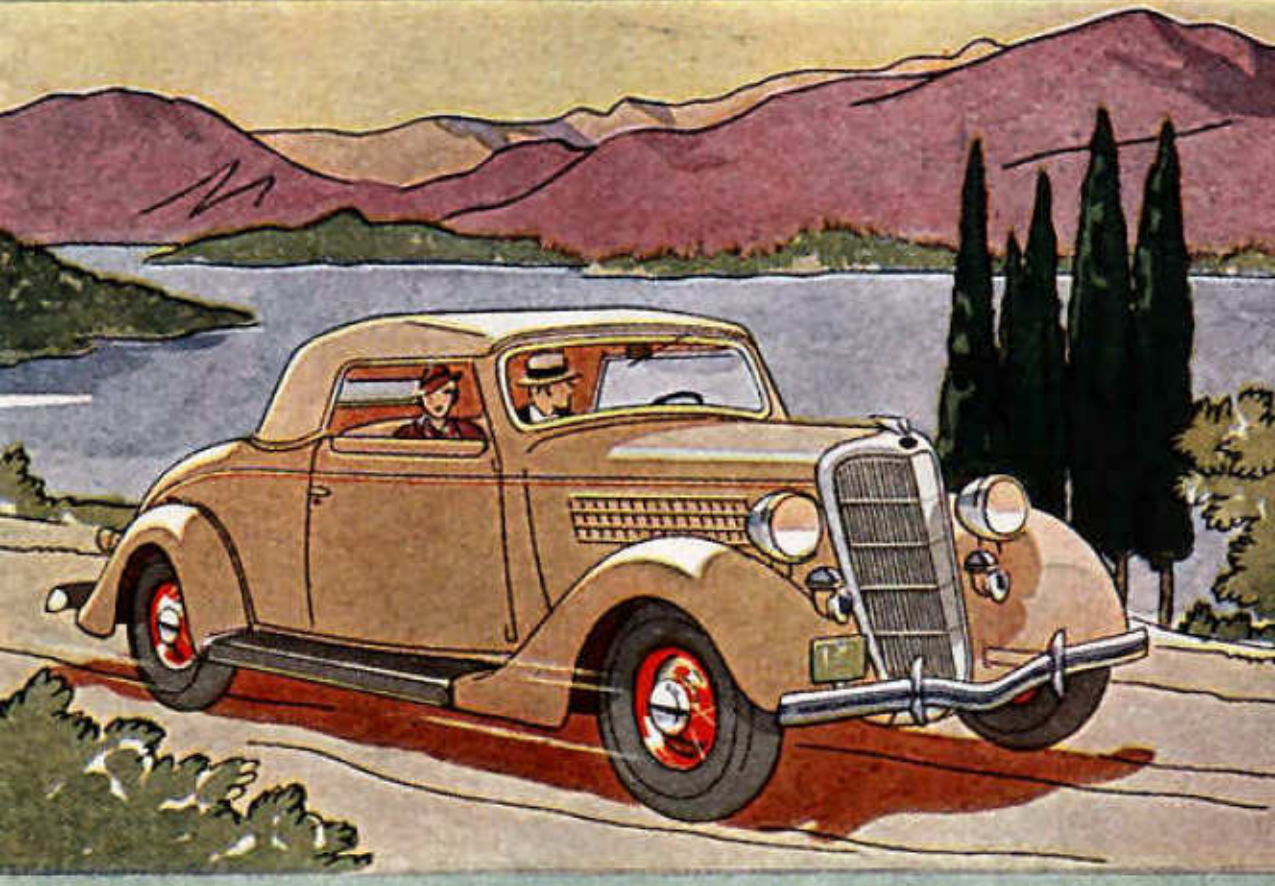


NEW Riding
COMFORT



• • • TO MATCH
TIME-PROVED V-8 DEPENDABILITY

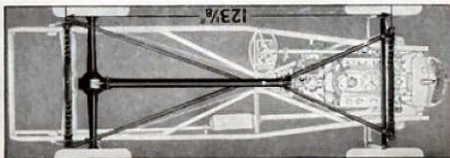


FORD V-8

Rear seat passengers now enjoy the comfort of a "front seat ride." They ride nearer the center of the car, away from the axle and away from the bumps. Cushions are form-fitting, with deep springs.



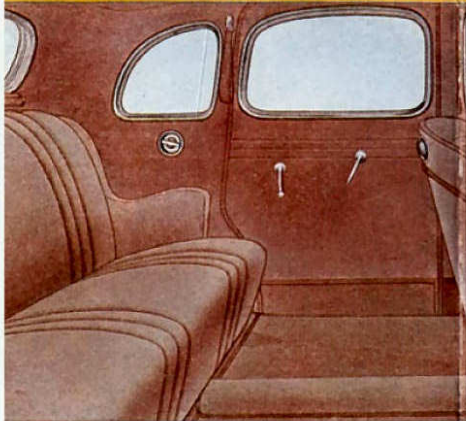
Springbase—the distance between the front and rear springs—has been increased to 123½ inches. Springs are longer, more flexible. This means greater stability as well as comfort.



The compact, space-saving Ford V-8 engine has been moved forward 8½ inches. Car weight is almost evenly divided over front and rear wheels, giving the famous Ford "center-pole."



CENTER-POISE RIDING IS YOUR ASSURANCE OF COMFORT, STABILITY AND SAFETY







MODERN RIDING LUXURY

The new Ford V-8 brings you more than mechanical excellence. In it you find dash and spirit, beauty and good taste. These qualities are immediately apparent, but only when you ride in it . . . only when you drive it . . . do you realize what modern luxurious riding means. Rear compartments are roomy . . . designed in every detail for your greatest possible comfort . . . the seats deeply cushioned. Your hands take a natural position at the slender wheel; steering is almost effortless. All controls are conveniently at hand. Your first Center-poise ride will inspire you to say, "Here is a car that was made to order for me."

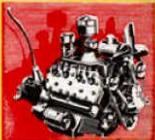


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EASIER THAN EVER TO DRIVE

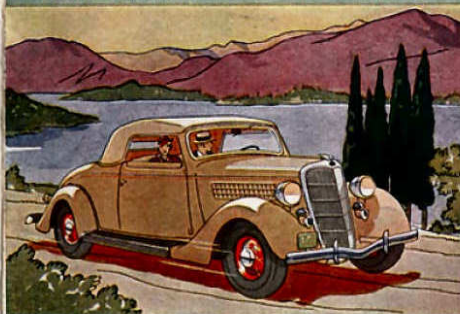
- 
Quick, smooth brake action—Very little pedal pressure is required for a quick, smooth stop. These mechanical brakes are dependable in emergencies. They are of an improved self-centering type, using more of the available braking area.
- 
New easy-pressure clutch—Less foot pressure is required at low speeds or when starting or stopping the car. Centrifugal force is employed as speed increases to secure increasing clutch pressure and prevent slipping. The gear-shift lever is curved to clear the knees of front seat riders.
- 
Stability helps steering—Balanced design and low center of gravity evident in way this car hugs the road when taking turns. You'll like that feeling of security on all roads, at all speeds.
- 
Clear vision aid to safe driving—Windows are wide and deep; door pillars narrow, unobtrusive. The Ford ventilation system, one of the simplest and most effective yet devised, never obstructs the view.

Ford V-8 Engine—Available in no other car in the low price field. Smooth, powerful, thrilling in its acceleration—yet proved as economical and dependable as a "four" in the hands of more than 2,000,000 owners.



NEW Riding COMFORT

TO MATCH
TIME-PROVED V-8 DEPENDABILITY



FORD V-8

PROGRAM
UNDER
UMBRELLA

CONVERTIBLE CABRIOLET

When skies are blue overhead—this beautiful car gives you the airy freedom of a roadster. When dark clouds gather—the snug weather-tight comfort of a coupe. Trim, smartly tailored top folds flush with body. Rumble seat at no extra cost.

DE LUXE COUPE (5 windows)

Rarely is there found such a combination of usefulness and beauty. Smartness for the demands of the most exacting social activities. Dependability and economy for the business man who is always on the "go." And plenty of space for luggage. Same body type without de luxe appointments is available at lower cost.

DE LUXE FORDOR SEDAN

The beauty of this car, so apparent in line and color, extends also to upholstery and appointments. The 1935 Sedans are the largest, most comfortable Ford cars ever built. Plenty of room for three to a seat in this Fordor—both front and rear.

