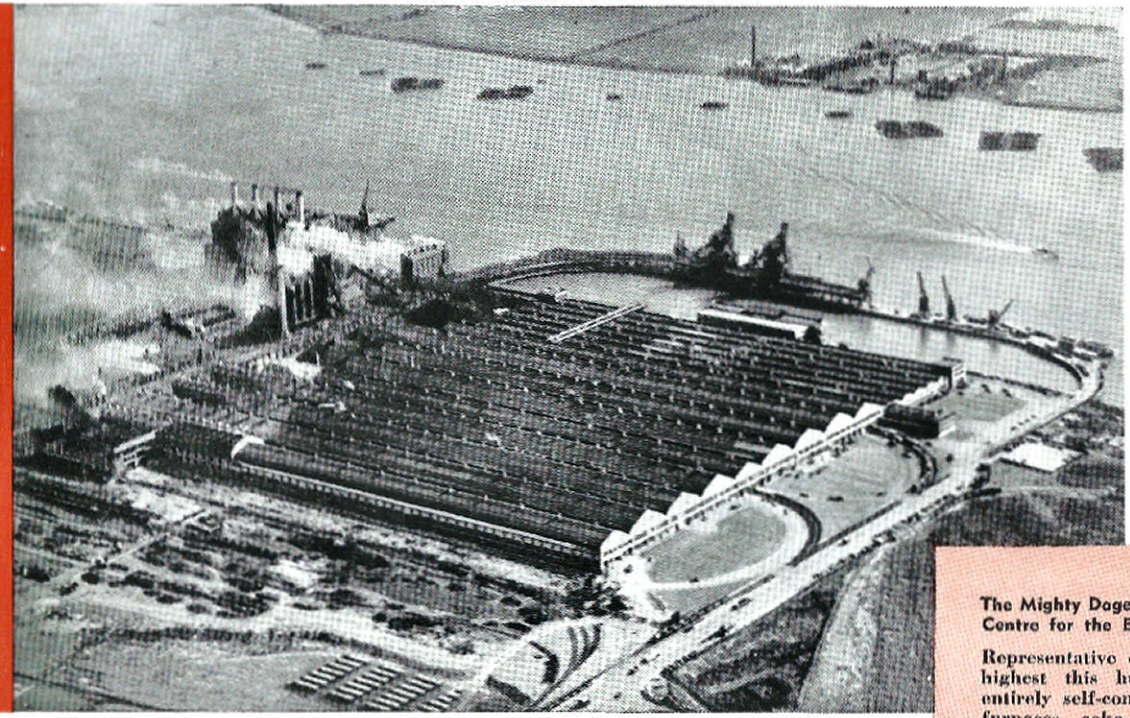

Ford
ENGLISH COMMERCIAL VEHICLES
PREFECT 10 h.p. UTILITIES & PANEL VANS
5-7 cwt. & FORD TEN-TEN VAN 10-12 cwt.



The Mighty Dagenham-on-Thames Plant, Manufacturing Centre for the Empire's most popular 10 H.P.

Representative of British quality engineering at its highest this huge manufacturing organisation is entirely self-contained . . . has its own huge blast furnaces, coke ovens, manufacturing, fitting, and assembly departments. From this remarkable plant — one of the most outstanding industrial organisations in the world — comes the 10 H.P. chassis, a triumph of light commercial engineering, and embodying the best that can be produced by highly skilled British workmen and Britain's most up-to-date motor manufacturing organisation.

LOWEST PRICED UTILITIES IN THEIR FIELD — 35 M.P.G. — 5 to 7 cwt. LOADS

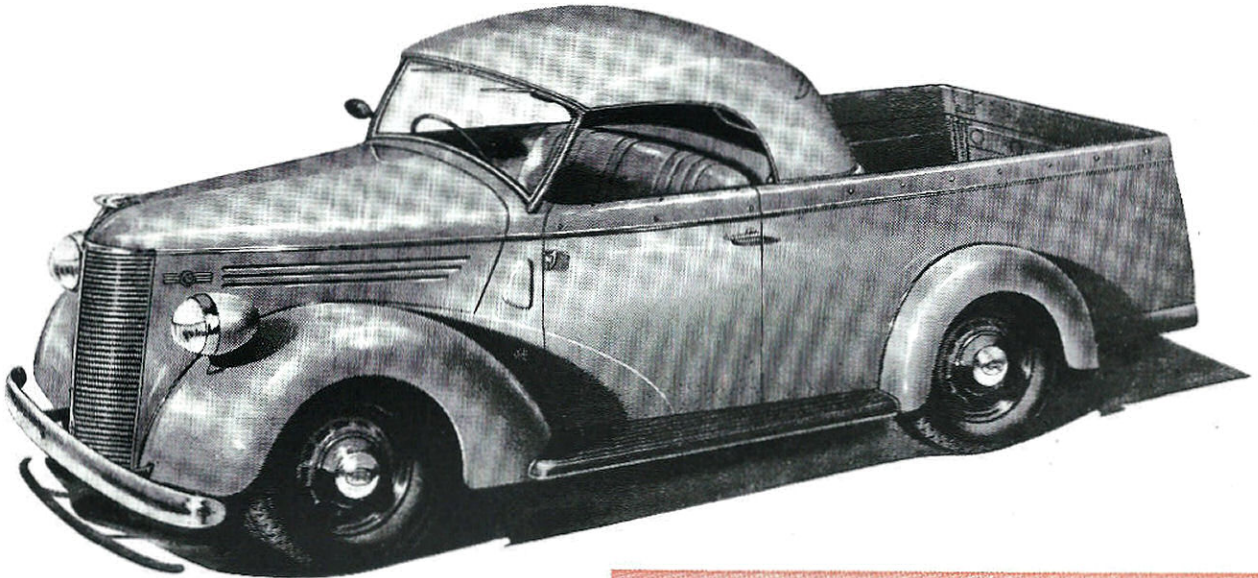
They will save you money! No increase in the already low first cost . . . the same dependable, low-cost performance . . . the same high petrol economy — 35 miles and more per gallon! The English FORD "Prefect" is more than ever the economy leader in the 5 to 7 cwt. field for 1940.

Smartness, echoing the lines of the popular "Prefect" passenger car is unmatched among 10 h.p. Utilities. The "Prefect" Coupe Utility is the equal of a 10 h.p. coupe car with 5 to 7 cwt. load space added. Note these features and appointments — representing high value at any time, higher value still at "Prefect's" unchanged price: Special double-drop type commercial frame for safety and strength; 4 shock absorbers and safety glass all round; choice of body colours; smart interior trims and remarkably complete passenger-car appointments, including dual screen wipers, 2 cowl ventilators, 2 sun visors, dome light, enclosed glove compartment, etc., etc.

The Roadster Utility and the Panel Van are equally outstanding as values in their respective class — and equally low-priced, economical to own.

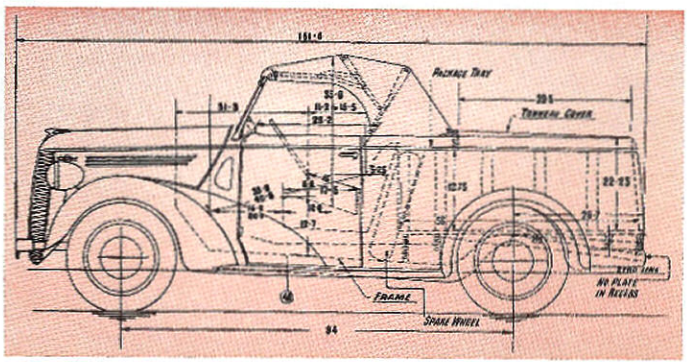
Your local Ford dealer will gladly place one of these models at your disposal to try out on your own job — no obligation of course.

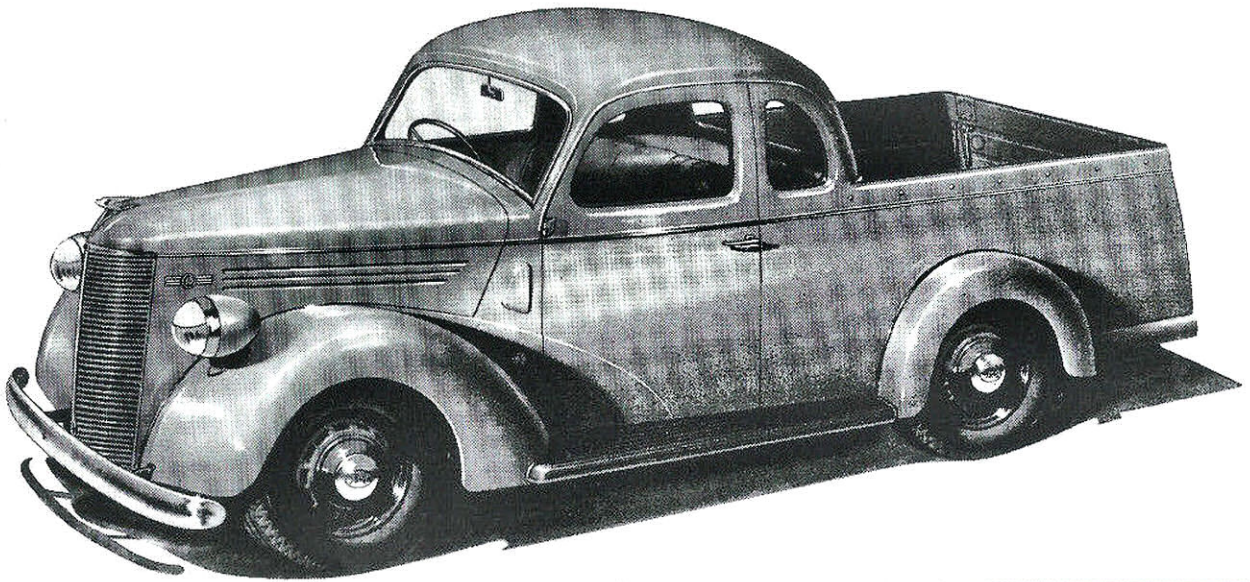
FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INC. IN VICTORIA) REGD. OFFICE, GEELONG



THE ROADSTER UTILITY

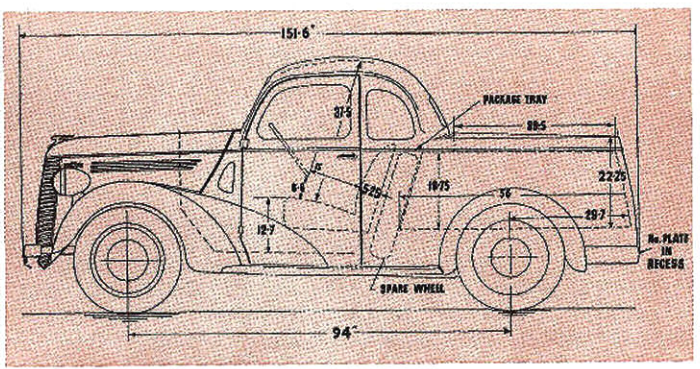
The ideal dual purpose unit with passenger accommodation suited for sunshine or rain. The smartly tailored tan hood folds neatly and easily for open car comfort, and can be quickly raised for rain or cold. Smartly tailored and close fitting side curtains give complete protection. Windscreen and rear window of safety glass. Standard equipment includes dual windscreen wipers, dual cowl ventilators, etc. Loading space dimensions are ample and the eager 10 H.P. motor handles 5-7 cwt. loads with ease.

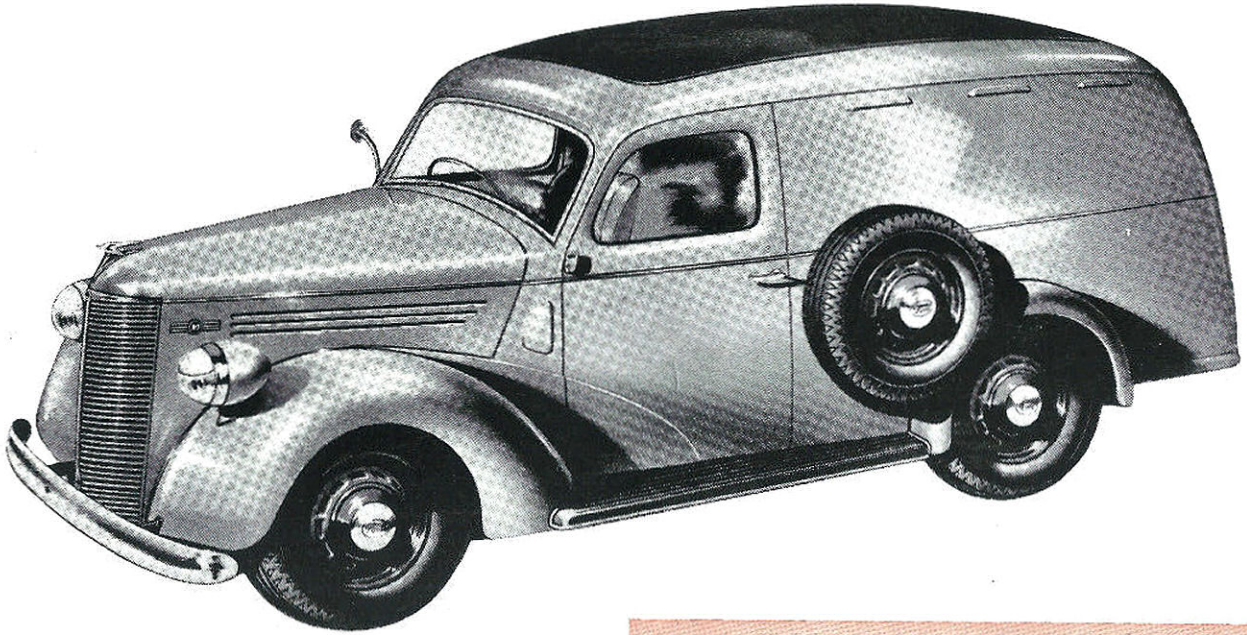




THE COUPE UTILITY

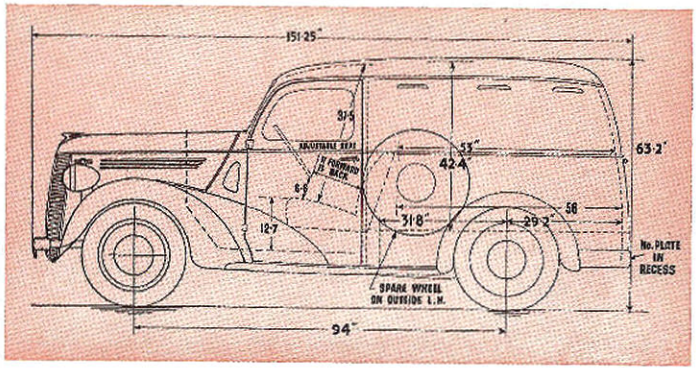
The smartest 10 H.P. Coupe Utility of the year, this sturdy style leader features real passenger car riding and driving comfort with ample loading space and power to handle 5-7 cwt. loads with ease. Thrifty 10 H.P. power unit keeps operating costs amazingly low. Cab is all steel with safety glass throughout. New upholstery and trim is smarter than ever. Seat and seat back are genuine leather.

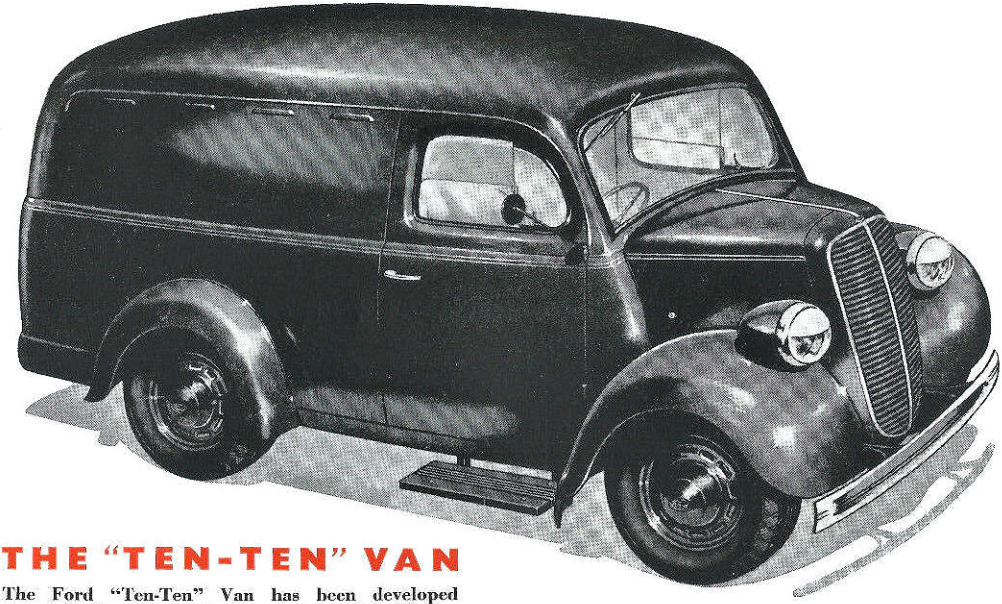




THE PANEL VAN

First favourite with butchers, bakers, milkmen and small business men owing to its unusually stylish appearance, amazing operating economy and all-round good value. Maximum loading space is provided by mounting the spare wheel outside the body. Shapely steel side panels offer excellent space for attractive advertising display. Windscreen and side windows are of safety glass. 4 hydraulic shock absorbers and auxiliary springs are standard equipment.





THE "TEN-TEN" VAN

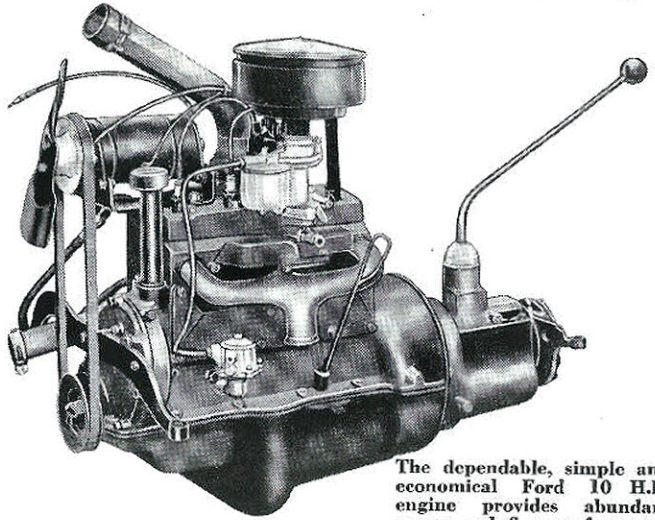
The Ford "Ten-Ten" Van has been developed especially for 10 cwt. load transport with 10 h.p. economy. Chassis is of especially rugged construction and with semi-forward control enables a steel van body as large as that of a full-sized panel van to be built on this 90-in. wheelbase unit. Even on "stop and go" delivery routes the "Ten-Ten" gives up to 35 miles per gallon. The doors are large for easy entrance and exit, driving seat is adjustable, controls are very conveniently grouped making the "Ten-Ten" a pleasure to drive. It is easy to park in congested areas and easy to handle in narrow streets and heavy traffic. Pivot windows give controllable, draught-free ventilation. Side panels the same size as those of a full-sized van mean extra big display space for signwriting and make the "Ten-Ten" a fine travelling advertisement for your business.

FORD 10 H.P. COMMERCIAL UNITS HAVE REAL SALES APPEAL

These stylish 10 H.P. units will give you a bonus over and above economical dependable service — a bonus in the form of advertising value. All Ford 10 H.P. units have inherent style and attractiveness. Add to this a few pounds' worth of signwriting and the result is a travelling advertisement seen by countless people that pays real dividends in publicity and goodwill.

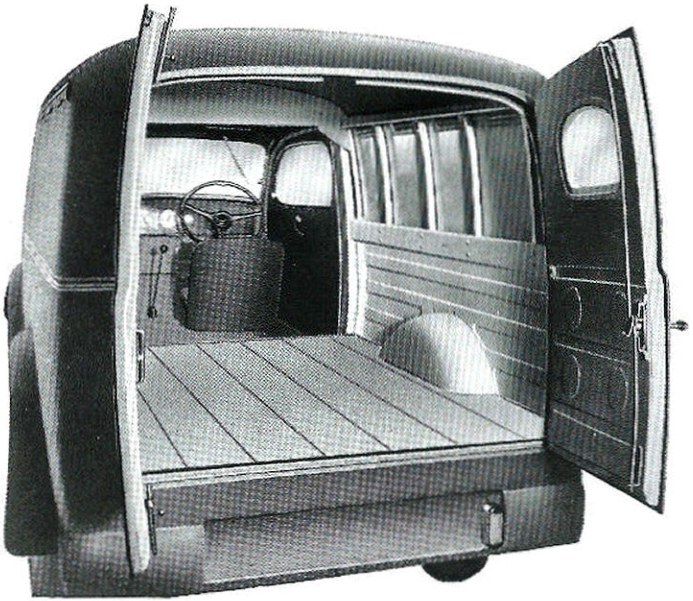
Particular care is taken with the design and appearance of all Ford light commercial vehicles. The Ford light commercial range represents the acme of attractive design — they are undoubtedly the smartest looking commercial units on the road today, and because of this lend themselves particularly well to fine display advertising. Note the advertising value and real sales appeal of the units illustrated at left.

Long-Life Ford 10 H.P. Economy Engine



The dependable, simple and economical Ford 10 H.P. engine provides abundant power and fine performance at the lowest possible cost. A unique feature is the high steel content of the cylinder block, ensuring long trouble-free life. The engine is mounted in the frame at 4 points, each cushioned on rubber. The down-draught carburettor is fitted with a special jet contributing toward easy starting. Oil bath air cleaner is standard equipment.

THESE QUALITY FEATURES MEAN LONG TROUBLE-FREE LIFE

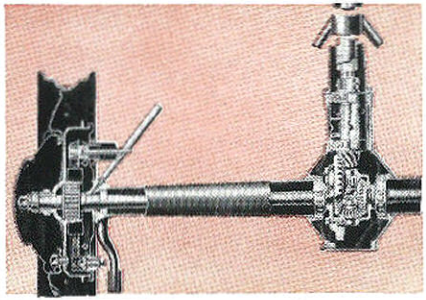


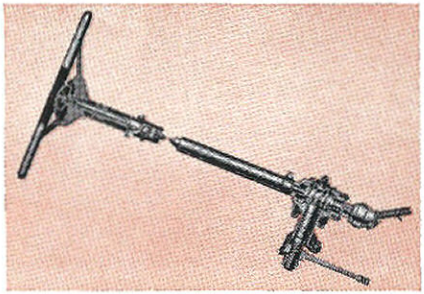
LOADING CAPACITY OF A FULL-SIZED VAN WITH 10 h.p. OPERATING ECONOMY

The "Ten-Ten" semi-forward control all steel van is designed specifically as a light delivery vehicle. The relatively small 10 H.P. engine develops over 30 B.H.P. and gives extreme economy, particularly under conditions requiring frequent stopping and starting. This unit is fitted with a 10 H.P. engine for economy, and a ¾-floating rear axle with ratio of 6.83 to 1 ensures excellent pulling ability. The "Ten-Ten" is remarkably easy to handle. Large doors for easy entrance and exit, convenient grouping of controls, and adjustable seat make this unit ideally suited for stop and go delivery work. Body measurements: Interior length, 75 inches. Interior width, 48 inches. Interior height, 47 inches. Rear door width, 48 inches. Rear door height, 44 inches.

STURDY "TEN-TEN" REAR AXLE.

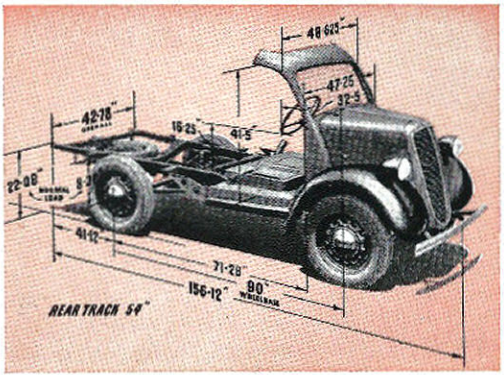
—The ¾-floating rear axle with ratio of 6.83 to 1 is of massive construction with a drive gear and pinion supported rigidly by two tapered roller bearings. The crown wheel and differential assembly are supported by two large roller bearings spaced 5¾ in. from centre to centre.





EASY STEERING.—

The steering assembly on the "Ten-Ten" (illustrated) is of exceptional strength. Ratio is 18.2 to 1 and steering wheel is 17 in. diameter. Of worm and roller type with tapered roller bearings, this steering gives positive control at all speeds and under all load conditions. Prefect 10 h.p. steering is of the worm and nut type with a 16 in. diameter steering wheel and a 10 to 1 ratio.



MASSIVE FRAME, GENEROUS LOAD SPACE DIMENSIONS.—

The "Ten-Ten" frame is of riveted construction, side members being channel section alloy steel pressings. Maximum section, 4 in. deep, 1.5 in. wide, .11 in. thick. There are five sturdy cross members. Wheelbase is 90 in., springbase 100.5 in.

Read what these more than satisfied owners of Ford 10 H.P. units have to say. The testimonials reproduced here are typical of thousands of similar letters written by enthusiastic Ford owners in all parts of the Commonwealth. Ford's inbuilt quality assures *you* the same trouble-free economical service in *your* Ford 10 H.P. Utility or Van.

TESTIMONIALS...

"We have covered 12,000 miles in our 10 H.P. Ford Utility, using it as a service car, and to date it has given us every satisfaction and has not held us up for a minute. Mileage has been between 35 and 40, depending on load and speed conditions. We are proud of our Ford; it takes hills in an astounding manner in top gear. We have every type of vehicle in use, and from our experience with these, we think that our 10 H.P. Van is one of the most reliable and economical utilities obtainable today."

O. T. A., Hay Street, Perth, W.A.

"I find your 10 H.P. Ford Utility ideal as a delivery van for milk. I very often do up to 50 miles per day, and do approximately 33 m.p.g. on delivery work, and on straight runs 5 m.p.g. more. I often carry up to 7½ and 8 cwt. and have done 30 m.p.h. up steep grades with such loads, which I consider a great feature. I will always recommend Fords for delivery work or pleasure, as I find they are unbeatable."

J. R., Perth Road, Albany, W.A.

"Here is a record of the mileage and running expenses of my 10 H.P. Ford for one year. Mileage, 6,488; petrol used, 183 gallons; miles per gallon averaged, 35 to 36; oil used between changes, nil."

E. J. S., Ashfield, Sydney.

"I have had my Ford 10 H.P. Utility for 18 months and have covered 8,600 miles in this period. My occupation as a shearer takes me over difficult and rough tracks, as I traverse the outback country of South Australia. Petrol consumption is 40 to 43 m.p.g. and my total expenses so far have been only 15/-, which I consider very good for the type of work I do."

F. W. S., Hampden, Vic.

"I feel that I must write and express my satisfaction with the Ford 10 H.P. Panel Van purchased recently from you. I have done 2,038 miles and used only 47 gallons of petrol (over 43 m.p.g.). For my type of work — rough country travelling — it is a surprise to me to be able to cover so much country at so little cost."

W. H. B., Gore Street, Toowoomba, Q'land.

". . . The 10 H.P. Ford Van is giving entire satisfaction in every way as a reliable and economical means of transport in connection with my business. I have no hesitation in recommending these vans to any business person requiring a cheap way of delivery."

W. C. S., Dural, N.S.W.

". . . Have now run 2,000 miles including trip from Melbourne to Sydney in 12 hours at a cost of 35/- for petrol and oil. I have already owned 2 Ford V-8's and now I am an enthusiastic and satisfied customer for the 10 H.P. English Ford, as I find this is the cheapest car to maintain I have ever owned."

O. J. W., Branxholm, Tasmania.

"I will recommend the Ford Ten to anyone. . . . On a recent trip of about 370 miles I used 9 gallons of petrol, giving me a mileage of 41, which, in my opinion, is certainly excellent. I change the oil every 1,000 miles and the engine does not use any between changes."

L. H. B., East Devonport, Tas.

". . . Performance is really wonderful . . . Owners who would like to use a caravan but are scared about the Ford 10 pulling it need have no fear. My 10 H.P. Ford, with a full load, will pull a caravan of up to about 8 cwt. quite easily."

A. E. G., Arncliffe N.S.W.

". . . 400 mile trip, average 41 miles per gallon. 150 mile trip, average 35 to 36 miles per gallon with trailer and full camping gear for 3 people. At 10,108 miles the tyres show very little sign of wear."

F. W. F., Flinders St., Melbourne, Vic.

SPECIFICATIONS

10 H.P. PREFECT

ENGINE.—Four cylinders cast integral with top half of crankcase. Cylinder block material grey iron with high steel content. Cast iron "L" head type. Bore, 2.5 in. Stroke, 3.64 in. Capacity, 71.55 cu. in. R.A.C. rating, 10 h.p.; develops 32.5 B.H.P. at 4,300 r.p.m. Compression ratio, 6.06 to 1. Three-bearing counter-balanced crankshaft of special Ford cast alloy steel weighs 19 lbs. Total main bearing area 24.25 sq. in. Fabric camshaft gear. Aluminium alloy pistons. Four-point suspension on rubber.

ENGINE LUBRICATION.—Full pressure feed by submerged gear pump to crankshaft main bearings, camshaft and connecting rod bearings. Gudgeon pins and cylinder walls splash lubricated. Dipstick oil level gauge fitted. Oil sump capacity, 4½ pints.

IGNITION.—Battery and coil. Automatic variation of firing point. Distributor, mounted on cylinder-head, gear-driven from camshaft. Firing order, 1, 2, 4, 3.

FUEL SUPPLY.—7 gallon tank at rear. Diaphragm type fuel pump driven from camshaft. Petrol gauge on instrument panel. Downdraught carburettor with easy starting device.

COOLING SYSTEM.—Thermo-syphon. Two-bladed fan driven by "V" belt. Tube and fin-type radiator; capacity, 1½ Imperial gallons.

TRANSMISSION.—CLUTCH: Dry single plate with cushioned disc for smooth engagement. Heavy duty ball thrust release bearing.

GEARS: Selective, sliding, helically-cut constant mesh. Synchromesh top and intermediate gears. Lubrication capacity of gearbox, 1¼ pints.

REAR AXLE.—Ratio, 5.55 to 1. ¾-floating type with radius rod and torque tube drive. Spiral bevel drive pinion and gear. Roller bearings throughout. Lubrication capacity, 1 pint.

CHASSIS FRAME.—Double-drop type giving low centre of gravity. Depth, 4 in. Flange width, 1½ in. Three heavy cross members. Rear cross member strengthened. Side members reinforced from centre to rear cross member forming box sections. Radius rods front and rear.

STEERING.—Worm and nut type, 10 to 1 ratio. Steering wheel, 16 in. diameter. Turning circle, 36 ft. 6 in.

SUSPENSION.—Ford transverse design springs mounted outside wheelbase. Interleaf lubrication. Oil-less type hangers. Double-acting, adjustable hydraulic shock absorbers on all four wheels. All link joints rubber-bushed.

WHEELS AND TYRES.—Five detachable pressed steel wheels. Rustless steel hub caps. Five 5.00 x 16 tyres.

BRAKES.—Four-wheel, internal expanding, two-shoe, automatically compensated type. Foot brake operates on all wheels, hand brake on rear wheels.

ELECTRICAL EQUIPMENT.—Ford generator. Normal charging rate 10 amps. Charging regulator, 3rd brush. Drive, "V" belt. Electric horn under bonnet operated from centre button on steering wheel. Starter motor, Ford. Battery, 6-volt, located under bonnet.

ROAD CLEARANCE.—Minimum, 6 3/16 in. **WHEELBASE.**—94 in.
SPRINGBASE.—102 7/8 in. **TRACK.**—45 in.

TEN-TEN

ENGINE.—4 cylinder. Bore, 2.5 in. Stroke, 3.64 in. Capacity, 71.55 cubic inches. Rating, 10 h.p. Maximum B.H.P., 30. Compression ratio, 6.06 to 1. Engine suspension at 4 points mounted on rubber.

VALVES.—Special silicon chromium steel. **CRANKSHAFT:** Cast alloy steel and counter-balanced. **MAIN BEARINGS:** 3; diameter, 1 3/4 in.; bearing area, 24.25 sq. in. **PISTONS:** Aluminium alloy, 3 rings above full floating gudgeon pin, 11/16 in. diameter.

LUBRICATION.—Submerged gear type pump delivering under pressure to camshaft, main and connecting rod bearings. Gudgeon pins and cylinder walls splash lubricated. Capacity of sump, 4½ pints.

COOLING SYSTEM.—Thermo-syphon and 2-bladed fan driven by "V" belt. Capacity, 2 gallons.

FUEL SYSTEM.—Downdraught carburettor with easy starting device, supplied via mechanical pump driven direct from camshaft.—**TANK:** Capacity, 6¾ gallons.

CLUTCH.—Dry single plate with heavy duty pre-lubricated ball thrust release bearing.

TRANSMISSION.—Three forward and reverse. Final ratios: First, 20.95; second, 12.06; third, 6.83; Reverse, 27.4. Synchromesh between second and third speeds. Oil capacity of gear box, 1¼ pints.

AXLE.—¾ floating with drive through torque tube to spiral bevel final drive. Roller bearings throughout. Oil capacity of rear axle, 1 pint.

STEERING.—Worm and roller type with tapered roller bearings. Ratio, 18.2 to 1. Steering wheel diameter, 17 in.

BRAKES.—Four-wheel fully automatically compensated internal expanding mechanical type. Foot brake on all 4 wheels. Hand brake on rear wheels only.

SUSPENSION.—Transverse semi-elliptic front and rear. Radius rods to maintain axle alignment. Front spring, 9 leaves. Rear spring, 13 leaves.

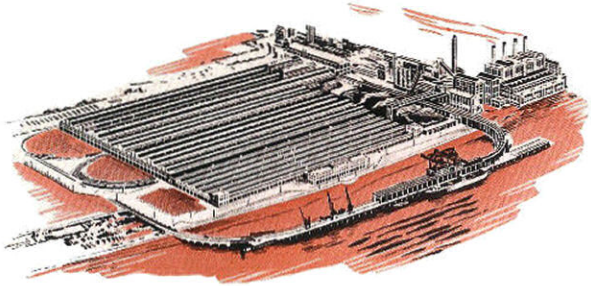
SHOCK ABSORBERS.—4 hydraulic double-acting.

FRAME.—Side members are channel sectioned pressed carbon steel. Maximum section, 4 in. deep, 1½ in. wide, .11 in. thick; 5 cross members.

WHEELS.—5 — 18 in.
TYRES.—5 — 5.00 x 18.
WHEELBASE.—90 in.
SPRINGBASE.—100½ in.
TRACK.—Front, 50½in. Rear, 54in.
LOADING HEIGHT.—24 in.
ROAD CLEARANCE.—8 in.
TURNING CIRCLE.—36 ft.
CAPACITY.—112 cub. ft.
PAY LOAD.—10 cwt.

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.

DM. 666. 25M. 40



Ford Plant, Dagenham, England.

THE 10 H.P. FORD IS A PRODUCT OF THE BRITISH EMPIRE

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.
(INCORPORATED IN VICTORIA — REGISTERED OFFICE : GEELONG)