

THE NEW FORD V-8 FOR 1934

A DIFFERENT KIND OF A NEW CAR

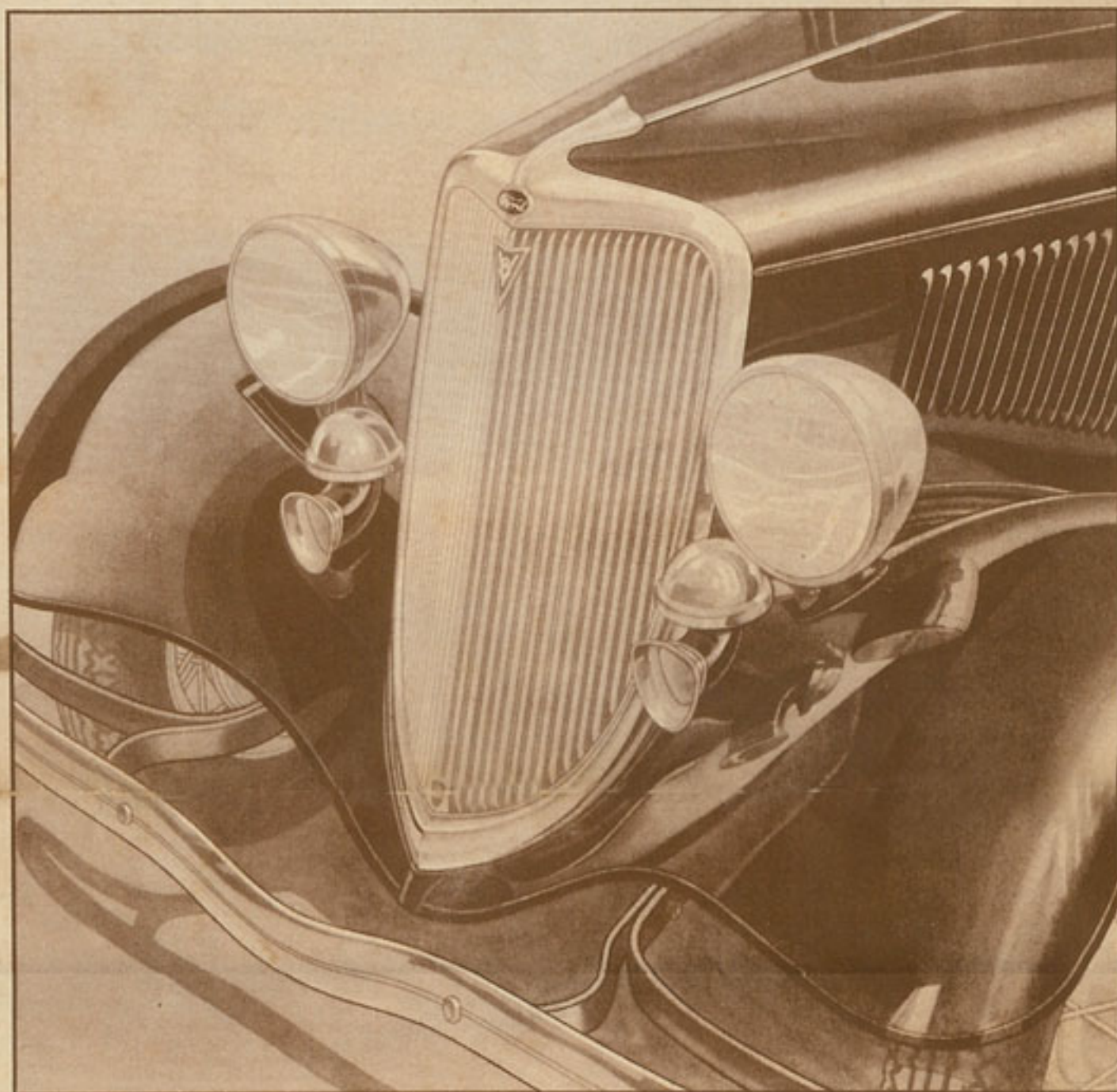
It's a different kind of new car—this New Ford V-8 for 1934. There's no experiment about it. Everything in it is tried and tested and hundreds of thousands of Ford V-eights have gone millions of miles in actual service—and that shows what it will do. Its basic design remains. Ford V-8 drivers would be the last to permit any change there. The new V-8 is the natural successor to the Ford V-eights of previous years. The Ford policy of continuous improvement was never more beautifully illustrated. It is the best car of all the many good cars the Ford Motor Company has ever built.

The Ford V-8 for 1933 was outstanding in its performance, comfort and economy. None of that is left out this year—it is all increased, improved, to make the New Ford V-8 for 1934 an even better car.

CLEAR VISION BODY VENTILATION—A built-in system of ventilation which allows the fullest vision, prevents body drafts and gives individual passenger control. Effective at all speeds and all temperatures. Windshield and cowl ventilator open for warm-weather driving.

GREATER RIDING COMFORT—Increased flexibility of springs. Newly designed spring-leaves for quieter and easier action. Shock absorbers improved. Deeper seat cushions. Softer seat springs. New-type bucket seats in front compartment of Tudor Sedan.

BETTER PERFORMANCE—More Power—speed—greater acceleration—smoother operation—with the proved efficiency and superiority of the Ford V-8 cylinder engine.



INCREASED GAS AND OIL ECONOMY—New dual carburetor and new dual intake manifold give more miles per gallon. Added engine refinements give greater oil economy. You can't beat the Ford for economy.

IMPROVED COLD-WEATHER OPERATION—New carburetion system improves fuel vaporization, distribution and starting for better cold-weather performance. Water line thermostats cause the engine to reach an efficient operating temperature quickly and maintain it under all weather conditions.

EASIER STEERING—New steering gear ratio of 15-to-1 makes steering easier, safer.

NEW BODY FINISH—Enamel finish with unusual wearing qualities and enduring luster for bodies and fenders. Wheels and fenders bonded to prevent spread of rust.

BEAUTIFUL INTERIORS—New tufted upholstery. New garnish mouldings. New cove headlining. New instrument panel. New front door arm rests and new swivel-type sun visors in De Luxe bodies. New hardware.

BRILLIANT APPEARANCE—New, deeper chromium-plated radiator shell and grille. New hood louvers and fasteners. New hub caps. Choice of attractive new body colors. Fenders in color to match on all De Luxe cars.

NEW BUILT-IN "CLEAR-VISION" VENTILATION

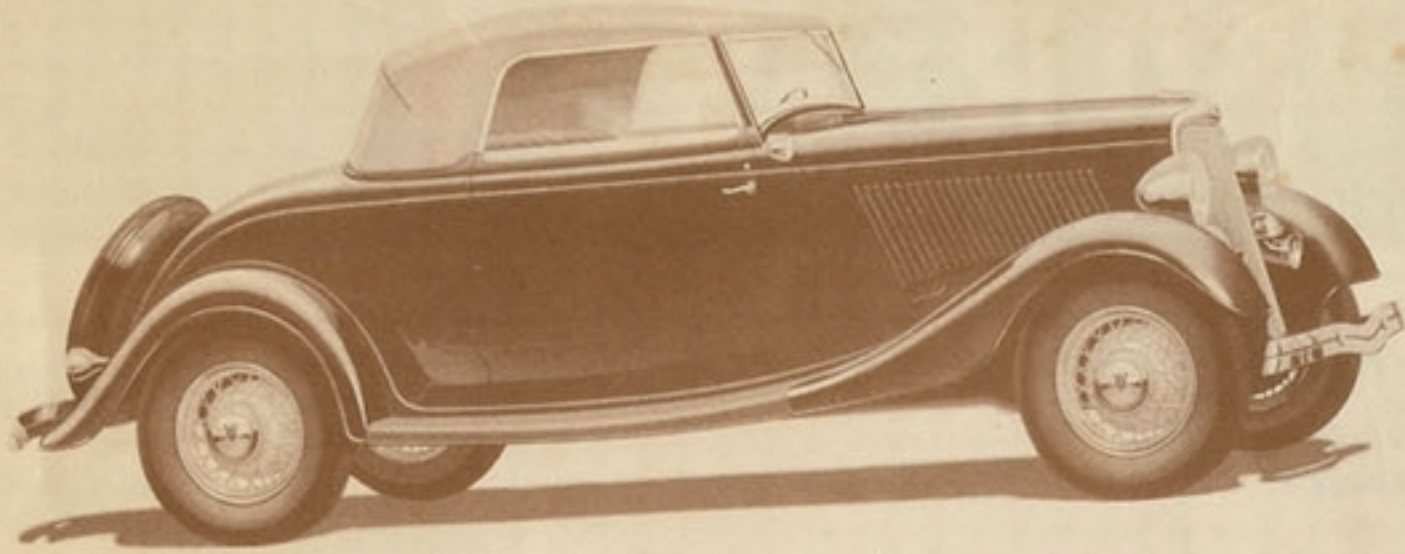


This new type of "individual control" ventilation prevents drafts and is effective at all speeds and in any weather. There is nothing to obstruct vision. The windshield also opens and there is an adjustable cowl ventilator. In cold or stormy weather, windshield and cowl ventilator may be closed and window ventilators, which are built into all front door and rear quarter windows, opened. To open them the window is raised in regular manner all the way to the top—then an extra turn of the handle slides the glass back to the ventilating position. This prevents fogging of the windows and windshield on cold days. Driving is made safer and more comfortable.

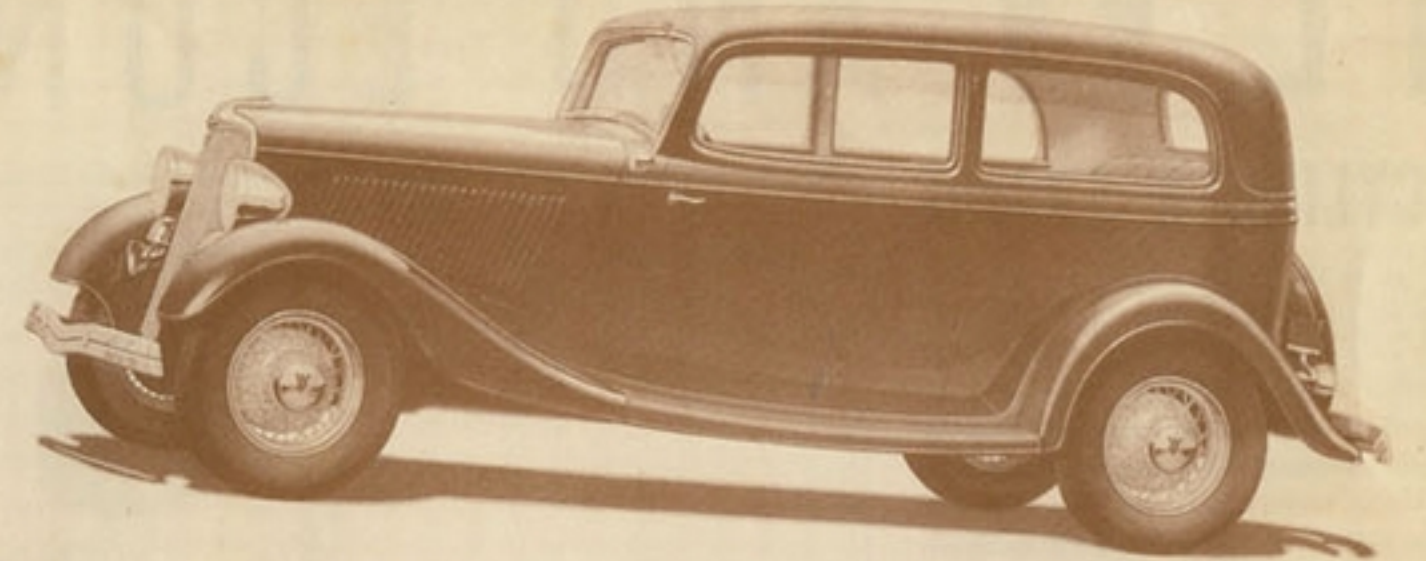
Everybody will see the New Ford V-8 for 1934. By all means ride in it! Feel its power, its greater speed, its faster pick-up. Exceptionally high top speed means better performance and operation in the normal driving range.

STYLES FOR 1934

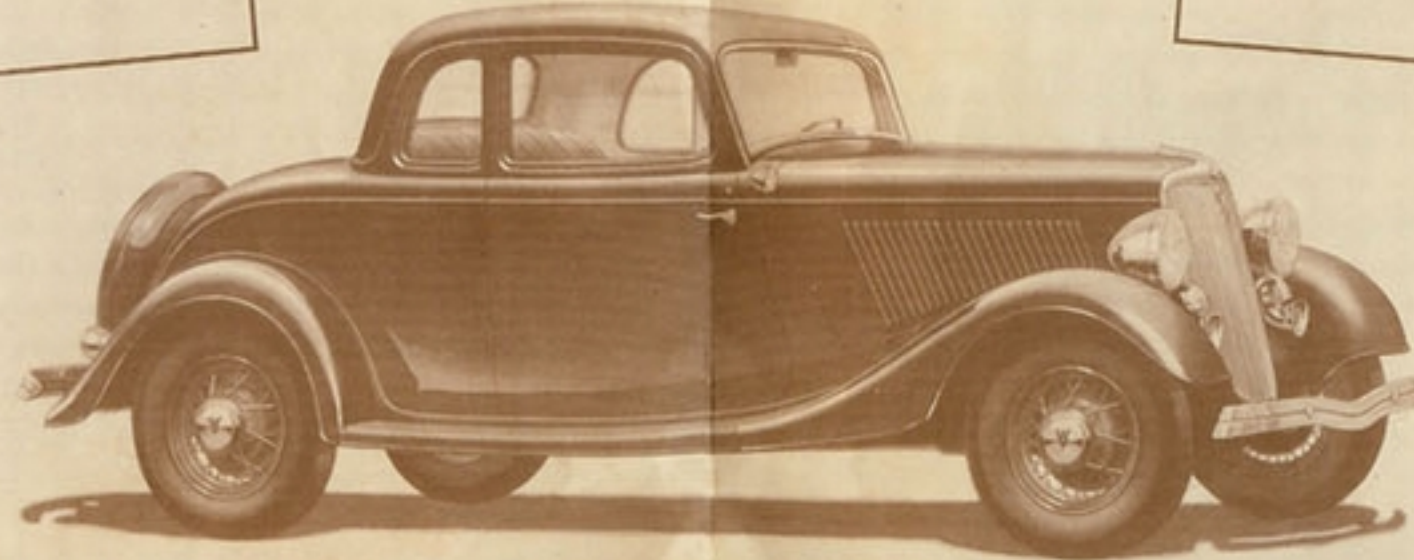
NEW FORD V-8 CONVERTIBLE CABRIOLET—One of the best-looking cars on the road—at any price. Combines the advantages of an open and a closed car. Durable, water-proof top folds flush into a recess back of seat and is covered neatly by a top boot. Choice of Genuine Leather or attractive tufted Bedford Cord upholstery. Comfortable rumble seat is standard equipment. Rear curtain has a sliding fastener seam.



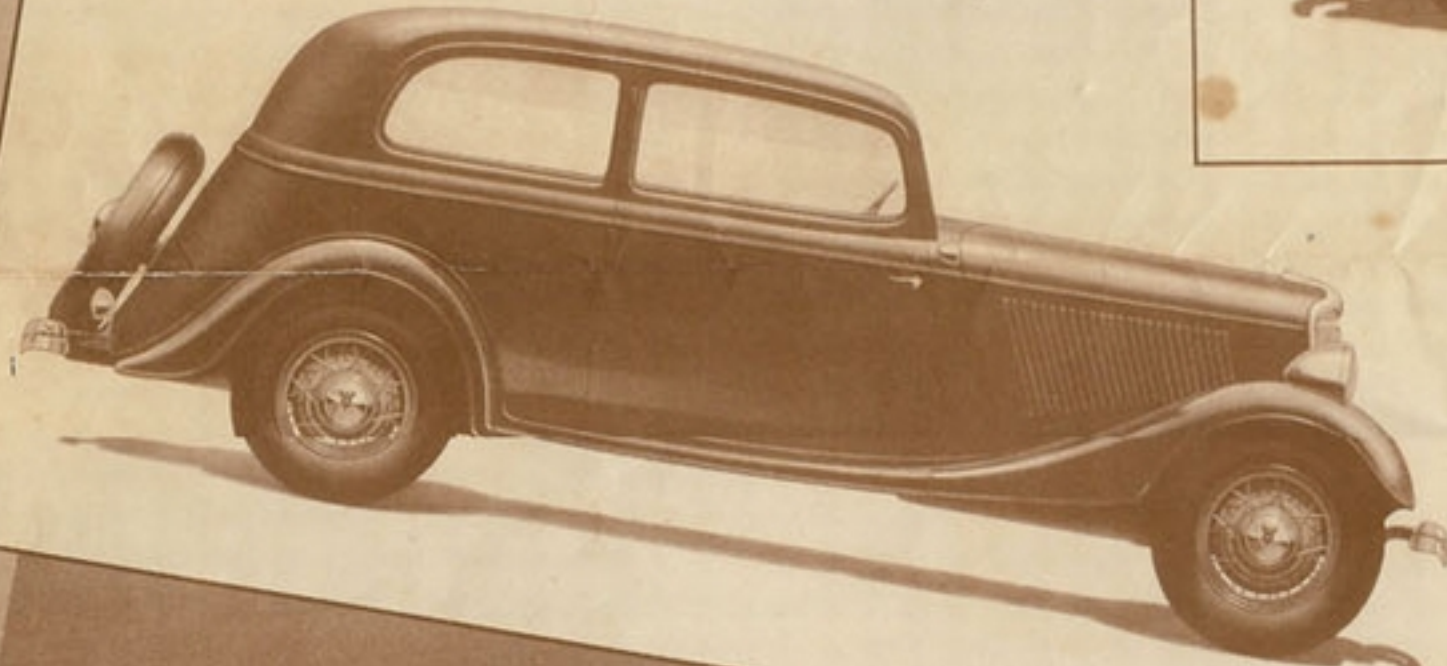
NEW FORD V-8 DE LUXE TUDOR SEDAN—An outstanding value at a low price. Two wide doors, with 38-inch entrance. Interior especially attractive with new tufted upholstery, new garnish mouldings, and new cove headlining. New comfortable, individual bucket seats in front compartment. Driver's seat is adjustable. There is also a New Ford V-8 Standard Tudor Sedan at slightly lower cost.



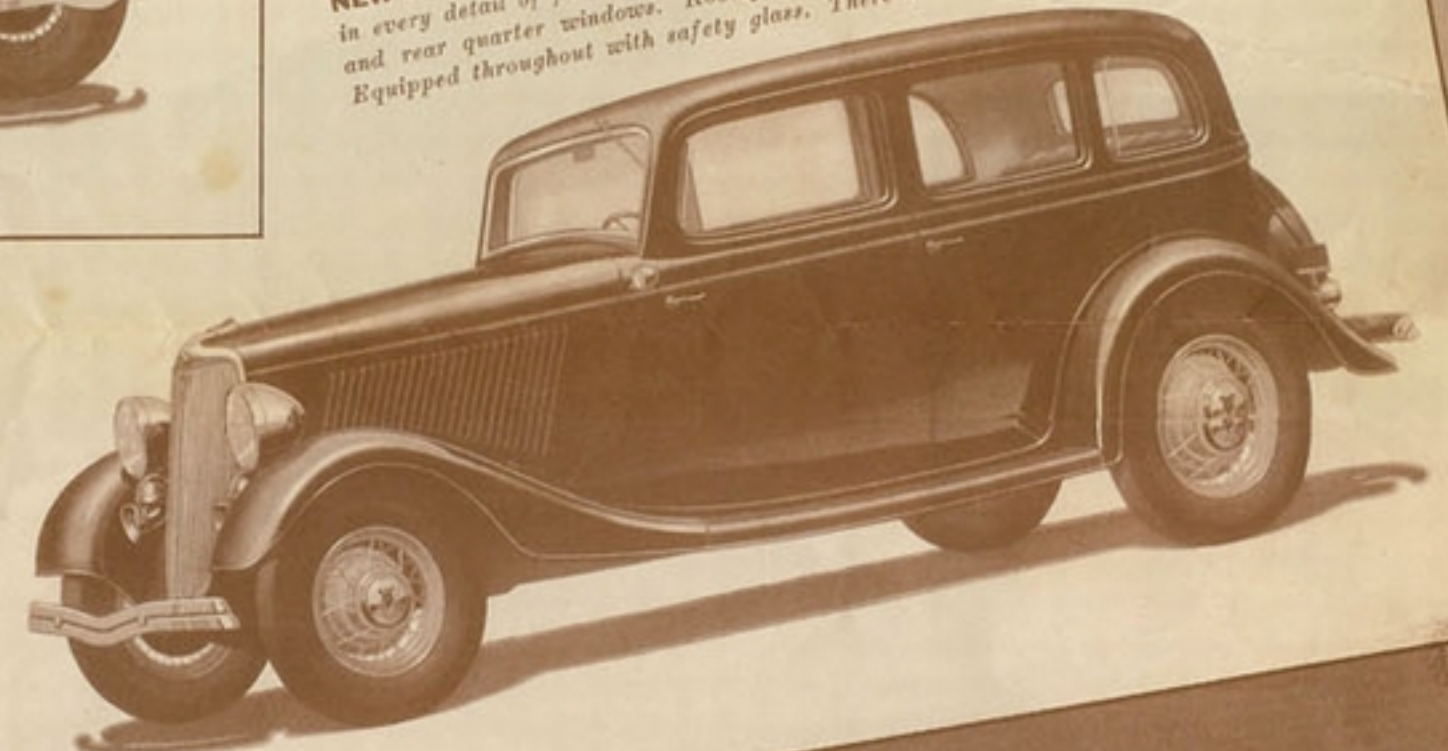
NEW FORD V-8 DE LUXE COUPE (Five Windows)—A popular, practical, two-passenger body type. Wide, roomy seat, with convenient parcel shelf behind. Large luggage space in rear deck. Can be equipped with rumble seat if desired. Rear window opens.



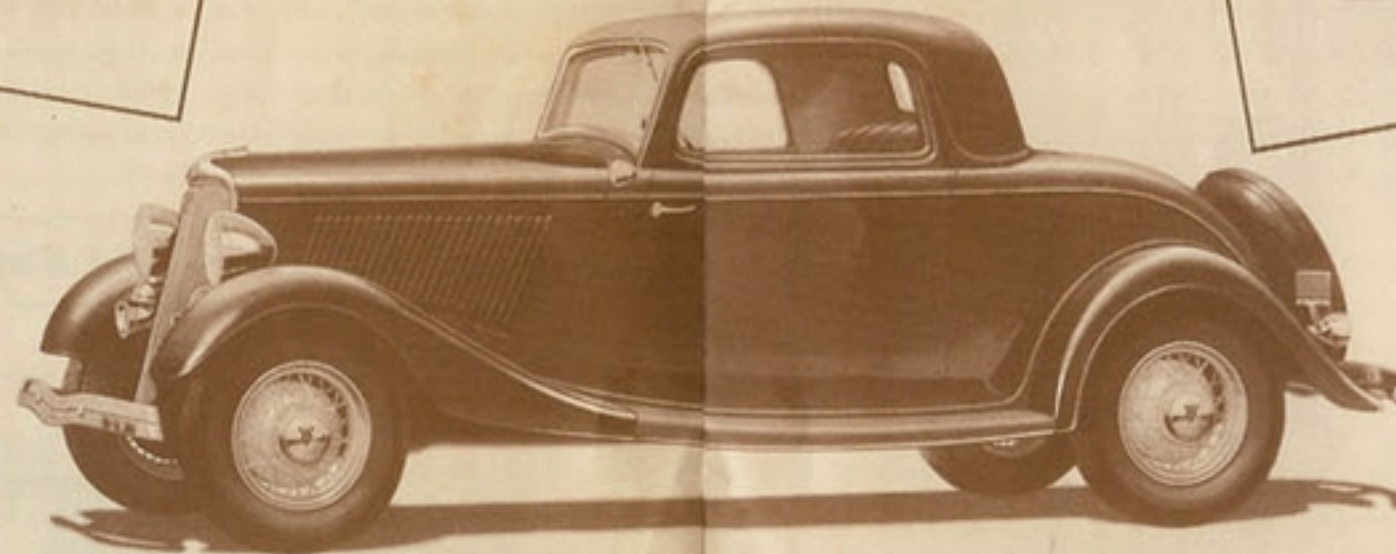
NEW FORD V-8 VICTORIA—A most attractive, newly designed four-passenger type. There is a large luggage compartment opening at the rear of the car. This compartment may be left open for increased luggage space and protected with a canvas cover. (This is provided with the car.) New design individual front seats.



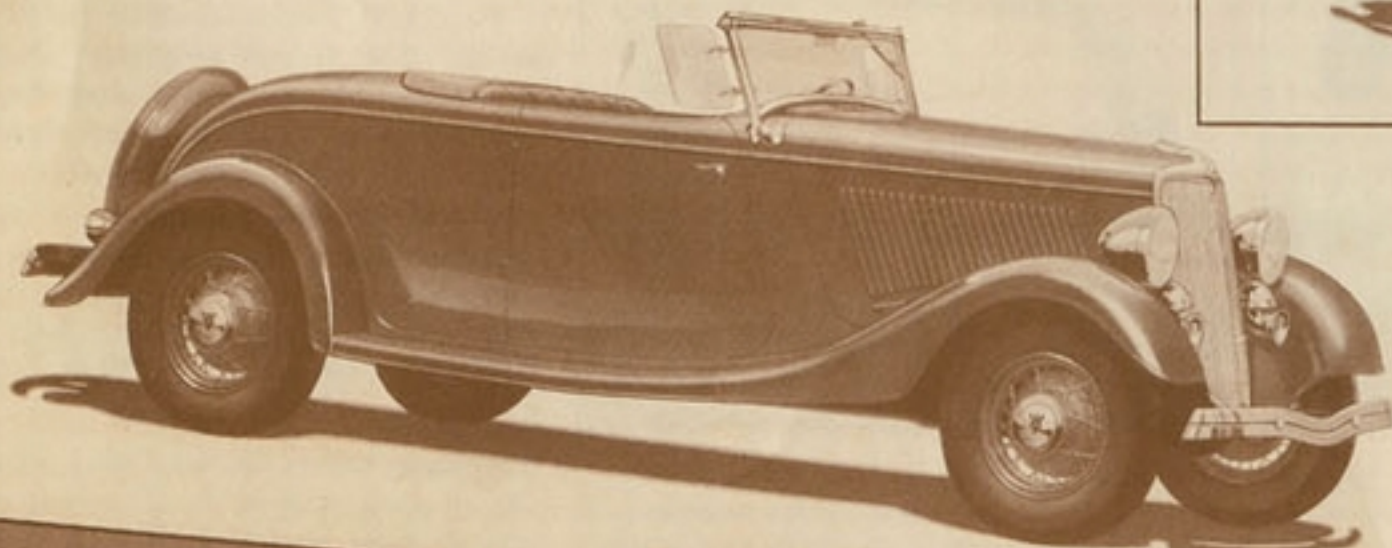
NEW FORD V-8 DE LUXE FORDOR SEDAN—A beautiful roomy sedan, complete in every detail of finish and appointment. Clear-vision ventilating slots in front door and rear quarter windows. Roomy interior makes it an ideal car for family use. Equipped throughout with safety glass. There is also a new Standard Fordor Sedan.



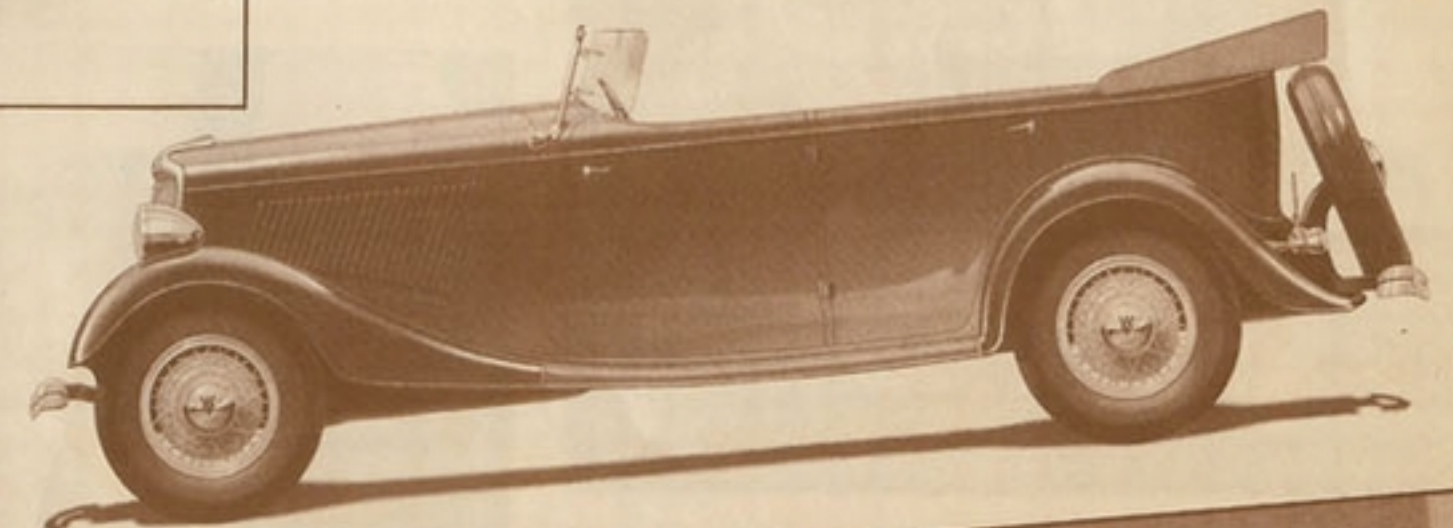
NEW FORD V-8 COUPE (Three Windows)—A particularly good choice for the woman motorist. The attractive sloping top and single side window give unusual grace and style. Smart appearance and high quality in upholstery and finish. Rear window opens. Ample luggage space in rear deck. Can be equipped with rumble seat. Safety-glass windshield and windows.



NEW FORD V-8 ROADSTER—Style and dash ride with you when you speed along in this good-looking new Ford Roadster. The wide seat is upholstered in Genuine Leather. The attractive top comes down easily and folds neatly into a recess when not in use. Comfortable rumble seat is standard equipment. The windshield wings, as well as the windshield, are made of improved safety glass for added security in driving. De Luxe equipment.



NEW FORD V-8 PHAETON—A great buy for those who like the dashing style and airy freedom of an open car. Long, low and roomy. Wheelbase is 112 inches. The over-all length is 176 inches. Attractive tan top is easy to raise and lower. Made of double-thick, water-proof material, interlined with rubber. Genuine Leather upholstery. Windshield and windshield wings are of improved safety glass. Fenders in same color as body.



V-TYPE ENGINE GIVES MORE ROOM

The wheelbase of the New Ford is 112 inches. This means more than it says—a longer wheelbase is not always more passenger room. The V-8 type engine takes less space, leaves more inside body room. It is not the length of the wheelbase that counts, but the available passenger space.

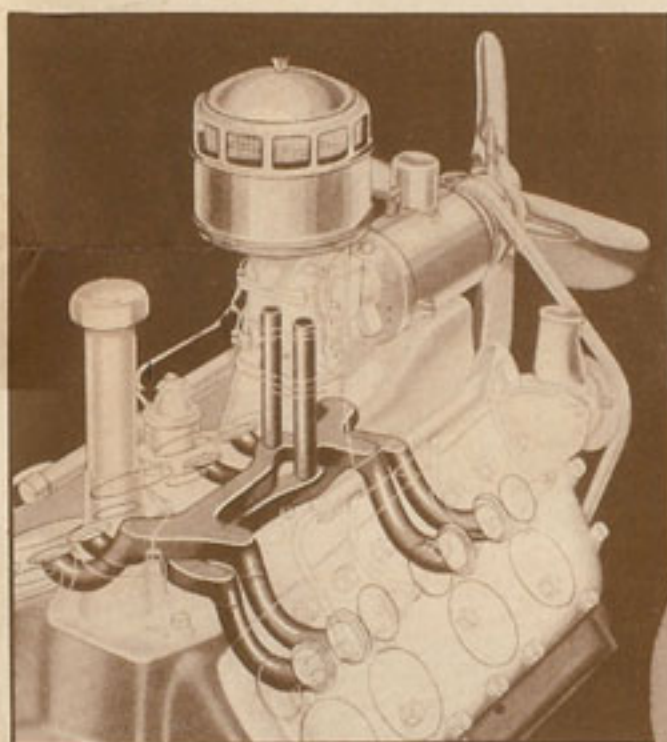
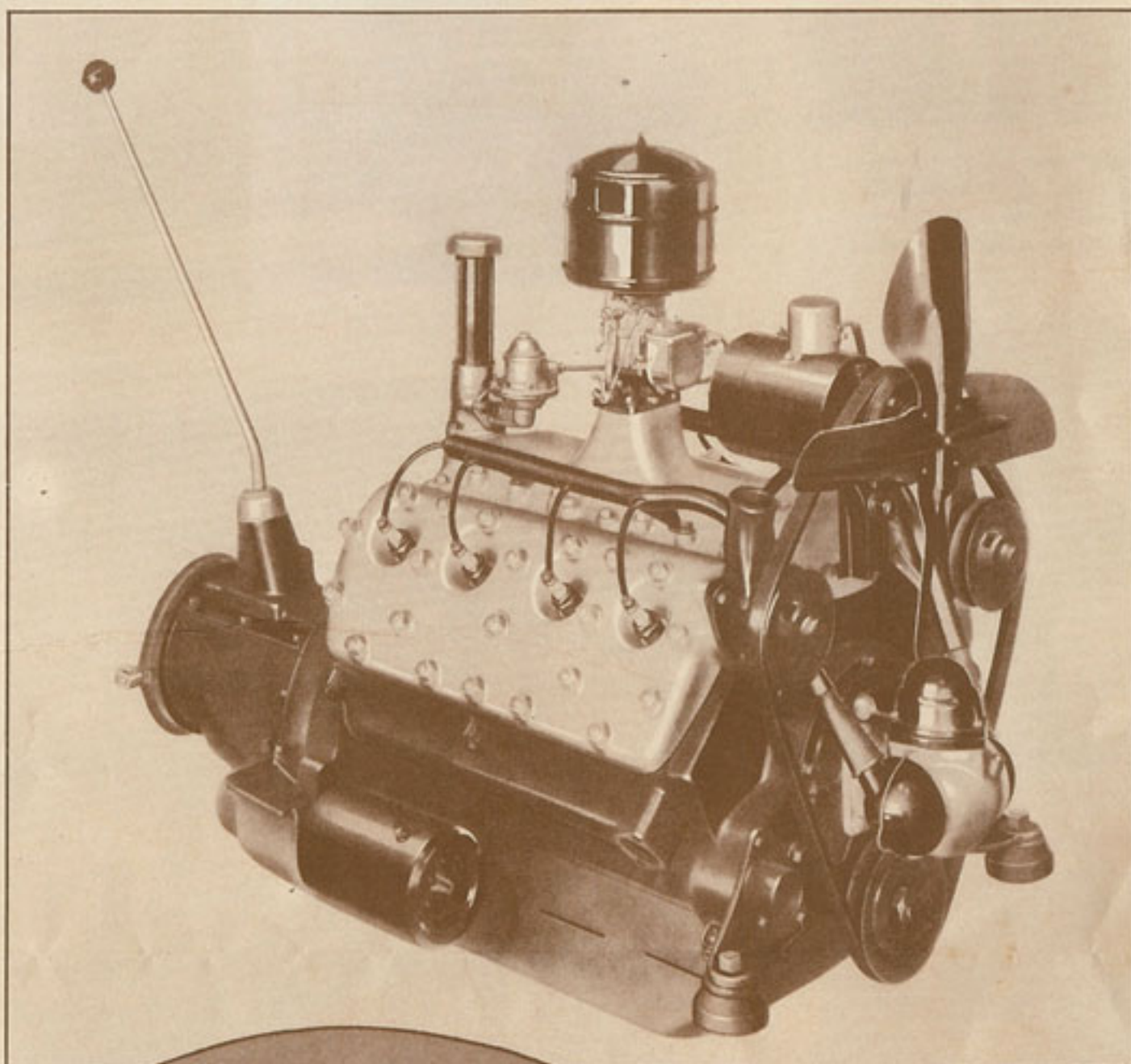
NEW PERFORMANCE AND ECONOMY

V-8 CYLINDER ENGINE

For many years the V-type engine has been the accepted design for high-priced cars. The Ford V-8 is the only car now available under \$2000 with a V-type 8-cylinder engine. Yet it is the most economical car to operate ever built by the Ford Motor Company. The proved efficiency of the Ford V-8 is further increased by a new dual carburetion system and other engine refinements which give more speed and power and reduce gasoline and oil consumption. One-piece casting of V-8 cylinder blocks, exhaust passages and crankcase is exclusive. Cylinder heads are aluminum. Crankshaft is fully counterbalanced.

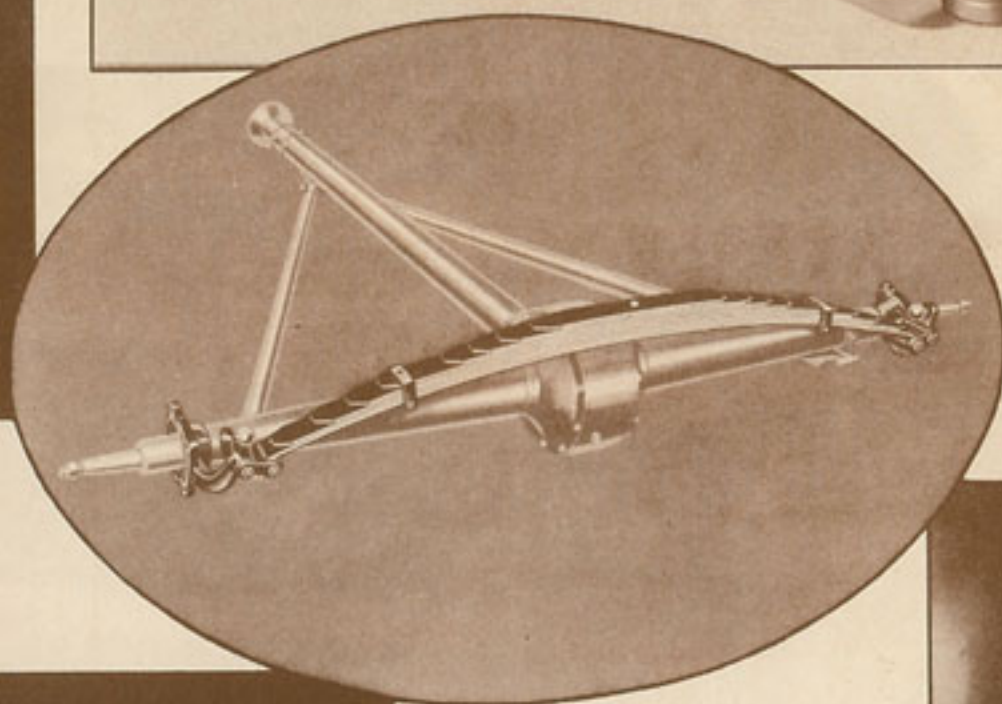
Freedom from repairs, long life, low cost of parts and service are among the many reasons for the enthusiasm of V-8 owners.

Of special interest is the Ford cylinder assembly exchange policy which provides practically a new engine for less than the cost of an ordinary overhauling.



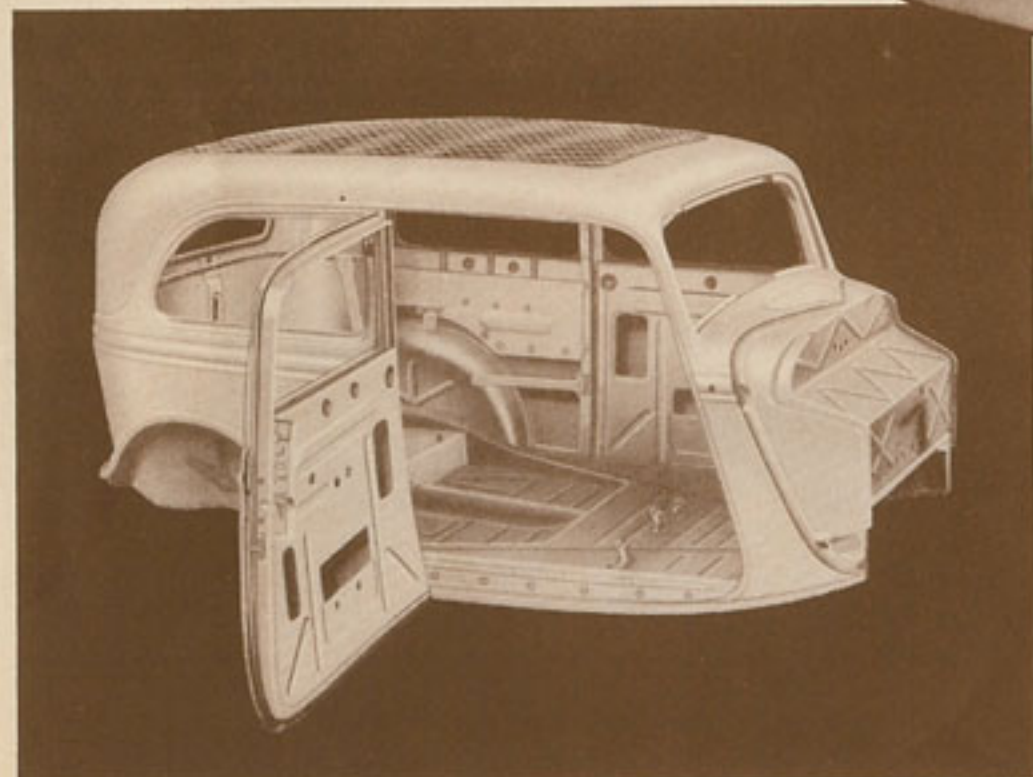
BETTER COLD-WEATHER OPERATION

New dual carburetor and dual intake manifold not only save fuel but provide easier cold-weather starting. More equal distribution of fuel mixture to all cylinders increases engine efficiency and minimizes crankcase oil dilution. Water line thermostats cause the engine to warm up more quickly and to maintain an efficient operating temperature.



NEW SPRING FLEXIBILITY

Exclusive Ford transverse, double-cantilever type springs have greater flexibility, giving new riding comfort. Spring leaves newly designed for quieter and easier action. Road shocks absorbed at outer flexible ends of springs. Ford spring design, and torque-tube drive, help to prevent side-sway and give greater safety and stability on curves and rough roads.



STEEL BODY—The Ford ALL-STEEL body gives greater safety and quiet. It is inherently the strongest, most durable body made. It is not only strong when built but does not deteriorate with age. Its welded one-piece construction assures long life.

EASIER STEERING

New 15-to-1 ratio in steering gear makes steering easier and safer. This is only one of the factors in the New Ford V-8 which gives unusual safety at all driving speeds.



HEAT-RESISTING VALVE SEAT INSERTS

High tungsten chrome alloy exhaust valve seat inserts are unusually wear-resistant at extreme temperatures. They do not become pitted or scaled by heat and corrosive fumes which sweep out of exhaust ports. Combined with special heat-resisting chrome nickel alloy valves, they maintain high engine efficiency and make grinding of valves seldom necessary.