

A BRITISH EMPIRE PRODUCT



Ford V8
FOR 1935

NEW BEAUTY AND COMFORT TO MATCH SUPERB V-8 PERFORMANCE

An entirely new Ford V-8 for 1935 . . . An advance in car design as revolutionary as the introduction by Ford three years ago, of the now-famous V-8 engine. A bigger, roomier, more beautiful Ford V-8 featuring All-Steel closed bodies, new Ford Centre-Poise Riding and New Ease of Control (redesigned toe-touch brakes, easy-action clutch and lighter steering). The lines of the 1935 Ford V-8 bodies are modern in the newest sense, yet not extreme. The whole appearance is one of grace and substantial strength. Interior finish, upholstery and appointments are rich and luxurious.

ALL-STEEL CLOSED BODIES The beautiful 1935 Ford V-8 closed bodies are of welded one-piece steel construction. This exclusive feature is introduced by Ford in accordance with the well-known policy of continuous progression, whereby every feature of proved value is brought within the reach of the average motor car buyer. All-Steel construction is world-recognised as the pre-eminant body design. The All-Steel body is more expensive to build—Ford offers it without increase in price. With the strength and rigidity of steel reinforced by steel, these new bodies are stronger, safer and silent. They have longer life than any other type of body and the original perfect fitting of doors is retained permanently. Because of welded steel joints, the causes of squeaks and body noises are eliminated. There is no substitute for the quality of an All-Steel body.

CENTRE-POISE RIDING Centre-Poise combines riding comfort with stability and safety to a degree never previously achieved. It embodies three fundamental principles of design: First: Correct spring suspension. Second: Correct distribution of weight. Third: Correct location of passengers.

To employ one or two of these principles is not enough. The easy riding springs of the Ford V-8 car would not by themselves provide the soft, comfortable ride desired at all speeds. Therefore, Ford Centre-Poise has combined all three principles, and has achieved unusual riding comfort with maximum stability.

CORRECT SPRING SUSPENSION. Both front and rear springs have been made soft and flexible. By an improved suspension, springbase and length of front spring have been increased. This gives both longer and wider base for spring action and greatly increases smoothness of riding.

CORRECT DISTRIBUTION OF WEIGHT. By mounting the V-8 engine more than eight inches forward of the conventional position, and by other changes in design, car weight is more evenly distributed over all four wheels. Regardless of the number of passengers, or their location, there is no excess weight on either the front or rear wheels.

CORRECT LOCATION OF PASSENGERS. Rear seat passengers now have the comfort of a "front-seat" ride. Their weight rests well forward of the rear axle. Thus all three engineering principles have been satisfied in the new Ford V-8. The movement of car weight forward, the centring of passenger weight, and the increased flexibility of the front and rear springs, have produced the "Ford Centre-Poise Ride."

When you take your first "Centre-Poise Ride," you will be amazed at the new comfort regardless of road conditions, the new feeling of security at all speeds, and stability of the car on sharp turns.



CRADLED BETWEEN THE WHEELS



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SPECIFICATIONS

ENGINE

V8—90" with Aluminium Cylinder Heads. Piston displacement, 221 cubic inches. Bore, 3 1/2. Stroke, 3 1/2 inches. Compression Ratio, 6.3 to 1. Horsepower Rating, S.A.E., 30.00. Brake h.p., 90. Maximum Torque, 148 pounds—feet at 1250 r.p.m. Lubrication—forced feed to all main Connecting Rod and Camshaft Bearings. Capacity, 4 quarts. Mounted on rubber at 3 points. Valves, chrome-nickel alloy steel. Pistons, special heat-treated aluminium alloy "T" slot. Cylinder walls of mirror finish.

CRANKSHAFT.—Special Ford cast alloy steel. Weight, 56 1/2 lbs.; 3 main bearings; total main bearing surface, 36 1/2 sq. inches. Statically and dynamically balanced.

CARBURETTOR.—Dual down draft carburettor with oil bath type air cleaner.

FUEL SYSTEM.—Engine driven fuel pump. Ternite plate steel fuel tank mounted at rear; capacity 11 gallons.

COOLING.—Tube and fin type radiator, 386 sq. in. cooling surface. Capacity, 4 1/2 Imperial Gallons. Four-blade, 15 1/2" fan. Centrifugal water pumps. 1 in each cylinder head. Shaft material, stainless steel.

IGNITION.—Battery coil and distributor. Distributor driven directly off end of camshaft. Full automatic—vacuum control.

PASSENGER CAR CHASSIS

CLUTCH AND TRANSMISSION.—Single plate dry disc clutch moulded asbestos composition. Three weights forged integrally with throw out levers, apply increased pressure as engine speed increases. Low pedal pressure when idling or at low speeds. Dia., 9". Surface, 75 sq. ins. Three speed selective gear transmission. Synchronised second and high gears. Constant mesh helical gear. Silent second. Roller and ball bearings carry gear train in all forward speeds.



BRAKES.—Four wheel mechanically operated internal expanding. 2 shoe type. Adjustment by outside stud on each brake plate. Drums of malleable iron alloy. Total braking area, 186 sq. ins.

SPRINGS.—Ford transverse cantilever front and rear of chrome alloy steel. Controlled by double acting hydraulic shock absorbers, thermostatically controlled.

FRAME.—Special Ford design. Pressed carbon steel. Double drop, double section, X-brace. Main side members, Depth, 5 1/2" — Width, 2".

STEERING GEAR.—Semi-reversible—hour glass worm and 3 tooth sector type with self adjusting thrust bearings. Ratio, 15 to 1. Wheel diameter, 17".

FRONT AXLE.—Special Ford carbon manganese steel. "I" beam reverse Elliot knuckles; adjustable tapered roller wheel bearings.

REAR AXLE.—floating type. Spiral bevel gear with straddle mounted pinion. Material of Ford carbon manganese steel. Roller bearings throughout. Ratio, 4.111 to 1. Business series, ratio, 3.54 to 1. Shafts, 1 1/2" diameter.

BATTERY.—17 plate 90 amp. hr.

ROAD CLEARANCE.—9".

STARTING MOTOR.—BENDIX.

TREAD.—Front wheels, 55"—Rear wheels, 58".

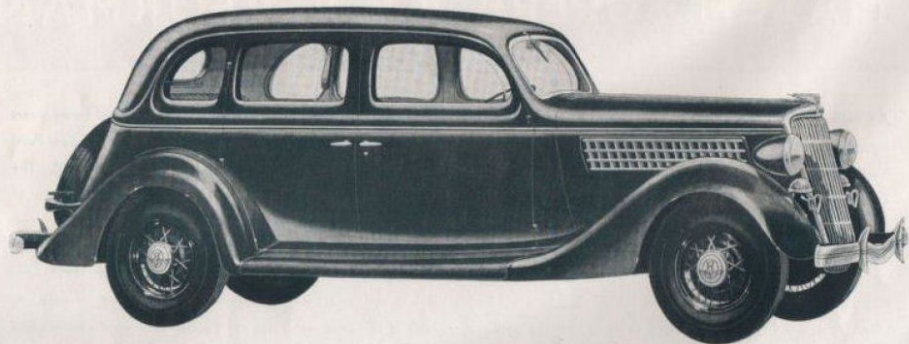
TYRES.—6.00 x 16. Pressure, 30 lbs.

TURNING CIRCLE.—40 feet.

WHEELS.—Welded. One piece steel spoke Drop centre rim. 16" dia. x 4" wide.

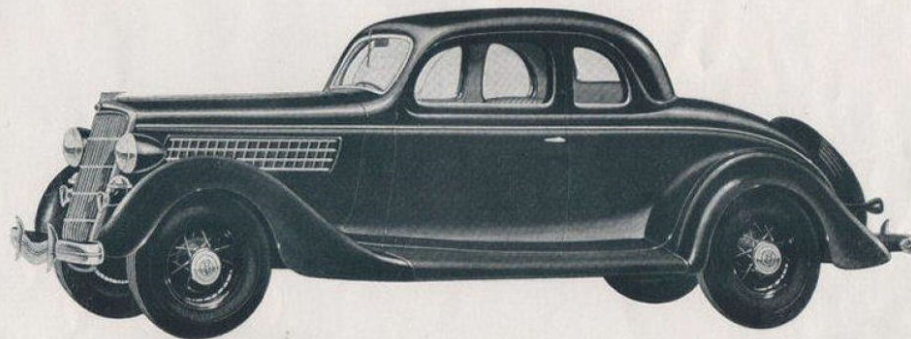
WHEELBASE.—112".

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DE LUXE SEDAN

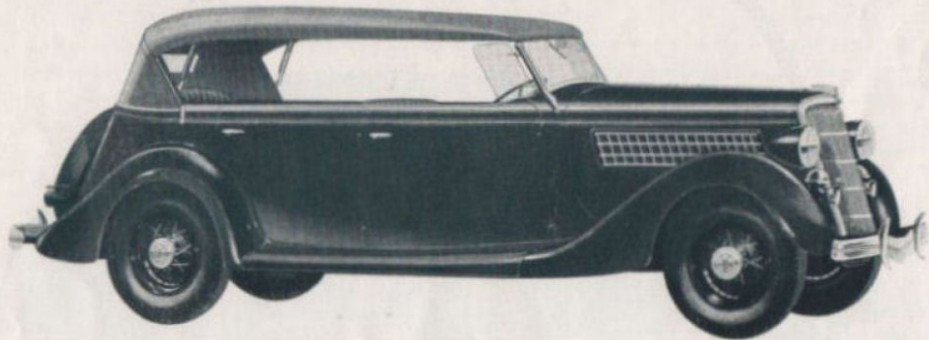
The 1935 Sedans are the biggest and roomiest Ford has ever made. Matched interiors with luxurious upholstery and fittings. Commodious luggage compartment behind rear seat. Clear vision ventilation. Standard and Special Business Sedans also available.



DE LUXE FIVE-WINDOW COUPE

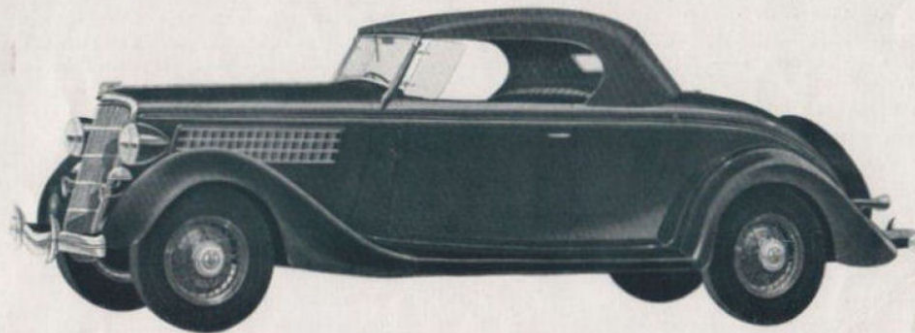
Unquestionably one of the smartest cars on the road. Wide and deep shelf for bags and parcels. Rear window opens. Luxurious upholstery and interior fittings. Dickey-seat trimmed to tone with body colour, standard equipment. Standard and Special Business Coupes also available—dickey-seat optional at extra cost.

Ford V-8 FOR 1935
HANDSOME BODY STYLES



DE LUXE PHAETON

A low and beautifully designed touring car that will contribute vastly to the popularity of the open type. Attractive tan hood is easy to raise and lower. Genuine leather upholstery. Large luggage compartment behind rear seat. A Standard Phaeton is also available.



DE LUXE ROADSTER

A car for the open road. Wide comfortable dickey seat. Neatly tailored tan hood folds down into a recess and is concealed. Driver's seat is upholstered in genuine leather. Standard and Special Business Roadsters are also available.