

*Reliability Economy
and Alert Performance*

Reliability and Economy of The New Ford Revealed in The *Preference of Millions of Motorists*

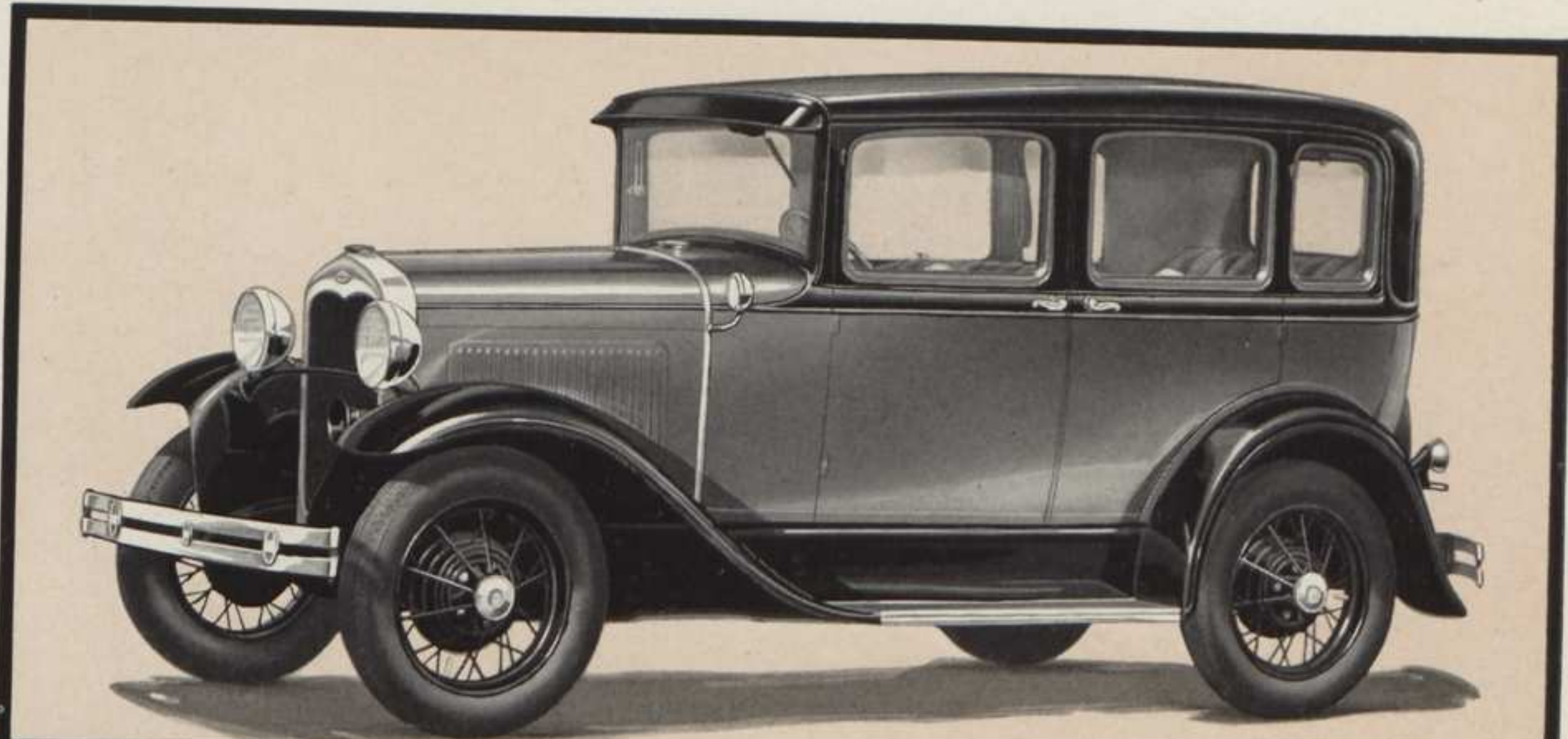


You are buying proved performance when you buy a Ford. You know it has been built for many thousands of miles of satisfactory, economical service.

Letters from users in every part of the world show the value of its sound design, good materials and accuracy in manufacturing. You sense a feeling of sincere pride in the oft-repeated phrase—"Let me tell you what my new Ford did."

Further tribute to the sturdiness, reliability and general all-around performance of the new Ford is shown in the repeated and growing purchases by government bureaus, by police departments, and by large industrial companies which keep careful day-by-day cost records. In most cases, the new Ford has been chosen only after exhaustive tests covering speed and power, safety, comfort, ease of control, oil and gas consumption, low yearly depreciation, and low cost of upkeep.

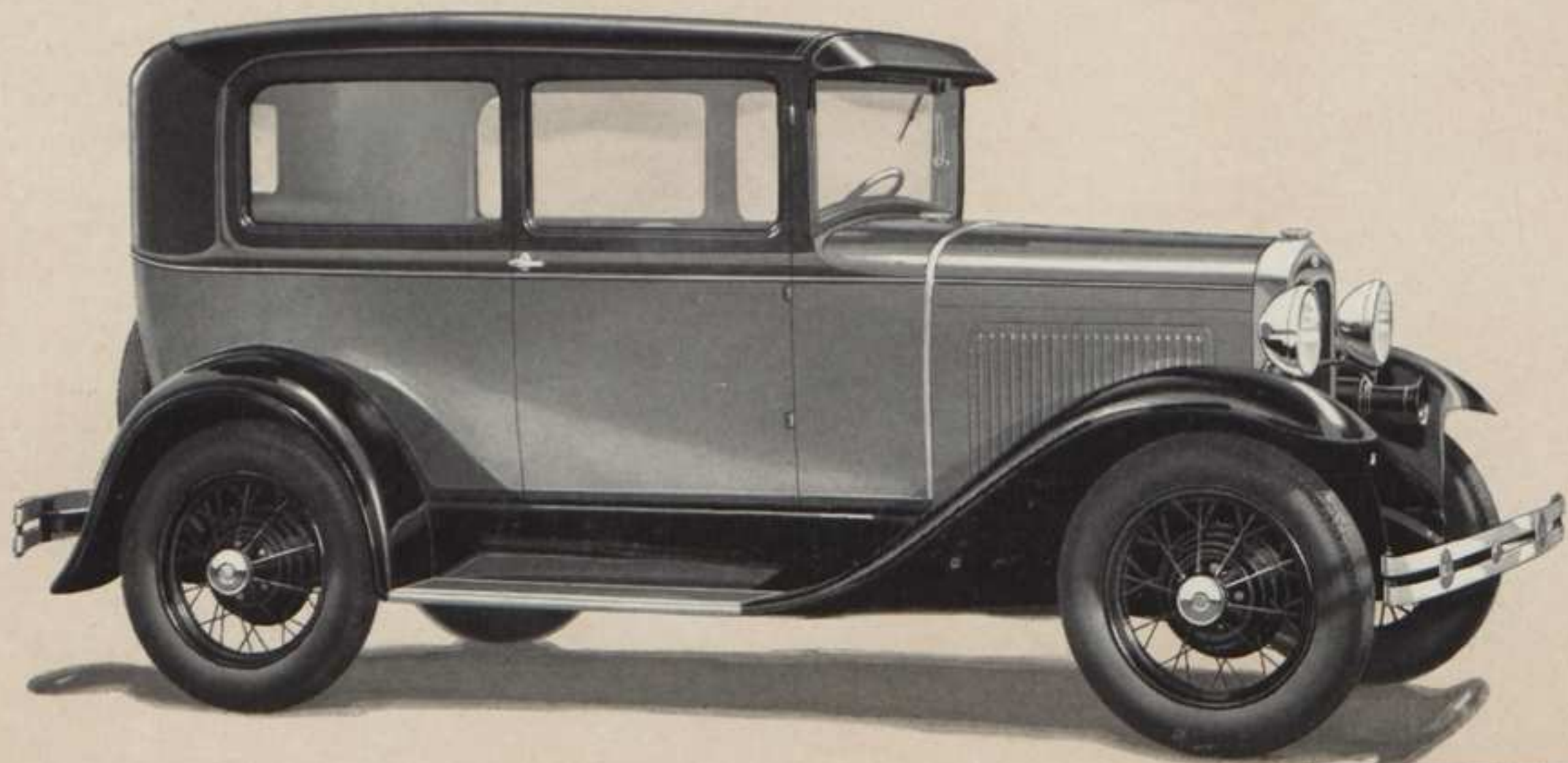
They have found, as you will find, that the Ford embodies every feature you want or need in a motor car at an unusually low price.



THE NEW FORD TOWN SEDAN



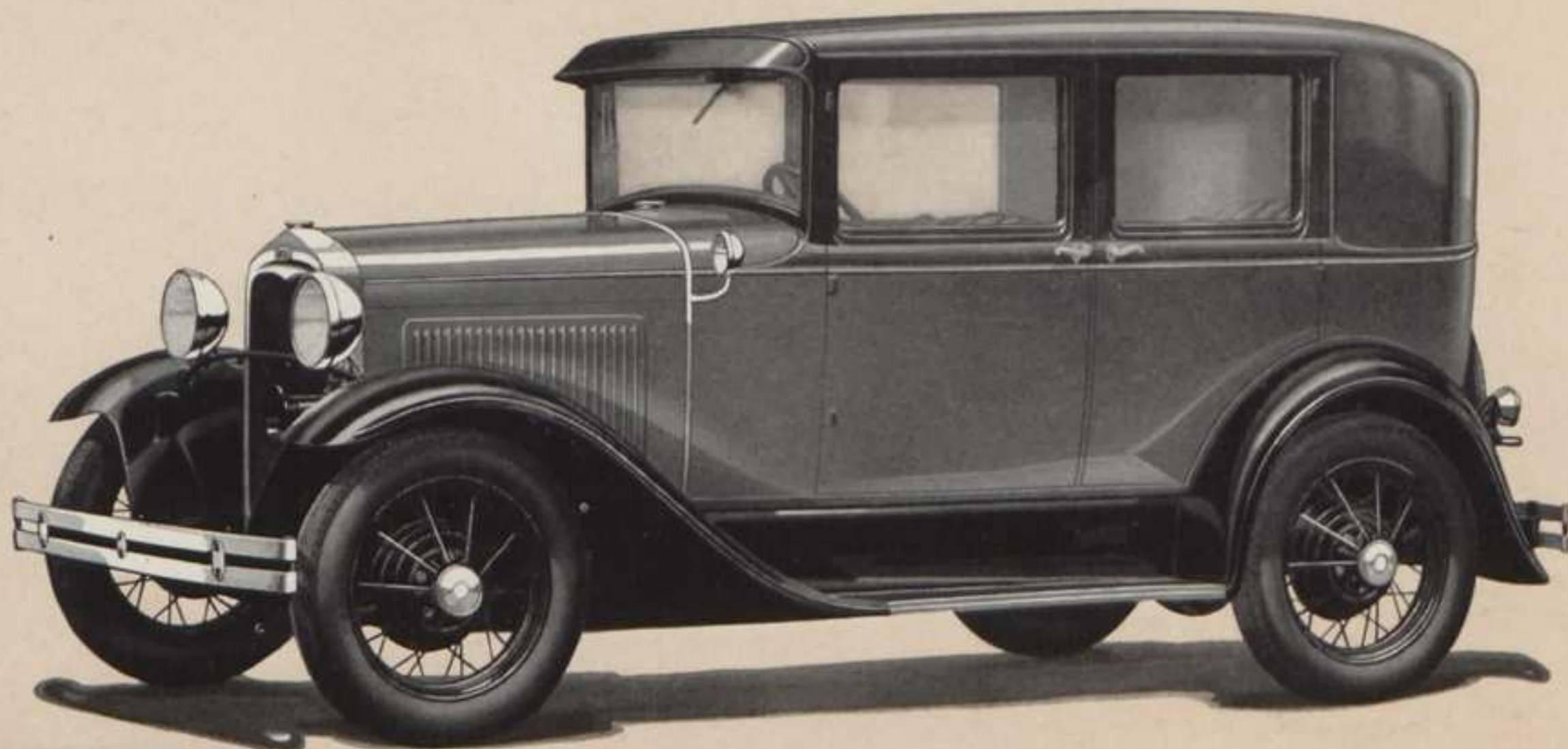
Here in the Town Sedan you see the graceful, flowing lines which add so much charm to all the new Ford bodies. As in other closed cars the driver's seat is adjustable. A disappearing arm-rest in the center of the rear seat adds to the comfort of the roomy and richly upholstered interior. You have a choice of either Bedford Cord or Mohair.



THE NEW FORD TUDOR SEDAN

This remarkably low-priced sedan is built to serve you faithfully and well for many thousands of miles. It comfortably seats five passengers. Four Houdaille double-acting hydraulic shock absorbers — standard equipment on all the new Fords — combine with low center of gravity and transverse springs to make this an unusually easy riding car.

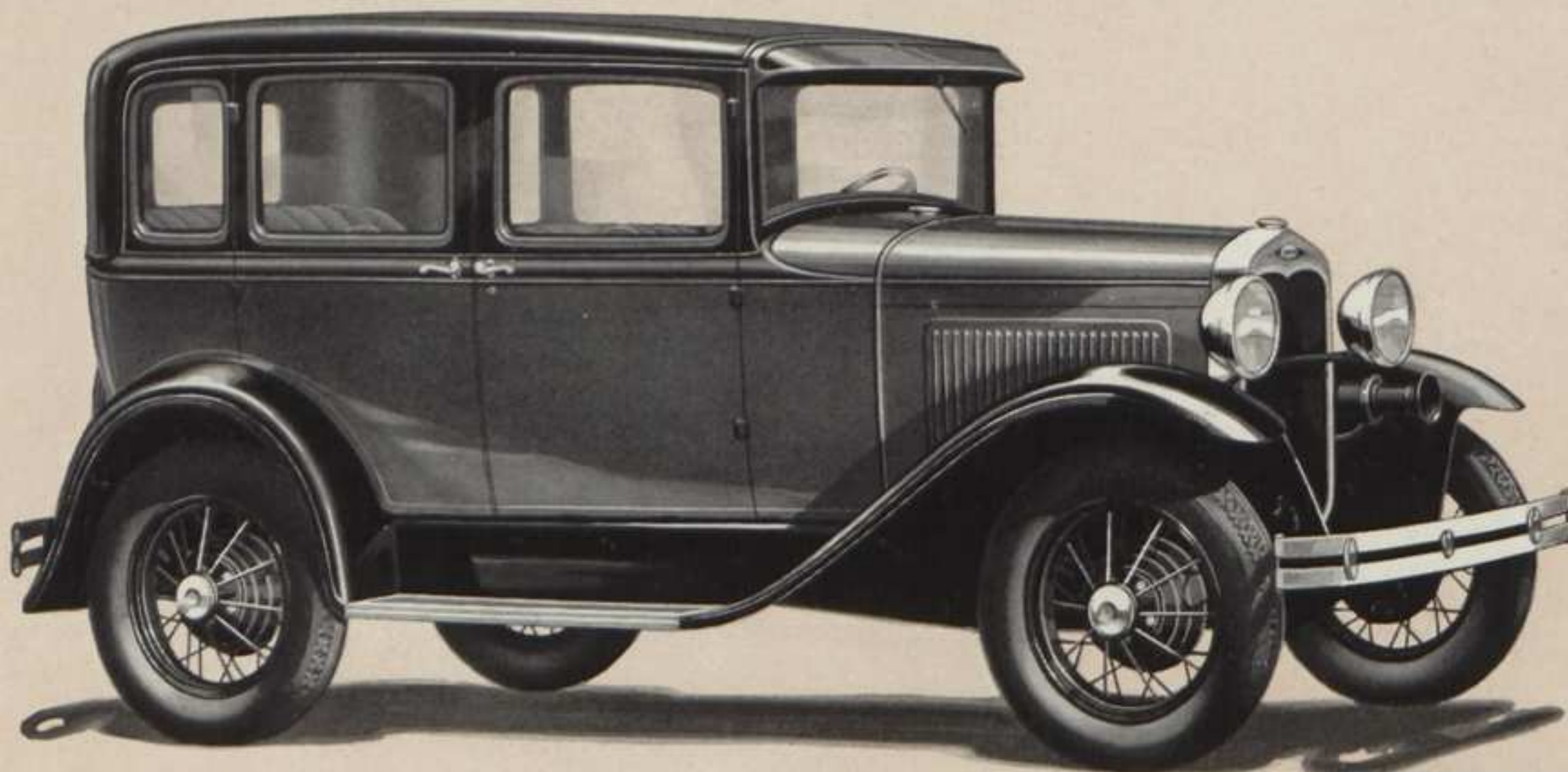




THE NEW FORD DE LUXE SEDAN



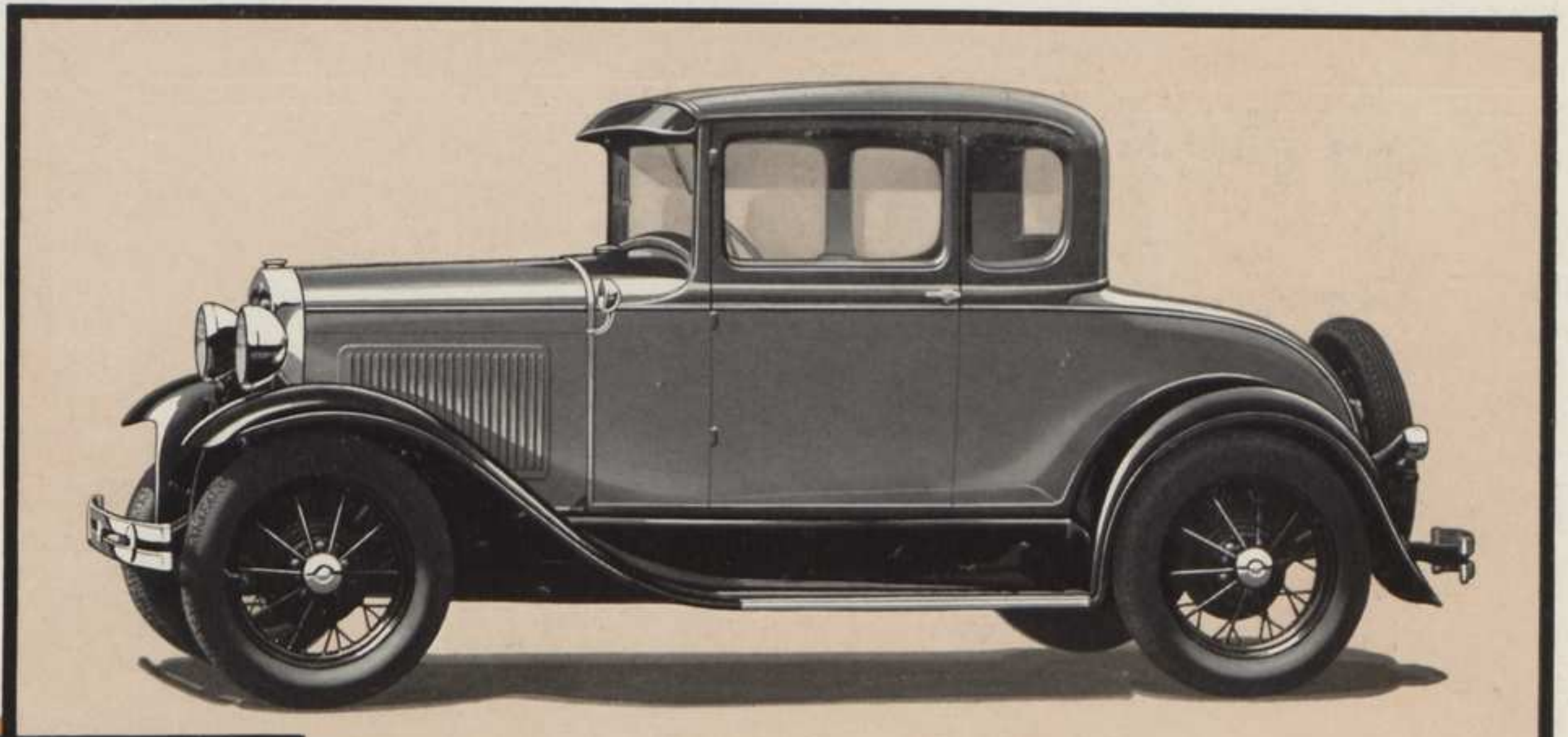
Sparkling colors and rich appointments bring to this sedan a de luxe atmosphere seldom found in low-priced cars. Deep tan Bedford cord of fine wool worsted or brown mohair are optional. Though soft and luxurious, this mohair will not crush easily and is long-wearing because it is faced with genuine mohair and fine wool worsted.



THE NEW FORD FORDOR SEDAN

A conservative car of good appearance and quiet simplicity. A most serviceable family conveyance, with a roomy interior trimmed and upholstered in excellent taste. The front seat is adjustable. The rear seat easily accommodates three persons. Doors, both front and rear, are wide and permit easy access. There's a convenient dome light.

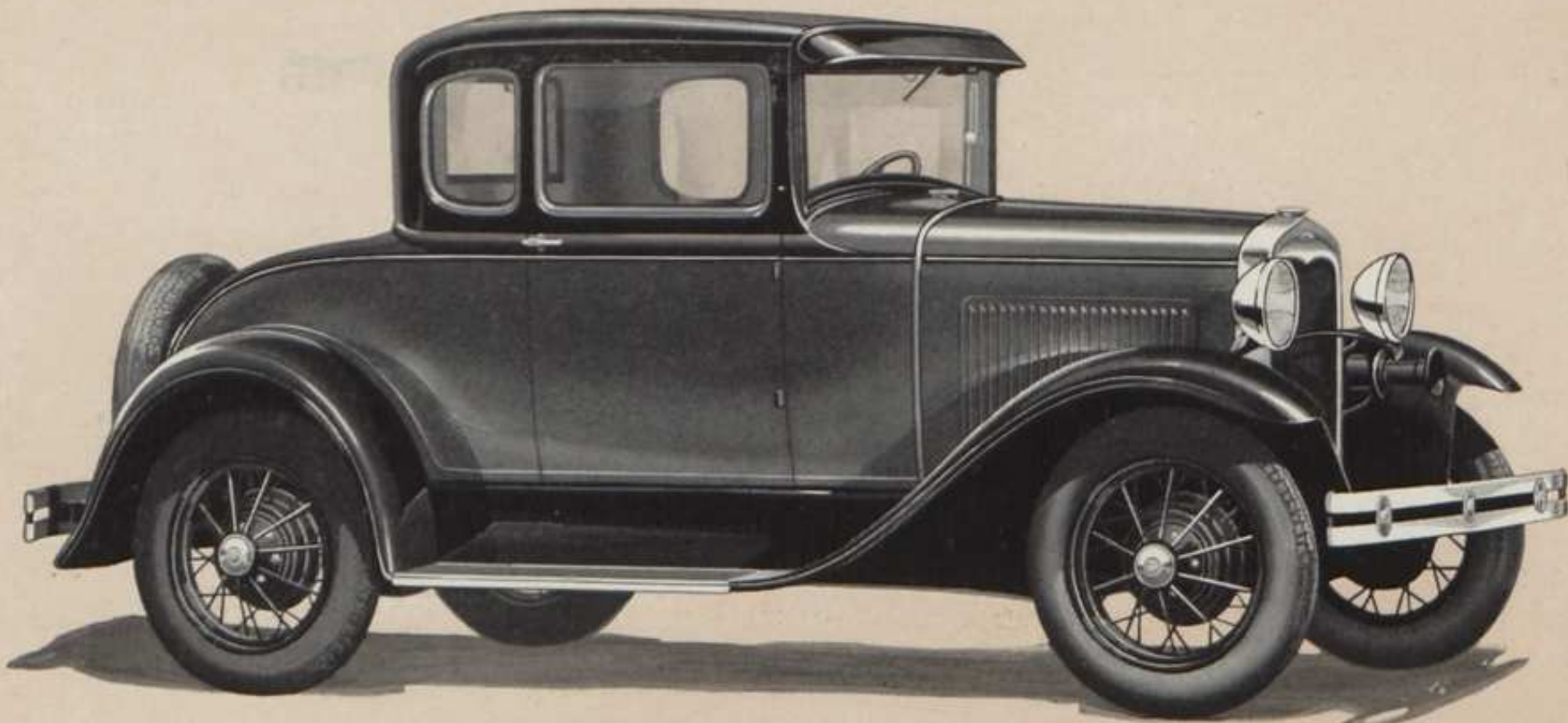




THE NEW FORD DE LUXE COUPE



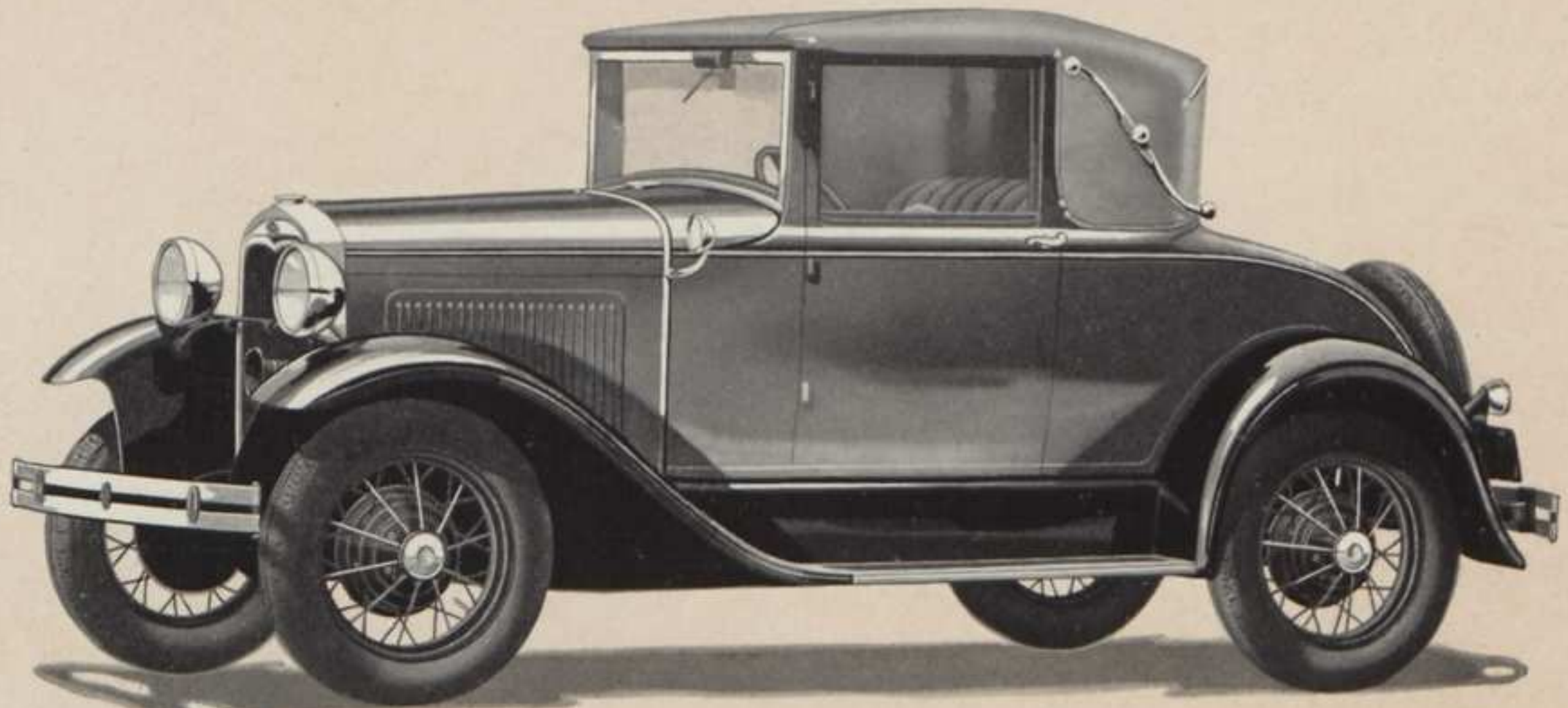
In appearance as well as performance this is a distinctively personal car of rich appointment. Like all the new Fords, it is finished in a variety of beautiful colors. The roomy interior is upholstered in choice of brown mohair or deep tan Bedford cord. The wide seat is quickly adjusted to the desired position for complete driving comfort.



THE NEW FORD COUPE

A splendid choice for physicians, business executives and salesmen because of its attractive lines, reliability, economy, comfort and safety. Its alert speed, quick acceleration and ease of control give it a distinct advantage in crowded traffic. As in all the new Fords, the deep radiator shell and other exposed metal parts are of ever-sparkling Rustless Steel.

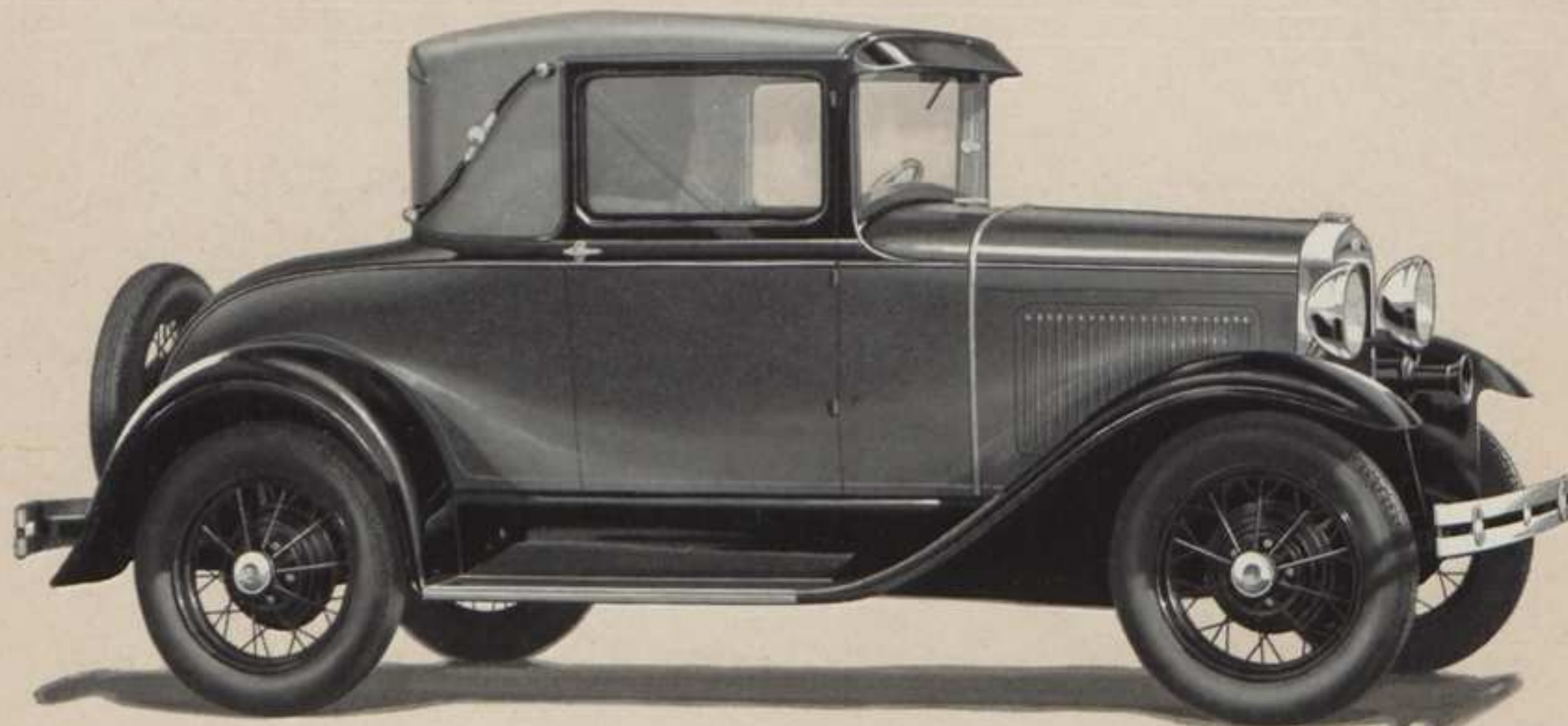




THE NEW FORD CONVERTIBLE CABRIOLET



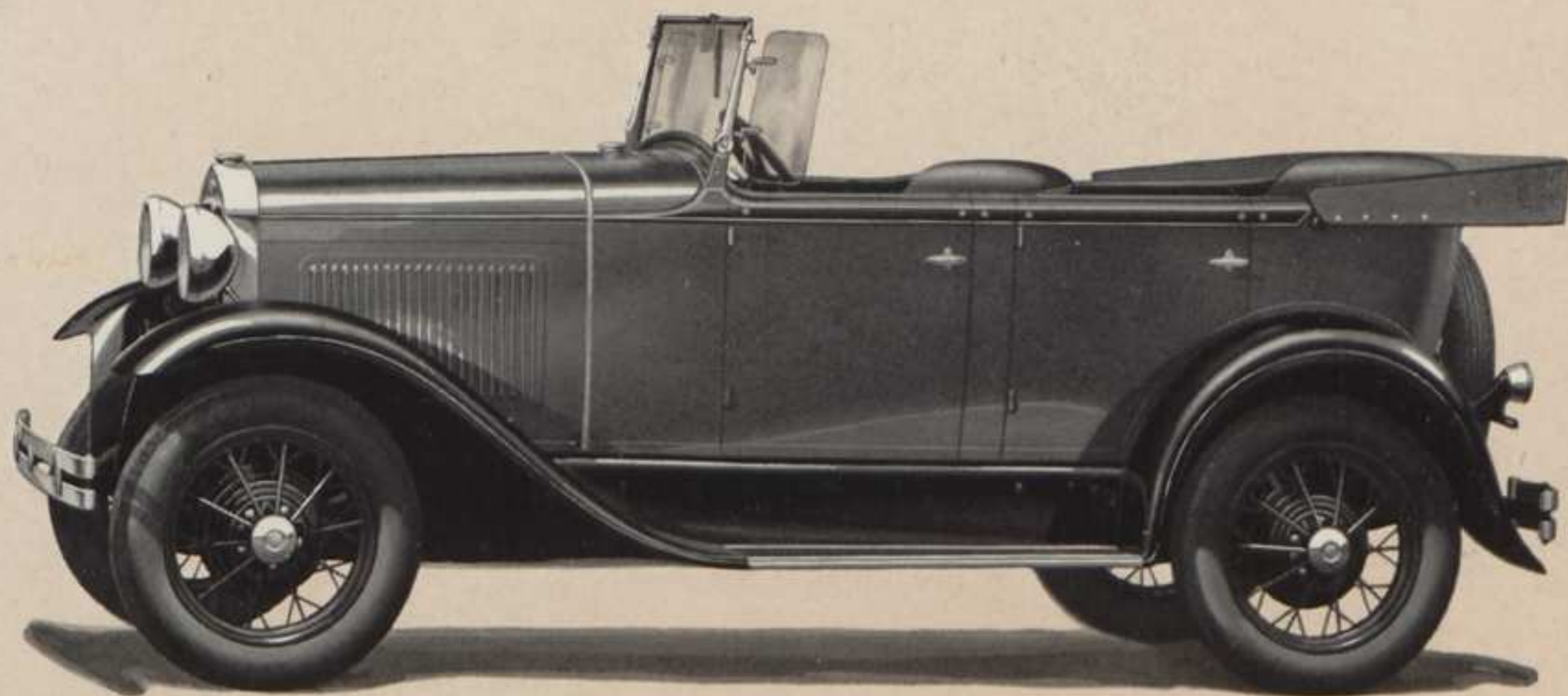
A smart all-weather car combining the airy freedom of the roadster with the snug comfort of the coupe. The landau top can be easily raised or lowered. The seat is in rich tan Bedford cord. A rear "zipper" curtain which can be quickly opened for conversation with rumble seat passengers keeps the back weather-tight when closed.



THE NEW FORD SPORT COUPE

This smart coupe is as snug as your favorite easy-chair—and as personal. When the rumble seat is occupied, and the curtain between is open, it is as clubby a car as ever sped four to golf, tennis or theatre. The handsome top is in pleasing two-tone gray. The sport effect is carried into the interior which is richly trimmed.

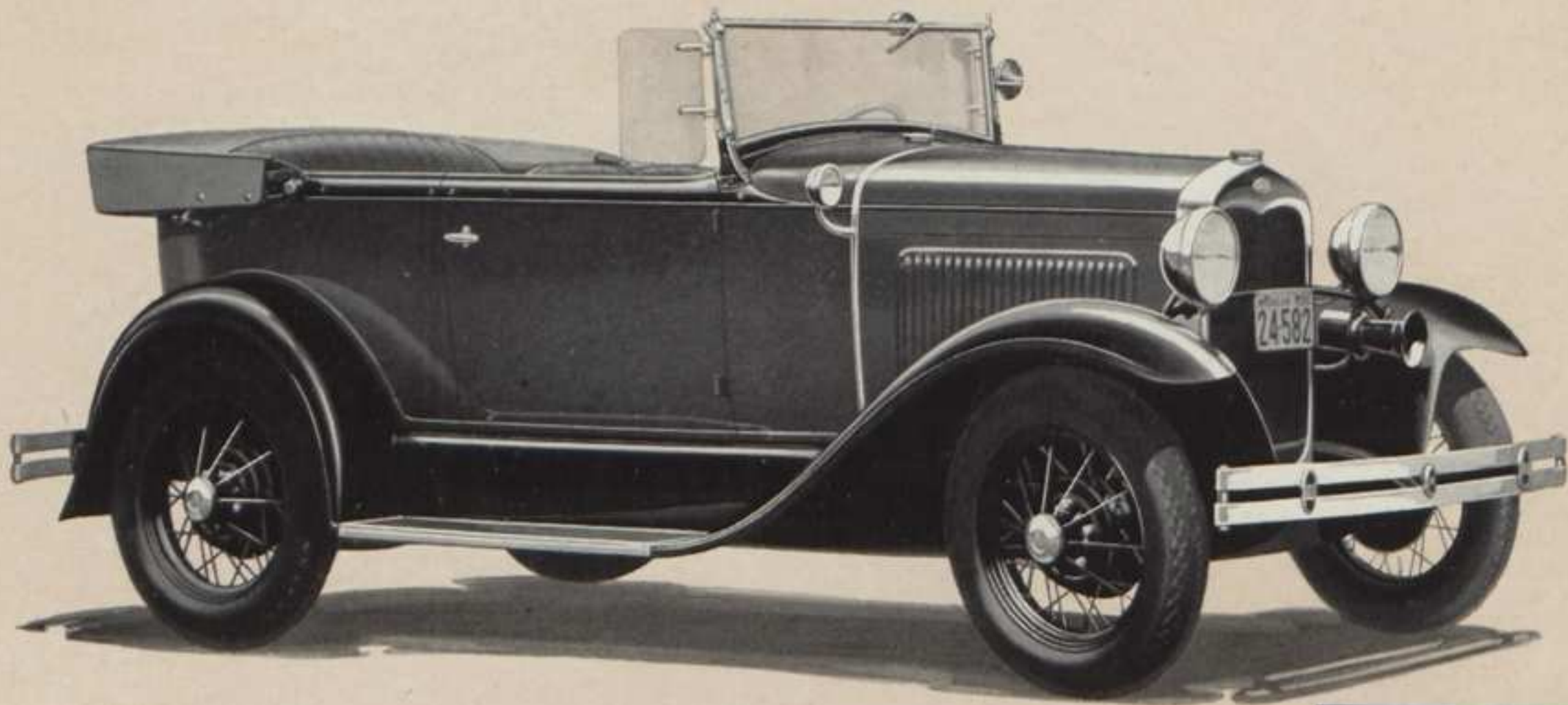




THE NEW FORD PHAETON



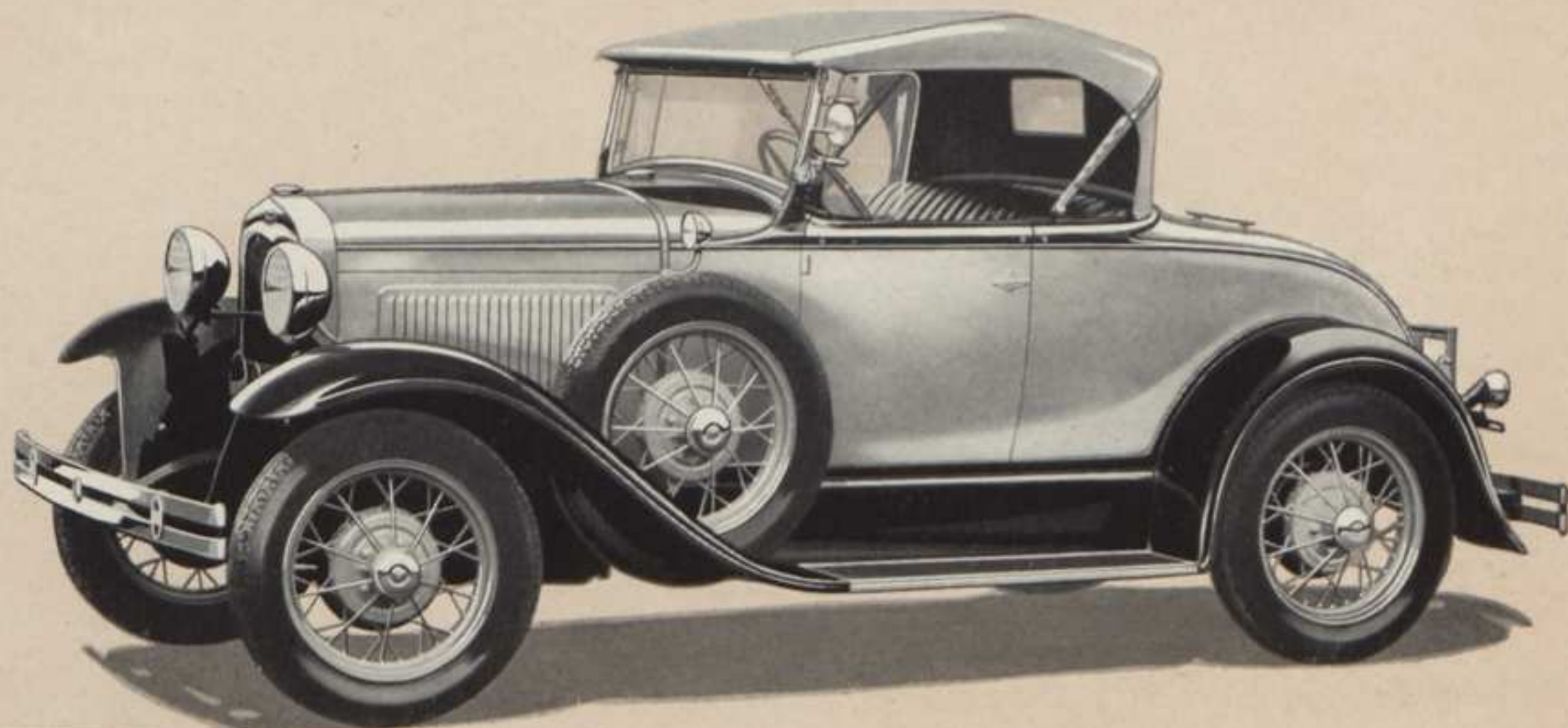
The streamline treatment so strikingly developed in the new Phaeton, is carried out from the deep radiator to the tip of the curving rear fender in an unbroken sweep. Seats are low and occupants sit well down in the car. The Triplex shatter-proof windshield and windshield wings fold flat over the cowl. The top can easily be handled by one person.



THE NEW FORD DE LUXE PHAETON

The New De Luxe Phaeton reflects the beauty of a custom-built car. The deeply cushioned seats are set low and upholstered in tan genuine leather. Front seats fold and the driver's seat is adjustable. Wheels are in color to harmonize with the body, the spare being carried in fender well. Bumpers and trunk rack are included in the equipment.

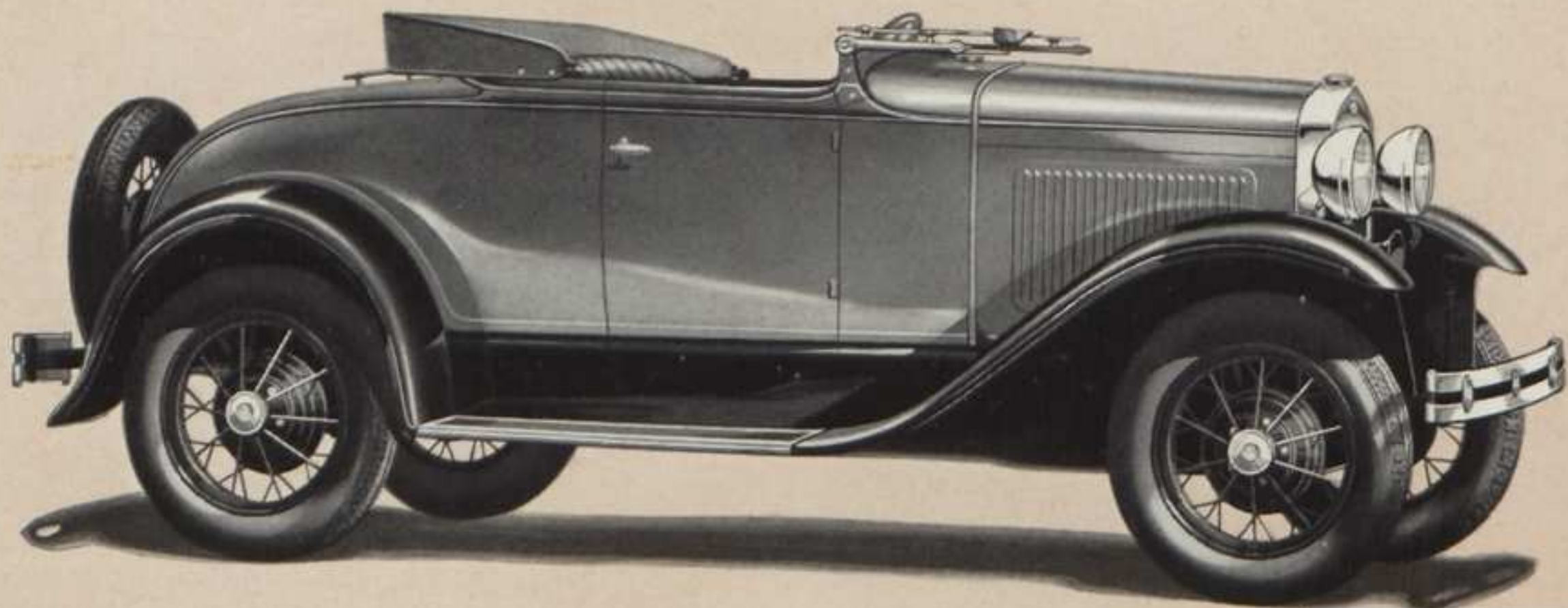




THE NEW FORD DE LUXE ROADSTER

An unusually attractive car for those who seek the advantages of Ford performance in an open Roadster. The specially designed sport top is tan colored with natural wood bows. Upholstery including rumble seat is genuine tan colored leather. Fender well, trunk rack, and colored wheels to harmonize with optional body colors, are standard.





THE NEW FORD ROADSTER



A great car to drive because of its smart style and alert, capable performance. The beauty of the straight, sweeping lines is given added charm by rich and attractive colors. The Triplex shatter-proof windshield and windshield wings fold flat. There is a spacious luggage compartment in rear deck. A rumble seat can be installed inexpensively.

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 tarnish-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.

Fully Enclosed Brakes—One of the first things you will notice when you drive the new Ford is the quick, effective action of its brake system. This system gives you the highest degree of safety and reliability because the four-wheel service brakes and the separate and independent emergency or parking brakes are all of the mechanical, internal-expanding type, with braking surfaces fully enclosed for protection against mud, water, sand, etc.

Ball and Roller Bearings—Evidence of the unusual quality that has been built into the Model A Ford is the extensive use of ball and roller bearings. ¶ There are more than twenty of these in all—an unusually large number. Being comparable to the jewels of a fine watch, they prevent unnecessary friction and wear, contribute to smoothness and quiet, reduce up-keep costs and add thousands of miles to the life of the car.

Sturdy Steel Construction—Approximately forty different kinds of steel are used in the new Ford—each particular kind being selected and perfected to fit the particular needs of each part. ¶ There is no limit to selection—no thought that any certain steel must be made to do for many parts to save expense. The Ford policy has always been to use the best possible material for each part, and then through the benefits of large production, to give it to the public at low cost.

Standard Equipment—Standard Equipment on all Model A Ford cars includes five steel-spoke wheels, automatic windshield wiper, speedometer, gasoline gauge on instrument panel, dash-light, tilting beam headlamps, mirror, combination tail and stop light, oil indicator rod, complete tool equipment, and theft-proof ignition lock. Wide, substantial rumble seat is also standard equipment on the new Ford Sport Coupe, De Luxe Roadster and Cabriolet. Triplex shatter-proof glass windshield wings are provided on the Roadsters and Phaetons. Cowl lamps are standard equipment on the Town Sedan, Cabriolet, De Luxe Sedan and De Luxe Coupe, De Luxe Roadster and De Luxe Phaeton.

Additional Details—Engine, four-cylinder "L" head, cast en bloc. Piston displacement, 200.5 cu. in. Bore, $3\frac{7}{8}$ inches; stroke, $4\frac{1}{4}$ inches; horse-power rating S. A. E. and N. A. C. C., 24.03; brake horse-power, 40 at 2200 R. P. M. Single plate clutch. Three-quarter irreversible steering gear, worm and sector type. Torque tube drive. Oil capacity, 5 quarts. Gasoline capacity, 10 gallons. Water capacity, 3 gallons. Balloon tires, 4.75 x 19. Wheelbase $103\frac{1}{2}$ inches.

We reserve the right to make changes, without notice, in prices, specifications and equipment at any time without incurring any obligation.



FORD MOTOR COMPANY
DETROIT, MICHIGAN

ANSON C. THOMAS

Authorized  Dealer

East Aurora, N. Y.