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Oregon's 36th Legislative Session Brings Interesting Personages to Salem
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# The Unseen Value That Makes The New Ford a Fine Car 

Large number of ball and roller bearings reduces friction and wear and gives greater reliability and economy

YOU step into the new Ford, press your foot on the starter and away you go. Smoothly, evenly, it carries you along your way, for many thousands of miles each year. You have no fear of mechanical trouble and you accept its good performance as a matter of course. You have confidence that it will serve you faithfully and well under all conditions. $\quad$, Though you may never lift the hood of your car, it is interesting to know some of the reasons for the reliability of the Ford and its economy of operation and up-keep. The extensive use of ball and roller bearings is an example of the quality that has been built into it.
These ball and roller bearings-and there are more than twenty of them in the new Ford-allow moving parts to run smoothly and freely, thus reducing friction and wear to a minimum. To you as a car owner,
this means smooth, quiet mechanical operation, this means smoth, quiet m
more speed and power, inmore speed and power, fin-
creased gasoline mileage,
greate
life. life.
The function of the ball and roller bearings of the new Ford is similar to that of the jevele In a wetch. Since they in a watch. Since they are placed at every point in the
chassis where they are needed chassis where they are needed to prevent friction, the new Ford may be called a fuin-jewa fine watch is full-jeweled.



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## Better in every way

## ...yet it costs no more

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As important as the number of ball and roller bearings in the new Ford is their adequate aize, and the manner in which for the work it has to do.
Ball bearings are used whero heirbell-shaped construction will give the greatest smoothnees and efficiency. Roller bearings are used wherever a larger bearing surface is The deciding factor as to which type shall be used is what is best for the car and for Ford owners Steering is made easier and safer in the new Ford because of the rilier bearings in the front wheels, at the spindle bolts, and in the steering mechanism. There are ball bearings on the olutch and ball and roller bearings in the transmission, A roller hearing on the drive shaft at the universal joint provides per-
feet allignment of those vital parts and prevents lose fect allignment of those vital parts and prevents loss of power. Adjustments on the rear axle pinion an differential are made unnecessary by the close The hall bearing on the generator gives greater

## NEW REDUCED DRICES

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The value of the large number of ball and roller bearings in the new Ford is especially apparent after the first year. By reducing wear, they also reduce the In up-keep and the need of nplacenent parts. In many other parts of the new Ford you find this ship in manufacture. The performane of the ship in manufacture. The performance of the ear under the severest driving conditions ree

