

FEATURES OF THE NEW FORD

Safety

ONE of the outstanding features of the new Ford is its mechanical, internal-expanding six-brake system.

This is unusually reliable and effective in action because the braking surfaces of all six brakes are fully enclosed. There is no possibility of mud, water, sand, road dirt or grease entering the brake mechanism or getting between the bands and drum and impairing brake performance.

The use of steel forgings wherever there is a possibility of wear in the chassis of the car, the sturdy steel body construction, balance, ease of operation and control and a Triplex shatter-proof glass windshield are other important safety features.

Comfort

You have a feeling of mental comfort in driving the new Ford because you are sure of its mechanical reliability. 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.

Physically, too, you will feel fresh and relaxed in the new Ford because it is such a roomy, comfortable car. Seats are wide and deeply cushioned, with backs designed to conform to the curves of the body.

Even on comparatively rough stretches, there are no hard bumps or jolts, nor exag-

gerated bouncing up and down. The four Houdaille hydraulic shock absorbers and transverse springs take up or absorb the force of every unevenness in the road before it reaches the body, frame and chassis of the car.

Reliability

The new Ford is reliable in performance because of its carefully planned simplicity of design and the enduring quality that has been built into every part.

Throughout, it has been made to give you many thousands of miles of pleasant, enjoyable motoring at a minimum of trouble and expense. From every part of the world come letters from Ford owners commenting on this reliability, and giving specific data on unusual performance.

Thousands of the new Fords have been driven more than 50,000 miles in the past year. Some, used night and day, have passed the 100,000-mile mark. There is no telling how far they will go. The average life of the Model T was seven years. We believe this new car will do better than that.

Economy

The new Ford is an economical car to own and drive because of the low cost of operation and up-keep. It averages more than 20 miles per gallon of gasoline and the cost of tires and oil is also low.

Low first cost, the security of a fair trade-in value, the availability

SERVICE

"IT HAS always been our belief that a sale does not complete the transaction between us and the buyer, but establishes a new obligation on us to see that his car gives him service. We are as much interested in his economical operation of the car as he is in our economical manufacture of it.

"For that reason we have installed a system of controlled service to take care of all Ford car needs in an economical and improved manner. We wish all users of Ford cars to know what they are entitled to in this respect, so that they may readily avail themselves of this service."

Henry Ford

of Ford dealers, and close supervision of service are additional reasons for the economy of the new Ford.

The cost of new parts is also low because of the established Ford policy of doing business at a small margin of profit.

Beauty

The new Ford is distinguished by its quiet simplicity of line and air of sturdy strength. Without being extreme, it has struck a new note in motor car designing. A particularly pleasing feature is a choice of beautiful colors in all body types without additional cost.

The upholstery is of woolen material, rich and luxurious, yet long-wearing. Fenders are heavy and gracefully contoured. Instrument panel—door handles—window lifts—interior trimming and finish—all reveal a quality of material and a careful workmanship unusual in a low-price car.

Ease of Control

Another outstanding feature of the new Ford is its ease of operation and control.

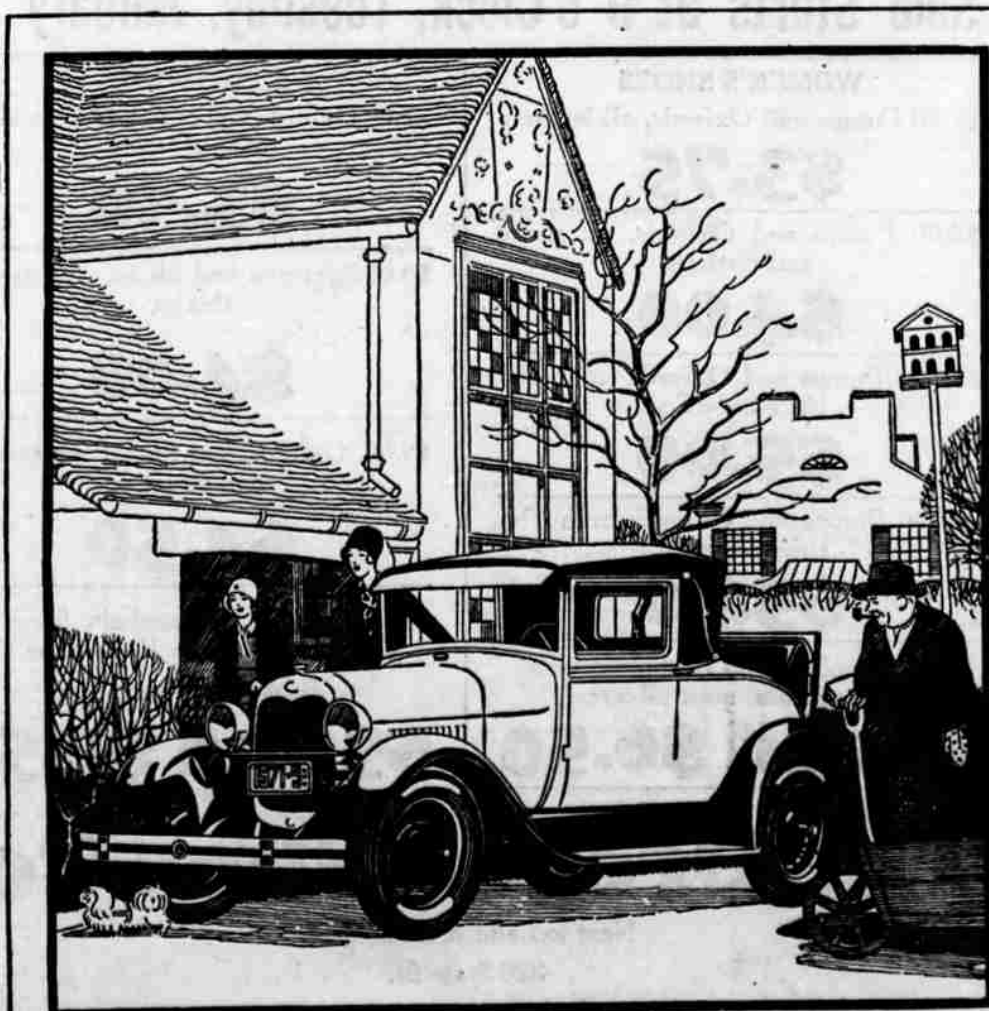
The steering wheel answers to the touch of a finger. Gears shift silently, smoothly. Brakes take hold quickly, firmly even on rain-swept pavements. Quick acceleration and alert speed are especially appreciated in traffic and emergencies. A space little longer than the car itself is all you need for parking.

All of these things simplify the mechanics of motoring and add a great deal to the joy and comfort of motoring. Particularly to a woman, they mean driving without strain or fatigue.

Smooth Speed

Everywhere you go, you note the alert, capable performance of the new Ford. You can judge its acceleration by the way it gets away in traffic. A smooth stretch on the open road gives a revealing measure of its speed. The way it climbs the hills in high is an indication of its abundant power.

The new Ford will do 55 to 65 miles an hour, which is probably faster than you will ever need to go. Far more important is the way it rolls along at 35 and 40 and 45. This is your average driving speed and you can maintain it smoothly, easily, comfortably for hours in the new Ford.



Ford
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