

The New Ford Car will sell at a SURPRISINGLY LOW PRICE

Complete details of the new car which will be
officially announced
this FRIDAY

THE MINUTE you see the pictures of the new Ford car you will be delighted with its low, smart lines and the artistic color combinations. There, you will say, is a truly modern car.

But a still greater thrill awaits you when you slip into the roomy seat behind the wheel and start away for your first ride. Then you will know that you have found the most unusual value ever offered in a low-price car.

You will like the feeling of speed and power that the new Ford gives you—the comfortable, prideful feeling that comes from having a car worthy of any occasion and equal to every emergency.

You will like the flexibility and safety of the new Ford car as you weave in and out of city traffic—its flashing pick-up as the light turns green and the sign says "Go." You will like its smooth, quiet steadiness on the open road where you can lazy along according to your mood, or do 55 and even 65 miles an hour if you desire. The new Ford has unusual speed—no doubt of that!

*A smart, low, speedy car that
has been built to endure*

The new Ford will climb hills that you never thought a low-price car would climb on high. It will pass cars that you never thought you could pass. The longest trips will seem easy, for here is a car that puts new joy in motoring.

There is still another reason why the new Ford car is the most outstanding value ever offered in a low-price car. An important three-word reason that means a great

deal to you — *endurance — durability — long life.*

The new Ford car is made to stand up under thousands upon thousands of miles of steady running over all kinds of roads. It has even more stamina than the Model T Ford because we have learned to make every part stronger and sturdier without increased weight or greatly increased cost.

Many of the Model T Ford cars are still in active service after 75,000, 100,000 and 150,000 miles. This new Ford car will do even better. In the words of Henry Ford: "It is our ambition to have every piece of machinery or non-consumable product that we turn out so strong and so well-made that no one ought ever to have to buy a second one."

*Four-wheel brakes and standard,
selective gear shift*

On the right, we are printing, for the first time, the complete details of the new Ford car. Read them over carefully, especially the paragraphs dealing with the new engine, the new bodies, the new standard, selective gear shift transmission with roller bearings, the new four-wheel brakes, the new hydraulic shock absorbers, the new mechanical design ignition, the new oiling system and the new dry-plate, multiple-disc clutch.

Then decide that whatever else you do Friday you are going to set aside at least fifteen minutes to get the full story of the new Ford car. It is more than a new automobile. It is the advanced expression of a wholly new idea in modern, economical transportation.

FEATURES OF THE NEW FORD CAR

55 TO 65 MILES AN HOUR

The new Ford has unusual speed. It will do 55 to 60 miles an hour with ease. This is a conservative statement. In many road tests it has exceeded 65 miles an hour. So well does the new car hold the road that you can travel at high speed for long stretches with a new feeling of comfort and safety. Even bad roads may be taken at a fast pace. You will be delighted too with the way the new Ford climbs the hills. You will face the steepest grades with confidence, knowing you have power and power to spare to climb them all without greatly reduced speed, without strain, or unnecessary shifting of gears.

40-HORSE-POWER ENGINE

At 2200 revolutions per minute, the new Ford four-cylinder engine develops 40 horse-power. This r. p. m., or revolution speed, is low for such power and shows that the engine is unusually efficient. It also means long life, for the lower the speed of the engine, the less the wear on its parts. The bore is 3 1/2 inches and the stroke 4 1/4 inches. (S. A. E. and N. A. C. C. rating for license purposes, 24.03 horse-power.)

REMARKABLE ACCELERATION

The new Ford is remarkably quick on the get-away. In tests in high gear, with a Tudor sedan body and two passengers, it has accelerated from 5 to 25 miles per hour in 8 1/2 seconds. This acceleration is an outstanding feature of the new Ford car.

PREVENTING VIBRATION

The engine in the new Ford is practically vibrationless. This is due in part to its lower r. p. m., the statically and dynamically balanced crankshaft, and the aluminum pistons. To insure quiet, the timing gears are made of bakelized fabric instead of metal, and the cams on the camshaft are so designed that the valve push rods follow them closely, preventing valve clicking.

GASOLINE ECONOMY

You will get from 20 to 30 miles per gallon of gasoline, depending on the speed at which you drive. Feed to the carburetor is by gravity from a unique welded one-piece steel tank integral with the cowl.

UNIQUE NEW OILING SYSTEM

The oiling system is distinctly Ford in design, being a combination of pump, splash, and gravity feed. The pump delivers the oil to the valve chamber, from which it flows by gravity feed to the main bearings of the crankshaft. An oil dipper is provided on each connecting rod bearing cap, so that the force of rotation of the crankshaft drives oil into the connecting rod bearings, as well as splashing oil over all working parts within the engine. This is a simple but entirely dependable system, assuring proper lubrication of each bearing and each cylinder without pressure.

PERFECTED COOLING

The new Ford car has a centrifugal water pump, and large radiator. The fan runs on the pump shaft and is made according to airplane propeller design. It is exceedingly difficult to make the new Ford engine overheat; only abuse will do it, such as running without enough oil.

IGNITION SYSTEM OF NEW DESIGN

The ignition system of the new Ford is unique in mechanical design, extremely simple, and will give the car owner exceptional performance with a minimum of trouble. There is only one coil, in a water-proof case. The distributor is located on top of the engine where it is clean and easily accessible. Connections are made to the spark-plugs by short bronze springs. The coincidental lock on the new Ford is placed in the ignition circuit. It not only replaces the regular ignition switch, but in the "off" position grounds the entire circuit. From the switch to the distributor a steel cable protects the primary current wire, this wire being grounded to the distributor casing, thereby making it impossible to wire around the device. The new generator is of the power-house type.

STANDARD, SELECTIVE GEAR SHIFT

The new Ford transmission is of the selective sliding gear type, with standard shift. It has three speeds forward and one reverse. The main shaft runs on ball bearings, the countershaft on roller bearings, and the reverse idler on a bronze bearing. This is the highest type of bearing mounting and is unusual on light cars. All gears are made of heat-treated chrome alloy steel. You will be delighted with the easy, noiseless shifting of gears in this new transmission. You can go from one to another easily, silently, with the pressure of a finger.

EXCEPTIONALLY EASY TO STEER

The steering gear on the new Ford car is irreversible. Shocks are not transmitted back to the hands of the driver. You need not grip the wheel tightly. A light touch is enough to guide the car safely. Large steering wheel is made of steel, covered with hard rubber. Light switch and horn button are conveniently located on top of wheel.

NEW FOUR-WHEEL BRAKES

The brakes on the new Ford car are an exclusive Ford development. They are of the mechanical, internal expanding-shoe type and are self-centering. This is the most reliable and the simplest type of four-wheel brake and the easiest to adjust. All adjustments are made from the outside without removing any parts. No special tools are needed. Uniform, correct adjustment on each

wheel is quickly and easily obtained. The brake pedal and the hand lever each operate all four brakes. Total braking surface is 168 square inches. All brake working parts are cadmium plated to make them rust-proof.

MULTIPLE DRY-DISC CLUTCH

The clutch in the new Ford is of the multiple dry-disc type, which is the most reliable. It is also the easiest to operate, for it takes hold gently and smoothly. It has four driving discs and five driven discs.

COMFORTABLE TRANSVERSE SPRINGS

The springs are of the transverse, semi-elliptic type, designed and built for the new Ford. This type, which was used in the Model T, was adapted to the new car because no better spring type could be found. They are built of the finest spring steel, and the leaves are wide and thin. Each spring is built up of varying sizes and number of leaves to give proper flexibility and to meet riding requirements of the different body types. The size and number of leaves used in these springs is one of the reasons why the new Ford is such a comfortable car. The construction of the transverse springs also contributes to the safety and efficiency of the 4-wheel brakes.

HYDRAULIC SHOCK ABSORBERS

The finest type hydraulic shock absorbers are standard equipment on the new Ford. These combine with the low center of gravity, the minimum unsprung weight, and the easy riding qualities of the transverse springs to make the new Ford one of the most comfortable cars on the road today.

THREE-QUARTERS-FLOATING REAR AXLE

The rear axle of the new Ford is of the three-quarters-floating type. The axle housings are made entirely of steel, built up by welding steel forgings to steel tubing. The differential housing, to which these housings are bolted, is made of rolled channel steel. The axle shafts carry none of the weight of the car, the wheels running on roller bearings on the housing. All bearings in the rear axle are of the roller type. Drive is by spiral bevel gear.

FORD-DESIGNED STEEL-SPOKE WHEELS

Original design and great strength are two features that mark the unique, Ford-designed steel-spoke wheels. Each wheel is assembled by welding, and becomes one piece of metal. Spokes cannot work loose. Each spoke has a tensile strength of 4000 pounds. Outside spokes do not cross, so that the wheels are easy to clean. There are only 30 spokes in each wheel.

BEAUTIFUL NEW LOW BODY LINES

There is a bit of the European touch in the coachwork and contour of the new Ford. Bodies are steel. Fenders are of the full crown type. Appointments and hardware are of a luxurious type seldom found in a low-price car. Upholstery is of rich, durable material. Cushions are deep and easy. Door handles and window lifts are fully nickel-plated. Speedometer, gasoline gauge, ammeter and ignition lock are mounted on an instrument panel of satin-finish nickel, illuminated by a lamp in center. Headlamps and radiator shell are fully nickel-plated. Closed cars have the new military-type sun visor and crown roof. Great care has been taken in designing the new Ford to provide generous seat space and ample leg room. Clear, unobstructed vision is assured at front by unusually narrow pillars and at sides by specially designed doors with large windows.

CHOICE OF FOUR COLORS

The color combinations used on the new Ford are especially artistic and attractive. Four color choices are offered for each body type—a most unusual feature in a low-price car. Purchasers may choose any one of the following colors—Niagara Blue, Arabian Sand, Dawn Gray, and Gun Metal Blue. Belt and reveals are finished in contrasting colors, with attractive striping. The finish is pyroxylin lacquer, one of the finest and most enduring finishes for automobile bodies. It is not affected by heat or cold, withstands all kinds of weather conditions, and is not easily marred or scratched. The lustre actually improves with washing.

A QUIET CAR

In designing the new Ford, every precaution was taken to prevent squeaks, rattles and drumming sounds. Body panels and frame sections are welded and riveted together wherever there is possibility of the body weaving. In all structural details the new Ford bodies are built to afford the utmost quietness and comfort.

GREASE GUN LUBRICATION

The chassis of the new Ford is lubricated by the pressure grease gun system, the simplest and most effective method of lubrication.

STANDARD EQUIPMENT

Starter	Dashlight
Five Steel-spoke Wheels	Mirror
Windshield Wiper	Rear and Stop Light
Speedometer	Oil Gauge
Gasoline Gauge	Ignition Lock
Door Lock	Complete Tool Set

FORD MOTOR COMPANY

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