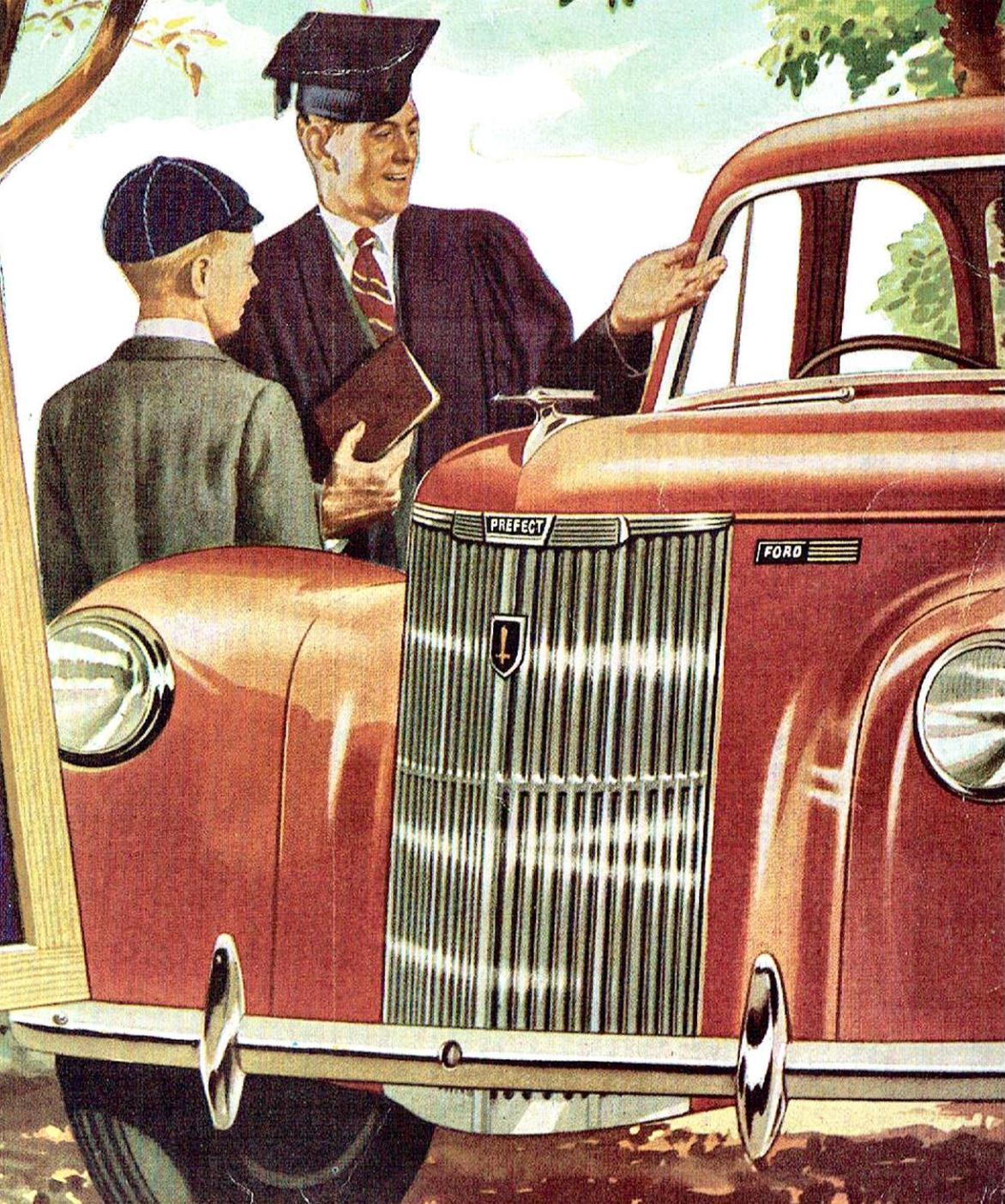


Prefect

Top  
of its class



*There's a real treat ahead  
when you sit at the wheel of your*



# Prefect '10'

Exhilarating acceleration; swift, silent and simple gear changing; quick, safe stops; and lots of fun and comfort for the whole family.

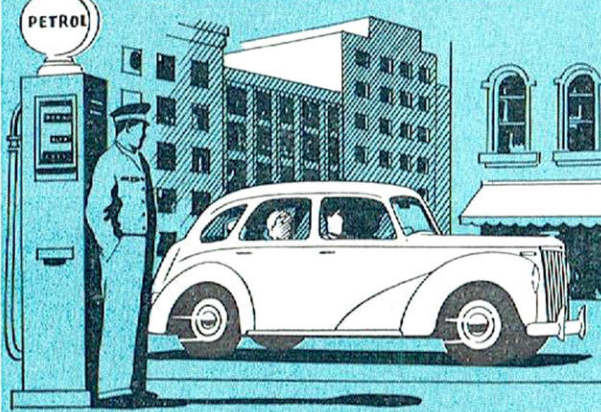


## PREFECT IS A GREAT CLIMBER



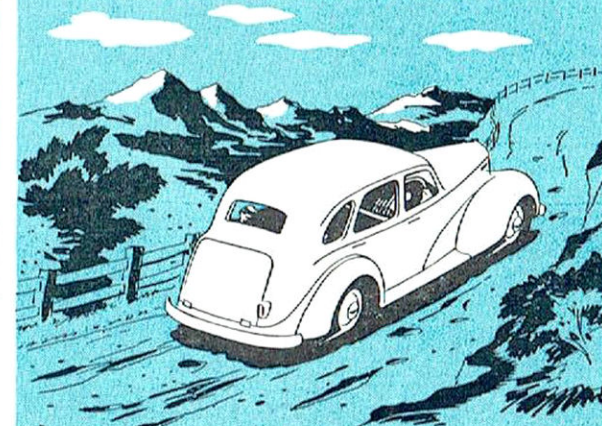
Power to go any place a car can go.

## FULL POINTS FOR ECONOMY



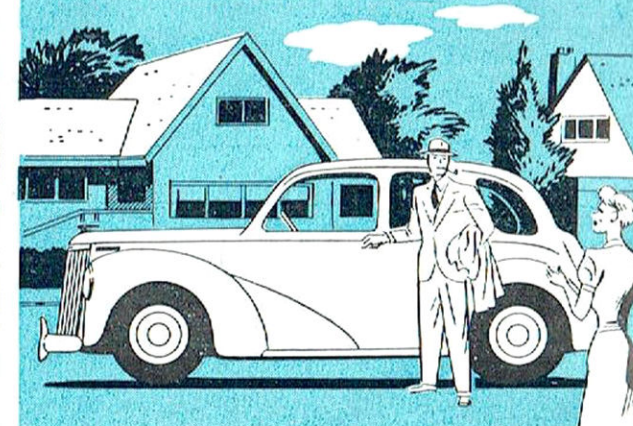
Light as a feather on petrol, oil and tyres.

## HONOURS IN TOUGH SERVICE

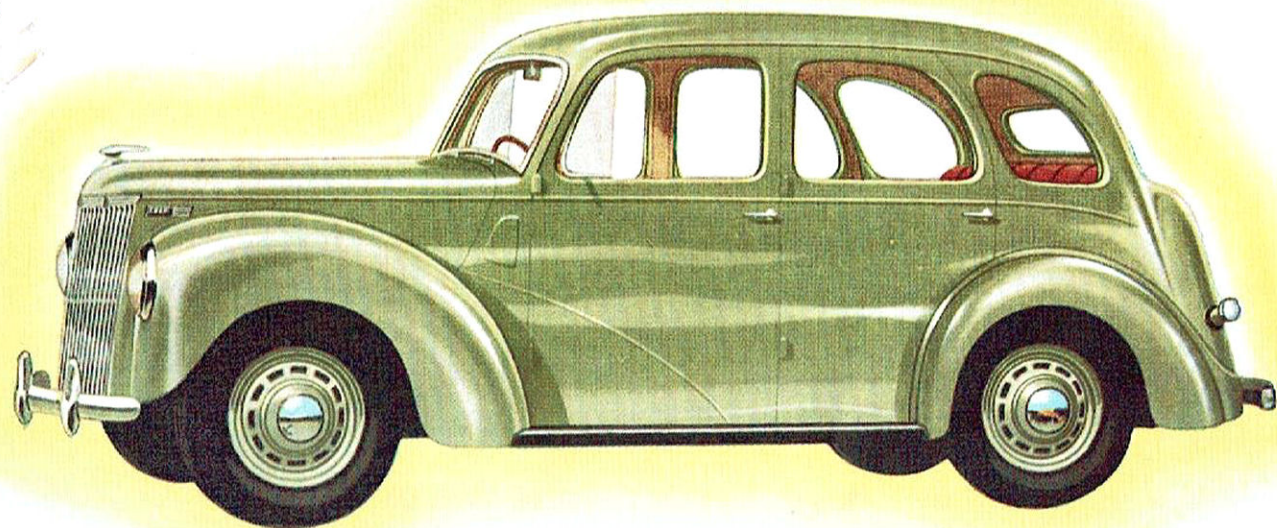
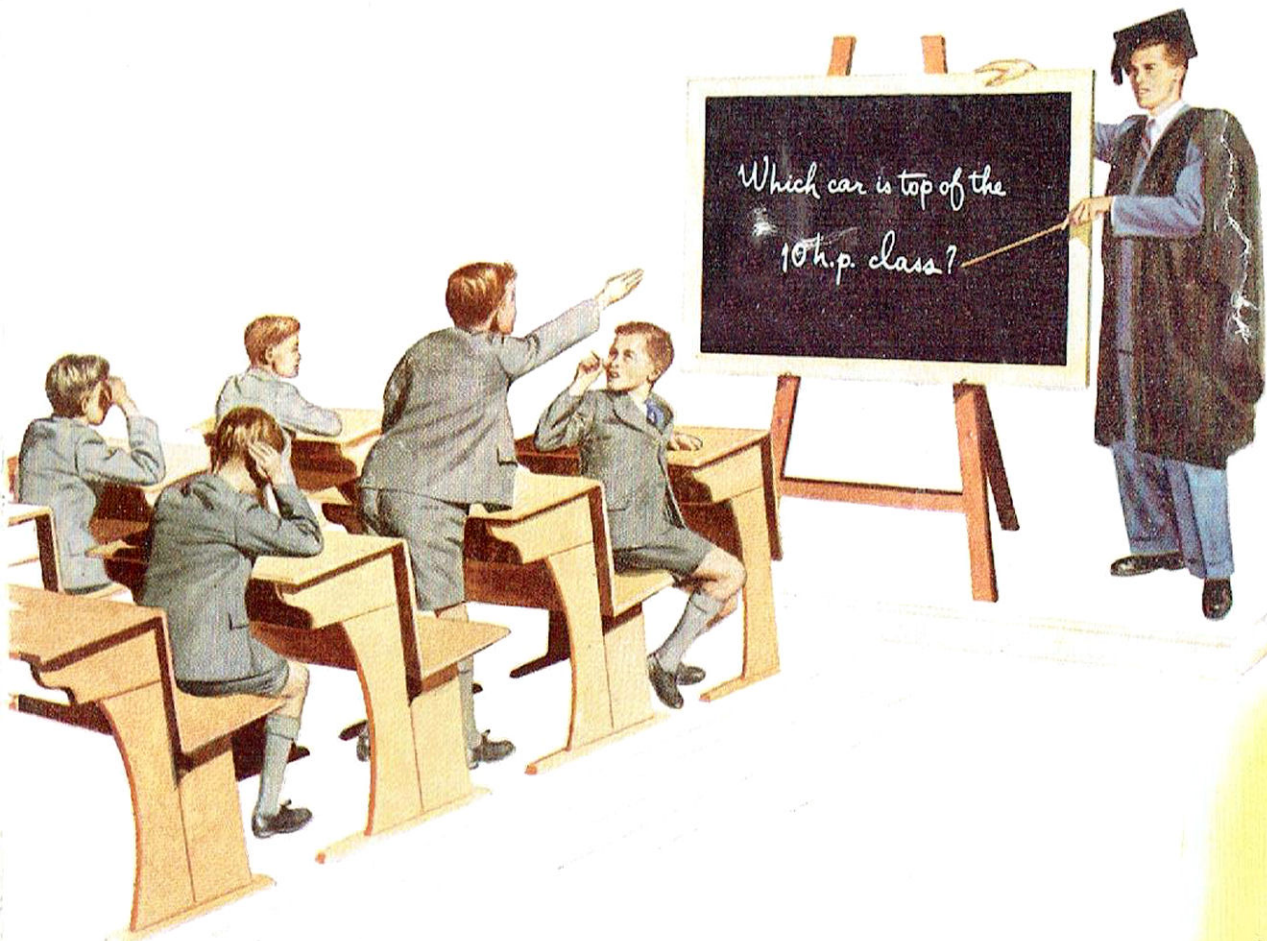


Takes the rough with the smooth—and likes it.

## D MARKED FOR APPEARANCE TOP MARKS FOR APPEARANCE



A pride and joy in your family life.

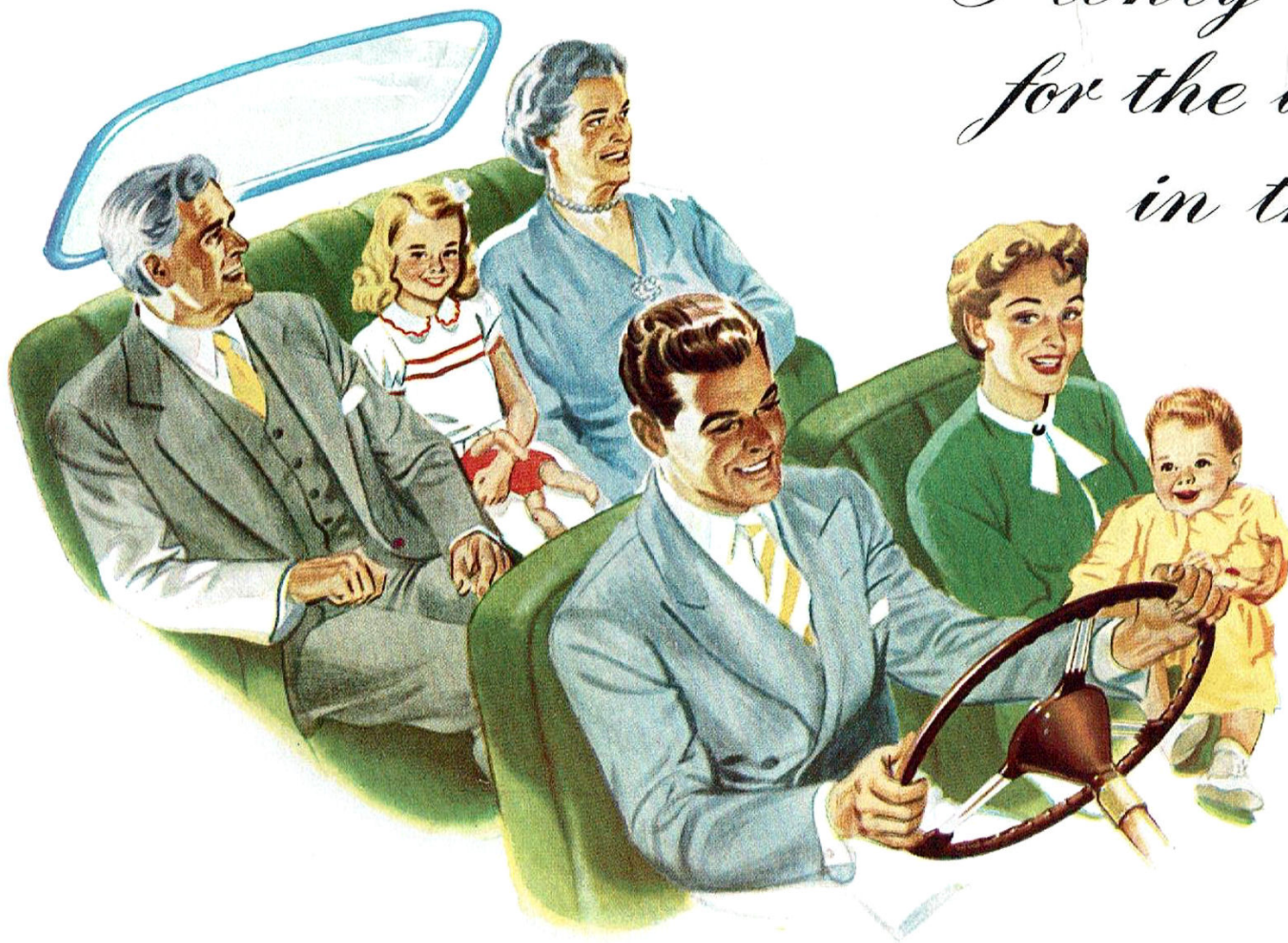


*There's always one  
that stands out*

Motor cars are like people—promise of brilliance is usually fulfilled by dependability and steadfastness as life goes on. Prefect is such a successful car. Its smartness and brisk performance are reinforced by a dependability that is rare indeed.

Ford engineering—with all its steadfast honesty of purpose—is the reason for this complete dependability. And this same dependability allied with good looks and fine actions is the real reason why, in the 10 h.p. field, Prefect is the car that stands out with a personality all its own!

**FORD-BUILT . . . NOTHING COULD BE FINER**



*Plenty of room  
for the whole happy family  
in the Ford Prefect*

Prefect is such a very suitable family car.

In fact, with its welcome economy, it provides a practical answer to balancing a budget for a family and a car. It isn't

too big—and it isn't too small—for

Ford designing gets the greatest amount of comfort and relaxing room from the

available space. Clever proportioning lets

front and back seat passengers take

their ease over the longest drive—in legroom,

elbowroom and headroom. And all of

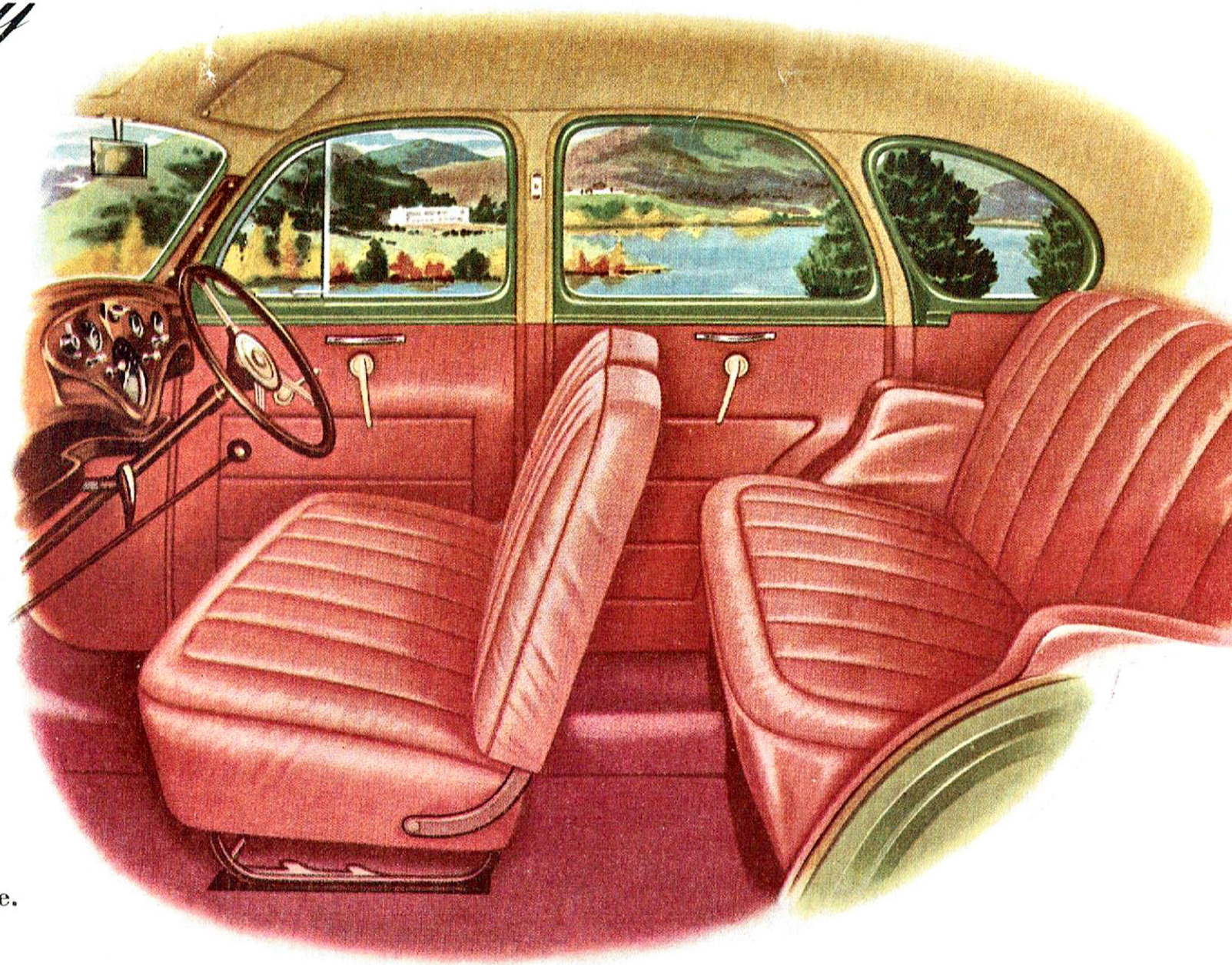
them can see the scenery—

for all-round vision in a Prefect is clear and unrestricted.

**FORD-BUILT . . . NOTHING COULD BE FINER**

*A touch of luxury  
in finish  
and comfort*

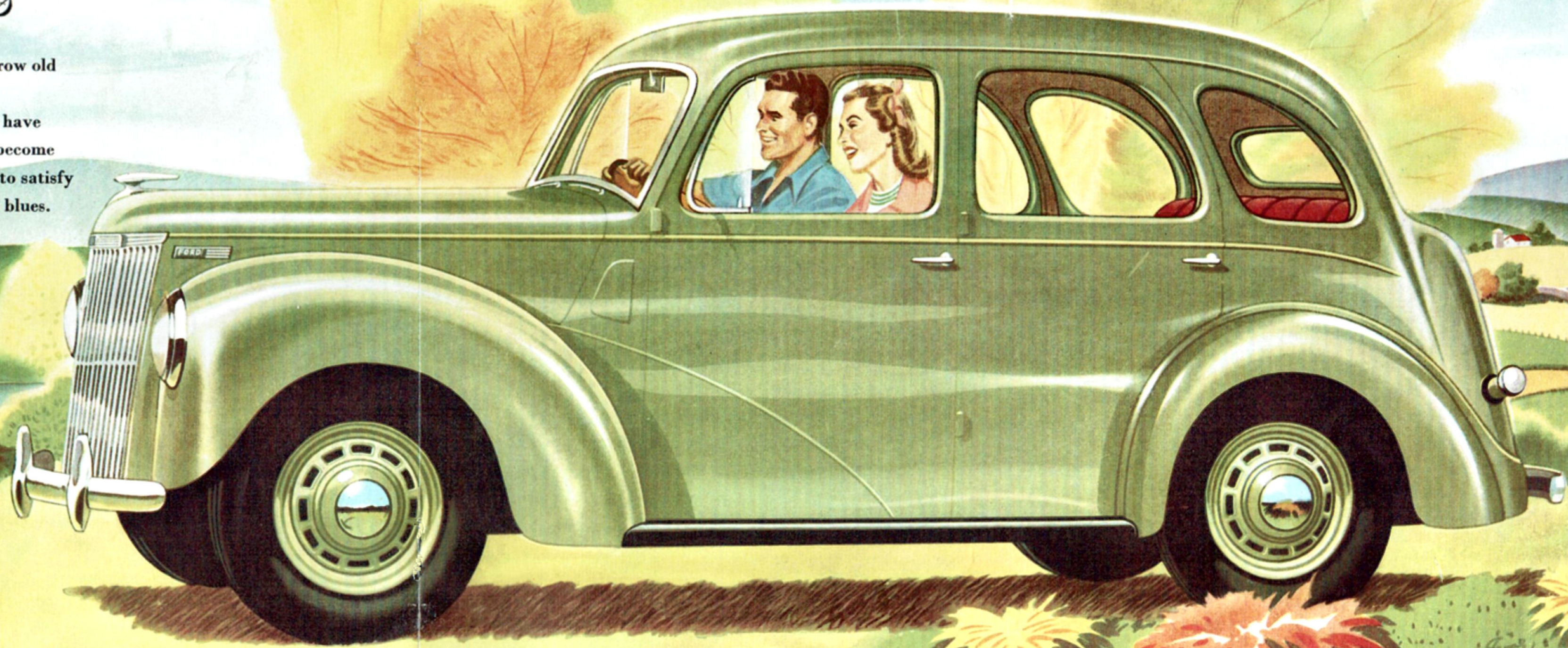
As standard equipment and at the one price, Prefect provides an interior finish and furnishings of unusual quality. The upholstery is genuine leather—and is deeply sprung and carefully tailored with a craftsmanship normally found only in costly cars. Appointments, too, are really good—and not only do they look smart but they also function smoothly and efficiently. In every detail Prefect is smartly finished. Only Ford methods and resources could provide so much at such a reasonable price.



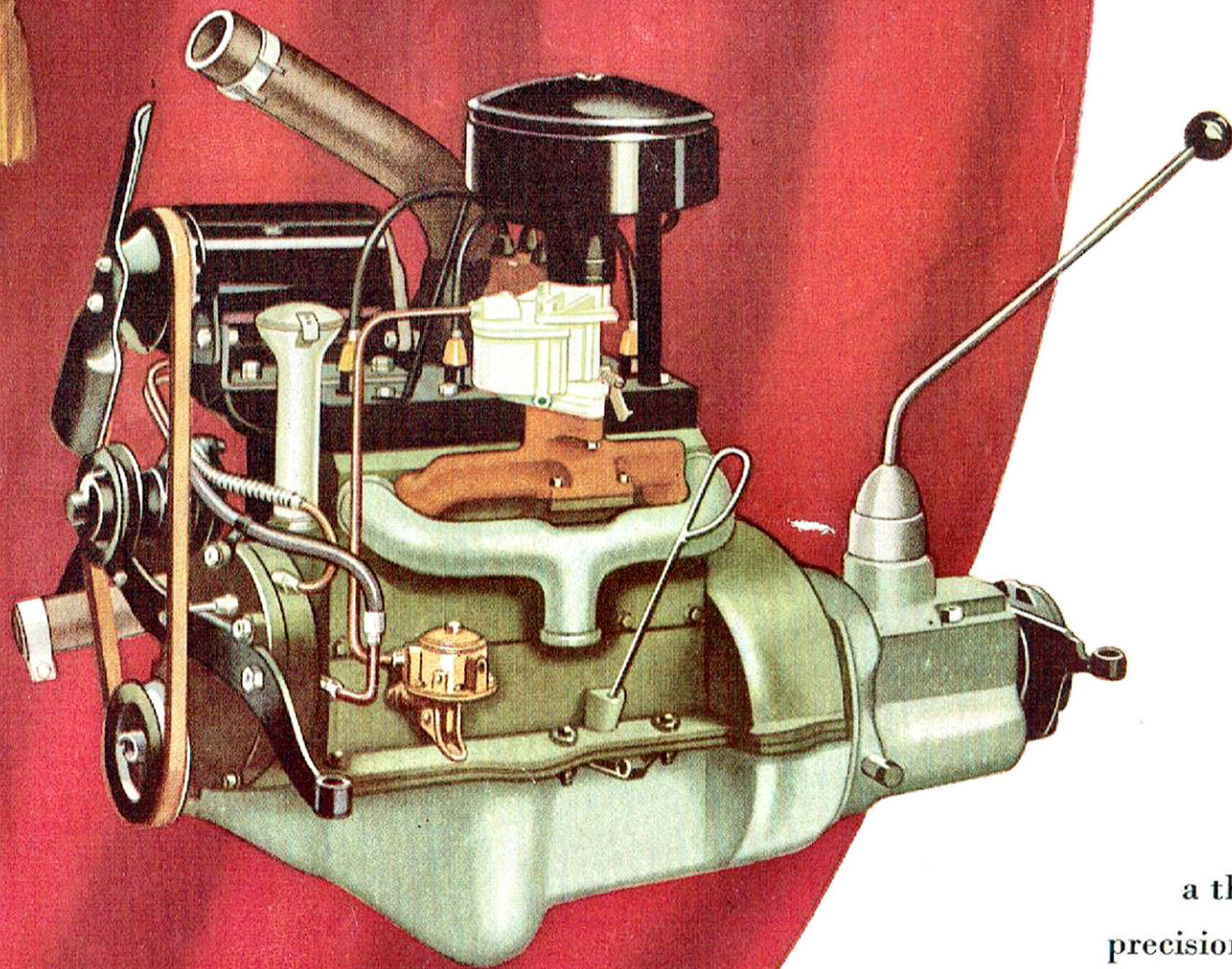
**FORD-BUILT . . . NOTHING COULD BE FINER**

*Styled  
with a beauty that endures*

Prefect's beauty is not flamboyant—it is clean-cut and well proportioned—and will grow old gracefully for it does not depend upon a fashion fad. Smart, practical, solid lines—nothing that will irritate or suddenly become out of date. Summing it up—Ford designers have given Prefect the type of beauty that endures, so that through each succeeding year you will become more and more proud of your ownership. Prefect colours have been planned not only to satisfy every demand but to be fashion right, ranging as they do from greys and greens and buffs to blues.



**FORD-BUILT . . . NOTHING COULD BE FINER**

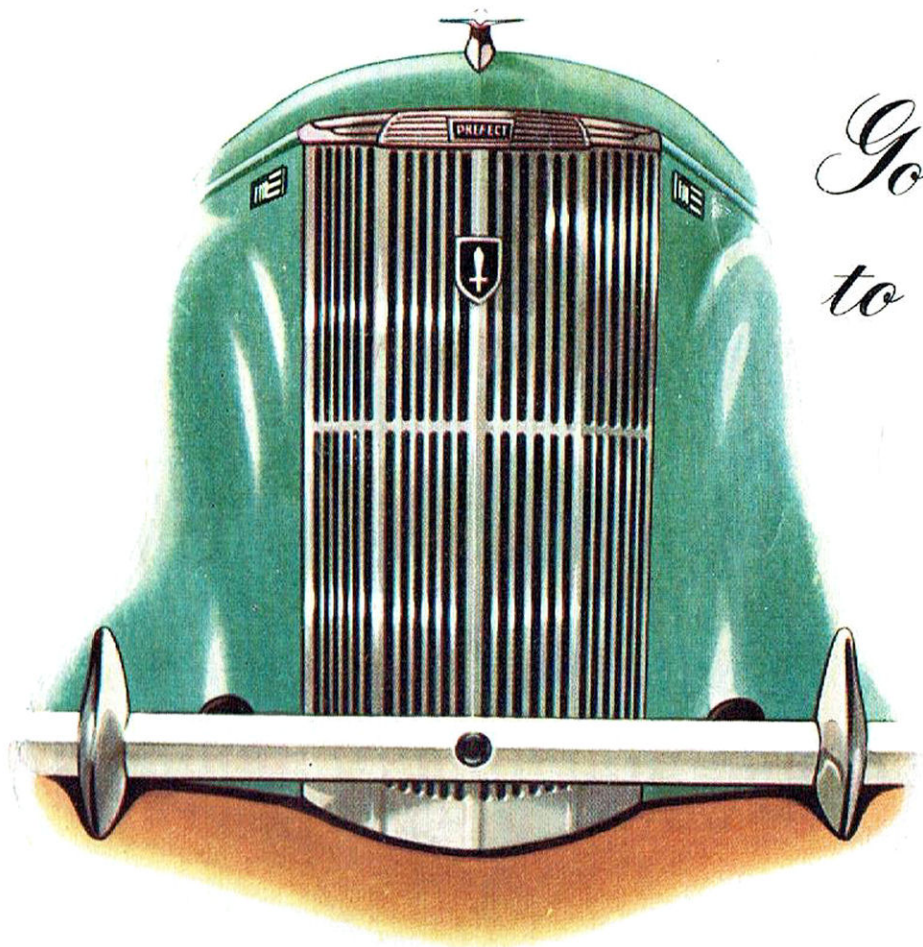


*Simplicity plus efficiency  
- the famous  
Ford-built 10h.p. engine*

For a Perfect owner the engine is something that purrs smoothly under the bonnet and, beyond routine maintenance, asks only for a thrifty diet of petrol and oil. Its very simplicity results in extreme efficiency and freedom from trouble—and that is why it is the 10 h.p. engine famous throughout the world. It provides lively, satisfying performance, brisk acceleration, a fine turn of speed when needed and tireless, steady power on the climbs.

Among its proven, practical engineering features are a three-bearing crankshaft, statically and dynamically balanced ; precision-set valves that need no adjustment ; pressure-feed lubrication to crankshaft main bearings, camshaft and big-end bearings ; oil resisting rubber engine mountings, and cartridge type oil filter.

**FORD-BUILT . . . NOTHING COULD BE FINER**



*Good to own - from front-end distinction  
to usefulness of smart luggage trunk*

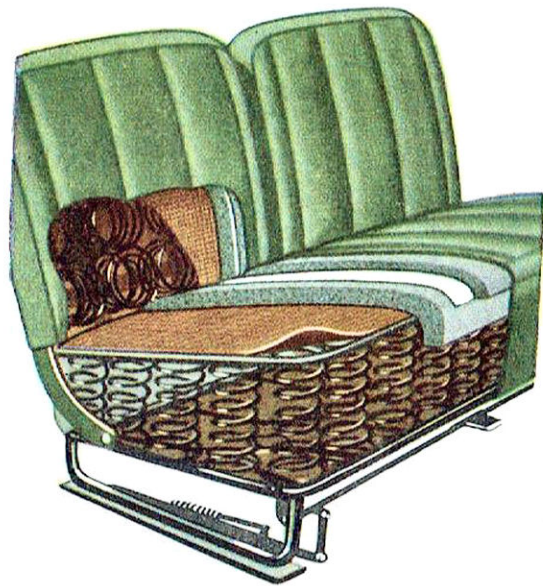
The dignified proportioning and pleasing appearance of Prefect's front-end blend with the smart distinctive lines of the rest of the body. In every feature, from front-end right back to sturdy well-proportioned luggage boot, Prefect makes you proud of ownership. See how Prefect's boot is shaped to mould perfectly into the body line. And in practical Ford fashion - every atom of available luggage space can be used. The door of Prefect's boot fits snugly, locks securely and is weather tight.



**FORD-BUILT . . . NOTHING COULD BE FINER**



*Let's look at  
a few of  
Prefect's many  
fine features*



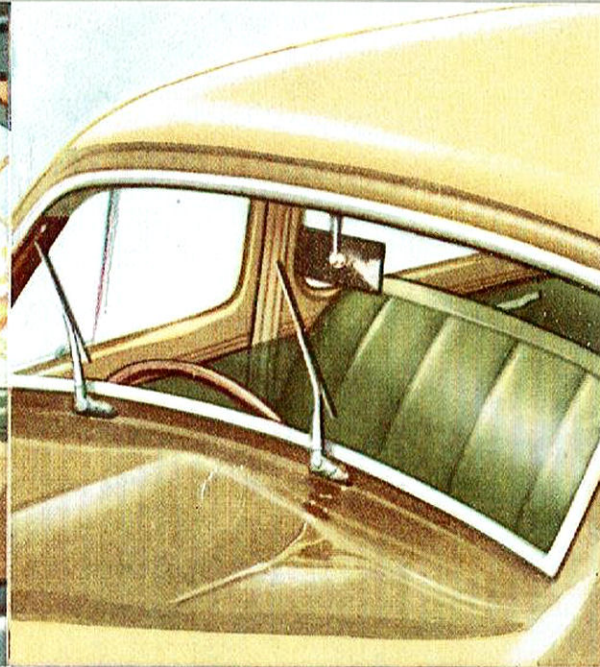
**SPECIAL SEAT SPRINGING** to give you real comfort . . . Ford wraps coils of resilient springs in soft padding and then completes the upholstery with genuine hide.



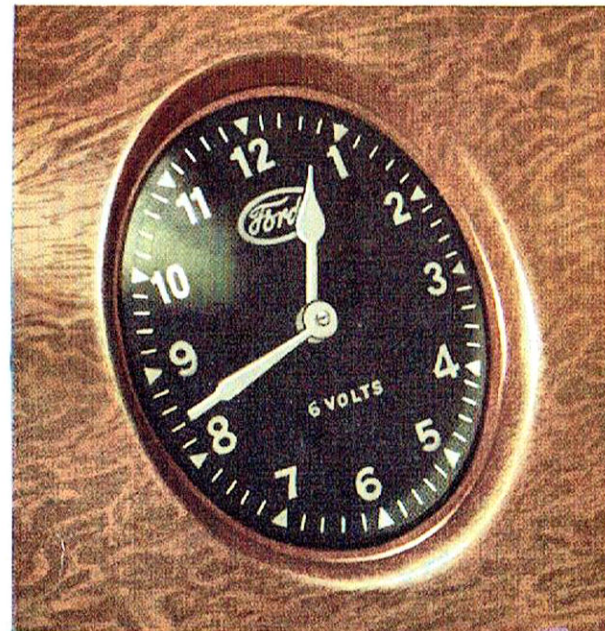
**ADJUSTABLE FRONT SEAT.** At the touch of a lever the smoothly sliding front seat is adjustable to the position most comfortable for driver and passenger alike.



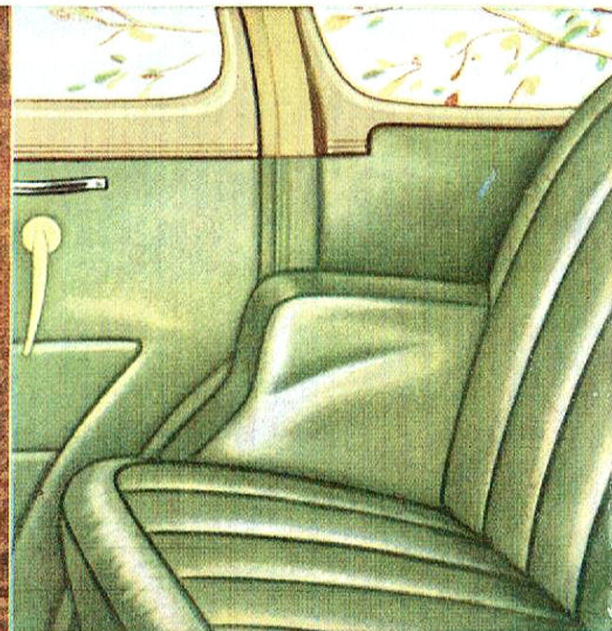
**CONTROLLED VENTILATION.** Draught-free ventilation is made possible by Prefect's adjustable quarter windows in front doors.



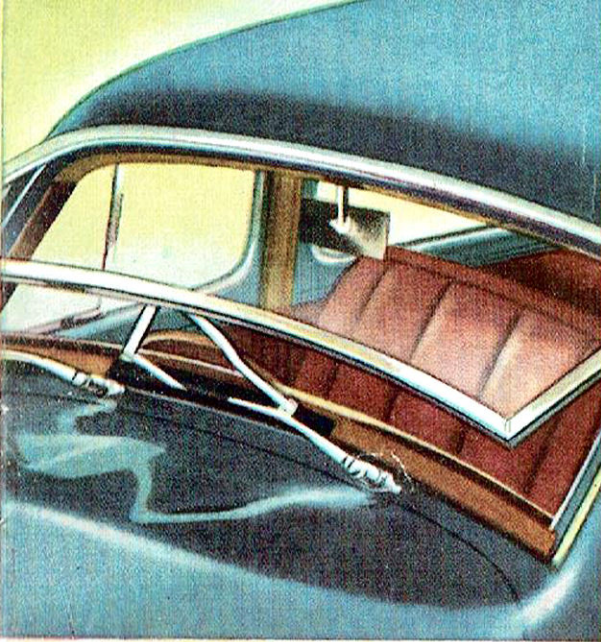
**DUAL ELECTRIC SCREEN WIPERS.** For clearer visibility in fog, rain and mist, Prefect is equipped with dual windscreen wipers.



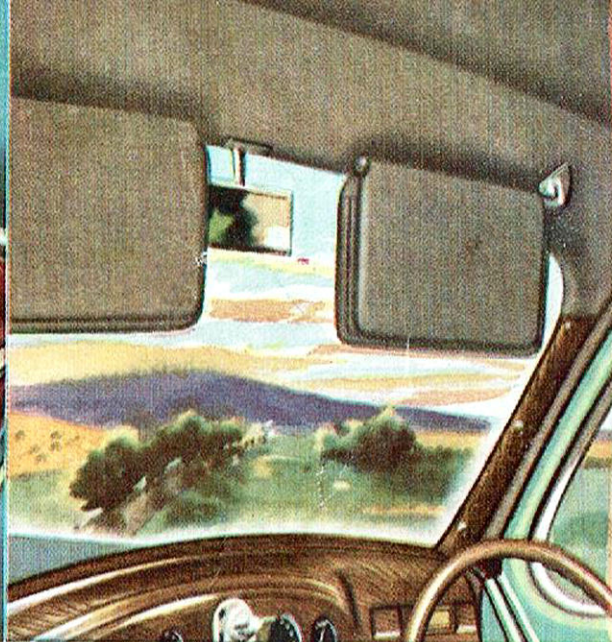
**ELECTRIC CLOCK.** Typical completeness of Prefect appointments is the provision of an electric clock.



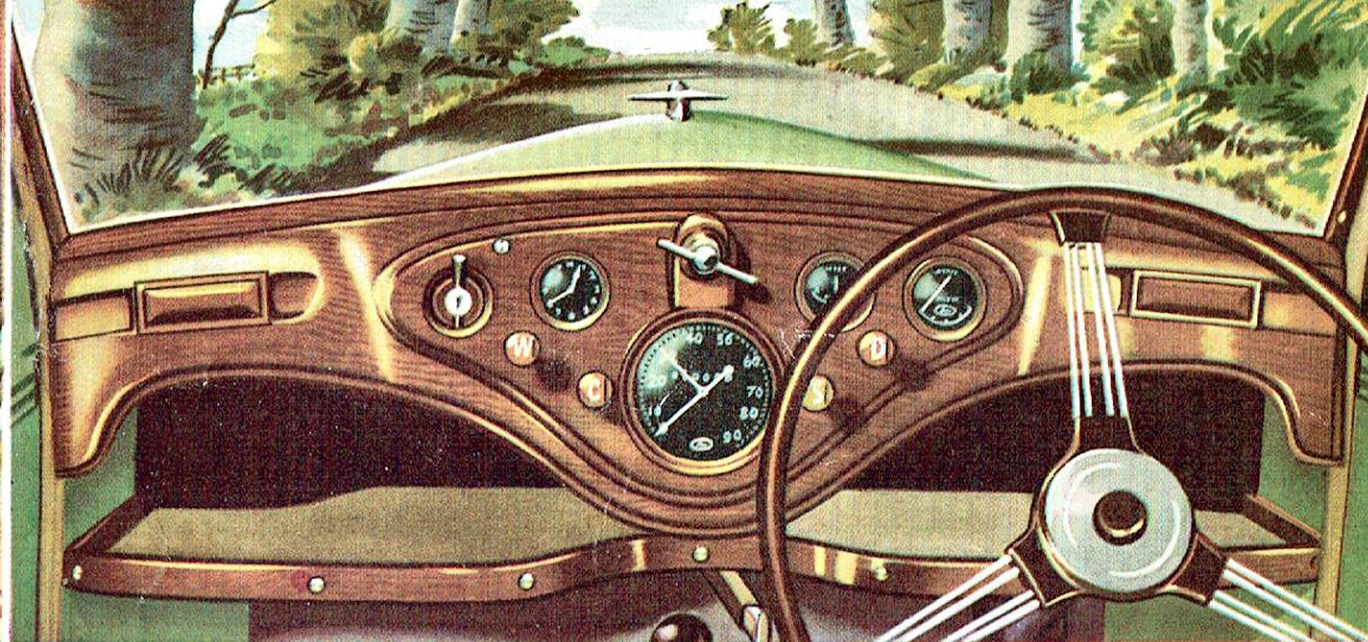
**ARM RESTS.** Rear seat passengers enjoy greater relaxation because of Prefect's comfortable arm rests.



**OPENING WINDSCREEN.** For that extra driving comfort on hot days and in the cool of the evenings Prefect has an opening windscreen.



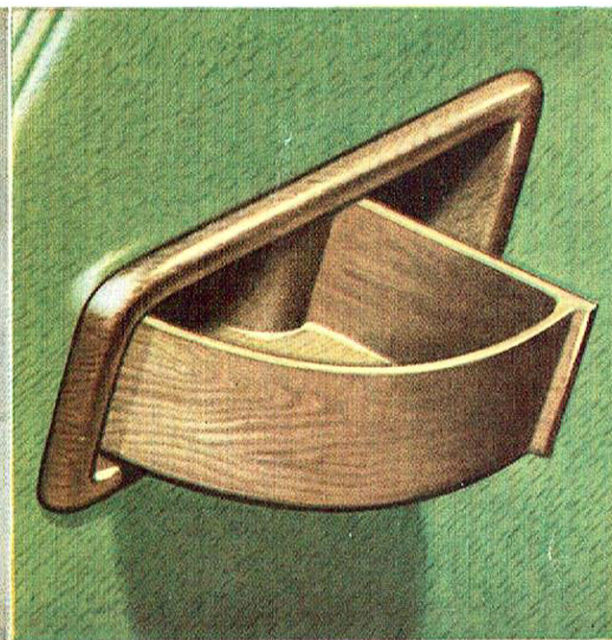
**DUAL SUN VISORS.** For greater comfort on sunny days, front seat passenger, as well as the driver, has the protection of a sun visor.



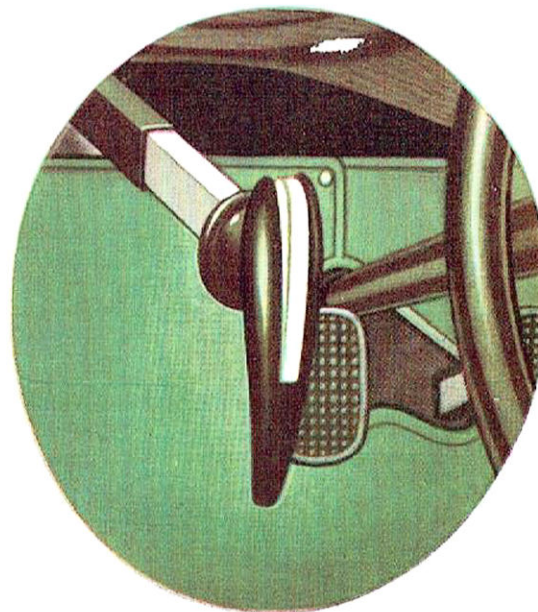
**HANDSOME INSTRUMENT PANEL.** Hand controls—starter, choke, windscreen wiper, ignition switch and light switch are set conveniently on the instrument panel. Dials—speedometer, ammeter, petrol gauge and clock are neatly grouped for quick reading. Under the instrument panel is a roomy parcels shelf.



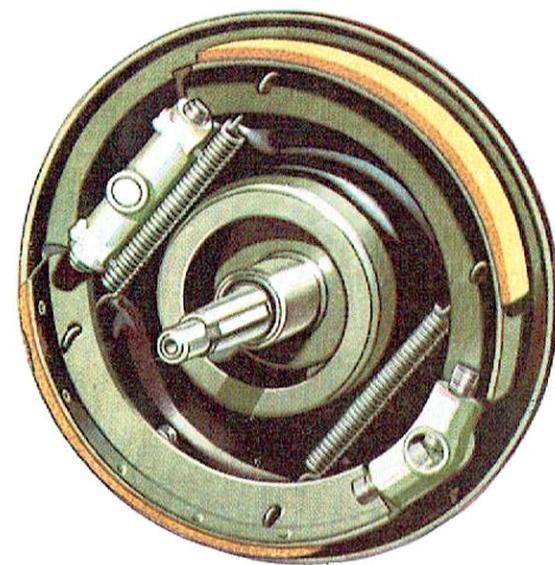
**DOMELIGHT.** Another smart and practical Prefect feature is the convenient overhead interior lighting.



**ASH TRAYS.** Prefect has swivel type ash trays conveniently placed for front and rear seat passengers.



**PISTOL-GRIP HAND BRAKE.** Prefect's Pistol-grip hand brake is easy to use. Set on the driver's left hand side instead of on the right, it can be operated quickly.



**POWERFUL BRAKES.** Prefect provides a wide margin of safety with its internal expanding, four-wheel, Girling type foot brakes, operating on 10-inch diameter drums.

# THESE FORD-ENGINEERED FEATURES PUT DEPENDABLE PERFORMANCE INTO YOUR PERFECT MOTORING

**ENGINE:** Ford-designed to deliver quick response, the 10 h.p. engine (R.A.C. rating) has a bore of 2.5 inches, a stroke of 3.64 inches and a capacity of 71.55 cubic inches. The 4 cylinders are cast integral with top half of the crankcase, cylinder block material of grey iron with high steel content for great durability. The three-bearing, counter-balanced crankshaft is of special Ford cast alloy steel and the aluminium alloy pistons are made to stand up to hard wear.

**LUBRICATION:** Crankshaft main bearings, camshaft and connecting rod bearings are protected by full pressure oil feed by a submerged gear pump. Gudgeon pins and cylinder walls are splash lubricated. Engine life is prolonged by a cartridge type filter.

**IGNITION:** Battery and coil. Automatic advance and retard. Distributor mounted on cylinder-head. Firing order, 1, 2, 4, 3.

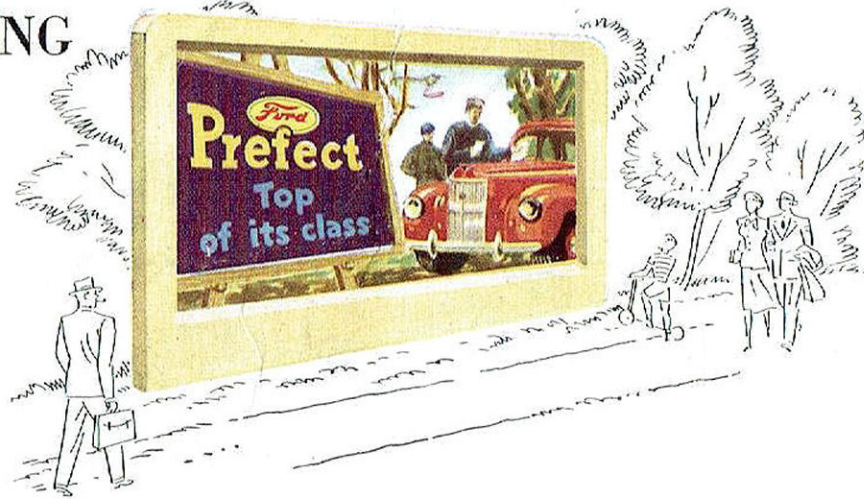
**FUEL SUPPLY:** The camshaft drives a diaphragm type fuel pump. Downdraft carburettor with easy starting device gives quick, sure starts and smooth engine flow.

**COOLING SYSTEM:** Water pump assisted thermo-syphon system and a tube and fin-type radiator assisted by a two-blade fan driven by a V-belt keep the engine at efficient temperature under all but highly abnormal conditions.

**CLUTCH:** The dry single plate gives smooth operation. The heavy duty ball thrust release bearing stands up to hard use.

**GEARS:** Selective, sliding, helically-cut constant mesh. Top and intermediate gears are Synchronesh for swift, silent, speedy changing.

**REAR AXLE:** Ratio, 5.5 to 1. Three-quarter-floating type with radius rod and torque tube drive. Spiral bevel drive pinion and gear. Roller bearings throughout.



**BRAKES:** Four wheel, Girling type. Internal expanding, two shoe, automatically compensated, 10 in. diameter drums. Foot brake operates on all wheels, hand brake on rear wheels. Hand brake lever mounted under instrument panel.

**DIGEST OF OTHER FEATURES:** Double drop chassis frame; Radius rods front and rear; Double acting hydraulic shock absorbers at all four wheels; Highly resilient springs on a spring base of 103 inches and a wheelbase of 94 inches; overall length 13 ft. 2 in.; overall width 4 ft. 9 in.; overall height 5 ft. 3½ in.; 10 to 1 ratio steering; five 5.00 x 16 tyres; two-brush generator with compensated voltage control; seven gallon petrol tank; foot-operated headlamp dimmer.



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



**ATTRACTIVE FORD RADIO** can be easily fitted to your Perfect. Made by Australia's leading car-radio manufacturer, it offers something new in car-listening pleasure—rich, mellow musical reproduction and sharp crystal-clear speech reception, coupled with unusually wide range. Its technical qualities include:

- 6 valve superheterodyne circuit.
- Non-synchronous vibrator.
- Special speaker to match car acoustics.
- Inverse feed back for superb tonal quality.
- Variable tone control.
- The fully automatic volume control unit ensures that the set stays balanced on the degree of volume you select by manual control, and completely eliminates fading.
- Side-mounting telescope aerial.
- Non-glare dial.
- Battery drain to suit generating equipment of car.



**FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INC. IN VIC.) Reg. Office: GEELONG, VICTORIA**