



It's the Value Leader

MORE THAT'S NEW THAN EVER BEFORE!



FORD



Mainline

COUPE UTILITY

“OUTSTANDING NEW
FORD-ENGINEERED FEATURES
MAKE IT THE FINEST
COUPE UTILITY THAT HAS
EVER BEEN BUILT”

It's the
Value
Leader



FORD



Mainline

COUPE UTILITY

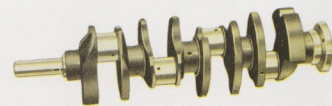
NEW OVERHEAD VALVE Y-BLOCK V8 ENGINE

With this new engine Ford provides yet another and practical advance in coupe utility efficiency. The reason is that this overhead valve V8 develops much higher torque throughout the full range of driving speeds. This new "trigger-torque" power means more "get-away" or "pick-up"—ready and instantly responsive when and where needed. It not only makes the handling of working loads easier, but also provides the big safety factor of instant, certain driver-control over any situation.

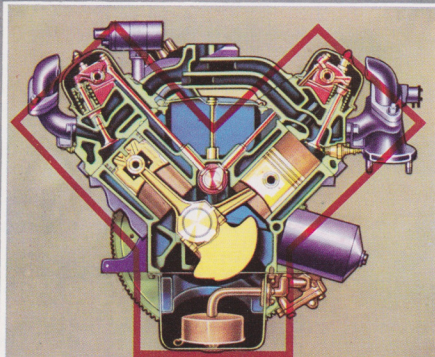
Ford's new "trigger-torque" power stands as another engineering triumph and is the result of over 23 years of experience in building V8's. Ford has built more V8 engines than all other manufacturers combined—and Ford's new overhead valve V8 is the greatest advance of all time. Its performance ease and safety and the longer life provided by Y-block, low friction design are of particular importance in the hard, tough usage to which Ford's Mainline can be subjected.

ADVANCE AFTER ADVANCE INCORPORATED IN FORD'S O.H.V. V8 DESIGN

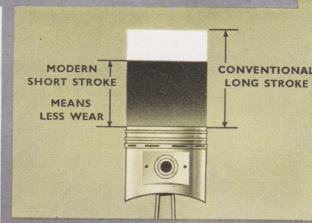
High-rigidity, Y-block design, special alloy-iron block, for smoother performance and longer life • Short-stroke, low-friction design for top performance, greater economy, reduced engine wear • High-compression, wedge-shaped combustion chambers for high turbulence, power and efficiency • Overhead valves and double-deck intake manifold for more complete and evenly distributed fuel charges • 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 increased engine life • Positive-flow crank-case ventilation for protection of vital engine parts • 3-ring super-fitted aluminium-alloy pistons for greater efficiency and longer life • Improved Automatic Power Pilot for better performance and greater petrol economy.



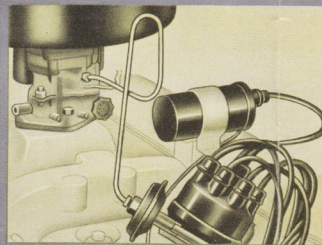
TYPICAL OF FORD'S PRECISION ENGINEERING is this new crankshaft. It is cast by an exclusive Ford method from a special iron-alloy and has five main bearings and eight integral counterweights.



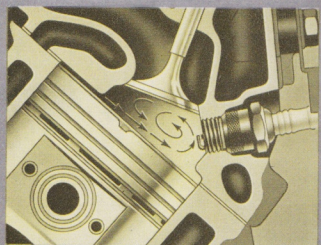
It's the Economy Leader



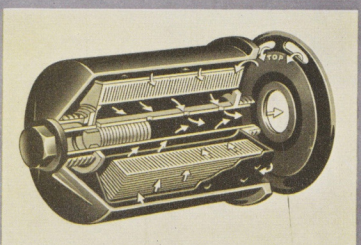
LOW-FRICTION DESIGN means that pistons travel a shorter distance, which in turn means less energy loss, more usable power and longer working life.



AUTOMATIC POWER PILOT makes sure that just the right fuel mixture is ignited at the right instant and fully burned to provide the maximum "go".



TURBO - WEDGE COMBUSTION CHAMBERS are wedge-shaped to swirl the fuel-air mixture into a tornado for fast, smooth, complete combustion.

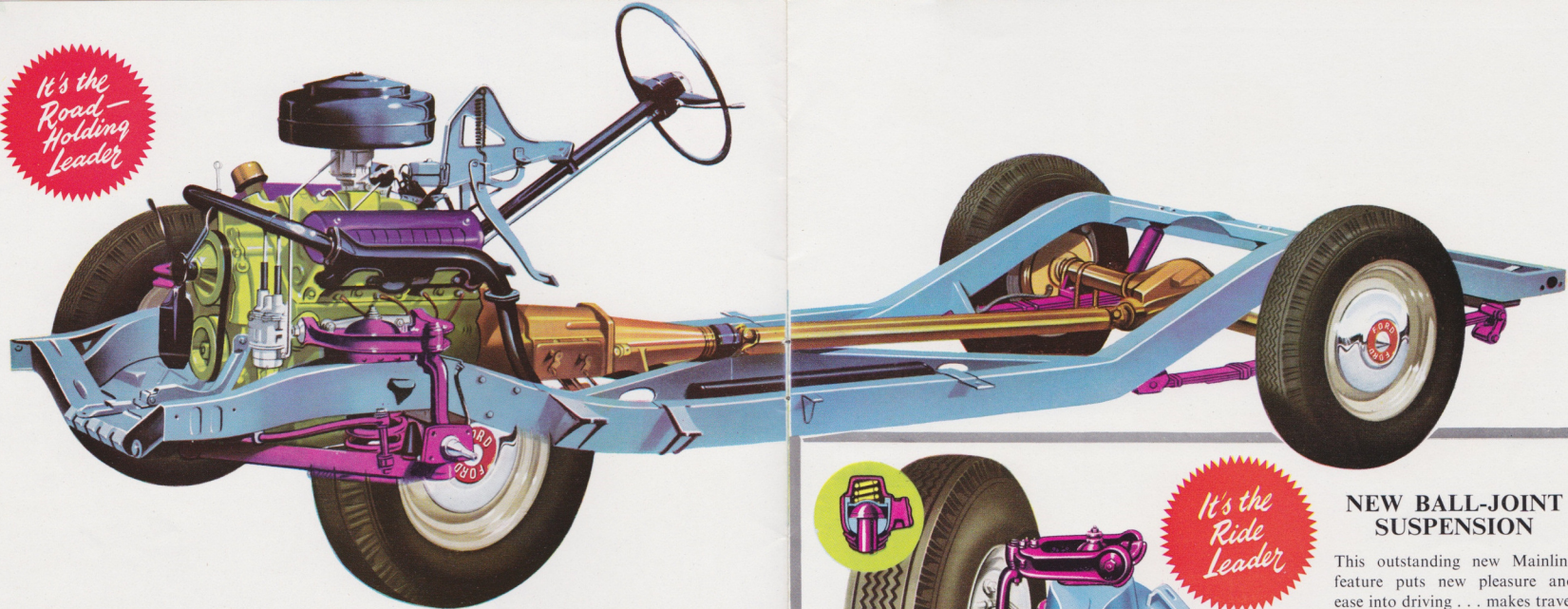


FULL-FLOW OIL FILTER cleans ALL the engine oil ALL the time, to keep harmful abrasives from bearing surfaces—thereby reducing their wear.

It's the Power Leader

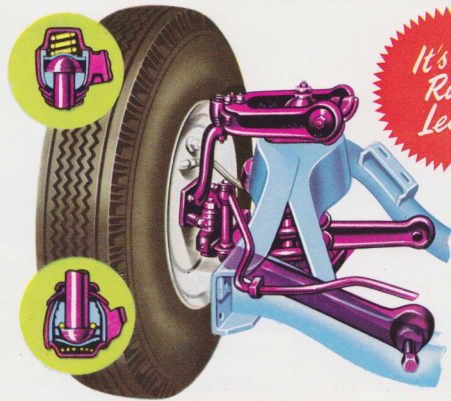


*It's the
Road-
Holding
Leader*



NEW STRUCTURALLY STRONGER CHASSIS FRAME

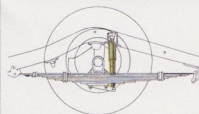
SO THAT MAINLINE COUPE UTILITY can stand up to hard work and resist the stresses and strains of rough roads, Ford has engineered it with a robust chassis with box-section side members and massive X-member reinforcement. One of the first things you'll notice when you drive Mainline is the unbelievably-smooth ride which is the direct result of Rubber-mounted 3-piece Front Stabilizer . . . Variable-rate Rear Spring Suspension . . . Diagonally-mounted Rear Shock Absorbers . . . **and, most important,** the Angle-poised, Ball-joint Front Suspension System. All these factors combine to ensure a smooth, soft, steady, stable ride. And Balanced-Ease Steering assists driver control.



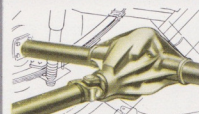
*It's the
Ride
Leader*

NEW BALL-JOINT SUSPENSION

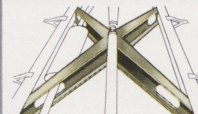
This outstanding new Mainline feature puts new pleasure and ease into driving . . . makes travel safer . . . cornering steadier . . . and rough going smoother. Movement of wheels is controlled through ball-joints, whether in up-and-down motion, or in steering motion when wheels turn left or right. Ball-joint Suspension is tilted, in effect "angle-poised," to absorb road shocks from the front as well as up-and-down.



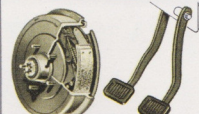
REAR SUSPENSION. Tension-type shackles at rear of springs result in a "variable rate" spring effect—soft, easy action over little irregularities, and a stiffer action for more control over big road bumps



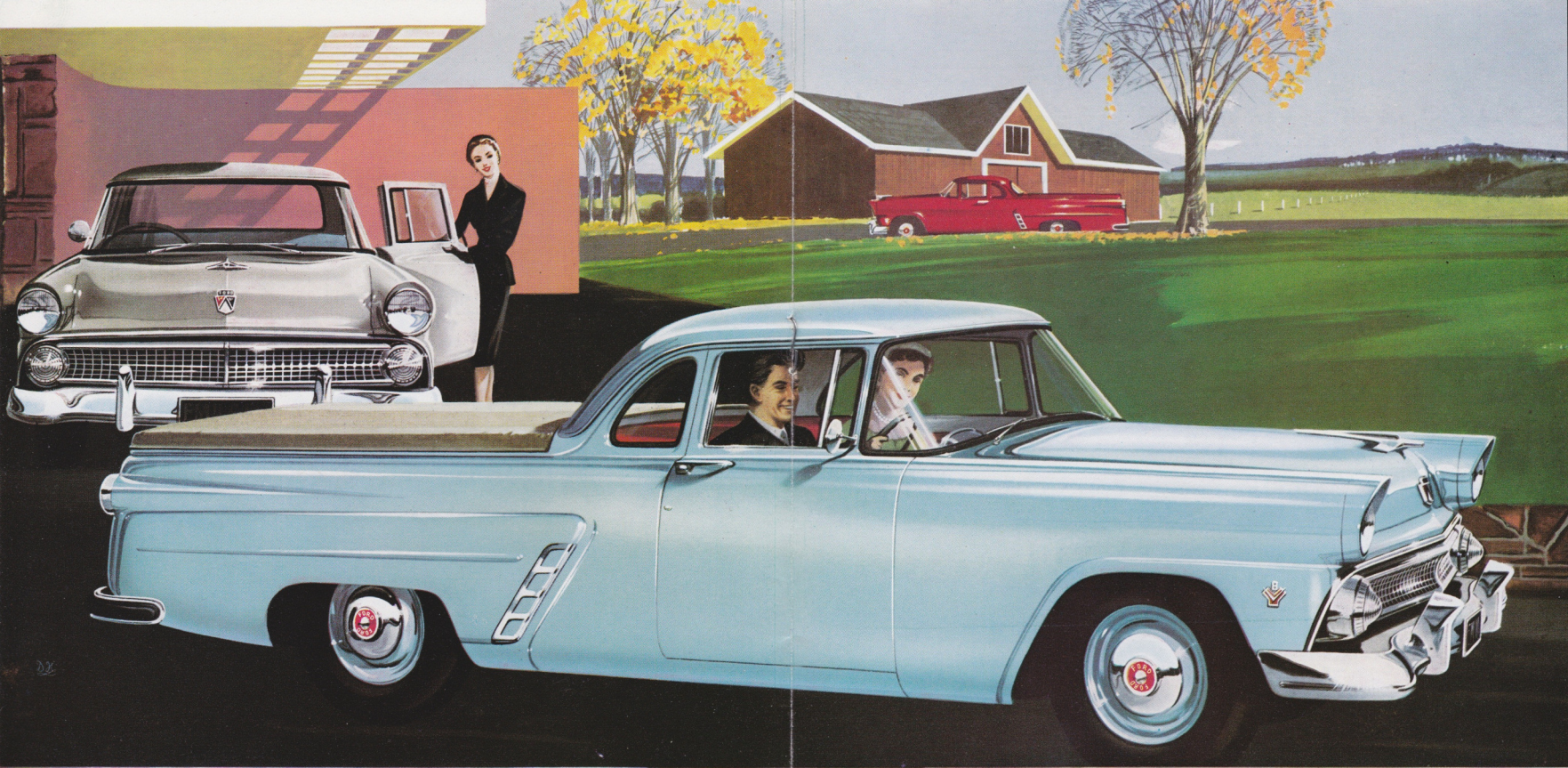
HOTCHKISS DRIVE. Ford's Hotchkiss drive eliminates excess weight and allows driving and braking forces to be transmitted through rear springs for smooth starts and stops and level-riding comfort.



X-MEMBER REINFORCEMENT. Increases the exceptional torsional rigidity of Mainline's husky chassis. Low centre of gravity, long wheel-base and wide track also add to a remarkable roadability.



NEW BRAKES — POWER PIVOT PEDALS. More husky, self-energising brakes have heavier shoes and more rigid plates. Power Pivot Pedals allow easier operation and eliminate all floor holes.



A CAR TO MAKE LIVING BETTER
... AND A COMMERCIAL VEHICLE
TO MAKE A BETTER LIVING

FORD
V8
Mainline

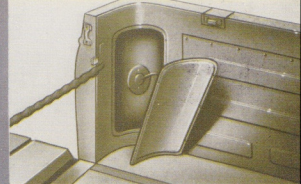
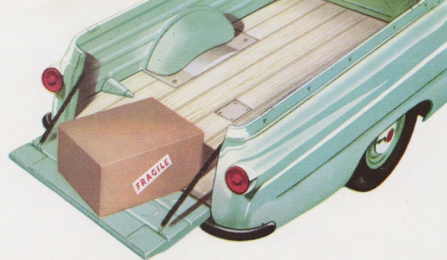
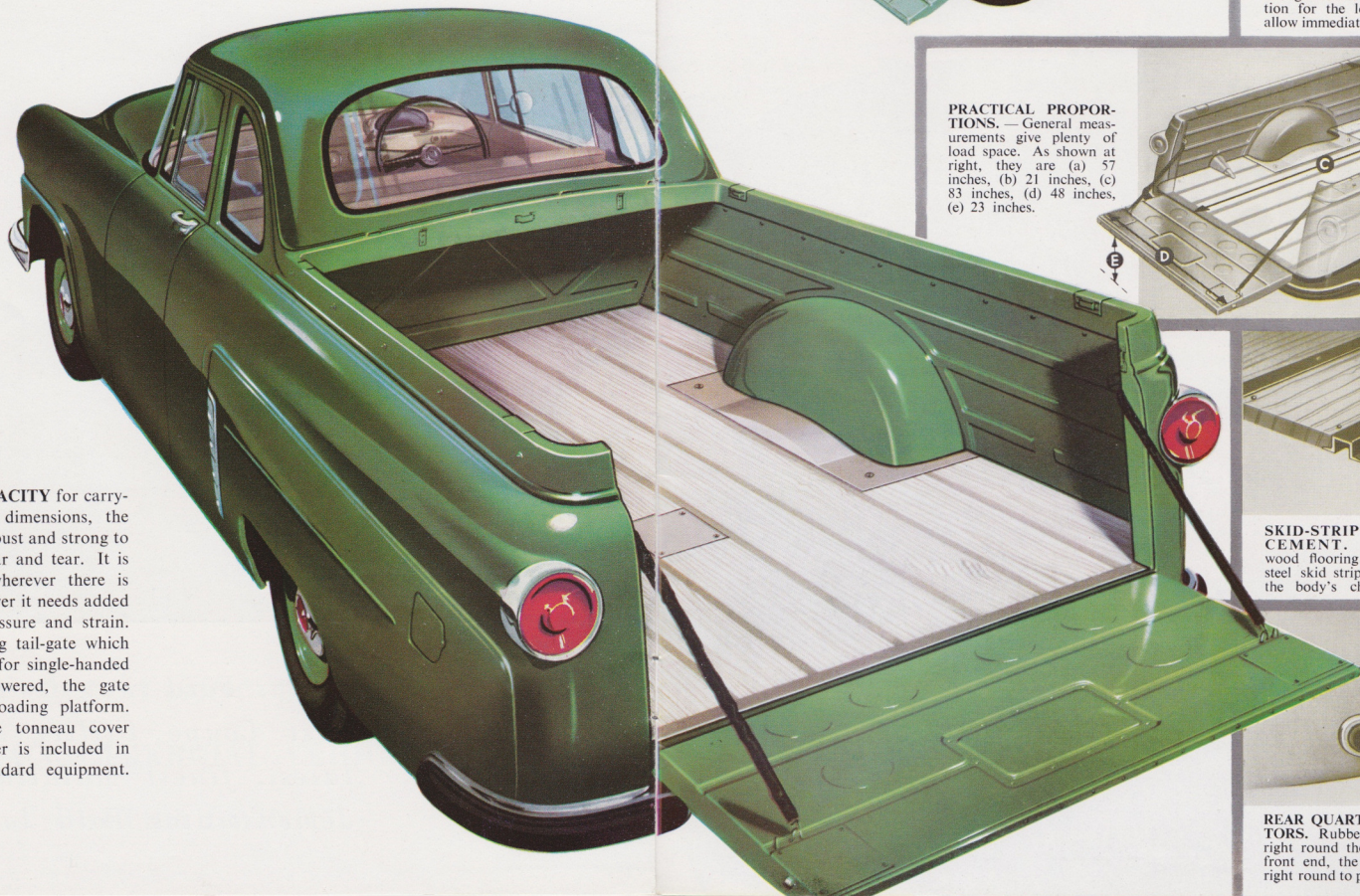
*It's the
Style
Leader*

*It was Ford that designed the
first Coupe Utility and this
latest, finest Mainline again
demonstrates Ford leadership*

DOUBLE STEEL CONSTRUCTION THAT HANDLES BULKY LOADS

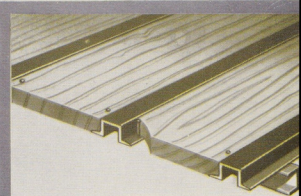
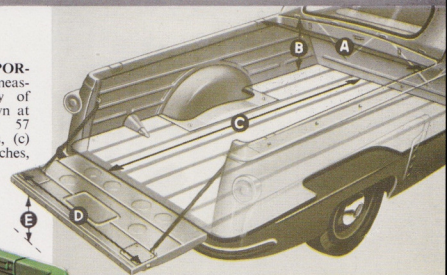
*It's the
Load-Space
Leader*

WITH AMPLE CAPACITY for carrying loads of bulky dimensions, the Mainline Utility is robust and strong to stand up to hard wear and tear. It is sturdily reinforced wherever there is load-stress . . . wherever it needs added strength to resist pressure and strain. It has a wide-opening tail-gate which has a central handle for single-handed operation. When lowered, the gate serves as a useful loading platform. A smart, serviceable tonneau cover with a framed carrier is included in Ford Mainline's standard equipment.

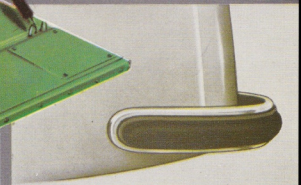


DOUBLE-STEEL PANELLING. Double panels of tough steel ensure strength to the utility body and protection for the load. Removable plates allow immediate access for body service.

PRACTICAL PROPORTIONS. — General measurements give plenty of load space. As shown at right, they are (a) 57 inches, (b) 21 inches, (c) 83 inches, (d) 48 inches, (e) 23 inches.



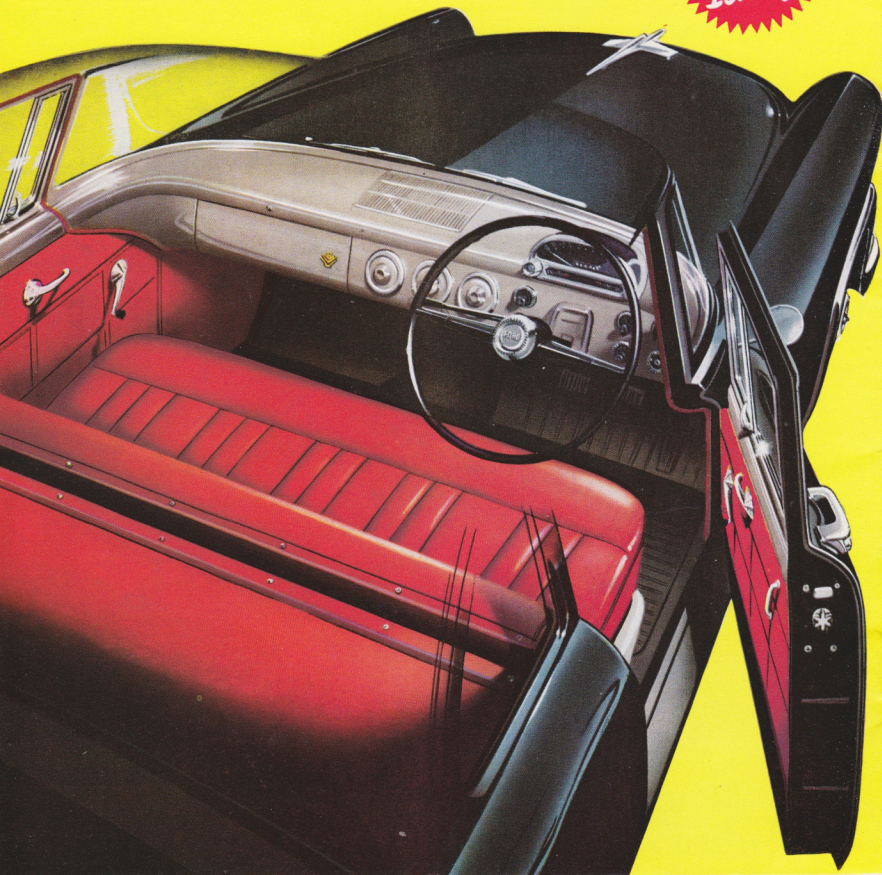
SKID-STRIP FLOOR REINFORCEMENT. Mainline's stout hardwood flooring is bolted to 16 gauge steel skid strips which are welded to the body's channel cross members.



REAR QUARTER PANEL PROTECTORS. Rubber-faced protectors curve right round the vital corners. At the front end, the big bumper-bar curves right round to protect the front fenders.

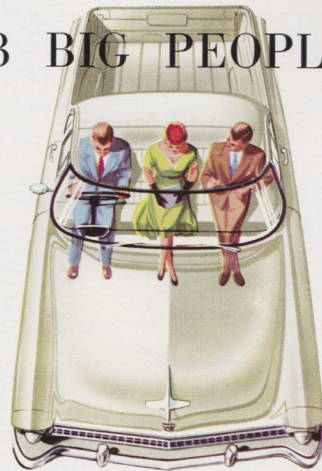
SMART, WIDE-SPREAD COMFORT

*It's the
Comfort
Leader*

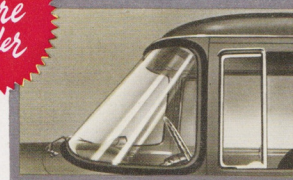


THAT CRADLES 3 BIG PEOPLE

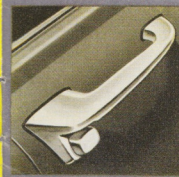
MORE ROOM to move about in while you ride is but one of the comfort attributes of Ford Mainline's new interior. It is planned not only for passenger relaxation but also for the driver's ease allied with safe control. The shape, placing and dimensions of wide-spread, adjustable seat . . . the remarkable vision provided by new full wrap-around windscreen and new full-width rear window . . . the positioning of all controls from steering wheel to power pivot pedals . . . Astra-dial instruments with almost eye-level mounting of speedometer with transparent top filtering daylight to back-light its dial . . . snug, complete weather-sealing of body against water, dust and draught . . . quick, easy access to the spare wheel and tool compartment behind the seat back . . . in every feature of this interior you find that working-driving fatigue has been lessened just as noticeably as style and smartness have been increased!



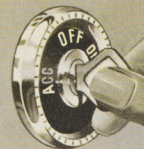
*It's the
Feature
Leader*



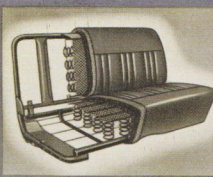
NEW WRAP-AROUND WINDSCREEN. Not only does Ford's full wrap-around windscreen add to the beautiful, modern appearance—it provides the safety of full-spread visibility.



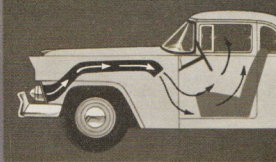
PUSH-BUTTON HANDLES of the latest, smartest design make door-opening and closing easier, quicker and safer.



KEY-TURN STARTING saves time. One action instead of two brings the powerful motor surging to life and smooth action.



NEW SEAT CONSTRUCTION includes special non-sag springs on rigid frames ensuring longer life and comfort.



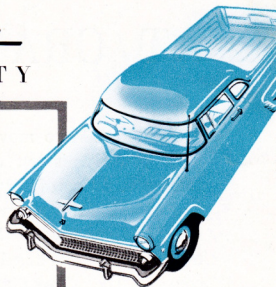
CONTROLLED VENTILATION brings fresh air to passengers in all weathers. Two forward air-ducts are driver-controlled for amount of intake.

FORD



Mainline COUPE UTILITY

SPECIFICATIONS



ENGINE—V8 O.H.V. Engine. No. of Cylinders—8. Bore and Stroke 3.625 x 3.30.

PISTON DISPLACEMENT — Cubic capacity—272 cu. in.

COMPRESSION RATIO—6.8 : 1.

TAXABLE H.P.—42 R.A.C.

CYLINDER BLOCK—90° Y type cast iron. Block and crankcase cast in one piece for greatest rigidity and bearing alignment.

CRANKSHAFT—Short, rigid, steel alloy casting.

PISTONS—3 Ring super-fitted aluminium alloy. Cam ground for quiet operation.

PISTON RINGS—3 Rings—all above piston pin—2 compression and 1 oil control.

CAMSHAFT—Cast alloy iron. Cam contours have quietening ramp for quieter valve action. Silent chain drive.

VALVES — Silichrome intake, nickel chrome exhaust—free turning intake and exhaust valves with integral guides and seats.

LUBRICATION SYSTEM—Full pressure lubrication system—with full flow oil filter—to main, connecting rod and camshaft bearings with positive lubrication to timing chain and distributor drive gears.

OIL PUMP—High capacity quiet and positive. Screened inlet located deep in crankcase.

OIL FILTER—Full flow—externally mounted on L.H. side of crankcase. Replaceable type cartridge.

ENGINE VENTILATION—Constant flow crankcase ventilation. Inlet at top of engine through oil wetted filter. Outlet through draught tube in crankcase fitted with an extension tube screen.

ENGINE COOLING—3 Blade fan. Series flow full length of water jackets, thermostatic temperature control; increased capacity water pump. Water feed to each bank in the block via an equalizing chamber.

FUEL SYSTEM—Dual down draught carburettor. Hand control choke induction manifold—short, direct nearly equal passages to each cylinder for equal distribution.

FUEL TANK—Capacity 14½ gallons. Indicator gauge on instrument panel.

IGNITION—Distributor mounted to rear of R.H. cylinder bank and is readily accessible.

GEAR BOX (Transmission) Type—3 speeds forward, 1 speed reverse all gears helical type. Ratios—First 2.57 : 1, second 1.63 : 1, third 1 : 1; Reverse 3.13 : 1.

How engaged—Gear change lever on steering column. First and reverse—Sliding gear. Second and third—Constant mesh with blocker type synchroniser.

CLUTCH—Type—Semi-centrifugal; dry single plate; ball type throw out bearing; 10" diameter pressure plate; suspended pedal.

CHASSIS—Structure: Five cross member, box section chassis frame of double drop design, with reinforced X member of 1 beam construction. Frame side rails of 4" x 3½" and now with continuous weld box section for full length.

FRONT SUSPENSION—Type: New angle poised ball joint suspension. Rubber bush, tilted, transverse link type with ball joints; tailored-to-weight coil springs with tubular shock absorbers; rubber bush 3 piece ride stabilizer.

REAR SUSPENSION—Type: Longitudinal semi-elliptic leaf springs. Number of leaves—10. Spring shackles—tension type. Spring bracket and shackle bushings—rubber concentrated—pressure type. Lubrication—None required.

HOTCHKISS DRIVE—Tubular pre-cleaver shaft; pre-lubricated needle-bearings in universal joints.

REAR AXLE—Semi-floating type with hypoid gears. Ratio 4.09 : 1. Axle shafts—Integral flanged steel forgings. Wheel bearings—Sealed, permanently lubricated.

FOOT BRAKE—(Service Brake)—Type—Duo-Servo (self energising) 4 wheel hydraulic drum type—composite cast iron and steel. Drum diameters 11 inch; 193 sq. inch lining area.

HAND BRAKE—Type — Mechanical application of rear brakes. Actuation 'T' handle below instrument panel through lever and equalising cable.

STEERING SYSTEM—Type — Symmetrical linkage—with spring loaded ball-stud in steering cross link; worm and roller type gear anti-friction bearings in gear box and steering column 25.3 : 1 overall steering ratio. 18 inch diameter steering wheel approximately 41 turning diameter.

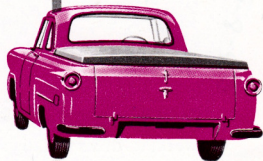
ROAD WHEEL—Ventilated type steel disc wheels.

TYRES—5-6.00 x 16 x 6-ply std. super balloon tubes and tyres.

GENERAL — Wheelbase — 115½"; Track (Front) 58", Track (Rear) 56". Maximum overall length (with tailgate shut) 197". Maximum height—ground to top of cab roof—62". Maximum width of vehicle—76.5". Maximum length along loading floor—82.5". Maximum width across loading floor—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 of front seat—58".

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 price at any time without notice or incurring liability to purchasers.

FORD WIDE-RANGE RADIO for clear reception and superlative tonal quality. Incorporating latest features of automotive radio it matches the new Mainline's advances. Your Ford Dealer will arrange installation before or after delivery of your vehicle.



FORD 4-WAY BETTER SERVICE wherever you go, means that in every corner of Australia there is a friendly Ford Dealer ready to give you the outstanding advantages of . . . Factory-trained mechanics . . . Special time-saving equipment for Ford Servicing . . . Factory-approved methods of doing each service job . . . and Genuine Ford Parts.

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

(Incorporated in Victoria)

Registered Office: Geelong, Victoria

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