GO FIRST WITH

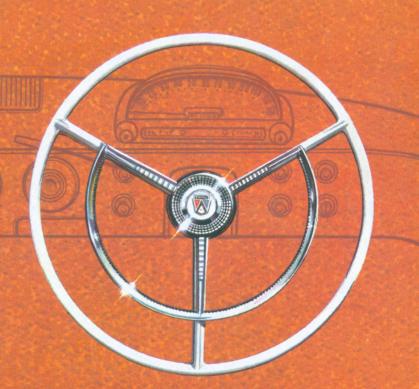
FORD V8

FOR A

BIG.

BETTER

DIFFERENCE!



# THE LOOK OF Soing first...

So often, when cars are being discussed, you hear the remark, "Customline certainly looks better".

Long, lower and sleeker, Customline is more pleasingly modern in its basic lines. And every ornamentation and design feature adds emphasis to this fashion leadership. Customline's distinction in styling cannot be measured in any single feature. It is a combination of the very latest trends that makes this car so noticeable.

At the right are mentioned individual design features and each serves to accentuate the "Customline look". It is this look — with greater eye-appeal there for all to notice — that is the immediately obvious reason why there is such a big, better difference in owning Customline. There are many other reasons — as expressed in performances, comfort and downright value for money — and you will find them on following pages.

Long and lower silhouette. Customline's low roof line not only emphasises modern appearance but also allows a lower centre of gravity for greater road stability. It is achieved without sacrifice of ground to sump clearance or of any of the car's great generosity of inside room.

New side moulding. Sweeping from front to rear in gleaming chrome, it accentuates the symmetry and balance of Customline's long, low line. Chroming of the drip-moulding is also new and smarter.

Full wrap-around windscreen. This is another example of how Customline provides ultra-smartness plus practicability. It means both distinction in styling and the advantages of far greater vision.

New, big winged hood ornament. Yet another touch of distinction suggesting both modern design and fleet performance.

New, bold V8 symbol on front grille. In chrome to match the gleaming width of the grille, this big symbol adds more distinction to front end.

Wrap-around rear window. Like the great windscreen area, this big curve of safety glass highlights appearance and contributes to Customline's remarkable vision. In parking, its vision-scope is a big help to the driver.

New tail-lamp design. Another emphasis to rear end smartness is the extension, by a chrome surrounding, of the jet-tube tail-lamps. Usefulness, too, is increased by incorporation of top reflectors and lenses behind which reversing lamps, especially designed for Customline, can be fitted.

New crest and symbol on boot lid. Rear end handsomeness is still further enhanced by the new crest on boot lid. It is flanked by a big chromed "V" which is not only decorative but also acts as a boot lid handle.

New fashion-leading colours. The latest range provides a choice of eleven body-colours. Each, in fine finish and long-lifed lustre, is complementary to Customline's beauty whether in single-toning or in the infinite variety of combinations available for optional style-toning.





## Doing first HAS MANY ASPECTS ...

So good to see—so good to feel—so good to enjoy— that big, better difference you find in Customline. It is "going first" in its every aspect!

HERE, FOR YOU TO ENJOY, is a surplus of legroom and hip room in both front and rear seats. Here in cushioned seat construction is deep comfort that stays smart as a picture. That new and softer vinyl trim is tailored to please the eye — and five new colours are available as single-tones or in a choice of six smarter and ultra-modern colour combinations. The headlining of vinyl — as easy to clean as the upholstery — has a new, self-toned pattern on its surface. The Lifeguard steering wheel is finished in white to contrast pleasingly with any interior colour combination. And notice how the top

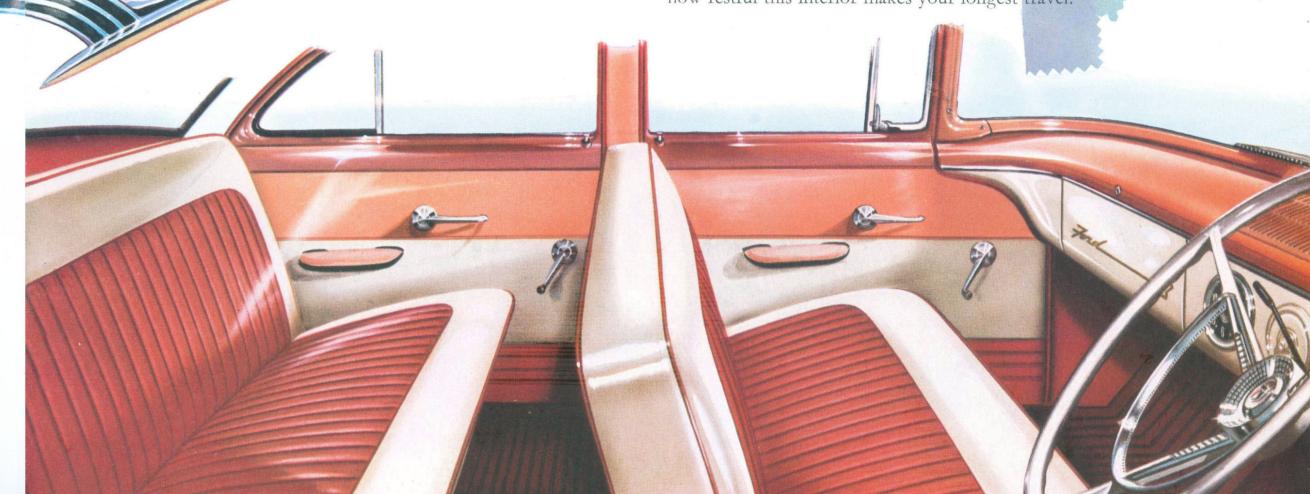
section of the instrument panel, with its ultra-modern Astradial feature, has a metallic finish toning with interior trim while lower section is all-over white. What you cannot see are the wide, full-opening doors which make entry and exit so easy. And you cannot know, until you've tried it, how restful this interior makes your longest travel.

#### FAR AHEAD IN BOTH STYLE AND COMFORT.

Maybe what first catches your eye is Customline's front end styling. But look at the rear view! That is mighty good to see. And, as you have seen on the previous page, side view, too, is beauty blended into an effect of effortless movement. From any aspect, Customline is the style-leader!

This outside handsomeness surrounds another big, better difference — for Customline's interior is literally "a living room on wheels". Press a smooth-acting, push-button door latch and wide door space reveals the big, hospitable length and breadth of smart comfort pictured at the right. Therein is an invitation to relax in the spaciousness of either front or rear compartment — and "go first" in every aspect of really first-class motoring.









## BRINGS SO MANY ADVANTAGES ...

A big, better difference in feature after feature.



Lifeguard Steering Wheel. The deep, "dished" design of this handsome steering wheel allows for greater absorption of any impact and is a big, practical contribution to safe driving. Smart chromed horn ring is designed for unobstructed view of instruments.

Lifeguard Door Locks. Under Customline's easy-acting, press-button door latches are locks with a double-grip which reduces possibility of doors springing open. A steel plate covers the rotor so that the door stays closed under conditions which would spring open normal types of door locks.

Astra-dial Instruments. Even in detail such as this, Customline combines distinction with extra usefulness. In this instrument grouping, the speedometer, mounted almost at eyelevel, has a tinted transparent top that filters in daylight to backlight the dial in striking manner. At night all instruments are lit individually.



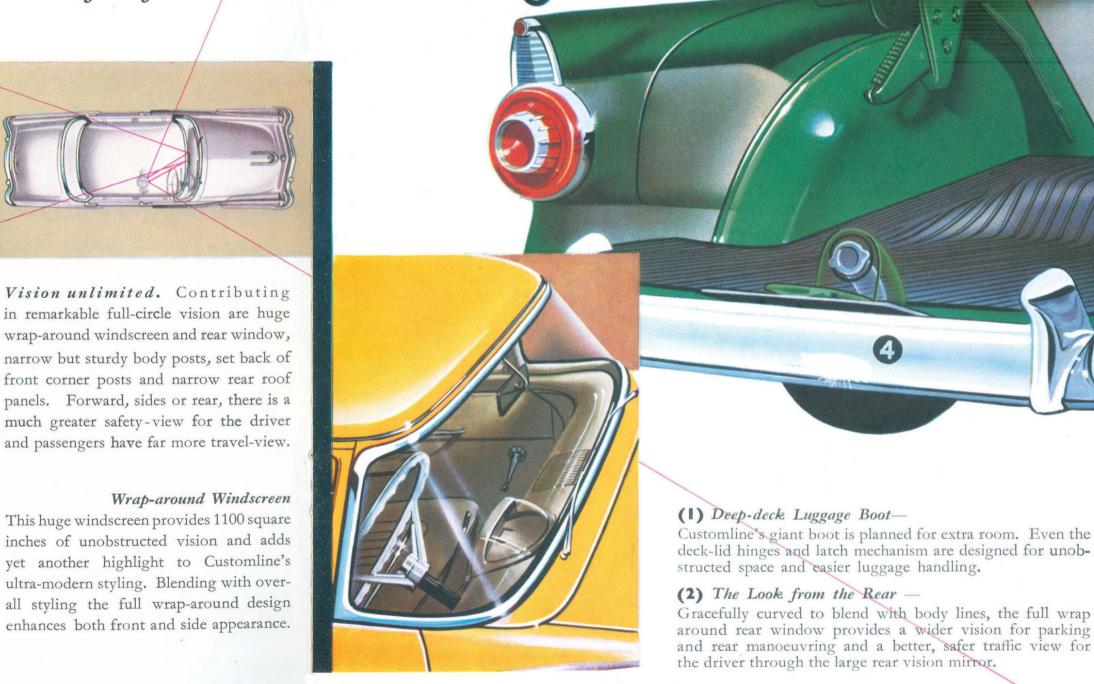
Vision unlimited. Contributing in remarkable full-circle vision are huge wrap-around windscreen and rear window, narrow but sturdy body posts, set back of front corner posts and narrow rear roof panels. Forward, sides or rear, there is a much greater safety-view for the driver



In Customline's front seat, a new "zig-zag" springing construction provides these three advantages. Firstly, its greater flexibility allows the body to go deeper into the seat which not only means extra comfort but also more headroom for tall people. Secondly, it adapts itself to body contours for more natural and restful seating position. Thirdly, it does not sag and the seat keeps its smart shape even in the much-used driving position.



This huge windscreen provides 1100 square inches of unobstructed vision and adds yet another highlight to Customline's ultra-modern styling. Blending with overall styling the full wrap-around design enhances both front and side appearance.



(3) Jet-tube Tail Lamps -

Straight-line fender is fin-shaped at top-rear includes safety feature of extended Jet-Tube tail-lamps with inbuilt reflectors. Smart assembly allows reversing lights to be fitted easily.

(4) Centre-fill Fuelling

Makes "filling up" easier from either side of the car, hides cap behind number plate and increases unobstructed area in the boot by eliminating the use of long filler pipe.

## EQUIPMENT TO ADD NEW LUXURY TO Joing first

At keen value cost, Customline owners can have newest and finest in optional features.



This fully automatic transmission frees you forever from gear-shifting and clutch pushing. It brings the ease of "2-pedal control". You press the accelerator to go and the brake to stop — as simple as that! And — whether meeting the needs of acceleration, cruise or climb — it is so easy on you and your car.

### REASONS FOR SMOOTH EFFICIENCY. First of all, the Ford

O.H.V. V8 engine, with its instant "trigger-torque" and big power reserves for any needed extra effort, is ideal for use with automatic transmission. It means "flowing" power rather than the more noticeable peaks and lows that apply with engines of lesser capacity. Secondly, the Fordomatic transmission, in addition to automatic gears, incorporates a highly-efficient torque convertor. Thirdly, the provision of an automatic intermediate gear assures quicker starts, faster acceleration and more flexible performance in climbing, passing or heavy traffic conditions. The combined result is super-smoothness — and an entirely automatic action of

gear changes which, while matching every driving condition, is almost imperceptible.

#### PROVED IN MILLIONS OF MILES OF SERVICE

While new to Australia, Fordomatic has a longestablished reputation as a trouble-free system of automatic transmission. In many millions of miles of travel, American owner-drivers have proved the efficiency of this big Ford advance.



Swift-sure Power Brakes For first time in Australia, Ford's long-proven power braking system is available as optional equipment on Customline. With up to one third of normal pressure on the pedal you have an instant, smooth braking control which makes driving, in traffic or highway, easier and more relaxing. This system is of the separate vacuum-booster type. In this design, there is the additional safety factor of the car's conventional braking system remaining operative at all times. If necessary, it can be fully applied without the power-boost functioning.

#### Ford Radio

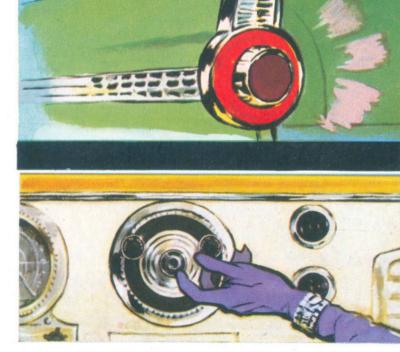
Incorporating the latest advances in radio engineering. this 6-valve super heterodyne receiver makes travel in your "living room on wheels" even more enjoyable. From crystalclear clarity, trueness of tone and long-range reception to smartness and finger-tip ease of modern tuning dial. it increases the pride and pleasure of Customline ownership. Rear seat speaker is also available for extra audibility for passengers even when volume is tuned to whisper-level.

#### Flashing Turn Indicators

A touch of a control lever on Customline's steering column gives instant warning, to approaching and overtaking traffic, of your intention to turn to left or right. Immediately front parking light and rear stop light on intended turning side begin flashing. A tell-tale glow lamp on corresponding side of the instrument panel assures you that your signal is being given. After the turn the signal automatically cancels itself.

#### Interior Heater and Demister

With temperature controlled by a handsome fitting on instrument panel, this Ford-approved heater circulates warm comfort throughout the car. It also has a built-in demister unit which supplies warm air to both sides of the windscreen. Hot water from the cylinder head is used for source of heat and circulation is by an impellor-type fan. In summer, with hot water circuit closed, cool air can be circulated by the fan.



#### Ford Quality Accessories which add to the enjoyment of Customline-

Exterior Sun Visor — Venetian Shades — Reversing Lights — Fog Lights — Trouble Lamp — Deluxe Belt Line Mirror — Windscreen Washer Kit — Exhaust Deflectors — Demister Bar (Electric) — Wheel Discs — Floor Mats

Doorhandle Paint Guards - Number-plate Frames — Weather Shields — Vanity Mirror — Fender Shields — A full range of "Car Care Cosmetic" wash and polishes — A large range of maintenance and service accessories.

#### FORD'S 4-WAY BETTER SERVICE

condition at minimum cost.

Your satisfaction as a Customline owner is increased by the after-sale service of Ford Dealers. It has four big advantages to you . . . Ford Dealers send their mechanics to Ford factory service schools . . . have time-saving equipment just right for Fords . . . follow Ford factory-approved servicing methods . . . use genuine Ford parts.

Available wherever you go, it keeps your car in top



#### SPECIFICATIONS

Ford V8 Customline

ENGINE—V8 O.H.V. No. of Cylinders—8. Bore and Stroke—3.625 x 3.30. Piston Displacement—Cubic capacity—272 cu. in. Compression Ratio—7.1: 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 alloy 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

**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 road draught tube in crankcase. ENGINE COOLING—4 blade fan. Series flow full length of water jackets,

ENGINE COOLING—4 blade fan. Series flow full length of water jackets, thermostatic control; increased capacity single water pump. Water feed to each bank in the block via an equalizing chamber.

FUEL SYSTEM—Dual down draught carburettor. Automatic thermostatically controlled choke.

INDUCTION MANIFOLD—Short, direct, nearly equal passages to each cylinder for uniform fuel distribution.

FUEL TANK—Capacity 14<sup>3</sup> gallons. Indicator gauge on instrument panel.

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

**CLUTCH**—Type: Semi-centrifugal, dry, single plate, ball type throw out bearing, 10 in. dia. pressure plate, suspended pedal.

TRANSMISSIONS (Standard)—Type: 3 speeds forward, I speed reverse. All gears helical type. Ratios: First 2.57: I, second I.63: I, third I: I; Reverse 3.13: I.

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

FORDOMATIC (Optional Extra Cost)—Fully Automatic Transmission—Eliminates Clutch and Gear Lever. Selector Lever mounted on Steering Column.

CHASSIS—Structure: Five cross member, box section chassis frame of double drop design cross member incorporated with K bar. Frame side rails of 4" x 3¾" and now with continuous weld box section for full length.

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

REAR SUSPENSION—Type: Longitudinal semi-elliptic leaf springs. Number of leaves—6 leaves (heavy duty), 5 leaves (Boulevard). Spring shackles—Tension type. Spring bracket and shackle bushings—Rubber concentrated-pressure type.

HOTCHKISS DRIVE—Tubular propeller shaft, pre-lubricated needle bearings in universal joints.

REAR AXLE—Semi-floating type with hypoid gears; pressed steel, banjo type housing, Ratio 3.70: 1. Axle shafts—Integral flanged steel forgings. Wheel bearings—Sealed, permanently Jubricated.

FOOT BRAKE—Type: Duo-Servo (self energising) 4 wheel hydraulic: drum, type composite cast iron and steel. Drum diameters 11 inch, 182 sq. in. 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: I over-all steering ratio. 18-inch diameter steering

wheel, approximately 41 feet turning diameter.

ROAD WHEEL—Ventilated type steel disc wheels.

TYRES—Five 6.70 x 15 4-ply std. super balloon tubeless type tyres. General wheelbase 115½", Track (Front) 58"; Track (Rear) 56"; over-all width 75.9"; over-all height

(design load) 61.0"; over-all length 198.5". STYLETONING, DUOTONING, and WHITEWALL TYRES—optional at extra cost.

Ford Motor Cempany 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 PROPRIETARY LIMITED

(Incorporated in Victoria) Registered Office: Geelong, Victoria