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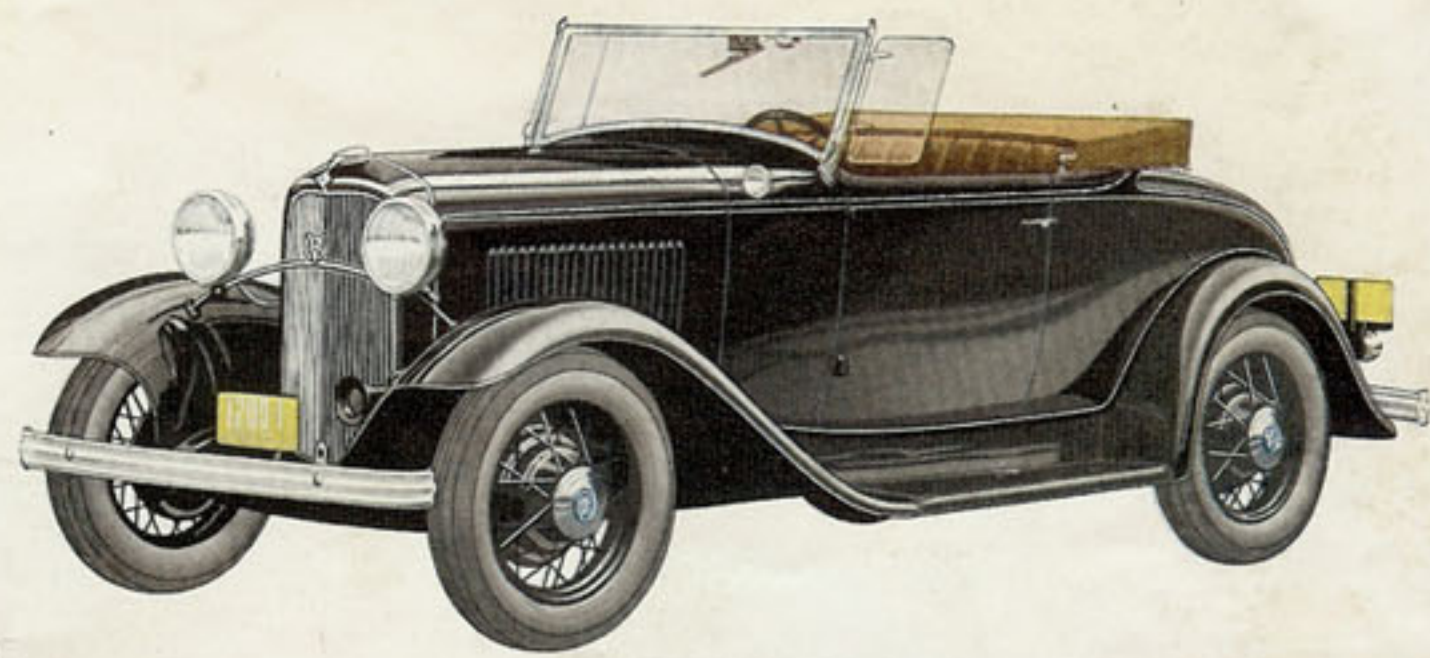
# THE NEW FORD V-8 CYLINDER CAR







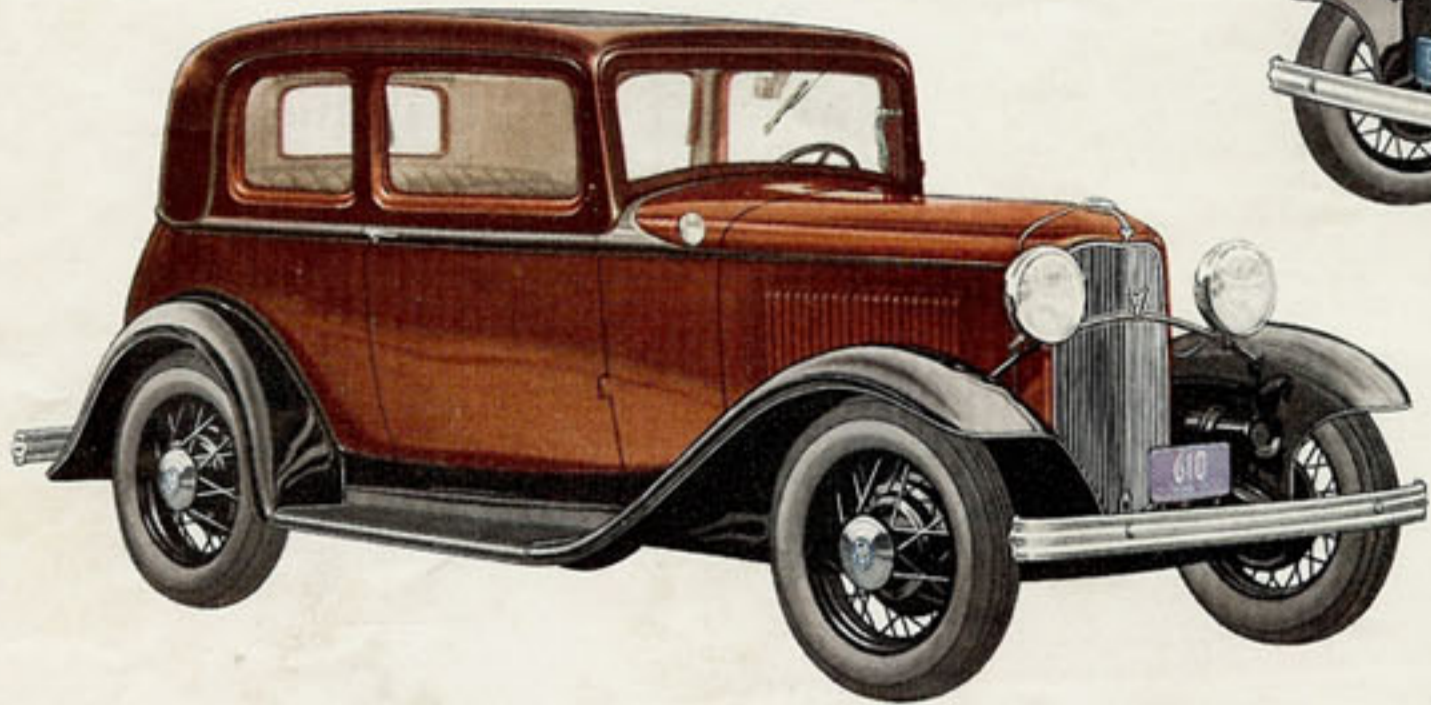
DE LUXE PHAETON—This deluxe car offers five passengers the joy of riding in an open body. Upholstery in cognac drab genuine leather. Available also as a standard type.



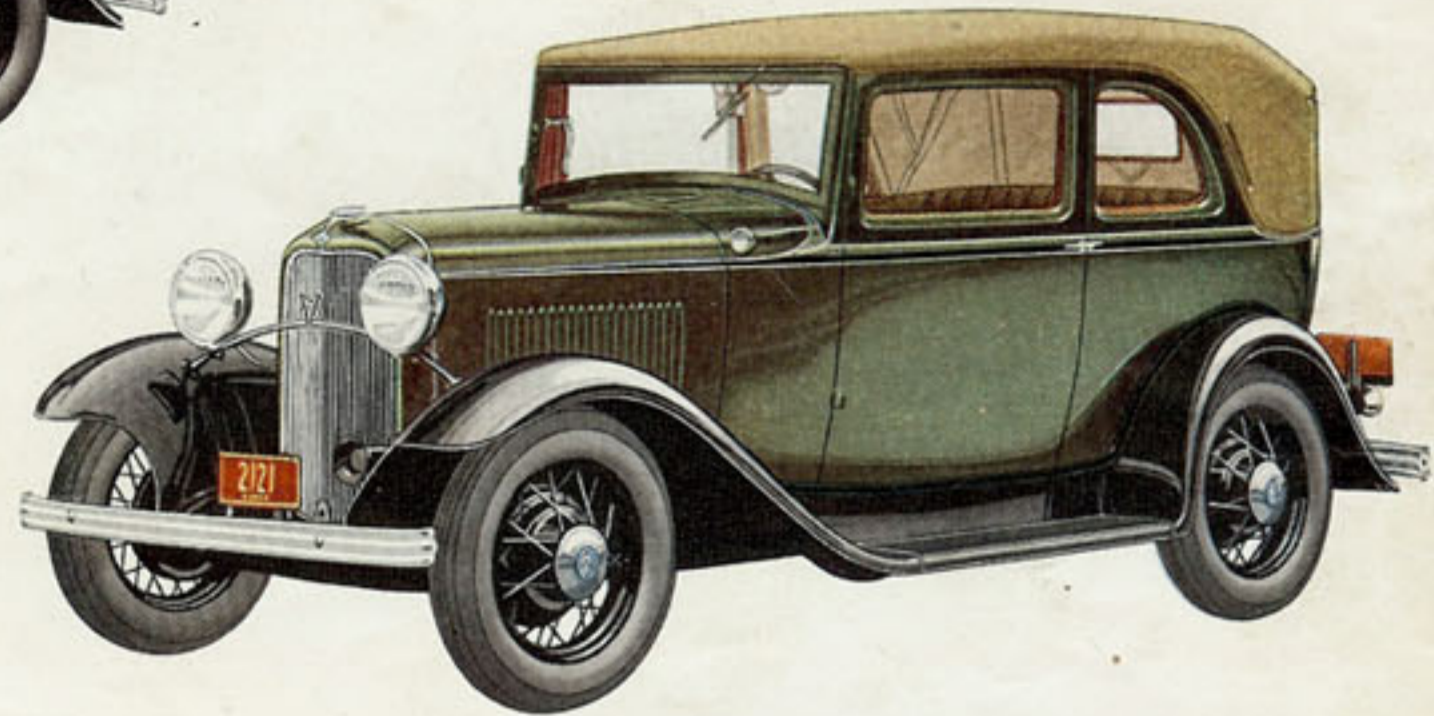
DE LUXE ROADSTER—Many special features add to the distinction of this deluxe roadster. Front seat upholstered in genuine leather. Equipped with rumble seat.



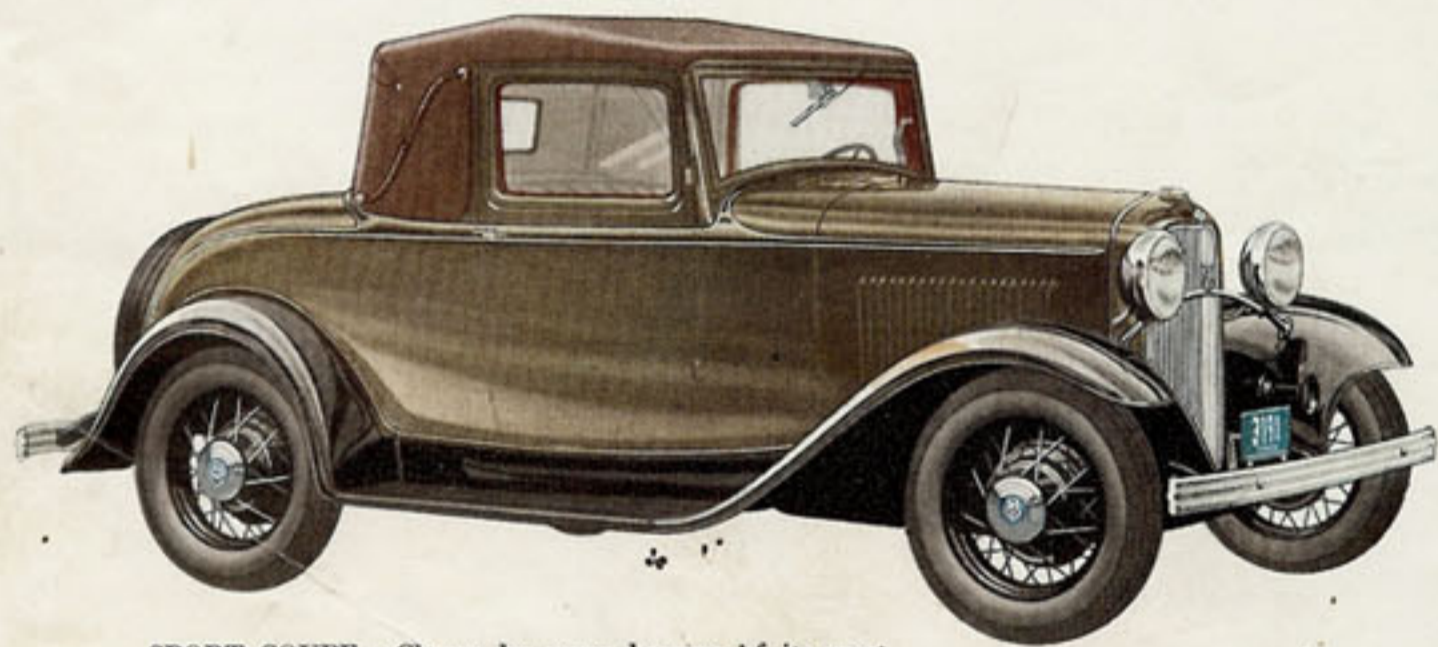
DE LUXE COUPE—There is distinction in every line and detail of this new deluxe type Ford two-window coupe. Choice of mohair, broadcloth or Bedford Cord upholstery.



VICTORIA—This is a deluxe 4-passenger type, whose graceful top and rear give it Continental style. Upholstery is optional in broadcloth, mohair, or Bedford Cord.

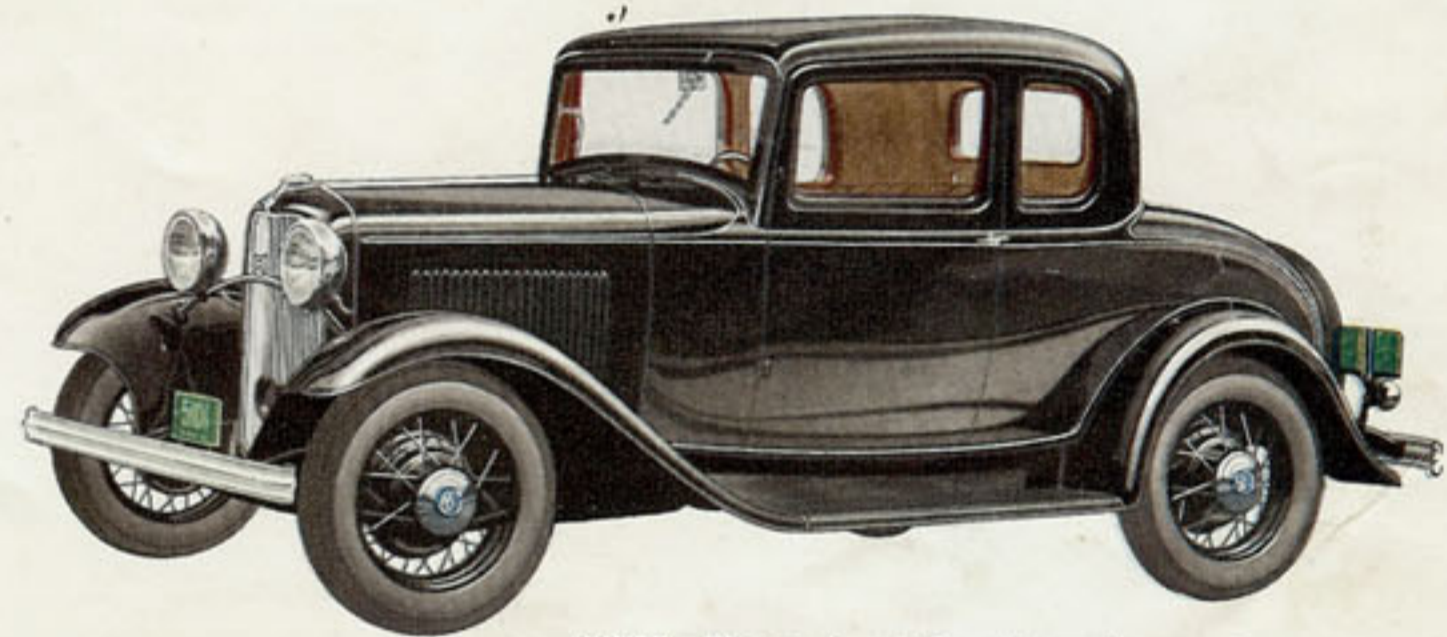


CONVERTIBLE SEDAN—Offers to five passengers the advantages of the closed and open car. Front seats fold forward. Upholstered in russet brown genuine leather, or Bedford Cord.

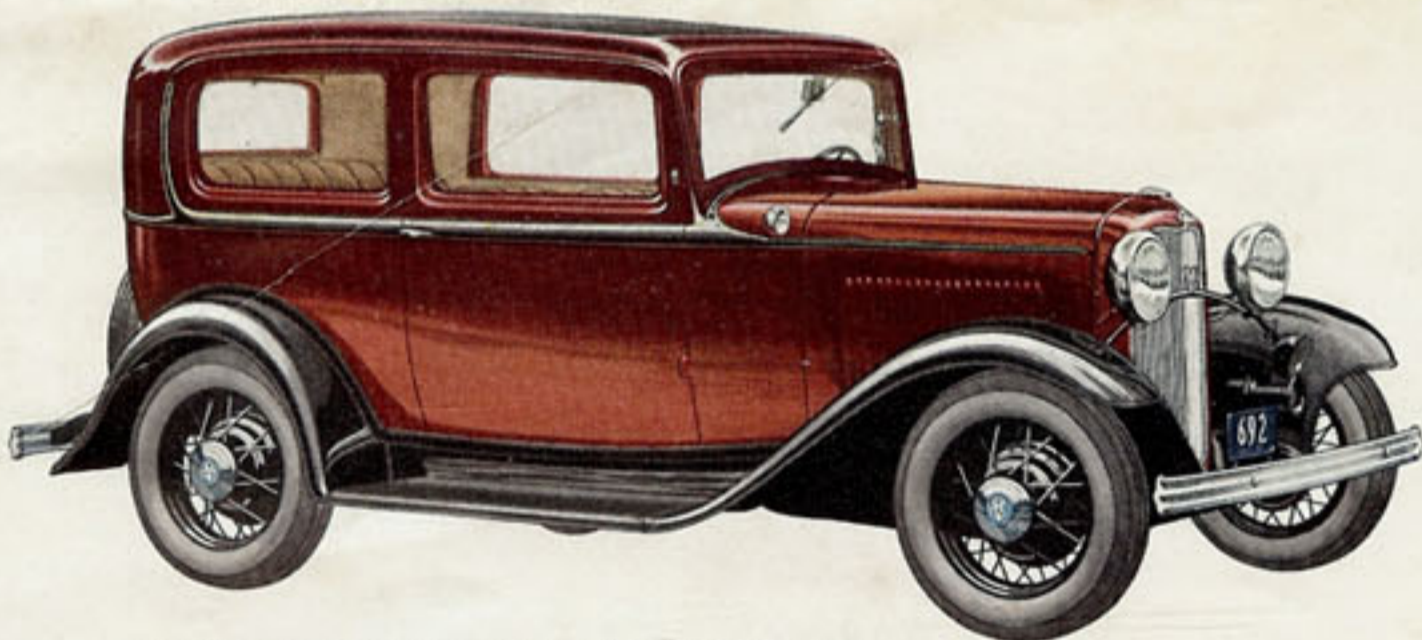


SPORT COUPE—Chosen by many because of its sport appearance, given it by the soft top. This is in waterproof light brown landau grain material. Rumble seat is standard.

# 14 BEAUTIFUL BODY TYPES



COUPE—The new beauty, low price, and great utility of this two-passenger body make it especially attractive. Also available in a deluxe type at a slightly higher price.



DE LUXE TUDOR SEDAN—Interior fitted with floor carpets, toggle grips, ash tray, dome light and other deluxe equipment. Choice of three attractive upholstery materials.

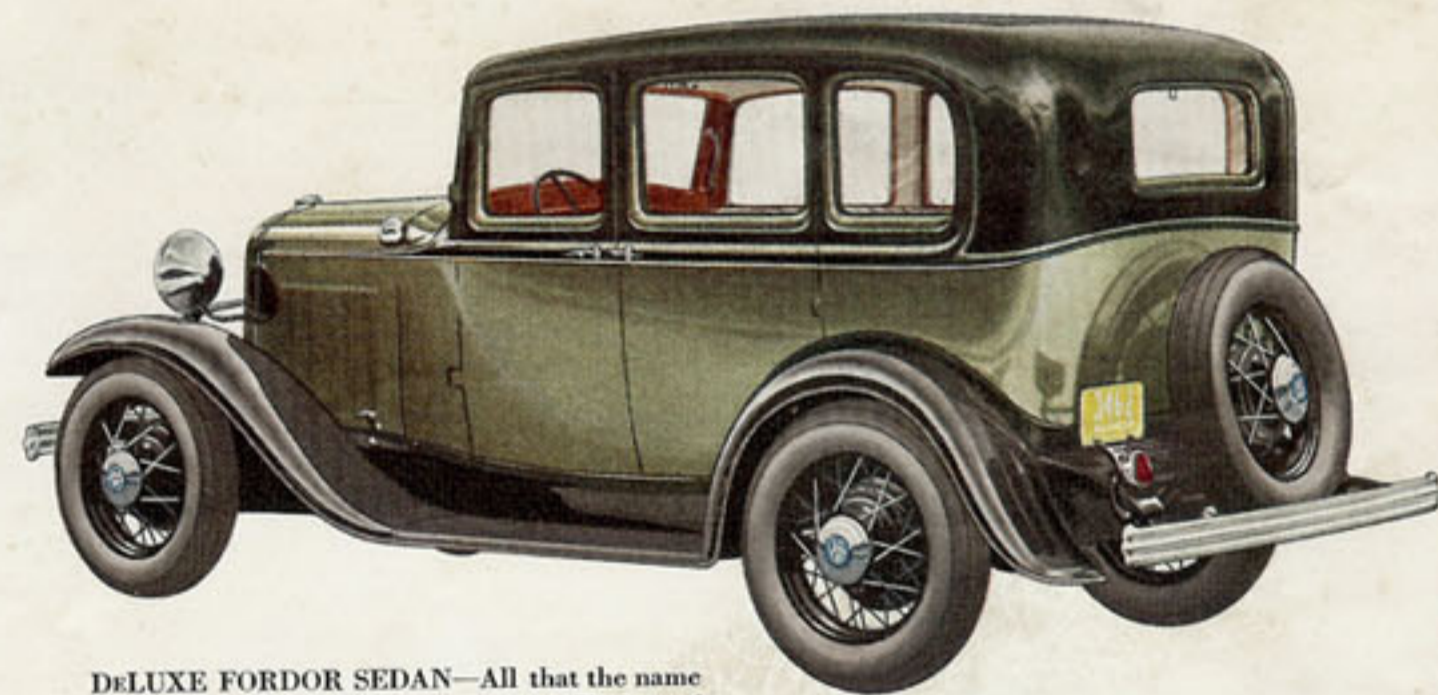
A glance tells you that the V-8 Ford is a new automobile. Its beauty is expressive of new speed and power. Streamlines begin at the very front of the car. They are reflected in the V-type radiator shell, in the hood, and in the windshield, which slants at 10 degrees. The front roof line is rounded, without a sun visor. Top, sides and rear are gracefully curved, conforming with the air-flow principle.

These lines not only provide new beauty, but they serve a useful purpose. They lessen wind resistance, and thus have a favorable effect upon both speed and fuel economy.

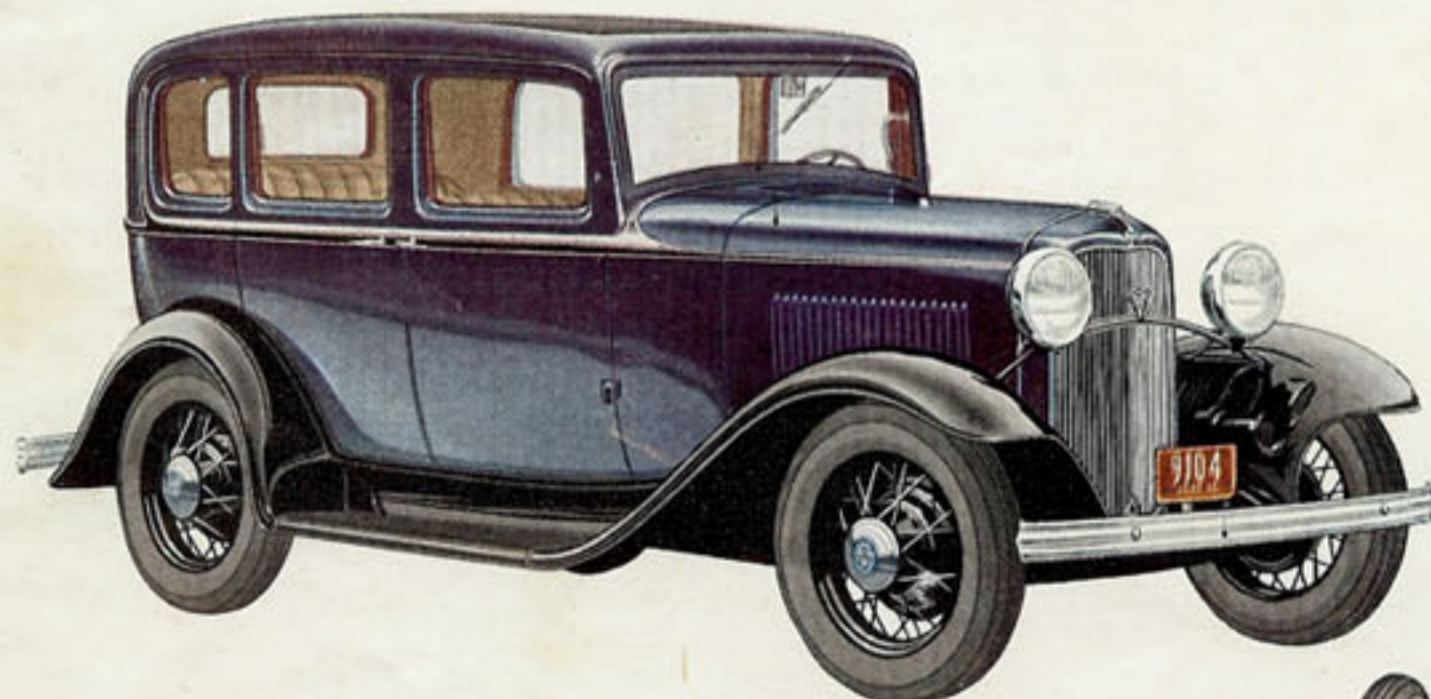
Beauty marks the interiors as well as the exteriors, with handsome upholstery, hardware and trim. The seats are deep and comfortable, and are placed low in the body. As the car itself has a lower center of gravity, you ride with a new sense of ease and comfort.

All windshields are safety glass, and for a low extra charge you may have safety glass in all windows.

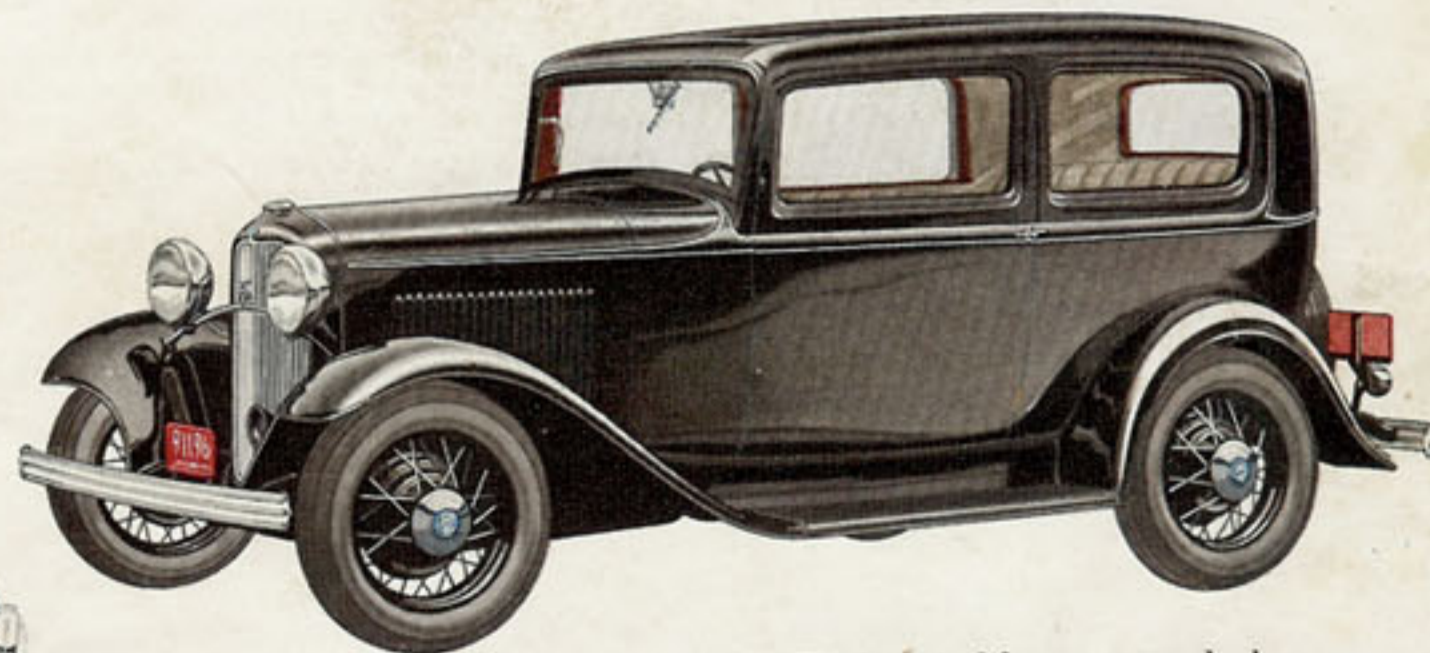
To suit individual preferences, there is a wide choice of colors. Mouldings and stripings are in smartly contrasting or harmonizing colors that accentuate the gracefulness of the lines.



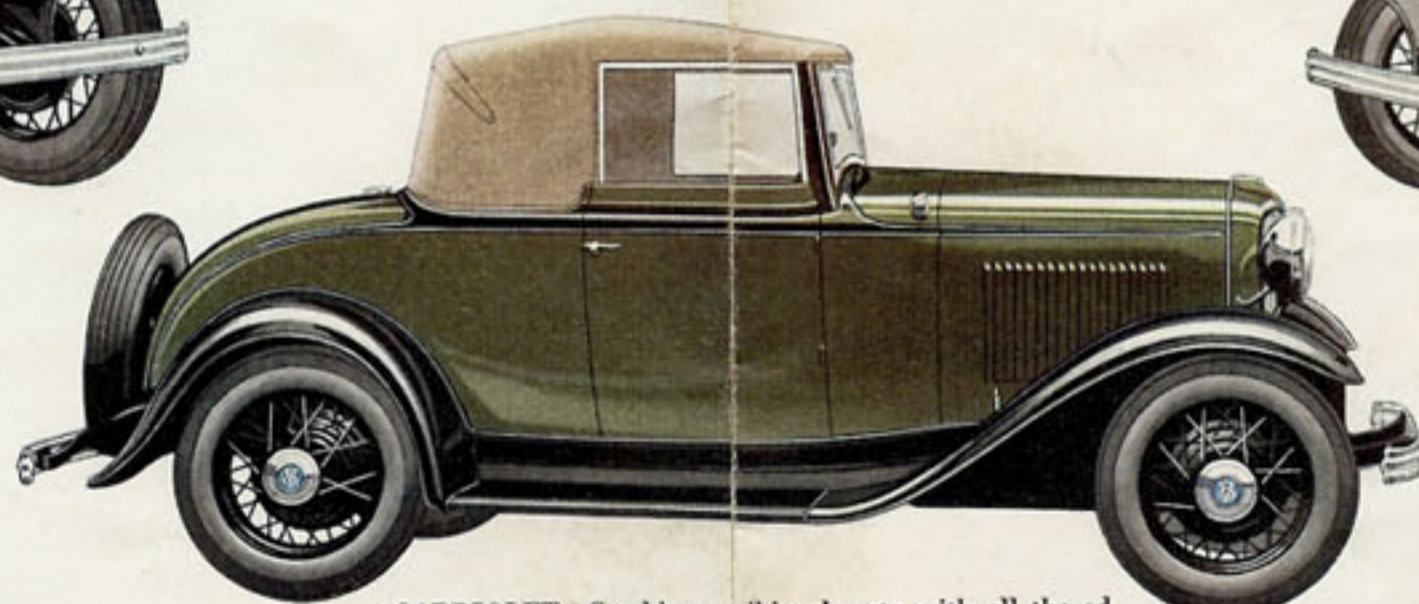
DE LUXE FORDOR SEDAN—All that the name implies, a truly deluxe motor car. Choice of broadcloth, mohair, or Bedford Cord upholstery.



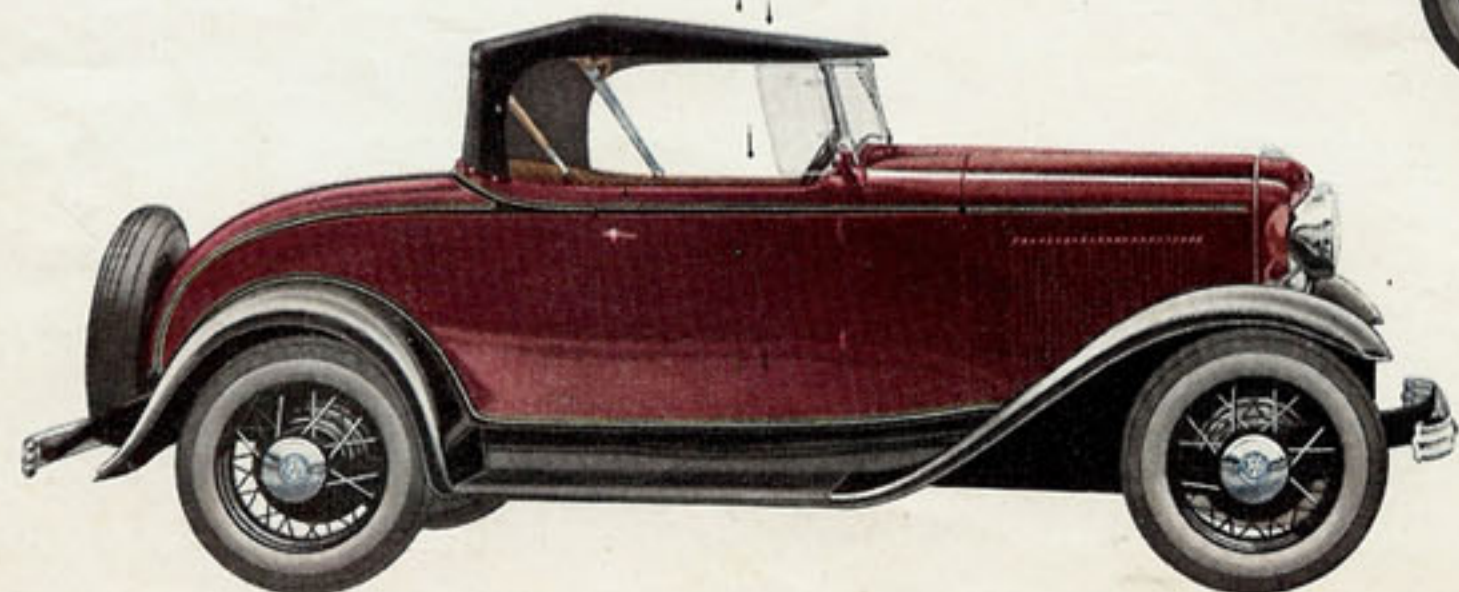
FORDOR SEDAN—Offers the convenience of an independent entrance to either seat, at a low price. Compactness of the V-8 and 4-cylinder engines adds to body space.



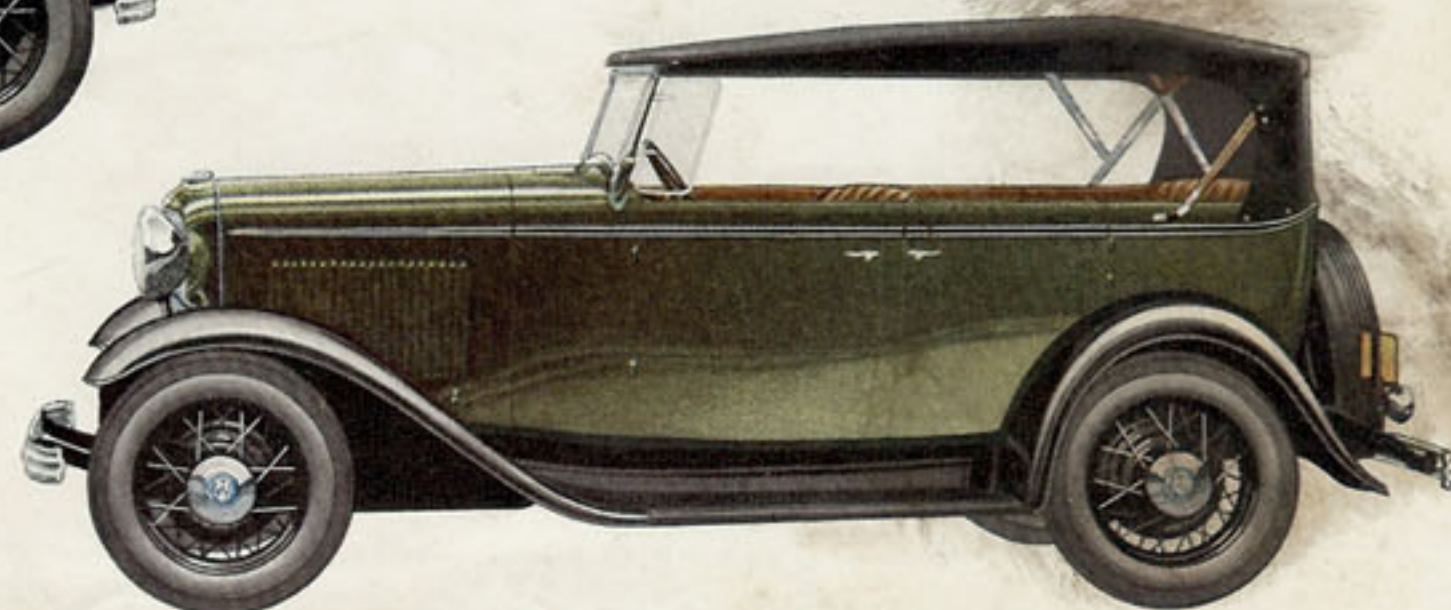
TUDOR SEDAN—This low-priced five-passenger sedan has won universal favor by its general utility. Seats are roomy and comfortable. Available also with deluxe equipment.



CABRIOLET—Combines striking beauty with all the advantages of both an open and a closed car. Top may be raised or lowered without getting out of the car. Safety glass in rear window. Genuine leather or Bedford Cord upholstery.



ROADSTER—The beauty and performance of this alert open car will win instant admiration. Very low in price. Also available at a slightly higher price with deluxe equipment.

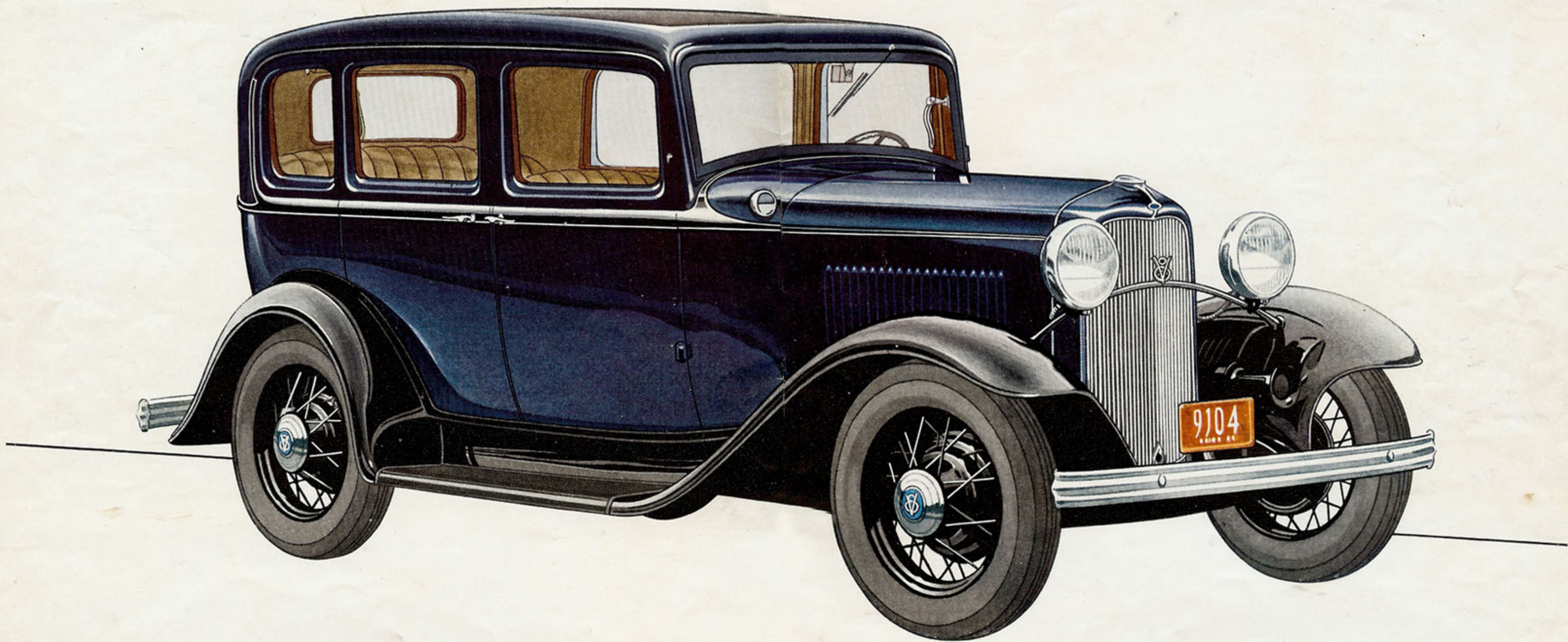


PHAETON—A low priced car that combines pleasure and utility to an unusual degree. Plenty of floor space in the rear. There is also a deluxe phaeton at a higher price.





# THE NEW FORD V-8



A new type of transportation for the new economic era ∞ Smooth, 65 horsepower V-type engine ∞ Low center of gravity ∞ Synchronized gear shifting ∞ Silent second ∞ Automatic spark  
75 Miles per hour ∞ New ease of control ∞ Roomy, beautiful bodies ∞ Complete riding comfort ∞ Typically low Ford prices



# FEATURES OF THE NEW FORD V-8

**ENGINE**—The Ford V-8 engine develops 65 horsepower, which gives the car an unusually high ratio of power to weight. This is one reason why the car is so quick in the getaway and can develop such high speed.

Like all Ford engines, it is simple in design and construction and especially neat in appearance. The two banks of four cylinders each are cast in a single piece with the crankcase, for rigidity and permanent alignment of cylinders. The cylinders are set at an angle of 90 degrees, and the crankshaft, weighing 65 lbs., which is short, stiff, and counterweighted for smooth running, likewise is the 90 degree type.

A feature of the Ford engine is the mushroom end, non-adjustable valves of chromium and nickel alloy, which contribute to reliability, full power, quietness and economy.

Bore and stroke,  $3\frac{1}{16} \times 3\frac{3}{4}$ . Displacement, 221 cubic inches.

**ECONOMY**—The Ford V-8 is economical in every sense of the word. Its purchase price is low, its running costs reasonable, and its life so long and possible mileage so great as to reduce depreciation to the minimum.

**SAFETY**—The Ford has always been known as a safe car to ride in, and this feature is heightened in the V-8. The 65-horsepower engine gives you ample power for hills, and the rapid acceleration and easy steering give you unusual maneuverability. Safety glass is used in all windshields. If desired, safety glass may be had in all windows for a small extra charge at time of purchase. The larger four-wheel mechanical brakes enable you to meet the new conditions of speed and power with complete safety. Drums are of special alloy iron, which tests indicate do not easily score. The center of gravity of the car has been lowered, and thus it holds the road, even on rough surfaces and on curves. Transverse springs, torque tube and radius rods, and extra strength in

every vital part are some of the additional safety factors.

**COMFORT**—New riding comfort has been engineered into both the bodies and the chassis. The compactness of the V-8 engine which requires no more space than the 4 cylinder type permits the use of roomy bodies for passenger comfort. The seats are low, and as the center of gravity is also low, you ride with a new sense of ease and security. Cushions are deep and easy. Important improvements have been made in the chassis to increase comfort. The basic Ford principle of transverse springs and low unsprung weight has been retained. The rear spring now is wider, flatter and longer, and a greater proportion of its length is effective in absorbing road shocks. The spring also is now mounted back of the rear axle, which plays a part in lowering the body.

**AUTOMATIC SPARK**—No spark lever is provided, as no manual adjustment of the spark is required. Spark timing is vacuum controlled, completely automatic, and the spark always occurs at the correct instant for starting, and for smooth power production under all driving conditions.

**FUEL PUMP**—Ford-designed fuel pump, operated by an eccentric on the camshaft, draws fuel from 14-gallon tank in rear. Accurate fuel gage on dash.

## Also an improved 4-cylinder engine

Any of the fourteen beautiful body types is also available, if desired, at a lower price, with an improved 4-cylinder engine. Completely mounted in rubber, the new 4-cylinder engine operates smoothly and quietly. It develops 50 horsepower.

**SYNCHRONIZED GEAR SHIFTING**—You have probably never driven a car that is so easy to operate as this one. Gear shifting is synchronized with cones between second and high making it possible to shift up or down quickly and without noise, at any speed.

**SILENT SECOND**—Second speed gears are of the silent helical type, and revolve quietly. This adds greatly to the pleasure of driving.

**QUIET OPERATION**—Rubber is used at scores of points in the Ford V-8, to absorb and insulate noise and vibration. The engine is mounted at three points in rubber, to provide maximum smoothness of operation. The body is insulated from the frame by rubber pads. There is rubber in the spring shackles, shock absorber connecting links, between the front radius rod and center cross member of the frame, and between the cross member and the torque tube. Body, engine, frame and axles are insulated from each other.

**THERMOSTATIC RIDE CONTROL**—A thermostatically operated temperature adjustment and a new automatic adjustment to compensate for sudden shocks have been incorporated in the four Houdaille hydraulic double acting shock absorbers. This assures the utmost in riding ease regardless of road conditions or temperatures.

**DOUBLE DROP FRAME**—The frame has been designed to lower the body, and permit bolting the running boards directly to it, eliminating side dust shields. The V-8 Ford frame has new width, depth and length and is exceptionally light because of improved design and construction. It has five cross members.

**LARGER TIRES**—The new wheels are smaller, and tires larger, now 18 x 5.25 inches, their added air capacity increasing riding comfort. Hubs are larger, and a beauty detail is the concealment of wheel mounting nuts beneath the hub caps.

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

FORD MOTOR COMPANY, DETROIT, MICHIGAN