

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.

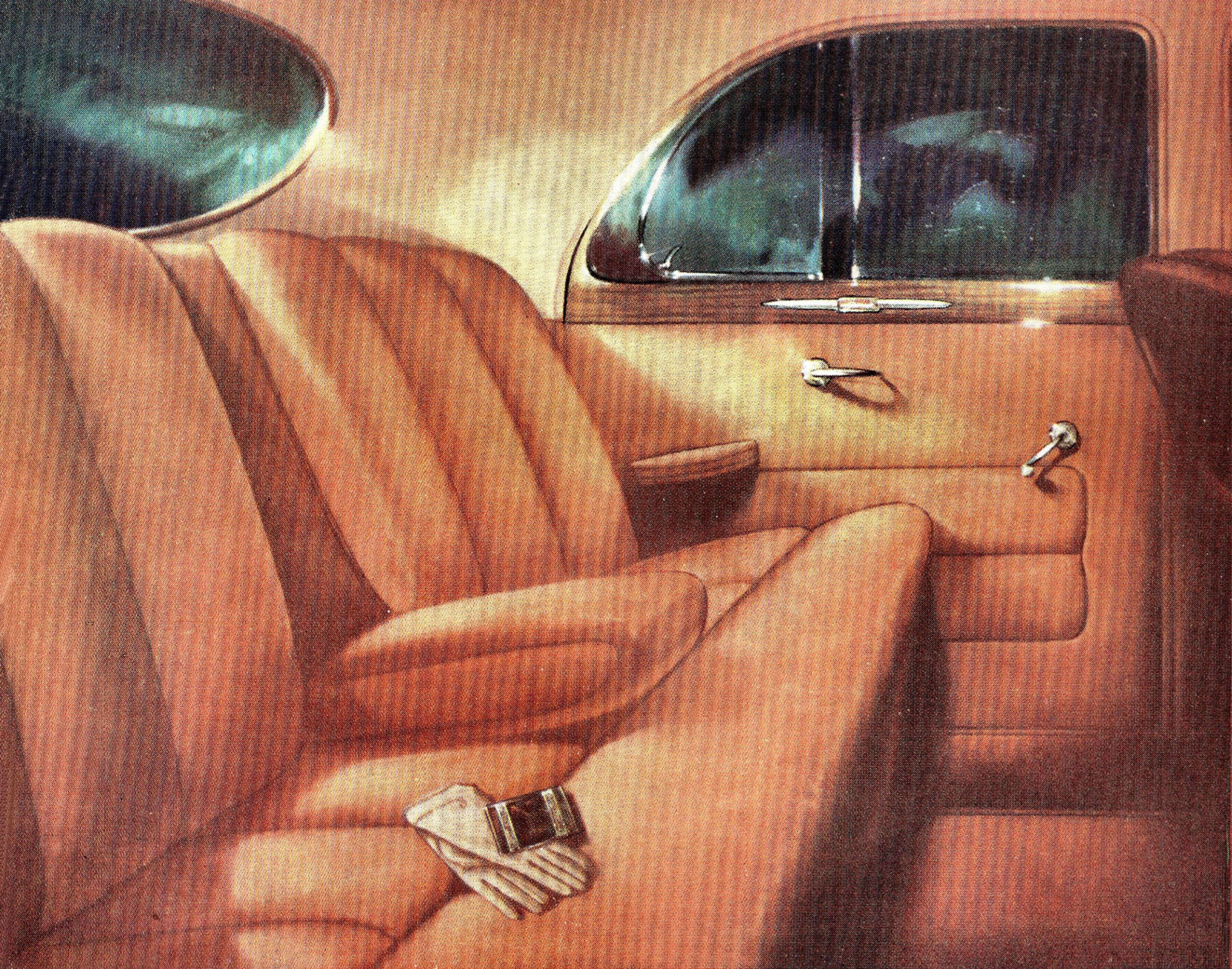
Beneath the modern styling of Ford for '49 is a chassis entirely new in overall design. Every modern motoring advance is there. And there with new usefulness. The result is a car that anticipates much of the future. Not only in new, fashion-setting styling but also in a new kind of smooth effortless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

The 1949 Ford Custom Sedan



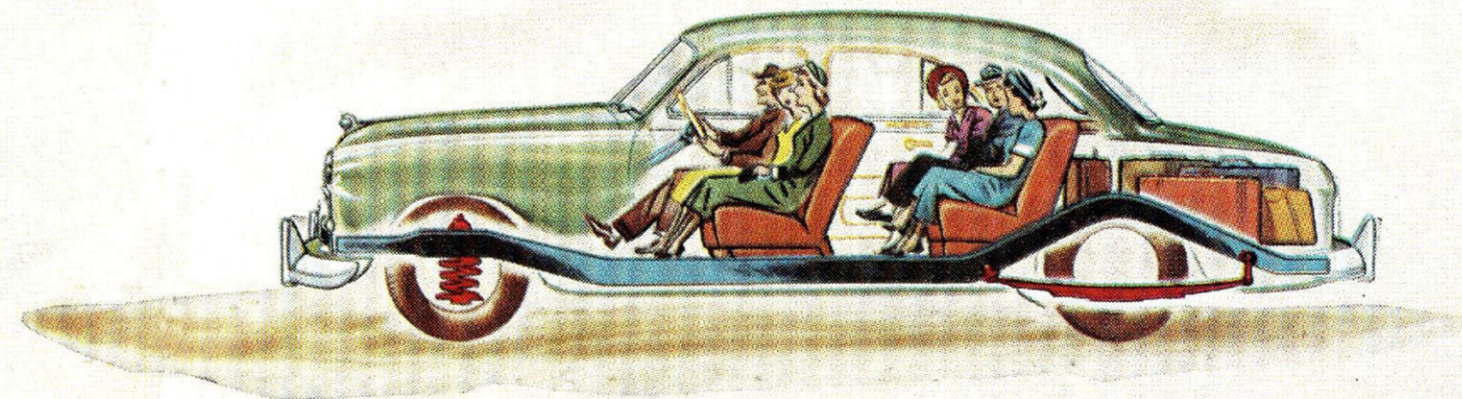
Inside Newness >>>

A LIVING ROOM ON WHEELS

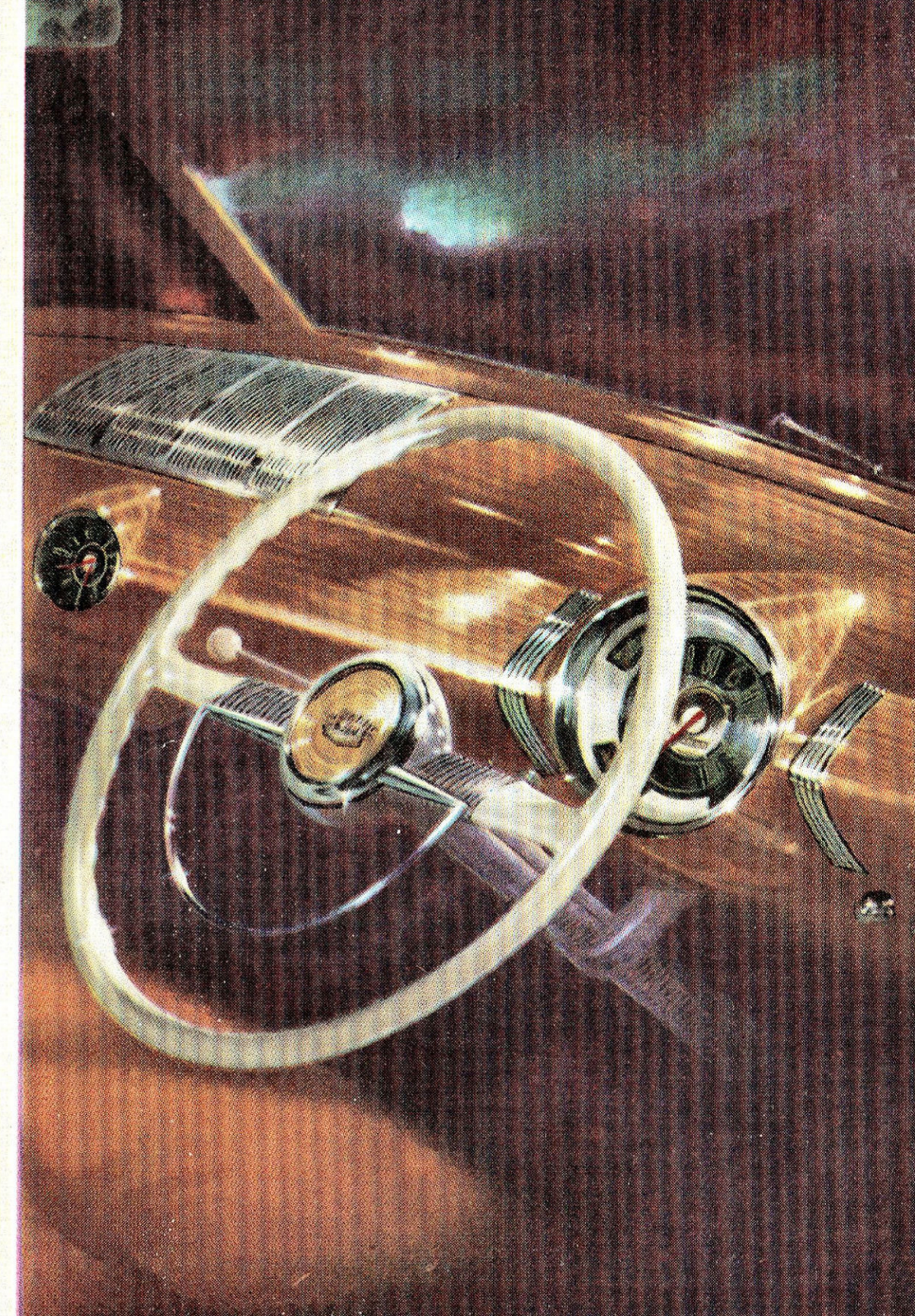
Entirely new, this interior justifies the way we describe it. It is like a living room on wheels. So much contributes to its beauty and restfulness. Six big people have new freedom of space. Shaped and placed for complete relaxation, seats are sofa-wide. That rear seat, with folding centre arm-rest, 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.

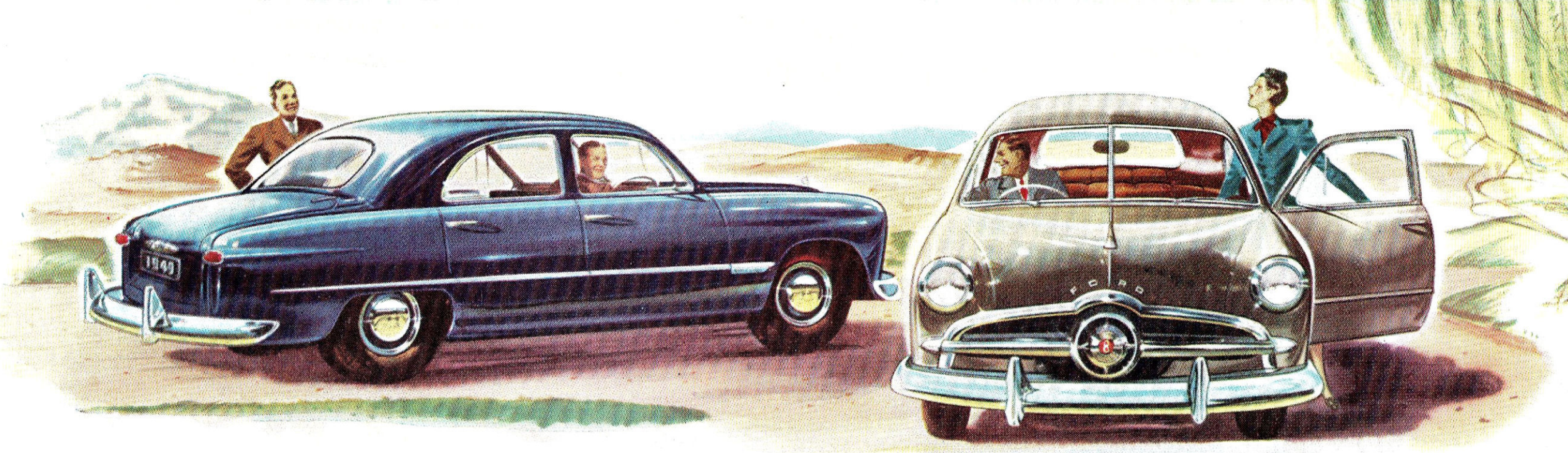
Those wide, low-step doors open easily with horizontal-lever handles and shut solidly without effort. There are Draught-free Ventilation Controls for both front and rear seat passengers. "Picture-window" Visibility gives all-round travel view. Even in the "Flight-panel" Dash new beauty and convenience 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.



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 63 inches high.

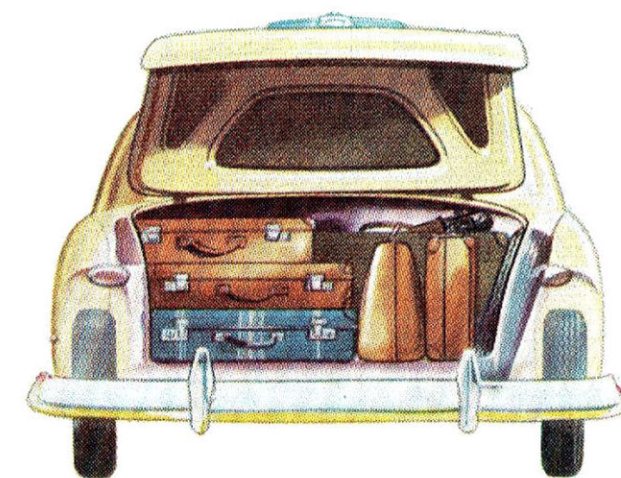
Any way you look you'll find a thrill in seeing Ford for '49. And wherever it goes you'll ride more safely. Ford not only provides a new fashion in motor car styling . . . it also has a lower, road-hugging centre of gravity . . . yet there's still ample road-clearance and inside headroom. In Ford for '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—35% 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.

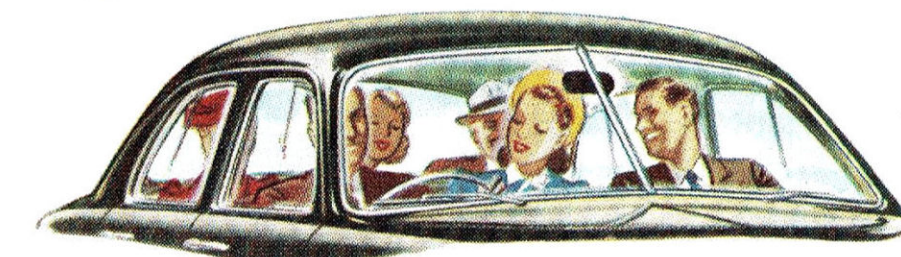
NEW COLOURS THAT STAY NEW

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



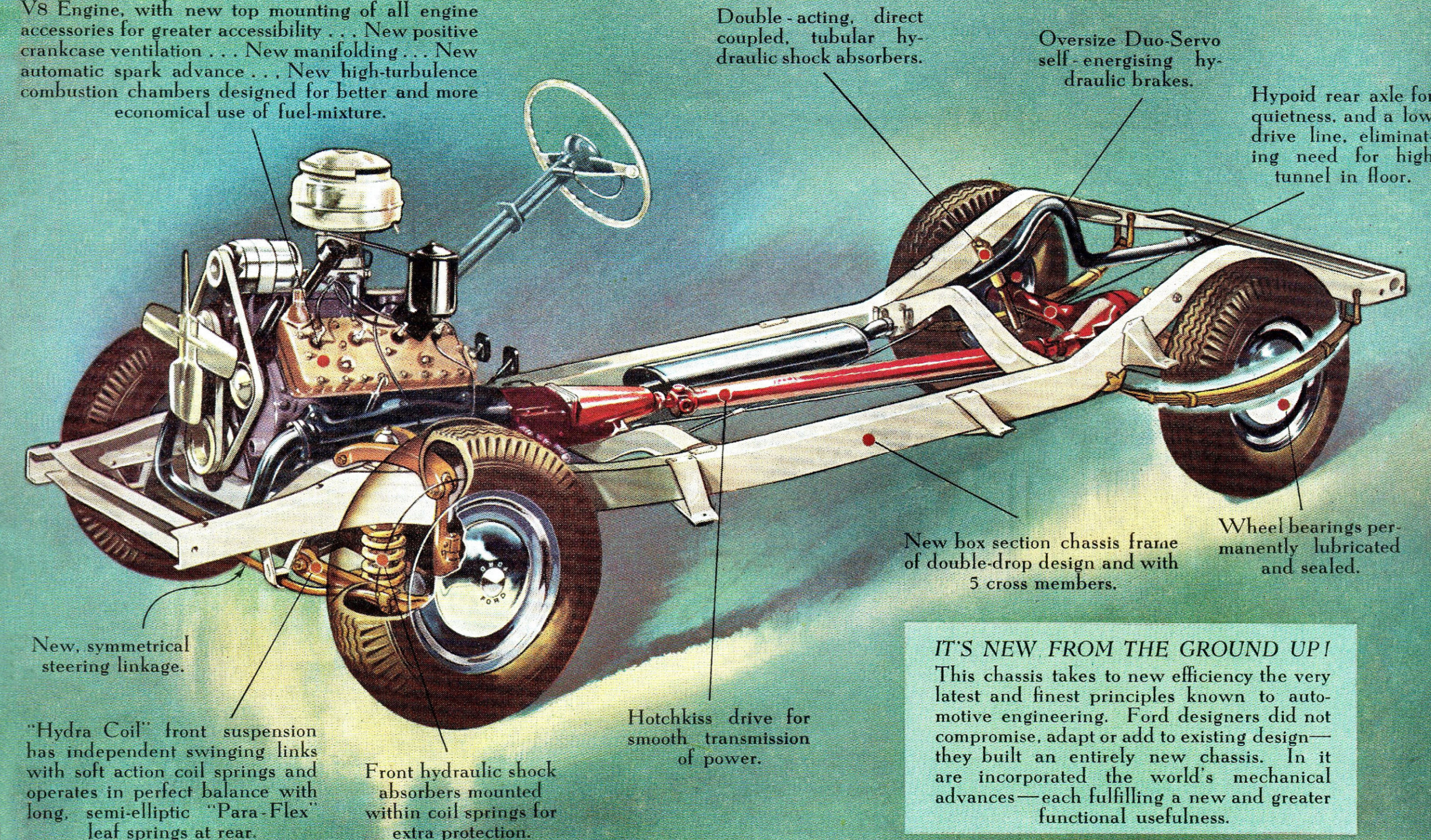
57% MORE LUGGAGE SPACE

All usable and easily accessible—19 cubic feet plus spare tyre storage. Plenty for the whole family's baggage.



NEW "PICTURE-WINDOW" VISIBILITY
Windows extra wide and deep—bigger windscreen—rear window area 88% increased. More than 20 square feet of safety glass for all-round visibility.

V8 Engine, with new top mounting of all engine accessories for greater accessibility . . . New positive crankcase ventilation . . . New manifolding . . . New automatic spark advance . . . 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 in floor.

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 at rear.

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

Hotchkiss drive for smooth transmission of power.

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

Wheel bearings permanently lubricated and sealed.

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.

A NEW CAR RADIO

designed especially for
the World's newest car

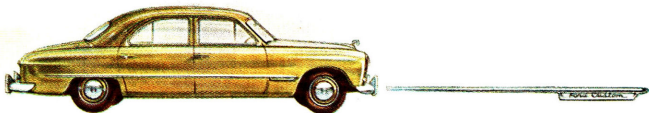


Fit indeed for the "Living Room on Wheels," this 6 valve non-synchronous vibrator type set provides both longer range and more "comfortable" listening. Exclusive to Ford, its new oval speaker has mellowness and power usual only from circular speakers too large for car fitting. This, plus the upward sound-dispersing placement of the Ford for '49 speaker grille, means audibility throughout the car without forcing volume.

Easily connected to the car's existing electrical system, the set is installed snugly out of sight behind its smart controls on the instrument panel—and the telescopic rod antenna is a handsome exterior fitting. Ask your Ford Dealer about this better radio.



FROM THE
HOME OF FORD
MANUFACTURING IN AUSTRALIA



TECHNICAL SPECIFICATION DATA . . .

GENERAL

Wheelbase	114"
Track (Front)	56"
Track (Rear)	56"
Turning radius (outer front wheel)	20' 6"
Minimum road clearance (Normal load 750 lbs.)	7½"
Maximum overall height 4 door sedan with normal load	62¾"
Maximum overall length over standard bumper guards	196¾"
Maximum width	71½"
Fuel tank capacity—gal.	14
Crankcase capacity refill—pints	9
Cooling system capacity—quarts	18

V8 ENGINE

No. of Cylinders	8
Bore and Stroke	3 1/16" x 3 3/4"
Piston Displacement	
Cubic Capacity	239.4 cub. in.
Comp. Ratio	
Alloy cylinder heads	7-2-1
Taxable H.P. 32.5 R.A.C. rating	
Max. B.H.P.	100 at 3800

CHASSIS

Structure :

Five cross member, box section chassis frame of double drop design.
Frame side rails of 4" x 3¼" 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 camber : Independent adjustment for each at each wheel.

Rear Suspension :

Type : Longitudinal semi-elliptic leaf springs.
Method of propulsion (type of drive line) : Hotchkiss drive.

Rear Axle :

Type : Semi-floating
Final drive gears (crown wheel and pinion) : Hypoid.
Rear axle ratio 3.73-1

GEARBOX (Transmission)

Type 3 speeds forward
1 speed reverse

Gearbox Ratios :

First	2.819-1
Second	1.604-1
Third (top gear direct drive)	1-1
Reverse	3.625-1

FOOT BRAKE (Service Brake)

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

STEERING SYSTEM

Type : Symmetrical linkage with cross link and idler arm.
Steering gear : Worm and triple tooth roller.
Steering gear ratio : 17.7-1.

WHEELS AND TYRES

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

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

(Incorporated in Victoria).

Registered Office: Geelong, Victoria

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