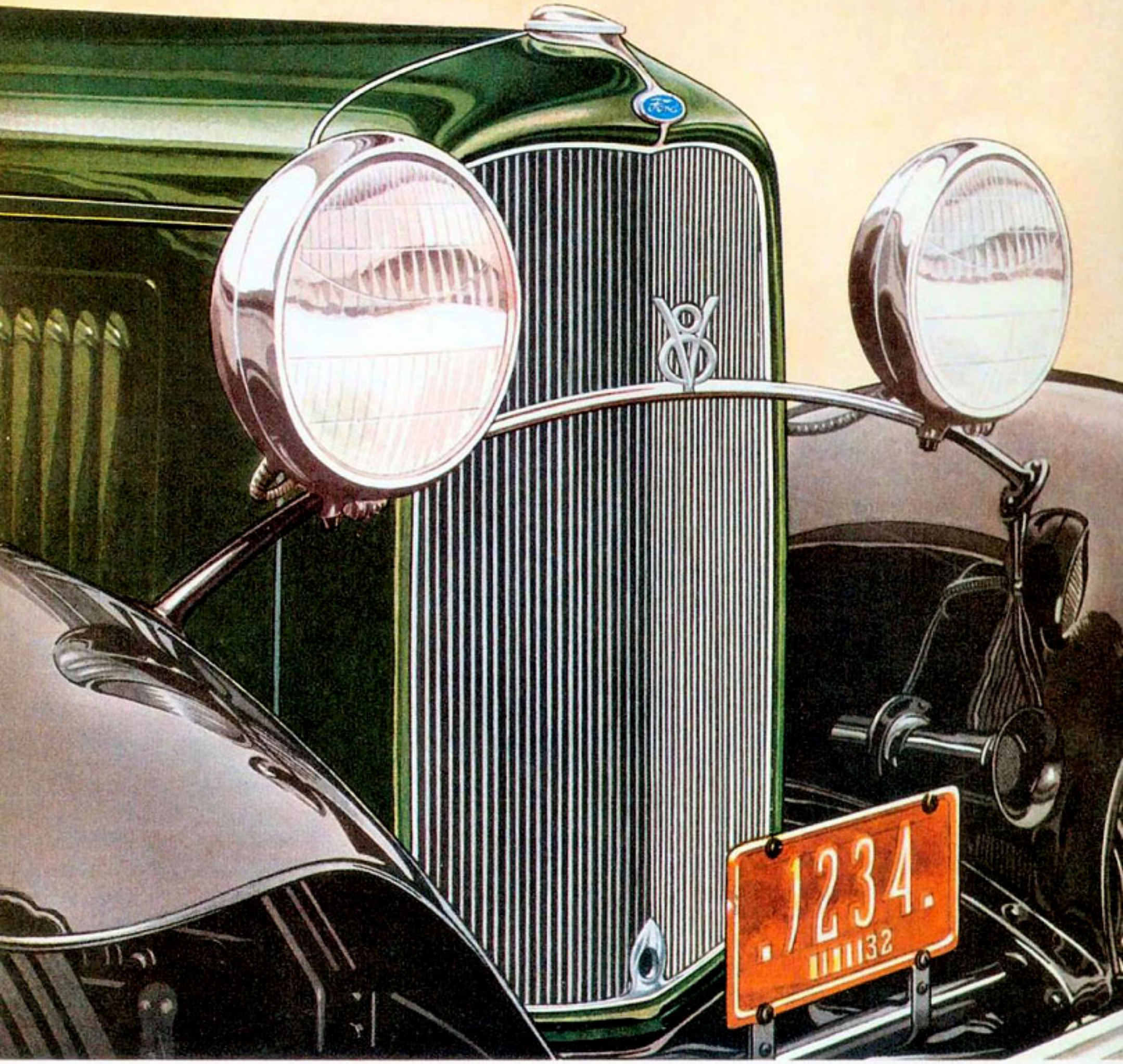
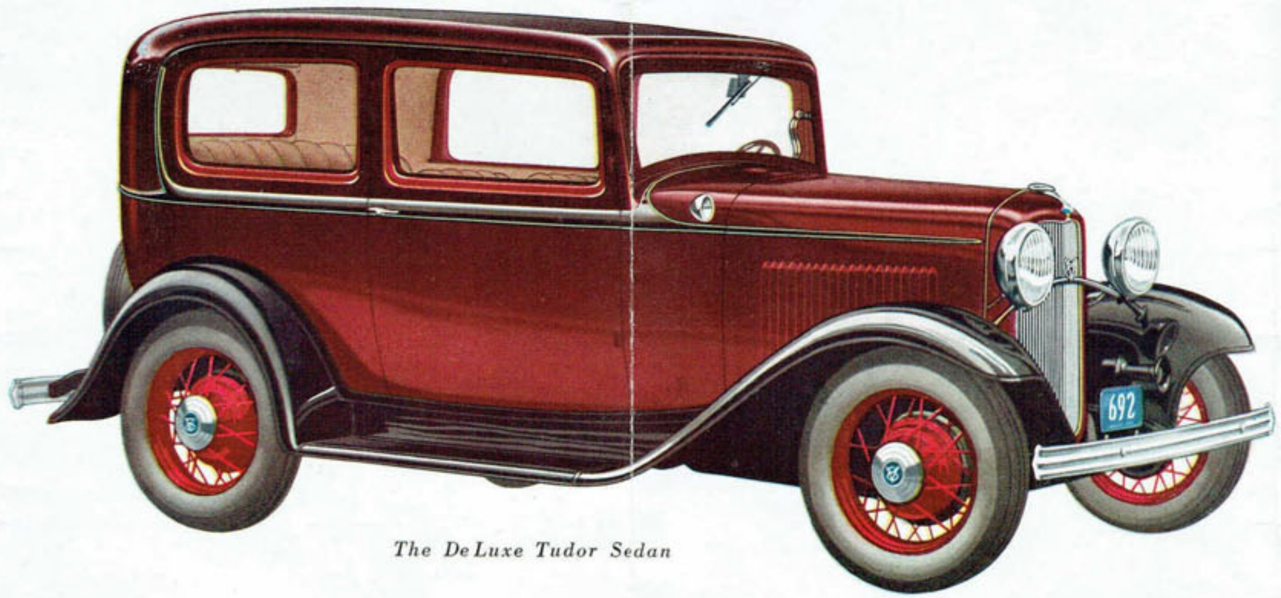


FEATURES OF THE

NEW FORD V-8

Strikingly Modern Lines and Attractive Roomy Interiors

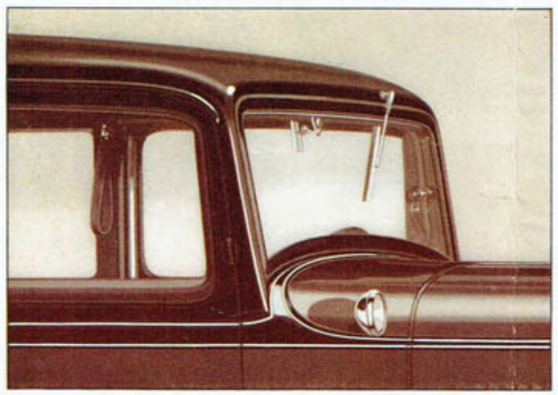
The new streamlines of the Ford bodies reach their highest expression in the Victoria. At the rear, this body curves forward and up from the fuel tank to the rounded roof, giving an especially attractive appearance and minimizing air drag.



The De Luxe Tudor Sedan

This rear interior of the De Luxe Fordor Sedan is typical of the comfort, convenience and luxury of de luxe bodies. Notice the arm rests, ash tray and toggle grips. There is a dome light and robe rail also. Cushions are soft and deep with three upholstery options.

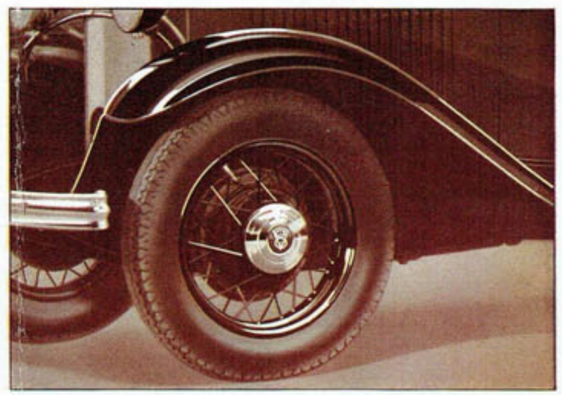
Slanting windshield and rounded roof line, without visor, enhance the beauty of the New Ford.



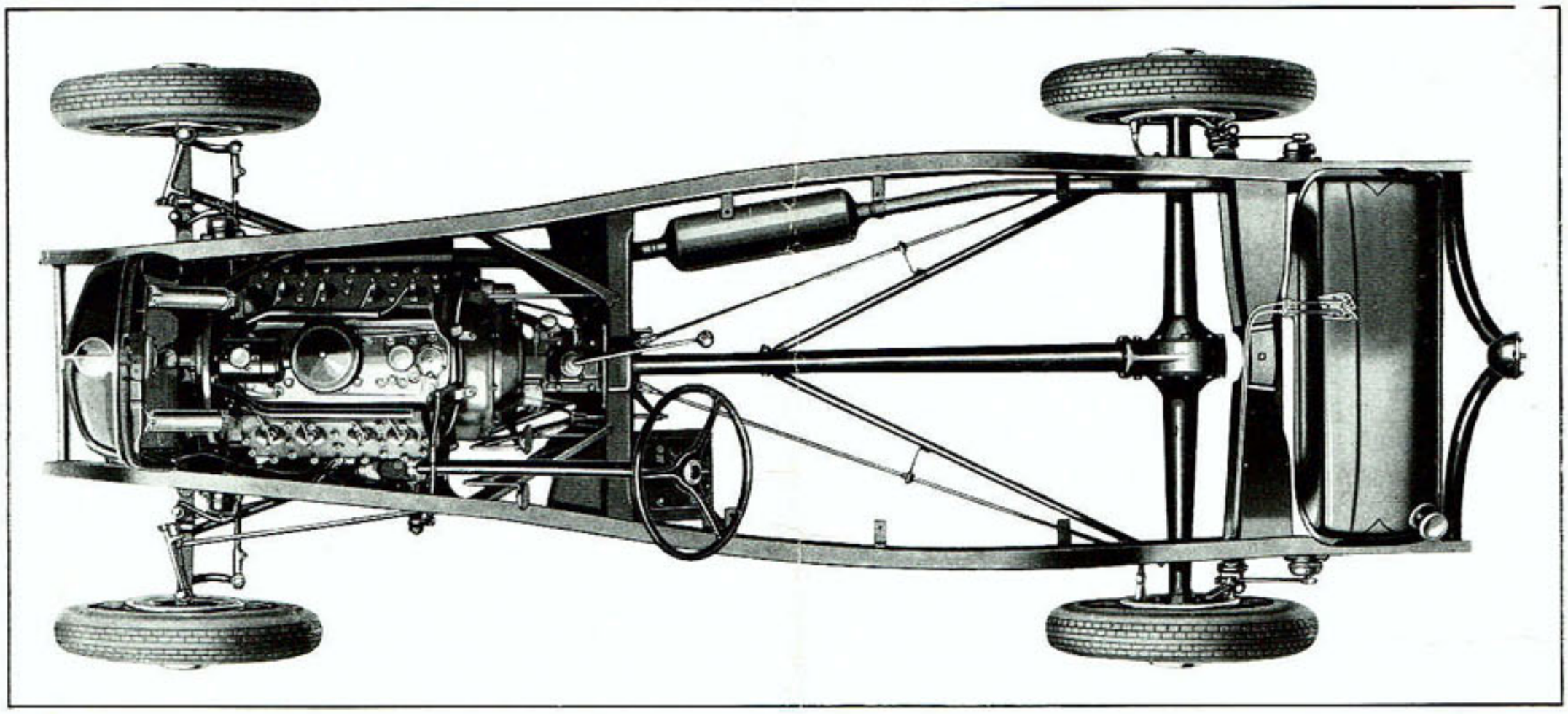
THE New Ford V-8 has been designed to bring complete motoring enjoyment into the low-priced car field. Not just added improvements but such features as the smooth, vibrationless performance of an 8-cylinder engine—the acceleration, speed, power, safety and comfort these modern days require—the quickly discernible touches of quality that add so much to driving pleasure and pride of ownership. These are brought to you at a low price in the New V-8 because of simplicity in mechanical design and world-famous manufacturing facilities which make possible uniformly high quality at low production cost. The beauty of all Ford bodies bespeaks the inner excellence of the chassis. Bodies are built low to the ground, because a low car is beautiful and comfortable. Distinctive features of interest are the handsome V-type radiator grille; the graceful new roof line; the slanting windshield; attractive steel-spoke wheels with large hub caps concealing the wheel mounting nuts; the cowl ventilator; the choke and throttle on the instrument panel; the 4-inch adjustment on the driver's seat; the deep soft cushions; the choices of upholstery materials and body colors; the safety glass in all windshields, as well as all windows of de luxe closed bodies.

Note how all instruments are grouped within easy reach and view. The panel is indirectly lighted, eliminating all glare.

New 32-spoke welded steel wheel. Large hub cap conceals wheel mounting nuts.



CHASSIS OF THE 8-CYLINDER FORD



Other Features

SAFETY GLASS—Standard throughout in all de luxe bodies. Used in all windshields of standard types and available throughout these types at small extra cost if specified at time of purchase. Windshield slant, 10 degrees.

RUSTLESS STEEL—This metal that retains its brightness untarnished under all conditions is used for lamps and many other exposed metal parts.

BONDERITE—Enameled parts, such as fenders and wheels, are Bonderized before the enamel is applied. The result is that rust will not spread under the enamel.

PYROXYLIN LACQUER—All Ford bodies are finished in pyroxylin lacquer, which is given a high polish, adding greatly to the enduring beauty of the car.

BEARINGS—There are 20 roller bearings in the chassis, and 4 ball bearings, an unusually large number, indicative of the high quality of the car. They minimize friction and wear.

DOUBLE DROP FRAME—With five cross members. Body is mounted directly upon it, for lowness, and the running boards are bolted to it, eliminating side dust shields.

ENGINE—8-cylinder, V-type, 90 degree. Bore, $3\frac{1}{16}$ inches; stroke, $3\frac{3}{4}$ inches. Piston displacement, 221 cubic inches. S. A. E. horsepower rating, 30; actual brake horsepower, 65.

AUTOMATIC SPARK ADVANCE—Spark timing automatically advanced by fly ball governor according to speed of engine. Compensating brake, controlled by vacuum from intake manifold, retards spark under heavy load when throttle is suddenly opened.

ENGINE LUBRICATION—Full pressure from gear pump in oil pan direct to all main bearings of crankshaft and camshaft. Crankshaft drilled for oil passage to connecting rod bearings. Other parts lubricated by splash and spray.

COOLING—Tube and fin radiator with four rows of tubes. Fan mounted on generator shaft. Two water pumps. Capacity of system, $5\frac{1}{2}$ gallons.

CLUTCH—Single dry disc, dished for easy engagement.

REAR AXLE—Three-quarter floating, with quiet spiral bevel gear and pinion. Roller bearings throughout.

BRAKES—Four-wheel mechanical, internal expanding shoe type, operated by both pedal and hand lever. Total braking surface, 186 square inches.

STEERING GEAR—Semi-reversible, with self-adjusting thrust bearings.

SPRINGS—New transverse double cantilever front and rear. Rear spring mounted behind axle.

TIRES—Balloon, 18 x 5.25.

WHEELBASE—106 inches.

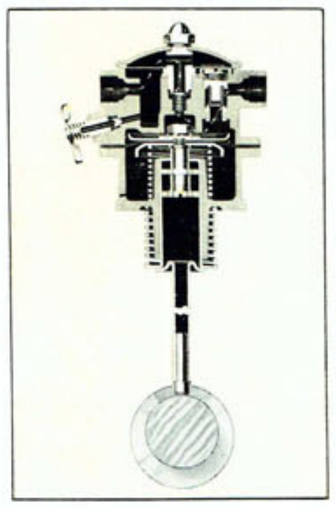
TREAD—56 inches.

EQUIPMENT—4 Houdaille hydraulic double-acting self-adjusting shock absorbers, vacuum windshield cleaner, rear-view mirror, pressure-gun chassis lubrication, tools, spare wheel.

We reserve the right to make changes, without notice, in prices, specifications, and equipment at any time without incurring any obligation.

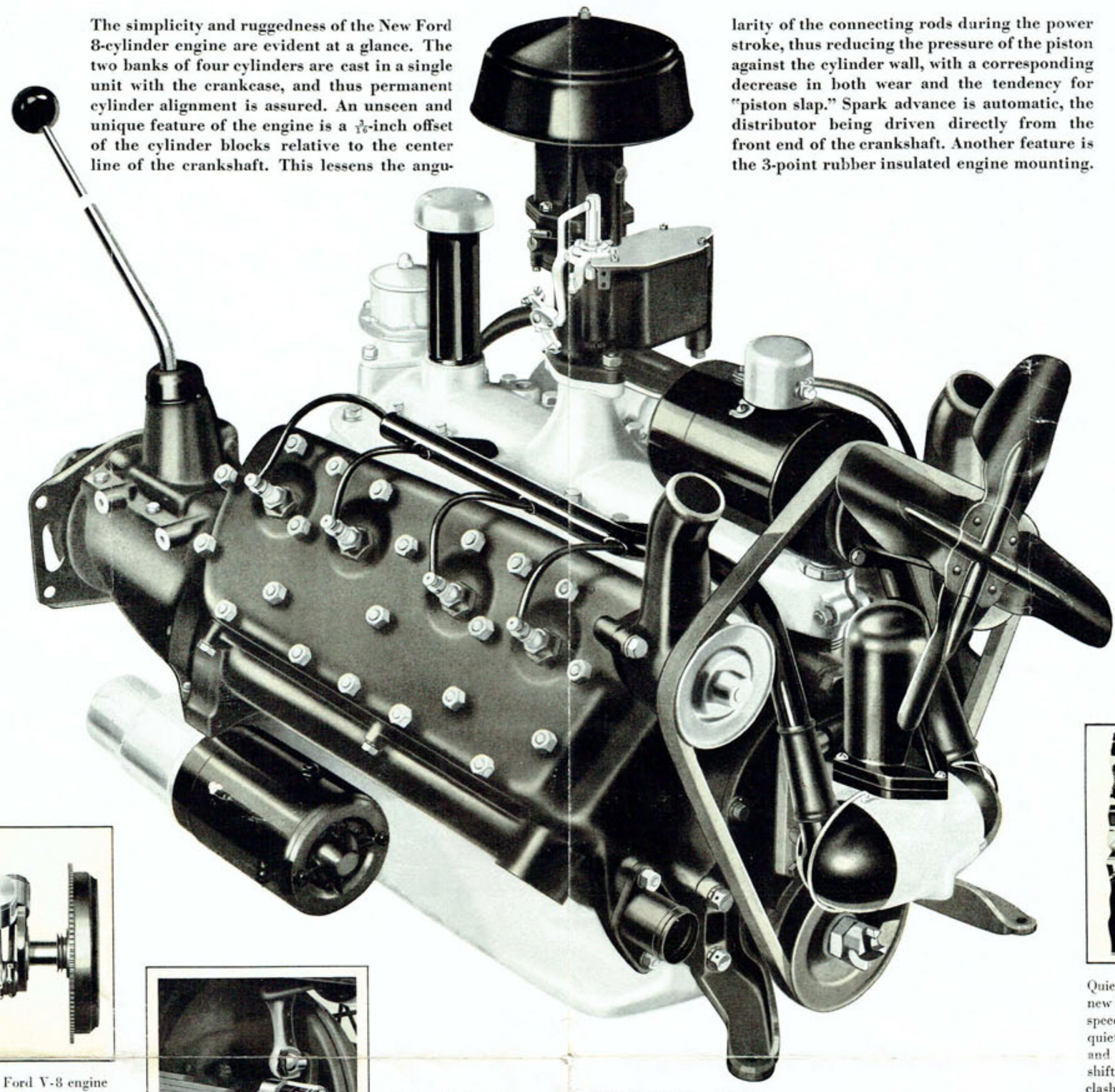
FORD MOTOR COMPANY, DETROIT, MICHIGAN

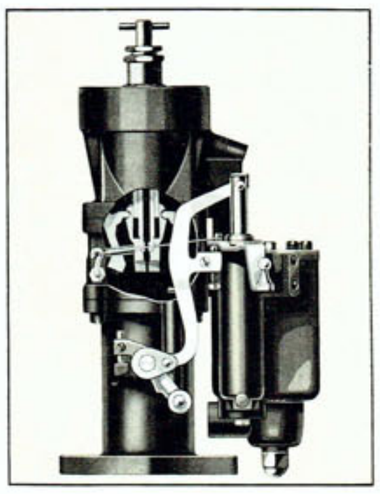
Important Features of the 8-Cylinder Ford



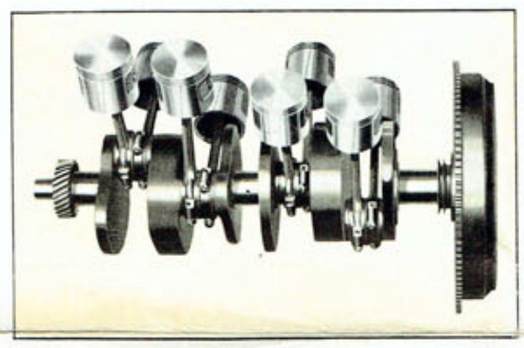
Fuel which is fed to the carburetor by means of a special Ford-designed pump is drawn from the 14-gallon, electrically-welded tank in the rear. The pump is located on top of the engine, back of the carburetor, and is driven by the camshaft. A new feature is a built-in sediment trap and filter, which removes foreign particles before the fuel goes to the carburetor. The pump draws in at each stroke an amount of fuel equal to that consumed by the carburetor. Thus a constant supply of fuel is maintained. There is a hydrostatic fuel gage at the right of the oval instrument panel which shows the exact amount of fuel in the tank at all times.

The simplicity and ruggedness of the New Ford 8-cylinder engine are evident at a glance. The two banks of four cylinders are cast in a single unit with the crankcase, and thus permanent cylinder alignment is assured. An unseen and unique feature of the engine is a $\frac{1}{16}$-inch offset of the cylinder blocks relative to the center line of the crankshaft. This lessens the angularity of the connecting rods during the power stroke, thus reducing the pressure of the piston against the cylinder wall, with a corresponding decrease in both wear and the tendency for "piston slap." Spark advance is automatic, the distributor being driven directly from the front end of the crankshaft. Another feature is the 3-point rubber insulated engine mounting.

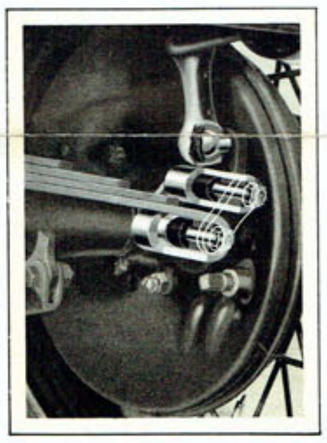




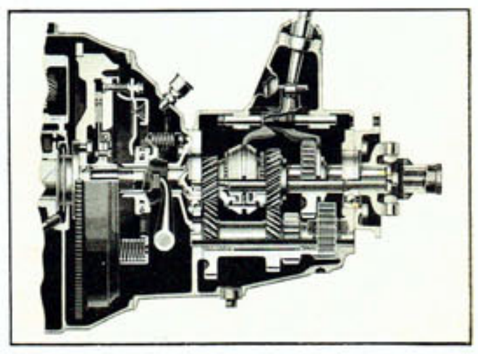
The new, efficient, downdraft carburetor is simple in construction, and precision-manufactured, providing an accurately balanced mixture of fuel and air at all engine speeds. There is a power jet, which comes into action only at the higher speeds, and fuel is thus economized at lower speeds. To assist in providing the remarkable acceleration of which the car is capable, an accelerating pump injects a spray of fuel into the intake manifold when the accelerator is depressed quickly, providing a rich, power-producing mixture for smooth, rapid acceleration.



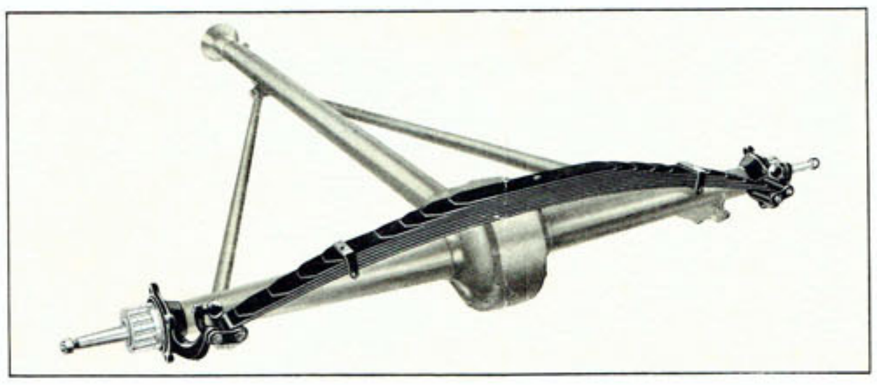
The short, rigid crankshaft of the New Ford V-8 engine weighs 65 pounds. Crankpins are arranged at 90 degree angles and are counterweighted for smooth operation. Bearing surfaces are carefully lapped, honed and polished. The shaft is statically and dynamically balanced. Pistons are aluminum alloy, for lightness. Connecting rods are heat-treated steel forgings, all the straight-end type. Pistons and rods are machined in sets of equal weight, for smooth operation. Rods from opposite cylinders are mounted side by side on a new type floating bushing that affords a double bearing surface for each rod.



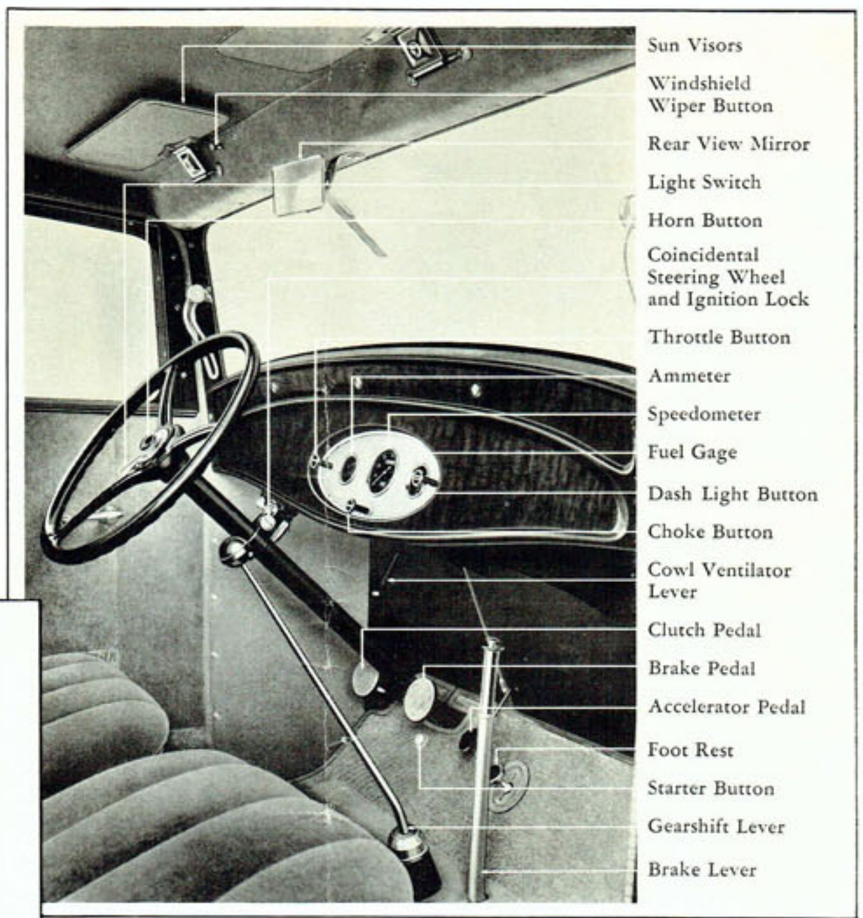
Rubber is liberally used throughout the New Fords, to reduce the number of wearing parts and to provide for smooth, quiet operation. The spring shackles contain insulators of live rubber placed between the shackle and the shackle bolt. Metal-to-metal contact is avoided, wear minimized, and complete silence attained. An additional advantage is that these shackles never need lubrication. Rubber is also used in shock absorber links, and to insulate the engine and torque tube from the frame.

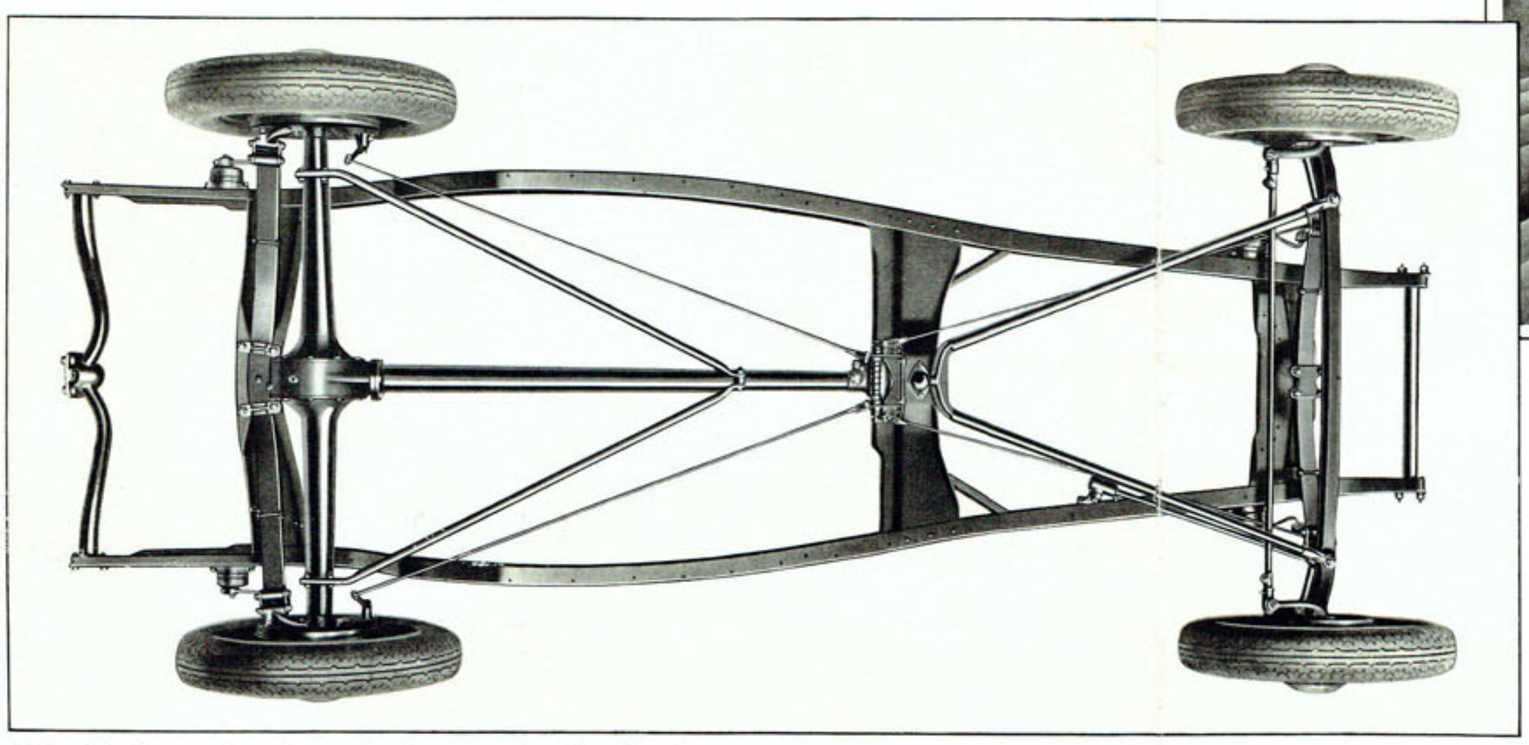


Quietness and ease of shifting are features of the new Ford transmission. Constant mesh and second speed gears are helically cut, and revolve unusually quietly. A synchronizing device between second and high speed gears permits quick and quiet shifting up or down, regardless of speed, without clashing. All gears and shafts are made of heat-treated chromium alloy steel. The transmission contains three roller bearings and two ball bearings.

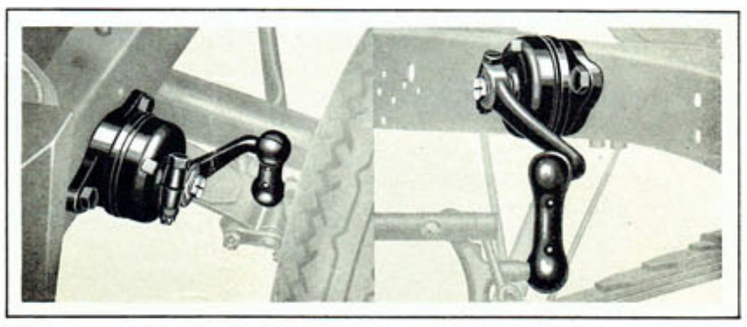


The rear spring is new in design. It is a transverse double cantilever, shackled at both ends for free movement. It is held in spring perches that extend back of the axle, and is slightly bowed outward, enabling it to clear the differential housing. This contributes to the lowness which is a feature of the New Fords. The spring is soft and flexible. All driving and braking forces from the rear wheels are taken by the torque tube and radius rods, leaving the spring free to perform its normal function of cushioning the load. The rear axle is the ¾ floating type with the weight of the car carried on long roller bearings mounted on the axle housing.





Under side of frame and running gear, showing torque tube, radius rods, and transverse cantilever springs. All driving and braking stress is brought to the heavy frame cross member through the torque tube and radius rods, leaving the soft flexible springs, controlled by the new shock absorbers, free to perform their normal purpose of absorbing road shock. This principle of chassis design is an exclusive Ford feature. It improves riding qualities, due to low unsprung weight, and gives the Ford car unusual stability on the road under all driving conditions. Road inequalities cannot affect braking or steering, because axle alignment is fixed. Note the simple, clean-cut construction. This view also shows how the new rear spring overhangs the axle.



Four of the newest type of Houdaille double-acting, self-adjusting, hydraulic shock absorbers are used on the New Fords. Two unique controls perfect their shock-softening action. One is a thermostatic control, built into each, which automatically changes the adjustment in accordance with temperature. The other is an automatic adjustment which compensates for sudden shocks. Thus the adjustment of each shock absorber is constantly changed to meet changing conditions, and you get new and better riding comfort under all road and temperature conditions.