





THE

New Ford

IS A VALUE

FAR ABOVE THE

PRICE



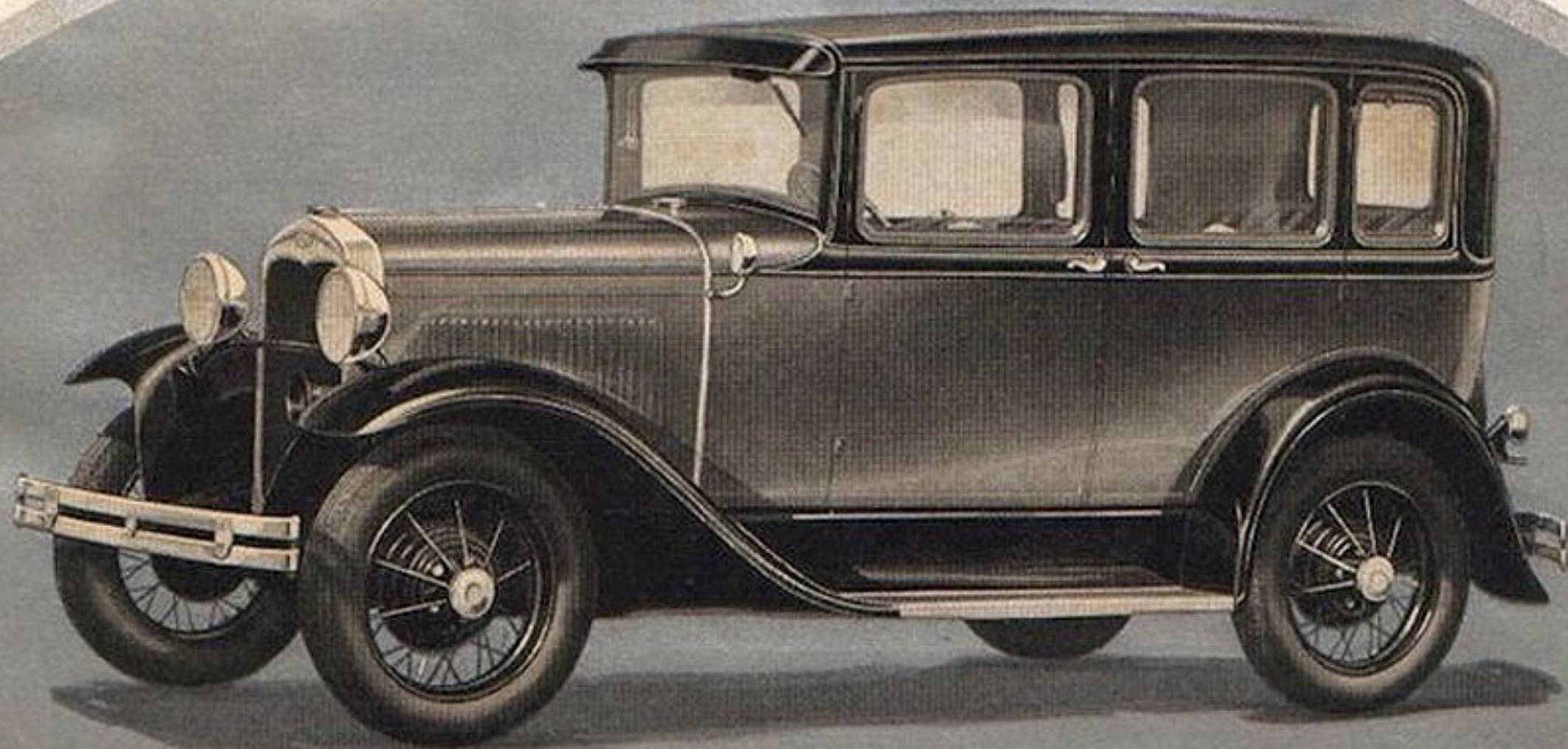


New Beauty

OUTSTANDING PERFORMANCE

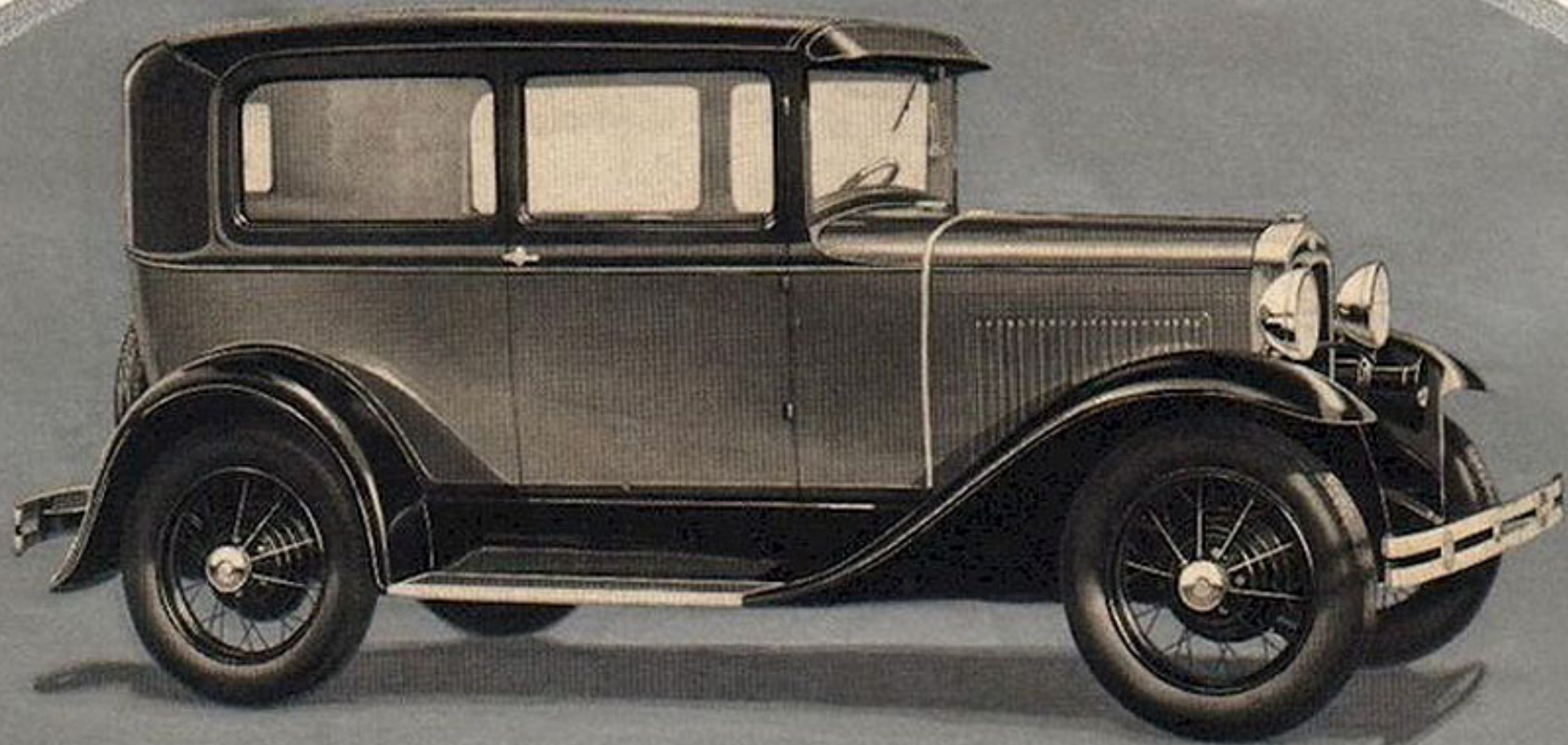
TODAY, more than ever, the Ford car is a notable example of high quality at low price * * * Its distinctive beauty, so apparent in line and color, extends also to the upholstery and appointments. You note it as you open the doors and see the attractive, comfortable interiors. You find it in every detail of trim and finish * * * Long, continuous service emphasizes the Ford's mechanical reliability, and economy of operation and up-keep. Throughout the car you find many reasons for its great safety, ease of control and alert, out-

standing performance * * * There are numerous instances of value far above the price you pay. Among them are the four Houdaille double-acting hydraulic shock absorbers, Triplex shatter-proof glass windshield, fully enclosed four-wheel brakes, more than twenty ball and roller bearings, and bright, enduring Rustless Steel for many exterior parts * * * These and other considerations are of great importance to every man and every woman who is contemplating the purchase of a motor car.



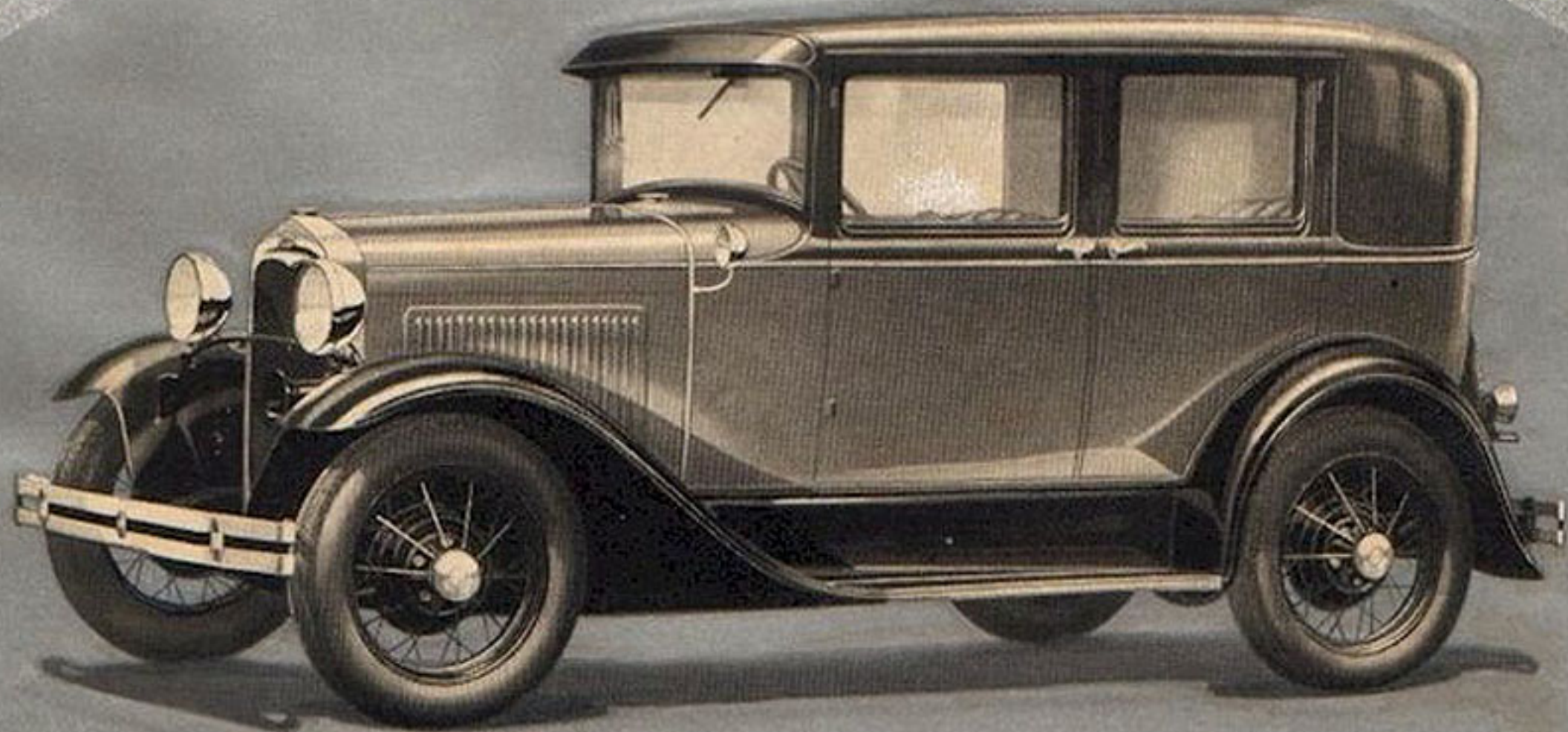
THE NEW TOWN SEDAN

Here you see the long, low, gracefully flowing lines which distinguish all the new Ford bodies. The inside of this distinctive car is richly trimmed and deeply cushioned in harmonious colors with either Bedford Cord or Mohair as desired. Curtains are at the rear and rear quarter windows and heavy rugs are on the floor. The front seat is adjustable. In the center of the spacious rear seat is a comfort-aiding arm rest which folds back into cushion when not in use.



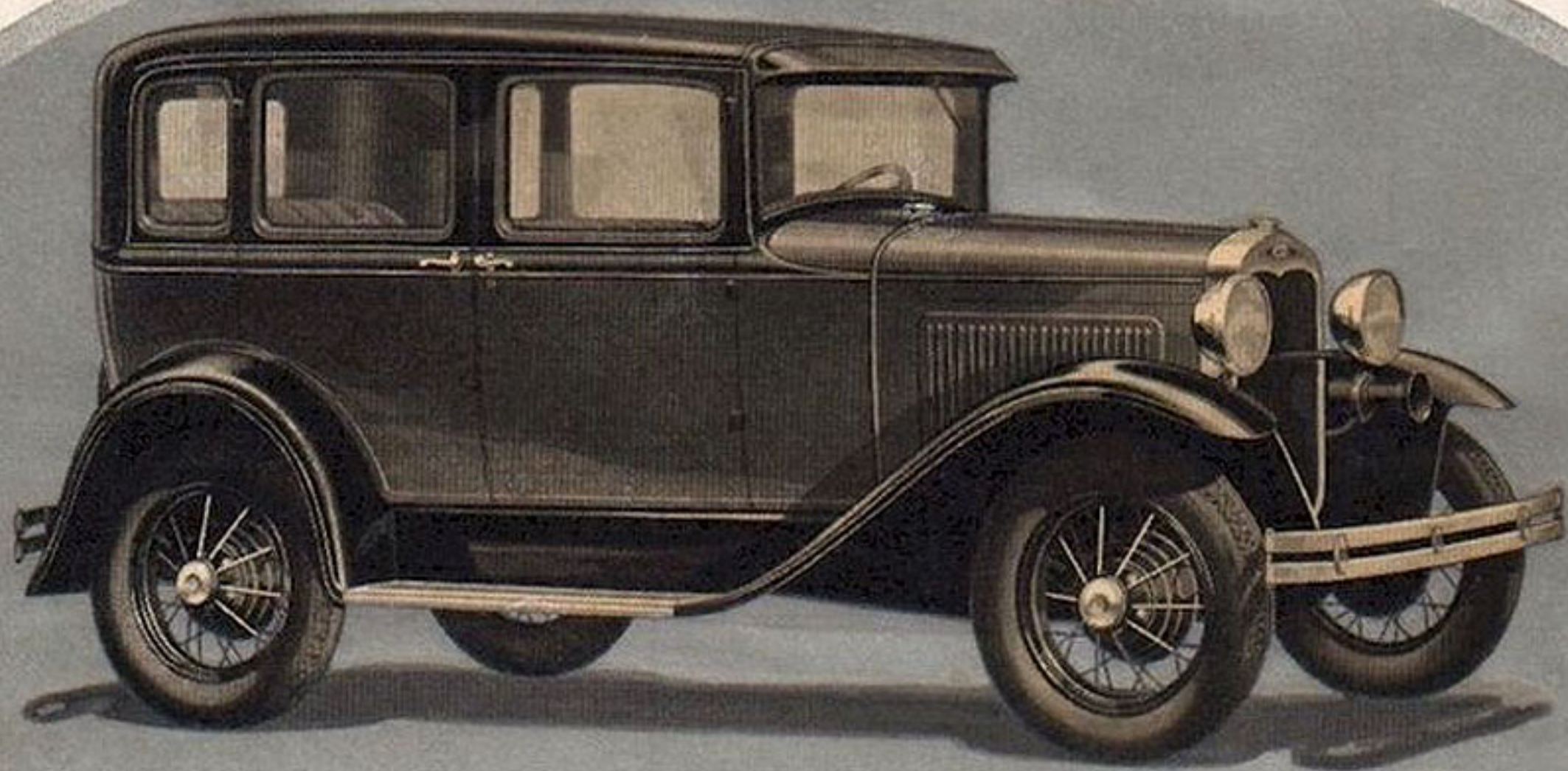
THE NEW TUDOR SEDAN

This remarkably low-priced "family" car is a good example of "Value far above the price." It is finished in rich and attractive colors. The comfortable interior is trimmed in soft durable cloth with deeply piped seat cushion upholstery. There is ample space and complete comfort for five passengers. The front seats fold far forward permitting easy access to the rear through the wide doors. The windshield, as in all the new Fords, is of Triplex shatter-proof glass.



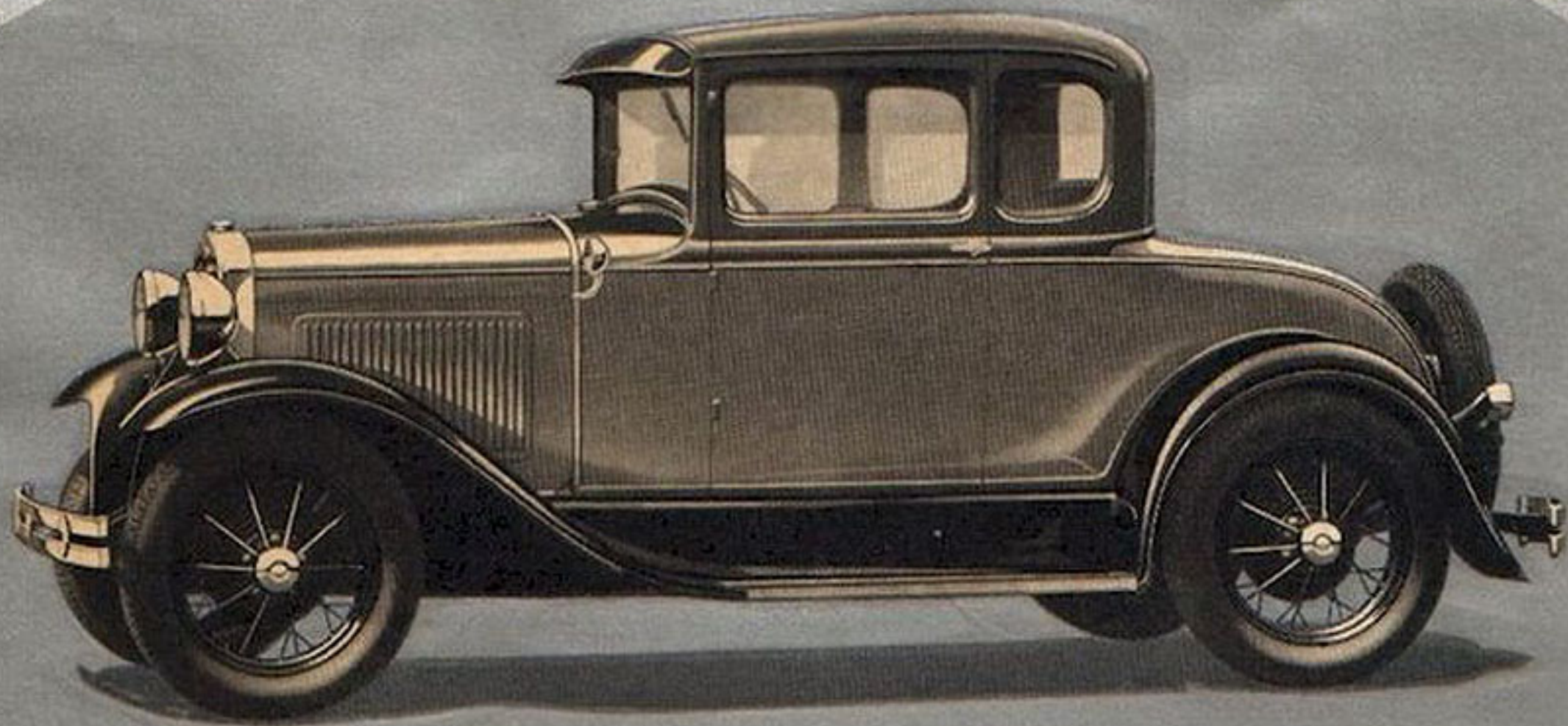
THE NEW DE LUXE SEDAN

The de luxe appointments, which contribute to the great charm of this sedan, are of a quality unusual in low-priced cars. Rich Bedford Cord or Mohair upholstery is furnished according to choice. There is a folding arm rest at the center of the rear seat. Deep cushions, arm rests at either side and a recess in the floor for the feet afford unusual comfort for rear seat passengers. The wide, adjustable front seat insures complete driving ease.



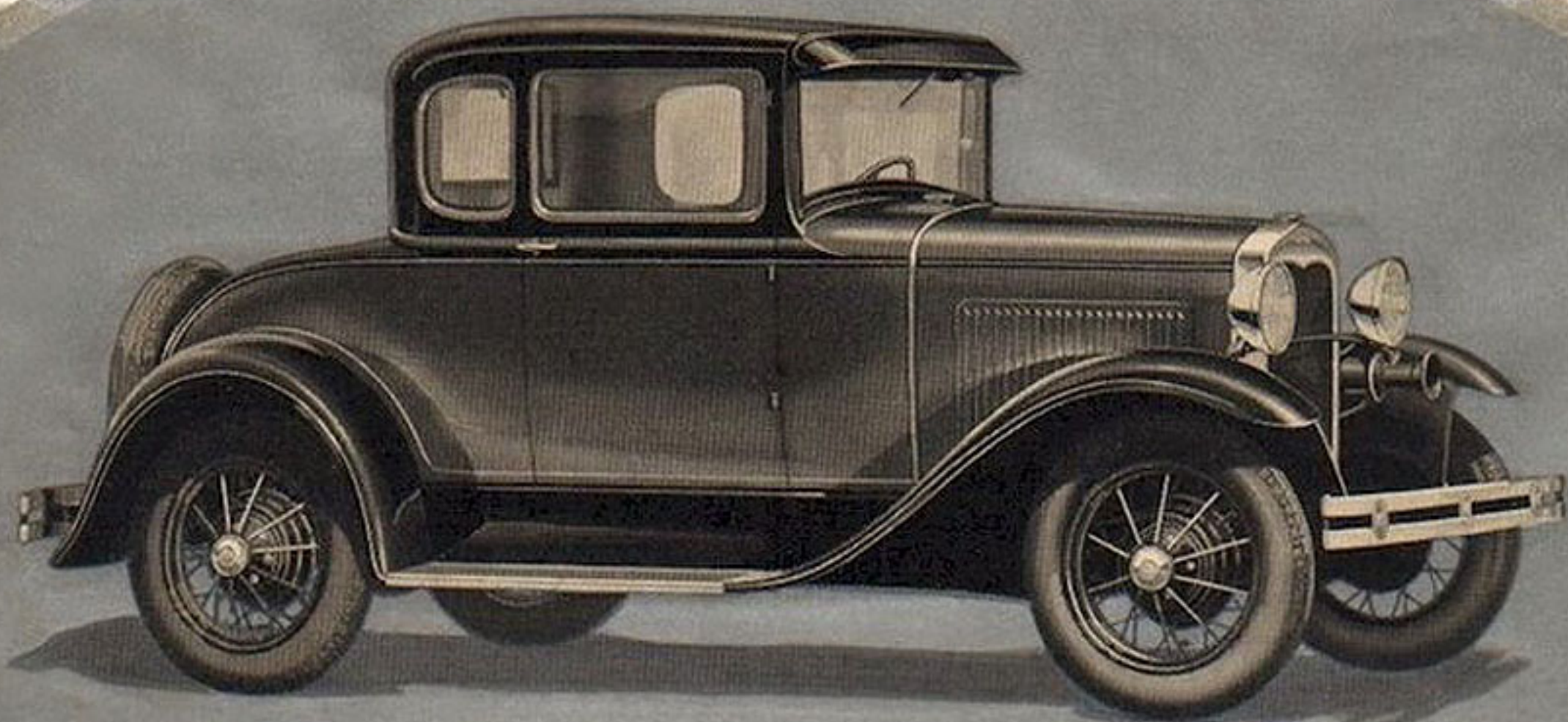
THE NEW FORDOR SEDAN

Handsomely conservative, this substantial car has wide application and appeal. The roomy, family-sized interior is finished in excellent taste. The deeply piped seat upholstery is rich and durable. The front seat is easily adjusted to fit the driver's reach and the rear seat is ample for three people. There is a convenient dome light. As in all the new Fords, a wide choice of attractive body colors is offered.



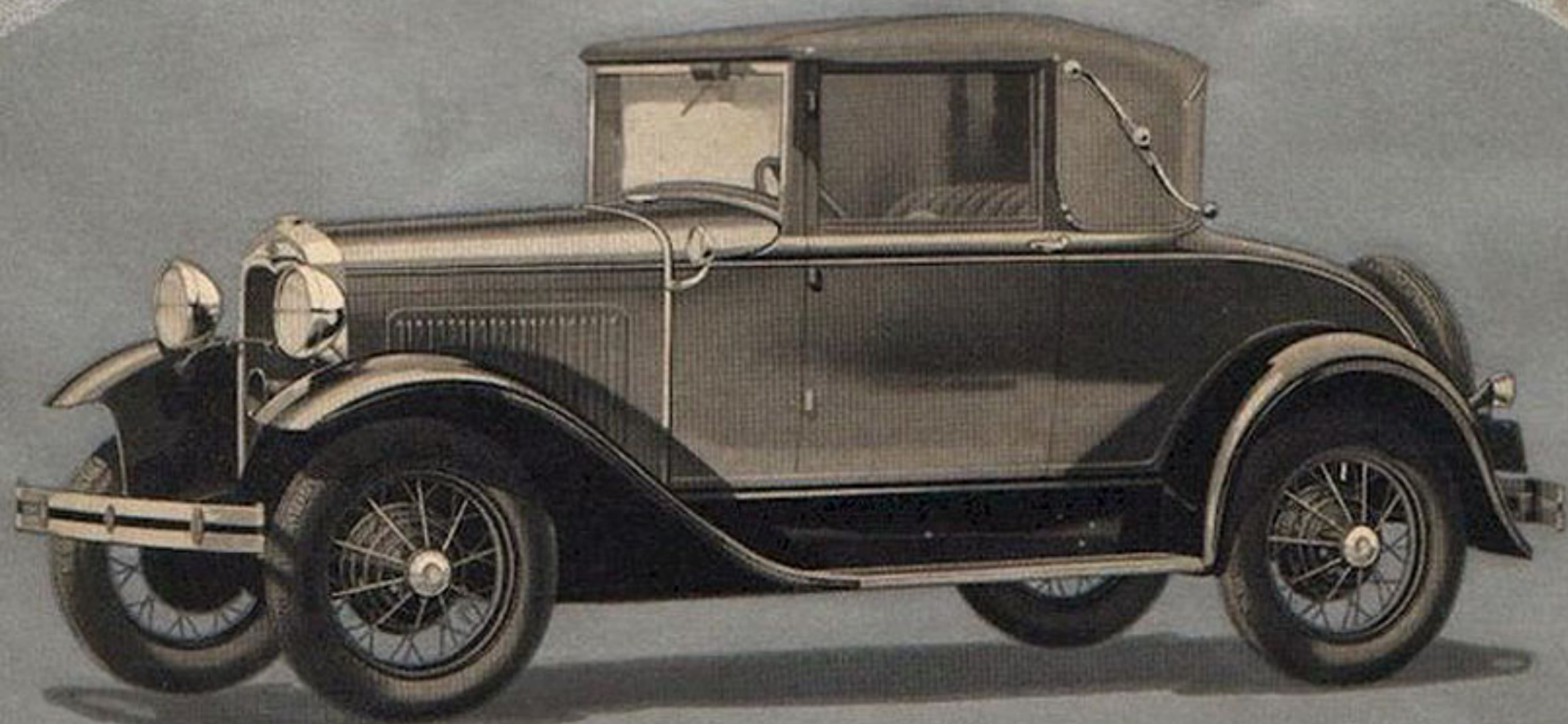
THE NEW DE LUXE COUPE

Women particularly appreciate the delightful appointments and rich finish in this luxurious car. There is a choice of brown Mohair or deep tan Bedford Cord upholstery. The capacious seat may be quickly adjusted to the desired position for complete driving comfort. There is a parcel shelf behind the seat and ample space for week-end luggage in the rear deck. Here is a car for traffic and crowded parking spaces—alert, capable and easy to control.



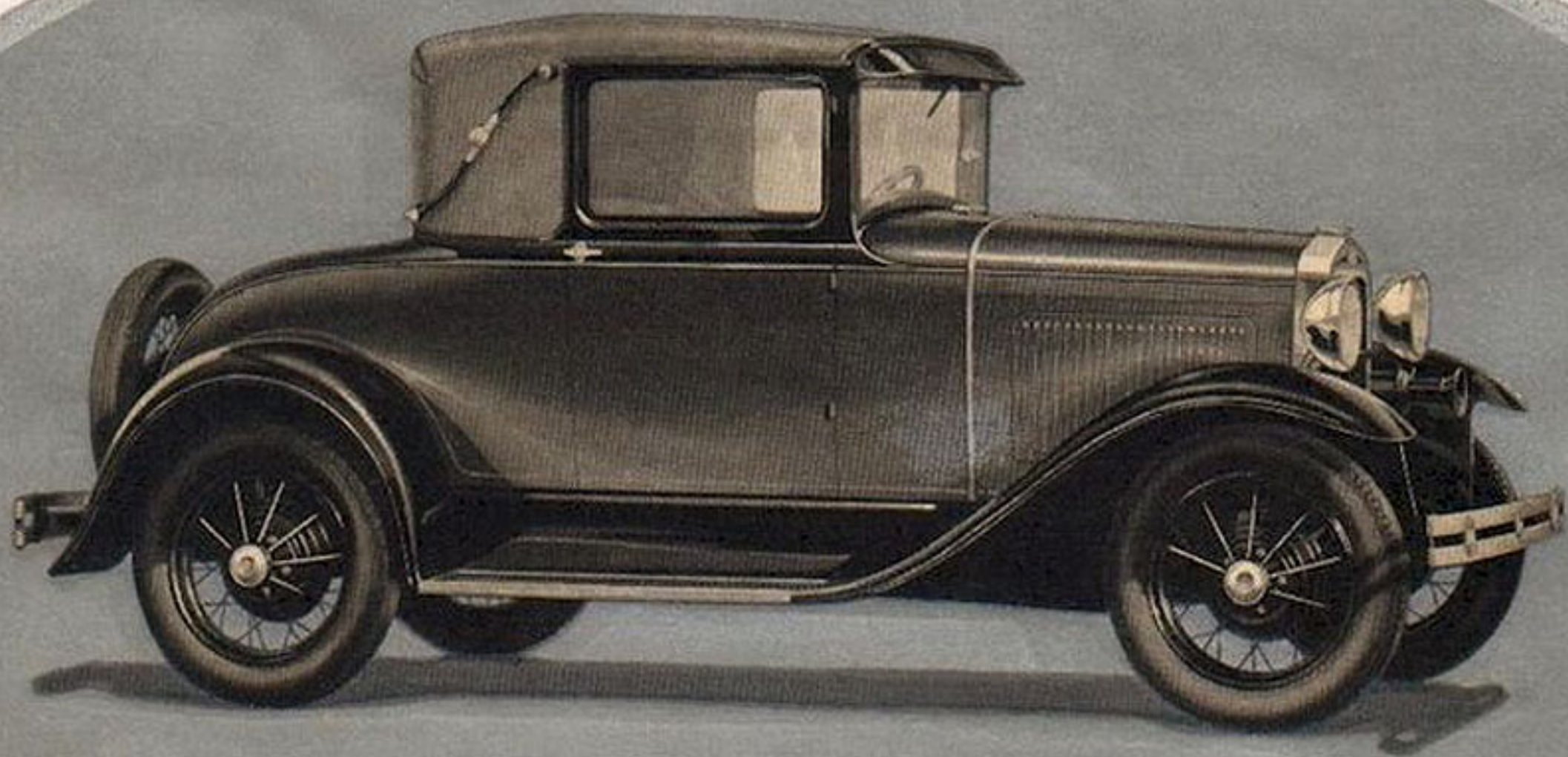
THE NEW COUPE

A very appropriate car for business or professional men and women. The driver's seat is adjustable. Cushions are deep and durably upholstered. The Triplex windshield cannot shatter. The rear deck space accommodates 14 cubic feet of luggage or equipment through an opening 35 $\frac{3}{8}$ " wide. You can drive any Ford for hours and hours without fatigue. Ford transverse springs and four Houdaille double-acting hydraulic shock absorbers cushion the car against hard jolts and bumps.



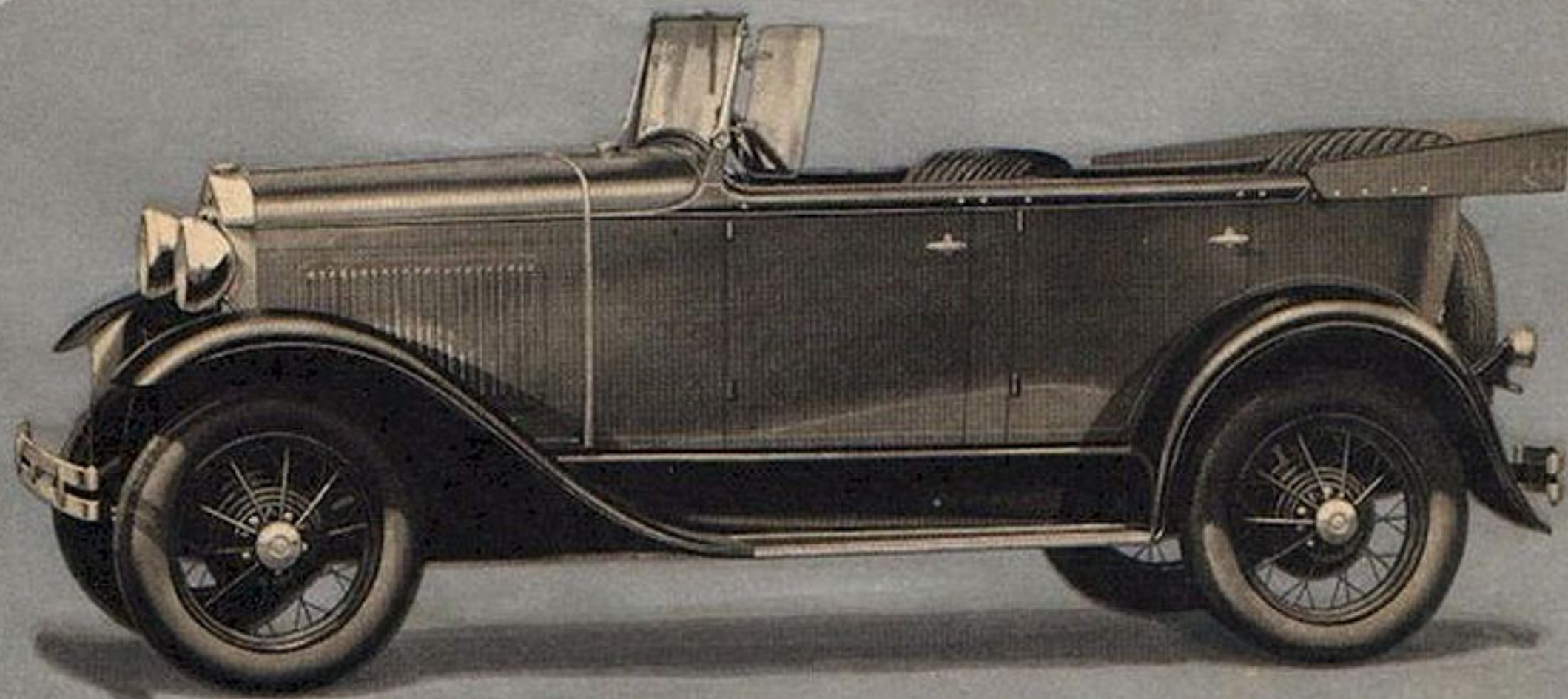
THE NEW CONVERTIBLE CABRIOLET

This smart car provides the snug comfort of a coupe when weather is bad and the airy freedom of a roadster when skies are blue. When the top is folded, the door windows with their handsome bright metal frames may be raised to act as windshield wings. A rear "zipper" curtain can be quickly opened for conversation with passengers in the large rumble seat. When closed the "zipper" feature helps to keep the interior unusually weather-tight.



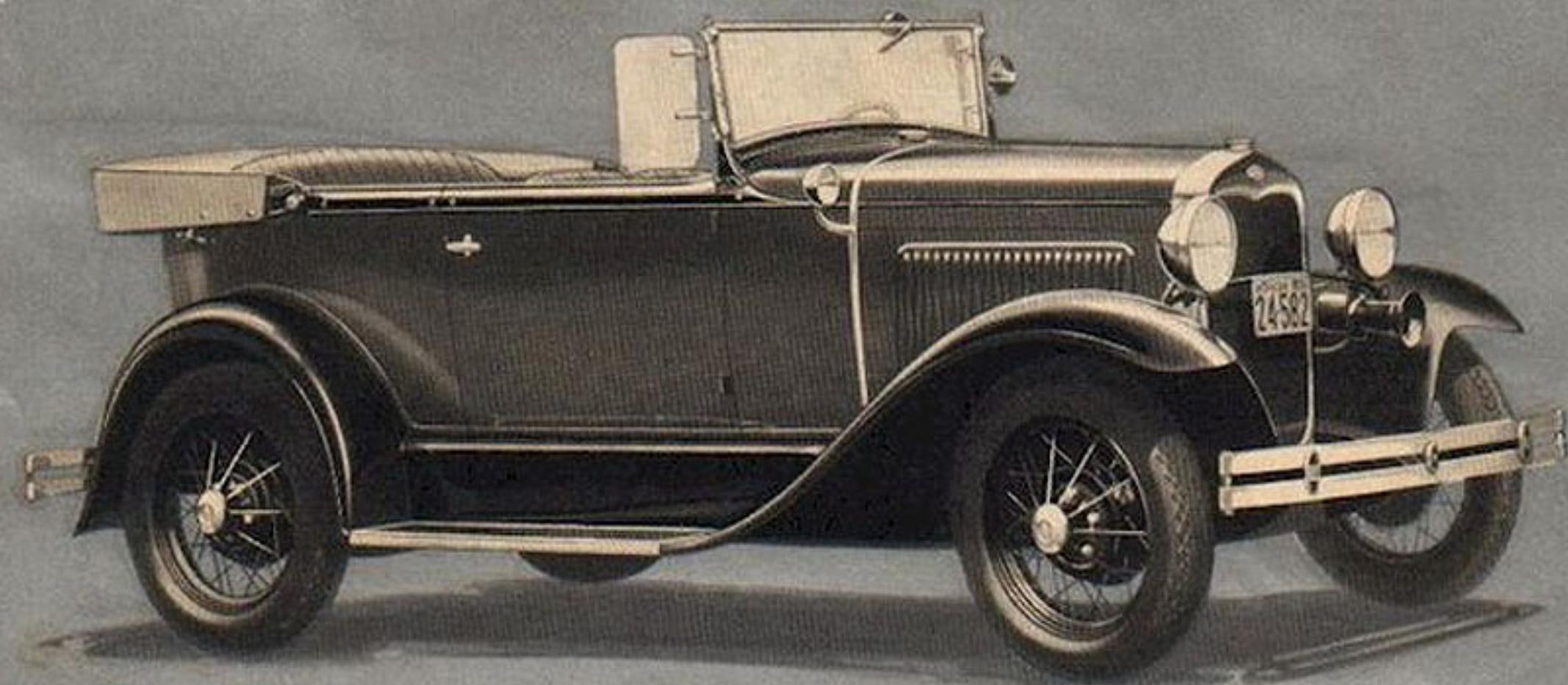
THE NEW SPORT COUPE

A woman's practiced eye is quick to catch the many refinements in this admirable car. The two-tone gray pyroxylin top is durable and weather-tight. The rear curtain may be opened for conversation with rumble seat occupants. The deep cushions are smartly upholstered. This distinctive car offers many advantages to the man or woman who has need of a personal automobile for quick trips to the country club, for shopping and the theater, for many social and business activities.



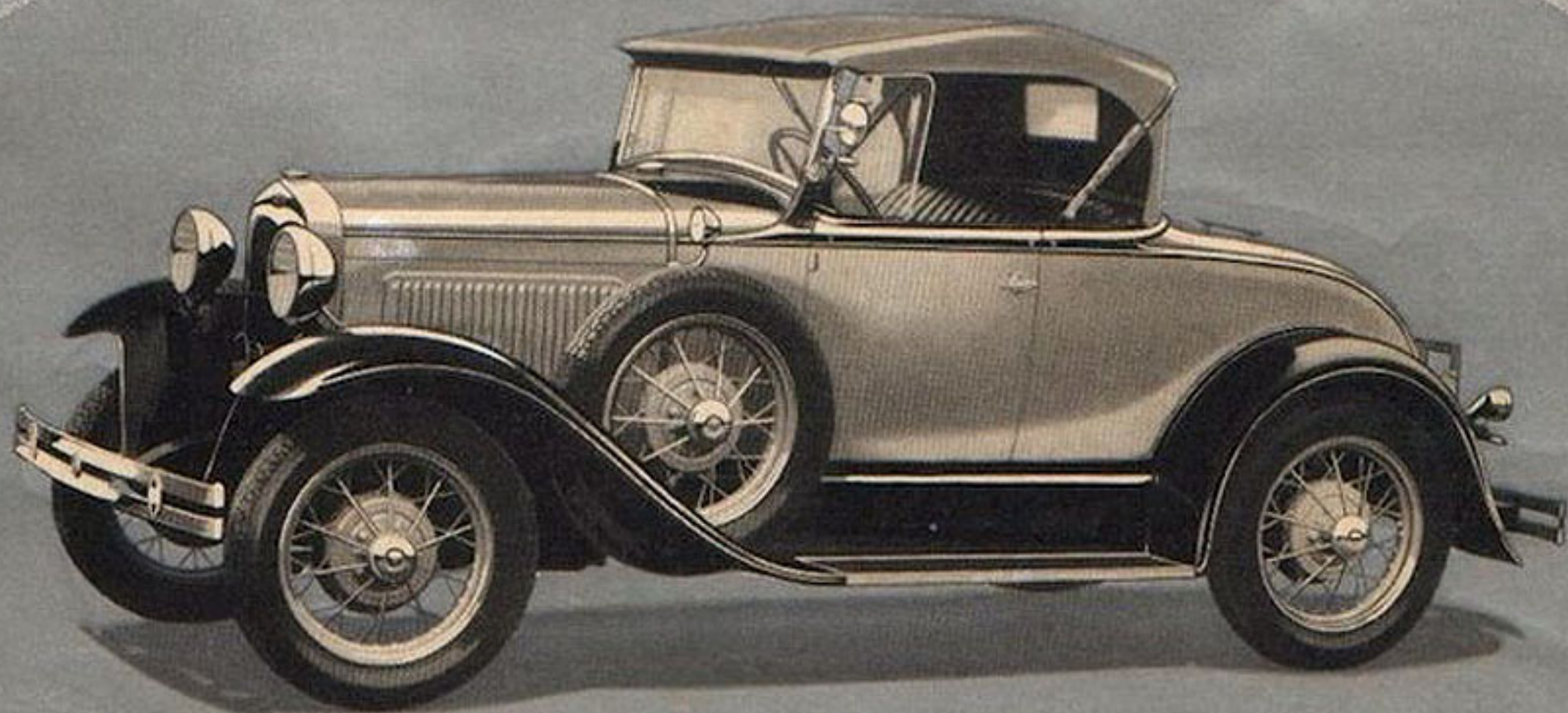
THE NEW PHAETON

The popular sport treatment of design is highly developed in the Ford Phaeton. It is marked by long, low, sweeping lines, from the deep radiator to the tip of the curving rear fender. Occupants sit well down in the car. The wide cushions are deeply and durably upholstered. Bright metal parts are of ever-gleaming Rustless Steel. The top is easily handled by one person. When folded over the cowl the Triplex shatter-proof glass windshield and windshield wings emphasize the sport effect.



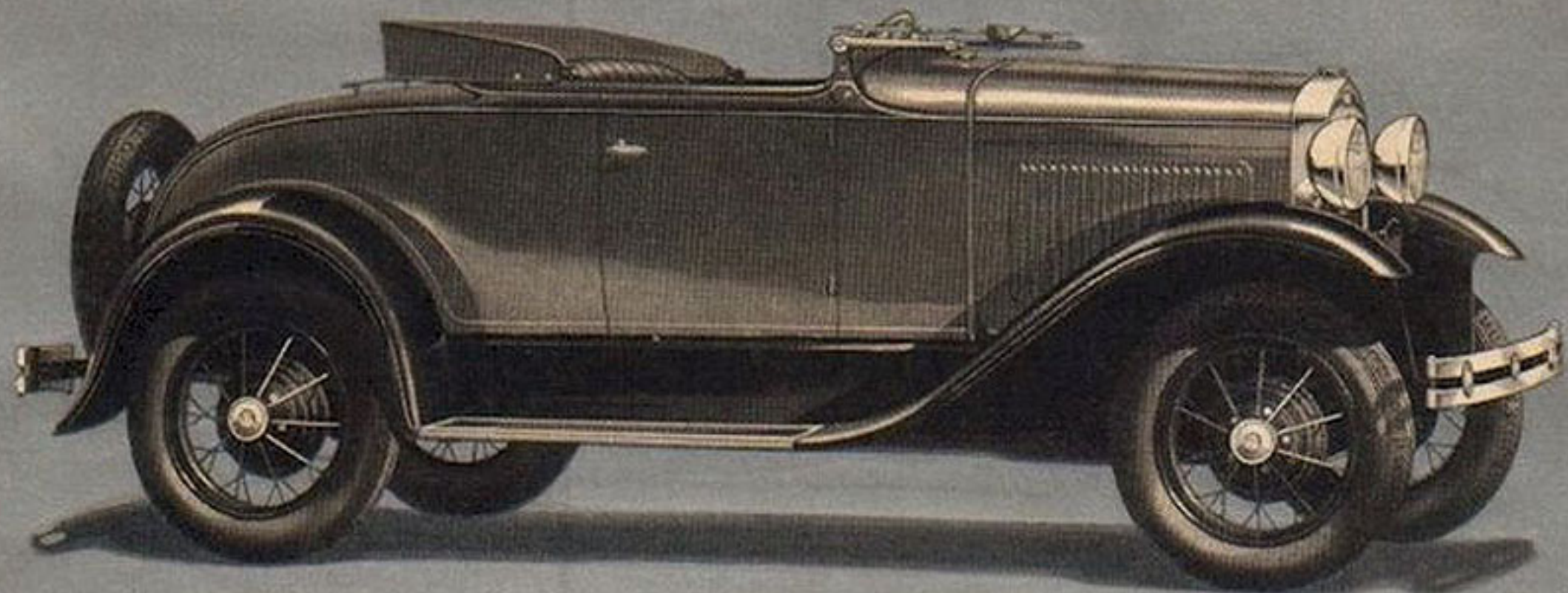
THE NEW DE LUXE PHAETON

This car, newly added to the Ford line, has achieved distinguished favor because of its low, fleet lines, beautiful colors and attractive sport treatment. To an unusual degree it combines style and utility. Front seats are of the individual folding type—the driver's seat is adjustable. A side fender well carries the steel spoke spare wheel. Trunk rack, cowl lights and all other equipment illustrated above is included as standard. Top and top boot are of light colored material.



THE NEW DE LUXE ROADSTER

The New Ford De Luxe Roadster is an unusually attractive type for those who seek the advantages of Ford performance in an open car. The specially designed sport top is of tan colored material. Top bows are natural wood. Upholstery including rumble seat is genuine tan colored leather. Fender well, trunk rack, rear view mirror, cowl lamps, windshield wiper, full length bumpers, top boot, and five steel spoke wheels in color to harmonize with optional body colors, are standard.



THE NEW ROADSTER

Exceptional style characterizes this sporty Ford Roadster. It is a car for youth, willing and able to meet every demand that youth may make on it. Its fifty-five to sixty-five miles an hour have won it praise on the open road. Its flashing beauty gives it high place at the country club. The Triplex shatter-proof windshield and windshield wings fold flat. A rumble seat may be installed inexpensively in the large luggage space beneath the rear deck.

Features

REMARKABLE ENGINE—The engine of the Model A Ford embodies many new mechanical features. It gives unusual acceleration, smoothness, speed and power without sacrifice of reliability and economy. Ford engineering has found the way to include every essential feature of good performance without the necessity of a high-speed motor.

55 TO 65 MILES AN HOUR—The Model A Ford has unusual speed. It will do 55 to 65 miles an hour. This is a conservative statement. 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, balance and safety.

ENCLOSED BRAKE SYSTEM—One of the first things you will notice when you drive the new Ford is the quick, effective action of its brake system. This system gives you the highest degree of safety and reliability because the four-wheel service brakes and the separate and independent emergency or parking brakes are all of the mechanical, internal-expanding type, with braking surfaces fully enclosed for protection against mud, water, sand, etc.

TRIPLEX WINDSHIELD—All of the new Ford cars have a Triplex shatter-proof glass windshield—so made that it will not fly or shatter under the hardest impact. This is an important safety factor because it eliminates the dangers of flying windshield glass.

HOUDAILLE SHOCK ABSORBERS—Four Houdaille hydraulic double-acting 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 an unusually comfortable car.

NEW SMALLER WHEELS—The new smaller wheels with larger balloon tires, lower the center of gravity and bring the car closer to the road. This gives greater safety and additional riding comfort.

STANDARD EQUIPMENT—Standard equipment on all new Ford cars includes five steel-spoke wheels, automatic windshield wiper, speedometer, gasoline gage on instrument panel, dash light, tilting beam headlamps, mirror, combination tail and stop light, oil indicator rod, complete tool equipment, and theft-proof ignition lock. Wide, substantial rumble seat is also standard equipment on the new Ford Sport Coupe, De Luxe Roadster and Cabriolet. Triplex shatter-proof glass windshield wings are provided as standard equipment on the Roadsters and Phaetons.

ADDITIONAL DETAILS—Engine, four-cylinder "L" head, cast en bloc. Piston displacement, 200.5 cu. in. Bore, $3\frac{7}{8}$ inches; stroke, $4\frac{1}{4}$ inches; horsepower rating S.A.E. and N.A.C.C., 24.03; brake horsepower, 40 at 2200 R.P.M. Single plate clutch. Three-quarter irreversible steering gear, worm and sector type. Torque tube drive. Oil capacity, 5 quarts. Gasoline capacity, 10 gallons. Balloon tires, 4.75 x 19. Wheel base, $103\frac{1}{2}$ inches. Turning radius, 17 feet.



FORD MOTOR COMPANY
DETROIT, MICHIGAN