

**THE**  

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**NEW**  

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**FORD**  

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**CARS**

- ROADSTER
- COUPE
- SPORT COUPE
- CABRIOLET
- PHAETON
- TUDOR SEDAN
- FORDOR SEDAN
- THREE-WINDOW FORDOR SEDAN
- TOWN SEDAN



## VALUE

FAR  
ABOVE  
THE  
PRICE

IN REVIEWING the many advantages of the new Ford, it is particularly interesting to note the relation between value and price.

The low first cost of the new Ford is a point to keep in mind because it means a considerable saving to you in the purchase of the car.


Equally important, however, is the manner in which this low price has been achieved without sacrifice of quality or performance. On the basis of actual, comparative worth, the new Ford represents a value far above the price you pay.

This is made possible only through manufacturing methods and production economies that are as unusual as the car itself.

Every purchaser shares the benefits of the Ford policy of owning the source of most raw materials—of making thousands of cars a day—of selling at a small margin of profit—and of constantly giving greater and greater value.

Were the new Ford made in any other way, under any other policy, it would unquestionably cost you much more than the present price.

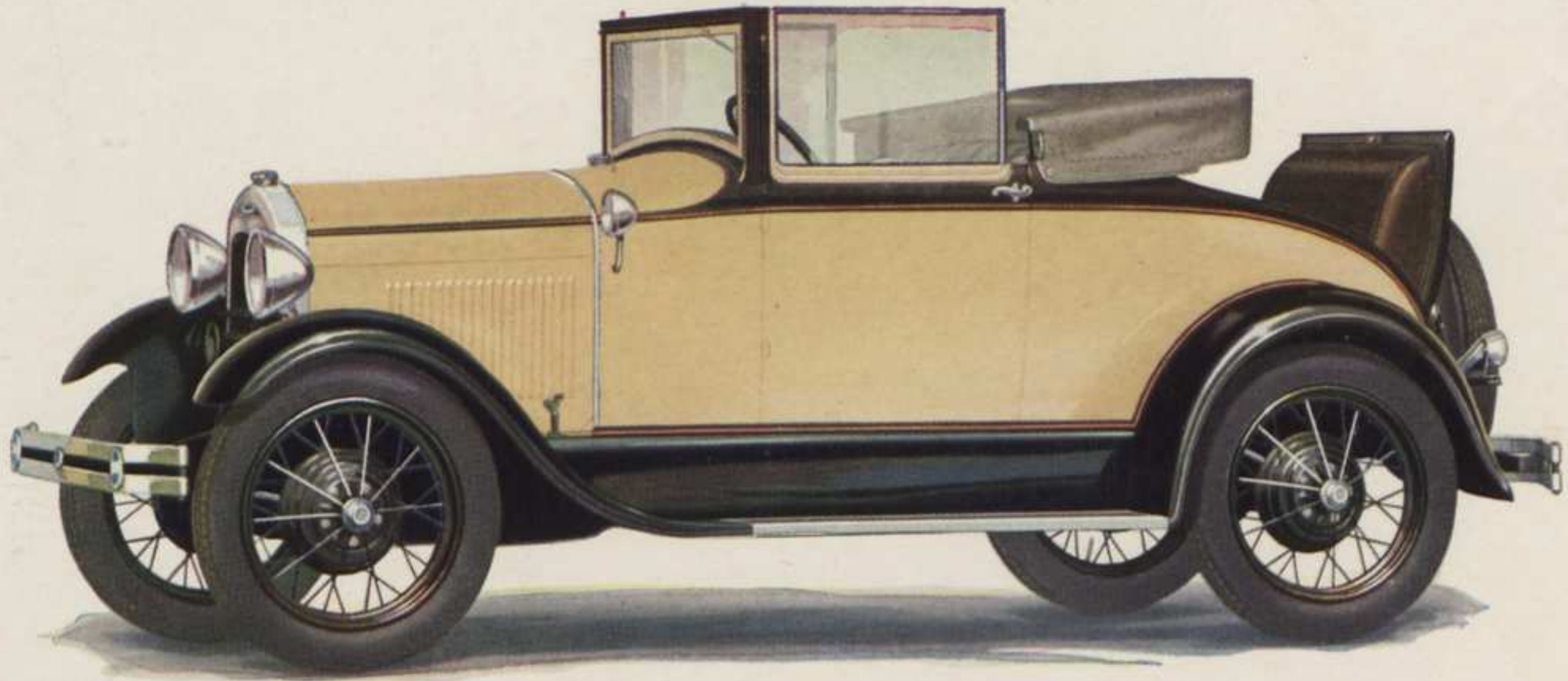
A number of the new Ford cars are illustrated and described on the following pages. Under the heading, FEATURES OF THE NEW FORD, on the last two pages, are many practical reasons why it is a “value far above the price.”





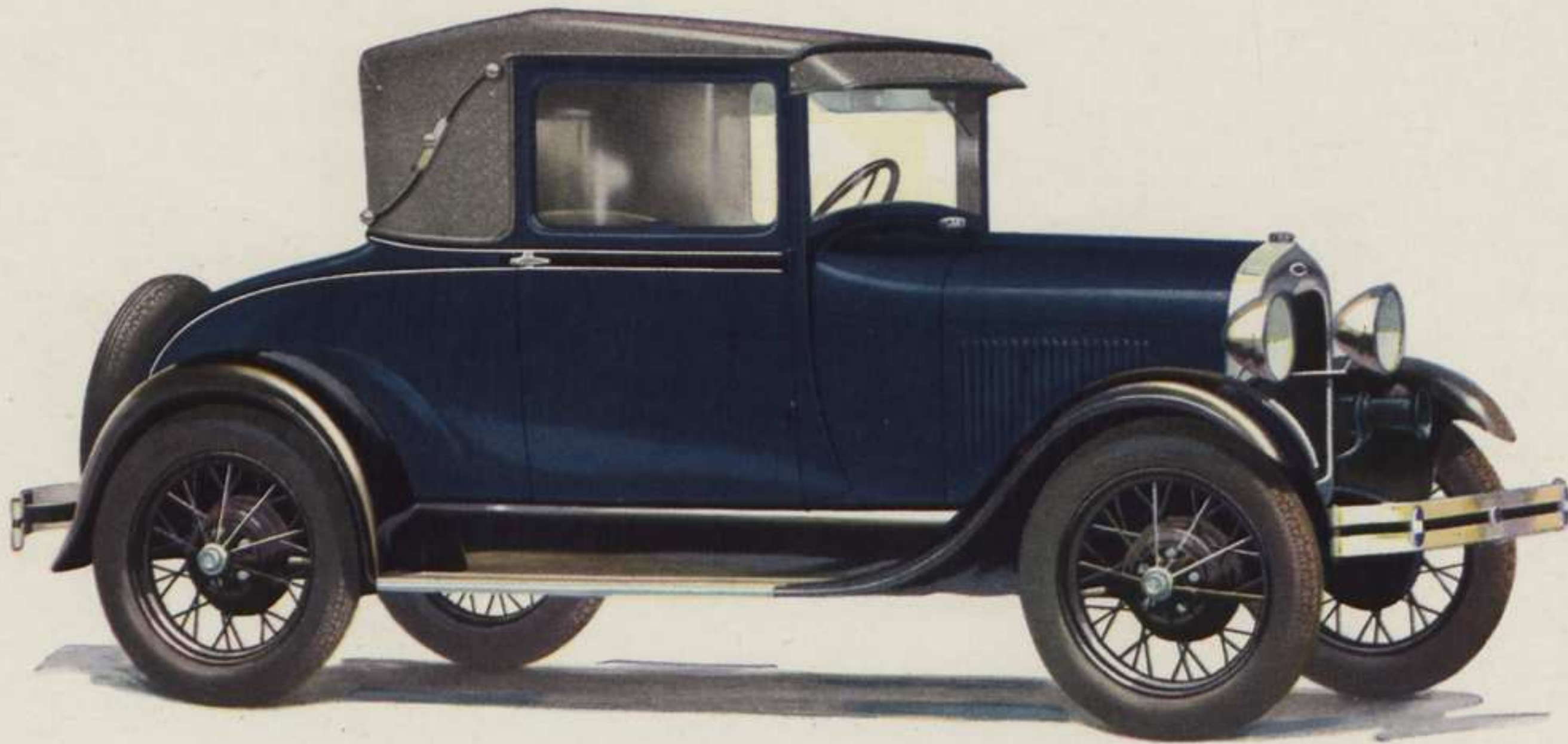
## T H E   R O A D S T E R

SMART, clean-cut, as speedy as it looks. A car for Youth and the Country Club. The windshield wings, as well as the windshield, are made of Triplex shatter-proof glass. Comfortable rumble seat can be installed in the ample rear deck at a small extra cost.



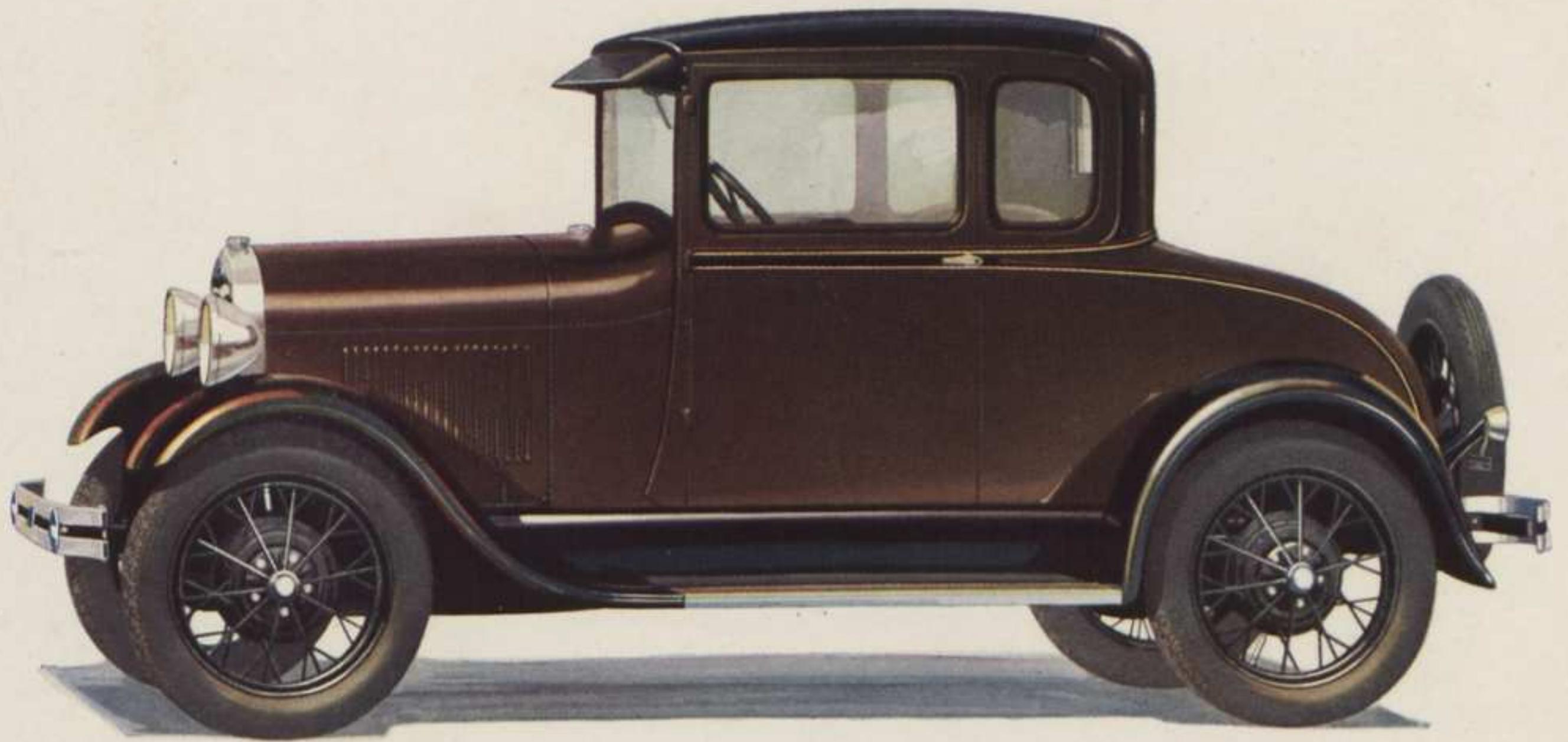
## T H E   C A B R I O L E T

A CONVENIENT, convertible car. In summer, the airy freedom of the roadster. In winter, the comfort and protection of a coupe. The windshield is made of Triplex shatter-proof glass. Rumble seat is included as standard equipment.



## T H E   S P O R T   C O U P E

A PARTICULARLY good choice for the woman driver. May be used as a four-passenger car, if desired, because of the wide, comfortable rumble seat. Equipped, as are all the new Ford cars, with four Houdaille double-acting hydraulic shock absorbers and special transverse springs.



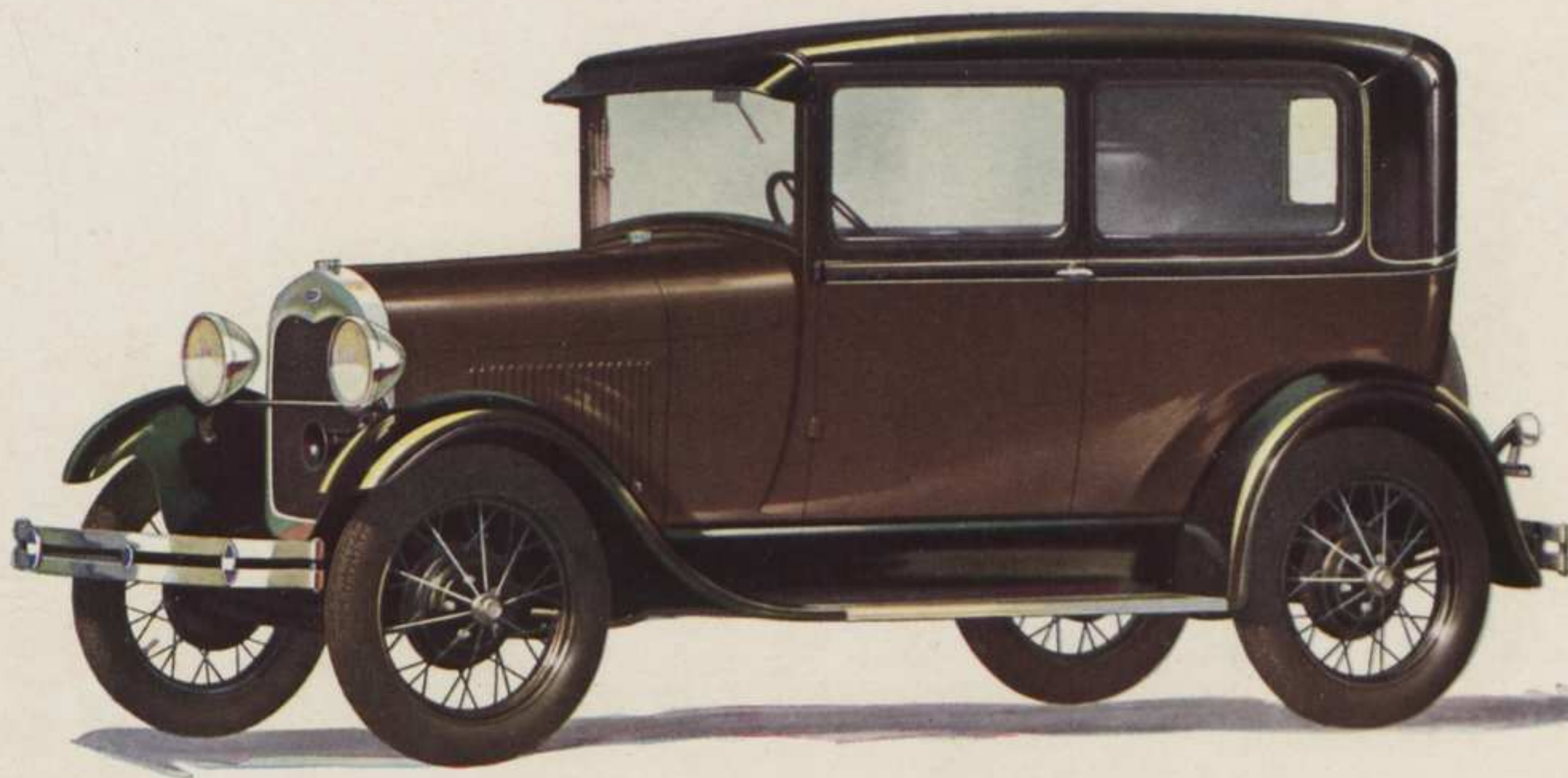
## T H E   C O U P E

A **SPLENDID** all-year, all-weather car. Narrow front pillars, two side windows, and large rear window give unusual vision. Convenient package shelf behind seat. Large luggage space in rear deck. Here also a rumble seat may be installed at small extra cost.



## T H E P H A E T O N

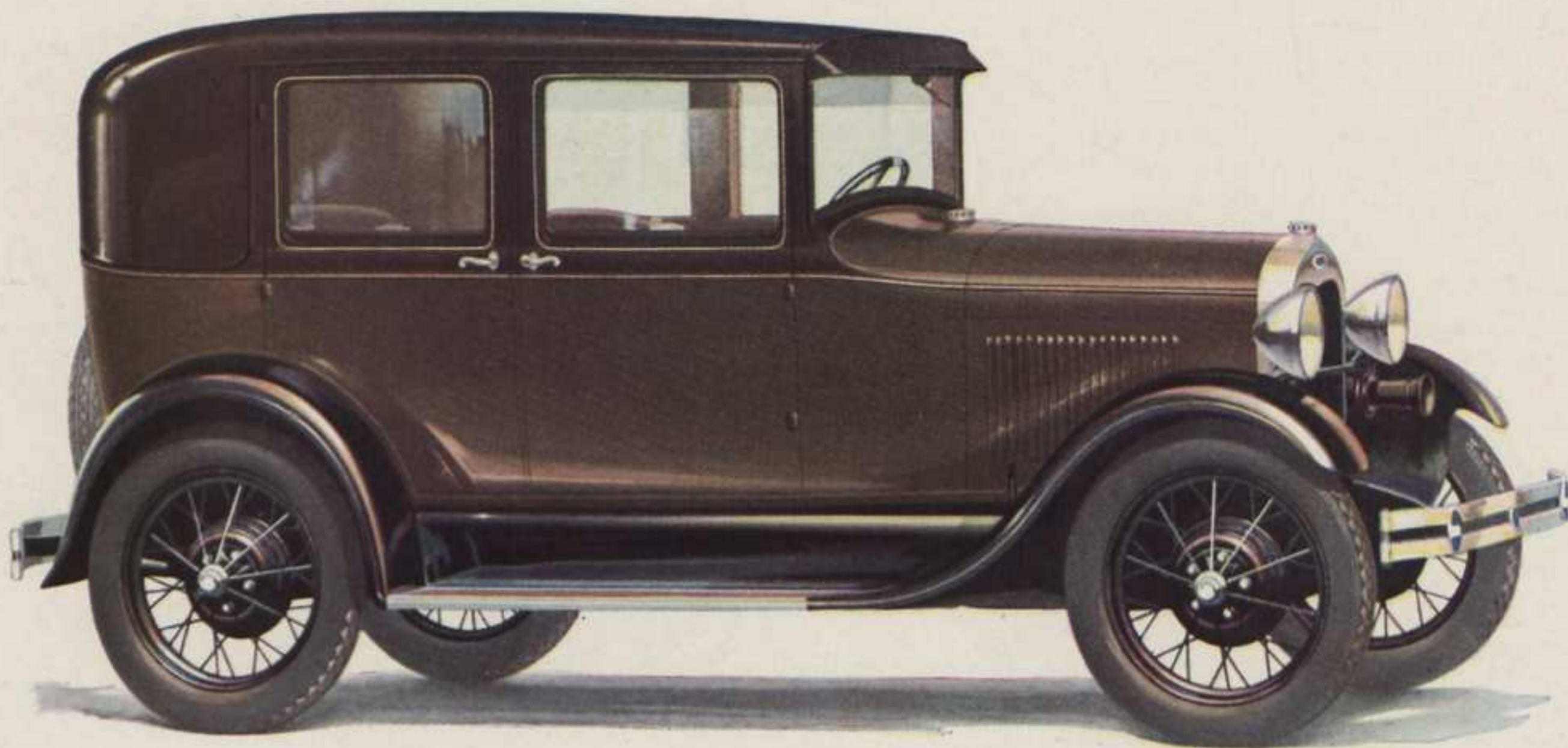
A low, fleet car, yet surprisingly snug and comfortable in bad weather. The top, though sturdy and substantial, can be raised easily and quickly. Side curtains, on steel uprights, open and close with doors. All four doors open forward. Unusually large window openings.



## T H E T U D O R S E D A N

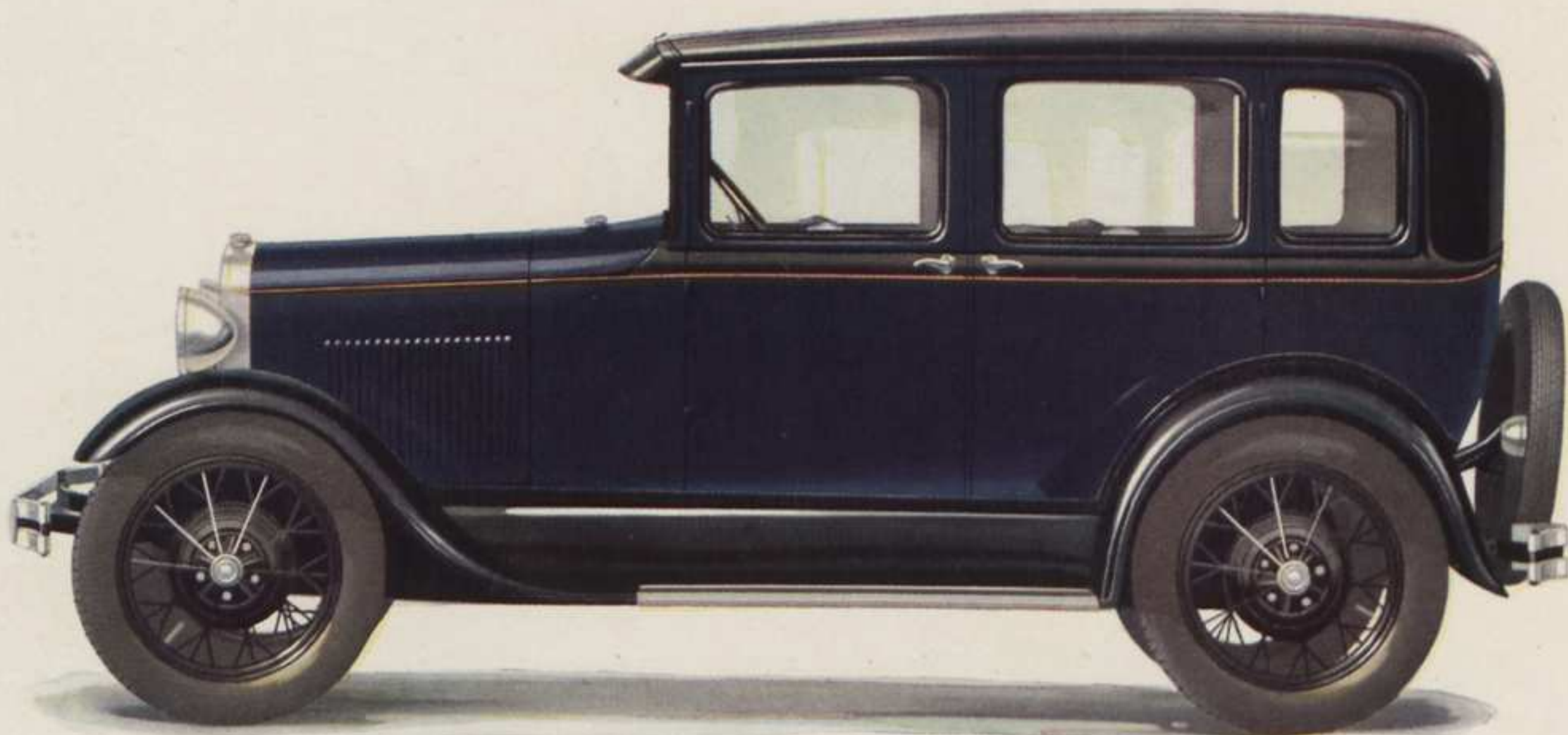
THE Ford Tudor Sedan is a popular family car because of its unusual safety, comfort, speed, power, acceleration, reliability, low first cost and low cost of operation and up-keep. Beautiful colors, carefully chosen, give added charm to its trim, substantial lines.





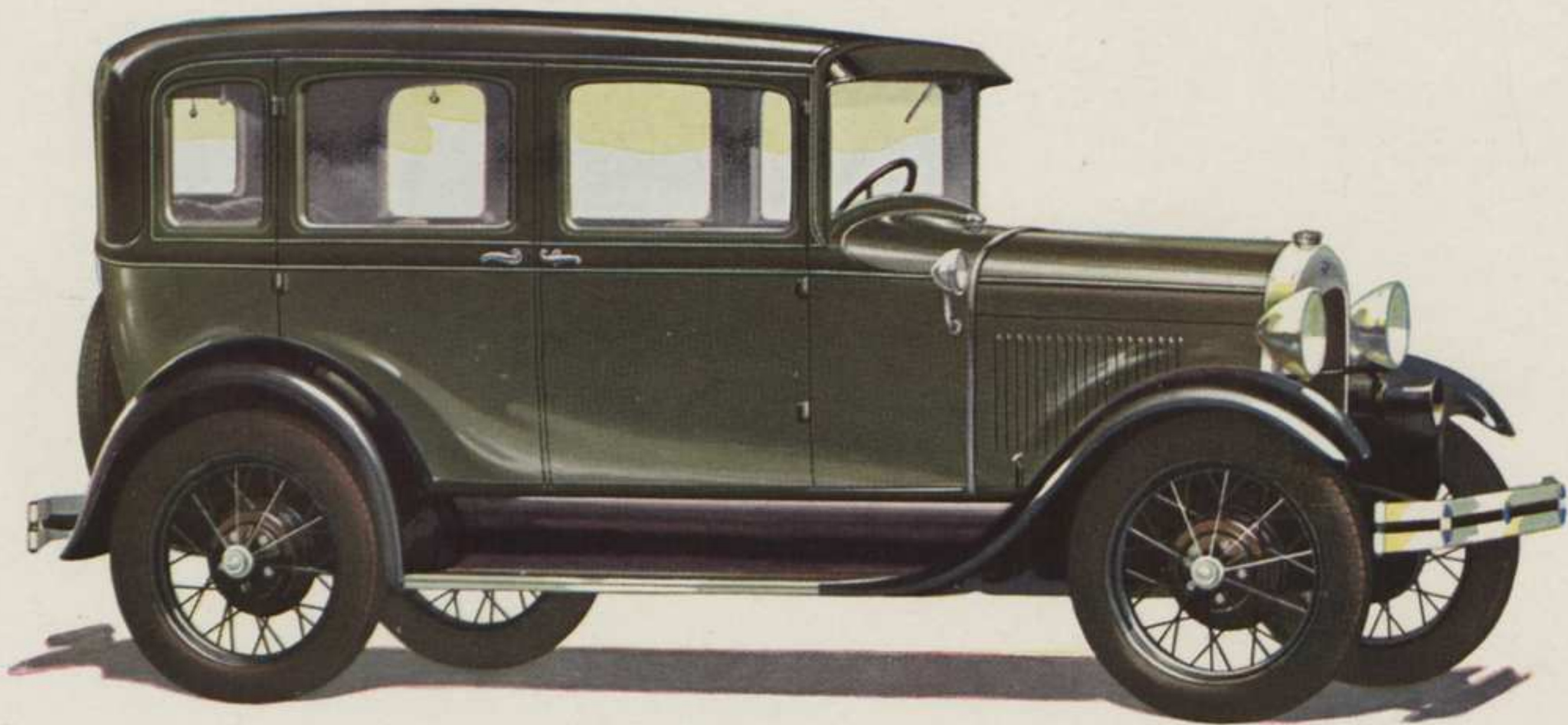
## T H E F O R D O R S E D A N

DISTINGUISHED by its simple grace of line and attractive two-tone color combinations. Generous room is provided in both the front and rear compartments. Floor in rear compartment is recessed to give extra leg room. Driver's seat is adjustable.



## THE THREE-WINDOW FORDOR SEDAN

SHOWN here is one of the newest Ford cars—the three-window Fordor Sedan. Designed to seat five people in roomy comfort. Carefully finished in every least little detail and offered in a choice of unusually attractive colors. The driver's seat is adjustable.



## T H E   T O W N   S E D A N

UPHOLSTERED and appointed in the manner of a custom-built car. Driver's seat is adjustable. Rear seat has the new disappearing center arm and stationary arm rests at each side. Appointments of rear compartment include silk curtains, bow light and flexible robe rail.

# FEATURES OF THE NEW FORD

## REMARKABLE ENGINE

THE engine of the new Ford embodies many new mechanical features. It gives unusual acceleration, smoothness, speed and power without sacrifice of reliability and economy. Ford engineering has found the way to include every essential feature of good performance without the necessity of a high speed motor.

The design of the cylinder head is just one factor in this performance. Others are the specially designed carburetor, the new hot-spot manifold, the carefully planned large valve diameter, the chrome silicon alloy valves, the aluminum pistons, the statically and dynamically balanced crankshaft and flywheel, and the simplicity of the electrical, ignition, cooling, lubrication and fuel systems.

## VIBRATION-ABSORBING ENGINE SUPPORT

A special feature is the manner in which engine vibration is absorbed before it reaches the chassis of the car, thereby preventing unpleasant vibration periods.

This is done in the new Ford through the introduction of a flexible front end support that is both simple and practical—a truly remarkable improvement in engine mounting developed after many months of testing and experimenting.

## 55 TO 65 MILES AN HOUR

The new Ford has unusual speed. It will do 55 to 65 miles an hour. This is a conservative statement. So well does the new car hold the road that you can travel at high speed for long stretches with a new feeling of comfort, balance, and safety. Quick acceleration and ease of control are other outstanding features.

## SILENT SIX-BRAKE SYSTEM

One of the first things you will notice when you drive the new Ford is the quick, effective action of its six-brake system.

This system gives you the highest degree of safety and reliability because the four-wheel service brakes and the separate and independent emergency or parking brakes are all of the mechanical, internal-expanding type, with braking surfaces fully enclosed for protection against mud, water, sand, etc.

A further improvement is effected by the self-centering feature of the four-wheel brakes—an exclusive Ford development. Through this construction, the entire surface of the brake shoe is brought in contact with the drum the instant you press your foot on the brake pedal. This prevents screeching and howling and insures silent operation at all times.

## RELIABILITY

The reliability of the new Ford is a reflection of sound design and the high quality that has been built into every mechanical part. Evidence of this quality is found not only in the aluminum pistons and chrome silicon alloy valves, but also in the three-quarter floating rear axle. The large number of ball and roller bearings. The extensive use of steel forgings instead of castings or stampings, made possible by the development of electric welding.

## ECONOMY

The reliability of the new Ford means a saving of many dollars a year in repair bills. Low operating cost is due to gasoline economy and a very definite saving on tires. All tires used on the new Ford and recommended for replacement are made according to special Ford specifications.

#### TRIPLEX SHATTER-PROOF WINDSHIELD

All of the new Ford cars have a Triplex shatter-proof glass windshield. This eliminates the danger of flying windshield glass—the greatest single cause of injuries in automobile accidents.

#### HOUDAILLE SHOCK ABSORBERS

Four Houdaille hydraulic double-acting shock absorbers are standard equipment on the new Ford. These combine with the low center of gravity, the minimum unsprung weight, and the easy riding qualities of the transverse springs to make the new Ford an unusually comfortable car.

#### GREASE GUN LUBRICATION

The chassis of the new Ford is lubricated by the Alemite high pressure system, the simplest and most effective method of lubrication.

#### EASY RIDING TRANSVERSE SPRINGS

The springs are of the transverse type, specially designed for the new Ford. They are built of the finest spring steel, with wide, thin leaves. Each spring is built up of varying sizes and number of leaves to give proper flexibility and to meet the riding requirements of the different body types. The construction



of the transverse springs also contributes to the safety and efficiency of the six-brake system.

#### STANDARD EQUIPMENT

Standard equipment on all new Ford cars includes five steel-spoke wheels, automatic windshield wiper, speedometer, gasoline gage on instrument panel, dash light, tilting beam headlamps, mirror, combination tail and stop light, oil indicator rod, complete tool equipment, and theft-proof ignition lock. Wide, substantial rumble seat is also standard equipment on the new Ford Sport Coupe and Cabriolet. Triplex shatter-proof glass windshield wings are provided as standard equipment on the Roadster and Phaeton.

#### SPECIFICATIONS

Engine, four-cylinder "L" head, cast en bloc. Piston displacement, 200.5 cu. in. Bore,  $3\frac{7}{8}$  inches; stroke,  $4\frac{1}{4}$  inches; horse-power rating S. A. E. and N. A. C. C., 24.03; brake horse-power, 40 at 2200 R. P. M. Single plate clutch. Three-quarter irreversible steering gear, worm and sector type. Torque tube drive. Oil capacity, 5 quarts. Gasoline capacity, 10 gallons. Balloon tires, 21 x 4.50. Wheel base,  $103\frac{1}{2}$  inches. Turning radius, 17 feet. Circle, 34 feet.

*SERVICE—It has always been our belief that a sale does not complete the transaction between us and the buyer, but establishes a new obligation on us to see that the car gives good service. Every Ford dealer, therefore, has been specially trained and equipped to take care of the needs of the new Ford in an economical and improved manner.*

*In addition, every purchaser of a new Ford is entitled to a Special Free Inspection Service by the Ford dealer at 500, 1000 and at 1500 miles. This includes chassis lubrication and a check-up of the ignition system, carburetor, battery, generator charging rate, lights, brakes, shock absorbers and tires. The only charge is for new oil. After the first 1500 miles, this same inspection and lubrication service is available at a moderate cost.—FORD MOTOR COMPANY.*