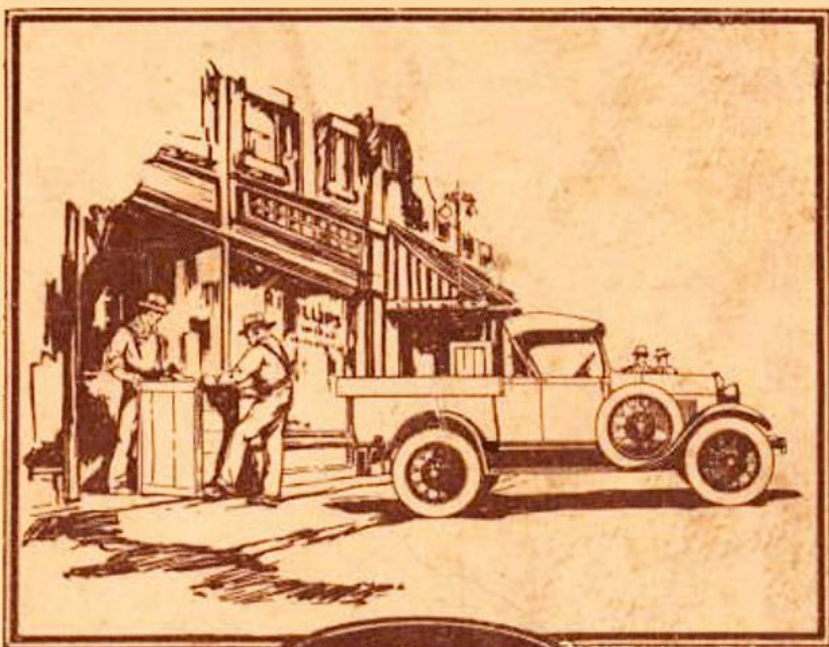
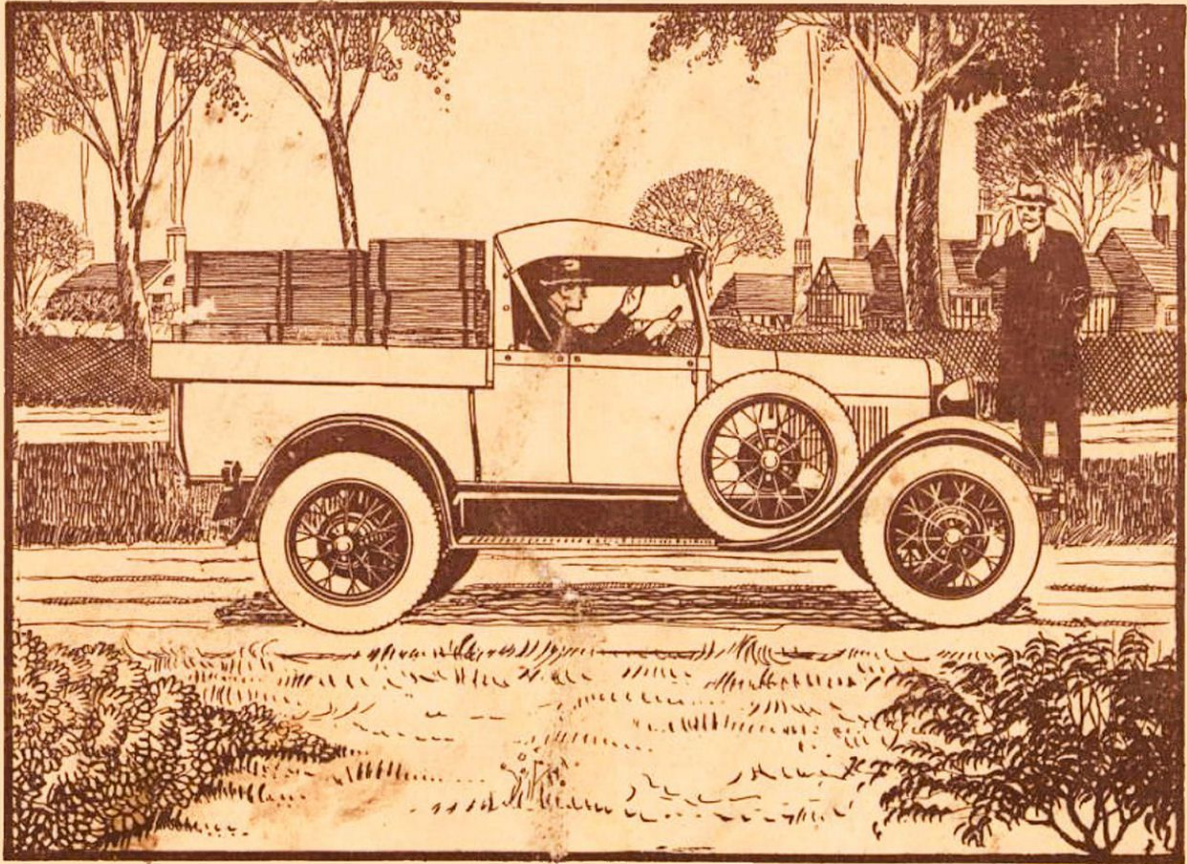




LIGHT COMMERCIAL MODELS



Reduced delivery costs bring increased profits

SPLENDID opportunities for cutting existing costs and building new business at small capital outlay are afforded by the Ford Light Deliveries to everyone who needs quick, light haulage. Easy terms of payment enable the buyer to pay for his Ford delivery vehicle while establishing the transportation side of his business on a sound and economical footing. Running costs are low—20 to 30 miles to the gallon of petrol; 800 to 1000 miles to the gallon of oil—tyre economy ensured by the unique springing and shock absorber system and smooth equalised braking on all four wheels; replacements and service at standardised low charges.

Q There's long life built into these Ford

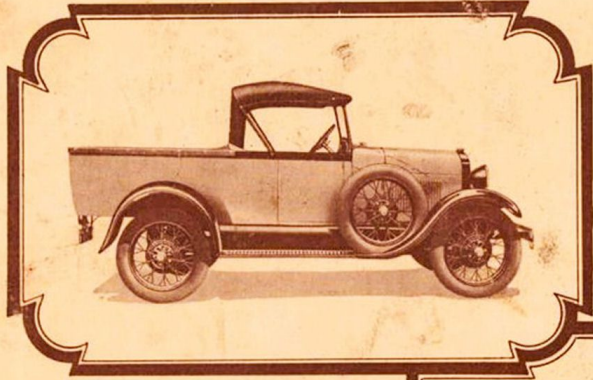
vehicles. A perfectly designed motor giving great power at low engine speed; ball and roller bearings throughout the gear box and chassis; electric welding in place of rivets and bolts—these are important factors in reducing wear. Lubrication points are easily accessible to ensure the regular attention that every motor vehicle needs—especially when vehicles are driven by employees—and long life means larger profits.

Q Standard equipment of Ford delivery vehicles is complete; spare steel-spoke wheel with tyre and tube, bumpers at front, wind-screen wiper, rear view mirror, four hydraulic double-action shock absorbers, full kit of tools—not an extra to buy.

Ask your Ford Dealer to demonstrate the vehicle best suited for your business. Let him do an actual delivery job for you and provide you with details of the actual cost per ton mile.



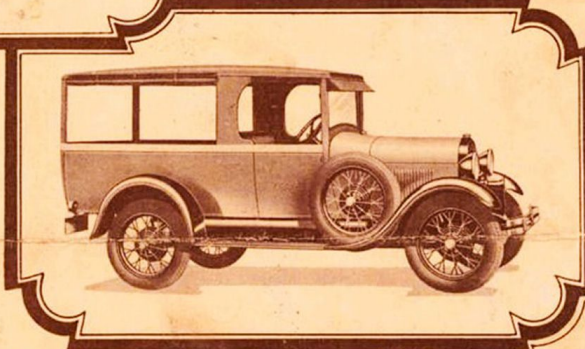
A Wide range of body styles



The Special Light Delivery.—A handy vehicle for the carriage of small goods and for general work around the farm or station. The addition of a tonneau cover permits goods in the loading space to be completely protected against rain and dust.

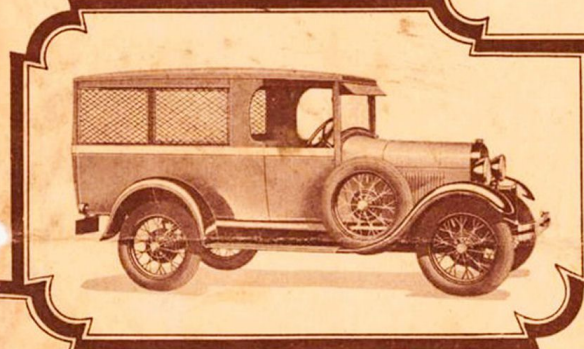
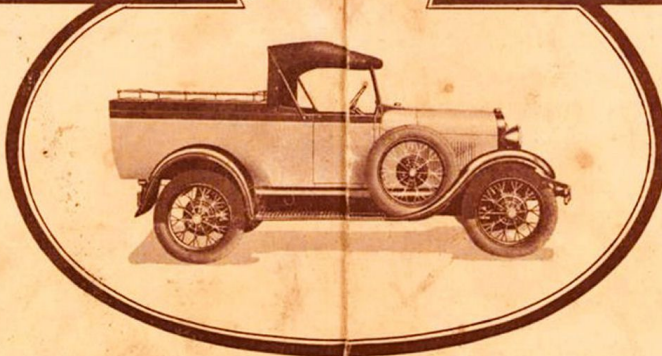
THE Ford Light Delivery vehicles are adapted to the needs of graziers, farmers, orchardists, dairymen, as well as contractors, carriers, laundrers, and every class of store-keeper. For these different purposes numerous body styles have been designed and standardised, enabling the merchant or tradesmen to select a vehicle exactly suited to his work—and at low cost. The standard range includes the popular open type light deliveries; fully enclosed vans; wire-sided and canopy vans; also a smart passenger vehicle. Your nearest Ford dealer will gladly give prices and particulars of the full range of models.

The Ford Light Commercial chassis is available to buyers who may require a special body built to their order.



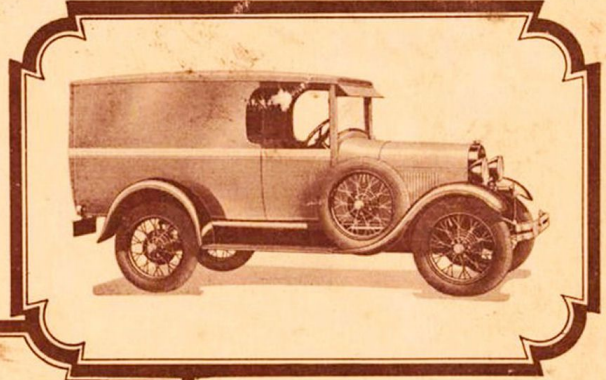
The Light Canopy Van (above).—A popular delivery of the semi-enclosed type. A sliding panel behind the driver's seat gives rear visibility and access to the load. Sides and rear door are of sheet steel. Roll-up curtains afford protection against any weather conditions.

The Commercial Sample Car (at right).—Is available in two sizes, the difference being in the height of loading compartment. The rear doors can be securely locked. Inside shelves can be supplied at small extra cost. The deck has neat rails around the edge for carrying bulky packages.



The Light Wire-side Van (above).—Similar in design to the Canopy Van, but fitted with heavy removable wire-mesh sides and back. Is particularly suitable for those whose merchandise requires fresh air—florists and fruiterers, for example. Strong roll-up weather curtains can be supplied as extra equipment.

In addition to the models illustrated, the range of Ford Light Commercial vehicles includes Flare-side and Well Type Light Deliveries; Table Top Delivery; the Station Wagon (or passenger bus type); Roadster models for commercial travellers' work.



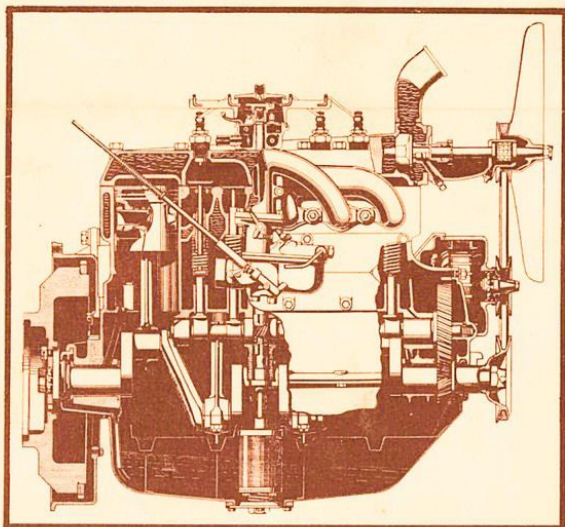
The Light Panel Van.—This model is ideal where full protection of the goods is necessary. Shelves can be supplied at small additional cost. The appearance of this van is extremely pleasing; and special moulding around the top prevents disfiguration of sides by rainwater.

Windscreen is a standard fitting on the commercial chassis; hinge pillars and belt rail if required are supplied at small extra charge; similar fittings are standard equipment on the light van models.

The Ford delivery bodies are low in first cost, due to large scale purchase of materials and Ford production methods. They are built to the strict specifications and exacting standards of Ford Motor Company of Australia Pty. Ltd. Their sturdy construction enables them to withstand continued hard wear. Their driving compartments are roomy and comfortable and have snug-fitting storm curtains that give ample protection against the worst weather.

Ask for a demonstration of the model that interests you. Test it at your own delivery work.

Compare these Ford features with those of any car



THE FORD MOTOR.—Full 40 horse-power is developed at only 2200 r.p.m.—comparatively a low speed—which reduces wear and ensures long life and freedom from repairs. Aluminium alloy pistons give smooth, vibrationless running. Crankshaft is statically and dynamically balanced. Bore of cylinder is $3\frac{1}{2}$ in. x $4\frac{1}{4}$ in. stroke. The pump and gravity lubrication is simple and dependable. The water course in cylinder head is unusually spacious—this, together with a water pump, prevents overheating at any speed. The motor, clutch and gear-box are of unit construction, and all working parts are completely enclosed—a special feature of Ford construction. Simplicity is the key-note of the Ford engine, resulting in easier servicing, less wear on the working parts, and greater economy.

EVERY feature required in a high quality delivery or passenger vehicle is incorporated in the Ford line—speed, power, quick acceleration, road stability, safety, economy, long life.

In Ford manufacture the most accurate testing methods known to man are employed. This precision work minimises the possibility of wear and is only effected by the use of the famous Johansson gauges, which are accepted as the world's standard of measurements. It is not generally known that these gauges, accurate to the millionth part of an inch, are made in the Ford factories.

Every Ford Commercial Body is designed and manufactured in Australia from highest grade steel and seasoned Australian hardwood. The chassis is built with British materials and workmanship by Ford Motor Company of Canada—a British Company which in 1904 acquired Empire Rights to the manufacture of Ford products. In buying Ford you keep British capital and British workmen employed.

SPRINGS of the transverse semi-elliptic design. This Ford system is based on experience gained in building seventeen million cars and trucks. The heavy part of the spring is attached to frame, and the flexible ends are attached to the axles; in this way the amount of unsprung weight is minimised. Because of the Torque Tube Drive the springs are relieved of driving strain, being free to function for springing only.

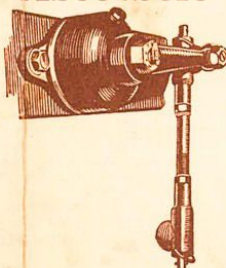
THE REAR AXLE.—The Ford rear axle is of three-quarter floating type with spiral bevel gear. Double taper roller bearings ensure perfect alignment of the gear. The axle housing is made entirely of steel—no malleable castings. The care and skill devoted to the manufacture and assembly of rear axle parts is typical of the high standards of Ford engineering.

STEERING GEAR of the irreversible type—a safety feature allowing the wheel to remain steady under bad driving conditions. The steering column and steering wheel are of steel.

WHEELS.—One-piece steel-spoke type. Wheels automatically align themselves on the axles. The ease of tyre changing is a pleasing feature of the Ford models.

IMPROVEMENTS have taken care of every feature of the new Ford that has occasioned special free service to any extent. They include: New Front End Suspension and Vibration Damper; Oil Control Rings and greater capacity in Oil Pump; Improved Carburettor gives even greater economy; Bendix Starter Drive; Six Brake System; Improved Wheels; Improved Heavy-duty Clutch.

Hydraulic Shock Absorbers



THE HOUDAILLE SHOCK ABSORBERS.—Four Houdaille Hydraulic Double-acting Shock Absorbers, as fitted to the world's finest cars, are standard equipment on the Ford Light Commercial Vehicles. These check the rebound of the car gently, and exert no tension on the springs. The more severe the shock the more effectively they operate.

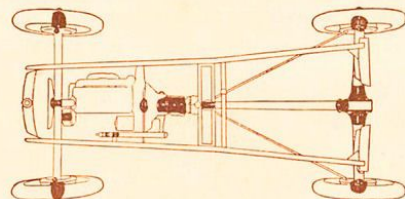
Fuel System



A—Filler Cap.
B—Filter Spout Screen.
C—Petrol Gauge.
D—Fuel Line Main Shut-off Valve.
E—Filter.
F—Carburettor Connection.

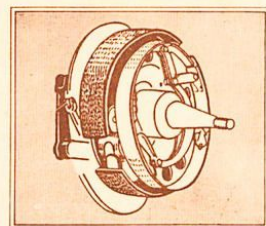
THE FORD FUEL SYSTEM.—The Ford fuel system is dependable because the fuel flows direct to the carburettor. There is no troublesome forced feed system or vacuum tank. The short feed line is completely accessible. The nine-gallon tank is so placed that it is protected from front or rear end collision; a solid steel dash separates it from the engine. The petrol gauge, simple and accurate, is conveniently placed on the dashboard. Fuel is filtered through fine mesh sieves at three points.

24 Ball and Roller Bearings



Extensive use of ball and roller bearings throughout the Ford chassis reduces wear. All shafts in the gear box are carried on ball or roller bearings, providing easy silent gear changes at any speed. Tapered roller bearings on the rear axle pinion and differential eliminate the necessity of adjustment. One on the drive shaft assures perfect alignment. Roller bearings are used to give easy and perfect steering. The fan shaft, the generator, the connection between spline and drive shafts, the clutch, the flywheel—all these parts are made more efficient and enduring through the unusually generous use of ball and roller bearings.

6 Brake System



The Ford brakes being fully enclosed—internal expanding on all four wheels—eliminate the danger of impaired performance from any mud, grease or other foreign matter. The four-wheel system is automatically equalised and operated by a pedal, while the emergency brakes on the rear wheels work independently on the hand lever. The drums of the rear wheels thus accommodate two sets of brakes—a unique Ford safety feature. The braking is uncommonly smooth, giving increased riding comfort and longer life.

The New FORD LIGHT COMMERCIAL VEHICLES

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.



GEE LONG, SYDNEY, BRISBANE, ADELAIDE, PERTH

