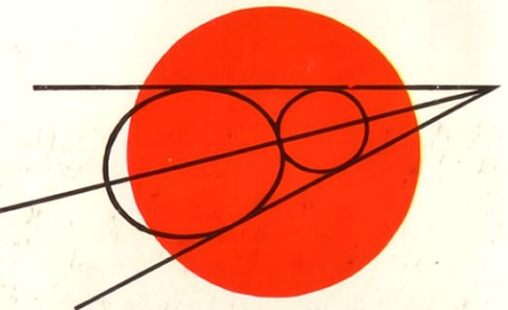


FORD V-8 FOR 1935



**A NEW STANDARD OF RIDING COMFORT WITH  
THE MODERN PERFORMANCE OF V-8 POWER**

Three years ago, the Ford Motor Company brought a new kind of motor car performance within reach of the average purchaser by introducing the V-8 at a low price. The outstanding reliability and economy of that V-8 engine have been proved in the service of more than a million motorists.

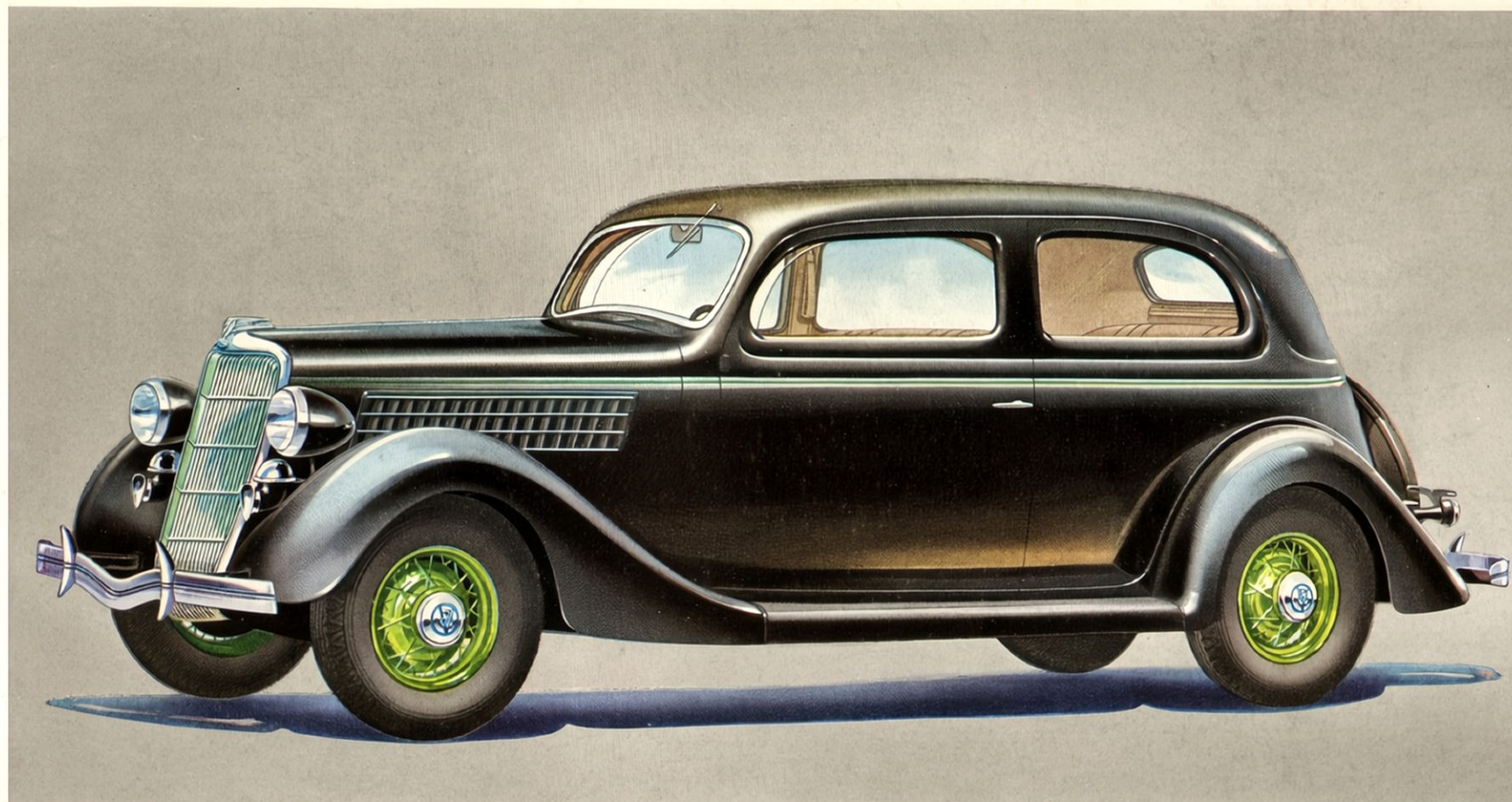
This year another pioneering step forward has been taken, which gives you riding comfort to match superb engine performance. The development of Center-Poise Riding—a fundamental change in car design—has made this possible. New weight distribution, new seat position and new springing give you remarkable riding ease—

especially in the back seat. You ride nearer the center of the car—away from the rear axle and away from the bumps.

The Ford policy of constant improvement is reflected also in the beautiful body lines of the New Ford V-8. They are distinctively modern, in the newest sense, yet not extreme. The whole appearance of the car is one of grace and substantial strength. It is longer and wider, with more leg room, more body room and more baggage room. The interior finish and upholstery are rich and luxurious, with modern ideas in design throughout.

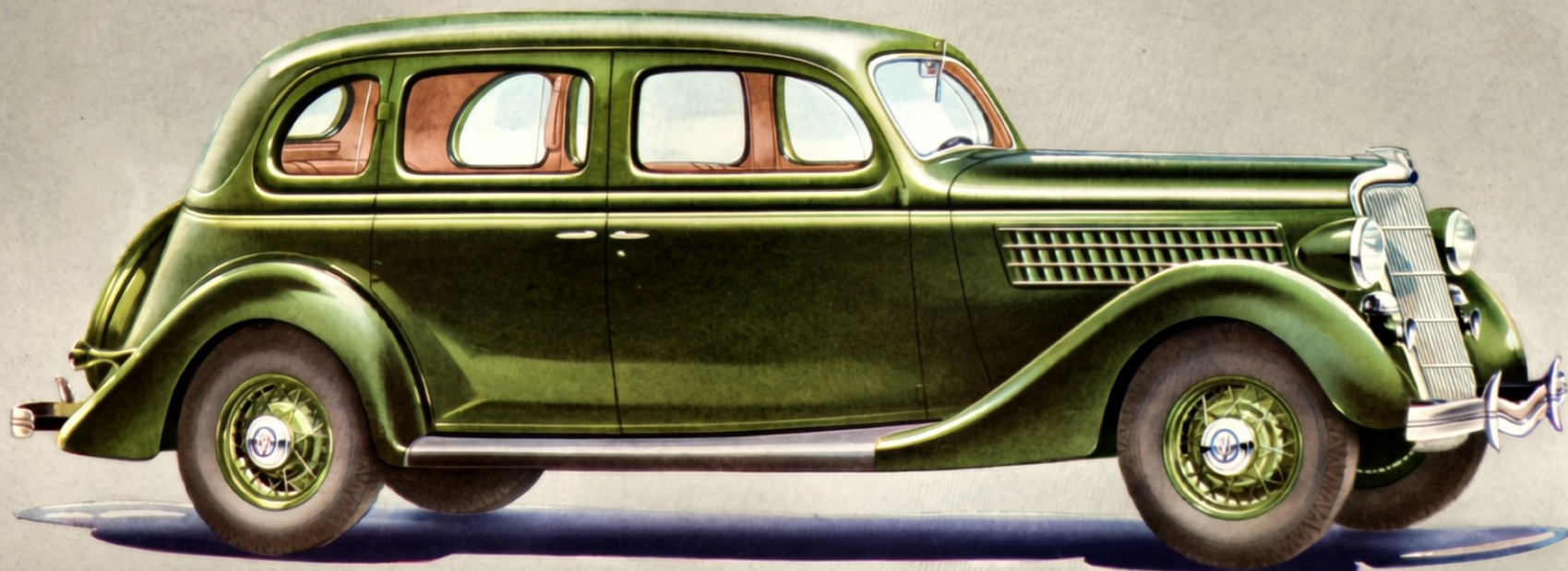
Many features of the New Ford V-8 are illustrated and described on the following pages.

**F O R D   D E L U X E   T U D O R   S E D A N**



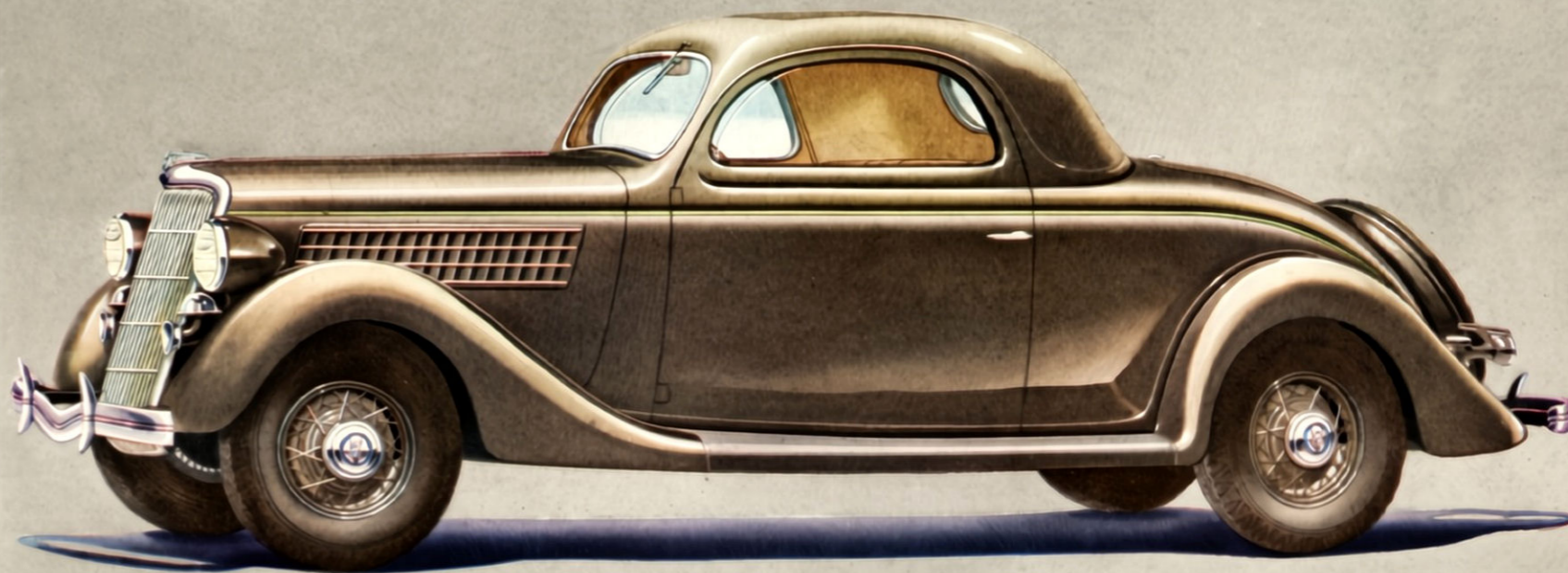
This ever-popular body type has taken on a new beauty and provides amazing new riding comfort for rear as well as front-seat passengers. Deeply cushioned, high-back, bucket-type front seats. Driver's seat adjustable. The wide door is hinged in front and swings forward. Richly upholstered in taupe-colored mohair or pin-stripe broadcloth. Without De Luxe features, the price of this Tudor Sedan is lower.

F O R D   D E L U X E   F O R D O R   S E D A N



1935 Sedans are the biggest and roomiest Ford has ever made. Seats are wider—each seat in the Fordor holds three persons comfortably and their weight is center-poised so that a comfortable ride is assured for all passengers. Commodious luggage compartment back of the rear seat. Taupe mohair or pin-stripe broadcloth upholstery. Clear-Vision ventilation. This same car, without De Luxe features, may be obtained at lower cost.

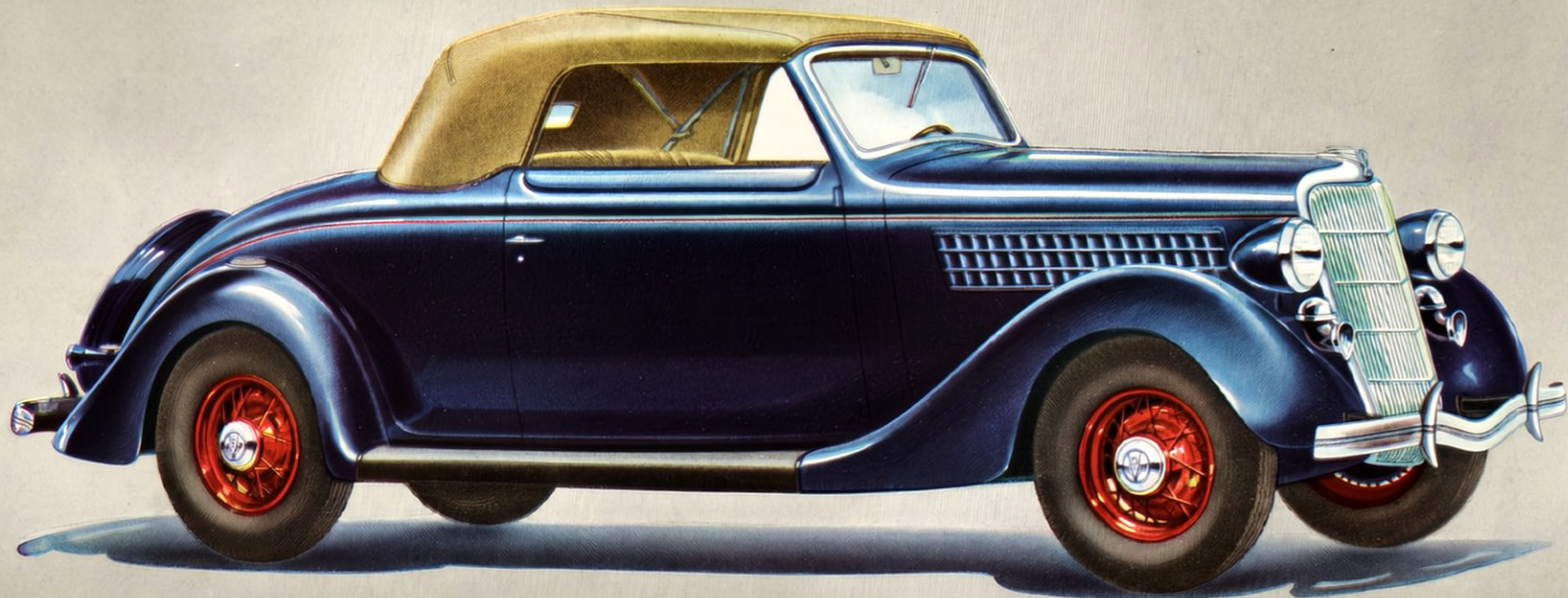
F O R D   D E L U X E   C O U P E   ( T h r e e   W i n d o w s )



A smart, compact car for personal, social or business use. Wide, deep shelf back of seat for bags or parcels. Rear window lowers. Seat accommodates three comfortably. Beautifully upholstered in taupe mohair or pin-stripe broadcloth. Instrument panel, steering wheel and mouldings finished in taupe to match upholstery. Rear compartment locks from outside. Available with De Luxe equipment only. Rumble seat optional at extra cost.

F O R D C O N V E R T I B L E C A B R I O L E T

F O R D D E L U X E C O U P E ( F i v e W i n d o w s )

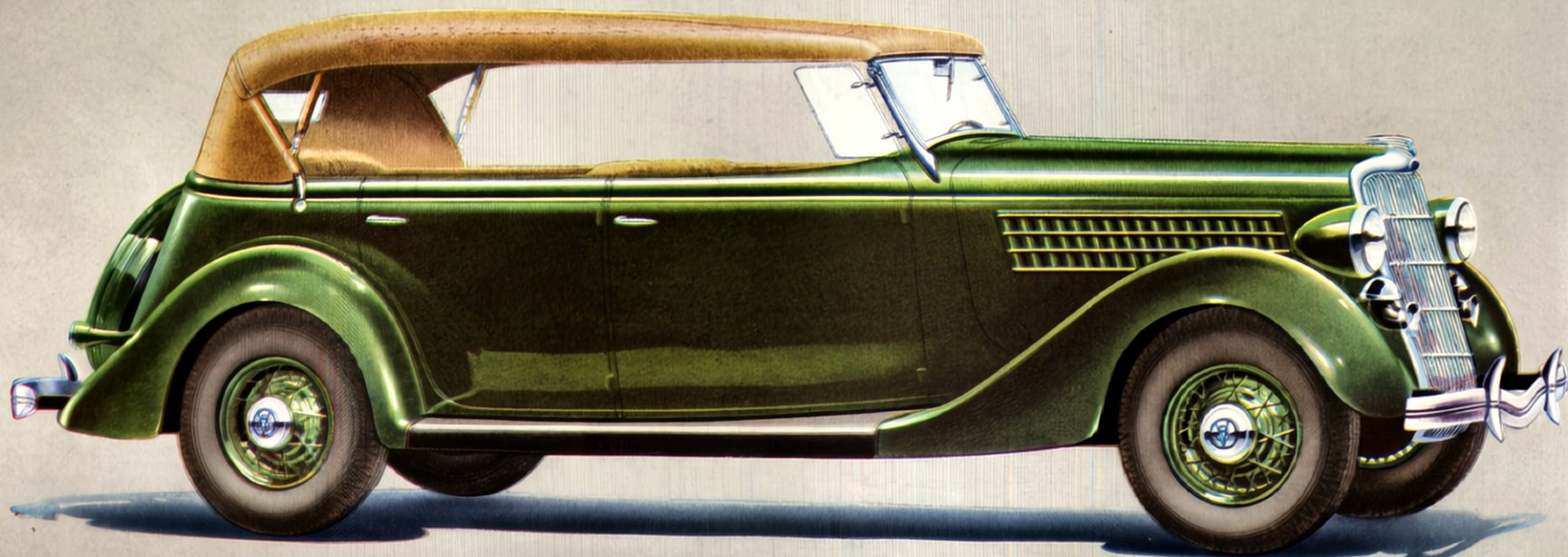


Here is a Ford they will all turn to watch as it goes by. Lean and rakish, with a smartly tailored top that blends perfectly with the lines of the car. Rear curtain closes with sliding fastener. Commodious deep shelf back of seat for golf clubs or parcels. Top folds down neatly into compartment, flush with body—a real convertible. Interior upholstery in choice of genuine leather or Bedford Cord. Rumble seat is standard equipment.



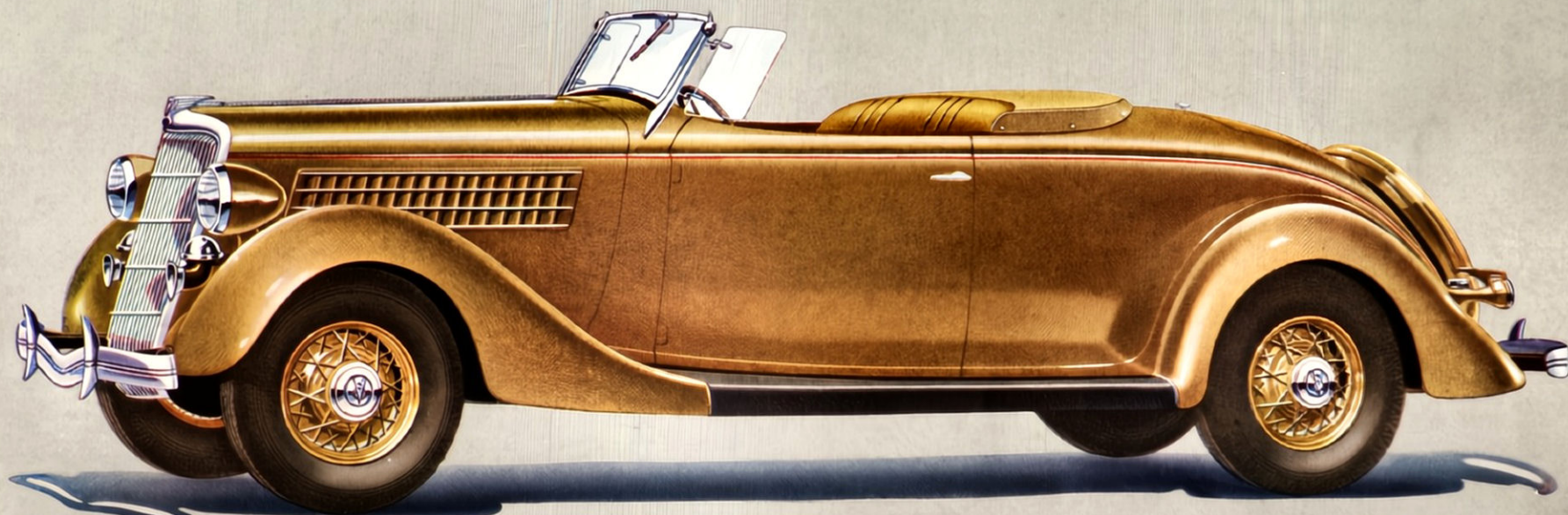
Unquestionably one of the handsomest cars on the road. Wide and deep shelf for bags and parcels. Rear window lowers. Luxurious upholstery. Cowl lamps have been eliminated from all Ford cars to preserve the sweeping lines. Parking lights now included in headlights. This same Ford Coupe (five windows) is available without De Luxe features at a lower price. Rumble seat optional in both types at extra cost.

F O R D D E L U X E P H A E T O N



A low and beautifully designed touring car that will contribute vastly to the popularity of the open type. Here is emphasized the value of the new Ford development — Center-Poise Riding. New weight distribution and position of passengers give greatly improved riding qualities in the rear seat. Attractive tan top is easy to raise and lower. All doors open forward. Genuine leather upholstery. Compartment behind rear seat.

F O R D D E L U X E R O A D S T E R



A car that sings of the open road. All De Luxe appointments, including wide, comfortable rumble seat. Neatly tailored tan top with natural wood bows and bright metal fittings. Folds down flat and is covered with a boot. Driver's seat is upholstered in genuine leather. As in all De Luxe body types, there is a choice of five attractive and enduring colors. More than ever, a car that expresses the spirit of youth.

F O R D T U D O R T O U R I N G S E D A N



Besides the large capacity, built-in trunk which leaves the interior of the car free for passengers in traveling, this beautiful Ford Tudor Touring Sedan has many desirable features. Front seats are the comfortable bucket-type. Rustless Steel running-board moulding adds a touch of individuality to the Touring Sedans. Driver's seat is adjustable to leg length. Luxuriously upholstered in the new Wool Suede or Bedford Cord. Doors open forward.

F O R D F O R D O R T O U R I N G S E D A N



This handsome car is entirely new to the Ford Line. Commodious built-in trunk is an inherent part of the car design and adds to its beautiful proportions. Car interior is bigger and roomier than in any Ford sedan of previous years. Seats six persons comfortably. Richly upholstered in a new material, Wool Suede, or in Bedford Cord, with new pillow-effect cushions. New hardware in taupe color to match. De Luxe appointments.

**MORE THAN A MILLION OWNERS HAVE PROVED THE ECONOMY  
AND DEPENDABILITY OF THE FORD V-8 ENGINE**

Some things about an automobile are more or less a matter of opinion. But when it comes to the engine, you are dealing with the hard facts of power and its application. Either you have V-8 power or you don't have it.

You need not depend on words—the record speaks for itself. It is something you can see as you "Watch The Fords Go By." Something you will realize even more fully when you drive the Ford V-8 yourself.

That's one phase of performance—but the V-8 engine also offers the kind of performance which is made up of dependable service day in and day out, year after year—of low costs for fuel and oil—of freedom from repairs.

This year's Ford V-8 engine combines this proved efficiency with a number of refinements which make it a still better engine to own and drive. One is the tough, wear-resisting cast-steel crankshaft, which gives even smoother engine operation. Another is directed-flow crankcase ventilation which gives to the engine even longer life.

The V-8 has proved itself the most economical, most dependable Ford engine ever built. But here again you are not asked to take our word for it. Talk to some of the more than a million owners of the Ford V-8. Let them supply the facts which every careful buyer should know.

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**FORD V-8 ENGINE FEATURES**

DIRECTED-FLOW CRANKCASE VENTILATION

RIGID CAST ALLOY-STEEL CRANKSHAFT

FLOATING COPPER-LEAD CONNECTING-ROD BEARINGS

EXHAUST VALVE SEAT INSERTS

ALUMINUM CYLINDER HEADS

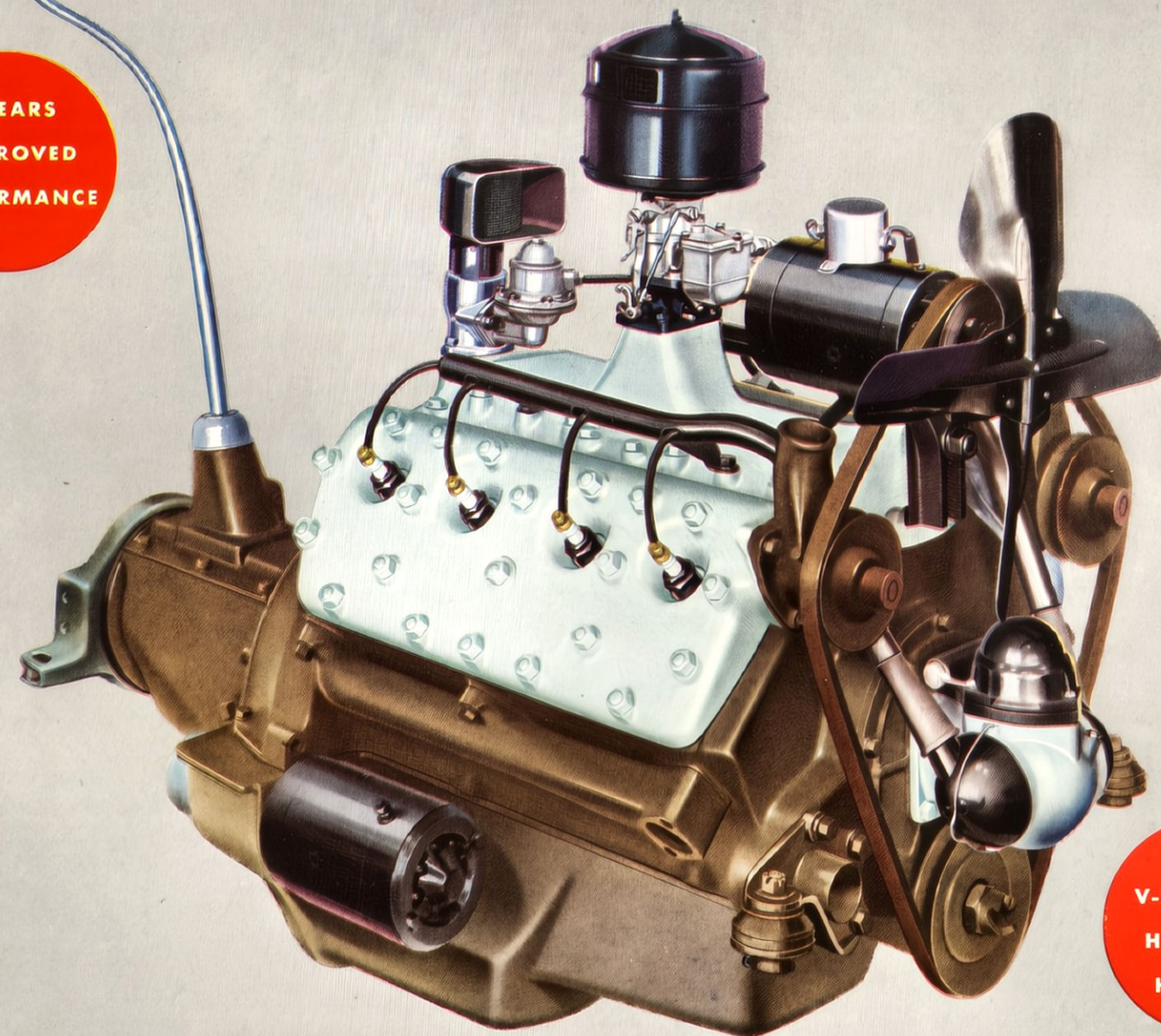
LIGHT-WEIGHT CAST ALLOY PISTONS

PRECISION-SET NON-ADJUSTABLE VALVES

ONE-PIECE CAST CYLINDERS AND CRANKCASE

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**3 YEARS  
OF PROVED  
PERFORMANCE**



**THIS  
V-8 ENGINE  
HAS MADE  
HISTORY**

## FORD CENTER-POISE RIDING

### COMBINES THREE VITAL ENGINEERING PRINCIPLES



CRADLED BETWEEN THE WHEELS

Center-Poise combines riding 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.

To employ one or two of these principles is not enough, nor can one of them predominate at the expense of the others. The easy riding springs of the Ford car would

not by themselves provide the soft, comfortable ride desired at all speeds. Therefore Ford Center-Poise has combined all three principles and has achieved unusual riding comfort with maximum stability.

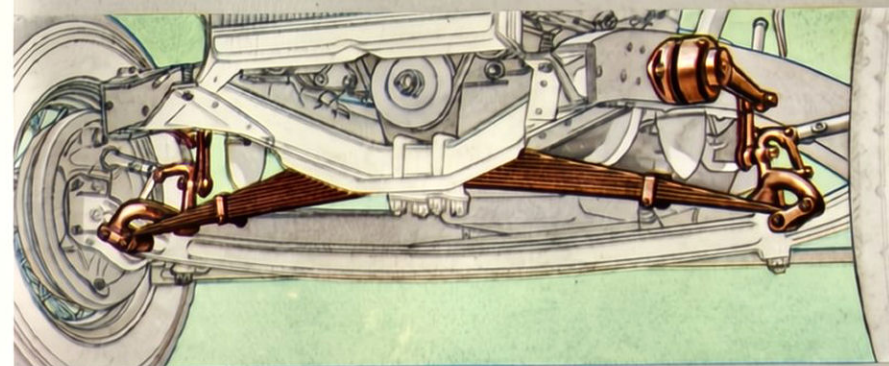
**CORRECT SPRING SUSPENSION:** Both front and rear springs of the Ford car have been made soft and flexible. By an improved suspension of the time-proved transverse springs, which Ford cars have used for nearly 30 years, springbase and the length of the front spring

of the New Ford V-8 have been increased. This gives both longer and wider base for spring action and greatly increases smoothness of riding.

**CORRECT DISTRIBUTION OF WEIGHT:** By mounting the V-8 engine more than 8 inches forward of the conventional position, car weight is more evenly distributed over all four wheels. Regardless of the number of passengers, or their location, there is no excess weight on either the front or rear wheels. This distribution of weight permits springs of practically the same flexibility both front and rear. There is no excessively "heavy end" in this car to require a stiff "hard-riding" spring.

**CORRECT LOCATION OF PASSENGERS:** Rear-seat passengers now have the comfort of a "front-seat ride." Their weight rests well forward of the rear axle. Thus all three engineering principles have been satisfied in the New Ford V-8. The movement of car weight forward, the centering of passenger weight and the increased flexibility of the front and rear springs have produced the "Ford Center-Poise Ride."

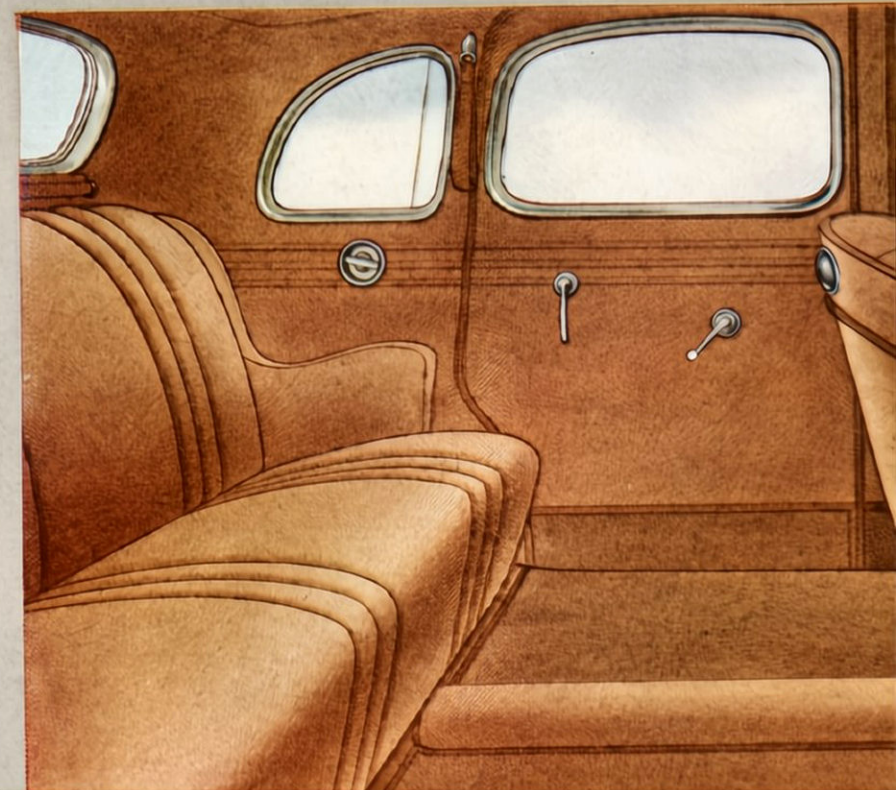
When you take your first Ford Center-Poise Ride you will be amazed at the new comfort, regardless of road conditions, the new feeling of security at all speeds, and stability on sharp turns.



Improved suspension and the greatly increased front spring length contribute to Center-Poise Riding and minimize sideways.

Rear-seat passengers now can enjoy the comfort of a "front-seat" ride. Note the attractive modern upholstery in the De Luxe Sedans and Coupes.

The new six-inch tires have unusually wide tread and require only thirty pounds pressure. They contribute to riding ease and safety. Wheels are correspondingly smaller.







Front seats are four to five-and-a-half inches wider than previous Ford cars. They accommodate three comfortably because of increased width and new position of gear-shift lever. More body room and leg room; more space between wheel and instrument panel. Swivel sun visors in all De Luxe bodies.

**NEW "SOFT" CLUTCH ACTION,  
IMPROVED BRAKES, EASIER  
STEERING**

The clutch pedal responds to the touch of your foot with surprising gentleness. When you shift gears or when you stop at a crossing light waiting for the signal you realize that clutch pedal "resistance" is practically eliminated.

As you dart through traffic two other facts impress themselves upon you. First: So little pressure is required to apply the brakes but how quickly and smoothly you stop! Second: Steering is extremely easy; the wheel responds instantly to a "finger touch."

Three new features are largely responsible for this ease of control. A simplified clutch which permits low pedal pressure at starting or "gear-shifting" speeds and employs centrifugal force to secure increasing clutch pressure as speed increases. New brake design, employing self-centering shoes which require but little pedal pressure and which, because they fully utilize the available braking area, are thoroughly effective. Drums are ribbed to provide increased cooling surface. New cross steering and other chassis improvements provide stabilized, easy control at all speeds.



Complete all-weather ventilation. Improved Clear-Vision window ventilation. Wide cowl ventilator with screen. A windshield that opens.

\* \* \*

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

\* \* \*

Front doors of all cars are now hinged at front. Easier to open or close — and more convenient.



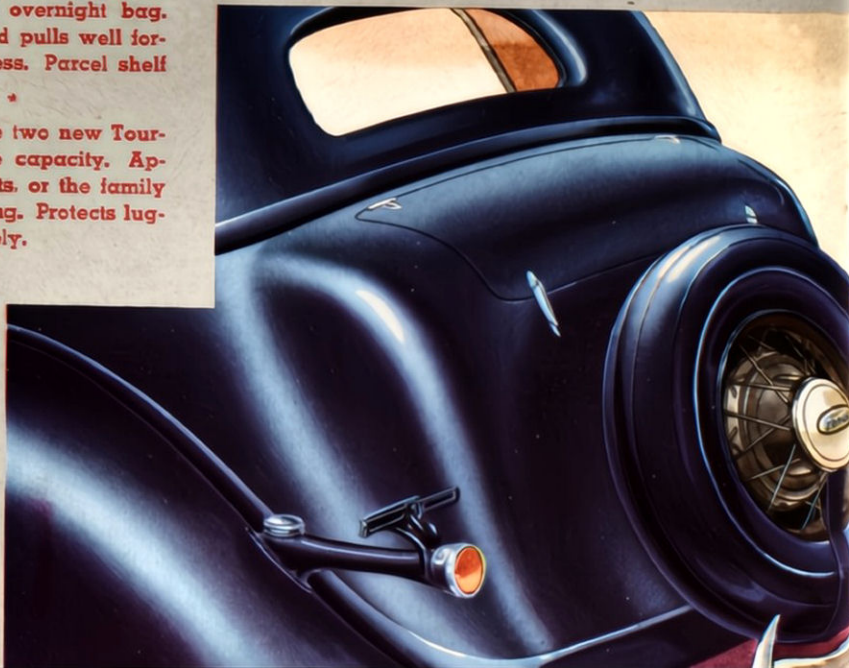
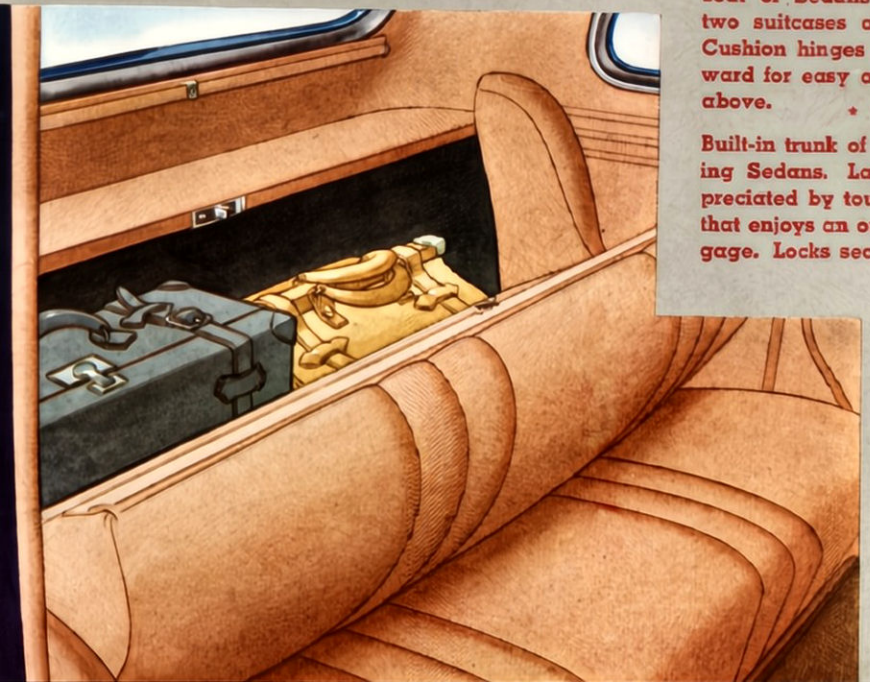


Comfortable bucket-type front seats in Tudor Sedans. Adjustable driver's seat in all closed cars.

Parcel shelf behind the seat of the Coupes is large enough to accommodate two golf bags. Rear window can be opened.

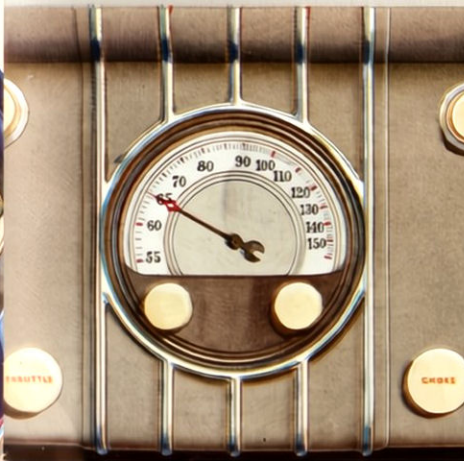
Luggage compartment behind rear seat of Sedans large enough for two suitcases and overnight bag. Cushion hinges and pulls well forward for easy access. Parcel shelf above.

Built-in trunk of the two new Touring Sedans. Large capacity. Appreciated by tourists, or the family that enjoys an outing. Protects luggage. Locks securely.



Handsome new instrument panel. In De Luxe body types, taupe colored to match upholstery, steering wheel and window mouldings. Oil and fuel gages, heat indicator, ammeter and speedometer. Instruments grouped for instant reading. Convenient glove compartment. Ash tray and lighter. Thinner steering wheel with finger grips.

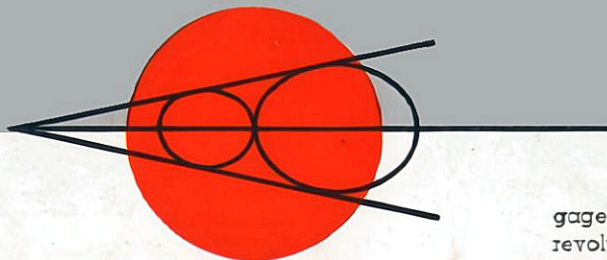
Ford Radio can be installed, if desired, at extra cost. Tuning dial fits into the ash-tray opening on instrument panel, within easy reach of driver. Closed cars have built-in antenna.



Revolving ash tray (same as on instrument panel) in rear of Fordor Sedans. Centered on back of front seat. In Tudor Sedans, stationary type ash tray is under right rear window.



# FEATURES OF THE NEW FORD V-8 CAR



**Smart New Style Throughout.** Chromium-plated radiator shell and grille with Rustless Steel beading. Distinctive new hood louvres. Large, skirted fenders. All doors except rear doors of Fordor Sedans are hinged at front, and swing forward for greater convenience. Cowl lamps eliminated to preserve sweeping lines; parking lights in headlights. Welded all-steel bodies. Improved Clear-Vision ventilation. Safety Glass all around in all cars at no extra cost.

**Larger, More Luxurious Interiors.** All seats wider. From 4 to 5½ inches have been added to spread of front seats. Rear seats 1½ inches wider. Deep, restful cushions. Beautiful new upholstery and appointments.

**Center-Poise Riding.** Improved spring suspension and flexibility. Better distribution of weight. All passengers moved forward. Rear-seat passengers now enjoy the comfort of a front-seat ride. Unusual smoothness, stability and safety.

**New Ease of Control.** Softer brake and clutch pedal action. Self-centering, quick-acting brakes. Simplified clutch. Easier steering.

**Beautiful Colors.** Durable enamel body finish. Medium Luster Black, Dearborn Blue, Cordoba Gray, Vineyard Green, and Gun-metal. (Gun-metal and Dearborn Blue are available on De Luxe cars only.) De Luxe cars in black have

wheels and striping in bright Apple Green. Black cars without De Luxe appointments have black wheels. De Luxe cars in Dearborn Blue have wheels and striping of Poppy Red. In the three light colors in De Luxe cars there is a choice of wheel colors; on Cordoba Gray or Vineyard Green cars which do not have De Luxe appointments the wheels are black. Rust-proofed headlamps are finished in body colors with rims of Rustless Steel.

**Standard Equipment.** One horn, one tail lamp, one sun visor. Instrument panel, with fuel gage, speedometer and ammeter. Wide wale Bedford Cord upholstery. Rear arm rests. Lighter and glove compartment in instrument panel. Safety Glass all around. Satin-finish hardware.

**De Luxe Appointments.** Exterior: Twin matched-tone horns, twin tail lamps, chromium-plated windshield frame. Interior: Taupe-colored instrument panel, steering wheel and window mouldings to match upholstery. Mohair and pin-stripe broadcloth in De Luxe closed cars. Genuine leather or Bedford Cord in Cabriolet interior. Phaeton and Roadster have genuine leather seats (except rumble seat). Modern hardware, pull-to cords on doors. Fuel and oil

gage, heat indicator, ammeter, speedometer revolving ash tray, lighter, and glove compartment on instrument panel. New trimming and piping of seat cushions give beautiful pillow effect. Arm rests. Robe rail in Fordor Sedan. Carpets in rear compartments. Dome light. Curtain at rear window.

**Touring Sedans.** Tudor and Fordor. Unusually handsome and roomy built-in trunks. De Luxe appointments throughout. Rustless Steel moulding on the running boards adds a touch of individuality to the Touring Sedans. Choice of two upholsteries—taupe-colored Bedford Cord or Wool Suede.

**Proved V-8 Engine Performance and Economy.** Bore and stroke 3 1/16" x 3 3/4". Piston displacement, 221 cubic inches. New crankcase ventilation reduces dilution of crankcase oil. Lightweight cast-alloy pistons. Exhaust valve seat inserts. Precision-set, non-adjustable valves. Cast alloy steel crankshaft. Copper-lead floating connecting-rod bearings. Aluminum cylinder heads. One-piece casting of crankcase and cylinder blocks. Cylinder walls and upper crankcase completely water-jacketed. Water capacity, 5½ gallons. Oil, 5 quarts. Fuel, 14 gallons. Tire size, 6.00" x 16".

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