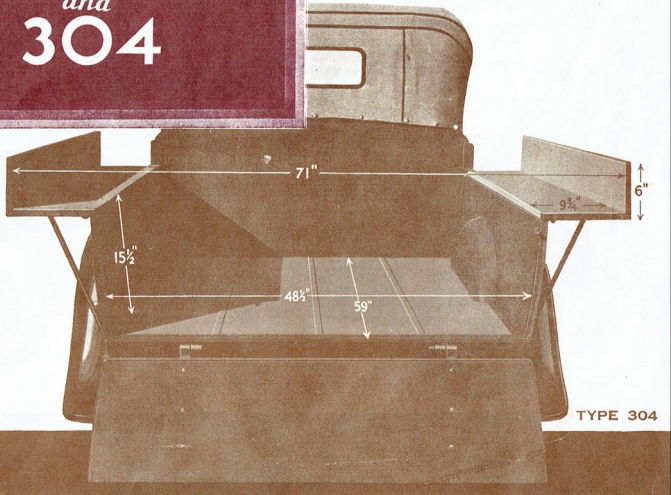
NEW FORD UTILITY CAR

Types 302 and 304

GIVING the same advanced type of transportation for lighter loads that has made the Ford truck famous in heavier service. Latest engineering developments, plus larger size, greater economy and ruggedness enable the Ford Utility Car to perform with increased reliability and efficiency. In every way these new cars meet the needs of the times.



TYPE 304

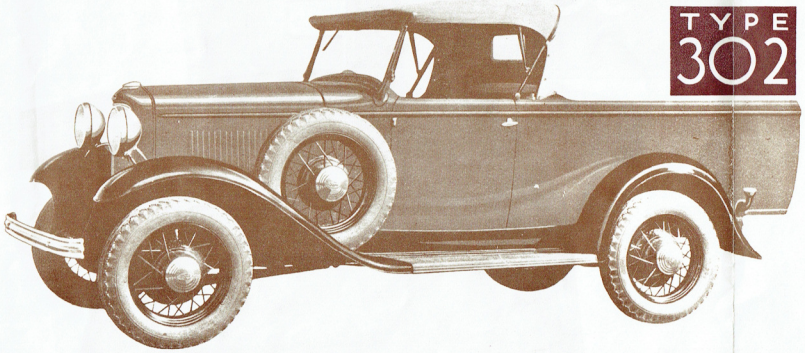
The ideal general utility car

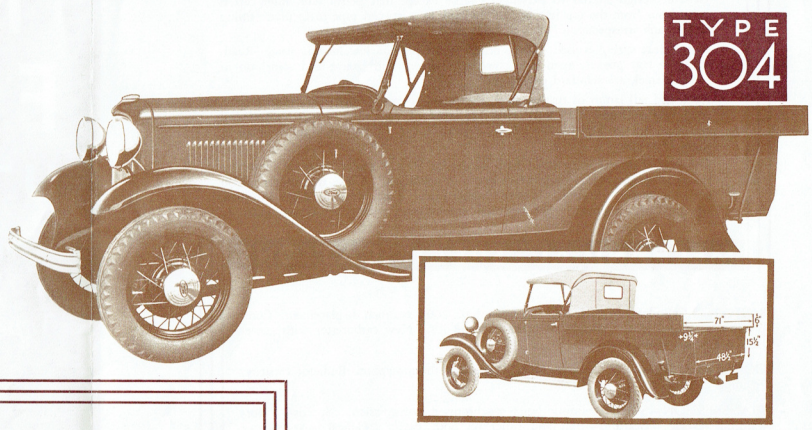
STANDARD UTILITY CAR

This body has been designed for general purpose utility work. It is of steel and hardwood construction. Driving compartment is extremely comfortable and has plenty of leg room. General equipment is the same as on Utility Car 304, Welltype. The appearance of this unit is extremely attractive in that the box follows the lines of the front portion of the body, giving an effect of a Roadster with an extra large boot.

Black imitation leather hood cover is supplied to enable the box to be completely covered in against the weather. The box, unlike the 304, is of combination hardwood and steel, woodwork being built first and securely fastened to solid steel brackets, the whole covered with 20-gauge steel sheets which tend to make the body exceptionally solid and long wearing. Flooring is of matched hardwood with steel skid strips.

The dimensions of the body of Type 302 Standard Utility Car are as follow:—Length, 60 ins.; width, 46 ins.; height, 20 ins. A wide range of colors is also offered on this particular model.





WELLTYPE UTILITY CAR

The body is all-steel and hardwood construction. Driving compartment is extremely comfortable and has slightly more room than the Standard Ford Phaeton. Flap pockets on both doors. Outside door handles and remote control handles inside.

Side curtains well tailored with large window areas. Standard equipment includes rubber floor mat, rear view mirror, cowl ventilator, fender well, electric windscreen wiper, grey fabricoid upholstery, and five 5.25 x 18 4-ply tyres. Spare wheel and tyre carried in left fender well. Six-ply tyres available at slightly increased cost. Front bumper bar, chromium plated, also supplied as standard equipment. Head and tail lamps of rustless steel.

Side panels are an innovation, inasmuch as they are of all-steel construction. Two sheets of 20-gauge steel are welded on to reinforcing ribs, spaced at about 15-inch intervals along the full length of the side panel, thus ensuring long life and durability. Flooring is of matched hardwood, and steel skid strips are provided. A feature of this model is the low loading height.

Seat squab is hinged at the bottom to enable tools and side curtains to be carried in a compartment provided. A wide range of colors is offered.

This type of Utility Car is extremely useful for station owners and people on the land, providing large carrying space for equipment such as fencing posts, wire, timber, etc.

Ford

COMMERCIAL CHASSIS

Wheelbase—106 inches

General design similar to passenger chassis except that petrol tank filler cap is carried out from the top left side of the tank by a special pipe to facilitate filling of the tank irrespective of type of body used.

13-leaf rear spring is used. Drop centre frame permits low loading level. Roadster type rear guards, open type cowl, windscreen, with frame and stanchion in black enamel, are standard equipment.

Head and tail lamps of rustless steel, electric windscreen wiper, rear vision mirror, cowl ventilator and 5.25 x 18 tyres are standard equipment. Spare wheel and tyre mounted in well on the left-hand side fender. 6-ply tyres are optional at slight extra cost.

Commercial chassis is powered with 4-cylinder 50 h.p. motor mounted in rubber as in the passenger car—quiet and smooth in operation. A V-8 type motor is also available in the commercial chassis at higher price. Four hydraulic shock absorbers are standard equipment. Synchro-mesh transmission with silent second gear.

MECHANICAL SPECIFICATIONS

MOTOR—4-Cylinder—24.03 R.A.C., 50 brake h.p., 200.5 cu. inch displacement. Compression ratio, 4.6 to 1. Weight of crankshaft, 38 lbs. New carburettor with power jet. Automatic spark control.

COOLING SYSTEM—"V" radiator shell. Pump and thermosyphon. Radiator capacity, $2\frac{5}{8}$ imperial gallons.

TRANSMISSION—Selective sliding gears synchronised transmission. Speeds—3 forward, 1 reverse. Bearings—Ball and roller on both shafts. Helical gears. Four hydraulic shock absorbers with linkage bushed in rubber.

REAR AXLE—$\frac{3}{4}$ floating spiral bevel gear. Gear ratio, 4.11 to 1.

FRAME—Double drop frame 6" deep. Distance front of cowl to centre rear axle—$73\frac{1}{32}$". Distance from rear axle to end of frame—$28\frac{1}{4}$". Overall length, including front bumper—$156\frac{13}{16}$".

FUEL TANK—11 imperial gallons.

WHEELS—Drop centre steelspoke with $3\frac{1}{4}$" rim.

BRAKES—4 wheel mechanical fully enclosed. Braking area 186 sq. inches. Individual wheel adjustment. Malleable iron alloy drums. 12" drum diameter front and rear.

RADIUS RODS—Front are assembled to centre cross member. Rear radius rods are assembled to torque tube.

SPRINGS—Front, 12 leaves. Rear, 13 leaves.

TYRES—5 - 5.25 x 18 4-ply; carrying capacity, 925 pounds per tyre. Optional at extra cost:—5 - 5.25 x 18 6-ply; carrying capacity, 1040 pounds per tyre.

SPARE WHEEL AND TYRE—Mounted in fender well.

FRONT BUMPER—Chromium plated.

270

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

NEW FORD UTILITY CAR

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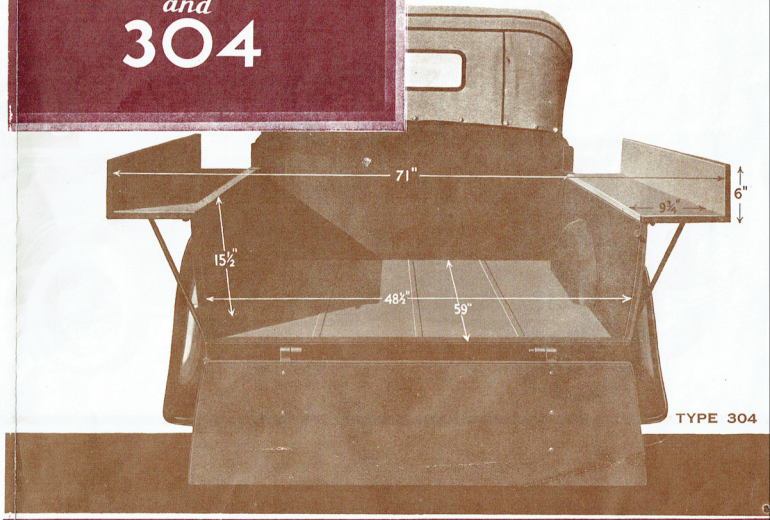

D.M.562/SM /32

COMMERCIAL CHASSIS

Wheelbase—106 inches

General design similar to passenger chassis except that petrol tank filler cap is carried out from the top left side of the tank by a special pipe to facilitate filling of the tank irrespective of type of body used.

13-leaf rear spring is used. Drop centre frame permits low loading level. Roadster type rear guards, open type cowl, windscreen, with frame and stanchion in black enamel, are standard equipment.

Head and tail lamps of rustless steel, electric windscreen wiper, rear vision mirror, cowl ventilator and 5.25 x 18 tyres are standard equipment. Spare wheel and tyre mounted in well on the left-hand side fender. 6-ply tyres are optional at slight extra cost.

Commercial chassis is powered with 4-cylinder 50 h.p. motor mounted in rubber as in the passenger car—quiet and smooth in operation. A V-8 type motor is also available in the commercial chassis at higher price. Four hydraulic shock absorbers are standard equipment. Synchro-mesh transmission with silent second gear.

MECHANICAL SPECIFICATIONS

MOTOR—4-Cylinder—24.03 R.A.C., 50 brake h.p., 200.5 cu. inch displacement. Compression ratio, 4.6 to 1. Weight of crankshaft, 38 lbs. New carburettor with power jet. Automatic spark control.

COOLING SYSTEM—"V" radiator shell. Pump and thermosyphon. Radiator capacity, $2\frac{5}{8}$ imperial gallons.

TRANSMISSION—Selective sliding gears synchronised transmission. Speeds—3 forward, 1 reverse. Bearings—Ball and roller on both shafts. Helical gears. Four hydraulic shock absorbers with linkage bushed in rubber.

REAR AXLE—$\frac{3}{4}$ floating spiral bevel gear. Gear ratio, 4.11 to 1.

FRAME—Double drop frame 6" deep. Distance front of cowl to centre rear axle—$73\frac{1}{2}$". Distance from rear axle to end of frame—$28\frac{1}{4}$". Overall length, including front bumper—$156\frac{1}{2}$".

FUEL TANK—11 imperial gallons.

WHEELS—Drop centre steelspoke with $3\frac{1}{4}$" rim.

BRAKES—4 wheel mechanical fully enclosed. Braking area 186 sq. inches. Individual wheel adjustment. Malleable iron alloy drums. 12" drum diameter front and rear.

RADIUS RODS—Front are assembled to centre cross member. Rear radius rods are assembled to torque tube.

SPRINGS—Front, 12 leaves. Rear, 13 leaves.

TYRES—5 - 5.25 x 18 4-ply; carrying capacity, 925 pounds per tyre. Optional at extra cost:—5 - 5.25 x 18 6-ply; carrying capacity, 1040 pounds per tyre.

SPARE WHEEL AND TYRE—Mounted in fender well.

FRONT BUMPER—Chromium plated.

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

D.M.562/SM 132