

Dash and Spirit—Beauty and Good Taste

for the Woman Motorist

You women motorists want something—and very rightly, too—in addition to mechanical excellence in a car. You want dash and spirit. You want beauty and good taste. These, and many more, are the things you will find in the new Ford V-8. In every detail of design, in its great power and speed, in its unusual economy, it is a car every woman enjoys.



There's spaciousness in the rear compartment of Ford cars—an atmosphere to welcome. The seat is wide with deep, plush cushions. Arm rests are another convenience, and you'll enjoy the richness of the upholstery, whether it be mohair or broadcloth.

And here is a feature every woman will appreciate—draft free ventilation with no obstructions to view. Just a turn of the handle and the window is closed while the glass back leaves a circulating air that draws air from the body.

Here, look into the rear of the Deluxe Roadster. It has a window you can roll up like a window in a deep-freezer cabinet. The doors are wide, and toggle grips are there to assist you.



The Victoria, that seats five passengers, sits with a luggage space back in the back, offers something rather new in front seat construction. The door seats tilt forward to permit passengers to enter the car but are built to give all the comfort and width of a full width seat.



Whenever you find smart people you find the Ford V-8. At the clubs, along the highways, on the coast, in the shops—where you'll find them—always "Watch the Fords go by."

If you ride in the rear compartment of any of the Ford five passenger cars you have draft-free ventilation. Flip up the rear window slides back, opening a vertical air to provide draft-free ventilation.





A reception to Hugh Ferriss, noted New York artist, of how the Ford Exposition Building appears at night in its maze of flood lights. The structure is 900 feet long and equivalent to 13 stories high in its central section. It faces upon a five-acre park fronting on Lake Michigan.



A globe 30 feet in diameter, electrically revolving on 200 rails, graphically displays the career of "The Ford World."

View of Exhibits, Hall of Science



The Avenue of Flags—Grand Entrance to A Century of Progress



One of the interesting exhibits at the Century of Progress in the Electrical Group on the Lakeside

The Hall of Science



Illinois State West Building

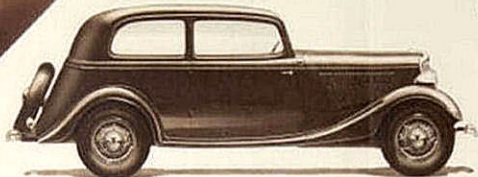


General Exhibits Building

Vehicles of the Ages Make Up Ford Drama of Transportation in the Grand Entrance of the Ford Exposition Building



NEW FORD



FORD V-8 VICTORIA

Styrene-lined beauty and a new under feature distinguish this new five passenger car. A luggage compartment, capable of holding suitcases, picnic baskets or golf bags, opens at the rear. Keep the compartment open if you wish to accommodate extra baggage. A racetrack cover is provided. Closed, the compartment becomes an invisible part of the tailored body. Newly designed "3 passenger" folding front seats.



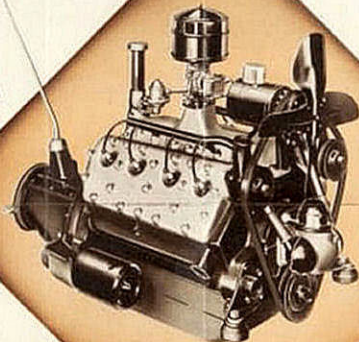
FORD V-8 DE LUXE TUDOR SEDAN

One of the most satisfactory cars on the market, regardless of price. The two wide doors have a 24-inch all-terrain in especially attractive with new genuine woodgrain, new tailored upholstery and new roof head-lining. Comfortable folding bucket seats of new design in front. Driver's seat is adjustable. A four car when there are young children—and there's a Standard Tudor at slightly lower cost.



FORD V-8 CONVERTIBLE CABRIOLET

As all weather car of unusual attractiveness. One of the best looking automobiles on the road at any price. The durable, water proof top folds into a recess back of the seat and is covered neatly by a top bar. Choice of Grained Leather or DuPont Cork upholstery. Comfortable rumble seat. Rear section has a sliding room entrance.



POWERFUL, SMOOTH, COMPACT V-8 ENGINE

The luxurious, thrilling performance of the V-8 engine has been put within your reach—its available to you when you willing to pay less than \$2200. Because the cylinders are in two banks of four each placed side by side, the Ford V-8 engine gives more room inside the body. This is the most economical, quietest, most powerful Ford engine ever built.



FORD V-8 DE LUXE FORDOR SEDAN

A beautiful, roomy sedan. Gives compartment on dash, on tray, cigarette lighter and other de luxe equipment. As in all new Ford cars it has clear vision ventilation fresh into the front doors and rear quarter windows. An ideal family car. Rearward fold down and leg room. Safety glass in windshield and windows. There is a Standard Fordor at slightly lower cost.



FORD V-8 DE LUXE COUPE (Five Windows)

A popular, practical two passenger type with a seat wide enough for three. Convenient parcel shelf behind seat. Large luggage space under rear deck can be equipped with rumble seat if desired. Rear window opens. This coupe and all Ford is now also available in a wide choice of body colors with finishes to match. Durablest highest upholstery. Luxurious, lasting finish.



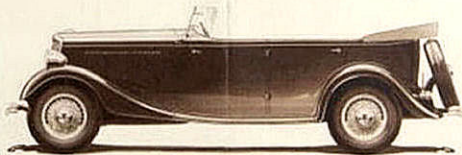
FORD V-8 DE LUXE COUPE (Three Windows)

An unusually handsome "personal" car. The smart, sloping top and single side window give unusual grace and style. Beautifully finished inside and out. The rear window opens. The large luggage space beneath rear deck can be equipped with rumble seat. Safety glass all around. Rich colors, high quality upholstery, luxurious finish, de luxe appointments.



FORD V-8 DE LUXE ROADSTER

A car for youth and the smart outdoors. The seat is wide enough for three and is upholstered in Grained Leather. The attractive top is easily folded into a recess behind the seat. A comfortable rumble seat is standard equipment. The windshield wiper, as well as the windshield, are made of safety glass for added security in driving. De luxe appointments throughout.



FORD V-8 DE LUXE PHAETON

An unusually satisfactory car for those who like the dashing style and airy freedom of an open automobile. Long, rakishly low, exceptionally roomy. Attractive tan top is easy to raise and lower. Made of double thick, water-proof material, lined with rubber. Chrome bucket upholstery. Wind shield and windshield wiper are of safety glass.