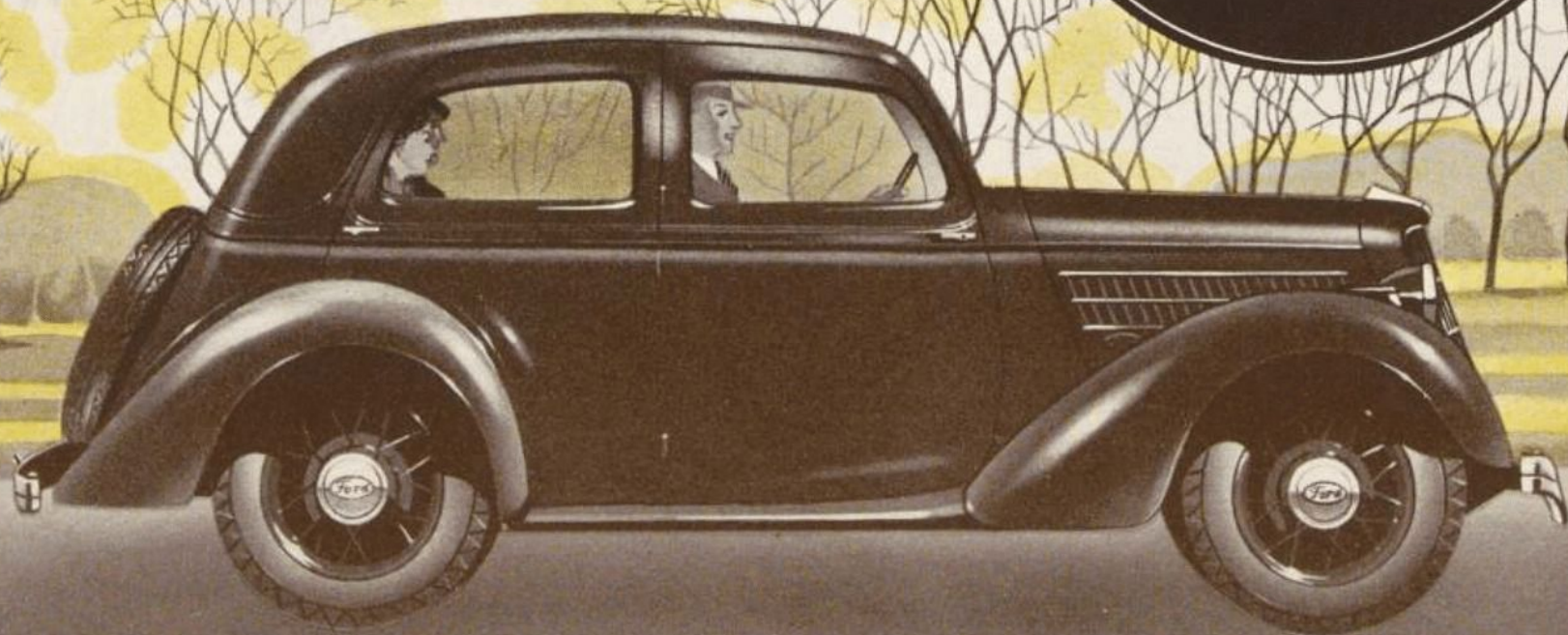
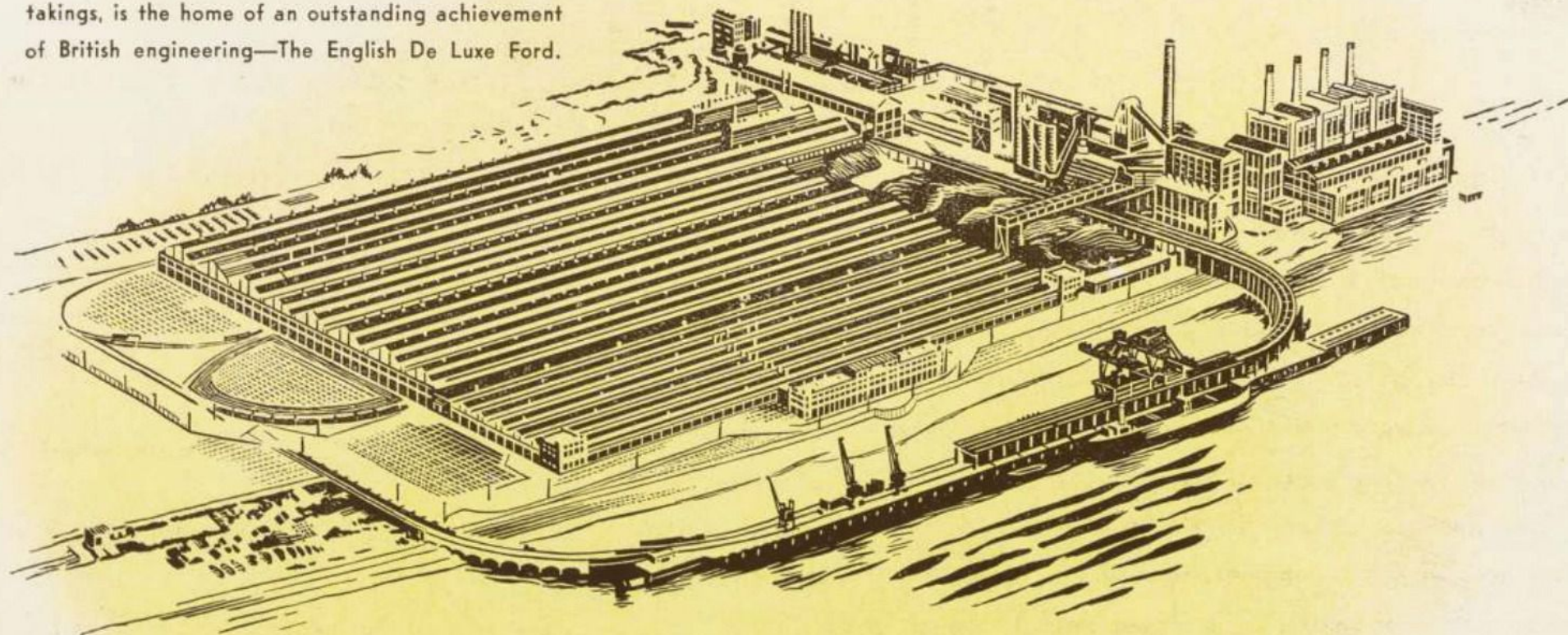


THE
ENGLISH
DE LUXE
FORD



The Ford Factory at Dagenham-on-Thames, near London, one of the Empire's greatest industrial undertakings, is the home of an outstanding achievement of British engineering—The English De Luxe Ford.



FORD WORKS DAGENHAM ENGLAND

THE ENGLISH DE LUXE FORD

PERFORMANCE with economy and comfort with graceful beauty have earned the English De Luxe Ford its reputation as "leader of the light cars." Experienced motorists are quick to appreciate its effortless performance, roomy comfort, and genuine economy of operation (35-40 miles per gallon). The English De Luxe Ford Sedan gives you the safety of an All Steel Body with Safety Glass All Round . . . Centre Poise Riding Comfort . . . Clear Vision Ventilation . . . Maximum Width Door Openings . . . the convenience of spacious enclosed luggage accommodation . . . adjustable front seat. And to these fine car features the De Luxe Ford adds the outstanding performance that comes from its proved engineering design. This smartly modern De Luxe Ford gives you greater motor car value . . . it is your logical light car choice!

ALL STEEL SEDAN BODY

SAFETY GLASS ALL ROUND

MODERN BEAUTY OF DESIGN

CENTRE-POISE RIDING

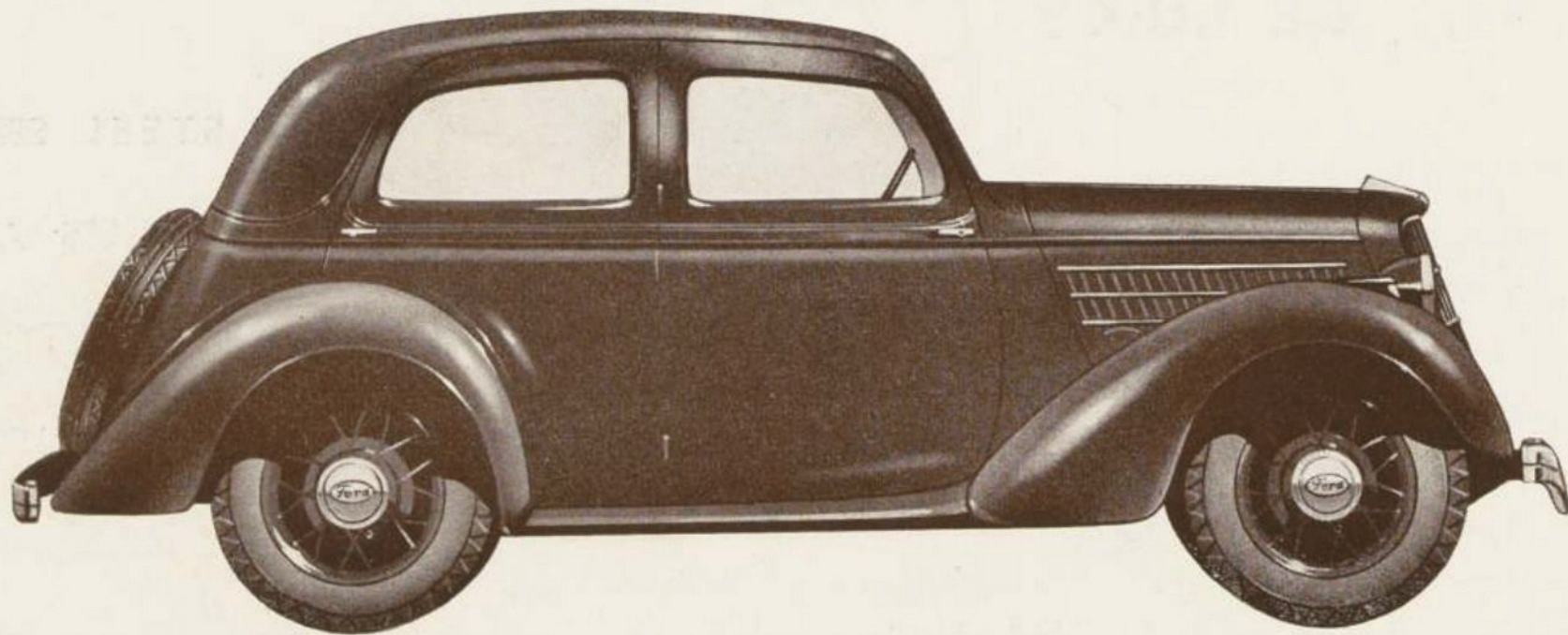
ROOMY INTERIOR COMFORT

EXCEPTIONAL PERFORMANCE

35-40 MILES PER GALLON

LEADER OF THE LIGHT CARS

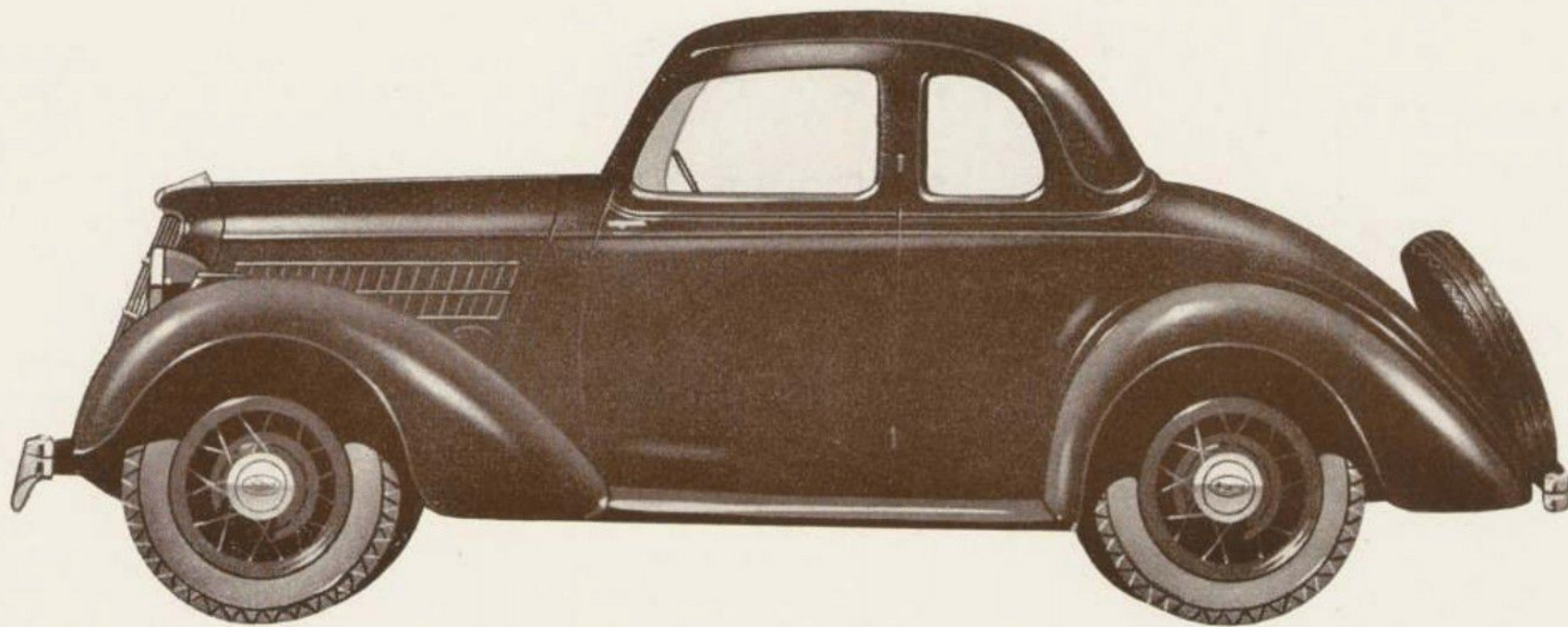
THE SEDAN



. . . with unusually roomy accommodation for four adults, the English De Luxe Ford Sedan is the ideal small family car. All Steel Body; Safety Glass in windscreen and all windows. Large enclosed luggage space.

A SMART ECONOMICAL FAMILY CAR

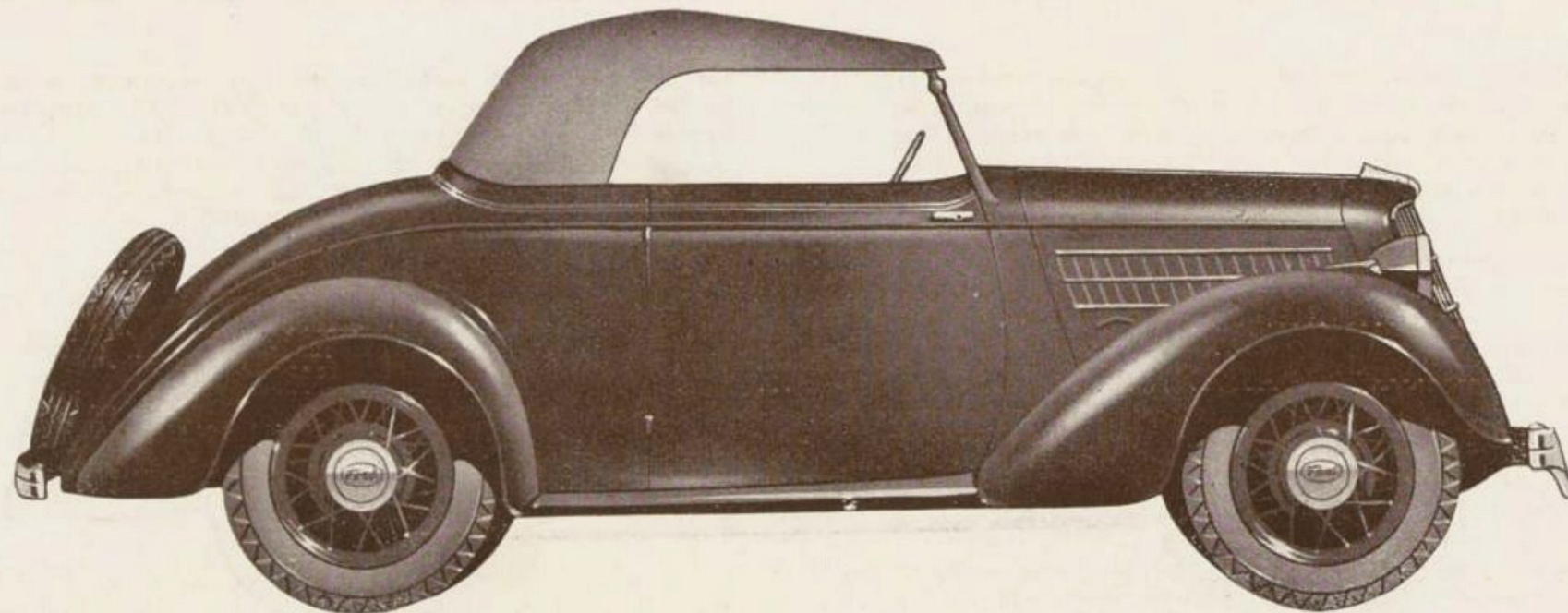
THE COUPE



. . . a model favoured also by business and professional men. Because of its smart lines and ease of control, it is chosen by many women as their personal car. Safety Glass in windscreen and all windows.

JUST THE CAR FOR THE MODERN WOMAN

THE ROADSTER



. . . the ideal light car for the owner who combines business and pleasure motoring. This smartly styled roadster gives exceptional operating economy with genuine comfort. Smart tan hood and clear vision side curtains.

THE IDEAL LIGHT CAR FOR BUSINESS OR PLEASURE

Enthusiastic Reports from DE-LUXE FORD Owners:

"Having kept a careful record of all charges for running my De Luxe Ford Coupe during the past 12 months (depreciation, 25 per cent.; registration; insurance; petrol; oil; etc.), I find I have covered 21,545 miles at a cost of 2.016d. per mile. I am thoroughly satisfied with this fine light car's performance."
—McL., Perth, W.A.

"Am well pleased with my De Luxe Ford Sedan's economy and performance. The day I took delivery I covered 140 miles on 3 gallons of petrol, and continue to average better than 45 m.p.g. I can confidently recommend the English De Luxe Ford for economical transport with top gear performance."—S.K., New Town, TASMANIA.

"After thoroughly testing my De Luxe Ford Sedan, I have pleasure in advising it measures up to a high standard of performance, and is most economical and comfortable. Petrol mileage averages 34 m.p.g."—W.O., Narrogin, W.A.

"I have owned and driven several other makes of light cars

but have never had such satisfaction and enjoyment as with my De Luxe Ford Sedan. Have just done 10,500 completely trouble-free miles, averaging 35/40 m.p.g. The car is easy to handle, and has been under some severe tests over rough country roads and climbing ranges. Its wonderful performance amazes me."—H.F., Brisbane, QUEENSLAND.

"After severely testing my De Luxe Ford for 9,000 miles of the roughest road conditions and bush tracks, I have proved it will stand up as well, if not better, than a heavier car. My De Luxe Ford Sedan is used for various jobs on the property—inspecting dams, boundary fences, even mustering sheep in a bush paddock. Petrol consumption averages 38.7 m.p.g.; repair bills have been nil. My saving in petrol, oil, etc., amounts to about £26 a year."—F.H.B., Euclanda Station, via Katanning, W.A.

"I recently travelled 1,000 miles in 30 hours in my De Luxe Ford Sedan. Average speed was 33.3 m.p.h., and petrol consumption 41.1 m.p.g. No oil was required."—S.B., Dept. of Main Roads, Murrumbateman, N.S.W.

Duplicates of the letters from which the above extracts have been taken are in the possession of every Ford Dealer, and may be seen upon request.

STYLE — SAFETY — PERFORMANCE — ECONOMY

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

ENGINE—Four cylinders cast integral with top half of crankcase. "L" head. Bore: 2.5 in. Stroke: 3.64 in. Capacity, 71.55 cu. ins. R.A.C. rating: 10 h.p. Brake h.p.: 32 at 4,000 r.p.m. Compression ratio: 3.6 to 1. Three bearing crankshaft weighing 20 lbs. 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. Three-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. Gudgeon pins and cylinder walls splash lubricated. Dip stick oil level gauge fitted. Oil sump capacity: 4½ pints.

IGNITION—Battery and coil. Automatic variation of firing point. Distributor mounted on cylinder head. Firing order: 1, 2, 4, 3.

PETROL SUPPLY—6½ gallon tank at rear. Diaphragm type fuel pump operated from camshaft. Petrol gauge on instrument panel.

CARBURETTION—Down draught type with easy starting device.

COOLING—Thermo siphon. Two-bladed fan driven by "V" belt. Tube and Fin type radiator. Capacity: 1½ Imp. gallons.

TRANSMISSION—Clutch: Dry single plate, spring cushioned. Release bearing: Heavy duty ball thrust bearing. Gears: Selective sliding helically cut constant mesh gears. Synchro-mesh top and intermediate gears. Lubricating oil capacity of gearbox: 1½ pints.

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. Special Ford design universal joint.

FRONT AXLE—"I" beam. Castor: 6.30 degrees. Camber: 2 degrees. Taper roller wheel bearings.

CHASSIS FRAME—Double drop type. Width of flange: 1½ in. Depth: 4 in. Length overall, 122.78 in. Three heavy cross members. Radius rods front and rear.

STEERING—Worm and nut type. Ratio: 10 to 1. Steering wheel dia. 16 in., three spokes. Turning circle: 33 ft.

SUSPENSION—Springs: Ford Transverse design. Hangers steel bushed and lubricated by Tecalet type nipples. Shock absorbers: Double acting adjustable hydraulic on all four wheels. All link joints bushed with rubber.

WHEELS AND TYRES—Five detachable wheels. Concealed bolts. Welded steel-spoked type with well base rims. Rustless steel hub caps. Tyres: 4.50 in. x 17 in.

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. Electric horn fitted under bonnet, operated from centre button on steering wheel. Starter Motor: Ford. Battery: 6 volt, located under bonnet.

GROUND CLEARANCE—approx. 8½ in. **TRACK**—45 in. **WHEEL-BASE**—30 in.

INSTRUMENTS—Mounted in steel panel on dashboard immediately in front of driver. Indirect lighting controlled by switch on belt rail. Large diameter speedometer. Ammeter. Electric petrol gauge. Enclosed glove compartment. Ignition and light switch, starter and choke located in centre of dash.

GENERAL EQUIPMENT—Safety glass windscreen and all windows. Leather upholstery. Cowl ventilator hand operated from front seat. Door lock. Foot operated head lamp dipper. Tool box with set of tools located under bonnet. Windscreen operated by centre control. Electric windscreen wipers. Fender lamps. Chrome plated windshield frame. Front and rear bumpers. Remote control rear window blind 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.