

Here's how to look

# "THRU THE ENGINEER'S EYES"

● When an engineer looks at a blue print or photograph, he visualizes depth and roundness—not just flat length and breadth. And here we make it possible for you to see the new Ford V-8 through the "eyes of the engineer." Fold the book cover to cover for rigidity. Hold the Ford-A-Scope in your right hand and turn so that strong light falls over your shoulder onto the illustration. Allow a few seconds for your eyes to focus through the glasses.

**THE FORD-A-SCOPE**

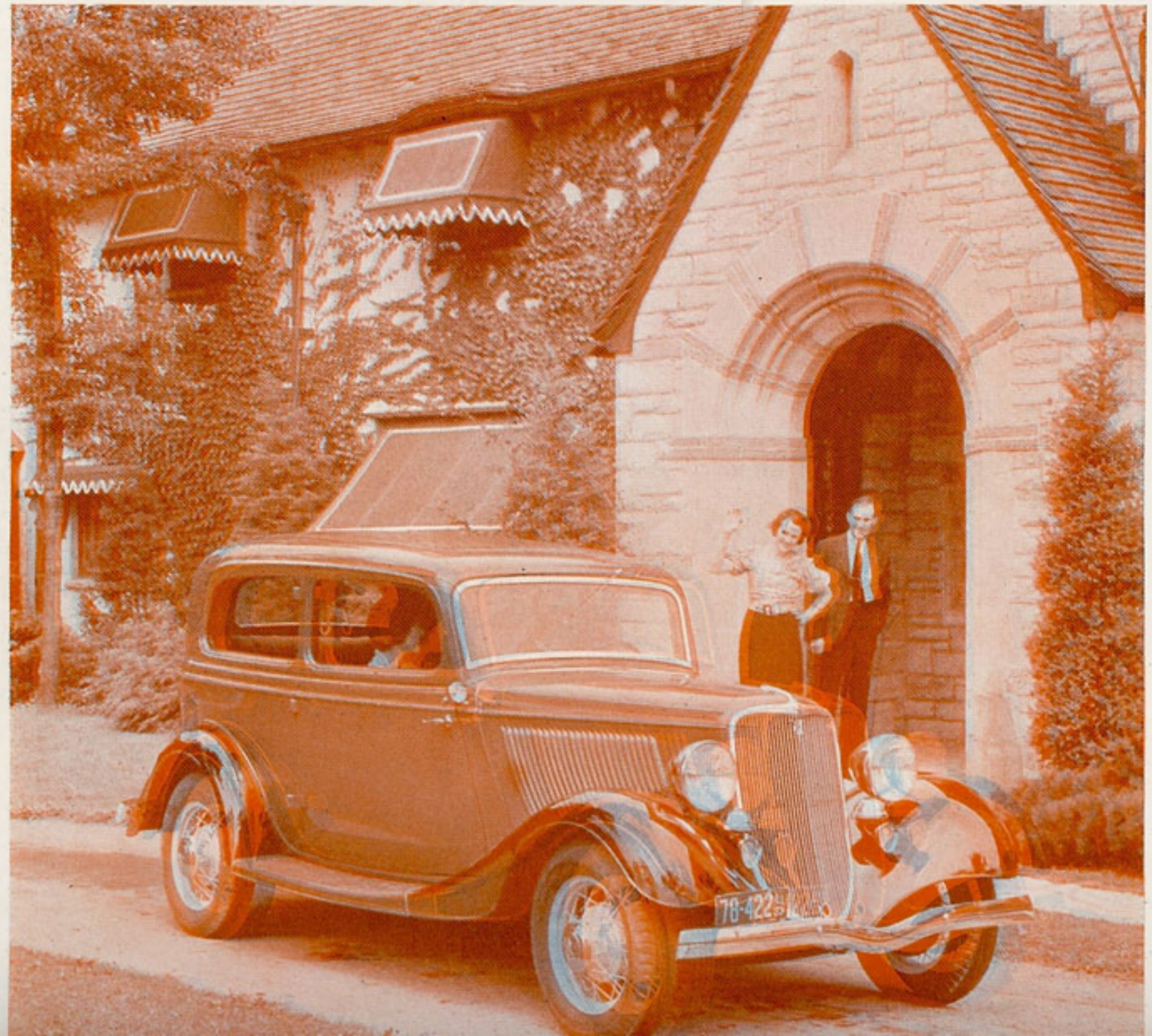


FORD-A-SCOPE

Hold in  
RIGHT HAND

MANUFACTURED BY  
AMERICAN COLORTYPE CO.  
PATENT NO. 1548262  
AUGUST 4, 1925

● This pocket contains the FORD-A-SCOPE. Use this to look through when viewing all FORD-A-SCOPE illustrations to get the third dimension effect. Replace in this pocket when not in use.





"They ask me why  
I penalize myself by quality"

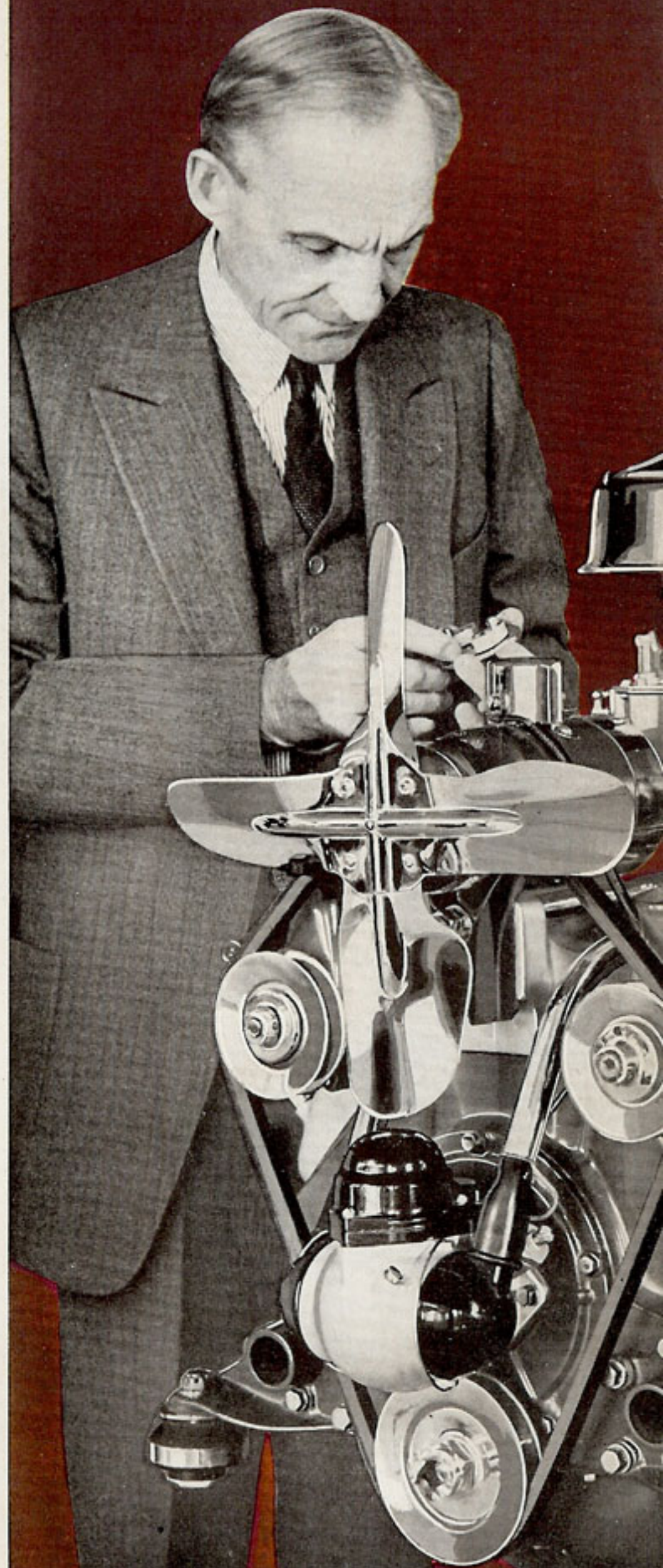
TIME and again I am told—by my own organization and by others—that I penalize myself by quality. Friendly critics protest our putting into the Ford V-8 what they call "twenty-year steel." They say such quality is not necessary; the public does not expect it; and that the public does not know the difference anyway. *But I know the difference.*

I know that the car a man sees is not the car he drives—he drives the car which the engineer sees. The car which is seen comprises beauty of design, color and attractive accessories—all desirable, of course. The best evidence that we think so is that they are all found in the Ford V-8. But these are not the car. The car proper, which is the basis of all the rest, is the type of engine and its reliability; the structure of chassis and body, ruggedly durable; the long thought and experiment given to safety factors; the steady development of comfort, convenience and economy. These make the car.

A car *can* be built that will last two or three years. But we have never built one. We want the basic material of our car to be as dependable the day it is discarded as the day it is bought. Ford cars built 15 years ago are still on the road. It costs more to build a durable car—but two items we do not skip are cost and conscience. A great many things *could* "get by"—the public would never know the difference. But we would know. The new Ford V-8 is a car that I endorse without any hesitancy. I know what is in it. I trust our whole thirty years' reputation with it. It is even better than our previous V-8. It is larger, more rugged and mechanically a better job all-round.

I readily say this because I know the car will back it up.

Henry Ford





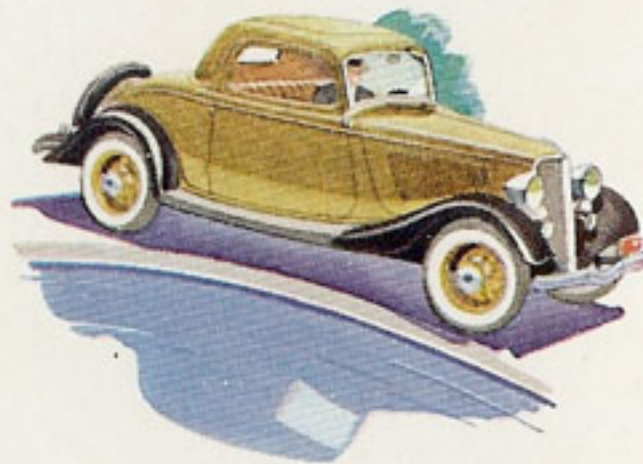
# WHAT DO YOU WANT

Beauty? Comfort? Economy?



**BEAUTY**—Long, low, sweeping lines and graceful curves make the new Ford V-8 a truly beautiful car. It has both style and dignity—richness and simplicity. Every line blends into a smoothly flowing unit. The effect is heightened by the use of curved running boards, short cowl, curved louvres and placing the radiator within the hood lines. The front and rear portions of the body round naturally and gracefully into the form of the complete well styled car.

**COMFORT**—All factors combine to make the new Ford V-8 a car of exceptional riding comfort for both driver and passengers—on both city streets and country roads. The



112-inch wheel base permits greater body length and breadth—more headroom and legroom. Full vision is provided. In all closed models sun visors are supplied and the driver's seat is adjustable. Cushions are low, wide, soft and comfortably shaped. Windshields may be opened outward for ventilation. A large cowl ventilator is also provided. Transverse cantilever springs give remarkable riding comfort and safety. They are attached to the axles at their flexible ends so that road shocks are taken at the most sensitive points first—and immediately controlled by four Houdaille hydraulic shock absorbers of the double action type automatically and thermostatically controlled.

**ECONOMY**—Low first cost, low operating cost and low upkeep make Ford V-8 economy threefold. Ford prices are fixed at a point that makes it *profitable* for a customer to buy. The new Ford V-8 gives as much as 20 miles per gallon of gasoline. Under normal driving conditions engine oil requires change only once in 1,000 miles. Ford service costs have always been extremely moderate. And in resale value—the new Ford V-8 always scores its final point of economic superiority.





# IN YOUR NEW CAR ?

## *Responsiveness? Safety? Long Life?*

**RESPONSIVENESS**—You drive effortlessly when you drive the new Ford V-8. In steering there is instant response to the lightest touch. You can glide in and out through heavy traffic, turn in short radius, park in cramped spaces and hold the road at high speed with unparalleled ease. Seventy-five horsepower, low unsprung weight and 8-cylinder smoothness give you pickup, flexibility and sustained acceleration entirely beyond all previous experience. Brakes are positive, soft and quick in action. You have a sense of mastery over your car at all times and under all conditions.

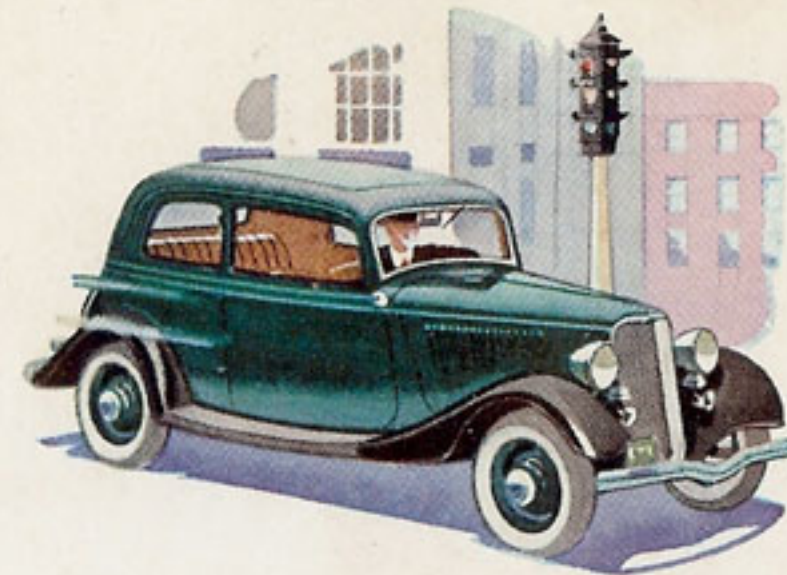


Splendidly built four-wheel mechanical brakes of the internal-expanding, self-centering type—coupled with flashing motor pickup and unsurpassed maneuverability—provide the highest degree of protection against accidents. One-piece electrically welded *steel* spoke wheels are unrivalled for strength. Designed for low center of gravity, frame construction is of the double-channel, double-drop, X-type—the strongest and most rigid known.

**DURABILITY**—The new Ford V-8 is built to give enduring service. This means there can be no compromise with what is best in engineering, materials and workmanship. Actually forty different kinds of steel are used—each the finest that can be obtained for the particular purpose to which it is put. The all-steel body is in itself a guarantee of durability. Likewise frame construction of the double-drop X-type. One-piece steel spoke wheels, extensive use of roller and ball bearings, Bonderized enamelled parts, rustless steel, special alloy iron brake drums, insulated chassis, rubber engine mountings—these and scores of other features equally important all point to the long life built into this fine Ford car.

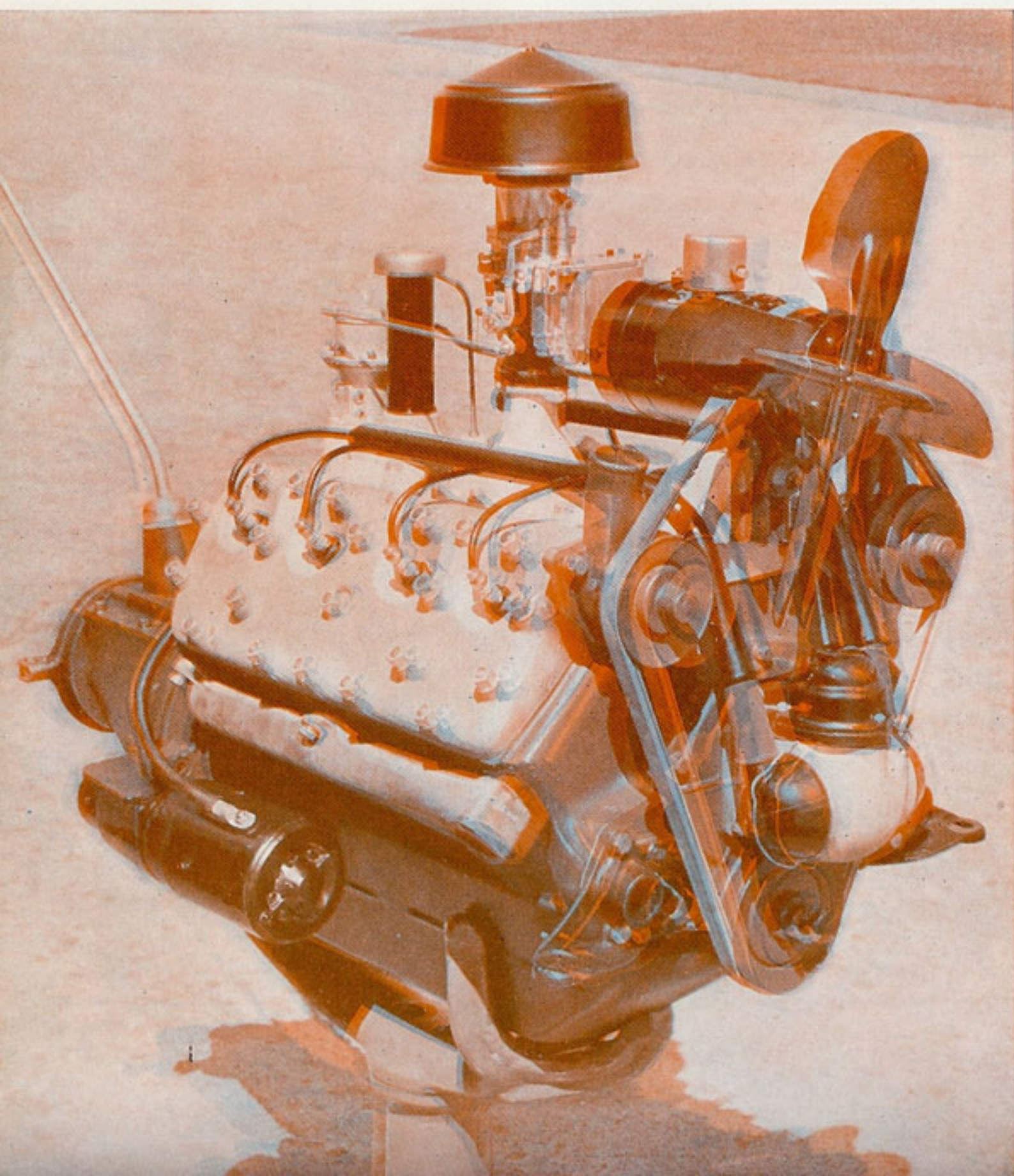


**SAFETY**—In every detail of design and construction the new Ford V-8 has an exceptionally high factor of safety. Bodies are all-steel—electrically welded—as strong, rigid and sturdy as it is possible to build. Safety glass is used in all windshields and throughout all de luxe cars.



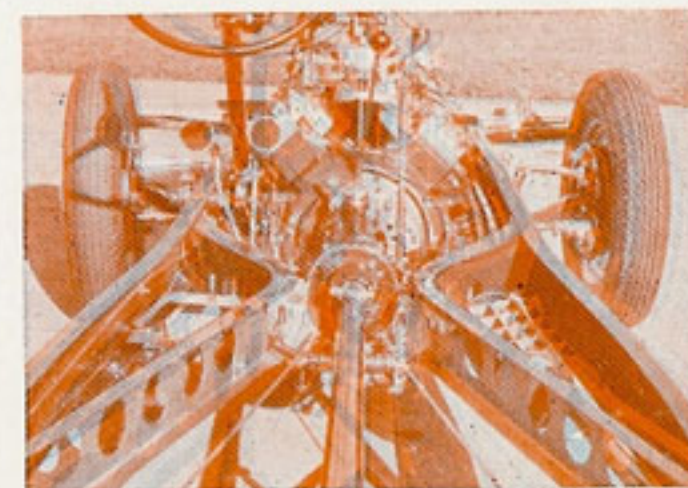


# Check **THESE OUTSTANDING**



**MOTOR**—This compact Ford V-8 motor is an outstanding engineering triumph. With far more power than you will use in normal driving—75 horsepower—this car has the ability to maintain a speed of 80 miles per hour without effort or vibration. In average driving you can get as high as 20 miles per gallon of gasoline and no special or “premium” fuel is needed. Mechanically, the motor is a masterpiece of precision and efficiency. Unbelievably close tolerances compare favorably with the Lincoln.

**FRAME**—The finest type of frame construction is used in the V-8. It is of the double-channel, double-drop, X-type—providing in reality *four* longitudinal members instead of two. The exceptional rigidity of this construction tends to eliminate body weaving. In addition it provides lower center of gravity and increases safety under all driving conditions.



**WHEELS**—Wheel construction is the lightest and strongest known. Steel spokes, rims and hubs are electrically welded into one piece. The tensile strength of each spoke ranges from 75,000 to 80,000 pounds per square inch. Drop-center rim construction permits quick, easy removal of a deflated tire without tools. Smaller wheel diameter provides for larger tires.





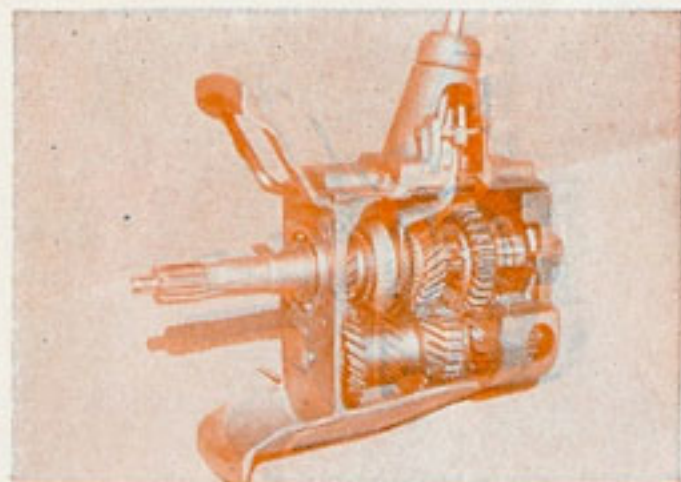
# FORD V-8 FEATURES



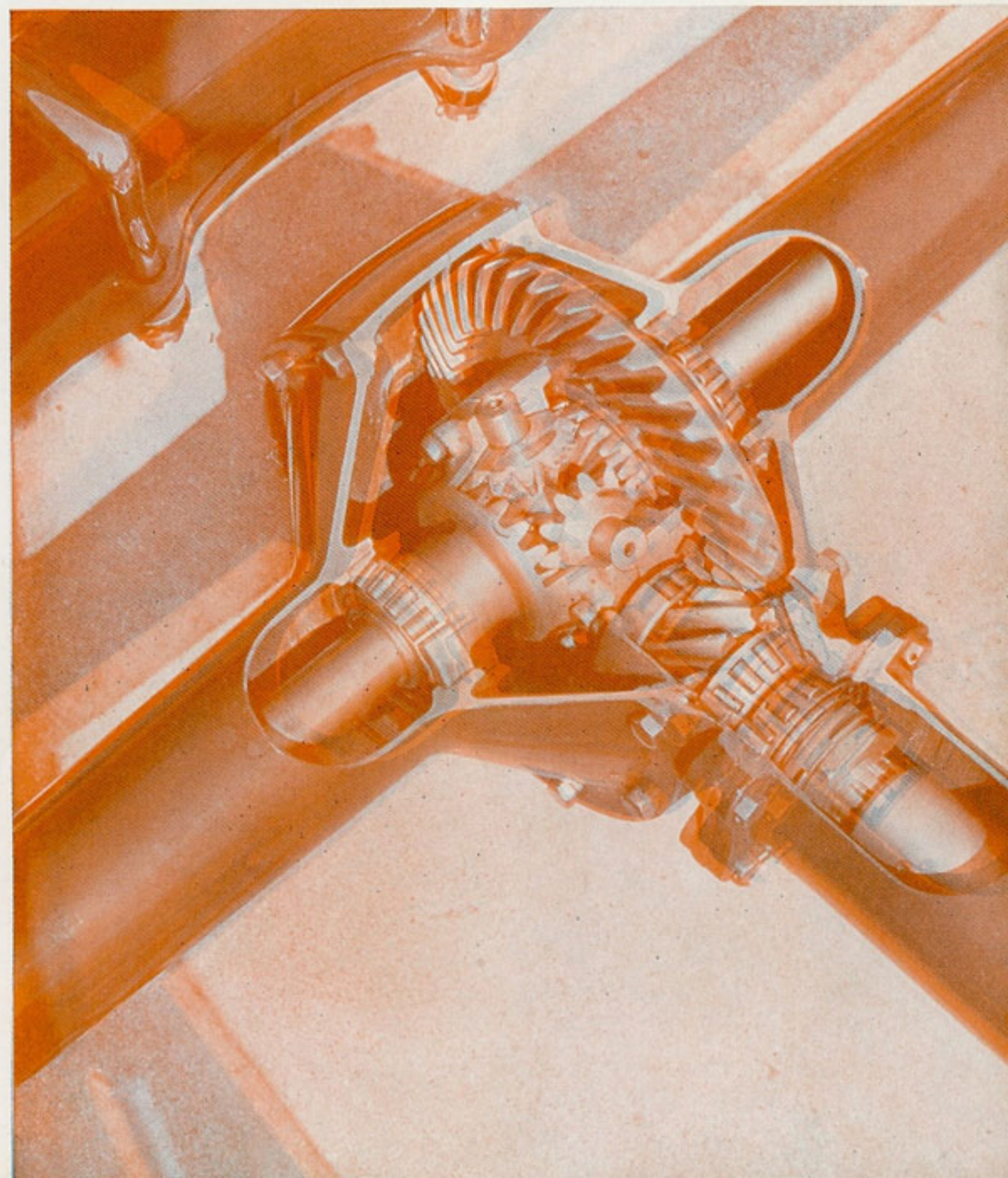
**REAR AXLE**—In the new V-8 the rear axle is of the three-quarter floating type with straddle mounted driving pinion. This form of construction—not usually found in low-priced cars—assures perfect gear alignment, long wear and minimum gear noise at all speeds. In the further interest of silent operation, Ford gears are made in matched sets—and held to extremely close limits of accuracy. The axle housing carries the weight—so that the shaft performs the single function of turning the wheels.



**STEERING**—The steering assembly is of the semi-reversible worm and sector type permitting “finger tip” control. A large three-tooth sector assures durability and safety. End thrust and radial loads are borne by a worm mounted on tapered bearings. An automatic take up keeps thrust bearings tight. Horn button and light switches are on the steering column.

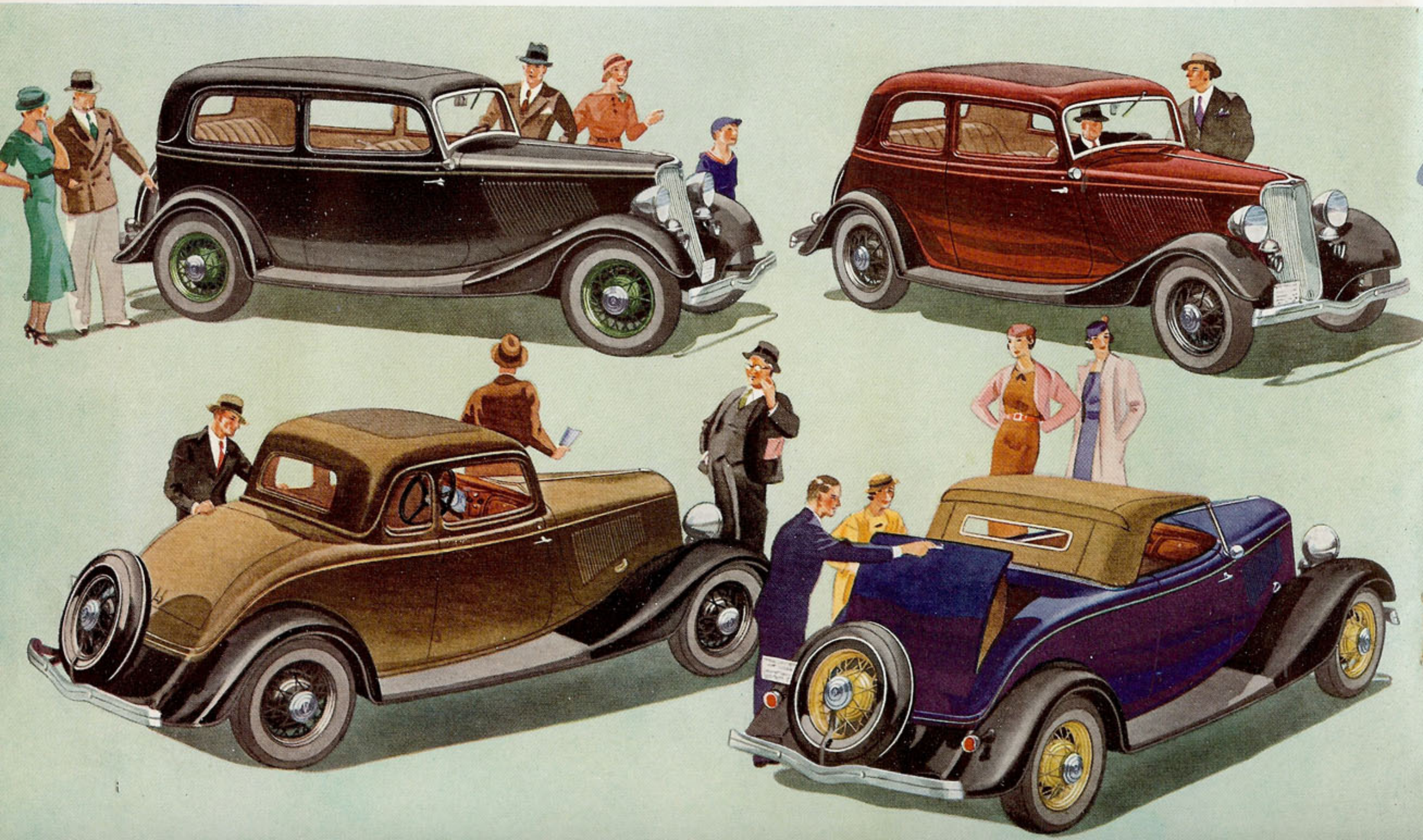


**TRANSMISSION**—The Ford V-8 transmission is of selective sliding type with helical second gears in constant mesh. A synchronizing device permits silent shifting both ways between second and high speeds without conscious effort. All gears and shafts are built of chrome alloy steel. Ball and roller bearings are used on all forward speed shafts, assuring durability.



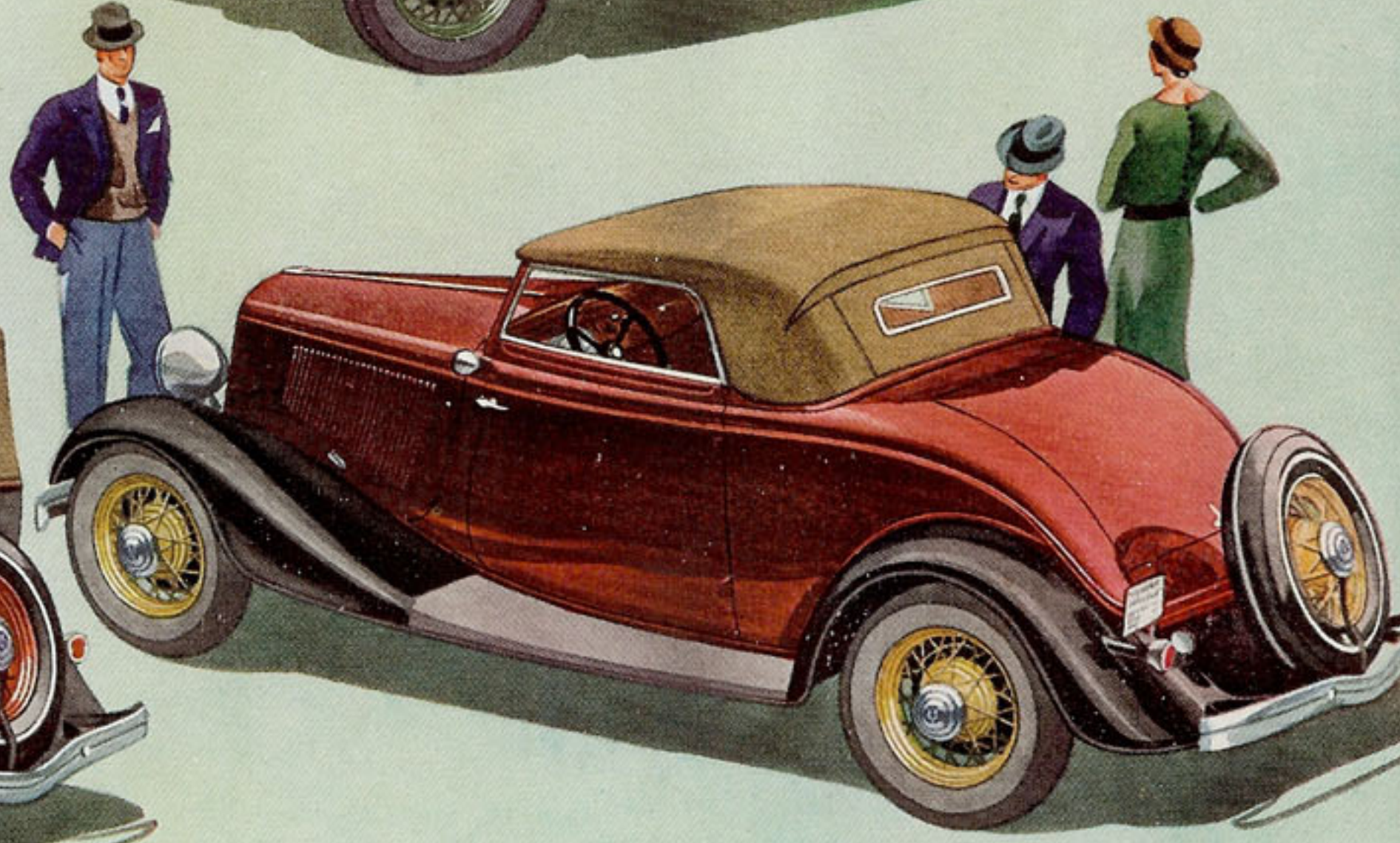
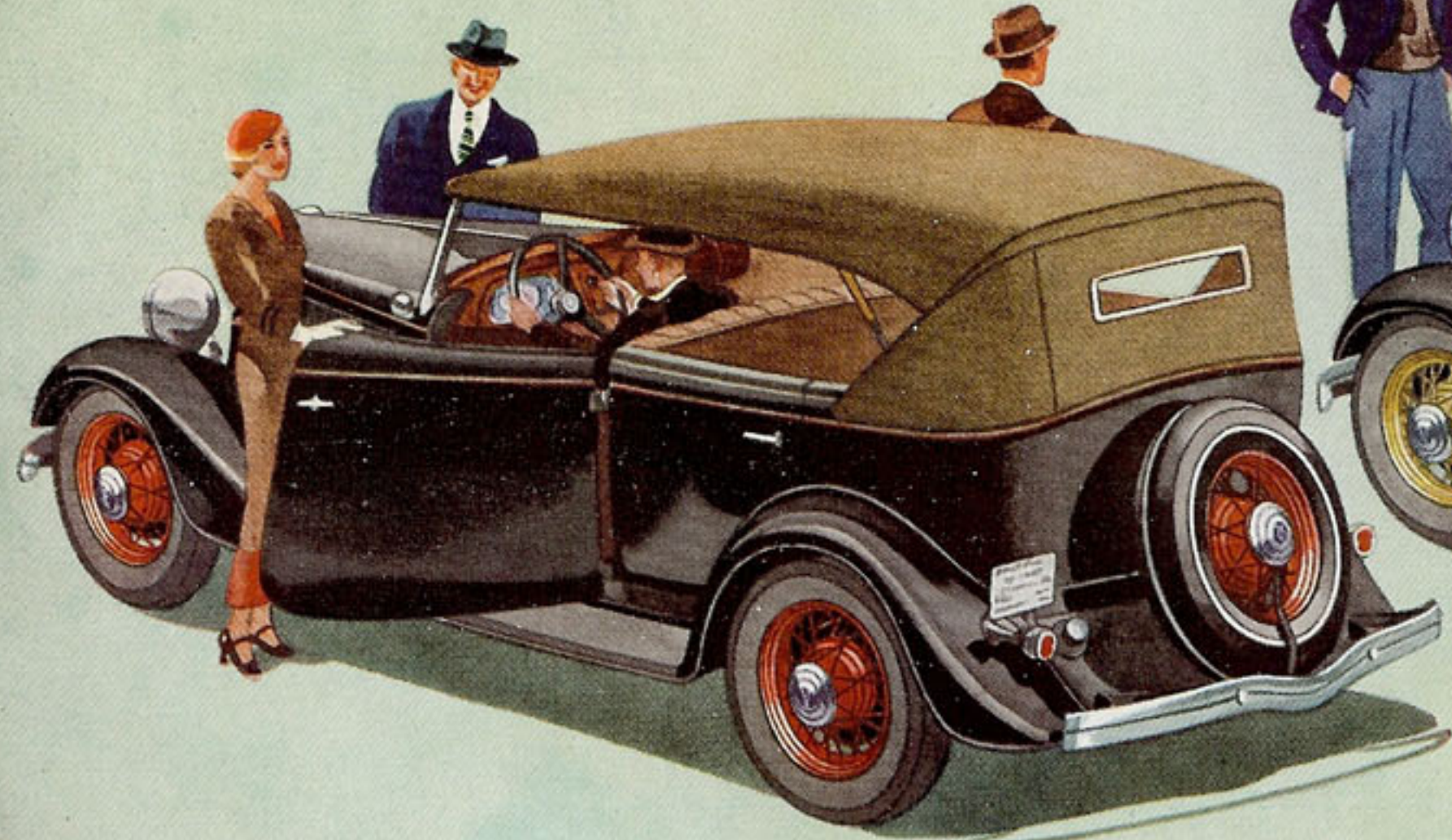
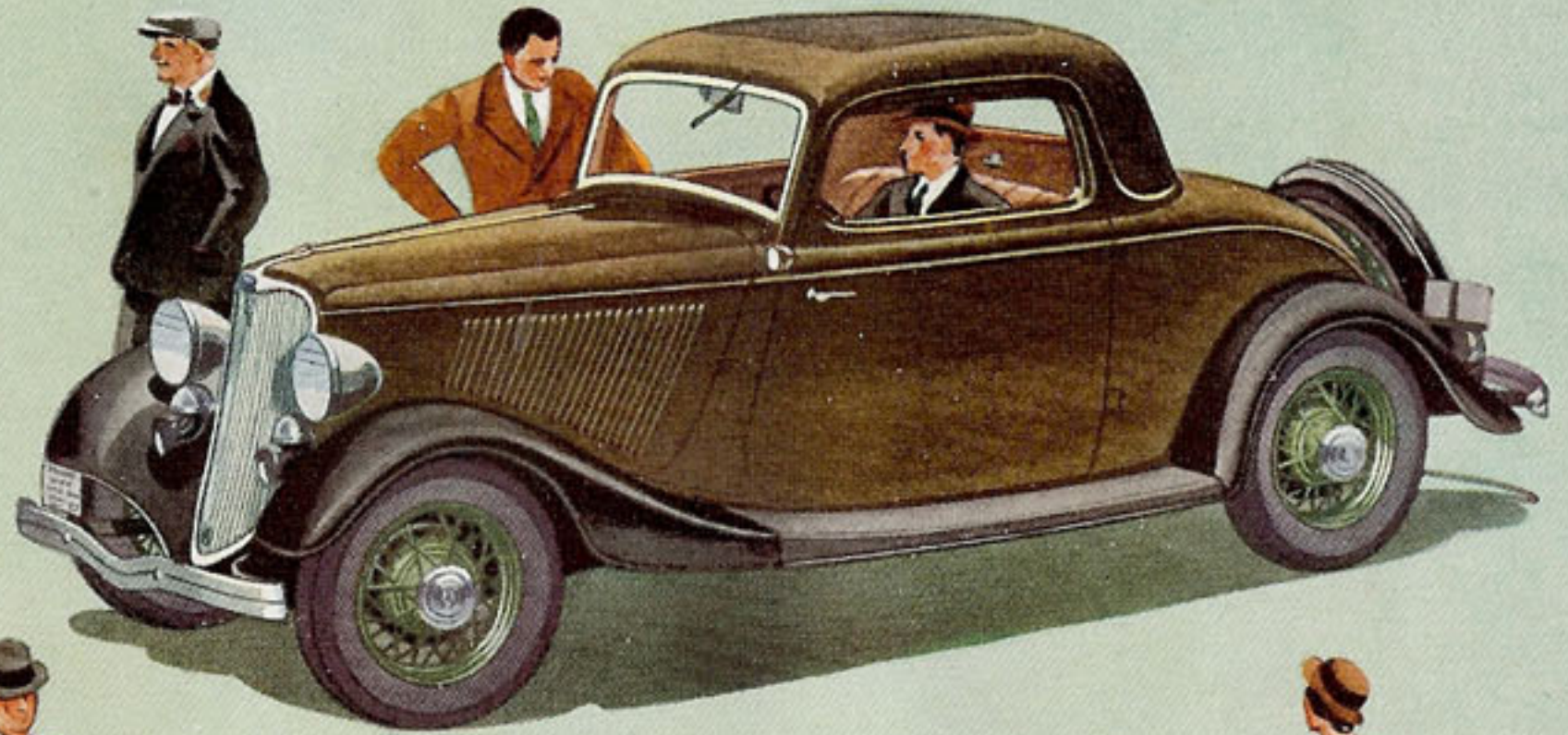
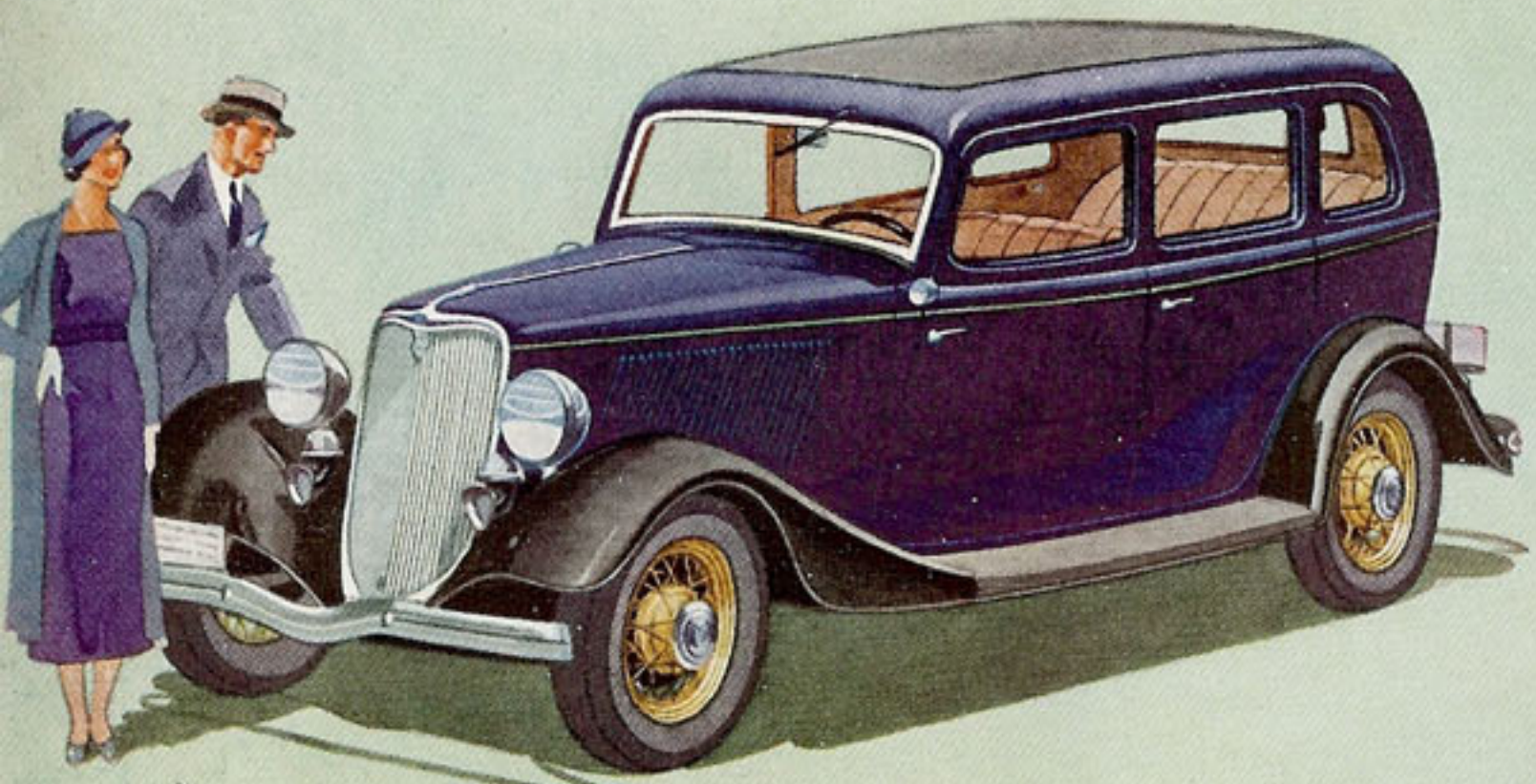


*Your choice* **OF 8 BODY**





# STYLES . . 4 RICH COLORS



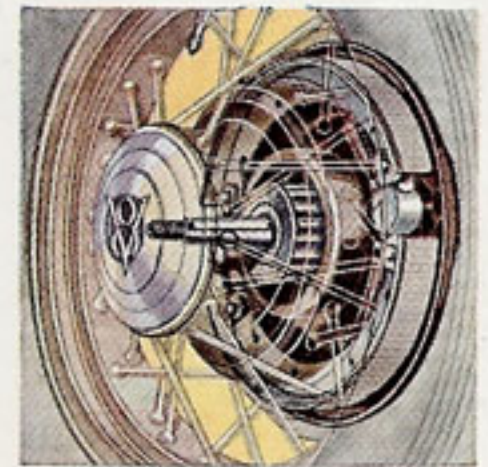


# RUGGED DURABILITY *that means*

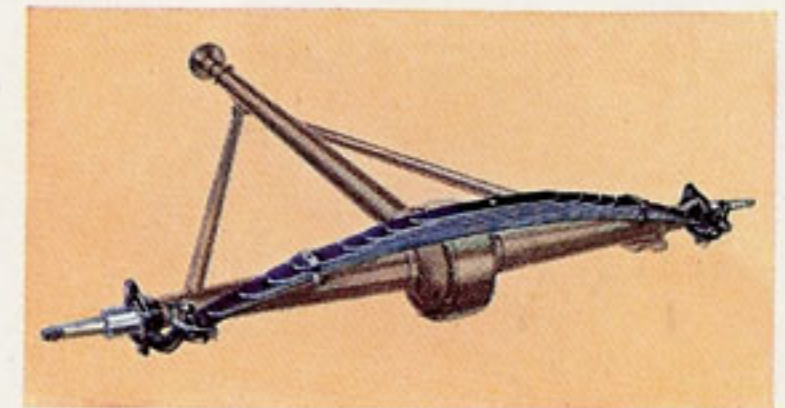


**INTERIOR**—Sink down in the luxurious cushions of the new Ford V-8 and study the attractive interior! There's beauty and style in the rich quality of the trim material—in the generous piping of the seat cushions and backs. *Underneath* the appearance is quality material and skillful workmanship even to the smallest detail. Look under a seat cushion. No rough edges of the cloth are exposed. All material is carefully bound along the edges, an indication of Ford quality workmanship.

**BRAKES**—Mechanical, internal-expanding, four-wheel brakes stop the car quickly with but little effort. The mechanism is fully enclosed—protected against water and dirt. Braking surface is greater in proportion to weight than on many more expensive cars. Working parts are cadmium-plated for rust prevention.



**SPRINGS**—The Ford V-8 uses transverse springs—which simply means the springs are set cross-wise to give real comfort and safety. In rounding a curve or turning a corner, *one side* of the car naturally lists downward. Ford transverse springs do *not* lift up the *opposite side*. They decrease the "lean" and prevent uncomfortable, dangerous swaying.

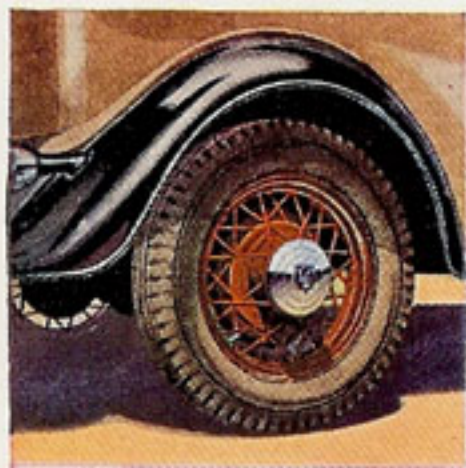


## TIME WILL TELL YOU

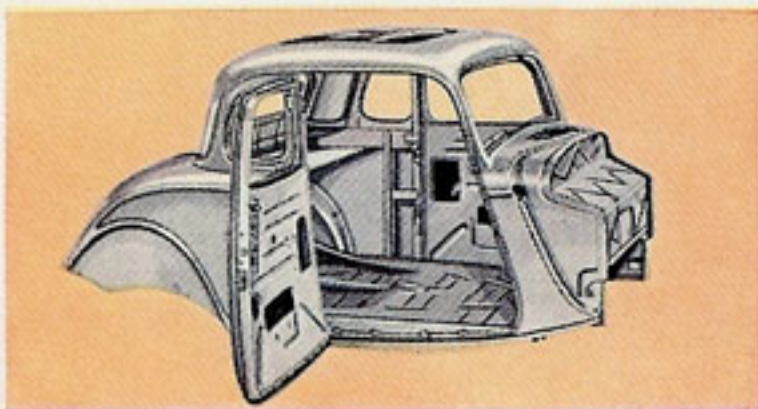


# Low Yearly Cost

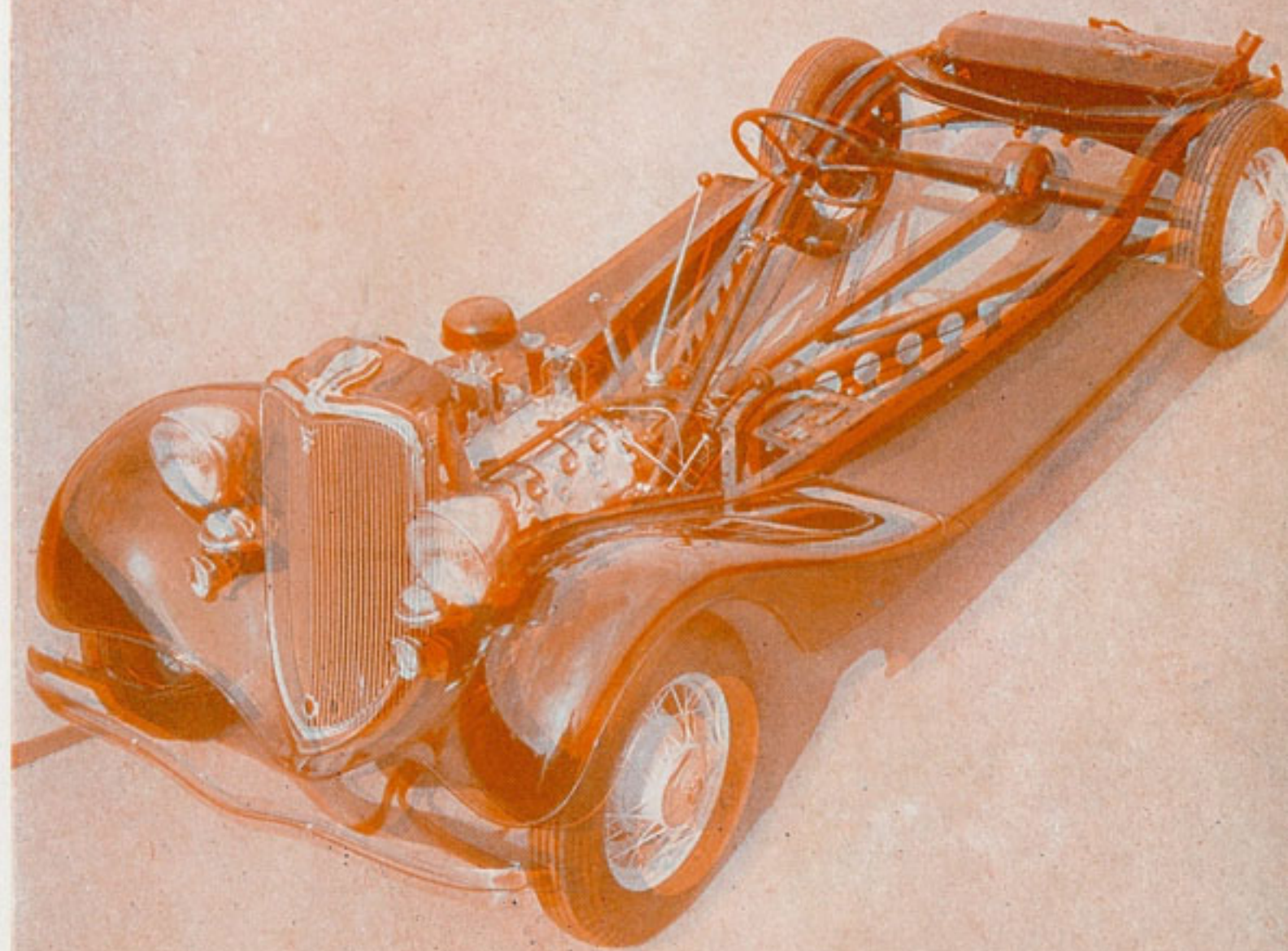
**CHASSIS**—This down view of the sturdy Ford V-8 chassis shows the V-8 motor, the X-type frame and other vital features. It also shows how the drive is applied through a torque tube to a point well forward on the frame rather than on the rear springs. Note the rustless steel headlights of the latest design, the running board of steel and vulcanized rubber, the steel all-welded gas tank protected by a steel cross member and the graceful skirted fenders, Bonderized to protect the enamel.



**FENDERS AND TIRES**—Full crown-type skirted fenders add to the beauty of the car. They are built of 20-gauge steel—and rigidly braced. Bonderizing protects the enamel finish against rust spreading if scratches occur. The balloon-type tires are balanced to prevent front-wheel tramping or vibration at high speeds.



**STEEL BODY**—The electrically welded, all-steel body is a vital feature of the new Ford V-8. Steel bodies are safe, strong, long-lived and quiet. Warping is impossible. And where there are no joints there can be no squeaks and rattles. The Ford all-steel body costs much more to make, but it provides safety, strength, quietness and long-lived endurance.

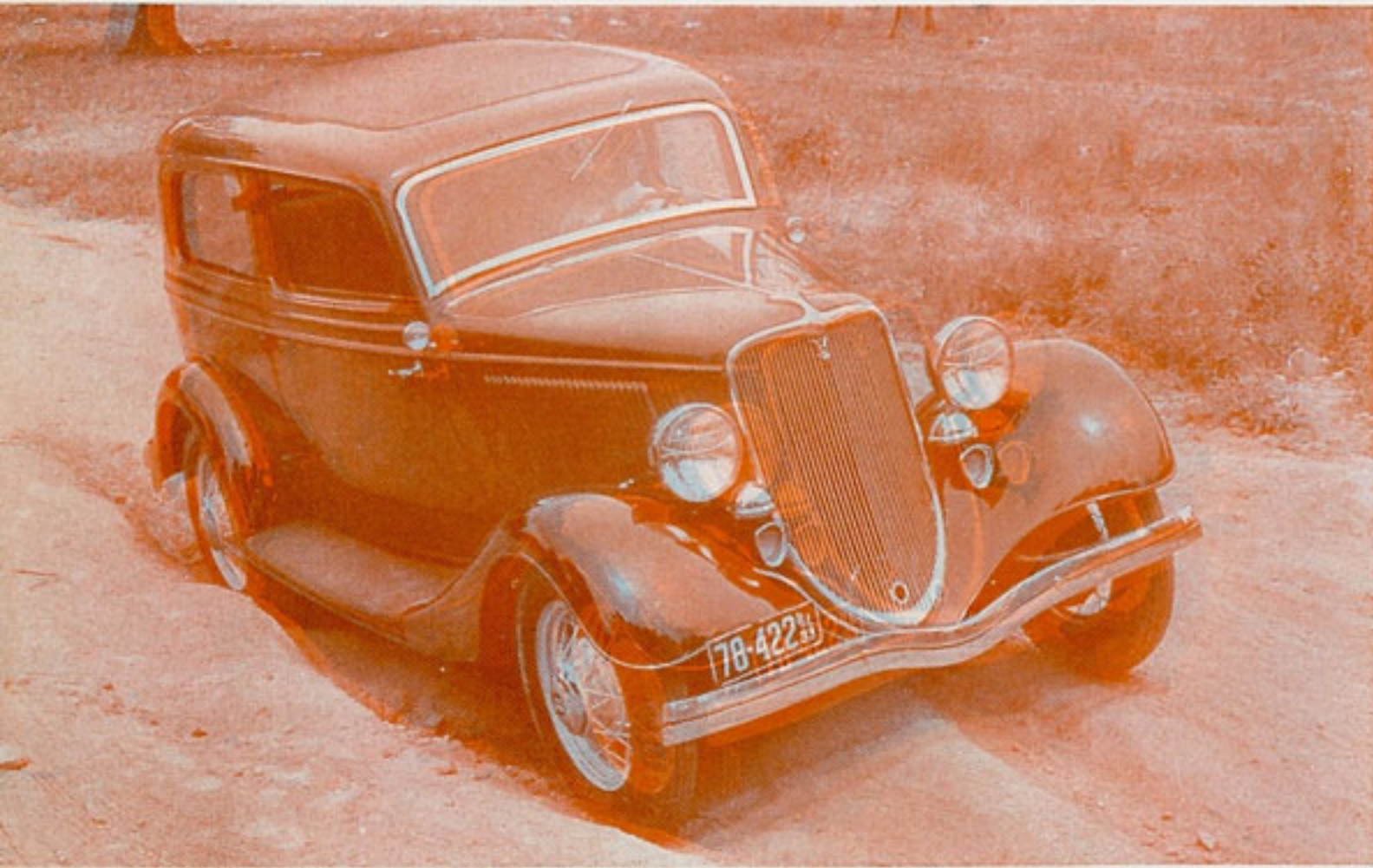


**HOW GOOD THE FORD V-8 REALLY IS!**



*Rugged durability . . . Finest*

**. . . PROVED IN ENDLESS**



OVER the roughest roads—through the deepest ruts—the Ford V-8 gives an excellent account of itself under the severest of conditions. The sturdy construction must withstand the most exhaustive road tests we can conceive. Here the rigid frame and steel body show their true worth. Here also the transverse springs take the worst the road can give with but little sacrifice to the comfort of the driver and with no sacrifice to safety. Take the wheel of a Ford V-8 yourself. Head for the roughest, toughest road you know. In comfort and an assuring sense of complete safety and balance you will experience results of the fine engineering that goes into the design and manufacture of this outstanding car. Truly, average, unpaved country roads seem almost like boulevards to the driver of a Ford V-8.



THIS eager car climbs up the steepest grade in high smoothly, quietly and without labor. Demonstrations have been staged in various parts of the country where the Ford V-8 has been locked in high gear and then driven up seemingly impossible grades. No matter what part of the country you live in or what your driving problems are, the plus power that makes the Ford V-8 a spectacular performer on steep grades is important to you. This reserve power means added safety and greater responsiveness. It means longer motor life because you rarely have to call upon this sturdy power plant for its full capacity. These elements combined mean greater satisfaction and in the long run greater economy as well—factors that determine in large measure the value you get for your automobile dollar.

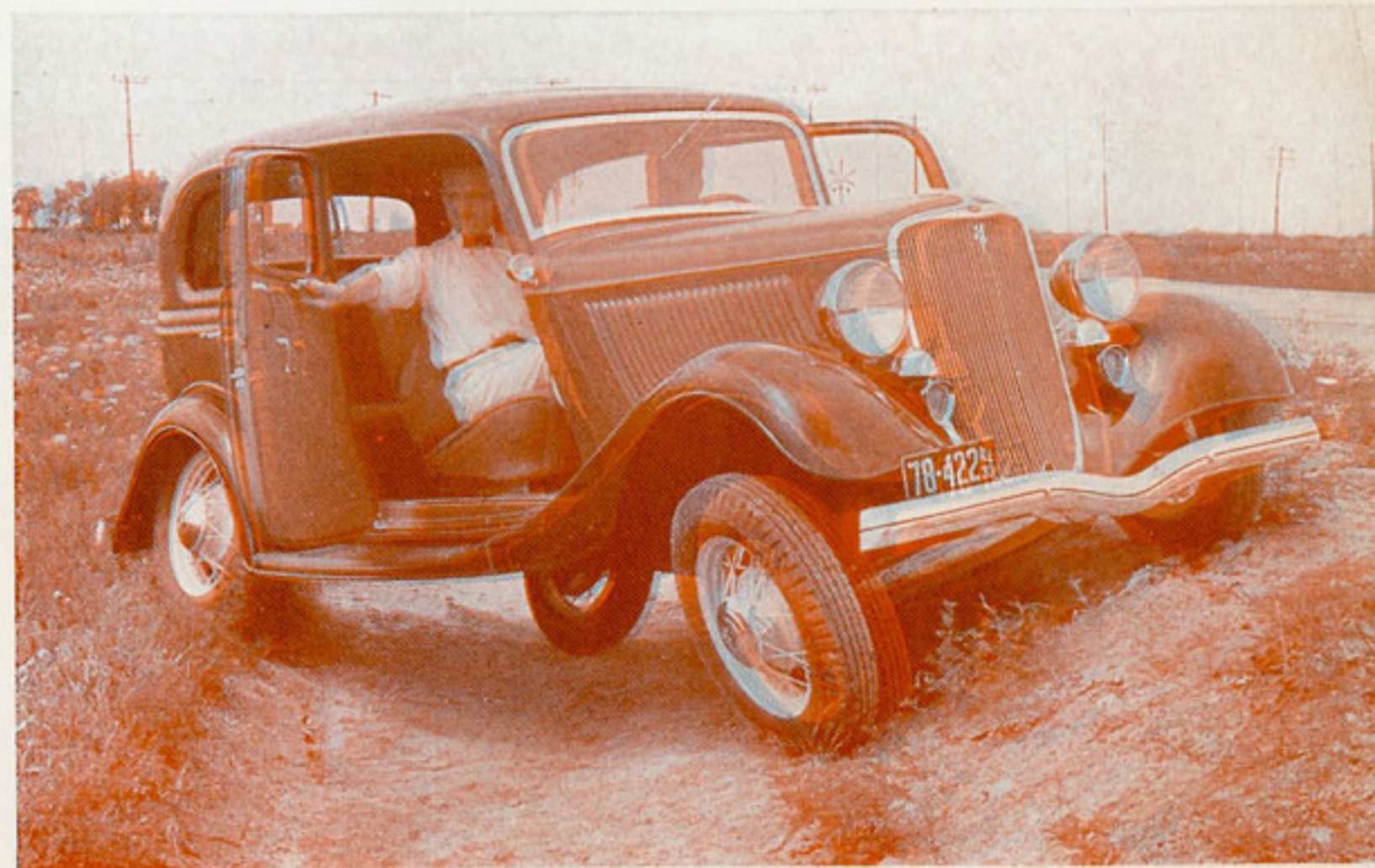


*materials . . . Exacting workmanship*

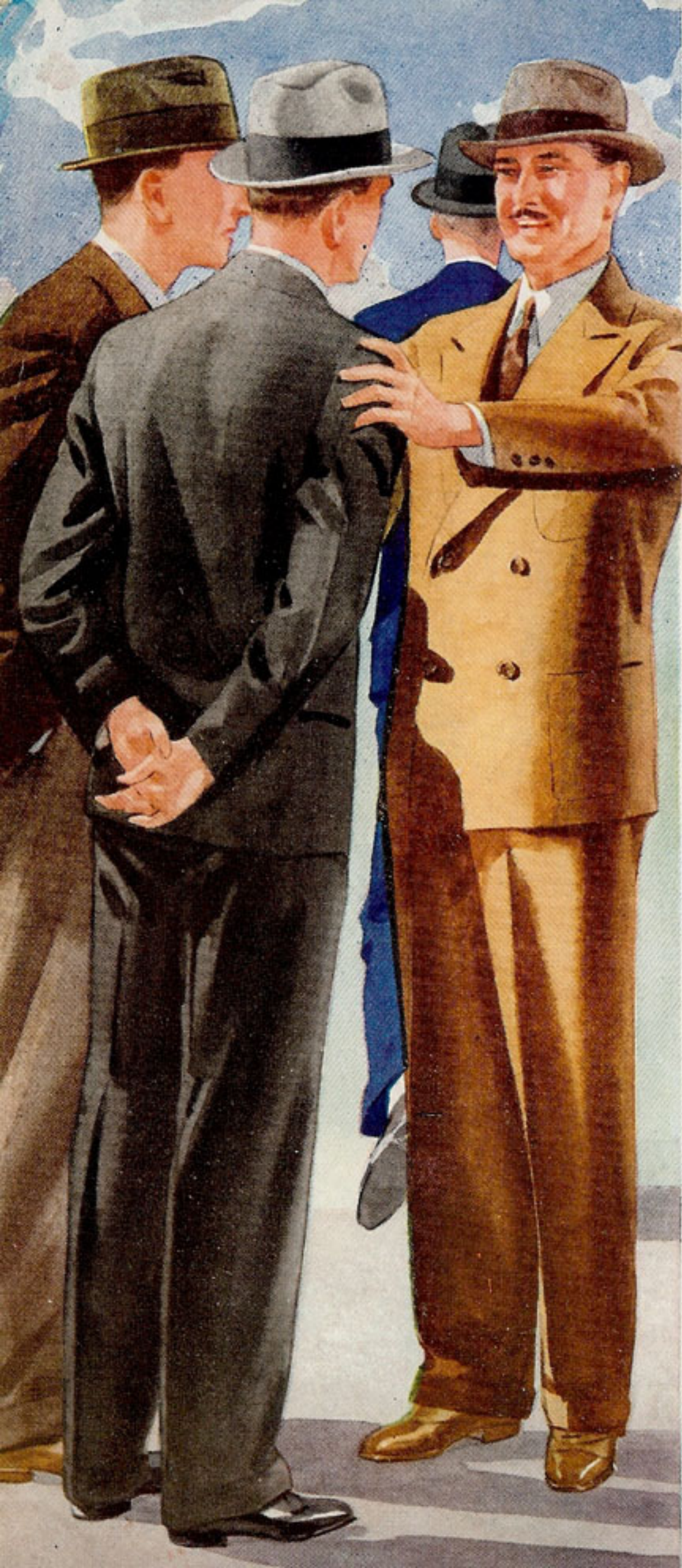
## **AND EXHAUSTIVE TESTS**

**S**TUDY this photograph. Notice that every wheel is at a different angle—and yet there is no strain or stress on the rigid, sturdily built steel body and frame. See how easily the door opens even under this exaggerated condition. This test clearly demonstrates the value of Ford V-8 quality construction. Every wheel has its own individual cantilever spring which assures you of the utmost in comfort and flexibility at a maximum of safety. Each spring is parallel with the axle and attached at its center to the frame. This prevents swaying—which is both uncomfortable and dangerous when turning at high speed. The transverse springs, resting on their flexible tips, receive road shocks through these sensitive points first which are immediately controlled by the double-acting hydraulic shock absorbers.

**H**ERE'S a graphic illustration of what true balance means in the Ford V-8. In tests the car is frequently driven along the side of steep embankments without any sign of tipping. The Ford V-8 is accurately balanced from an engineering standpoint. An outstanding feature of its design is its low center of gravity which is a vital safety factor. The rigid X-type frame and individual transverse springs also contribute to safety. Watch a Ford V-8 sweep around a curve. Notice the absence of dangerous sideways or shimmy. It looks as though it were literally "glued" to the road. This car gives a sense of security and comfort that means much to every motorist. You can travel at high speed all day long in this car without fatigue and nervous tension. Touring becomes a far greater pleasure than ever before.







# Never before . . . **SUCH**

**O**WNER enthusiasm for the new Ford V-8 is overwhelming. Never before has the introduction of a new model brought forth such an avalanche of praise. Letters by the hundred have poured in—and continue to pour in—from men and women in all walks of life and from every state in the Union voluntarily expressing their extreme satisfaction with the car we proudly acknowledge to be the finest ever produced by the Ford Motor Company. One letter after another tells the striking story of performance that has amazed, thrilled and delighted purchasers. The American people know sound value when they see it. The most motor-wise nation on earth is quick to recognize exceptional worth—appreciate it—recommend it. And this in short is what thousands of Ford V-8 owners are doing today. They are delighted with this new car—sincere in their praise of it—eager to tell others about it. Reproduced herewith are letters that have come to us voluntarily—letters from people who speak from actual experience—letters that will interest you!

Highmount, N. Y.

“From the standpoint of riding comfort, ease in driving, performance and appearance no one could wish for more in a car.”

AMELIA GALLI-CURCI

Fargo, No. Dak.

“I don’t know how you do it, but I must say this new car actually uses less gas and oil than the four.”

H. C. WALLACE

Glen St. Mary, Fla.

“I have owned a great many other makes of cars and I find that I am better satisfied with the operation and comfort of this car than I have ever been before.”

M. D. HILL

Wilkes-Barre, Pa.

“I saw your Standard Roadster, locked in high gear, climb the entire Georgetown Mountain, and that is certainly a remarkable demonstration of the power of the 1933 Ford.”

WARREN A. SEEM

“If the people who use our cars every day are not praising them, it matters little what we may say. The last word must be spoken by the car itself, and the owner who tells his next door neighbor how his car behaves in actual service is the only effective advertiser.”

*Henry Ford*

**NOW GET YOUR OWN NEIGHBOR**



# OWNER ENTHUSIASM

Plattsmouth, Nebr.

"I never expected to own an automobile which would take the rough roads so smoothly and would steer so easily."

ERNEST W. MILLBERN

Griffin, Fla.

"I am frank to admit that I have never driven an automobile that I like better, in regard to driving satisfaction, service, gas mileage, and oil consumption."

P. L. CARTWRIGHT

Mangum, Okla.

"It possesses the greatest achievements of mechanical workmanship, and its power, speed, and comfort are supreme."

RANKIN SINGLEY

Cisco, Texas

"On a trip I recently made of 445 miles I used only 21 gallons of gasoline, figuring a mileage of 21 1/2 miles per gallon."

O. O. ODOM

Clarksville, Tenn.

"No car, in my judgment, can be driven more easily, with more comfort, greater speed and with as little cost as the new Ford V-8."

W. E. BEACH

Boise, Idaho

"The alertness and the all-round performance of this car make me feel that I can whole heartedly recommend it to anyone."

F. I. CARPENTER

"We refuse to adopt the role of tricky trader—that is, pretending to offer you a larger trade-in allowance, and taking it away from you in some other way. Ford trade-in values are high, but we do not make fictitious allowances in order to get a sale which may be otherwise disadvantageous to the buyer. Our dealers take used cars upon a system of values, not by haggling or barter."

*Henry Ford*

Joplin, Mo.

"Its power and speed are wonderful, almost uncanny, because the motor never seems to be over-worked. There is always extra power in reserve even at high driving speeds."

EDWARD McCARTNEY

Great Falls, Mont.

"Best of all, and a real boon to a woman driver, at the end of a long day's drive there are no tired muscles and aching shoulders."

LOUISA SPORHEIM

Kennebunk, Maine

"Having previously owned cars costing three times the price paid for this car, makes it hard to believe it possible to create a machine of such smooth performance, ease of operation, fine appearance, and all-round satisfaction at near the price of the new Ford."

R. G. STEPHENS

## OPINION OF HIS NEW FORD V-8





**"NOW...DRIVE IT**  
*...and discover for yourself  
what a great car this really is"*



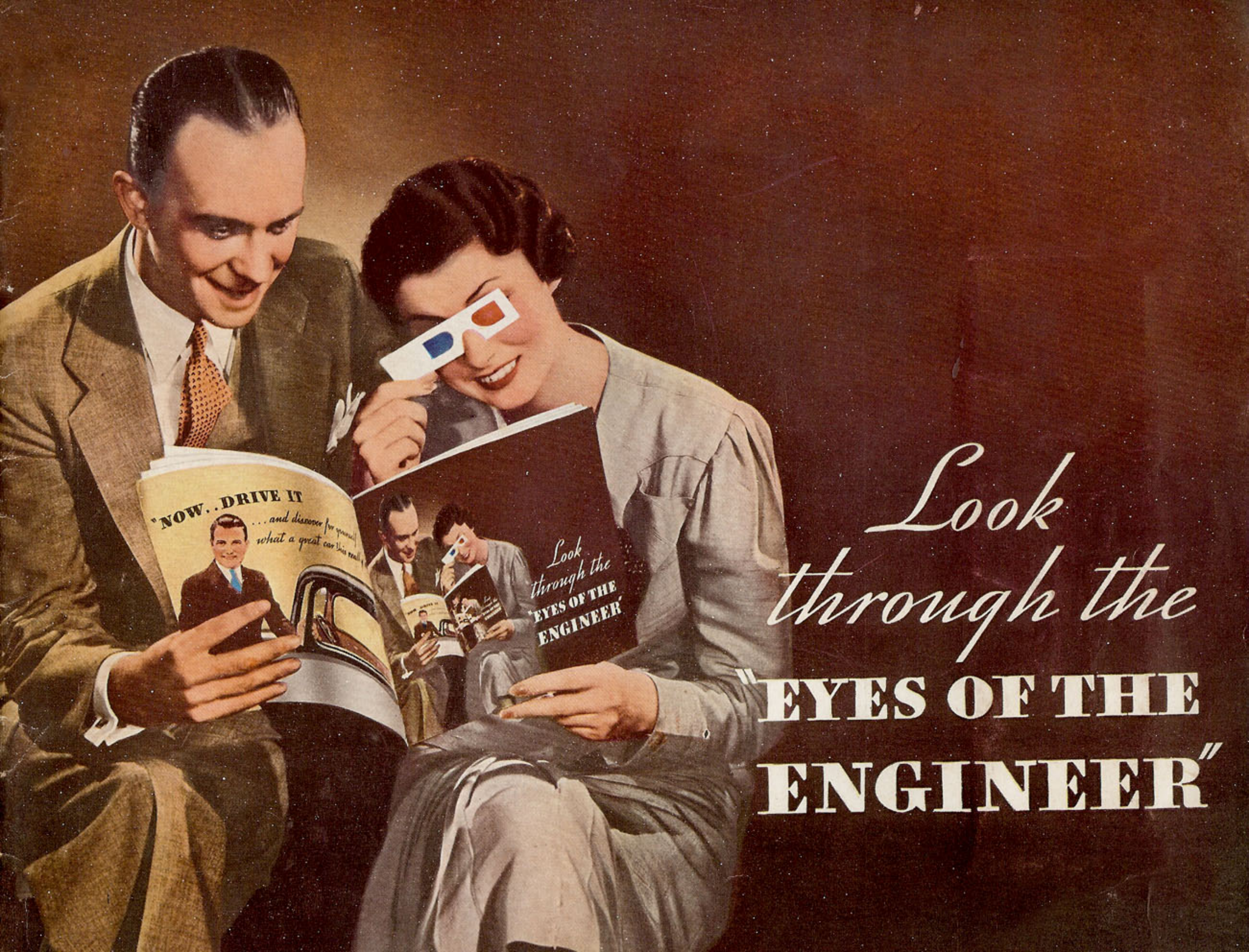
**NELSON MOTOR SALES**

412 FIRST AVE., S. W.

PHONE 3344

ROCHESTER, MINN.





**"NOW... DRIVE IT**



... and discover for yourself  
what a great car this really is



Look  
through the  
**"EYES OF THE  
ENGINEER"**

*Look  
through the*  
**"EYES OF THE  
ENGINEER"**