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AUTHORIZED FORD DEALER  
JOHN STREET  
SUNSHINE

# FORD V-8 UTILITIES FOR 1938



**BUILT FOR ECONOMY — — STYLED FOR PRESTIGE**

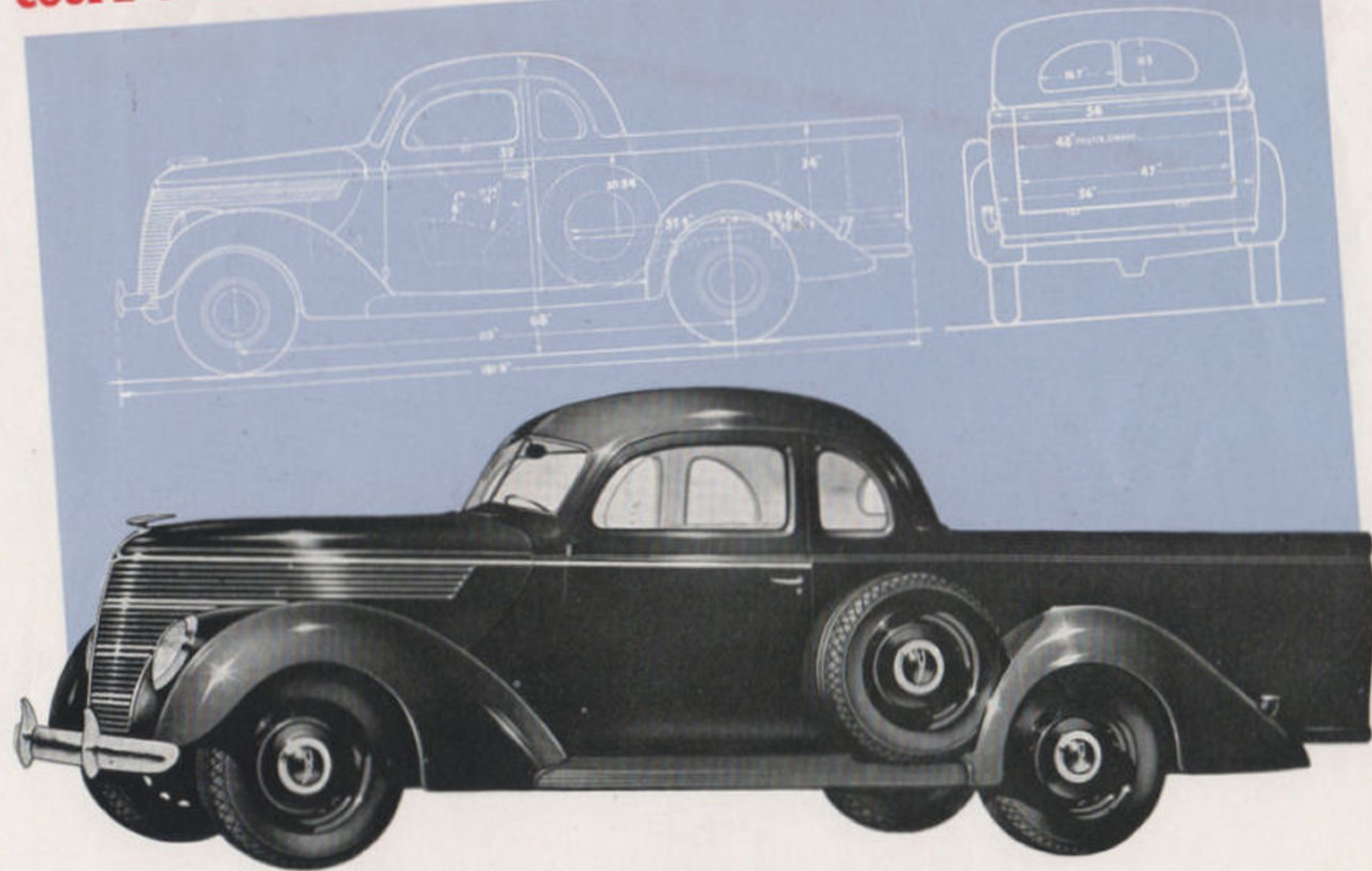
## MOST COMPLETE UTILITY RANGE FORD HAS EVER OFFERED

The wide range of models and body types makes these 1938 Ford V-8 Utilities adaptable in every way to your exact requirements. Whatever your class of work, there is a V-8 Utility to serve you more efficiently and economically than ever before. These new utilities are money-savers. The first cost is low. Operating costs are low. Ford, alone, offers features like these at so low a price: V-type, 8-cylinder engine, with aluminium cylinder heads, proved by owner-drivers throughout Australia to give more than 20 m.p.g. Torque tube drive and radius rods. Three-quarter floating rear axle. Straddle-mounted pinion. Bearings proved in heavy-duty truck service. Easy action self-energising brakes with 186 sq. in. braking surface. Safety glass all round (except in Van rear doors). An entirely new type of construction is used in the bodies of Panel Van, Coupe, Roadster and  $\frac{1}{2}$ -ton Truck-type Utilities with steel box. The floor of the loading compartment is of pressed channel-steel members running the full length of the compartment and welded to steel cross-bearers. These are also welded integrally with the steel body which is bolted to the steel chassis frame, the whole giving a girder-type construction of tremendous strength and rigidity. Wooden floor boards are bolted between the steel members which act as skid strips.

Make your own "on-the-job" test with the unit suited to your needs. Ford V-8 is today's best investment in light commercial transport.

**STANDARD EQUIPMENT OF FORD V-8 UTILITIES INCLUDES:** Oil bath air cleaner. 4 hydraulic double-acting shock absorbers. Bumper bar. Free-shackled auxiliary rear springs on  $\frac{3}{4}$ -ton Truck-type Utilities, optional on other models. Tyre equipment: Coupe, Roadster and  $\frac{1}{2}$ -ton Truck-type Utilities, 5 6.00 x 16 4-ply. Panel Van: 5 6.00 x 16 6-ply.  $\frac{3}{4}$ -ton Truck-type Utilities: 5 6.50 x 16 6-ply. A new feature is the friction door-check which holds doors conveniently open even when unit is parked on sloping ground, thus preventing door slamming on person entering or alighting.

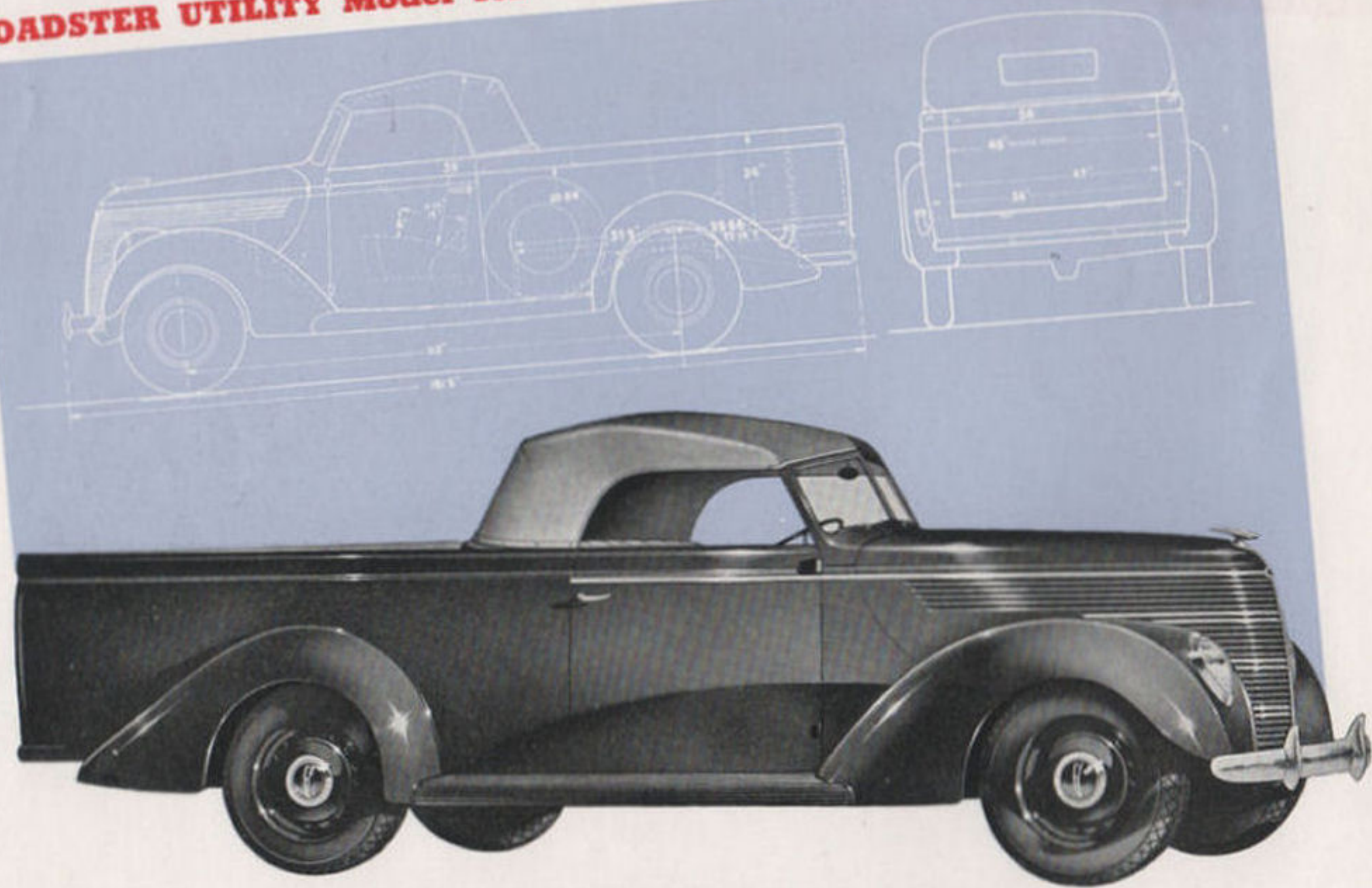
## COUPE UTILITY Model 103



Combining the comfort and style of a V-8 passenger car with liberal utility load space. Available with Straight-side (illustrated) or Well-type body. All-steel body with safety glass all round. Clear vision ventilation in door windows, adjustable V-type windscreen. Loading compartment has steel floor of pressed channel-steel members welded to steel cross-bearers and body. Wooden floor boards are bolted between steel members.

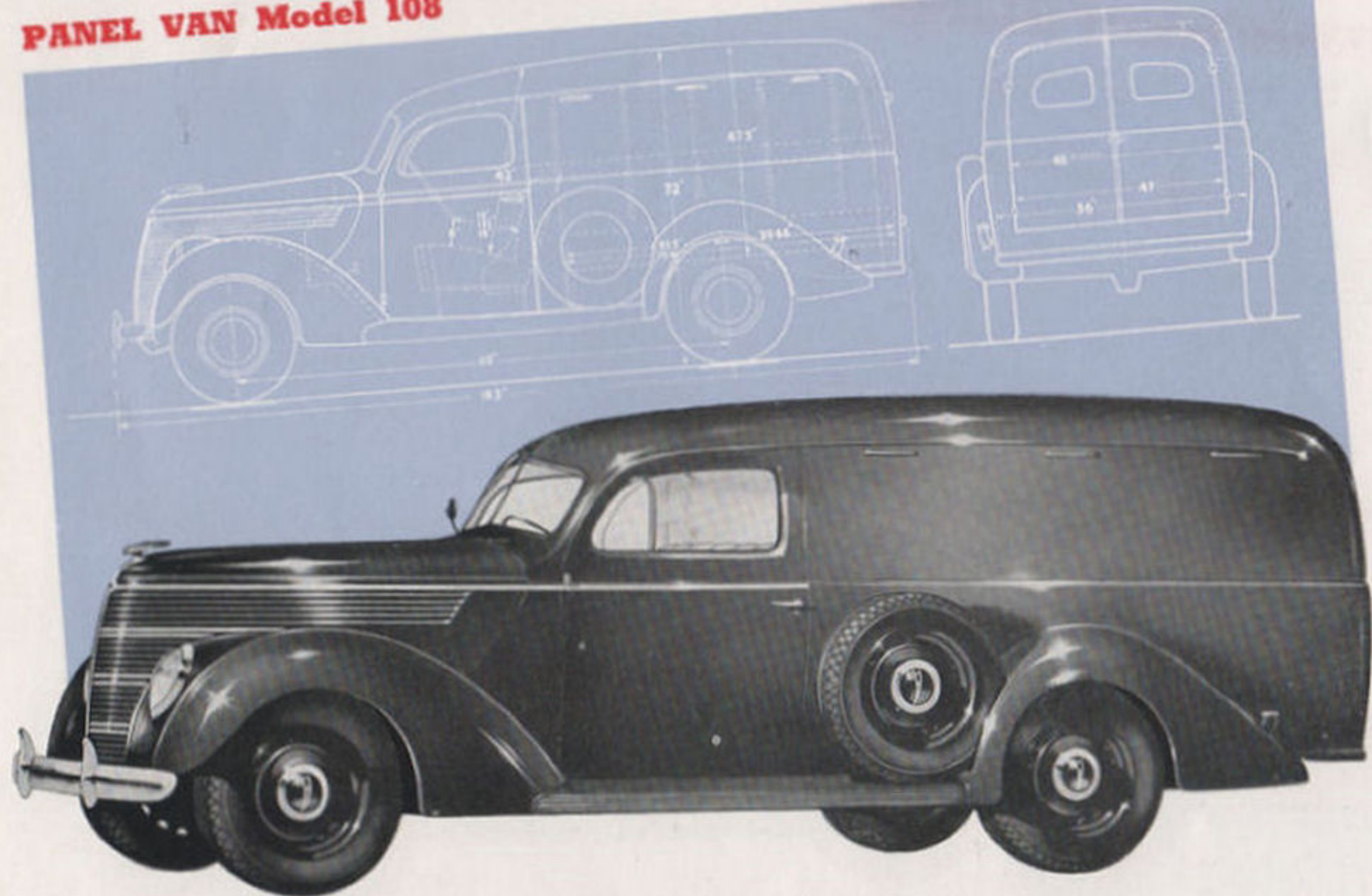
**COMPARE FORD V-8 FEATURES AND PRICES . . . TEST FORD V-8 VALUE ON YOUR OWN JOB.**

## ROADSTER UTILITY Model 102



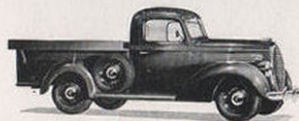
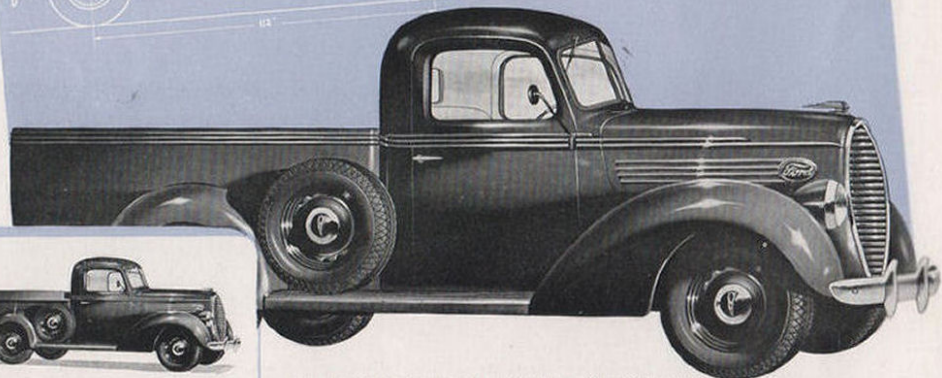
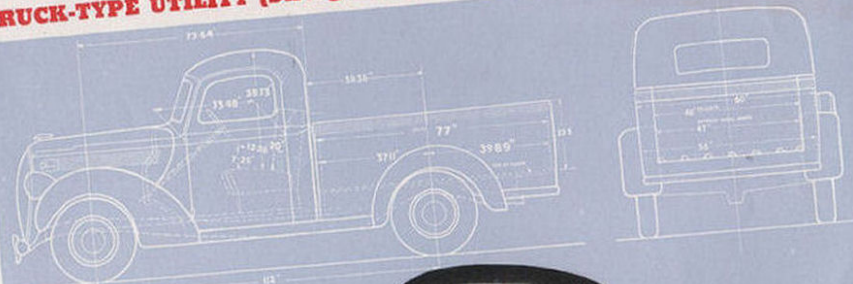
A highly adaptable, all-purpose utility. Available with Straight-side or Well-type body. Smart roadster hood and passenger-type front-end. Safety glass windscreen. Loading compartment has steel floor of pressed channel-steel members welded to steel cross-bearers and body. Wooden floor boards are bolted between steel members.

## PANEL VAN Model 108



Styled to add prestige to your business. Engineered for low-cost operation. One-piece steel roof, steel sides and specially constructed steel floor of pressed channel-steel members welded to steel cross-bearers and body. Wooden floor boards are bolted between steel members. Safety glass all round (except rear doors). Full front seat. Broad, clear side panels for advertising signwriting. Five 6.00 x 16 6-ply tyres. Auxiliary springs optional at extra cost.

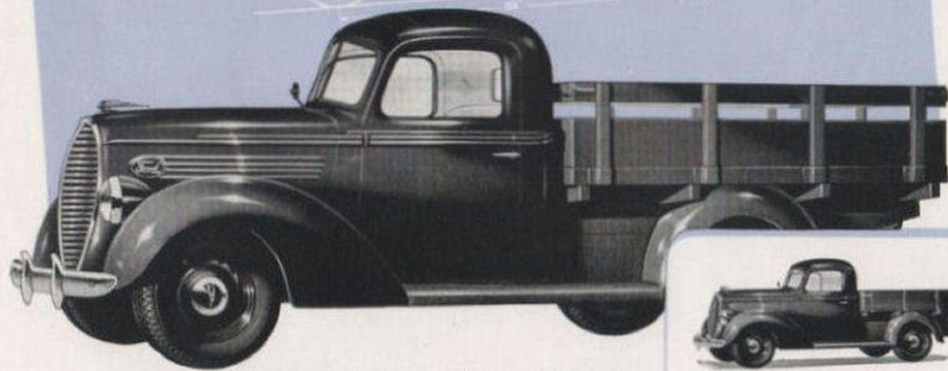
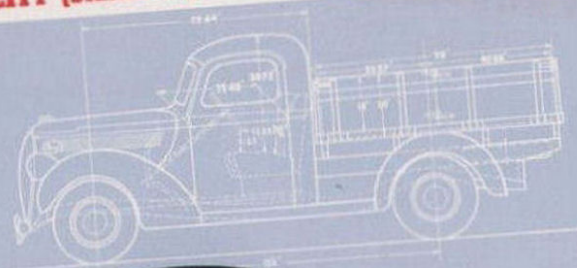
## TRUCK-TYPE UTILITY (Straightside)



Truck-type Utility, Well-type body.

With new all-steel cab, this low-price unit is ideal for speedy, short-haul, medium-weight transport. Capacity —  $\frac{1}{2}$ -ton or  $\frac{3}{4}$ -ton. Loading compartment has floor of pressed channel-steel members welded to steel cross-bearers and body. Wooden floor boards are bolted between steel members.

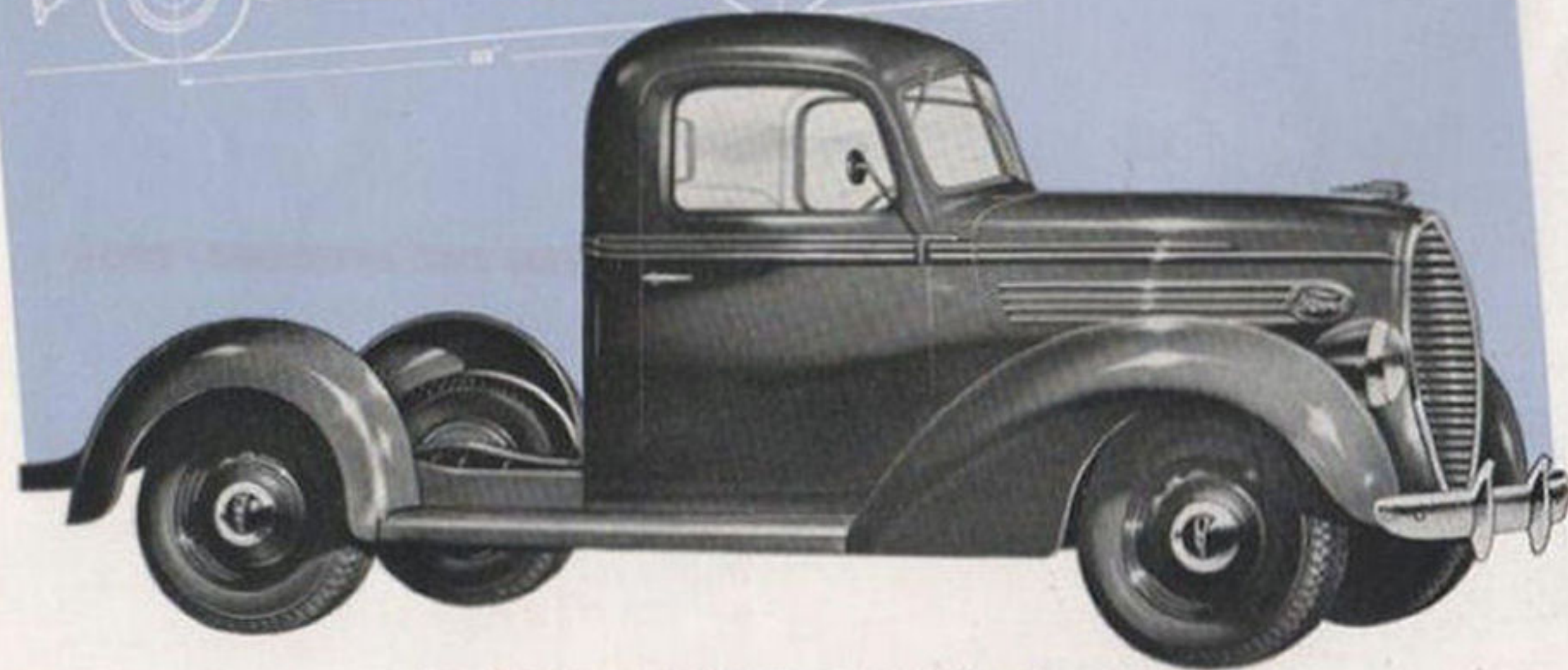
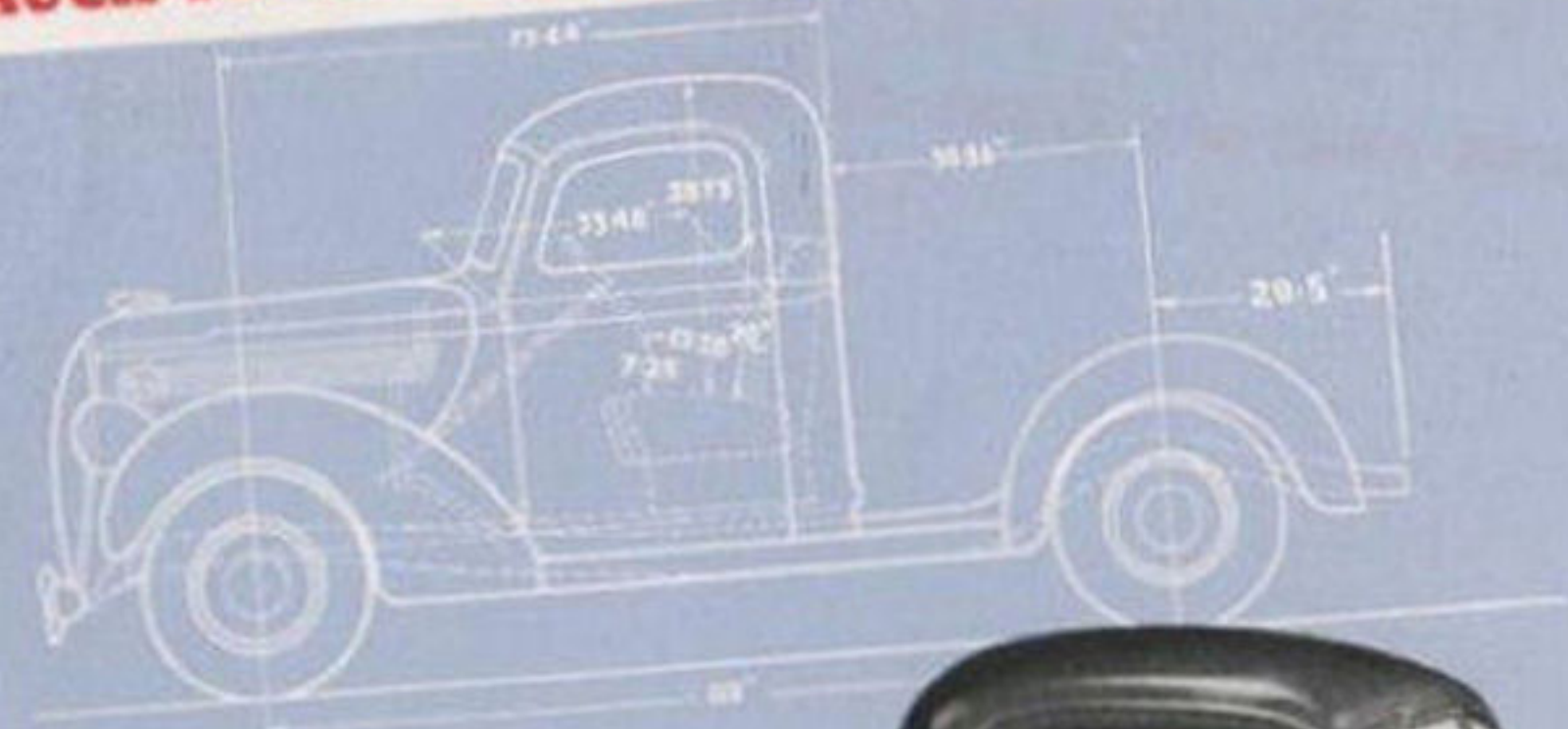
## TRUCK-TYPE UTILITY (Stakeside)



Truck-type Utility, Dropside body.

Compact V-8 engine allows maximum load space in this general utility unit, making it ideal for transport of bulky medium-weight loads. Capacity  $\frac{3}{4}$ -ton. Other body types are Drop-side (inset), Straightside, Well-type and Platform.

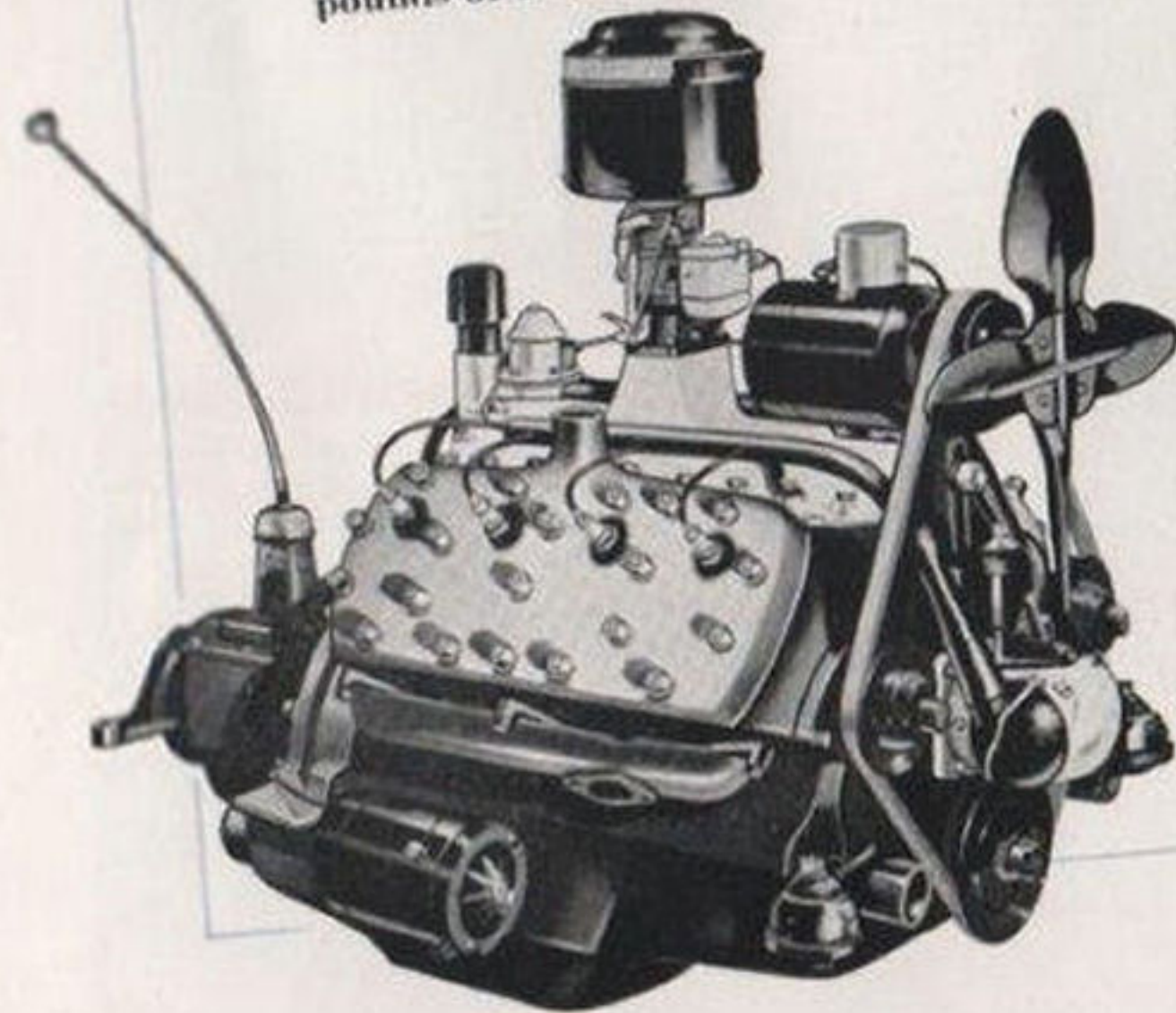
## TRUCK-TYPE UTILITY Cab Chassis



This low-price, economical chassis is available with or without cab in  $\frac{1}{2}$  and  $\frac{3}{4}$  ton capacities. It is exceptionally well adapted to take bodies of special design to suit specific transport or delivery requirements. Standard equipment of Cab chassis includes: Safety glass all round. Art leather seat and seat back. Front bumper, 4 hydraulic double-acting shock absorbers. Auxiliary rear springs on  $\frac{3}{4}$ -ton model. Tyres:  $\frac{1}{2}$ -ton model, 5 16 x 6.00 4-ply.  $\frac{3}{4}$ -ton, 5 16 x 6.50 6-ply.

**This is the right engine for reliable, low-cost utility service.  
PROVED BY MORE THAN SIX YEARS OF USE**

Ford introduced the V-type engine to the economy field over six years ago. Thousands who bought Ford V-8 utilities after rigid "on-the-job" tests have proved, in millions of miles of service, that the V-8 is the right engine for light commercial service. Ford builds efficiency into the V-8 engine with features like these: Semi-steel cylinder block for longer life. Mirror-finished cylinder walls. Cast-steel crankshaft — exclusive to Ford. Exhaust valve seat-inserts. Precision set valves — never requiring adjustment between overhauls. Floating-type connecting rod bearings. Refinements in construction, advanced engineering design, make Ford's V-8 engine the most reliable, efficient and economical power-plant available within hundreds of pounds of Ford V-8 price.



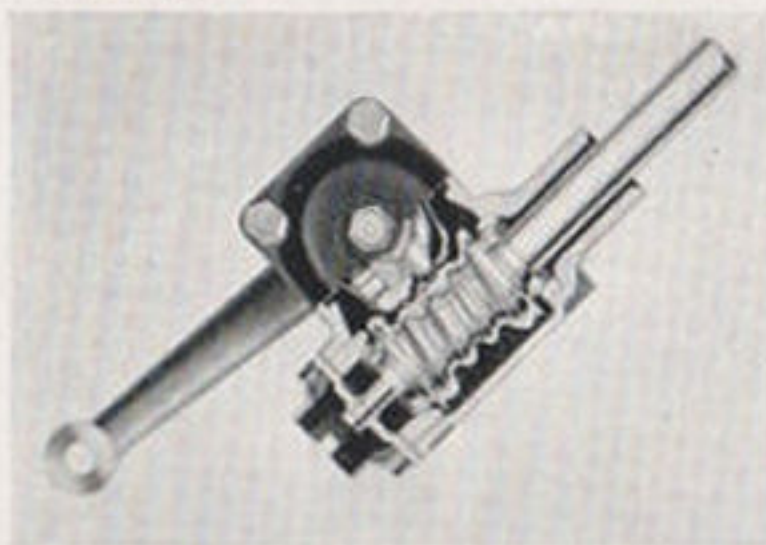
**PROVED FOR ECONOMY, TOO!**

Ford's high-performance, 8-cylinder V-type engine gives the economy of an ordinary "six". Here's proof: 114 Ford V-8's in the hands of private owner-drivers in all parts of Australia averaged 23.02 miles per gallon at an average speed of just on 40 m.p.h. Some obtained as high as 27 m.p.g. With Ford V-8 you add no oil between changes, get 15 to 18,000 miles to a set of tyres.

## QUALITY FEATURES LIKE THESE GIVE THE V-8 UTILITY VALUE FAR BEYOND ITS PRICE

### ROLLER-TYPE STEERING GEAR

Easy steering results from this roller-type steering gear. The worm is mounted on tapered roller bearings, the roller on needle roller bearings, reducing friction to a minimum. Steering ratio is 18.2 to 1.



### STRADDLE-MOUNTED PINION

Pinion shaft is mounted on 2 large, tapered roller bearings set in opposed



positions to take thrust in either direction. Another roller bearing directly back of the pinion gives extra support and prevents pinion from springing away from ring gear under excessive drive strain. Rugged axle-housing takes all weight, leaving axle assembly free to transmit power with maximum efficiency.

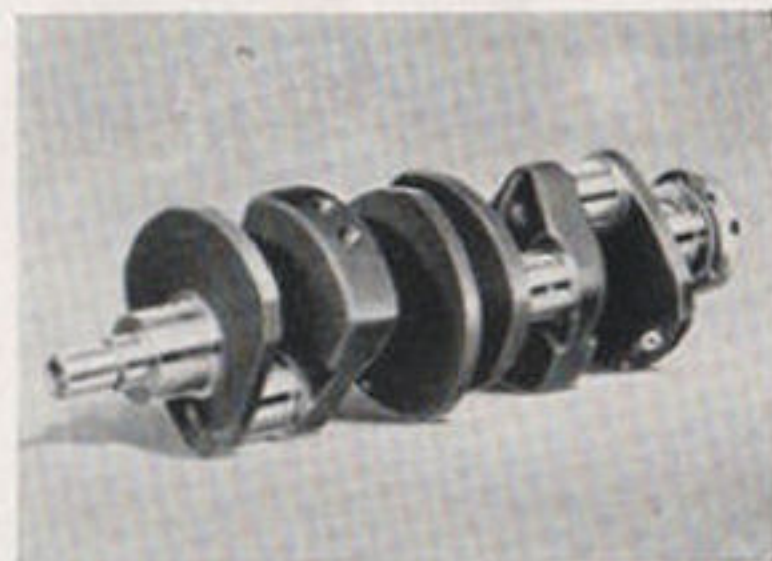


### EASY-ACTION SAFETY BRAKES

Ford cable and conduit mechanical brakes give quick, safe stops with low pedal pressure. Brakes are large, 12 in. diameter with total area of 186 sq. in. This means long lining life and high mileage between adjustments. Drums are cast with large reinforcing ribs and additional cooling ribs. Handbrake operates on all four wheels.

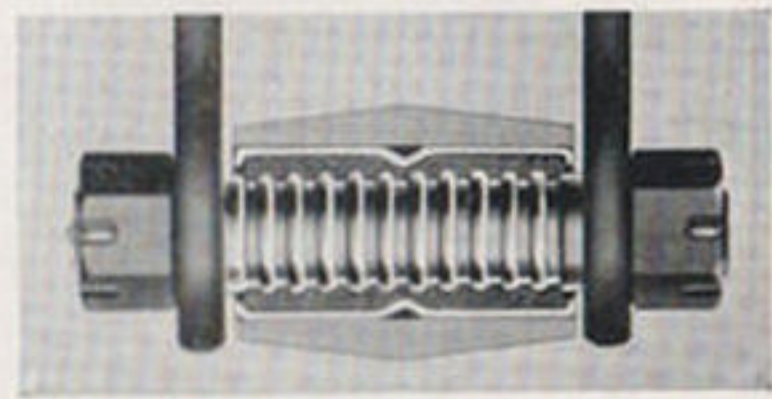
### CAST STEEL CRANKSHAFT

The cast alloy steel crankshaft, exclusive to Ford V-8 is highly resistant to wear. Short, stiff and vibrationless, it is approximately 25% shorter than a 6-cylinder shaft. Floating-type connecting-rod bearings are another Ford V-8 long life feature.



### OIL-LESS TYPE SPRING SHACKLES

The highly compressed bushing material in the new spring shackles is impregnated with lubricant. The shackles never need further lubrication.



## SPECIFICATIONS

**ENGINE.** — V-8 90° L Head. Piston displacement, 221 cubic inches. Bore, 3 $\frac{1}{10}$  in. Stroke, 3 $\frac{3}{4}$  in. H.P. Rating R.A.C., 30.00. B.H.P., 95. Torque developed, 170 ft. lbs. Compression ratio, 6.50 to 1. Forced feed lubrication to all main, connecting-rod and camshaft bearings. Capacity, 4 quarts. Cylinder head material: Aluminium.

**CRANKSHAFT.** — Special Ford cast alloy steel. Weight 63 lb. 13 oz.; three main bearings; total main bearing surface, 40.5 sq. inches. Statically and dynamically balanced.

**CARBURETTOR.** — Dual down draught carburettor with oil-bath type air cleaner.

**FUEL SYSTEM.** — Engine driven fuel pump. Terne plate steel fuel tank mounted at rear. Capacity, 12 $\frac{1}{2}$  gallons.

**COOLING.** — Model 81A. Tube and fin type radiator; 362 sq. in. cooling surface. Capacity, 4 $\frac{1}{2}$  gallons. 4-blade, 15 $\frac{3}{4}$  in. fan. Centrifugal water pumps at front of each cylinder block. Model 81C. Tube and fin type radiator; 444 sq. in. cooling surface. Capacity, 5 $\frac{1}{4}$  gallons. 4-blade, 17 in. fan. Centrifugal water pumps at front end of each cylinder block.

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

**CLUTCH AND TRANSMISSION.** — Dry, Single-plate Clutch with plate pressure increased by centrifugal force. Diameter, 9 in. Surface, 75 sq. in. 3-speed selective gear transmission. All gears silent helical type. Synchronised second and high gears.

**BRAKES.** — Four-wheel cable and conduit operated internal expanding. 2-shoe type with controlled self-energising brake shoes. Adjustment by outside stud on each brake

plate. Total braking area, 186 sq. in. Hand lever location (Model 81A) — right side of steering wheel under instrument panel. Hand brake operates on all four wheels.

**SPRINGS.** — Ford transverse cantilever of chrome alloy steel front and rear. Controlled by adjustable double acting hydraulic shock absorbers. Spring leaves grooved to take pressure-gun lubrication, fitting on tie bolt, oil-less type shackles. Underslung auxiliary rear springs free shackled at both ends standard equipment on Model 81C  $\frac{3}{4}$ -Ton units. Optional at extra cost on other Utility Models.

**FRAME.** — Special Ford design. Pressed carbon steel. Double drop, with X members. Channels extending to ends of frame. Main side members, depth 5 $\frac{1}{2}$  in.

**STEERING GEAR.** — Worm and roller. Ratio, 18.2 to 1. Worm mounting — Two tapered roller bearings. Wheel diameter, 17 in.

**FRONT AXLE.** — Special Ford Carbon manganese steel. "I" beam reverse Elliott. Adjustable tapered roller wheel bearings.

**REAR AXLE.** —  $\frac{3}{4}$  floating type. Spiral bevel gear with straddle mounted pinion. Material of Ford Carbon manganese steel. Roller bearings throughout. Gear ratio, 4.11 to 1. Shafts, 1 $\frac{1}{8}$  in. diameter.

**TYRES.** — Model 81A: 6.00 x 16 4-ply except Panel Van, 6.00 x 16 6-ply. Model 81C:  $\frac{1}{2}$ -Ton, 6.00 x 16 4-ply. Model 81C:  $\frac{3}{4}$ -Ton, 6.50 x 16 6-ply.

**TURNING CIRCLE.** — 38 ft. 2 in. right or left.

**WHEELBASE,** 112 in. Springbase, 123.13 in.

*Ford Motor Company of Australia Pty. Ltd. whose policy is one of continuous improvement, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.*



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SINGLTON

## OWNERS WRITE IN PRAISE OF V-8 UTILITIES

"I purchased my V-8 Truck-type Utility mainly on the recommendation of a friend who has travelled 100,000 miles with his V-8 Van without troubles and without a rebore. My own job has covered 14,000 miles in the past 8 months. My business as a blacksmith takes me over all types of road with loads up to 26 cwt. and my V-8 is very economical to run, I never add oil between changes and repair costs have been nil."  
C.W.A.,  
York, West Australia.

"Have covered 3,212 miles in the 23 days since we took delivery of our V-8 Panel Van and are highly delighted with the performance it has given us. With 10 cwt. loading we average 21 m.p.g. and have added no oil whatever between changes . . ."  
E.W.,  
Ascot Vale, Victoria.

"We now have 3 Ford V-8 Utilities in our fleet and are more than satisfied with their reliability and economy. In our work, of house to house delivery of meat, stopping and starting all day, petrol consumption averages 18 m.p.g., which is exceptionally good. A petrol test of one of our Utilities which was not tuned or adjusted in any way, gave 23 m.p.g."  
A.C.,  
New Farm, Queensland.

"During past 18 months have used my V-8 Utility every working day . . . petrol consumption and reliability are so outstanding that this V-8 is definitely an all-round better paying proposition than any other make of utility I have used. At 20,000 miles I still retain the original set of tyres . . ."  
J.F.R.,  
Numurkah, Victoria.