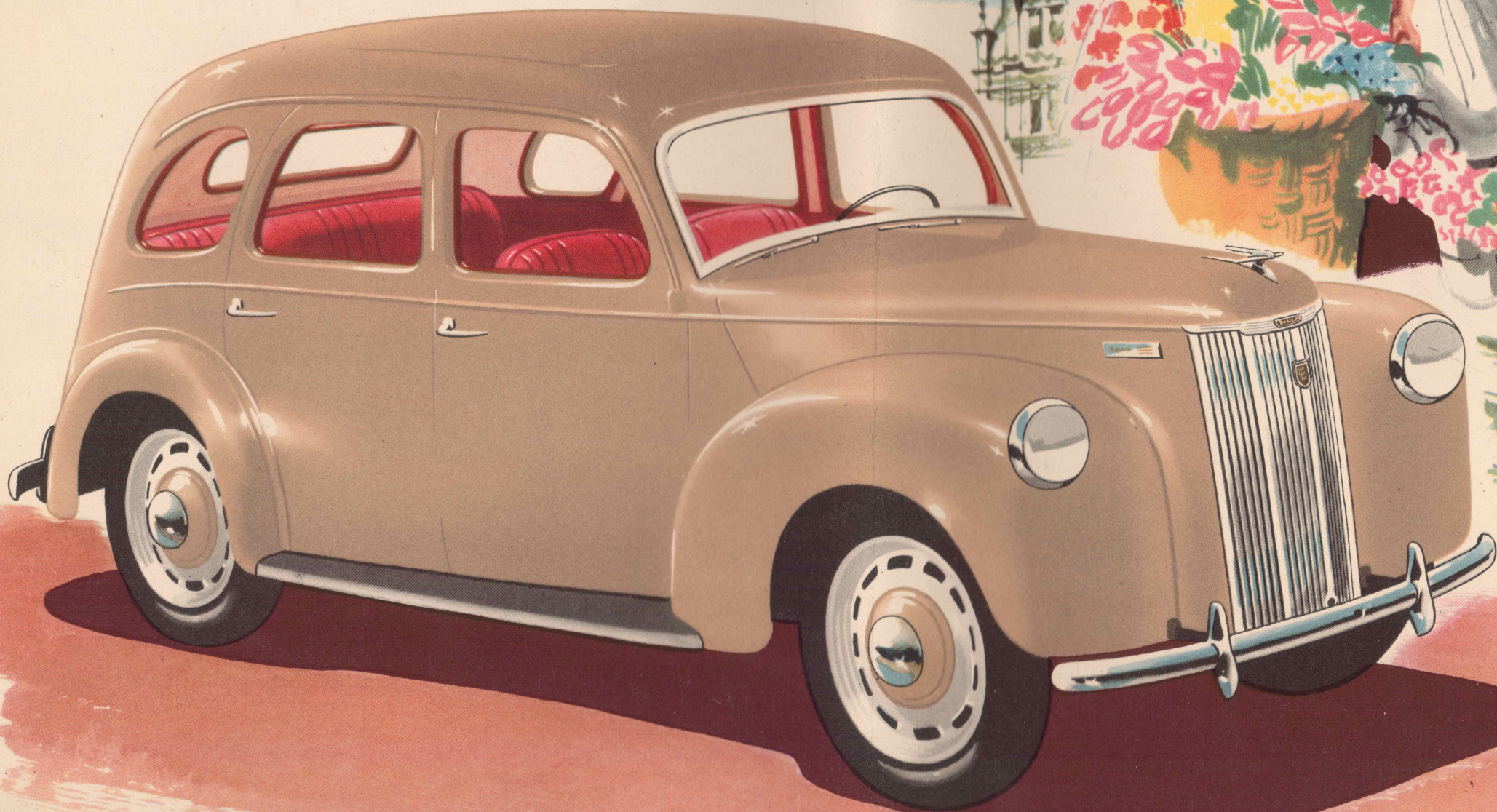


Ford PERFECT



Ford **PREFECT**

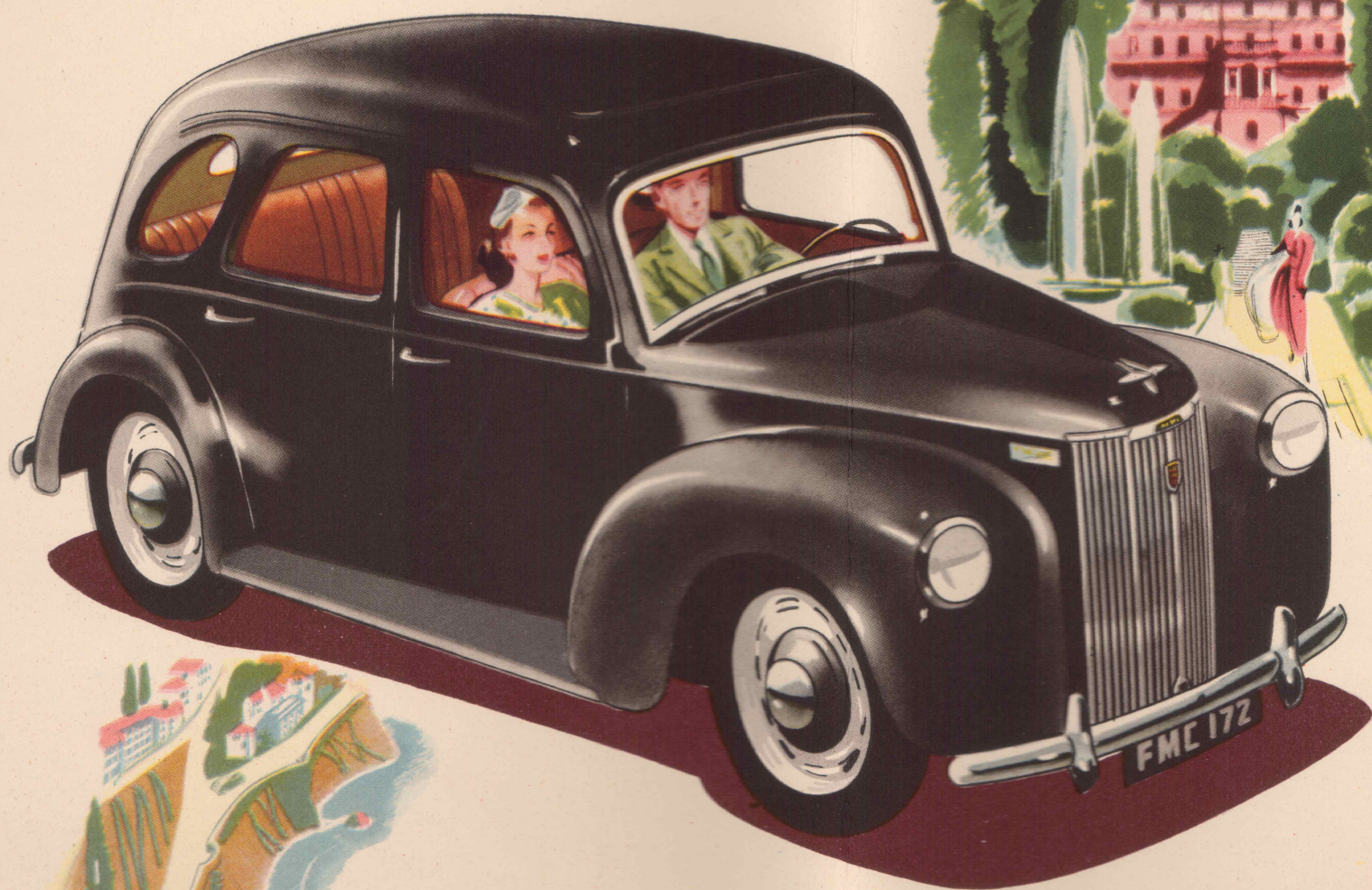




Here's a car that the whole family can enjoy. Extremely pleasant and comfortable motoring, at absolute minimum cost. Men will immediately recognise the outstanding quality of the precision-built Ford engine with its smooth acceleration . . . its rugged dependability. Women will applaud the Prefect's good looks, the stylish modern lines. Four adults can ride in armchair-ease in the Ford Prefect . . . the tallest

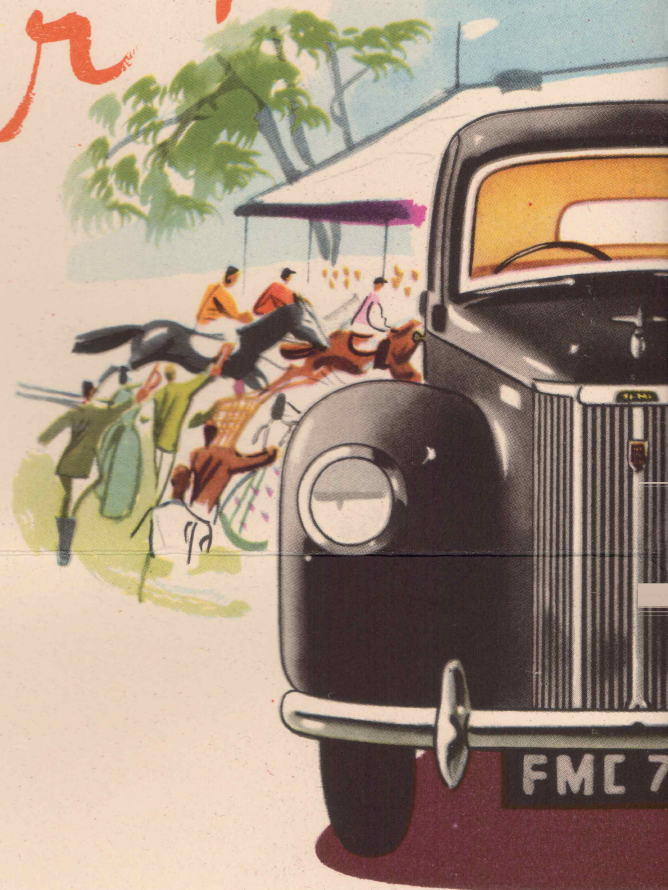
people find the head and leg room ample for comfortable riding and the seating is extra deep and well sprung. Yet, despite its many luxury features, the Ford Prefect is an economy car in every way. Both the initial cost and running costs are low . . . the thrifty engine giving up to 50 per cent more miles per gallon than bigger cars. Take just one ride in a Prefect, and you'll be convinced that here is big-car performance at a small-car price.

The Prefect is ideal for short pleasure runs, yet its comfort makes long journeys seem comparatively short. There is ample room for four people.



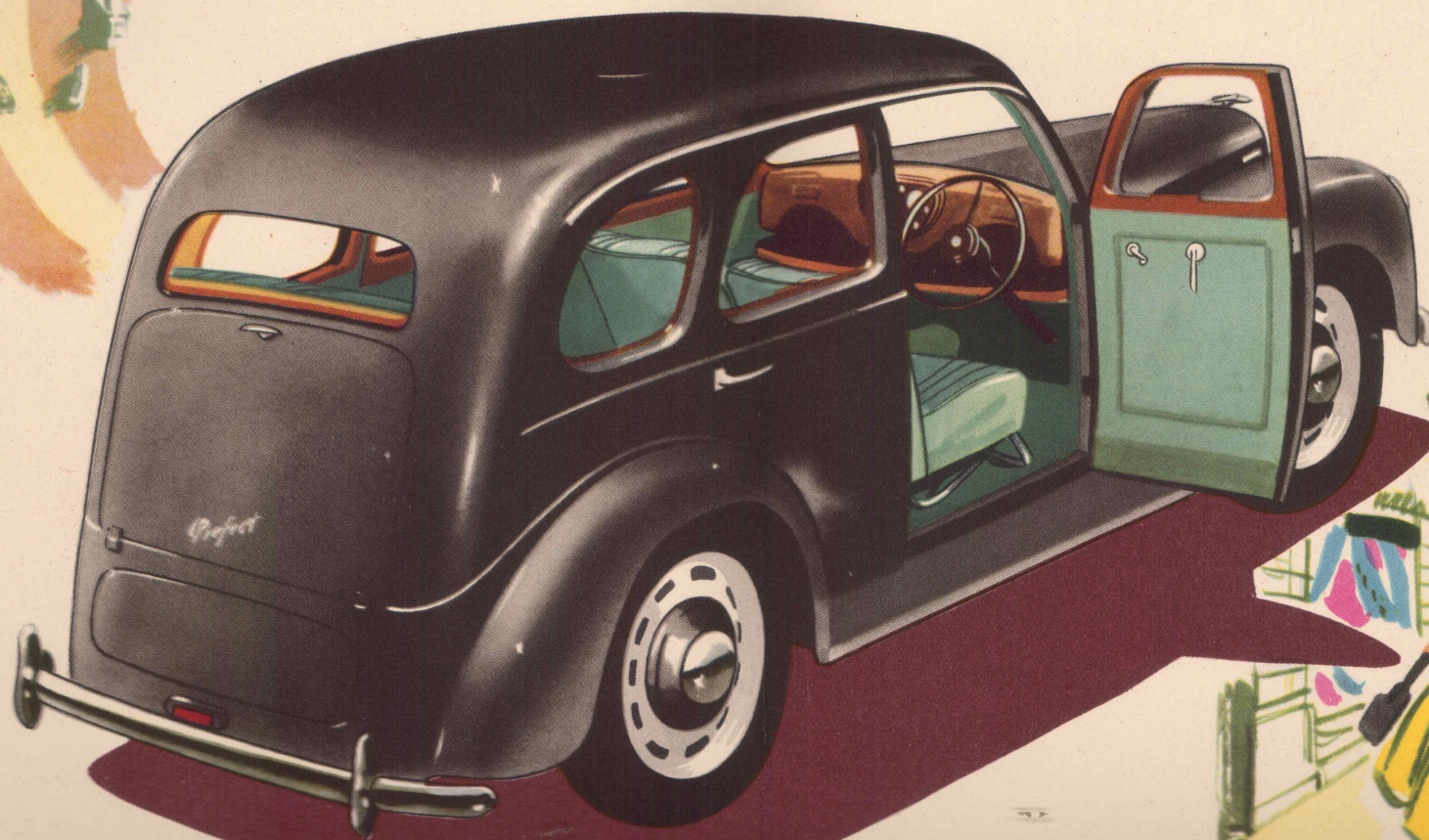
Here is a car you will be proud to own. Ford Prefect, the compact car with its distinctive looks, its performance and its economy. The Ford Prefect is wonderful because its smaller turning radius and compact size mean quicker driving and better handling at all speeds because its brakes are first class.

The car for a



The Prefect thrives in all climates. Sun, snow, sleet or rain will not harm the excellent finish, which has been vigorously tested to stand up to all weathers.

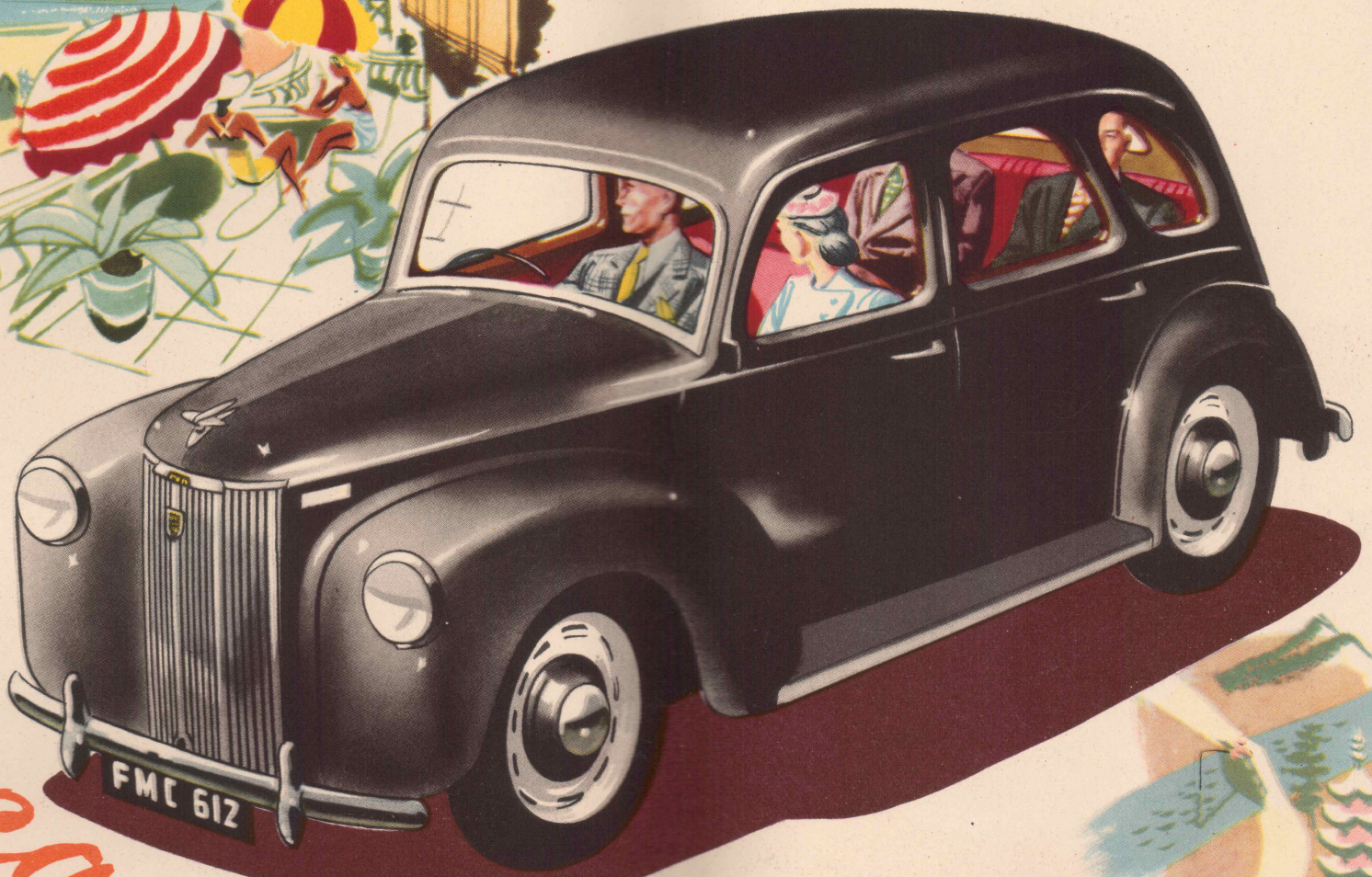
All over the world Ford Dealers provide service to Ford owners. They are well equipped for spares and repairs at low prices—without expense. Ask your Ford Dealer to show you the Prefect and you will be convinced that it is the money in the smaller car field.



proud to own—the elegant
smaller car—noted for its
economy of running.
easy to handle in traffic
circle and smaller overall
easier parking. It is safe
tre of gravity is low, its

Rough roads never bother the
Prefect . . . thanks to the sturdy con-
struction . . . the ample ground clearance.
It's a great-hearted car, with plenty of
climbing ability . . . and safe, sound
braking.

all occasions

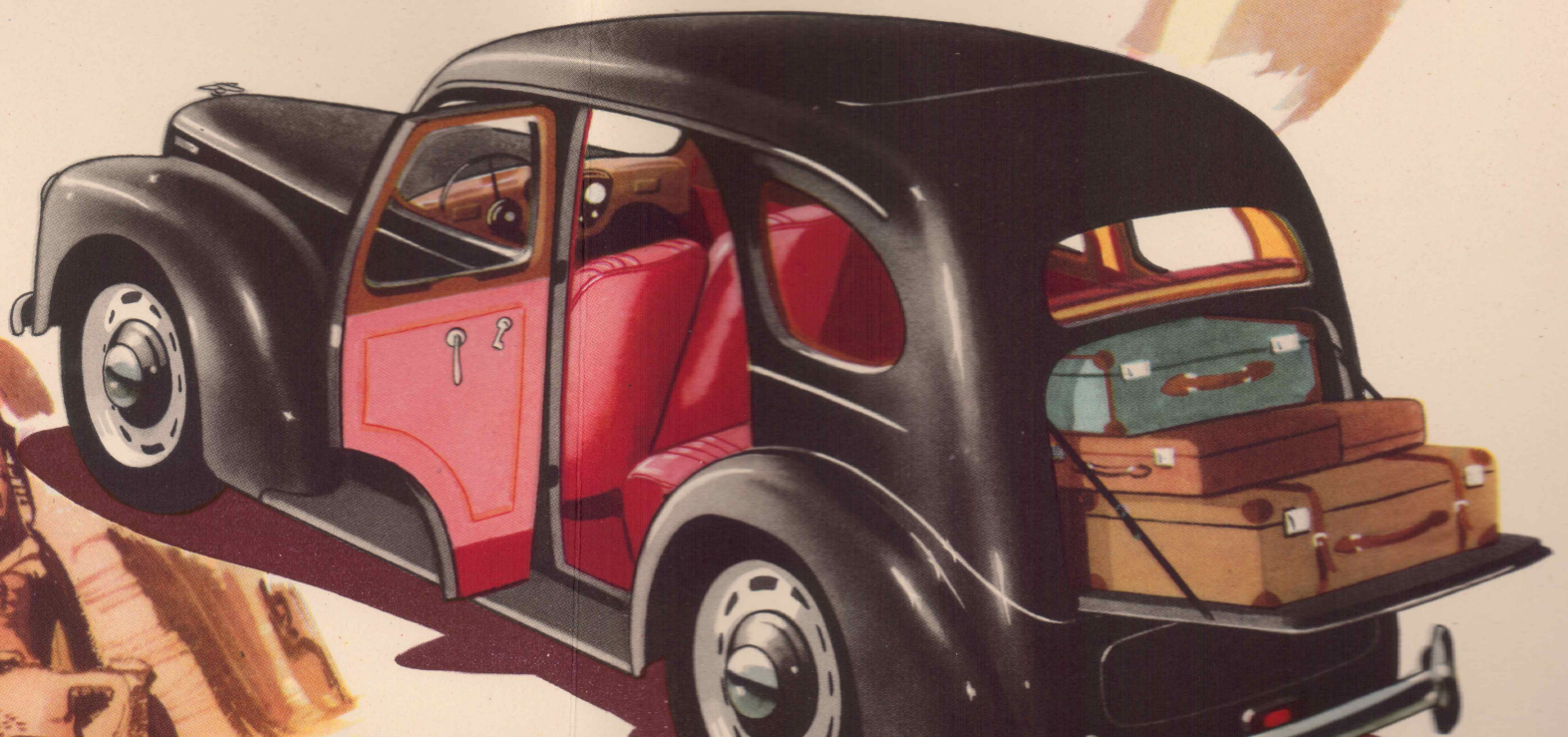


The Prefect is beautifully designed,
inside and out, and is at home in any
company. Women are delighted with the
smart good looks, the comfortable
interior. The steering is fitted right or
left, as desired.

For the man who travels many miles
a day, the Prefect has everything he
needs . . . comfortable seating,
plenty of leg room, adjustable driving
seat and all instruments and controls
sensibly arranged.



ers are equipped to give exceptional
stocked with genuine Prefect parts
and will save you time, trouble and
ow you the Prefect. Give it a road
it provides the finest value for the



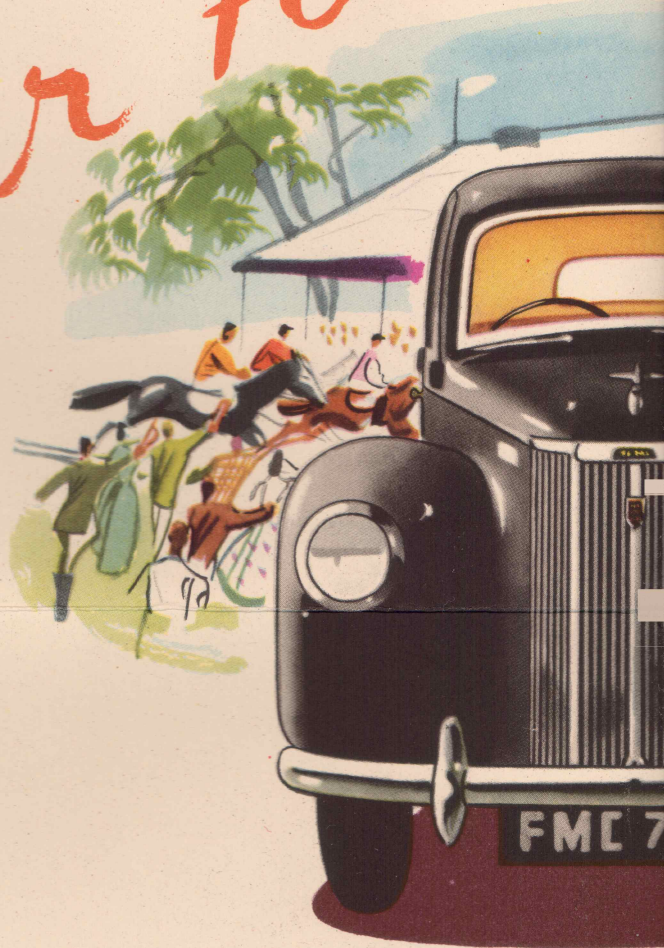


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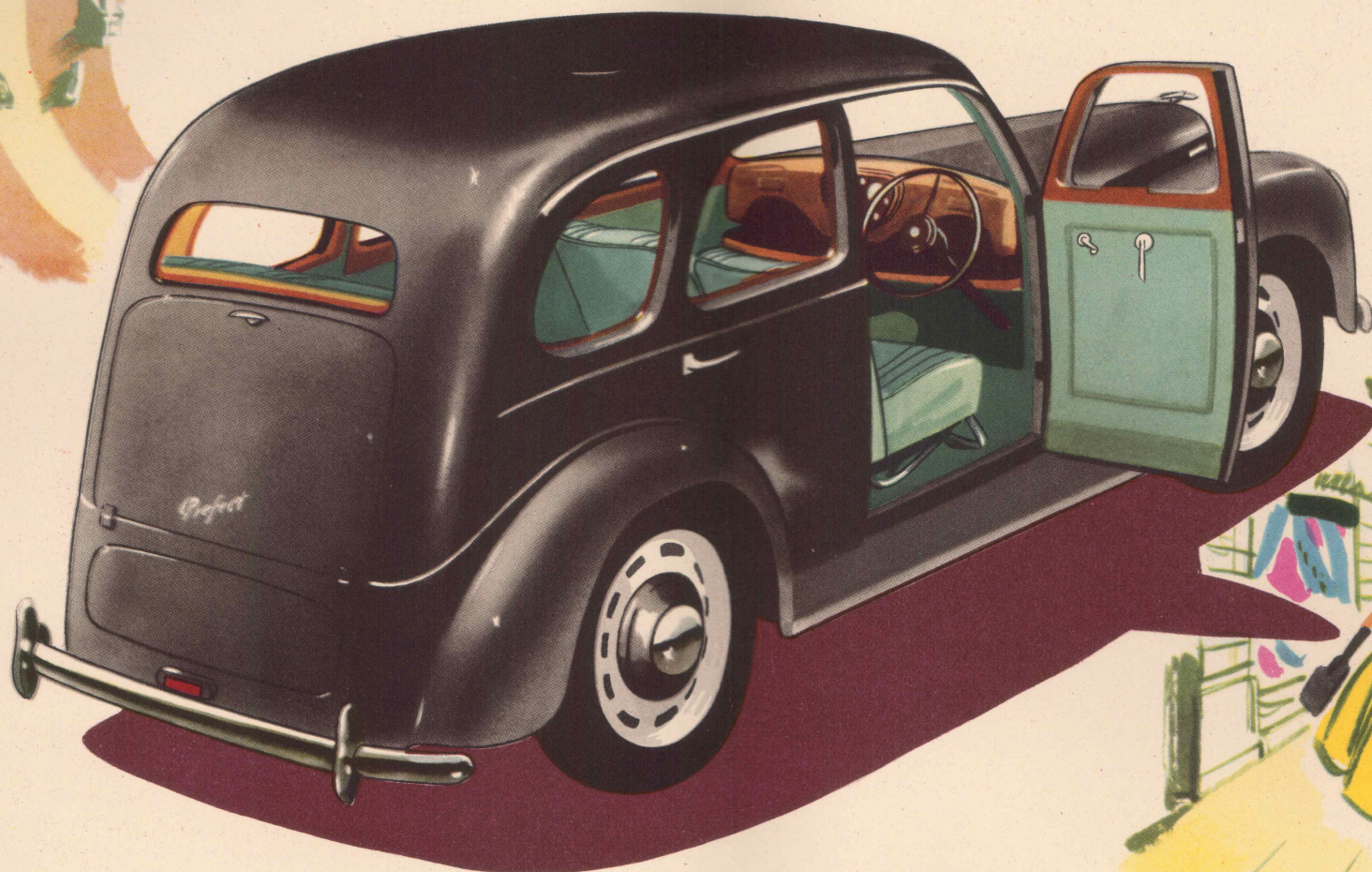
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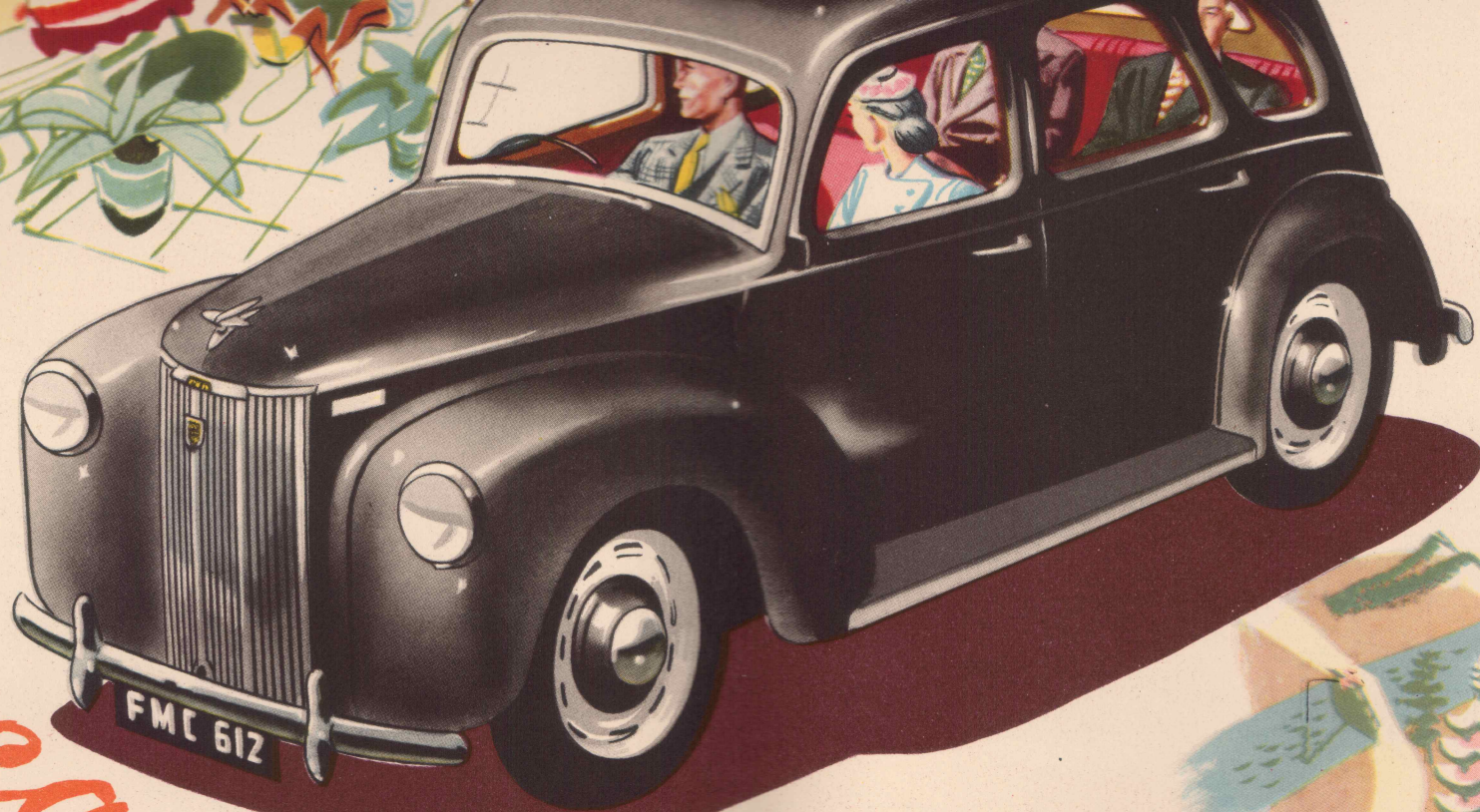


The Prefect is easy to handle and to park—ideal for theatre-going
and shopping. There is plenty of room for parcels in a compartment
below the dash and on the shelf under the rear window.

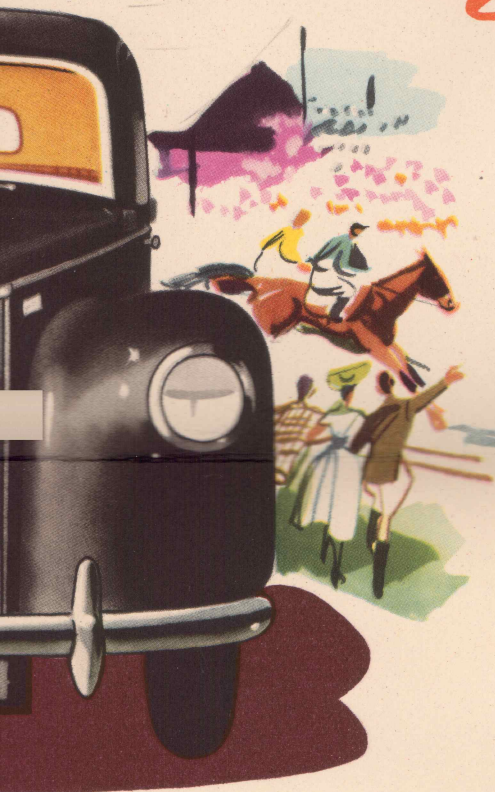


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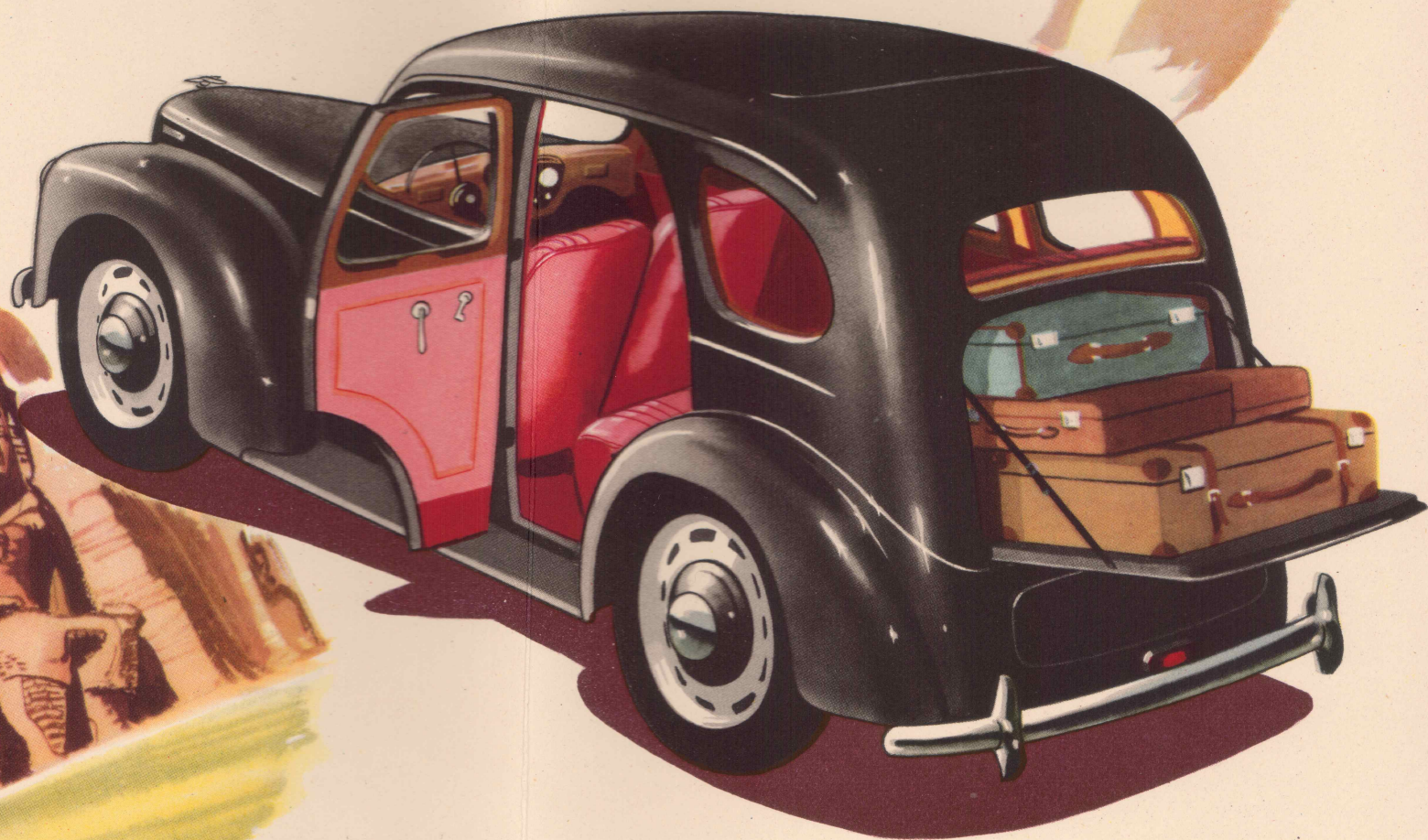
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No need to restrict the Prefect to the city. Double-action shock absorbers, fine springing, and luxurious upholstery in leather or English cloth guarantee comfortable riding over the longest distances. Your luggage can be accommodated in the remarkably roomy luggage boot.



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



ENGINE—Four-cylinder, cast integrally with upper half of crank-case, "L" head. Bore 2.5 ins. (63.5 mm.). Stroke 3.64 ins. (92.5 mm.). Capacity 71.55 cu. ins. (1,172 c.c.). B.H.P. 30.1 at 4,000 r.p.m. R.A.C. rating 10 h.p. Three-bearing statically and dynamically balanced crankshaft. Total main bearing area, 22.69 sq. ins.—146.35 sq. cms. Detachable cylinder head, chain-driven camshaft. Mushroom-ended valve stems. Aluminium alloy pistons. Engine timing pin fitted to cylinder front cover. Four-point suspension, on oil-resisting rubber mountings.

ENGINE LUBRICATION—Full pressure-feed by submerged gear pump, capacity $\frac{3}{4}$ gallon (3.41 litres) per min. at 1,000 r.p.m. 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. Oil filter of "throw away" type. Dipstick oil-level gauge fitted. Accessible oil filler. Sump capacity, 4 pints (2.27 litres).

IGNITION—Battery and coil (battery accessibly located under bonnet). Automatic advance and retard. Distributor mounted on cylinder head. Condensator caps fitted to sparking plugs; heat-resisting and moisture-proof h.t. leads. Firing order 1, 2, 4, 3.

PETROL SUPPLY—Petrol tank at rear. Capacity 7 gallons (31.82 litres). Large capacity diaphragm type fuel pump operated from camshaft. Hand-priming device. Electrical petrol gauge on instrument panel.

CARBURETTOR—Down-draught type, incorporating easy-starting device.

OIL BATH AIR CLEANER—Available at slight extra cost.

COOLING—Thermo-syphon. Two-bladed or four-bladed fan as required driven by "V" belt. Tube and fin type radiator. Capacity $1\frac{1}{2}$ gallons (6.819 litres). Radiator filler cap under bonnet.

TRANSMISSION—Clutch: dry single-plate, spring-cushioned. Release bearing: heavy-duty ball thrust bearing. Gears: selective sliding, synchro-mesh. Three forward speeds, ratios 5.5 to 1, 9.71 to 1 and 16.89 to 1. Reverse 22.08 to 1. Helically cut constant-mesh gears. Oil capacity of gear box 1 pint (.57 litre). Synchro-mesh on top and intermediate gears.

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

FRONT AXLE—"I" beam. Taper roller wheel bearings.

CHASSIS FRAME—Double-drop type. Width of flange $1\frac{1}{2}$ ins. (3.81 cm.). Depth 4 ins. (10.2 cm.). Length overall 139.75 ins. (3.55 metres). Three sturdy cross-members. Radius rods front and rear, electrically seam and butt welded.

STEERING—Worm and nut type. Ratio 10 to 1. Steering wheel diameter $16\frac{1}{2}$ ins. (42.9 cm.), three spokes, spring type. Turning circle 36 ft. 3 ins. (11.05 metres). Available with left or right hand controls.

SUSPENSION—Springs: Ford transverse design; 9 leaves front, 10 rear. Oil-less shackles.

SHOCK-ABSORBERS—Double-action hydraulic shock-absorbers on all four wheels.

WHEELS AND TYRES—Five detachable wheels and tyres. Pressed steel, with well base rims. Rustless steel hub-caps. Concealed bolts. Tyres: 5.00 ins.—16. Pressure 24 lbs. per sq. in.

BRAKES—Drums: 10 ins. all round. Four-wheel, mechanical; internally expanding. Fully automatically compensated. Foot brake on all four wheels; hand brake on rear wheels only.

ELECTRICAL EQUIPMENT—Two-brush generator. Constant voltage control. Drive: easily adjustable "V" belt. Electrical horn fitted under bonnet, operated from central button on steering wheel. Starter motor: Ford. Battery: Ford type, 6 volt, 63 amp-hour.

GENERAL DIMENSIONS—

| | |
|------------------------------------|--|
| Overall length (including bumpers) | 13 ft. 0 $\frac{1}{2}$ ins. (3.968 metres) |
| Overall width | 4 ft. 9 ins. (1.448 metres) |
| Overall height | 5 ft. 3 $\frac{1}{2}$ ins. (1.613 metres) |
| Ground clearance | Approx. 8.67 ins. (.220 metres) |
| Weight (dry) est. | 1,775 lbs. (805 kgs.) |
| Wheelbase | 7 ft. 10 ins. (2.387 metres) |
| Track | 3 ft. 9 ins. (1.143 metres) |

INSTRUMENTS—Are of separate unit design, mounted on bakelite panel, immediately in front of driver. Indirect lighting controlled by switch on dashboard. Electrical petrol gauge. Large-diameter speedometer. Central zero ammeter. Clock fitted in instrument panel. Full-width cloth-covered parcel shelf under dashboard, fitted with bakelite moulding on front edge. Combined ignition and light switch. Starter and choke controls at centre of panel. New design control knobs. Foot-operated headlamp dipper.

BODIES—Welded steel. Safety glass windscreen operated by centrally fitted handle on dashboard. Safety glass all round available at slight extra cost. Cloth-lined roof. Safety door handles. All doors can be locked. Hanging type rear view mirror. Adjustable driving and passenger seats, 5 ins. travel. Front seats, bucket type. Full width bench type front seat available at slight extra cost. Tool box with set of tools under bonnet. Running boards fitted. Separate luggage compartments accessible from outside car. Spare wheel housed separately below luggage compartment.

GENERAL EQUIPMENT—Dual windscreen wipers. Vacuum tank fitted for constant windscreen wiper action. Moisture-proof, flush-fitting headlamps. Full-width, curved section, bumpers with over-riders. Tail and stop lights combined. Interior light. Sun visors. Four ash-trays. Direction indicators, flush type, operated by self-cancelling switch on steering wheel. Rear window blind operated from driver's seat. Smith's speedy type jacks. Leather upholstery at extra cost.

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



BY APPOINTMENT
MOTOR VEHICLE MANUFACTURERS

FORD MOTOR COMPANY LIMITED • DAGENHAM • ENGLAND