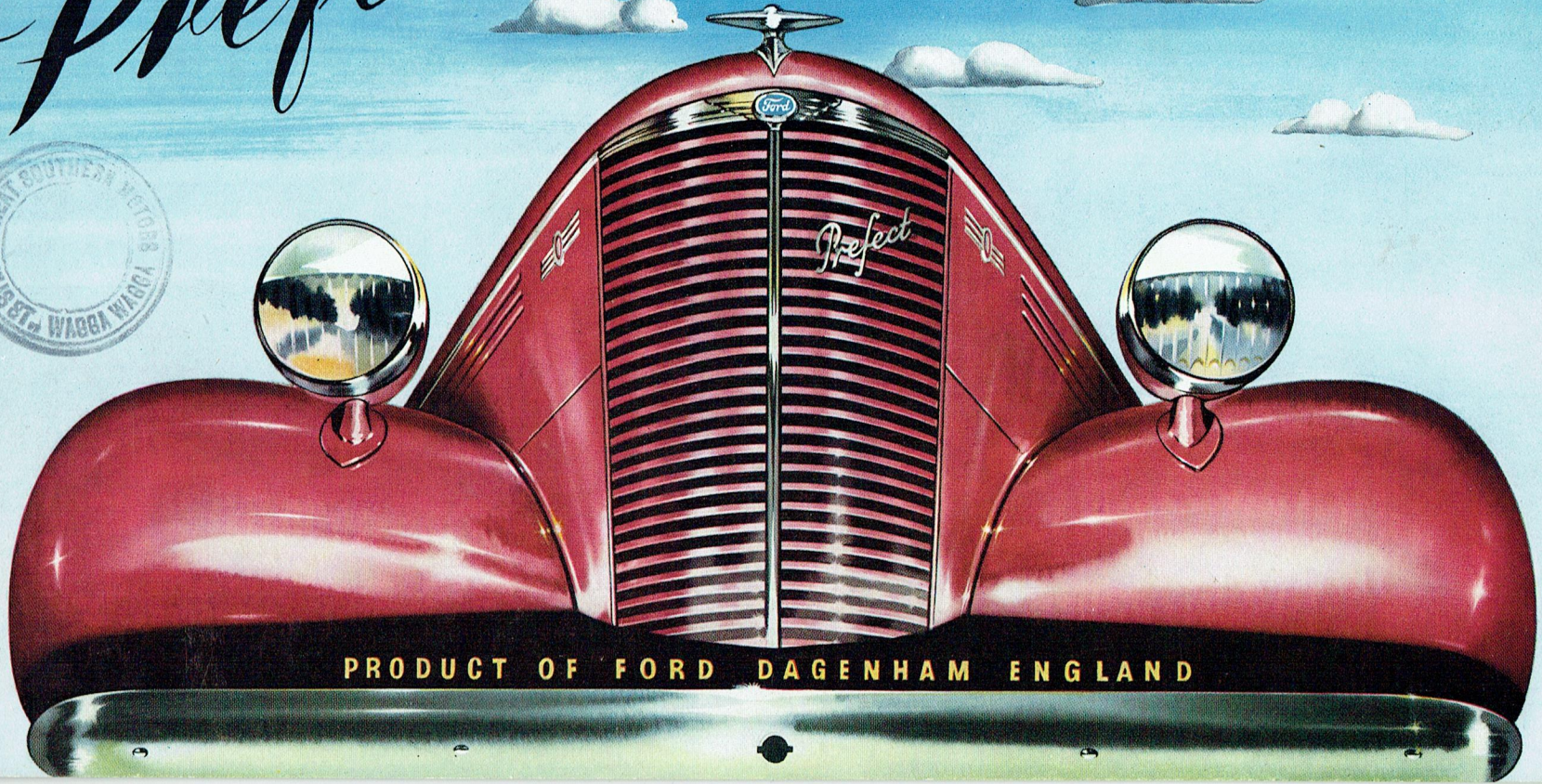


*'Prefect'*

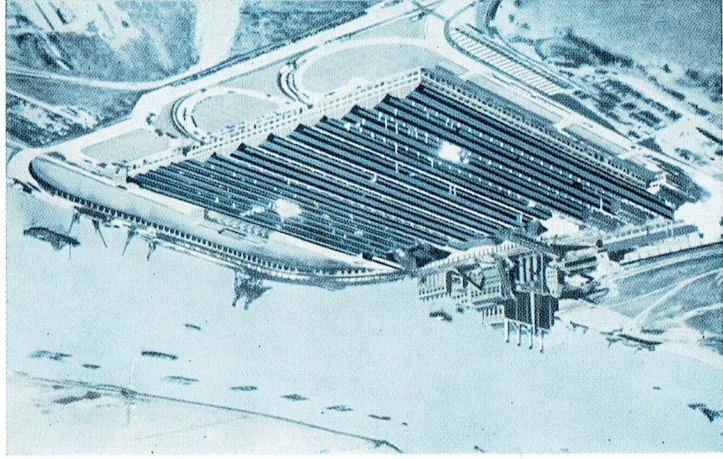
REG LINDNER

THE NEW ENGLISH FORD TEN



PRODUCT OF FORD DAGENHAM ENGLAND

**THE EMPIRE'S MOST AMAZING INDUSTRIAL ORGANISATION**

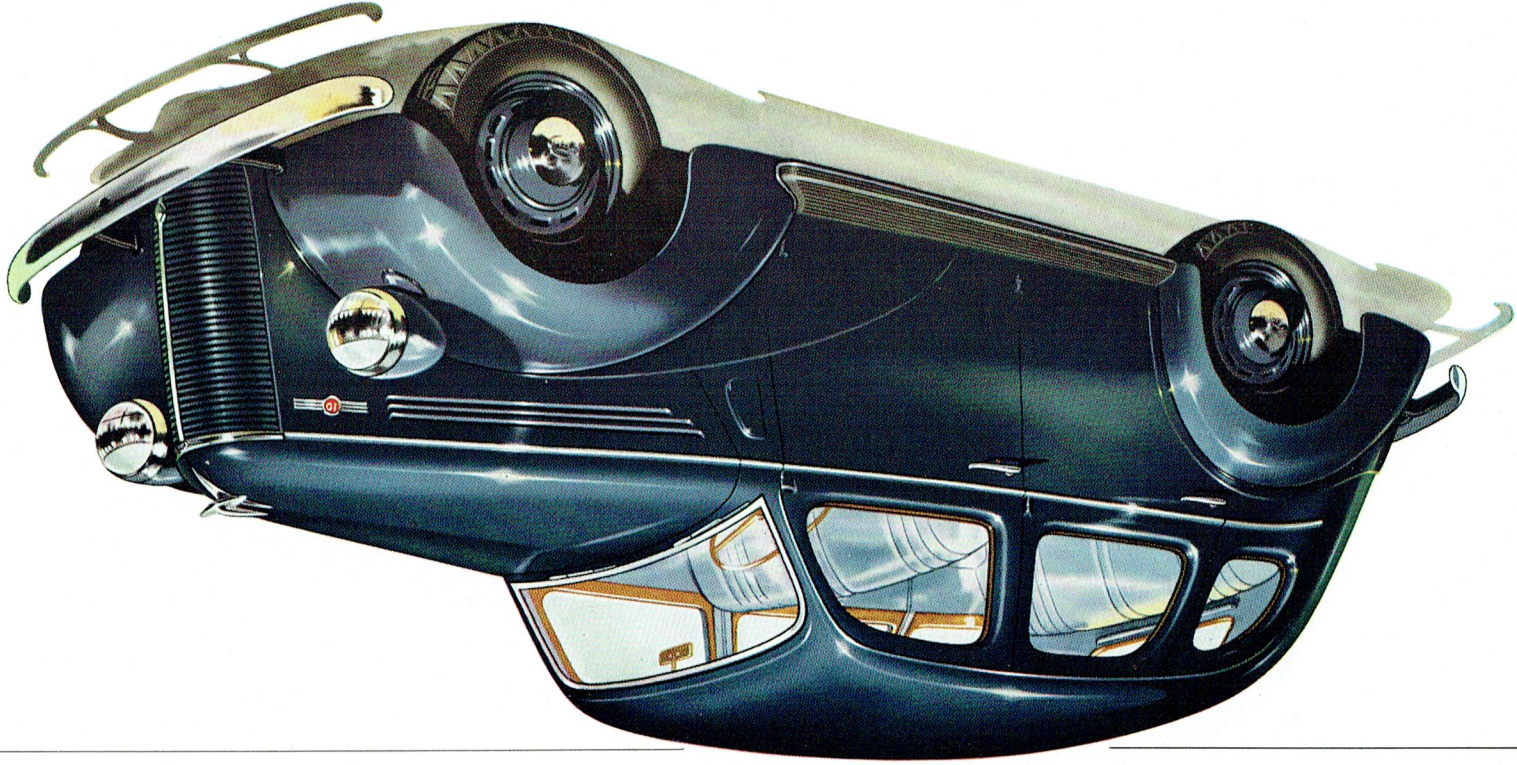


Dagenham, on Thames, near London, where the Ford "Prefect" is manufactured for the world, is one of the most remarkable industrial undertakings in the Empire. Dagenham is more than a factory. It is a complete manufacturing centre with its own blast furnaces, coke ovens, and a huge power house capable of supplying sufficient electric power for a city of 180,000 inhabitants. Covering 32 acres, all under one roof, the foundry, manufacturing and assembly divisions at Dagenham are a remarkable achievement in British quality engineering.

**GRACE . . . PACE . . . SPACE . . . AND 35-40 M.P.G. ECONOMY**

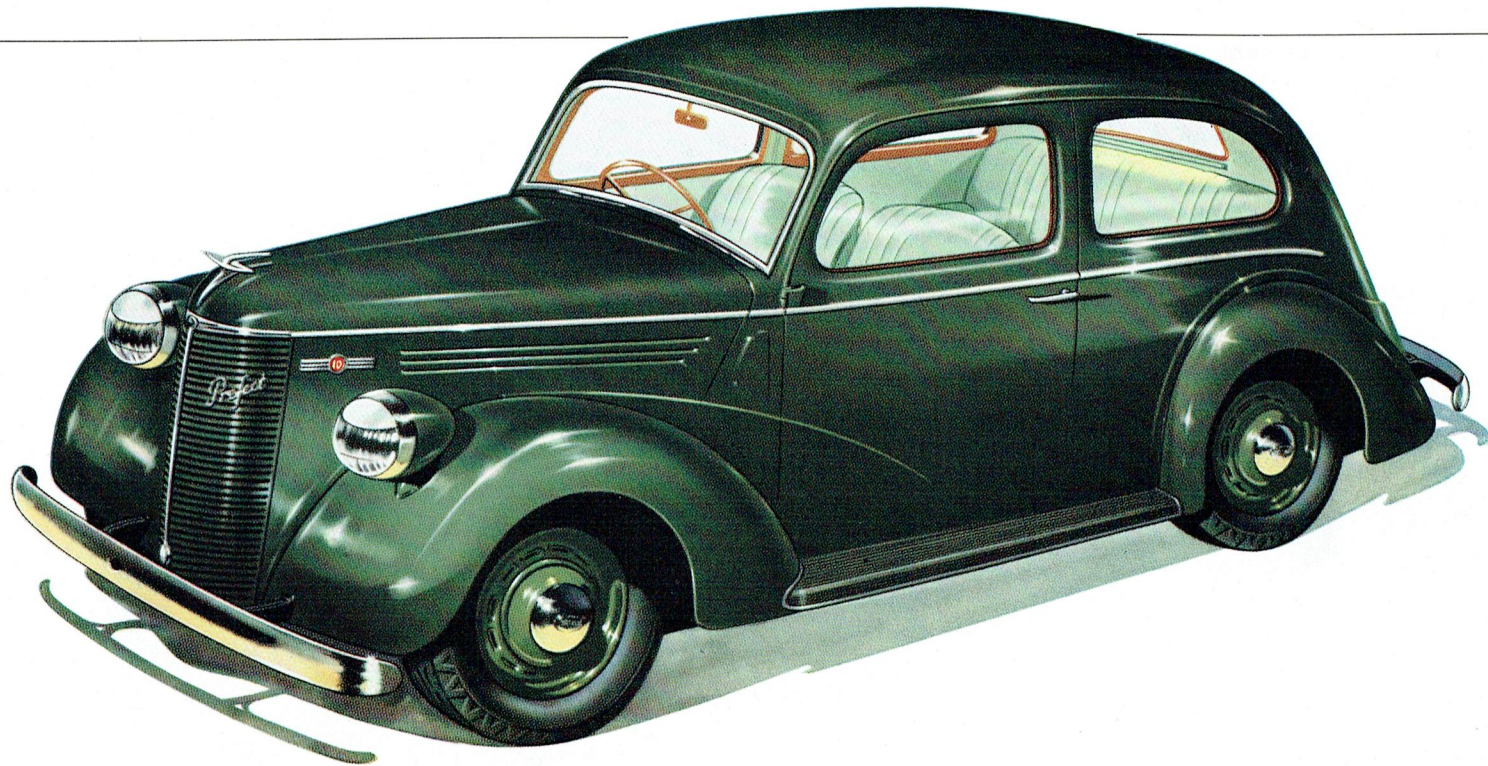
- ✦ Attractive new appearance – today's most distinctive medium-sized car.
- ✦ Unusual roominess – spacious luggage compartment all models.
- ✦ Between-the-axles seating with "Centre-poise" riding smoothness.
- ✦ Perfectly tailored upholstery of genuine leather – interiors finished to a particularly high standard.
- ✦ Exceptionally complete equipment. Super performance with 35-40 m.p.g. economy.
- ✦ Permanently brilliant baked enamel body finish.
- ✦ Backed by Nation-wide service facilities.

T H E ' P R E F E C T ' F O R D O R S A L O O N



THE FORD SALOON with new features and spacious accommodation for passengers and luggage. Features include: Large lockup luggage compartment, accessible from outside the car; new interior trims; rustless steel moulding accentuating the car's flowing lines; fully adjustable front seat; ventilating windshield; small wheels and larger tyres for increased riding comfort. Safety glass is standard in windscreen and all windows. The Saloon gives an operating economy of up to 40 M.P.G.

# THE 'P R E F E C T' T U D O R C O U P E S A L O O N

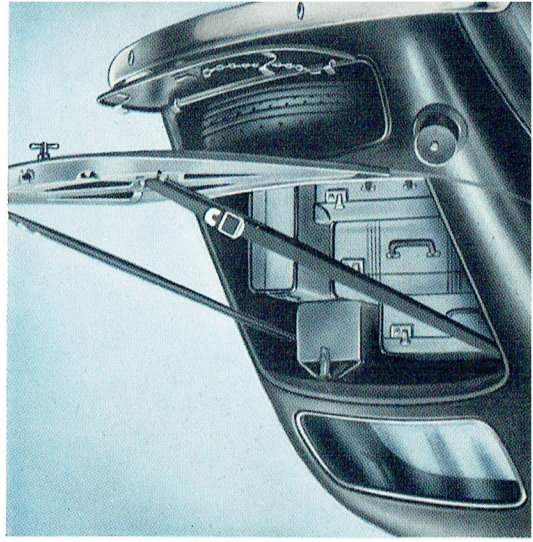


**THE TUDOR COUPE SALOON**  
provides ample room for four adults. Wide doors for easy entrance. Large lockup luggage compartment with spare wheel housed in separate compartment. Front seats fully adjustable. Ventilating windscreen. Small wheels and larger tyres give greater riding comfort. Choice of new interior trims. Safety glass all round. Automatically compensating braking system. Operating economy of 35-40 M.P.G.

HIGH-PRICED FEATURES ARE STANDARD EQUIPMENT ON THIS L

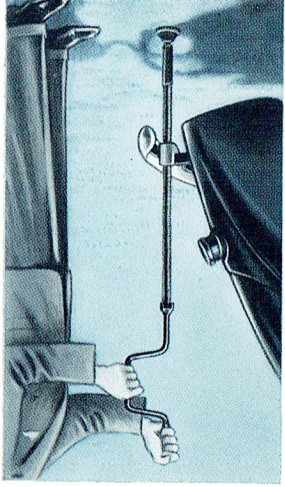


SMOOTH-SLOPING REAR END  
CONCEALS SPACIOUS LUG-  
GAGE COMPARTMENT.



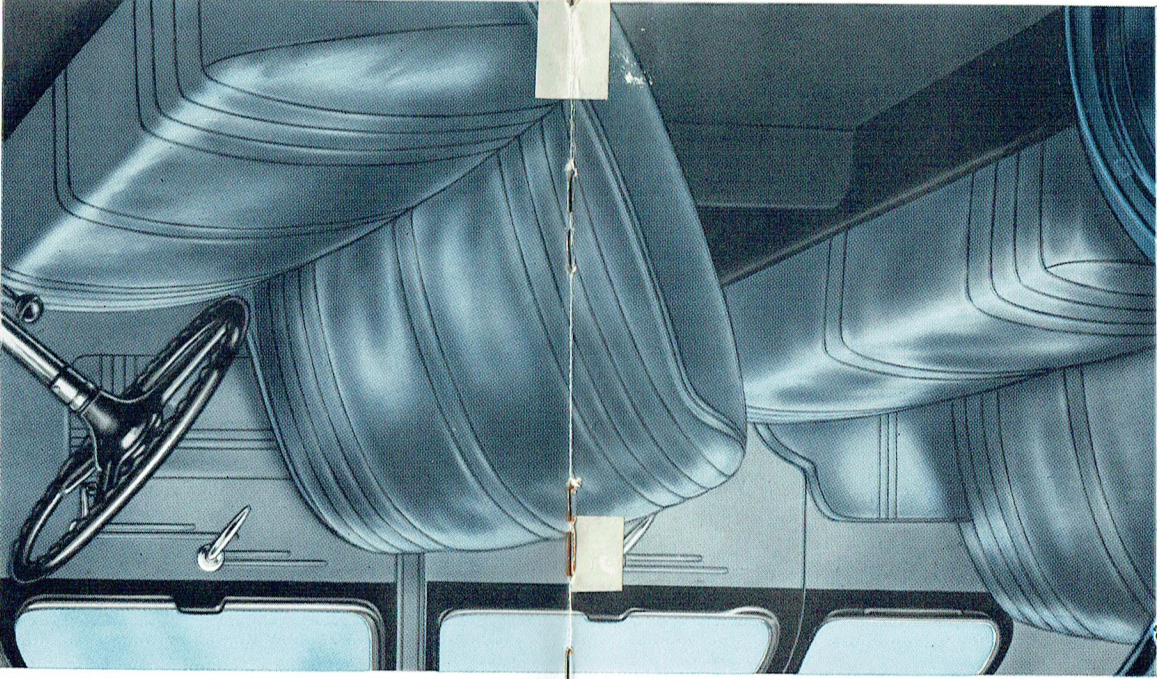
A feature of all closed models of the "Perfect" and the Sport Tourer De Luxe is the unusually capacious luggage compartment. It is accessible from outside the car. The lockup lid when lowered is hung on broad straps and is thus available to give even greater luggage carrying capacity. The spare wheel is housed safe from dust and mud in its own compartment below.

### CONVENIENT BUMPER JACK



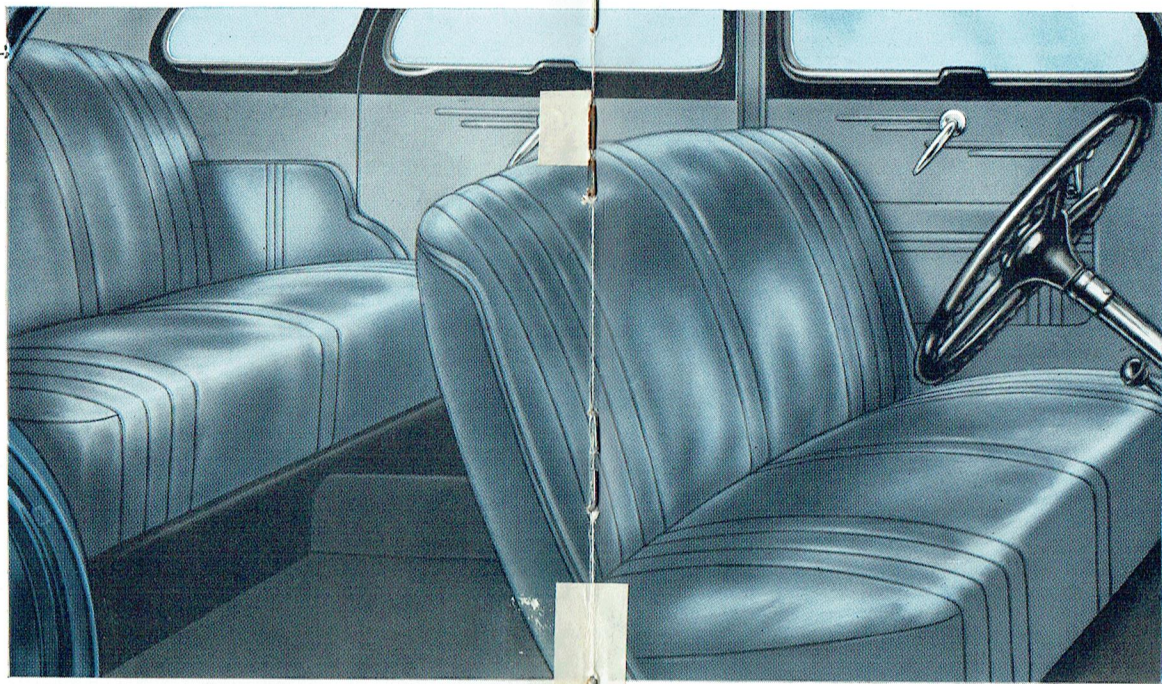
A feature of especial convenience to drivers is the new bumper jack. To raise the car, it is simply necessary to place the head of the jack under the dumb-bell of the bumper bar, thus eliminating the necessity for reaching below the body of the car.

### SPACIOUS AND LUXURIOUS INTERIORS



Illustrated above is the interior of the Fordor Saloon. Notice the exceptional width and depth of the seats and the new rear seat armrests. In addition to exceptional roominess, every feature for really comfortable motoring is included in the "Perfect." A convenient pocket is fitted at the rear of the front seat.

ARE STANDARD EQUIPMENT ON THIS LOW-PRICED ECONOMY CAR



### SPACIOUS AND LUXURIOUS INTERIORS

Illustrated above is the interior of the Fordor Saloon. Notice the exceptional width and depth of the seats and the new rear seat armrests. In addition to exceptional roominess, every feature for really comfortable motoring is included in the "Prefect." A convenient pocket is fitted at the rear of the front seat.

### EASY TO DRIVE

The sloping windscreen deflects glare and is opened by a convenient central winding handle. In the dash is a large enclosed glove compartment. All controls are conveniently grouped on the instrument panel and the hand brake lever is of the pull-out trigger type centred below the dash. The driving seat is fully adjustable for individual comfort. Twin screen wipers, a clock and ashtray fitted on instrument panel are standard equipment. A choice of interior trim colours is available. In closed models there are two sun visors, ashtrays are conveniently located in the rear door panels, and rear window blind is operated from the driver's seat. Feather-light ease of control is a characteristic of "The Prefect," Visibility through windscreen and all windows is excellent. The conveniently located hand brake, the

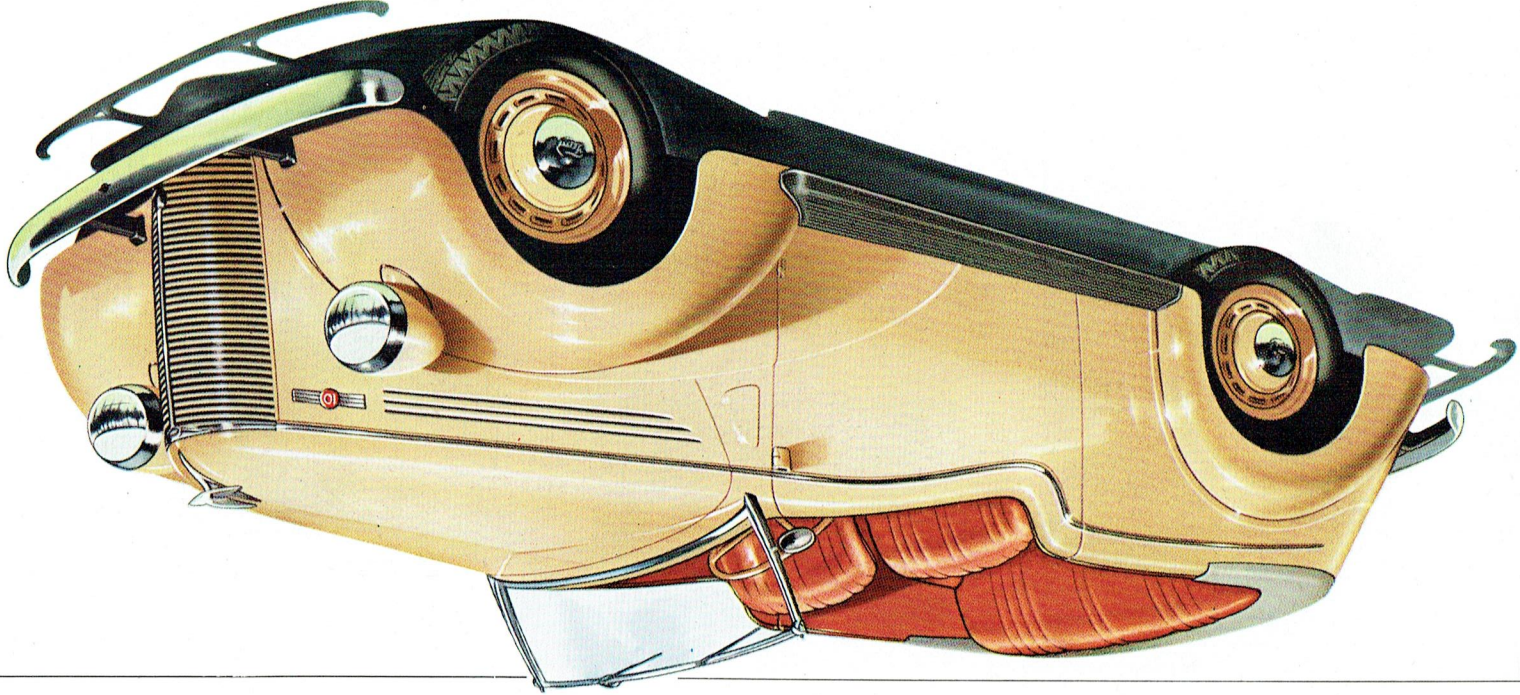
positive yet easy steering, the three-speed synchro-mesh transmission, all combine to make "The Prefect" a delight to handle. This exceptional light car has amazing acceleration and high cruising speeds can be maintained in silence and safety.

### WIDE REAR SEAT

Typical of the extra value "The Prefect" brings to the light car field is its amazing roominess. There are new rear seat arm rests and ample leg, head and elbow room for the largest adult. Safety features include 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 to form one complete steel unit. The automatically compensating feature of the brakes provides complete braking efficiency under all operating conditions.



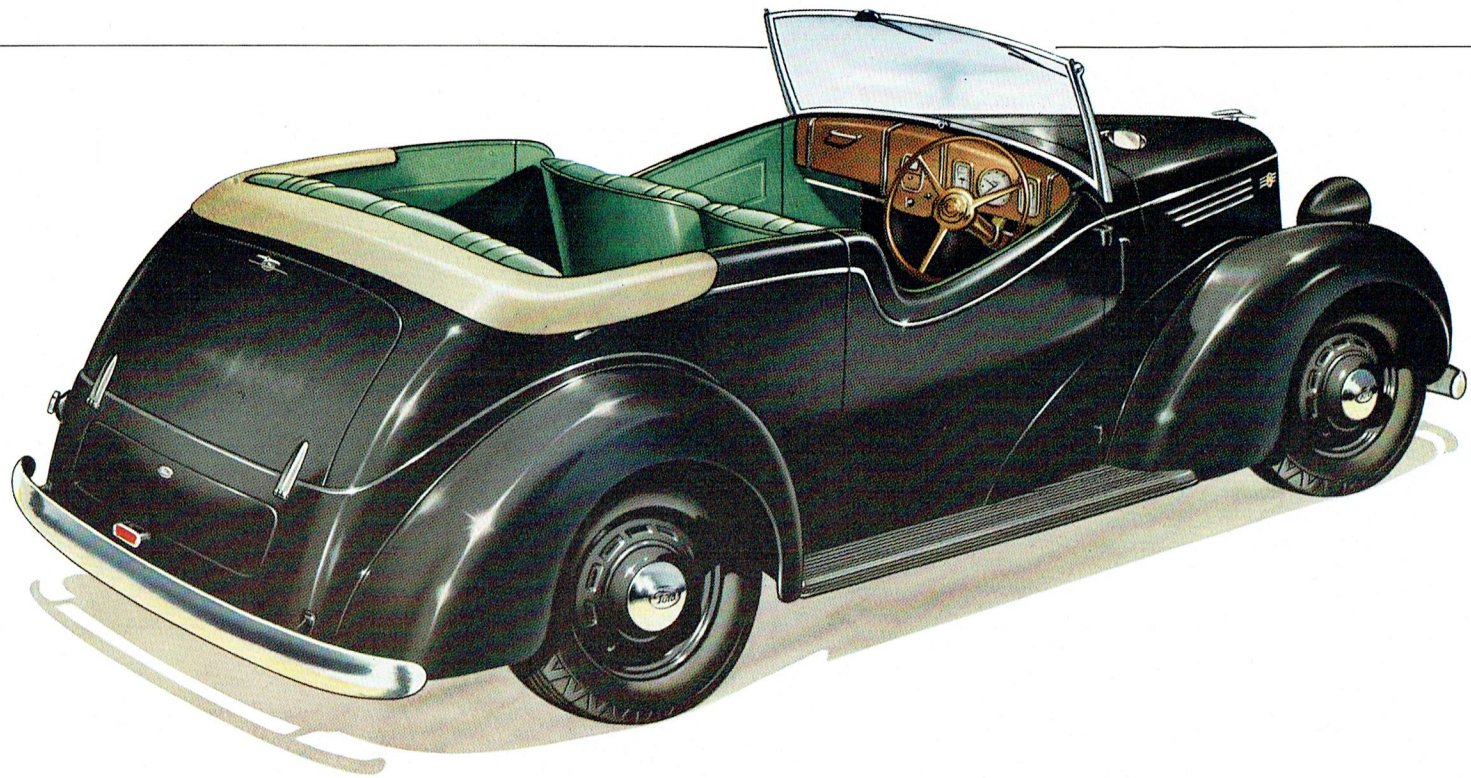
THE 'PERFECT' SPORT TOURER



SPORT TOURER. The distinctive open-air 10 H.P. car, available with wide choice of body and trim colours. Rear seat back is hinged at bottom, providing access to large luggage compartment. Front seat is fully adjustable. New design tailored hood folds flush with body. Sparkling performance plus operating economy up to 40 M.P.G. Safety glass wind-screen, with windscreen frame and side arms in body colour.



THE 'PREFECT' SPORT TOURER DE LUXE



SPORT TOURER DE LUXE.

The open-air light car for the connoisseur. Deft easy handling with unit group controls. The famous Ford "10" engine develops over 32 B.H.P. Automatically compensating brakes, adjustable front seat. Large luggage compartment, accessible from outside the car.

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

**ENGINE**—4-cylinder engine. Bore, 2.5 in. Stroke, 3.64 in. Rating, 10 H.P. Develops 32.4 B.H.P. Aluminum alloy pistons. Engine suspended in frame at four points on rubber to minimize vibration.

**LUBRICATION**—Full pressure feed to all major engine bearings.

**FUEL**—7 gallon tank at rear. Diaphragm type fuel pump and petrol gauge on instrument panel. Down-draught carburettor with easy starting feature. Oil bath air cleaner.

**COOLING**—Thermo-Siphon system and fan with efficient tube and fin type radiator. Filler cap under bonnet.

**TRANSMISSION**—Synchro mesh gears. 3 forward speeds. Dry, single plate clutch, spring cushioned.

**STEERING**—Worm and nut type; 10:1 ratio. 16 in. diameter steering wheel.

**SUSPENSION**—Transverse springs back and front. Greasless type shackles. Four double-acting shock absorbers standard equipment. Rubber bushings in all link joints.

**BRAKES**—Automatically compensating type. Foot brakes operate on all wheels. Hand brake on rear wheels only.

**ELECTRICAL EQUIPMENT**—Ford generator and starter motor, 6-volt battery mounted under bonnet.

**GENERAL DIMENSIONS—**

Overall length (including bumpers) ..... 13 ft. 0 ins.  
 Overall width ..... 4 ft. 9 ins.  
 Ground clearance ..... approx. 6.18 ins.  
 Wheelbase ..... 7 ft. 10 ins.  
 Track ..... 3 ft. 9 ins.

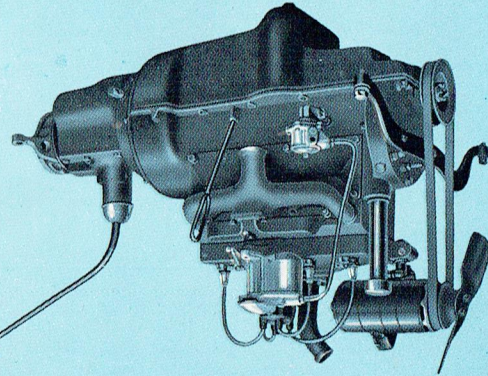
**INSTRUMENTS**—Mounted in bakelite panel on dashboard immediately in front of driver. Indirect lighting controlled by switch on belt rail. Large diameter speedometer. Centre zero ammeter. Electric petrol gauge. Glove compartment with door on passenger's side of dash. Combined ignition and light switch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

**BODIES**—Steel. Baked enamel finish. Safety glass windshield and all windows. Foot-operated head lamp dipper. Adjustable front seats. Tool box with set of tools under bonnet. Windscreen operated by centrally placed handle on dashboard.

**WHEELS AND TYRES**—Five detachable wheels; concealed bolts; rustless steel hubcaps; tyres, 5-16 x 5.00.

**GENERAL EQUIPMENT**—Dual windscreen wipers. Front and rear bumpers. Ashtrays. Vacuum Tank fitted to dash to improve suction windscreen wiper action. Rear window blind operated from driver's seat, two sun visors and dome light in closed models.

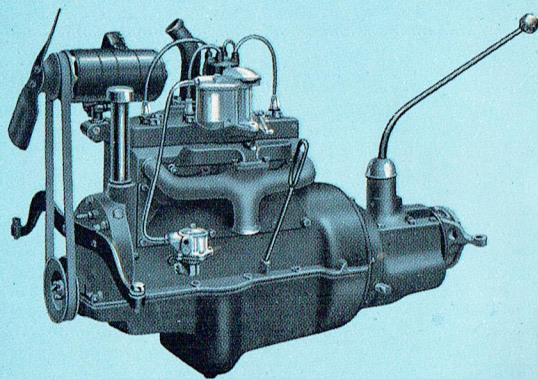
*Ford Motor Company of Australia Pty. Ltd., whose policy is one of continuous improvement, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.*



## THE FAMOUS FORD "10" ENGINE

The Ford "Perfect" is powered with the finest 4-cylinder engine which more than 30 years of manufacturing experience have so far produced. Features include a statically and dynamically balanced 3-bearing crankshaft; mirror finished cylinder walls, aluminium alloy pistons; mushroom ended valve stems with valve clearance precision set at factory and needing no adjustment; pressure-free lubrication; down draught carburettor with oil bath air cleaner standard equipment; automatic ignition.

### OIL BATH AIR CLEANER IS STANDARD EQUIPMENT



## **THE FAMOUS FORD "10" ENGINE**

The Ford "Prefect" is powered with the finest 4-cylinder engine which more than 30 years of manufacturing experience have so far produced. Features include a statically and dynamically balanced 3-bearing crankshaft; mirror finished cylinder walls, aluminium alloy pistons; mushroom ended valve stems with valve clearance precision set at factory and needing no adjustment; pressure-free lubrication; down draught carburettor with oil bath air cleaner standard equipment; automatic ignition.

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STANDARD EQUIPMENT**

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INCORPORATED IN VICTORIA) DM644.30M.E