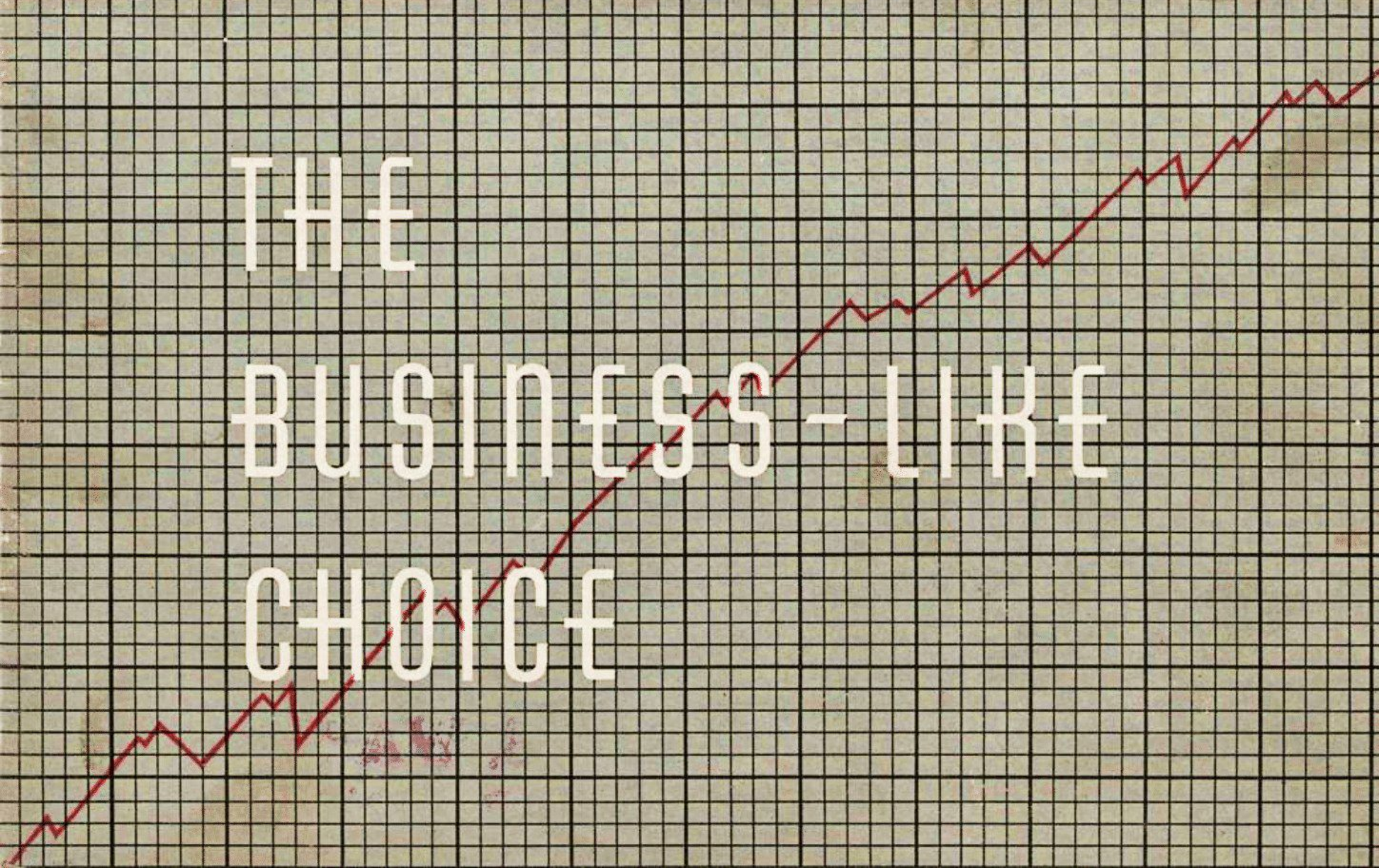


FORD V-8 FOR 1935



THE
BUSINESS-LIKE
CHOICE

THE VALUE OF REPUTATION

The purchase of a motor car — whether for personal, social, family or business use — is a business transaction. It is an investment from which you expect return in the form of service, pleasure and prestige.

As a careful investor, you will be interested in the facts in this booklet. And we believe it will pay you to read and weigh them.

This is not a presentation of comparisons. We prefer to tell you the facts about the New Ford V-8 for 1935, and let you make your own comparisons.

The first thing any careful buyer looks for is Value. In the case of the New Ford, you have the strongest possible warranty of value — the Ford reputation.

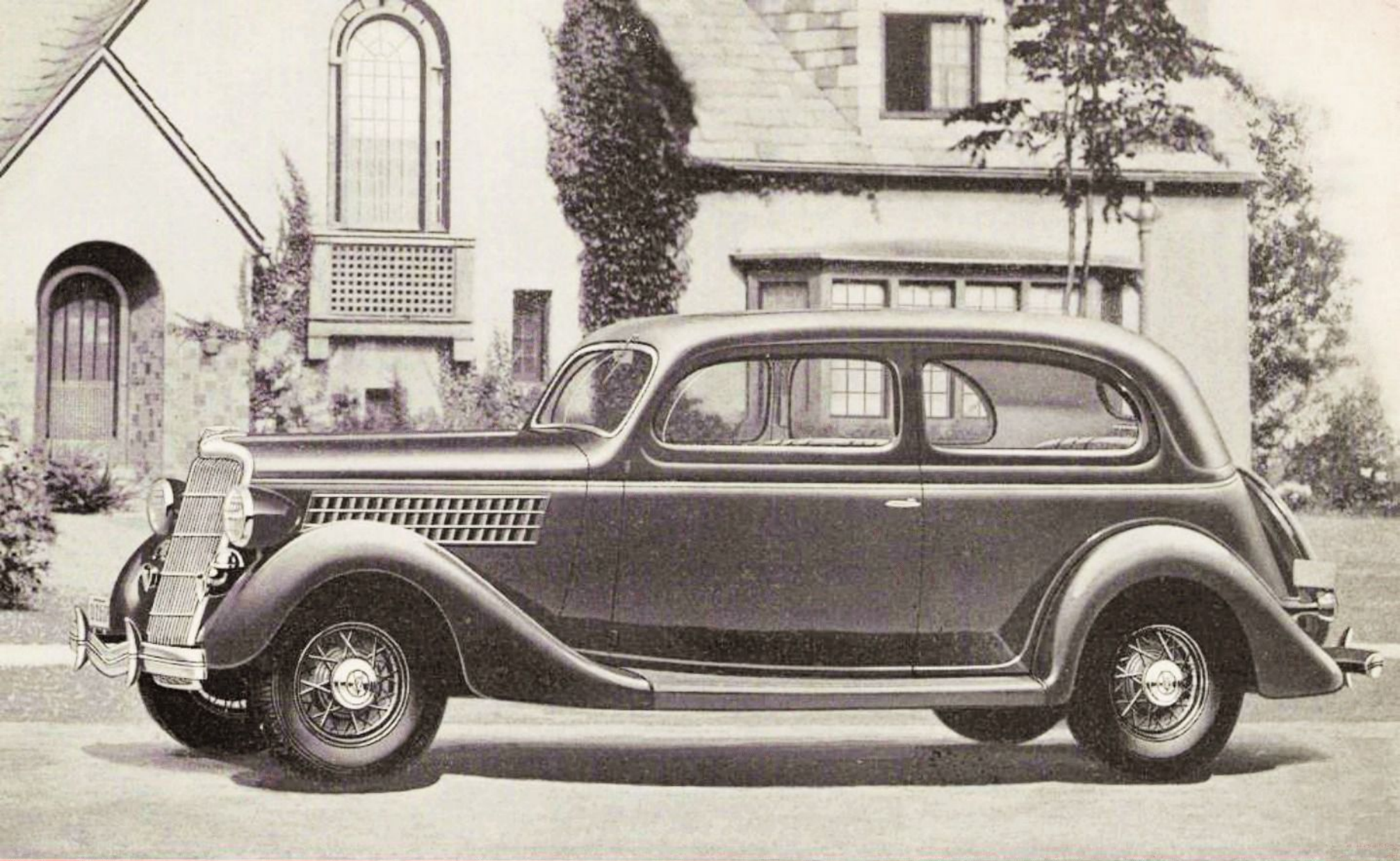
Henry Ford founded his business on an idea as sound as it is simple: to provide efficient, economical transportation at low cost.

Into the working out of this idea have gone more than thirty-one years' experience. And as the idea unfolded, there have been developed the most extensive resources and the most complete manufacturing facilities in the world. This experience . . . these resources of men, money and machines . . . constitute the background of the New Ford.

There is solid satisfaction in buying a car as tried and tested as this one. Remember that more than twenty-two million Ford cars preceded it — more than a million with the V-8 engine.

Three years ago Ford brought V-8 performance within the reach of all motor car purchasers. Today, only the Ford gives you a V-8 engine at a low price.

During three years of sharply reduced buying power, the public bought 1,300,000 Ford V-8's — more than the combined, all-time production of other eight-cylinder automobiles.



THE NEW FORD DE LUXE TUDOR SEDAN. Ford beauty suggests the fleetness, power and agility of V-8 performance — the sturdiness of Ford construction underneath. Ford Center-Poise provides amazing new comfort for both front and rear-seat passengers.

VALUE FROM A BUSINESS VIEWPOINT

Probably no group of men in the industry is less bound by precedent than Ford engineers. It has been said of the Dearborn Engineering Laboratory in which they work, that "today's routine is tomorrow's automobile history."

Now this pioneering culminates in the 1935 V-8 — not merely a finer Ford, but a new and better kind of car. It brings new beauty, new safety and a new measure of comfort within the reach of millions of people.

We have made the price of the 1935 Ford as low as it can be made, consistent with the high cost to us of the quality materials and precision manufacturing that go into it.

In addition, we have made it possible for

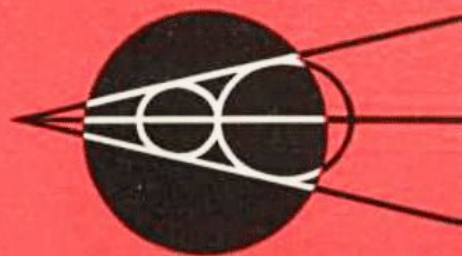
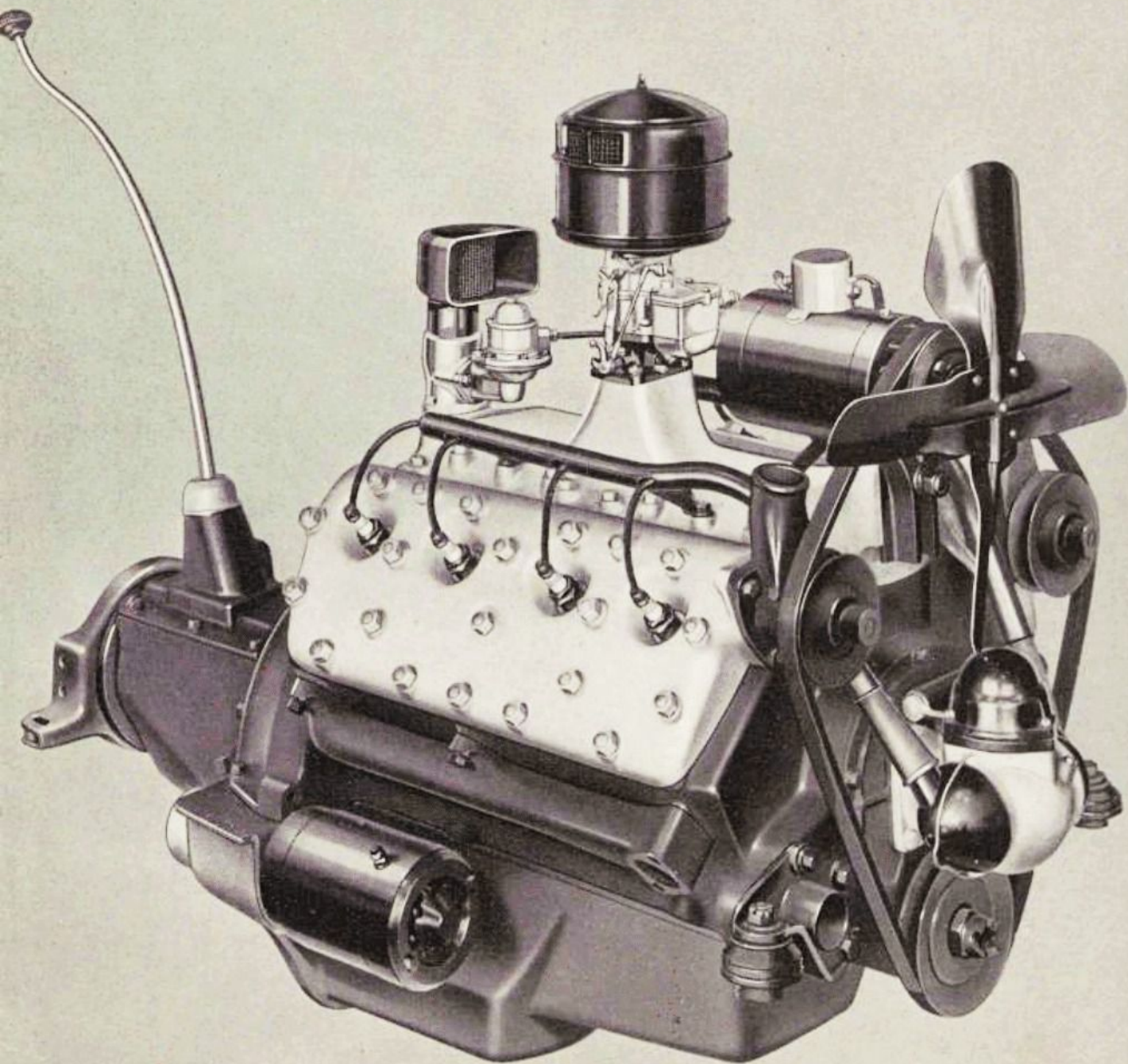
you to buy this car economically, out of income, through the Authorized Ford Finance Plans of the Universal Credit Company. Because of the high type of merchants selling Ford cars and the substantial type of people purchasing them, it is not necessary to increase the actual cost of time payments under these plans to cover abnormal collection expense or credit losses.

But there is another side to Value that you certainly will want to keep in mind in examining the 1935 Ford.

Value is not always tangible. It is not always something that you can handle or measure or weigh or calculate to the last decimal place.

There is Value in beauty, for example. In comfort. In the pleasure and pride that come from owning a car that performs superlatively well — whose appearance reflects credit on your good judgment and your standing in the community.

Let us look at the Value of the New Ford from this business viewpoint.



THE FORD V-8 ENGINE.
More than a million owners have proved its economy and dependability. And this year's Ford V-8 engine combines this proved efficiency with refinements that make it a still better engine to own and drive.

THE VALUE OF PERFORMANCE

Your time is valuable. V-8 engine performance will save it for you. . . . The ability of the Ford V-8 to accelerate swiftly after the inevitable stops and pauses in city traffic — plus the swift deceleration made possible by the new Ford brakes — means many valuable minutes saved on short trips. This engine also has stamina for the sustained high speed that cuts down running time on long journeys.

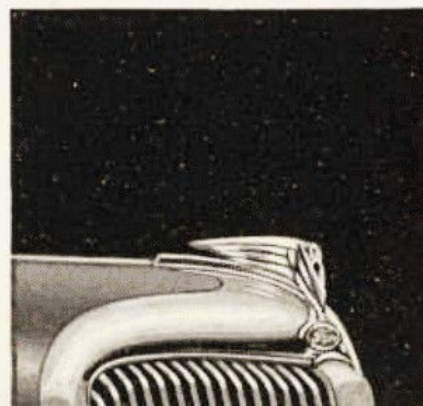
The foundation of V-8 performance is an exclusive Ford achievement — something that only Ford has been able to do successfully. We mean the casting of all the cylinders and the crankcase as a unit — typical of the expensive construction that underlies the finer performance, stamina and long life of the Ford

V-8 engine. Now an even smoother and more quiet engine is assured by a new cast alloy steel crankshaft. Engine life is lengthened by a new system of "directed-flow" crankcase ventilation.

Two noteworthy engineering refinements in the 1935 Ford help to transmit more effectively and more quietly the V-8 engine's super-abundant power.

A clutch of simplified design applies a new principle of operation to reduce pedal pressure and improve efficiency.

In the rear axle, the distance between the tapered roller bearings in front of the driving pinion has been increased. The load is thus distributed over a greater length of the pinion shaft. An extra roller has been added to the bearing behind the pinion. These improvements have resulted in a still more quiet rear axle.



Now, more than ever before, V-8 is the symbol of outstanding reliability, smoothness, speed, power, acceleration and economy.

THE VALUE OF COMFORT

Many months of costly research and development and many more months of the most severe and exacting tests, preceded the successful co-ordination by Ford of three separate and distinct engineering principles, which combine to give the remarkable riding ease and comfort that are an outstanding feature of the 1935 Ford V-8.

And the basis of it all is Center-Poise — a new word for a new kind of ride, which only the New Ford gives.

Look at the illustration on page 9. You will notice that the engine has been mounted well forward of the conventional position in the chassis, and that all passengers — those in the rear seat as well as those in the front — ride close to the center of the car, cradled between the axles.

In achieving correct Spring Suspension (the first of the three engineering principles in-

involved in Center-Poise) Ford has lengthened both front and rear springs, and placed them farther apart — thus lengthening the spring-base of the new car without lengthening the wheelbase.

The ends of the leaves of both springs are tapered, distributing the load more evenly over the spring surfaces. The result is smoother action over rough roads, a more gentle cushioning motion on ordinary pavements.

Both springs are much more flexible. With Center-Poise, car weight is so evenly distributed that there is no longer need for a spring of excessive stiffness to support the car's "heavy end." There is no heavy end on the 1935 Ford.

The advantages of improved spring suspension are augmented by small wheels with larger tires, requiring only 30 pounds pressure.



THE VALUE OF CENTER-POISE

The second of the trio of engineering principles involved in Center-Poise is the Correct Balance of Weight. By mounting the engine $8\frac{1}{2}$ inches forward of the conventional position—and through other improvements in chassis design—car weight is more evenly distributed over all four wheels.

The third engineering principle that helps make Center-Poise possible, is the Correct Location of the Passengers.

In the past, the front seat in all cars has been more comfortable than the rear seat. That was because rear-seat passengers rode over the rear axle.

In the new Center-Poised Ford, as the illustration shows, rear-seat passengers

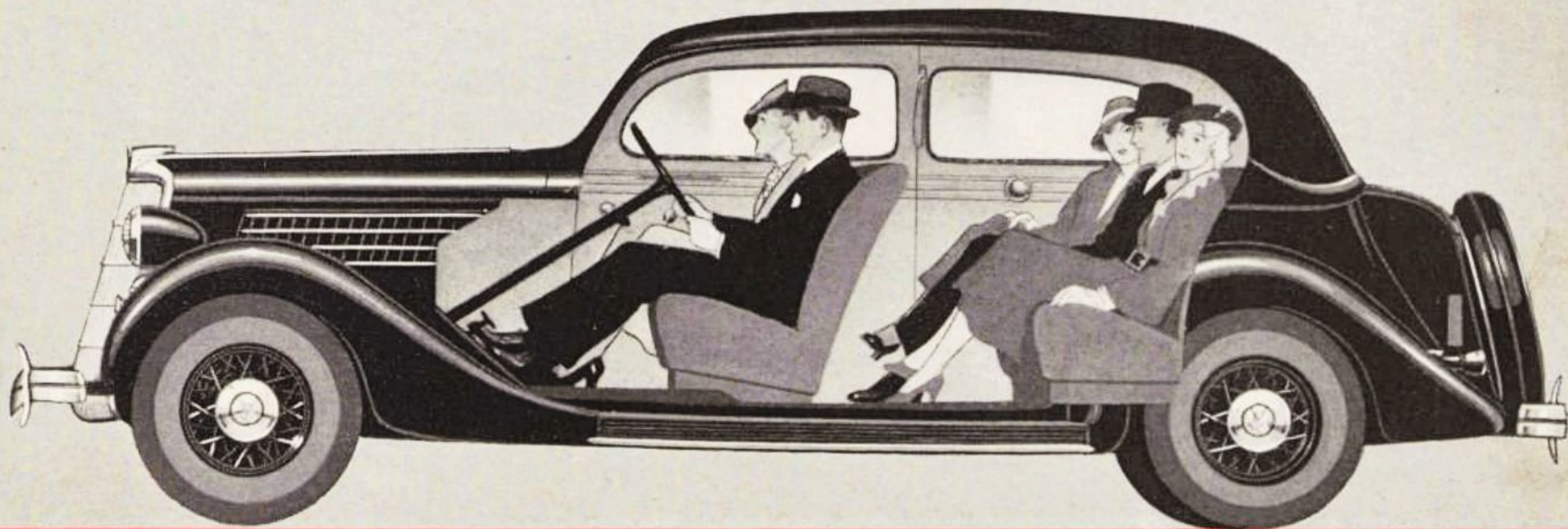
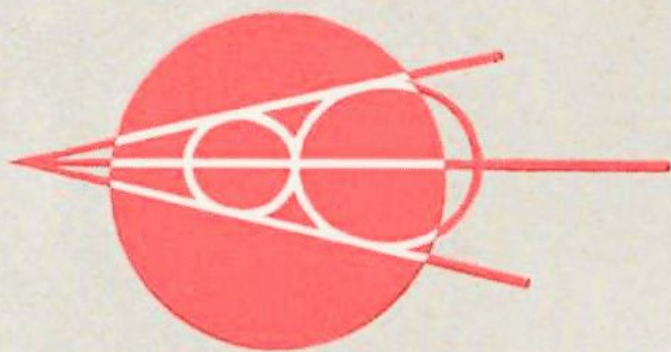
ride in front of the rear axle. Center-Poise assures a "front-seat ride" for rear-seat passengers because both are correctly placed—not only as to position between the axles, but also with regard to weight and spring flexibility.

Think of the Value of this extraordinary comfort to your family and yourself.

If there are elderly people in your household, they can enjoy an outing in the New Ford without fatigue.

Or perhaps there are small children. When they drop off to sleep on the broad, deep cushions, Center-Poise smooths out the bumps and smothers road shocks, so that they rest as peacefully as though they were in their beds at home.

The remarkable comfort of Center-Poise will conserve your energy, keeping you fit for better work. When important business depends on your presence at a distant point, you can drive for hours in this car, and arrive alert and ready.



CENTER-POISE FOR EASE OF RIDING. The first Ford V-8 brought eight-cylinder performance to the low-price field. Now the 1935 Ford V-8 brings you Center-Poise comfort to match that performance. You ride away from the rear axle and away from the bumps.

THE VALUE OF BEAUTY

Looking at these cars from the outside, you will say that the designers responsible for new Ford style have achieved a real triumph. And you will say the same thing, when you examine the big, roomy interiors.

The radiator with its gleaming chromium chevrons—the gracefully sloping windshield—the massive fenders with their edges curled under to help prevent muddy water from splashing on the body—the alert-looking, rust-proofed headlamps, finished in body color with rims of Rustless Steel—all these elements blend into each other harmoniously.

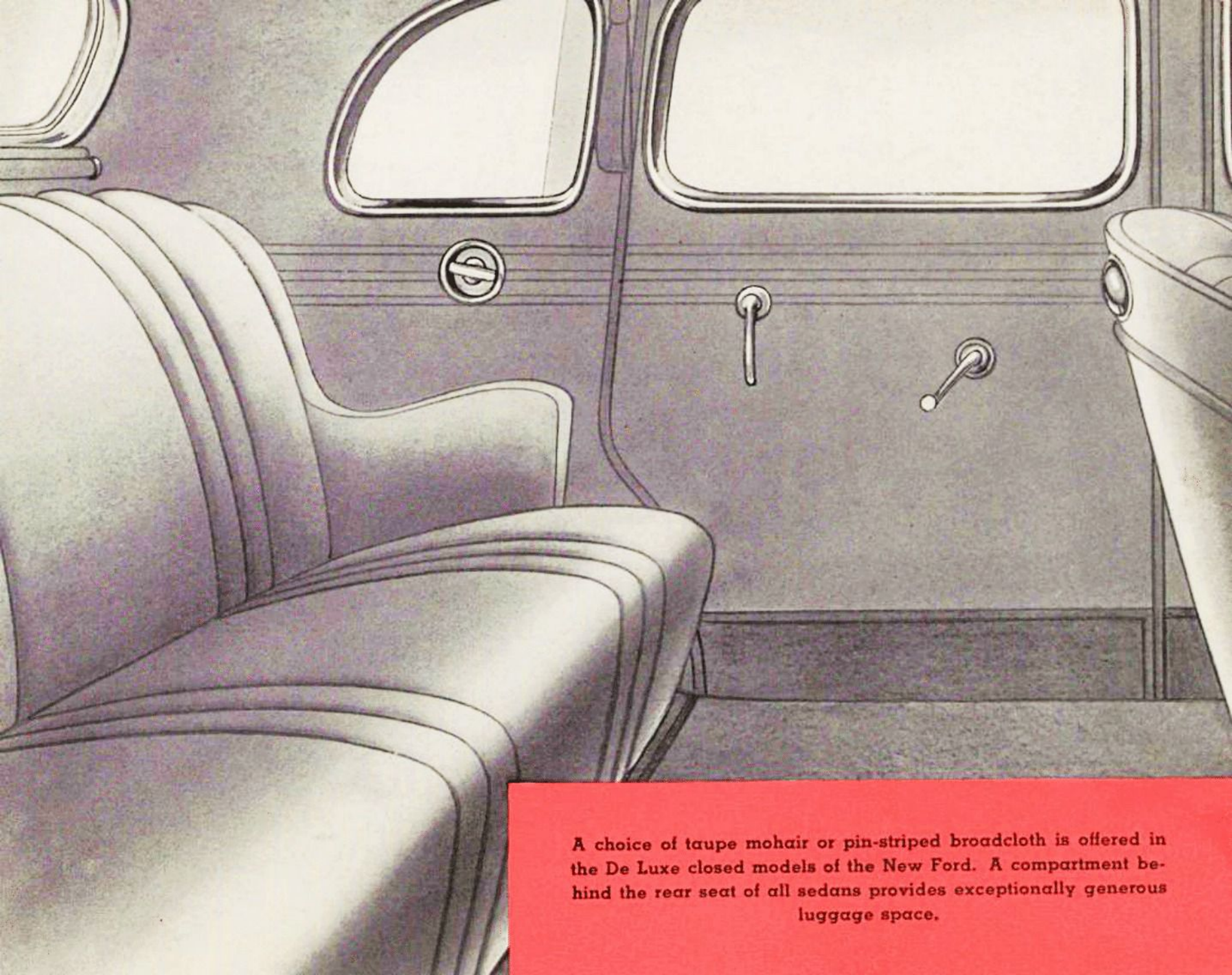
Upholstery fabrics have been selected with the most careful regard for durability and good looks. New trimming and piping of seat

cushions are responsible for the beautiful pillow effect that makes you think of cars costing a great deal more money than the New Ford. You'll like the hardware, too, modern in design and finish, and the convenience of the pull-to door handles in the De Luxe cars.

The New Ford V-8 has the attractiveness, inside and out, that makes you proud to be seen driving it—proud to carry your friends in it. No matter where you go, you have the satisfaction of knowing that in beauty and smartness your Ford asks no odds of the most expensive cars.

It is the kind of car your wife, too, will take pride in. Everyone likes to hear praise of his or her judgment and taste as reflected in the choice of personal possessions—a suit of clothes, a hat, a piece of jewelry, and above all, an automobile.

The 1935 Ford V-8 is the kind of car that calls forth that kind of compliments. You get a lot of satisfaction from owning so fine an automobile. And your social and business prestige is increased by its possession.



A choice of taupe mohair or pin-striped broadcloth is offered in the De Luxe closed models of the New Ford. A compartment behind the rear seat of all sedans provides exceptionally generous luggage space.

THE VALUE OF SAFETY

The 1935 Ford is a safe car for you. Even more important, it is an exceptionally safe car for your family.

Wherever they go in this car, they are surrounded with the extra protection of a welded, all-steel body — with Safety Glass in the windshield and all windows.

Think what this means to their security — and your peace of mind. Dollars and cents cannot measure this kind of Value.

The double-drop X-type frame on which the all-steel body is mounted has been made still more rugged. Lower and exceptionally rigid, it contributes to safety and steering steadiness, especially at high speeds.

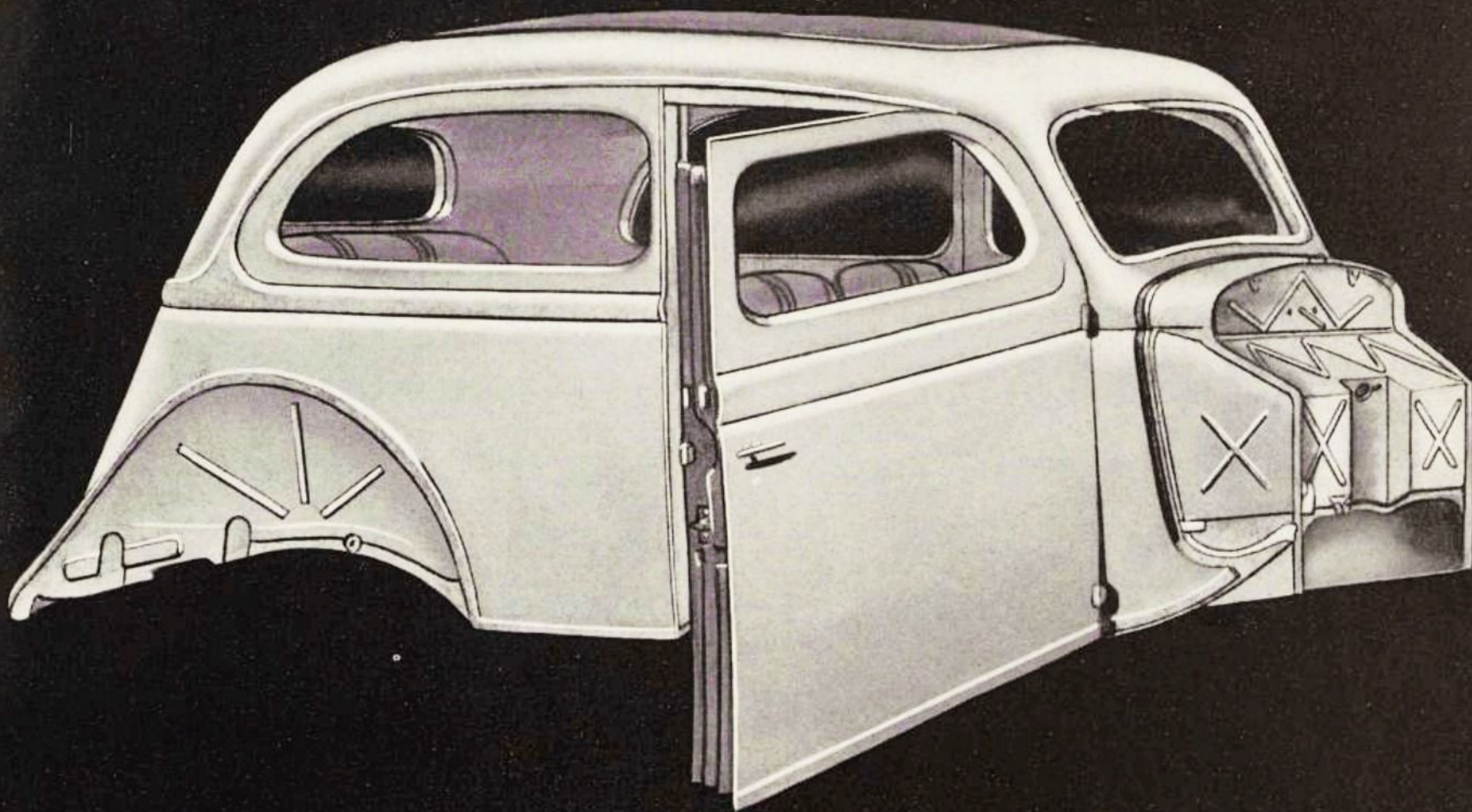
Transverse springs retain proved advan-

tages that have been a feature of Ford cars for nearly thirty years. By placing them farther apart, springbase has been increased without increasing wheelbase. Added stability means added safety.

Quick stopping — often so vital to safety — sometimes calls for plenty of pressure on the brake pedal. But not in the 1935 Ford. Your wife can stop this car as quickly as you can — as quickly as occasion demands.

With their husky, heavily ribbed drums, these new Ford brakes look trustworthy — and they are. There is a floating wedge in the brake-shoe mechanism, front and rear. When brakes are applied, these shoes center themselves in the drums, distributing pressure evenly, and fully utilizing every inch of the exceptionally large braking surface.

They act quickly, positively and uniformly on all four wheels. You stop when you want to stop — without jerking or swerving. And the amount of pedal pressure is so light that driving is practically effortless.



In all body types of the New Ford every structural part is steel. Welded one-piece construction secures maximum strength. Passengers in closed models have the added protection of Safety Glass in the windshield and all windows.

THE VALUE OF ECONOMY

The 1935 Ford would not be a Ford if it were not exceptionally economical to operate and maintain. Owners' records show that the Ford V-8 engine uses no more fuel than a "four."

Oil economy is another big factor in the low operating cost of the Ford car. Over the whole speed range, the Ford V-8 engine makes the most economical use of oil consistent with lubricating efficiency.

There is another feature of the New Ford not usually thought of as a source of economy. Actually it saves the owner a good many dollars in a year's time. We mean the durable enamel body finish.

With ordinary care your 1935 Ford will look new for years. Its beautiful body colors are

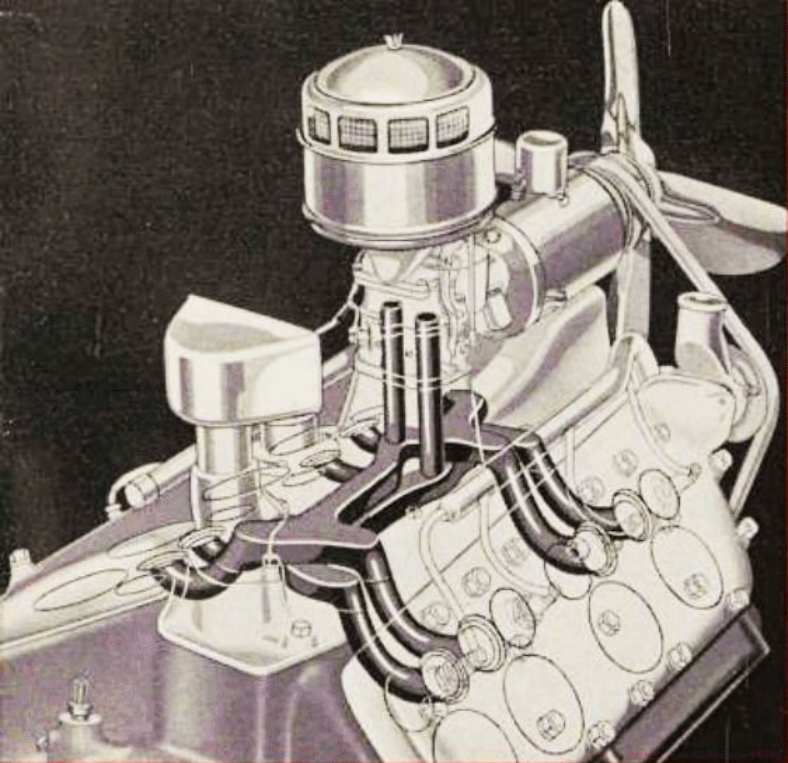
not lacquer, but a special enamel, baked on the metal surfaces.

Sunlight, rain, sleet, and snow, which cause ordinary automobile body colors to deteriorate rapidly, meet determined resistance from Ford enamel finish. No cleaners are needed to renew its luster. Washing with water, supplemented with an occasional polish, is all that is required.

The 1935 Ford will seldom need repairs. Ford quality materials and manufacturing methods take care of that. When repairs are necessary, you can buy Genuine Ford Parts through Authorized Ford Service Stations everywhere—at low cost.

The Ford Reconditioned Parts Service makes it possible to replace many parts and assemblies—including the V-8 engine—with factory reconditioned units—at a big saving in time and money.

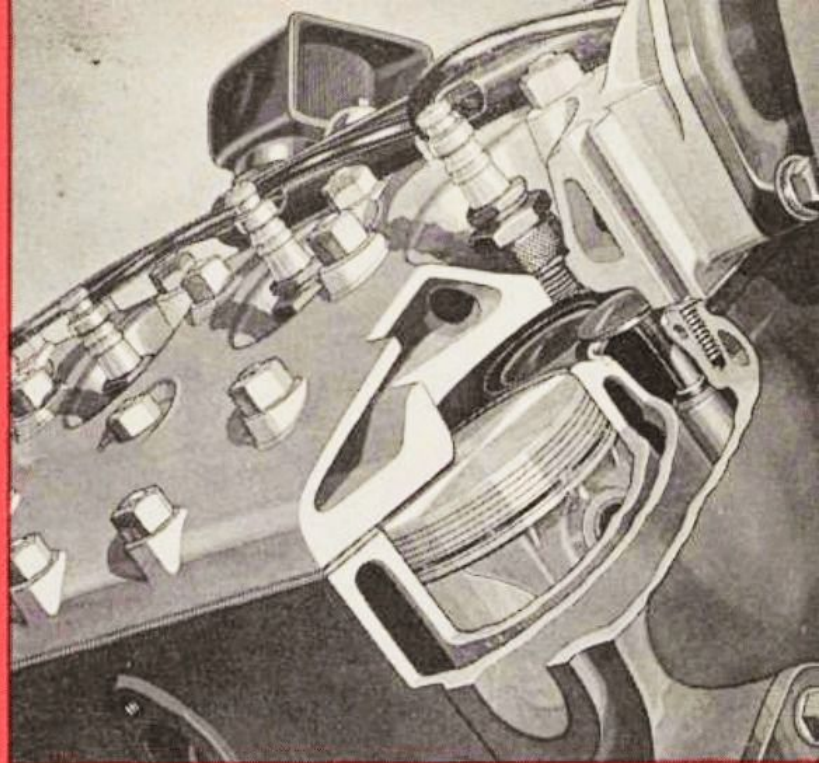
Low depreciation is the final factor in the economy of Ford ownership. The world-wide good-will surrounding the Ford name is your assurance of high resale value.



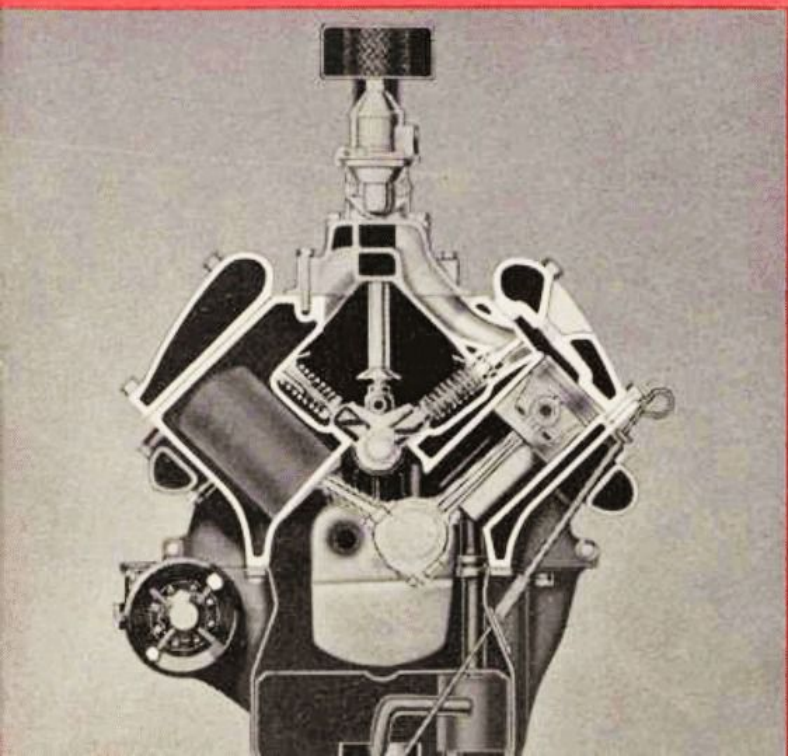
Left—Ford dual down-draft carburetion saves gasoline by distributing the fuel mixture uniformly to all cylinders. In the V-8 engine, this mixture travels a shorter distance to the farthest cylinders, so that friction losses are kept low.



Right—Aluminum cylinder heads permit high compression and peak performance with "regular" gasoline.



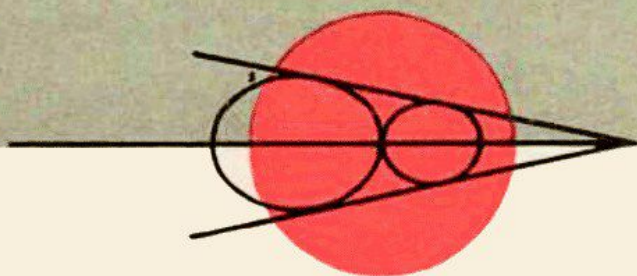
Left—Cylinders and upper crankcase walls are fully water-jacketed. Oil thus kept cooler lasts longer.



Right—Ford "directed-flow" crankcase ventilation preserves the original lubricating efficiency of the oil. By combating corrosion, it reduces deterioration of bearing surfaces, cylinders, pistons and piston rings.



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 1/16" x 3 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 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 1/2 inches wider; rear 1 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-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 the upholstery. A choice of mohair or pin-striped broadcloth in closed cars. Bedford Cord or Wool Suede 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.