

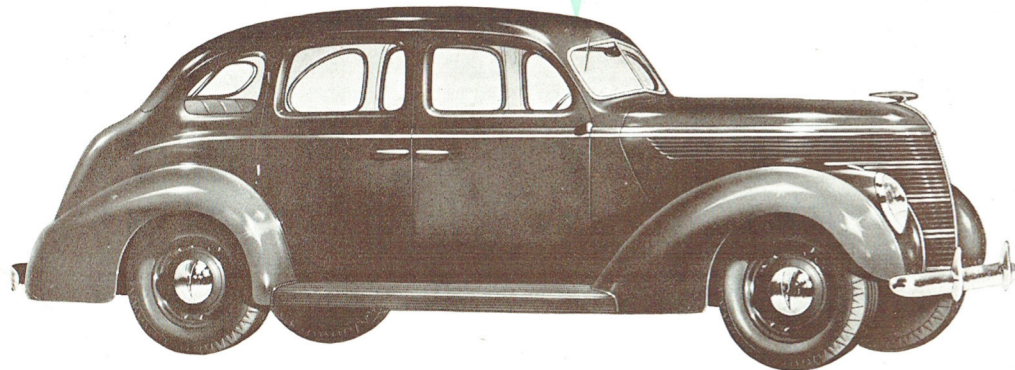
OTORS
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FORD V-8

BUSINESS SERIES

★ THREE MODELS BUILT SPECIALLY FOR
ECONOMY—IN FIRST COST & OPERATION ★

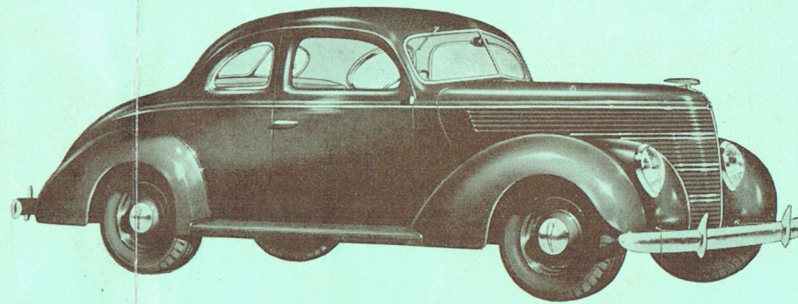
THE FORD V-8 BUSINESS SEDAN



FORD V-8 value reaches a wider field with the introduction of these new Business Series cars, designed specifically to serve industry and commerce with traditional Ford economy and reliability. The Business Series cars are lighter in weight than Ford V-8 De Luxe Series models, and different in appearance. But they are so completely equipped that they are of de luxe type in their class. The Business Sedan and Business Coupe are the lowest-priced and most all-round economical cars in their competitive group. Roomy, handsome, the new Business models provide matchless driving comfort and ease of handling plus genuine low-cost operation and low depreciation. Ford's unequalled resources and quality of design and manufacture alone make this possible.

Prices are a revelation, especially in the closed models, which are easily the best "buy" on the market — *the Ford V-8 Business Sedan is the lowest-priced, full-size Sedan available.* Compare Ford prices and equipment before you select any car. Your Ford Dealer will be glad to place a car at your disposal to enable you to make an "on-the-job" test under your own operating conditions. Remember, too, that Ford V-8 is backed by the finest after-sales service organisation in Australia.

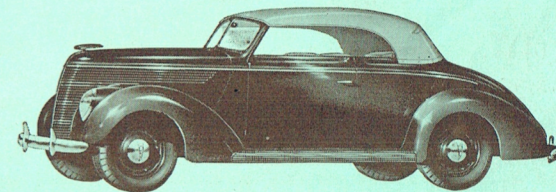
THE BUSINESS COUPE



STANDARD FEATURES OF THE BUSINESS SERIES CARS INCLUDE: V-8 engine designed and proved to give greater all-round economy than the conventional "six." Ford all-steel closed bodies of girder-type construction with one-piece steel roof, steel sides and floor welded into a safety unit of immense strength. Easy-action, self-energising brakes. Centre Poise riding comfort. Safety glass all round. Front seat with dual range of adjustment. Large luggage-carrying space in all models. (In Coupe and Roadster, rear seat removes to give extra luggage accommodation). New range of distinguished body colours. Choice of new interior ensembles. Complete equipment for comfortable, safe driving. New car radio (optional at extra cost).

The attractive Coupe and Roadster are of the highly successful Club body type introduced by Ford last year. Five or even six adults ride in comfort, all *inside* the car. The rear seats are removable to give extra luggage carrying accommodation, in addition to the big luggage compartment. The Business Sedan has a capacious, built-in luggage trunk at rear, and is more roomy and comfortable even than the 1937 De Luxe Sedan.

THE BUSINESS ROADSTER



THREE COMPLETELY EQUIPPED MODELS — INCLUDING THE LOWEST PRICED, FULL-SIZE SEDAN ON THE MARKET

SPECIFICATIONS OF FORD V-8 BUSINESS SERIES

ENGINE.—V-8 90° L Head. Piston displacement 221 cubic inches. Bore $3 \frac{1}{16}$ in. Stroke $3 \frac{3}{4}$ ins. H.P. Rating R.A.C. 30.00. Maximum B.H.P.: 85 at 3,800 R.P.M.; Lubrication—forced feed to all Main Connecting Rod and Camshaft bearings. Capacity 4 quarts. Cylinder head material—Cast Iron.

CRANKSHAFT.—Special Ford cast alloy steel. Weight 63.8 lbs.; 3 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 gallons.

COOLING.—Tube and fin type radiator. 362 sq. inches 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.

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. inches. 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. inches. Hand lever location—right side of steering wheel under instrument panel. Hand brake operates on all four wheels.

SPRINGS.—Ford transverse cantilever front and rear of chrome alloy steel. Controlled by adjustable double acting hydraulic shock absorbers. Spring leaves grooved to take pressure gun lubrication through lubrication nipple on tie bolt.

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., width 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, 3.78 to 1. Shafts, $1 \frac{1}{2}$ in. diameter.

ROAD CLEARANCE.—8.2 in. **TYRES,** 6.00 x 16. Pressure, 30 lbs.

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.