

A VARIETY OF FORD CARS
FOR TWO PASSENGERS

ROADSTER

BUSINESS COUPE

COUPE

SPORT COUPE

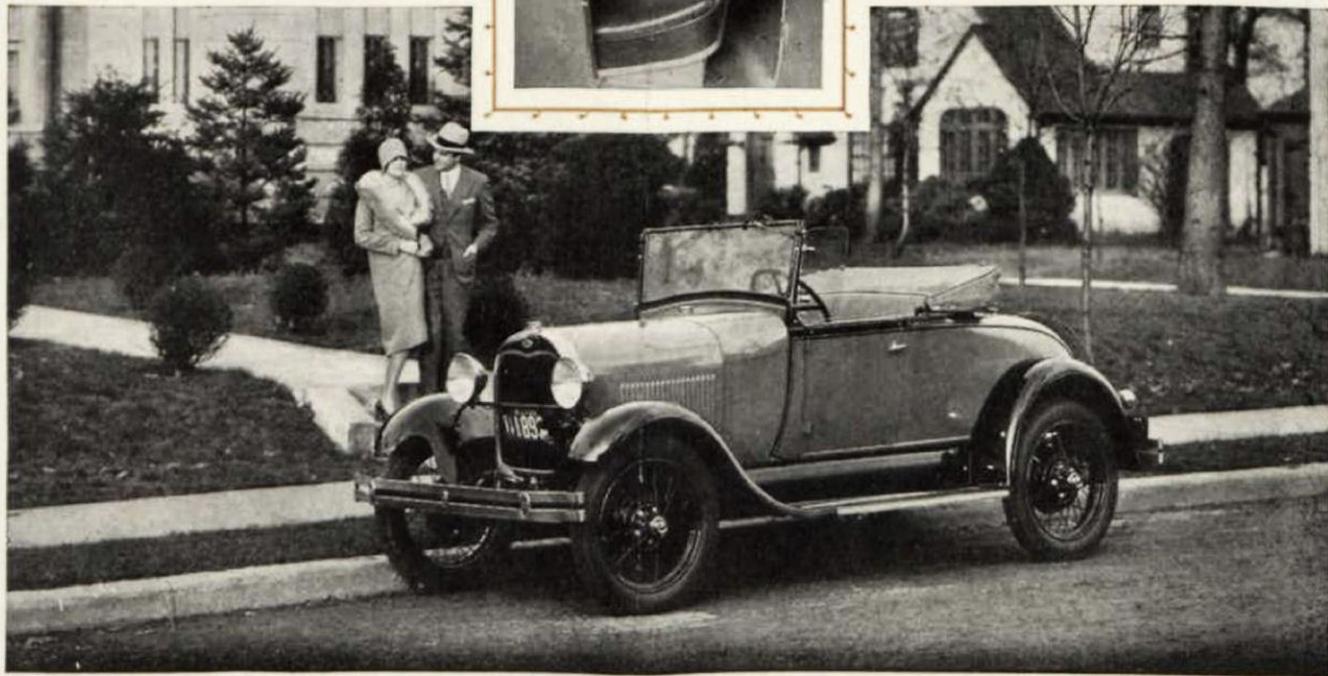
CABRIOLET

ALL OF THE FEATURES of the new Ford cars are brought to you in this low, fleet Roadster . . . sturdy steel body construction . . . choice of beautiful colors . . . four Houdaille hydraulic double-acting shock absorbers . . . silent, fully enclosed six-brake system . . . Triplex shatter-proof glass windshield . . . quick acceleration



. . . ease of control . . . 55 to 65 miles an hour . . . smoothness, balance and security at all speeds . . . theft-proof ignition lock . . . tilting beam headlamps . . . reliability . . . economy . . . long life.

A large luggage space is provided in the rear deck. A rumble seat may be installed at slight additional cost.



THE NEW FORD ROADSTER

ONE OF THE FEATURES of the Sport Coupe, as of all the new Ford cars, is the safety of the six-brake system.

This is unusually effective and reliable because the working parts of the four-wheel service brakes and the separate emergency or parking brakes are fully enclosed. Thus, there is no danger of oil, grease or dirt



getting between the bands and drums and interfering with brake operation under ordinary driving conditions.

A further improvement is in smooth, silent operation. All screeching and howling are prevented by the self-centering feature of the brakes—an exclusive Ford development.



THE NEW FORD SPORT COUPE
(with rumble seat)

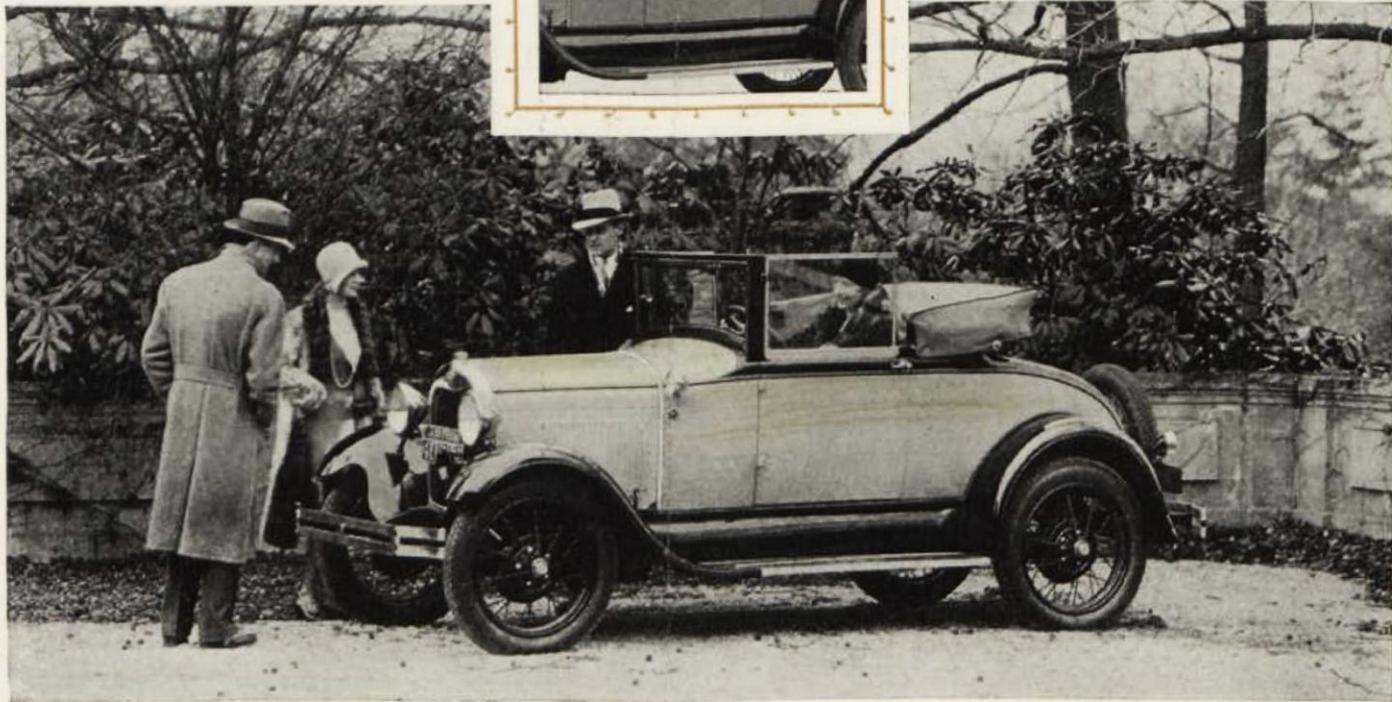
QUITE APART from its striking beauty of line and color are the many practical advantages of the Ford Convertible Cabriolet.

On bright clear days, it gives you the fleet freedom and youthful dash of the roadster. When winter comes or skies are overcast, you can command the



snug comfort and sheltering protection of the coupe. It's no trouble at all to raise or lower the weather-proof top. A few minutes—a few motions—and it's done.

Interior hardware, upholstery and trimming are unusually rich and attractive. A wide comfortable rumble seat is included as standard equipment.



THE NEW FORD CABRIOLET
(convertible)

THE MILES that stretch ahead from Here to There are swift and pleasant miles in the new Ford Coupe, because of its eager flow of speed and unusual riding comfort.

On long trips particularly, you will like the way it carries you along, smoothly and evenly, without hard



jolts or bumps or the exaggerated bouncing which is the cause of most motoring fatigue. The disturbing force of every road shock is absorbed and cushioned by the transverse springs and four Houdaille hydraulic double-acting shock absorbers before it reaches the frame, chassis and body of the car.

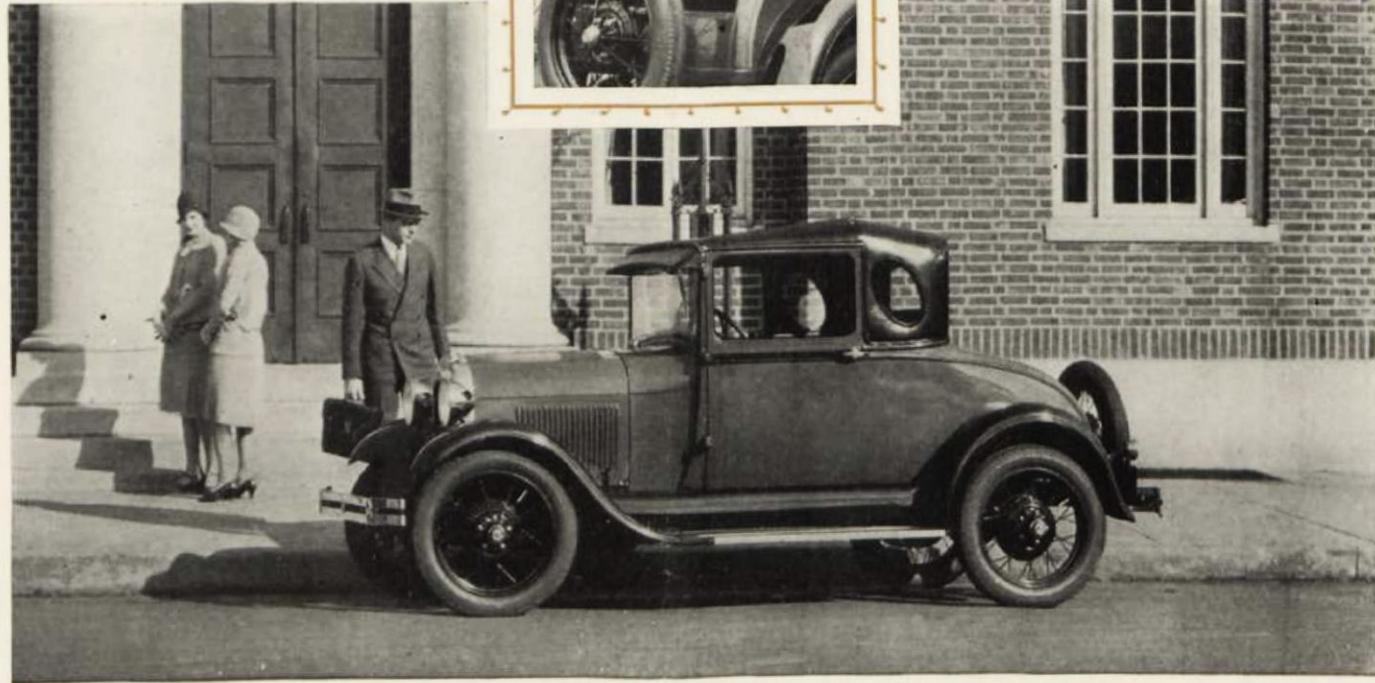


THE NEW FORD COUPE

THE Ford Business Coupe has been specially designed to meet the needs of executives, salesmen and physicians—for all who use an automobile constantly in their daily work. It is a particularly good car for such use not only because of its economy and reliability but because of its safety and ease of control.



Where so many calls must be made in a day—where time is vital—you will especially appreciate the quick acceleration and alert speed of the new Ford Business Coupe—its unusual convenience in parking—and the ease with which it can be handled in the heavy traffic of modern city streets.



THE NEW FORD BUSINESS COUPE

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 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. Conservative figures put it at 55 to 65 miles an hour. 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 of the new Ford.

SILENT SIX-BRAKE SYSTEM

One of the first things you will notice when you drive the new Ford is the quick, effective, silent 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 shoe is brought in contact with the drum the instant you press your foot on the brake pedal. This prevents screeching and howling and makes the Ford brakes silent in 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 considerable 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 glass—the cause of 65% of the 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.

EASY RIDING TRANSVERSE SPRINGS

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



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.

different body types. The construction of the transverse springs also contributes to the safety and efficiency of the six-brake system.

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.

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, tool equipment, and a theft-proof ignition lock. Rumble seat is standard equipment on the Sport Coupe and Cabriolet. Triplex shatter-proof glass windshield wings are provided on the Roadster and Phaeton.

SPECIFICATIONS

Engine, four-cylinder "L" head, cast en block. Piston displacement, 200.5 cu. in. Bore 3 7/8 inches; stroke, 4 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 1/2 inches. Turning radius, 17 feet. Circle, 34 feet.

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