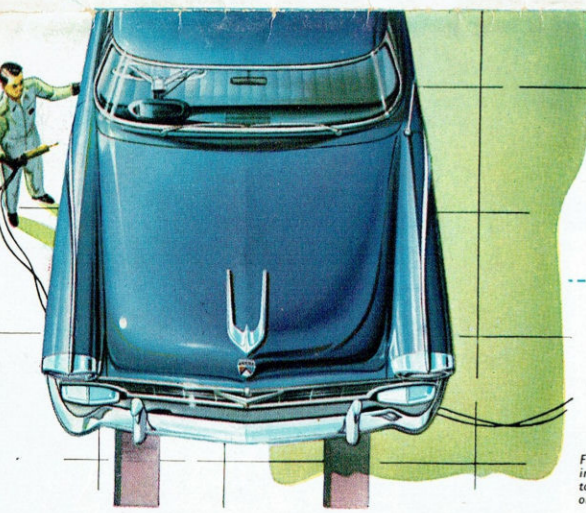


The Ford Family of Fine Cars...



### Ford's 4-way better service...

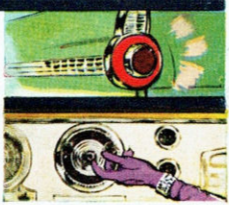
Only your local Ford Dealer can give you — **Ford-trained Mechanics**. Ford Dealers employ mechanics trained in Ford factory schools — men who really know Ford efficiency because they have been instructed accordingly. **Factory-approved Methods**. Reducing experimenting — doing the job with the cleancut directness that means better result. **Time-saving Equipment — Just Right for Fords**. Specialised tools and specially designed test-gear and the special knowledge of how to use them best. **Genuine Ford Parts**. With the same precision fit and high quality as the original parts the factory built into the vehicle.

### Plus Ford factory-fitted optional equipment . . .



**Ford Radios** with crystal-clear clarity and long-range reception, increase the pride and pleasure of owning your Ford-built vehicle.

**Flashing Turn Indicators**  
Standard equipment in Prefect, Consul and Zephyr.



**Interior Heater, Demister**  
Circulates warm comfort throughout the car. A demister unit prevents windscreen fogging.

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 Vic.) Registered Office: Geelong, Victoria.

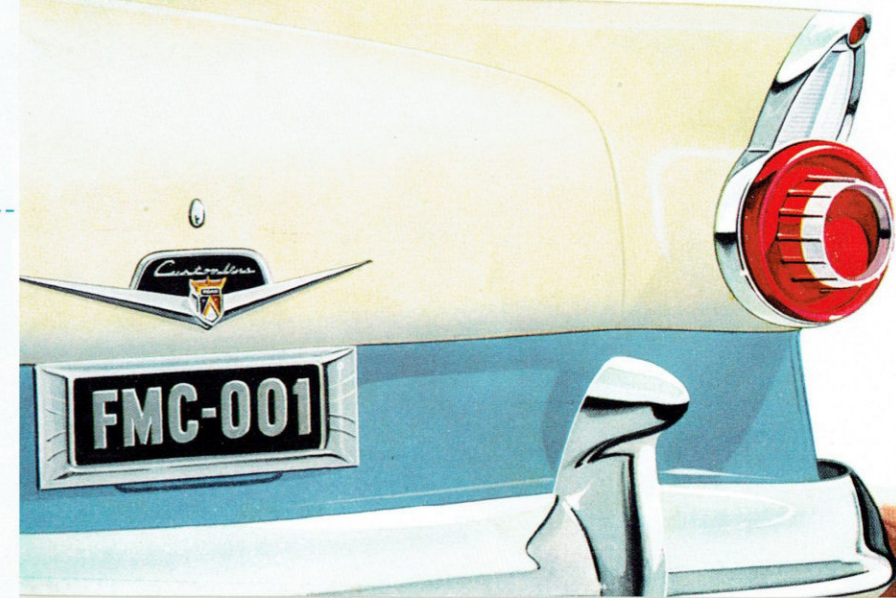
Ford design anticipates tomorrow,  
benefits from yesterday, gives  
most for today....



The new trends in motoring start with Ford. Say it, if you like, as "Ford sets the fashion". There are good reasons for this Ford leadership. Firstly, Ford has unequalled experience — unequalled "know-how" in every aspect of car design. Secondly, Ford does not live in the past or just the present — Ford development work makes an endless drive into the future. So, in anticipating tomorrow and benefiting from yesterday, Ford design provides the most for today!

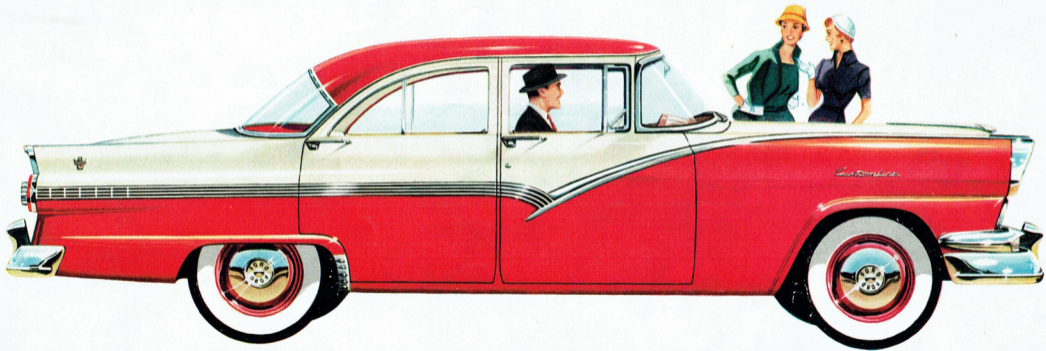
Which member of the Ford family of fine cars best suits you . . . the sleek V8 powered Customline with its wide-spread "living room on wheels" and availability of the world-famous Fordomatic Drive which eliminates gear-shifting and clutch-pushing . . . Zephyr-Six or Consul with the new concepts of styling, comfort and performance which so distinguish them from other cars in their respective horse power and price groups . . . or Prefect, the car which has brought a new look, zest and relaxation to light car motoring?

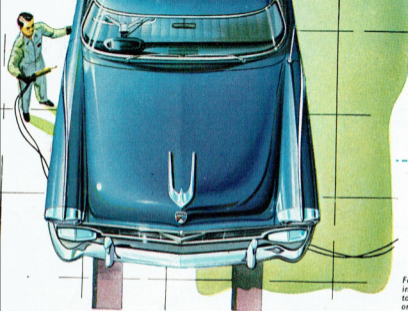
In whichever you choose, you'll find much more value for your money — and you will find some of the reasons why on the following pages.





The Ford Family of Fine Cars...





# Ford's 4-way better service...

Only your local Ford Dealer can give you — **Ford-trained Mechanics.** Ford Dealers employ mechanics trained in Ford factory schools — men who really know Ford efficiency because they have been instructed accordingly. **Factory-approved Methods.** Reducing experimenting — doing the job with the cleancut directness that means better result. **Time-saving Equipment — Just Right for Fords.** Specialised tools and specially designed test-gear and the special knowledge of how to use them best. **Genuine Ford Parts.** With the same precision fit and high quality as the original parts the factory built into the vehicle.

*Plus Ford factory-fitted  
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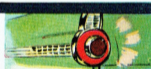
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*Ford Radios* with crystal-clear clarity and long-range reception, increase the pride and pleasure of owning your Ford-built vehicle.

### *Flashing Turn Indicators*

Standard equipment in Prefect, Consul and Zephyr.



### *Interior Heater, Demister*

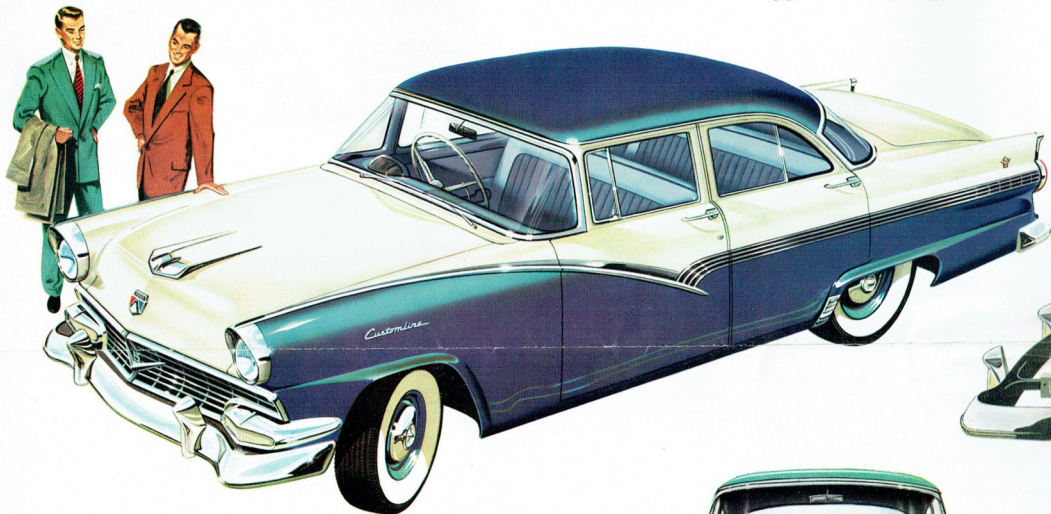
Circulates warm comfort throughout the car. A demister unit prevents windscreen fogging.



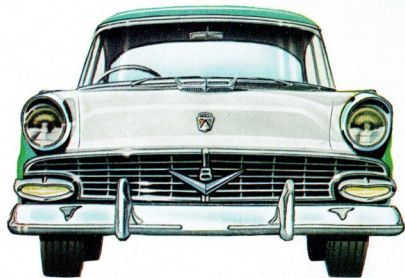
**FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.**

(Incorporated in Vic.) Registered Office: Geelong, Victoria.

## FORD V8 CUSTOMLINE... *Australia's biggest-selling big car*



THE "CUSTOMLINE LOOK"—with greater eye appeal for all to notice—is the immediately obvious reason why there is such a big, better difference in owning Customline. Longer, lower and sleeker, Customline is more pleasingly modern in its basic lines. Now this fashion leadership is even more noticeable. It is made so by new side moulding of gleaming chrome, new big winged hood ornament, new bold V8 symbol on the distinctive front grille, new chrome headlamps and tail lamp design, and a choice of eleven new body colours with optional Style-toning and the sensational new Tri-toning.

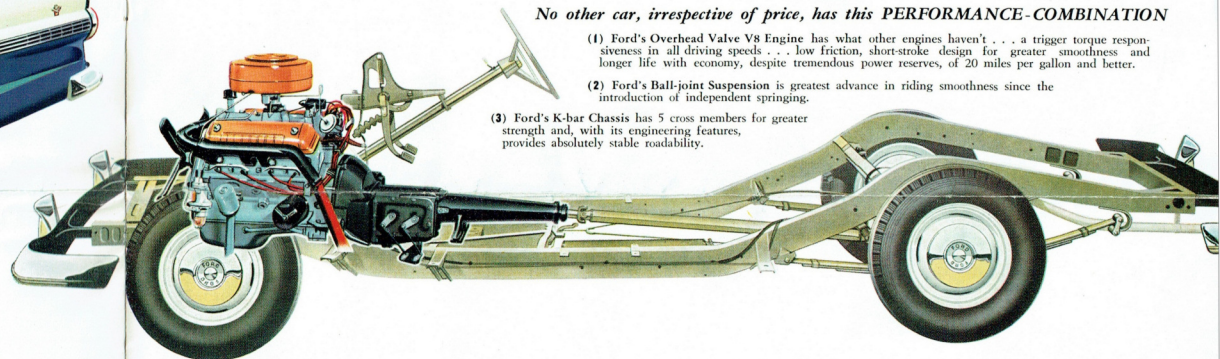


*A "living room on wheels," indeed!*  
Here, for you to enjoy, is a surplus of leg-room and hip-room in both front and rear seats. Here, in new, cushioned, zig-zag seat construction, is deep comfort that stays smart as a picture. New and softer vinyl trim is tailored to please the eye—five new colours are available as single-tones or a choice of six ultra-modern colour combinations. The Lifeguard steering wheel is finished in white to contrast pleasingly with any interior colour combination. The top section of the instrument panel has a metallic finish toning with interior trim. You cannot know, until you've tried it, how restful this interior makes your longest travel.

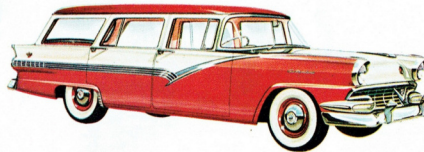


### *No other car, irrespective of price, has this PERFORMANCE-COMBINATION*

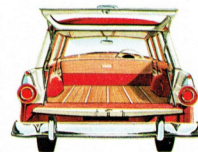
- (1) Ford's Overhead Valve V8 Engine has what other engines haven't . . . a trigger torque responsiveness in all driving speeds . . . low friction, short-stroke design for greater smoothness and longer life with economy, despite tremendous power reserves, of 20 miles per gallon and better.
- (2) Ford's Ball-joint Suspension is greatest advance in riding smoothness since the introduction of independent springing.
- (3) Ford's K-bar Chassis has 5 cross members for greater strength and, with its engineering features, provides absolutely stable roadability.



### Ford V8 Station Wagon... *Customline's comfort and styling plus long and wide utility space!*



Long, low and sleek, the Customline Station Wagon is available in a choice of single-tone or eye-catching two-tone interiors and exteriors.



Here is oceans of space, as rugged as it is handsome, with a full width rear liftgate.

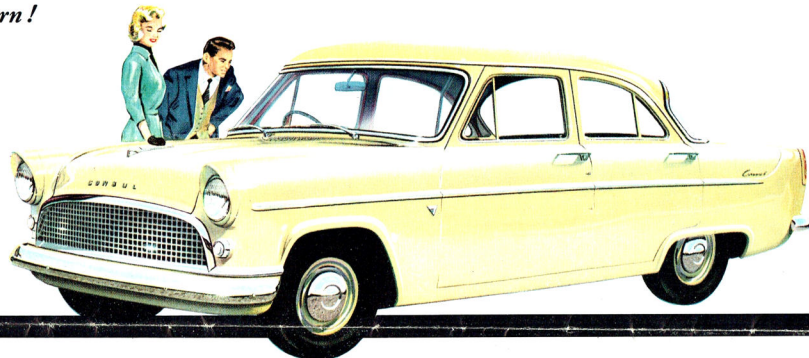
The glamorous Ford V8 Station Wagon gives you all the performance advantages, riding smoothness and comfort of the Customline sedan, plus the extra convenience of a rugged and spacious load area. You can use it as a roomy six-seater sedan, or, by folding the rear stowaway seat-back forward, you have a smooth, giant-sized load area of 70 in. length extending to the rear door. Features include all-round visibility, a husky K-bar chassis, the extra convenience of four doors in addition to the rear liftgate, and a 1/2 in. thick floor with polished aluminium skid strips.



Zephyr-Six—has more advantages than any other car in its class. It is longer, wider, roomier and more powerful. Its styling has completely modern smartness plus an individuality which is rare in these days. Performance is really remarkable—to drive a Zephyr is to find a zest and comfort that make motoring seem new and thrilling all over again.

## ZEPHYR-SIX AND CONSUL... *designed for the better way we live*

*today, and designed to stay modern!*



Consul combines four cylinder running economy with design features that mean big car performance and comfort. It is styled, too, for greater pride of ownership—with a long, low, wide look and distinction in every feature from front grille to rear end smartness. And its actions are as good as its looks!

### *Better features for better motoring*

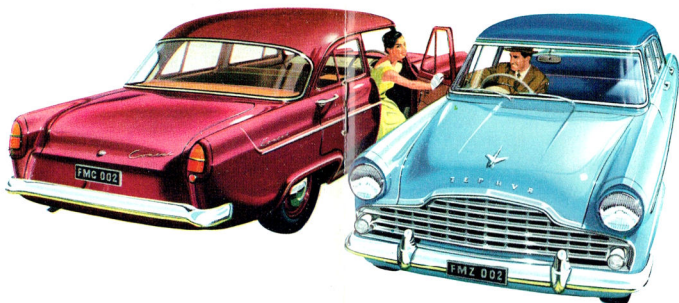
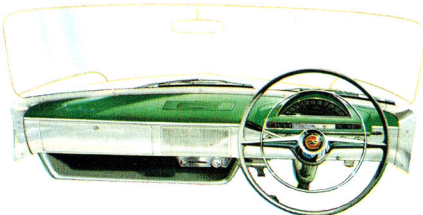
Common to Zephyr and Consul are . . . overhead valve engines with the increases in performance, economy and life of "oversquare" design . . . shorter turning circles—36 ft. in Zephyr and 35 ft. in Consul . . . key-turn starting . . . centre-slung seating . . . big smooth brakes with a lining area of 147 sq. in. . . . and a luggage boot area of 18 cubic ft.

*. . . long, low and wide, with a lithe look of action!*



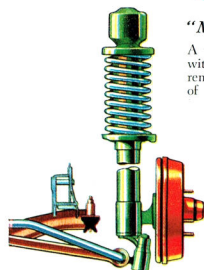
### *Smart practicability*

Pictured is Zephyr's handsome instrument panel. Above it and the Consul's equally smart and practical panel is a big wide wrap-around windscreen. This, together with front seat positioning, gives a road-view almost from front wheels onward.



### *"Miracle-Ride" Suspension*

A unique Ford-engineered system of front suspension, in perfect balance with long rear springs and telescopic shock absorbers, provides a really remarkable cushioning of road shocks. Together with the car's lower centre of gravity, it also gives Zephyr and Consul amazing stability and cornering control.

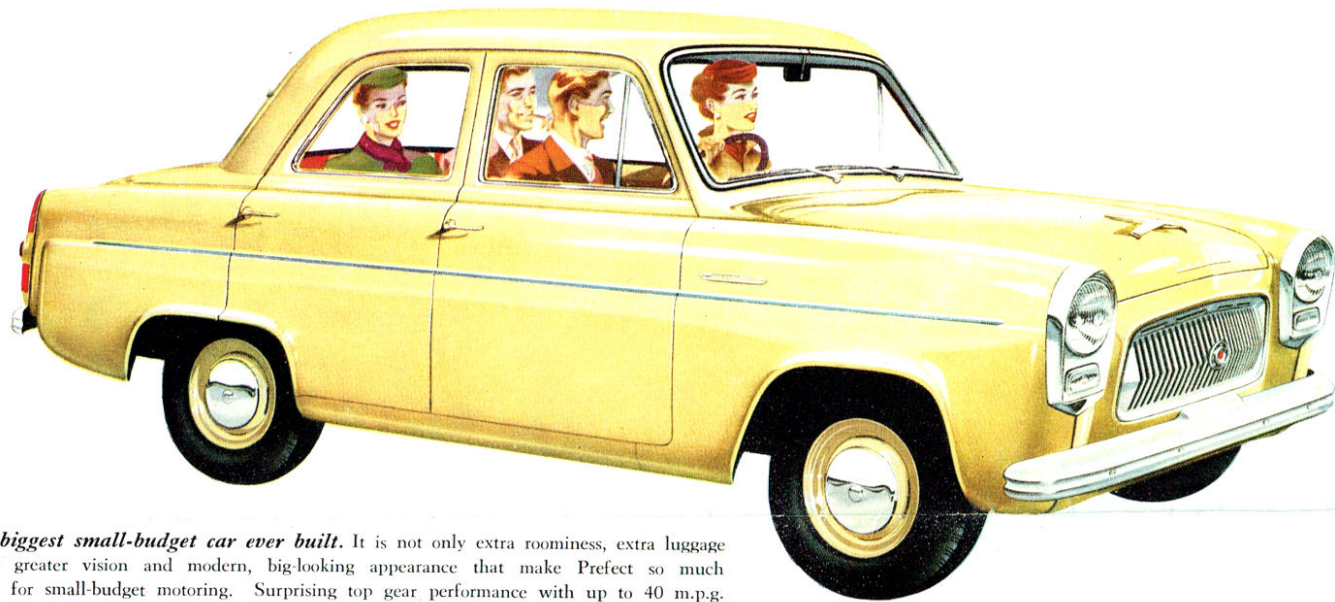


### *Spacious comfort for six people*

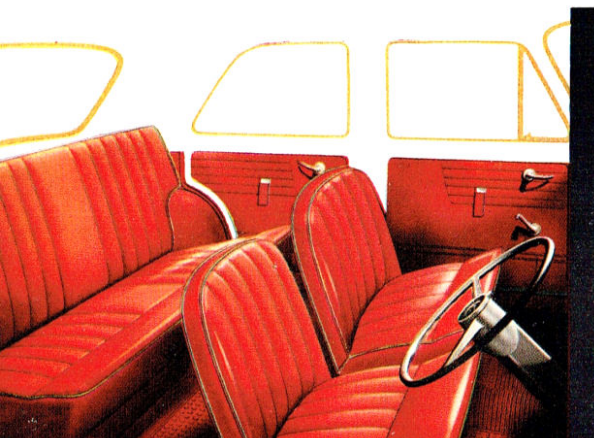
Each of Zephyr and Consul has its own distinctive interior trim design but both interiors are alike in their generosity of room. Big, wide seats have a special non-sag springing construction, upholstery is softer textured and superbly tailored. In Zephyr there are side arm rests front and rear and a big, fold-back centre rest in the rear seat.



**PREFECT... steps up 10 h.p. motoring to all-better standards**

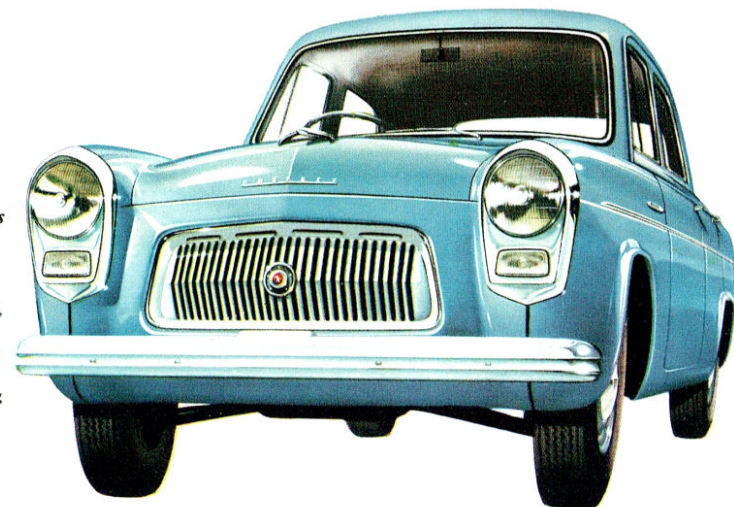


*The biggest small-budget car ever built.* It is not only extra roominess, extra luggage space, greater vision and modern, big-looking appearance that make Prefect so much better for small-budget motoring. Surprising top gear performance with up to 40 m.p.g. economy . . . the far smoother ride provided by Ford's modern suspension-engineering . . . the safety and strength of integral "box-form" body and frame construction . . . these, too, are big reasons why Prefect is far ahead in the light car field.



**Greater interior roominess**

in proportion to wheelbase is one of Prefect's design advances. Yet all seating has been placed between the axles, the area where, with less vertical movement, travel comfort is smoothest. You will like, too, the styling, careful tailoring and softer texture of Prefect's upholstery and the new colour range in which it is available.



**in CUSTOMLINE**

Ford has built more V8 engines than all other makers combined. From this greater experience comes the 42 h.p. Overhead Valve V8 in the latest Customline. And its short stroke, low friction principle is the most modern trend in engine design. Despite tremendous power reserves and instant "trigger torque" responsiveness, this O.H.V. V8 has the economy demonstrated in the last Mobilgas Economy Run, when a Customline returned 23.4 miles per gallon.

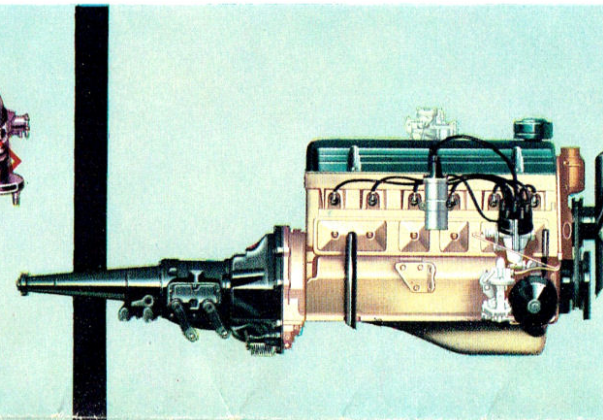
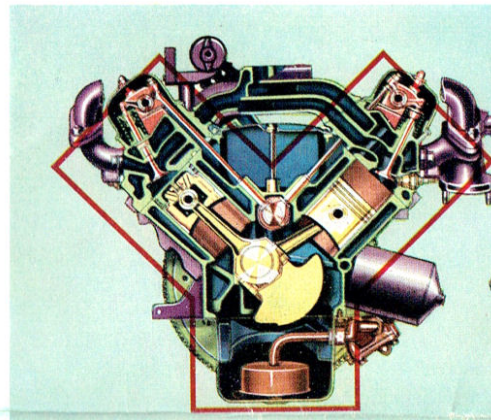


*and in Ford V8 Customline you can have world-famous*

**FORDOMATIC drive**

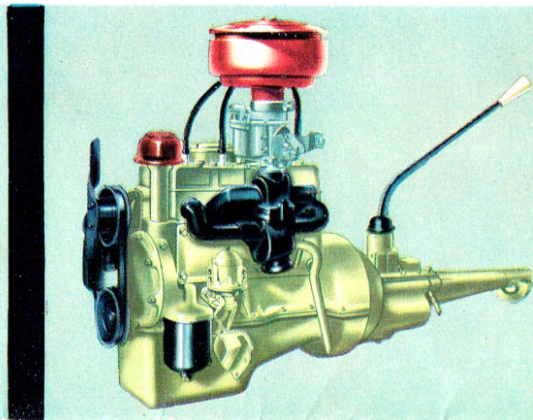
In Customline you can have fully automatic transmission so smooth and efficient that in any driving circumstance the automatic change of gears is imperceptible. There is a twofold reason for this greater smoothness. Firstly, Fordomatic Drive, in addition to automatic gears, incorporates a remarkable torque converter. Secondly, the Ford O.H.V. V8 engine, because of its more smoothly "flowing" power and big reserves, teams up with automatic transmission more efficiently than can normal engines of lesser capacity.

*The vast world-wide resources of Ford give you more power and unsurpassed performance!*



**in ZEPHYR and CONSUL**

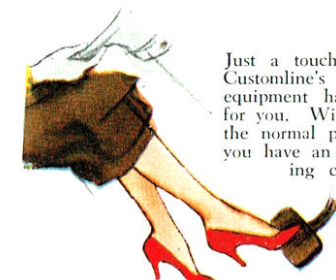
The 25.4 h.p. six-cylinder Zephyr and the 16.9 h.p. four-cylinder Consul engines develop more power at less revolutions than normal engines of comparable horsepower ratings. The reason is their many exclusive Ford-engineered features, including "over-square" design. With the less effort that means less wear and tear, they provide power outputs which allow scintillating performances. At the same time, they provide money-saving economy—up to 30 m.p.g. with Zephyr and more with Consul.



**in PREFECT**

Ford has built for Prefect a 10 h.p. engine that develops 36 b.h.p. with up to 40 miles per gallon economy. Together with the car's favourable weight to power ratio, the smooth flexibility and high torque of this engine give Prefect a top gear performance phenomenal among light cars. Not only is acceleration remarkable but this engine "holds-on" to long pulls and long-distance cruising in a manner unequalled by many engines of higher horse-power.

**POWER BRAKES too, are available**



Just a touch on the pedal and Customline's optional power brake equipment handles all the effort for you. With up to one-third of the normal pressure on the pedal you have an instant smooth braking control which makes driving, in traffic or highway, easier and more relaxing.