

DE LUXE FORD V-8
COUPE UTILITY.

FORD V-8 *COUPE UTILITIES AND PANEL VANS*

DE LUXE FORD V-8 AND FORD V-8

SPECIFICATIONS—Engine and Chassis, Coupe Utility and Panel Vans.

ENGINE—V-8 90° L Head. Piston displacement, 221 cubic inches. Bore, 3 $\frac{1}{16}$ 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. Crankcase capacity, 4 quarts. Cylinder head material: Aluminium.

CRANKSHAFT—Special Ford cast alloy steel. Weight 66 lbs; three main bearings; total main bearing surface, 36.99 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—Tube and fin type radiator; 362 sq. in. cooling surface. Capacity, 4 $\frac{1}{2}$ gallons. 6-blade fan mounted on end of crankshaft. Centrifugal water pumps at front of each cylinder block.

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 with easy-action finger-tip gearshift lever on steering column. All gears silent helical type. Synchronised second and high gears.

BRAKES—Perfected Ford hydraulic on all wheels. Total braking area, 162 sq. in. Handbrake lever on right side of steering wheel under instrument panel.

SPRINGS—Ford transverse cantilever of chrome alloy steel front and rear. Controlled by double acting aeroplane-type hydraulic shock absorbers. Spring leaves grooved to take pressure-gun lubrication, fitting on center bolt. Oil-less type shackles.

FRAME—Special Ford design. Pressed carbon steel. Double drop, with X members. X-member channels extend 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.

TURNING CIRCLE—33 ft. 2 in. right or left.

WHEELBASE, 112 in. Springbase, 123.13 in.

COUPE UTILITIES.

CHASSIS SPECIFICATIONS	STANDARD COUPE	DE LUXE COUPE
Axle Ratio	4.11 to 1	4.11 to 1
Wheels	5, 16"	5, 16"
Tyres	5, 6.00 x 16 4-ply	5, 6.00 x 16 4-ply
Windscreen	Fixed	Fixed
Door Windows	Pivot ventilating	Pivot ventilating
Safety Glass	All round	All round
Oil Bath Air Cleaner	Yes	Yes
Front Bumper	Standard	Standard
Shock Absorbers	4 hydraulic	4 hydraulic
Windscreen Wiper	Dual vacuum-type	Dual vacuum-type
Rear Fenders	Ford cycle type	Ford cycle type
Spring Capacity	4,550 lbs.	4,550 lbs.
Spring Capacity with Aux. Springs (optional equipment)	5,210 lbs.	5,210 lbs.
Standard Rating	10-12 cwt.	10-12 cwt.
Rating with Auxiliary Springs (optional equipment)	12-15 cwt.	12-15 cwt.
Trim	Split hide	Chrome leather
Sun Visors	Dual	Dual
Arm Rest	Right hand door	Right hand door
Wheel Colour	Black	Body Colour

PANEL VANS.

CHASSIS SPECIFICATIONS	STANDARD VAN	DE LUXE VAN
Axle Ratio	4.11 to 1	4.11 to 1
Wheels	5, 16"	5, 16"
Tyres	5, 16 x 6.00, 6-ply	5, 16 x 6.00, 6-ply
Windscreen	Fixed	Fixed
Door Windows	Pivot ventilating	Pivot ventilating
Safety Glass	All round except rear doors	All round except rear doors
Oil Bath Air Cleaner	Standard	Standard
Front Bumper	Standard	Standard
Shock Absorbers	4 hydraulic	4 hydraulic
Windscreen Wiper	Dual vacuum-type	Dual vacuum-type
Rear Fenders	Ford cycle type	Ford cycle type
Spring Capacity	4,550 lbs.	4,550 lbs.
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Standard Rating	10-12 cwt.	10-12 cwt.
Rating with Auxiliary Springs (optional equipment)	12-15 cwt.	12-15 cwt.
Trim	Pontine	Chrome Leather
Sun Visors	Single	Dual
Arm Rest	Right hand door	Right hand door
Wheel Colour	Black	Body Colour
Bulkhead	Optional	Optional
Seat	Full width	Full width
Louvers	4 each side	4 each side
Dome Light	Standard	Standard

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INCORPORATED IN VICTORIA). REGISTERED OFFICE: GEELONG. DM667-40M-40.

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.

22 miles per gallon and more—with 12 cwt. loads!

They're built to satisfy every requirement, these brilliant new 1940 Ford V-8 Panel Vans and Utilities. They will give you everything you could expect—and more—in genuine low-cost trouble-free running, year in, year out.

Their sturdy all-steel construction on massive "X" braced frames means greater strength with less weight and roomier loading compartments. The smooth power of the V-8 engine gives flashing absorbers and torsion bar ride stabilizer—these are but a few of the reasons why everyone is saying, "There's no doubt, it's Ford for '40."

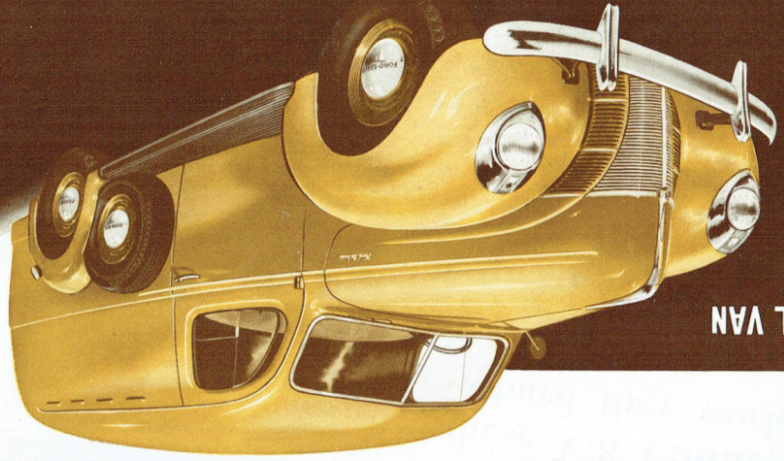
In style and comfort these brilliant new Ford V-8's will amaze you. New two-spoke steering wheel. New steering column gearshift. New control, draught-free ventilation. New ultra-modern streamlined instrument panel. New "floating" ride, aeroplane-type shock absorbers and torsion bar ride stabilizer—these are but a few of the reasons why everyone is saying, "There's no doubt, it's Ford for '40."

"Amazing how little these V-8 Utilities cost to run when you think how hard they work."

"They're as smart as a car and just as comfortable—heaps of room for three grown-ups too."

She

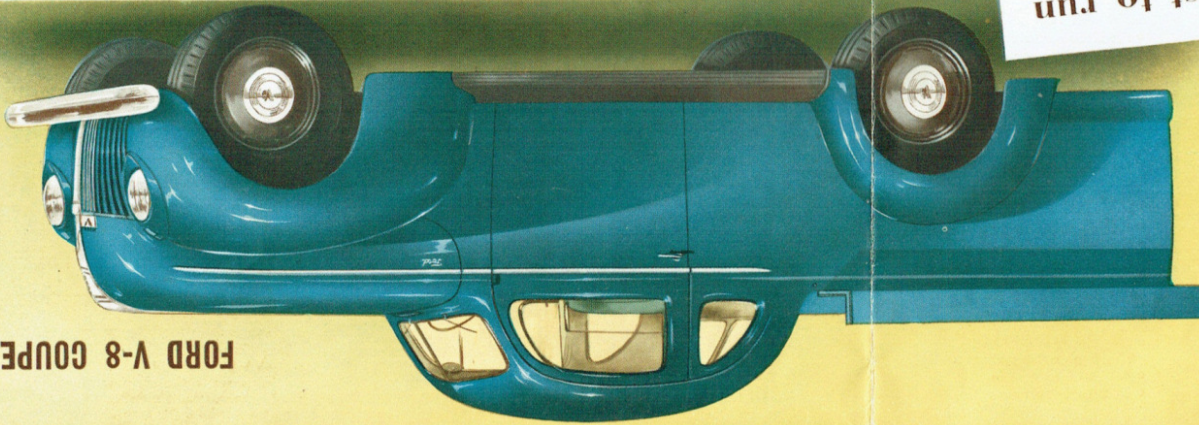
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DE LUXE FORD V-8 PANEL VAN

The ideal unit for high-class delivery work of every kind. Its ultra-modern styling and de luxe passenger car appointments give an added air of quality and distinction to your business. Broad, steel side panels lend themselves to excellent advertising displays. Large dust-proof bodies of 112 cubic feet capacity are adequate for the bulkiest loads.

Sturdy Loadability.
Prestige-Building Style.
Lasting Low-Cost Operation.



FORD V-8 COUPE UTILITY (Well-type)

Specialty suited for the use of plumbers, engineers, paperhangers, etc., this model combines attractive appearance of the normal steel straight side models, with the added capacity of the well type.

SPECIFICATIONS—Engine and Chassis, Coupe Utility and Panel Vans.

ENGINE—V-8 90° L. Head. Piston displacement, 221 cubic inches. Bore, 3 1/16 in. Stroke, 3 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. Crankcase capacity, 4 quarts. Cylinder head material: Aluminium.

CRANKSHAFT—Special Ford cast alloy steel. Weight 66 lbs; three main bearings; total main bearing surface, 36.99 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 1/2 gallons.

COOLING—Tube and fin type radiator; 362 sq. in. cooling surface. Capacity, 4 1/2 gallons. 6-blade fan mounted on end of crankshaft. Centrifugal water pumps at front of each cylinder block.

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 with easy-action finger-tip gearshift lever on steering column. All gears silent helical type. Synchronised second and high gears.

BRAKES—Perfected Ford hydraulic on all wheels. Total braking area, 162 sq. in. Handbrake lever on right side of steering wheel under instrument panel.

SPRINGS—Ford transverse cantilever of chrome alloy steel front and rear. Controlled by double acting aeroplane-type hydraulic shock absorbers. Spring leaves grooved to take pressure-gun lubrication, fitting on center bolt. Oil-less type shackles.

FRAME—Special Ford design. Pressed carbon steel. Double drop, with X members. X-member channels extend to end of frame. Main side members, depth, 5 1/2 in.

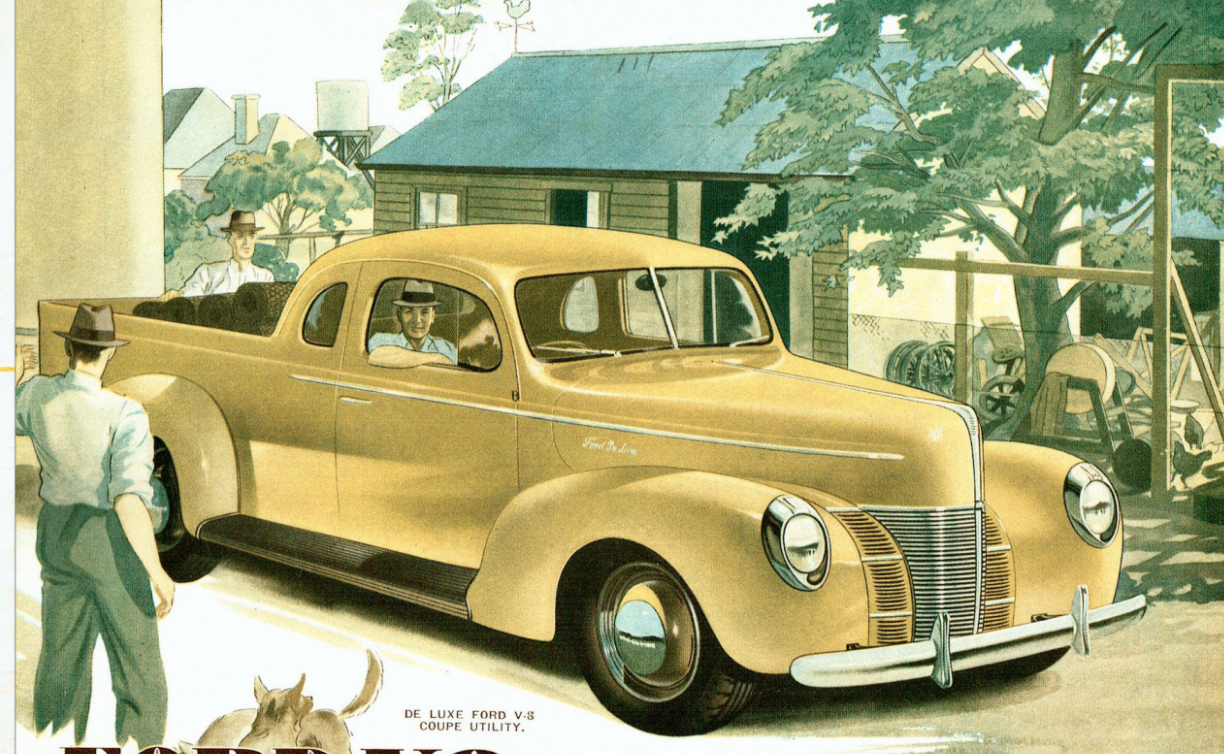
STEERING GEAR—Worm and roller. Ratio, 18.2 to 1. Worm mounting—Two tapered roller bearings. Wheel diameter, 17 in.

TURNING CIRCLE—33 ft. 2 in. right or left.

WHEELBASE, 112 in. Springbase, 123.13 in.

COUPE UTILITIES.	
CHASSIS SPECIFICATIONS	STANDARD COUPE
Axle Ratio	4.11 to 1
Wheels	5, 16"
Tyres	5, 6.00 x 16 4-ply
Windscreen	Fixed
Door Windows	Pivot ventilating
Safety Glass	All round
Oil Bath Air Cleaner	Yes
Front Bumper	Standard
Shock Absorbers	4 hydraulic
Windscreen Wiper	Dual vacuum-type
Rear Fenders	Ford cycle type
Spring Capacity	4,550 lbs.
Spring Capacity with Aux. Springs (optional equipment)	5,210 lbs.
Standard Rating	10-12 cwt.
Rating with Auxiliary Springs (optional equipment)	12-15 cwt.
Trim	Split hide
Sun Visors	Dual
Arm Rest	Right hand door
Wheel Colour	Black

PANEL VANS.	
CHASSIS SPECIFICATIONS	STANDARD VAN
Axle Ratio	4.11 to 1
Wheels	5, 16"
Tyres	5, 16 x 6.00, 6-ply
Windscreen	Fixed
Door Windows	Pivot ventilating
Safety Glass	All round except rear doors
Oil Bath Air Cleaner	Standard
Front Bumper	Standard
Shock Absorbers	4 hydraulic
Windscreen Wiper	Dual vacuum-type
Rear Fenders	Ford cycle type
Spring Capacity	4,550 lbs.
Spring Capacity with Aux. Springs (optional equipment)	5,210 lbs.
Standard Rating	10-12 cwt.
Rating with Auxiliary Springs (optional equipment)	12-15 cwt.
Trim	Pontine
Sun Visors	Single
Arm Rest	Righthand door
Wheel Colour	Black
Bulkhead	Optional
Seat	Full width
Louvers	4 each side
Dome Light	Standard



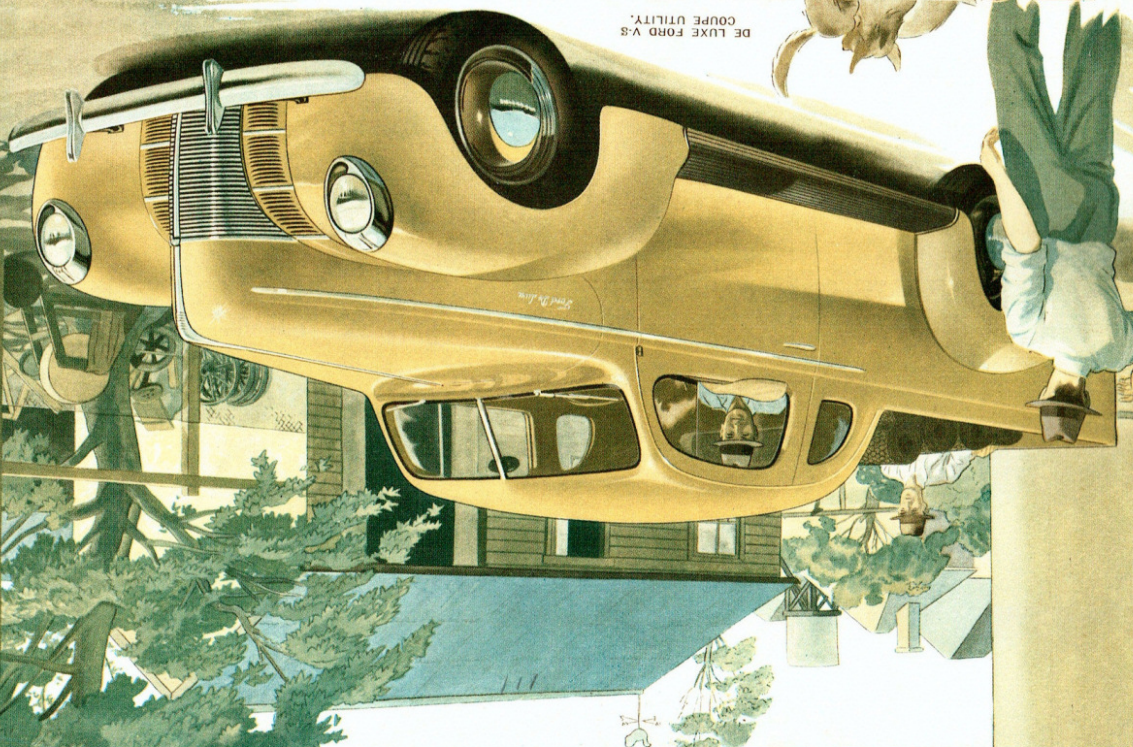
DE LUXE FORD V-8 COUPE UTILITY.

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CHASSIS SPECIFICATIONS		COUPE UTILITIES	
AXLE RATIO	4.11 to 1	AXLE RATIO	4.11 to 1
WHEELS	5, 16"	WHEELS	5, 16"
TIRES	5, 16 x 6.00, 6-ply	TIRES	5, 6.00 x 16 4-ply
DOOR WINDOWS	Fixed	DOOR WINDOWS	Fixed
PIVOT VENTILATING	All round	PIVOT VENTILATING	All round
SAFETY GLASS	All round	SAFETY GLASS	All round
OIL BATH AIR CLEANER	Yes	OIL BATH AIR CLEANER	Yes
FRONT BUMPER	Standard	FRONT BUMPER	Standard
SHOCK ABSORBERS	4 hydraulic	SHOCK ABSORBERS	4 hydraulic
WINDSCREEN WIPER	Dual vacuum-type	WINDSCREEN WIPER	Dual vacuum-type
REAR FENDERS	4,550 lbs.	REAR FENDERS	4,550 lbs.
SPRING CAPACITY WITH AUX. EQUIPMENT	5,210 lbs.	SPRING CAPACITY WITH AUX. EQUIPMENT	5,210 lbs.
RATING WITH AUXILIARY EQUIPMENT	12-15 cwt.	RATING WITH AUXILIARY EQUIPMENT	12-15 cwt.
TRIM	Chrome leather	TRIM	Chrome leather
SUN ROOFS	Single	SUN ROOFS	Single
ARM REST	Right-hand door	ARM REST	Right-hand door
WHEEL COLOUR	Black	WHEEL COLOUR	Black
BULKHEAD	Optional	BULKHEAD	Optional
SEAT	Full width	SEAT	Full width
DOOR LIGHT	4 each side	DOOR LIGHT	4 each side

ENGINE AND CHASSIS, Coupe Utility and Panel Vans.

7.5 sq. in. 3-speed selective gear transmission with easy-action finger-tip gearshift lever on steering column. All gears silent helical type. Synchronised second and high gears.

BRAKES—Perfected Ford hydraulic on all wheels. Total braking area, 162 sq. in. Handbrake lever on right side of steering wheel under instrument panel.

SPRINGS—Ford transverse cantilever of chrome alloy steel front and rear. Controlled by double acting aeroplane-type hydraulic shock absorbers. Spring leaves grooved to take pressure-gun lubrication, fitting on center bolt. Oil-less type shackles.

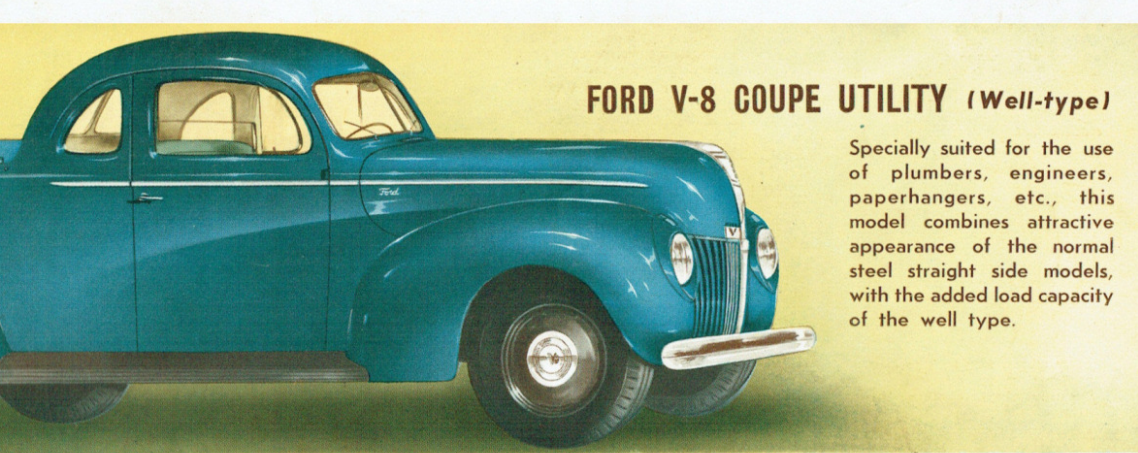
FRAME—Special Ford design. Pressed carbon steel. Double drop, side members, depth, 5 1/2 in.

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

TURNING CIRCLE—33 ft. 2 in. right or left.

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They're built to satisfy every requirement, these brilliant new 1940 Ford V-8 Panel Vans and Utilities. They will give you everything you could expect—and more—in genuine low-cost trouble-free running, year in, year out.

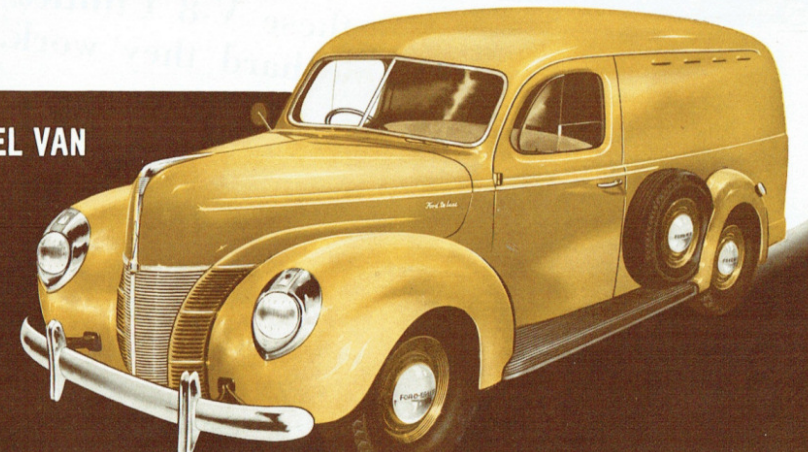
Their sturdy all-steel body construction on massive "X" braced frames means greater strength with less weight and roomier loading compartments. The smooth power of the V-8 engine gives flashing acceleration, ample speed and a generous reserve of power to handle 10-12 cwt. loads with ease.

In style and comfort these brilliant new Ford V-8's will amaze you. New two-spoke steering wheel. New steering column gearshift. New controlled, draught-free ventilation. New ultra-modern streamlined instrument panel. New "floating" ride, aeroplane-type shock absorbers and torsion bar ride stabilizer—these are but a few of the reasons why everyone is saying, "There's no doubt, it's Ford for '40."

DE LUXE FORD V-8 PANEL VAN

Prestige-Building Style.
Sturdy Loadability.
Lasting Low-Cost Operation.

The ideal unit for high-class delivery work of every kind. Its ultra-modern styling and de luxe passenger car appointments give an added air of quality and distinction to your business. Broad, steel side panels lend themselves to excellent advertising displays. Large dust-proof bodies of 112 cubic feet capacity are adequate for the bulkiest loads.



22 miles per gallon and more—with 12 cwt. loads!

1940 Ford V-8 features

save your money
assure your comfort

Ford V-8 offers a host of new and improved value features for 1940 — features specially designed to bring to the utility field, motoring that is safer, more luxurious, and more comfortable than ever before. The many long-life quality features that have made Ford V-8 famous are, of course, incorporated in the 1940 models. The unique combination of so many entirely new and important improvements with these proved and tested V-8 features makes Ford V-8 Utilities and Vans the most outstanding value of the year. Check these extra value Ford V-8 features —

TWO NEW FRONT ENDS FOR

WIPERS. Dual Vacuum wipers are standard equipment on all models. Mounted at bottom of windshield.

NEW TORSION BAR RIDE

STABILIZER. An important improvement for 1940. Eliminates sway when cornering, keeps the chassis always on an even keel in strong crosswinds, makes steering safer, more positive.

NEW SHOCK ABSORBERS.

Entirely new aeroplane-type, double acting, hydraulic shock absorbers greatly increase riding comfort, rarely require servicing.

LONGER FRONT SPRINGS.

Front transverse spring is now longer and more flexible, giving the acme of riding comfort.

DEPENDABLE WINDSCREEN

WIPERS. Dual Vacuum wipers are standard equipment on all models. Mounted at bottom of windshield.

HYDRAULIC BRAKES.

Smooth and powerful, with mechanical handbrake operating independently on rear brake shoes. Handbrake lever mounted under dash.

IMPROVED GENERATOR.

Generator output has been increased; built in automatic voltage regulator keeps battery fully charged, without risk of damage through overcharge.

GEAR SHIFT ON STEERING COLUMN.

Gearengineering is now possible virtually without removing hand from the steering

wheel. "Blocker" type transmission is more silent and new location of gear lever gives added room in driving compartment.

NEW CONTROLLED VENTILATION.

Rear half of door window slides down out of sight. Front portion, which is pivoted, can be adjusted to obtain any degree of ventilation required without annoying draughts.

NEW WHEELS.

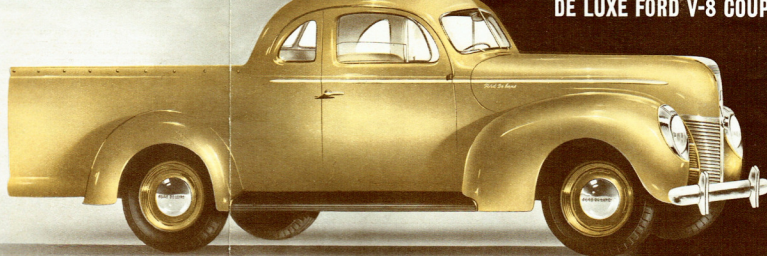
Curved disc wheels of scientific design, dampen tyre and wheel noises, making Utility models much quieter.

NEW ENGINE ACCESSIBILITY.

The 1940 bonnet is deeper and hinged at rear, lifting from the front to give even greater accessibility for engine servicing.

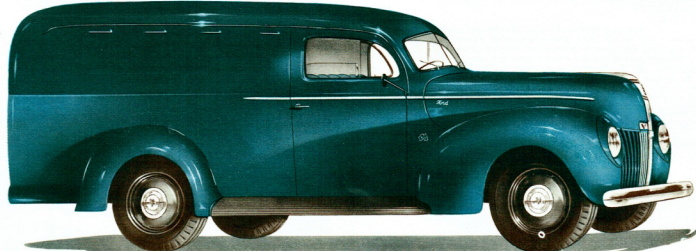
IMPORTANT FEATURES RETAINED.

- Straddle-mounted pinion.
- 3-flooting rear axle.
- Double drop frame, much heavier than passenger car frame. Gives lower centre of gravity and sturdy strength.
- Transverse springs front and rear with additional semi-elliptic auxiliary rear springs as optional equipment at a small extra cost.
- Radius rods front and rear.
- Torque tube drive.
- All-steel bodies for greater strength and longer life.
- Safety glass all round except rear window of panel van.
- Double Acting hydraulic shock absorbers all round.
- 4.11 to 1 axle ratio.
- 18.2 to 1 steering ratio.



DE LUXE FORD V-8 COUPE UTILITY (Straight-side)

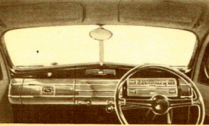
The ideal dual-purpose unit for station, farm or light delivery work, combining the style and luxury of the de luxe passenger car with utility load space and carrying capacity. This economical style leader has fingertip gear shift lever, draught-free controlled ventilation, and de luxe interior upholstery and appointments.



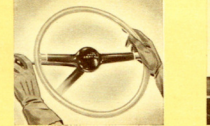
FORD V-8 PANEL VAN

This van is a real advertising asset to the shop or store whose name it carries. Body is steel, brakes are over-size, "quick-stop" hydraulics. New torsion bar stabiliser controls body sway. 4 aeroplane-type hydraulic shock absorbers, 6.00 x 16 6-ply tyres, longer front springs make riding more comfortable.

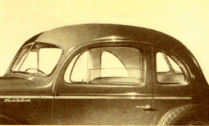
Every single appointment for comfortable driving plus Beauty



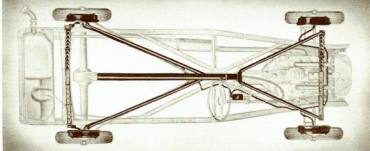
NEW DE LUXE INSTRUMENT PANEL. On this handsome new instrument panel all gauges are grouped in a single unit with perfect visibility through the new 2-spoke steering wheel. The De Luxe model instrument panel is most attractively finished in maroon and copper sand and includes a lock-up glove compartment, clock and built-in radio speaker grille.



NEW STEERING WHEEL GEAR SHIFT. An important improvement for 1940 at no extra cost. Transmission is also further improved, giving the new gear change fingertip lightness of control. Driving compartment floor is now entirely free of all obstructions.

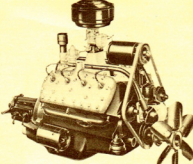


NEW VENTILATING WINDOWS. In the Ford Controlled Ventilation system for 1940, the rear half of the window slides down leaving no metal strip to obstruct the vision or hamper hand signals. The forward pivoted section can be swung outwards to obtain any degree of ventilation without draughts.

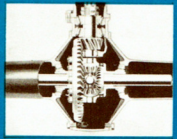


STURDY CHASSIS FOR 12-cwt. LOADS WITH HIGH MARGIN OF SAFETY. BIG OVER-SIZE HYDRAULIC BRAKES

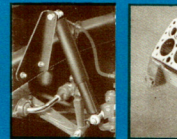
make Ford V-8 Utilities safe under all conditions. TORQUE TUBE AND RADIUS RODS absorb driving and braking strains, relieving the springs of all duties other than to carry the weight and cushion the load. Chassis is of massive double-drop construction with "X" girder member for added strength and greater rigidity.



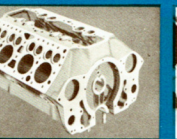
LONG-LIFE FORD V-8 ENGINE. 8 years of world-wide service in the hands of more than 6 million owners have proved the basic efficiency and superior performance of the Ford V-8 engine. Of advanced design, it has no excess weight, its eight cylinders giving a total cubic capacity of 221 cubic inches. Thus the Ford V-8 engine gives a better petrol mileage. Built to the world's highest precision standards, the Ford V-8 engine is completely dependable and gives maximum economy of operation throughout its long trouble-free life.



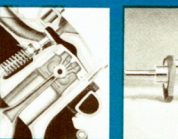
Here's quality construction where it counts. The rear axle driving pinion is straddle-mounted, differential has four pinion gears instead of the usual two and spider bearings are large for quiet operation and long life.



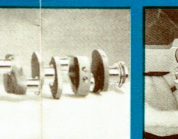
New aeroplane-type shock absorbers fitted to all Utility models. Also shown is one end of new torsion bar ride stabilizer which contributes to ward eliminating side sway and body roll.



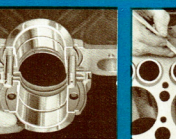
Ford achieved simplicity in V-8 engine design by casting both banks of cylinders, crankcase, exhaust passages and fly wheel housing all in one piece. Though costly to manufacture, this ensures permanent precision alignment for all working parts and far longer trouble-free engine life.



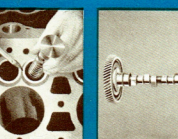
Ford water jackets surround cylinders and extend down the crankcase walls, thus eliminating uneven piston wear through uneven expansion. Oil temperatures are lowered, oil economy results.



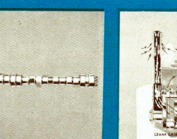
Crankshafts are cast-steel steel. Ford metallurgists developed this new metal to secure hard bearing surfaces, highly resistant to wear. The crankshafts for all Ford-built engines are accurately balanced statically as well as dynamically for smooth performance and the short crankshaft length eliminates "whip" and consequent loss of power.



Better design for main bearings is another Ford V-8 refinement. Radial tongues on the main bearing caps fit into corresponding grooves in the block. A costly but positive method of ensuring perfect alignment and ensuring longer bearing life.



The 1940 engine has tungsten-chromium highly wear-resistant steel inserts for both intake and exhaust valve seats. Inlet and exhaust valves are each of the same high heat and wear-resisting material thus rendering important accidental interchange.



Cast-alloy iron for camshafts is another Ford-developed material. The cam and its bearing surfaces are practically wear-proof. Kamshaft turns in steel backed ball bearings instead of bearing directly against the surface of the cylinder block — another Ford quality feature.



Crankcase ventilation system removes vapours before they condense and contaminate the engine oil. Mileage between oil changes is increased. Illustration shows how the system is built into the engine. Ford V-8 is not only economical with oil.

FORD ENGINEERING FEATURES LIKE THESE ARE PROOF OF THE LONGER LIFE AND EXTRA ECONOMY BUILT INTO FORD V-8