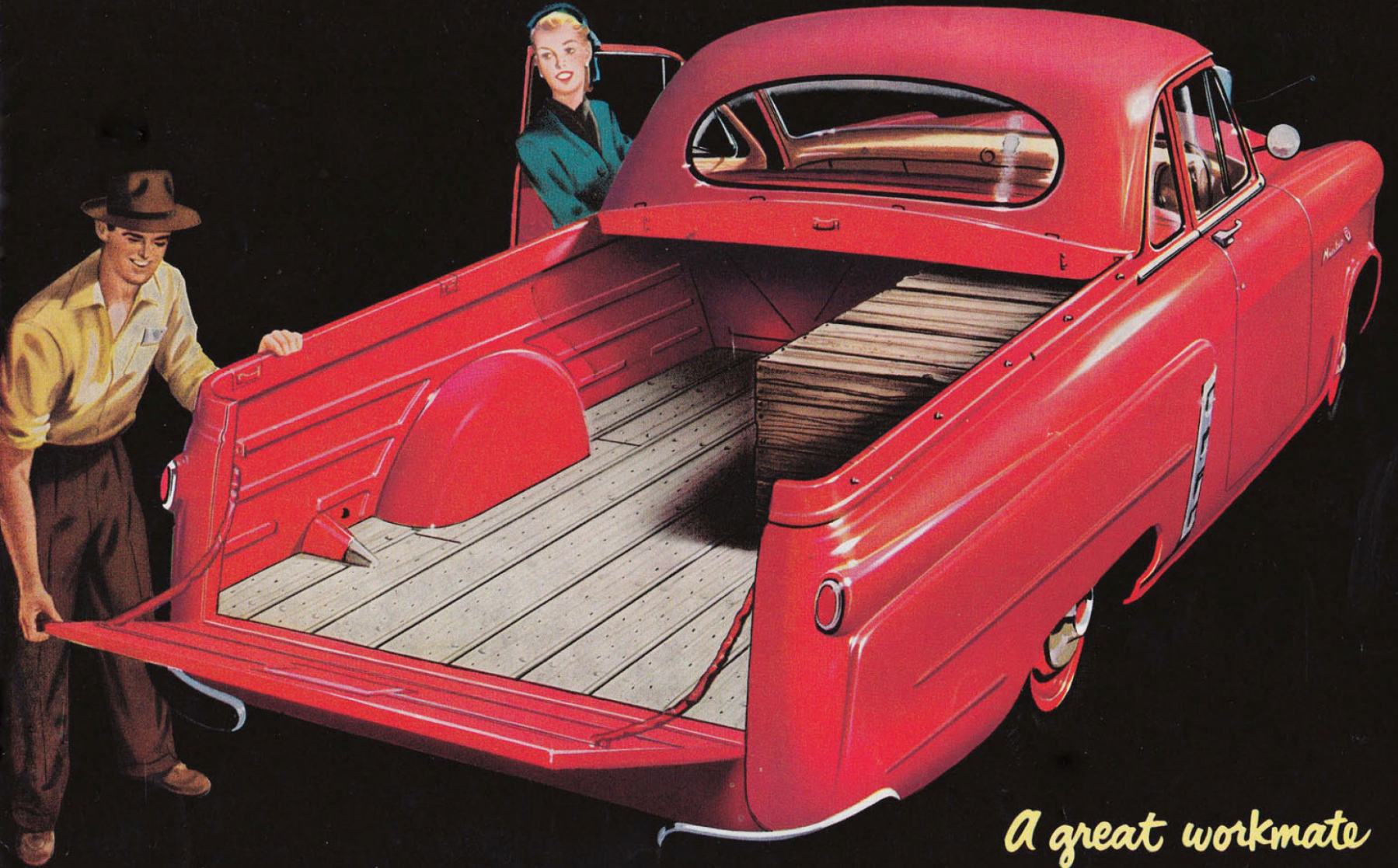


FORD V8 *Mainline Coupe Utility*



A great workmate

A car to make living better and a commercial vehicle to make a better living.

It was Ford-Australia that first introduced the Coupe Utility to the world. And throughout the years there have been numerous copies but none to challenge the excellent design and style-leadership of the Ford V8 Mainline.

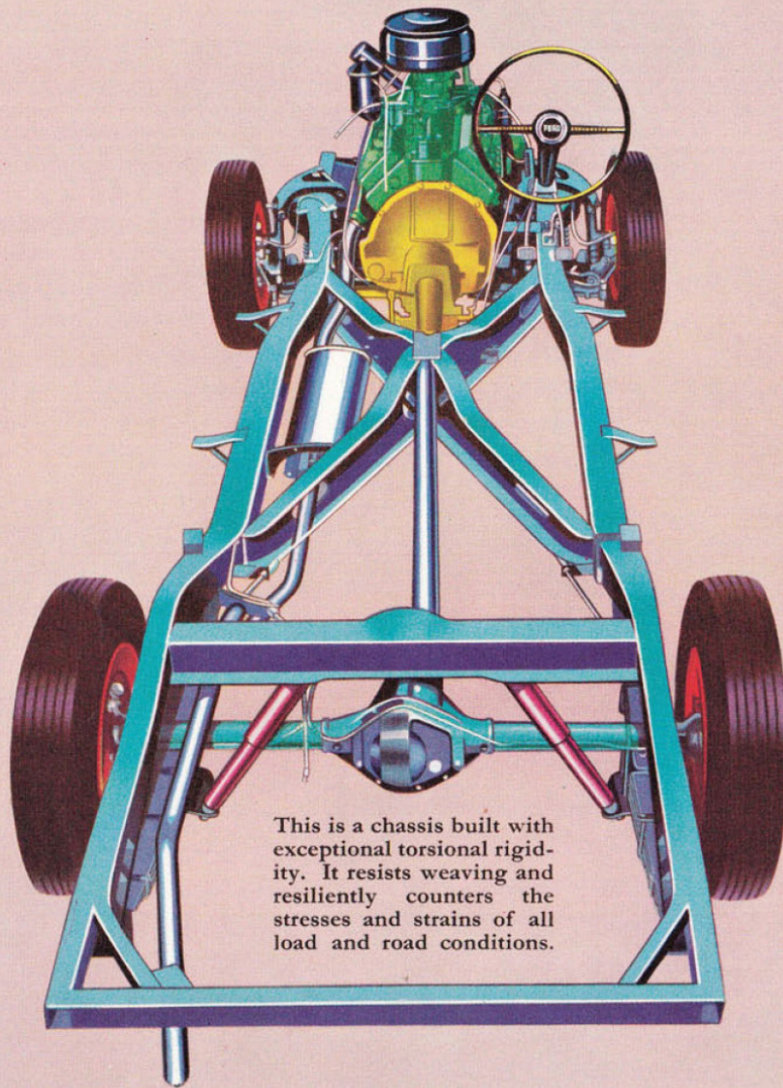
If ever a vehicle was built absolutely right for Australian conditions, this is it! It is big and powerful to master Australia's vast distances and rugged roadways. It is soundly based on a sturdy chassis frame and Miracle Ride Suspension to stand the strain of solid loads and heavy going.

There are good looks all round, inside and out. There is incomparable roominess and comfort for those who ride in the superlative "Crestmark" Coupe body. And there's stacks of space and protection for big, bulky loads. This catalogue tells you of the features and refinements which make this the finest of all Ford V8 Mainliners

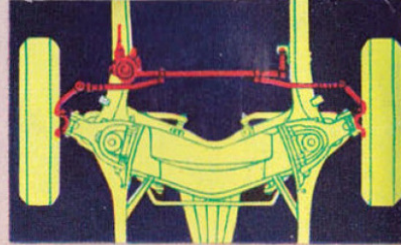


Mainline has the structural strength of a big, reinforced chassis frame.

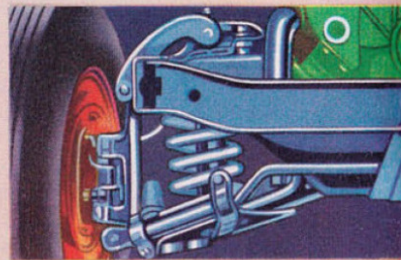
This properly proportioned, well balanced Mainline Utility is based on an extraordinarily robust chassis frame. The box-section side members and the massive X-member reinforcement are free from excessive weight. A combination of low centre of gravity, long wheelbase and wide track contributes to the vehicle's remarkable roadability.



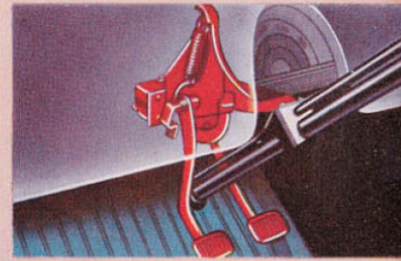
This is a chassis built with exceptional torsional rigidity. It resists weaving and resiliently counters the stresses and strains of all load and road conditions.



Balanced-Ease Steering — symmetrical linkage is perfectly balanced and spring-loaded ball stud in the cross link insulates against shocks.



Hydra-Coil Front Suspension operates in synchronised balance with long Para-flex rear springs and rear shock absorbers diagonally mounted.



Power-Pivot Pedals increase room for feet and are easier to operate. Floor holes are eliminated, preventing draught and dust leakage.

Wide Front Track shortens the turning radius and greatly improves both manoeuvrability and stability.

Hotchkiss Drive takes driving strain away from the rear springs.

Fine features that bring out fine performance

Full-Pressure Lubrication for positive supply of oil to all vital bearing points. High-capacity oil pump is helical gear type for long life, quiet operation and greater efficiency.

Variable-Resilience Engine Mounting provides more running silence through greater isolation of vibration from chassis and body.

Positive Crankcase Ventilation removes corrosive vapours by continuous circulation of clean air through crankcase.

Two High-Capacity Water Pumps of centrifugal type give high-velocity circulation.

Automatic Heat Control for quicker engine warm-up and for more efficient operation in cold weather.

Dual-Downdraft Carburettor is really two carburettors in one to give more effective vaporisation, smoother acceleration, better and consistent economy.

Deep-Breath Intake Manifold has short, direct passages to each cylinder and is level-mounted for uniform fuel distribution.

High-Torque Starting Motor for quick starting in the coldest weather.

Full-Flo Fuel Pump for constant, uniform supply of fuel to carburettor under all weather and operating conditions.

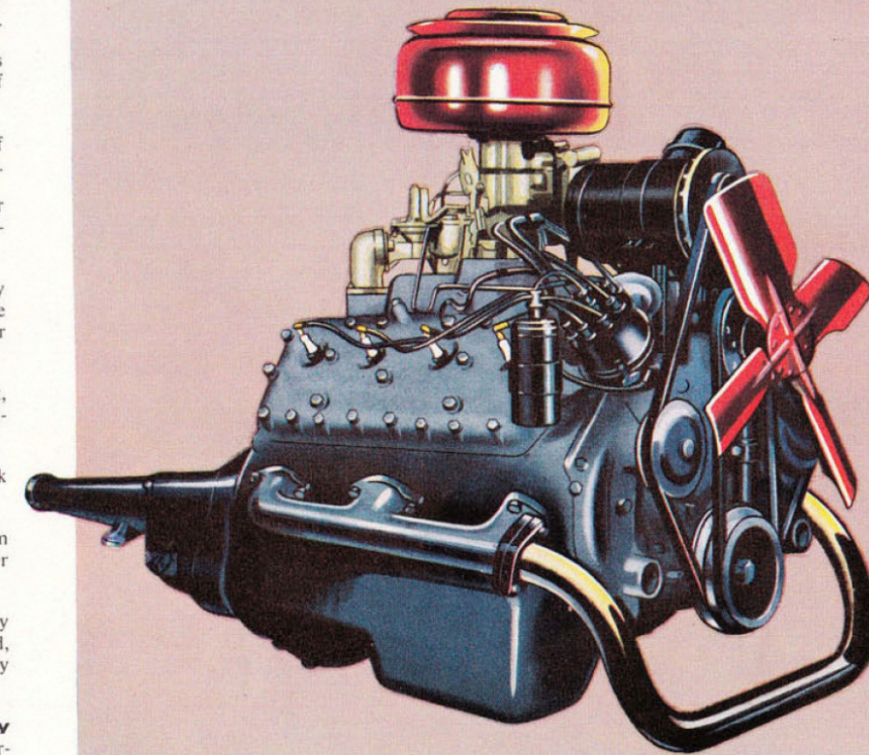
Three Wide Main Bearings selectively fitted for longer life and have steel-backed, lead-base-babbitt inserts that are exceptionally resistant to wear.

Super-Fitted, 4-Ring Aluminium Alloy Pistons for longer life, better, quieter performance. Pistons are tin-plated and both the top compression rings are cadmium plated.

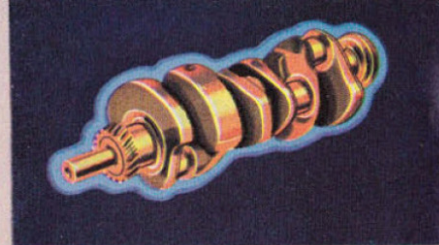
High-Lift, Quiet-Contoured Camshaft is precision moulded alloy iron — and cam lobes lift the valves high for greater efficiency.

High compression .. low consumption Ford V8 Strato-Star Motor

The 32.5 h.p. Ford V8 Strato-Star motor with its greater power-to-weight ratio and its improved carburettion provides tremendous high-compression power and silken smoothness. Its swift response, easy accessibility, and outstanding economy are the result of Ford's experience in building many more V8 engines than all other makers combined.



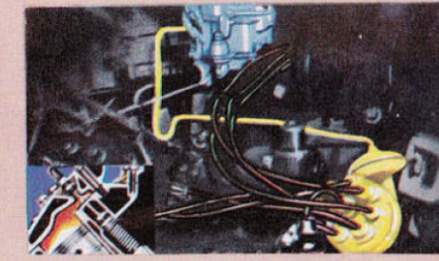
Mainline's exceptional performance under full load is due to the amazing efficiency of this brilliantly designed and finely-built Ford engine.



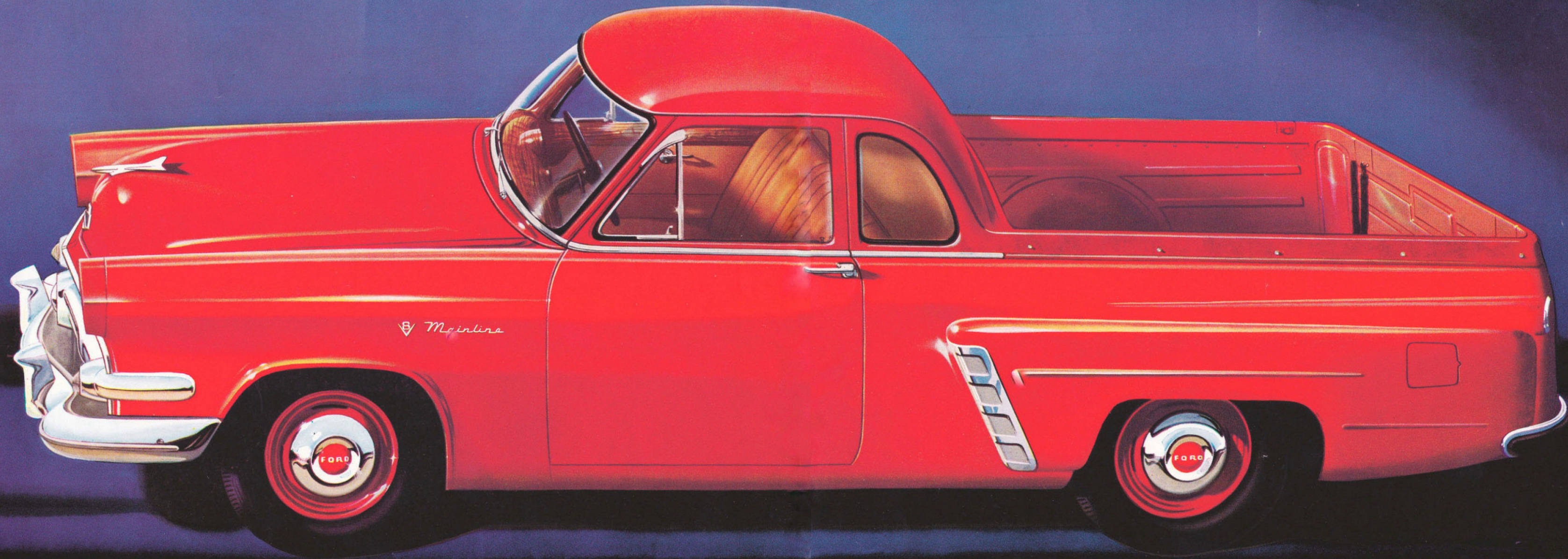
Precision Crankshaft is of unique metal alloy, exclusive to Ford, and results in unparalleled strength and very much greater resistance to wear.



Valve Assemblies are arranged into precision-set units at the factory and, once fitted, do not require periodic adjustment. Valves are free-turning, keeping wear even and reducing the chance of sticking.



Automatic Power Pilot is an exclusive Ford feature that completely integrates and self-regulates carburettion, ignition and combustion — coordinating consistent economy with power needed for any road condition.

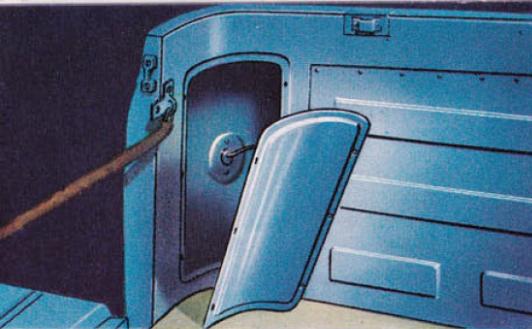


Ford V8

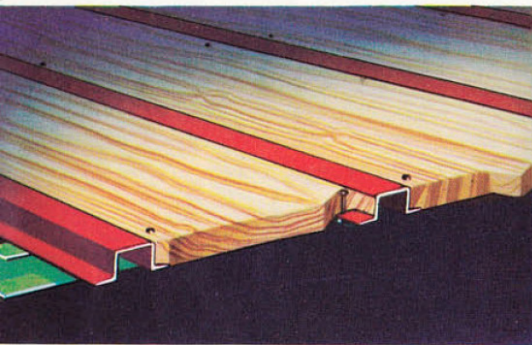
Mainline

Coupe Utility

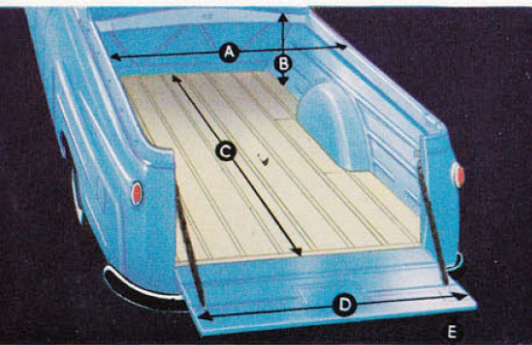
The very first Coupe Utility body was a Ford development. The Ford V8 Mainline is the finest example of Ford's leadership and experience in building this type of vehicle.



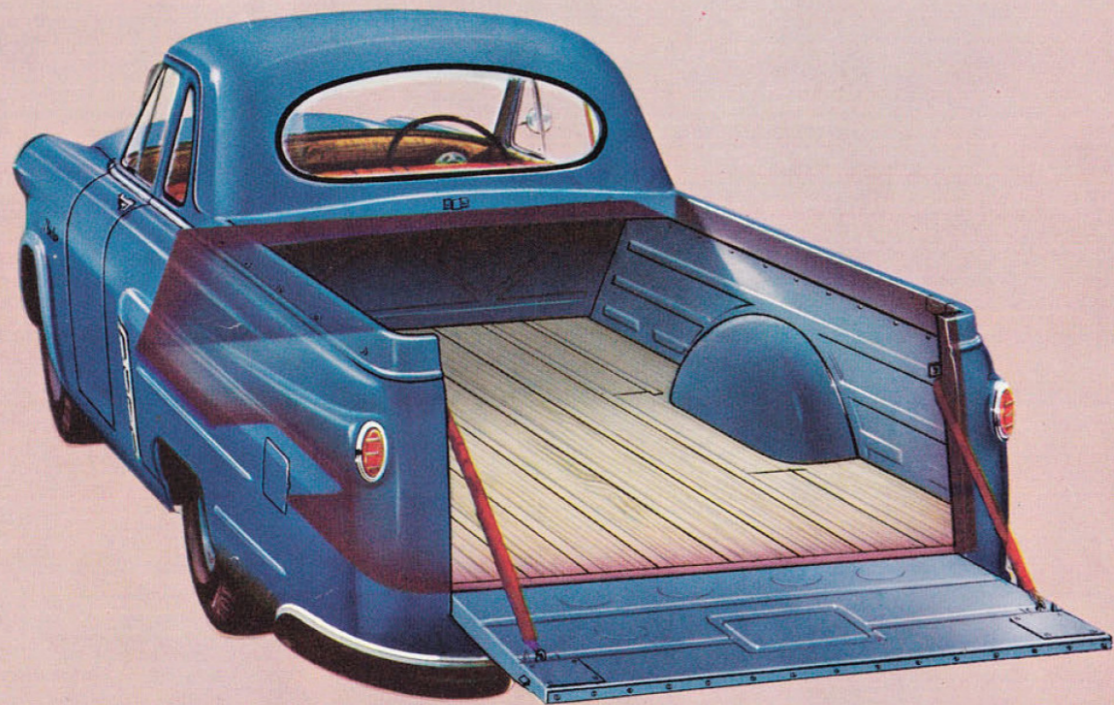
Double-Steel Panelling. To ensure lasting strength and to protect the cargo tough-steel, double panelling has been used. Detachable plates permit easy access for body service.



Skid-Strip Floor Reinforcements. Stout hardwood boards are bolted to longitudinal floor skid-members of 16 gauge steel spot-welded to the body's channel cross members.



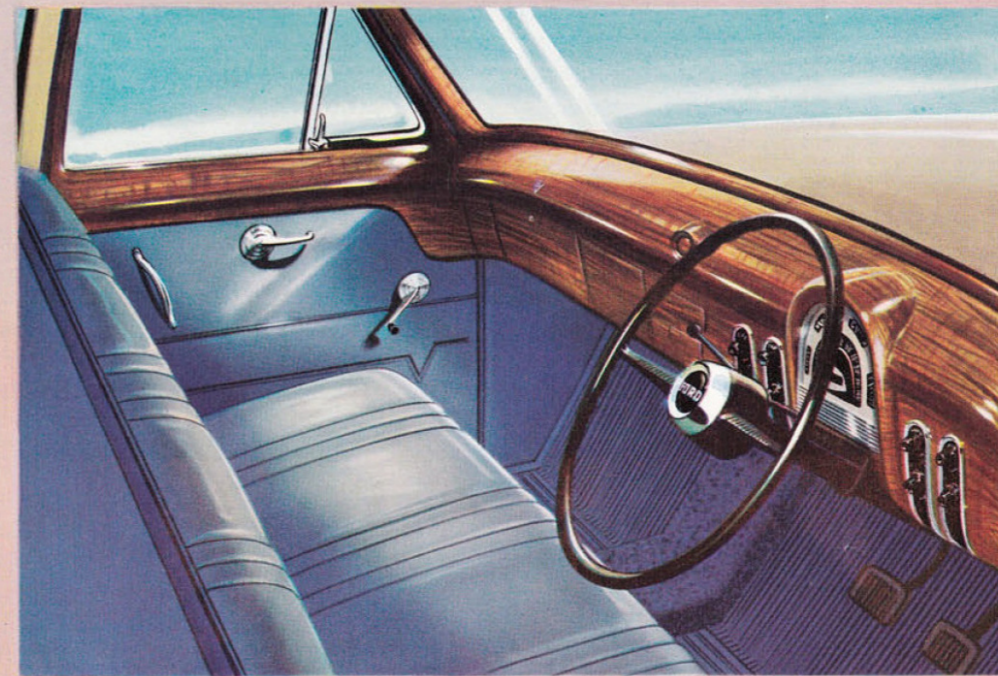
Practical Proportions. Generous measurements give plenty of load space. As shown above, they are (a) 57 inches, (b) 21 inches, (c) 85 inches, (d) 48 inches, (e) 23 inches.



Big Space for 10 cwt

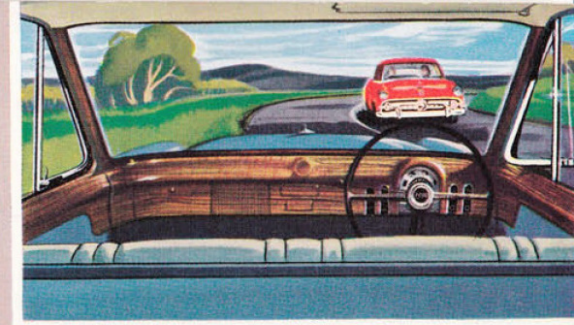
Big bulky 10 cwt. loads ride "safe and secure" within the husky double-steel walls of the Mainline Utility. Carrying space is wide and long and deep and loading is easy through the wide-opening tailgate. The gate has a central handle for single-handed operation, and when lowered forms a useful loading platform. Reinforcements, wherever needed, give this utility strength to resist the pressure and stress of awkward loads. Included in the equipment is a smart serviceable tonneau cover with a framed carrier.

In every carefully planned utility feature, the Ford V8 Mainline is a practical, versatile working vehicle. Yet its styling is so smart and its comfort is so complete that a Mainline owner can always take complete pride in its use as a personal car.

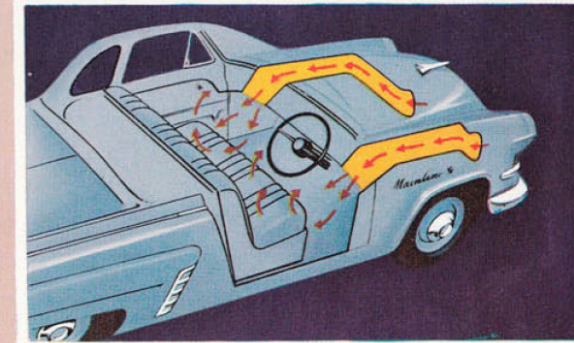


Roomy comfort for 3 people

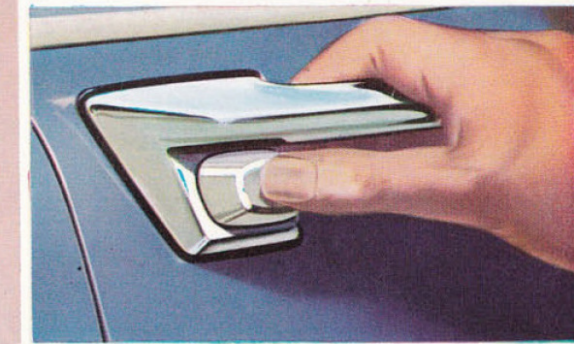
You can tell at first glance that you will enjoy riding in this Coupe. It is fine quality Ford "Crestmark" coachwork. That widespread and adjustable seat has a special Ford method of construction that not only gives softer feel and more stabilised ride action but also prevents sag or distortion. Not only does this interior provide spacious room for three large people but it surrounds them with smart appointments and furnishings. Here you will find everything you could wish for . . . an attractive Flight-style instrument panel with an ultra-modern, easy-to-read instrument cluster . . . hinged seat back for access to the spare wheel and tool box . . . beautiful colour-keyed combinations of upholstery, headlinings, floor coverings and mouldings . . . and weathersnuggness to seal out water, dust and draught.



Wide Panoramic Vision. A large curved one-piece safety-glass windshield gives a wide panoramic view and strong, narrow door posts minimise "blind spots." Rear vision, too, is clear and unconfined through big window area.



Controlled Ventilation. Complete control of ventilation is provided by means of special air scoops and adjustable (and lockable) quarter windows. There are intake controls on the instrument panel for the screened air scoops.



Push-Button Handles make door opening and closing easier and quicker. The Ford rotary latches keep doors firmly and safely closed. Located under these smart handles, Ford's pin tumbler locks are of the very finest quality.

SPECIFICATIONS OF FORD V8 *Mainline* COUPE UTILITY

V8 ENGINE

No. of Cylinders—8.
Bore and Stroke— $3\frac{1}{8}$ " x $3\frac{3}{4}$ ".
Piston Displacement—Cup. Cap.—239.4 cu. in.
Compression Ratio—6.5 to 1.
Taxable H.P.—32.5 R.A.C. Rating.
Max. B.H.P.—108 at 3500 r.p.m.
Cylinder Block—90° V-type cast iron. Block and crankcase cast in one piece for greater rigidity and accurate bearing alignment.
Crankshaft—Short, rigid, steel-alloy casting.
Pistons—Split skirt aluminium. Alloy plated for anti-scuff. Cam ground for quiet operation.
Piston Rings—2 compression and with 2 oil control adjacent to piston pin.
Camshaft—Cast alloy iron. Cam contours have quieting ramp for quieter valve action.
Valves—Silchrome intake, nickel-steel chrome alloy exhaust. Valves precision set, require no adjustment.

Valve Guides—One piece. Valve assembly removable as one unit.

Valve Seat Inserts—Exhaust of Moly-chrome steel.

Lubricating System—Full pressure to main, connecting rod and camshaft bearings, with positive lubrication to timing and distributor drive gears.

Oil Pump—High capacity, quiet and positive. Screened inlet located deep in crankcase. Crankcase capacity refill, 7 pints plus 2 for dry filter.

Oil Filter—Externally mounted above L.H. cylinder head. Replaceable type cartridge.

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. Series flow full length water jackets, thermostatic temperature control with continuous by-pass tubular radiator pressure cap and 2 self-sealing water pumps.

Fuel System—Dual down-draft carburettor. Hand control choke.

Induction Manifold—short, direct, nearly equal passages to each cylinder and level-mounted for uniform fuel distribution.

Fuel Tank—Capacity, 12 gallons. Indicator gauge on instrument panel.

Ignition—Distributor mounted in front of R.H. cylinder block and is readily accessible for servicing when required. Distributor spark advance utilises difference between vacuum in manifold and carburettor throat for more accurate spark advance for varying loads and speeds.

CLUTCH

Type—Semi-centrifugal, dry, single plate.
 Dimensions—Outside diameter, $9\frac{1}{2}$ ". Total frictional area, 85.2 sq. in.

GEARBOX (Transmission)

Type—3 speeds forward, 1 speed reverse.

Gearbox Ratios—

First—2.779 to 1.
 Second—1.614 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 synchroniser.

STEERING SYSTEM

Type—Symmetrical linkage with cross link and idler arm.
 Steering gear—Worm and triple-tooth roller.
 Steering gear ratio—26.3 to 1.

CHASSIS

Structure:
 Five cross member, box section chassis frame of double drop design, with reinforced X member of I beam construction.
 Frame side rails of 4 " x $3\frac{3}{4}$ " and now with continuous weld box section for full length.

Front suspension:

Type—Independent swinging links with coil springs.
 Shock Absorbers—Hydraulic double-acting tubular type.

Castor and Camber—Independent adjustment for each at each wheel.

Stabiliser Bar—One-piece, linkless type.

Rear suspension:

Type—Longitudinal semi-elliptic leaf springs.
 Number of leaves—10.
 Spring Shackles—Tension Type.
 Spring bracket and shackle bushings—Rubber, centred—pressure type.
 Lubrication required—None.
 Drive line—Hotchkiss.
 Type—Semi-floating.

Rear Axle:

Final drive-gears (crown-wheel and pinion)—Hypoid.
 Rear Axle ratio—4.09 to 1.
 Axle Shafts—Integral flanged steel forgings.
 Wheel bearings—Sealed, permanently-lubricated, single row ball.

FOOT BRAKE: (Service Brake)

Type—Duo-Servo (Self-energising), 4-wheel hydraulic.
 Drum type Composite cast iron and steel.
 Labyrinth seal between backing plate and drum—
 Front drum diameter—11".
 Rear drum diameter—11".
 Front lining width—2".
 Rear lining width— $1\frac{3}{4}$ ".

HAND BRAKE

Type—Mechanical application to rear brakes.
 Actuation—T-handle on dash through lever and equalising cable.

ROAD WHEELS

Ventilated type steel disc wheels.

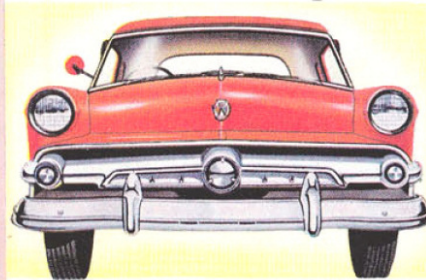
TYRES

5 No. 6.00 x 16 x 6-ply tyres and tubes.

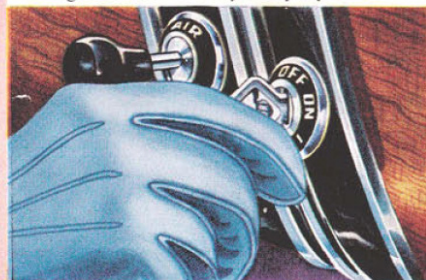
GENERAL

Wheelbase—115". Track (Front)—58". (Rear)—56".
 Maximum overall length (with tail gate shut)—197".
 Maximum height—ground to top of cab roof—63.5".
 Maximum width of vehicle—73.5".
 Maximum length along loading floor—84.87".
 Maximum width across loading floor—58".
 Maximum width above wheel arches—58".
 Maximum width inside wheel arches across loading floor—44".
 Maximum height of sides from loading floor to tonneau cover level—Front 21". Rear 19".
 Width of tailgate opening—48".
 Height of tailgate opening—19".
 Width across front seat—58".

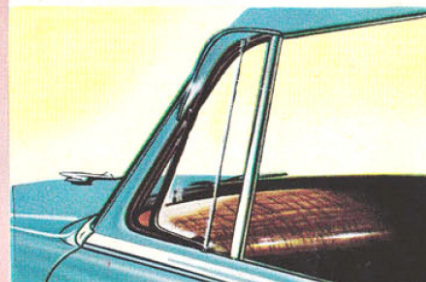
Some of the many "worthwhile" features that put extra value into Mainline



Smarter Front End Styling. A wide, low-set, impressive grille gives great head-on distinction to Mainline. The all-over symmetry provides a beauty of line that makes this vehicle an outstanding "good looker" in any company.



Key-Turn Starting. A turn of the ignition key past the "on" position immediately operates the starter, instantly swinging the engine into action. No more searching for a foot pedal or stretching for a starter button.



Theft-Proof Quarter Windows. These easy-action, pivoting quarter vent windows provide draught-free ventilation for all passengers.



Offset Door Hinges permit effective weather sealing between doors and body, and move the door further outward for greater entry-or-exit room. Convenient silent-doorman stay checks hold doors two-thirds or fully open as desired.



Rear Quarter Panel Protectors. Ford have overlooked nothing in making the Mainline perfect for utility work. An example is the rubber-pad-faced protectors which curve right round and safeguard the rear quarter panels.

Ford Dealers' 4-Way Better Service. Whenever you go there's a friendly Ford Dealer ready to give you the service advantages of . . . factory-trained mechanics . . . time-saving equipment, just right for Fords . . . factory-approved methods . . . genuine Ford parts.

Ford Radio's Superb Tone and wide-range reception adds extra pleasure to ownership of Mainline. Your Ford Dealer will arrange installation before or after you take delivery of your vehicle.

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