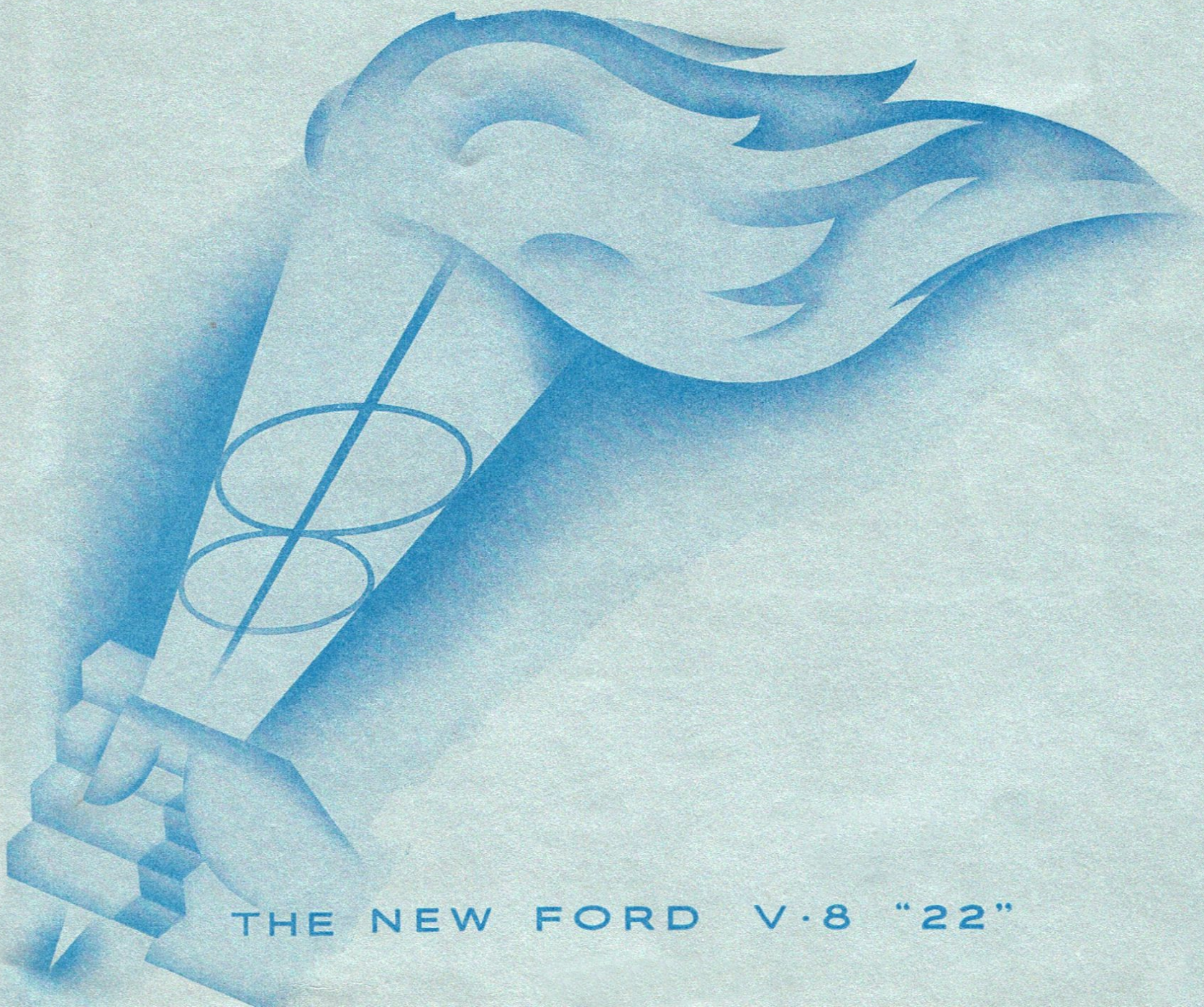




THE NEW FORD V·8 "22"

# FORD V-8 "22"

## PRICE

DOUBLE ENTRANCE SALOON—**£240**

LEATHER UPHOLSTERY - £5 *extra*

RADIO - - - - £15/15/- *extra*

*At Works, Dagenham*

Available body colours are Black, Vineyard  
Green, Coronation Blue, Cordoba Tan.

*Ford Motor Company Limited, whose policy is one of  
continuous improvement, reserve the right to change prices,  
specifications and equipment at any time, without notice.*

FORD MOTOR COMPANY LTD.

DAGENHAM, ESSEX

*London Showrooms :* 88 REGENT STREET

# The NEW FORD V-8 "22"

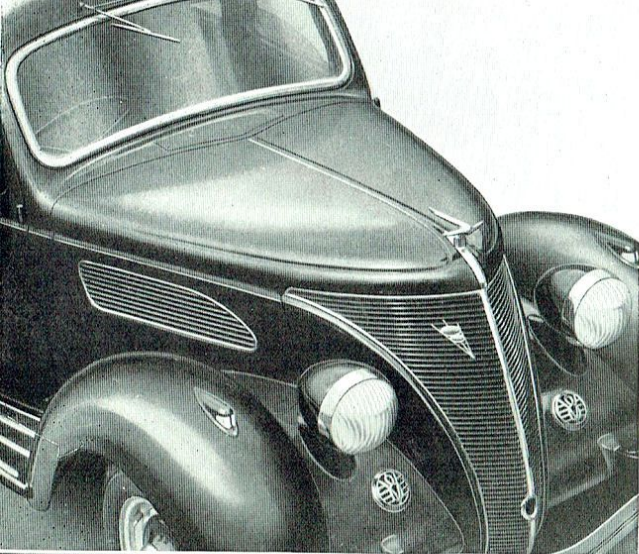
A car of medium power but outstanding performance, the Ford V-8 "22" has an entirely individual appeal to the man or woman who desires a car of distinction but wishes to keep motoring costs at moderate levels. It affords the smooth, silent and truly effortless travel that only an engine of eight or more cylinders can yield. There are few cars that are so *restful*; its riding qualities may be described, without exaggeration, as superlative. In every detail of equipment and appointment it is designed to please those of taste and refinement. Yet it is a car of strictly economical price and low running costs.

The improved Ford V-8 "22" combines entirely new advantages with those which have established it as an outstanding example of a fine modern car. It will give you a great deal of pleasure to own and to drive.

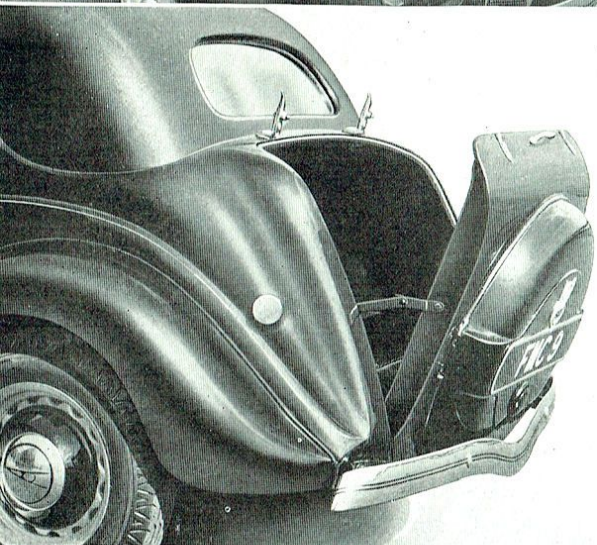


AND STILL THERE IS NO COMPARISON

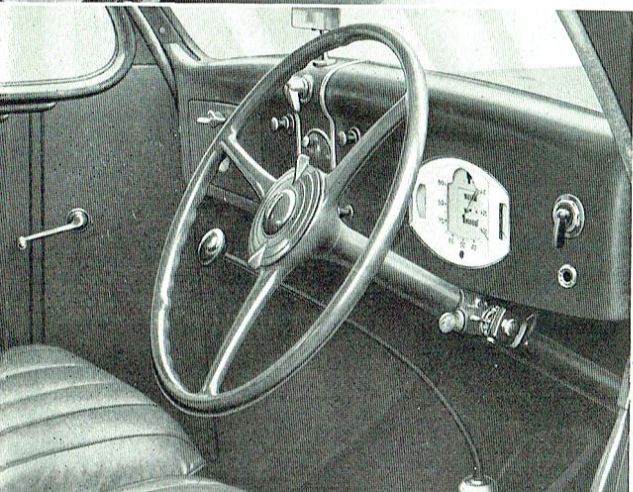
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*The front of the Ford V-8 "22" is admitted to have achieved a new note in functional design. It contributes to, and is typical of the distinctive beauty of the car as a whole. All bright parts are chromium plated or of stainless steel.*



*The large and convenient luggage compartment is reached from outside the car by means of a wide, deep lid. It is lined to protect the finest luggage, and is dustproof and waterproof. The spare wheel is housed in a separate locker.*



*The dashboard and full-vision instrument panel are finished in colour to match all interior fittings and upholstery. The new-type handbrake lever under the scuttle is unobtrusive but particularly accessible.*

# L U X U R Y   W I T H

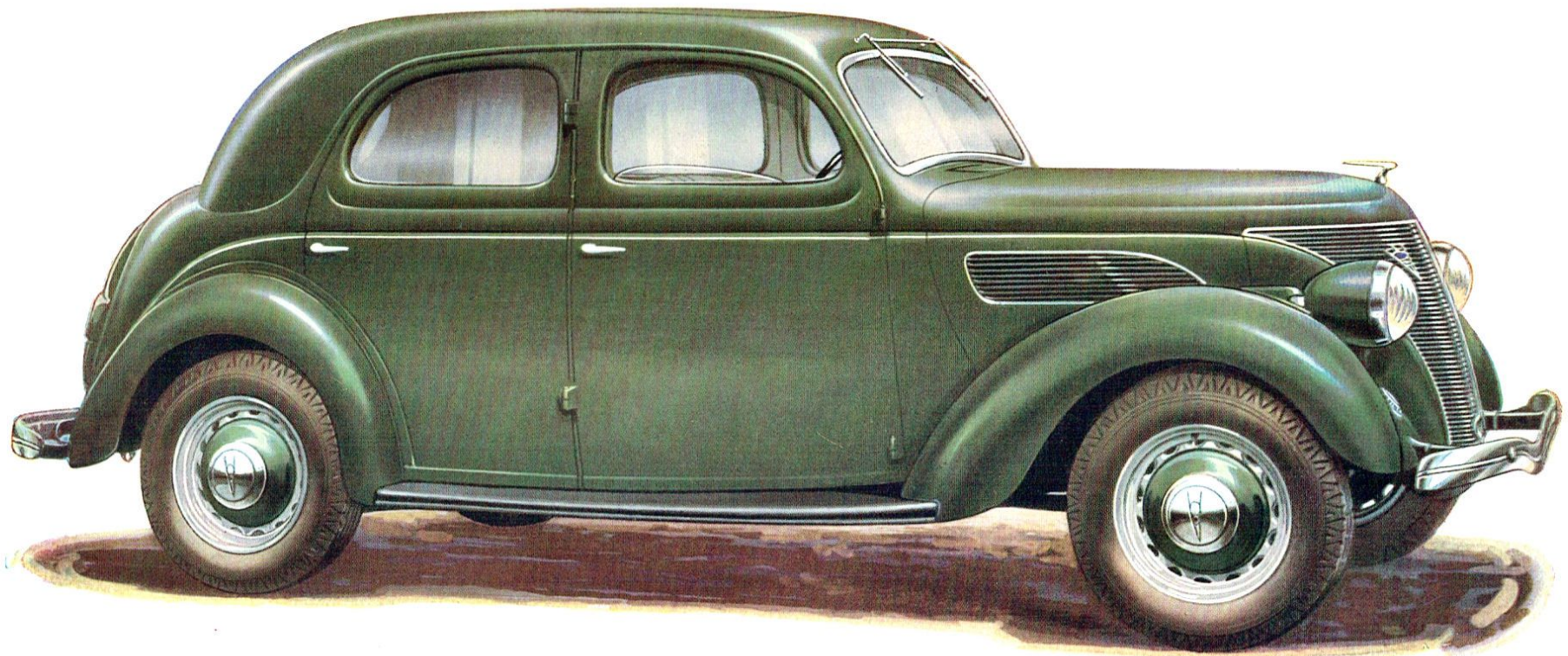
## Features

The new Ford V-8 "22" is an exceptionally spacious car. The interior of the newly-designed bodywork is more than three inches longer than before, and provides particularly generous leg space for rear passengers, while headroom in the rear compartment has also been increased. In addition to affording still more space inside the car, the new design also provides increased room for luggage. This new and larger luggage compartment is accessible from outside the car.

New appointments and conveniences lend fresh charm to the interior. A wide central arm-rest which folds into the seat cushion when not in use, adds to the comfort of rear passengers. The handbrake lever is of the pistol-grip type and is mounted under the scuttle, leaving the front compartment free from unnecessary obstruction. The dashboard and instrument panel are of new and handsome design, and, with the window fittings and control knobs, are attractively finished in colour. Upholstery and floor carpets are in the same shade, providing a matched colour scheme which enhances the appeal of the modern interior.

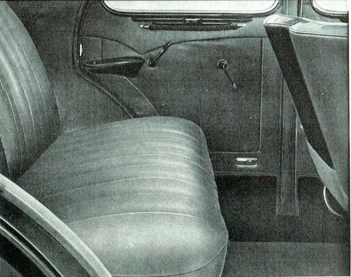
## *The New Ford V-8 "22"*

E C O N O M Y

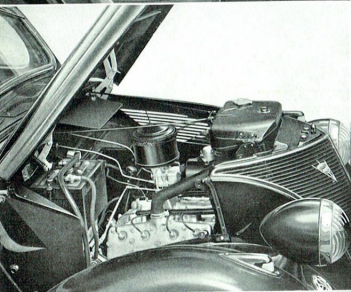


*The Car for the Connoisseur*

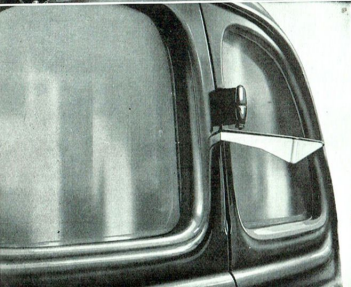
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*A central folding arm-rest lends extra luxury to the deep, softly-sprung rear seat when it is occupied by only two passengers. With the rest folded flush with the seat cushion the rear compartment provides ample accommodation for three.*



*Ford cars have always been known for their maintenance simplicity. The engine of the Ford V-8 '22' is particularly accessible. The modern bonnet is counterweighted for ease of handling, and remains open without other support.*



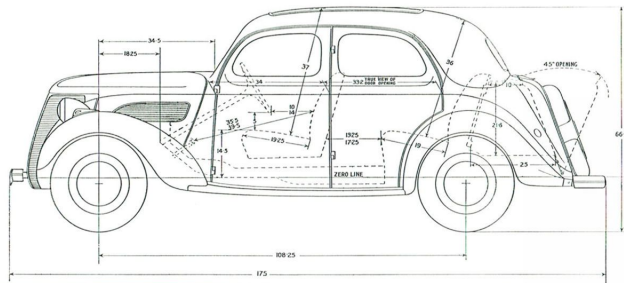
*The illuminated direction indicators are recessed in the door posts. The control switch is conveniently fitted on the dashboard. A feature of the car is the ease with which controls can be reached and used.*

# THE CAR OF UNIVERSAL APPEAL

For the full enjoyment of modern road travel a car of fine performance is an enviable possession. The Ford V-8 "22" is such a car. It provides swift, gliding acceleration, speed far above the normal, in such quiet, safe, effortless fashion that driving takes on a new fascination.

Performance of this character was once obtainable only at considerable cost. But the Ford V-8 "22" provides the distinctive qualities of an "8" at no greater running costs than the average medium-sized car, and at a yearly tax of only £16 10s. Entirely new design and manufacturing methods have been applied by Ford to the development of the V-type 8-cylinder engine, with the result that today it costs no more in price, in petrol, or in upkeep, than less efficient engines of the same power.

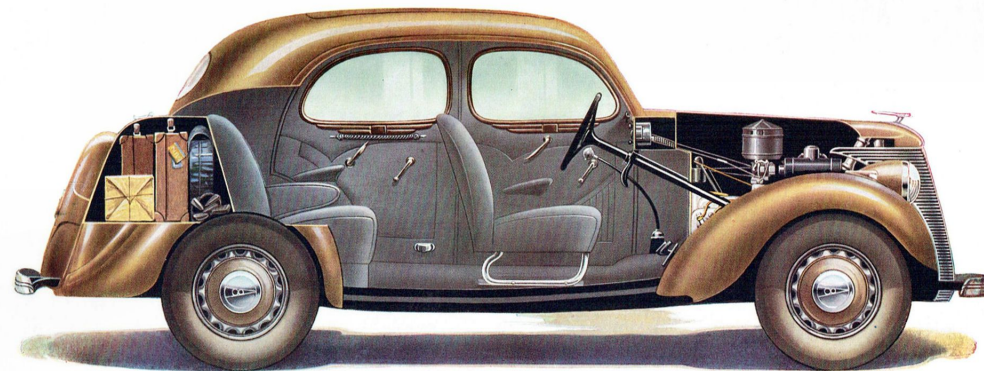
Everything that will make driving this eager, responsive car an unalloyed pleasure has received attention. Both front seats can be adjusted at a touch, and the driving seat rises when drawn forward, giving improved visibility for those of short stature. The gear box is equipped with silent helical gears in all speeds, and a synchroniser between second and top makes gear changing supremely simple. The car has been purposely designed to contribute to safe motoring. Brakes demand only a light touch but have smooth power for the unlikely emergency. Steering is light and precise. Safety glass is used throughout, of course.



*The generous dimensions of the new Ford V-8 '22' are shown by actual figures in this diagram. The car provides luxurious accommodation for five adults.*

Other qualities of the Ford V-8 "22" are as outstanding as its performance. It rides with a distinctive smoothness that commands the immediate admiration of passengers. This exceptional riding comfort results from a combination of many engineering features—long, tapered and unusually flexible springs with interleaf lubrication; an exceptionally long springbase; correct weight distribution; perfectly-designed and softly-sprung seating (the front seats being mounted on tubular steel frames); and large-section tyres. You must test the riding comfort of this car to form any conception of the standard attained.

Appointments are in keeping with the flawless behaviour of the car, and include such refinements as ash-trays for all passengers, clear-vision ventilation, cigar lighter, clock, two sun visors, roof light with pillar switch, dual windscreen wiper, etc., etc. The low, well-less floors are thickly carpeted to exclude draughts, fumes and noise. A glove compartment, parcels tray and door pockets make liberal provision for the impedimenta that accumulate in a car seating five persons.



# S P E C I F I C A T I O N

**ENGINE**—Eight-cylinder. Two banks of four cylinders, set at 90 deg. Bore : 2.6 ins. (66.04 mm.). Stroke : 3.2 ins. (81.28 mm.). R.A.C. rating : 21.63 h.p. Detachable cylinder heads. Cylinder-block and upper half of crankcase cast integrally. Firing order : 1, 5, 4, 8, 6, 3, 7, 2. Engine suspended at four rubber-mounted points, two at front and two in rear.

**PISTONS**—Copper silicon steel. Three rings. Two compression, one oil control, above piston pin.

**GUDGEON PINS**—Hollow  $2\frac{3}{8}$  ins. (60.325 mm.) long.  $\frac{11}{16}$  in. (17.46 mm.) diameter.

**CRANKSHAFT**— $20\frac{1}{2}$  ins. (523.24 mm.) long. Three main bearings of anti-friction metal on steel shells. Bearings can be readily removed when desired. Diameter 2 ins. (50.8 mm.). Length of main bearings : front and intermediate  $1\frac{1}{2}$  ins. (38.1 mm.); rear 2 ins. (50.8 mm.).

**CAMSHAFT**—Single, located above crankcase between cylinder blocks. Driven by silent helical tooth Celeron gear. Three full floating type bearings. Diameter of bearings : 1.50 ins. (38.1 mm.); length of bearings :  $1\frac{7}{16}$  ins. (36.51 mm.).

**VALVES**—Side by side : silicon chromium-alloy steel. Clearance : .015 in. (.381 mm.); Lift : .251 in. (6.375 mm.).

**PETROL SUPPLY**— $12\frac{1}{2}$ -gallon (56.88 litres) tank, at rear. Mechanical pump. Down-draught carburettor fitted with air-filter and "booster" pump, to equalise feed during acceleration periods : gauge on instrument panel.

**INDUCTION**—Manifold between cylinder-banks. Manifold heated by exhaust gases.

**EXHAUST**—As all valves are inside the cylinder banks, the exhaust gases are led through passages in cylinder block water-jackets and thence by external piping to a single silencer.

**COOLING**—Tubular radiator and fan. Thermo-syphon system aided by 2 pumps which are lubricated by the engine and require neither greasing nor adjustment.

**IGNITION**—Battery and coil. Coil and condenser mounted on distributor which is driven off the camshaft.

**LUBRICATION**—Pressure and splash feed ; pump situated at bottom of crankcase, and driven through gears from front end of crankshaft. Normal oil-pressure : 30 lbs. per sq. in. Main, connecting rod and camshaft bearings, and timing gears pressure-fed. Splash lubrication to all other working parts. Ventilated crankcase ; oil-pressure gauge fitted on instrument panel.

**CLUTCH**—Dry, single plate ; cushioned. Centrifugal force of weights used to assist spring pressure.

**TRANSMISSION**—Three forward speeds and reverse. Gear ratios : Top, 4.55 to 1 ; Second, 7.298 to 1 ; First, 12.826 to 1 ; Reverse, 16.49 to 1. Synchronised gear-change on second and top. All gears are helically cut and silent.

**REAR AXLE**—Three-quarter floating, spiral bevel ; all shafts mounted on tapered roller bearings. Rear axle ratio : 4.55 to 1.

**FRONT AXLE**—Forms part of articulated triangle, apex of triangle being rubber mounted on central cross-member.

**SPRINGING**—Transverse ; front spring mounted in front of beam and rear spring behind rear axle. Four hydraulic shock absorbers, incorporating automatic adjustments to compensate abnormal shocks.

**BRAKES**—Four-wheel ; drums of special non-scoring alloy. Braking area : 185.5 sq. ins. Hand-brake on rear wheels only.

**STEERING GEAR**—Three-quarter irreversible, hour-glass worm-and-sector type. Turning circle : 40 ft. (12,192 mm.). Ratio 17 to 1. Lock on steering column controls both steering and ignition.

**WHEELS**—Steel pressed and electrically welded. Well-base rims.

**TYRES**—5.75 x 16 ins.

**CHASSIS**—Double-drop X-type frame, four cross-members.

**WHEELBASE**—9 ft. 0  $\frac{1}{4}$  in. (2749.56 mm.).

**TRACK**—4 ft. 7  $\frac{1}{4}$  ins. (1403.30 mm.) front ; 4 ft. 10 ins. (1473.2 mm.) rear.

**ROAD CLEARANCE**—7  $\frac{3}{8}$  ins. (196.85 mm.).

**OVERALL LENGTH**—14 ft. 5  $\frac{1}{4}$  ins. (4400.56 mm.).

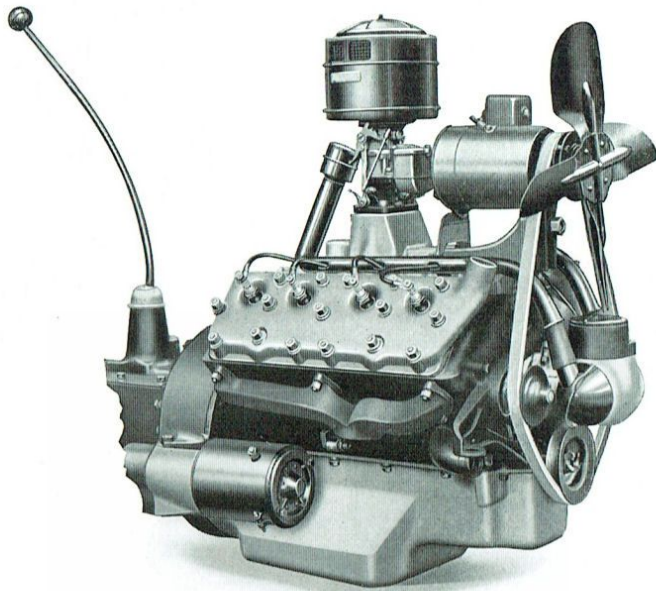
*Ford Motor Company Limited, whose policy is one of continual improvement, reserves the right to change specification and prices at any time without notice or incurring liability to purchasers.*

F O R D M O T O R C O M P A N Y



L T D. D A G E N H A M. E S S E X.

# F O R D   W O R K S



The Ford V-8 "22" is an outstanding car partly because it has a remarkable engine—capable of the most efficient yet highly economical performance, simple in design, and very accessible. Integral casting of the engine block, valve passages, crankcase and flywheel housing (an advance in foundry practice which Ford alone has achieved) gives the Ford V-8 engine many of its pronounced advantages. It has a host of other exclusive features which combine to yield high power with low fuel consumption, smooth and silent performance, negligible wear over long periods, simple and economical service. But the story of Ford V-8 design demands a handbook to itself. Know more about this engine which has commanded the admiration of engineers throughout the world.

It is universally admitted that Ford cars represent a value far in excess of their price. The truly fine Ford V-8 car is made possible by applying modern precision methods of production to materials of quality. Ford Works, Dagenham, where the Ford V-8 "22" is manufactured throughout, exemplifies the ideals, methods, engineering skill and economic resources which have made the modern Ford car possible, and is a manufacturing centre with no counterpart in Europe. Come to Dagenham and see for yourself what is possible when craftsmen, precision equipment, and modern machines join forces.

## F O R D F A C I L I T I E S

For additional lubrication and maintenance service, and all attention that may be required throughout the life of the vehicle, the owner has at his command the unique Ford Facilities. These ensure that prompt, skilled attention is obtainable in any part of the world at low, fixed charges.

Ford Facilities are provided by all Ford Main Dealers, who are under agreement to maintain a Repair and Maintenance Depot equipped with specialised machinery and carrying an adequate stock of genuine Ford replacement parts. Each Dealer works with the close co-operation of Ford Motor Company Limited, and is encouraged and assisted to employ a competent staff and to render speedy, satisfactory service.

Ford Service Facilities are one of the most important contributions to trouble-free and economical transport. They are yet another reason for Ford popularity.

## F O R D A F T E R - S A L E S E R V I C E

To provide an additional assurance of efficient and economical operation, all purchasers of new Ford vehicles are entitled, without extra charge, to lubrication, inspection and adjustment service at the first 300 and 1,000 miles. This after-sale service will be carried out by the Ford Dealer from whom the vehicle is purchased, and includes :

*Lubrication.*—Lubricate chassis, including all operations shown in Group 1L in the Instruction Book ; change engine oil. (Oil to be charged for.)

*Inspection.*—Inspect lights, horn, windscreen wiper, battery, battery connections, hose connections, water pump if fitted.

*Adjustments.*—Tighten cylinder head nuts, adjust carburettor, adjust generator and alter charging rate if necessary to suit customer's requirements, adjust fan belt, adjust clutch (pedal movement) if necessary, and inflate all tyres to the recommended pressure.

Where it is not possible to have these attentions carried out by the Dealer from whom the vehicle is purchased, by arrangement with him, the service may be obtained in accordance with the Service Certificate issued with each car from any Authorised Ford Dealer at a charge of ten shillings, plus the cost of materials, and the inspection and adjustment charge will be reimbursed by the selling Dealer on presentation of a receipted bill.

## U S E T H E L O C A L F O R D D E A L E R

## FORD ENGINE EXCHANGE

Under this plan, when the time comes for the engine of a Ford Car or Fordson Commercial to be overhauled, the work can be done more economically by the local Ford Dealer. Ford Dealers carry in stock, engines (cylinder units) reconditioned at Ford Works by men thoroughly qualified to do the work. When the vehicle is driven into the Ford Dealer's workshop, the engine is removed from the chassis, the accessories comprising the electrical equipment, plugs, carburettor, inlet manifold, exhaust manifold, clutch, crankshaft pulley and ratchet, fan, fuel pump, oil level indicator, oil filler and pipe and engine front support, are taken off, fitted on the reconditioned unit and the completed engine installed. This is all done at a nominal charge known in advance.

The old unit is returned to Ford Works where it is reconditioned ready for another owner. It is not merely overhauled, but is rebuilt with a thoroughness impossible in ordinary repair. Each engine is completely dismantled and many parts are immediately scrapped and replaced with new units, including all pistons and rings, valves, valve springs and guides, the timing gear and the starter ring gear. Bores are reground to the same limits as those of new engines, and mirror-finished. The crankshaft is reground as accurately as new, and new bearings are fitted throughout. All assembly, checking and inspection operations are carried out to Ford precision standards, and the reconditioned unit is guaranteed by Ford Motor Company Limited for six months. Engines which have been damaged or altered from standard are not accepted under the plan.

## *Mainly about Economy*

*We have had great satisfaction from the car (a Ford V-8 "22"). Last Tuesday night my wife and chauffeur left home at 11-40 p.m. for London, returning at midnight on Wednesday, a distance of 440 miles. The petrol consumed was 16½ gallons, giving an average of 26.66 m.p.g., which is a great credit to the engineers.*

J.G.D., Nelson (Lancs.).

*You may be interested to know that the Ford V-8 "22" that I drove in the R.A.C. Rally consumed exactly 50 gallons of petrol in 1,274 miles. In view of the heavy load carried, the adverse weather, and the lengthy periods of idling at Hastings, the consumption of 25.48 m.p.g. is excellent.*

J.H., Kew Gardens.

*I have done over 12,000 miles in my Ford V-8 "22" and over this distance the average is over 24½ m.p.g. This includes much stopping, as the car is used for business. On long runs, I get 27.5 m.p.g. The tyres are still exceptional and show little signs of wear. The brakes are very good and have had only two adjustments. I never expected to get such satisfactory performance.*

G.F., Chester.

*I took delivery of a Ford V-8 "22" last year, since when I have covered 17,305 miles. There has been no trouble with the car save a defective fan belt (4s.) which was replaced under guarantee. When 3,800 miles were run a petrol test was made and the result was an average of 27½ m.p.g. At present the m.p.g. all over for a week is about 24.25 m.p.g. This is the 15th car I have owned—and the most satisfactory.*

H.W.S., Galston, Argyle.

## *More in Performance More in Comfort*

