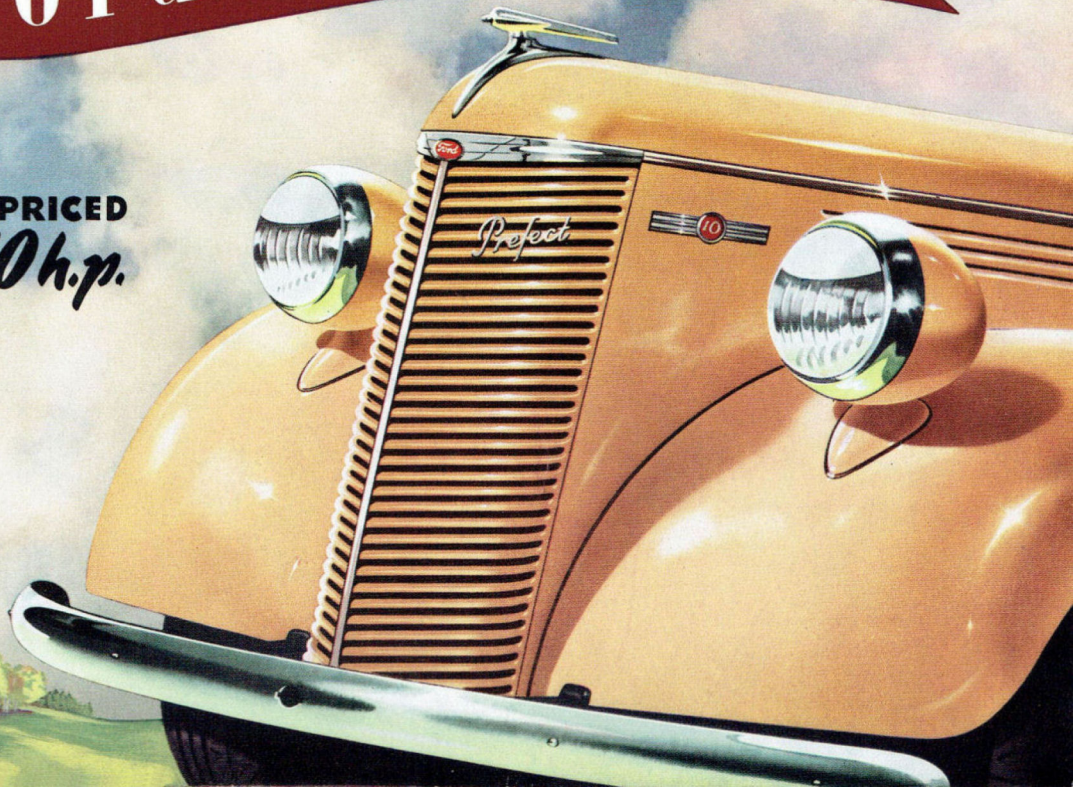
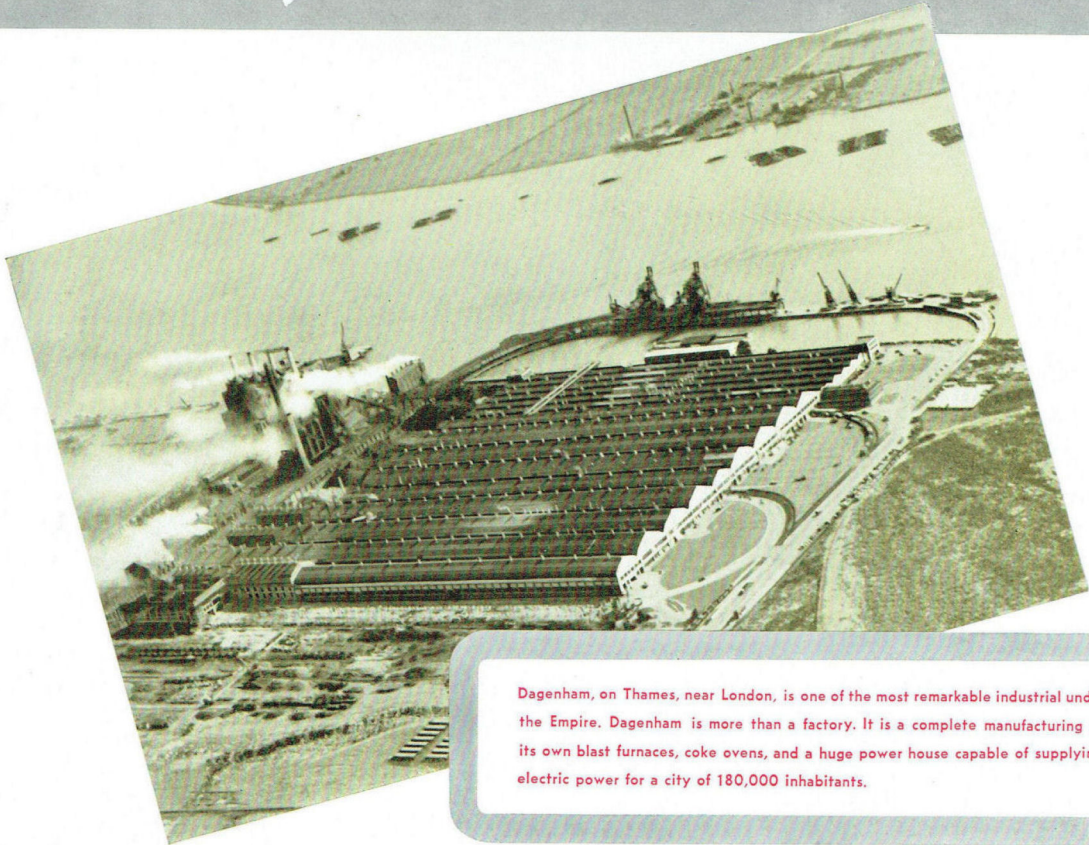


Ford "Prefect"

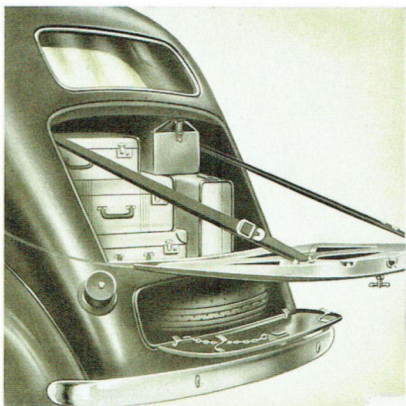
THE LOW-PRICED
ENGLISH *10 h.p.*



Product of FORD DAGENHAM ENGLAND



Dagenham, on Thames, near London, is one of the most remarkable industrial undertakings in the Empire. Dagenham is more than a factory. It is a complete manufacturing centre with its own blast furnaces, coke ovens, and a huge power house capable of supplying sufficient electric power for a city of 180,000 inhabitants.



REAR-END DESIGN CLEVERLY CONCEALS SPACIOUS LUGGAGE COMPARTMENT.

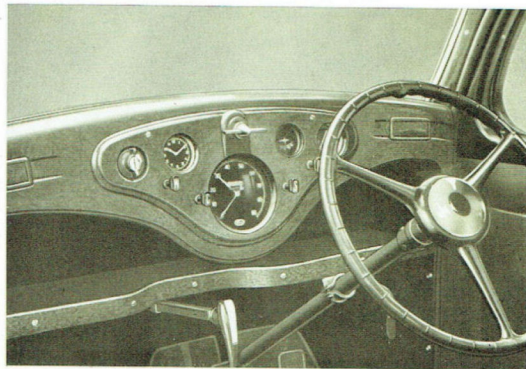
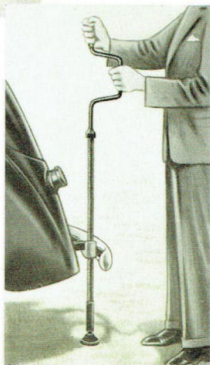
Exceptionally roomy luggage accommodation (*left*) is an important feature of all closed models of "The Prefect." Accessible from outside the car, the lock-up lid, when lowered, is hung on broad straps thus providing an extra luggage carrying medium. Housed in an individual compartment below, the spare wheel is kept safe from dust, mud and weather.

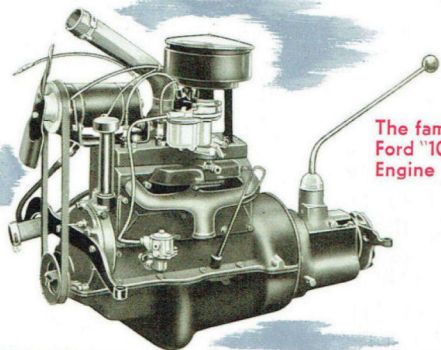
COMPACT INSTRUMENT PANEL.

Conveniently grouped on the instrument panel (*below*) all controls are within easy reach and sight. The handbrake lever, of the pull-out trigger type, is centred below the dash. The windscreen is sloping to deflect glare and is opened by a convenient central winding control. A clock and dual ashtrays fitted on the instrument panel are standard equipment. A parcels shelf runs full length beneath instrument panel.

HANDY BUMPER JACK

The bumper jack (*illustrated at right*) has already proved itself an inestimable convenience to motorists. To raise the car, simply place the head of the jack under the bracket of the bumper bar and turn the handle. The bumper jack eliminates the trouble of reaching below the body of the car.





The famous
Ford "10"
Engine

Check List of Features Standard at List Price

1. Unusual roominess. Prove it with a tape measure.
2. Large luggage compartment.
3. "Centre-Poise" riding comfort and smoothness.
4. 4 Hydraulic double-acting shock absorbers.
5. Interleaf pressure-lubricated springs.
6. Fully adjustable driving seat.
7. Sparkling performance with 10 H.P. engine developing 32 B.H.P.
8. Fully compensated, self-energising brakes—the finest system used on any car of this size.
9. All-steel closed bodies with one-piece steel roof.
10. Safety-glass in windscreen and all windows.
11. Wide choice of body colours in brilliant Ford Baked Enamel finish for longer life and permanent lustre.
12. 40 miles per gallon operating economy.
13. Genuine leather upholstery standard in all models.
14. Feather-light steering and exceptionally quiet, precision built transmission.

S P E C I F I C A T I O N S

ENGINE: 4 cylinders cast integrally with top half of crankcase. "L" head. Bore, 2.5". Stroke, 3.64". Rating, 10 H.P., develops 32.4 b.h.p. 3 bearing crankshaft. Aluminium alloy pistons. 4 point engine suspension on rubber. **LUBRICATION:** Full pressure feed to crankshaft main bearings, camshaft bearings and big end bearings.

IGNITION: 6 volt battery and coil, automatic advance and retard. Distributor mounted on cylinder head, battery accessibly fitted under bonnet.

PETROL SUPPLY: 7 gallon tank at rear. Diaphragm type fuel pump operated from camshaft. Petrol gauge on instrument panel. Down-draught carburettor with easy starting feature. Oil bath air cleaner.

COOLING: Thermo-syphon system. Fan. Tube and fin type radiator.

TRANSMISSION: Dry single plate clutch, spring cushioned. 3 forward speeds. Helical constant mesh gears. Synchronesh top and intermediate.

REAR AXLE: Ratio, 5.55 to 1. $\frac{3}{4}$ " floating with radius rod and torque tube drive. Spiral bevel drive pinion and gear. Roller bearings throughout.

CHASSIS FRAME: Double drop type. 3 heavy cross members. Radius rods front and rear.

WHEELS AND TYRES: 5 detachable wheels. Rustless steel hub caps. Tyres, 5 16 x 5.00.

STEERING: Worm and nut type. Ratio, 10 to 1.

SUSPENSION: Transverse springs. Greaseless type spring shackles. 4 double-acting shock absorbers. All link joints rubber-bushed.

BRAKES: 4-wheel mechanical. Automatically compensating type. Hand brake on rear wheels only.

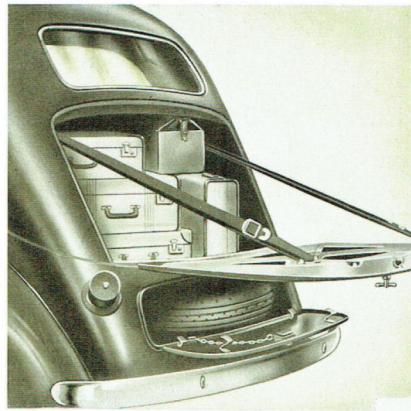
GENERAL DIMENSIONS: Overall length (including bumpers) 13 ft. Overall width 4' 9". Wheelbase 7' 10". Track 3' 9". Spring base 10 $\frac{1}{8}$ ".

INSTRUMENTS: Mounted in bakelite panel on dashboard. Full length parcels shelf beneath dashboard. Indirect lighting controlled by switch on dash. Large diameter speedometer. Centre zero ammeter. Electric petrol gauge. Combined ignition and light switch. Clock and two ash-trays. Starter and choke controls conveniently located in centre panel.

BODIES: All-Steel (closed models). Baked enamel finish. Safety glass windscreen and all windows. Foot-operated head lamp dipper. Adjustable front seats. Rear view mirror. Tool box with set of tools under bonnet. Windscreen operated by control on dashboard.

GENERAL EQUIPMENT: Dual windscreen wipers. Front and rear bumpers. Combined tail and stop light. Interior dome light, 2 sun visors with visor vanity mirror (closed models). 2 ash-trays. Vacuum tank fitted to dash ensures continuous windscreen-wiper action. Rear window blind operated from driver's seat (closed models). Leather upholstery.

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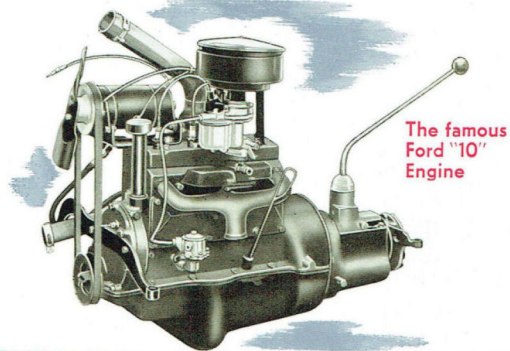
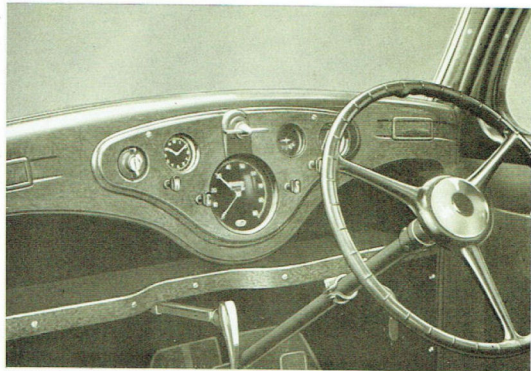
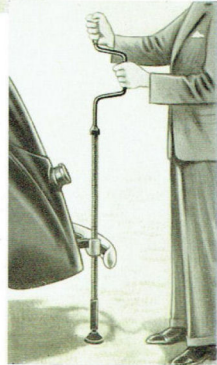


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The famous Ford "10" Engine

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CHASSIS FRAME: Double drop type. 3 heavy cross members. Radius rods front and rear.

WHEELS AND TYRES: 5 detachable wheels. Rustless steel hub caps. Tyres, 5.16 x 5.00.

STEERING: Worm and nut type. Ratio, 10 to 1.

SUSPENSION: Transverse springs. Greaseless type spring shackles. 4 double-acting shock absorbers. All link joints rubber-bushed.

BRAKES: 4-wheel mechanical. Automatically compensating type. Hand brake on rear wheels only.

GENERAL DIMENSIONS: Overall length (including bumpers) 13 ft. Overall width 4' 9". Wheelbase 7' 10". Track 3' 9". Spring base 102 $\frac{3}{4}$ ".

INSTRUMENTS: Mounted in bakelite panel on dashboard. Full length parcels shelf beneath dashboard. Indirect lighting controlled by switch on dash. Large diameter speedometer. Centre zero ammeter. Electric petrol gauge. Combined ignition and light switch. Clock and two ash-trays. Starter and choke controls conveniently located in centre panel.

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FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INCORPORATED IN VICTORIA) DM665.70ME

Ford "Prefect"

THE LOW-PRICED ENGLISH 10 h.p.



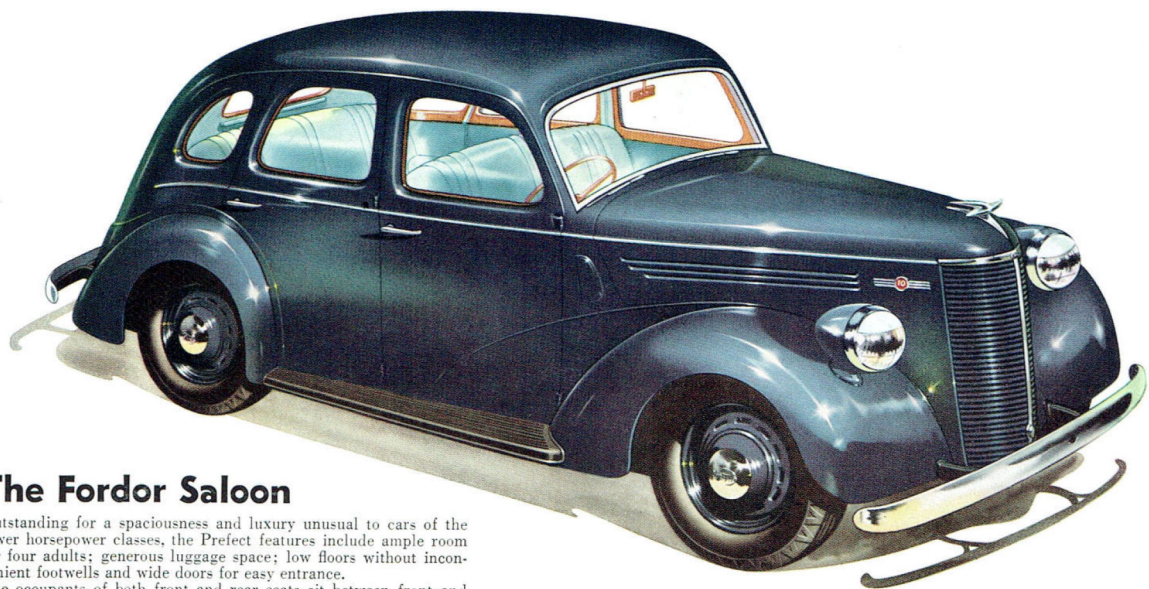
Product of FORD DAGENHAM ENGLAND



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FORD "PREFECT"

the English "Ten" with an unrivalled reputation for all-round economy — AND BIG PETROL MILEAGE



The Fordor Saloon

Outstanding for a spaciousness and luxury unusual to cars of the lower horsepower classes, the Prefect features include ample room for four adults; generous luggage space; low floors without inconvenient footwells and wide doors for easy entrance.

The occupants of both front and rear seats sit between front and rear springs.

This "Centre-poise" system of weight distribution, coupled with full torque tube drive and radius rods, ensures riding smoothness without pitching or body roll and sway.

Safety glass is standard in ventilating windscreen and all windows, whilst rustless steel moulding enhances the smooth flowing lines.

TOP VALUE FEATURES OF "THE PREFECT"

New Body Colours in long-life Baked Enamel

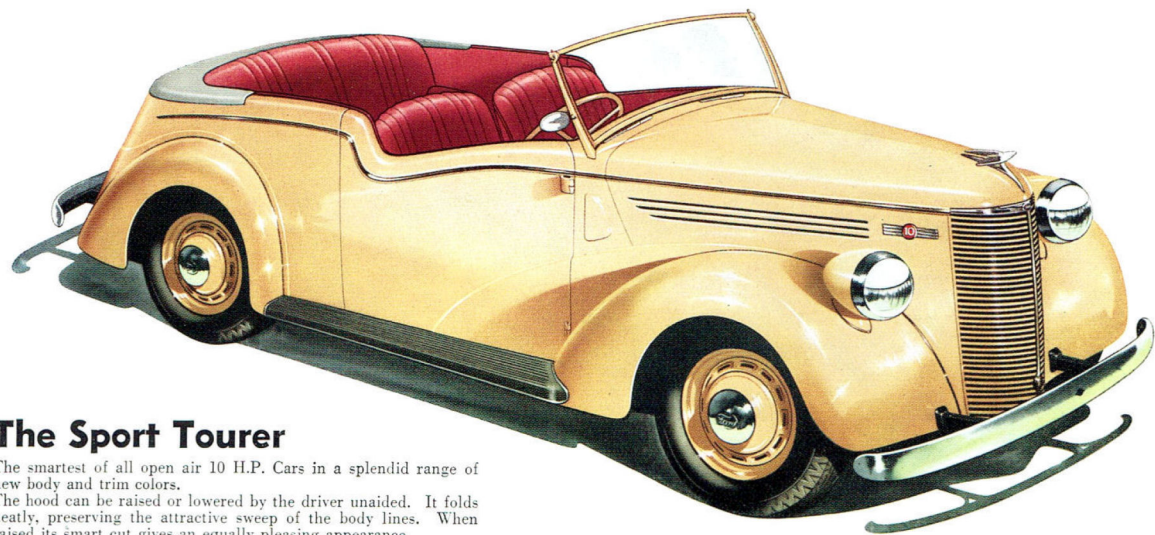
Distinctive newly designed interiors

Between the axles seating — with centre poise comfort

Four hydraulic double-acting shock-absorbers

Fully compensated, self-energising brakes

40 miles per gallon economy



The Sport Tourer

The smartest of all open air 10 H.P. Cars in a splendid range of new body and trim colors.

The hood can be raised or lowered by the driver unaided. It folds neatly, preserving the attractive sweep of the body lines. When raised its smart cut gives an equally pleasing appearance.

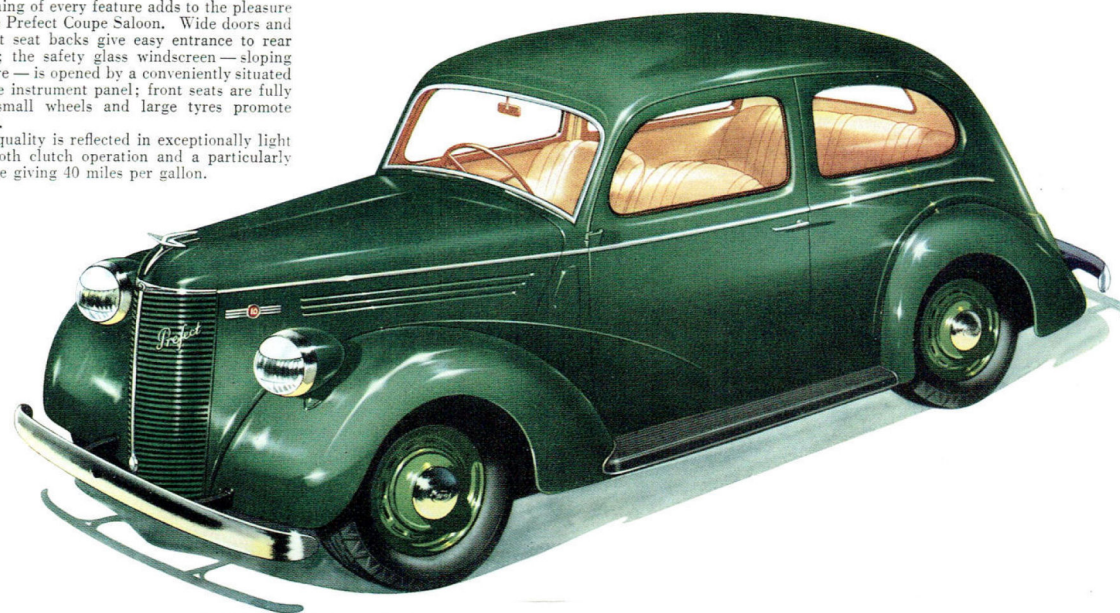
Rigid all weather equipment is standard and luggage and seating accommodation as roomy as that of the Saloon.

40 m.p.g. operating thrift with nippy performance and the safety of fully compensated, self-energising brakes, makes the Prefect Sport Tourer an ideal car for the sportsman and sportswoman.

The Coupe Saloon

Careful planning of every feature adds to the pleasure of driving the Prefect Coupe Saloon. Wide doors and movable front seat backs give easy entrance to rear compartment; the safety glass windscreen—sloping to deflect glare—is opened by a conveniently situated control on the instrument panel; front seats are fully adjustable; small wheels and large tyres promote easiest riding.

Engineering quality is reflected in exceptionally light steering, smooth clutch operation and a particularly flexible engine giving 40 miles per gallon.



ROOMY REAR SEAT

Extraordinary roominess is a notable feature of "The Prefect." The rear seat (illustrated below) is amazingly wide and deep and has side armrests. Leg, head and elbow room is ample for the largest adult.

Complete safety is fully provided by safety glass in windscreen and all windows, all steel closed bodies with one-piece steel roof. Steel sides and floor welded to a girder type frame form one complete steel unit. Reliable braking efficiency under all operating conditions is assured by the automatically compensating brake system.

● INTERIOR BEAUTY, REFINEMENT and SPACIOUSNESS

As depicted by the above illustration of the interior of the Fordor Saloon, seats are exceptionally wide and deep. Every possible provision is made to excel in spacious, luxurious comfort—closed models have rear seat armrests, a convenient pocket at the rear of the front seat, two sun visors, ashtrays conveniently located in rear door panels, rear window blind operated from driver's seat. The driving seat is fully adjustable for individual comfort. Visibility through windscreen and all windows is excellent. Standard equipment includes: twin windscreen wipers, clock, two ash trays fitted in the instrument panel, dual visors and vanity mirror on visor.

A choice of interior trim colours is available to harmonise or suitably contrast with body colours.



FORD SERVICE BACKS THESE CARS

— and assures lasting efficiency!