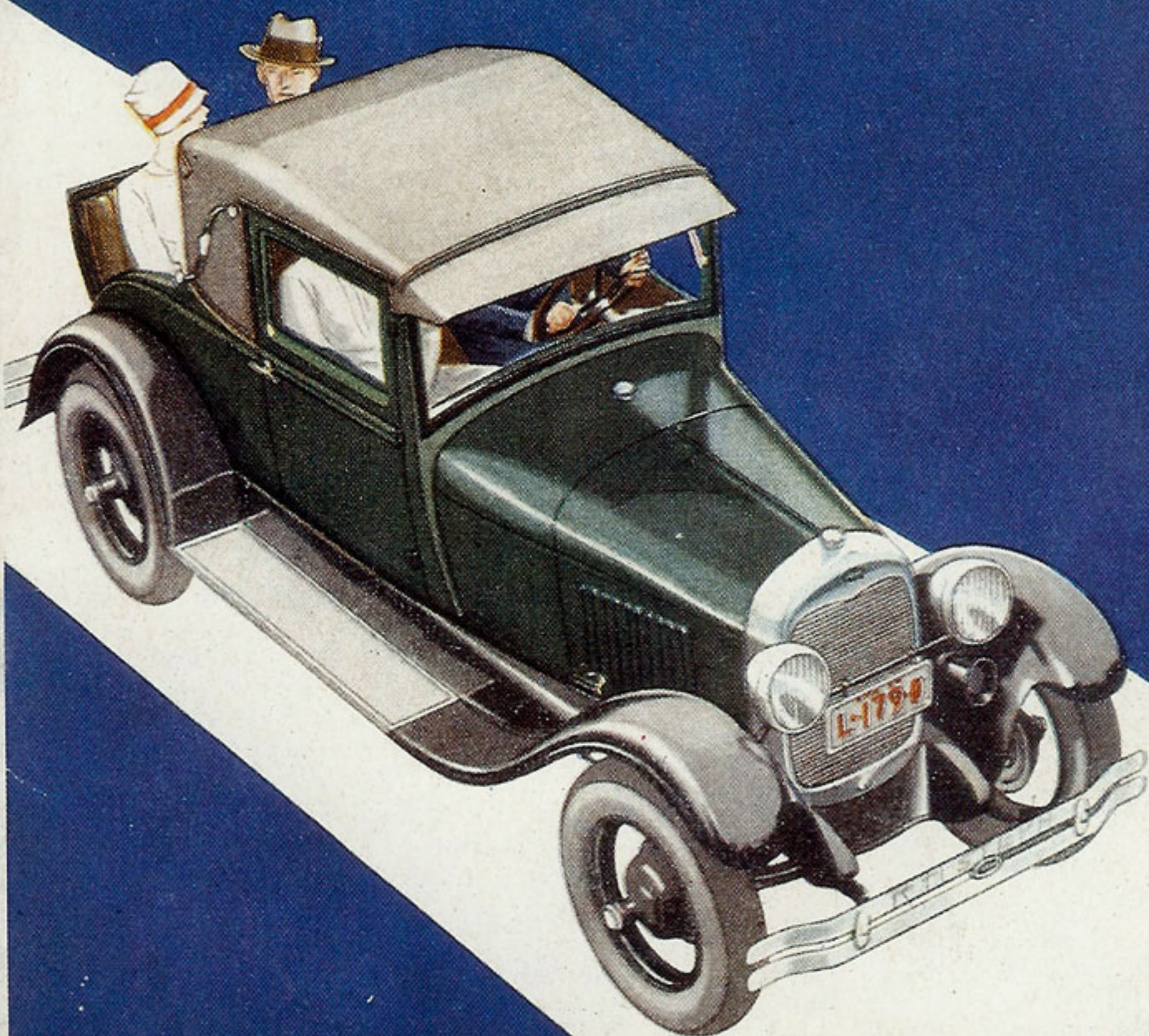


The Story of the NEW FORD CAR



*A New and Modern Car
Designed to Meet
New and Modern Conditions*

THE new Ford is distinctly a new and modern car, designed to meet new and modern conditions. It is more than a new automobile. It is the advanced expression of a wholly new idea in modern, economical transportation.

The minute you see it—ride in it—you will realize that it is not a mere refinement of the former Model T Ford, but *a new car from radiator cap to rear axle*. Many features of it are exclusive Ford developments. Some are wholly new in automobile practice. There is nothing quite like it anywhere in design, quality and price.

The new Ford car has unusual beauty of line and color . . . It has a 40-horsepower engine . . . It will do 55 and 60 miles an hour with ease and has actually run 65 miles an hour on road tests . . . It is quiet and smooth-running at all speeds . . . It is remarkably quick on the get-away . . . It has specially-designed, mechanical, four-wheel brakes . . . It has hydraulic shock absorbers . . . It has a standard, selective sliding gear shift . . . It is quick and easy to handle in traffic and steady and sure on the open road . . . It runs 20 to 30 miles on a gallon of gasoline, depending on your speed . . . And it has the stamina and reliability for mile-after-mile and year-after-year service.

When you think of such features as these, you think instinctively of a car costing much more than the new Ford. The price is low in accordance with the established Ford policy. We have always held that it is better to sell a large number of cars at a small margin of profit than to sell a few cars at a large margin of profit.

Some of the Features of the New Ford Car

THE new Ford is the result of years of careful planning. Every part of it has been tested and re-tested in actual practice. There is no guessing as to whether it will be a successful model. It has to be. There is no way it can escape being so, for it is the sum total of all we have learned about motor car building in the lifetime of the Ford business.

In this connection we call your particular attention to the new engine; the new pump, splash, and gravity oil system; the multiple dry-disc clutch; the new water pump and thermo-syphon cooling system; the new battery, coil and distributor ignition; the low center of gravity, the new thin-leaf flexible springs, and minimum unsprung weight which combine with the hydraulic shock absorbers to make the new Ford such an easy-riding car; the irreversible steering gear, with the column and the housing of the steering gear mechanism welded into a single all-steel unit; the new one-piece, welded, steel-spoke wheels; the three-quarter floating

rear axle in a forged-steel housing of exceptional strength; the theft-proof, coincidental lock; and the aluminum pistons which were selected after many tests because of their light weight and heat-conducting qualities.

The new Ford has the torque tube drive. By this principle the driving stress or thrust is taken up by the tube surrounding the drive shaft, leaving the springs free to perform their normal function without any additional stress.

Steel forgings are used throughout except, of course, for the engine castings. More steel forgings, in fact, are used in the new Ford than in almost any other car, regardless of price.

New Methods Bring Greater Value at Low Price

WE ARE able to sell this new Ford car at a low price because we have found new ways to give you greater value without a great increase in our own costs.

We make our own steel—we make our own glass—we mine our own coal—we make virtually every part used in the Ford car. But we do not charge a profit on any of these items or from these operations. We would not be playing fair with the public if we did so. Our only business is the automobile business. Our only profit is on the automobile we sell.

We never forget that the people who buy Ford cars are the people who helped to make this

business big. It has always been our policy to share our profits with our customers. In one year our profits were so much larger than we expected that we voluntarily returned \$50 to each customer. We would never have done that if this business had been conducted for the sole benefit of stockholders rather than to render service to the public.

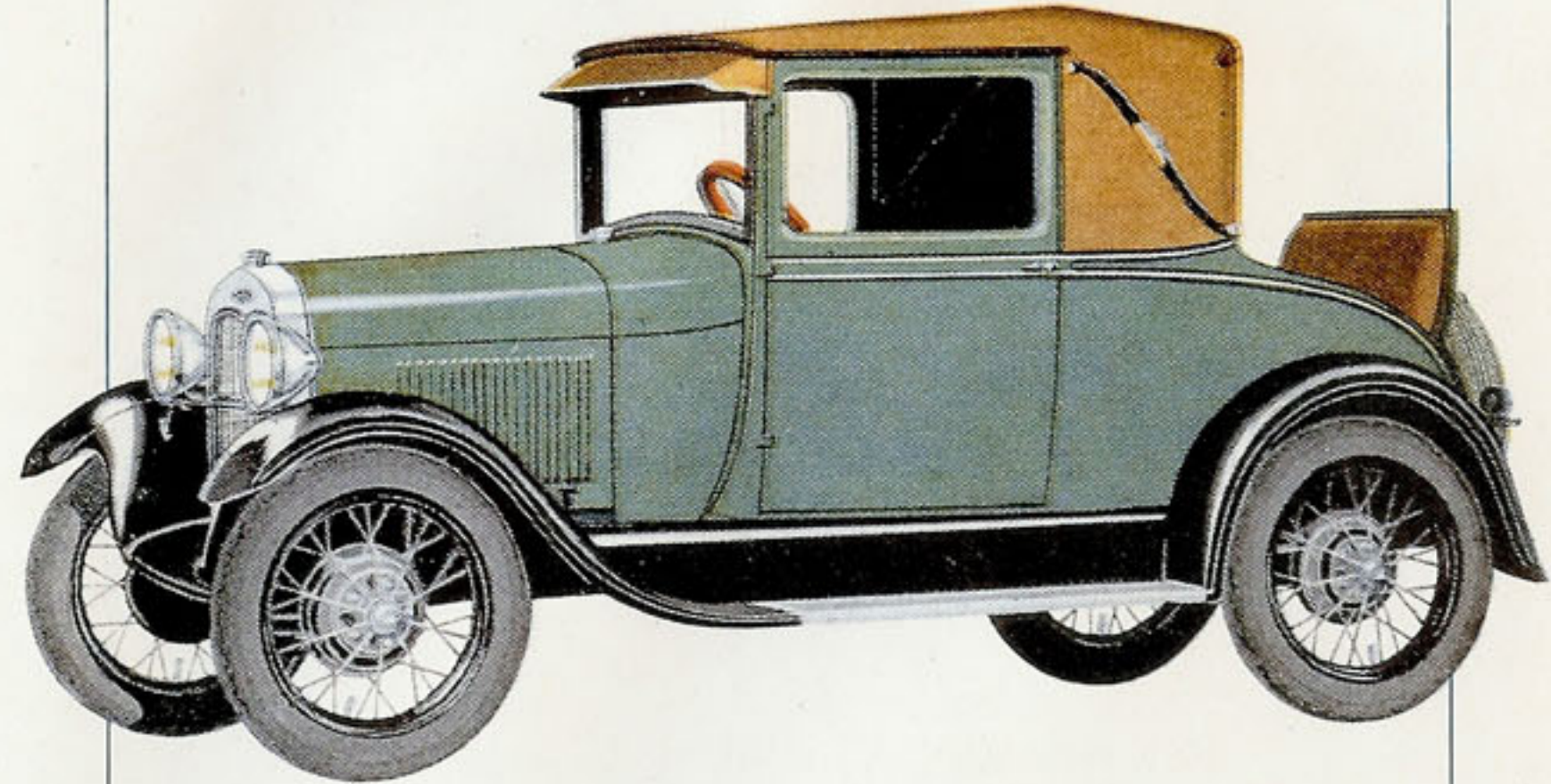
There are good and substantial reasons, therefore, why the new Ford is the most unusual value ever offered in a low-price automobile.

*Beautiful New Body Lines and
Color Harmonies*

TURN NOW to the pages showing the illustrations of the new Ford and note the trim, fleet beauty of the Sport Coupe, the Coupe, the Roadster, the Phaeton, the Tudor Sedan and the Fordor Sedan. Read then the description of the features of the car given in the back of this booklet and you will know why Henry Ford himself has said:

"The new Ford embodies the best results of our experience in making 15,000,000 automobiles. We consider it our most important contribution thus far to the progress of the motor industry, to the prosperity of the country, and to the daily welfare of millions of people."

FORD MOTOR COMPANY
DETROIT, MICHIGAN



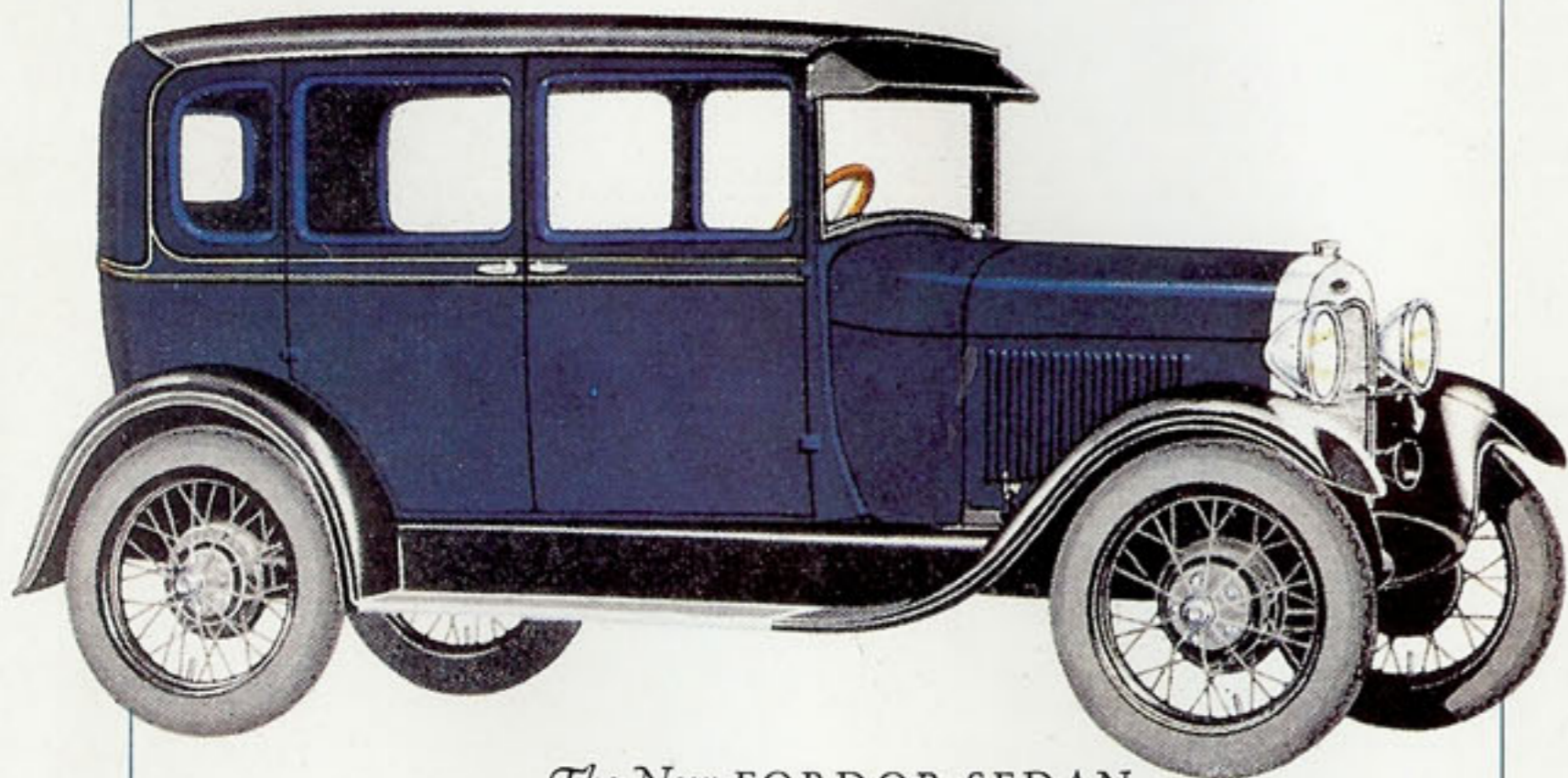
The New FORD SPORT COUPE

Combines the alert smartness of the roadster and the advantages of a closed model. Landau irons on rear quarter. Rumble seat standard. Plate glass curtain window at rear may be opened and attached to roof of car. Finished in attractive color harmonies with special hand striping.



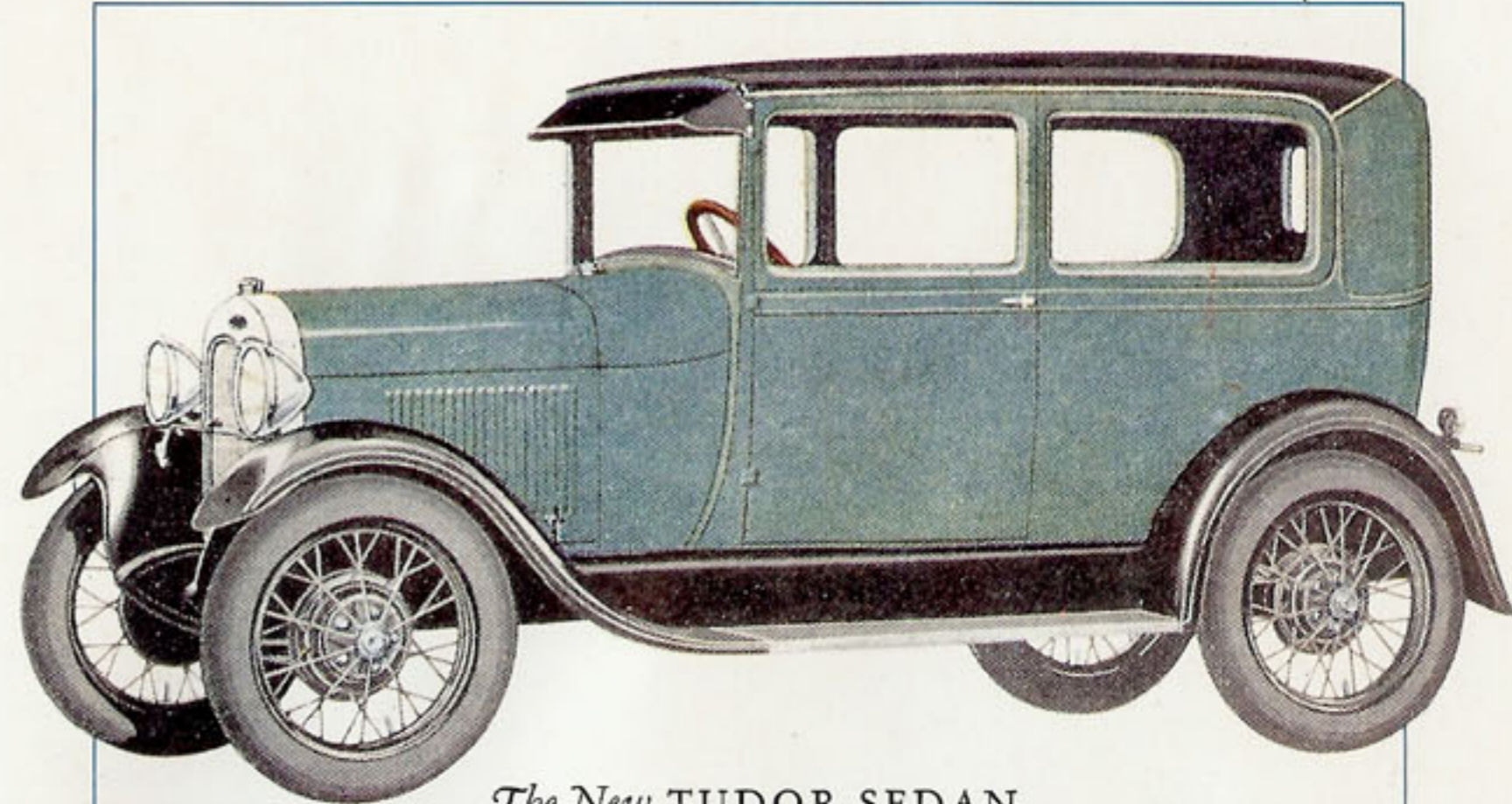
The New FORD ROADSTER

A long, low, chummy car. All steel body, of course. Wide doors. Deep cushions. Rich upholstery. Nickeled hardware. Rumble seat optional. Artistic colors.



The New FORDOR SEDAN

A big, roomy car. Wide seats. Generous leg room, front and rear. Four convenient doors. Unusually large windows. Rich Upholstery. Attractive colors.



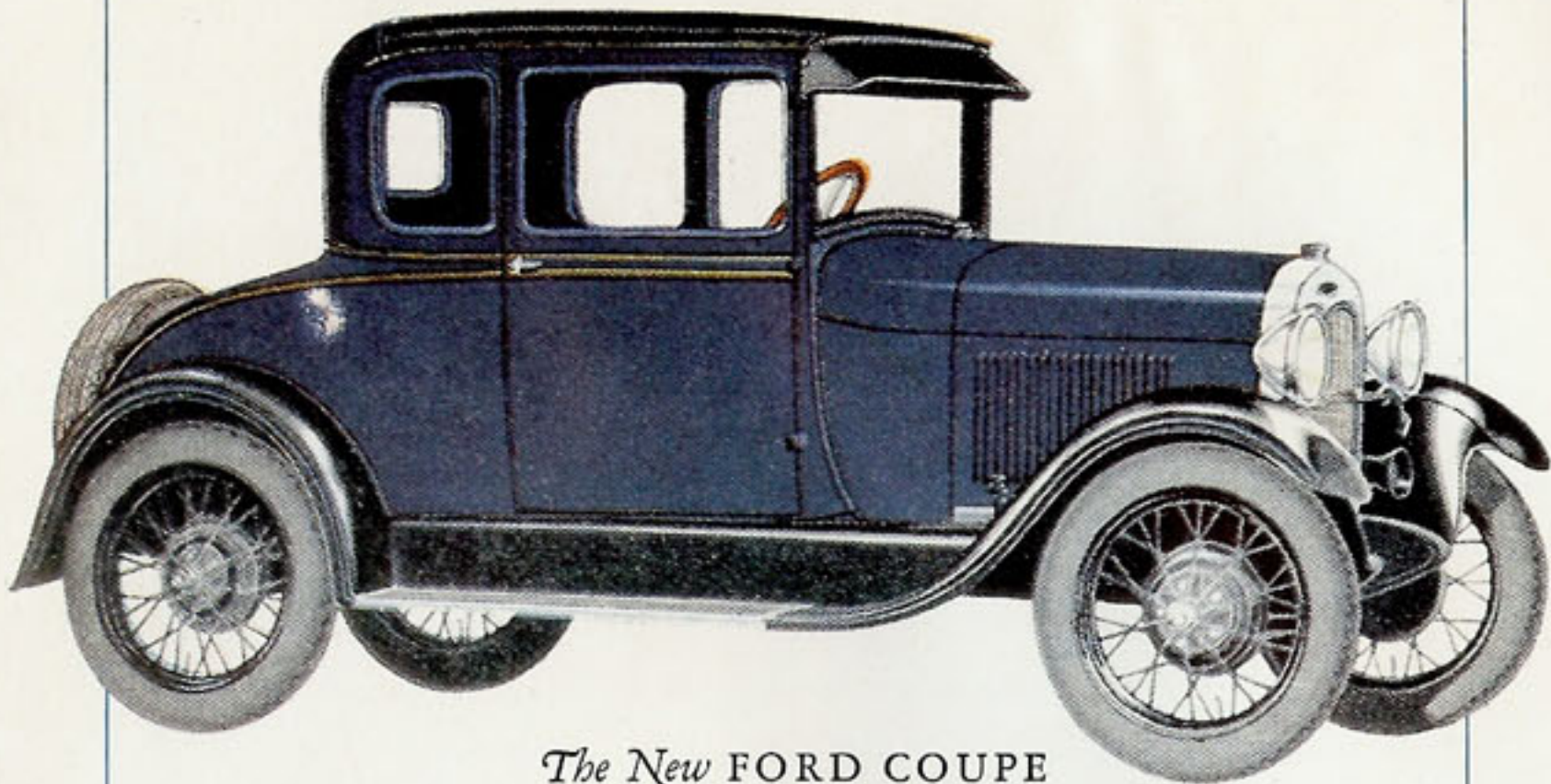
The New TUDOR SEDAN

Long, wide, roomy. Narrow pillars and new door construction give unusual vision. Both front seats fold forward, giving easy access to rear seat. Ample space between seats.



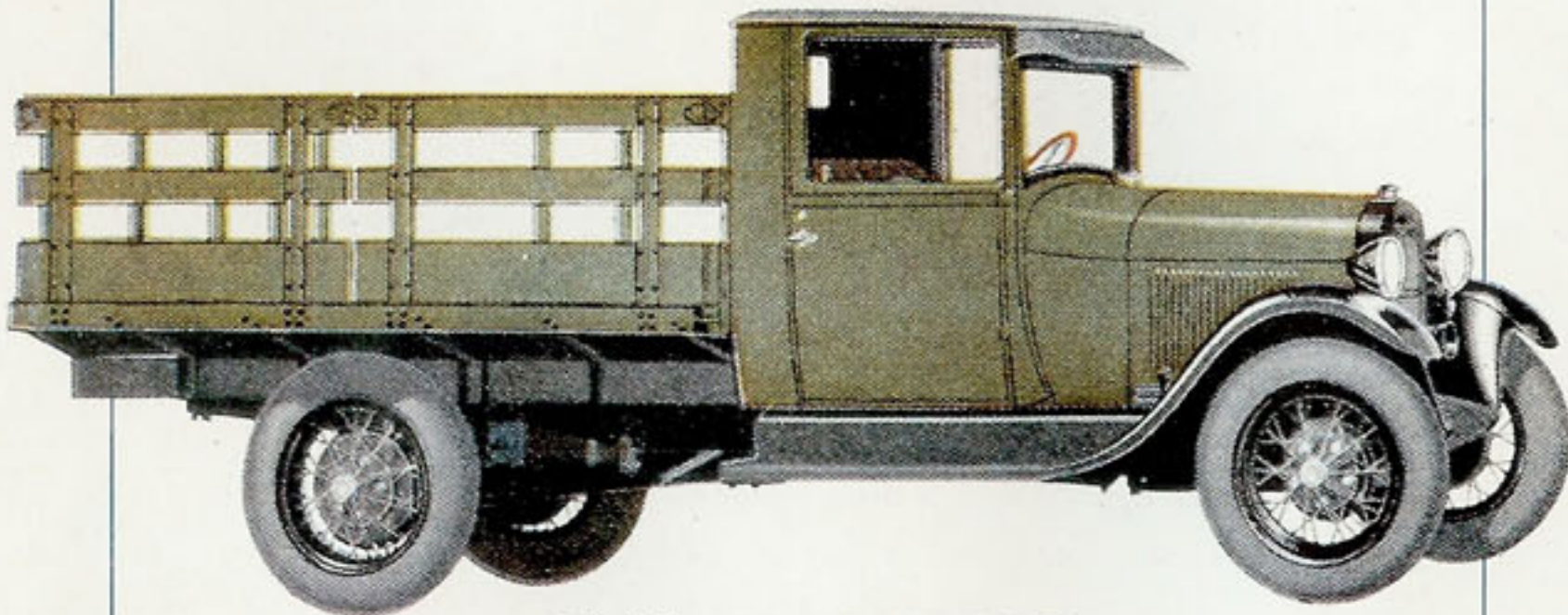
The New FORD PHAETON

Another long, low, roomy model. All four doors open forward. Curtains open and close with doors. Side curtains have unusually large windows.



The New FORD COUPE

An outstanding example of the fine coachwork of the new Ford cars. Package shelf in back of seat and unusually large waterproof luggage space in rear deck.



The New FORD TRUCK

Embodies same basic improvements as new passenger car chassis. Same type transmission, cooling, oiling and ignition. Cantilever springs on rear.

Features of the New Ford

55 to 65 Miles an Hour

The new Ford has unusual speed. It will do 55 to 60 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 new 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. The bore is $3\frac{7}{8}$ inches and the stroke $4\frac{1}{4}$ inches. (S. A. E. and N. A. C. C. rating for license purposes, 24.03 horsepower.)

Remarkable Acceleration

The new Ford is remarkably quick on the get-away. In tests in high gear, with a Tudor sedan body and two passengers, it has accelerated from 5 to 25 miles per hour in $8\frac{1}{2}$ seconds. This acceleration is an outstanding feature of the new Ford car.

Preventing Vibration

The engine in the new Ford is practically vibrationless. This is due in part to its lower r. p. m., the statically and dynamically balanced crankshaft, and the aluminum pistons. To insure quiet, the timing gears are made of bakelized fabric instead of metal, and the cams on the camshaft are so designed that the valve push rods follow them closely, preventing valve clicking.

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 oiling 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. An oil dipper is provided on each con-

necting 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 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 of New Design

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. The coincidental 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 bearing. 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. You can go from one to another easily, silently, with the pressure of a finger.

Exceptionally Easy to Steer

The steering gear on the new Ford car is irreversible. 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. Light switch and horn button are conveniently located on top of wheel.

New 4-Wheel Brakes

The brakes on the new Ford car are an exclusive Ford development. They are of the mechanical, internal expanding-shoe type and

are self-centering. This is the most reliable and the simplest type of four-wheel brake and the easiest to adjust. All adjustments are made from the outside without removing any parts. No special tools are needed. Uniform, correct adjustment on each wheel is quickly and easily obtained. The brake pedal and the hand lever each operate all four brakes. Total braking surface is 168 square inches. All brake working parts are cadmium plated to make them rust-proof.

Multiple Dry-Disc Clutch

The clutch in the new Ford is of the multiple dry-disc type, which is the most reliable. It is also the easiest to operate, for it takes hold gently and smoothly. It has four driving discs and five driven discs.

Comfortable, Safe Transverse Springs

The springs are of the transverse, semi-elliptic type, designed and built for the new Ford. This type, which was used in the Model T, 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. Each spring is built up of varying sizes and number of leaves to give proper flexibility and to meet riding requirements of the different body types. The size and number of leaves used in these springs are one of the reasons why the new Ford is such a comfortable car. The construction of the transverse springs also contributes to the safety and efficiency of the 4-wheel brakes.

Hydraulic Shock Absorbers

The finest type 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 4000 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

There is a bit of the European touch in the coach-work and contour of the new Ford. Bodies are steel. Fenders are of the full crown type. Appointments and hardware 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 nicked. Speedometer, gasoline gauge, ammeter and ignition lock are mounted on an instrument panel of satin-finish nickel, illuminated by a lamp in center. Headlamps and radiator shell are fully nicked. Closed cars have the new 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 Four Colors

The color combinations used on the new Ford are especially artistic and attractive. Four color choices are offered for each body type—a most unusual feature in a low-price car. Purchasers may choose any one of the following colors—Niagara Blue, Arabian Sand, Dawn Gray, and Gun Metal Blue. Belt and reveals are finished in contrasting colors, with attractive striping. The finish is pyroxylin lacquer, one of the finest and most enduring finishes for automobile bodies. It is not affected by heat or cold, withstands all kinds of weather conditions, and is not easily marred or scratched. The lustre actually improves with washing.

A Quiet Car

In designing the new Ford, every precaution was taken to prevent squeaks, rattles and drumming sounds. 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 the utmost quietness and comfort.

Grease Gun Lubrication

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

Standard Equipment on All New Ford Cars

Starter	Gasoline Gauge	Rear and Stop Light
Five Steel-spoke Wheels	Ammeter	Oil Gauge
Windshield Wiper	Dash Light	Ignition Lock
Speedometer	Mirror	Complete Tool Set



FORD MOTOR COMPANY
DETROIT, MICHIGAN