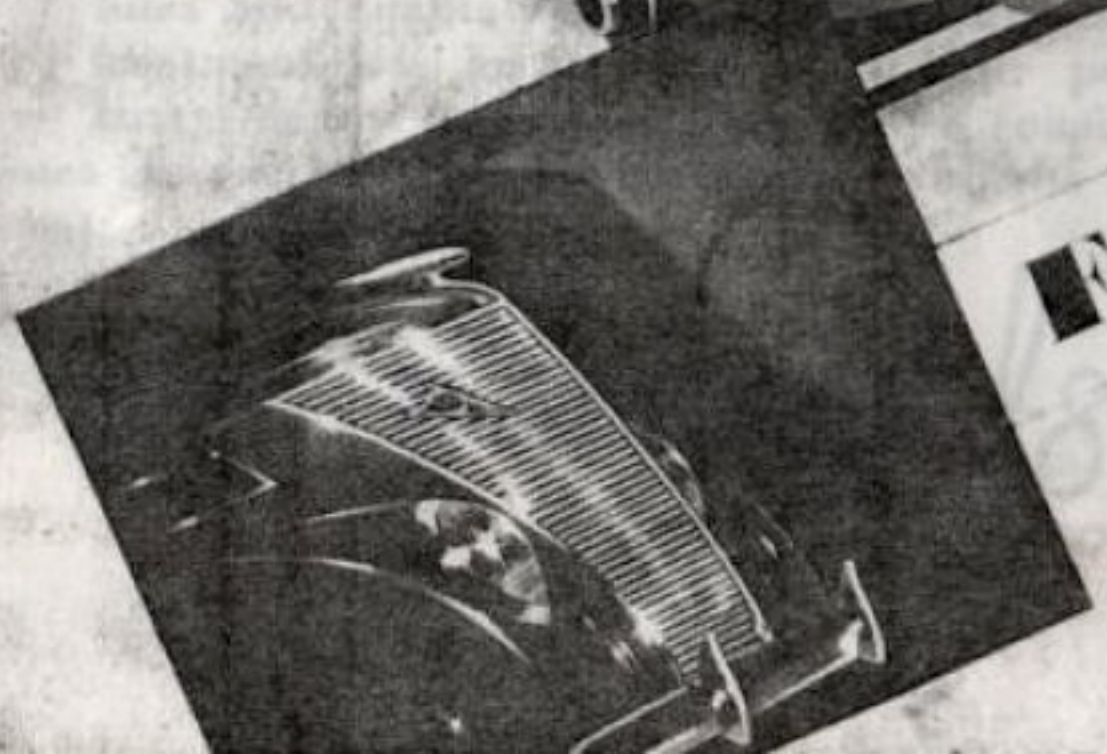


**FORD V-8 UTILITIES FOR 1937**



WM. C. WALKER  
AUTHORISED FORD DEALER  
JOHN STREET  
SINGLETON

# *Dependability*

**with Even Greater Economy**

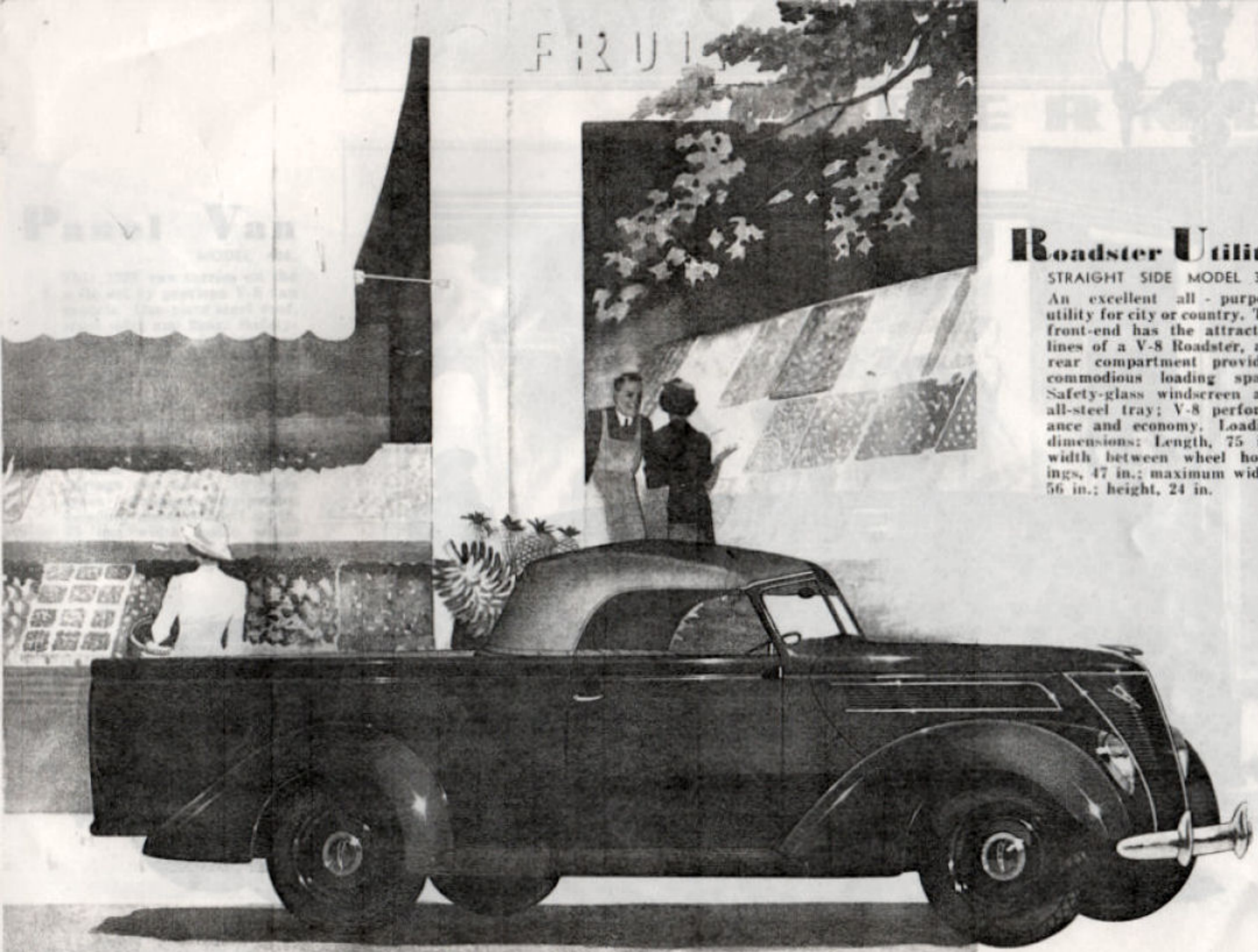
The Ford V-8 Utilities for 1937 have the style, the dependable performance and the rugged working ability required by to-day's conditions. And they give even greater economy because of important refinements in design, notably the new economy carburettor and new 3.78 to 1 rear axle. Each of the 1937 V-8 Utilities has a wide range of usefulness in city or country work. In the business world their smart lines and adaptability to striking advertising treatment has greatly increased their popularity—many owners say they owe a considerable part of their business success to the out-

standing service of V-8 units. To the man on the land they have brought a new standard of efficient, economical utility service. You can prove for yourself the supremacy of the Ford V-8 Utility. Select from the range of models illustrated on following pages the vehicle best suited to your requirements and ask your Ford Dealer to demonstrate it in actual operation on your own job. Then compare equipment, features and loading dimensions as well as prices. On every comparison you will find that the greatest value in commercial transport is offered by the Ford V-8 Utilities for 1937.

**FORD  $\frac{1}{8}$  UTILITIES**

**For 1937**

FRUIT



## Roadster Utility

STRAIGHT SIDE MODEL 302.

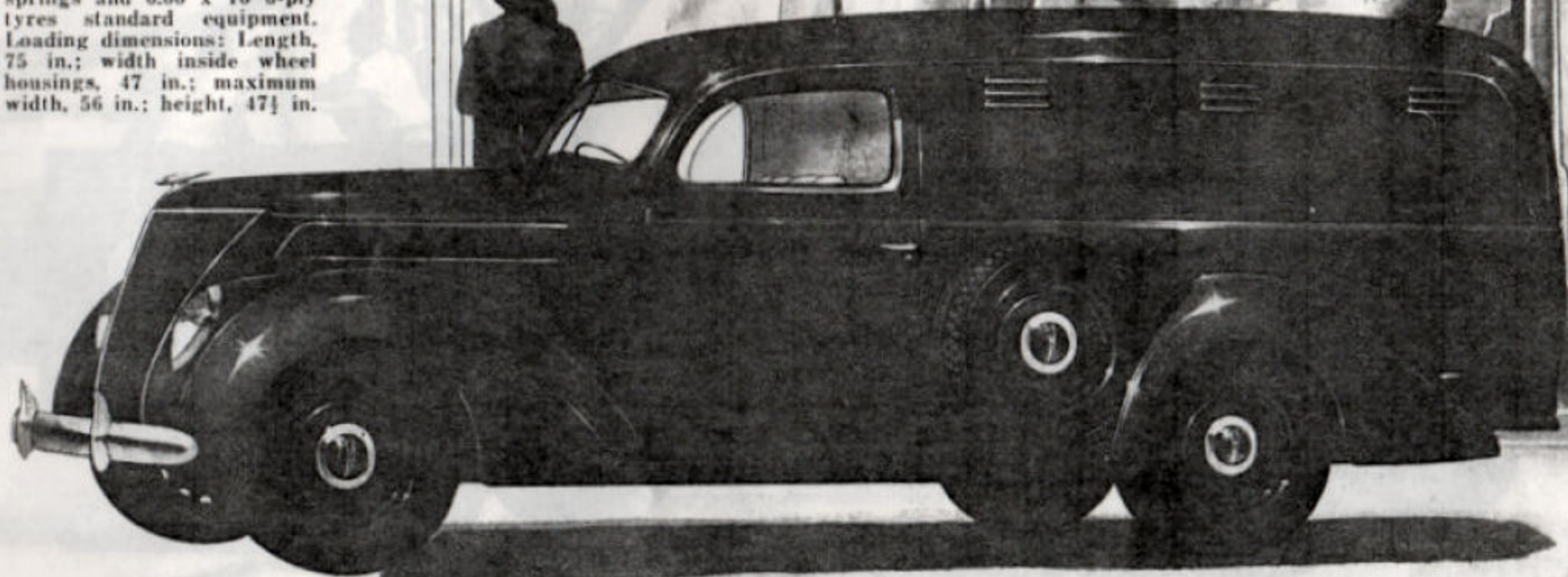
An excellent all - purpose utility for city or country. The front-end has the attractive lines of a V-8 Roadster, and rear compartment provides commodious loading space. Safety-glass windscreen and all-steel tray; V-8 performance and economy. Loading dimensions: Length, 75 in.; width between wheel housings, 47 in.; maximum width, 56 in.; height, 24 in.

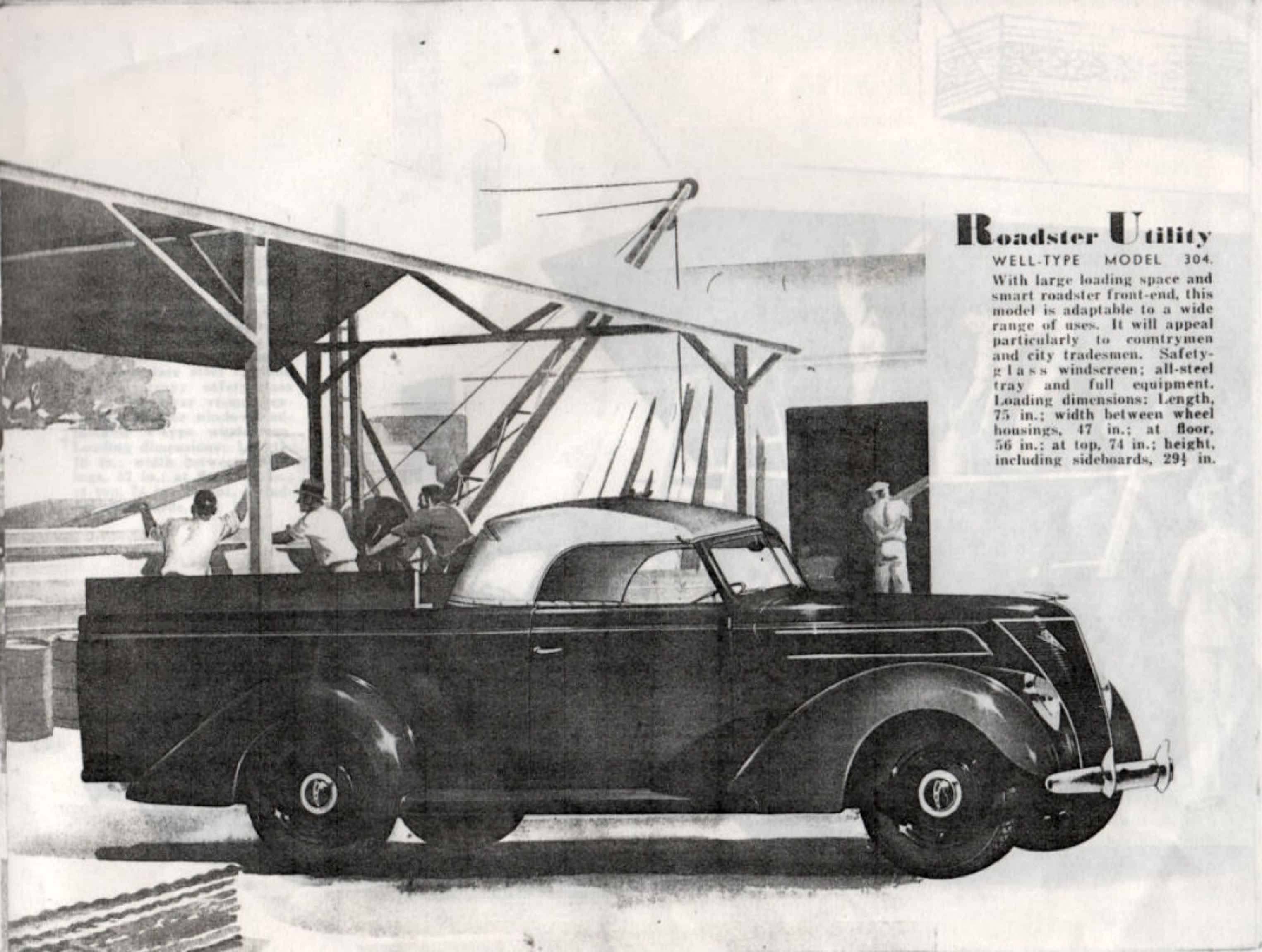
M O D E R N

## Panel Van

MODEL 408.

This 1937 van carries on the style set by previous V-8 van models. One-piece steel roof, steel sides and floor. Safety-glass all round (except rear doors). Even more handsome in appearance, it offers dependable V-8 performance, with greater economy. Driver's compartment has adjustable V-type windscreen and clear-vision ventilation in door windows. Auxiliary springs and 6.00 x 16 6-ply tyres standard equipment. Loading dimensions: Length, 75 in.; width inside wheel housings, 47 in.; maximum width, 56 in.; height, 47½ in.





## **Buick Roadster Utility**

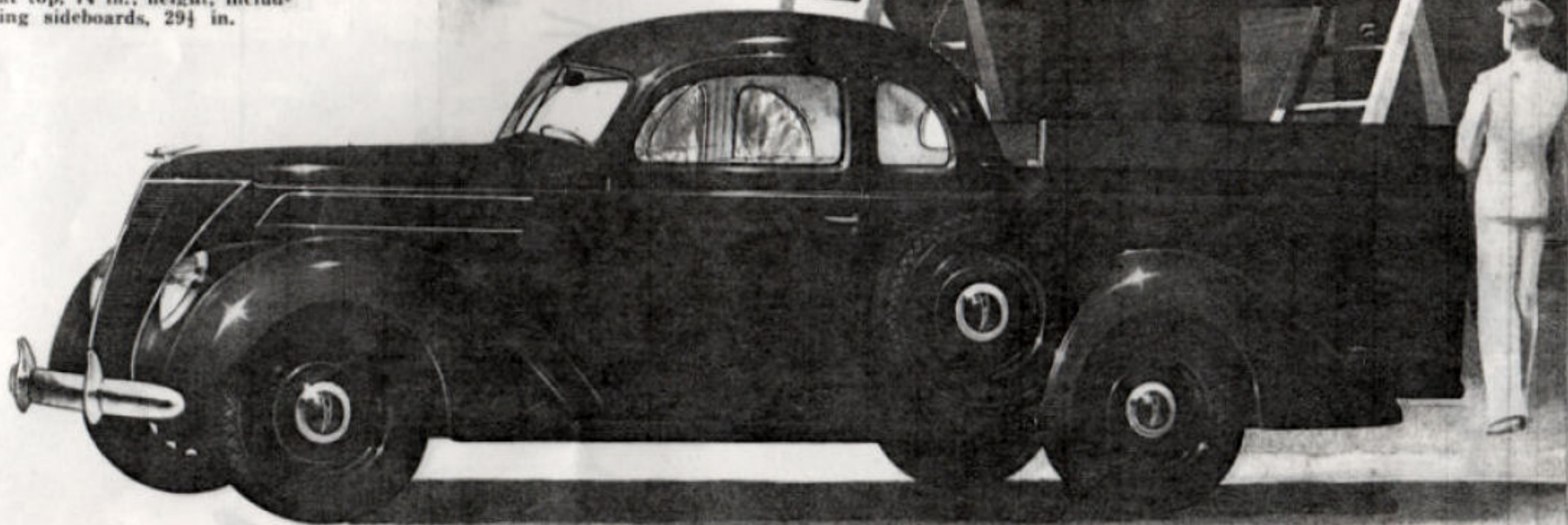
WELL-TYPE MODEL 304.

With large loading space and smart roadster front-end, this model is adaptable to a wide range of uses. It will appeal particularly to countrymen and city tradesmen. Safety-glass windscreen; all-steel tray and full equipment. Loading dimensions: Length, 75 in.; width between wheel housings, 47 in.; at floor, 56 in.; at top, 74 in.; height, including sideboards, 29½ in.

## Coupe Utility

WELL-TYPE MODEL 305.

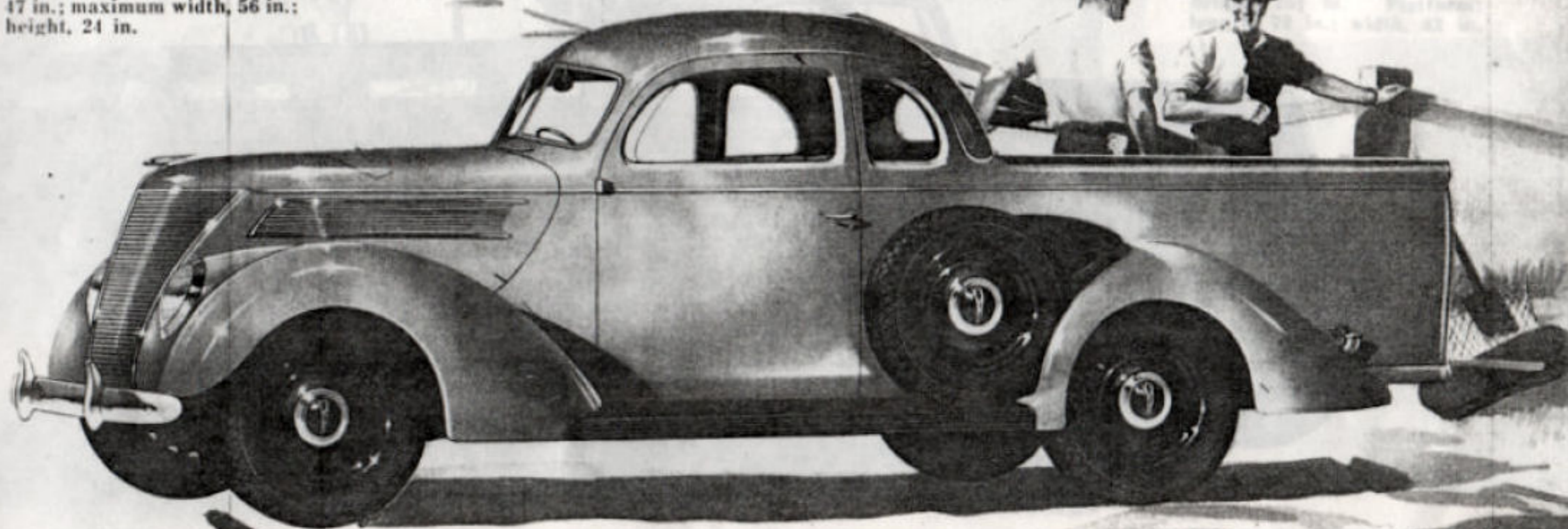
Another of the strikingly smart 1937 models. Designed to combine maximum load capacity with modern appearance and passenger-car comfort. All-steel coupe body, with one-piece steel top and all-steel tray; safety-glass all round, clear vision ventilation in door windows, adjustable V-type windscreen. Loading dimensions: Length, 75 in.; width between housings, 47 in.; at floor, 56 in.; at top, 74 in.; height, including sideboards, 29½ in.



## Coupe Utility

STRAIGHT SIDE MODEL 303

The smartest utility on the road to-day. A stylish coupe with every comfort and convenience for passengers, plus rear loading compartment of generous dimensions. All-steel coupe, with one-piece steel top and all-steel tray, safety glass all round, clear vision ventilation in door windows, adjustable V-type windscreen. Loading dimensions: Length, 75 in.; width between wheel housings, 47 in.; maximum width, 56 in.; height, 24 in.



## 3/4 Ton Truck

MODEL 303

A general purpose, light truck. Maximum payload 1500 lbs.

Standard equipment includes: 27.5 in. x 16 in. tires, 14.00 P.M.S. tires, 4.25 in. diameter wheels, 4.25 in. diameter wheels, 4.25 in. diameter wheels.

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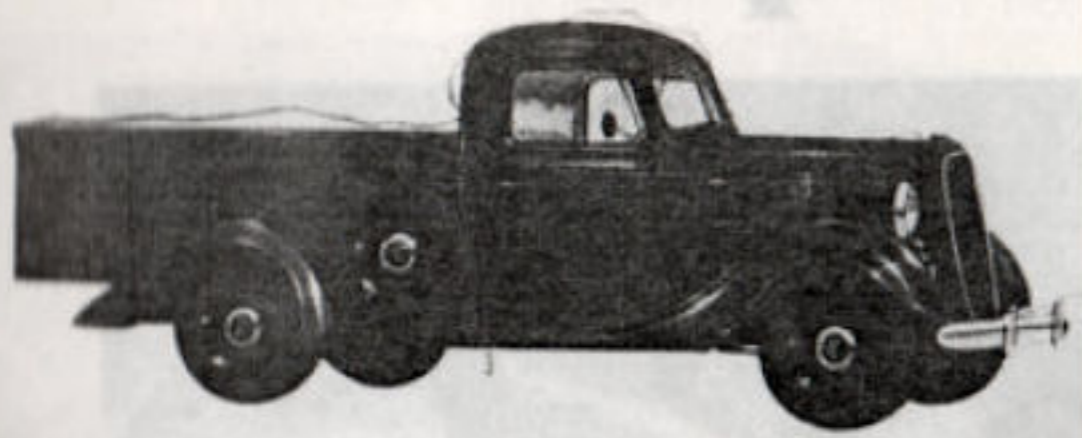
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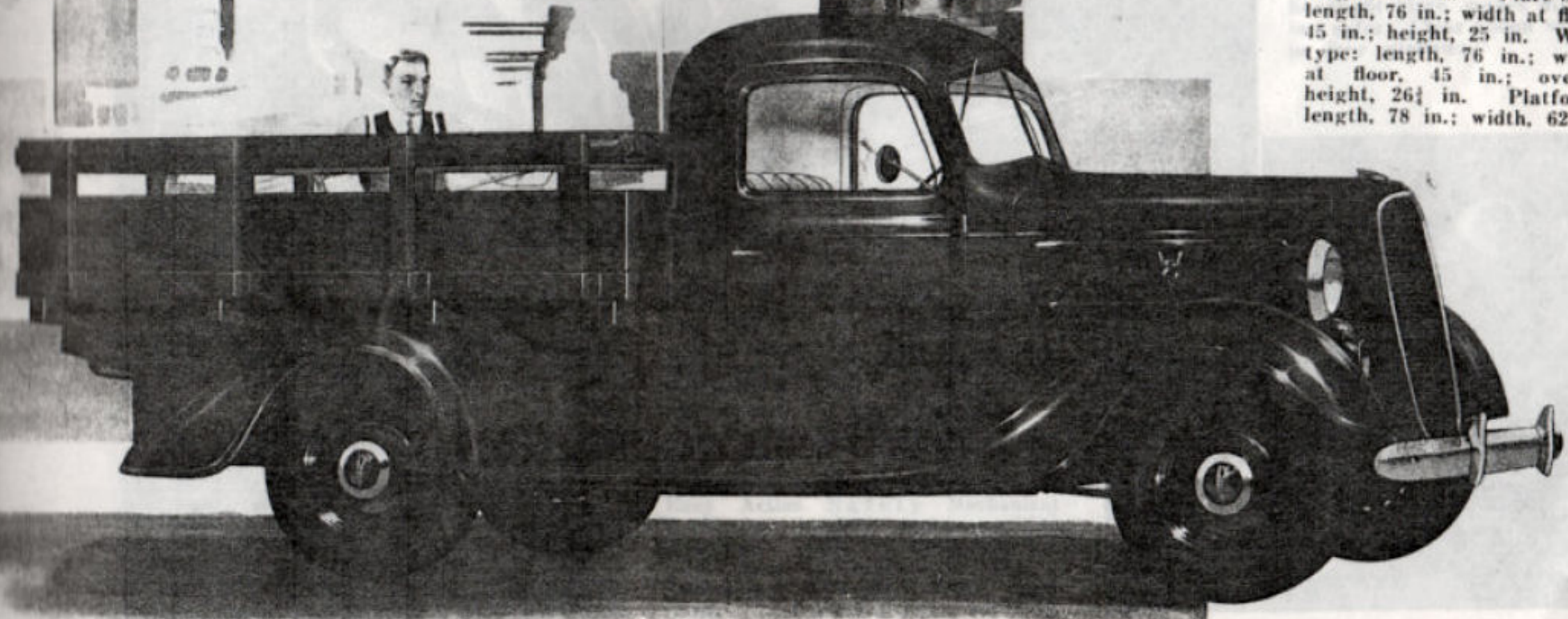


**V-B 3/4 TON TRUCK**  
with flare-side body.

### **3/4 Ton Truck**

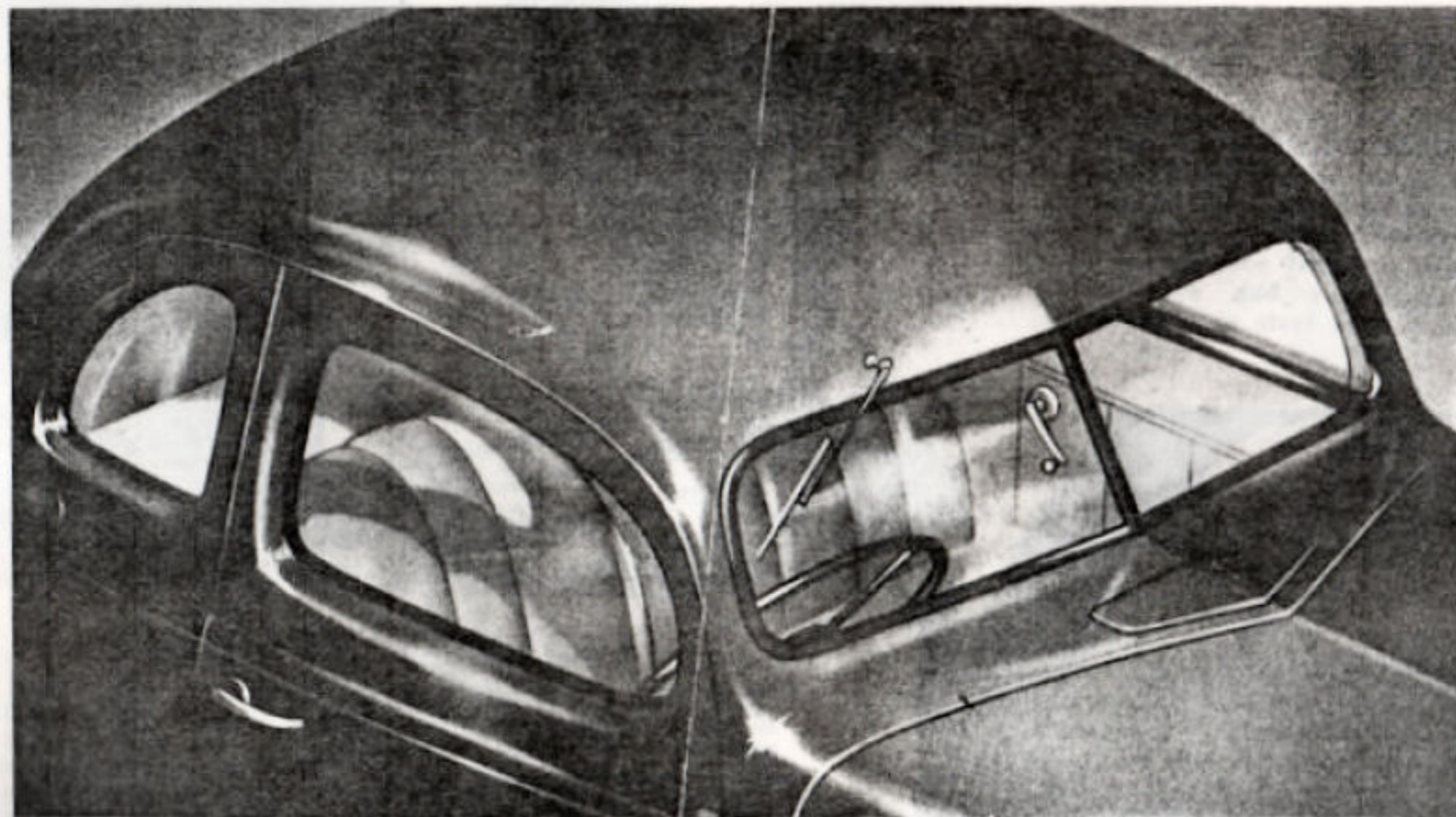
ALL STEEL BODY MODEL 77.

A special 15-cwt. light truck, with maximum allowable gross capacity of 4,700 lbs. Truck-type cab and front end. Available as chassis, cab-chassis, or with platform, well-type, flare-side, or stake-side body. Auxiliary springs and 6.50 x 16 6-ply tyres standard equipment. A highly efficient and economical transport unit. Loading dimensions: Stake-side: length, 78 in.; width, 62 in.; overall height, 20 in. Flare-side: length, 76 in.; width at floor, 45 in.; height, 25 in. Well-type: length, 76 in.; width at floor, 45 in.; overall height, 26 1/2 in. Platform: length, 78 in.; width, 62 in.





# ... Important Features of



## ALL STEEL BODY AND SAFETY GLASS ALL ROUND

Safety and dependability are built into the 1937 V-8 Utilities. Coupe types and Panel vans have one-piece steel roof, steel sides and floor, welded, with steel frame, into a single unit of immense strength. Rear compartments of Model 78 Utilities are of all-steel construction. Safety-glass is in windscreen and every window (except rear doors of van). New V-type ventilating windscreen, cuts headlight glare, makes night driving safer. Clear vision ventilation in door windows.

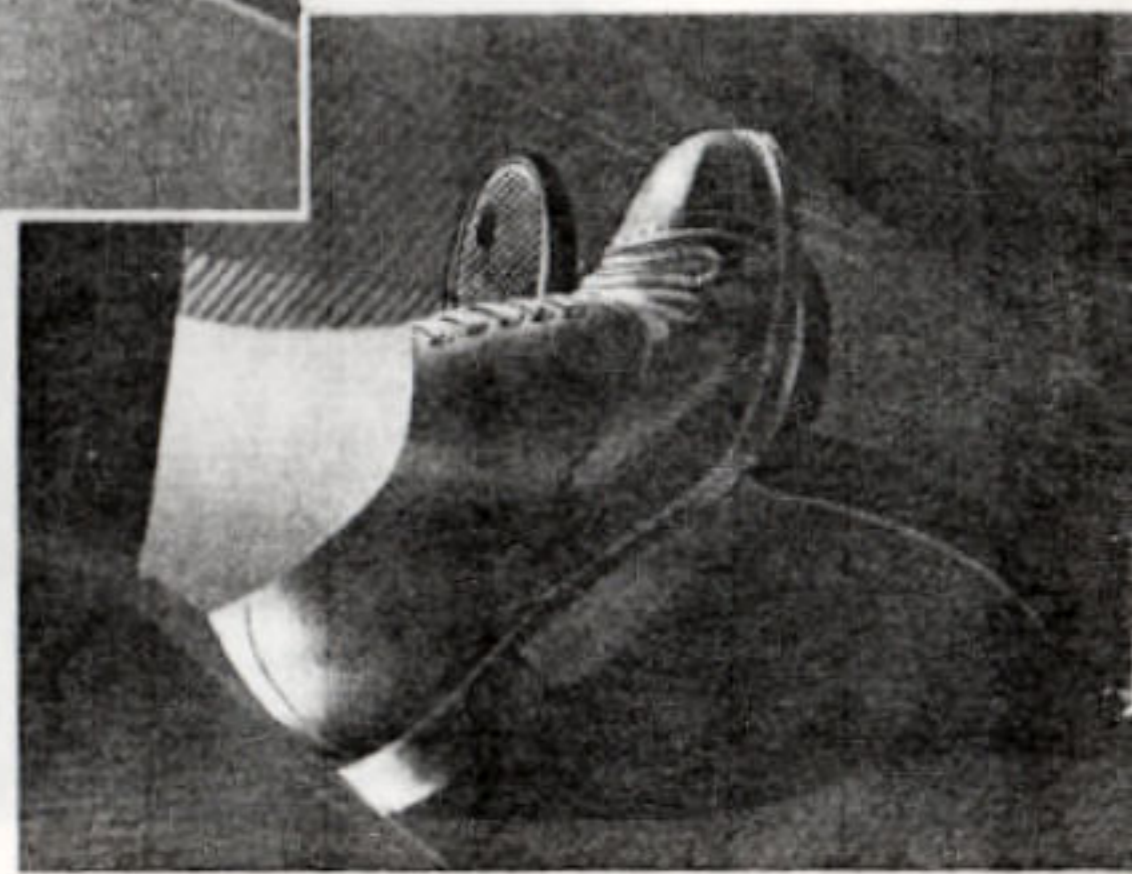


## NEW STREAMLINE STYLE

The 1937 V-8 Utility has handsome modern body styling. New type bonnet lifts from front, fastens with distinctive radiator ornament. Headlights are streamlined into guard aprons.

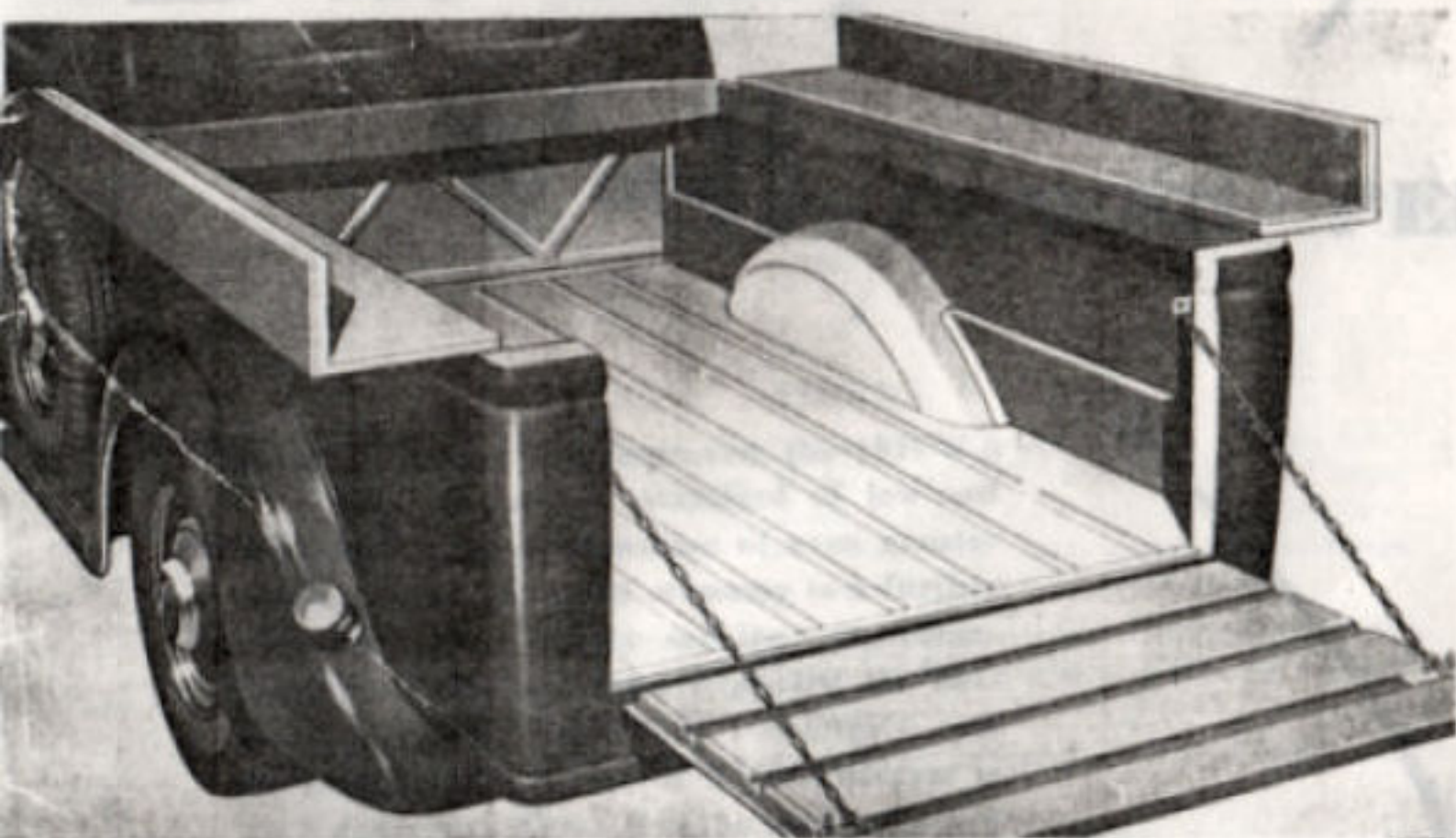
## EASY ACTION SAFETY BRAKES

Dependable under all conditions, Ford Easy Action Safety Mechanical Brakes are simple in design, positive in action. They are self-energising cable and conduit control type—momentum of vehicle helps apply brakes. Less pedal pressure required.



**FORD V-8 UTILITIES HAVE FULL**

# Ford V-8 Utilities for 1937



## LARGE CARRYING CAPACITY

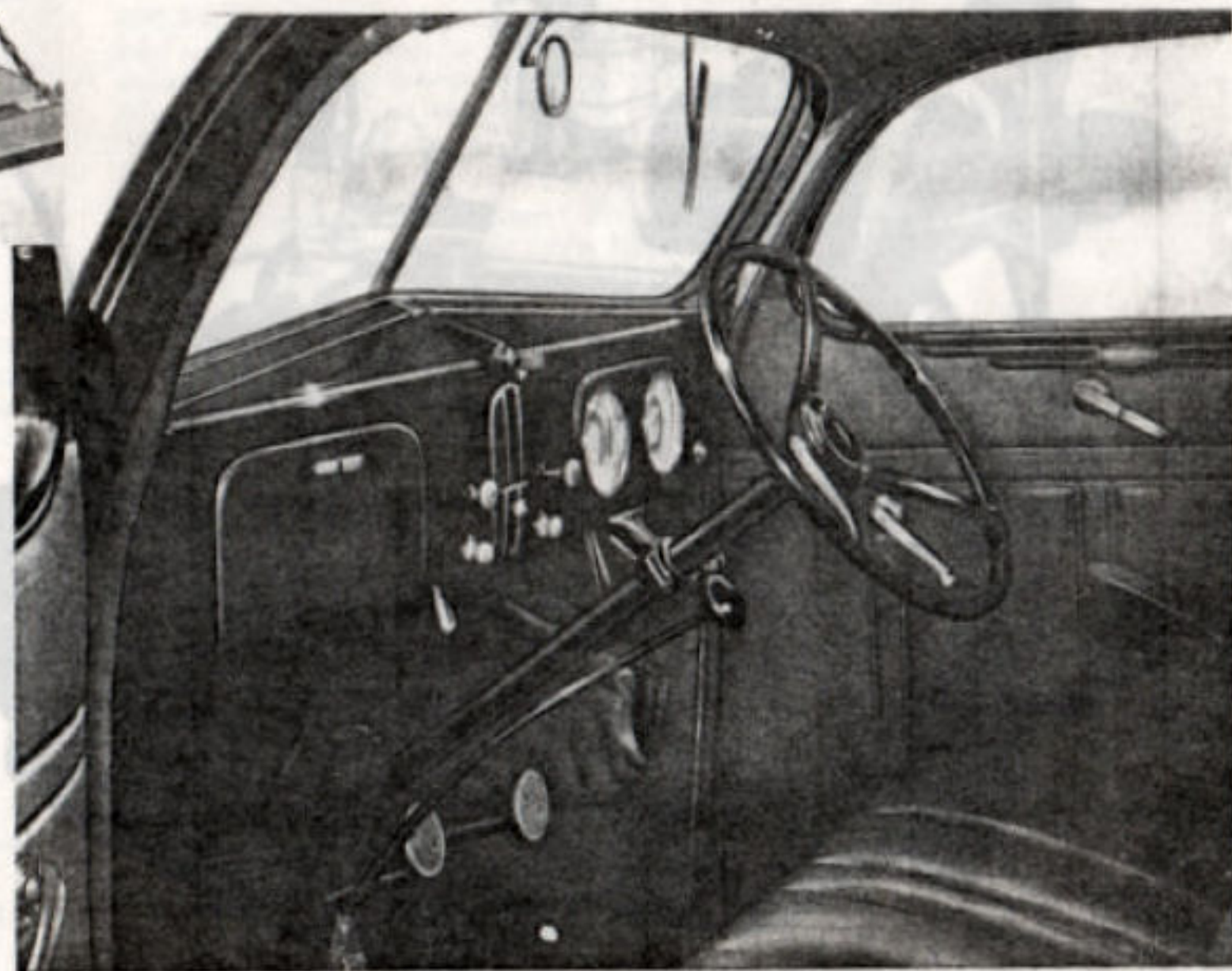
As in the previous V-8 Utilities, generous loading space is a feature of the 1937 models. This is achieved with correct weight distribution, because the short, compact V-8 engine occupies the minimum of space in the chassis. Model 78 trays are of all-steel construction. Note the clean interior lines and the rounded corners of the tray, giving added strength and rigidity. Detachable wooden floor in addition to steel floor is available at extra cost.

## MODERN COMFORT

More room is available in the Ford V-8 Utility body, because the compact V-type engine takes up less space in the chassis. Greater spring leaf taper and positive spring lubrication make spring action smoother, more silent. Sliding Glass Clear Vision Ventilation in door windows and an adjustable V-type windscreen gives added comfort in all coupe type bodies. V-8 Utilities give passenger-car comfort with rugged commercial service.

## COMPLETE EQUIPMENT

Before you purchase any Utility compare prices and equipment. Ford V-8 Utilities for 1937 have many features and equipment which are usually available only at extra cost. Coupe Utility features include: Safety-glass all round, front bumper, 4 adjustable double-acting hydraulic shock absorbers, oil-bath air cleaner, adjustable seat, genuine leather seat and seat back, arm-rest, ventilating windscreen, large package tray behind driver's seat, enclosed despatch box, dual sun visors, ash-tray, dome light and rear window blind.



**EQUIPMENT and MANY EXTRA FEATURES**

*The only Utility with . . .*

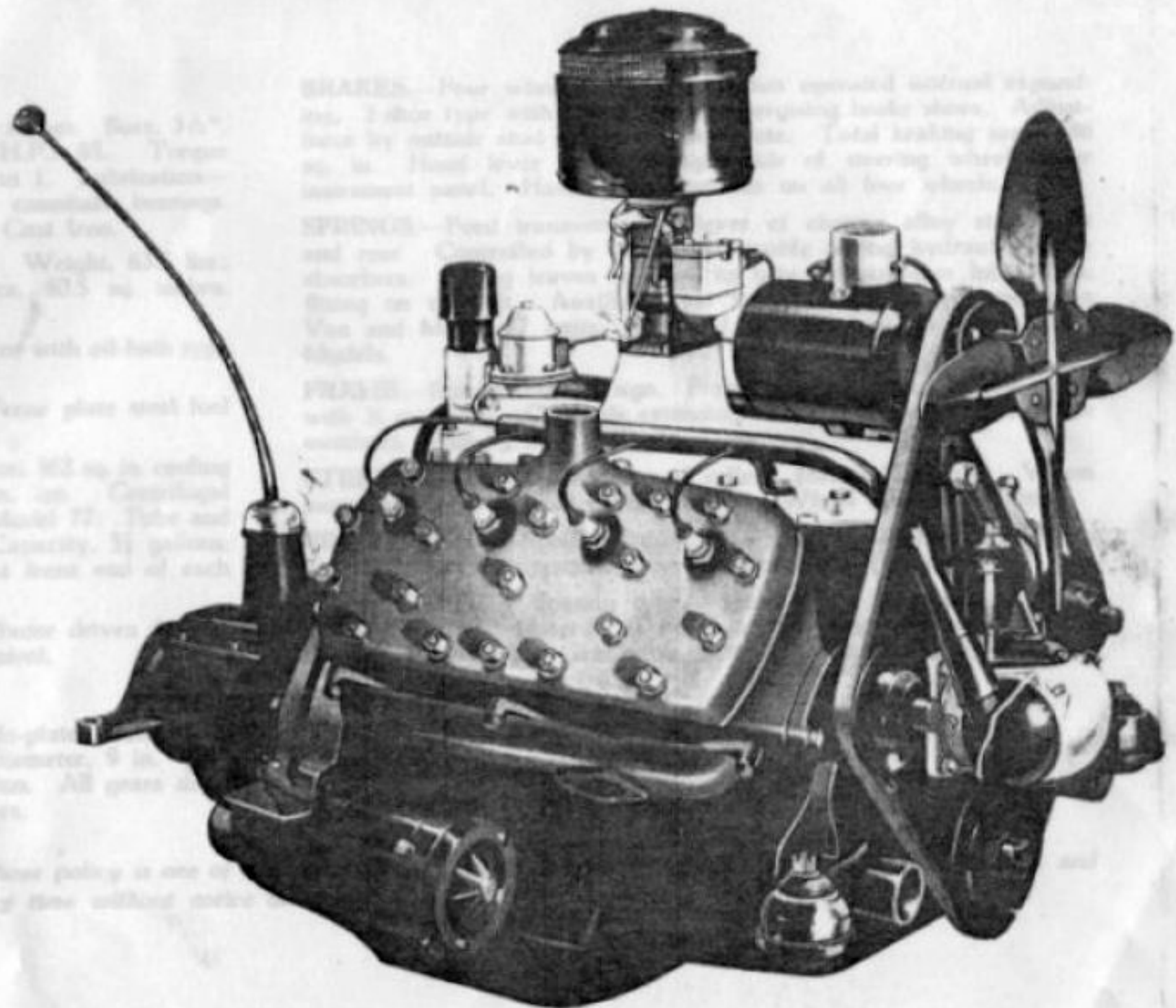
# **V-8 POWER PERFORMANCE and ECONOMY**

ENGINE

Further refined and improved, the 1937 V-8 engine sets a new standard of low-cost operation. The combination of even greater efficiency and increased economy is a further advance in V-8 Utility service. Operators throughout the world have proved the outstanding value of the Ford V-8 Utility, and the most important factor in that success is the V-8 engine. The V-8 is the modern power unit—Ford offers the only utility with this exclusive engine. Refinements in the 1937 V-8 engine include new economy carburettor, new domed-top pistons, new quieter exhaust, improved cooling system, with self-lubricating water pumps enclosed in cylinder banks.

## FORD ENGINE EXCHANGE PLAN

This new Ford plan saves time, trouble and expense for the V-8 Utility owner. After your vehicle has done many thousands of miles of service, the engine may be exchanged in a few hours for a factory reconditioned engine. Ask your Ford Dealer for particulars of this valuable new service.



*"Our V-8 Engine is as economical to operate as any lower number of cylinders" . . . Henry Ford*

# Specifications

## ENGINE.

V-8 90° L Head. Piston displacement, 221 cubic inches. Bore,  $3\frac{1}{8}$ " Stroke,  $3\frac{1}{4}$ ". H.P. Rating R.A.C., 30.00. B.H.P., 85. Torque developed, 152 ft. lbs. Compression ratio, 6.12 to 1. Lubrication—forced feed to all main, connecting-rod and camshaft bearings. Capacity, 4 quarts. Cylinder head material: Cast Iron.

**CRANKSHAFT.**—Special Ford cast alloy steel. Weight, 63.5 lbs.; three main bearings; total main bearing surface, 40.5 sq. inches. Statically and dynamically balanced.

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

**FUEL SYSTEM.**—Engine driven fuel pump. Terne plate steel fuel tank mounted at rear. Capacity,  $12\frac{1}{2}$  gallons.

**COOLING.**—Model 78: Tube and fin type radiator; 362 sq. in. cooling surface. Capacity,  $4\frac{1}{2}$  gallons. 4-blade, 15 $\frac{1}{4}$  in. fan. Centrifugal water pumps at front of each cylinder block. Model 77: Tube and fin type radiator; 444 sq. in. cooling surface. Capacity, 5 $\frac{1}{2}$  gallons. 4-blade, 17 in. fan. Centrifugal water pumps at front end of each cylinder block.

**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 sq. in. 3-speed selective gear transmission. All gears silent helical type. Synchronised second and high gears.

**BRAKES.**—Four wheel cable and conduit operated internal expanding, 2-shoe type with controlled self-energising brake shoes. Adjustment by outside stud on each brake plate. Total braking area, 186 sq. in. Hand lever location—right side of steering wheel under instrument panel. Hand brake operates on all four wheels.

**SPRINGS.**—Ford transverse cantilever of chrome alloy steel front and rear. Controlled by adjustable double acting hydraulic shock absorbers. Spring leaves grooved to take pressure-gun lubrication, fitting on tie bolt. Auxiliary rear springs standard equipment on Van and Model 77 units. Optional at extra cost on other Utility Models.

**FRAME.**—Special Ford design. Pressed carbon steel. Double drop, with X members. Channels extending to ends of frame. Main side members, depth 5 $\frac{1}{2}$  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 carbon manganese steel. "T" beam reverse Elliott. Adjustable tapered roller wheel bearings.

**REAR AXLE.**— $\frac{3}{4}$  floating type. Spiral bevel gear with straddle mounted pinion. Material of Ford carbon manganese steel. Roller bearings throughout. Gear ratio, 3.78 to 1. Shafts, 1 $\frac{1}{2}$  in. diameter.

**ROAD CLEARANCE.**—8.5 in.

**TYRES.**—Model 78: 6.00 x 16. Model 77: 6.50 x 16 6-ply.

**TURNING CIRCLE.**—40 ft. 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.*