Elvin & C. Hugstad.

# *A new kind of motor-car beauty*

GREATER EVEN THAN
ITS BEAUTY
IS THE PERFORMANCE OF
THE NEW FORD CAR

MILLIONS of people have seen the new Ford since it was first announced and have been delighted with its smart low lines, its sturdy rugged strength, and its beautiful colors.

The art of the master designer is evident not only in the graceful contour of radiator, body and fenders, but in the harmonious relation of all the features so that the car as a whole is extremely pleasing to the eye.

In every least little detail, your impression of the new Ford is one of substantial simplicity and richness—a car that is entirely new and modern, yet with a quiet style that is always in good taste.

Motor car beauty of a new and unusual kind is indeed revealed in the new Ford. Yet this beauty, striking though it is, is but one of the many features of this new car.

Your greatest thrill will come when you can sit behind the wheel of the new Ford and know the thrill of driving it. Then you will have a full appreciation of what this car can do. Then you will know that it is not just a new automobile—not just a new

model—but the advanced expression of a wholly new idea in modern, economical transportation.

For here is the complete car. Here, at a low price, is everything you want or need in a modern automobile . . . speed of 55 to 65 miles an hour . . . 40-horse-power engine . . . acceleration from 5 to 25 miles an hour in 8½ seconds in tests with a Tudor Sedan body and two passengers and even quicker acceleration in the Roadster, Coupe and Sport Coupe . . . exceptional hill-climbing qualities . . . 20 to 30 miles per gallon of gasoline depending on your speed . . . mechanical four-wheel brakes . . . Houdaille hydraulic shock absorbers . . . easy-riding transverse semi-elliptic springs . . . typical Ford reliability and low upkeep cost. Even a Ford-Triplex shatter-proof glass windshield is given you in the new Ford without extra cost.

The outstanding performance of the new Ford is the direct result of the quality that has been built into it.

Its beauty is not confined to externals only, but goes deep down into every part of the car—even to those hidden, covered parts which you may never see.

Throughout, the new Ford is an example of fine automobile engineering. Its inside mechanical beauty delights the engineer and technical man, even as its unusual beauty of line and color delights the artist.

Many features of it are exclusive Ford developments. Some are wholly new in automobile practice.

So we say to you—make it a point to carefully inspect the new Ford and arrange for a demonstration as soon as possible.

By its performance you will know that it is the most unusual value ever offered in a motor car. By its performance you will know that there is nothing quite like it anywhere in design, quality and price.

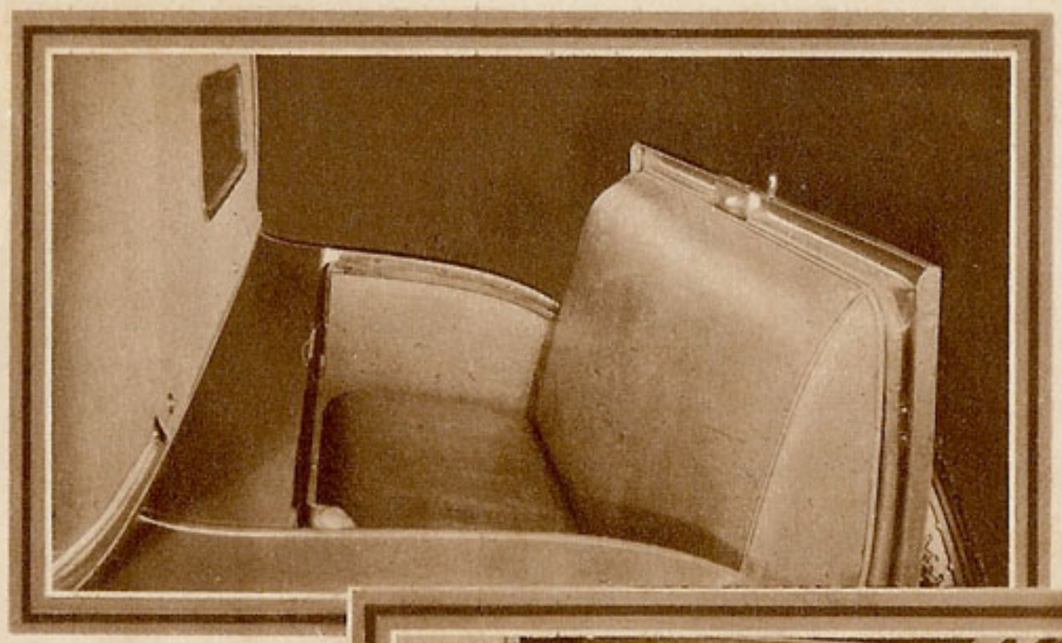
The new Ford Roadster sells for $385; the Phaeton for $395; the Tudor Sedan for $495; the Coupe for $495; the Sport Coupe with rumble seat for $550; and the Fordor Sedan for $570. (All prices are F. O. B. Detroit.)

Standard equipment includes five steel-spoke wheels, four 30 x 4.50 balloon tires, windshield wiper, speedometer, gasoline gauge on instrument panel, dashlight, mirror, combination stop and tail light, oil measuring rod, complete tool equipment, theft-proof coincidental lock, pressure grease gun lubrication, and a Ford-Triplex shatter-proof glass windshield.

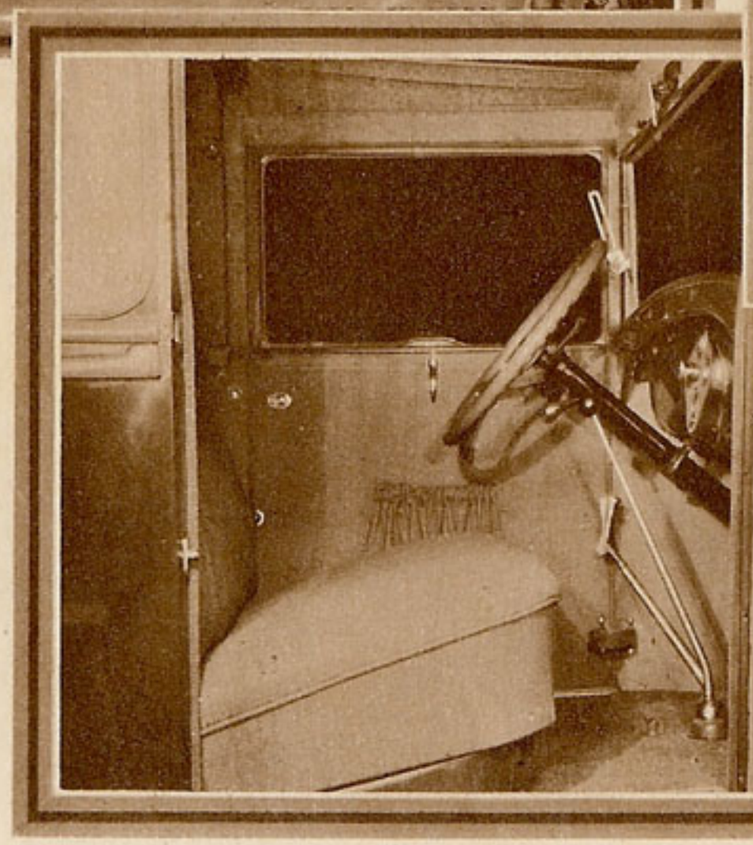
In short, everything that you want and need in a motor car is given to you in the new Ford—speed, comfort, safety, beauty, reliability and economy combined to an uncommon degree.

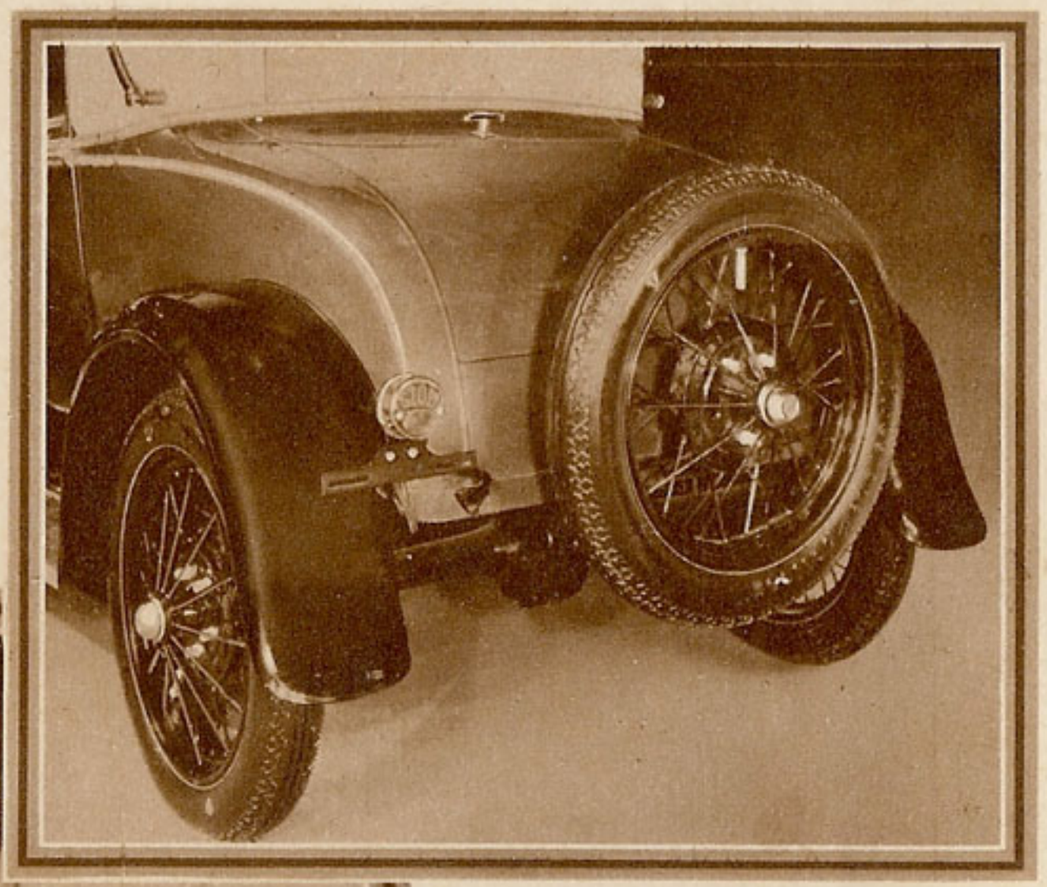
The low price is the result of production economies and manufacturing methods as unusual as the car itself.

FORD MOTOR COMPANY - Detroit, Michigan



Here is the deeply cushioned rumble seat which is standard equipment on the new Ford Sport Coupe. Note its wide roominess—and substantial strength.



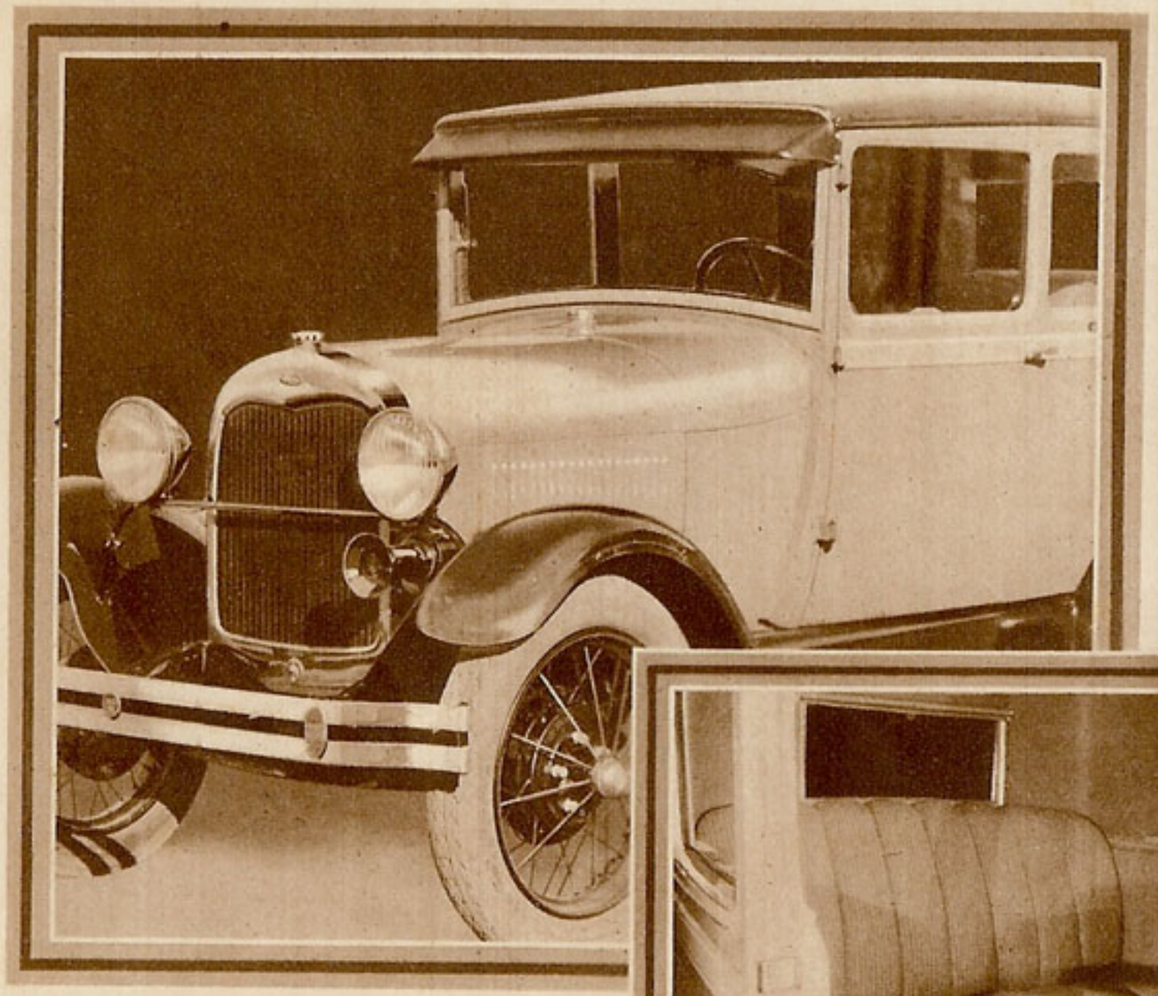


This left-rear view shows the graceful lines and ruggedness of the new Ford Sport Coupe. Strong full-crown fenders are made of 22-gauge steel.

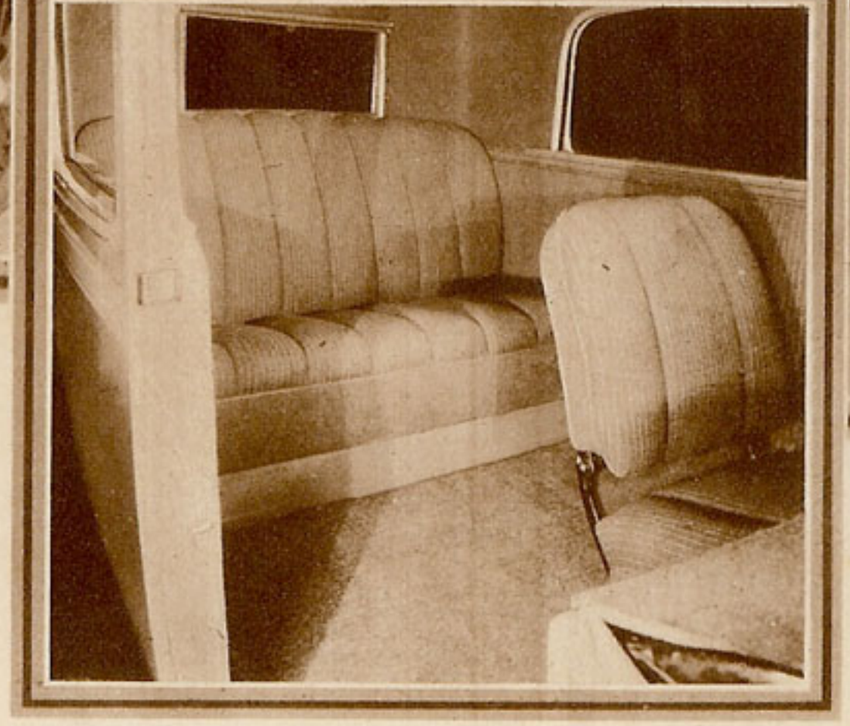
A view through the open door of the Sport Coupe shows the beauty of design, quality of materials and careful workmanship that characterize every detail of the new Fords.

NEW FORD SPORT COUPE

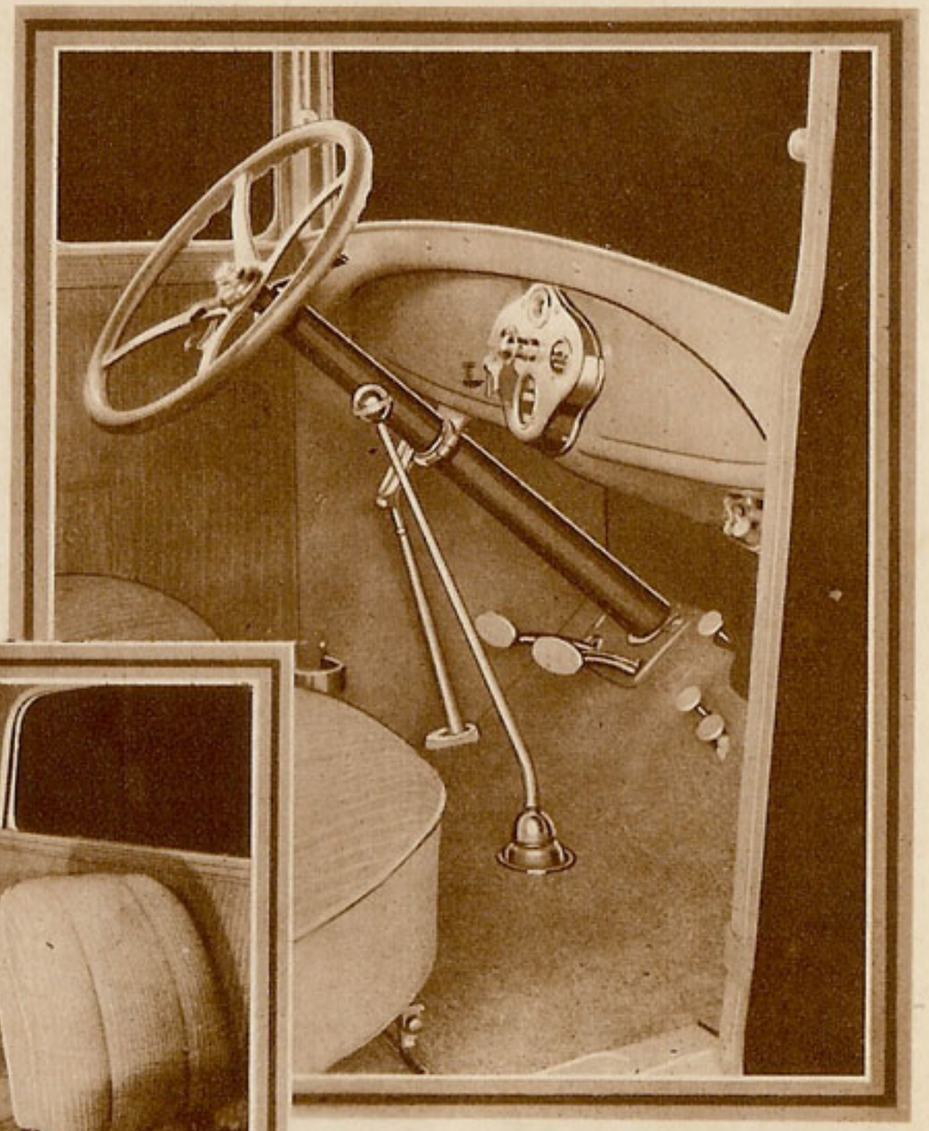
*Combines the alert speed and style of the Roadster with the advantages of a closed car.*
*Smart, low, fleet. Finished in a variety of beautiful colors,*
*as are all of the new Ford cars.*



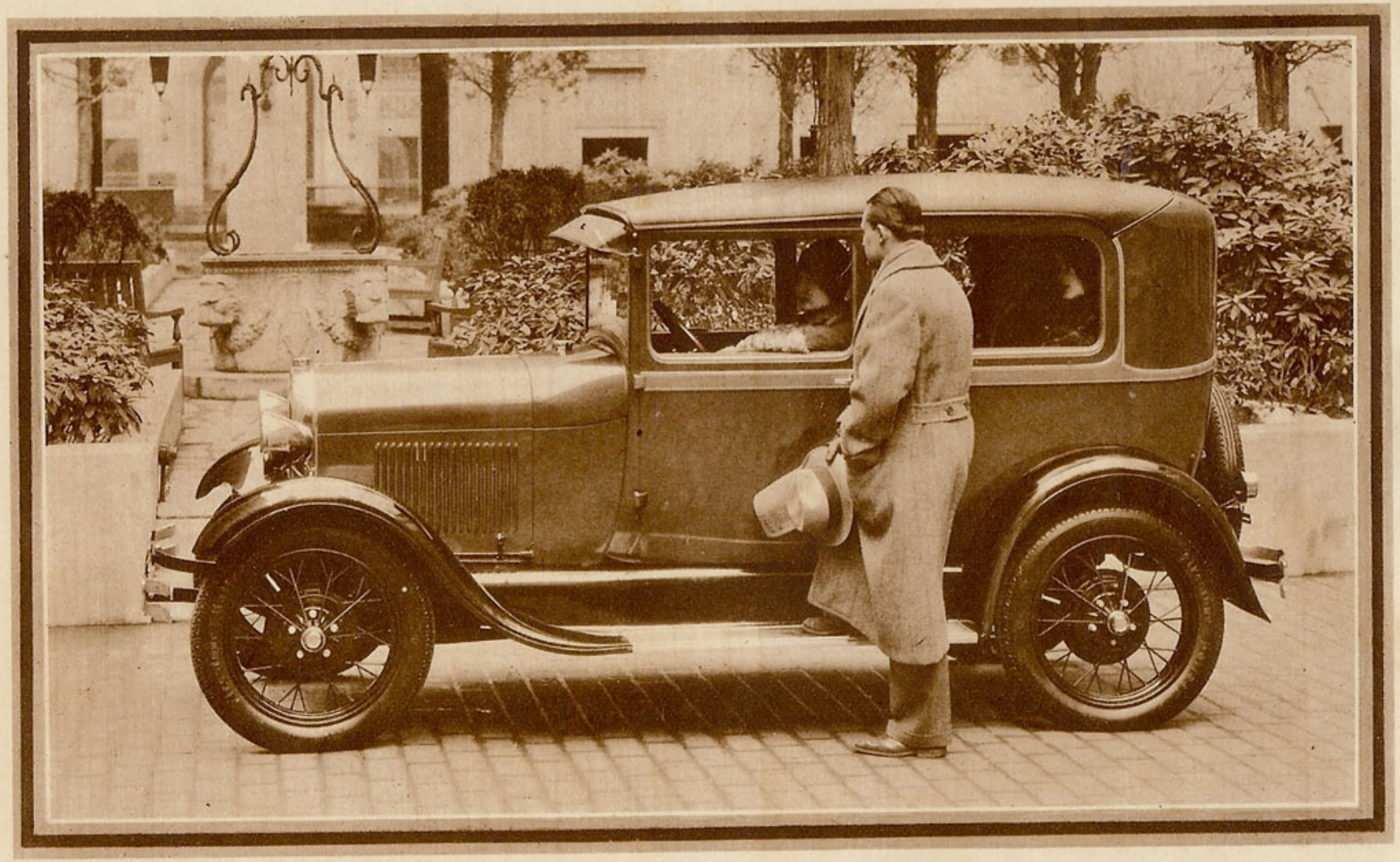
A front and side view showing the sweeping lines and rugged strength of the new Ford Tudor Sedan. Radiator shell and new acorn design headlamps are full-nickeled.



Here you can see the roominess of the new Ford Tudor Sedan. Built to seat five people in real comfort. Both front seats fold forward, giving easy access to rear seat.

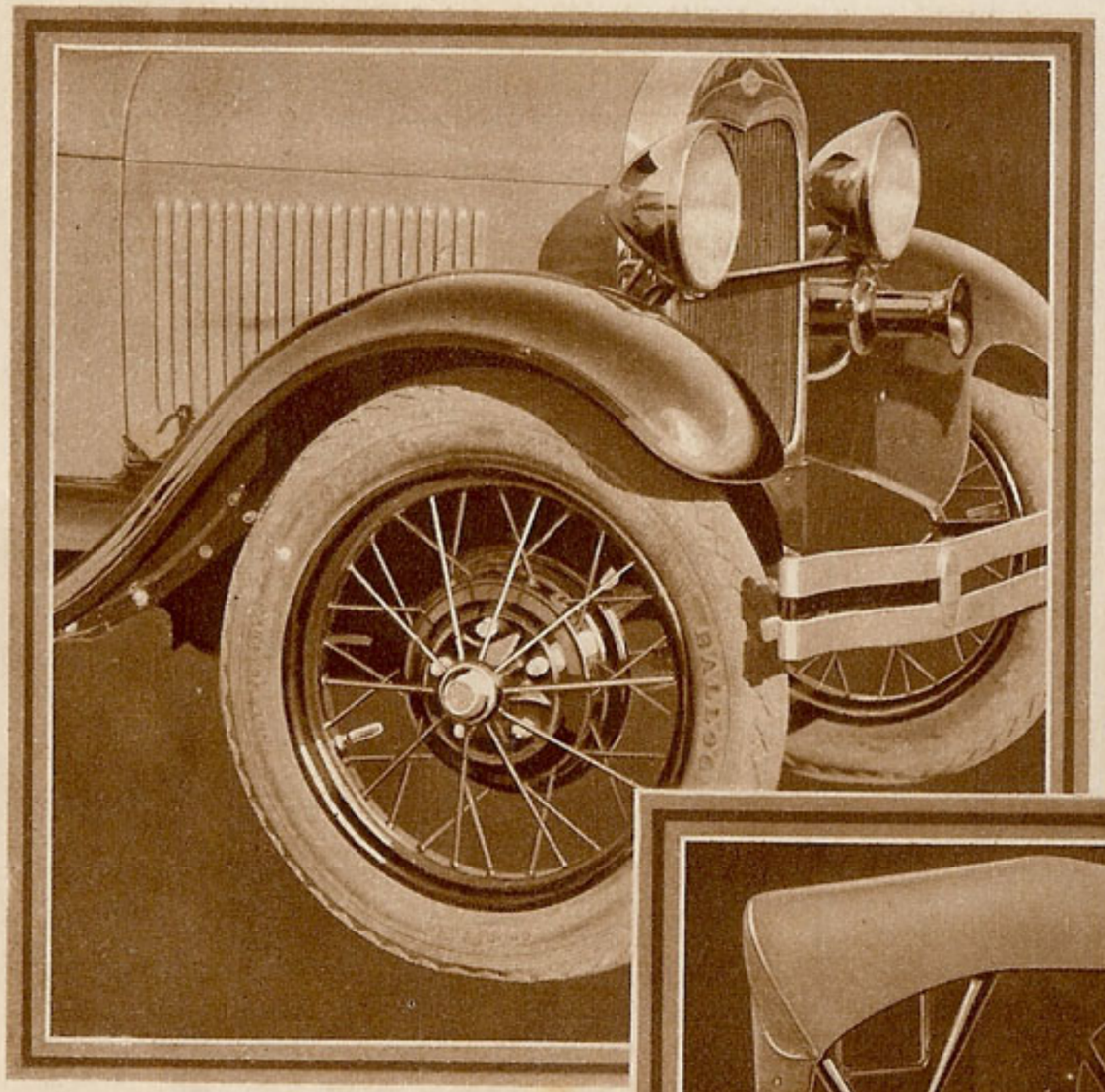


This photograph shows the convenient control mechanism of the new Ford Tudor Sedan. Note the size and sturdiness of the steering wheel and column.

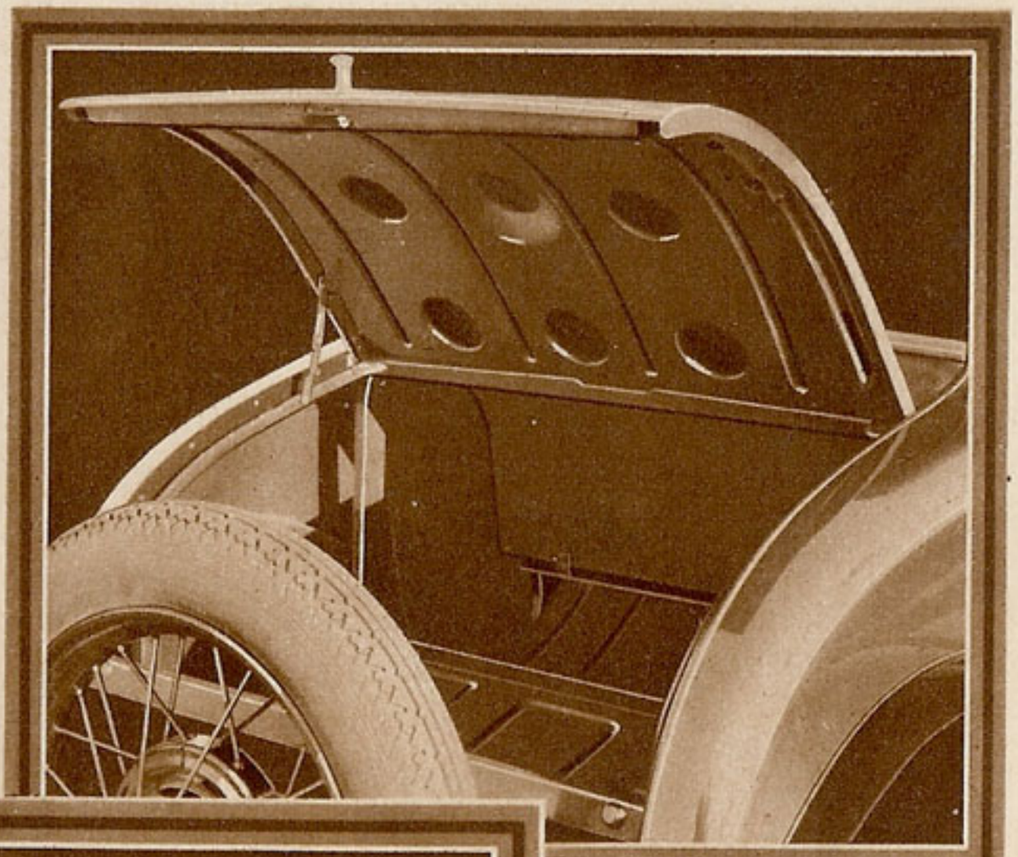


NEW FORD TUDOR SEDAN

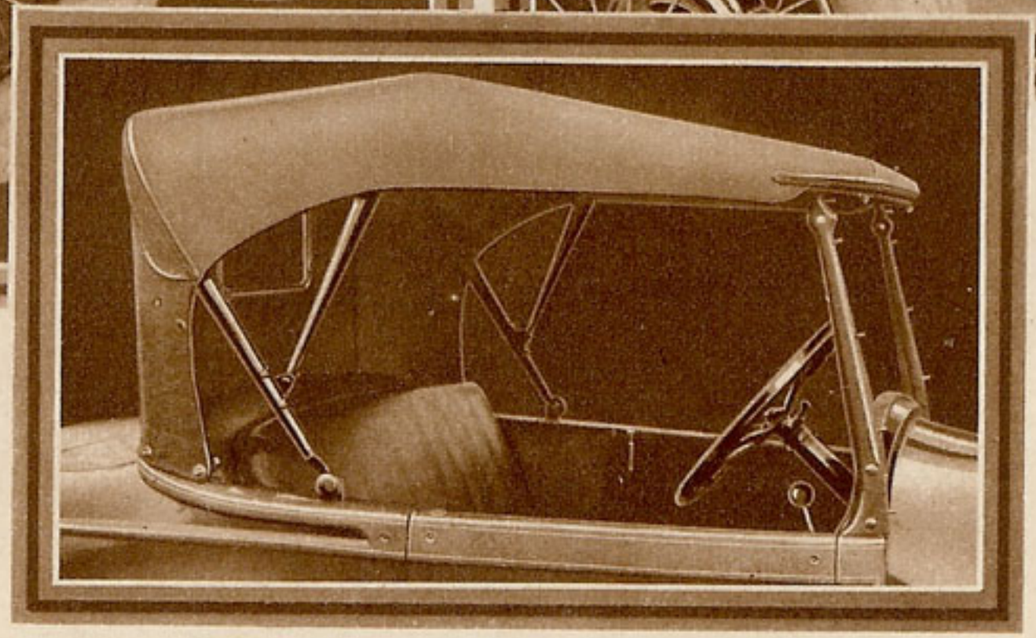
*An exceptionally roomy and comfortable car. Designed and built to accommodate five passengers without crowding.*
*A beautiful closed job with crown roof and military-type sun visor.*
*Richly appointed in every least detail.*



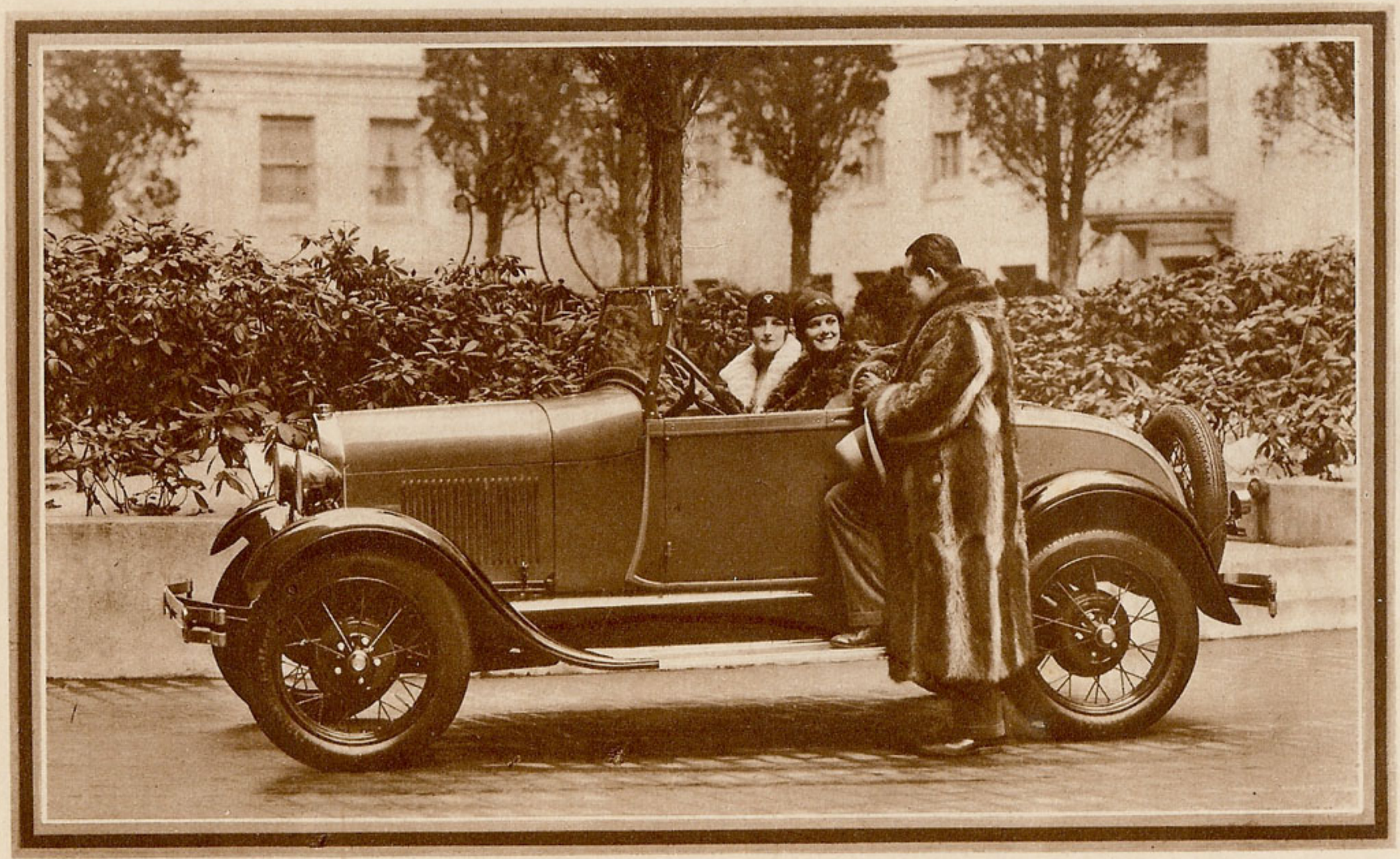
Specially designed steel-spoke wheels, standard on all types, help to emphasize the alert, fleet appearance of the new Ford Roadster. These steel-spoke wheels are welded in one piece, and there are only thirty spokes in each wheel.



The new Ford Roadster has an unusually large rear deck affording ample luggage space. Rear quarter lines blend gracefully into those of rear deck which is provided with a lock and key.

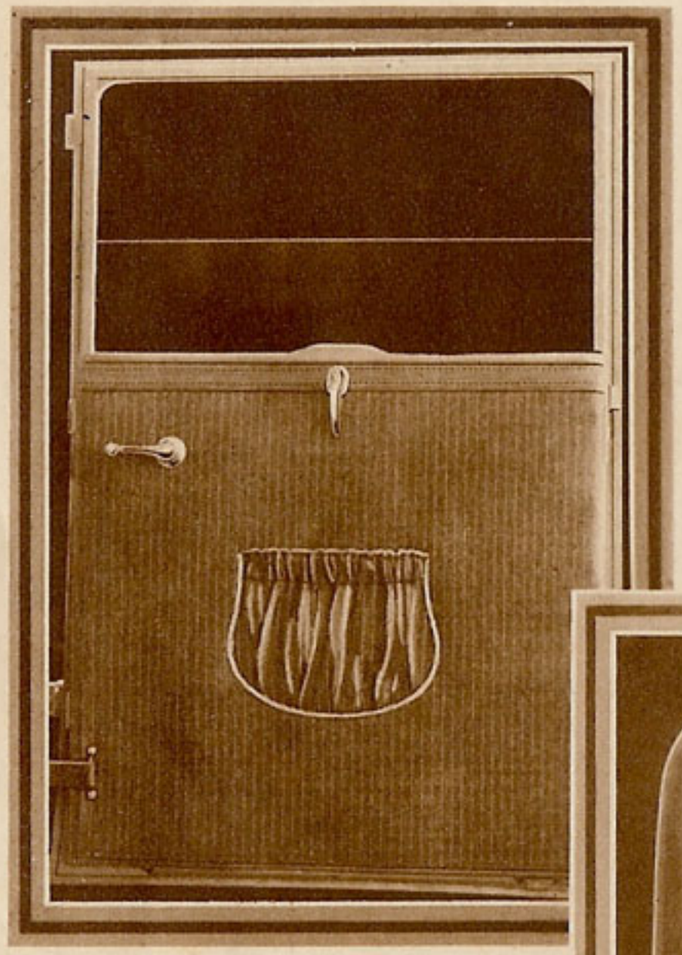


The top of the new Ford Roadster is of the quick collapsible type and may be flipped back easily with one hand. It folds flat, giving a smart streamline effect.

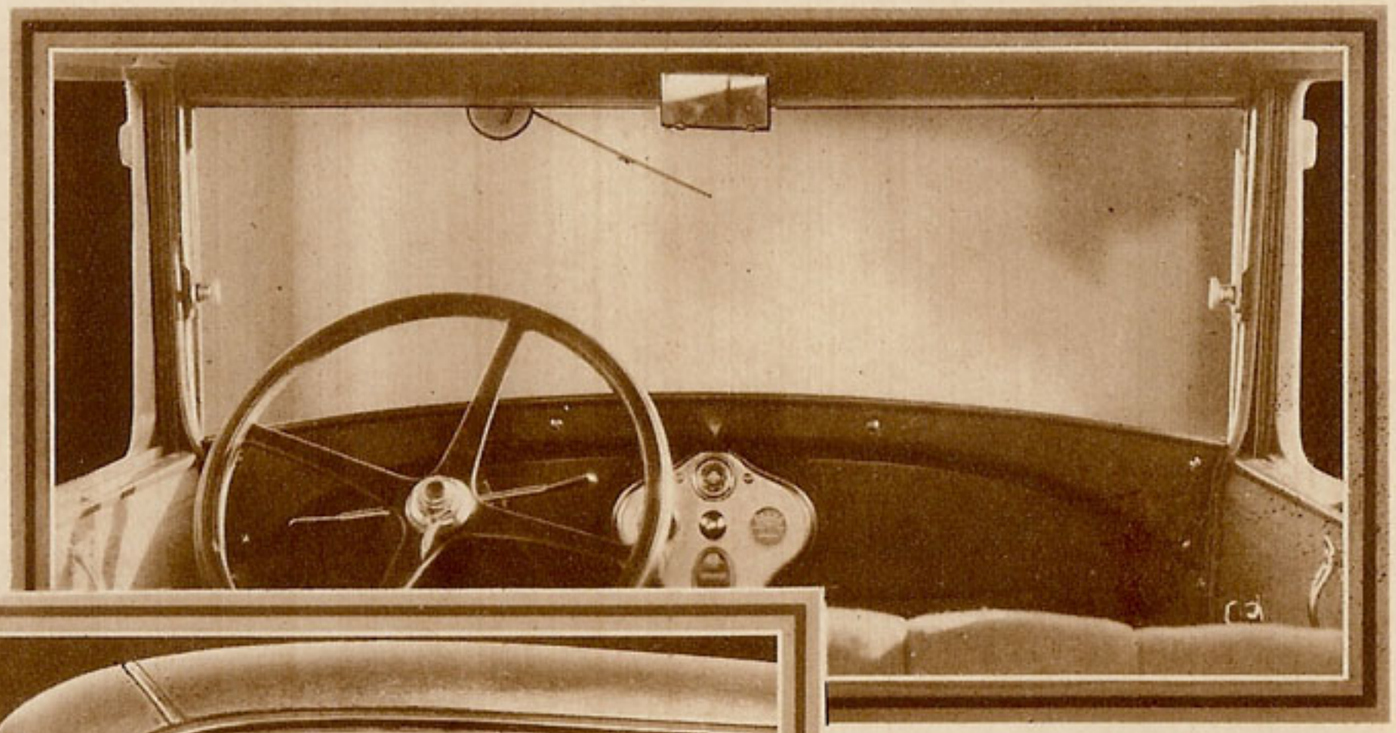


NEW FORD ROADSTER

*The new Ford Roadster is a car for Youth and the Country Club. Low, smart, rakish, and as speedy as it looks. A great car to drive because it is so alert—so capable—so eager-to-go.*

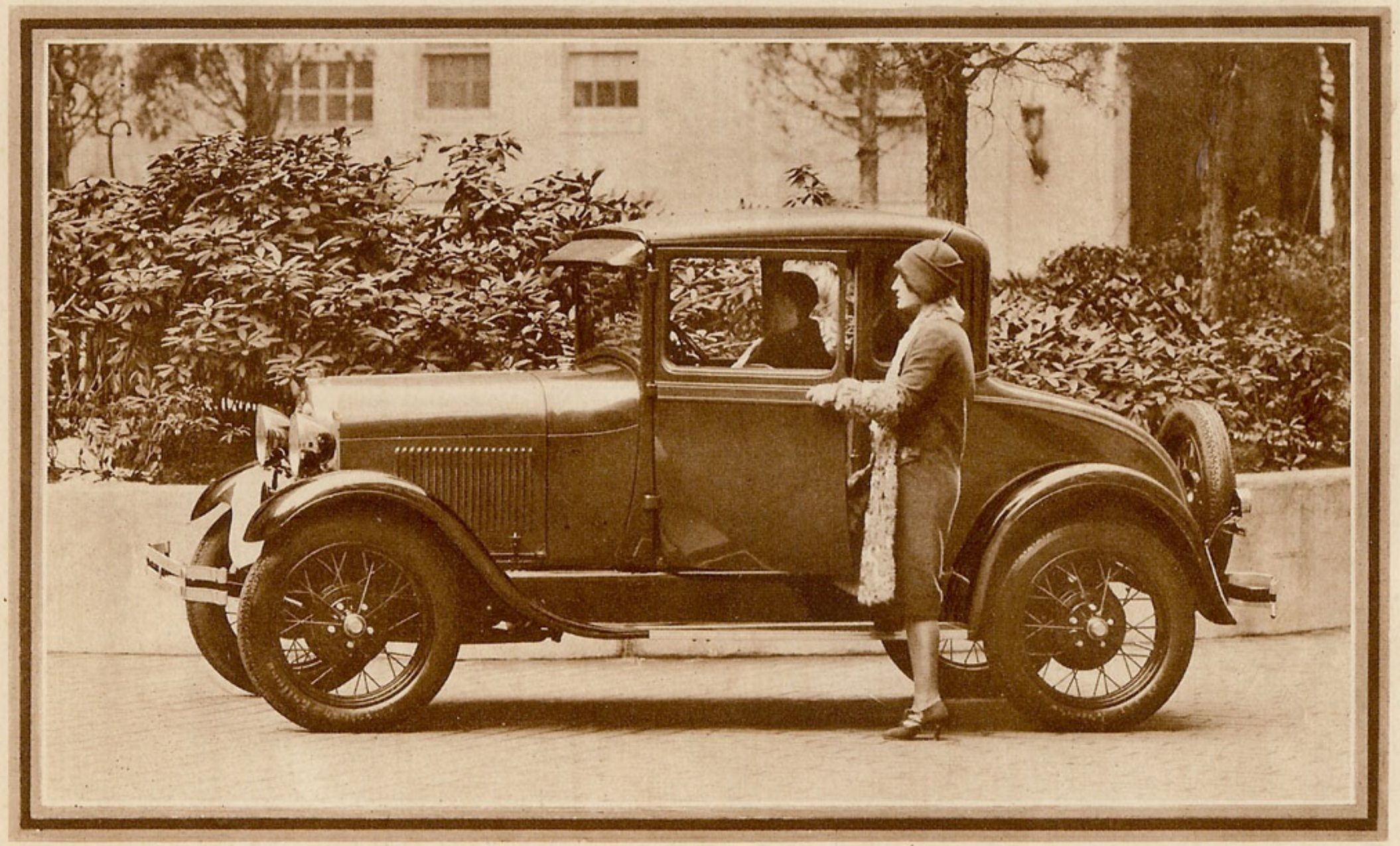


Showing inside of coupe door with lace trim, gathered pocket, revolving window lift and remote control for door lock. Window glass lowers flush with sill.



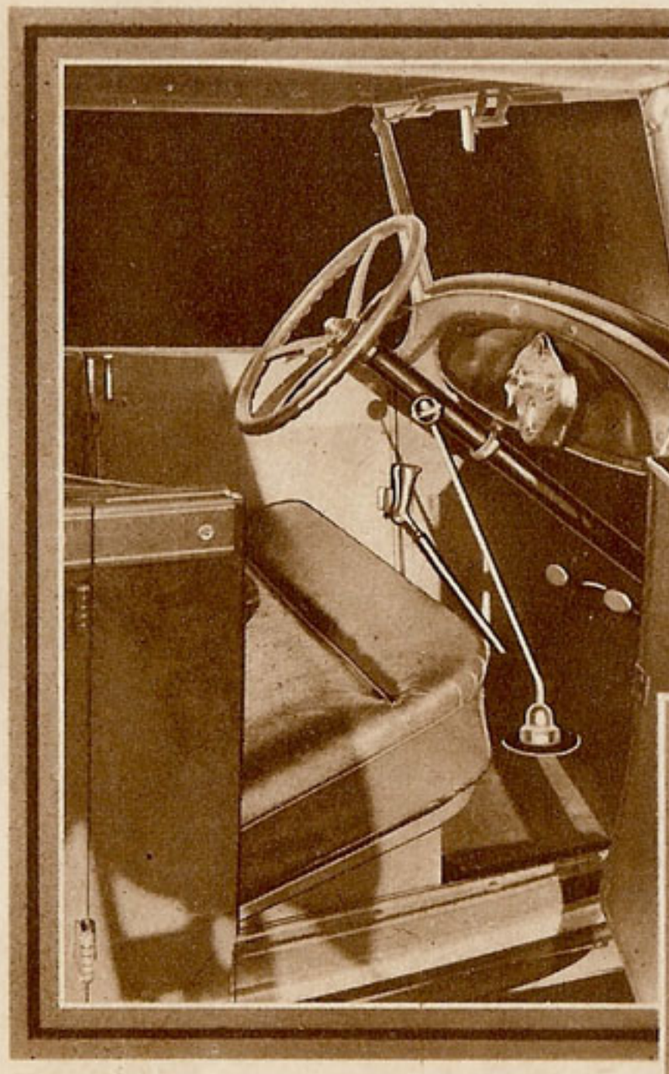
Ford-Triplex shatter-proof glass is used in the windshields of all new Ford cars. It is an important safety feature. It also breaks headlight glare.

A pleasing feature of the new Ford Coupe is the crown roof with bald head effect at rear corners. This new Ford Coupe also has the new military-type sun visor.

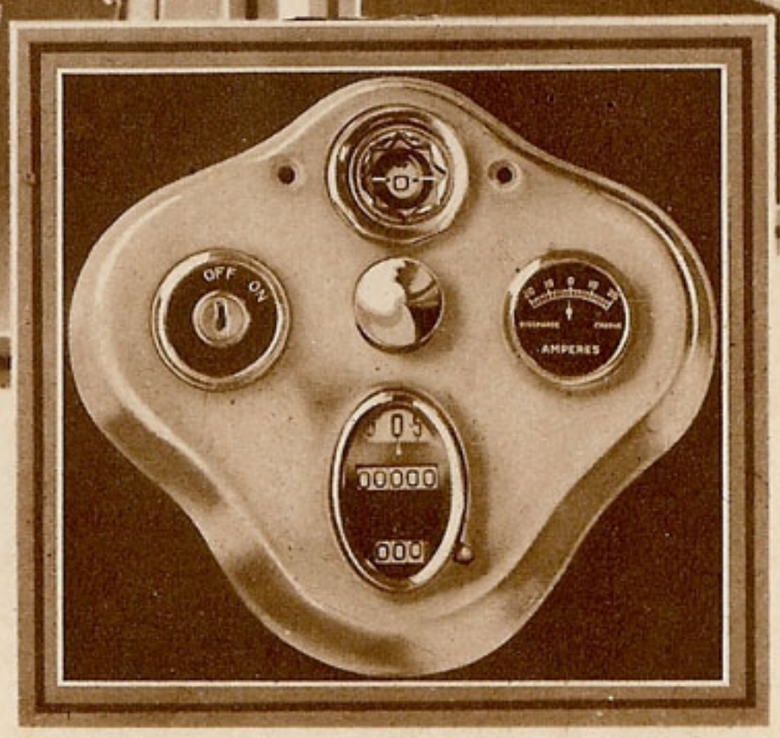


NEW FORD COUPE

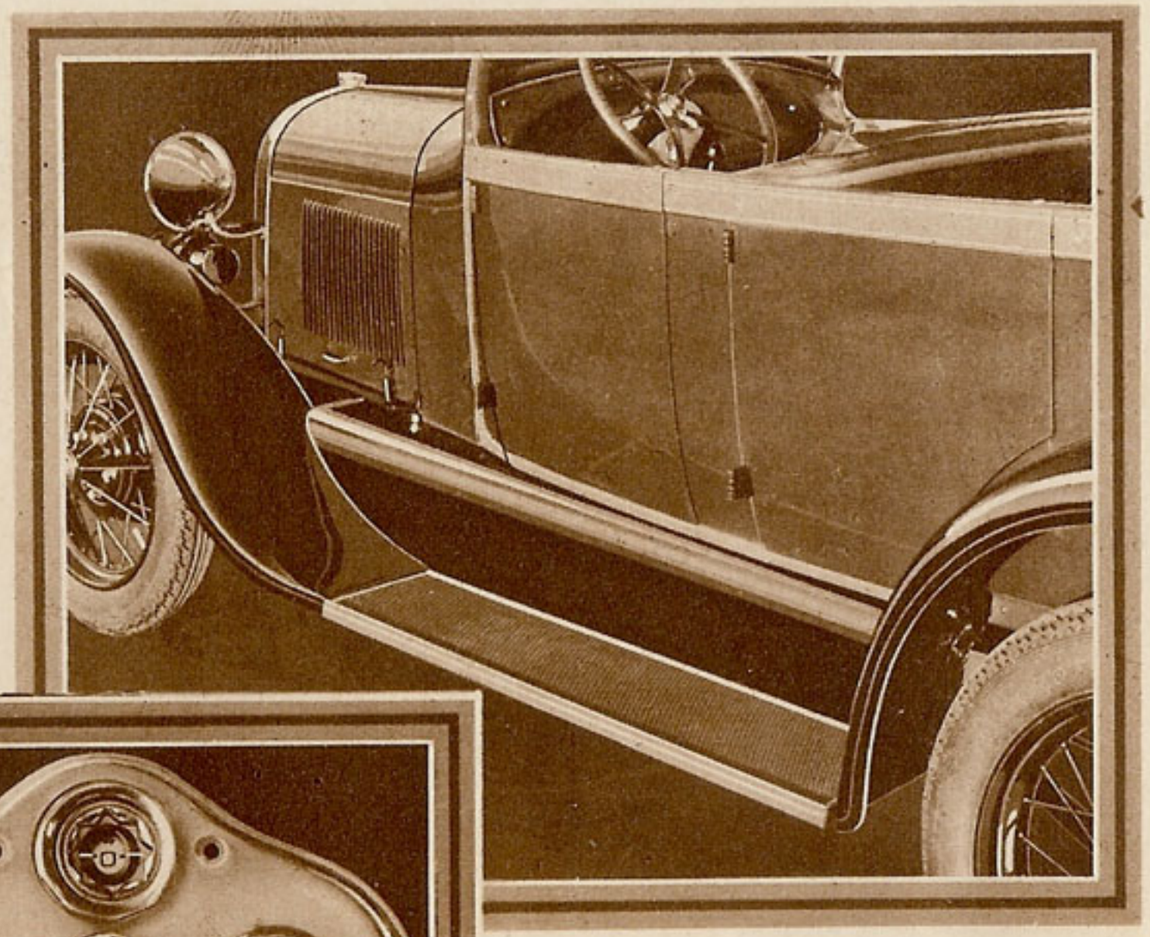
*An all-weather car for the business or professional man and for the modern mother and her daughter. Built to endure—to serve you faithfully and well for many months and years.*



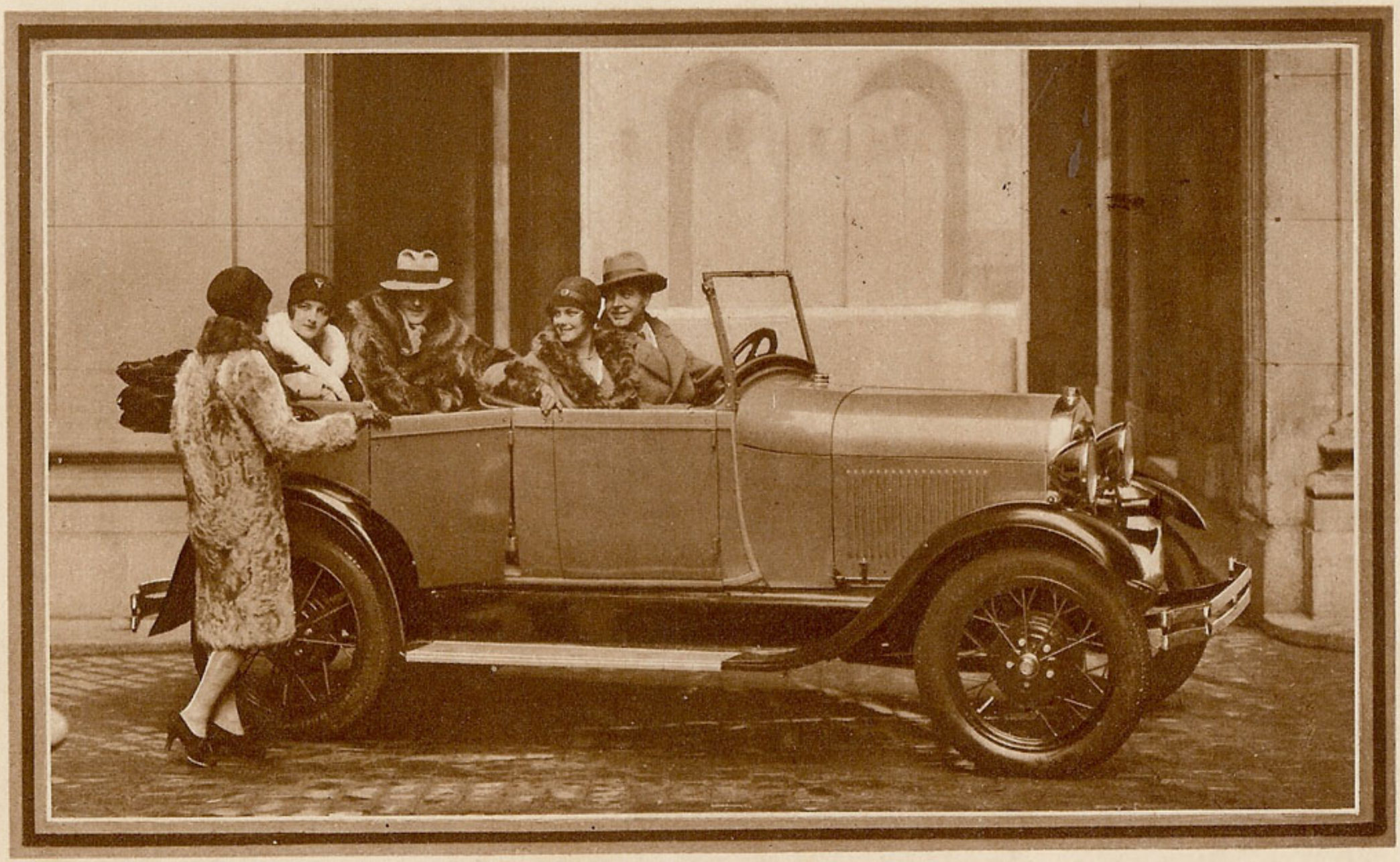
Driver's seat is comfortable and spacious. Controls are conveniently placed within easy reach.




Shown here is the good-looking instrument panel of the new Ford Phaeton. Instruments are conveniently arranged in clover-leaf cluster, with light in center.



Full-crown fenders and rubber covered running boards are features of all new Ford cars.



NEW FORD PHAETON

*Long, low, fleet, with a sweep of line that reflects the art of the master designer. A good-looking car that puts a new thrill in driving because of its speed—power—pick-up and reliability.*

# Features of the New Ford Car

*55 to 65 Miles an Hour* The new Ford has unusual speed. It will do 55 to 65 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-Horsepower Engine* At 2200 revolutions per minute, the new Ford four-cylinder engine develops 40 horsepower. 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 3⅞ inches and the stroke 4¼ inches.

*Remarkable Acceleration* The new Ford is remarkably quick on the getaway. In tests in high gear, with a Tudor sedan body and two passengers, it has accelerated from 5 to 25 miles per hour in 8½ 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. Nickeled cap on gasoline tank is in center of cowl as on foreign cars.

*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. The new generator is of the power-house type. There is only one coil, in a waterproof case. The distributor, located on top of the engine, is easily accessible. Connections are made to the spark plugs by short bronze springs. The coincidental lock 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 wire. This wire is grounded to the distributor casing, thereby making it impossible for anyone to wire around the device.

*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. Headlights can be dimmed from this switch on steering wheel.

*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.

*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.

*Comfortable, Safe 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* Houdaille 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-Quarter Floating Rear Axle* The rear axle of the new Ford is of the three-quarter 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 axle 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 4,000 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* The new Ford cars are low and fleet and are distinguished by the quiet simplicity of line and contour. 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 nickeled. 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 nickeled. 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 Colors* The color combinations used on the new Ford are especially artistic and attractive. A variety of color choices are offered for each body type—a most unusual feature in a low-price car. 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.

*Ford-Triplex Shatter-Proof Glass* Windshields of all the new Ford cars are made of Ford-Triplex shatter-proof glass. This is a highly important safety factor because it has been found that in automobile accidents a large percentage of injuries result from cuts by flying glass, particularly from the windshield. The Ford-Triplex shatter-proof glass used in the windshields of the new Fords also softens direct sun's rays, breaks headlight glare, eliminates condensation on the windshield of closed cars during winter and is flexible under impact.

*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 on All New Ford Cars* Starter, Five Steel-Spoke Wheels, Windshield Wiper, Speedometer, Theft-Proof Coincidental Lock, Four 30 x 4.50 balloon tires, Ford-Triplex Shatter-Proof Glass Windshield, Gasoline Gauge, Ammeter, Dash Light, Mirror, Combination Stop and Tail Light, Oil Indicator Rod, Complete Tool Set.

# Summarized Specification of the New Ford Car (Model A)

*Engine*—Four cylinder "L" head, cast en bloc. Bore 3 7/8 inches; stroke, 4 1/4 inches; horsepower rating S.A.E. and N.A.C.C., 24.03, brake horsepower, 40 at 2200.

*Transmission*—Standard selective sliding gear type, three speeds forward and one reverse. Gears and shafts of chrome alloy steel, heat-treated for hardness. Main shafts moving on ball bearings, countershaft on roller bearings and reverse idler on bronze bushing; insures exceptional durability and quietness.

*Clutch*—Multiple dry-disc. Four driving discs, five driven discs. Long-wearing wire and asbestos composition facing. Completely enclosed and protected. Exceptionally smooth and easy in action.

*Brakes*—Four-wheel mechanical, internal expanding shoe type operated by both service pedal and hand brake. Drums 11 inches in diameter. Width of brake shoes, 1 1/2 inches. Total braking surface, 168 square inches.

*Camshaft Bearings*—Five, all 1 9/16 inches in diameter. Length, No. 1, 1 3/4 inches; No. 2, 7/8 inches; No. 3, 2 inches; No. 4 7/8 inches; No. 5, 1 inch.

*Valves*—Carbon chrome nickel alloy.

*Crankshaft Bearings*—Three main bearings, all 1 5/8 inches in diameter. Length, front and center, 2 inches; rear, 3 1/8 inches. Bearings, babbitt, lower half backed in steel, upper half in iron.

*Connecting Rod*—Steel forging, "X" section design. Lower bearing babbitt, 1 1/2 inches in diameter by 1 5/8 inches long. Piston pin machined seamless steel tubing; full floating type.

*Carburetor*—1-inch vertical. Choke and needle adjustment rod on dash. Hotspot intake manifold.

*Steering Gear*—Irreversible, worm and sector type with roller thrust bearings on worm shaft. Gear housing steel forgings, welded, steering column steel tubing welded to gear housing, making sturdy one-piece unit. Ratio 11 1/4 to 1 to give easy steering.

*Oiling System*—Gear pump delivers oil to reservoir in valve chamber providing constant gravity flow on crankshaft main bearings. Other engine lubrication by splash system. Oil pump driven from spiral gear on camshaft. Oil level indicator rod, oil filler on left side of engine. Capacity, 5 quarts.

*Ignition*—Battery, coil and distributor; new Ford mechanical design which eliminates high-tension cables to spark plugs. Theft-proof ignition lock.

*Battery*—Ford battery, 6 volts, 80 ampere hours. Current supplied by new power plant type six-pole generator, automatically controlled.

*Starter*—Motor of new design.

*Cooling*—Centrifugal water pump in cylinder head on shaft which also operates fan. Tubular radiator,

two-blade airplane propeller type fan 16 inches in diameter, driven by adjustable "V" belt. Capacity, 3 gallons.

*Fuel*—Gravity feed from welded steel tank built integral with cowl. Capacity of tank, 10 gallons.

*Springs*—Transverse semi-elliptic, both front and rear, chrome steel.

*Instrument Panel*—Satin-finish nickel, mounting speedometer, gasoline gauge, ammeter, ignition lock and lamp. Choke and carburetor adjustment rod at right.

*Control*—Steering wheel 17 1/2 inches in diameter. Gear shift in center. Hand brake at left. Spark and throttle control under steering wheel; horn button and light switch in center of wheel. Foot accelerator.

*Rear Axle*—Three-quarter floating type. New design all-steel housing. Axle shafts special Ford carbon manganese steel, differential gears integral with shaft. Spiral bevel gear and pinion. Roller bearings throughout.

*Front Axle*—Chrome alloy steel forging, "I" beam construction; reverse Elliott type; adjustable taper roller bearings for wheels.

*Drive*—Torque tube. Exceptionally heavy radius rods.

*Lights*—Double filament headlights, combination tail and stop light. Dash light on instrument panel.

*Equipment*—Houdaille hydraulic shock absorbers, speedometer, gasoline gauge, ammeter, ignition lock, dash lamp, automatic windshield wiper on closed cars, handwiper on open cars, rear-view mirror, combination tail and stop light, high pressure grease gun for lubrication of chassis, tool equipment, tire pump, jack, oil measuring rod on engine, horn, spare steel-spoke wheel.

*Tires*—Balloons, 30 x 4.50 standard on all passenger cars.

*Wheelbase*—103 1/2 inches.

*Wheels*—Ford steel-spoke wheels standard on all passenger cars.

*Turning Radius*—17 feet; circle 34 feet.

*Tread*—56 inches.

*Road Clearance*—9 1/2 inches.


Ford