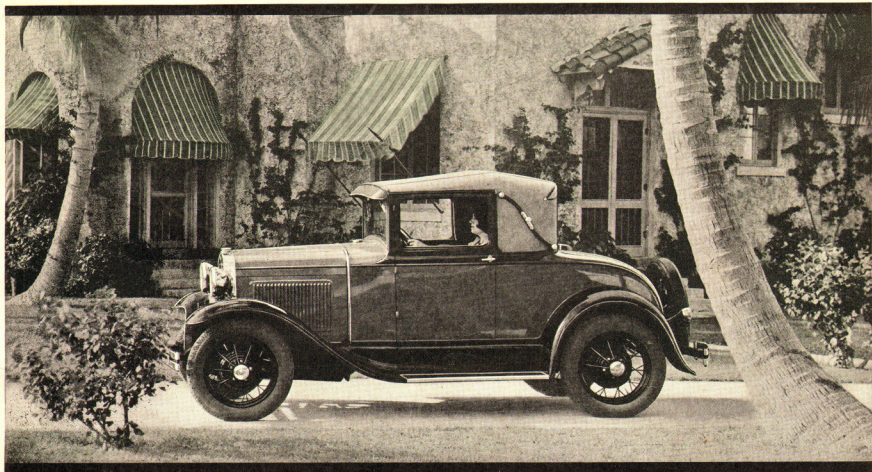


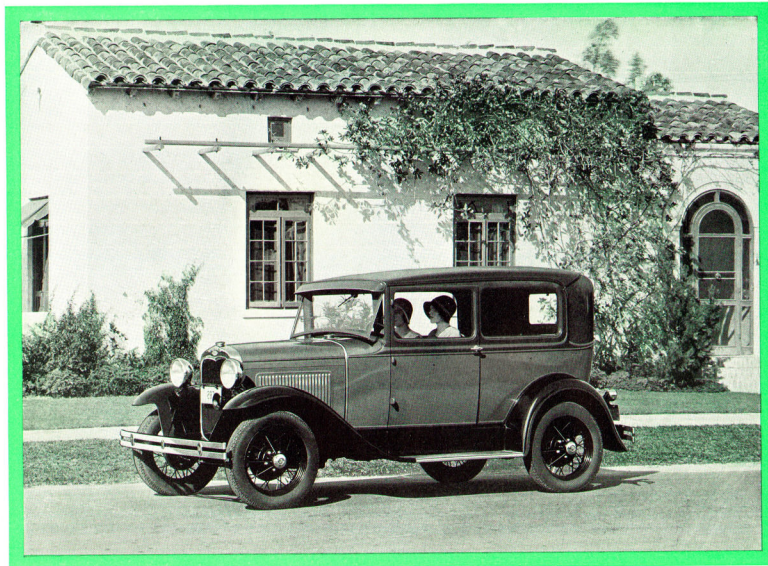
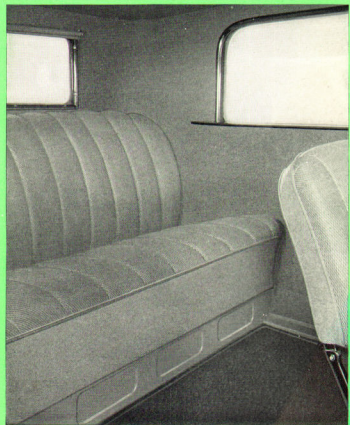
BEAUTY OF LINE



MECHANICAL EXCELLENCE

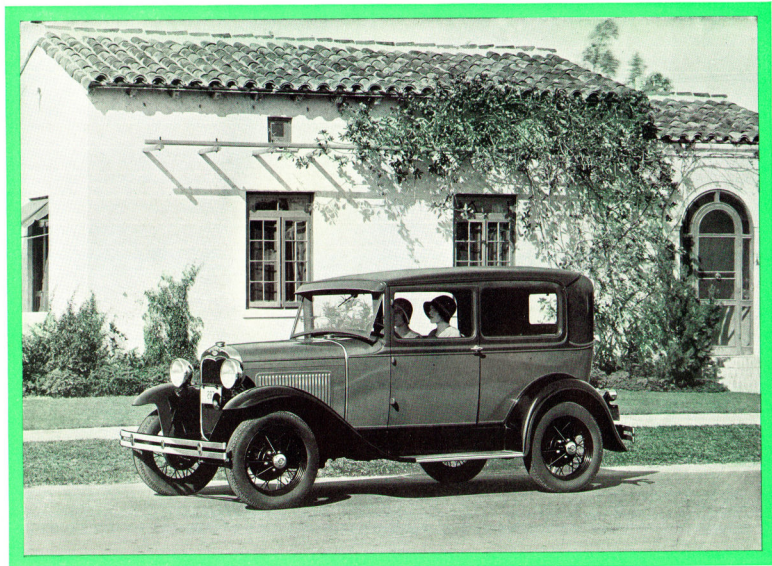
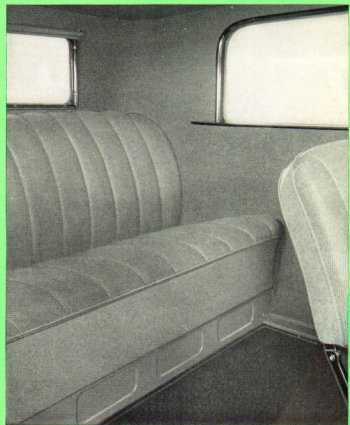
The New Ford Tudor Sedan

It is evident that a family "viewpoint" is responsible for the unusual appeal built into this remarkably low-priced car. The roomier new Ford Tudor Sedan has the same unbroken sweep of line and rich, attractive colors that distinguish all the new Fords. It is restful to look at, restful to ride in. Five adults may tour for hours in it, completely at ease. Every mother will appreciate the Triplex shatter-proof glass windshield . . . having complete control of the two doors, she can put the younger children in the rear and devote herself to the road.



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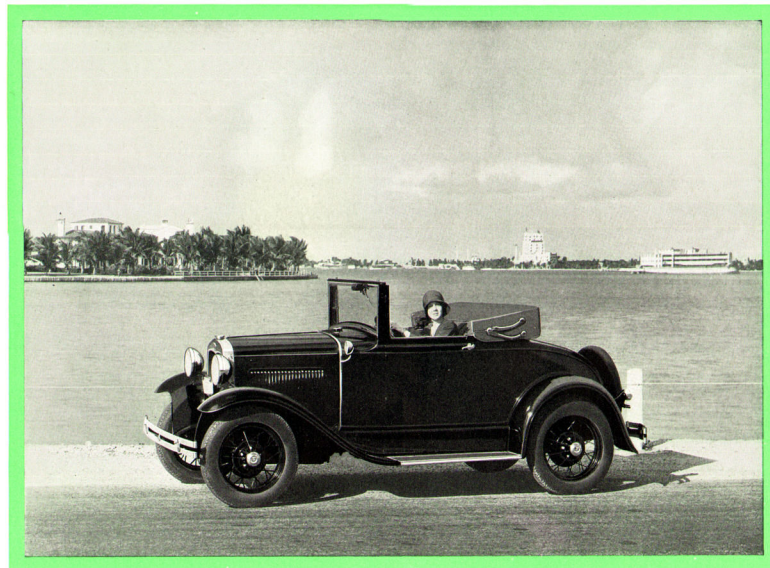
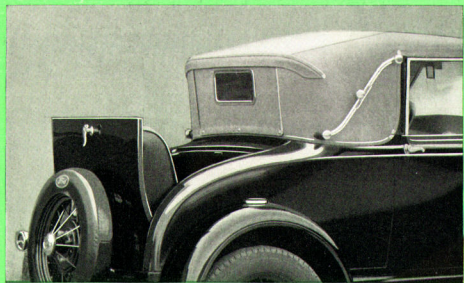


The New Ford Convertible Cabriolet

In good weather or bad, this dashing car is ready for the road. Let it rain or hail or snow, under the landau top all's fair and snug.

When the top is lowered, the door windows may be raised to act as windshield wings. These windows are in chromium-plated frames and fit snugly with the top. The deep, comfortable seat is upholstered in rich tan Bedford cloth in harmony with the cloth interior of the top. Behind the seat there's a shelf for parcels and a pocket in each door. A rumble seat, deeply upholstered with artificial leather, comfortably seats two extra persons. A rear "zipper" curtain which can be quickly opened permits conversation between all passengers. When the curtain is closed the interior is snug and tight. The top even in the upright position is low in appearance and this effect is further carried out by the lateral belt moulding that runs back from the radiator and follows the downward curve of the rear deck in a graceful line.

Proudly you will drive this car because of its exceptional style and pronounced appearance of fleetness, its swift acceleration to sixty miles or more an hour, its capable performance uphill or over rough roads. Four-wheel brakes, a Triplex shatter-proof windshield and four Houdaille double-acting hydraulic shock absorbers are Ford features that add to the safety and riding comfort of this distinguished Convertible Cabriolet.

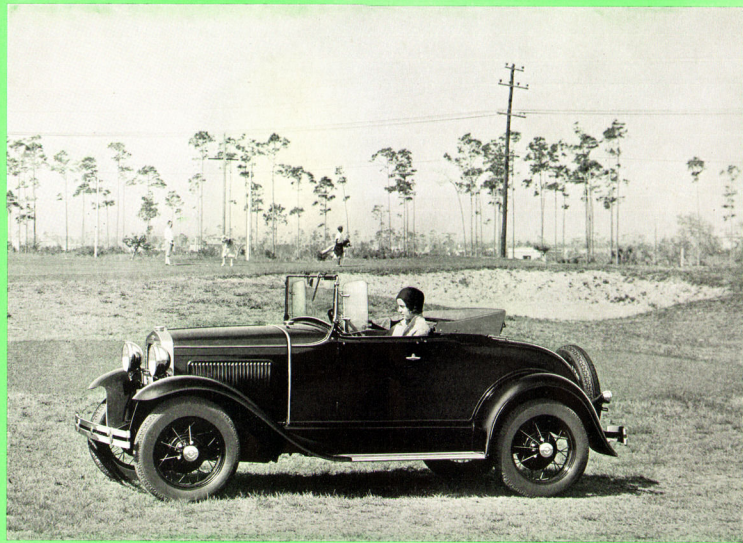
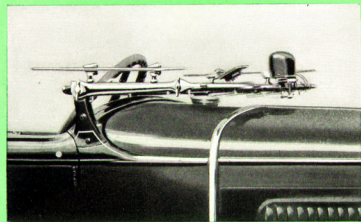


The New Ford Roadster

A great car to drive because of its smart style and alert, capable performance. Speeding along the broad highway at fifty-five to sixty-five miles an hour or parked proudly before your door, the new Ford Roadster impresses with its flowing grace of line and contour. Colors are rich and attractive. The beauty of the straight, sweeping lines is heightened when the Triplex shatter-proof windshield is folded flat below eye level.

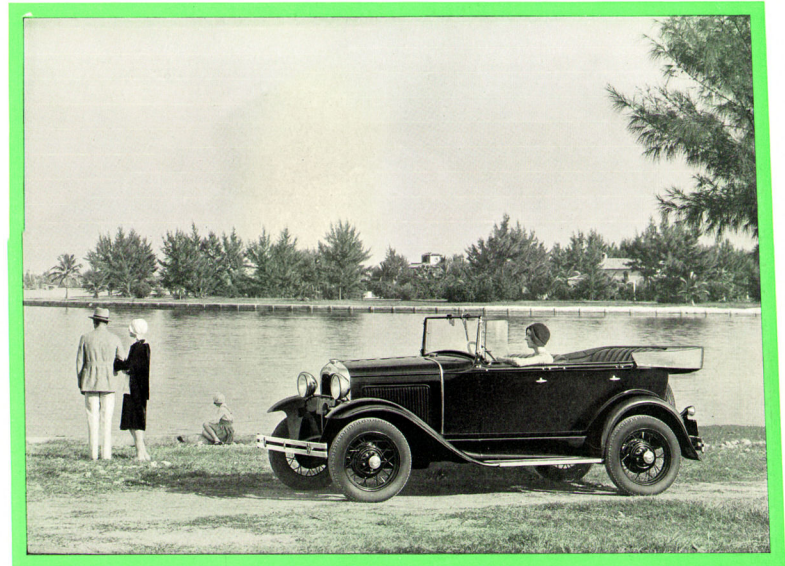
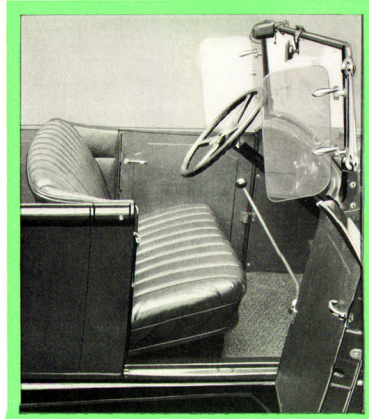
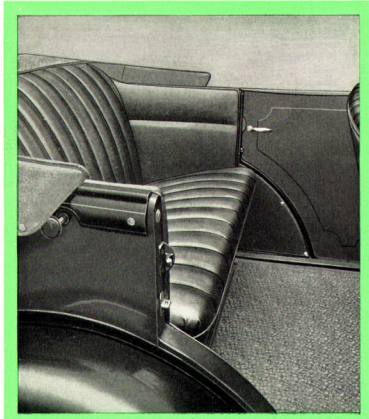


The wide, roomy seat accommodates two persons in complete comfort and there is plenty of room for a third person in an emergency. The substantial top, which can be operated quickly and easily, folds very flat when not in use. There is a large luggage space beneath the rear deck, or if desired, a rumble seat to accommodate two additional passengers may be installed inexpensively.



The New Ford Phaeton

The streamline treatment of design, so strikingly developed in the new Ford Phaeton, is carried out from the deep radiator to the tip of the curving rear fender in an unbroken sweep. Comfort is gained because the sides are high and the seats low, so that occupants sit well down in the car. Cushions are wide and deeply upholstered. When folded flat, the Triplex shatter-proof windshield and windshield wings further emphasize the streamline effect. And you *alone* can easily handle that top.



The New Ford Sport Coupe

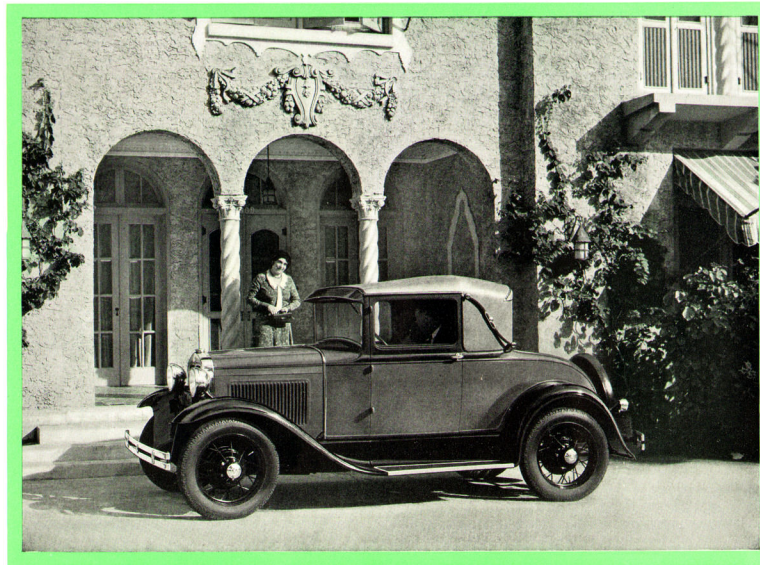
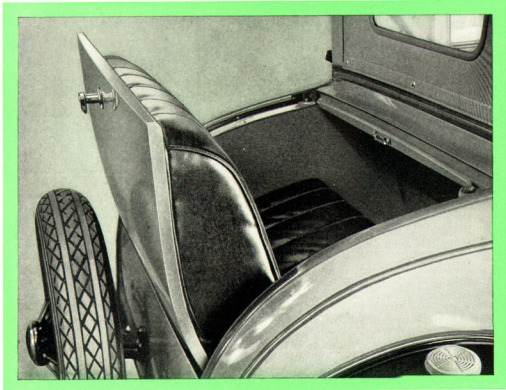
This graceful car offers many advantages to any man or woman whose multiple activities compel the need for a personal automobile. It is just the thing for quick trips to the country club, for shopping and the theater, for the many social and business activities of a busy day. Its neat appearance makes it a distinctive car for the individual, yet four persons can be accommodated comfortably as it is equipped with a rumble seat, affording comfortable accommodations for two additional passengers if occasion requires. The rear curtain between may be opened and easily attached to the inside of the top which permits conversation all around.

The rich, two-tone gray pyroxylin top is durable and water-tight. The sport treatment is carried into the interior with the trimming above the belt in a soft cloth over the bows of the top.

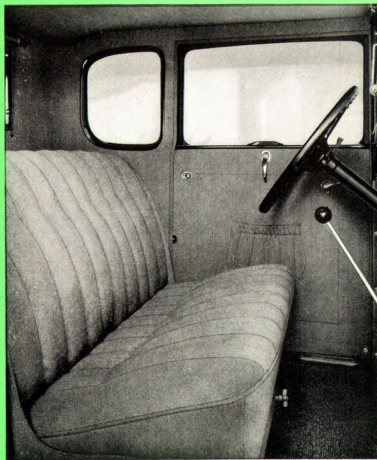
The deep seat cushions are in a durable checked fabric in color harmony with the top trim, producing a smart effect.

The comfortably cushioned rumble seat is handsomely upholstered. The wind-shield is of Triplex shatter-proof glass.

The beautiful body colors, the gleaming metal parts of rustless steel and the tailored appearance of the top make this a handsome and pleasing car to own.



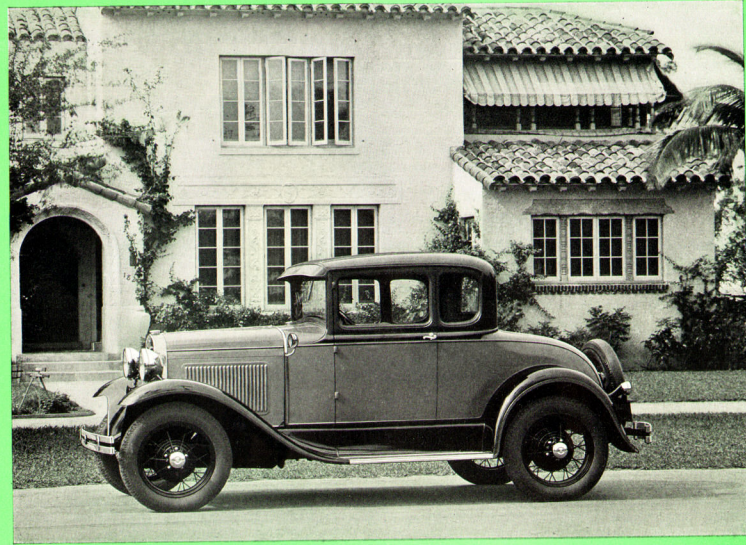
The New Ford De Luxe Coupe



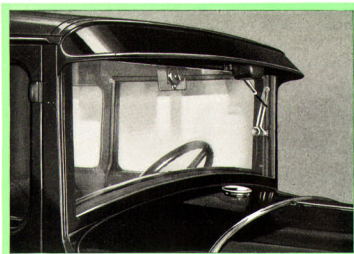
A high degree of craftsmanship is evident at first glance in the appearance as well as in the mechanical excellence of the New Ford De Luxe Coupe.

It is a distinctly personal car, with that richness of appointments and finish that women in particular appreciate. The roomy interior is finished in a choice of brown mohair or deep tan Bedford cord. The large 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.

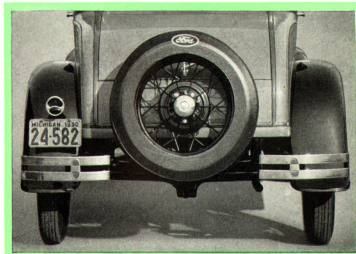
Cowl lights are standard equipment. Windshield is of Triplex shatter-proof glass. The new Ford De Luxe Coupe, like all the new Fords, has rustless steel exposed metal parts and is finished in a variety of beautiful colors. Because of fine performance and striking appearance, it is a most appropriate car for present-day motoring and a splendid choice as a second car in the busy family when the sedan type is needed for the week-end trip and other daily activities but where individual transportation is also the constant need of any of its members.



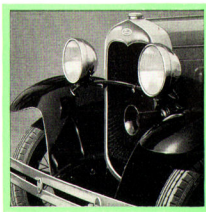
Appointments of the New Ford



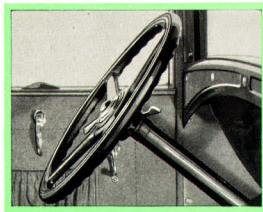
TRIPLEX SHATTER-PROOF GLASS



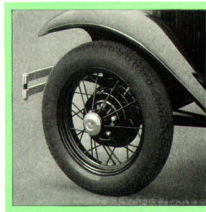
FIVE STEEL WHEELS



RUSTLESS STEEL



NEW STEERING WHEEL



SMALLER WHEELS—LARGER TIRES



Features of the New Ford

New Rustless Steel — A feature of the new Ford bodies is the use of rustless steel for the radiator shell, headlamps, tail lamp, cowl finish strip, hub caps, radiator cap and gasoline tank cap. It is polished to a bright, white luster of enduring quality. It is non-corrosive, rust-proof and tarish-proof. There is no plate to wear off, crack or scale. It is the same bright metal all the way through. Its use with the new bodies is a further indication of the Ford policy of giving "Value Far Above the Price."

New, Smaller Wheels — The new steel spoke wheels are sturdy in appearance, reflecting the strength of their one-piece construction. The smaller wheel size, with larger balloon tires, lowers the center of gravity and brings the car closer to the ground. This gives greater safety and additional riding comfort. All tires used on the Ford and recommended for replacement are made by leading tire manufacturers according to special Ford specifications.

Shatter-Proof Windshield — All of the new Ford cars have a Triplex shatter-proof glass windshield. This is an important safety factor because it eliminates the dangers of flying glass—the cause of many injuries in automobile accidents.

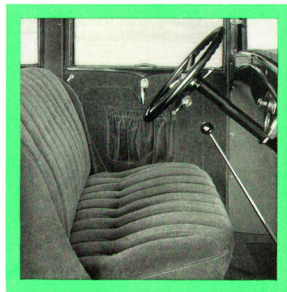
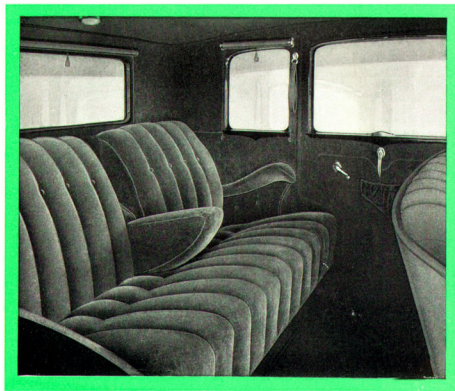
Houdaille Shock Absorbers — Four Houdaille hydraulic double-acting shock absorbers are standard equipment on the new Ford. These combine with the low center of gravity, the minimum unsprung weight, and the easy riding qualities of the transverse springs to make the new Ford an unusually comfortable car.

55 to 65 Miles an Hour — The new Ford has unusual speed. It will do 55 to 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, balance and safety. Quick acceleration and ease of control are other outstanding features.

The New Ford Town Sedan

The flashing beauty of the Town Sedan is not alone in its exterior. The inside is richly trimmed and deeply cushioned in harmonious colors with either Bedford Cord or Mohair according to choice. Curtains at the rear and quarter windows and heavy rugs on the floor are part of the pleasing decoration. In the center of the rear seat is a folding arm rest that is greatly appreciated when only one or two passengers are carried. When three persons occupy this amply spacious seat, the center arm rest is folded back into the cushion. The door panels are attractively embossed. Window mouldings are in mahogany finish. The windshield is Triplex shatter-proof glass.

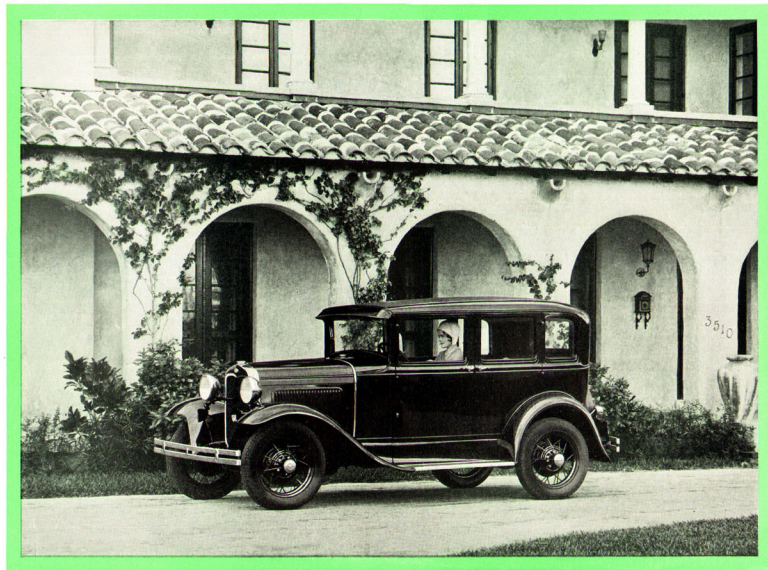
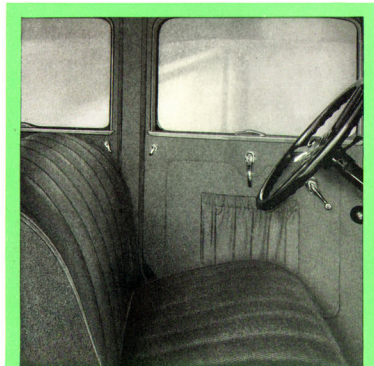
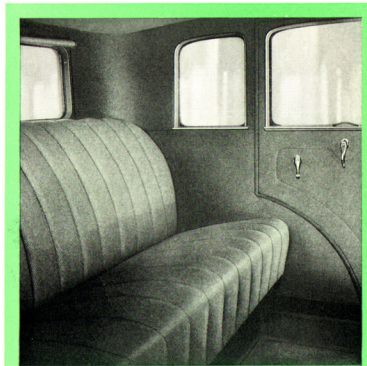
Your pride in the smart appearance of this car will equal your satisfaction in its safety, speed, comfort, reliability and economy of its operation.



The New Ford Fordor Sedan

Of special significance to the head of a growing family—with its growing need for economical, safe, dependable transportation—is the way new beauty has been added to outstanding performance in the new Ford cars without increase in price.

This handsome, Three-Window Fordor Sedan has a roomy, family-sized interior, done in excellent taste. The front seat is effortlessly adjusted to suit the driver's reach and the rear seat is ample for three people. There's a convenient dome light and the windshield is Triplex shatter-proof glass. Both front and rear doors are wide and permit easy access to either compartment.

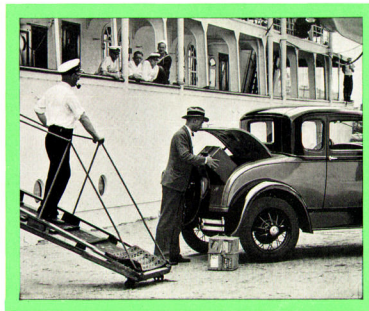


The New Ford Coupe

Business and professional men and women are finding that this conservatively smart two-passenger car, with its dependable performance, ease of control, alert responsiveness and economy of operation, is just the thing for their every-day needs.

There is a shelf for parcels behind the seat and fourteen cubic feet of space in the rear deck which generously accommodates heavy cases and other equipment. The opening is 35 $\frac{3}{8}$ " wide.

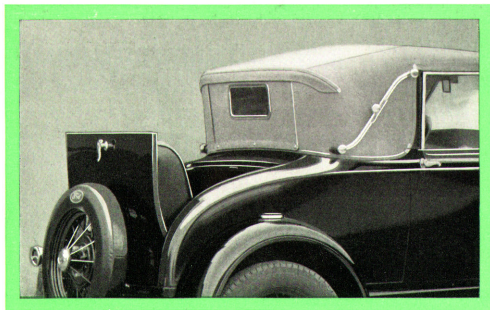
The Triplex windshield cannot shatter — mighty important when you consider that many injuries in automobile accidents are caused by flying glass. The driver's seat has an adjustment range of four inches which assures comfort for those whose daily activities call for many hours of steady driving.



The New Ford Convertible Cabriolet

In good weather or bad, this dashing car is ready for the road. Let it rain or hail or snow, under the landau top all's fair and snug.

When the top is lowered, the door windows may be raised to act as windshield wings. These windows are in chromium-plated frames and fit snugly with the top. The deep, comfortable seat is upholstered in rich tan Bedford cloth in harmony with the cloth interior of the top. Behind the seat there's a shelf for parcels and a pocket in each door. A rumble seat, deeply upholstered with artificial leather, comfortably seats two extra persons. A rear "zipper" curtain which can be quickly opened permits conversation between all passengers. When the curtain is closed the interior is snug and tight. The top even in the upright position is low in appearance and this effect is further carried out by the lateral belt moulding that runs back from the radiator and follows the downward curve of the rear deck in a graceful line.



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