

Ford V-8 Cars

22 IMPORTANT IMPROVEMENTS

22 *Important improvements*

**ADDED TO FUNDAMENTAL FORD FEATURES REPRESENT THE
MOST ADVANCED ENGINEERING IN THE LOW-PRICED FIELD**

THE design, performance and comfort of the new Ford V-8 cars for 1940 establishes them more firmly than ever as the undisputed value leaders of their class! Never before has such an array of outstanding advances been offered at such a low-price level! Here are some of the 22 major improvements in the 1940 models.

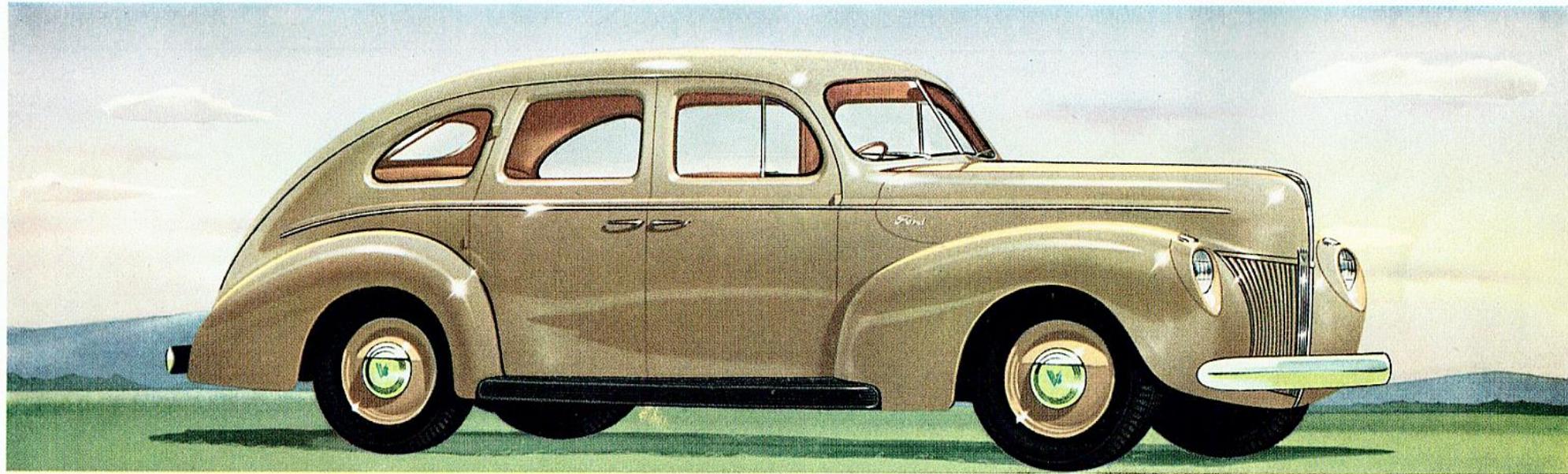
THE THRILLING NEW "STABILISED RIDE"

A new torsion bar ride stabiliser combined with new aero-type shock absorbers—longer front and more flexible rear springs—plus full torque tube drive and front and rear radius rods that take the driving and braking forces, leaving the springs unhampered to cushion the weight of the car

—give smooth, relaxed riding comfort, far in advance of all established standards. There is no roll when cornering, no side-sway in high cross winds. Even at high cruising speeds, the new V-8's hold the road firmly, free from road shocks, stress and strain. "Free action" on all four wheels permits any wheel to pass over bumps or holes without affecting the others, or straining the chassis by lifting on its corners. Steering is light and responsive to fingertip touch and when the big over-size brakes are applied, there is no disconcerting "dip."

NEW FINGERTIP GEAR SHIFT combined with the new "blocker" type transmission makes gear changing delightfully simple. There is no need to take your hand from the new two-spoke steering wheel, a slight pressure of the fingers shifts gear without "clashing."

AND THE GRAND NEW FORD RIDE



Ford V-8 Sedan

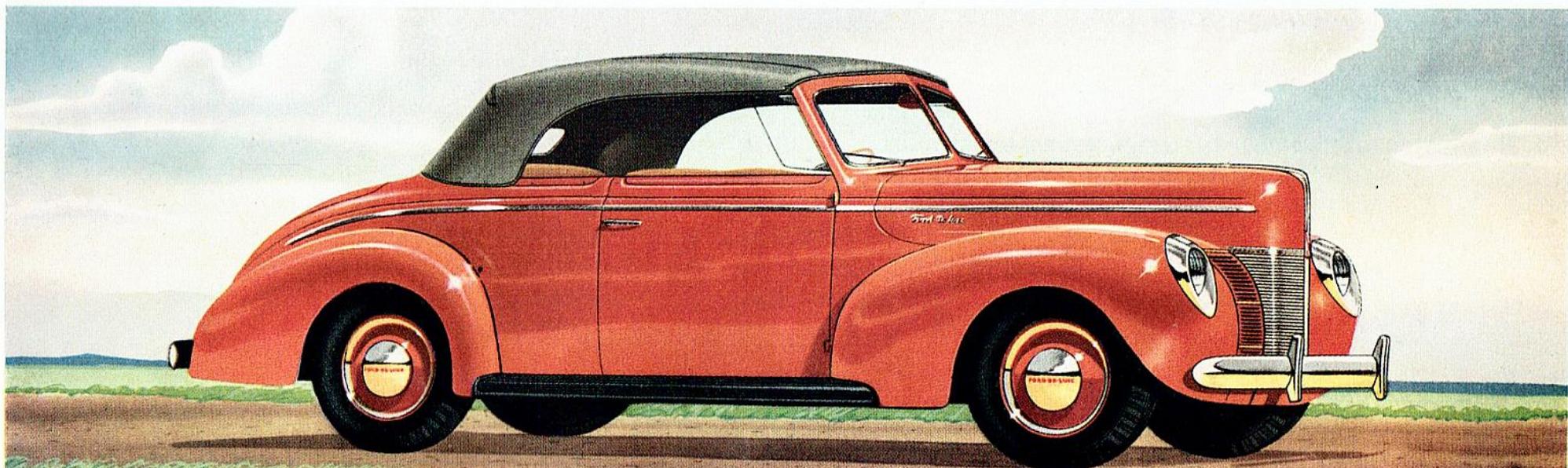
FORD V-8 SEDAN

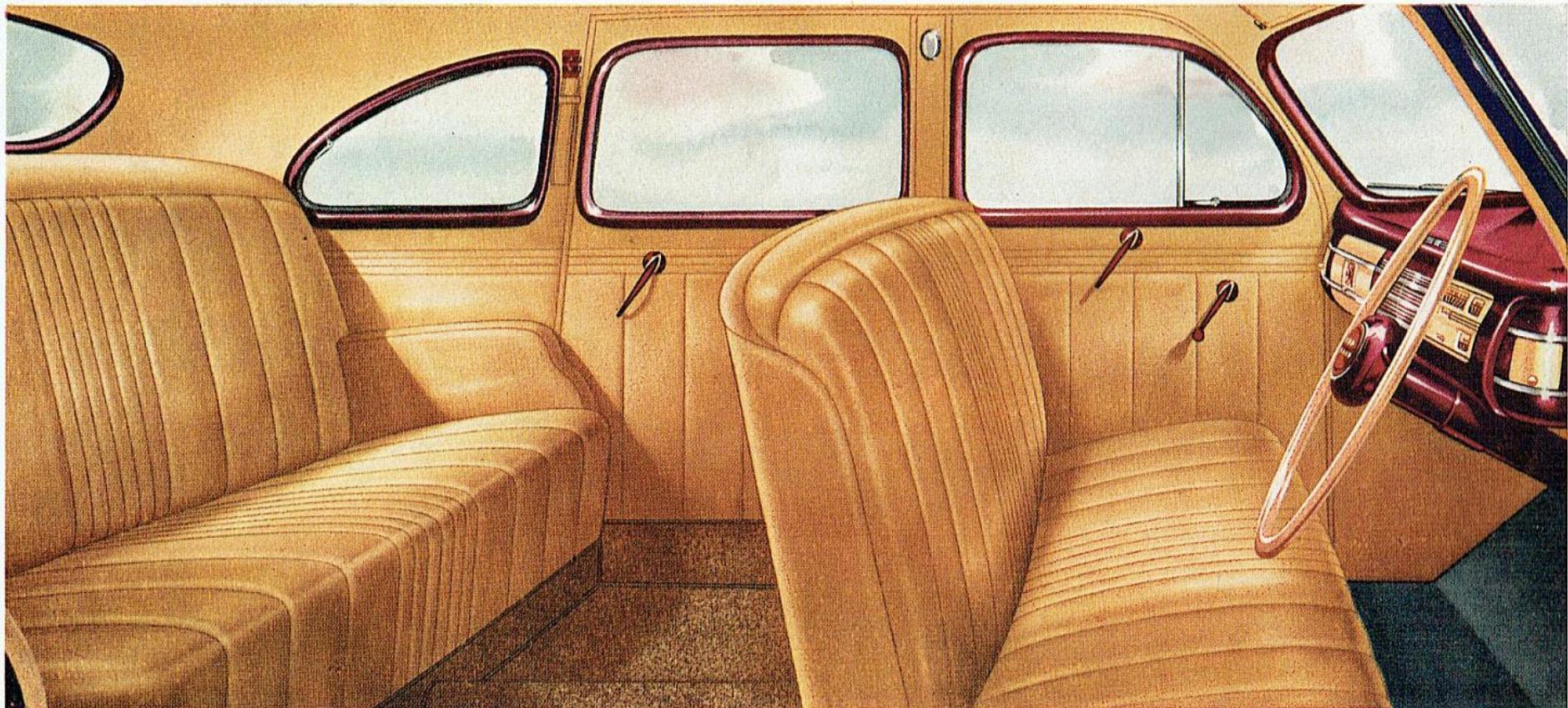
Always a popular family car, the sedan this year is greatly improved both as to riding comfort and silence of operation. There is ample room for six passengers and an unusually large luggage carrying compartment at rear. Equipment is complete at list price and to low first cost can be added Ford operating economy. For a fine all-round business car or family sedan, the newly designed Ford V-8 offers unparalleled value in its price class.

De Luxe Ford V-8 Roadster

DE LUXE FORD V-8 ROADSTER

If you like the sky for your roof—this is your car, and the handsome tailored hood is quickly raised for full weather protection. Seats six adults. Front seat back is divided for easy access to rear seat through wide doors. Its low centre of gravity added to V-8 performance, its unusual roominess and strikingly smart lines make it the outstanding roadster for 1940. Appointments and equipment are De Luxe throughout.



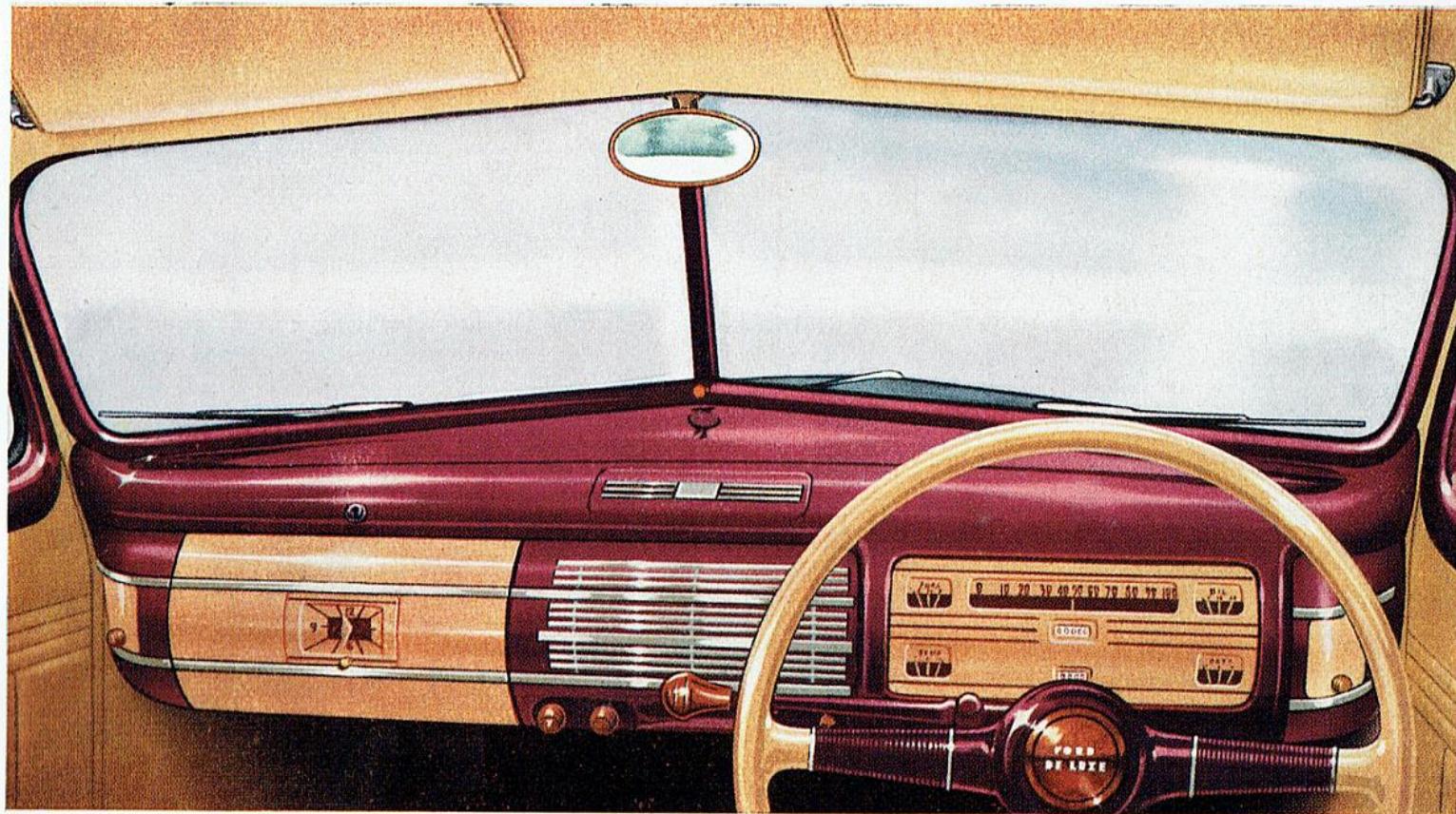


Interior of the new De Luxe Ford V-8 Sedan

There's Long-Life Comfort in these Distinctive "Colour Harmonised" Interiors.

The newly-designed seats and seat backs are contoured for better body and leg support. The front seat in all models has a dual range of adjustment. With a sliding action of $4\frac{1}{2}$ in. range, it rises as it moves forward without changing the restful slope of the seat back, a feature appreciated by drivers of short stature. Note the many refinements of finish—plastic

hardware, assist cords, rear compartment ash tray, interior lights, parcel shelf behind the rear seat, rear seat arm rests, robe rail, etc. Three different harmonising colour ensembles are available to suit individual preferences and the new-type head lining has a matte non-reflecting surface. The high quality mottled carpets in strictly toning colours do not show footmarks.

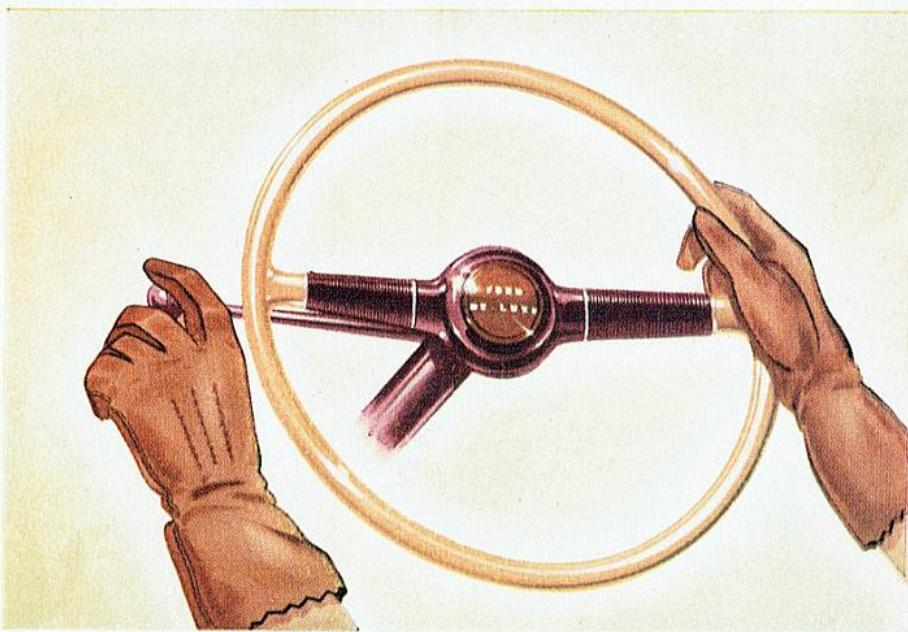


Instrument panel and controls of De Luxe models

The De Luxe Ford V-8 instrument panel is entirely new and distinctive in design. A compact group of instruments is easily visible through the new two-spoke steering wheel. Each end of the panel contains an ash receptacle for convenience. Starter, headlight beam indicator, cigarette lighter and control knobs are most conveniently located. A built-in grille permits easy installation of radio speaker. There is a large

glove compartment under lock and key and a clock of modern design. Dual screen wipers operate from base of windscreen and two sun visors are standard equipment. The handbrake lever is conveniently placed at right below dash and the gear shift lever located at the fingertips. Floor of front compartment is thus entirely free of control obstructions permitting ample leg room for driver and two passengers.

NEW BEAUTY
NEW CONVENIENCE
NEW LUXURY
NEW ROOMINESS



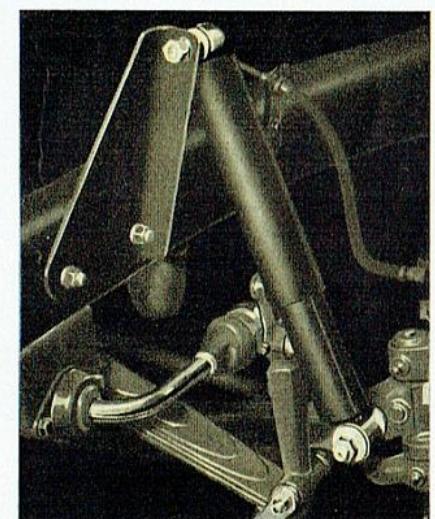
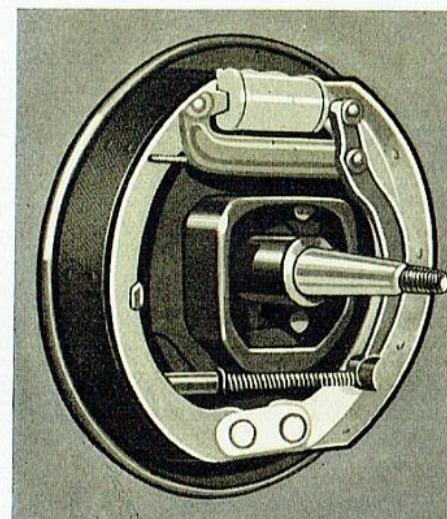
FINGER-TIP GEARSHIFT standard on *all* models at no extra cost. "Blocker" type transmission eliminates risk of clashing even when making hasty gearchanges.



NEW VENTILATING WINDOWS standard on all closed models and De Luxe Convertible Coupe. Controllable at will, air enters the car through the forward opening and is directed up toward the roof to circle the body interior without creating a draught.

ALL the Ford cars for 1940 are equipped with ash receptacle at each end of the instrument panel and a cigarette lighter. The De Luxe cars also have ash trays in rear compartment of Sedans.

All models have a convenient glove compartment under lock and key, just the place to stow maps, sun glasses, flashlight, camera—and to keep a record of the low operating cost of your Ford V-8. The De Luxe V-8 glove compartment door is fitted with a clock.



BIG HYDRAULIC BRAKES.

The powerful Ford hydraulic brakes provide much quieter operation. Drums (12 inch diameter) and lining area (162 square inches) are unusually large—for quick stops and long service. Superior engineering design results in extremely light pedal pressure.

NEW RIDE STABILISER.

This is an important contribution towards Ford's grand new riding qualities. A spring steel bar at the front resists any tendency towards chassis weaving, eliminating sway when cornering, the car remaining on an even keel. Steering, too, is more positive and wheel fight is abolished. The car remains steadier in high cross winds.

A HOST OF NEW COMFORT FEATURES

Every possible aid to motoring comfort has been included as standard equipment. New pivot type front quarter windows give easy control of draught-free ventilation. New resilient seat backs for restful riding—drivers' seats are adjustable two ways, rising when they move forward. Dual windscreen wipers are mounted at base of windscreen. New head lamps give a stronger "country" beam—a more efficient "traffic" beam. The steering column gearshift gives unobstructed leg-room for three front seat passengers. There is also extra room in the rear compartment.

FORD V-8 STYLE LEADERSHIP Long, sweeping graceful lines place the new models in the forefront of car design. V-8 and De Luxe V-8 front ends are absolutely individual in character and there is a new range of body colours—all in easy-to-clean long-life baked enamel. Interiors are "colour harmonised"—the new upholstery, instrument panel, 2-spoke steering wheel, door handles, etc., are perfectly in tone. The instrument panel compactly groups all instruments including new battery condition indicator, and carries a cigarette lighter, two ashtrays, decorative radio grille and lock-up glove compartment. De Luxe models have clock and ventilating rear quarter windows. All models are equipped with rear-end gravel deflector.



Advances

THAT GIVE YOU THE BIGGEST VALUE FOR 1940 FOR COMFORT

1. More room—greater spaciousness.
2. New controlled ventilation.
3. New torsion bar ride stabiliser.
4. Improved spring suspension.
5. New aero-type shock absorbers.
6. Two-way adjustable driving seat.
7. New improved cushions and seat backs.

FOR CONVENIENCE

8. New finger-tip gearshift.
9. Engine more accessible.
10. Two-spoke steering wheel.

FOR STYLE

11. New exterior beauty.
12. New "colour-harmonised" interior.
13. New design upholstery.
14. New instrument panel.
15. New body colours.

FOR SILENCE

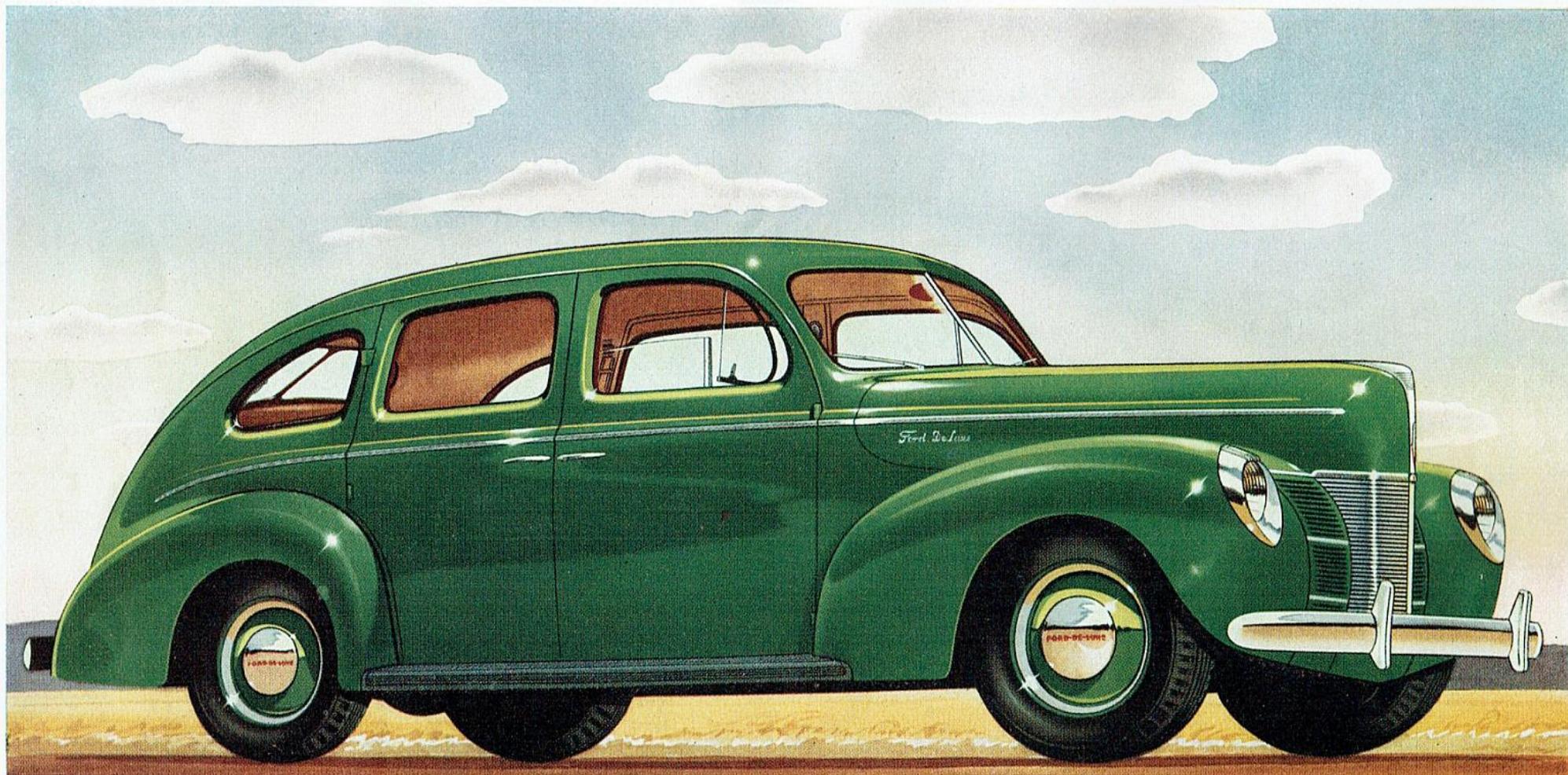
16. Improved soundproofing.
17. "Easy-shift" transmission.
18. New curved disc wheels.

FOR SAFETY

19. Oversize hydraulic brakes.
20. Improved headlamps.
21. Dual windshield wipers at base of windshield.
22. Battery condition indicator on all models.

A FINE RADIO FOR A FINE CAR (Optional at low extra cost.)

Unprecedented performance to match the car it graces is built into the new Tasma Ford V-8 radio. Console-size speaker is mounted behind grille on dash. Simplified, colour-harmonized controls, enable the driver to tune without looking away from the road. Automatic volume control maintains constant level of signal strength under all conditions. Further refinements include: Exclusive "phantom" aerial, inconspicuous and highly efficient; bass and treble tone control and a specially stabilized circuit which smothers extraneous noise yet has acute sensitivity.

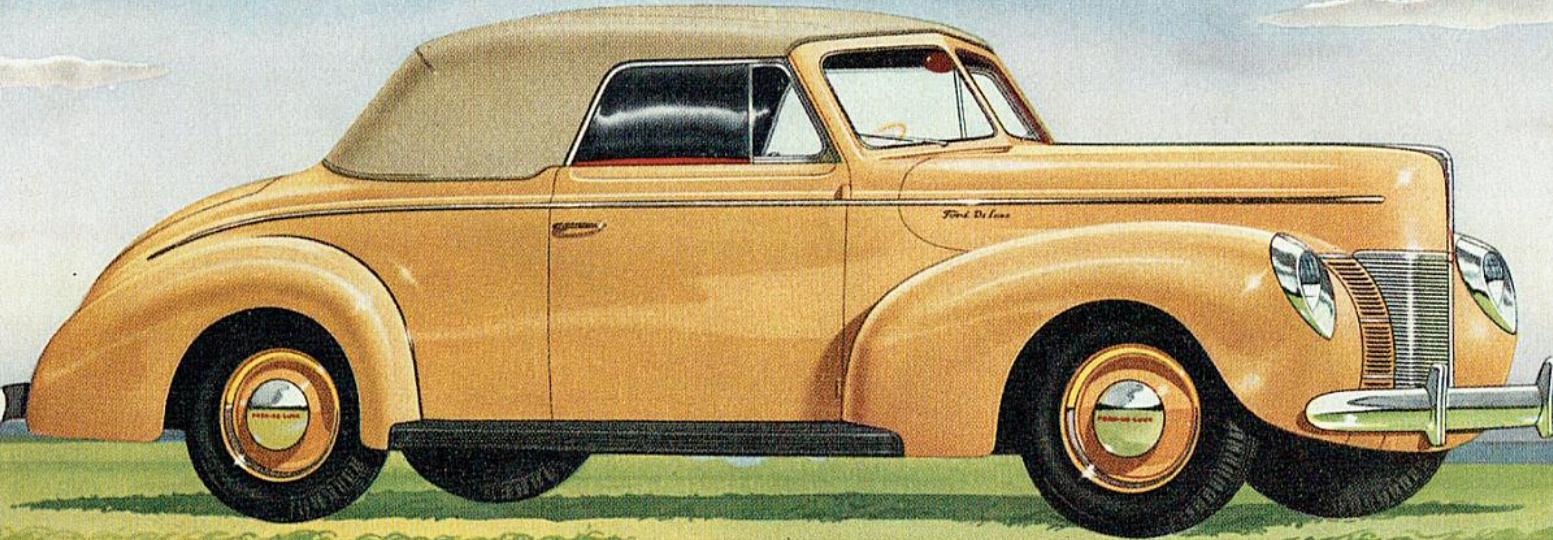


De Luxe Ford V-8 Sedan

DE LUXE FORD V-8 SEDAN

This big, beautiful, lavishly appointed sedan is by far the greatest value ever offered in the economy field. It comes in the smartest of *new* styles with a choice of "colour harmonised" interiors. With its peerless V-8 performance it gives traditional Ford operating economy and

the grand new Ford ride! Six travel in this sedan in really roomy comfort with leg-room, head-room, elbow-room to spare. Unusually silent, too, is this De Luxe Sedan—sound-proofed and engineered for quiet, restful riding and it has de luxe appointments to add to prideful ownership and really luxurious motoring.



De Luxe Ford V-8 Convertible Coupe

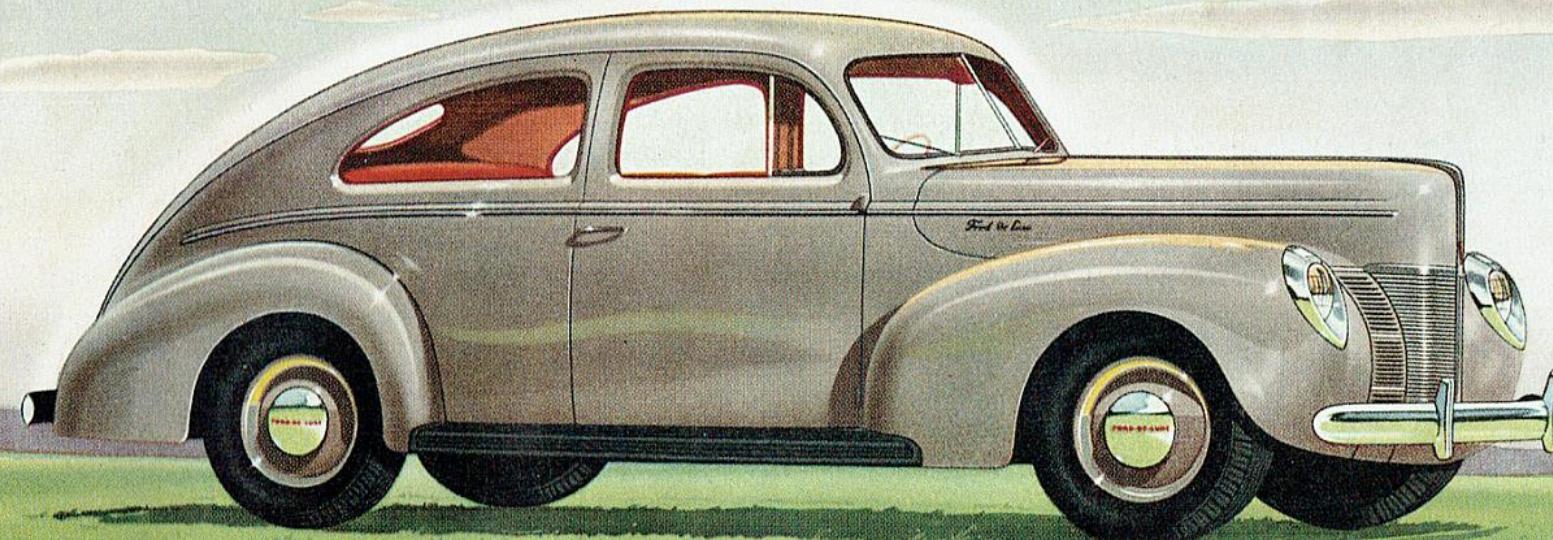
DE LUXE FORD V-8 CONVERTIBLE COUPE

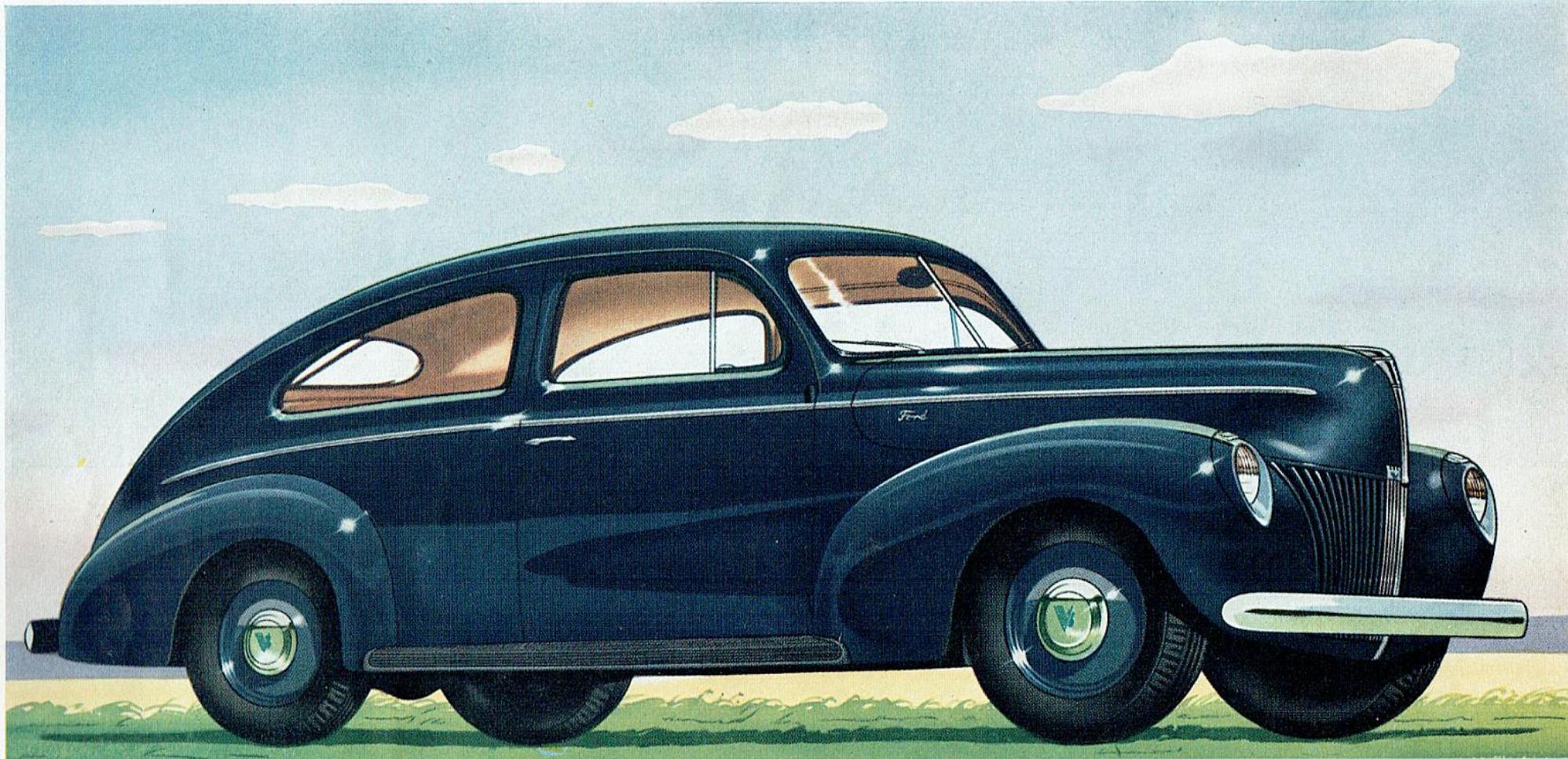
By far the most distinctive model of its type, this handsome convertible coupe combines the comfort of a De Luxe closed car with the advantages of an open model. Six can be seated—all under the smart hood which quickly lowers for sunshiny days. The windows lower into the doors and there is in addition, the pivot ventilating section for added comfort in hot weather.

DE LUXE FORD V-8 COUPE-SEDAN

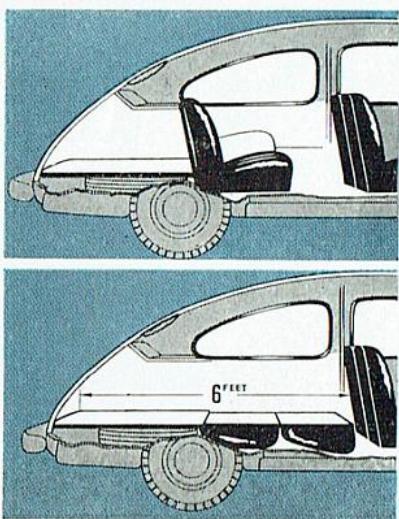
A smarter, finer model for town or country—it accommodates up to 6 adults. With the single entrance door either side, children in rear compartment are safer, being well away from door controls. The De Luxe Coupe-Sedan combines fine appearance, appointments and conveniences. By an ingenious arrangement the rear seat folds flat forming a luggage compartment of unusually large carrying capacity.

De Luxe Ford V-8 Coupe-Sedan





Ford V-8 Coupe-Sedan



FORD V-8 COUPE-SEDAN

The ideal business-man's car! It can be used to accommodate 6 adults plus normal luggage or, as illustrated on the left, a large flat-floored compartment 6 feet x 3 feet extending from back of front seat, can be obtained in two simple movements

of rear cushion and seat back. Ford V-8 operating economy, style and comfort bring the Coupe-Sedan to the top in its field. As a reliable, comfortable and especially an economical business transport unit the Ford V-8 Coupe-Sedan is unsurpassed at its low price.

SPECIFICATIONS

ENGINE

V-8 90° L Head. Piston displacement 221 cub. ins. Bore 3.062 in. Stroke 3.75 in. Lubrication—forced feed to all Main, Connecting Rod and Camshaft bearings. Capacity 4 quarts. Cylinder head material—De Luxe V-8 Series, Aluminium. V-8 Series, Cast Iron.

CRANKSHAFT—Special Ford cast alloy steel. Weight 66 lb.; 3 main bearings; total main bearing surface, 36.81 sq. inches. Statically and dynamically balanced.

CARBURETTOR—Dual down-draught carburettor with oil bath type air cleaner and silencer.

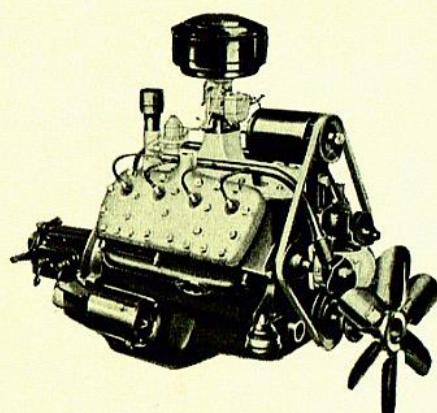
FUEL SYSTEM—Engine driven fuel pump. Terne plate steel fuel tank mounted at rear, capacity, 12.5 gallons.

COOLING—Tube and fin type radiator. Cooling surface, 384 sq. in. Centrifugal water pumps, at front of each cylinder block. Two thermostats.

IGNITION—Battery, coil and distributor. Distributor driven directly off end of camshaft. Full automatic-vacuum control.

CHASSIS

CLUTCH AND TRANSMISSION—Dry single Plate Clutch with plate pressure increased by centrifugal force. Diameter, 9 in. Surface, 75.3 sq. in. Gearshift lever on steering column. 3-speed transmission with "blocker" type synchronizer. Gearshift complete mechanical



Small cylinders placed side by side in two banks make the Ford V-8 engine highly efficient in its development of power, highly economical in petrol and oil consumption and, because of its short overall length, enable more leg-room to be added to the passenger carrying space of the body.

assembly. All gears silent helical type. Synchronized second and high gears.

BRAKES—Four wheel hydraulically operated, normally energised internal expanding 2-shoe type. Drum diameter 12 in. Hand brake lever located under instrument panel. Operates mechanically on rear wheels.

SPRINGS—Ford transverse cantilever front and rear. Equalised weight-taking capacity between front and rear springs. Four double-acting hydraulic aerotype shock absorbers. Spring steel torsion bar ride stabilizer. Spring leaves are grooved to take pressure gun lubrication through lubrication nipple on centre bolt.

FRAME—Special Ford design. Pressed carbon Steel. Double drop, X member channels form box sections with side members extended to ends of frame. Main side members, depth, 5½ in.; width, 2 in.

STEERING GEAR—Worm and Roller. Ratio, 18.2 to 1. Worm mounting—two tapered roller bearings. Wheel diameter, 17 in.

FRONT AXLE—Special Ford heat treated manganese alloy steel, "I" beam reverse Elliott. Adjustable tapered roller wheel bearings.

REAR AXLE— $\frac{3}{4}$ floating type. Spiral bevel gear with straddle mounted pinion. Roller bearings throughout. Gear ratio, 3.78 to 1. Shafts 1½ in. diameter, tensile strength at 180,000 lb. per sq. inch.

TYRES—6.00 x 16.

TURNING CIRCLE—38 ft. 2 in. right or left.

WHEELBASE—112 in. Springbase, 123.13 in.

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.

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

Ford V8

MORE THAN EVER THE QUALITY CAR IN THE LOW PRICE FIELD