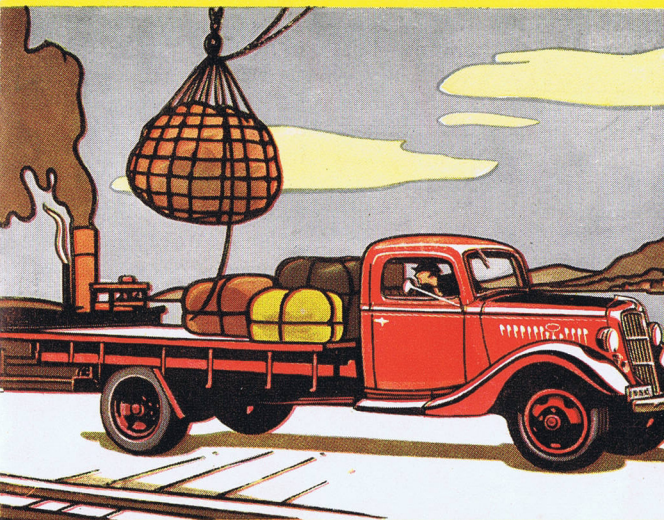
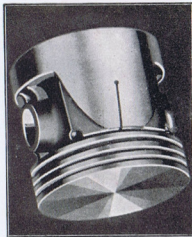


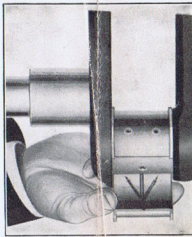
Nothing takes the place
of **POWER**
with **ECONOMY**



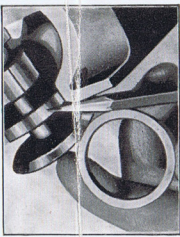
FORD V-8
TRUCKS



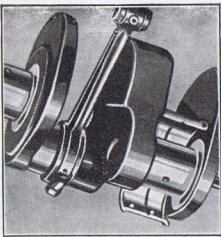
The use of light-weight cast alloy pistons and other light-weight re-ciprocating parts assure better all-around performance. Each assembly, consisting of piston, piston pin, rings and connecting rod, is held to a fraction of an ounce from specified weights.



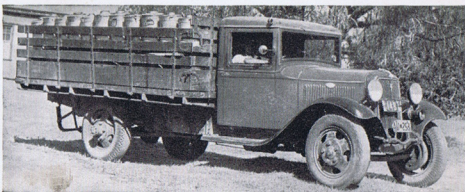
Left—The heavy duty connecting rod bearings are of the "floating" type, providing an oil film between the rod and another film between the bearing and the crank pin. Right—The exclusive Ford combination of high-alloy, chrome-nickel-steel, mushroom-and valves with high-tungsten, chrome-alloy exhaust valve seat inserts, makes possible greatly increased valve life, freedom from valve adjustments, and longer mileage between valve grindings.



The crankshaft is made of cast alloy steel. Bearing surfaces are accurately machined, lapped and polished. Oil under pressure is carried to the main bearings and connecting rod bearings through drilled crank throw passages.



NOTHING TO COMPARE WITH V-8 ECONOMY, RELIABILITY, COMFORT.



From Mr. J. J. Williams, of Cowaramup, W.A., comes this endorsement of his Ford V-8 2-ton Truck:

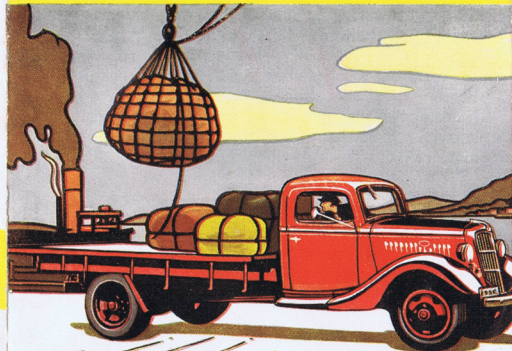
"I have done 15,000 miles in 7 months. My work, cream carting to the Butter Factory at Busselton, requires working to a very definite schedule, and not once have I arrived at the Factory behind schedule. I have been operating trucks for years, and can honestly say that I have driven nothing to compare with this Ford V-8 for economy, reliability and comfort."

FLEET OWNER PRAISES V-8 EFFICIENCY, DURABILITY AND ECONOMY

Mr. G. W. Badman, Director of Rockdale Quarries Ltd., Adelaide (S.A.), operators of a fleet of Ford V-8 Trucks, writes as follows:

"Transportation of metal from our quarries (amounting to thousands of tons annually) necessitates the use of the most efficient and economical type of truck. Our change-over to Ford V-8 has been more than justified. Tonnage per gallon of petrol is satisfactory; tyre mileage considerably increased, cost of repairs remarkably low, and owing to greater speed gross tonnage compares very favourably with that handled by heavier vehicles. Reserve engine power makes the V-8 very efficient for trailer work. We recommend Ford V-8 Trucks for any class of work, the outstanding features being Efficiency, Durability and Economy."

Nothing takes the place of POWER with ECONOMY



FORD V-8 TRUCKS

FORD V-8 TRUCK FLEET WORKS 24 GRUELLING HOURS A DAY.



Mr. G. A. Stronach, Contractor of Mackay (Queensland), has a fleet of trucks operating in the Mackay Outer Harbour Contract. Of the performance of his Ford V-8 units he writes:

"They have received a gruelling—much work, heavy stone haulage, etc., and most of the time working 24 hours of the day. They have stood up admirably well. I have come to realise that Ford V-8 Trucks can be relied upon when a hard, fast job is to be done."

CONTRACTOR SELECTS V-8 TRUCKS TO HAUL 15,000 TONS OF CEMENT.

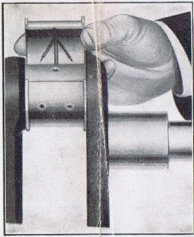
When Mr. D. W. Rumney, of Bagdad (Tasmania), secured the Government contract for the cartage of 15,000 tons of cement from Macquarie Plains to Tarraleah, he purchased a fleet of six Ford V-8 Trucks for the work. Here is an extract from Mr. Rumney's letter:

"The trucks are performing splendidly under heavy conditions. Each of the six units runs approximately 170 miles per day carrying an average of 4 tons. I am satisfied that in selecting Ford I have made a very wise choice."

Nothing takes the place of POWER with ECONOMY

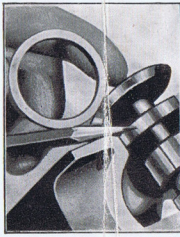


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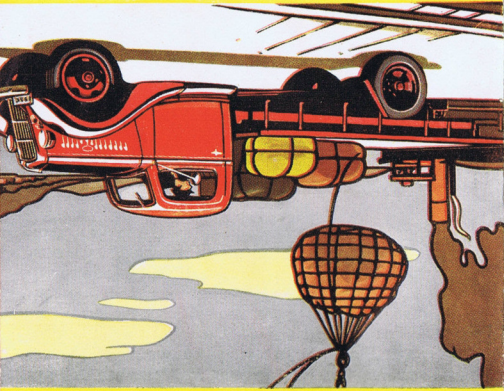
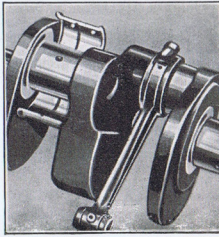


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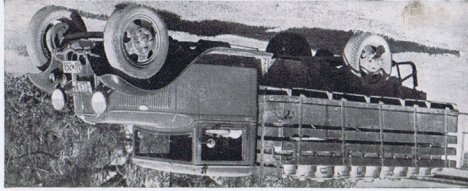


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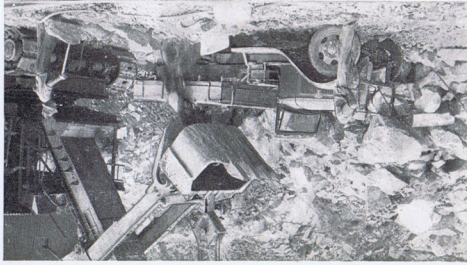
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D.M. 599/4M/C.

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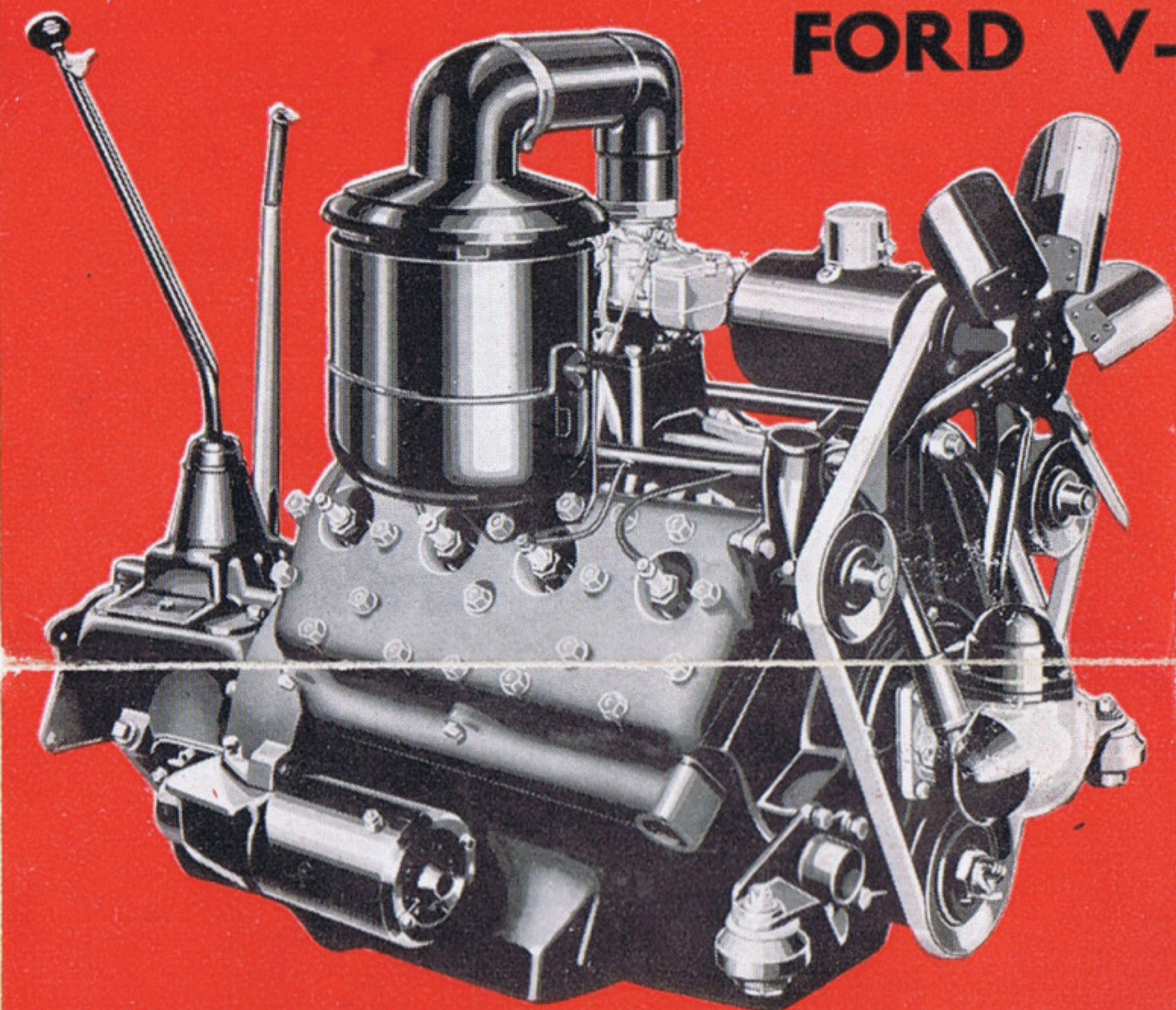
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FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

FORD V-8 TRUCK POWER, DEPENDABILITY AND ECONOMY ... PROVED IN THE SERVICE OF OWNERS!



POWER, SPEED AND ECONOMY WITH THE COMPACT V-8 ENGINE

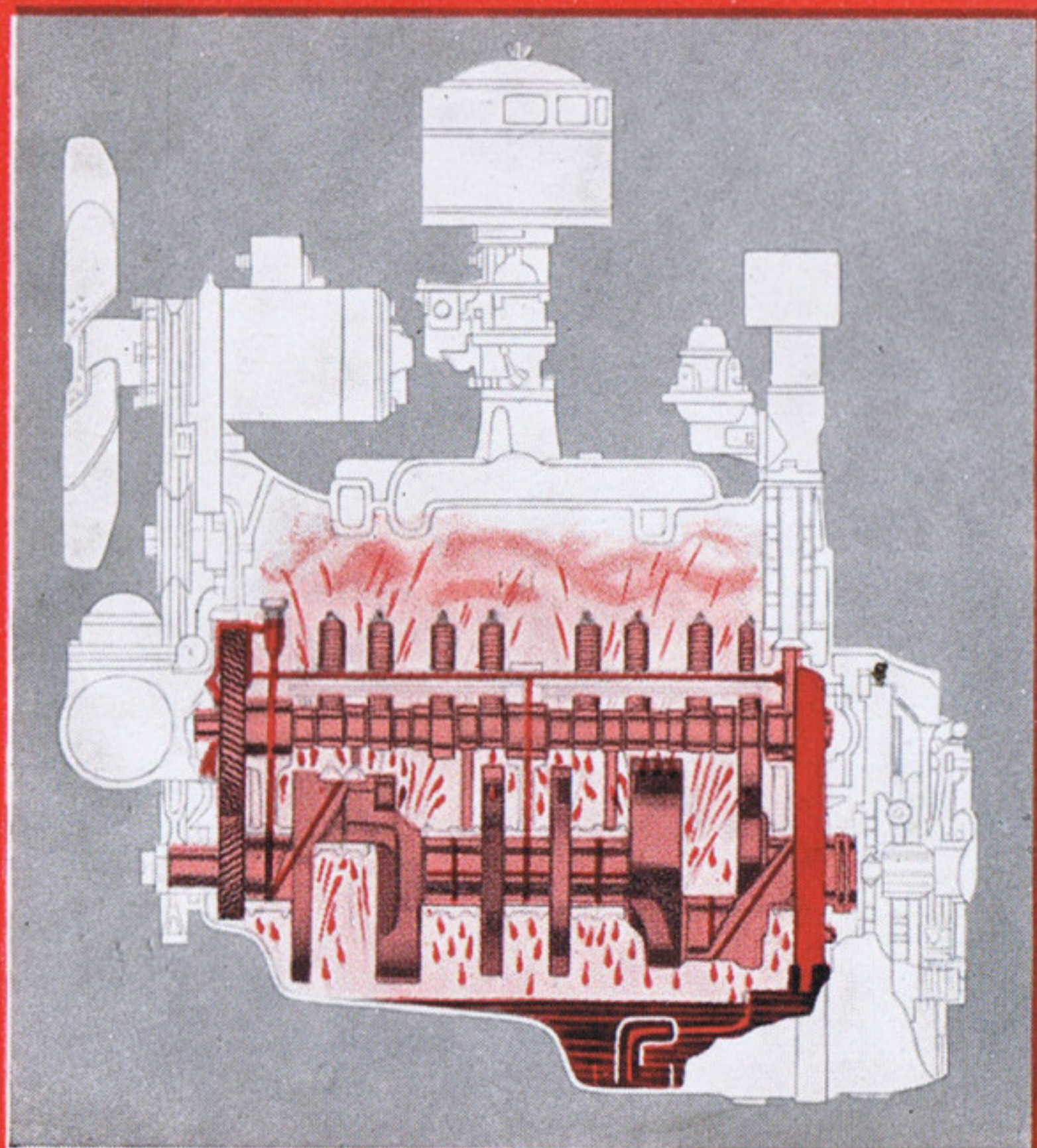
The Ford V-8 truck engine develops more than 80-horsepower. In actual service, under most exacting conditions, this engine has proved its economy and reliability. It has won the respect of so many thousands of truck owners that "V-8 Performance" has become a yard-stick by which truck operators measure all truck performance. It is by far the most powerful, most economical, and most reliable truck engine Ford has ever built.



"V-8 TRUCK SHIFTS 15 YARDS PER DAY MORE THAN PREVIOUS BEST ..."

This letter received from Messrs. Hourigan Bros., Quarry Masters of Northmead, N.S.W., is typical of thousands from owners endorsing the sterling qualities of Ford V-8 Trucks. The V-8 units operated by Messrs. Hourigan Bros. are engaged in work of an unusually punishing nature. "In the 100 years this business has been in our family's

hands, we have used every kind of transport from horse-drawn vehicles to the latest trucks. Without exception I consider our Ford V-8 Trucks the best type of transport we have had working for us. They carry 5 yards of stone, and shift 15 yards per day more than our previous best. I am so pleased with their performance that I am ordering 2 more V-8 Trucks."



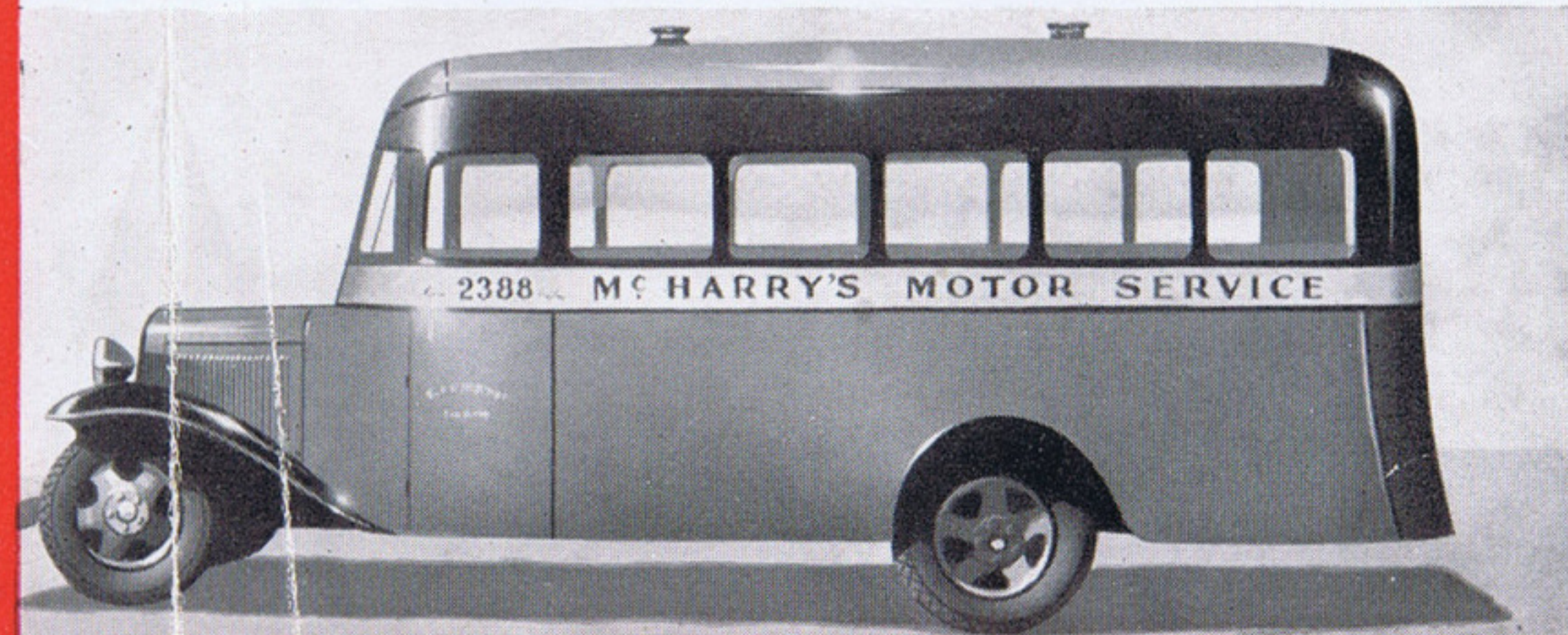
FULL PRESSURE LUBRICATION.

The crankshaft, camshaft and connecting rod bearings of the Ford V-8 Truck Engine are lubricated under pressure. Wrist pins, push rods, valve stems, pistons and other moving parts are lubricated by spray and vapor thrown from sides of connecting rod bearings.



FULL CYLINDER-LENGTH WATER JACKETS. Water jackets extend the full length of the cylinder walls and down into the upper part of the crankcase, keeping the engine and lubricating oil at efficient operating temperatures. This design has the same effect as a built-in oil temperature regulator.

ACROSS THE ALPS WITH 22 PASSENGERS IN V-8 'BUS.



Mr. J. T. McHarry, of Geelong, Victoria, describes in the following letter the excellent performance of his Ford V-8 bus on a trip across the Australian Alps: "The V-8 bus carried 22 passengers, driver and luggage on the 1,000 mile journey. From

Geelong, we went to Wangaratta, Buffalo, across the Hotham Heights to Omeo, then to Bairnsdale, Melbourne, Bendigo, and back to Geelong. Crossing the Alps we rose 6,000 feet in 12 miles, with gradients up to 1 in 6. The V-8 performed wonderfully."