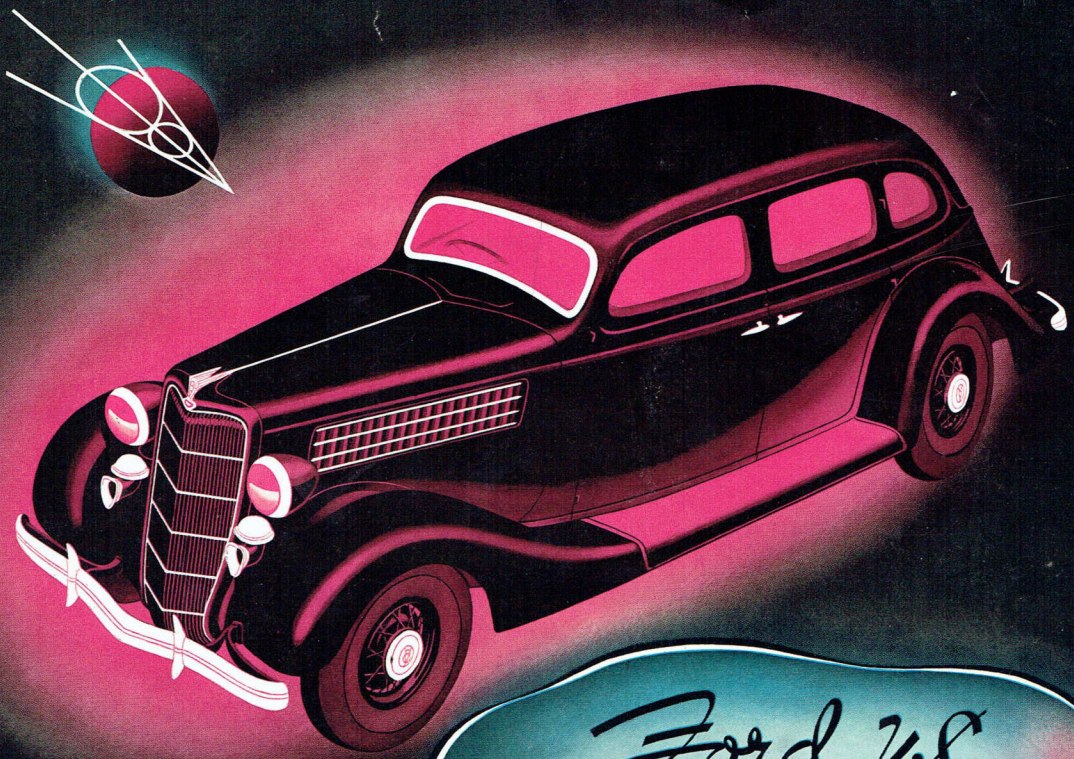
A BRITISH EMPIRE PRODUCT



Ford V-8

FOR 1935

FORD V-8 FOR 1935

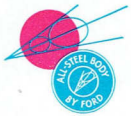
All-Steel Closed Bodies with New Beauty and Centre-Poise Riding Comfort to match the Luxury of V8 Performance

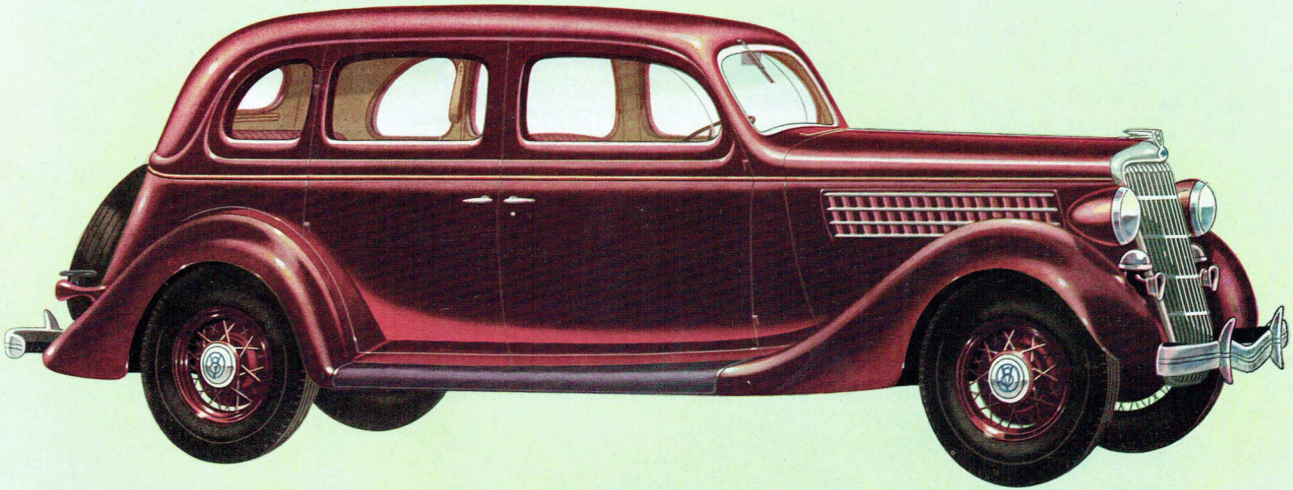
With the introduction three years ago of the first V-8, Ford Motor Company of Australia brought a new kind of motor car performance within reach of the average purchaser. More than a million motorists have proved the outstanding reliability and economy of that V-8 engine.

And now the Ford V-8 for 1935 is presented to you, distinguished by another improvement — the beautiful new All-Steel closed bodies — an advance of equal importance to the introduction of the famous V-8 engine. Previously this quality feature was available only on cars imported complete, and at high cost because of heavy duties. The All-Steel body is more expensive to build — Ford offers it without increase in price.

In the 1935 models Ford also introduces Centre-Poise, which gives remarkable new riding comfort — especially for rear-seat passengers. This is achieved by fundamental changes in car design, with new weight distribution, new seat position, and longer springs of unusual flexibility. You ride forward, toward the centre of the car — centre-poised between the springs. This gives rear-seat passengers the comfort of a "front-seat ride" and makes every road a smoother road.

The lines of the new Ford V-8 bodies are strikingly beautiful — modern in the newest sense, yet not extreme. The whole appearance of the car is one of grace and substantial strength. It is longer and wider, with more leg room, more body room and more luggage room. The interior finish and upholstery are rich and luxurious, with modern ideas in design throughout.

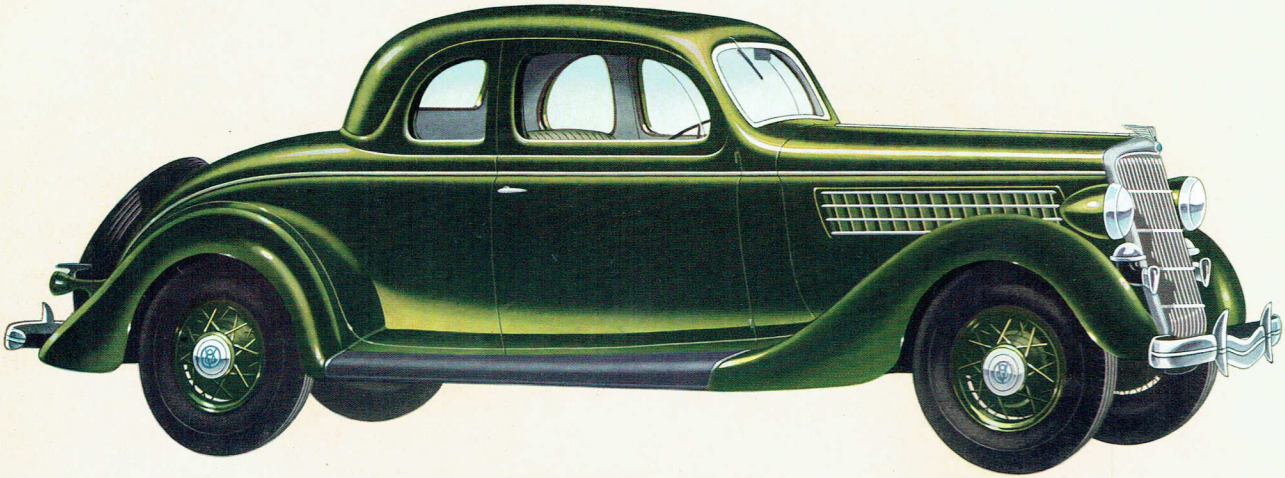




Ford V-8

DE LUXE SEDAN

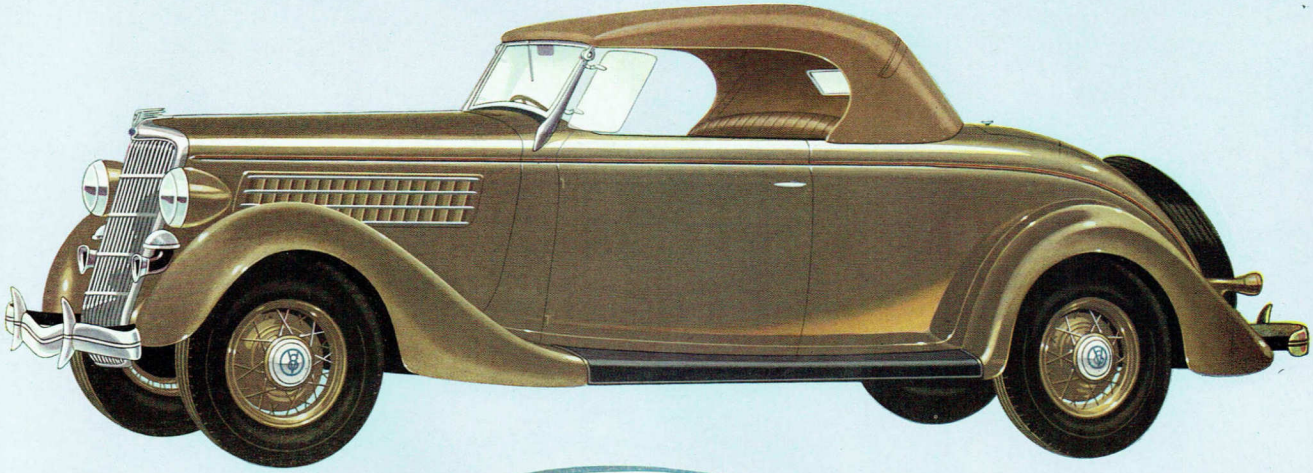
The 1935 Sedans are the biggest and roomiest Ford has ever made. Matched interiors with luxurious upholstery and fittings. Commodious luggage compartment behind rear seat. Clear vision ventilation. Standard and Special Business Sedans also available.



Ford V-8

DE LUXE FIVE-WINDOW COUPE

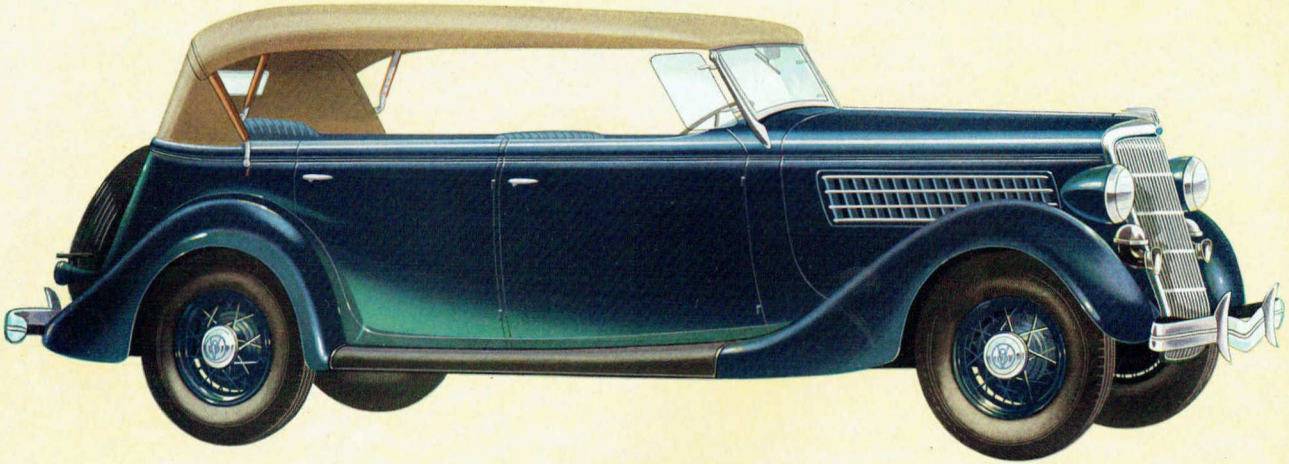
Unquestionably one of the smartest cars on the road. Wide and deep shelf for bags and parcels. Rear window opens. Luxurious upholstery and interior fittings. Dickey-seat trimmed to tone with body colour, standard equipment. Standard and Special Business Coupes also available — dickey-seat optional in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



Ford V-8

DE LUXE ROADSTER

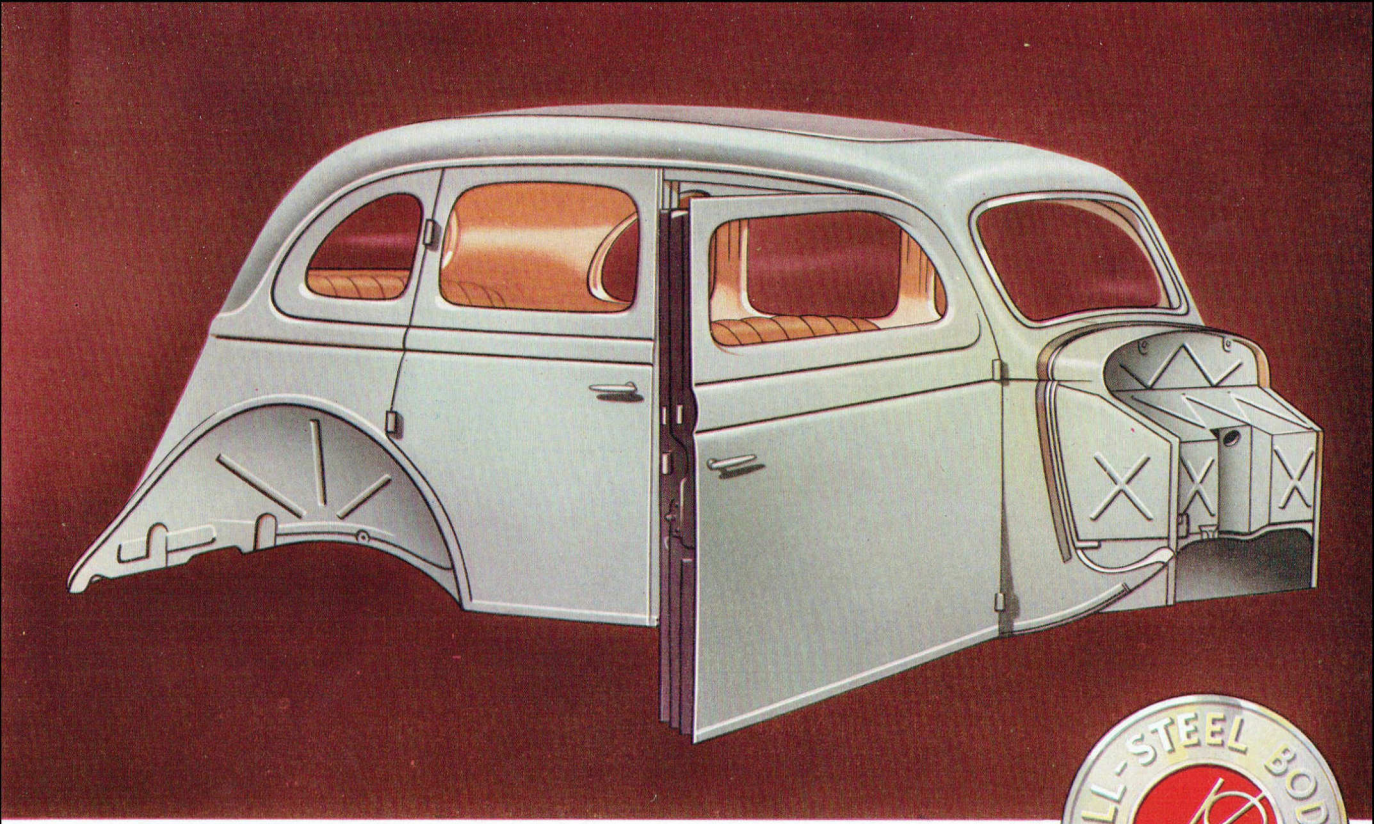
A car for the open road. Wide comfortable dickey seat. Neatly tailored tan hood folds down into a recess and is concealed. Driver's seat is upholstered in genuine leather. Standard and Special Business Roadsters are also available.



Ford V-8

DE LUXE PHAETON

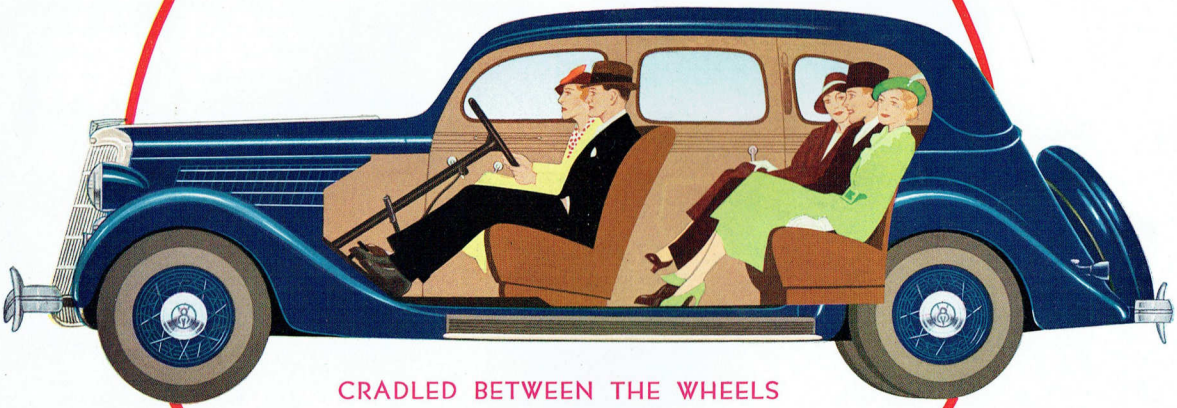
A low and beautifully designed touring car that will contribute vastly to the popularity of the open type. Attractive tan hood is easy to raise and lower. Genuine leather upholstery. Large luggage compartment behind rear seat. A Standard Phaeton is also available.



ALL-STEEL CLOSED BODIES BY FORD

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-eminent body design. 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.

THE 1935 FORD V-8 HAS CENTRE-POISE RIDING



CRADLED BETWEEN THE WHEELS

The Comfort of a "Front-Seat" Ride for Rear Seat Passengers

"CENTRE-POISE" COMBINES THREE VITAL ENGINEERING PRINCIPLES

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.

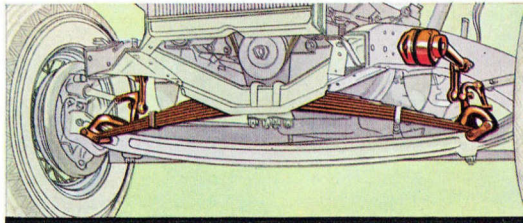
To employ one or two of these principles is not enough, nor can one of them predominate at the expense of the others. The easy riding springs of the Ford V-8 car would not by themselves provide the soft, comfortable ride desired at all speeds. Therefore, Ford Centre-Poise has combined all three principles and has achieved unusual riding comfort with maximum stability.

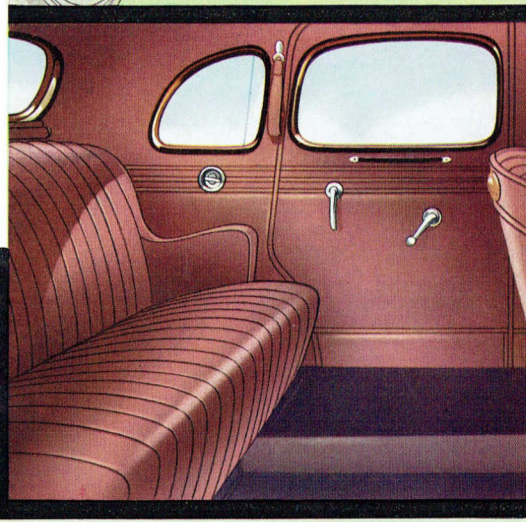
CORRECT SPRING SUSPENSION: Both front and rear springs of the Ford car have been made soft and flexible. By an improved suspension of the time-proved transverse springs which Ford cars have used for nearly 30 years, springbase and the length of the front spring of the new Ford V-8 have been increased. 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. This distribution of weight permits springs of practically the same flexibility both front and rear. There is no excessively 'heavy end" in this car to require a stiff "hard-riding" spring.

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

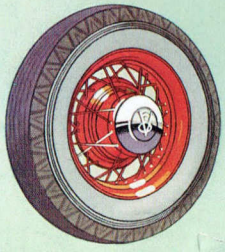


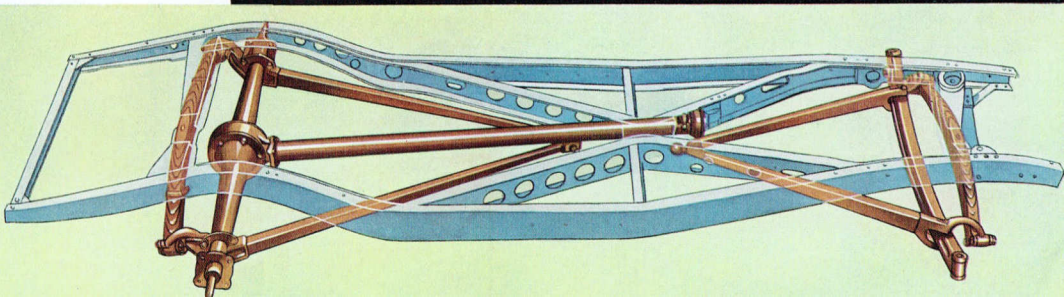


Improved suspension, greatly increased front spring length and the new mounting of front and rear springs contribute to Centre-Poise riding and minimise sideway. The illustration below shows also the massive construction of the chassis frame.

Rear-seat passengers now can enjoy the comfort of a "front-seat" ride. Note the attractive modern upholstery in the De Luxe Sedans and Coupes.

The new six-inch tyres have unusually wide tread and require only 30 lbs. pressure. They contribute to riding ease and safety. Wheels are correspondingly smaller.





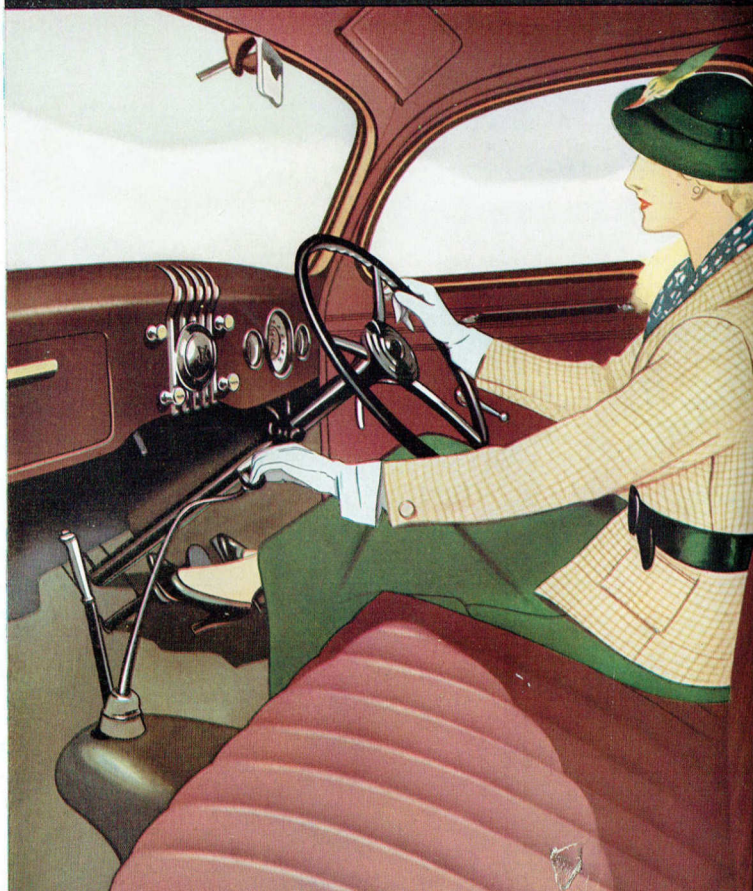
NEW "SOFT" CLUTCH ACTION
IMPROVED BRAKES
EASIER STEERING

The clutch pedal responds to the touch of your foot with surprising gentleness. When you change gears or when you stop at a crossing waiting for the signal you realise that clutch pedal "resistance" is practically eliminated.

As you dart through traffic two other facts impress themselves upon you. First: So little pressure is required to apply the brakes but how quickly and smoothly you stop! Second: Steering is extremely easy; the wheel responds instantly to a finger touch.

Three new features are largely responsible for this ease of control. A simplified clutch which permits low pedal pressure at starting or "gear-changing" speeds and employs centrifugal force to secure increasing clutch pressure as speed increases. New brake design, employing self-centring shoes which require but little pedal pressure and which because they fully utilise the available braking area, are thoroughly effective. Brake drums are ribbed to provide increased cooling surface, and in addition, new cross steering and other chassis improvements provide stabilised, easy control at all speeds.

Front seats are four to five-and-a-half inches wider than previous models, and are adjustable in all closed cars. They accommodate three comfortably because of increased width and new position of gear-shift lever. More body room and leg room; more space between wheel and instrument panel; swivel sun vizors in all De Luxe bodies.

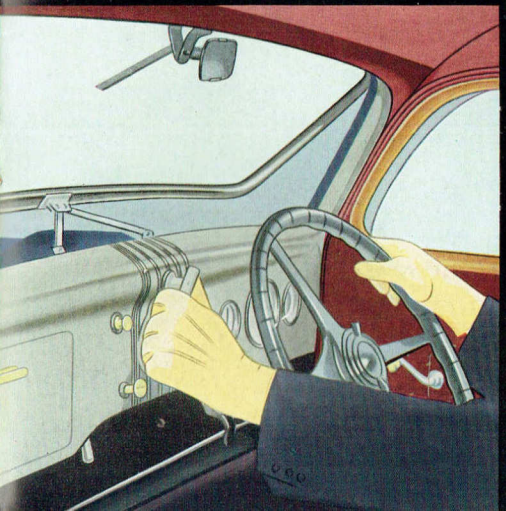


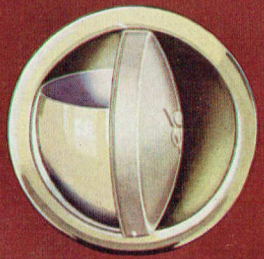
ALL-WEATHER VENTILATION . . . .
SAFETY-GLASS ADJUSTABLE WINDSCREEN .

A Complete Built-in System of All-weather Ventilation: Improved clear-vision window ventilation—no pillars to cause "blind-spots" for the driver. Wide cowl ventilator with screen. A windscreen that opens.

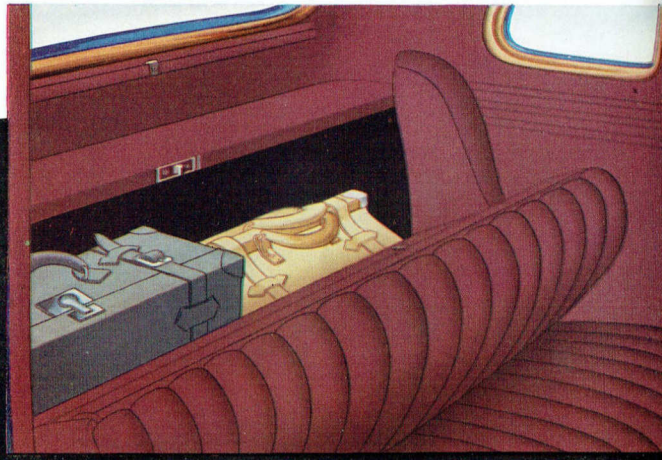
Beautiful rear-quarter of 1935 Sedan with window glass in ventilating position. Individual ventilation and unobstructed vision for rear-seat passengers. Travelling comfort in any weather, without draughts.

Note particularly that all Ford V-8 models have Safety Glass windscreen as standard equipment — an important safety feature.





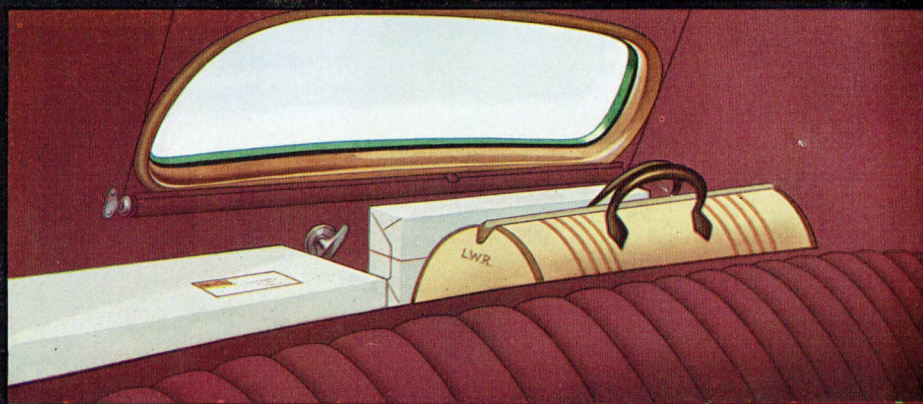
LUGGAGE COMPARTMENT, PARCEL SHELF, NEW ASH TRAY . . . .



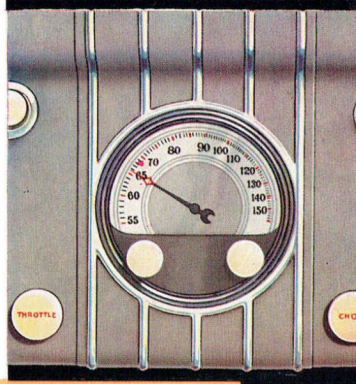
The luggage compartment behind rear seat of Sedans is large enough for two suit cases and travelling bag. The seat cushion is hinged and pulls well forward, providing easy access to luggage compartment. A parcel shelf is located above.

The parcel shelf behind the seat of the Coupe is large enough to accommodate two golf bags. Rear window of coupe can be opened.

For the convenience of back-seat passengers a revolving ash tray has been placed in the rear of De Luxe Sedans. This ash tray (the same type as on instrument panel) is centred on back of front seat.

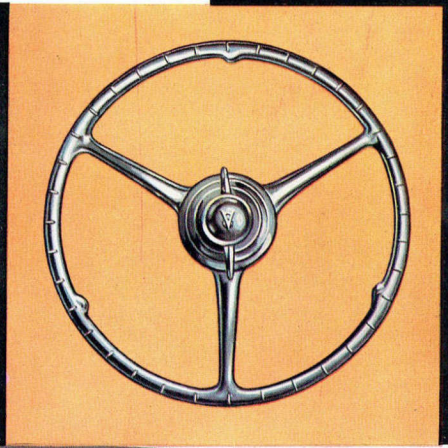


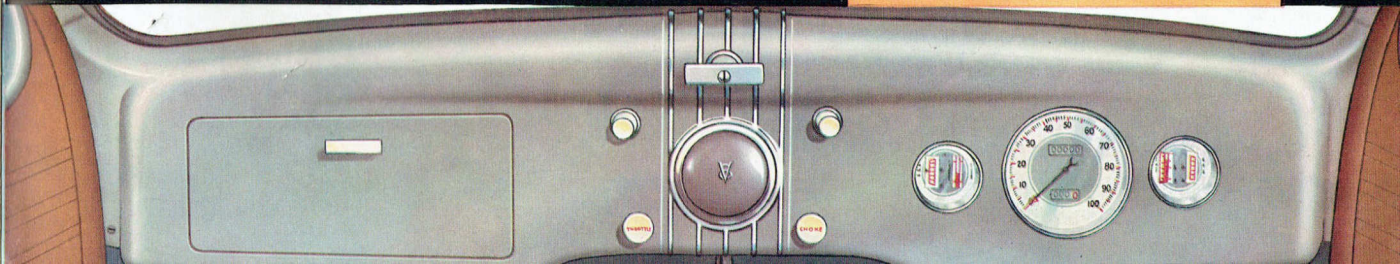
HANDSOME INSTRUMENT PANEL AND STEERING WHEEL . . . CLOSED CARS WIRED FOR RADIO



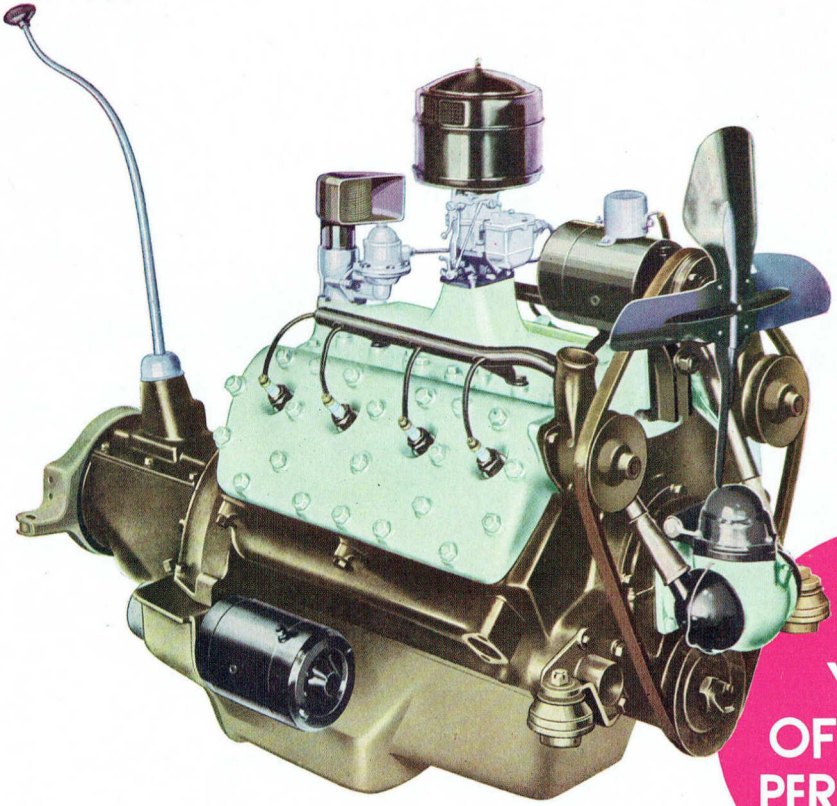
The 1935 Ford V-8 has handsome new instrument panel. In De Luxe body types it is taupe colored to tone with upholstery, steering wheel and window mouldings. The panel has oil and fuel gauges, heat indicator, ammeter and speedometer. Instruments are grouped for instant reading. Convenient glove compartment is also included as well as ash tray and lighter. The steering wheel is thinner and has finger grips.

All Ford V-8 closed cars have built-in antenna for the installation of Radio.





THIS V-8 ENGINE HAS MADE HISTORY



3 YEARS OF PROVED PERFORMANCE

THE ECONOMY AND DEPENDABILITY OF THE V-8 ENGINE

Some things about a motor car are more or less a matter of opinion. But when it comes to the engine, you are dealing with the hard facts of power and its application. Either you have V-8 power or you don't have it. You need not depend on words—the record speaks for itself. It is something you will realise more fully when you drive the Ford V-8 yourself.

That's one phase of performance—but the V-8 engine also offers the kind of performance which is made up of dependable service day in and day out, year after year—of low costs for fuel and oil — of freedom from repairs.

The 1935 Ford V-8 engine combines this proved efficiency with a number of refinements which make it a still better engine to own and drive. The V-8 has proved itself the most economical, most dependable Ford engine ever built. You can prove that by talking to any of the thousands of V-8 owners. Let them supply the facts which every careful motor car buyer should know.

FORD V-8 ENGINE FEATURES:

OIL-BATH TYPE AIR CLEANER

DIRECTED FLOW CRANKCASE VENTILATION

RIGID CAST ALLOY-STEEL CRANKSHAFT

FLOATING COPPER-LEAD CONNECTING ROD BEARING

EXHAUST VALVE SEAT INSERTS

ALUMINIUM CYLINDER HEADS

LIGHT-WEIGHT CAST ALLOY PISTONS

PRECISION-SET NON-ADJUSTABLE VALVES

ONE-PIECE CAST CYLINDERS AND CRANKCASE

SPECIFICATIONS

ENGINE

V8—90° with Aluminium Cylinder Heads. Piston displacement, 221 cubic inches. Bore, $3\frac{1}{16}$. Stroke, $3\frac{3}{4}$ 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 $56\frac{1}{2}$lbs.; 3 main bearings; total main bearing surface, $36\frac{1}{2}$ sq. inches. Statically and dynamically balanced.

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

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

COOLING.—Tube and fin type radiator. 386 sq. in. cooling surface. Capacity, $4\frac{1}{2}$ Imperial gallons. Four blade, $15\frac{1}{2}$" 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. Synchronized 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, $5\frac{1}{2}$"—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 Elliott knuckles; 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. Ratio, 4.111 to 1. Business series, ratio, 3.54 to 1. Shafts, $1\frac{1}{8}$" diameter.

BATTERY.—17 plate 90 amp. hr.

ROAD CLEARANCE.—9".

STARTING MOTOR — BENDIX.

TREAD.—Front wheels, $55\frac{3}{8}$—Rear wheels, $58\frac{1}{4}$.

TYRES.—6.00 x 16. Pressure, 30 lbs.

TURNING CIRCLE.—40 feet.

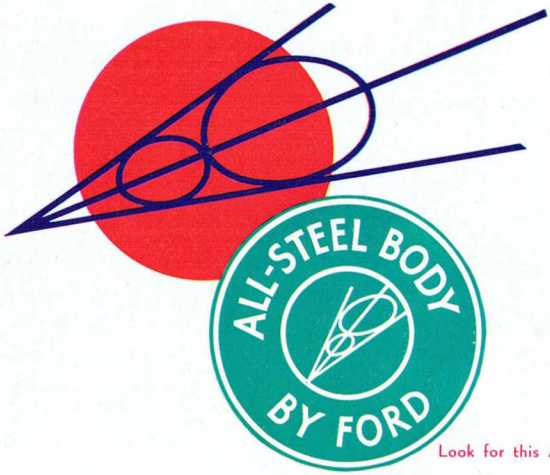
WHEELS.—Welded. One piece steel spoke. Drop centre rim. 16" dia. x 4" wide.

WHEELBASE.—112".

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.

ALL STEEL BODY BY FORD

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INCORPORATED IN VICTORIA).



Look for this All-Steel Body Symbol

Wholly designed, set up and printed in Australia.

DM 587. 40 M. 35