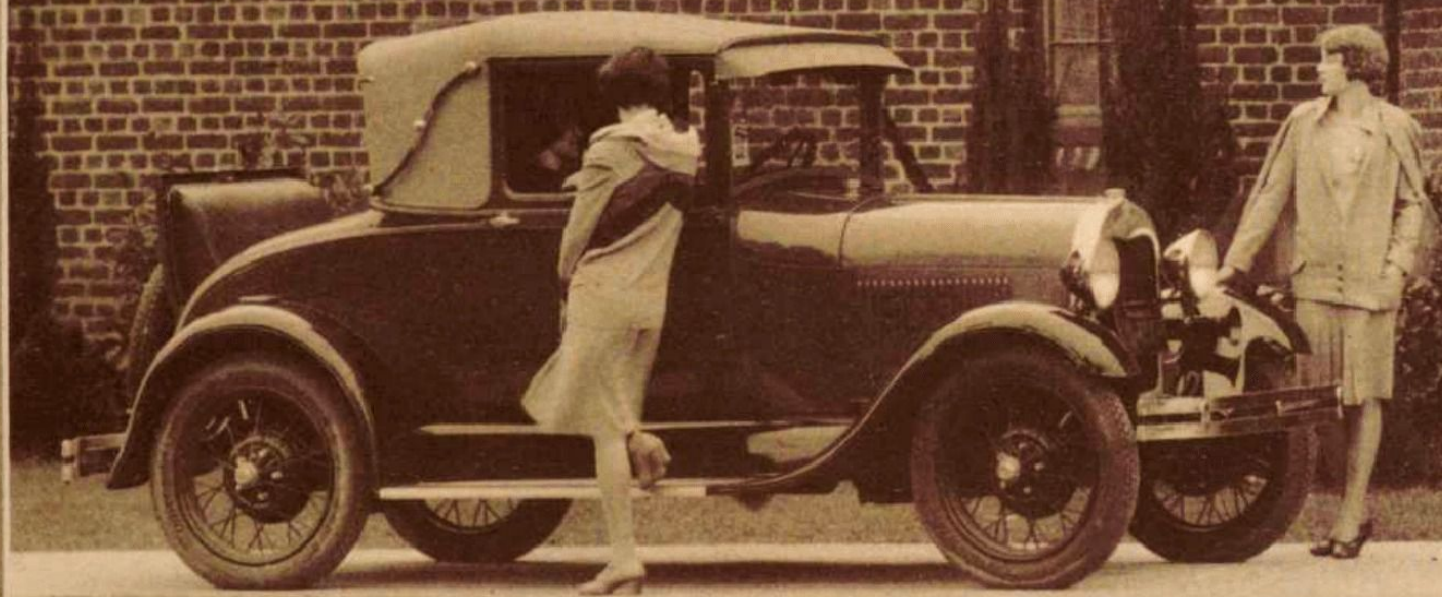


*A new kind
of motor-car beauty*



GREATER EVEN THAN ITS BEAUTY IS THE PERFORMANCE
OF THE NEW FORD CAR

—
EVERYTHING that you want and need in a motor car is given to you in the new Ford — speed, comfort, safety, beauty, reliability and economy combined to an uncommon degree.

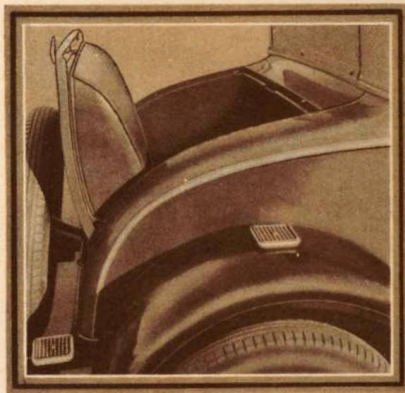
The art of the master designer is evident not only in the graceful contour of radiator, body and fenders, but in the harmonious relations of all the features so that the car as a whole is extremely pleasing to the eye.

In every least little detail, your impression of the new Ford is one of substantial simplicity and richness — a car that is entirely new and modern, yet with a quiet style that is always in good taste.

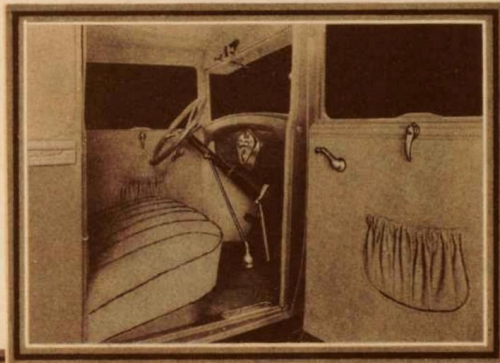
Throughout, the new Ford is an example of fine automobile engineering. Its inside mechanical beauty delights the engineer and technical man, even as its unusual beauty of line and color delights the artist.

So we say to you — make it a point to carefully inspect the new Ford and arrange for a demonstration as soon as possible.

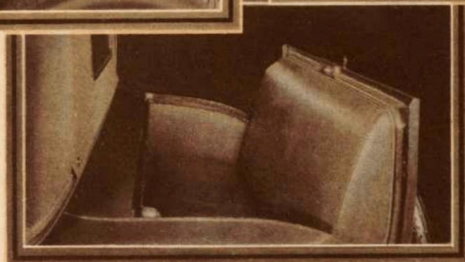
FORD MOTOR COMPANY - Detroit, Michigan



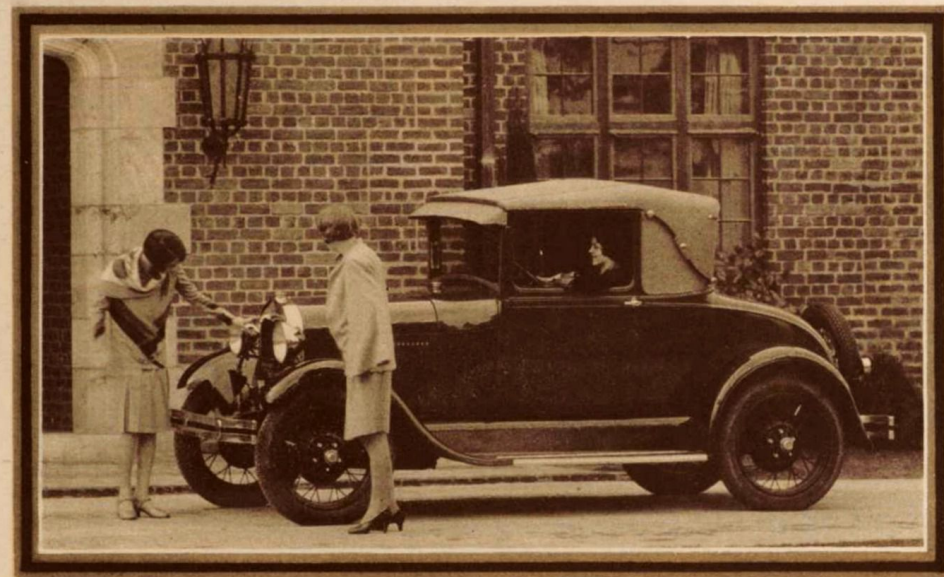
Step plates at the rear and on top of the fender, make it easy to enter and leave the rumble seat of the Sport Coupe.



A view through the open door of the Sport Coupe shows the beauty of design, quality of materials and careful workmanship that characterize every detail of the new Fords.

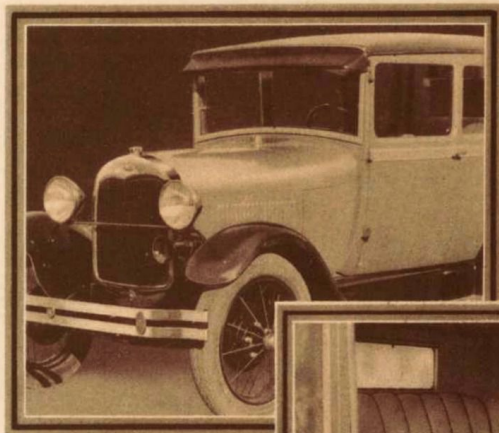


Here is the deeply cushioned rumble seat which is standard equipment on the new Ford Sport Coupe. Note its wide roominess—and substantial strength.



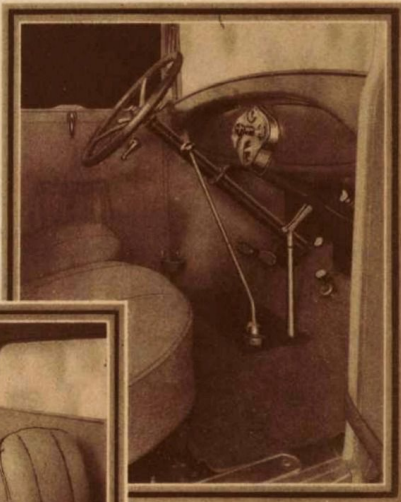
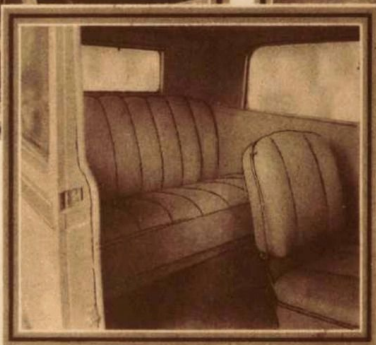
NEW FORD SPORT COUPE

Combines the alert speed and style of the Roadster with the advantages of a closed car. Smart, low, fleet. Finished in a variety of beautiful colors, as are all of the new Ford cars.

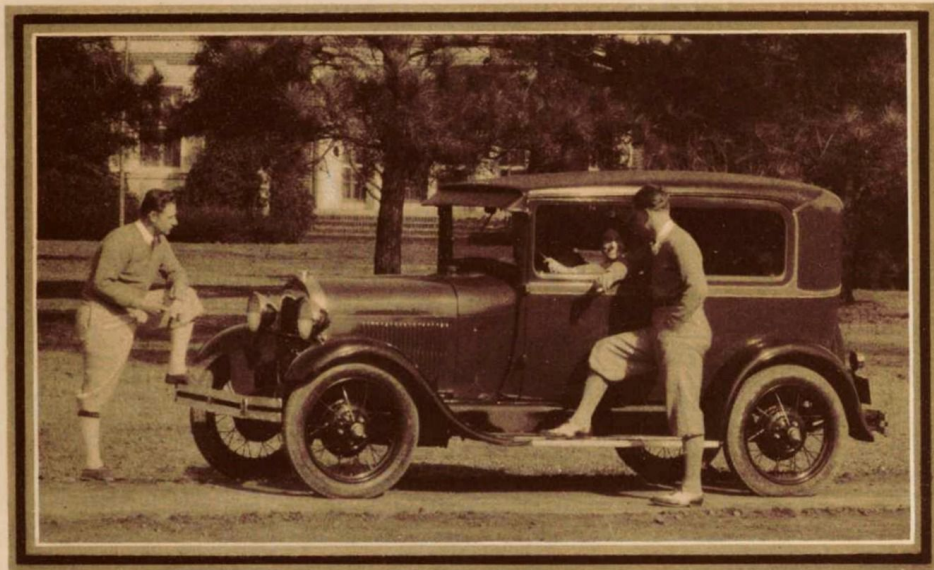


A front and side view showing the sweeping lines and rugged strength of the new Ford Tudor Sedan. Radiator shell and new acorn type headlamps are full-nickeled.

Here you can see the roominess of the new Ford Tudor Sedan. Built to seat five people in real comfort. Both front seats fold forward, giving easy access to rear seat.

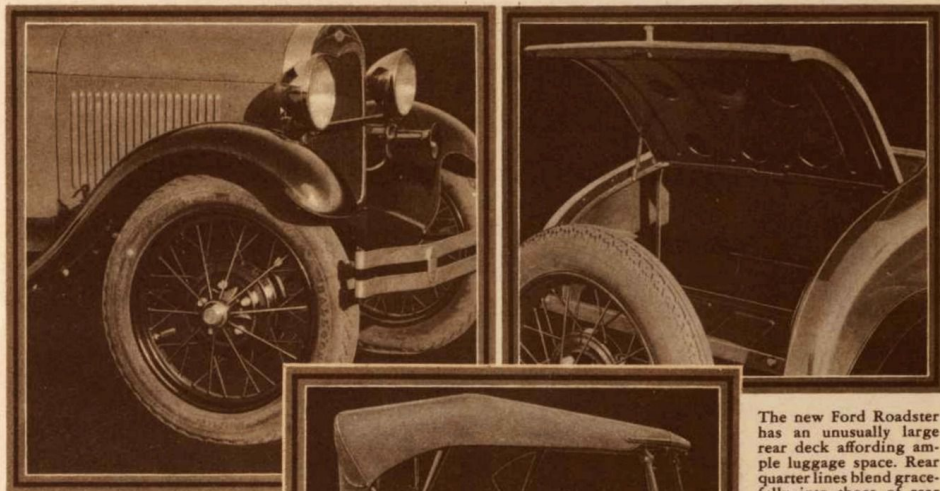


This photograph shows the convenient control mechanism of the new Ford Tudor Sedan. Note the size and sturdiness of the steering wheel and column.



NEW FORD TUDOR SEDAN

An exceptionally roomy and comfortable car. Designed and built to accommodate five passengers without crowding. A beautiful closed job with crown roof and military-type sun visor. Richly appointed in every least detail.

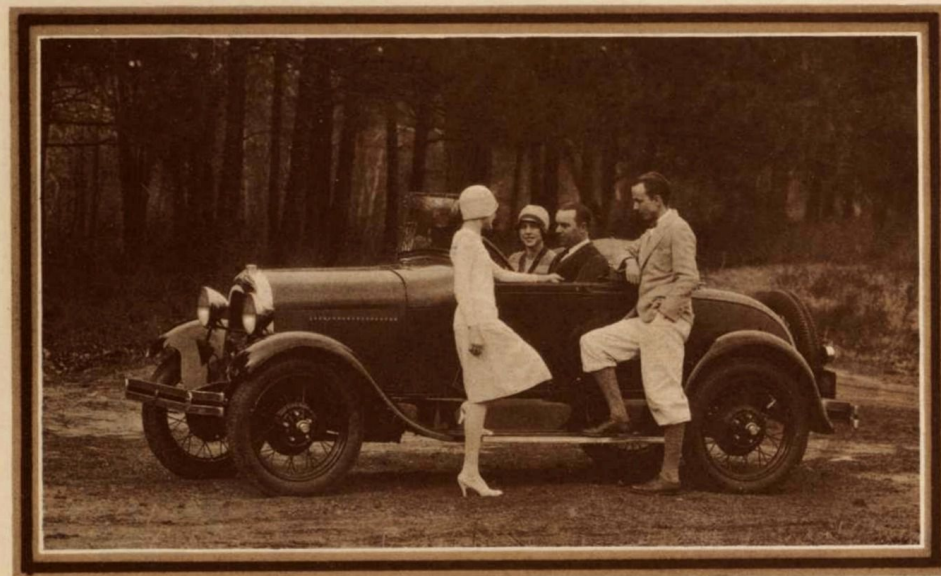


Specially designed steel-spoke wheels, standard on all types, help to emphasize the alert, fleet, appearance of the new Ford Roadster. These steel-spoke wheels are welded in one piece, and there are only thirty spokes in each wheel.



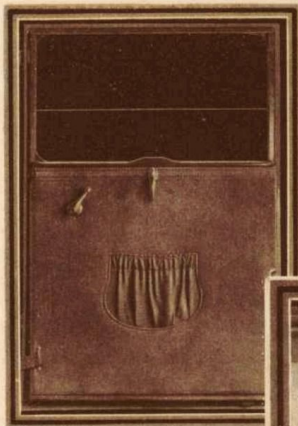
The new Ford Roadster has an unusually large rear deck affording ample luggage space. Rear quarter lines blend gracefully into those of rear deck.

The top of the new Ford Roadster is of the quick collapsible type and may be flipped back easily with one hand. It folds flat, giving a smart streamline effect.

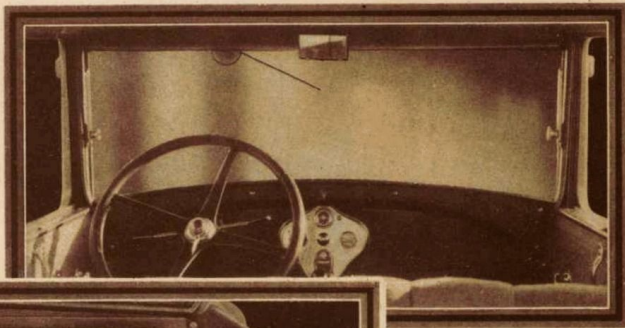


NEW FORD ROADSTER

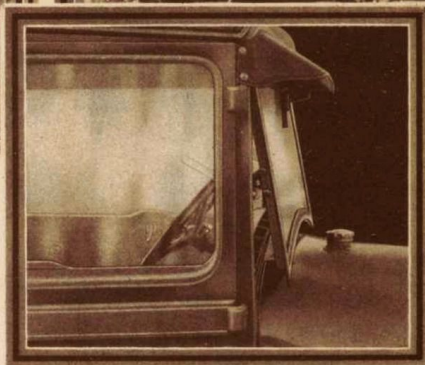
The new Ford Roadster is a car for Youth and the Country Club. Low, smart, rakish, and as speedy as it looks. A great car to drive because it is so alert—so capable—so eager-to-go.



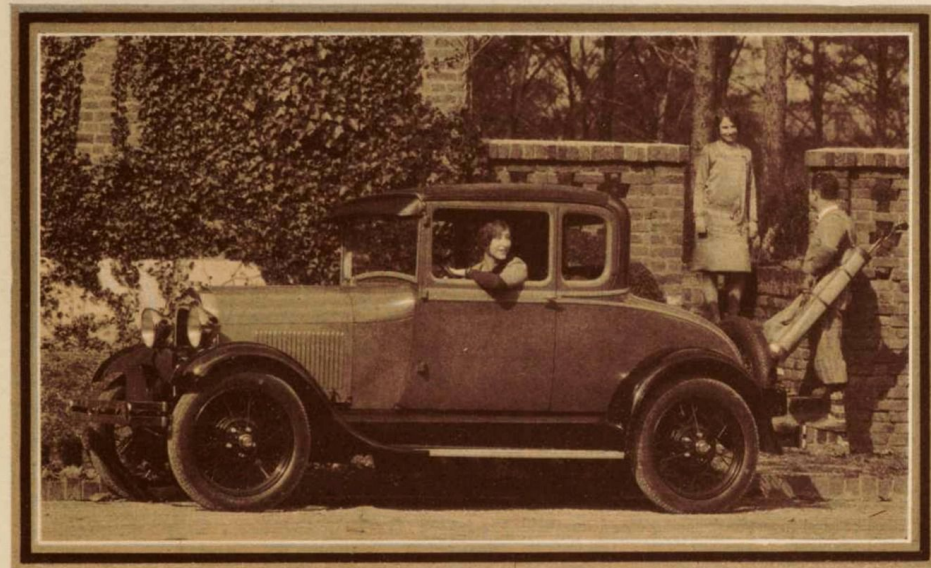
Showing inside of coupe door with gathered pocket, revolving window lift and remote control for door lock. Window glass lowers flush with sill.



Triplex shatter-proof glass is in the windshields of all new Ford cars. It is an important safety feature.



In all the closed cars the windshield swings forward, opening a down-draft for ventilation, a convenient feature.

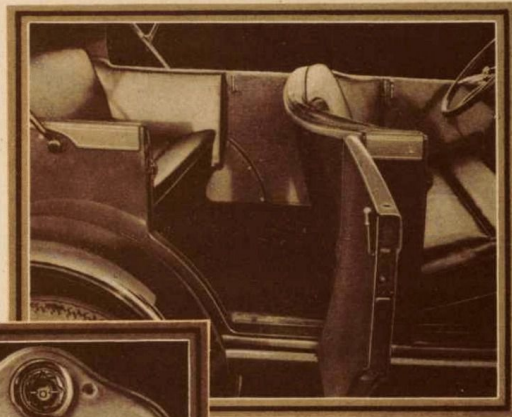


NEW FORD COUPE

An all-weather car for personal use for the modern mother and her daughter. Built to endure—to serve you faithfully and well for many months and years.



Driver's seat is comfortable and spacious. Controls are conveniently placed within easy reach.



Here is a view of the large rear compartment of the Phaeton—upholstery is in blue gray artificial leather.

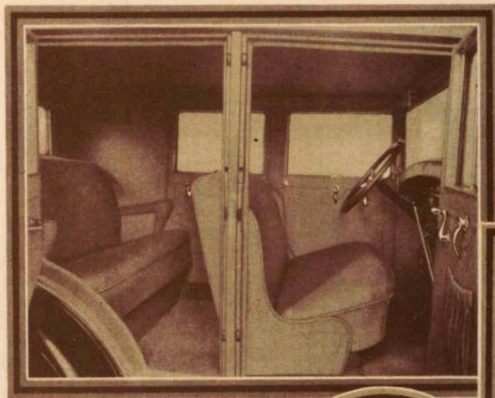


Shown here is the good-looking instrument panel of the new Ford cars. Instruments are conveniently arranged in cloverleaf cluster, with light in center.

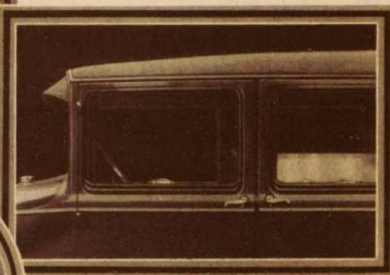


NEW FORD PHAETON

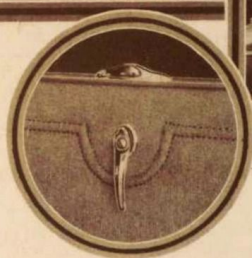
Long, low, fleet, with a sweep of line that reflects the art of the master designer. A good-looking car that puts a new thrill in driving because of its speed—power—pick-up and reliability.



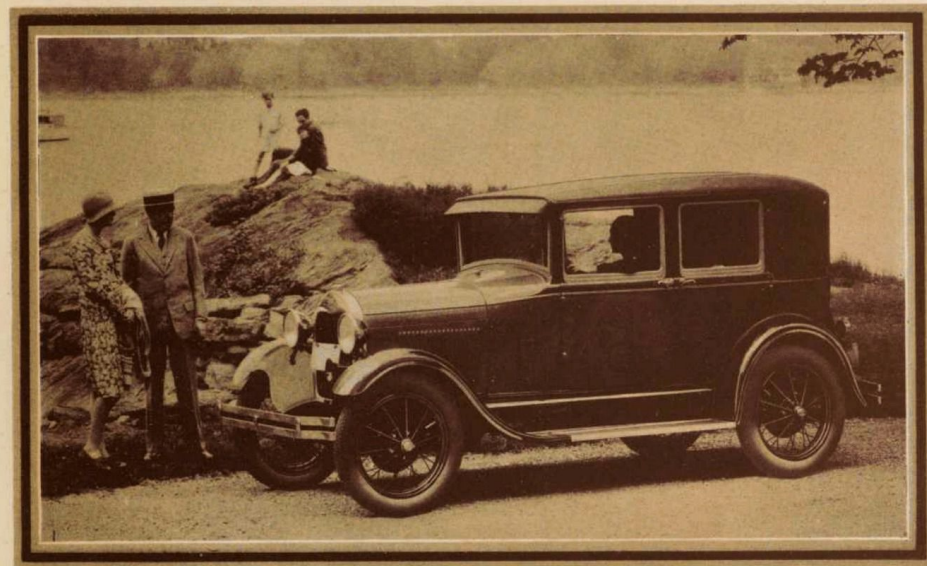
Rich trimming of brown hairline cloth, lounge style seat cushions with over-stuffed plain panels, embossed paneling on the doors, and arm rests in the rear compartment are distinctive features of the Fordor Sedan.



Top and rear quarter covering of brown pyroxylin coated material, roll belt effect below the windows and door handles of scroll effect add much to the attractive appearance of the new Fordor Sedan.

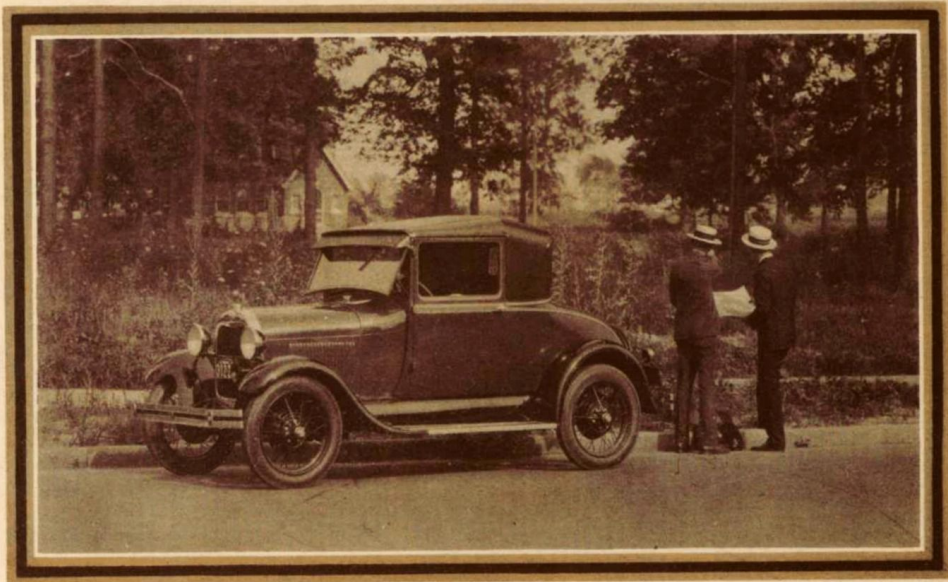


Close-up of door trimming of the Fordor sedan, also showing the attractive design on the remote control handle for opening the door, and the handle for closing it.



NEW FORD FORDOR SEDAN

A strikingly beautiful and distinctive car—a raised panel on the cowl curves gracefully into a narrow belt molding which starts at the radiator and runs the full length of the body, giving the appearance of added length.



NEW FORD BUSINESS COUPE

A car designed especially for executives, professional men and salesmen, combining good appearance with service. Soft rear quarter, covered with high grade black artificial leather, is a feature characteristic of the sport car. Luggage space of 14 cubic feet in rear deck.

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Features of the New Ford Car

55 to 65 Miles an Hour The new Ford has unusual speed. It will do 55 to 65 miles an hour with ease. This is a conservative statement. In many road tests it has exceeded 65 miles an hour. So well does the car hold the road that you can travel at high speed for long stretches with a new feeling of comfort and safety. Even bad roads may be taken at a fast pace. You will be delighted, too, with the way the new Ford climbs the hills. You will face the steepest grades with confidence, knowing you have power and power to spare to climb them all without greatly reduced speed, without strain, or unnecessary shifting of gears.

40-Horsepower Engine At 2200 revolutions per minute, the new Ford four-cylinder engine develops 40 horsepower. This r.p.m., or revolution speed, is low for such power and shows that the engine is unusually efficient. It also means long life, for the lower the speed of the engine, the less the wear on its parts.

Gasoline Economy You will get from 20 to 30 miles per gallon of gasoline, depending on the speed at which you drive. Feed to the carburetor is by gravity from a unique, welded, one-piece steel tank integral with the cowl.

Unique New Oiling System The engine lubrication system is distinctly Ford in design, being a combination of pump, splash and gravity feed. The pump delivers the oil to the valve chamber, from which it flows by gravity feed to the main bearings of the crankshaft, and front camshaft bearing. An oil dipper is provided on each connecting rod bearing cap, so that the force of rotation of the crankshaft drives oil into the connecting rod bearings, as well as splashing oil over all working parts within the engine. This is a simple but entirely dependable system, assuring proper lubrication of each bearing and each cylinder without pressure.

Perfected Cooling The new Ford car has a centrifugal water pump and large radiator. The

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fan runs on the pump shaft and is made according to airplane propeller design. It is exceedingly difficult to make the new Ford engine overheat; only abuse will do it, such as running without enough oil.

Ignition System The ignition system of the new Ford is unique in mechanical design, extremely simple, and will give the car owner exceptional performance with a minimum of trouble. The new generator is of the power-house type. There is only one coil, in a waterproof case. The distributor, located on top of the engine, is easily accessible. Connections are made to the spark plugs by short bronze springs. A theft-proof lock is placed in the ignition circuit. It not only replaces the regular ignition switch, but in the "off" position grounds the entire circuit. From the switch to the distributor a steel cable protects the primary wire. This wire is grounded to the distributor casing, thereby making it impossible for anyone to wire around the device.

Standard Selective Gear Shift The new Ford transmission is of the selective sliding gear type, with standard shift. It has three speeds forward and one reverse. The main shaft runs on ball bearings.

the countershaft on roller bearings, and the reverse idler on a bronze bushing. This is the highest type of bearing mounting and is unusual on light cars. All gears are made of heat-treated chrome alloy steel. You will be delighted with the easy, noiseless shifting of gears in this new transmission.

Exceptionally Easy to Steer The steering gear on the new Ford car is the three-quarter irreversible type. Shocks are not transmitted back to the hands of the driver. You need not grip the wheel tightly. A light touch is enough to guide the car safely. Large steering wheel is made of steel, covered with hard rubber.

Dry-Disc Clutch The clutch in the new Ford is the dry-disc type, which is the most reliable. It is also the easiest to operate, for it takes hold gently and smoothly.

Six-Brake System The six-brake system of the new Ford is an ideal combination—internal expanding brakes on front and rear wheels, both service and emergency, with all working parts fully enclosed. The service brake system is a complete four-wheel system with internal expanding shoes on all four wheels.

operated by the foot pedal. There is also a complete and distinct parking or emergency braking system. This consists of internal expanding brakes on the rear wheels operated by a hand lever and entirely independent from the four-wheel service brakes. Both sets of brakes are of mechanical design, of simple construction, insuring positive action and highest efficiency at all times.

Comfortable Safe Transverse Springs The springs are of the transverse, semi-elliptic type, designed and built for the new Ford. This type was adapted to the new car because no better spring type could be found. They are built of the finest spring steel, and the leaves are wide and thin. Rear springs are built up of varying sizes and number of leaves to give proper flexibility and to meet riding requirements of the different body types.

Hydraulic Shock Absorbers Houdaille hydraulic 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 one of the most comfortable cars on the road today.

Three-Quarter Floating Rear Axle The rear axle of the new Ford is of the three-quarter floating type. The axle housings are made entirely of steel, built up by welding steel forgings to steel tubing. The differential housing, to which these axle housings are bolted, is made of rolled channel steel. The axle shafts carry none of the weight of the car, the wheels running on roller bearings on the housing. All bearings in the rear axle are of the roller type. Drive is by spiral bevel gear.

Ford-Designed Steel-Spoke Wheels Original design and great strength are two features that mark the unique, Ford-designed steel-spoke wheels. Each wheel is assembled by welding, and becomes one piece of metal. Spokes cannot work loose. Each spoke has a tensile strength of 4,000 pounds. Outside spokes do not cross, so that the wheels are easy to clean. There are only 30 spokes in each wheel.

Beautiful New Low Body Lines The new Ford cars are low and fleet and are distinguished by the quiet simplicity of line and contour. Bodies are steel. Fenders are of the full crown type. Appointments and hard-

ware are of a luxurious type seldom found in a low-price car. Upholstery is of rich, durable material. Cushions are deep and easy. Door handles and window lifts are fully nickeled. Headlamps and radiator shell are fully nickeled. Closed cars have the military-type sun visor and crown roof. Great care has been taken in designing the new Ford to provide generous seat space and ample leg room. Clear, unobstructed vision is assured at front by unusually narrow pillars and at sides by specially designed doors with large windows.

Choice of Colors The color combinations used on the new Ford are especially artistic and attractive. A variety of color choices are offered for each body type—a most unusual feature in a low-price car. The finish is pyroxylin lacquer, one of the finest and most enduring finishes for automobile bodies.

Triplex Shatter-Proof Glass Windshields of all the new Ford cars are made of Triplex shatter-proof glass. This is a highly important safety factor because it has

been found that in automobile accidents a large percentage of injuries result from cuts by flying glass, particularly from the windshield.

A Quiet Car In designing the new Ford, every precaution was taken to prevent squeaks and rattles. Body panels and frame sections are welded and riveted together wherever there is possibility of the body weaving. In all structural details the new Ford bodies are built to afford quietness and comfort.

Grease Gun Lubrication The chassis of the new Ford is lubricated by the high pressure grease gun system, the simplest and most effective method of lubrication.

Standard Equipment Starter, Five Steel-Spoke on All New Ford Cars Wheels, Windshield Wiper, Speedometer, Theft-Proof Ignition Lock, Four 30 x 4.50 balloon tires, Triplex Shatter-Proof Glass Windshield, Gasoline Gauge, Ammeter, Dash Light, Mirror, Combination Stop and Tail Light, Oil Indicator Rod, Complete Tool Set.

Summarized Specifications of the New Ford Car (Model A)

Engine—Four cylinder "L" head, cast en bloc. Bore, $3\frac{7}{8}$ inches; stroke, $4\frac{1}{4}$ inches; horsepower, rating S.A.E. and N.A.C.C., 24.03, brake horsepower, 40 at 2200 R.P.M.

Transmission—Standard selective sliding gear type, three speeds forward and one reverse. Gears and shafts of chrome alloy steel, heat-treated for hardness. Main shafts moving on ball bearings, countershaft on roller bearings and reverse idler on bronze bushing; insures exceptional durability and quietness.

Clutch—Dry-disc. Long-wearing composition facing. Completely enclosed and protected. Smooth and easy in action.

Brakes—Six-brake system, fully enclosed. Four-wheel mechanical, internal expanding shoe type operated by service pedal. Drums, 11 inches in diameter. Width of brake shoes, $1\frac{1}{2}$ inches. Separate emergency brake on rear wheels, operated by hand-lever internal expanding band, full energizing. Length of band, $28\frac{3}{4}$ inches; width, 1 inch.

Camshaft Bearings—Three, all $1\frac{1}{8}$ inches in diameter. Length, front, $1\frac{3}{4}$ inches; center, 2 inches; rear, 1 inch.

Valves—Chrome silicon alloy.

Crankshaft Bearings—Three main bearings, all $1\frac{5}{8}$ inches in diameter. Length, front and center, 2 inches; rear, $3\frac{1}{8}$ inches.

Connecting Rod—Steel forging. Lower bearing babbitt, $1\frac{1}{2}$ inches in diameter by $1\frac{5}{8}$ inches long. Piston pin machined seamless steel tubing; full floating type.

Carburetor—1-inch vertical. Choke and needle adjustment rod on dash. Hotspot intake manifold.

Steering Gears—Three-quarters irreversible, worm and sector type with roller thrust bearings on worm shaft. Gear housing steel forgings, welded, steering column steel tubing welded to gear housing, making sturdy one-piece unit. Ratio $11\frac{1}{4}$ to 1 to give easy steering.

Oiling System—Gear pump delivers oil to reservoir in valve chamber providing constant gravity flow on crankshaft main bearings. Other engine lubrication by splash system. Oil pump driven from spiral gear on camshaft. Oil level indicator rod, oil filler on left side of engine. Capacity, 5 quarts.

Ignition—Battery, coil and distributor; new Ford mechanical design which eliminates high-tension cables to spark plugs. Theft-proof ignition lock.

Battery—Ford battery, 6 volts, 80 ampere hours. Current supplied by new power plant type generator, automatically controlled.

Cooling—Centrifugal water pump in cylinder head on shaft which also operates fan. Tubular radiator, two-blade airplane propeller type fan 16 inches in diameter, driven by adjustable "V" belt. Capacity, 3 gallons.

Fuel—Gravity feed from electrically welded steel tank built integral with cowl. Capacity of tank, 10 gallons.

Springs—Transverse semi-elliptic, both front and rear, chrome steel.

Instrument Panel—Satin-finish nickel, mounting speedometer, gasoline gauge, ammeter, ignition lock and lamp. Choke and carburetor adjustment rod at right.

Control—Steering wheel 17½ inches in diameter. Gear shift in center. Emergency brake in center. Spark and throttle control under steering wheel; horn button and light switch in center of wheel. Foot accelerator.

Rear Axle—Three-quarter floating type. New design all-steel housing. Axle shafts special Ford carbon manganese steel, differential gears integral with shaft. Spiral bevel gear and pinion. Roller bearings throughout. Gear ratio, 3.7 to 1.

Front Axle—Chrome alloy steel forging, "I" beam

construction; reverse Elliott type; adjustable taper roller bearings for wheels.

Drive—Torque tube. Exceptionally heavy radius rods.

Lights—Double filament headlights, combination tail and stop light. Dash light on instrument panel.

Equipment—Houdaille hydraulic shock absorbers, Triplex shatter-proof glass windshield, speedometer, gasoline gauge, ammeter, ignition lock, dash lamp, electric windshield wiper, rear-view mirror, combination tail and stop light, high pressure grease gun for lubrication of chassis, tool equipment, tire pump, jack, oil level indicator rod on engine, horn, spare steel-spoke wheel.

Tires—Balloons, 30 x 4.50 standard on all passenger cars.

Wheelbase—103½ inches.

Wheels—Ford steel-spoke wheels standard on all passenger cars.

Turning Radius—17 feet; circle 34 feet.

Tread—56 inches.

Road Clearance—9½ inches.

