

FORD

THE NEWEST CAR IN THE WORLD

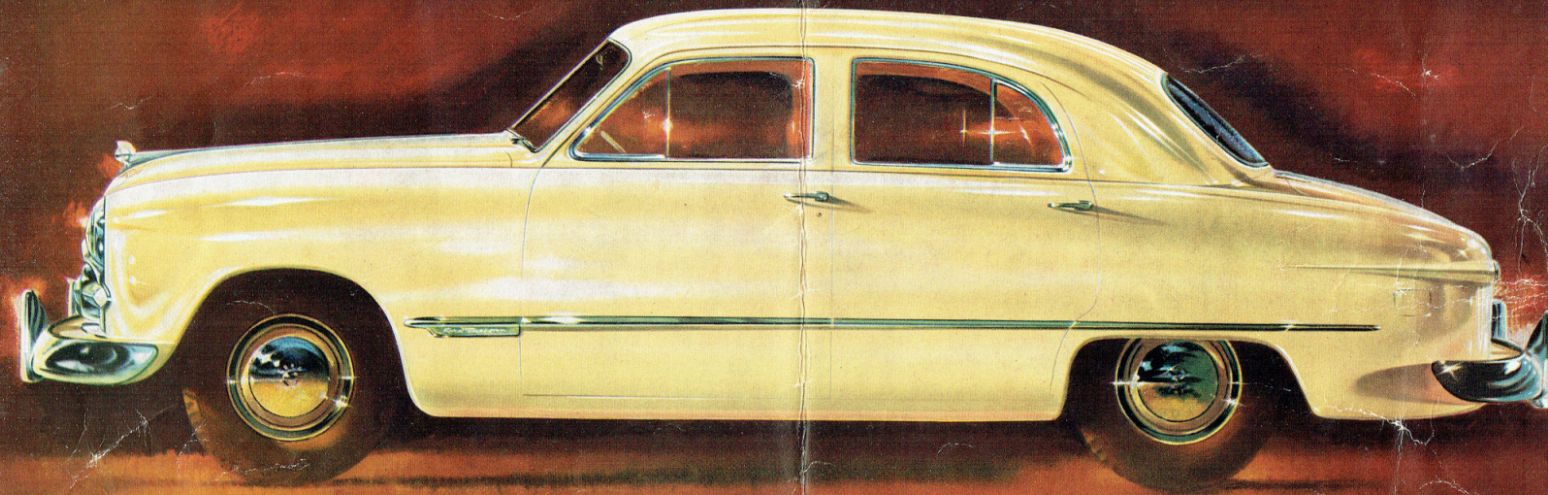
A complete break with the past > > >

AND THE FASHION FOR THE FUTURE

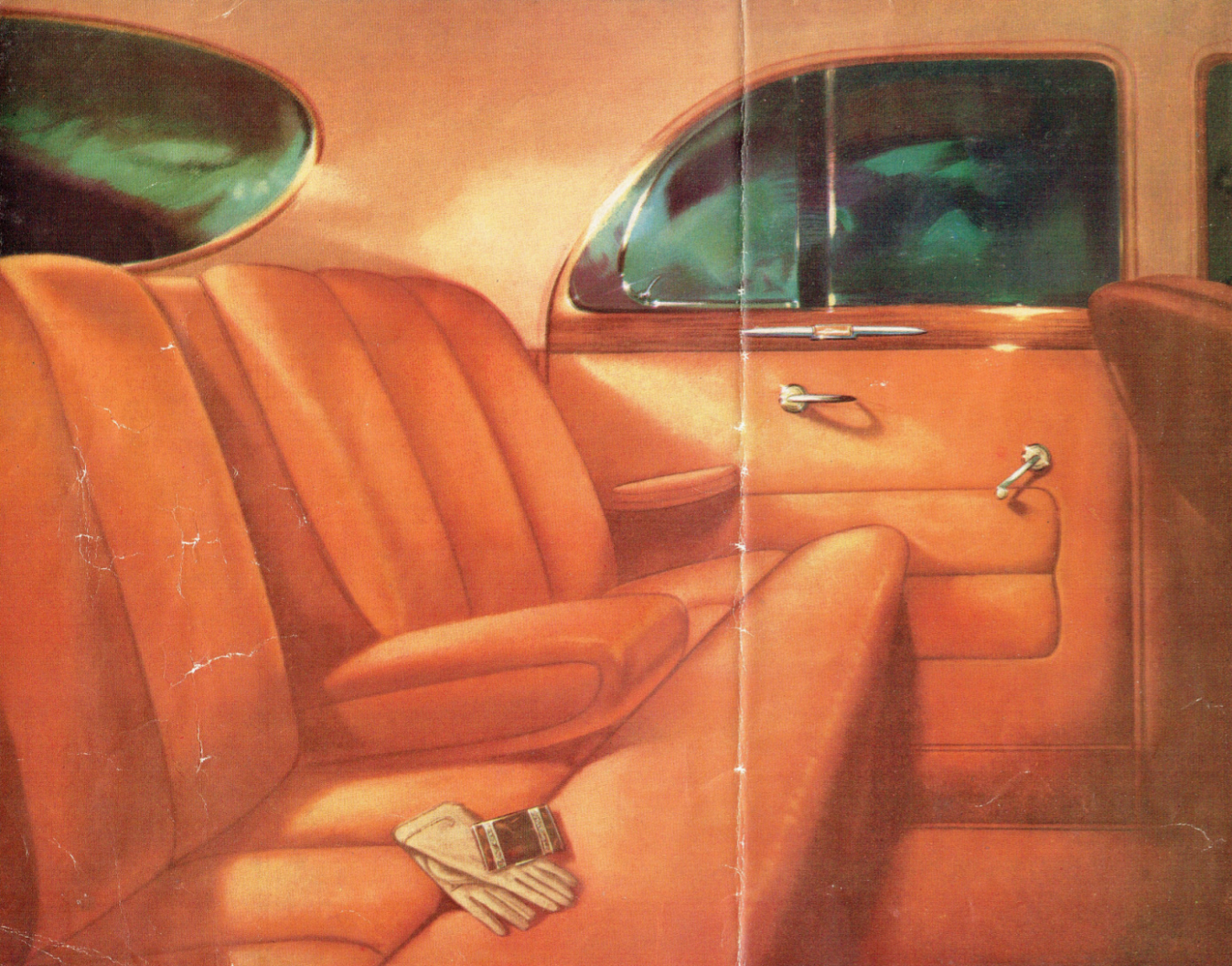
In describing Ford for '49, the word "new" has genuine meaning. A glance reveals that in appearance—in the new eye-holding beauty of "Low-Silhouette" styling—this car is pleasingly different. Appearance, however, is but the surface of its newness.

Beneath the modern styling of Ford for '49 is a chassis entirely new in overall design. Every modern motoring advance is there. And there with new usefulness. The result is a car that anticipates much of the future. Not only in new, fashion-setting styling but also in a new kind of smooth, effortless road travel.

Look through these pages. They picture and describe a car that will still be essentially modern years hence—and today is the World's newest car from bumper to bumper, from roof to road.



Ford Custom



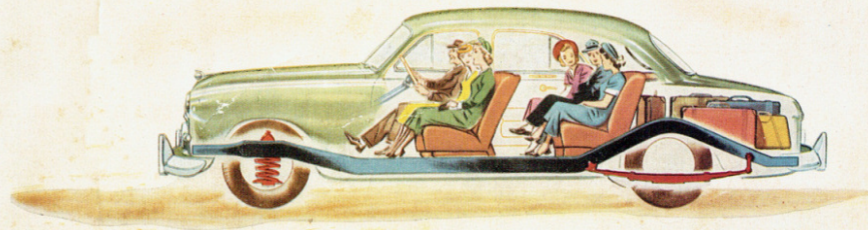
Inside newness >>>

A LIVING ROOM ON WHEELS

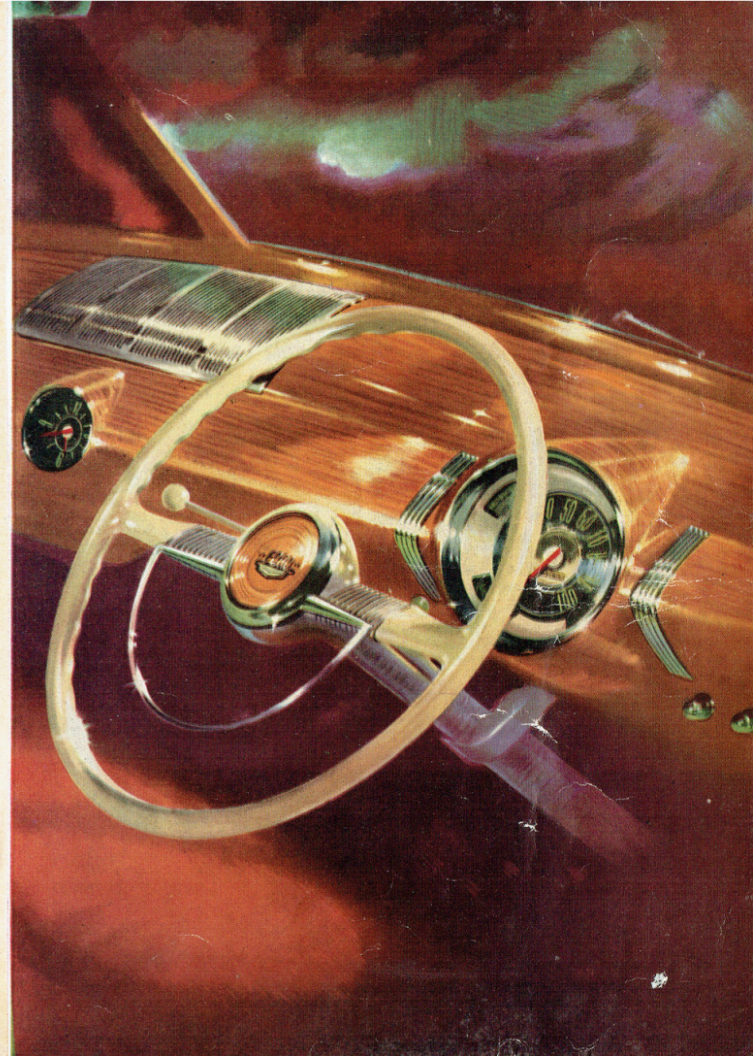
Entirely new, this interior justifies the way we describe it. It is like a living room on wheels. So much contributes to its beauty and restfulness. Six big people have new freedom of space. Shaped and placed for complete relaxation, seats are sofa-wide. That rear seat, with folding centre arm-rest, is sixty inches across. The front seat is fifty-seven inches. Above them is generous headroom. Below them, long legs can stretch out on the deep carpet and be really at ease.

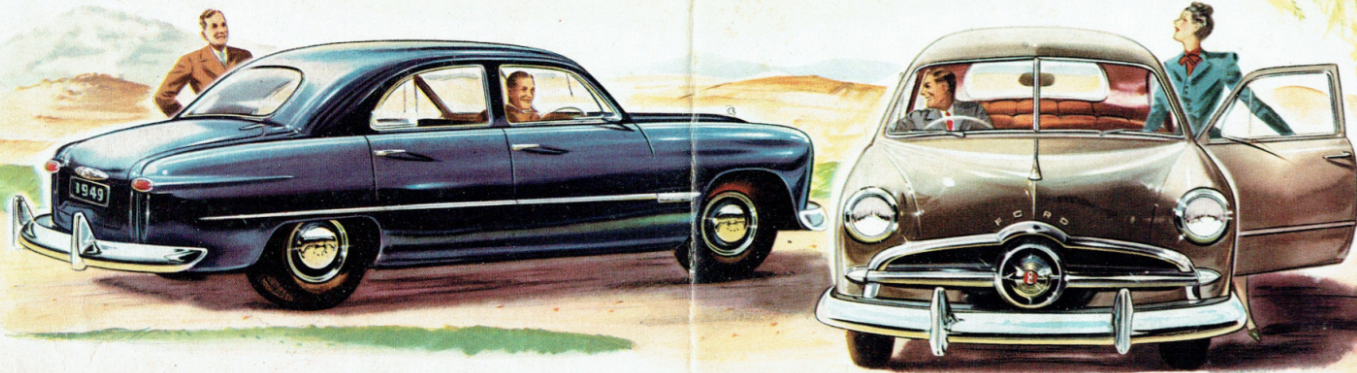
Those wide, low-step doors open easily with horizontal-lever handles and shut solidly without effort. There are Draught-free Ventilation Controls for both front and rear seat passengers. "Picture-window" Visibility gives all-round travel view. Even in the "Flight-panel" Dash new beauty and convenience have been combined. Its instruments, grouped in a single cluster and lit by a new non-glare system, are directly in driver's vision through the new open, two-spoke steering wheel.

This luxury of comfort is cradled in the smoothness of the new "Mid-ship" Ride



It's easy to explain the reasons for this riding comfort—but the result—an entirely new, relaxing ease to body and mind has to be experienced to be believed. As you can see, all passengers are seated in the new low centre section—the mid-ship area where the going's smoothest. And—the balanced action of "Hydra-Coil" Front Springs, "Para-Flex" Rear Springs and Double-action Hydraulic Shock Absorbers virtually ends road shocks.





Low-Silhouette >>>

for both beauty and safety—much wider and only 65 inches high

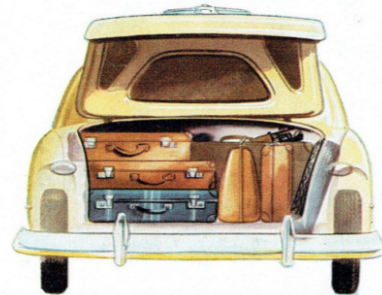
Any way you look you'll find a thrill in seeing Ford for '49. And wherever it goes you'll ride more safely. Ford not only provides a new fashion in motor car styling... it also has a lower, road-hugging centre of gravity... yet there's still ample road-clearance and inside headroom. In Ford for '49, designers, engineers and stylists have combined beauty, safety and utility in an entirely new, all-comprehensive way.

Extra safety, too, in "Magic-Action" brakes—55% easier to operate

This Ford halts smoother and faster with only a tip-toe touch on the pedal. "Magic-action" Hydraulic Brakes are 35% easier to apply—and use momentum of the car for extra stopping power.

NEW COLOURS THAT STAY NEW

In Sycamore, Autumn Gold, Highland Green, Cypress, Windsor Grey, Regal Blue and Black, special Ford enamels have been compounded for enduring beauty. Interior upholstery and trims, to contrast or harmonise with new body colours, are available in Tan, Russet, Autumn Gold, Green, Grey and Blue.



57% MORE LUGGAGE SPACE

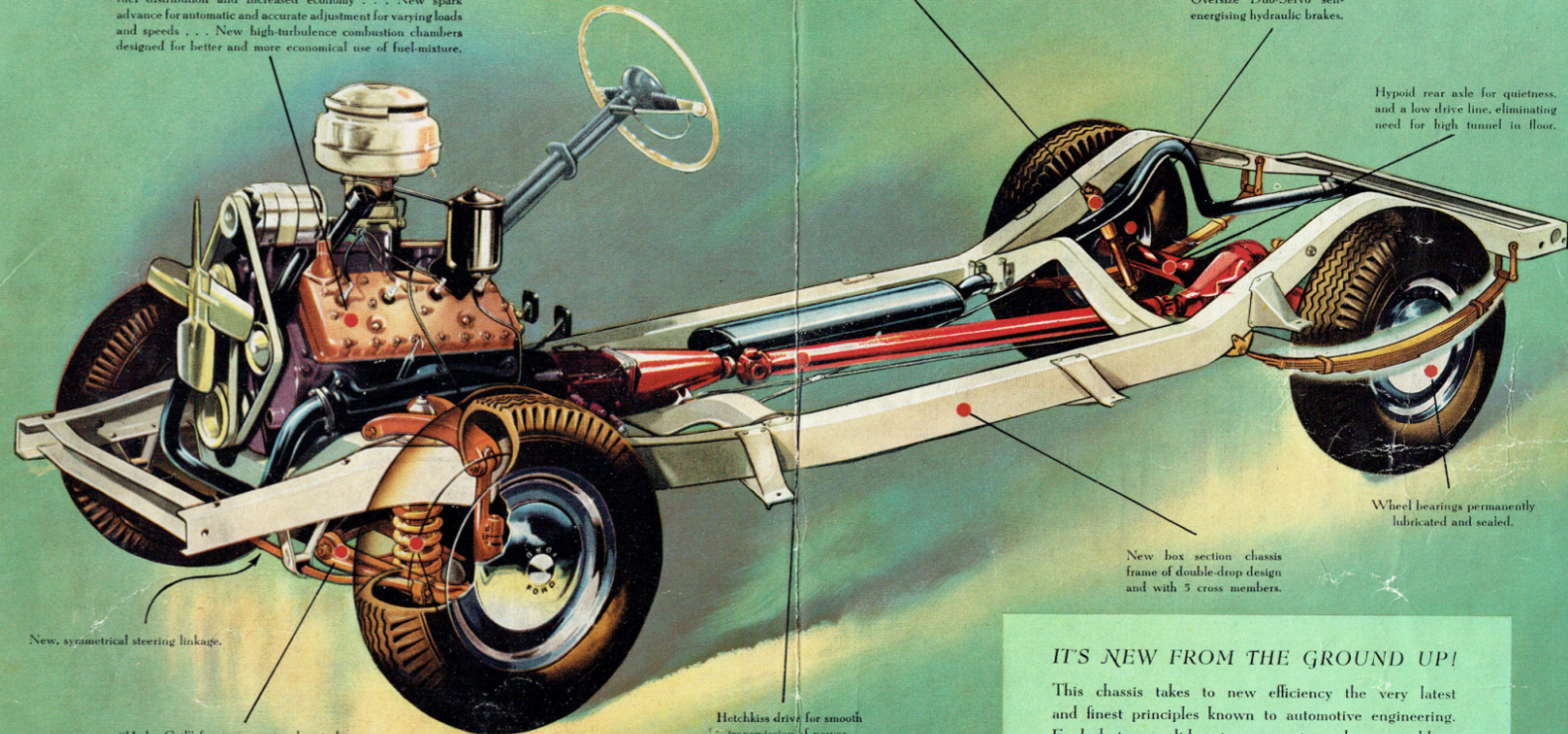
Under the sleek contouring of the rear end is the most generous and easily accessible luggage space you've seen. In addition to spare tyre storage, there are 19 cubic feet of usable space... plenty for the whole family's baggage!



NEW "PICTURE-WINDOW" VISIBILITY

Extra wide and deep are these windows—totalling more than 20 square feet of safety glass. The windshield alone is almost a square foot bigger—and 88% has been added to rear window area. Narrow corner posts and body centre pillars also help in providing entirely new, all-round visibility.

V8 Engine, proved and still further improved... New top setting of all engine accessories... New positive crankcase ventilation... New manifold with short, direct and nearly equal passages to each cylinder, and level mounted for equal fuel distribution and increased economy... New spark advance for automatic and accurate adjustment for varying loads and speeds... New high-turbulence combustion chambers designed for better and more economical use of fuel-mixture.



Double-acting, direct coupled, tubular hydraulic shock absorbers.

Oversize Duo-Servo self-energising hydraulic brakes.

Hypoid rear axle for quietness, and a low drive line, eliminating need for high tunnel to floor.

Wheel bearings permanently lubricated and sealed.

New box section chassis frame of double-drop design and with 5 cross members.

New, symmetrical steering linkage.

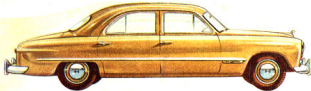
"Hydra-Coil" front suspension has independent swinging links with soft action coil springs and operates in perfect balance with long, semi-elliptic "Para-Flex" leaf springs of rear.

Front hydraulic shock absorbers mounted within coil springs for extra protection.

Hetchkiss drive for smooth transmission of power.

IT'S NEW FROM THE GROUND UP!

This chassis takes to new efficiency the very latest and finest principles known to automotive engineering. Ford designers did not compromise, adapt or add to existing design—they built an entirely new chassis. In it are incorporated the world's mechanical advances—each fulfilling a new and greater functional usefulness.



— Ford —

TECHNICAL SPECIFICATION DATA . . .

V8 ENGINE

No. of Cylinders	.. 8	Bore and Stroke	3 1/4" x 3 1/2"
Piston Displacement—Cubic Capacity	.. 239.4 cu. in.		
Comp. Ratio	.. Alloy cylinder heads 7.2 to 1,		
Taxable H.P., 32.5	R.A.C. rating, .. 32.5	Max. H.H.P., 100	at 3800
Cylinder Block	.. One piece cast iron 90° V type,		
Crankshaft	.. Cast alloy steel. Sludge traps in all crank-pin journals.		
Pistons	.. Split skirt alloy, alloy plated for anti-rust.		
4 Piston Rings	.. 2 comp. and with 2 oil control adjacent to piston pin.		
Camshaft	.. Cast alloy iron—3 bearing type.		
Valves	.. Stellite intake, nickel-steel chrome alloy exhaust.		
Pre-ignition Set	.. Require no adjustment.		
Valve Guides	.. One piece. Valve assembly removable as one unit.		
Valve Seat Inserts	.. Intake and exhaust Moly-chrome steel.		
Lubrication System	.. Full pressure to main, connecting rod and crankshaft bearings, with positive lubrication to timing and distributor drive gears.		
Oil Pump	.. High capacity quiet and positive. Screened inlet located in deep crankcase.		
Oil Filter	.. Replaceable type externally mounted above 5-lb. cylinder head.		
Engine Ventilation	.. Inlet location left of generator to valve chamber. Outlet location tube extension from left front of intake manifold into slip stream.		
Engine Cooling	.. 4 blade fan.		
Water	.. Series flow full length water jackets, thermostat temperature control with continuous by-pass tubular radiator, pressure cap and 2 self-sealing pumps.		
Exhaust Manifold	.. Echo-act cross over pipe is now positioned around the front of the engine instead of under the oil pan. This permits easy removal of oil pans.		
Fuel System	.. Dual down draft carburetor. Hand control choke.		
Induction Manifold	.. Short direct nearly equal passages to each cylinder and level mounted for uniform fuel distribution.		
Fuel Tank	.. Capacity 14 gallons, indicator gauge on instrument panel.		
Fuel Pump	.. High pressure diaphragm type mounted high at top rear of intake manifold.		
Ignition	.. Distributor is mounted in front of R.H. cylinder block at an angle of 50° to vertical. This greatly improves accessibility for servicing. Distributor spark advance utilizes difference between vacuum in manifold and carburetor throat for more accurate spark advance for varying loads and speeds.		

GEARBOX (TRANSMISSION)

Type: 3 speeds forward, 1 speed reverse.

Gearbox Ratios:

First	.. 2.819 to 1.
Second	.. 1.694 to 1.
Third (top gear direct drive)	1 to 1.
Reverse	.. 3.625 to 1.

Type of Gears: .. All helical.

How Engaged: Gear change lever on steering column.

First and reverse: Sliding gear.
Second and third: Constant mesh with Blocker type synchronizer.

CHASSIS

Structure:

Five cross member, box section chassis frame of double drop design.
Frame side rails of 4" x 3 1/2" with continuous weld box section from front suspension cross member to back of rear axle.

Front Suspension:

Type .. Independent swinging links with coil springs.
Coil spring diameter outside .. 5.4 inches.
Shock absorbers Hydraulic double acting tubular type.
Caster and cam Independent adjustment for each at each wheel.

Rear Suspension:

Type .. Longitudinal semi-elliptic leaf springs.
Spring length and width 56" x 2".
Number of leaves (4 door sedan): 7.
Type of spring liner: Impregnated fabric inserts at tips of leaves.
Spring bracket and shackle bushing .. Rubber concentrated-pressure type.
Lubrication required: None.
Method of propulsion (type of drive line): Hotchkiss drive.

Rear Axle:

Type .. Semi-floating.
Final drive gears (over a wheel and pinion) .. Hypoid.
Rear axle ratio .. 3.73 to 1.
Axle shafts .. Integral flanged steel forgings.
Wheel bearings .. Sealed permanently. Lubricated single row ball.

FOOT BRAKE (SERVICE BRAKE)

Type: Duo-Servo (self-energizing) 4 wheel hydraulic.

Drum type .. Composite cast iron and steel.

Front drum diameter	.. 10 in.
Rear drum diameter	.. 10 in.
Front lining width	.. 2 1/2 in.
Rear lining width	.. 1 1/2 in.

HAND BRAKE

Type: Mechanical application of rear brakes.

Actuation: T handle on dash through lever and equalizing cable.

STEERING SYSTEM

Type: Symmetrical linkages with cross link and idler arm.

Steering gear	.. Worm and triple tooth roller.
Steering gear ratio	.. 17.3 to 1.

ROAD WHEELS

Ventilated type steel disc wheels.

TYRES

2 No. 6.00 x 16 x 4 ply tyres and tubes.

GENERAL

Wheelbase	34 1/2"	Track (Front)	56"	(Rear)	56"
Turning Radius (outer front Wheel)	.. 29' 4"				
Minimum Road Clearance (Normal load 2,500 lb.)	.. 7 1/2"				
Maximum overall height 4 door sedan with normal load	.. 62 1/2"				
Maximum overall height over standard bumper guards	.. 106 1/2"				
Maximum width	.. 57 1/2"				
Fuel tank capacity—gallons	.. 14				
Crankcase capacity refill—pints	.. 9				
Cooling system capacity—quarts	.. 18				

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FROM THE HOME OF FORD MANUFACTURING IN AUSTRALIA

A NEW CAR RADIO

designed especially for the World's newest car

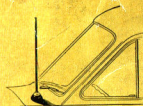


As Ford for '49 combines the finest of automotive engineering principles so does this new set combine the latest advances in car-radio engineering.

Its speaker, for instance, is of a new oval type exclusive to Ford. It provides the mellowness and power usually given only by circular types too large for car fitting. This—plus the fact that the speaker-grille on the "Flight-panel" Dash has new, upward sound dispersing placement—means audibility throughout the car without forcing volume.

The set is a 6 valve, non-synchronous vibrator type with new, longer range reception. Single out of sight behind its controls on the instrument panel, the set is simply and quickly connected to the car's existing electrical system. The handsome telescopic rod antenna is just as simply installed.

In every perfectly balanced component this is a radio fit indeed for the "Living Room on Wheels." In fact, it has the fine tone and efficiency of a high quality, living room set. Ask your Ford Dealer about it.



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