UNCHALLENGED FOR WALUE

IN THE 18 CWT-ITON-30 CWT-2 TON FIELD



IN 1940, TRUCK OPERATORS BOUGHT MORE FORDS THAN ANY OTHER MAKE AND GIVE YOU BIGGER PROFITS PER TON-MILE

— because Ford Trucks are Money-Makers!

ORD V-8, with a wheelbase range of 122, 134 and 158 inches, supplies a unit to meet every need in the 18 cwt. to 2 ton medium transport field.

Each of these units has been engineered to give the maximum payload economy in a truck of its particular wheelbase.

First for economy is the thrifty V-8 engine developing high torque for a light truck, enabling specially selected high rear axle ratios to be used.

The 18-cwt. 122" W.B. Ford V-8 in a wide range of body styles, has a special truck rear axle with an 18-19 m.p.g. economy ratio of 4.11. 1 ton and 30 cwt. 122" W.B. also incorporate high rear axle ratios of 4.88 to 1, aggred to handle 30 cwt. payloads with a minimum of petrol consumption.

Quick, silent gear changes are a feature of the 18 cwt. and 1 ton trucks with their 3-speed synchromesh gear boxes. A 4-speed gearbox is optional at slight extra cost, but is standard on 30 cwt. models.

The 134" and 158" W.B. Ford V-8 trucks handle loads of 30 cwt. and 2 tons efficiently and economically. The purchaser has the choice of either the 5.83 or 6.66 to 1 axle ratios, both standard equipment. Illustrating the capability of the Ford V-8 2 tonner is the fact that 10.500 lbs. gross vehicle weight can be hauled in top gear on a 5% grade.

Ford V-8 also brings to these 134 and 158 inch wheelbase units the advantages of the 2-speed axle. which is available as optional equipment. The 2-speed axle is very desirable when the truck is to be equipped with Producer Gas, the feature greatly increasing pulling ability.

The body range for the 122" W.B. units include well type, dropside, platform, stakeside and van. The 134" W.B. trucks offer 3' 6" x 7' platform and dropside bodies, and 12' 6" x 7' bodies for the 158" W.B.

All vehicles of the 18 cwt. and 2 ton range can be obtained as cab chasses with windscreen as standard equipment should the fitment of a special body be desired. Gross vehicle weights range from 5.500 to 11.800 ibs.

You are freely invited to select trucks from this range and test their performances, fuel economy and pulling ability on your own job. Your nearest Ford dealer will gladly place a truck at your disposal.

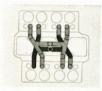
Why THE FORD V-8 ENGINE IS MORE ECONOMICAL

Ford V-8 engines are built for utmost **economy**, both in everyday operation and in long trouble-free life. Only in Ford V-8 will you find **all** of these exclusive **economy** features:—

Dual carburetion and intake manifolds, ensuring even, constant-temperature fuel distribution to all cylinders. Mirror-finished cylinder walls with light weight hard-surfaced pistons for reduced friction, added power. Floating connecting rod bearings giving twice the bearing area of an ordinary bearing, with consequent reduction of wear and increased economy. Factory-set valves and hardened valve seats for all valves, eliminating the possibility of fuel wastage through faulty valve settings. Precision-set ignition—timing cannot slip or lose its adjustment and thus cause heavy fuel consumption. Ford's eight cylinders break up the fuel into 8 small charges, giving overlapping power impulses, with smoother, more thrifty operation.



One piece engine casting ... unit ignition-coil-distributor assembly ... unit value assembles ... cast alloy steel crank-shaft ... full length water jackets ... cardacase ventilation ... dual water pumps, and outsize cooling-water capacity are other exclusive Ford features that spell LIFELONG ECONOMY from the Ford V-9 engine.



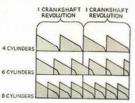
FORD HAS DUAL CARBURETION The Ford dual carburetion and intake manifold system ensures even fuel distribution for maximum economy. Short direct passages provide an uninterrupted gas flow, and deliver the same amount of petrol. at the same temperatures. to all cylinders. This eliminates the power and fuel loss that occurs in an ordinary "in-line" engine when certain cylinders are starved and others over-fed.

"SHIFTOGUIDE" SPEEDO-METER ... An exclusive Ford economy feature. Coloured indicators on the dial tell the driver when to change gears for greatest pulling ability and maximum fuel economy.



FORD V-8 POWER IMPULSES **OVERLAP** . . . This chart demonstrates the overlapping power impulses of the V-8 engine. Notice that with the eight cylinder engine each new power impulse commences when the previous one

is only half finished, qiving the smooth flow of power so characteristic of the Ford V-8 motor. Each power impulse "builds up" on the previous one, providing a constant surge of power even at low engine speeds. This overlapping of power impulses is one of the reasons why Ford V-8 engines develop such a high torque over a wide rame of engine speeds.



FORD V-8 TRUCKS...LEADERS IN ECONOMY

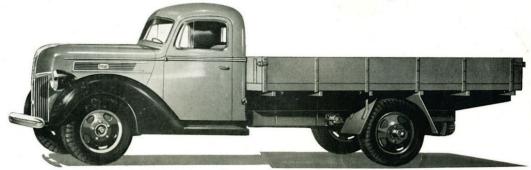
—AND CAN SHOW YOU HOW TO SAVE ON HANDLING COSTS, TOO

For many jobs, the petrol, oil and maintenance are but a portion of the truck operating costs. Handling the loads must also be reckoned with.

Take for instance when extra men are needed for loading and unloading operations, representing expenditure in excess of that for petrol and upkeep.

Ford V-8 trucks not only offer ECONOMY of OPERATION, but can show you a varied range of equipment that will cut your handling costs to an equally low level. One example can be found in the new automatic hydraulic merchandise loader, available for end or side loading and lifting 200-250 lbs. Your Ford dealer will gladly give full details of such items of equipment. Ford V-8 trucks also provide generous loading space—on 134" W.B. units size 9' 6" x 7" and for 158" W.B. 12' 6" x 7". Gross vehicle capacities range from 9,000 to 11,800 lbs.





Ford 134-in. and 158-in. W.B. available in 30-40-cwt. and 2-ton capacities.

Available with Dropside and Platform Bodies. Rugged frame with alligator-type cross members, 4-speed gear box, fully enclosed cushioned drive line, full floating back axle, and independent hand-brake system are typical quality features. All 2-ton models have dual rear wheels and 6.66 to 1 rear axle ratio (5.83 to 1 optional). Illustrated is the 158-in. W.B. 30-40 cwt. Dropside.

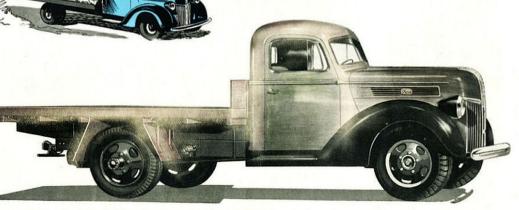
FORD IN '41 WILL STILL COST LESS TO RUN

-AND STILL HAVE A MARGIN OF OVERSTRENGTH, TOO!

Inevitably there are occasions when α truck operator will carry payload in excess of the normal rated capacity of his model. Even if this should not occur, it is wise when selecting a truck to choose that giving a margin of strength for overload with a rear axle giving maximum hauling efficiency under the heavier loads.

Typical of Ford V-8 truck value . . In the model illustrated below, a rear axle with a 6.66 to 1 ratio similar to that of a 3-ton truck is available at no extra cost. Illustrative too of overstrength construction are the frames—having elastic limit of 42,000 lbs. Should job conditions demand, dual frames and auxiliary springs are optional at low extra cost.

To assist the truck operator in obtaining the utmost from the very economical V-8 motor Ford trucks are equipped with the special SHIFTO-GUIDE Speedometer. The speedometer shows, in miles per hour, where the maximum torque (pulling ability) is developed—thus indicating the most advantageous speed that the truck should be driven in the various agerts and when a change to a lower gear on hills will maintain speed and save petrol.



Ford V-8 134-in. W.B. platform body. Also available with dropside body, in 134-in. and 158-in. wheelbases, 30-cwt or 2-ton capacities. Generous loading space dimensions are as follows: 134-in. W.B., 114 in. x 84 in. 158-in. W.B., 150 in. x 84 in. 2-ton models have dual rear wheels and 30 x 5 8-ply tyres as standard equipment.

QUALITY FEATURES SHOW WHY FORD LEADS IN LONG LIFE



CAST ALLOY STEEL CRANKSHAFT . . . Short, rigid, and balanced with extreme accuracy, the Ford V-8 crankshaft cannot "whip" or cause engine vibration. It is extremely hard and long-wearing.

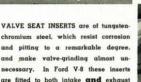


semblies remain

quiet and maintain correct clearances over tremendous mileages.

ONE-PIECE CYLINDER BLOCK . .

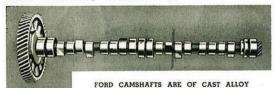
Ford V-8 cylinders, crankcase, flywheel housing and exhaust passages are all contained in one casting, thus ensuring permanent precision alignment for all working parts.



valves.



FORD PRECISION MANUFACTURE FOR LONGER, SMOOTHER ENGINE LIFE

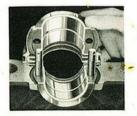




MIRROR - FINISHED CYLINDER WALLS ... The high degree of smoothness enables pistons to be fitted with minimum amount of clearance

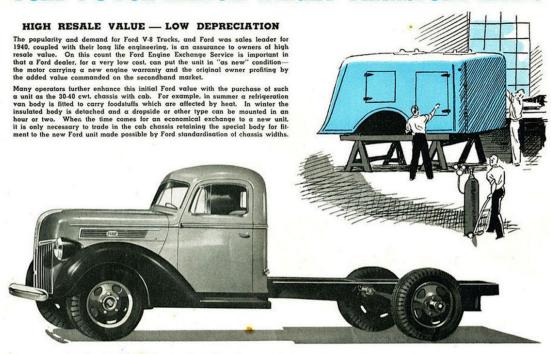
without danger of "scuffing." Excessive friction and resultant wear are thus reduced. "Mirror finish" is one of the important factors in Ford V-8's low oil consumption over amazingly long periods.





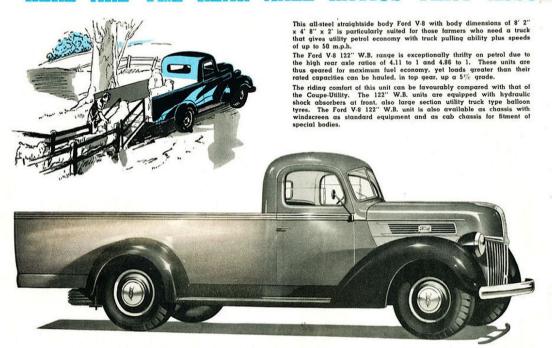
MAIN BEARING CAPS MAINTAIN PERMANENT ALIGNMENT . . . Radial longues on the main bearing caps lit into corresponding grooves in the block ensuring permanent bearing alignment at all times. Thus it is impossible for wear to develop owing to faulty alignment of the bearing caps, as is possible with ordinary engine bearings.

FORD V-8 FOR MEDIUM WEIGHT TRANSPORT NEEDS



Ford V-8 30-40-cwt. chassis with cab. 134-in. and 158-in. wheelbases, also available as chassis, and chassis with closed front end. New quality features include rugged frames with wide flanged alligator-type cross members. Cushioned drive line and semi-elliptic front springs. Distance from back of cab to centre of rear axie: 134-in. W.B. 60.06 in.: 158-in. W.B. 84.06 in.

HERE ARE THE REAR AXLE RATIOS THAT ASSURE



Ford V-8 122-in. W.B. steel straightside. The ideal general purpose unit, specially suited to farmers and graziers. Roomy all steel body provides ample space for payloads up to 30 cwt. with riding comfort that is exceptional. New luxury features include: "Shiftigguide" speedometer, pivot ventilating side windows, etc.

MORE MILES PER MONTH



Ford V-8 122-in. W.B. truck chassis with closed front end. Available also as chassis, cab chassis, and with complete range of body styles including: platform, dropside, steel straightside, well-type, stakeside and panel van. Chassis is 6 in, deer

with complete range of body styles including: platform, dropside, steel straightside, well-type, stakeside and panel van. Chassis is 6 in, deep with wide flanged alligator-type cross members for extra strength and rigidity.



Ford V-8 122-in. W.B. with dropside body. Tray size of this model: length, 96 in.; width, 78 in.; height of sides, 111 in. Coupe type steel cab with glass all round and pivot ventilating side windows. Features include: Front shock absorbers, oil bath air cleaner, vacuum controlled windscreen wiper, enclosed despatch box. "Shifton quide" speedometer, petrol and oil gauges. Headlamp beam is foot

controlled, pilot light is on dash. Also available with Platform Body.

FORD STANDS FOR STRENGTH AND LONG LIFE



TWO GEAR BOXES. . . . Three-speed synchro-mesh transmission is standard equipment on 18 cwt. and 1 ton units. Heavy duty 4-speed quarbox is standard on 25 cwt., 30 cwt. and 2-ton, and optional equipment for 18 cwt. and 1 tonner at small extra cost. Note that all quars used in any forward speed are mounted on roller or ball bearings for reduced friction and higher nower transmitting efficiency.

NEEDLE ROLLER BEARING UNIVERSAL JOINTS...are completely enclosed, and fully protected against dirt, dust and mud. The centre bearing is completely encased in rubber for greater anti-friction efficiency and to insulate chassis against tyre and drive line noises.





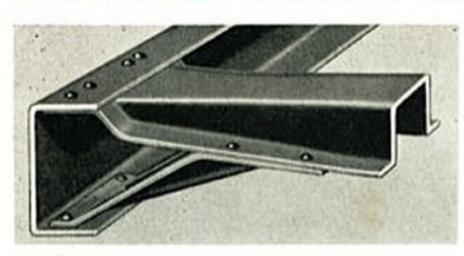
LONG, SMOOTH-ACTING SPRINGS...provide ample currying capacity together with smooth cushioning of the load and excellent riding qualities. Spring leaves are of chrome alloy steel. Front shackles are steelbacked, self-lubricating type. Spring capacities range from 5,900 lbs. (18 cwr. unit) to 11.550 lbs. (21cm unit).

display for any business.

FORD PANEL VANS ARE SMARTER...MORE THRIFTY



THESE FEATURES CUT YOUR SERVICE COSTS ... TURN THEM INTO PROFITS!



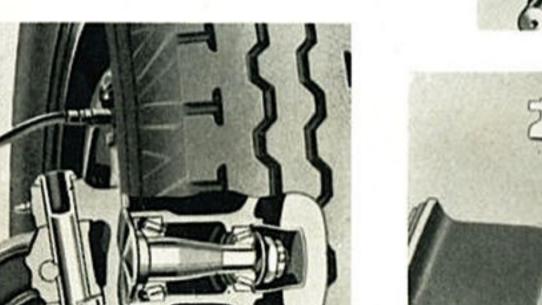
MASSIVE FRAMES . . . 122' W.B. frame measures 6" x 21" x &". 30 cwt. - 2 ton frames 7" x 23" x 35". Construction is exceptionally rugged throughout, with wideflanged deep section side members, and sturdy wideflanged cross members reinforced with alligator-type plates for extra strength and

of steel for the drum disc provides high

strength with low weight.

DUAL REAR WHEELS . . . are standard equipment on all 2-ton models. Note the wheel bearings outside the axle housings, leaving the axle free to drive, and not carry, the load.

WORM AND ROLLER STEERING . . . Friction is at minimum in this type of gear because of the rolling contact between worm and roller. Worm gear is mounted on tapered roller bearings, roller on needle roller bearings-giving Ford trucks remarkably easy steering and lifelong freedom from steering troubles.

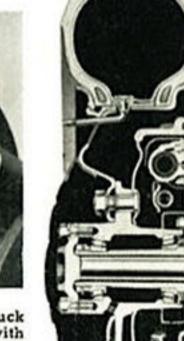


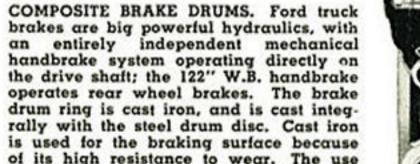
LARGE KING PIN BEARING AREA. Oversize king pins, 11" in diameter, give added strength for hard service. Long bronze bushings and a special anti-friction thrust bearing in the king pin mounting provide easier steering and freedom from wear.



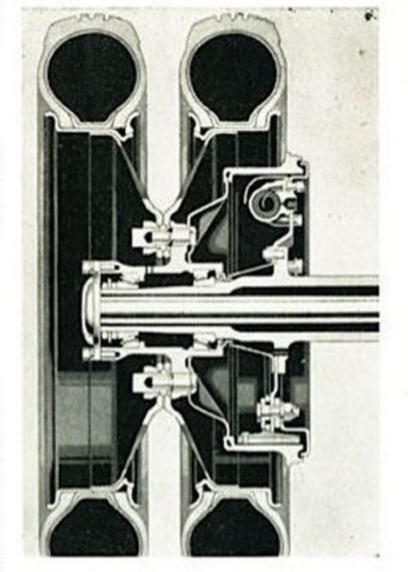
FORD FULL-FLOATING REAR AXLE . . . an unusual feature on one-ton trucks, yet standard equipment on ALL Ford V-8 trucks from 18 cwt. up. The chief advantage of a full floating axle is its exceptional reliability, owing to the fact that the entire load weight is taken by the axle housings

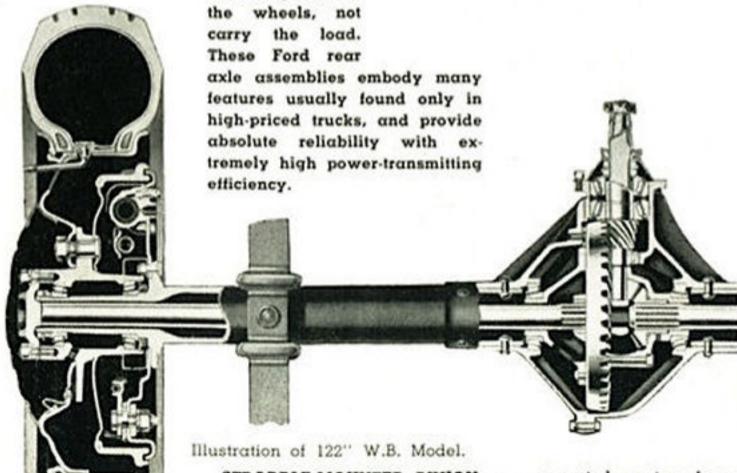
-the axle shafts have only to drive





STRADDLE-MOUNTED PINION . . . mounted on two large tapered roller bearings, with another roller bearing at rear to prevent it springing away from crown wheel when unduly stressed. Crown wheel thrust plate and 4-pinion differential gear are further features of Ford quality.





FORD V-8 30-40 CWT. CHASSIS STRONGER ... LIGHTER ... MORE RIGID

For medium weight haulage of loads up to 2 tons this Ford V-8 30/40 chassis offers the best features available in its payload and horsepower class. There are two wheelbase lengths available-134" and 158"-and two rear axle ratios-5.83 to 1 and 6.66 to 1-from which can be chosen the correct unit for maximum performance and economy under every operating condition. Four-speed gearbox is standard equipment. All V-8 trucks in the 30 cwt. to 2-ton range are available as chassis or cab-chassis for the fitment of special bodies. Frames are massively constructed, with deep section side members and wide flanges. Alligator-type cross members with reinforcing plates provide added strength and rigidity. Dual wheels and heavy duty tyre equipment are standard on all 2-ton models. Total spring capacities: 30 cwt., 10,050 lbs.; 2-ton, 11,650 lbs. Ask your local Ford dealer for a Ford V-8 truck to try out on your own roads. An "on-the-job" test is your most convincing proof of the superior hauling ability and downright economy of these sturdy Ford V-8's.

MONEY-SAVING ENGINE EXCHANGE SERVICE

Not only is an Engine Exchange under the Ford Engine Exchange Service lower in price than a complete engine overhaul, but also it pays for itself in time saved alone. For Bus Proprietors, Haulage Contractors and all who cannot afford to have their vehicles off the road for long periods, the Engine Exchange Service is a real money saver.

When the time comes for engine overhaul, arrange with your local Ford Dealer for an exchange engine. Leave your Truck with him and 6 or 7 hours later drive it away again with a factory reconditioned engine as good as new, carrying the same warranty as a new engine and giving, of course, the same powerful economical performance. The Engine Exchange Service is available irrespective of mileage.



SPECIFICATIONS

ENGINE.

ENGINE-Bore 3.062 in. Stroke 3.75 in. Piston displacement 221 cub in Engine Torque, 170 ft. lbs. gt 2,200 r.p.m. ENGINE BLOCK Semi-steel costing full length water tackets, polished mirror finish cylinders. CRANKSHAFT-Cast alloy steel, weight 66 lbs. 3 main begrings, effective main begring surface 36,99 sq. in. CONNECTING RODS—Management steel forgings, floating type alloy bearings, bronze piston pin bushings. PISTONS-Light-weight cast alloy. Floating type piston pins with begring surfaces in both red and piston. CAMSHAFT-Wear-resisting cast alloy iron. Three steel-backed babbit begrings. VALVES—All intake and exhaust valves are heat-resisting chrome nickel glicy steel. VALVE SEAT INSERTS—Tungsten steel for gli intake and exhaust valves. LUBRICATION—Direct pressure ciling to all crankshaft, camshaft and connecting rod begrings; also to timing gears. COOLING-Two centrifugal water pumps, packless, self-lubricating type, Fan is now mounted on end of crankshaft for greater efficiency. FIIFL SYSTEM. Dual down-draught carburettor fitted with oil bath air cleaner and silencer. IGNITION—Direct driven unit with distributor and coil in waterproof housing. Fully automatic spark advance—vacuum-controlled governor, BATTERY— 17 plate-100 ampere hour capacity.

122-IN. W.B. 18-cwt., 1-TON and 30-cwt. TRUCKS.

CLUTCH—Semi-centrifugal type. Plate pressure increases as engine speed is increased. 11 in. diameter, friction area 123.7 sq. in.

TRANSMISSION—18-cwt. and 1-Ton. 3 speed; 30-cwt., 4-speed. Heavyduty type with roller and ball bearings in all forward speeds.

UNIVERSAL JOINTS—Needle roller bearing type, fully enclosed and

FRAME—High carbon pressed steel. 6 cross members, alligator type, of deep section and widely flanged. Length 189.56 in., depth 6 in., width 2; in., thickness ½ in.

AXLES—Front: Heat-treated alloy, drop centre type, large I beam section.

Rear: full-floating with straddle-mounted pinion and ring gear thrust plate, ratio of 4.88 to 1—18 cmt. 4.11 to 1.

SPRINGS—Semi-elliptic front and rear. Oil-less bearing type front shackles with spring eyes double-wrapped for safety. Total spring capacities—18-cwt. 5.900 lbs.: 1-ton: 6.800 lbs.: 30-cwt.: 8.000 lbs.

SHOCK ABSORBERS—Double-acting aero-type hydraulic on front.

STEERING—Worm and roller type, ratio 18.2 to 1. Steering wheel 17 in. diameter.

BRAKES—Powerful hydraulic. 1-Ton and 30-cwt. Rear drums are 14 in. diameter, 2 in. wide. Drum rings are cast iron, cast integrally with steel drum discs. Total lining area 186.8 sq. in. Handbrake operates rear wheel brakes independently. Dimensions: 18-cwt. front and rear. 12 in. x 1.94 in.; lining area. 162 sq. ins.; drums, one-piece cast steel.

WHEELS—18-cwt.: 5 16" x 5". 1-Ton: 5 17" x 5". 30-cwt.: 2 17" x 5" and 3 17" x 6".

TYRES—18-cwt.: 16 x 6.50 Truck type front and rear. 1-Ton: front 17 x 7.00 8-ply, rear 17 x 7.00 8-ply. 30-cwt.: front 17 x 7.00 8-ply, rear 17 x 7.50 8-ply.

TURNING RADIUS-22 ft.

134-IN, AND 158-IN, W.B. 30-40 CWT, TRUCKS.

CLUTCH—Heavy-duty semi-centrifugal. Plate pressure increased by centrifugal force as engine speed is increased. Cushioned hub with vibration damper. Diameter, 11 in; total friction area, 123.7 ex.

TRANSMISSION—Heavy-duty type, 4 forward speeds. Roller and ball bearings in all forward speeds. S.A.E. standard 6-bolt power take-off opening in side of gear box.

UNIVERSAL JOINTS—Needle roller bearing type, fully enclosed and permanently seedled against dust and mud. Centre unit is rubber mounted for greater anti-friction efficiency, smoother operation.

FRAME—High carbon frame steel with deep section wide-flanged alliquator-type cross members. Side member dimensions: Depth. 7 in.; width, 23 in.; thickness. ½ in. Elastic limit, 42,000 lbs. per sq. in.

AXLES—Front: Carbon Manganose steel, drop centre type, large "I" beam section. Rear: full floating with straddle-mounted pinion and ring gear thrust plate. Ratios: 134-in. W.B. 30-cwt., 5.83 to 1. 158-in. W.B., 30-40 cwt. and 2-ton, 5.65 to 1 (5.83 to 1 optional).

SPRINGS—Semi-elliptic front and rear. Oil-less bearing type front shackles with spring eyes double-wrapped for safety. Total spring capacities: 30-cwt. 10.550 lbs.: 2-ton 11.650 lbs.

STEERING—Worm and roller type, ratio 18.4 to 1. Steering wheel diameter 18 in.

BRAKES—Powerful hydraulic, with entirely independent handbrake system operating on drive shaft. Total braking area, 365 sq. in. Drum rings are cast iron, with steel drum discs.

WHEELS—Tapered steel disc riveted to steel rim. 134-in. W.B. 30-cwt., 5 20 in. x 5 in.; 2-ton, 7 20 in. x 5 in. 158-in. W.B. 30-40 cwt., 2 20 in. x 5 in. front. 2 20 in. x 6 in. rear and spare. 2-ton, 7 20 in. x 5 in.

TYRES—134-in, W.E. 30-cwt.; front, 2 30 x 5 8-ply; rear, 2 32 x 6 8-ply. 2-ton: 6 30 x 5 8-ply. 158-in. W.B. 30-40 cwt.; 2 32 x 6 8-ply front: 2 32 x 6 10-ply rear, 2-ton: 6 30 x 5 8-ply.

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.