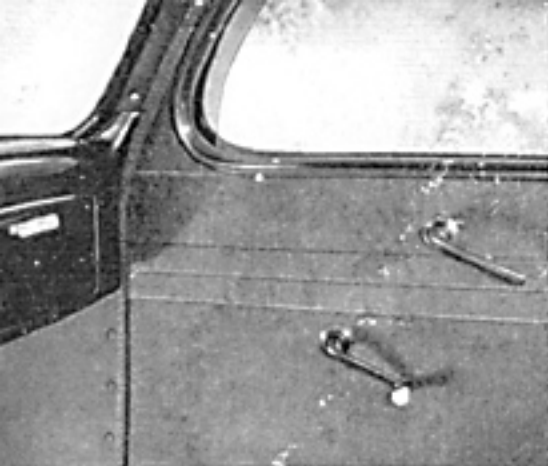


HOW FORD BEAUTY IS CREATED

THERE IS a popular idea that a designer draws a picture—and behold, a new automobile is ready to come into being. But the new Ford's lively beauty is not so simply created. First, dozens of small sketches and colored drawings are made by numerous designers. Next, selection narrows down to a few designs. Then miniature models of clay are sculptured to determine proportional dimensions. These are altered

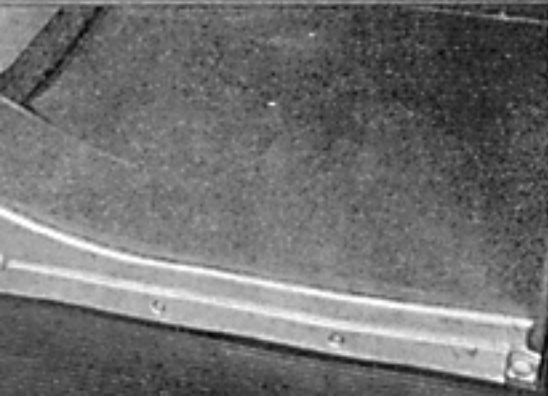
and reworked. The selection narrows further. Full-size mock-ups of wood come next. Further revisions follow. And after weeks of intensive collaboration on the part of many persons—the basic models are determined. Then follows similarly intensive designing of details—interiors, hardware, upholstery. Only after such details are perfected is the first hand-made model of metal produced—full sized.



*Simple lines
in superbly
good taste—
and
beautiful
taupe
finished
hardware
of custom
appearance*



*Interiors
are a
perfect
ensemble—
harmonious
in color,
line, and
feeling*



*Rear
compartment
carpets
are velvet.
Floors are
flush with
the low sill
and close to
the running
board*

A BIG STORY IN LITTLE DETAILS

WHILE THE FORD is a man's car in every rugged sense of the word—it takes a woman to appreciate the finish and detail of the Ford's interior. Yet, sometimes women fail to note details until after a car is bought. Check details FIRST. Ford upholstery is of superior quality. Every edge is finished. Lift a carpet and examine it. The instrument board is as practical as a ship's control room—and as smartly appointed as a dressing table. Knobs on the dash are made of a costume jewelry substance. Note the edging on sun-visors. Hardware—ordinarily left plain except in high-priced cars—has been beautifully finished in a subdued taupe color. These details tell a big story of the extra value the Ford car provides.

CRITICALLY EXAMINE THIS CAR'S EXTERIOR



An emblem as finely designed and finished as a lovely brooch. The radiator filler cap is under the hood.

CARS HAVE PERSONALITIES—just as people do. Every line and outward detail of the 1935 Ford has been made to contribute its rightful share to the car's pleasing personality. This well-groomed appearance is the result of designing every unit to fit the large ensemble. Horns, for instance, have just the right new

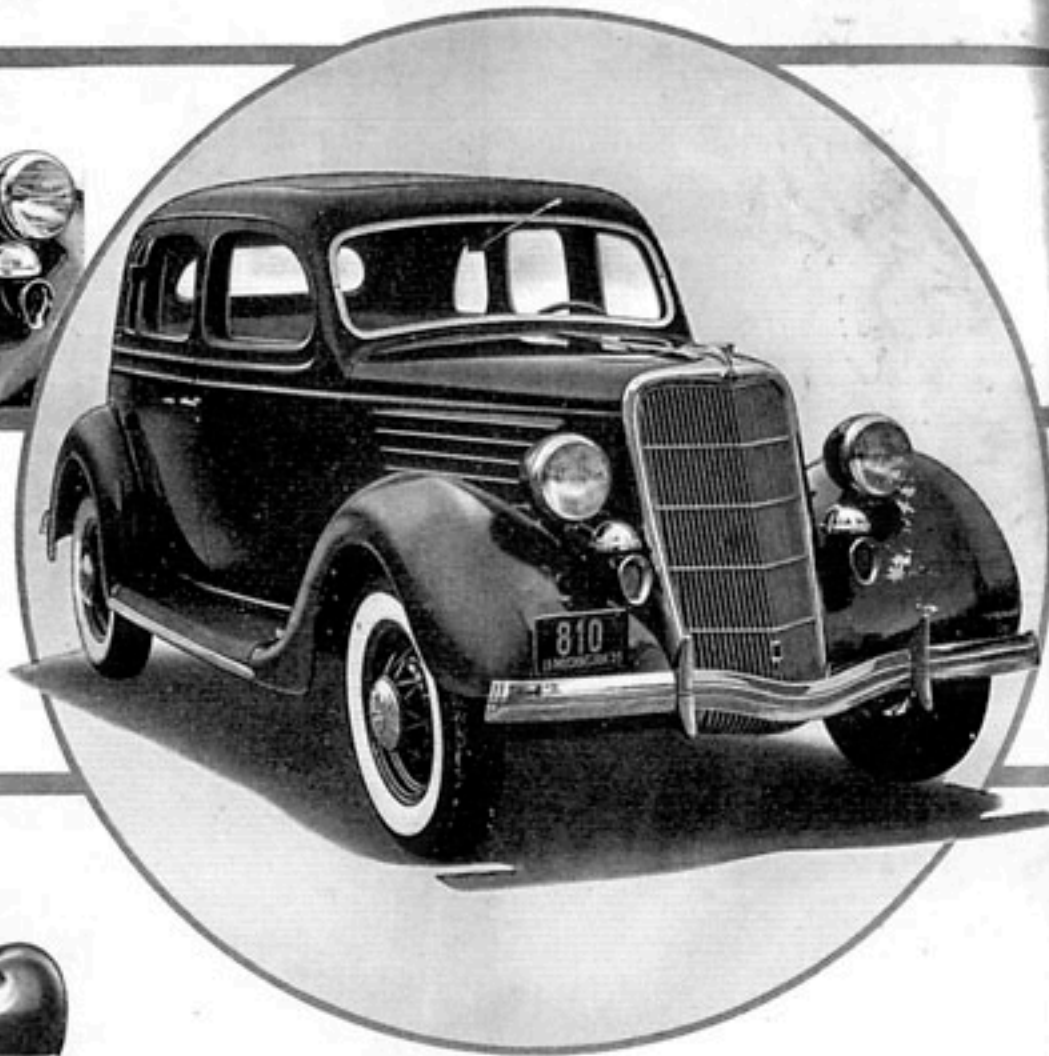
curve and flare to accompany the bullet headlamps and the broad, heavy fenders. Hood louvres are new, with vertical flute curves to reflect highlights. The handsome bumper guards are custom-designed. The radiator decoration is a precision-made ornament in keeping with the swank of the whole front-end.



Bullet-type headlamps with rustless steel rims sparkle brightly just above smart new horns.



The bumpers and smart bumper guards typify the custom-like Ford styling of frequently neglected details.



The Ford V-8 has that sturdy "fine car" appearance because it is a sturdy fine car.

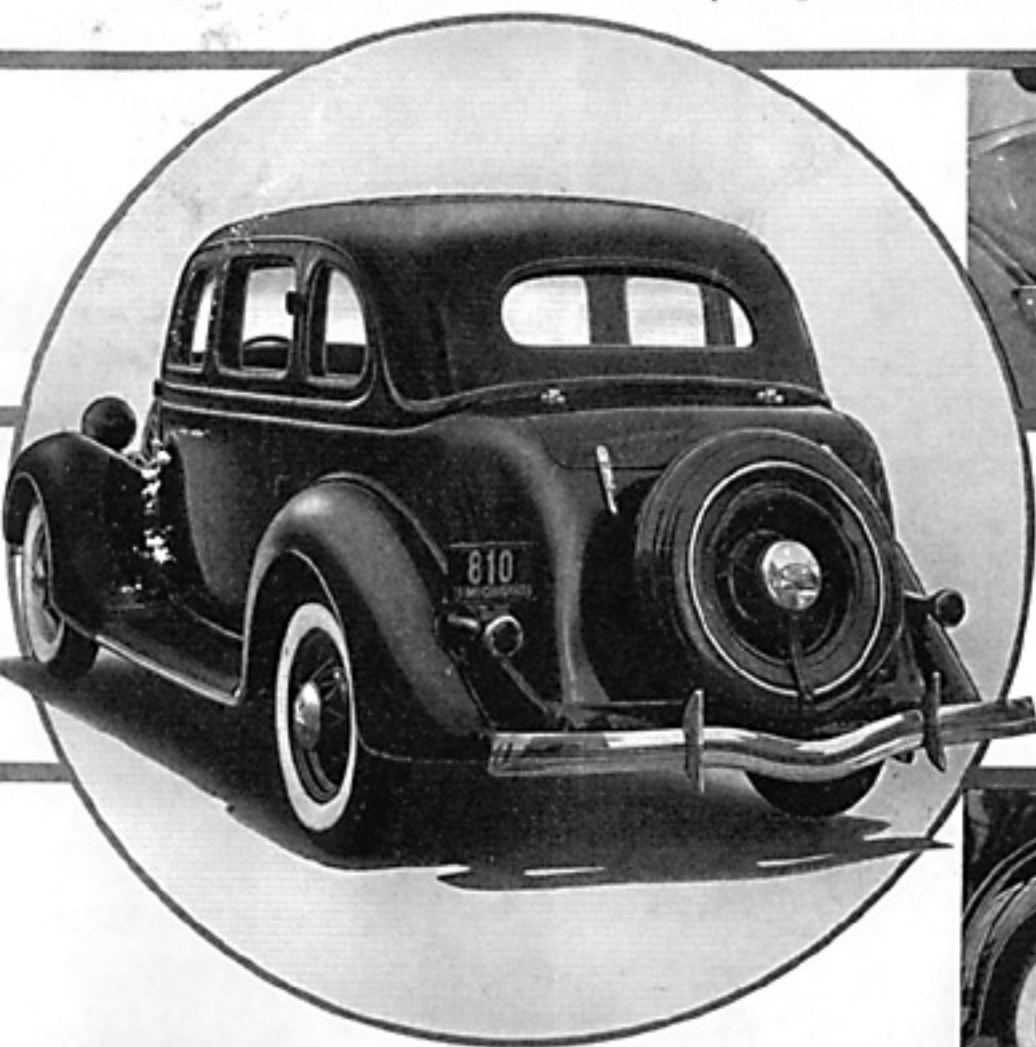


LET NO ANGLE ESCAPE YOUR APPRAISING EYE

IT IS UNUSUAL to find an automobile with a rear-end as skilfully and gracefully designed as the front-end. You will observe the rear view of the Ford is as pleasing as the front-end. Every line of the car has been carried to its logical conclusion. For instance, note how the molding above the rear fender flows and ex-

pands into a skirt across the lower rear of the car. The baked enamel finish—a boon to owners last year—has been made even better this year. It is impervious to alcohol. It resists sun and weather like a piece of glass. It resists traffic film. Consequently washing does as much for it as polishing does for the usual finishes.

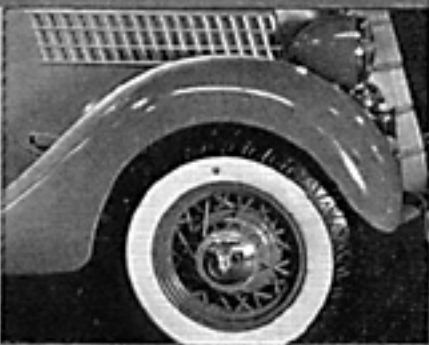
The sloping rear end gracefully disposes of carefully handled highlight body moldings



Touring sedan trunks are roomy and a shapely addition to the car. They solve the travel problem



The highly crowned fenders combine handsomely with the large new 6.00 x 16 tires with wide treads



Note the handsome glistening newly designed hub cap with V.B. emblem—crisp as jewelry



The plus quality the Ford delivers is evident everywhere. These sun visors for instance: neatly tailored and edged with imitation leather

Instruments include a large speedometer — an electrical oil gauge — engine temperature indicator — ammeter and fuel gauge

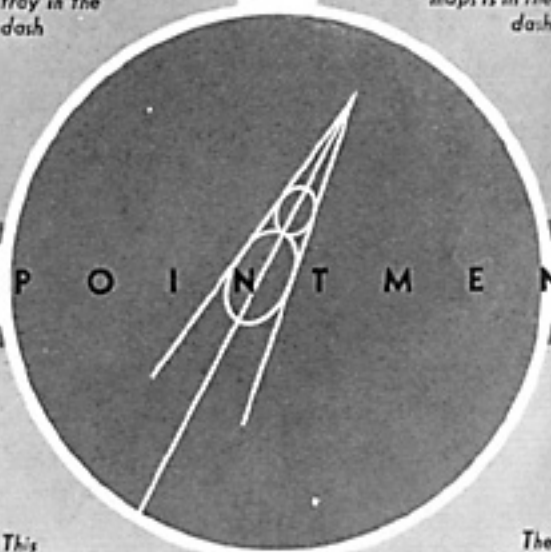


This is the ingenious revolving ash tray in the dash

A roomy compartment for gloves or maps is in the dash

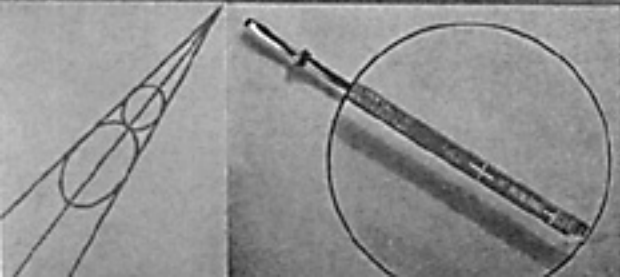


A P P O I N T M E N T S



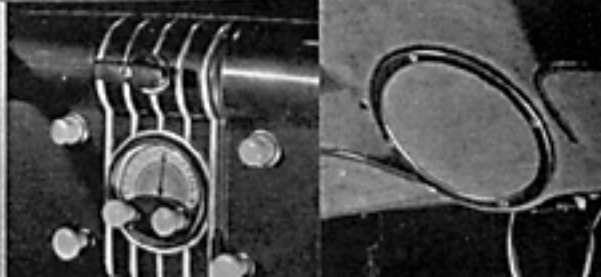
This is the ash tray revolved ready for use

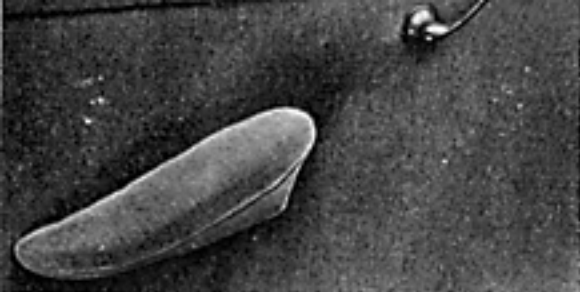
The driver's seat is easily adjustable



As a convenience and economy measure for owners the oil indicator bayonet is marked plainly to show the point to which the oil level may fall without danger

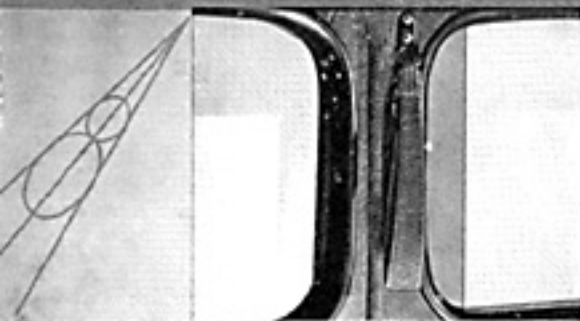
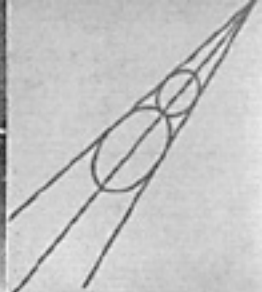
The ash tray may be removed to accommodate a beautiful radio dial. At the right the new position of the speaker is shown between sun visors





A graceful arm rest by the driver's seat—softly and comfortably cushioned. The taupe hardware is similar to custom detail in costly cars

The gas tank filler cap which is cleverly recessed in the left rear lamp bracket is more readily accessible than ever. Tail lights have reflex glass

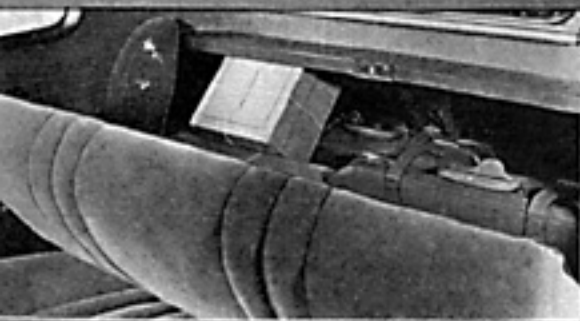


Richer toggle grips typify fine Ford detail

Rear window shade is another pleasing detail



C O N V E N I E N C E S



Roomy luggage space is provided behind sedan rear seats

Running boards are specially molded to drain water



Behind coupe seats there is an enlarged package space which can accommodate large suitcases without shutting off

Rear windows in the coupes may be easily lowered and closed. Ford ventilation, as you will soon see, is adequate to suit the most



Everything which can contribute to passenger satisfaction is carefully considered. This odd device is a sound detector—for locating sources of sounds which Ford engineers will eliminate.



The videograph, used by Ford engineers, illustrated here, tells the story of riding comfort graphically. It records every up and down movement of a passenger's weight as he sits on it in any seat in the car. On the opposite page you see the true story this sensitive device tells about the new Ford's comfort ride.

COMFORT IS COMPELLED — IT DOESN'T HAPPEN

AS YOU READ the story of Ford Centerpoise on the following pages you will gain some idea of how sweeping are the changes Ford is willing to make to add to the car owner's comfort. But each sweeping change is tried, tested, checked, and rechecked by hundreds of individual and often complicated experiments before it is settled upon. In the engineering laboratory, on stationary test machines, and on specially prepared rough trial riding routes, modern devices tell-tale on every spring, tire, or cushion movement. And finally, something entirely suitable for a new Ford is

developed and proved up • In devising this year's easier riding qualities, the Ford's enviable reputation for safety—for dependability—for economy—and for stability—had to be borne in mind. Every step in the direction of comfort had to be taken without sacrificing any other desirable Ford quality. Mr. Ford will not permit his car to carry a single ounce of dead weight, where that weight can be avoided. Thus, Ford comfort is a matter of intelligent engineering, rather than short-cut. Comfort secured by weighing a car's springs down, lessens performance and reduces economy.

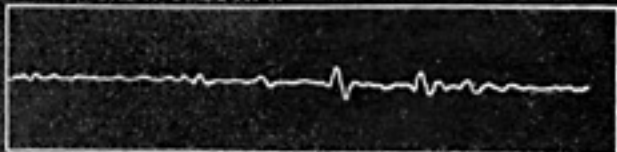


THE FORD CENTERPOISE RIDE — SMOOTH AS A SWING

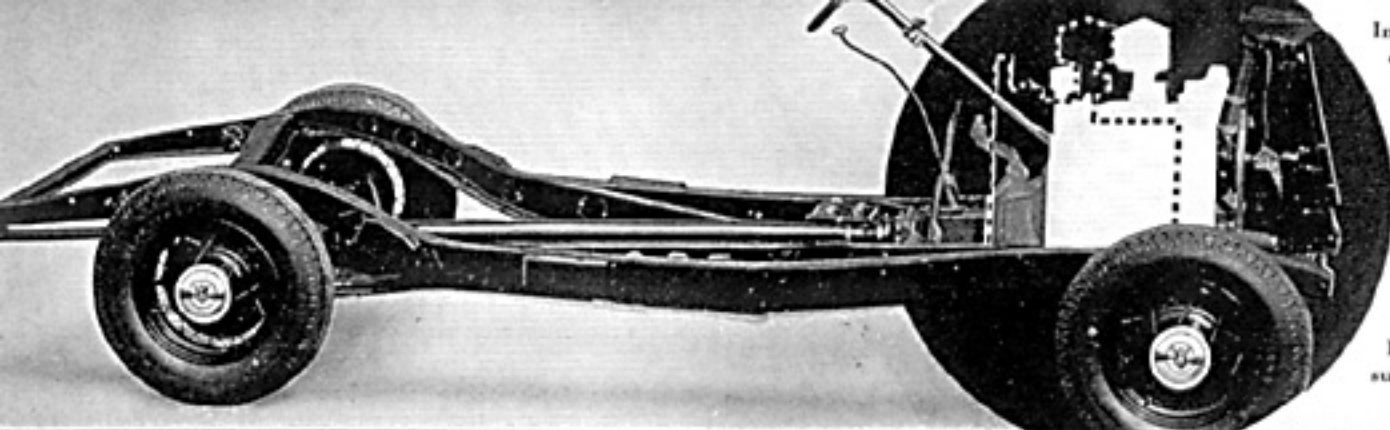
1934 FORD V-8—30 MPH



1935 FORD V-8—30 MPH

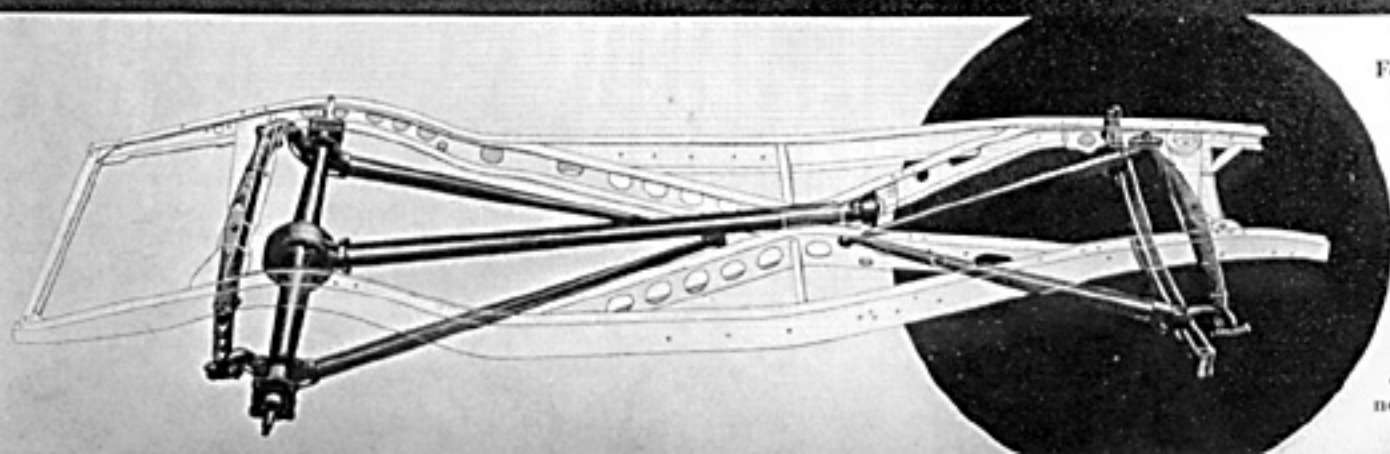


IT WAS NECESSARY to devise a new term—"Centerpoise"—to fit an entirely new comfort ride in the Ford V-8 for 1935. As an automobile passes over rough roads, the car ends move up and down more than the car's center, in a teeter-totter effect. Therefore back seat passengers especially have been bounced up and down, because they were seated over or behind the rear axle. The new Ford Centerpoise Ride seats all passengers nearer the center of the car, which bounces least. As a result, back seat passengers receive a front seat ride. The graphs at the left record the movements of the same passenger's weight, up and down, in the rear seat of two Fords, one 1934—one 1935, traveling over an identical rough route at 30 miles per hour. Note how the 1935 ride is made smoother by Centerpoise—which Ford developed through three great changes described on the next page.



In the 1935 car, the space-economizing V-8 engine was moved even further ($8\frac{1}{2}$ inches) forward in the chassis. As a result the weight of the car is almost evenly divided over front and rear wheels. Front and rear end up-and-down movements are equalized and decreased. Nearly ideal balance of car weight results when the body is added.

With the engine further front, the entire frame was redesigned for car bodies which would seat all the passengers further forward—nearer midway between front and rear axles. As a result, passenger weight—no matter how many are in the car—is almost evenly divided between the front and rear wheels. You can quickly tell the difference!



For the new chassis, four improvements in springing were made. Springs were made longer and softer, spring base was increased $6\frac{1}{4}$ inches, and leaves were tapered, thinner at the ends. The ride resulting from these several changes is termed Centerpoise. It cannot be described. Its new smoothness needs to be experienced.