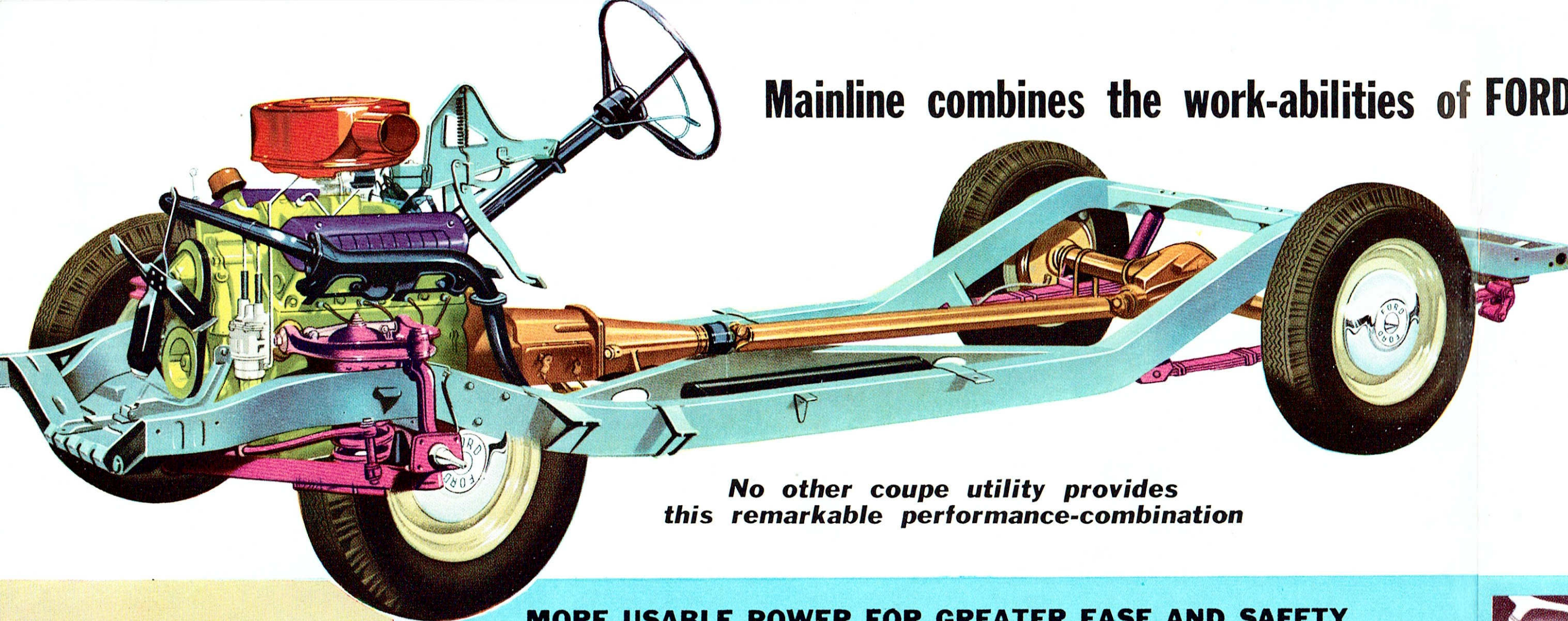


Australia's most able and handsome coupe utility...

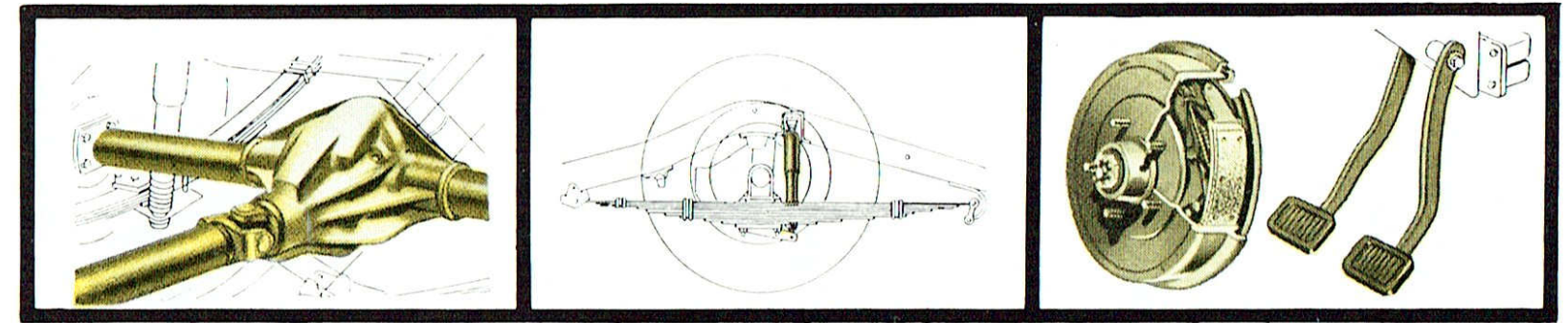
FORD V8 *Mainline*

Mainline combines the work-abilities of FORD'S O.H.V. V8 ENGINE, BALL-JOINT SUSPENSION AND REINFORCED CHASSIS



No other coupe utility provides this remarkable performance-combination

REINFORCED CHASSIS: Mainline is founded on a big, husky chassis specially reinforced for exceptional torsional rigidity. Low centre of gravity, long wheel-base and wide track also add to a remarkable roadability. Thus you have more stable control plus more working strength.



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

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.

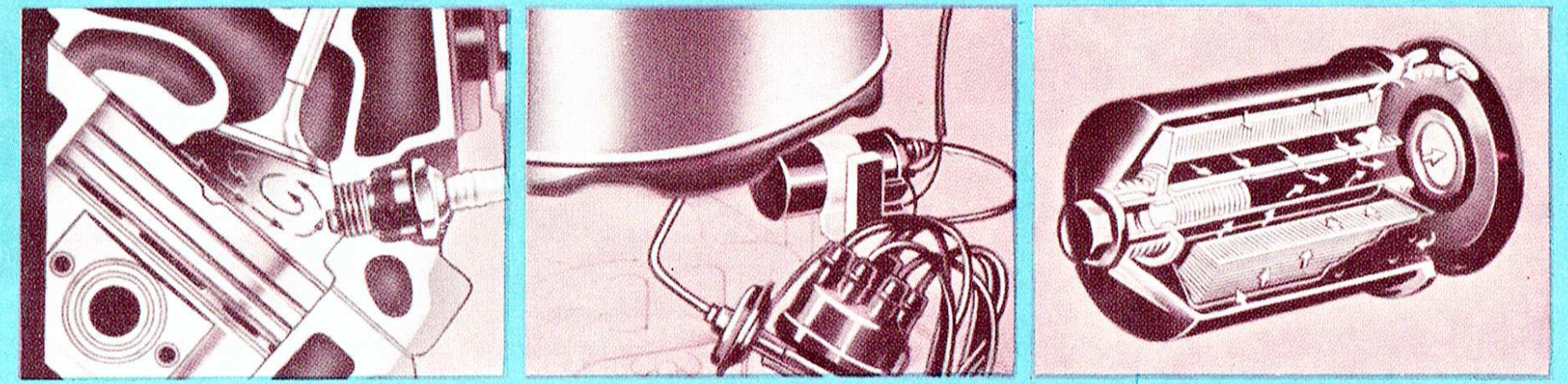
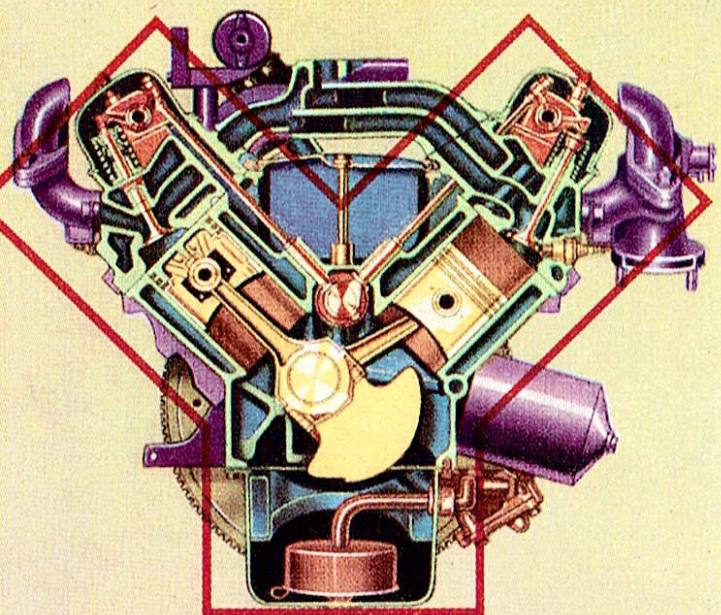
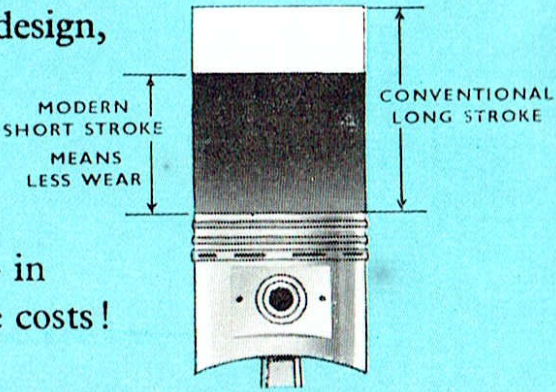
BIG BRAKES—POWER PIVOT PEDALS. Double-sealed, self-energising brakes have heavier shoes and more rigid plates. Power Pivot Pedals allow easier operation and eliminate all floor holes.

FORD'S BALL-JOINT SUSPENSION—greatest advance in riding smoothness since independent springing. This outstanding Ford 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 "angle-poised" to absorb road shocks from the front as well as in the up-and-down movements of the wheels.

MORE USABLE POWER FOR GREATER EASE AND SAFETY

- Overhead valves and double-deck intake manifold for more evenly distributed fuel charges
- Full turning intake and exhaust valves with integral guides for better performance and longer life
- 3-ring super-fitted aluminium-alloy pistons step up power
- High rigidity, Y-block design for smoother performance and longer engine life
- Precision-cast crankshaft with five main bearings and eight integral counter-weights for smoother operation.

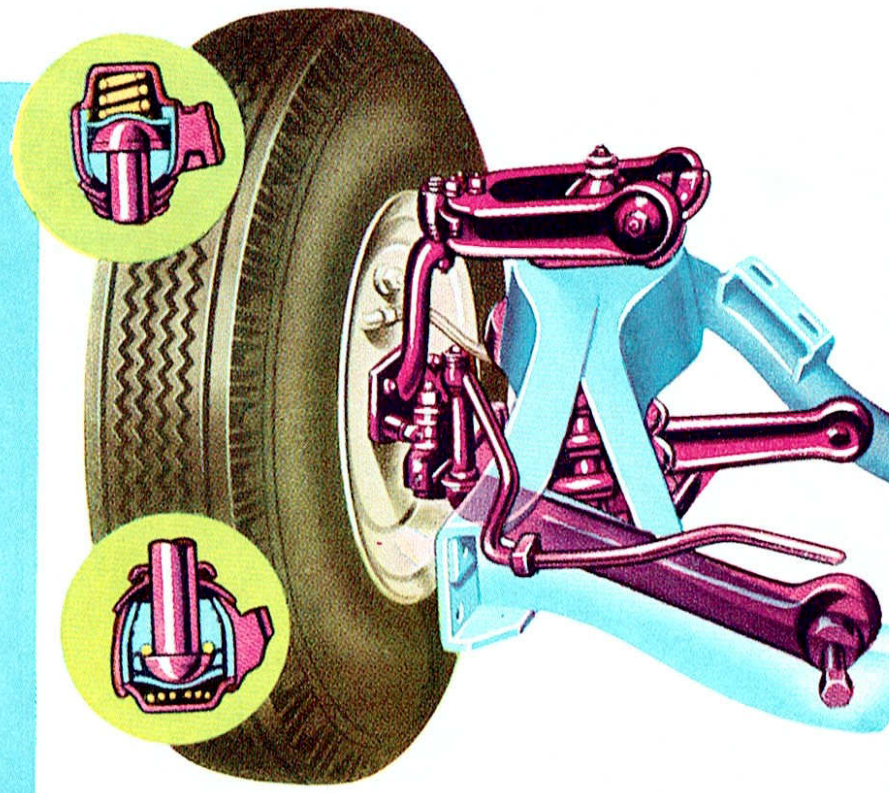
The Ford O.H.V. V8 engine is ideal for coupe utility work. It has instant, "trigger-torque" responsiveness and greater, more flexible power-flow. This allows big improvements in get-away, pick-up on climbs, long-run cruising and traffic manoeuvring — and greater safety through faster, surer driver-control over any situation. In addition, Ford's low-friction short-stroke design, with shorter piston travel in every revolution, means less energy loss, more usable power and longer engine life. And to all its extra work-ability this Ford O.H.V. V8 engine adds two-fold economy — in more miles per gallon and lower maintenance costs!



TURBO-WEDGE COMBUSTION CHAMBERS are wedge-shaped to swirl the fuel-air mixture into a tornado for fast, smooth and full combustion giving better power.

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".

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



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

Ford V8 styling leads the fashion among passenger cars—
and Mainline allies so much of this finer Ford styling
with big, practical utility design.



NEW STYLETONING ADDS TO SMARTNESS

The above illustration shows the further increase in Mainline's smartness,
provided by styletoning. This body treatment is optional at extra cost
and you can choose any combination of Mainline's 12 new body colours.

NEVER BEFORE HAS STRENGTH ON WHEELS BEEN MADE SO HANDSOME. For instance . . . that wide gleaming grille, with its big new and impressive star symbol . . . the new, curved side strip of gleaming chrome which emphasises that overall look of fleet action . . . new extended-hood headlamp design . . . the full wrap-around windscreen with its 1,100 sq. ins. of unobstructed vision. You'll notice, too, the smooth way in which the big, utility space is contoured into overall beauty. Even in the chromed stone-guard and rubber-faced protectors on the rear wings there is extra distinction and practicability. And, as you can see in the illustration at the right, that wide rear window and those big tail-lamps provide more useful smartness.



OPTIONAL FEATURES FOR EVEN GREATER DRIVING EASE

In this latest Mainline, you can have any or all of the optional features. They provide the world's newest advances in driving ease.

(1) *Fordomatic drive*

This is the greatest driving advance since self-starting. You simply press the accelerator to go and the brake to stop — and in acceleration, cruise or climb, fully automatic gear-changing is silken smooth. The reason is the combination of Fordomatic's automatic gearing efficiency, its remarkable torque convertor and the greater, more smoothly "flowing" power-output of the Ford O.H.V. V8 engine.

(2) FORD POWER STEERING

All steering effort is reduced by 75%. In parking, one finger can turn the wheel. On the road, shocks are absorbed before they reach the steering wheel yet "feel of the wheel" is retained no matter what the driving circumstance.

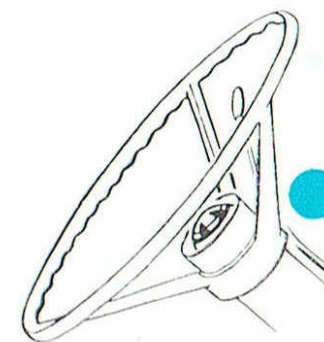
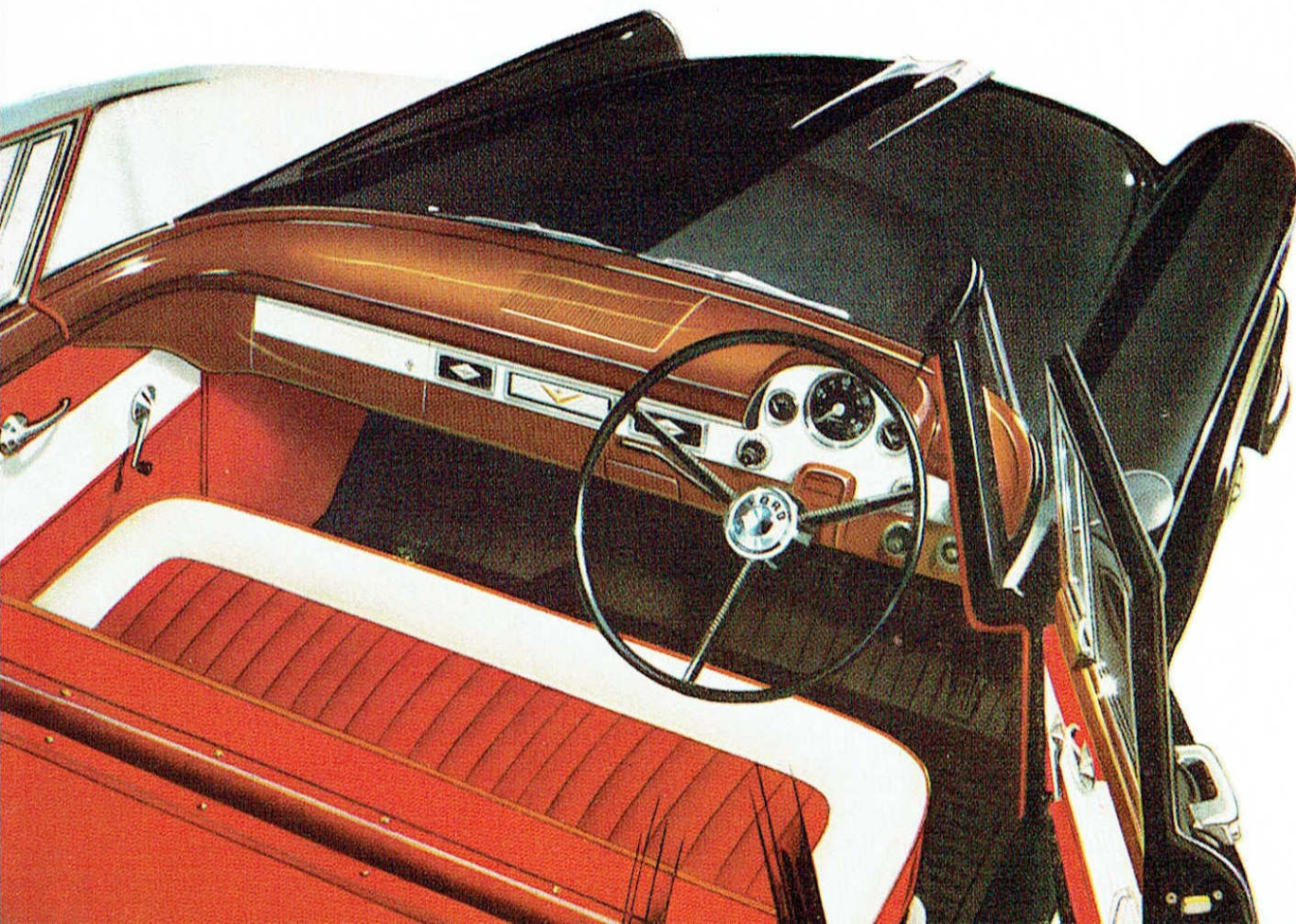
(3) FORD POWER BRAKES

Just a touch on the pedal and this power brake equipment handles all the effort for you. With up to one third of normal pressure on the pedal you have instant, smooth control which makes traffic and highway driving easier and more relaxing.



Widespread comfort, luxury styling . . .

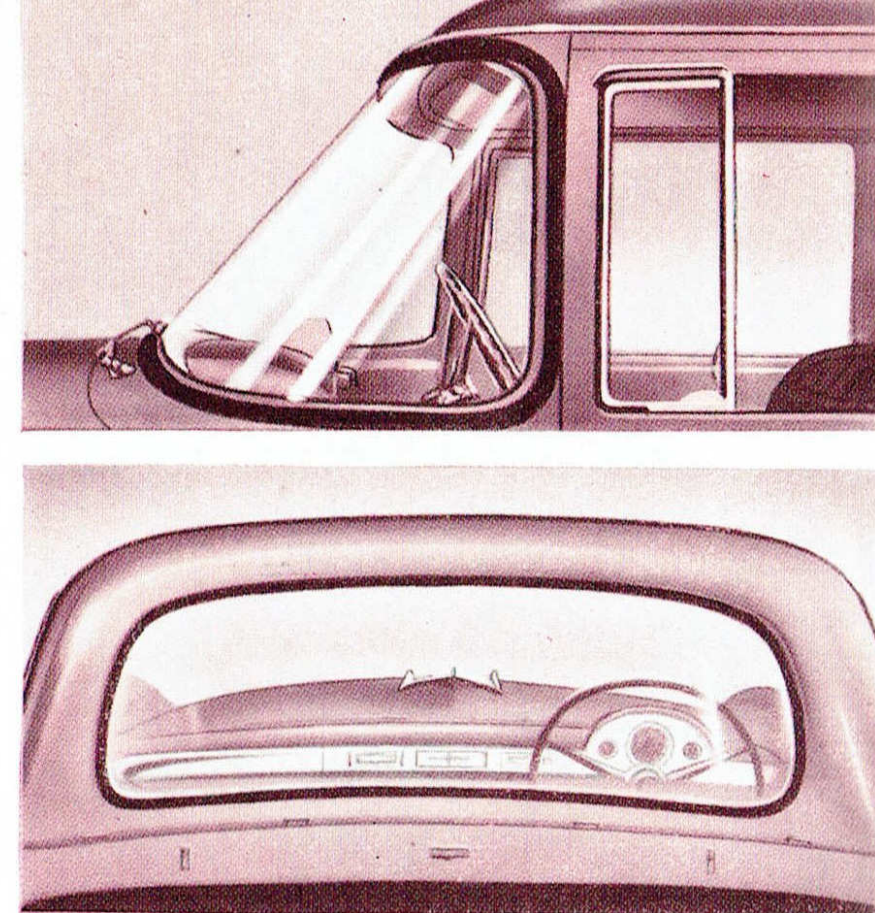
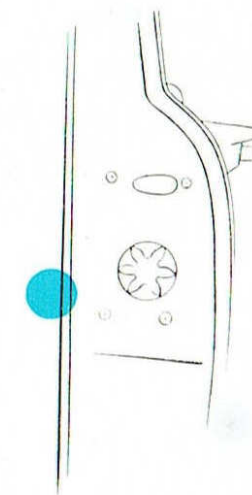
Whether for on-the-job travel or leisure-time outing, Mainline has spreading comfort-room for three big people. It is smarter comfort-room too! Seat, door and headlining trim are handsome indeed. That good-looking Vinyl upholstery has a soft, relaxing feel but is amazingly durable and is washable. You have a choice of colours—either in two-toned combinations or single tones. Another lift in smartness is the new “high-style” instrument panel with a choice of two-toned treatments. The “Safety-signal” speedo is also new. In addition to miles per hour numerals, its face carries a division of speed ranges distinguished by three different colours which are illuminated at night. The speedo needle top glows with the colour of the speed-range in which you are travelling. Equipment includes a big, parcels shelf behind the seat, locking glove box, finger-tip seat adjustment, ash tray and cigarette lighter.



LIFEGUARD STEERING WHEEL. The deep-centre steering wheel is a big safety feature. Its design allows far greater absorbing of any impact — providing the safety factor of greater protection for the driver.

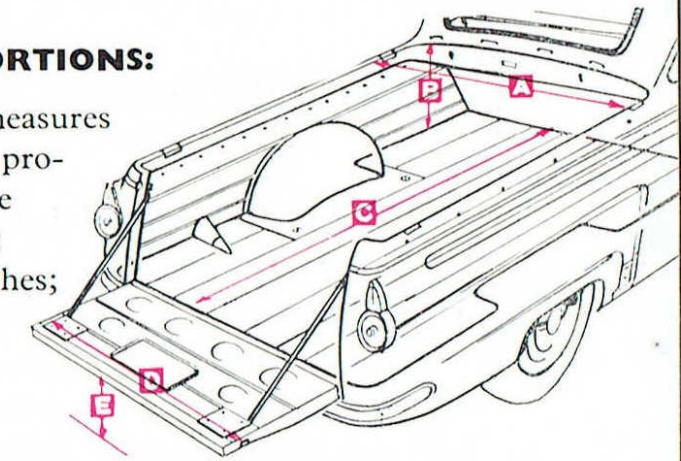
WRAP-AROUND WINDSCREEN AND FULL-WIDTH REAR WINDOW. These modern features not only add to Mainline's smartness but also provide wider spreads of visibility which mean greater safety, greater driver convenience and more pleasure for passengers. The safety-glass wrap-around windscreen alone has 1,100 square inches of unobstructed vision.

LIFEGUARD DOOR LOCKS. Mainline's door locks have a double-grip. A steel plate covers the rotor so that the lock stays locked and the door stays closed under conditions which spring a normal lock.

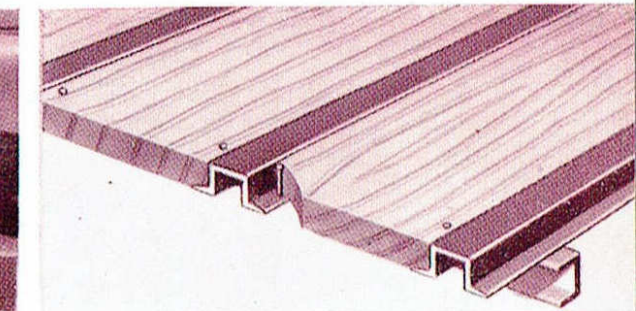


PRACTICAL PROPORTIONS:

Mainline's load-space measures up to work-ability. Its proportions, as keyed in the illustration at right, are:
 (a) 57 inches;
 (b) 21 inches;
 (c) 82.5 inches;
 (d) 48 inches;
 (e) 23 inches;



CENTRAL TAILGATE HANDLE. Allows easy, single-handed operation. When lowered on the plastic covered chains, the gate forms a useful loading platform—flush with the long and wide load-space floor.

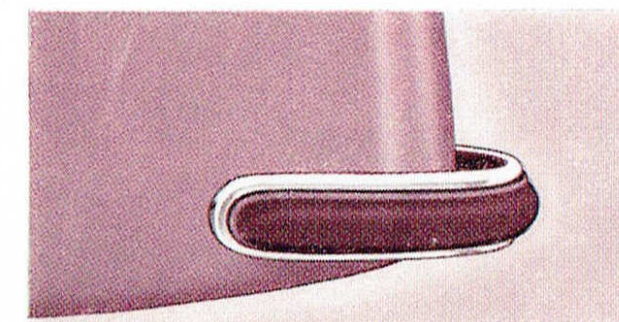


SKID-STRIP REINFORCEMENT. Mainline's stout hardwood flooring is bolted to 16 gauge steel skid strips and these sturdy strips are welded to the body's channel cross members.

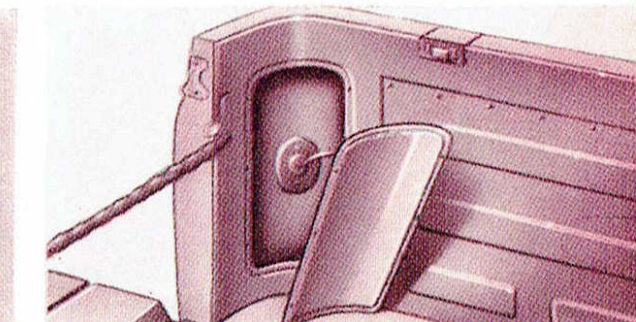
. . . and husky double-steel load-space

Here is the width, length and depth for really versatile load-carrying. Here, too, is the strength to withstand hard, constant usage—provided not only by double-steel panelling but also by inbuilt reinforcements at every stress point. Everything, from central tailgate handle to removable plates for body service, is planned for practicability.

Yes, here is “utility” in every sense of the word — and, when you add Mainline's styling and comfort, you have Australia's finest and biggest-valued coupe utility.



REAR QUARTER PROTECTORS. Rubber-faced protectors curve right round and protect the vital rear corners. At the front end the big bumper-bar curves right round and protects the front fenders.



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

FORD V8 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—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 type cartridge.

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

ENGINE COOLING—4 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. Automatic thermostatically controlled 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 (Standard)—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. (Fordomatic transmission), optional extra cost. Fully Automatic 3 forward speeds—Eliminates Clutch and Gear Lever. Selector Lever mounted on Steering Column.

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 I beam construction. Frame side rails of 4" x 3½" with continuous weld box section for full length.

FRONT SUSPENSION—Type: New 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—10. Spring shackles—tension type. Spring bracket and shackle bushings—rubber concentrated—pressure type. Lubrication—None required.

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

REAR AXLE—Semi-floating type with hypoid gears. Ratios: Standard, 4.09 : 1—Fordomatic, 3.70 : 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.

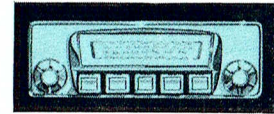
ROAD WHEEL—Ventilated type steel disc wheels.

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" loaded. 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 prices at any time without notice or incurring liability to purchasers.

FORD PUSH-BUTTON RADIO



Two sets have been built specially to match Mainline's modern design. You have a choice of the very latest in either push-button or a manually operated receiver. Each set incorporates features which mean new advantages in wide range reception and greater acoustic fidelity.



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 and every service job . . . and Genuine Ford Parts.

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