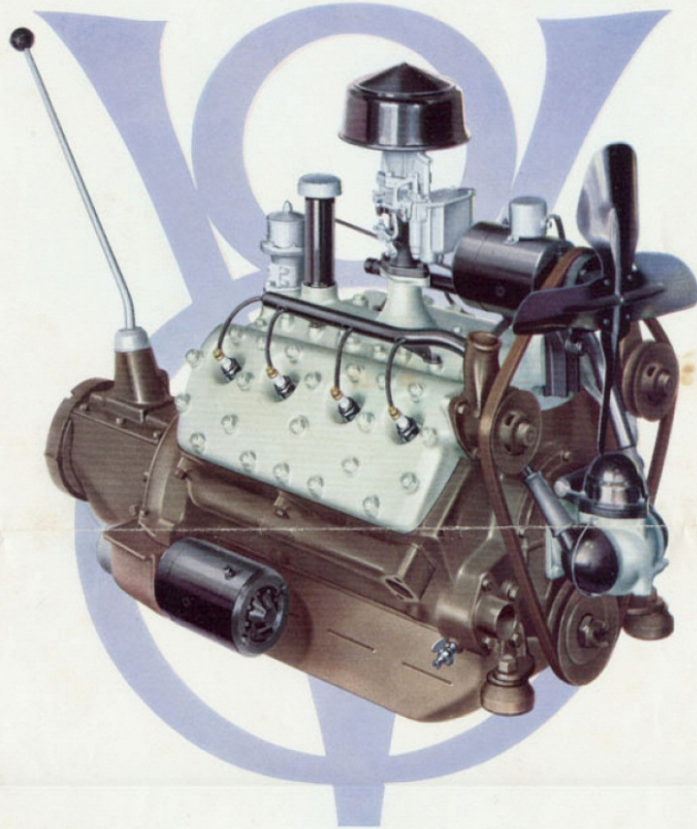


*The
New Ford V-Eight*

112 INCH WHEELBASE



112 INCH WHEELBASE

The New Ford V-Eight

Features of the New Ford V-Eight

New, longer, wider bodies. 112-inch wheelbase. Striking body lines and colors. New skirted fenders. Smooth-running V-type eight-cylinder engine; 75-horsepower. All-aluminum cylinder heads. Engine cushioned in live rubber. Twenty-five anti-friction roller and ball bearings. Remarkable acceleration. 30 miles per hour. Unusual oil and fuel economy. Automatic spark control. Silent second speed. Silent, synchronized gear shift. Fully counterbalanced 65-pound crankshaft. Aluminum pistons. Down-draft carburetor, with silencer. Torque-tube drive. Three-quarter floating

rear axle. Straddle mounted rear-axle driving pinion. New double-channel, double-drop X-type frame. Steel bodies, insulated to insure quiet. Five distinctive, one-piece, electrically welded steel spoke wheels. Finger-touch steering. Safe, reliable four-wheel mechanical brakes, fully enclosed. Twenty-degree slanting windshield. Safety-glass throughout in all body types. Safety-glass throughout

because of the exclusive Ford-designed transverse cantilever springs, properly controlled by four double-acting, self-adjusting shock absorbers. Self lubricating, insulated spring shackles. Deep-cushioned seats, with good-looking, long-wearing upholstery. Attractive appointments and finish. Low first cost and low cost of operation and upkeep. Bore and stroke, 3 1/8 inches x 3 3/4 inches. Piston displacement, 221 cubic inches. Water capacity, 5 1/2 gallons. Oil, 5 quarts. Fuel, 14 gallons. Tire size, 5.50 inches x 17 inches. Rustless Steel headlamps. Enameled parts are Bonderized for protection against rust.



We reserve the right to make changes, without notice, in prices, specifications, and equipment at any time without incurring any obligation.

FORD MOTOR COMPANY, DETROIT, MICHIGAN

Form F300



The distinctive new radiator of the New Ford V-8.

The New Ford V-Eight

112-INCH WHEELBASE

New and distinctive lines, longer wheelbase, larger, roomier bodies, faster acceleration, and increased power, speed and economy are outstanding features of the New Ford V-Eight cylinder car. This is the roomiest and most powerful Ford ever built and it brings a new style of beauty, a new standard of comfort and a new pace in performance at a low price.

Eight-cylinder smoothness and flexibility give the New Ford V-8 a distinctive place in this field and contribute a great deal to motoring enjoyment and completely satisfactory service. To the many advantages of the V-type, eight-cylinder engine, Ford design and construction have added still another . . . low cost of operation and up-keep.

The All-Aluminum Cylinder Head—a new quality feature—is an important factor in the increased smoothness, speed, power, acceleration and economy of the car. The development of this all-aluminum cylinder head and the one-piece casting of the cylinder block, exhaust passages and crankcase—newly mounted in the X-type frame—are among the most noteworthy advances in motor-car building in recent years. They are characteristic of the advanced design of the entire New Ford V-8—from the new radiator to the rear bumper.

EIGHT-CYLINDER PERFORMANCE WITH FORD RELIABILITY AND ECONOMY

The New Ford engine combines eight-cylinder performance with unusual reliability and economy. It has many distinctive features of design and construction.

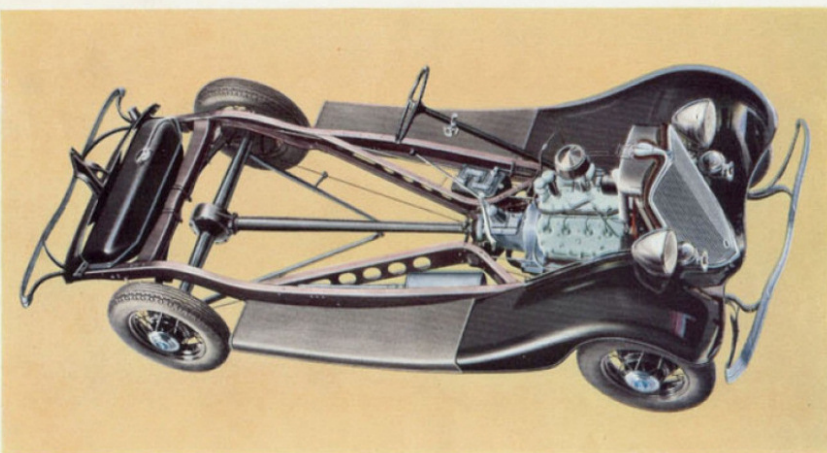
The all-aluminum cylinder head is a new quality feature. Because it dissipates heat more rapidly, it permits higher compression and results in increased speed, power and smoothness, faster acceleration and added fuel economy.

Another noteworthy feature of the New Ford V-8 is the one-piece casting of the cylinder block, the exhaust passages and crankcase. This exclusive Ford design results in an exceptionally rigid and compact engine, assuring permanent bearing alignment and long life.

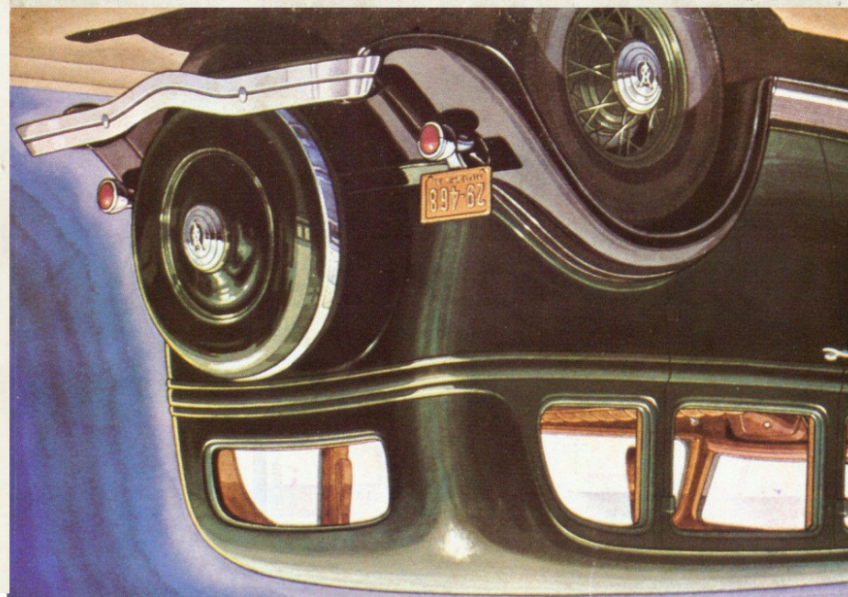
Smooth engine performance is insured by the basic eight-cylinder design of the New Ford. The cylinder

blocks are set at a 90-degree angle. The crankshaft is fully counterbalanced and the throws are at 90 degrees. Every piston and every connecting rod is of uniform weight. The cylinders are offset above the crankshaft.

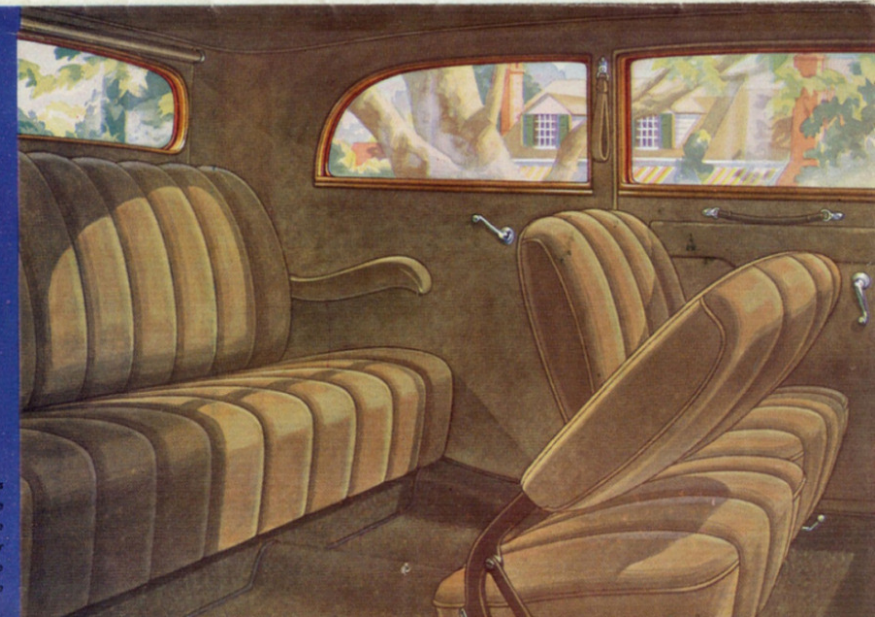
All of these features combine to place all moving parts in natural balance and thus inherent smoothness results.



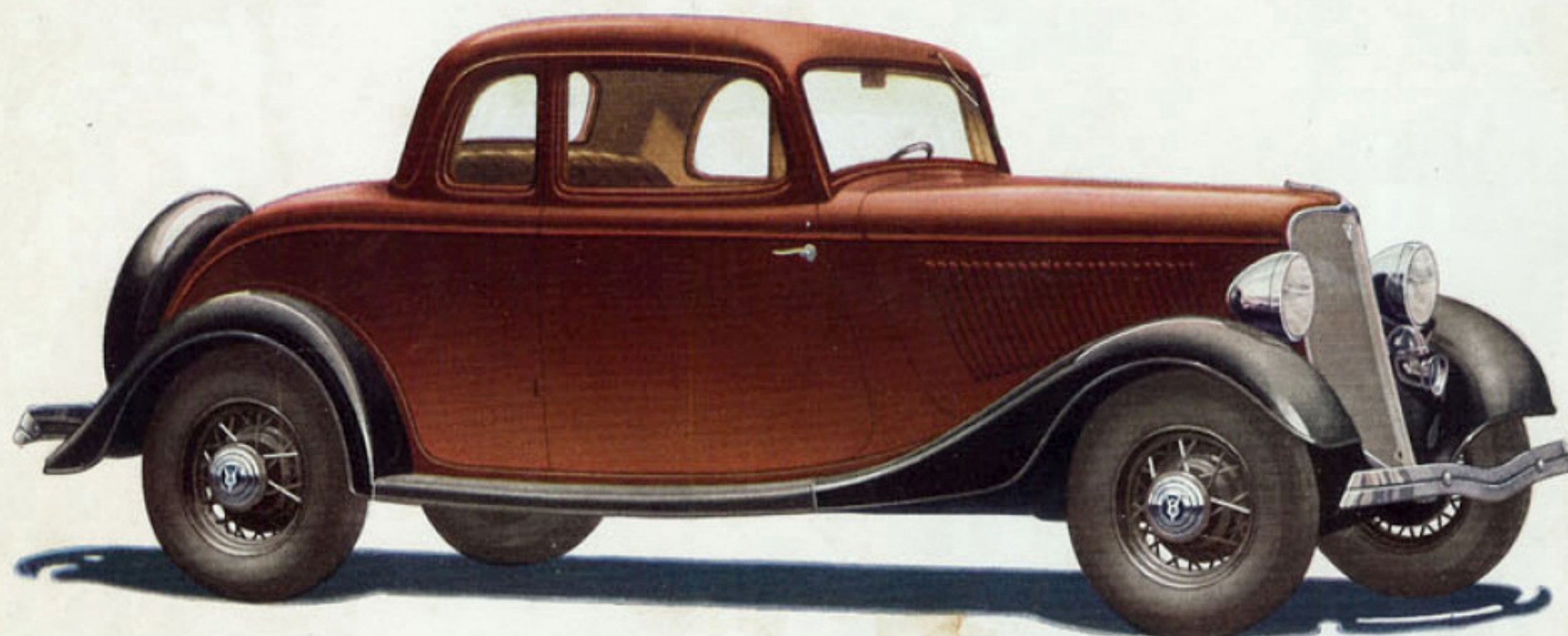
A DOWN-VIEW OF THE NEW FORD V-8 CHASSIS, showing the new double-drop, X-type frame and other features. The double channels of the frame increase strength and rigidity. The two members which form the X-brace are continued inside the main channels beyond the front and rear cross members. In the new three-quarter floating rear axle, the driving pinion is mounted in a double taper-roller bearing at the front and a straight radial roller bearing at the rear. This maintains permanent alignment of the pinion with the ring gear under all driving conditions and results in extremely quiet axle operation.



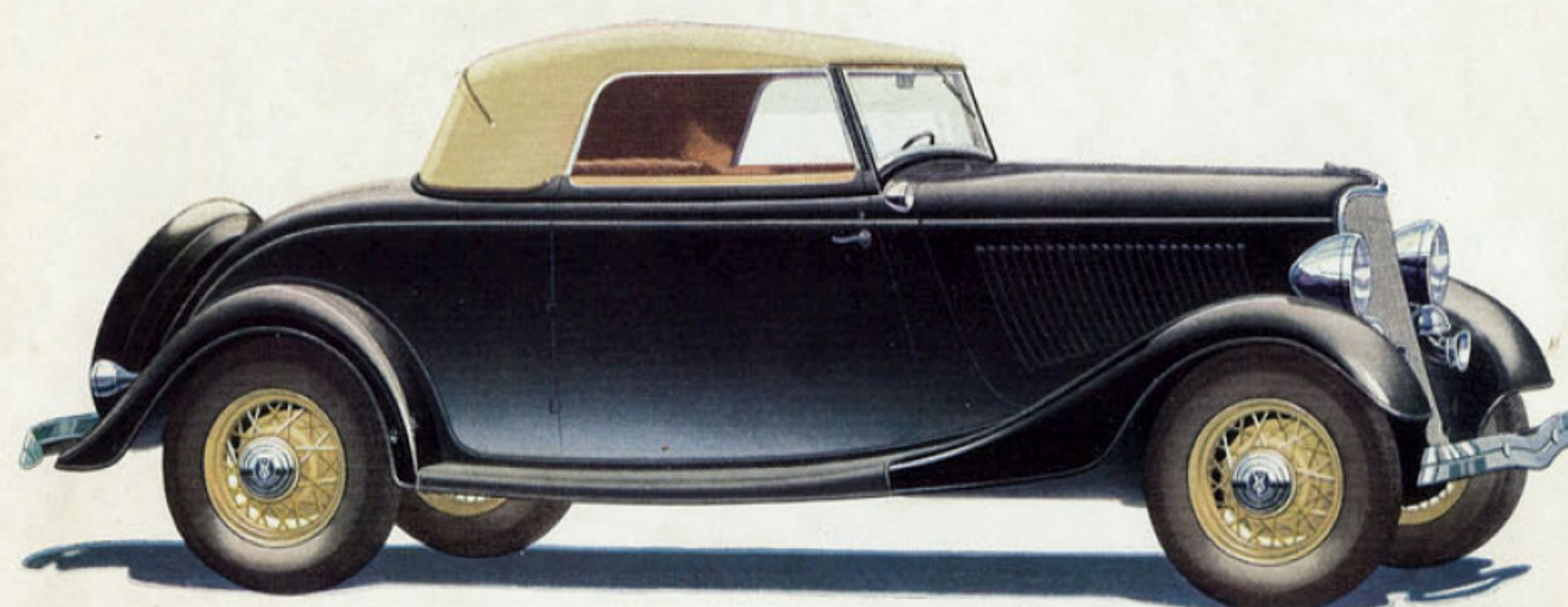
From radiator to rear bumper the New Ford V-8 expresses the new motor car designing.



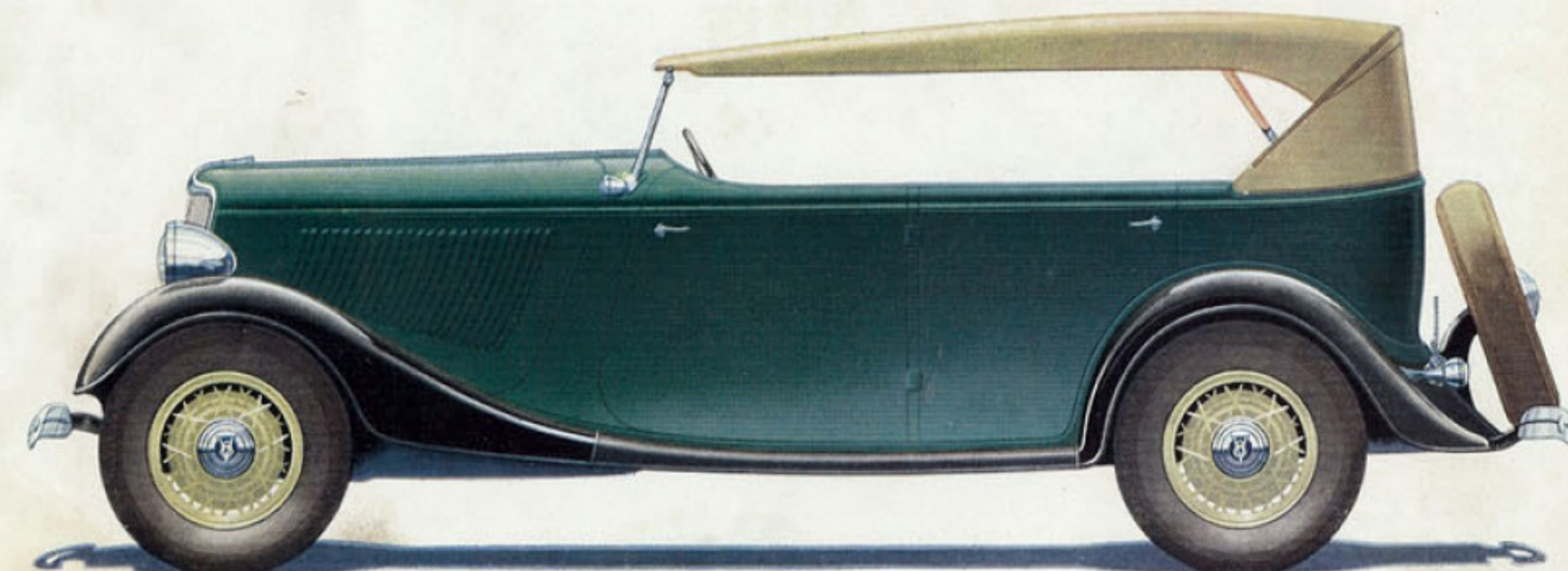
The spacious interior of the New Ford De Luxe Tudor Sedan. Note the attractive upholstery.



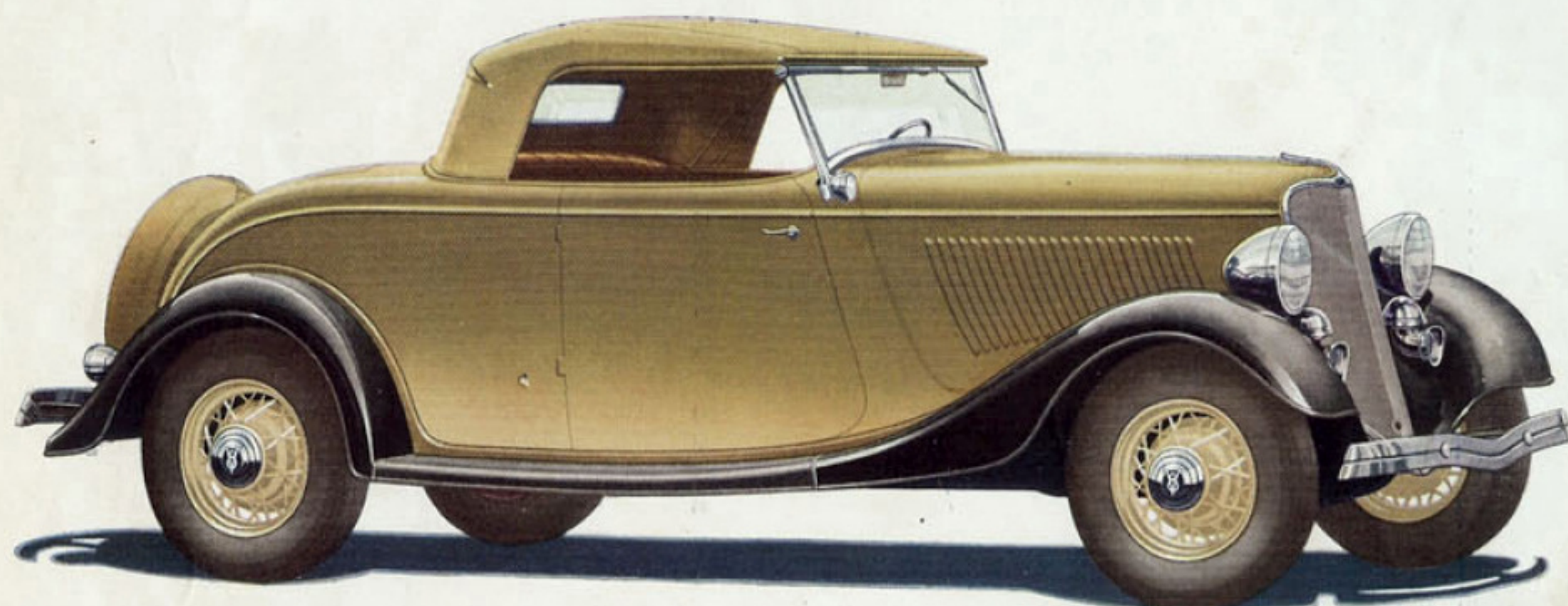
NEW FORD V-8 COUPE (Five Windows)—One of the four attractive New Ford Coupes. Wide, roomy seat, with convenient parcel shelf behind. Large luggage space in rear deck. Rear window opens. . . . There is also a De Luxe type of this Five-Window Coupe which is upholstered in a choice of Broadcloth, Mohair or Bedford Cord and is equipped throughout with safety glass. Rich, enduring body colors.



NEW FORD V-8 CABRIOLET—Combines the advantages of an open and a closed car. The distinctive top is made of long wearing, waterproof tan cloth, interlined with rubber. When lowered the top folds into a recess back of the seat and may be neatly covered with a top boot. Choice of Genuine Leather or Bedford Cord upholstery. Comfortable rumble seat is standard equipment. The rear curtain has a sliding fastener seam.



NEW FORD V-8 DE LUXE PHAETON—A long, low, roomy open car with plenty of dash and go. The tan top has attractive lines and it is easy to raise and lower. Made of the same durable, waterproof material as the top of the Cabriolet—double-thick, interlined with rubber. Genuine Leather upholstery. . . . Similar in lines and size and differing only in upholstery and appointments is the new Standard Phaeton.



NEW FORD V-8 DE LUXE ROADSTER—Many an admiring glance will follow this dashing new De Luxe Roadster. The wide seat is upholstered in Genuine Leather. The lines of the top are particularly distinctive and it folds neatly into a recess when not in use. Comfortable rumble seat is standard equipment. Windshield wings, as well as windshield, are made of safety glass. . . . There is also a new Standard Roadster.

DISTINCTIVE BODY LINES OF THE NEW FORD V-8 EXPRESS THE NEW MODE IN MOTOR CAR DESIGNING

Shown here are eight of the fourteen beautiful body types of the New Ford V-8, with 112-inch wheelbase.

They are new and distinctive in their graceful streamlines and they express the new mode in motor car designing. In every detail you see evidence of a carefully planned harmony of line, proportion and direction. The all-steel construction makes them sturdy, strong and safe. Many sections are joined by electric welding.

The wider, longer bodies of the New Ford V-8 provide unusual riding comfort. They are mounted on the new double-channel, double-drop, X-type frame. The center of gravity is low. In addition, the wide, deeply cushioned seats are set well down in the car.

All New Ford V-8 cars have the new skirted fenders, new headlamps, full-length chromium-plated bumpers front and rear, five distinctive one-piece steel-spoke wheels, new instrument panel directly in front

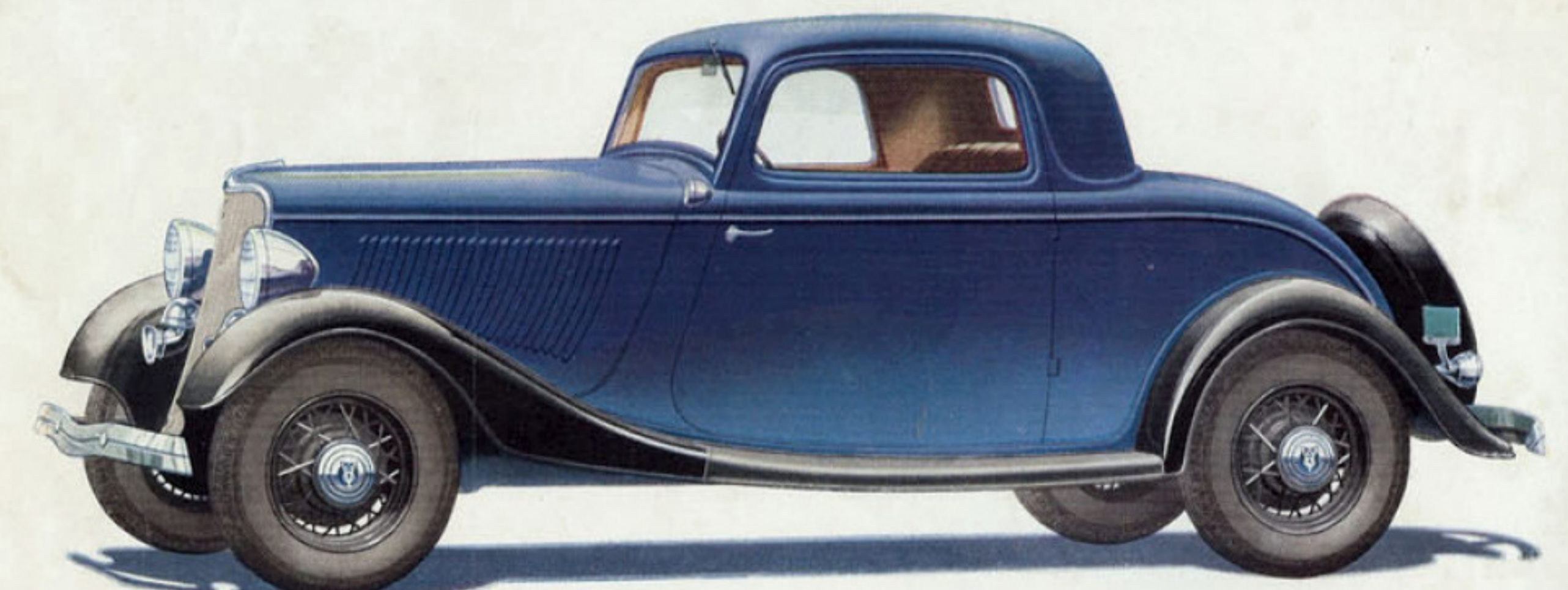
of driver, adjustable driver's seat, and a safety-glass windshield. All are furnished in a choice of colors. All closed cars have a dome light.

Standard Closed Bodies offer a choice of attractive, long-wearing Broadcloth or Mohair upholstery.

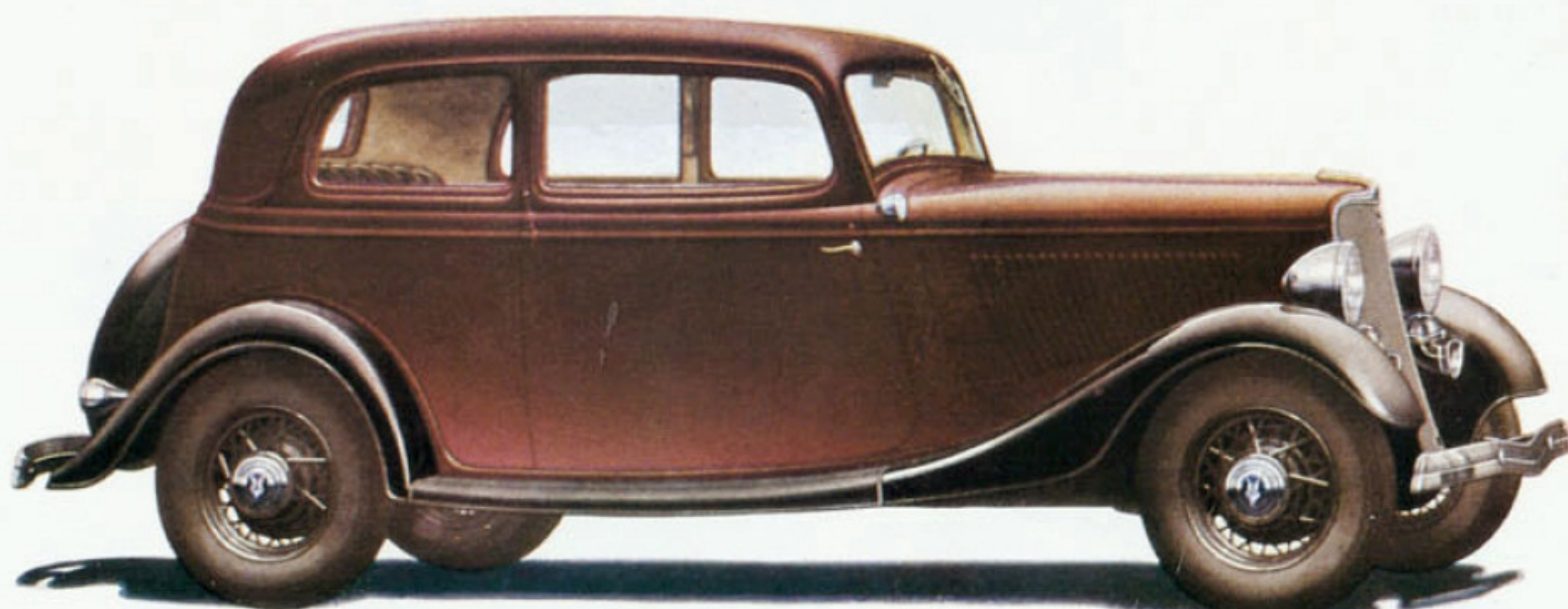
All De Luxe cars have two tail lights and two matched-tone horns. De Luxe Closed Body Types have safety glass throughout, cowl lights, arm rests in rear compartment, and a choice of Broadcloth, Mohair or Bedford Cord upholstery.

The De Luxe Tudor, De Luxe Fordor and Victoria have an ash tray in the rear compartment and an ash tray and cigar lighter on the instrument board. De Luxe two-passenger cars have an ash tray and lighter on the instrument board.

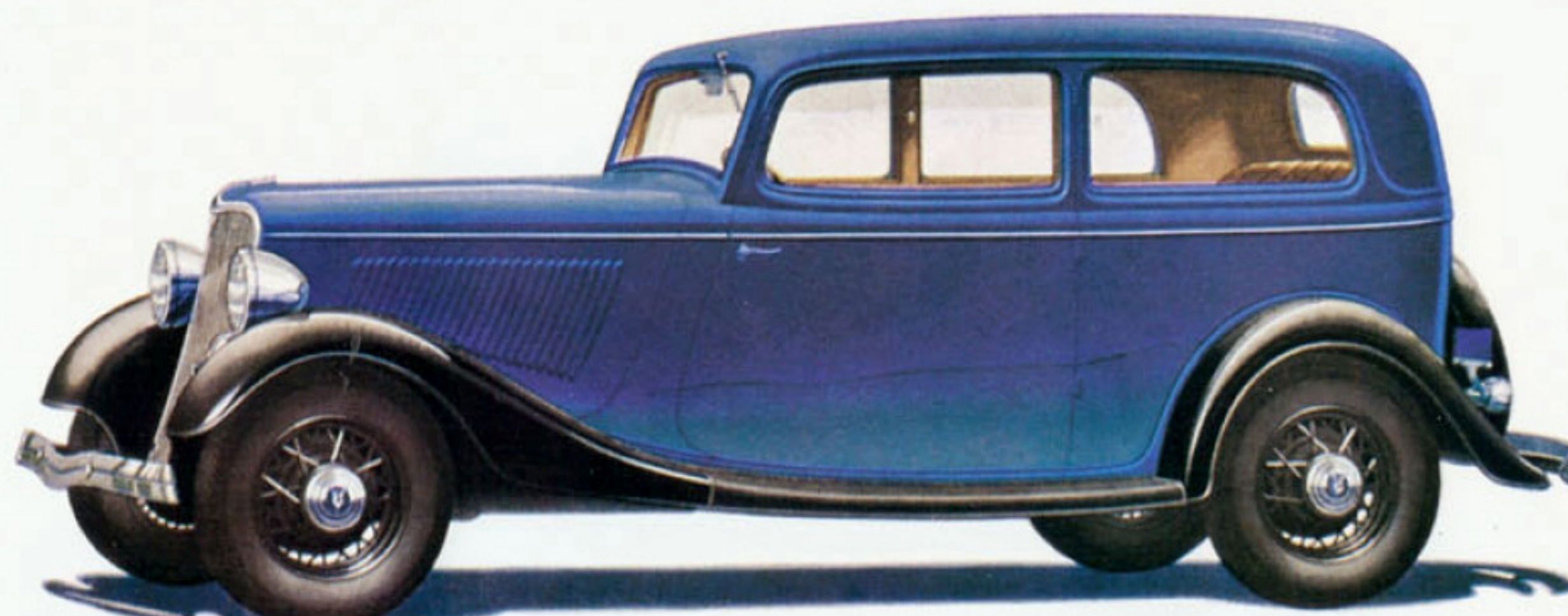
The Tudor and Fordor Sedans and the Victoria have a convenient radio aerial already installed. Colored wheels are optional on all De Luxe types.



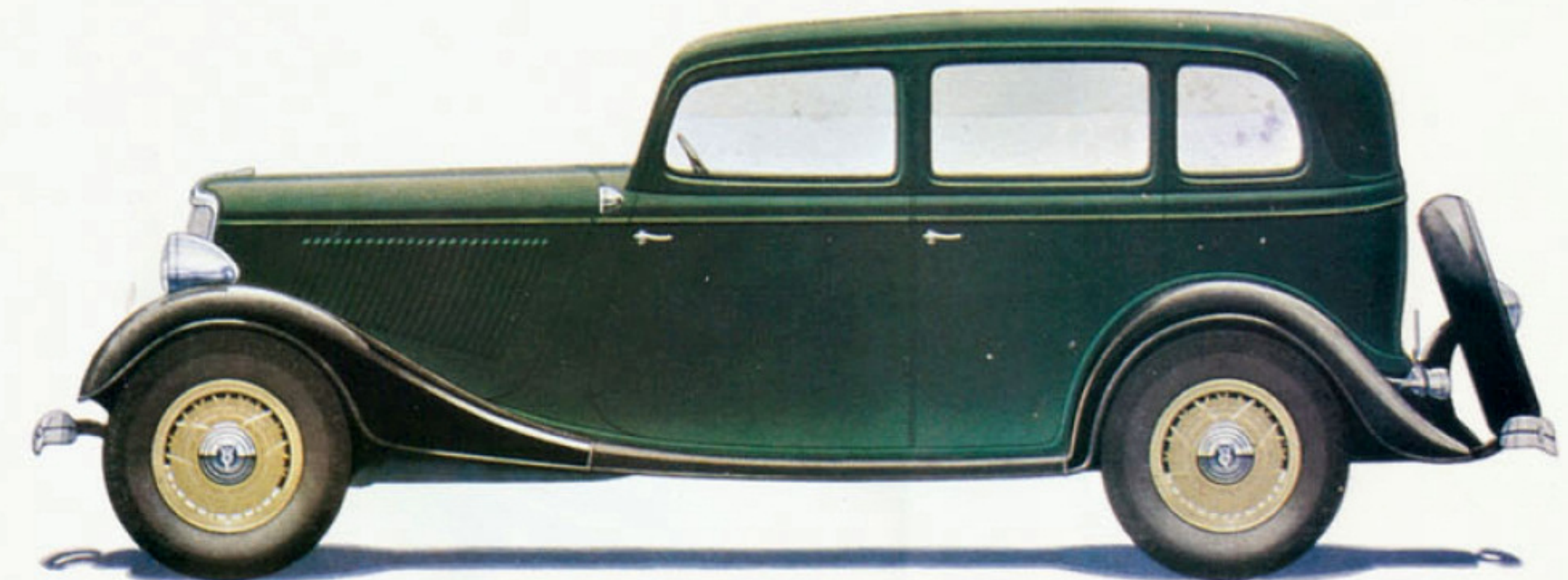
NEW FORD V-8 DE LUXE COUPE (Three Windows)—A beautiful closed car, richly finished and appointed. Note the attractive top—the graceful sweep and flow of the body lines. Ample room in rear deck for luggage. Rear window opens. Can be equipped with rumble seat if desired. . . . There is also a Standard Three-Window Coupe, similar in lines and size. These types differ in appointments and upholstery.



NEW FORD V-8 VICTORIA—A distinctive four-passenger car distinguished by the good taste and richness of its upholstery and appointments. Driver's seat is adjustable. The other front seat automatically slides forward when back is folded. Large, convenient luggage space is provided behind the rear seat. On the Victoria, and all New Ford V-8 cars, the windshield is slanted 20 degrees. This gives an attractive body line and reduces glare.



NEW FORD V-8 TUDOR SEDAN—One of the most popular Ford body types, and a splendid family car at a low price. Exceptionally roomy and comfortable. Two wide doors. Driver's seat is adjustable. The other front seat automatically slides forward when back is folded, giving easy access to wide rear seat. There is also a new De Luxe Tudor Sedan, with safety-glass throughout, special appointments and upholstery.



NEW FORD V-8 DE LUXE FORDOR SEDAN—A truly De Luxe car in lines, in size, and in finish. The front seat is 42 inches wide. The rear seat is 45 inches wide. Four wide, substantial doors provide independent entrance to front and rear seats. Three side windows give unusual light and vision. . . . The new Standard Fordor Sedan is similar in lines, size and comfort, differing in upholstery and appointments.