

FRESH AND RELAXED AT THE JOURNEY'S END

ONE of the fine things about driving the new Ford is the way it takes you over the miles without fuss or fatigue.

Mentally you are at ease because you are sure of the mechanical performance of the car. No matter how long the trip, or rough or devious the roadway, you know it will bring you safely, quickly to the journey's end.

Through thickest traffic, up steepest hills, along the open road, you will drive with security and confidence because the new Ford is so alert and capable and so easy to operate and control.

Ease of control adds to comfort of driving

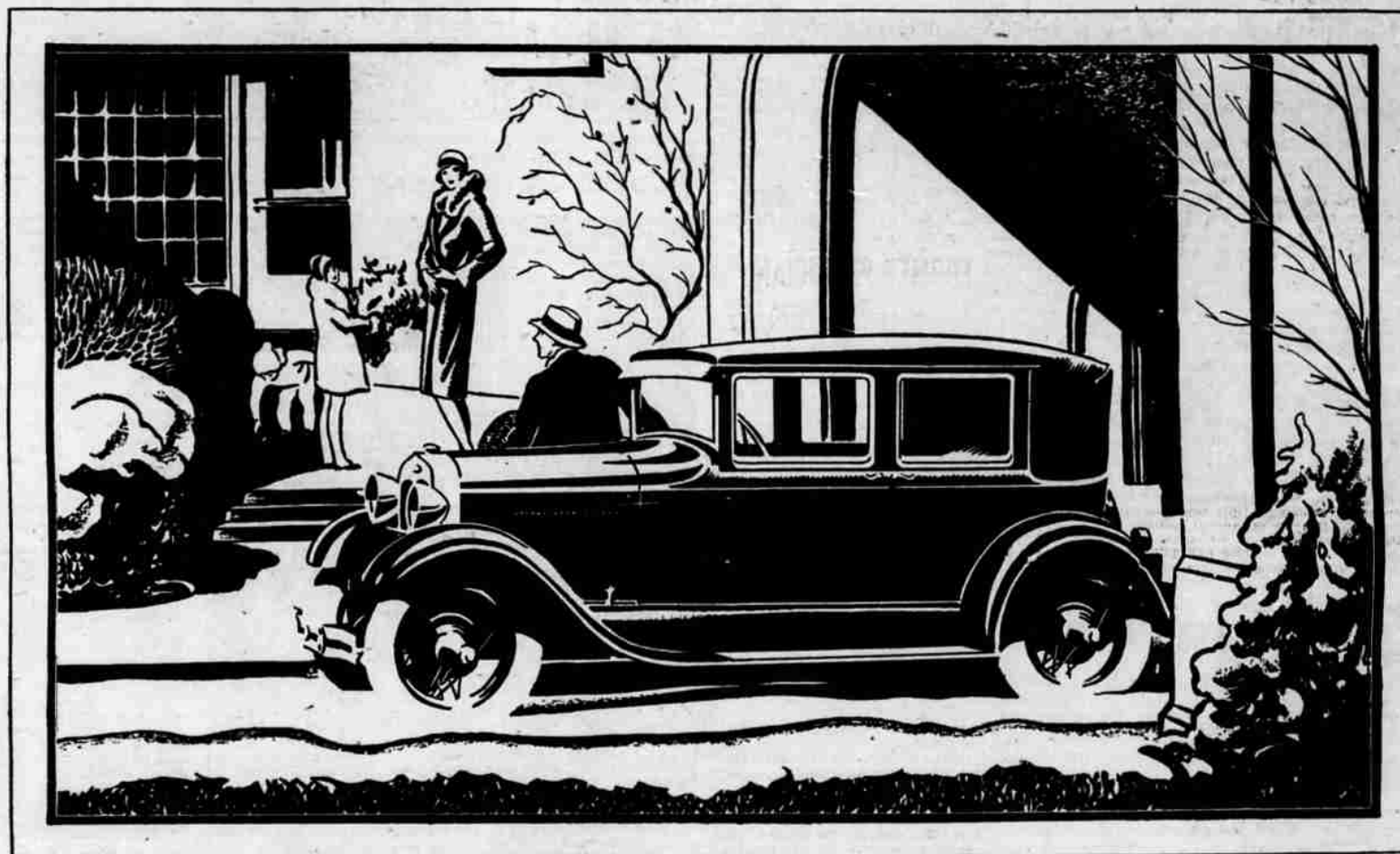
The steering wheel answers to the touch of a finger. Gears shift smoothly and silently. Brakes take hold quickly and firmly even on slippery pavements.

Unusual acceleration, speed and power are especially appreciated in emergencies. A space little longer than the car itself is all you need for parking.

These features simplify the mechanics of driving and, together with reliability, add a great deal to the mental comfort of motoring.

Physically, too, you will feel fresh and relaxed in the new Ford because it is such a roomy, easy-riding car.

The restfully tilted seats are made generously wide and are deeply cushioned, with coil springs of straight and hour-glass type.



The backs are carefully designed to conform to the curves of the body.

Perhaps the most outstanding feature of the new Ford is found in its riding comfort. Somehow it seems to just glide along, as if every road were a good road. The rough spots are there, just as they have always been, but you do not feel them. It is almost as if a giant hand had smoothed the way before you. Even bad stretches may be taken at a reasonably fast pace without hard jolts or bumps or the exaggerated bouncing which is the cause of most motoring fatigue.

One reason, of course, is the use of four

The Fordor Sedan is a particularly good family car not only because of its comfort, safety and beauty, but also because of its low first cost and low cost of operation and up-keep. Finished in a choice of colors—an unusual feature in a low-price car.

Houdaille hydraulic shock absorbers—two in the front and two in the rear.

Of even greater importance, however, are the low center of gravity, the carefully planned balance of the car, and the many advantages of the transverse or crosswise springs.

Special Ford springs soften force of road impacts

These springs rest on their flexible ends with the heavy center part uppermost. Thus the very weight of the springs receives the benefit of spring action instead of hanging below as dead weight and increasing the hammer-like blows of road impacts.

Another element in decreasing unsprung weight (the weight carried below the flexible ends of the springs) is the construction of the front axle and rear axle housing. Through the use of fine steel and electric welding, they are made of exceptional strength, yet kept comparatively light in weight.

Another feature of the new Ford is the Triplex shatter-proof glass windshield. This is so made that the glass will not shatter or fly under the hardest impact. It is an important safety factor in these days of heavy traffic.

All of these factors combine to reduce or absorb the force of every unevenness in the road before it reaches the frame, chassis and body of the car. This means more comfort for you personally and also contributes to better performance and longer life for every mechanical part.

FEATURES OF THE NEW FORD CAR



Beautiful low lines

Choice of colors

Quick acceleration

Smoothness at all speeds

55 to 65 miles an hour

Silent, mechanical internal-expanding six-brake system, with all braking surfaces fully enclosed

Four Houdaille shock absorbers

Triplex shatter-proof glass windshield

Reliability and economy

Prices of the new Ford—Roadster, \$450; Phaeton, \$460; Tudor Sedan, \$495; Business Coupe, \$495; Coupe, \$550; Sport Coupe, with rumble seat, \$550; Fordor Sedan, \$625. (All prices F.O.B. Detroit.)

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Detroit, Michigan

