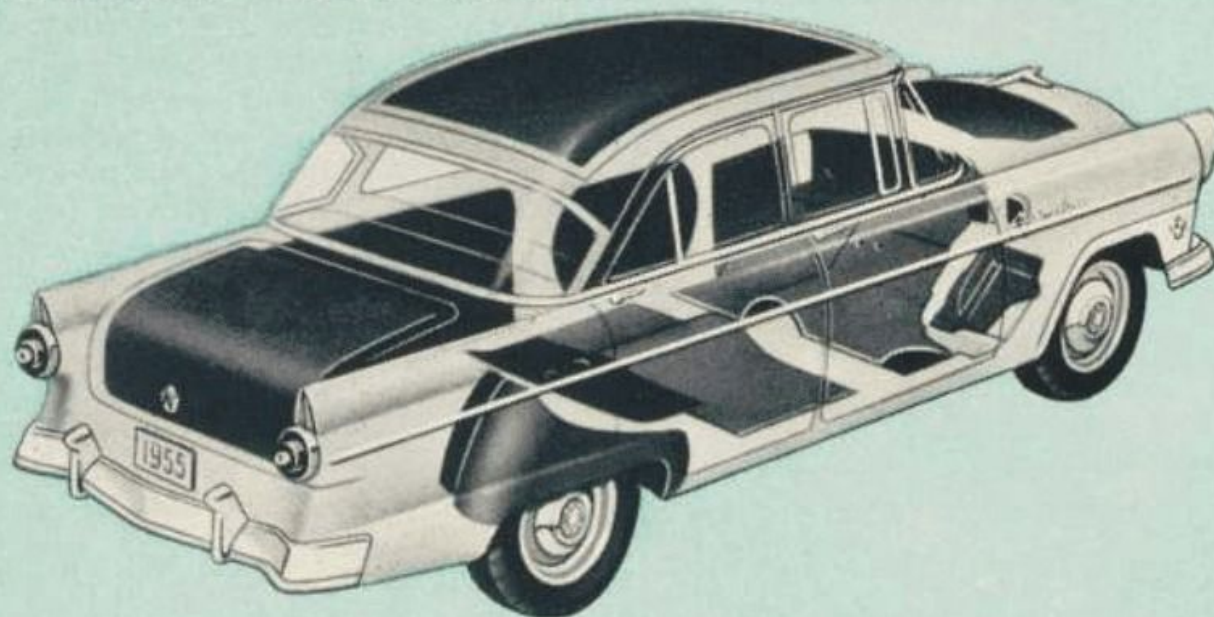


ADVANCED SOUND AND WEATHER INSULATION

The new Ford Body is outstanding in its quality-proved insulation against sound, heat and weather. Unusually large areas are protected by superior insulation, to assure owners of the new Ford models that their cars have real hull-tight construction.

The materials used have all been proved by the most exhaustive tests. Resin-bonded glass fibre is used for its high sound-absorbing qualities as well as insulation against heat and cold. Asphalt-impregnated waffled felt pads and sprayed-on mastic deadener are used to damp out mechanically induced sounds. A special plastic sealer is used in spot-welded joints that are exposed to the elements or to dust leakage, making the joints in effect solid connections. A special high-grade cement bonds all insulating materials to body structure.

In addition to the above materials, Cushion - Quiet body mountings, grommets, plug buttons, special pads and rubber seals are used at all points where there is friction or possibility of weather and dust leakage.



Luggage Compartment: Ribbed rubber floor mat. Inner surface of deck lid is coated with mastic sound deadener. Rubber seal encircles deck lid opening.

Door Sealing: Door inner panel design permits use of continuous rubber sealing strip.

Door and Quarter Panels: A heavy layer of mastic sound deadener is sprayed on inner surfaces.

Wheelhousings: Underside of rear wheelhousings, rear portions of front fenders, sprayed with heavy mastic.

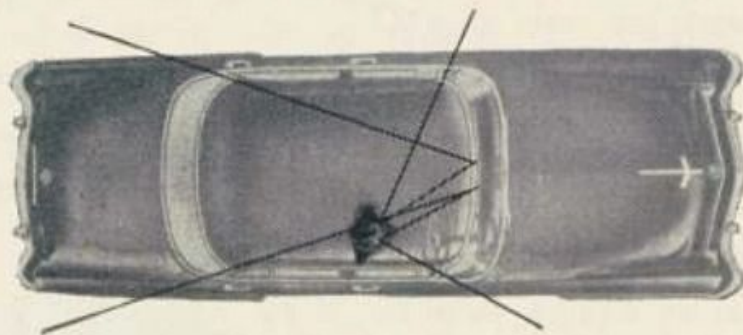
Hood: Extra heavy glass fibre pad cemented to underside effectively absorbs engine noises.

Roof Panel: Incorporates heavy asphalted felt pad cemented to inner surface of roof PLUS thick layer of glass fibre covering about same area.

Floor Panel: Front portion has asphalted felt cemented to floor with ribbed rubber mat backed by heavy layer of jute.

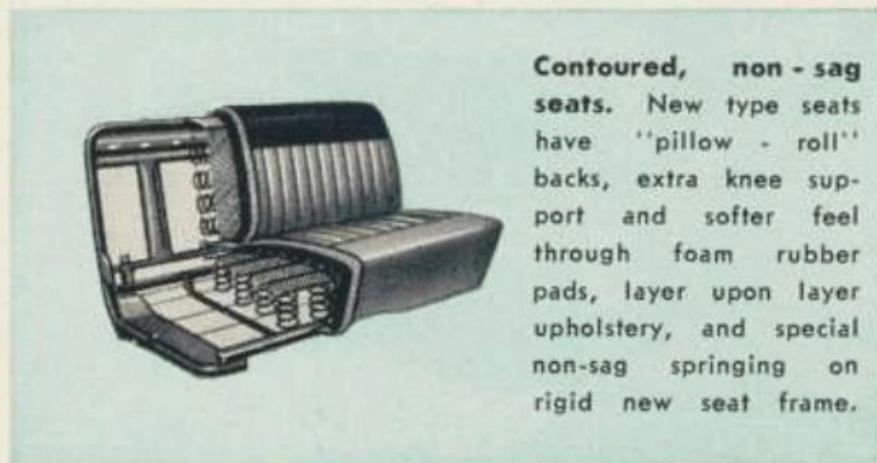
Dash Panel: On passenger side, steel dash has thick layer of glass fibre, heavy asphalted finish board.

LARGE GLASS AREAS GIVE FULL CIRCLE VISIBILITY



Greater vision has been achieved not only by the huge wrap-around windscreen and rear window, but also by narrow but sturdy body posts, the setback of front corner posts and narrow roof panels joining the body at rear.

New Wrap-Around Windscreen. This new windscreen provides 1100 square inches of unobstructed vision and adds yet another highlight to Custom-line's ultra modern styling.



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.



Seat Control. 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.

OUTSTANDING FEATURES OF THE NEW FORD CHASSIS

Ford's new chassis combines with Ford's new engine to form the perfect Ride-and-Power "team." This planned integration is a subject worthy of especial emphasis with prospective owners. The captions at right point to many advanced features and improvements in this big, husky chassis that help to make all current models the safest, most comfortable, easiest to steer, most convenient to service Fords ever built.

Ford's new Ball-Joint Front Suspension alone is one of the most significant developments since independent front suspension was adopted many years ago. The rigid K-bar design (described on page 16) materially increases the frame's torsional strength. This member is not merely bolted or riveted to the side rails but actually welded to become an integral part of the rugged frame. Specially designed frames are provided for various body types, with the properly engineered strength to support them adequately, yet without excessive weight.

Most of the features shown here contribute in some measure to the smooth, comfortable, relaxing effect known as Ford's Automatic Ride Control. But everything Ford engineers have achieved in this chassis is really synchronized with the body design and the seat construction, so that driver and passengers will recognize the new Ford as a car of exceptionally fine roadability.

Completely new O.H.V.
42 h.p. R.A.C. rated
Y-block V-8 Engine.

New Ball-Joint Suspension
gives smoother,
better-balanced ride.

4-point engine mounting
reduces the transmitting of
engine vibration to chassis
and body.

Suspended clutch and brake
pedals allow more foot room,
eliminate dusty, drafty
floor holes.

New low-friction steering
provides better handling and
easier steering at all speeds.

New stout K-Bar frame
is designed to integrate
new engine and
both front and rear suspensions
into a balanced unit.

Automatic Ride Control adjusts
riding qualities to road
conditions automatically.

New Viscous-Control Shock
Absorbers, both front and rear,
are double-acting and provide
better control, especially on
rough roads.

Wide front tread gives car a
better footing on all
types of roads.

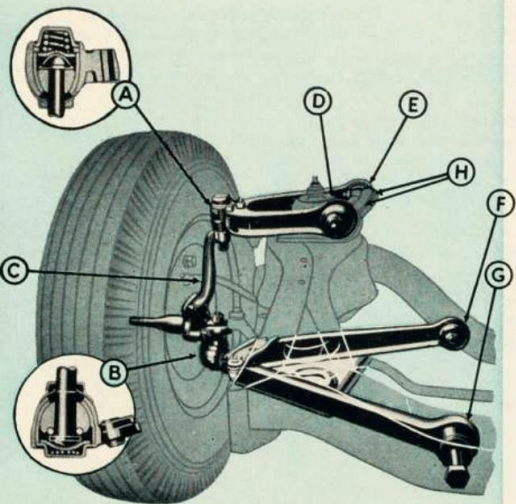
New link-type stabilizer
helps more quickly to take
tilt out of turns.

Variable-rate rear suspension
and Hotchkiss drive.

Tubeless Tyres provide new
protection from punctures and
sudden blowouts, softer ride
and longer tyre life.

New, huskier Double-Seal
Brakes with heavier brake
shoes and more rigid plates.

FORD'S NEW BALL-JOINT FRONT SUSPENSION . . . AND STEERING SYSTEM



New Ball-Joint Suspension makes the new Ford the most comfortable and easiest handling Ford ever built. And only Ford in the low-price field has it! Ball-Joint Suspension provides a better ride . . . makes steering easier . . . reduces road noise . . . retains that "new car" feel longer.

This is accomplished by the modern-design features shown in the drawing at the left. Each front wheel is attached to an upper and lower control arm by ball-joints (A and B). The one-piece spindle-support arm (C) moves about these ball-joints . . . whether in up-and-down motion, as wheels travel over rough spots, or, in steering motion as wheels turn right or left.

The distance between ball-joints is greater than the distance between kingpin bearings in older-type suspensions. This results in reduced bearing loads and decreased friction . . . makes steering easier.

Ball-joints have specially shaped seats so that they can't bind or get out of line. They're completely sealed so water and dirt can't get in and they're spring-loaded to compensate automatically for any

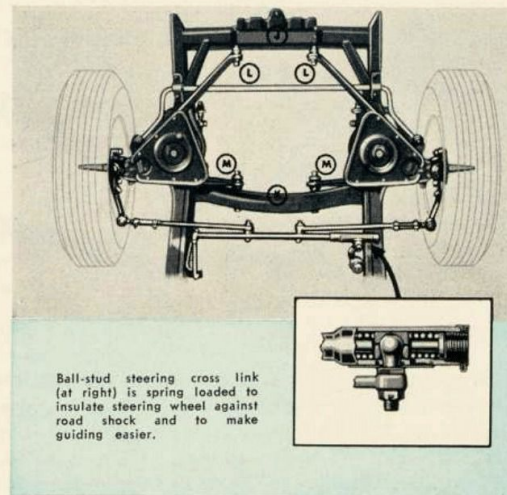
wear, and to give the right amount of friction to make handling consistently easy, riding uniformly smooth.

Large rubber bushings used in upper and lower control arm bearings (D, E, F, G) eliminate wear and help insulate car frame from road shock. Wheels can be accurately aligned by use of shims at mounting bolts (H) of upper control arms.

Long life is assured by the elimination of 12 wearing points—six on each side of suspension. There are only four lubrication fittings in the entire ball-joint suspension system.

Because of the wide-spread lower suspension arms, it was possible to replace the former, bulky cross member with two smaller cross members of efficient design (J and K, in drawing at right). These cross members serve as the attaching points for the wide-spread lower suspension arms (L and M) which give the ball-joint suspension system great stability.

Ford's New Steering System employs a new symmetrical linkage which combines with the all anti-friction-bearing type steering gear assembly to give a lower over-all steering ratio of 25.3 to 1. This

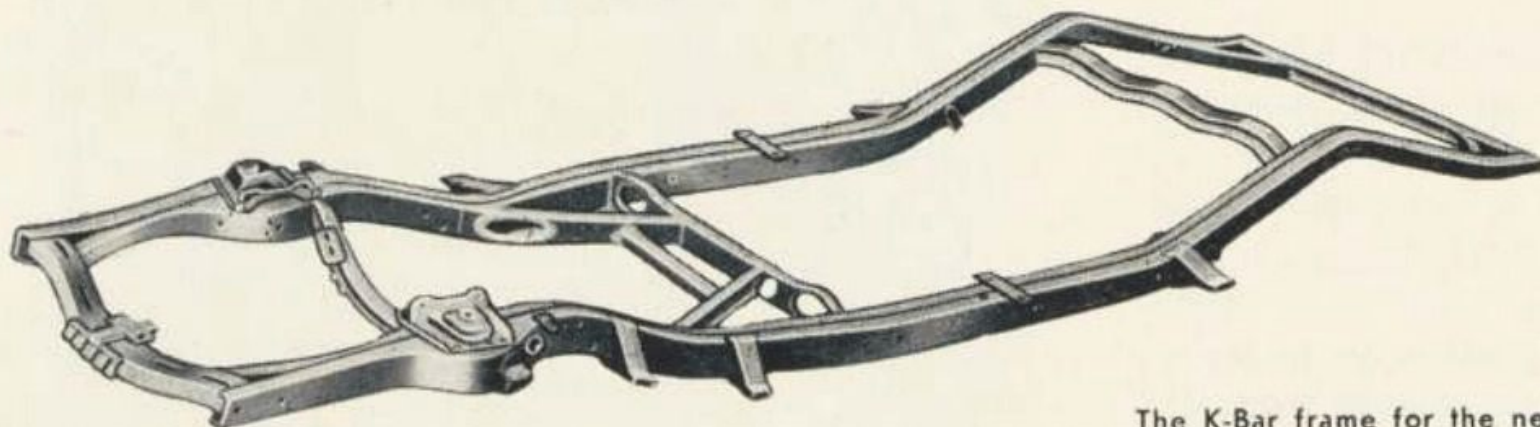


Ball-stud steering cross link (at right) is spring loaded to insulate steering wheel against road shock and to make guiding easier.

new steering system works with the ball-joint suspension to make steering easier at all speeds, with greater stability and improved over-all handling.

New Link-Type Stabilizer of three-piece design is quicker acting—takes tilt out of turns—helps keep car on an even keel over all roads.

CHASSIS FRAME IS COMPLETELY NEW

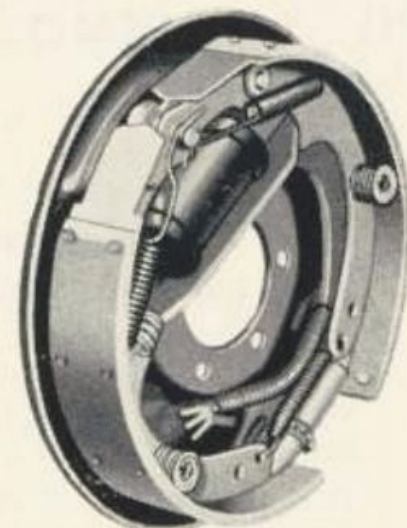


The K-Bar frame for the new Ford Customline.

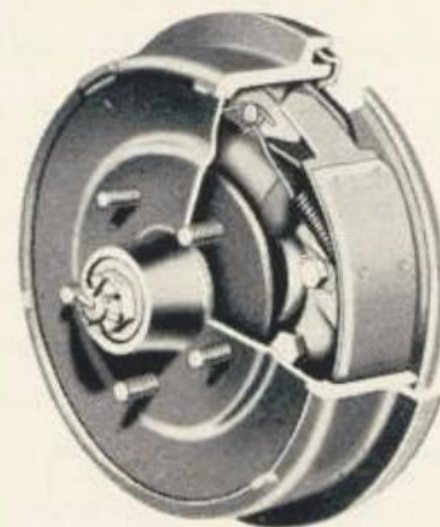
The new Ford frame is designed and engineered to accommodate the new engines and their accessories, as well as to provide for easier servicing. These K-bar frames with five cross-members incorporate a U-shaped tubular No. 2 cross-member and a heavier box-section No. 1 cross-member. These members also form the supporting structure for Ford's new

Ball-Joint Front Suspension. A channel reinforcement has been added inside frame side-rails at the "kick-up" over rear axle for greater structural rigidity at this point.

As an integral part of the No. 1 cross-member, a new corrugated skid-plate with lip in front now extends only to rear of cross-member, replacing the type formerly used.



Ford Magic-Action brakes are self-energising for safer, easier stopping.



Lip-and-groove double seal design of drum and backing plate keeps weather and dirt out of brake mechanism.

MAGIC ACTION BRAKES *Plus* SUSPENDED PEDALS

The outstanding new feature of Ford's Hydraulic Brakes is greater rigidity for improved reliability under severe stopping emergencies. In Customline, the brake shoe webs, front and rear, are heavier, and new front backing plates have wider flanges or rims. Front wheel brakes on all models have spring-loaded cams that assure constant shoe-to-drum clearance for longer lining life. Front and rear backing plates and drums are designed with grooves and lips to form effective double seals against dirt and water. On rear brakes, the plates and drums have deeper grooves and lips than those in front. All Station Wagon brakes have new backing plates with wider flanges, front and rear, for greater rigidity.

Hand Brake operates the car's rear brakes through a cable attached to a T-handle at lower left edge of control panel. In place of the usual conduit, free-turning pulley changes cable direction as it passes through the dash. This makes for easier operation with con-

siderably less friction and consequently longer life of the cable itself.

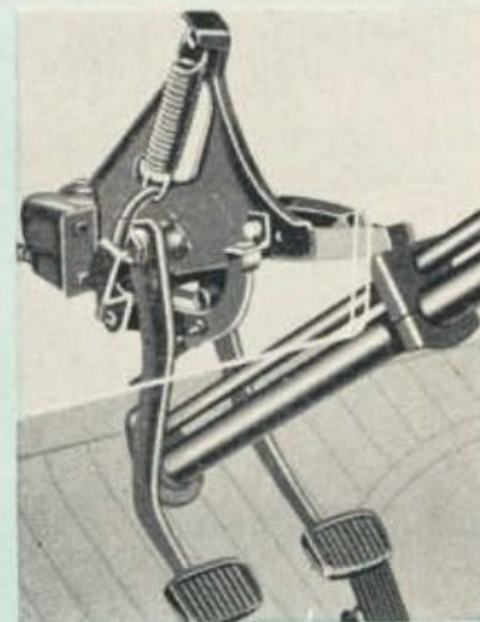
Self-Energizing Hydraulic Brakes

actually utilize the vehicle's energy in motion to intensify their own application. The design of brake shoe mechanism accomplishes this. Friction between shoes and drums develops a "wrapping" effect which serves to increase pressure of shoes against drums. Consequently, the amount of pressure which the driver must apply at pedal is reduced; and this self-energizing acts in both forward and rearward motion of the car.

Ford's Exclusive Pedal Action met with universal acclaim when introduced in the 1952 models. Picture at right shows how this suspended pedal design for both brake and clutch pedals leaves more space for driver's feet and eliminates holes in floorboard. Brake master cylinder is mounted on dash within engine compartment where it is better protected and easier to service.

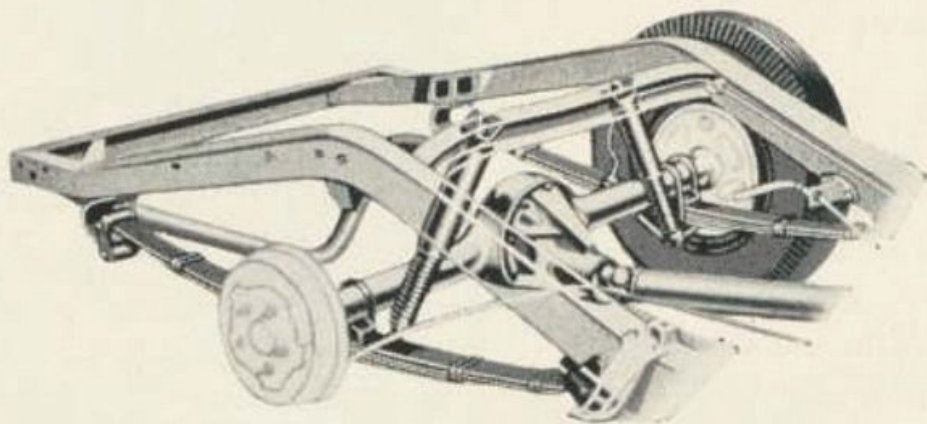


Hand brake cable reverses direction by running back over a free-turning pulley for easier action and longer life.

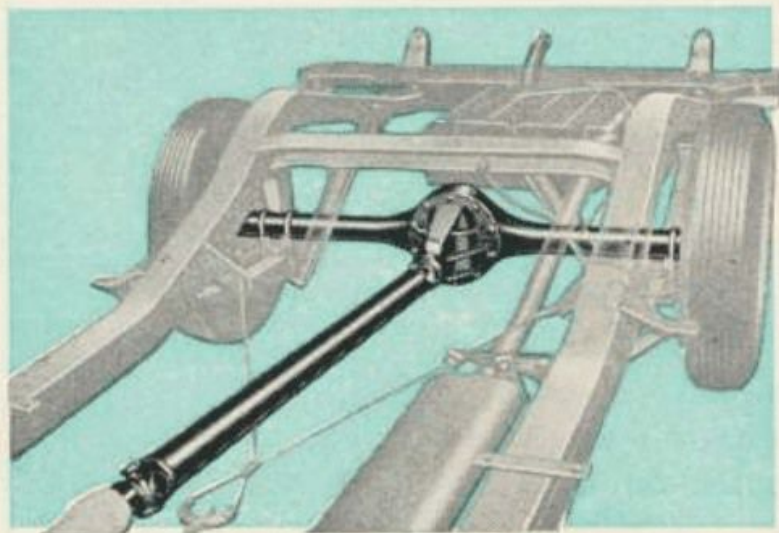


Foot pedals suspended from heavy bracket attached to dash and control panel are easy to operate.

FORD'S IMPROVED REAR SUSPENSION AND HOTCHKISS DRIVE



New easier-acting, Variable-Rate Rear Suspension has new diagonally mounted shock absorbers for steadier traction on uneven surfaces, and to help hold car level on curves.



In Ford's Hotchkiss Drive, driving and braking forces are transmitted through rear springs for vibration-free, level-riding comfort.

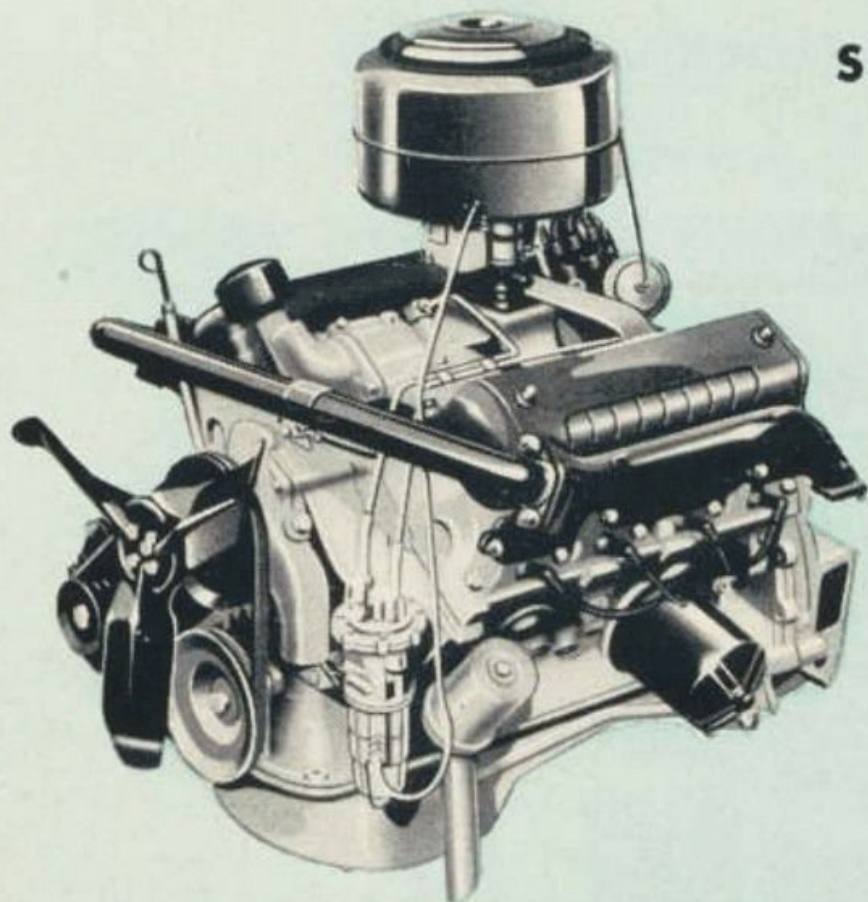
Rear Suspension. A new, more efficient design is used, consisting of five long, .262-inch thick Para-Flex Spring leaves. Tension type shackles automatically soften spring flexing for smooth roads, stiffen in rougher going to provide a more uniform ride.

New Viscous Control Shock Absorbers. They are angle-mounted and have been specially valved for more control on compression. Integrated into the suspension, they provide better wheel control for steadier traction on rough surfaces and gentler action on less bumpy pavement.

Hotchkiss Drive eliminates excess weight, has no rigid connections between axle and chassis frame. Ford's rubber-mounted, long, flexible, improved rear springs absorb and cushion power transmission vibration, giving more relaxing rides, smoother starts and stops than common torque tube or radius rod drives.

Rear Axles on this model have been improved with new induction-hardened steel shafts having nearly four times the fatigue strength of former shafts. They are semi-floating type with hypoid ring gear and pinion. Welded pressed steel banjo type housing.

SOME OF THE MANY MODERN DESIGN FEATURES OF THE Y-block V-8



BASIC SPECIFICATIONS

Brake h.p.	145 at 4,000 r.p.m.
Displacement	272 cu. in.
Bore	3.50 in.
Stroke	3.10 in.
Type	Overhead-valve, 8 cyl., 90°-V
Compression ratio	6.8 to 1

- High-rigidity, Y-block design, special alloy-iron block, for smoother performance and longer life.
- Modern short-stroke, low-friction design, for top performance with greater economy and greatly reduced engine wear.
- High-compression, wedge-shape combustion chambers, for high turbulence, high power, high efficiency.
- Overhead valves and double-deck intake manifold for more complete, more evenly distributed fuel charges to cylinders.
- 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 100% protection and increased engine life.
- Positive-flow crankcase ventilation for more complete protection of vital engine parts.
- 3-ring superfitted aluminium-alloy pistons, for greater efficiency and longer life.
- Precision-moulded, 5-bearing, alloy-iron crankshaft with 8 integral counter-weights, for smoother operation and longer life.
- Improved Automatic Power Pilot, for better performance at a wider range of speeds.

For complete details of the many other modern-design features of the new Y-block V-8, see pages 20-21.

DETAILS OF THE NEW Y-BLOCK V-8

MODERN SHORT-STROKE LOW-FRICTION DESIGN

Y-block V-8 The modern short-stroke, low-friction design results in high performance, greater economy, longer engine life. The power developed in the combustion chambers of any engine is greater than the power delivered to propel the car. That's because part of the power is lost to internal friction . . . and in ordinary engines much of this friction comes from over-long piston travel. In the modern short-stroke, low-friction design of the Y-block V-8, piston travel is actually less than bore diameter: 3.50 in. bore—3.10 in. stroke. This favourable bore-stroke ratio results in much shorter distance for piston to travel in transmitting combustion power to crankshaft, with much less friction between piston and cylinder wall. Because of greatly reduced friction, more usable horsepower is produced from fuel, and wear is reduced for lower maintenance expense and longer engine life.



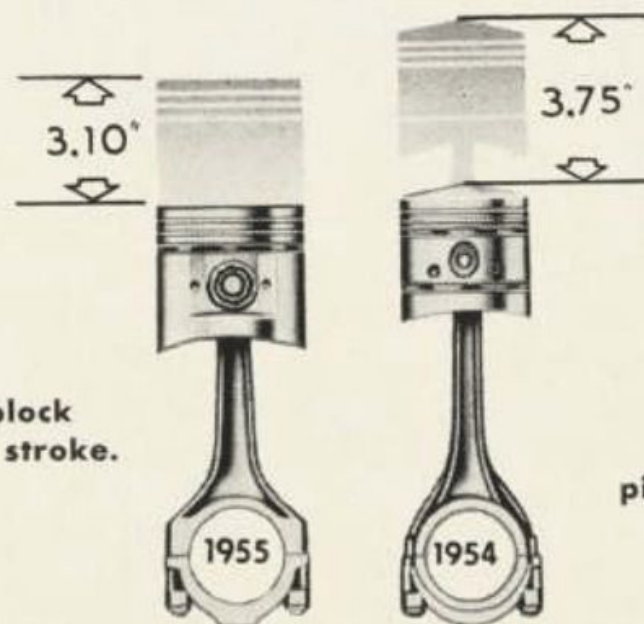
12,100 MILES



10,000 MILES



The new Y-block V8 Ford Car will go 21% farther on the same amount of piston travel as the old type long stroke engine.



**New Y-block
V-8 piston stroke.**

**Old type
engine
piston stroke.**

Piston travel is reduced 17% by the modern short-stroke design of the new Y-block V-8.

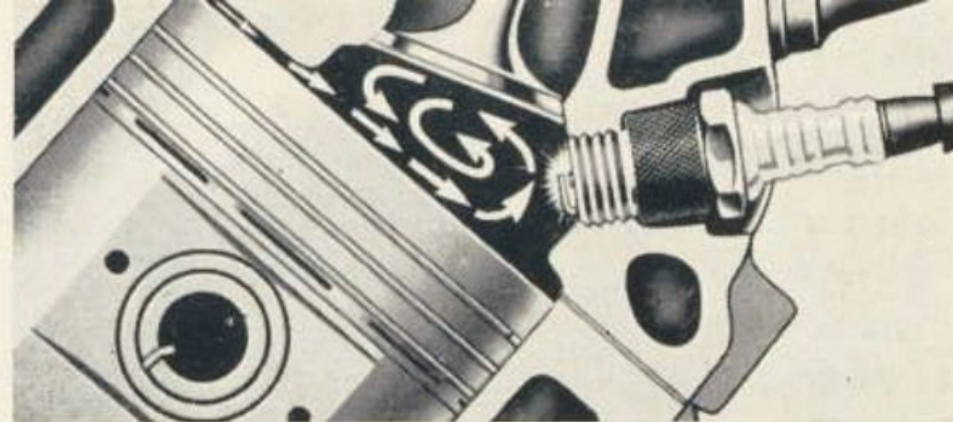
MODERN

WEDGE-SHAPED COMBUSTION CHAMBERS

Y-block V-8 Combustion chambers are wedge-shaped to develop highly turbulent fuel-air mixture, which causes faster, more efficient combustion, for high-compression power on regular petrol. As illustrated in the drawing at right, the fuel-air mixture in the narrow section of the wedge is forced by the ascending piston into the wider section of the wedge, creating a swirling, turbulent movement that:

- **Makes a more homogeneous mixture of fuel and air, for more uniform combustion.**
- **Swirls the more uniform fuel-air mixture past the spark plug at very high velocity, causing more rapid flame travel and faster burning.**
- **More thoroughly scours burned gases from the combustion chamber on exhaust stroke of piston.**

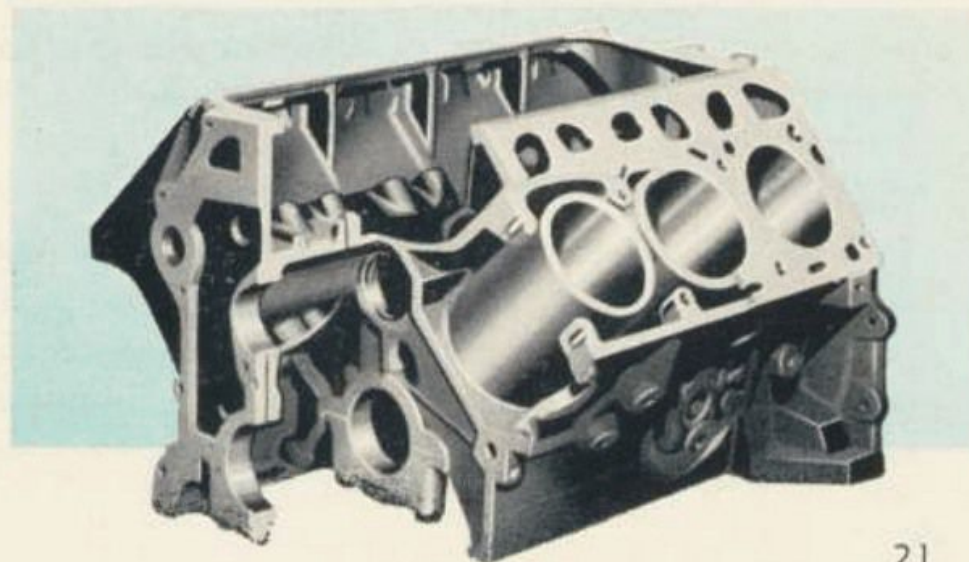
The wedge-shaped combustion chambers have less surface exposed to the liquid in the cooling system—so less heat is lost to coolant and instead is converted into power to propel the car.



SPECIAL ALLOY IRON

CYLINDER HEADS AND BLOCKS

Y-block V-8 Special alloy iron cylinder heads and block have superior resistance to distortion and wear. Heads are designed with uniform distribution of metal and water passages for efficient cooling and maximum dimensional stability under severest operating conditions. High-rigidity construction, with head bolts



closely spaced around cylinder bores, makes possible the use of a solid steel gasket between head and block for maximum heat transfer. Bolt bosses are entirely separate from cylinder walls. Short, specially contoured passages permit full, even fuel charges to all combustion chambers, and full discharge of burned gases with minimum back pressure. Valve guides and seats are integral with head for better heat transfer from valve heads to coolant. Cooler valves perform more efficiently for longer periods. High rigidity means longer life—smooth operation. The block, with its deep-skirt crankcase, has remarkable wearing qualities and high resistance to distortion. The crankcase extends well below the centre of the crankshaft, giving greater structural rigidity and better oil-pan and crankcase sealing. The wide construction of the block at rear provides a broad, rigid base for mounting the flywheel housing that connects the engine with the transmission.

CONTROLLED-QUALITY SURFACE FINISH

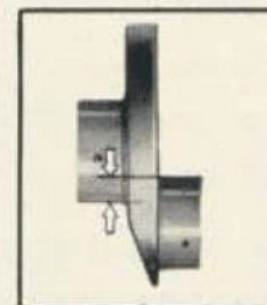
Y-block V-8 A precision manufacturing process is used to produce the correct degree of smoothness necessary to maintain a uniform, unbroken oil film on important wearing surfaces . . . such as, cylinder bores, valve stems, valve guides, etc. This special finishing

of vital wearing surfaces contributes much to the long engine life and efficient performance.

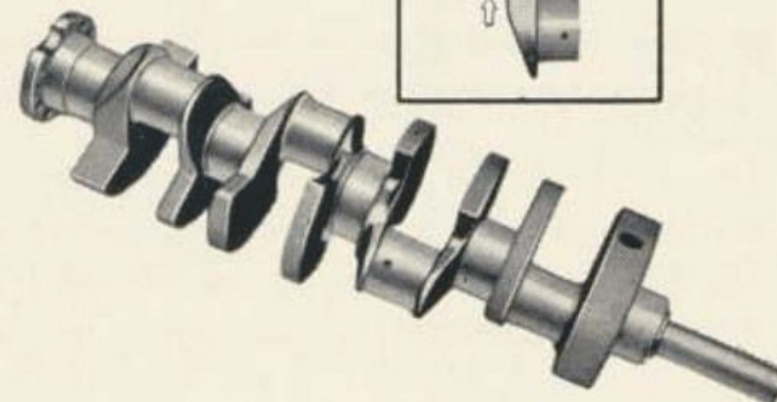
PRECISION-MOULDED, SPECIAL ALLOY IRON CRANKSHAFTS

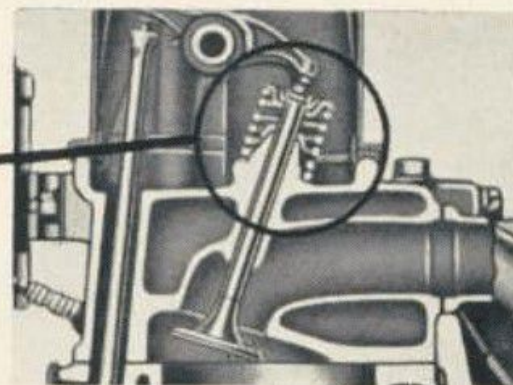
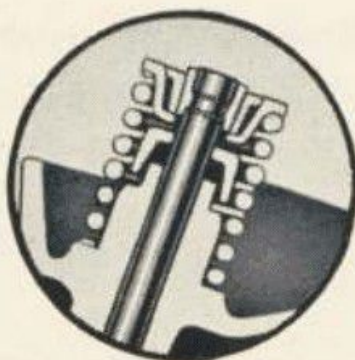
Y-block V-8 Crankshaft is cast from a special kind of alloy iron and is a Ford exclusive in its field. Crankshaft is 16 pounds lighter than in old V-8 Engine. Has five main bearings and eight integral counterweights. Large journal overlap, as shown in illustration below, adds rigidity to shaft. Crankshaft has great strength, excellent wearing qualities, better inherent damping characteristics and high resistance to dynamic stresses.

Large journal overlap gives Ford crankshafts extra strength and rigidity.



Y-block V-8 crankshaft.





Free turning overhead valves minimize wear and warpage, result in longer engine life. Rubber seal helps keep oil from combustion chamber.

HIGH-LIFT, QUIET-CONTOURED CAMSHAFTS

Y-block V-8 Precision-moulded, special alloy camshaft has lobes that lift valves high off their seats for more complete fuel-air charges and more efficient discharge of burned gases. Special contours of lobes assure quiet, smooth operation. Shaft has five bearings, is driven from crankshaft by silent chain. The advanced manufacturing techniques employed produce a highly-accurate camshaft that delivers precise valve operation for best performance over longer periods.

FREE-TURNING OVERHEAD-VALVE SYSTEM

Y-block V-8 Overhead valves have low-friction-type valve keepers that permit rotation of valves to minimize warpage, wear and sticking. This results in longer life for both intake and exhaust valves. The modern short-stroke, low-friction design of the Y-block, V-8 employs large cylinder bores which permit the use of larger intake valves, for more complete fuel-air charges to cylinders. The overhead-valve design has certain inherent characteristics which help accomplish a more efficient use of fuel. Some of these characteristics are:

- Simple, direct fuel and exhaust passages which allow more complete charges of fuel-air mixture and freer discharge of burned gases.
- More energy from combustion is converted into useful work and less is lost to the cooling system.



Y-block V-8 camshaft.

- **Overhead valve construction permits a simpler, more symmetrical design of the block structure. Valves are easier to adjust and the complete engine can be serviced more economically.**

A problem common to all overhead-valve engines is to lubricate valve stems properly *without allowing lubricant to run down into combustion chambers*. This is solved in the Y-block V-8 by the use of special "umbrella" seals, which were developed by Ford and are used only in Ford-built engines. These seals are made of a special rubber and are shaped like miniature umbrellas. They fit around valve stems and travel up and down with the valves . . . allowing a mist of lubricant to reach the lower valve stems but *preventing lubricant from running down into combustion chambers*. These "umbrella" seals are used on both intake and exhaust valves.

PRECISION-MOULDED, HIGH-ALLOY CAST STEEL EXHAUST VALVES

Y-block V-8 Exhaust valves are cast from high-alloy steel that stands up better under high temperatures and constant impact, over longer periods. The special alloy used can't be processed by ordinary extruding and forging methods . . . and the casting process employed is exclusive to Ford in its field.

HIGH-GRADE CHROME SILICON INTAKE VALVES

Y-block V-8 Intake valves are made from the highest-grade steel used for valve making in the automobile industry. The extra quality built into these valves produces more efficient performance and longer life.

PRECISION-TYPE MAIN BEARING INSERTS

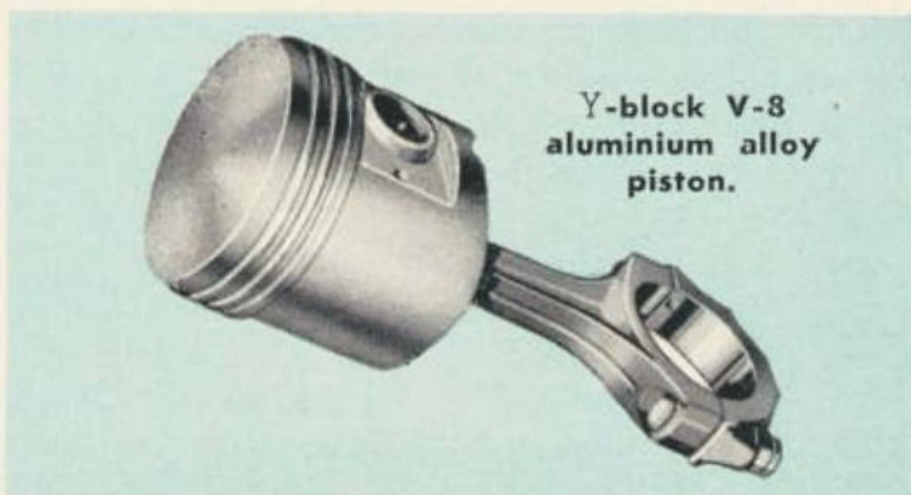
Y-block V-8 The five main bearings are two-piece design with steel-backed thin lead-base babbitt linings. Bearings are generously proportioned and selectively fitted to hold crankshaft in accurate alignment in the most severe service.

PRECISION-TYPE CONNECTING ROD LOWER BEARINGS

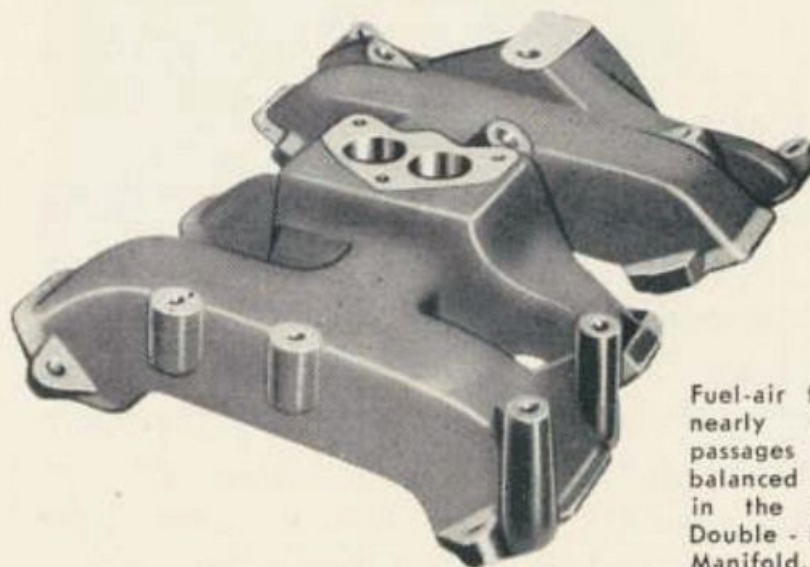
Y-block V-8 The I-beam-section connecting rods have selectively-fitted, two-piece bearings on lower ends. Separate-type rod bolts have cam-shaped heads and fit in eccentric holes in rod base to prevent turning. This avoids weakening the rod structure by notching it for the commonly used T-headed bolts. Bearing inserts are thin copper-lead with steel backs. Diamond-bored bronze bushings are used on upper ends of rods to permit floating fit of piston pins.

SUPER-FITTED ALUMINIUM-ALLOY PISTONS

Y-block V-8 Super-fitted aluminium-alloy pistons are three-ring, flat head design. They contain embedded steel struts across the piston pin bosses to control expansion within the pistons themselves, so pistons will not bear excessively against cylinder walls. Maintenance of proper piston-to-cylinder-wall clearance under all operating conditions results in efficient performance, high economy, quietness, and long life. Pistons are tin-plated and both top compression rings are cadmium-plated for extra protection against wear and scuffing. The lower ring has steel expander for closer oil control.



**Y-block V-8
aluminium alloy
piston.**



Fuel-air flows through nearly equal-length passages for better-balanced distribution in the Y-block V-8 Double-Deck Intake Manifold.

LEVEL-MOUNTED, DOUBLE-DECK INTAKE MANIFOLD

Y-block V-8 Intake manifold is over-and-under design with almost equal-length passages to assure balanced distribution of fuel-air mixture to all combustion chambers. Within the length dictated by this engine size, the unique double-deck design provides the largest possible port areas. Passages are smoothly contoured and generously proportioned to provide a short, easy path from the carburettor through the overhead valves into the compact, high-turbulence combustion chambers. When the engine is cold, exhaust gases are bypassed through the central chamber around the passages to warm the incoming fuel-air mixture.

NARROW V-BELT ACCESSORY DRIVE

Y-block V-8 Efficient, dependable operation of accessory drive for longer periods is brought about by the narrow, thin-type belt. Belt lasts longer because it is less affected by continual flexing than wider, thicker types of belts. Single belt drives generator and water pump from pulley on crankshaft.

FULL-FLOW FUEL PUMP

Y-block V-8 Fuel pump has high-pressure diaphragm with large air dome which, together with free-flow fuel passages, produce superior anti-vapour-lock characteristics. Pump is located on side of engine near the front where it is exposed to blast of fan for cooler operation, resulting in less possibility of vapour-lock. Removable sediment bowl has a laminated composition-type strainer. A combination fuel and vacuum-booster pump is factory-installed at extra cost in cars sold in states requiring vacuum-booster windshield wiper operation, and in cars equipped with Overdrive and Fordomatic. This equipment is available on all cars, at extra cost.

SILENT-SPIN, 3-BLADE FAN

Y-block V-8 Silent-Spin three-blade fan is of unique design to produce efficient cooling at low fan speeds and to operate more quietly. Fan is mounted on water pump shaft, which rotates on sealed, double-row ball bearings.

CONTINUOUS, DIRECTED-FLOW CRANKCASE VENTILATION

Y-block V-8 When combined with water vapour, exhaust gases can form gases that have a strong corrosive action on highly-finished engine parts. To assure removal of such gases, the Y-block V-8 has a continuous flow ventilation system which discharges gases from crankcase continuously while engine is running—whether or not car is in motion. External-type, reverse-flow trap in the discharge pipe minimizes possibility of lubricant being carried out with the gases. Ford's continuous, Directed-Flow Crankcase Ventilation System effects a minimum movement of $\frac{1}{4}$ cu. ft. per minute . . . which is more than any other engine ventilation system in the Ford field.

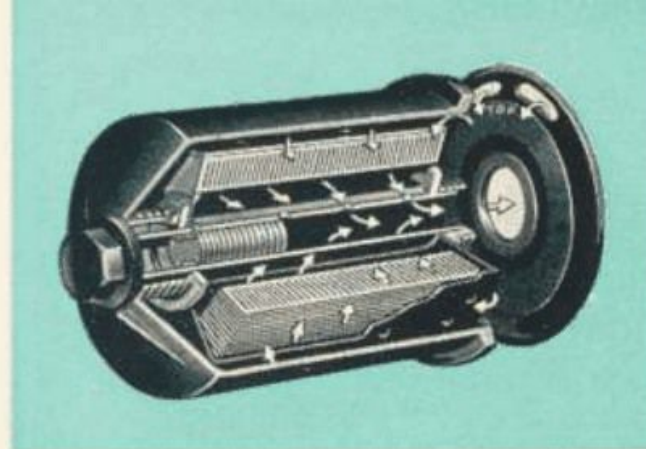
VARIABLE-RESILIENCE ENGINE MOUNTING SYSTEM

Y-block V-8 The new four-point rubber-insulated mounting system is designed to combine the cushioning necessary for smooth operation with the rigidity required to prevent excessive engine movement under severe conditions. The two side mounts are located near the centre of engine block, with rear mount under the transmission. A rubber-insulated steady-rest at front of engine supplements the side mounts for greater engine smoothness and driving comfort.

FULL-PRESSURE LUBRICATION WITH FULL-FLOW OIL FILTER

Y-block V-8 Full-pressure lubrication is supplied to all main, connecting rod and camshaft bearings. Cylinder walls, pistons and piston pins are lubricated by pressure spray from a hole drilled in the lower side of each connecting rod. Under reduced pressure, oil is positive-fed to rocker arms through hollow rocker arm shafts. Two holes are drilled in each rocker arm to supply oil to push-rod socket and valve-end.

Timing chain and sprockets are lubricated by gravity through a hole in push-rod chamber between cylinder banks. Distributor drive-gears receive positive lubrication



E N G I N E

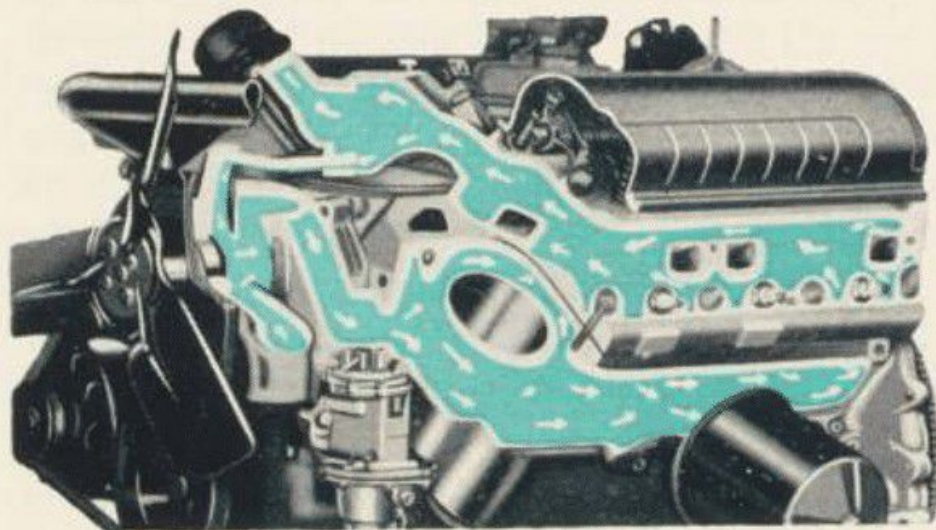
Full-Flow oil filter cleans all the oil in the engine all the time.

tion by overflow of oil from the overhead-valve mechanism. Shallow oil pan with continuous flange permits full-gasket sealing and is easily removable with engine installed.

High-capacity oil pump is efficient gear type for positive discharge, quiet operation and long life. Pump is mounted externally on left rear of engine. It has integral, spring-loaded valve to regulate discharge pressure and an internal by-pass for quick warm-up. Large, stationary, screened inlet assures full oil supply. Full-flow oil filter completely filters oil for all engine parts. Filter is mounted on base, integral with block on lower left side of engine, eliminating all oil lines. Has replaceable cartridge and integral by-pass valve. Full-flow filter is an extra-cost item. Full-filtration of oil reduces wear up to 66%, for longer engine life, and gives complete protection against foreign materials damaging vital engine parts during the all-important first few-hundred miles.

HIGH-CAPACITY WATER PUMP

Y-block V-8. The single, centrifugal, high-capacity water pump has curved impeller blades and is designed to deliver high-velocity coolant circulation. Pump shaft is supported by a wide double-row ball bearing which is permanently lubricated and sealed. External by-pass permits continuous recirculation of coolant when thermostat is closed.



SERIES-FLOW, PRESSURE-TYPE COOLING SYSTEM

Y-block V-8. The single pump draws coolant from the radiator and discharges it into an equalizing chamber from which it is forced into both cylinder banks under equal pressure. In passing through the banks, the coolant is circulated around each cylinder in turn, then it passes through the cylinder heads, and on back to the radiator. Full-length water jackets completely surround each cylinder to minimize the possibility of distortion—to help develop higher engine efficiency—and to reduce internal friction.

Pressure-type radiator cap keeps cooling system under a maximum of approximately seven pounds pressure per square inch. This permits up to 20° higher operating temperature without boiling or loss of coolant.

POSITIVE-ACTION THERMOSTAT

Y-block V-8. Ford's Positive-Action Thermostats are actuated by an accurate, dependable, positive-action thermostatic element that is not affected by the varying pressures that may exist within the cooling system. This provides dependable, accurate regulation of coolant under all conditions.

Automatic Power Pilot... the integrated action of carburetion, ignition and combustion systems for top performance and economy.



CARBURETTOR

Y-block V-8 The dual downdraft carburettor of the Y-block V-8 is really two carburettors combined into a single unit to provide the most efficient fuel-air mixtures under varying operating conditions. Choke control is manual type. Air cleaner is of the oil-bath type. New built-in vacuum control valve gives better spark control over a wider speed range.

AUTOMATIC POWER PILOT

Y-block V-8 "Automatic Power Pilot" is the name given to Ford's exclusive, completely integrated carburetion-ignition-combustion system. The downdraft carburettor automatically switches to a lean "economy" jet for idling . . . automatically supplies a rich charge

for fast acceleration. Ford's exclusive Loadomatic Ignition Distributor provides precise spark regulation entirely by a combination of vacuums created at the carburettor throat and throttle, acting on a diaphragm . . . without any complicated centrifugally-operated weights and springs, found in most other cars. A new vacuum control valve in the carburettor provides better spark control over a wider speed range.

WEATHER-PROOF IGNITION SYSTEM

Y-block V-8 Ford's Weather-proof Ignition System gives dependable performance and quick, easy starting regardless of weather. Ignition wiring is insulated by oil-resistant, water-repellant sheathing. Each spark plug wire has an integral, heat-resistant synthetic rubber boot to keep out all moisture.

High-output ignition coil is mounted close to distributor to cut down dielectric loss and improve reliability.

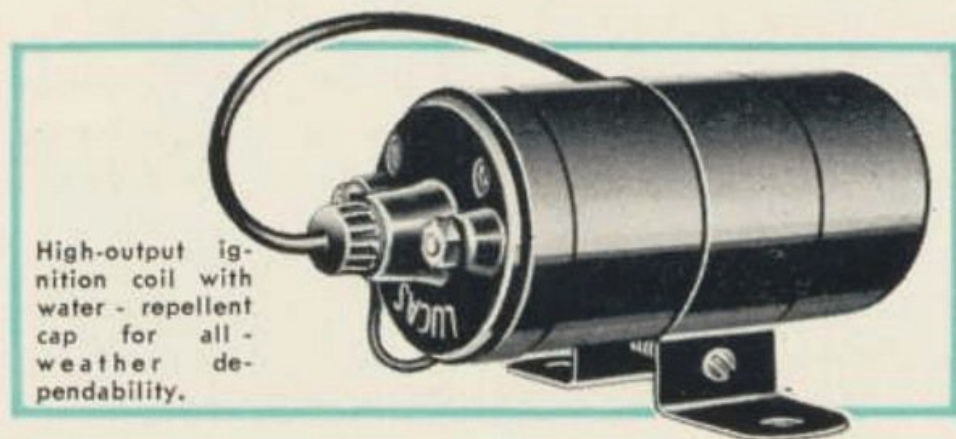
Moulded-composition distributor cap has extra-long terminal towers for greater resistance to shorting and rubber boots seal out moisture and dirt. Two hinged spring-clips hold cap tightly on distributor body.

EFFICIENT, LOW CUT-IN GENERATOR

Y-block V-8 The six-volt electrical system has been designed to assure ideal efficiency for this engine under all conditions encountered.

The ignition coil is more than adequate to handle engines having compression ratios over 9 to 1.

The 35-ampere, Low Cut-in Generator produces full output at low engine speeds. This is a most important feature for driving in today's congested traffic, where low speed and frequent stops are necessary. This generator carries the heavier electrical load required by modernly-equipped cars because it reaches rated output at lower speeds than other generators, to produce needed current and make excessive use of battery current unnecessary.



High-output ignition coil with water-repellent cap for all-weather dependability.

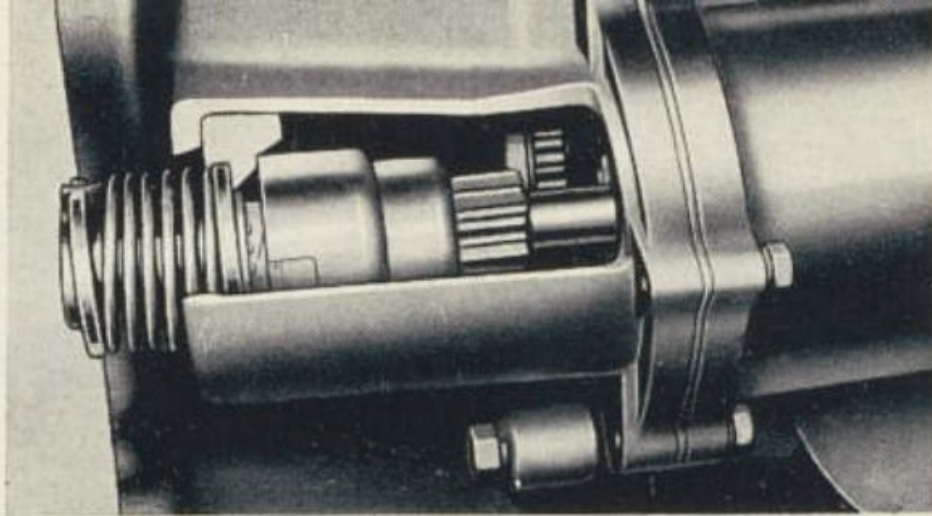
With other makes of generators, which reach full output only at high car speeds, the battery must carry the major electrical load when engine is running at low speeds. Such generators must necessarily charge at a higher rate, at higher speeds, in order to re-build battery charge. And, naturally, a larger capacity generator requires more engine power to deliver its higher rated output.

Brushes are made of special-type carbon to give high current-carrying capacity, long life and low commutator wear. Commutator is precision-finished for greater electrical efficiency, quieter brush action and longer brush life. Permanently-sealed, double-row ball bearings are used at front and rear of generator shaft.

HIGH-TORQUE STARTING MOTOR

Y-block V-8 The high-torque starting motor has low internal resistance and superior magnetic circuits to develop high torque, even at low battery voltage, for quick, dependable starting even in cold weather.

Starter brushes are a special copper-graphite composition and have double leads for best efficiency. Motor shaft is mounted in permanently lubricated, porous-bronze bushings. Motor assembly is splashproof.



The starter motor is controlled by the four-position ignition switch on the instrument panel.

Anti-Kickout starter mechanism is more positive and efficient than conventional inertia types. This superior unit keeps starter gear in mesh with flywheel until engine reaches 310-390 rpm, at which speed the gears are automatically disengaged. An integral, over-running clutch prevents engine from driving starter motor.

COMPLETE ELECTRICAL SYSTEM REGULATION

Y-block V-8 Ford's three-unit regulator regulates the electrical system accurately and dependably to assure best performance and maximum life of all electrical components. The regulator consists of voltage and current limiter units and cut-out relay. The voltage unit limits the maximum voltage output and adjusts

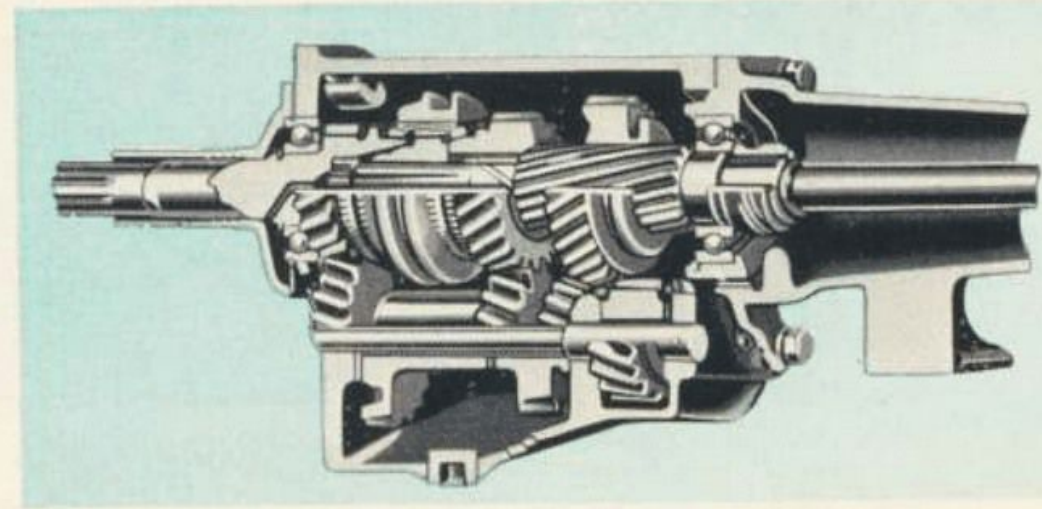
the generator output to suit electrical loads and battery condition. The current unit limits the current output to prevent overloading and overheating the generator. The cut-out relay prevents battery from discharging back through the generator when generator is not in operation or when generator voltage is less than battery voltage. The entire regulator assembly is housed in a metal case which has improved sealing against moisture and dirt, for long life and dependable performance.

NEW 90-AMPERE-HOUR POWER PUNCH BATTERY

Y-block V-8 The new, smaller Power Punch battery requires 20% less space and is two pounds lighter than previous Ford batteries . . . yet it meets the same high standards of performance and service established by the previous battery. It is rated at 90-ampere-hour capacity and has 17 smaller-size plates instead of the 15 plates in the old battery. This results in improved engine-cranking ability. The more rugged battery case is made from moulded composition. Battery design provides a higher level of electrolyte over plates, so longer periods between "refills" are possible. Battery is located in the upper right hand corner of engine compartment where temperature is lower and where it is easily accessible.

CONVENTIONAL DRIVE

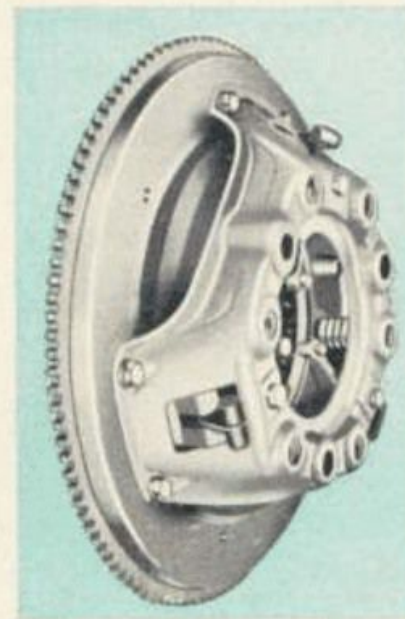
Quietness, easy operation and a long life of dependable service are "built into" the Ford Conventional Drive by simplicity in design and precision manufacturing methods. It has all helical gears which are much quieter than regular spur-type gears. Synchronizers are forged bronze. Provides three forward speeds and reverse. Handy fingertip shift lever is mounted on steering column and is extremely easy to operate.



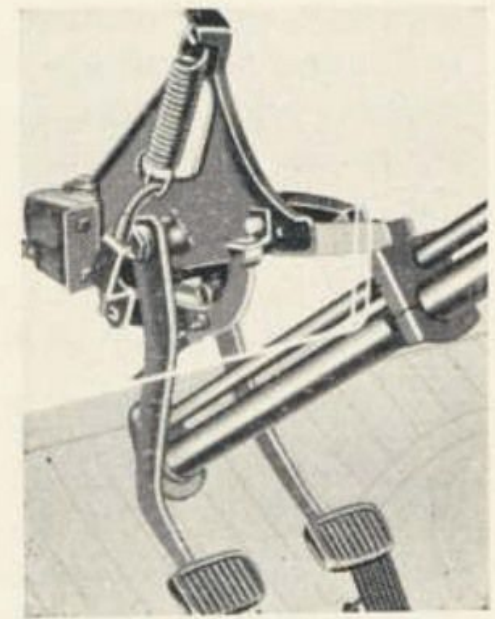
Cutaway view showing construction of Ford's efficient, 3-speed Conventional Drive.

SEMI-CENTRIFUGAL CLUTCH

Ford's new semi-centrifugal clutch is especially easy to operate. The unique clutch pedal suspension with over-centre assist spring and simple linkage combine to make the clutch smooth and sure in operation. The clutch employs centrifugal force to increase its power-transmitting capacity and to reduce the tendency to slip. Clutch is single dry-plate, cushion-disc type. The cushion-disc construction consists of spring-steel segments between facings, plus damper springs between clutch disc and hub to avoid grabbing, vibration and chatter. A prelubricated, sealed ball bearing is used for the throw-out bearing and an oil-impregnated sintered bronze bushing is used as the pilot bearing.



Large 10-inch clutch.



Unique suspended pedals are easy to operate.

FORD SUPER RANGE and CONSOLE RANGE RADIOS

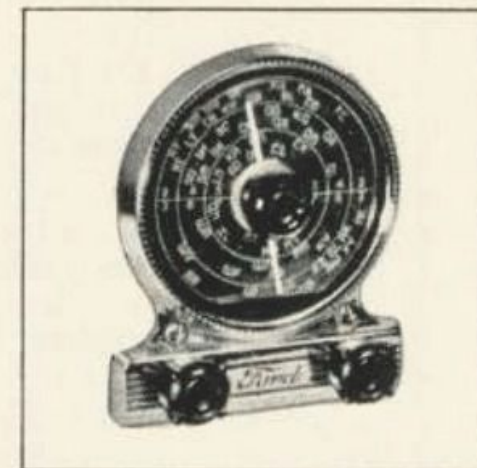
A Ford Radio, if installed in the Customline, is not only the latest in car radios, but a radio designed especially for the Customline.

There are two types available, a manual controlled set and an optional "Automatically Tuned Car Radio".

Should the car be fitted with a manual controlled radio, the station required can be selected by the manual tuning knob.

If there is an "Automatically Tuned Car Radio," this is tuned by preselecting six stations using the left-hand knob, and from then on to tune to any one of these stations it is a matter of treading on a foot button and the radio automatically tunes to this station. No knob turning is required for choosing these stations once they are set.

A separate manual giving complete details of the radio is included with each set. A rear seat speaker may be purchased as an additional item for either set. When installed, it is controlled by a knob mounted below the radio on the under surface of the instrument panel. Turning the knob to the right increases the rear speaker volume and decreases the front. Turning the knob the other way produces an opposite effect.



OTHER POPULAR GENUINE FORD ACCESSORIES

Radio—Standard type.
Exterior Visor.
Interior Venetian Shade.
Heater and Demister.
Exhaust Deflector
Wheel Discs.
Touch-up Pen.
Windscreen Washer.
Windscreen Washer Fluid.
Back-up Lamp.
Number Plate Frames.
Curb Signets.

Protective Floor Mats.
Mirrors—Fender and Door Types.
Vanity Mirror.
Emergency Trouble Lamp.
Boot and Engine Compartment Lamp.
Locking Tank Cap.
Foot Operated Tyre Pump.
Demister Bar.
Demister Solution.
Wash and Polish Kit.
Body Wash.

Body Coat.
Body Polish.
Body Wax.
Body Cleaner.
Whitewall Cleaner.
Upholstery Cleaner.
Dry Lubricant.
Oil Aid.
Radiator Cleaner.
Radiator Rust Inhibitor.
Battery Seals.
Chrome Preserver Pack.

BODY DIMENSIONS

Wheelbase	115½
Tread, Front	58
Rear	56
Length, Over-all	197
Width, Over-all	76.5
Height, Over-all (with design load)	62
Leg Room, Front Seat†	44.30
Rear Seat	41.93*
Hip Room, Front Seat	60.50
Rear Seat	60.34
Shoulder Room, Front Seat	57.00
Rear Seat	56.80
Head Room, Front Seat	36.00
Rear Seat	34.50
Front Door Width	39.60
Rear Door Width	38.26
Front Door Entrance Width (Pillar to Door)	28.31
Rear Door Entrance Width (Pillar to Door)	34.14
Body Lengths:	
Instrument Panel to Rear Seat Back	80.10
Instrument Panel to Front Seat Back	43.25
Windshield to Back Window	99.33
Ground Clearance at Sump‡:	8.34
At Front Suspension	8.90
At Clutch Housing	8.38
At Frame Side Rail	7.00
At Differential Housing	8.1
* Measured to position of ball of foot on integral foot rest.	
† With front seat in rearmost position (4.1 total adjustment).	
‡ Measured with vehicle under design load.	

STANDARD EQUIPMENT

Air Cleaner: Oil Bath std.

Arm Rests:

On each front door, hand-grip type std.
On rear doors, hand-grip type std.

Ash Trays:

In instrument panel one
In front seat back one

Bumpers: Front and rear (with two guards each) std.
Cigarette lighter: Automatic pop-out type std.
Clock, stem-wound std.
Coat Hooks two
Door locks on both front doors (inside push knobs on all doors) std.

Door stay checks (all doors) std.
Emblems: V8 on front fenders and on instrument panel .. std.
Ford crest on hoods: also on deck lid std.
Foot rests: Integral with floor at rear of front seat std.

Hood latch: Outside control with safety catch std.
Horns: Twin electric type std.
Ignition switch: Four-way type std.
Instrument panel, Flight-Style with bright metal moulding std.

Lights, exterior: Sealed-beam headlamps, parking lamps, dual stop and tail lamps, licence plate lamp std.
Lights, instrument panel: Indirectly illuminated cluster, illuminated bezels on knobs, all on rheostat control; headlamp high beam indicator in instrument cluster std.
Lights, interior: Operated by manual switch on lamp; also by automatic front door switches: Headlining roof light one

Locks: Ignition lock and front door locks operated by one key, parcel compartment and luggage compartment locks operated by another key std.

Mouldings, bright metal (exterior):

Windshield reveal moulding std.
Rear window reveal moulding std.

Belt moulding std.

Nameplates

Customline on front fenders. std.

Oil filter, full flow one

Parcel compartment in instrument panel, locking push-button std.

Rainshields, at front ventilating windows std.

Seat cushions: Non-sag springs, with foam rubber pad, front only std.

Shock-absorbers: Double-acting type, front with rear diagonally mounted std.

Starter: Automatic with turning ignition key std.

Steering wheel, two-spoke type:
With half circle horn ring std.

Sun visors, swivel-mounting:

Both sides std.

Tyres and rims:

6.70 x 15 x 4-ply on 5 in. rims std.

Tools: Bumper jack, combination wheel wrench and tyre iron std.

Ventilating windows, push-pull pivoting type:

Front doors std.

Ventilation air ducts and controls two

Windshield wipers: Dual, vacuum operated std.

SPECIFICATIONS

GENERAL

Type	O.H.V., 90° "V"
No. cylinders-bore x stroke, in.	8-3.625 x 3.30
Piston displacement, cu. in. . .	272
Taxable horsepower (R.A.C. Rating)	42
Brake horsepower at r.p.m. . .	145 @ 4,000
Compression ratio	6.8 : 1

CYLINDER BLOCK AND HEADS

Head material	High-grade iron
Block material	High-grade iron

PISTONS

Type	Closed, cam-ground
Material	Split skirt, aluminium Alloy plated for anti-scaff.
Compression rings, number . . .	2
Oil rings, number	1

CRANKSHAFT

Material	Short rigid steel alloy casting
Counterweights	8, cast integrally
Main bearings, number and type material	5, replaceable insert. Steel-backed babbitt
End thrust taken by	Centre
Torsion damper type	Rubber mounted on crankshaft pulley.

CONNECTING RODS

Type	Forged I-beam
Lower bearings, type	Replaceable inserts
Material	Steel-backed babbitt
Upper bushings	Diamond-bored bronze

CAMSHAFT

Type	Quiet-contoured, high-lift
Material	Precision-molded alloy
Bearings, number and type . . .	5, replaceable bushing

Material	Steel-backed babbitt
Drive Type	Chain

VALVES

Type	Free-turning
Material, intake	High-grade alloy steel
Exhaust	Precision-molded, high alloy steel
Valve guides	One-piece
Valve seats	Integral
Tappet type	Precision-set
Rocker arm	Adjustable

LUBRICATION SYSTEM

Lubrication to: Main bearings	Pressure
connecting rod lower bearings	Pressure
connecting rod upper bearings	Splash
cylinder walls	Pressure stream
camshaft bearings	Pressure
camshaft drive	Controlled drainage
tappets	Splash
push rods	Pressure & drainage
Oil pump type	Gear with non-floating screened inlet
Crankcase oil capacity, pints . .	8 (plus 1 for dry filter)
Rocker arm shafts	Pressure feed
Oil filter	Full flow replaceable element
Crankcase ventilation, type . .	Combination pressure and vacuum

FUEL SYSTEM

Carburettor, type	Balanced, dual down draft
air cleaner	Oil bath
choke control	Manual, with fast idle
Fuel pump, type	Diaphragm
Manifold heat control, type . .	Butterfly valve
actuation	Bi-metal
Exhaust muffler, type	Reverse-flow
Fuel tank capacity, gal.	14½ galls.

COOLING SYSTEM

Type	Equa-Flo
Pump, type and number	Centrifugal, 1
Thermostats, number and type (opening temp: range deg F.)	1 Positive-action 157-162
Radiator, type, mounting	Vertical tube and fin cushioned
Radiator cap, type	Pressure-valve
nominal opening press. (lb./sq. in.)	14
Fan type	3-blade

ENGINE ELECTRICAL

Distributor, type	Single breaker point
spark advance	Vacuum differential
firing order	1-5-4-8-6-3-7-2
Generator, type	Air-cooled, shunt wound
maximum rating	34 amps @ 7.1 volts
regulator	3-unit type
Starter, motor type	High-torque
drive type	Inertia
control	Ignition-starter switch
Spark plugs, size	18 mm.
gap, inches032-.036
Battery, type	6 volt
No. cells and plates per cell	3 x 17
capacity, amp hrs. at 20 hr. rate	90

CLUTCH

Type	Semi-centrifugal, dry single plate
Outside diameter, in.	10
Total frictional area, sq. in.	85.5
Pilot bearing	Oil impregnated sintered bronze
Throwout bearing	Permanently lubricated, ball

TRANSMISSION

Type	Selective gear, 3 speeds forward, one reverse
Type of gears	All helical
Gear positions	1st, 2nd, 3rd, Reverse
Ratios (to 1)	2.57, 1.63, 1.00, 3.13

FRAMES

Type	Double-drop, 5 cross members with third cross member incorporated in K-bar
Side rails, type and size	Box section, 4" deep x 3½" wide

FRONT SUSPENSION

Type	Angle-poised ball joint suspension
Springs, type	Helical coil, rubber insulated at top
coil inside, diameter, in.	4.0
Shock absorbers	Hydraulic, telescopic, double-acting
location	Inside coil springs
Stabilizer	One piece torsion rod, rubber mounted
Steering knuckle, type	Elliott
Wheel bearings	Opposed tapered roller

REAR SUSPENSION

Type	Longitudinal semi-elliptic, leaf spring
Springs, material	Alloy steel
length x width, in.	53 x 2
number of leaves	6
inserts	Impregnated spacers at tips of leaves; no lubrication required

SPECIFICATIONS

Inserts	Rubber-bushed bracket at front; rubber-bushed, tension type shackle at rear
Shock Absorbers	Angle-mounted, hydraulic, telescopic double-acting

REAR AXLES

Type	Semi-floating
Housing	Welded pressed steel, banjo type
Drive	Hotchkiss
Final drive gears	Hypoid
Differential type	2 pinion
Axle shafts	Integral flanged steel forgings
Wheel bearings	Ball
Gear ratios	3.73 : 1

BRAKES

Type	Double-seal, self-energising, 4-wheel hydraulic
Total lining area, sq. in.—	
Sedans	185.4
Drum type	Combination cast iron and steel
Drum, diameter, in.—	
Sedans	11
Hand brake, type	Mechanical application of rear brakes
Actuation	T-handle on instrument panel

STEERING SYSTEM

Type	Symmetrical linkage with cross link and idler arm
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Steering gear	Worm and triple-tooth roller
Gear ratio	20.1 : 1
Overall ratio	25.3 : 1
Diameter of steering wheel, in.	18
Turning diameter, centre of outer front wheel, ft.	40 (approx.)

PROPELLER SHAFT

Type	Tubular, forged steel yokes
Universal joints, no. and type	2, needle roller bearing

WHEELS AND TYRES

Customline Sedan	6.70 x 15 4-ply on 5" rims, std.
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BODY ELECTRICAL DATA

Head lamps	Sealed-beam, glass reflector type; switch on instrument panel and beam selector on toe board.
Parking lamps	At outer ends of grille below head lamps
Tail lamps	Two combination stop and tail lamps
Body interior lamps—	
Customline model	One lamp in head-lining
Control	Manual switch on light; also automatic front door jamb switches
Instrument panel lighting—	
Instrument cluster and clock	Indirect
Control knob bezels	Illuminated lettering.
Intensity control	All may be dimmed from full "on" to "off" by rotating head lamp switch knob.

BODY COLOUR AND TRIM COMBINATIONS

MODEL	CUSTOMLINE Two-Tone Trim				CUSTOMLINE Single-Tone Trim			
	Dark and Med. Copper	Dark and Medium Blue	Med. and Dark Turquoise	Grey and Red	Medium Copper	Medium Blue	Dark Turquoise	Red
Instrument panel and Garnish Mould	A	B	C	D	A	B	C	D
BODY COLOURS:								
RAVEN BLACK	x	x	x	x	x	x	x	x
GULFSTREAM BLUE MET.		x		x		x		x
WATERFALL BLUE		x		x		x		x
ALASKA WHITE	x	x	x	x	x	x	x	x
FORESTER GREEN MET.	x		x	x	x		x	x
SPRINGDALE GREEN			x	x			x	x
TORCH RED	x			x	x			x
FANFARE MAROON	x			x	x			x
STARLIGHT GREY	x	x	x	x	x	x	x	x
DEVON GREEN	x			x	x			x

INTERIOR LEGEND: A. Med. Coppertone Metallic. B. Med. Blue Metallic. C. Med. Green Metallic. D. Grey Metallic.

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.

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- Trend-setting styling — P.2-3
- Colour-Keyed interior-exterior combinations — P.39
- New Astra-Dial Control Panel — P.4
- New Y-block V-8 Engine — P.19-31
- New Ball-Joint Front Suspension — P.14-15
- Advanced body insulation — P.10
- Full-Circle Visibility — P.11
- Push-button door handles and rotor-type latches — P.8
- Two-stage front door checks — P.7-8
- Presto-Lift counter-balanced hood — P.8
- Key-release counter-balanced deck lid — P.8
- Full-circulating body ventilation — P.9
- Automatic Posture Control — P.11
- Non-sag seat construction — P.11
- Completely new chassis — P.12-18
- New K-bar frame — P.16
- New, easier steering — P.15
- Improved rear suspension — P.18
- New rear springs — P.18
- Viscous-control shock absorbers — P.18
- Huskier, double-seal brakes — P.16-17
- Wide front tread — P.12
- Suspended clutch and brake pedals — P.17
- Automatic Power Pilot — P.29
- Weather-proof ignition system — P.29
- Free-turning overhead valves — P.23
- Precision-moulded high-alloy exhaust valves — P.22
- High-grade chrome silicon intake valves P.24
- Super-fitted aluminium pistons — P.25
- Precision-moulded, superior alloy crankshafts — P.22
- Ford Conventional Drive — P.32

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