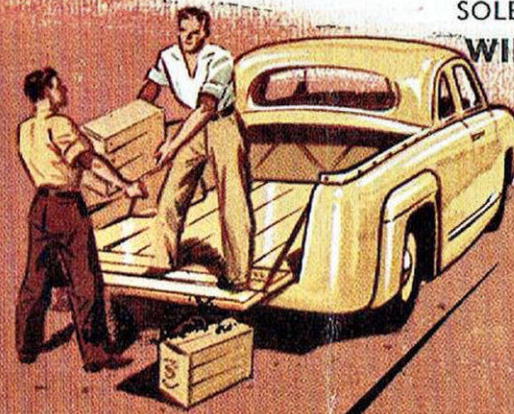
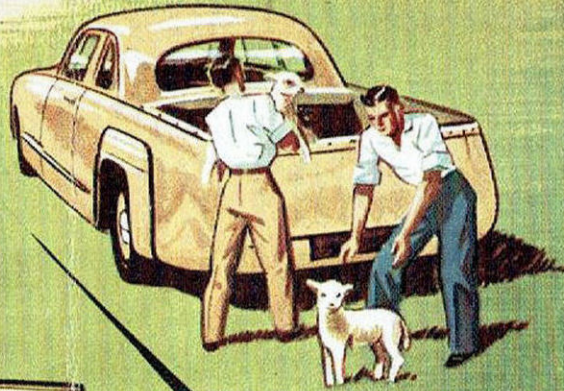


HASTINGS DEERING SERVICE LTD.

SOLE METROPOLITAN DISTRIBUTORS

WILLIAM STREET, SYDNEY

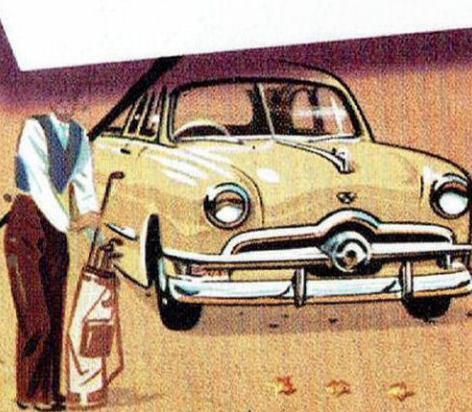
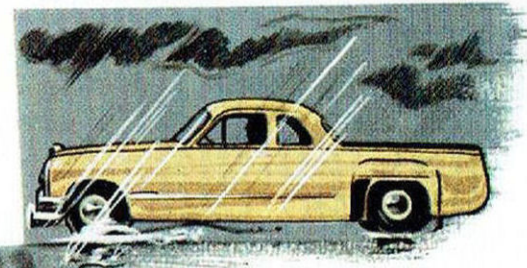
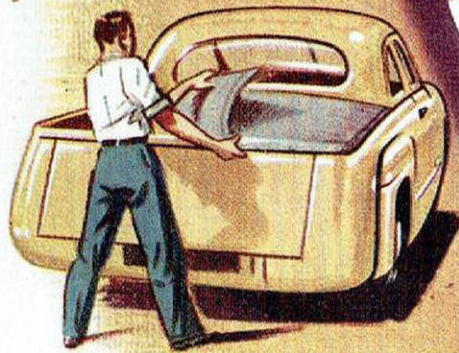
TELEPHONE: M 0412
(33 LINES)



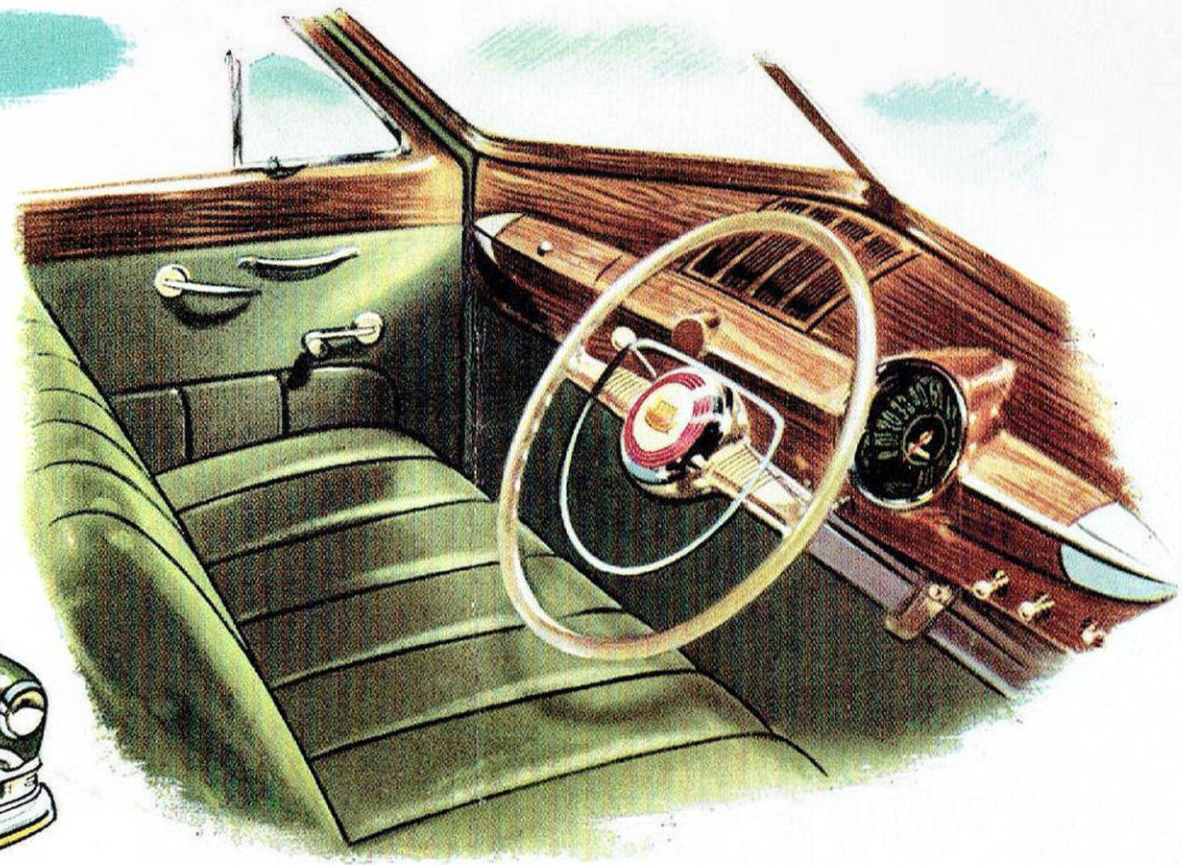
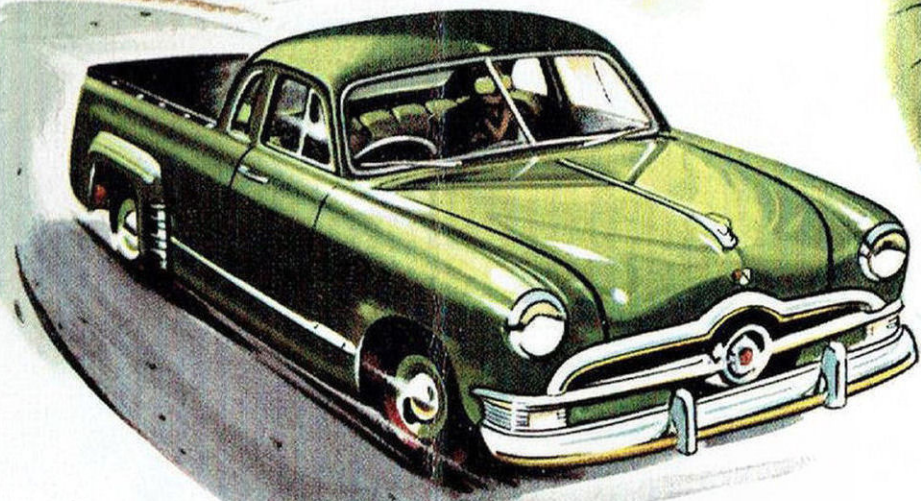
*1950's
Smartest Dual Purpose -*

FORD

DE LUXE COUPE UTILITY

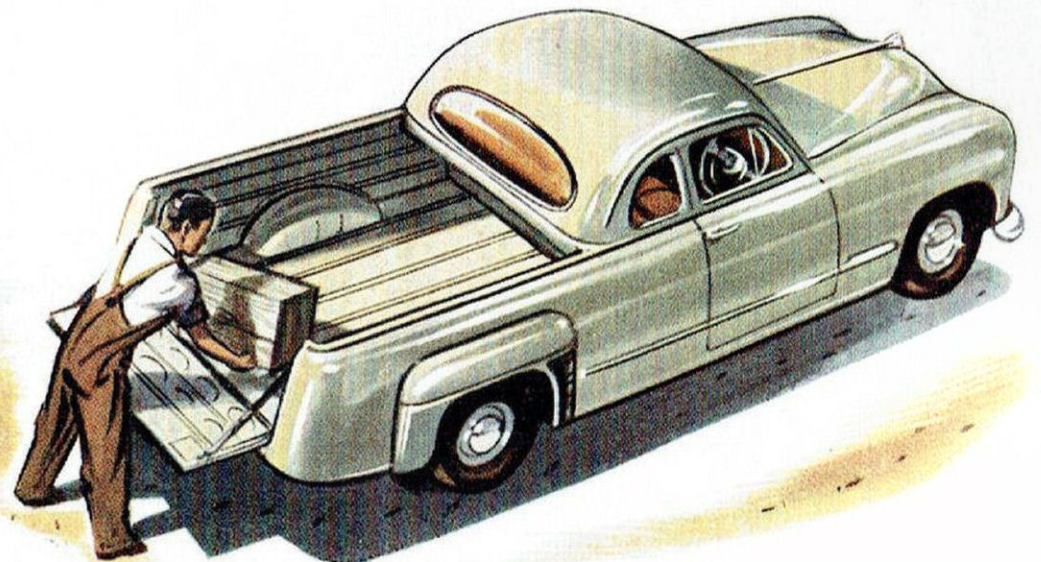


BETTER FOR LEISURE



BETTER FOR WORK

A "Utility" that truly lives up to the true meaning of the word, the Ford De-Luxe Coupe Utility has easy room for three passengers. Its appointments are of so fine a quality and the ride so smooth that you feel you're riding in a sedan. But the Ford De-Luxe Coupe Utility is also a sturdy and dependable load carrier, its low lines being designed for easy loading and unloading. Whether driven for profit or pleasure, the Ford De-Luxe Coupe Utility will serve you well.



V8 ENGINE.

No. of Cylinders — 8. **Bore and Stroke** — $3\frac{3}{16}$ " x $3\frac{1}{4}$ ".

Piston Displacement — Cubic Capacity — 239.4 cub. in.

Compression Ratio — Alloy iron cylinder heads 6.3 to 1.

Taxable H.P. — 32.5 R.A.C. rating.

Max. R.H.P. — 100 at 3,600 r.p.m.

Cylinder Block — One-piece cast iron 90° V-type.

Crankshaft — Cast alloy steel. Sludge traps in all crankpin journals.

Pistons — Split skirt alum. alloy plated for anti-scuff.

4 Piston Rings — 2 compression and 2 with 2 oil control adjacent to piston pin.

Camshaft — Cast alloy iron — 3-bearing type.

Valves — Silichrome intake, nickel-steel chrome alloy exhaust. Precision set, require no adjustment.

Valve Guides — One-piece. Valve assembly removable as one unit.

Lubrication System — Full pressure to main, connecting rod and camshaft bearings, with positive lubrication to timing and distributor drive gears.

Oil Pump — High capacity, quiet and positive. Screened inlet located deep in crankcase. Crankcase capacity refill, 8 pints.

Oil Filter — Replaceable type externally mounted above left hand cylinder head. Replaceable type cartridge.

Engine Ventilation — Inlet location left of generator to valve chamber. Outlet location, tube extension from left front of intake manifold into slip stream.

Engine Cooling (Air) — 4 blade fan.

Engine Cooling (Water) — Series flow full-length water jackets, thermostatic temperature control with continuous bypass tubular radiator, pressure radiator cap and 2 self-sealing pumps. Cooling System Capacity — 17 quarts.

Exhaust Manifold — Exhaust cross-over pipe is now positioned around the front of the engine instead of under the oil pan. This permits easy removal of oil pan.

Fuel System — Dual down draft carburettor. Hand control choke.

Induction Manifold — Short, direct, nearly equal passages to each cylinder, and level mounted for uniform fuel distribution.

Fuel Tank at Rear — Capacity 13 gallons, indicator gauge on instrument panel.

Fuel Pump — High pressure diaphragm type mounted high at top rear of intake manifold.

Ignition — Distributor is mounted in front of right hand cylinder block at an angle of 50° off vertical. Greatly improved accessibility for servicing. Distributor spark advance utilises difference between vacuum in manifold and carburettor throat for more accurate spark advance for various loads and speeds.

Induction Air Cleaning — Oil bath air cleaner with built-in silencer.

GEARBOX (Transmission).

Type — 3 speeds forward, 1 speed reverse.

Gearbox Ratios —

First — 2.819 to 1.

Second — 1.604 to 1.

Third (top gear direct drive) — 1 to 1.

Reverse — 3.625 to 1.

Type of Gears — All helical.

How Engaged — Gear change lever on steering column. First and Reverse — Sliding gear. Second and Third — Constant mesh with Blocker type synchroniser.

CHASSIS.

Structure —

Double drop box section chassis frame with full cruciform X-member, plus four cross members.

Frame side rails 4" x 3 $\frac{1}{2}$ " with welded type box section from front suspension cross member to rear of chassis frame.

Front Suspension —

Type — Independent swinging links with coil springs.

Coil spring diameter outside — 5.4 inches.

Shock absorbers — Hydraulic double-acting tubular type.

Caster and camber — independent adjustment for each at each wheel.

Rear Suspension —

Type — Longitudinal semi-elliptic leaf springs progressive capacity (2-stage).

Spring length — 50". Spring width — 2".

Number of leaves — 10.

Spring bracket and shackle bushings — Rubber concentrated pressure type. No lubrication required.

Drive from Gearbox to Rear Axle — Hotchkiss drive.

Rear Axle —

Type — Semi-floating.

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HAND BRAKE.

Type — Mechanical application of rear brakes. Actuation — T handle on dash through lever and equalising cable.

STEERING SYSTEM.

Type — Symmetrical linkage with cross links and idler arm. Steering gear — Worm and triple tooth roller. Steering gear ratio — 17.7 to 1.

ROAD WHEELS.

Ventilated type steel disc wheels.

TYRES.

Five No. 6.00 x 16 x 6-ply tyres and tubes.

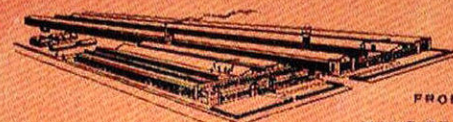
GENERAL.

Wheelbase — 114". Track (Front) — 56". (Rear) — 60". Maximum overall length (with tailgate shut) — 16' 1". Maximum height — ground to top of cab roof — 5' 6 $\frac{1}{2}$ ". Maximum width of vehicle — 6' 3". Maximum length along loading floor — 7' 2 $\frac{1}{4}$ ". Maximum width across loading floor — 5' 1 $\frac{1}{2}$ ". Maximum width above wheel arches across loading floor — 5' 0 $\frac{1}{2}$ ". Maximum width inside wheel arches across loading floor — 48". Maximum height of sides from loading floor to tonneau cover level — Front, 21"; Rear, 19 $\frac{1}{4}$ ". Width of tailgate opening — 48". Height of tailgate opening — 19 $\frac{1}{4}$ ". Width across front seat — 54".

MANUFACTURER'S MAXIMUM GROSS VEHICLE WEIGHT. I.E., THE VEHICLE, THE DRIVER, THE PASSENGERS, AND THE PAYLOAD, IS NOT TO EXCEED 4,500 LBS.

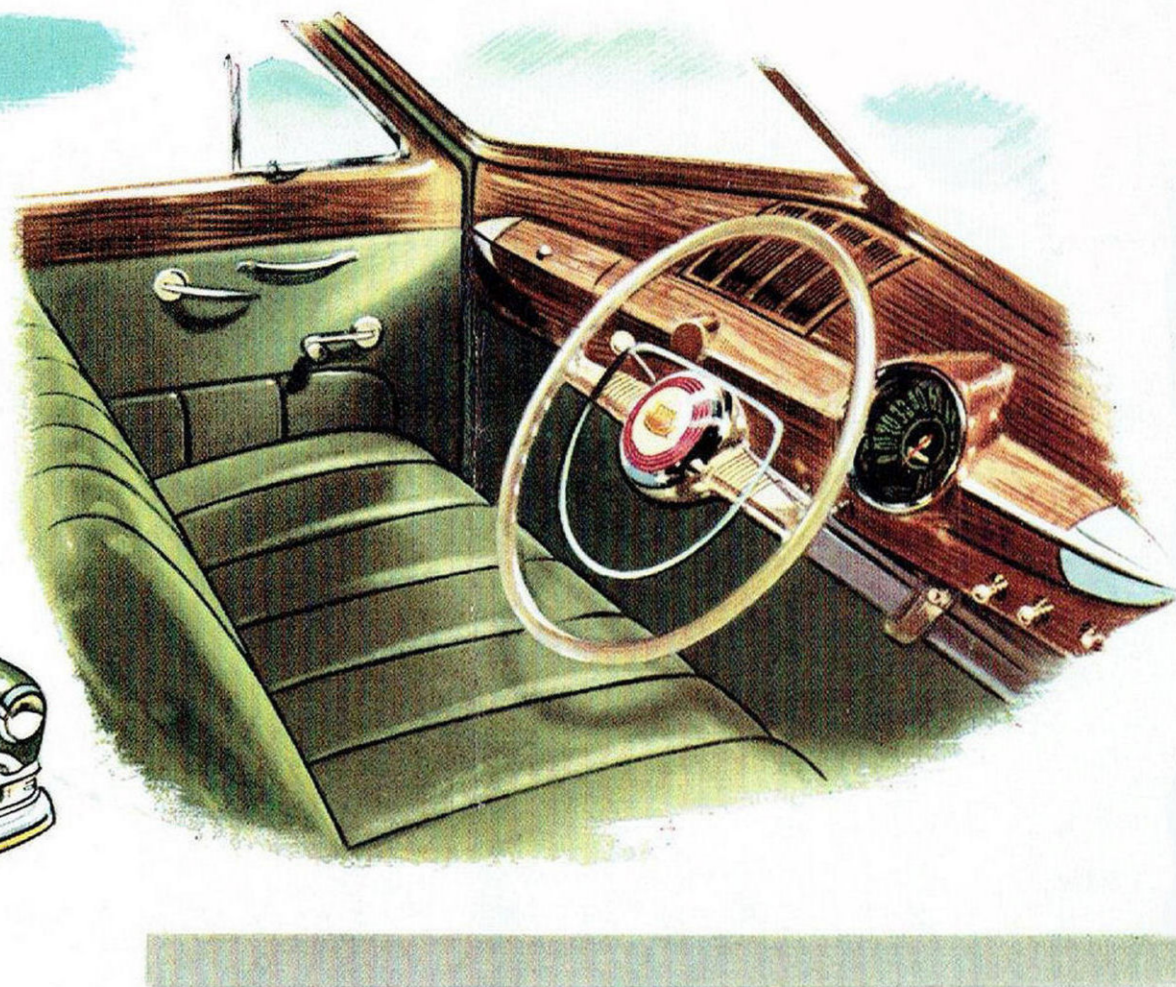
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FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.
(INCORPORATED IN VICTORIA) REGISTERED OFFICE: GEELONG, VICTORIA

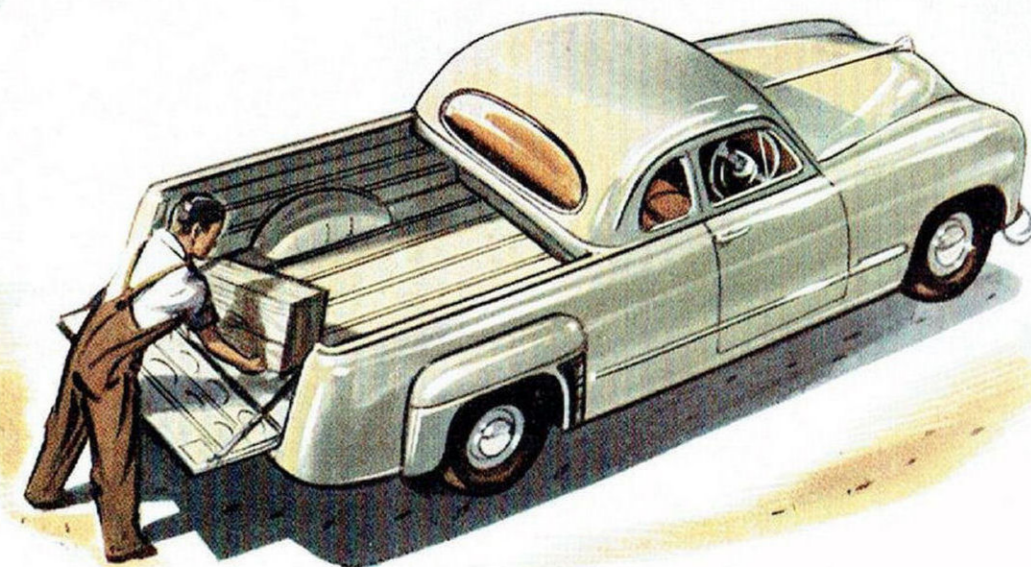


FROM THE
HOME OF FORD
MANUFACTURING IN AUSTRALIA

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BETTER FOR WORK



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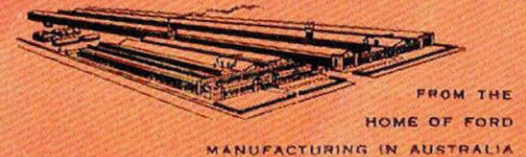
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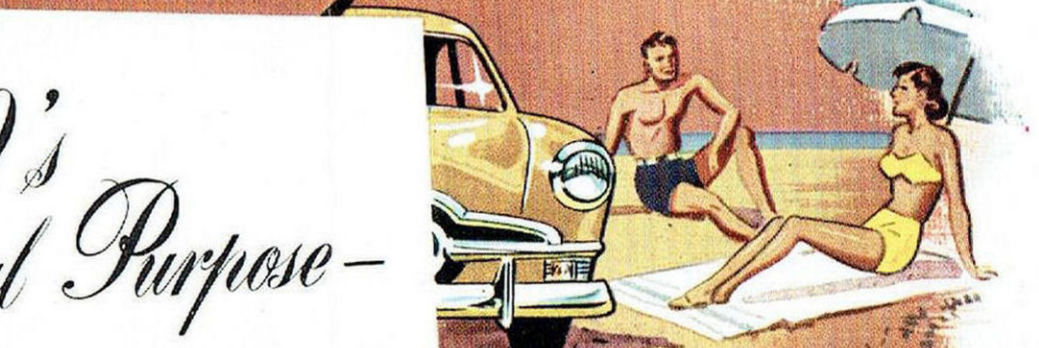
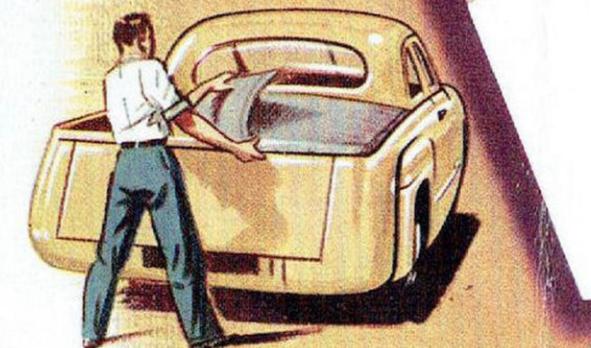
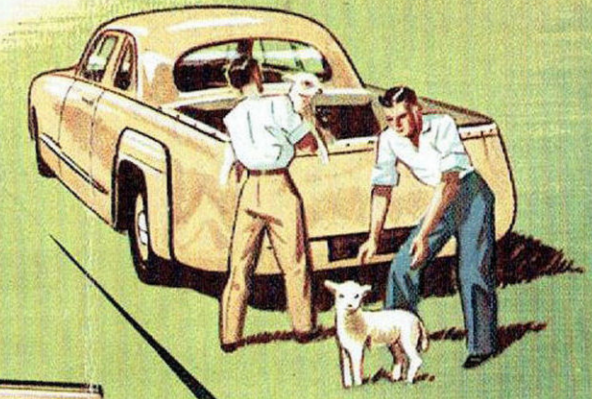
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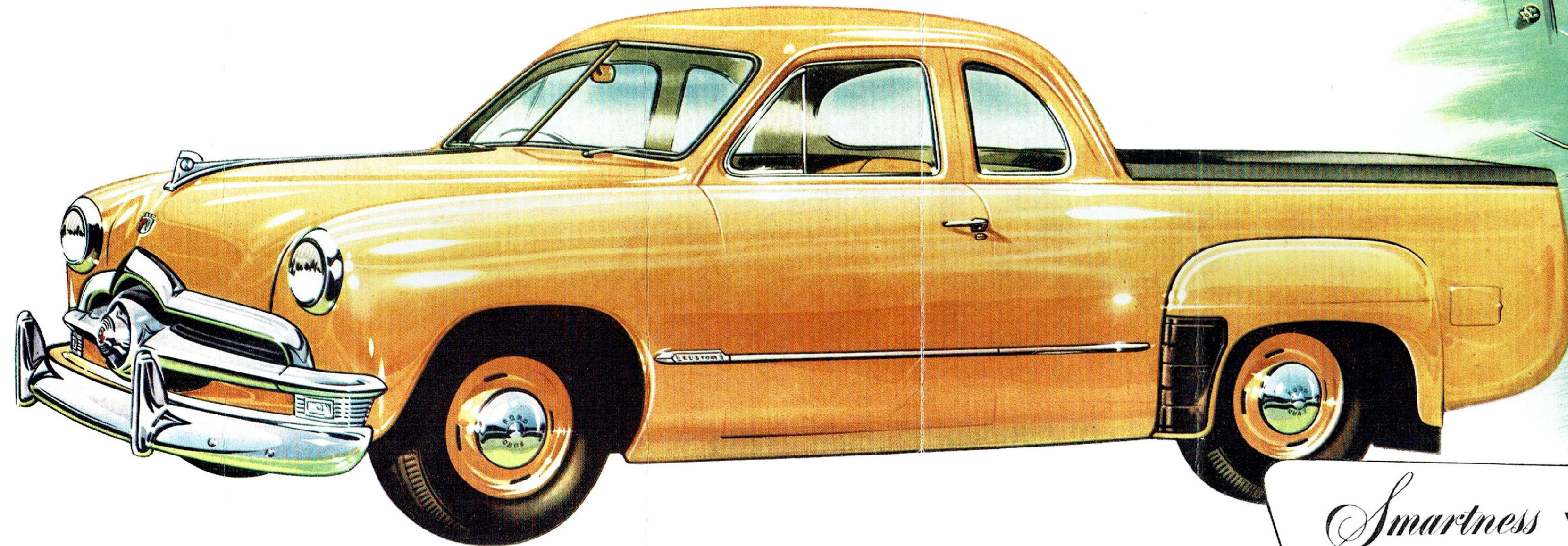
FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.
(INCORPORATED IN VICTORIA) REGISTERED OFFICE: GEELONG, VICTORIA

HASTINGS DEERING SERVICE LTD.
SOLE METROPOLITAN DISTRIBUTORS
WILLIAM STREET, SYDNEY
TELEPHONE: M 0412
(33 LINES)

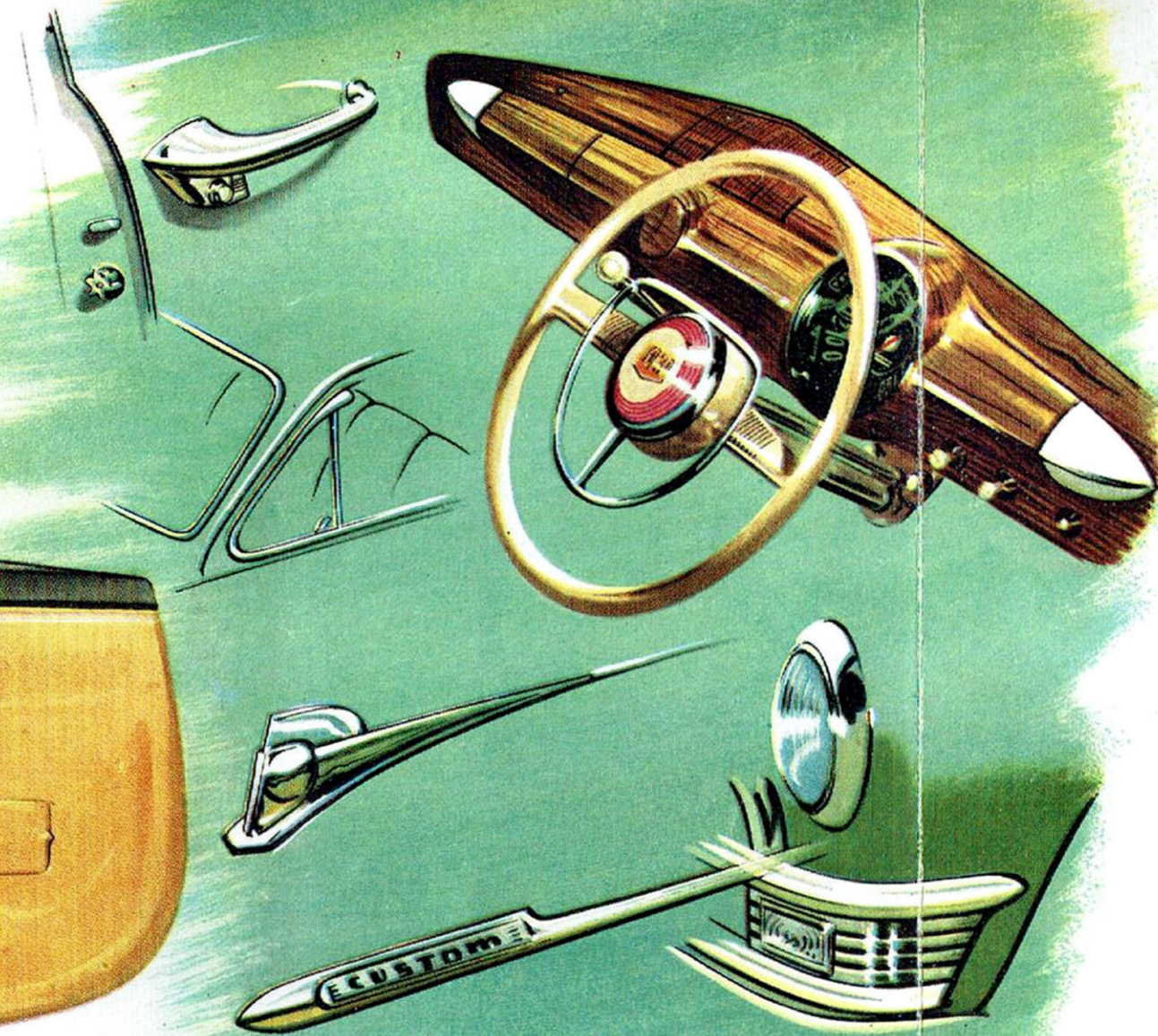


1950's
Smartest Dual Purpose —
FORD
DE LUXE COUPE UTILITY

1950 AND FORD LEADS AGAIN IN COUPE UTILITY DESIGN

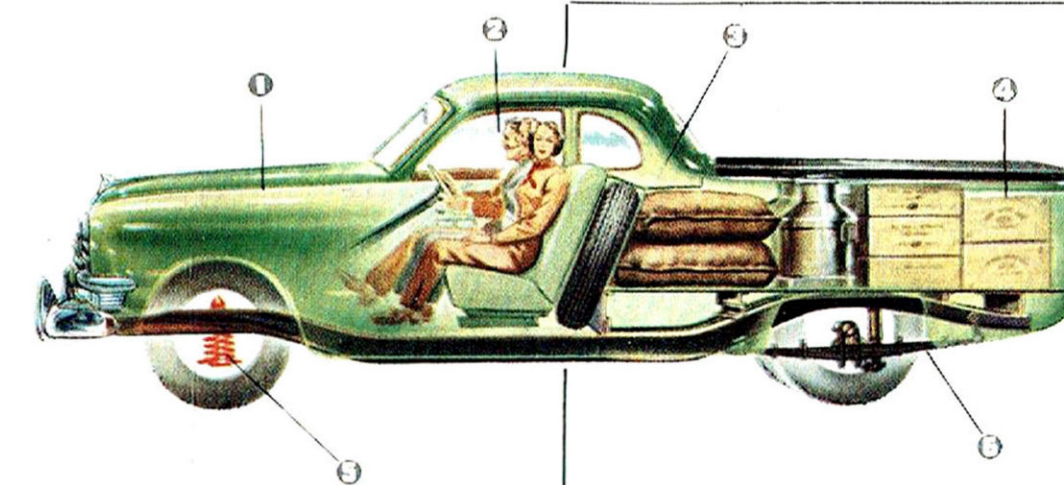


Smartness **WITH USEFUL PURPOSE**



Push button door handles with new rotary door locks — a light touch closes doors solidly and securely . . . Horn ring newly shaped — will not catch your coat sleeve or obstruct view of instruments . . . Window eaves designed into front vent window assembly . . . Bonnet top ornament of new and distinctive design . . . Parking lights re-styled into new fluted treatment at end of new grille centre bar . . . Chrome identification ornament streamlined into body side strip . . . These features and many more give the Ford De Luxe Coupe Utility a bigger lead on smartness and down to earth usefulness.

Not available on commercial vehicle: Horn ring and chrome identification ornament.



Ford thoroughness in design and engineering

1. Top setting of all engine accessories for great accessibility . . . Positive crankcase ventilation . . . Manifolding with short, direct and nearly equal passages to each cylinder, and level mounted for equal fuel distribution and economy . . . Automatic and accurate spark adjustment for varying loads and speeds . . . High-turbulence combustion chambers designed for economical use of fuel-mixture.
2. All day comfort for 3 passengers. Fine quality appointments, smooth "Mid-Ship" ride and picture window visibility make you feel you're riding in a sedan. New window eaves designed into front-vent window assembly for new "wet-weather" comfort.
3. Load space is cleverly engineered so that not an inch is wasted. It's a true utility — balanced loading space assists the smooth ride, improves road stability.
4. Long and wide utility body built with steel inner and outer panels. Steel skid strips and wide tailgate facilitate handling of loads. Tonneau cover is framed and curved and provides a weather proof fit.
5. "Hydra-Coil" front suspension has independent swinging links with soft action coil springs. New torsional stabilizer for level-keel travel.
6. "Para-Flex" leaf springs perfectly balanced with Hydra-coil front suspension — and need no lubrication.