



The FORD "TEN"

THE NEW FORD "TEN"

PRICES

SALOON	-	-	-	-	£145
DOUBLE ENTRANCE SALOON					£157/10
TOURING CAR	-	-			£157/10
LEATHER UPHOLSTERY AND SLIDING ROOF					£10 extra

At Works, Dagenham

Available body colours are Black,
Vineyard Green, Coronation Blue.

*Ford Motor Company Limited, whose policy is one of
continuous improvement, reserve the right to change prices,
specifications and equipment at any time, without notice.*

FORD MOTOR COMPANY LTD.

DAGENHAM, ESSEX

London Showrooms: 88 REGENT STREET

The Ford "Ten" has established a new conception of value in British cars of medium size. Although it offers the greatest all-round economy ever attained in a car of similar class, its luxurious comfort and appointments, performance and unvarying dependability, are not surpassed by many cars costing far more to buy and to run.

The appeal of the Ford "Ten" does not rest on any suddenly-evolved quality. Every feature has been well-proved, and the most enthusiastic testimony to its value comes from owners themselves. Behind it is unmatched experience—the results of making over *twenty-six million* cars—and to seal the owner's satisfaction it is backed up by the finest service in the world.

From every point of view it is a car that may be chosen with the assurance of satisfaction.

THE FORD "TEN"





Trade
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The Ford "Ten" is recognised as having the best performance in its class. Unusually good acceleration and top gear flexibility give it outstanding appeal. This better-than-usual performance is typical of the *extra* quality built into every feature. The results of highly developed design and precision machining are seen in light, accurate steering and easy-to-handle controls. New braking of the fully-compensated type provides smooth, dependable power with light pedal pressure. "Centre-poise Riding" is a unique feature of its design, and affords not only luxurious riding smoothness but stability and safety of a high order. To match these engineering features are seating comfort and luxury appointment that win instant admiration.

Above all, the Ford "Ten" is engineered for long, trouble-free service. Strength, rigidity and safety are made certain by the steel body construction, integral with the low, staunchly-girdered chassis. Exclusive design features and manufacture to very fine precision standards ensure enduring efficiency.

THERE IS NO COMPARISON

The graceful downswept rear panel conceals a large luggage compartment with an exterior lid and a separate spare wheel locker—both fitted with locks. Note the large rear window—for easier reversing and a good view in the driving mirror. Similar practical features characterise Ford "Ten" design throughout.

No jacking problems with the modern Bumper Jack. Other features owner-drivers will appreciate are the new permanently-brilliant body finish; bonderising of wheels, mudguards, etc., to prevent rust-spread; extensive use of stainless steel; under-bonnet battery mounting; oilless spring shackles; easy-clean wheels.



A pistol-grip handbrake lever, accessibly placed under the dash, increases the roominess of the driving compartment. The wind-screen is of the completely-opening type, operated by a single central control. Synchro-mesh gears assure simplicity of operation and smooth, quiet performance.

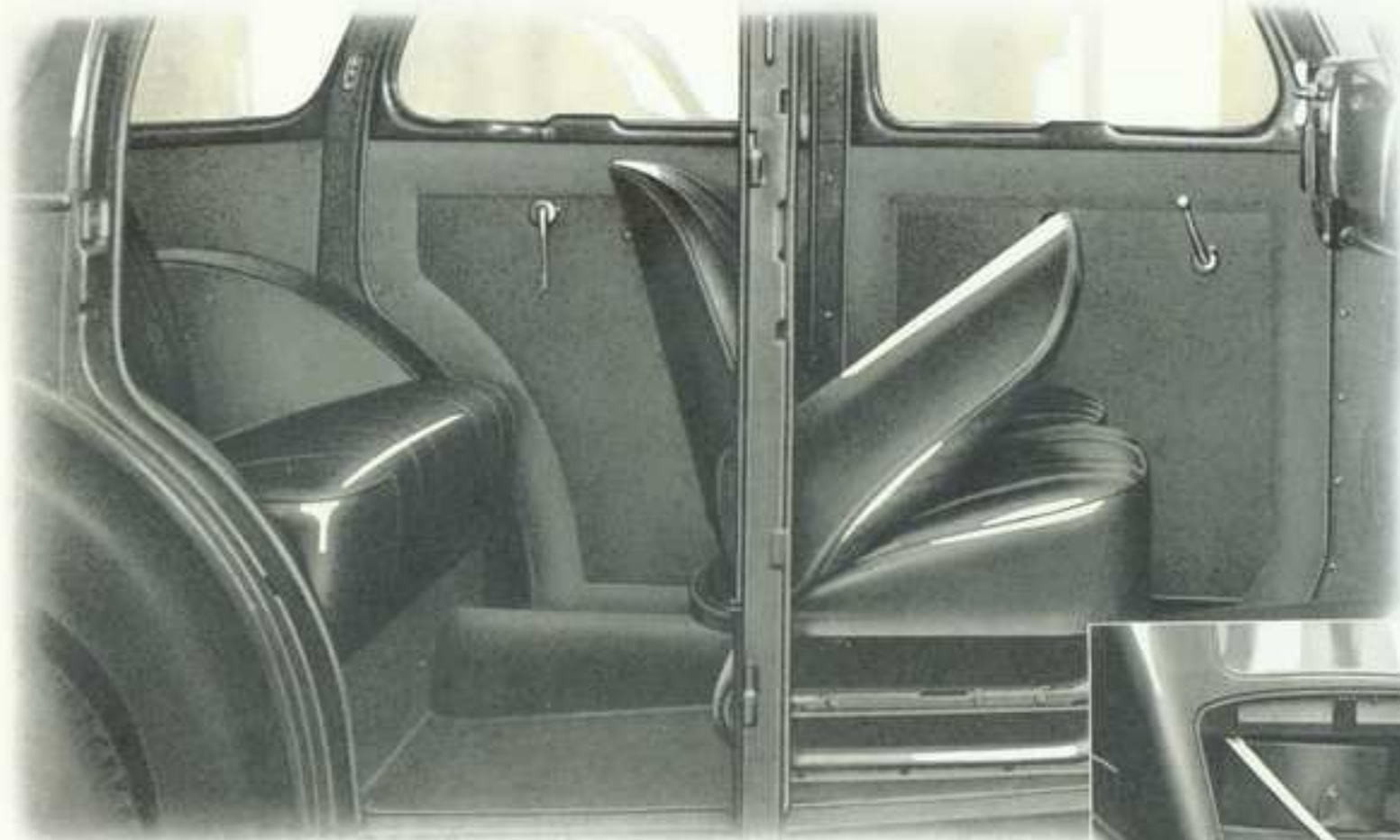
The front seats are of modern tubular steel frame construction, and are of the latest "body-conformity" type, providing the most comfortable sitting position. Both seats are independently adjustable. A glove compartment and ashtrays are provided.



THE FORD "TEN" SALOON



One of the most popular body-styles because it is the most economical in first cost yet meets so many needs in town or country. Equipment is of high quality and modern in style, including a combined clock and ashtray in the centre of the dash, self-cancelling traffic indicators with steering wheel control, dual windscreen wipers, sun visor with vanity mirror, and ashtrays for both rear passengers. All side windows wind down flush with the body; windscreen opens; and special side cowl ventilators are fitted.

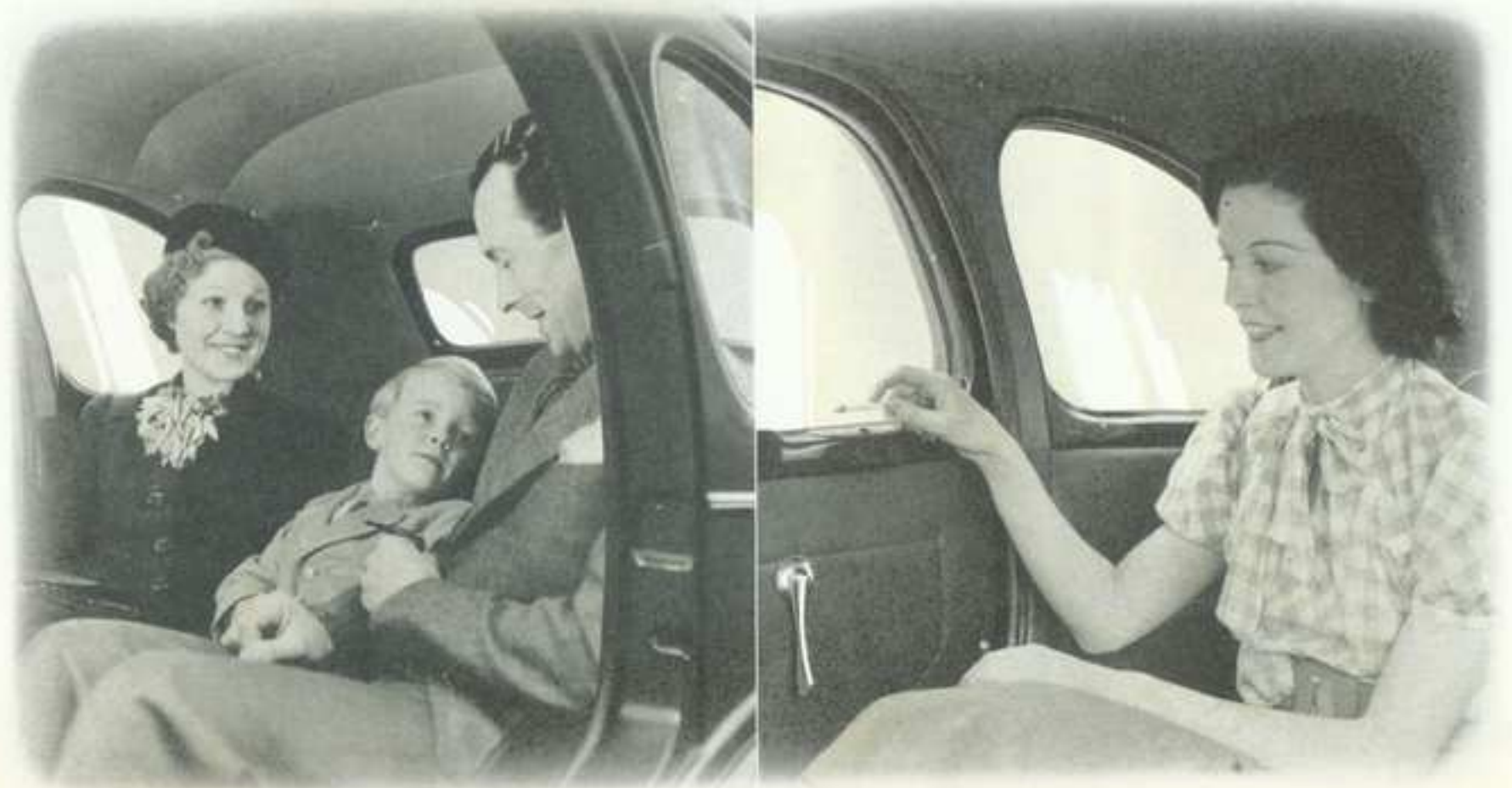


The interior design and appointment of the Ford "Ten" have a distinctive charm rarely attained except in more costly cars. Its deep, wide and shapely seats, modern colour harmonies, and general air of spaciousness are invitations to enter and enjoy road travel at its best. These pictures give an impression of the generous accommodation made possible by the 7 ft. 10 in. wheelbase—one of the longest in the "Ten" class. The rear compartment has no footwells, while the modern tubular front seats provide still greater foot space for tall rear passengers.



This roomy bodywork provides, in addition, a large separate luggage compartment. Its practical design and the ease with which it is reached by the full-width exterior lid are shown on the left. The compartment is lined to protect the luggage. Electric welding ensures that it is dustproof and waterproof.

Comfort is not a matter of body design alone, but is vitally dependent upon *riding* qualities. Here is another feature in which the Ford "Ten" differs markedly from the average. It has a gliding smoothness, a softly-modulated motion in rear seats as well as front, which were once obtainable only in cars of the six-seater class. This is made possible by Centre-Poise Riding feature of Ford design. To the advantages of between-the-axles seating, itself an important feature, is added the comfort afforded by an unusually long springbase. The springs themselves, of the time-tested Ford transverse type, permitting independent rise and fall of each wheel, have the most efficient cushioning effect, are controlled by four double-acting hydraulic shock absorbers, and have interleaf lubrication. You must *try* the luxury riding of the Ford "Ten."



THE FORD "TEN" SALOON

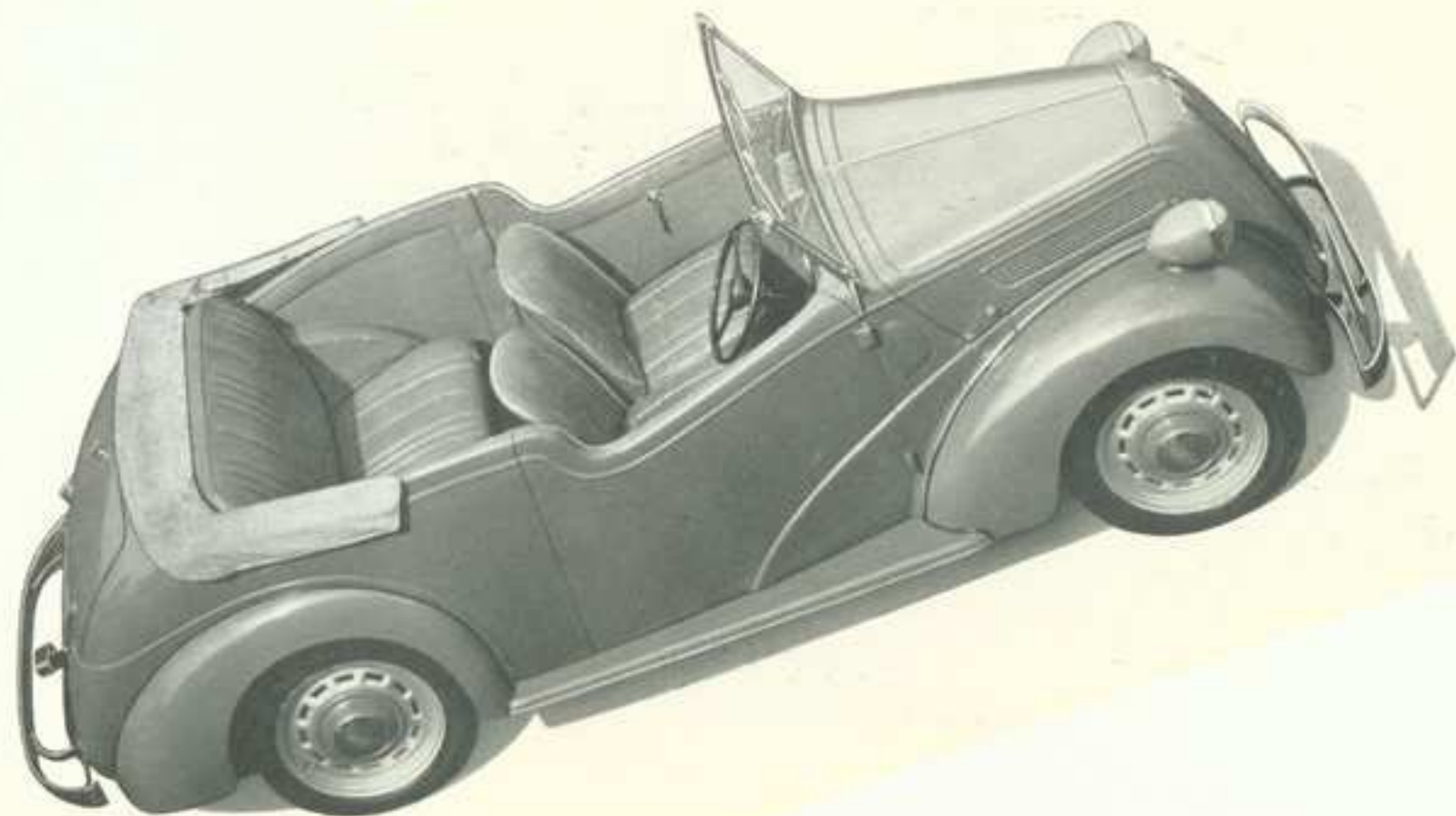
DOUBLE ENTRANCE



This body style provides a handsome four-door, six-light saloon, which, when its design is studied in detail, is recognised to offer exceptional value. Equipment and appointment are of the same advanced standards as those of the Saloon. It is a car which on opening the door presents a "warmth of welcome." Tailored fabric upholstery, is used for comfort and distinction. Genuine leather upholstery and sliding roof are available, at extra cost.



The Touring Car combines low, sweeping lines with a host of practical features, including a built-in luggage locker with an outside lid, as spacious as that of the saloons. The spare wheel is carried horizontally in a separate compartment below, giving the car a very neat rear appearance. The car is noteworthy for its roominess, there being generous leg and shoulder-space both front and back.



A strong, tan hood, of the smartly-tailored style is fitted and gives the touring car a character quite its own. The hood can be raised and lowered by the driver unaided. When folded it fits neatly into a compartment behind the rear seat and is covered by an apron, to protect it from dirt and to maintain the smart, clean-cut body lines. Raised, it carries on the attractive streamline note of the airstream radiator and out-swept tail. Strong and rigid all-weather curtains snap quickly into place when required, giving all passengers snug comfort.

Both front seats are instantly adjustable, and the backs fold forward, making it easy to reach the rear compartment. The fine performance of the Ford "Ten" gives this graceful open car strong appeal to the enthusiast. Among cars of moderate power and cost there is none that is so delightful to handle on good roads or bad. Its highly efficient engine and excellent power-to-weight ratio ensure fine acceleration, effortless cruising, and outstanding hill-climbing.

Dependability is a vital quality in a car—and one concerning which the owner's verdict is particularly valuable. Hundreds of letters praising the Ford "Ten" reach Ford Works, Dagenham, and practically everyone stresses that it is a car for *trouble-free* motoring, in addition to its other advantages. "In 26,400 miles the engine has not been touched for anything whatever."—F.P., Eden Bridge, Kent. ".....covered a mileage of 34,000.....no mechanical work has been carried out.....performance still remarkably good."—A.R.J., Coventry. ".....just completed a journey to the South of France and a short way into Italy. During the whole period did not give any attention whatsoever to the car."—H.K.W., Teddington.



THE FORD "TEN" TOURING CAR



To many people, half the joy of motoring lies in possession of an open car. The Ford "Ten" Touring Car has an appeal entirely its own, and a distinctive appearance and performance, usually only obtainable at much higher cost. The hood is particularly well-cut, and can be raised easily. Like all Ford "Ten" body styles, the Touring Car is available in Vineyard Green, Coronation Blue, or Black, mudguards and headlamps being finished to match.

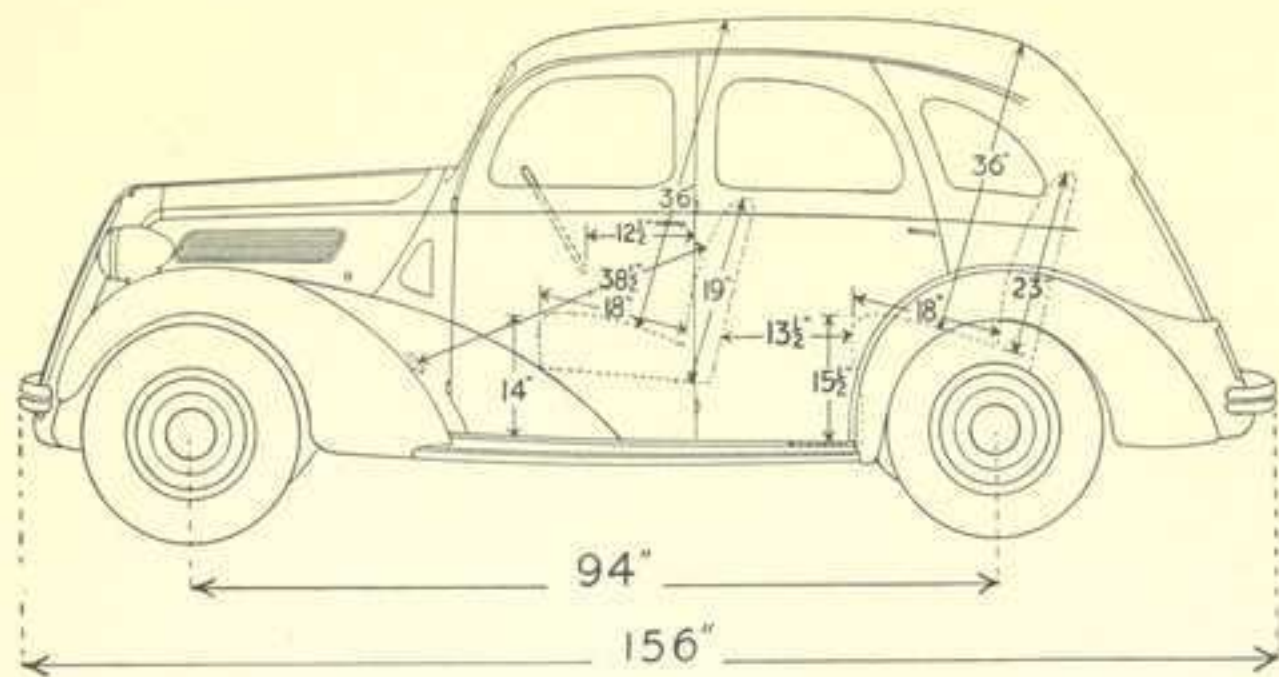


Diagram showing by actual dimensions the spaciousness of the Ford "Ten."

No other Car of similar price gives you all these features:—

- Steel body-construction, combining strength, rigidity and safety.
- Centre-poise riding; All occupants seated between the axles.
- Four-point engine suspension on live rubber insulators.
- Separate luggage and spare wheel compartments, accessible from the outside of the car.
- Really roomy seating for four adults.
- Synchro-mesh gears, assuring smooth, quiet performance.
- Transverse springing, giving maximum riding comfort.
- Bonderizing of wheels, mudguards, to prevent spread of rust.
- Permanently brilliant body-finish, easily kept in showroom condition.
- Brake lever, conveniently placed beneath the instrument panel.
- Unusually good acceleration.
- Fully compensated brakes, giving the best braking of 8 cars recently tested by "The Autocar."
- Economical petrol-consumption despite high performance.
- Efficient, dependable, fixed-price service through Ford Dealers assuring ALL-ROUND economy.

SPECIFICATION

ENGINE—Four cylinders cast integral with top half of crankcase. "L" head. Bore: 2.5 in. (63.5 mm.). Stroke: 3.64 in. (92.56 mm.). Capacity: 71.55 cu. ins. (1,172 c.c.). Treasury and R.A.C. rating 10 h.p. Three bearing crankshaft statically and dynamically balanced. Total main bearing area 24.25 sq. ins. Detachable cylinder head. Fabric camshaft gear. Aluminium alloy pistons. Engine timing pin fitted to cylinder front cover. Four-point suspension on rubber. Mushroom-ended valve stems.

ENGINE LUBRICATION—Full pressure feed by submerged gear pump to crankshaft main bearings, camshaft bearings, big end bearings via oil ducts cast in cylinder block and drilled crankshaft. Crankshaft and camshaft bearings are of the "full floating" type. Gudgeon pins and cylinder walls splash lubricated. Dip stick oil level gauge fitted. Oil sump capacity 4½ pints (2.55 litres).

IGNITION—Battery and coil (battery accessibly located under bonnet). Automatic advance and retard. Distributor accessibly mounted on cylinder head. Firing order: 1, 2, 4, 3.

PETROL SUPPLY—Petrol tank at rear. Diaphragm type fuel pump operated from camshaft. Petrol gauge on instrument panel. Capacity 7 galls.

CARBURATION—Down-draught type incorporating easy starting device.

COOLING—Thermo syphon. Two-bladed fan driven by "V" belt. Tube and Fin type radiator. Capacity 1½ Imperial gallons (6.82 litres). Radiator filler cap under bonnet.

TRANSMISSION—Clutch: Dry single plate, spring cushioned. Release bearing: heavy duty ball thrust bearing.

Gears: Selective sliding gear—synchro-mesh. Three forward speeds, ratios 5.5 to 1; 9.71 to 1; and 16.89 to 1. Reverse, 22.03 to 1. Helically cut constant mesh gears. Lubricating oil capacity of gearbox, 1½ pints (.71 litre). Synchro-mesh top and intermediate gears.

FRONT AXLE—"I" beam. Castor: 7° 49'. Camber: 1° 44'. Taper roller wheel bearings.

REAR AXLE—Ratio 5.5 to 1. Type: Three-quarter floating with radius rod and torque tube drive. Spiral bevel drive pinion and gear. Roller bearings fitted throughout. Lubrication capacity 1 pint (.57 litre). Special Ford design universal joint.

CHASSIS FRAME—Double drop type. Width of flange, 1½ in. (3.81 cm.). Depth, 4 in. (10.2 cm.). Length overall, 139.75 in. Three heavy cross members. Radius rods front and rear, electrically seam and butt welded.

STEERING—Worm and nut type. Ratio: 10 to 1. Steering wheel dia., 16 in. (40.6 cm.) three spokes.

SUSPENSION—Ford Transverse Springs, 9 leaves front, 10 leaves rear. Greaseless type spring shackles. Double action adjustable hydraulic shock absorbers on all four wheels. All link joints bushed with rubber.

WHEELS AND TYRES—Five detachable wheels. Concealed bolts. Disc type with wellbase rims. Rustless steel hub caps. Tyres: 4.50 ins. × 17 ins.

BRAKES—Four-wheel mechanical internal expanding. Foot brake on all four wheels. Hand brake on rear wheels only.

ELECTRICAL EQUIPMENT—Ford Generator. Normal charging rate, 10 amps. Charging regulator, 3rd brush. Drive: "V" belt, easily adjustable. Electric horn fitted under bonnet, operated from centre button on steering wheel. Starter Motor: Ford. Battery: Ford type 6-volt, mounted most accessibly under bonnet.

GENERAL DIMENSIONS—

Overall length (including bumpers) ..	13 ft. 0 ins.
Overall width	4 ft. 9 ins.
Overall height	5 ft. 3 ins.
Ground clearance	approx. 6 ½ ins.
Wheelbase	7 ft. 10 ins.
Track	45 ins.

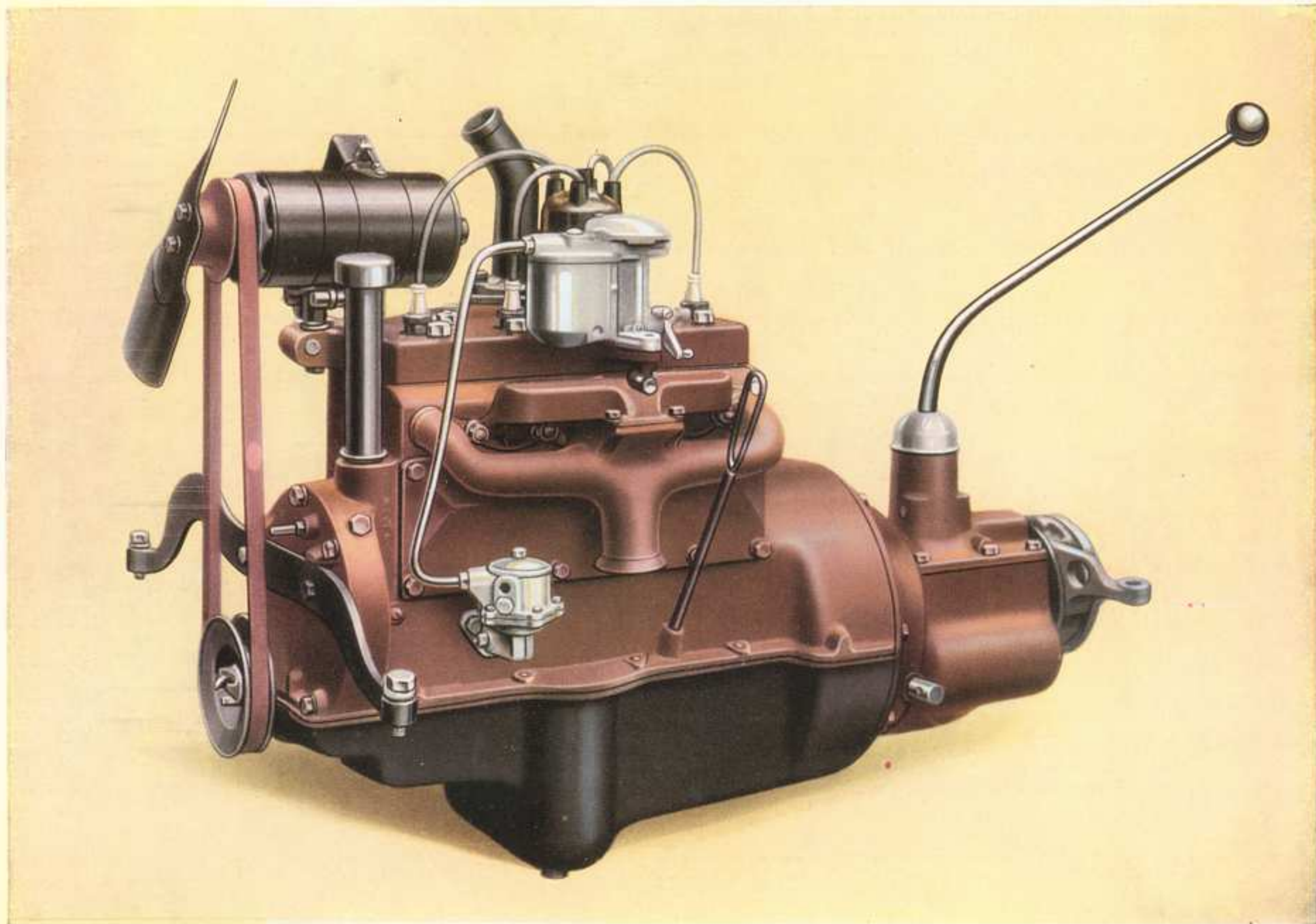
INSTRUMENTS—Mounted in bakelite panel on dashboard immediately in front of driver. Indirect lighting controlled by switch on belt rail. Large diameter speedometer. Centre zero ammeter. Electric petrol gauge. Glove compartment with door on passenger's side of dash. Combined ignition and light switch fitted centre of dashboard. Starter and choke are in centre of panel. Clock fitted on instrument panel.

BODIES—All steel type. Synthetic enamel finish. Safety glass windscreen. Cloth upholstery. Cloth-lined roof. Lock on one door. Foot-operated head lamp dipper. Rear view mirror. Adjustable driving seat 5 in. travel. Adjustable front passenger seat on double entrance. Front seats bucket type. Tool box with set of tools under bonnet. Windscreen operated by centrally placed handle on dashboard.

GENERAL EQUIPMENT—Dual windscreen wipers. Head lamps. Chrome plated windscreen frame. Front and rear bumpers. Tail and stop lights combined. Interior light. Visor. Ashtrays. Direction indicators sunk in door pillars and operated by lever on steering wheel. Rear window concealed blind operated from driver's seat. Sliding roof and leather upholstery at extra cost.

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THE FORD "TEN" ENGINE



The engine is the heart of the car. For over 30 years Ford research has been devoted to the development of engines needing little adjustment, smooth and silent in operation, and assuring years of economical, trouble-free use. The Ford "Ten" is powered with the finest 4-cyl. engine which these years of research and experience have so far produced. Its features include a three-bearing crankshaft, statically and dynamically balanced; mirror-finished cylinder walls; aluminium-alloy, split skirt type pistons, individually weighed and matched in sets for balance; mushroom-ended valve stems, with valve clearances precision-set at the factory and needing no adjustment between engine overhauls; pressure-feed lubrication with oil duct cast integral in the cylinder block; down-draught carburettor; automatic ignition control. Every feature deserves the study of the motorist. They explain why Ford cars are so widely used wherever good performance and reliability are important—why a Ford car gives good, dependable and economical service in everyday motoring.

THE FACTORY BEHIND THE PRODUCT

The Ford factory at Dagenham, where the Ford "Ten" is manufactured for the world, is the most remarkable industrial undertaking of its kind in the British Empire.

Dagenham is more than a factory. It is a complete manufacturing centre. It has its own blast furnace to smelt iron at the rate of 500 tons a day. Its own great battery of coke ovens. One of the most modern by-products plants in the world. A power house capable of supplying electricity to a town of 180,000 inhabitants.



This is the sign of the greatest service organisation of its kind. In Great Britain alone it is exhibited by hundreds of picked Dealers, staffed and equipped to give the Ford owner prompt, efficient service at low fixed charges.

Foundry, manufacturing and assembly operations occupy a vast building covering 32 acres under one roof. This seemingly endless series of great shops, packed with high-production and precision machinery of the type evolved and developed by Ford, has no counterpart in Britain.

The unsurpassed resources and perfected organisation of the Dagenham factory have enabled Ford in the last few years to offer the greatest value in the industry. Considering its quality, the Ford "Ten" is a new achievement in quality engineering which is offered at a remarkably low price.

DELIVERY OVERSEAS

The Ford "Ten" can be purchased here for delivery in practically any country in the world. Ford Dealers operating abroad are fully equipped to give service on the cars described here. Full particulars, together with current retail prices, will gladly be given upon application to the nearest Ford Dealer or on application to Ford Motor Company Limited, Export Sales Department, Dagenham, Essex.

FORD AFTER-SALES SERVICE

To provide an additional assurance of efficient and economical operation, all purchasers of new Ford Vehicles are entitled without extra charge, to lubrication, inspection and adjustment service at the first 300 and 1,000 miles. This after-sale service will be carried out by the Ford Dealer from whom the vehicle is purchased. Where this is not possible, by arrangement with him, the service may be obtained in accordance with the Service Certificate issued with each car, from any Authorised Ford Dealer at a charge of ten shillings, plus the cost of materials and the inspection and adjustment charge will be reimbursed by the selling Dealer on presentation of a receipted bill.

For additional lubrication and maintenance service, and all attention that may be required throughout the life of the vehicle, the owner has at his command the unique Ford Facilities. These ensure that prompt, skilled attention is obtainable in any part of the world at low fixed charges, and are yet another reason for Ford popularity.

ENGINE EXCHANGE

Under this plan after an engine has given long service and needs attention, the car can be taken to a Ford Dealer who will take the engine from the chassis, and take all the electrical accessories, the plugs, carburettor, manifold, water pump and fan off the cylinder assembly unit, replace them on a reconditioned unit guaranteed by Ford and replace the completed engine in the chassis. The cost is inclusive, ask for particulars.

FORD MOTOR COMPANY LIMITED, DAGENHAM, ESSEX

FORD WORKS DAGENHAM ESSEX



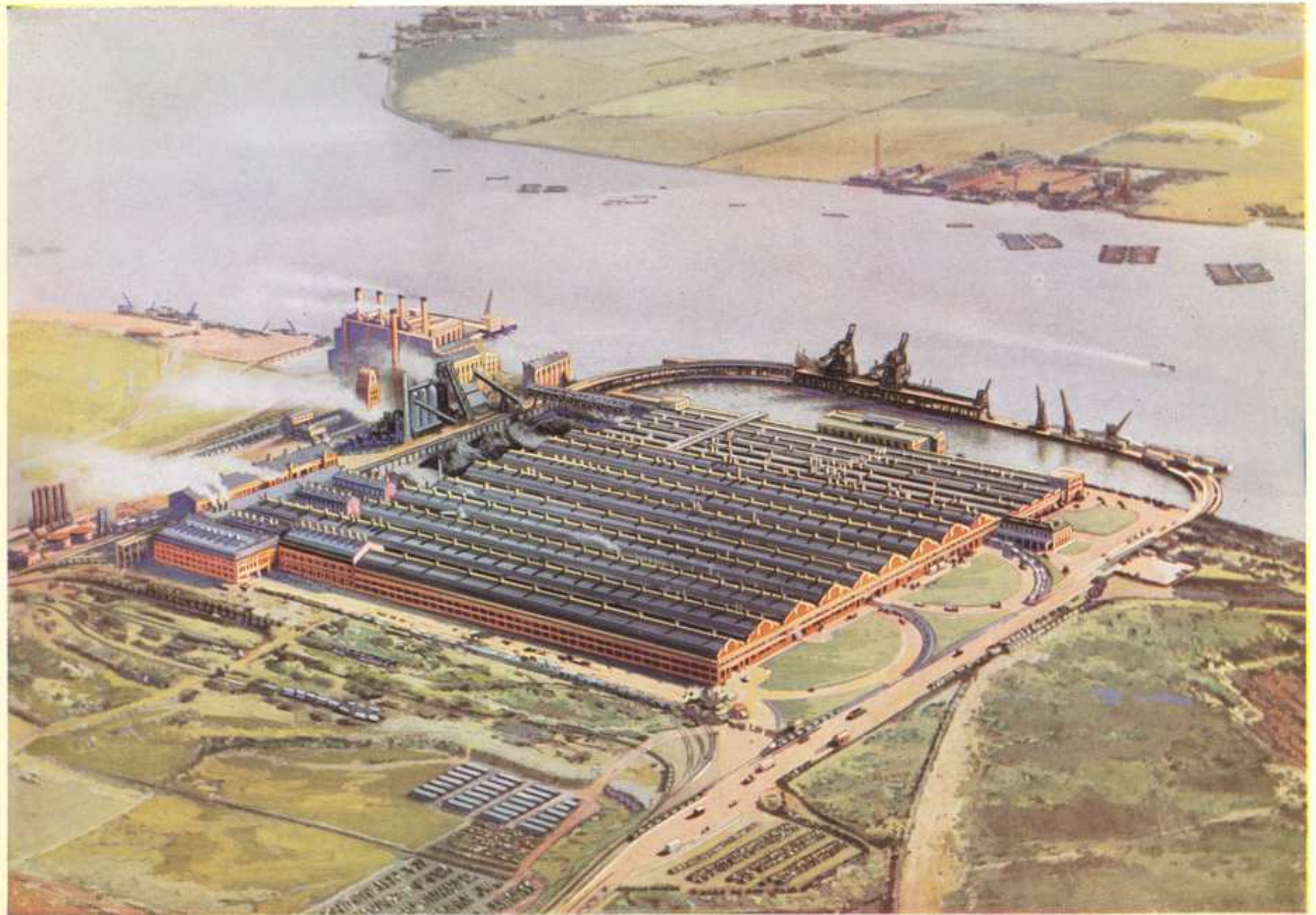
VISITS TO FORD WORKS

Ford Motor Company Limited welcomes visitors to its works. Conducted tours of the factory start at 10 a.m. and 2 p.m. on Monday, Tuesday, Wednesday, and Thursday of each week. Visitors are accompanied by specially trained guides, and a fully illustrated guide book, supplied free of charge to each visitor, describes the features of the factory in the order in which they are seen.

To visit Ford Works, write, giving the day and time, for a permit to—

DEPARTMENT J-VISITS
FORD WORKS
DAGENHAM, ESSEX

Ask for a folder describing the best and quickest routes to Dagenham by road or rail.



Everybody who KNOWS the Ford "Ten" is Enthusiastic.

Owners have written hundreds of spontaneous tributes to the Ford "Ten" as one of the greatest of British medium-sized cars irrespective of price. These are typical:—

"My Ford 10 h.p. is a marvel."—M.W.L., Southfields, S.W.18.

"I consider the performance of the engine outstanding and would like to congratulate you accordingly."—G.D., Sheppey.

"... Should meet with the greatest expectations of anyone with experience of motoring in the British Isles."—A.C.C.S., Chislehurst.

"I feel it my duty to inform you of the satisfactory results and very good service which the car is giving. I am really delighted with the performance."—R.C.S., Haydock, Lancs.

"I cannot help writing to you to say how pleased I am with my 10 h.p. Ford. After 21,000 miles I can say that it is delightful to handle, very light, reliable, and with splendid acceleration."—S.F.E., Hindhead.

"I should like to take this opportunity of congratulating you. I have just completed the first 1,000 miles and have come to the conclusion that the springing, smooth running, finish, brakes, acceleration, etc., are *excellent*."—H.T., Birkenhead.

"After running it in I took it on the Continent for a three weeks' tour through France, Switzerland, Austria, Germany and home through France. The car gave entire satisfaction and its hill performance was splendid. It did the Arlberg Pass, which has an ascent of 1 in 5, in second gear, except at one very difficult corner. The engine never got overheated and the car was really a pleasure to drive."—D.M.R., Working.

"..... Has proved very economical and efficient for a mileage which is considerably higher than one normally obtains from the modern type of car."—A.R.J., Coventry.

The Ford "Ten" will give YOU the same complete satisfaction.

