

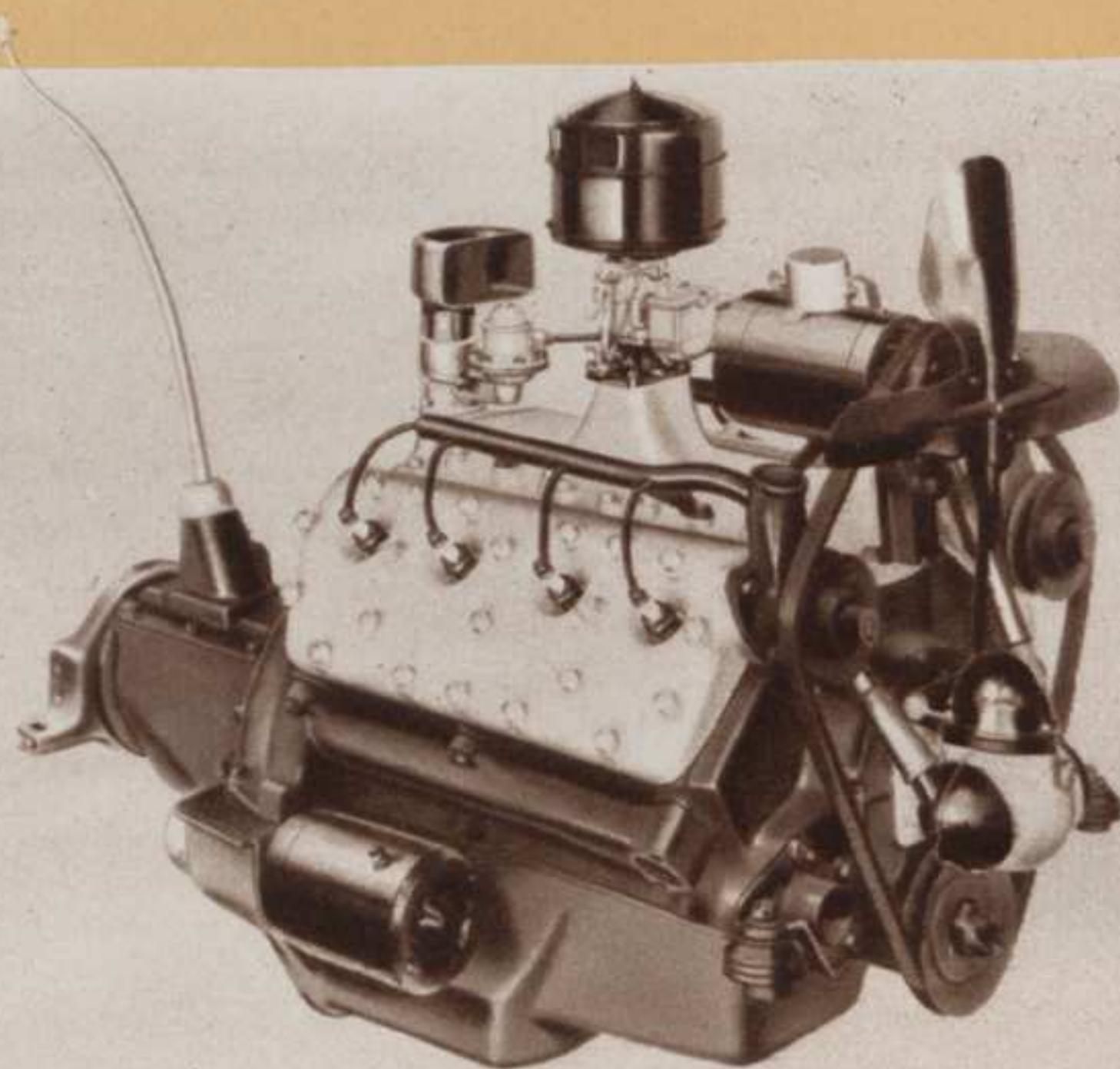
FRANK S. TOBIAS CO  
SALES FORD SERVICE  
16231 WOODWARD AVENUE  
HIGHLAND PARK, MICHIGAN

FORD V-8 FORD 1935



## CENTER-POISE RIDING WITH V-8 POWER

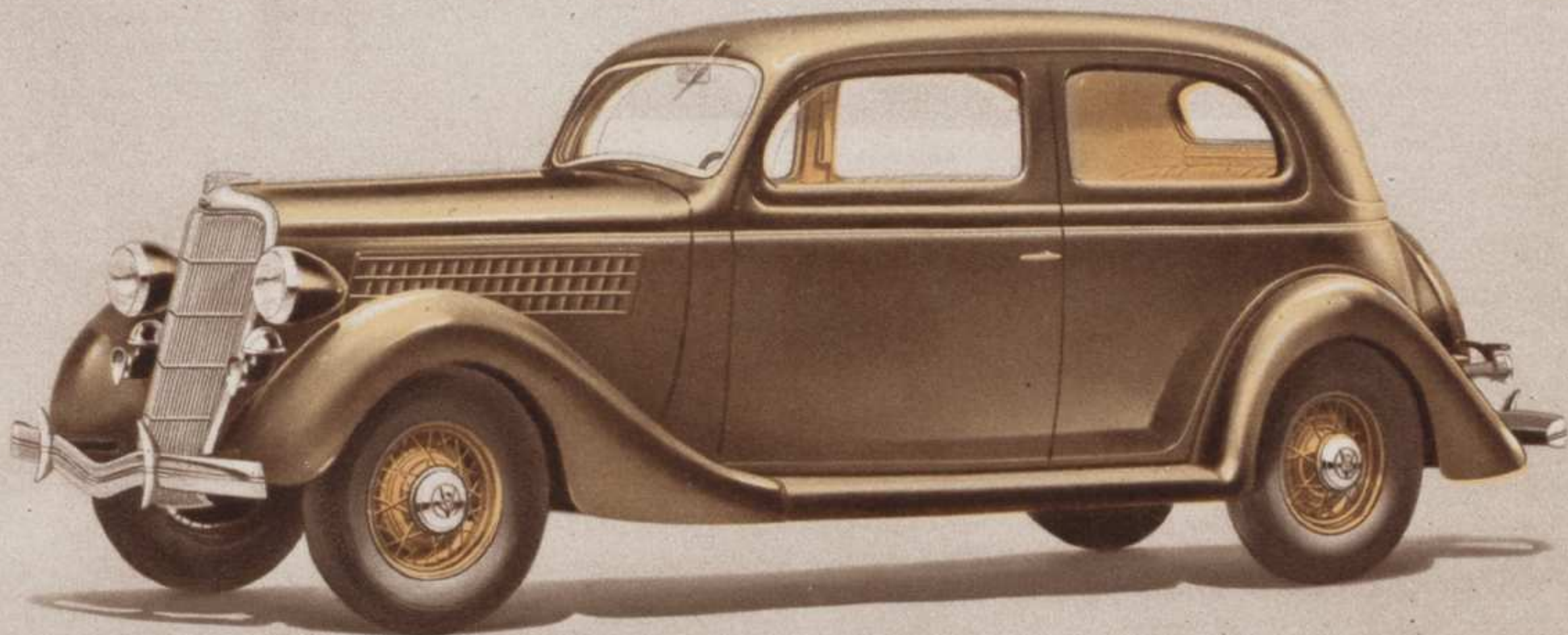
Just as the first Ford V-8 revised all conceptions of power, pick-up and flexibility in low-priced cars, so the Ford V-8 for 1935 brings to this same field a new interpretation of riding smoothness and stability. Coupled with time-proved V-8 performance, Center-Poise redoubles the satisfaction and pleasure of Ford ownership. If the New Ford V-8's offered no other advancements, they would be the finest Fords ever built. But you will find them distinguished by many other noteworthy features. New beauty and style. Roomy and luxurious interiors. Clear-Vision ventilation. Safety Glass throughout. Welded all-steel bodies. Softer clutch action. Easier, more positive braking. Improved steering. Larger tires with greater road contact.



More than a million owners have proved the dependability and economy of the Ford V-8 engine. New "directed-flow" ventilation of the crankcase insures still longer life and greater efficiency.



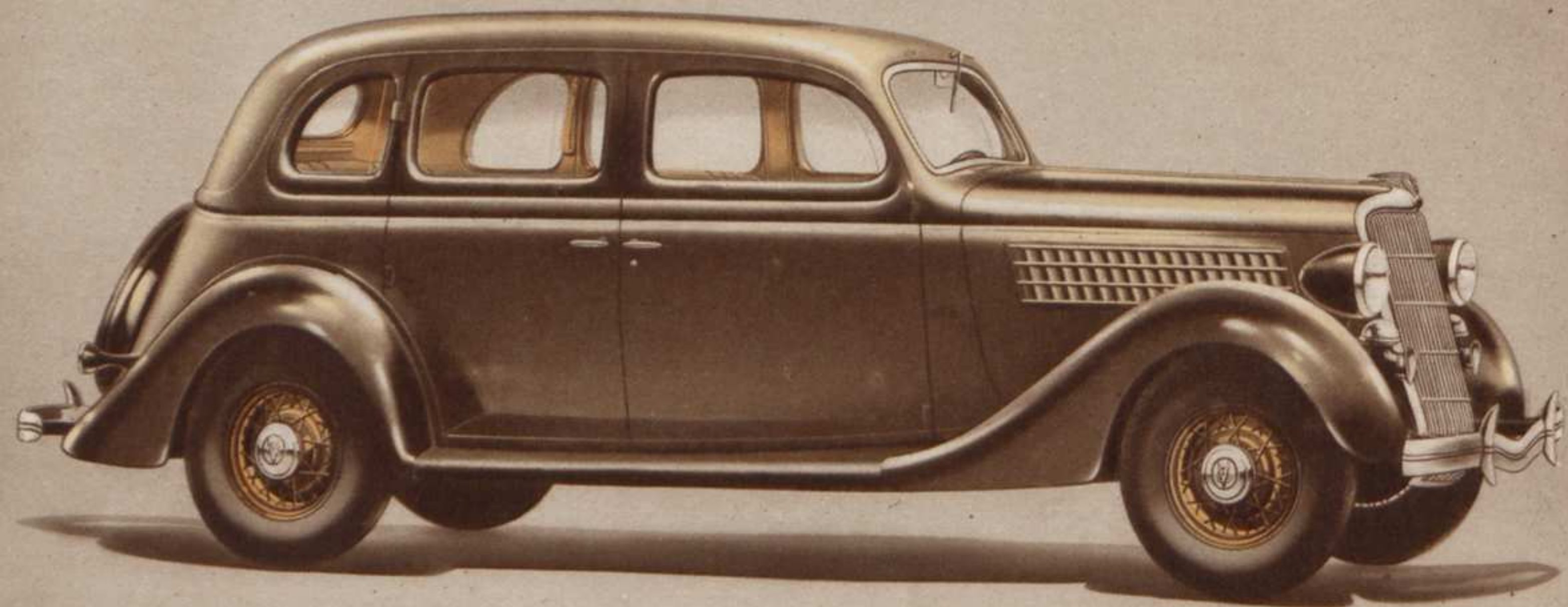
D I S T I N C T I V E   N E W   S T Y L E   A N D   B E A U T Y



THE NEW FORD DE LUXE TUDOR SEDAN reveals smart, modern styling in every graceful line. All New Ford V-8's are distinguished by their finish and appointments both inside and out. This same car, without De Luxe features, may be obtained at lower cost.



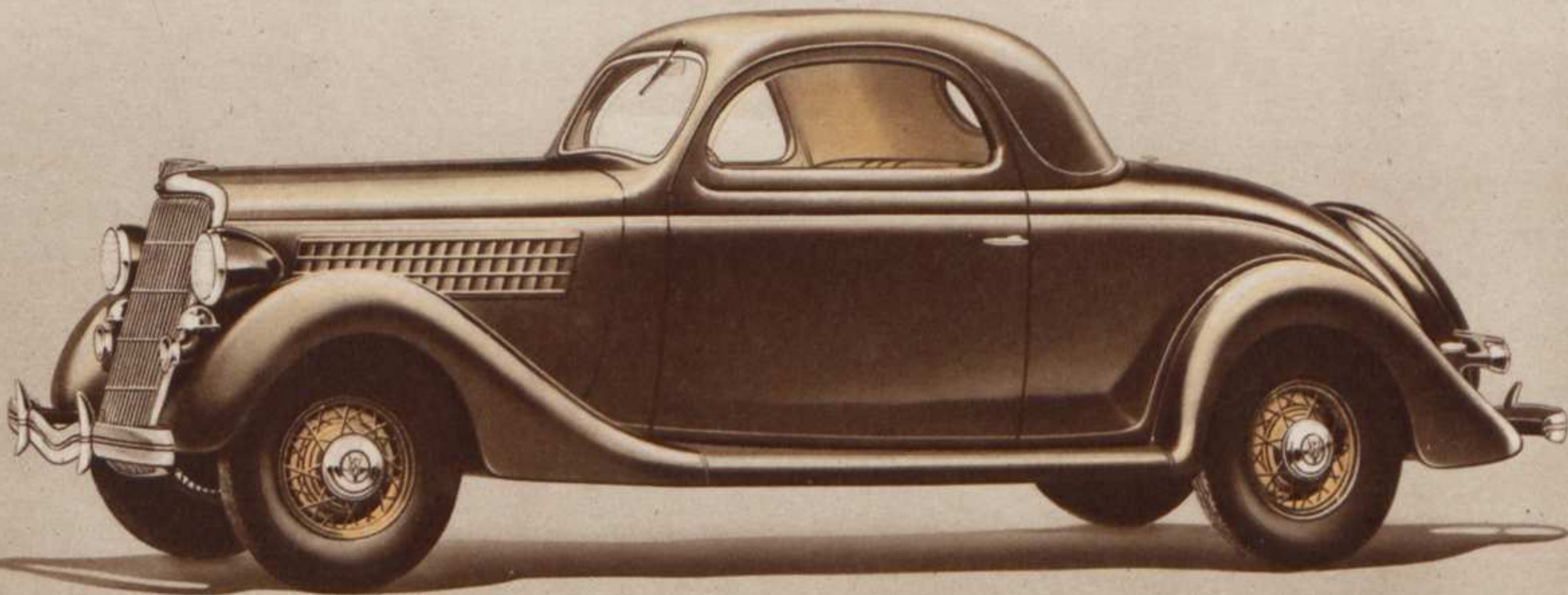
## WIDER, ROOMIER FORD BODIES



THE NEW FORD DE LUXE FORDOR SEDAN. The 1935 sedans are the biggest and roomiest Ford has ever built. Seats are wider. This De Luxe Fordor accommodates six persons with ample room for all. This same car, without De Luxe features, may be obtained at lower cost.



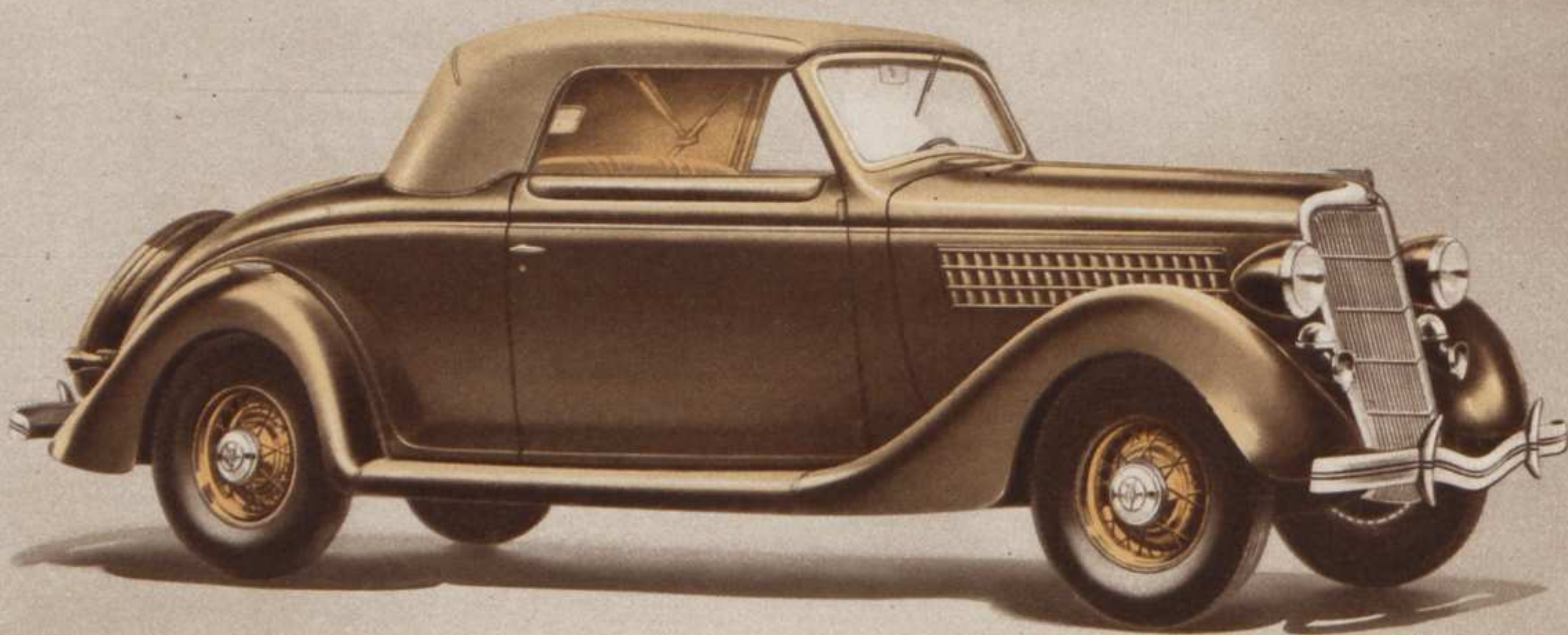
## ALL-WEATHER VENTILATION



THE NEW FORD DE LUXE COUPE (THREE WINDOWS). Wide seat accommodates three comfortably. Beautiful upholstery. Clear-Vision window ventilation. Both windshield and rear window open. Cowl ventilator. Rumble seat optional at extra cost.



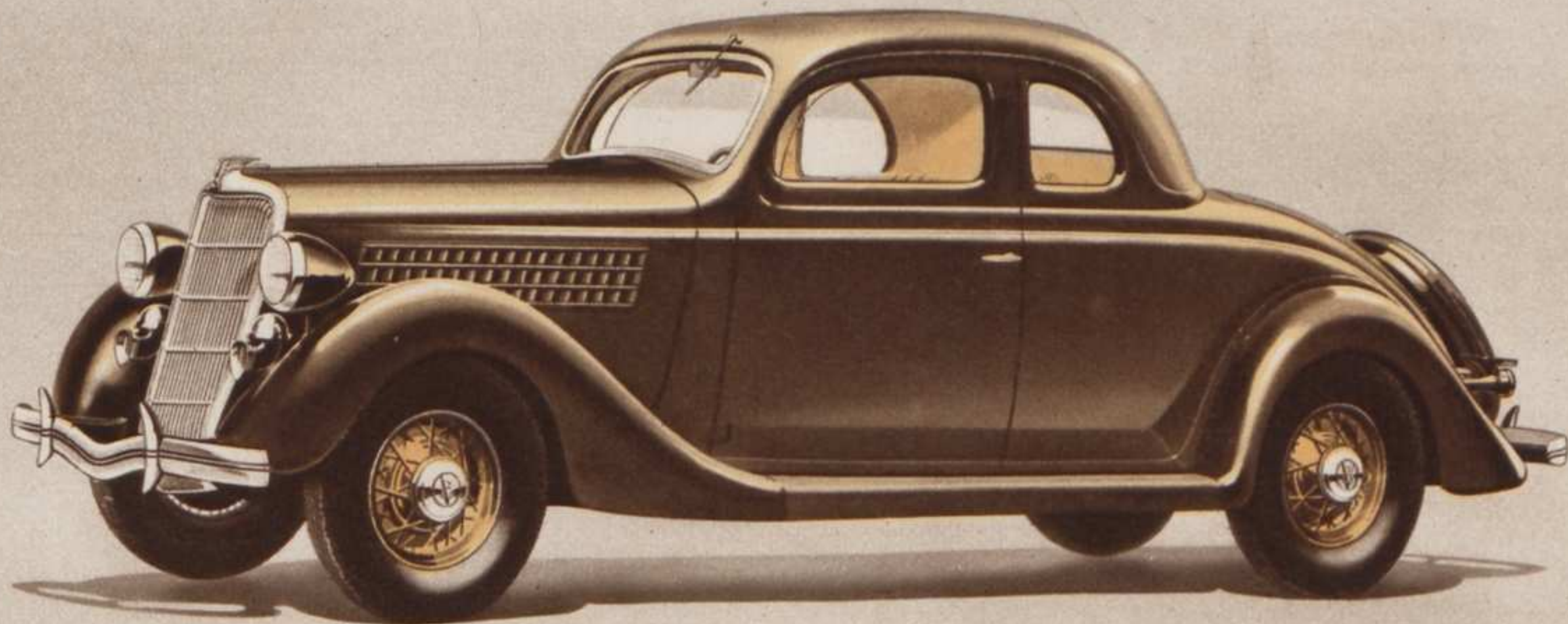
# NEW EASE OF DRIVING FOR 1935



THE NEW FORD CONVERTIBLE CABRIOLET. A rakish, all-weather car. Top folds down neatly into compartment flush with body. Interior upholstery genuine leather or Bedford Cord. Rumble seat. Ease of driving makes the Ford V-8 a splendid choice for the woman motorist.



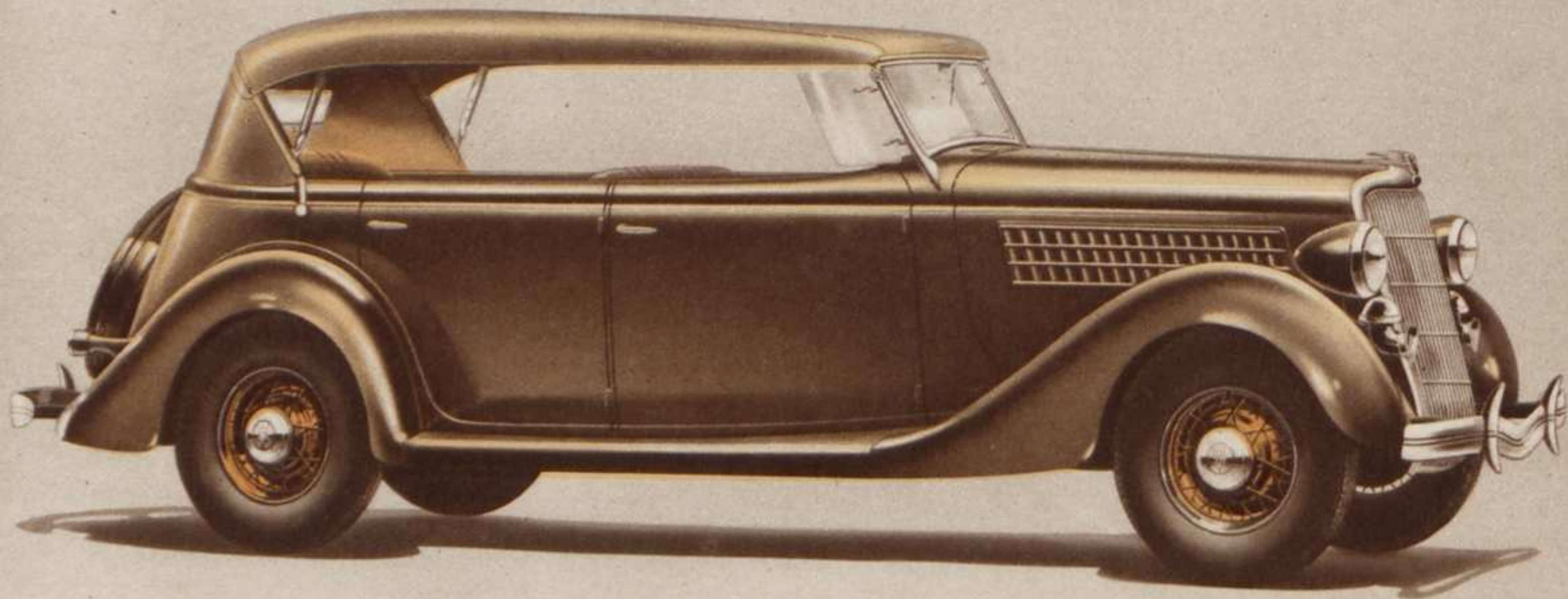
# EXTRA PROTECTION OF SAFETY GLASS



THE NEW FORD DE LUXE COUPE (FIVE WINDOWS). A handsome, popular car. Attractively upholstered. Unusually large rear compartment. This same coupe, without De Luxe features, available at lower cost. Rumble seat optional in both types at extra cost.



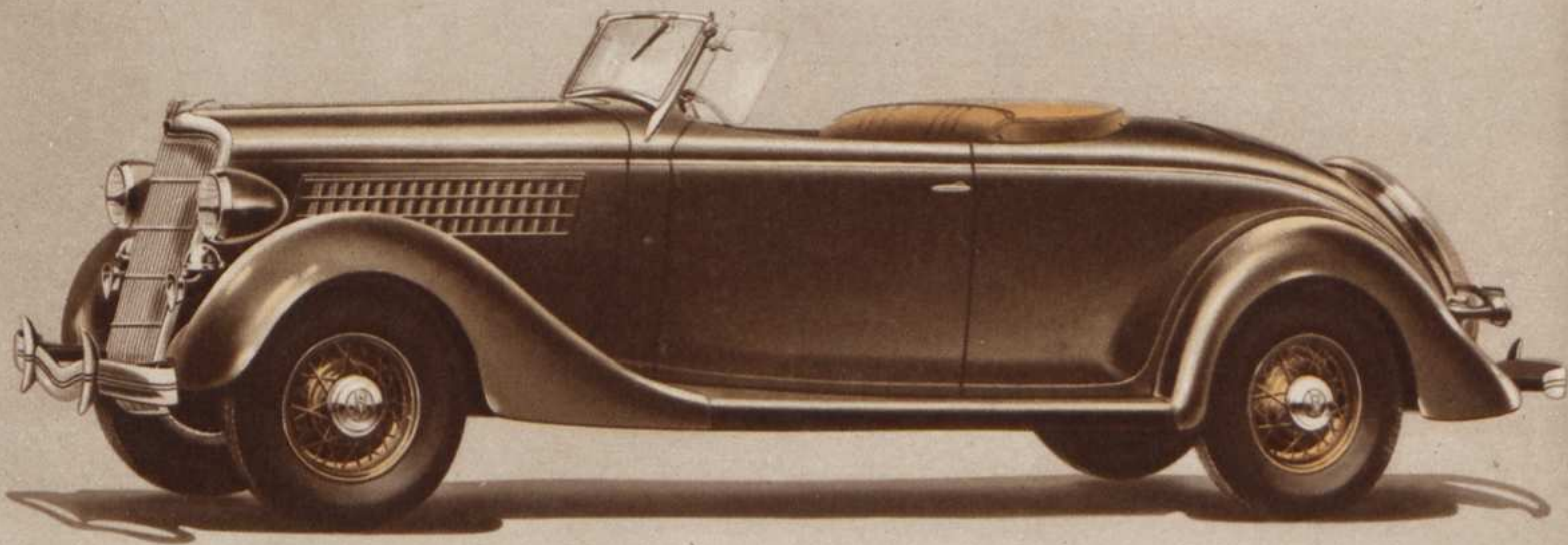
FORD BEAUTY IS LASTING BEAUTY



THE NEW FORD DE LUXE PHAETON. An open car with distinctive, modern lines. Like all new Fords, this car has an enamel finish which retains its original luster for years. Top folds back snugly into boot. All four doors open forward. Compartment behind rear seat.



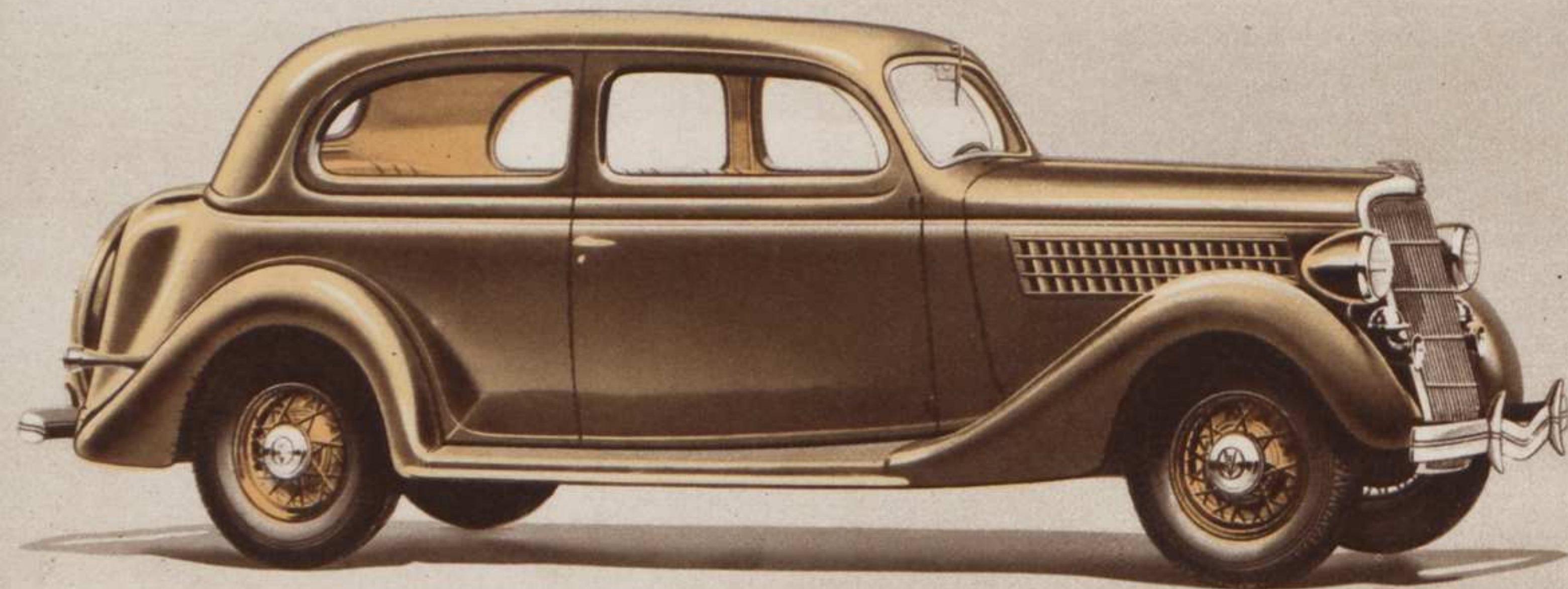
THIS ROADSTER SAYS "LET'S GO"



THE NEW FORD DE LUXE ROADSTER WITH RUMBLE SEAT. Driver's seat is upholstered in genuine leather—durable in quality, attractive in appearance, and harmonizing with the modern, youthful spirit of the car. Wide, comfortable rumble seat.



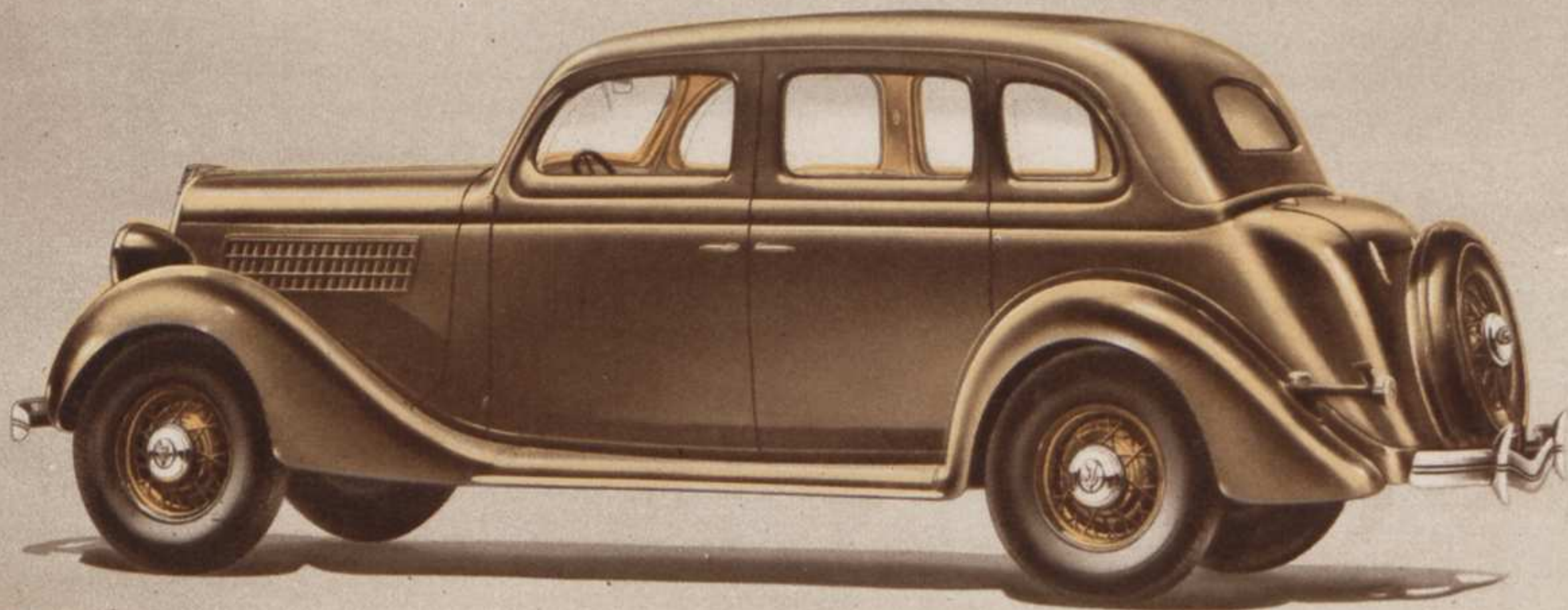
# A NEW FORD BODY TYPE FOR 1935



THE NEW FORD TUDOR TOURING SEDAN, with built-in trunk. A distinguished addition to the many Ford body types. Bucket-type front seats. Driver's seat adjustable. Richly upholstered in new Wool Suede or Bedford Cord with attractive piping. De Luxe features.



## BUILT-IN TRUNK—A SPECIAL FEATURE



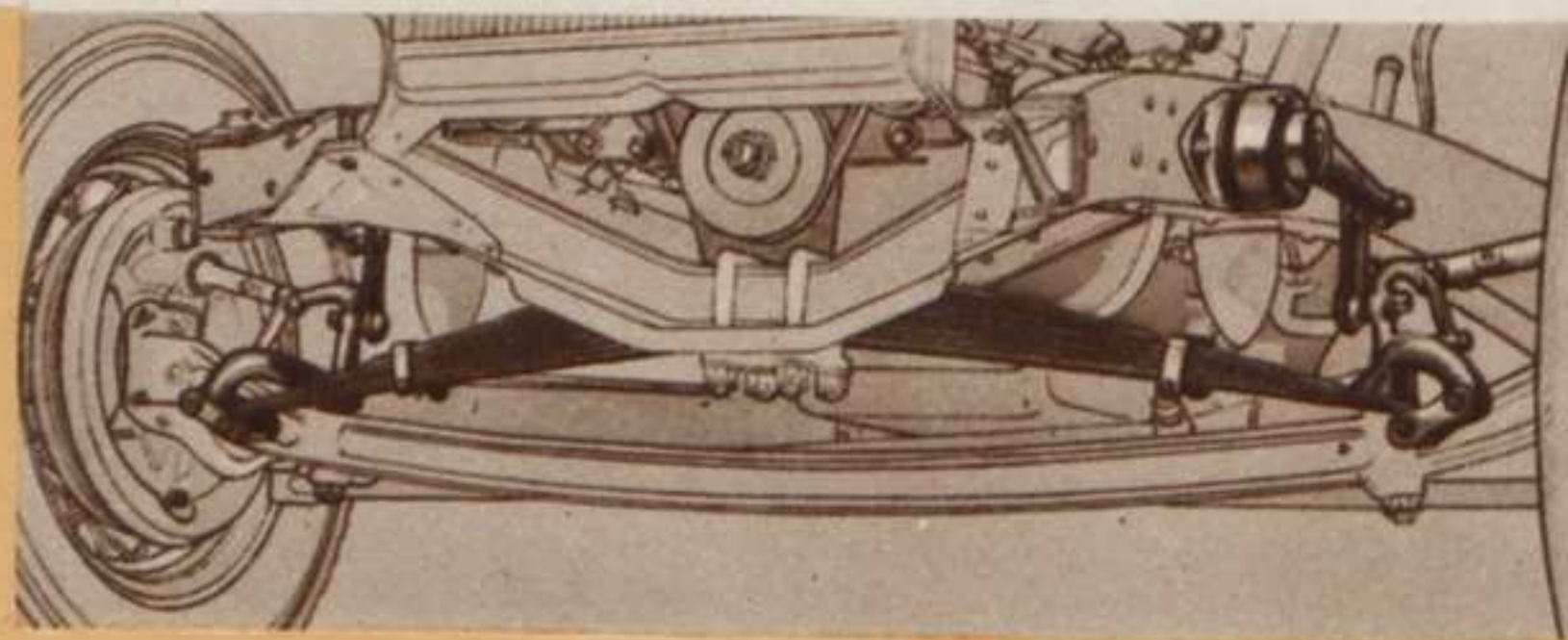
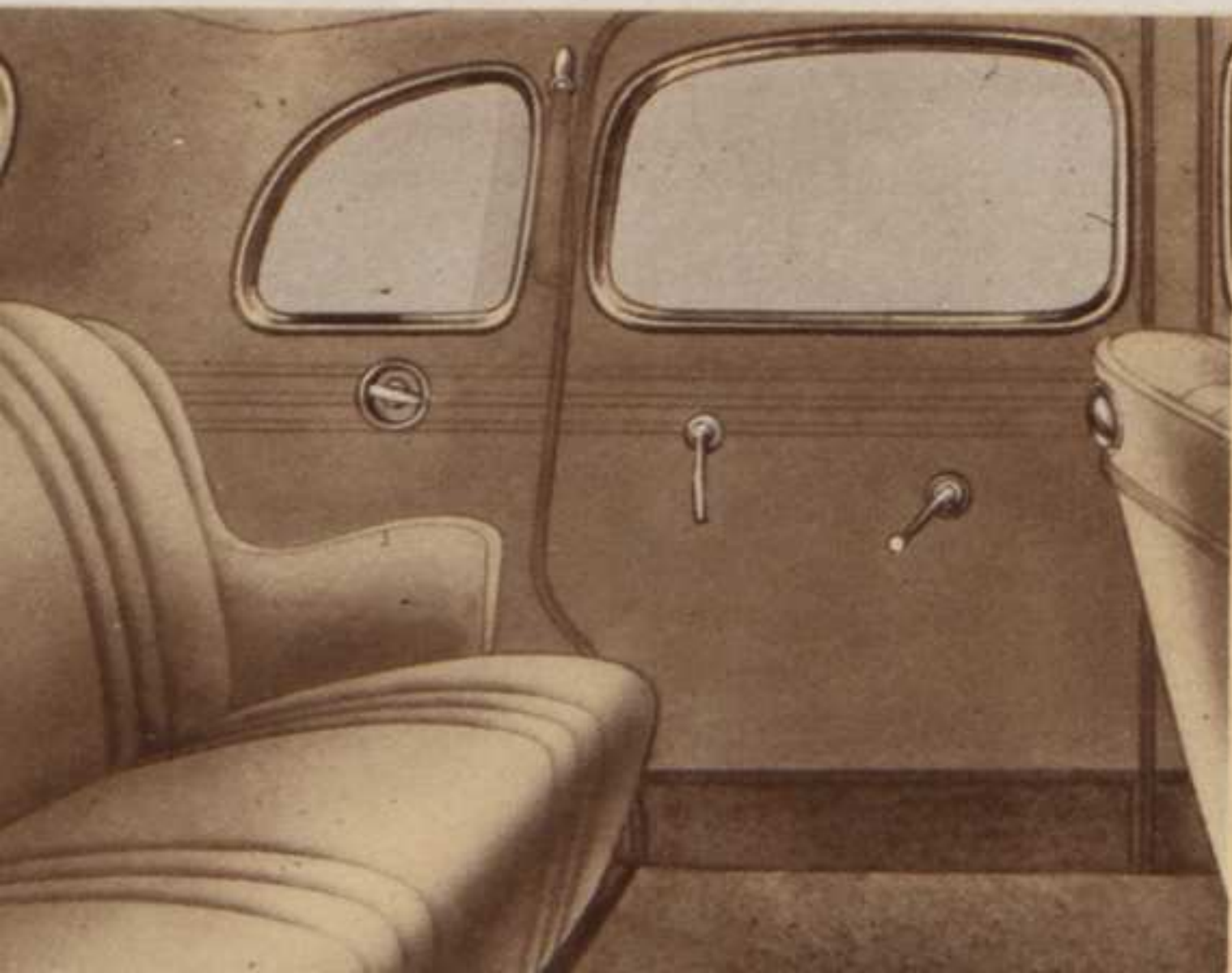
THE FORDOR TOURING SEDAN. Another new Ford body type. Seats six persons comfortably. Like the New Tudor Touring Sedan, this car has a built-in trunk of generous capacity which blends harmoniously into the body contour. De Luxe features throughout.



## CENTER-POISE FOR EASE OF RIDING

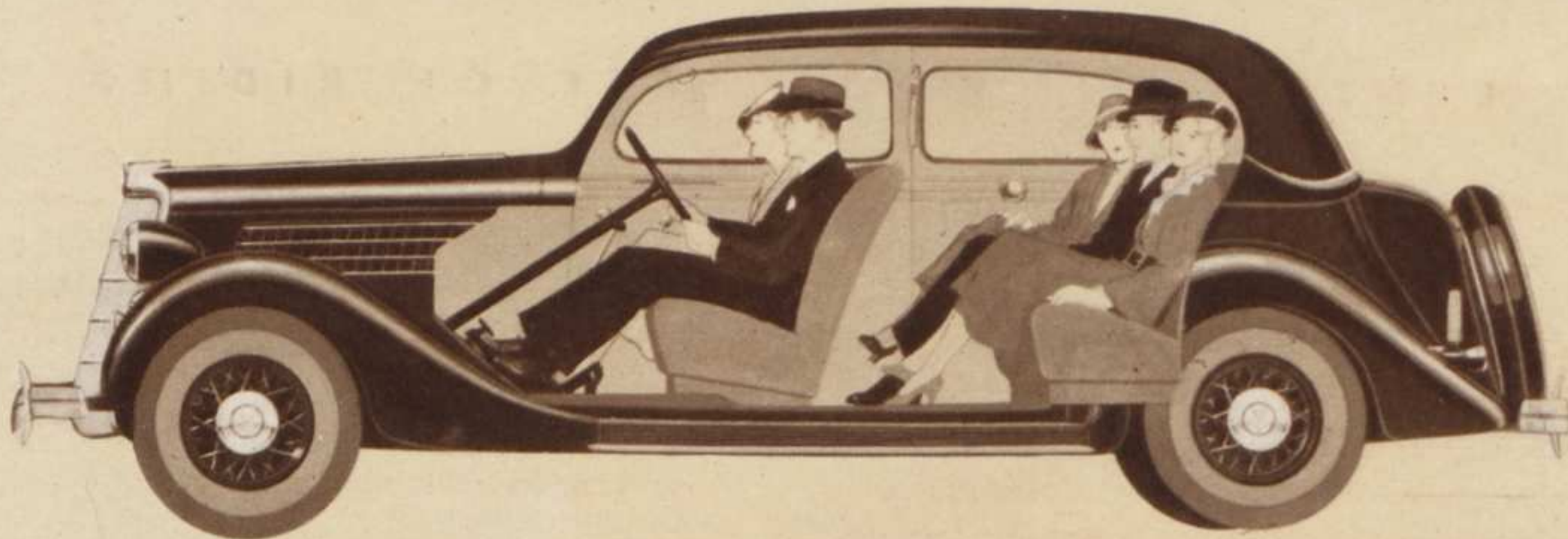
Center-Poise—a new feature of Ford V-8 cars—combines comfort with stability and safety as never before. It embodies three fundamental principles of design: First: Correct spring suspension. Second: Correct distribution of weight. Third: Correct location of passengers within the car. . . . To employ one or two of these principles is not enough, nor

can one of them predominate at the expense of the others. The new, easy riding springs of the Ford car would not by themselves provide the comfortable ride desired at all speeds. Therefore, Ford Center-Poise has combined all three principles and has achieved unusual riding comfort with maximum stability and safety.



(Above). Improved suspension and the increased length of the front spring contribute to Center-Poise Riding and minimize sidesway. (Left). Rear-seat passengers now enjoy the comfort of a "front-seat ride." Taupe mohair upholstery or broadcloth with an attractive pin stripe is optional in De Luxe models.





**CORRECT SPRING SUSPENSION.** Retaining the proved advantages of transverse springing, the new Fords present noteworthy improvements in spring suspension. Front and rear springs are longer and more flexible.

Longer springs and a springbase of 123 inches give a longer and wider base for spring action and greatly increase the smoothness of riding. Augmenting the advantages gained by improved spring suspension, wheels are smaller with larger tires, which require only 30 pounds pressure.

**CORRECT DISTRIBUTION OF WEIGHT.** By mounting the V-8 engine more than eight inches forward of the conven-

tional position, car weight is more evenly distributed on all wheels. Regardless of the number of passengers, or where they sit, there is no excess weight on either the front or rear wheels. This permits uniform spring flexibility front and rear.

**CORRECT LOCATION OF PASSENGERS.** Weight of rear-seat passengers rests forward of rear axle. Thus all three engineering principles involved in Center-Poise are co-ordinated. The concentrating of car weight forward, the central cradling of passenger weight and the increased flexibility of front and rear springs, combine to produce the Ford Center-Poise Ride.





Front seats are from 4 to 5½ inches wider than previous Ford cars and comfortably accommodate three. Gear-shift lever moved further forward. More leg room. Two swivel sun visors furnished in all De Luxe bodies. A car you'll want to drive.

## EFFORTLESS DRIVING

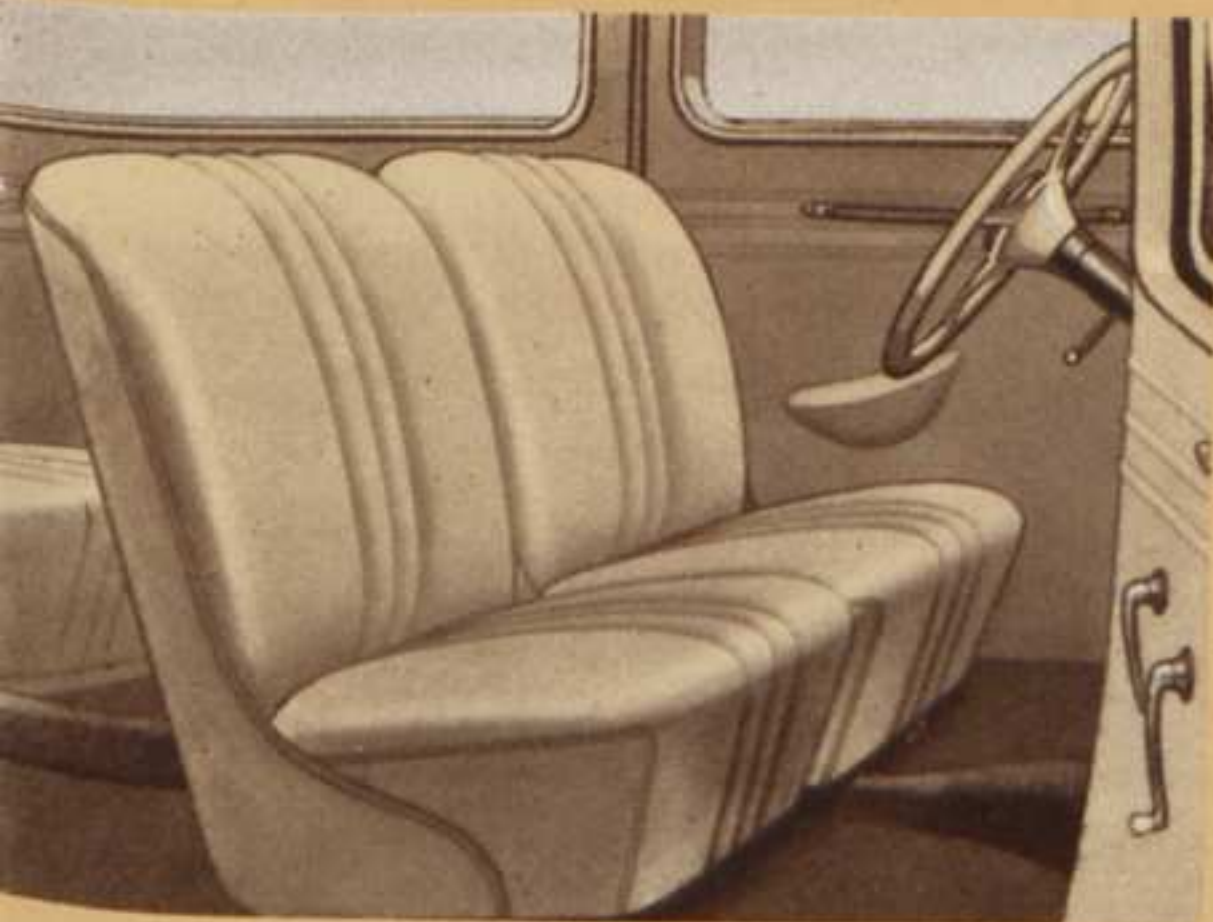
You will find ease of operation an impressive feature of the New Ford.

When shifting gears, a slight touch of the toe on the pedal disengages the clutch. This remarkably "soft" action is the result of the application of a new principle in clutch design. As the engine speeds up, centrifugal force acts to increase clutch pressure and prevent the clutch from slipping.

New brakes are positive in action—instantly responsive to the will of the driver. A floating wedge in the brake-shoe mechanism makes possible quick stopping with little effort on the driver's part. Shoes are self-centering in the drums, distributing brake pressure evenly, and fully utilizing every inch of the exceptionally large braking surface. New cross steering and other chassis improvements provide stabilized easy control at all speeds.



# LUXURY—CONVENIENCE—QUALITY

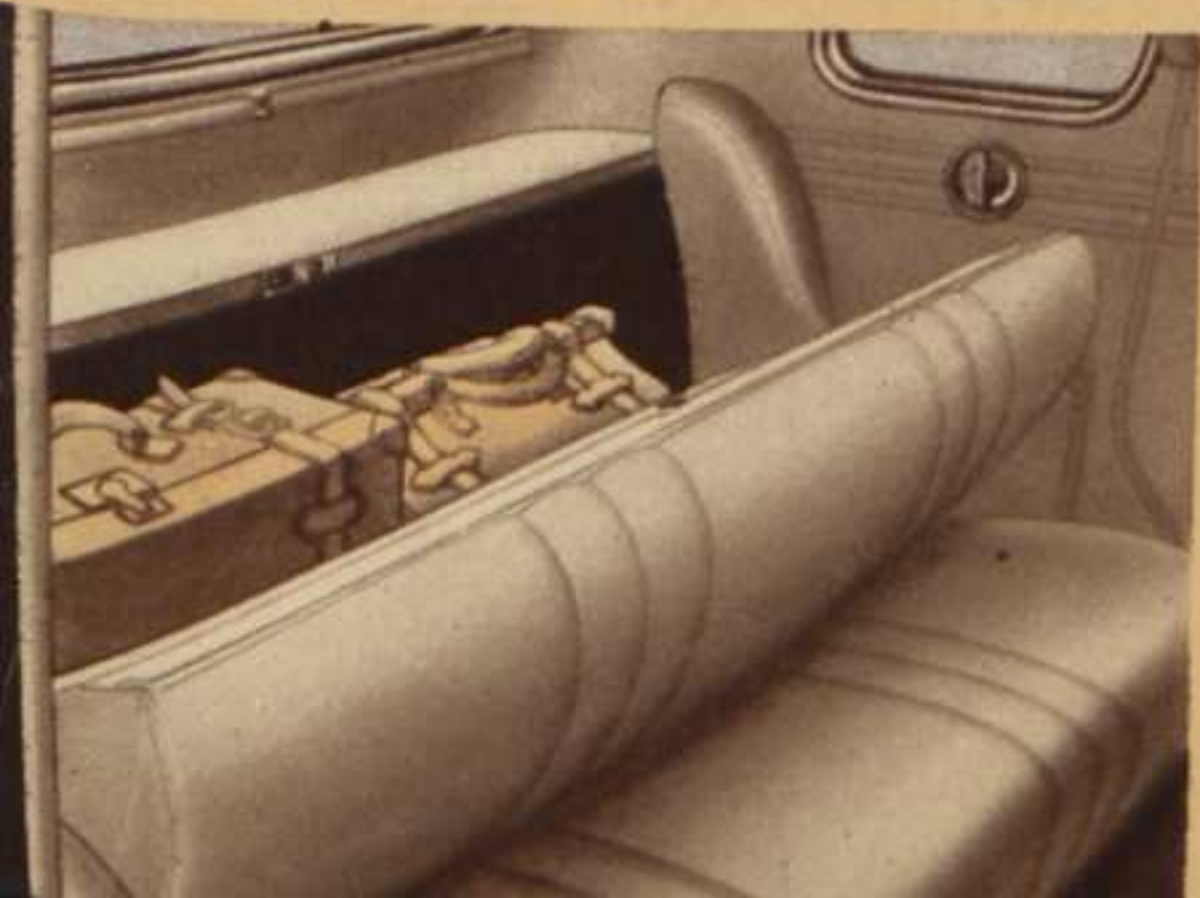


Comfortable bucket-type front seats in Tudor Sedans. Adjustable driver's seat in all closed cars.

. . .

Handsome new instrument panel. In De Luxe body types, taupe colored to match upholstery, steering wheel and mouldings. Also new combination oil and fuel gage, new heat indicator. Convenient glove compartment. Ash tray and lighter.

\* \* \*



Luggage compartment is behind rear seat of sedans. Cushion pulls forward. Space sufficient for suitcases and bags. Parcel shelf above.

. . .

Beautiful rear quarter of Fordor Sedan with window glass in ventilating position. Individual ventilation and unobstructed vision for rear-seat passengers.





# FEATURES OF THE NEW FORD V-8 CAR



**Center-Poise Riding.** Better distribution of weight on all wheels. Correct location of passengers. New, longer, more flexible springs.

**V-8 Performance and Economy.** Bore and stroke  $3\frac{1}{16}$ " x  $3\frac{3}{4}$ ". Piston displacement, 221 cubic inches. New crankcase ventilation reduces oil dilution. Aluminum cylinder heads. Cast alloy steel crankshaft. Light-weight cast alloy pistons. Cylinders and upper crankcase walls fully water-jacketed. One-piece casting of crankcase and cylinder blocks. Water capacity— $5\frac{1}{2}$  gallons. Oil—5 quarts. Fuel—14 gallons.

**Larger, More Luxurious Interiors.** Three-passenger comfort, front and rear seats. Front seats 4 to  $5\frac{1}{2}$  inches wider; rear  $1\frac{1}{2}$  inches wider.

**Ease of Control.** Softer brake and clutch pedal action. Newly designed

self-centering, quick-acting brakes. Easier steering.

**Beautiful Colors.** Durable enamel body finish. Medium Luster Black, Dearborn Blue, Cordoba Gray, Vineyard Green, Gun-metal. Dearborn Blue and Gun-metal on De Luxe models only. Rust-proofed headlamps finished in body colors with Rustless Steel rims.

**Standard Equipment.** Single horn, tail lamp and sun visor. Wide wale Bedford Cord upholstery. Rubber mat front and rear sedan compartment. Arm rests on rear seat. Beautiful instrument panel with fuel gage, speedometer, ammeter, lighter, ash tray and glove compartment. Satin<sup>®</sup>

finish hardware. Safety Glass all around at no additional cost.

**De Luxe Appointments.** Exterior: Twin, matched-tone horns. Twin tail lamps. Chromium-plated windshield frame. Interior: Instrument panel, steering wheel, window mouldings and hardware are taupe colored to match upholstery. A choice of mohair or pin-striped broadcloth in closed cars. Wool Suede or Bedford Cord in Touring Sedans. Genuine leather or Bedford Cord in Cabriolet interior. Seats in Phaeton and Roadster (except rumble seat) upholstered in genuine leather. Fuel and oil gage, heat indicator, ammeter, speedometer, lighter, revolving ash tray and glove compartment on instrument panel.

**Convenient Terms.** Ford cars may be purchased on convenient terms through Authorized Ford Finance Plans of Universal Credit Company.

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