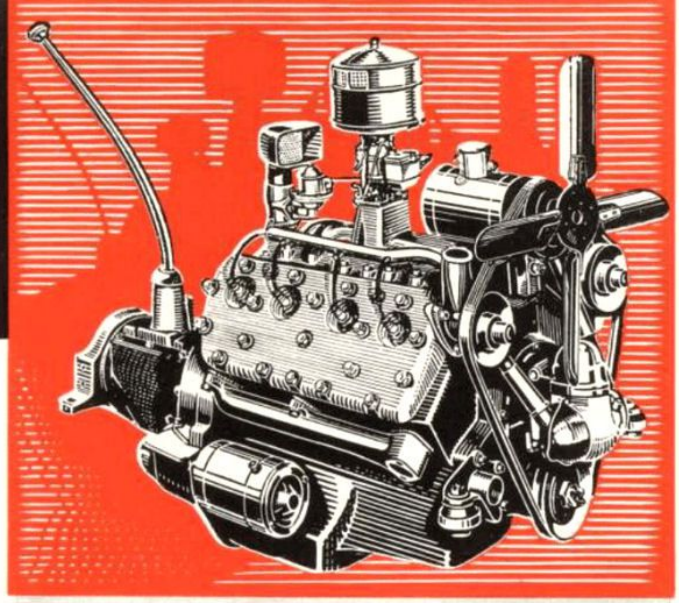
THE NEW 1936

COMMERCIAL CARS

V-8 Economy!

PROVED BY COST RECORDS OF OWNERS



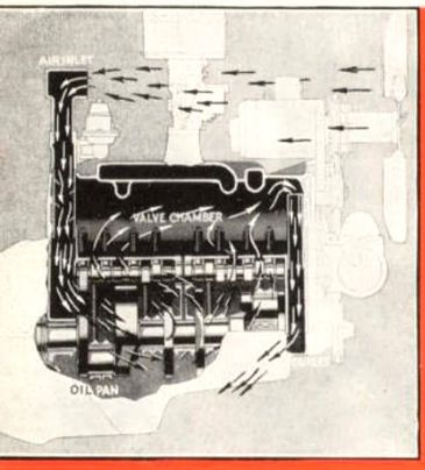
● There can be no question of the economy of Ford V-8 Commercial Cars. In the past three years, owners have covered billions of miles under every conceivable condition of load and road and weather. Their cost records PROVE V-8 Economy . . . economy that includes low-cost maintenance as well as low operating cost.

The economy, reliability and performance of Ford V-8 Commercial Cars have been so outstanding that in many cases owners have standardized 100% on Fords. This has been the case particularly among large fleet owners, who keep careful records of operating and maintenance costs. No amount of argument . . . no amount of theory . . . can be as convincing as THE FACTS. Shrewd buyers rely on cold, hard figures. And, on the basis of dollars and cents, the outstanding economy of Ford V-8 Commercial Cars unquestionably has been PROVED BY THE PAST!

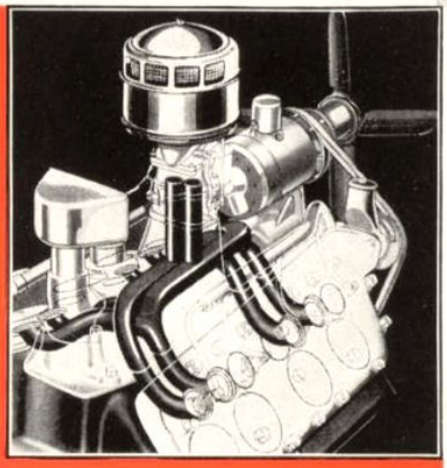
"OUR V-8 DEVELOPS MORE POWER ON A GALLON OF GAS THAN ANY ENGINE WE EVER MADE"

"The use of eight-cylinders does not mean the addition of two or four extra fuel consumers. It is not, for example, a four-cylinder engine multiplied by two. Our eight-cylinder engine takes the fuel supply of an ordinary four-cylinder engine and divides it eight ways. By reducing four larger explosions into eight smaller ones, we get engine smoothness and quietness. Eight cylinders indicate the way the gas is used, not the amount. It is just the difference between going upstairs in 4 long jumps or in 8 ordinary ones."

Henry Ford



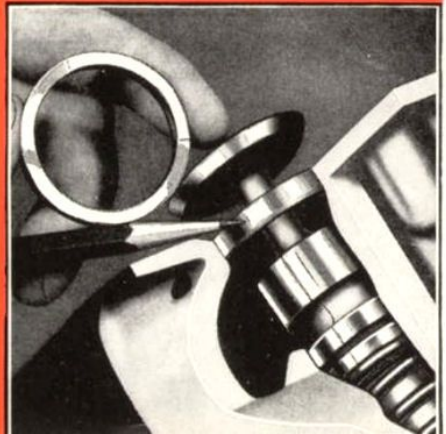
Directed-flow crankcase ventilation.



Dual carburetor and intake manifold.

Cylinders are water-jacketed along their entire length, assuring uniform cooling of the cylinder walls and faster heat dissipation.

Exhaust valve seat inserts are made of high tungsten chrome alloy steel. They withstand high temperatures without becoming pitted or oxidized.



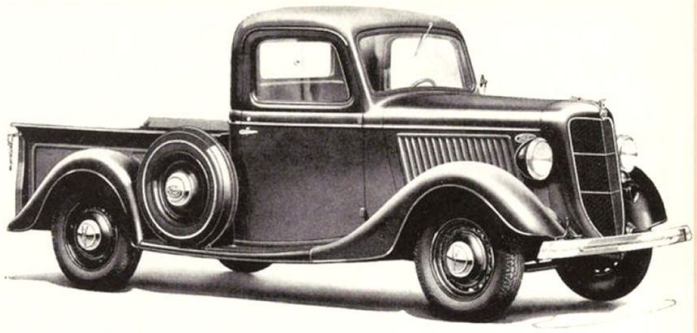
Engine features of the Ford V-8 Commercial Car

- 80-horsepower V-8 engine with cylinder blocks and crankcase cast integrally.
- Larger radiator gives improved cooling.
- Cast alloy-steel crankshaft.
- Cast alloy-iron camshaft.
- Full-pressure lubrication to all crankshaft, camshaft and crankpin bearings
- "Floating" type connecting rod bearing inserts highly resistant to burning out, pounding out and spalling.
- Dual carburetor and duplex intake manifold assure economical operation through uniform distribution of fuel to all eight cylinders.
- Directed-flow crankcase ventilation tends to prevent oil dilution and formation of sludge and corrosive gases.
- Chrome nickel steel mushroom-end valves and tungsten chrome alloy steel exhaust valve seat inserts increase valve life, eliminate valve adjustments.
- Full cylinder-length water jackets keep both the engine and the oil in crankcase at efficient operating temperatures.
- Cylinder walls are polished to a mirror-like finish, reducing wear, insuring oil economy and increasing engine life.
- Valve clearances are precision set at the factory. Need for later adjustments is eliminated.
- Valve stems have large mushroom ends, resting on light, extremely hard, hollow pushrods, minimizing wear.
- Valve, valve spring, split valve guide and guide retainer are assembled and are removable as a unit for easy servicing.
- Ignition unit is driven direct from the end of the camshaft, eliminating gears and providing continuously accurate timing.
- All reciprocating parts are light in weight, giving the engine unusual acceleration and decreasing wear.

Ford presents, for 1936, a line of Ford V-8 Commercial Cars that have been PROVED BY THE PAST. This year, they have been IMPROVED FOR THE FUTURE.

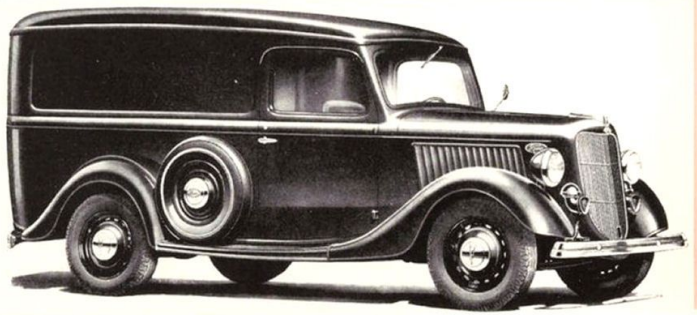
The large radiator, the new indented hood louvres and the new four-blade 19-inch fan mounted close to and parallel with the radiator core give improved cooling. The speed of the fan is now the same as the speed of the engine. Less power is required to drive the fan. More air is drawn through the radiator in proportion to engine speed. There is less wear on the fan belt, hence its life is longer.

Steering has been made easier by increasing the steering ratio to 17 to 1 and adding needle roller bearings on the steering sector shaft. All gears, including reverse, are of the helical cut, silent type. Gear-shifting is quick and quiet. The gear-shift lever throw is shorter. These refinements with improved appearance, are the principal changes made for 1936.



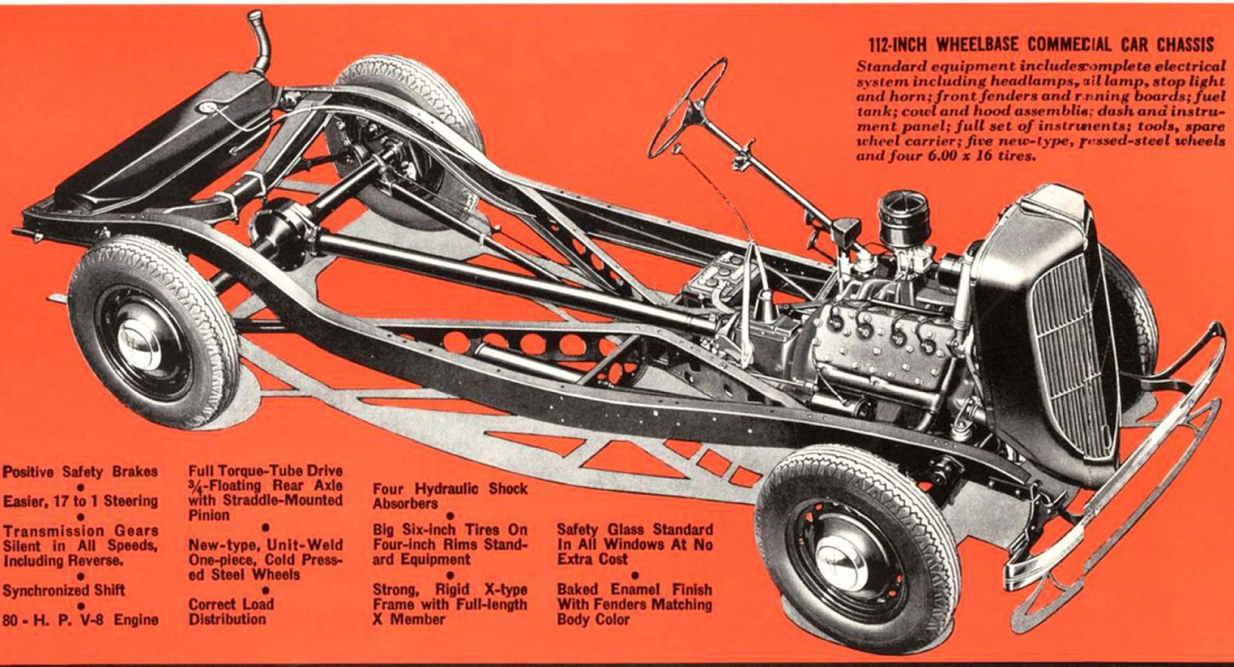
PICKUP

Plenty of load space in this most popular of all Ford commercial cars. Interior body measurements are 69 inches long, 46 inches wide with sides 16⅞ inches high. Flareboards are fitted with sockets for the addition of side racks. Tailgate extends the full width of the body. Steel skid strips are stamped into the steel floor. The entire body is of welded steel construction.



DE LUXE PANEL DELIVERY

An ideal unit for the store that wants distinguished delivery equipment. Load space and door openings same as Panel Delivery. De luxe equipment includes twin matched-tone de luxe horns, chromium-plated windshield wiper blade holder, chromium-plated rear view mirror and bracket. Interior lined with insulating board.



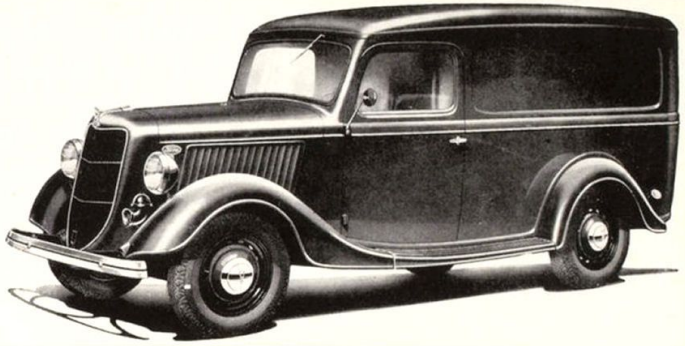
112-INCH WHEELBASE COMMECIAL CAR CHASSIS

Standard equipment includes complete electrical system including headlamps, tail lamp, stop light and horn; front fenders and running boards; fuel tank; cowl and hood assemblies; dash and instrument panel; full set of instruments; tools, spare wheel carrier; five new-type, pressed-steel wheels and four 6.00 x 16 tires.

- Positive Safety Brakes
- Easier, 17 to 1 Steering
- Transmission Gears Silent in All Speeds, Including Reverse.
- Synchronized Shift
- 80 - H. P. V-8 Engine
- Full Torque-Tube Drive ¾-Floating Rear Axle with Straddle-Mounted Pinion
- New-type, Unit-Weld One-piece, Cold Pressed Steel Wheels
- Correct Load Distribution
- Four Hydraulic Shock Absorbers
- Big Six-inch Tires On Four-inch Rims Standard Equipment
- Strong, Rigid X-type Frame with Full-length X Member
- Safety Glass Standard In All Windows At No Extra Cost
- Baked Enamel Finish With Fenders Matching Body Color

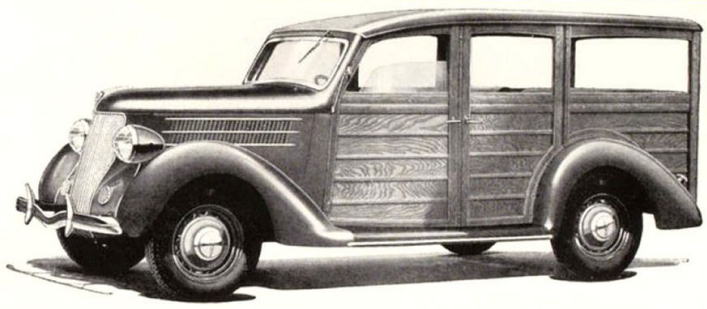
PANEL DELIVERY

A good-looking delivery unit for the merchant whose loads range between those cared for by the 131½-inch Panel and those handled by the Sedan Delivery. Load space measures 82 inches long at the floor, 51 inches wide and 51½ inches high. Rear door opening is 42 inches wide by 44⅛ inches high. Doors are dust-proofed.



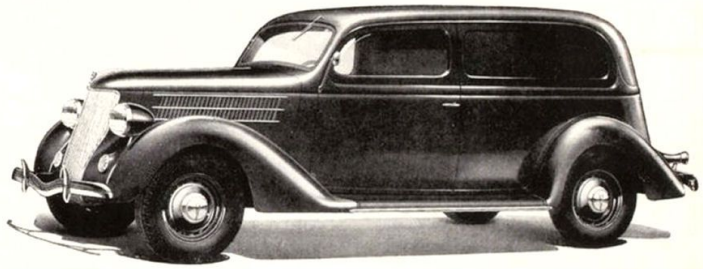
STATION WAGON

Combines facilities of a passenger car with those of a light commercial unit. Seats seven passengers comfortably. Rear seats can be removed, providing load space. Tailgate, which is equipped with compensating spring, can be lowered and used as luggage carrier. Length at floor back of front seat 76⅛ inches. Width 52½ inches. Height 45 inches. De luxe passenger car appointments.

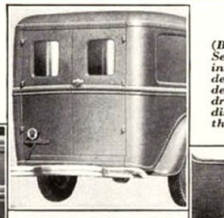


SEDAN DELIVERY

This is a full-size Sedan Delivery on the regular 112-inch wheelbase, for those who want smart delivery equipment. Load space measures 65 inches long at the floor, 46¾ inches wide and 44 inches high . . . an unusual amount of room for this type of body. The design follows closely that of the new 1936 Ford V-8 passenger cars.

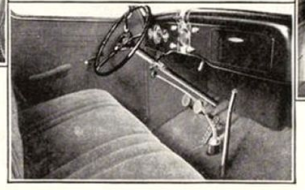


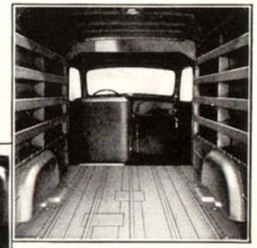
(Below) The wide rear door of the Sedan Delivery is hung on three stout hinges. It locks automatically when open, preventing accidental slamming. It is equipped with an independent lock.



(Above) Rear doors of the Panel Delivery and De Luxe Panel Delivery are hung in a one-piece, welded, steel-channel frame to prevent distortion. Dust-proofed with sponge rubber.

(Below) In the Station Wagon and the Sedan Delivery, the instruments and instrument panel are of passenger car design. Passenger car comfort is evident in every interior detail of the driver's compartment. A roomy dispatch box is located at the right of the instrument panel.

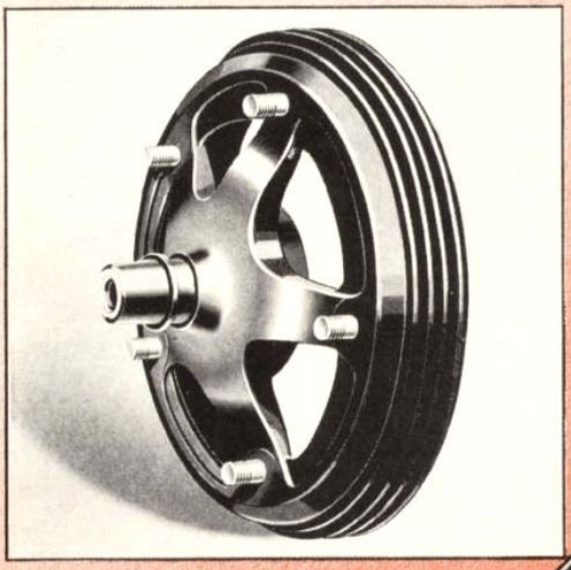




(Above) Interior of the Panel Delivery showing steel side panels and hardwood side slats. Dome light is standard equipment in both Panels and in the Sedan Delivery. Passenger seat at low extra cost.

PROVED BY THE PAST · · · IMPROVED FOR THE FUTURE

EVERY CHASSIS PART BUILT FOR LONG-LASTING RELIABILITY



POSITIVE SAFETY BRAKES

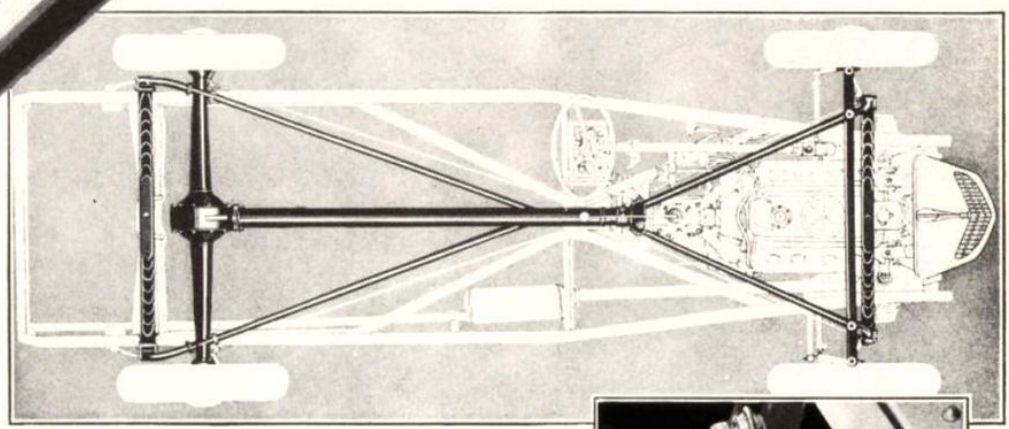
Designed for quick, smooth stops from high speeds. Torque tube and radius rod drive permanently retains alignment of axles and permits use of positive, direct-action STEEL brake rods. Failure of one brake does not mean failure of entire system.

¾-FLOATING REAR AXLE

All load stresses are carried by the sturdy axle housing, never by the axle shafts. Straddle-mounted driving pinion assures constant mesh of ring gear and pinion.

NEW-TYPE STEEL WHEELS

Smarter in appearance, easier to keep clean. One-piece, welded, pressed-steel construction. Large hub with short, wide spokes.

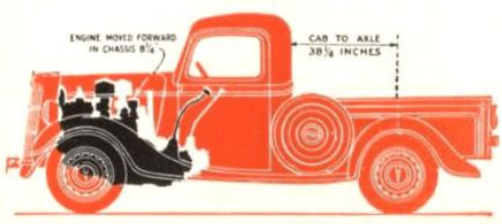


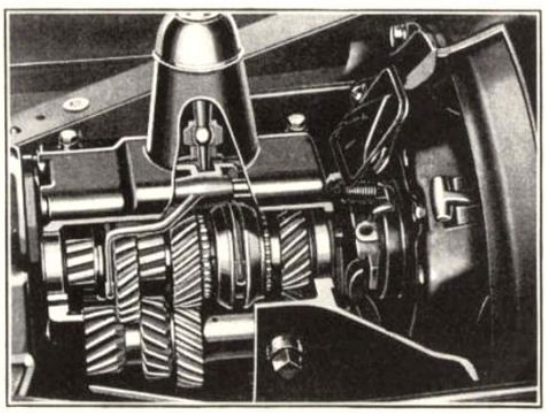
FULL TORQUE-TUBE AND RADIUS ROD DRIVE

Driving and braking stresses are transmitted to the frame by torque-tube and radius rods, relieving the springs of this function. Springs serve only to support weight of truck and cushion load against road shocks.

CORRECT LOAD DISTRIBUTION GREATER LOAD PROTECTION

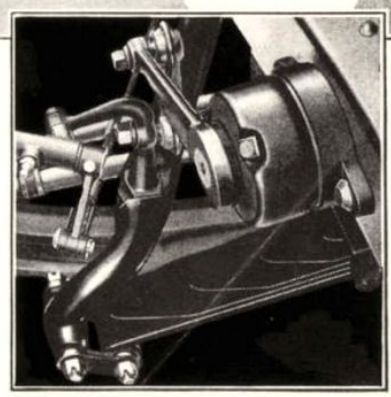
The load center is forward of the rear axle, reducing body overhang and distributing strains and stresses more uniformly throughout the entire unit. This results in more uniform tire wear and better braking efficiency. More of the load rides between the axles, resulting in greater protection to the load. Further load protection is provided by the use of four hydraulic shock absorbers, standard at no extra cost.





NEW "SILENT" TRANSMISSION

All gears, including reverse, are of the helical-cut, "silent" type. Second and high are synchronized for quiet gear-shifting. Five roller and ball bearings carry gear strain in all forward speeds.



(Above) Four hydraulic shock absorbers are standard equipment at no extra cost. (Below) New 17 to 1 steering ratio and needle roller bearings on steering sector shaft provide easier steering.

Money-Saving ENGINE EXCHANGE PLAN

After tens of thousands of miles of reliable, economical service, the Ford V-8 Truck Engine can be exchanged for a block-tested, factory-reconditioned engine (cylinder assembly, including heads). This important money-saving Ford service restores original high efficiency and power to the Ford V-8 Truck or Commercial Car at a cost much lower than that of an ordinary engine overhaul. The exchange can be made in a few hours, reducing the idle-time of the vehicle. The reconditioning is done with the same materials, methods and precision machinery used in manufacturing new Ford engines.

RECONDITIONED PARTS *at Lower Cost*

In addition to the Ford Engine Exchange, many other reconditioned parts can be purchased at a fraction of the cost of new parts. Among such items for the truck are reconditioned distributors, carburetors, fuel pumps and clutch pressure plates. For the commercial car, shock absorbers, clutch disc assemblies and brake shoes. This exclusive Ford service is an important factor in reducing truck and commercial car maintenance costs. Reconditioned parts give new-part performance and records of owners indicate that their life compares favorably with the life of new parts.

Try Before You Buy

Your Ford dealer invites you to make your own "On-the-Job" Test of a 1936 Ford V-8 Commercial Car . . . with your own loads, over your own routes, with your own driver at the wheel. He will be glad to lend you his demonstrator truck or commercial car and invites you to use it in place of your present equipment. Accept his invitation . . . make your own test of V-8 Economy and V-8 Performance . . . then make your own comparisons!

FORD MOTOR COMPANY DEARBORN • MICHIGAN

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