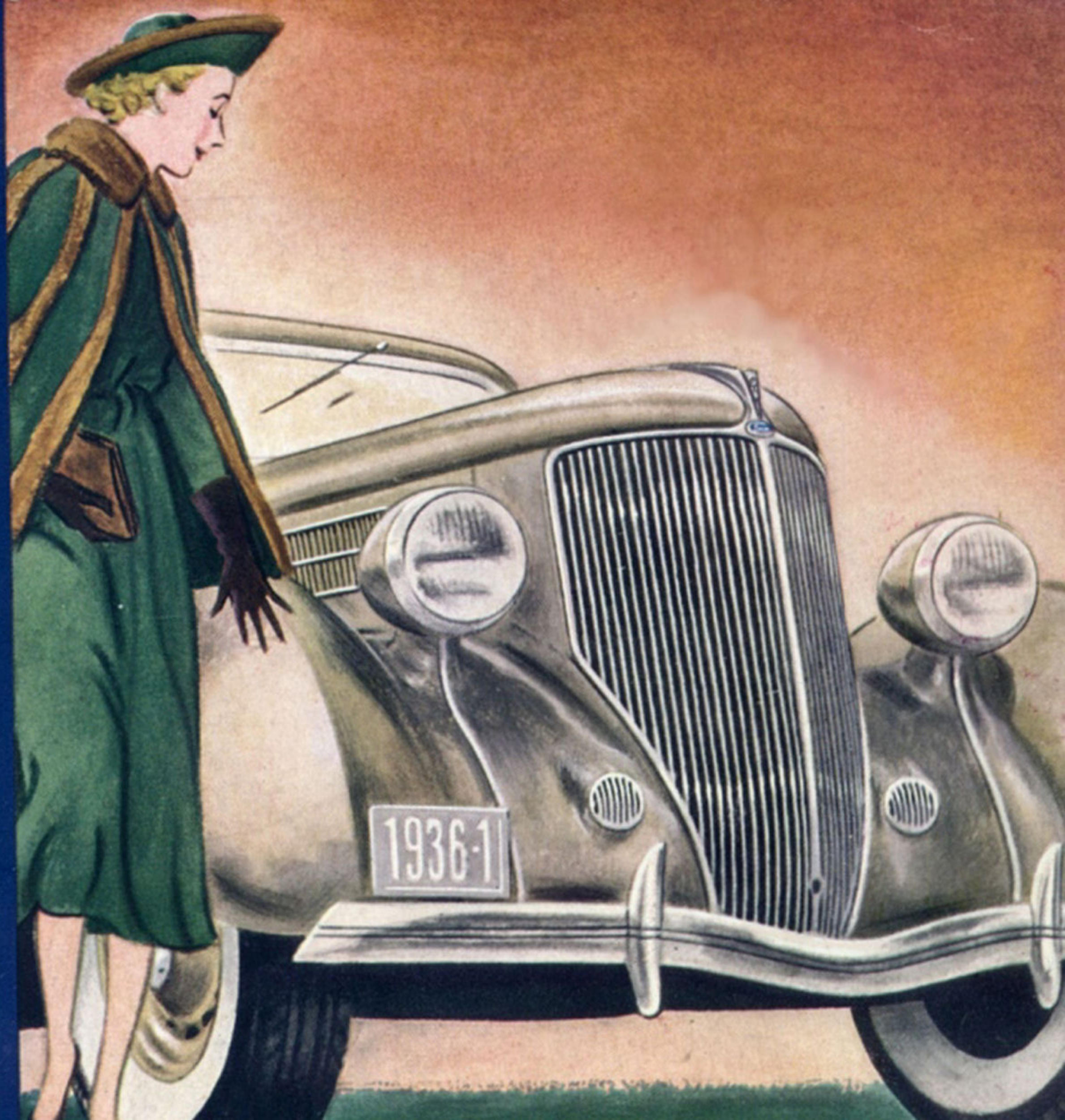


Style
in the
Modern
Manner

NEW
FORD V-8
FOR
1936



FORD FASHIONS

FOR 1936



Here's the Fashion News on Automobiles

AS MUCH as we may look to Paris and New York for what's new in clothes, automobile fashion comes from Detroit and the whole world knows it!

Cars are getting smarter and better-looking all the time because American women are driving them, and nothing they touch stays static in style.

"If the motor-carriage does replace the horse," the editor of a leading woman's magazine wrote naively in 1900, "it is sure

to gain popularity with the ladies and to improve in looks."

Well, a revival of 1900 fashions in little ribbon-trimmed toques and sealskin sacques doesn't surprise any of us. But no one would ever think of going back a generation or so in automobiles. Because, of all fashions, the motor car must be modern . . . advanced in its lines and performance. That's why a woman feels so right with the New Ford V-8 for 1936. It is beautifully timed to these modern days.

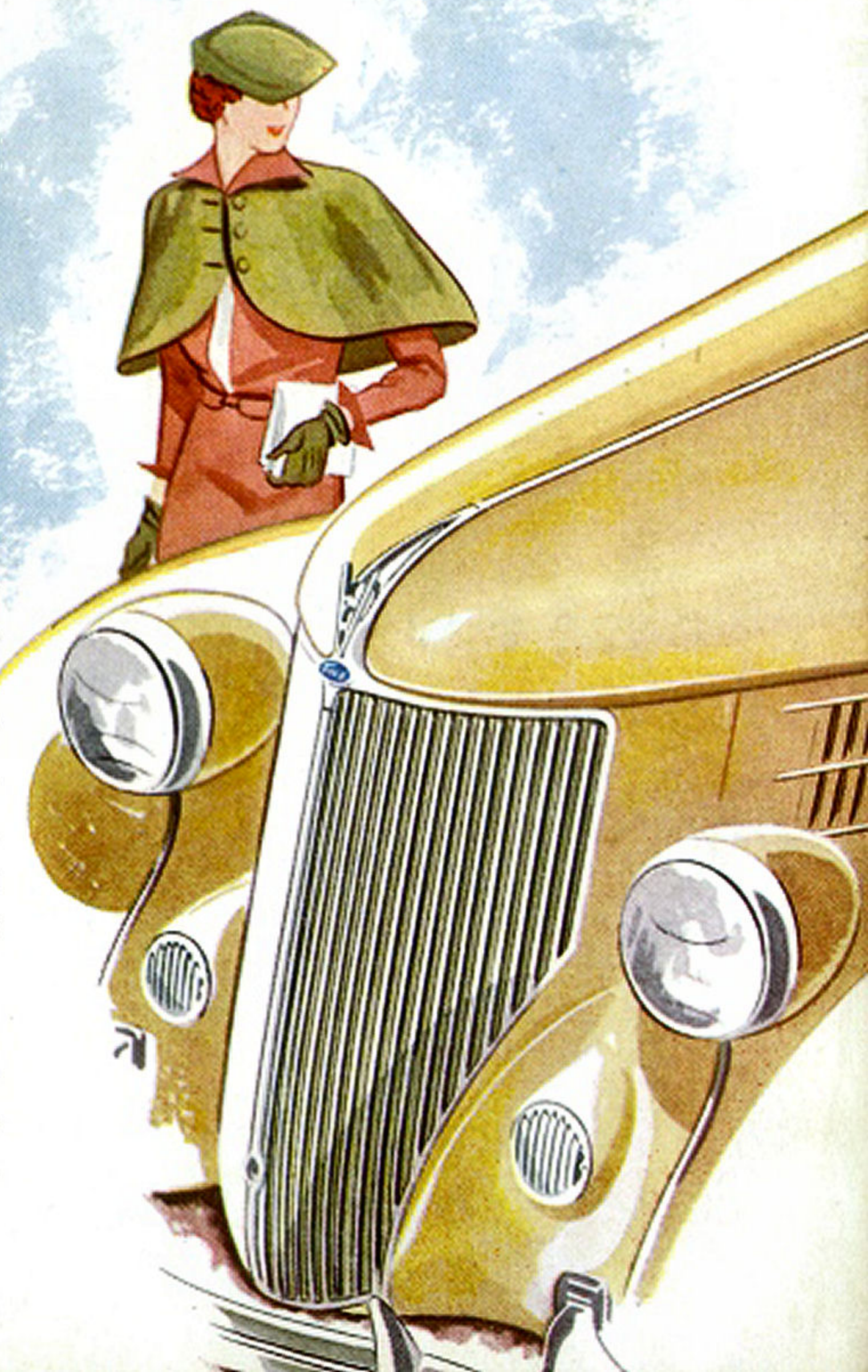
New as the Tilt of Your Hat

REFRESHINGLY NEW, this 1936 Ford V-8, with that trim, lithe sweep of line that runs all through the fashion world.

The new hood extends gracefully over the newly designed radiator grille, accentuating length and giving the car new grace in motion. The new, larger fenders are beautifully formed, with a wide, flowing flare. The front of the Ford is quite imposing and altogether distinctive.

The horns have disappeared. Why not? They're just as useful out of sight—concealed in the Ford behind circular grilles, just beneath the headlamps. It's like taking a dangly something off a dress and making it much more attractive.

And finally, the wheels are new in the Ford V-8 for 1936. They are steel, with large hub caps—a lot more "custom-looking." The accent is on style and quality in every feature of this new car.



Beautiful Upholstery and Accessories to Match

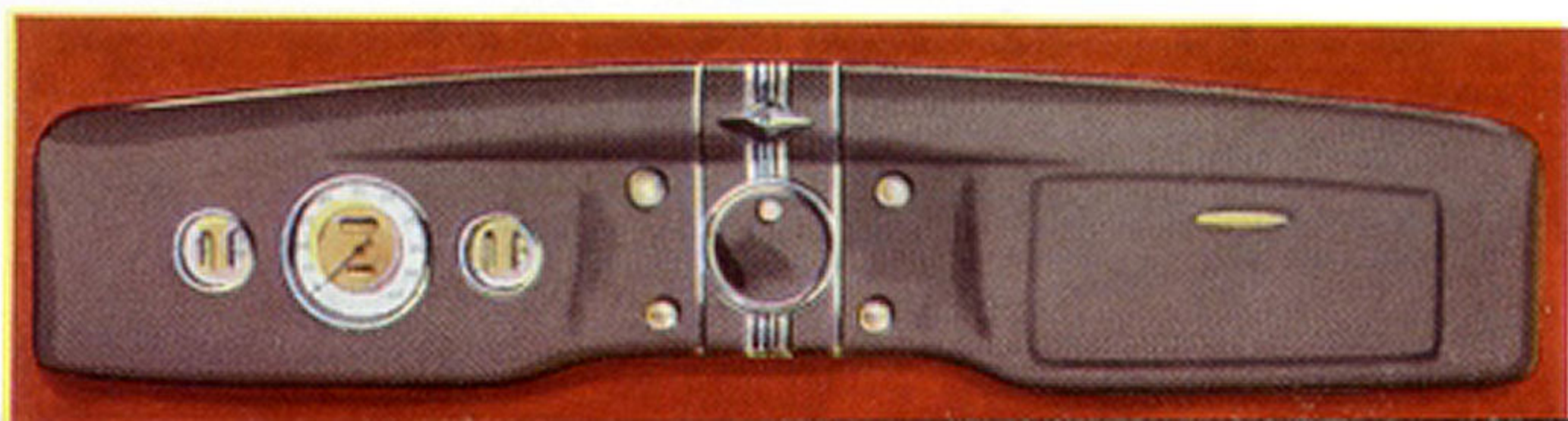
YOU'LL WANT to hurry and open the door of the 1936 Ford V-8 because the "inside news" is exciting. The whole car is styled in the fine-car manner.

The color ensemble in De Luxe body types is Dusky Taupe and Gray. Everything harmonizes—upholstery, new metallic door moldings, instrument panel, hardware, door handles—even the steering wheel and the gear shift ball.

The fitments look like jewelers' handiwork—so carefully formed and modern in style.

Upholstering is the very finest—in material and weave and piping. A choice of Mohair, Broadcloth or Bedford Cord in De Luxe Sedans . . . Mohair or Broadcloth in the De Luxe Coupes. The Cabriolet and Convertible Sedan have seat cushions of Genuine Leather or Bedford Cord . . . they are Genuine Leather in the Roadster and Phaeton. (Ford rumble seats are a special weather-resisting material.)

Underfoot, in rear compartments, is a velvet carpet, which, like the upholstery, has been made to last. Ford beauty endures.





Colors to Make Your New Ford an Individual Car

BEAUTIFUL COLORS distinguish the new Ford V-8. And what woman does not love color! Best of all, the Ford requires almost no "complexion care." The baked enamel finish keeps its shimmering luster and color-richness for years. The Ford stays young in looks and in spirit.

There's a whole color-box of color for 1936—a choice of five combinations in all De Luxe cars. Just as green runs all through the new mode in dress, the Ford gives you green for your new car. The right shade of green, too—

an attractive Gray Vineyard Green, with silver body striping.

Or you may have your Ford in Washington Blue, with cream striping. Or in Cordoba Tan, with a bright Poppy Red stripe. In Gunmetal, also with Poppy Red striping. Or in correct and always popular Black—with a smart metal sheen and Apple Green striping.

Fenders and wheels in De Luxe cars are finished in the same color as the body—another of those higher quality features that you have come to expect in a Ford.



NEW FORD V-8 TUDOR TOURING SEDAN



A Joy to Drive

Because of the Modern V-8 Engine

YOU'LL HAVE the feeling that you are driving a truly fine car when you drive the 1936 Ford. And you are! For the Ford V-8 engine means something extra in performance. No other low-price car has it. It's a fine-car feature that puts the Ford in a class by itself.

These days a car isn't really modern unless it has eight cylinders and the Ford gives you the finest type of eight-cylinder engine—the V-8. It does make a difference in driving—you'll realize that it is smoother, quieter and more responsive, with a comforting reserve

of power. There's something thrilling, too, about the way it helps you to step out ahead at traffic lights.

Driving is always safer and more fun in a Ford because it is so easy to handle. It gets you where you want to go in no time. And parks, as one woman put it, "on a handkerchief."

It's never any effort to drive a Ford . . . that's why it is so kind to your nerves and disposition. Two new features for 1936 are easier steering and easier gear shifting.

Big, Powerful Super-Safety Brakes

SAFETY MEANS a lot to the woman driver and to the Ford Motor Company. Henry Ford's policy is to make the safest car it is possible to make—regardless of cost. That is

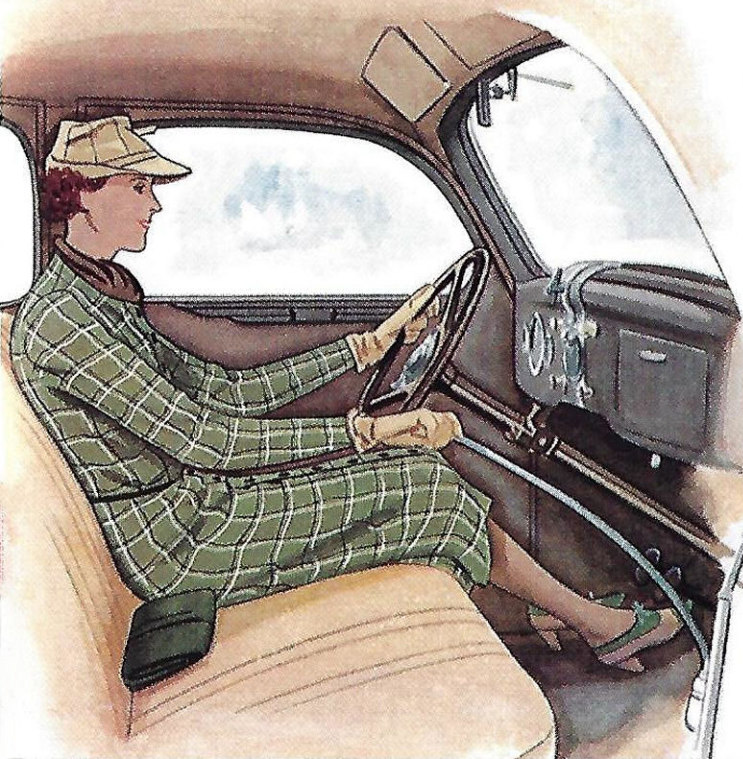
the reason the Ford has a steel body—a real steel structure that protects you as you drive. It is electrically welded, too, for still greater strength.

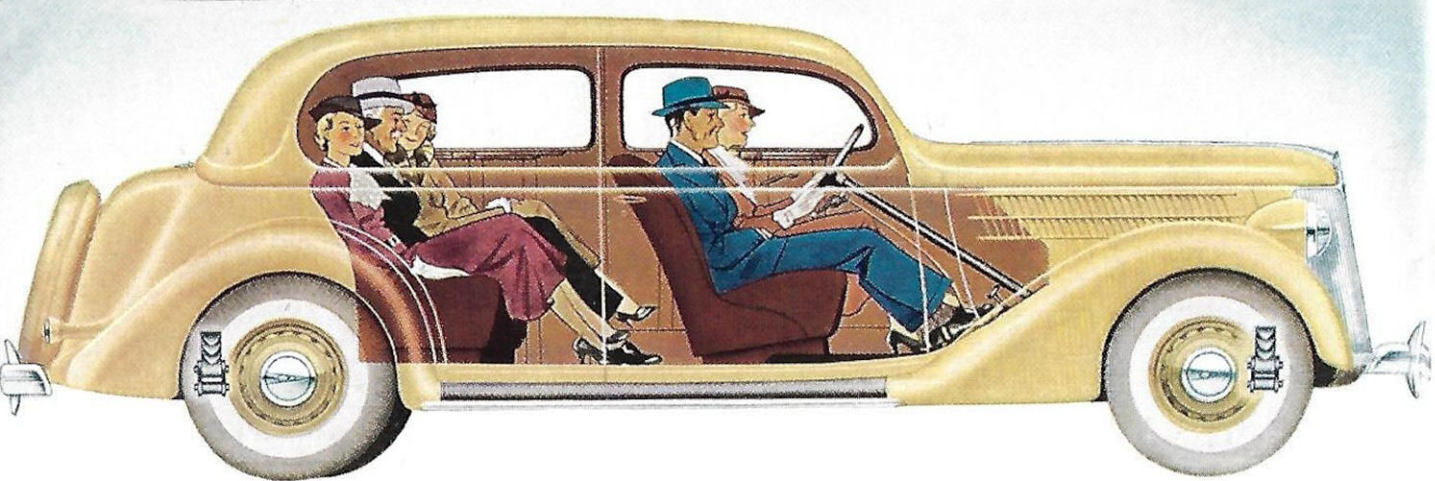
Safety Glass is another example of the extra security in this car. It isn't only in the windshields but in all windows as well. And there's no extra charge for this all 'round protection in the Ford.

Ford Super-Safety Brakes deserve special mention. They are easy to apply and they surely do stop the car quickly. And—equally important—they do it in the most direct and positive way.

Experience shows that they are the safest and most reliable type of brakes under all driving conditions.

Ford Super-Safety Brakes are the same design as the brakes that have been used for years on the finest cars in this country and abroad.





Center-Poise Riding Means Remarkable Riding Comfort

THERE'S a cradle-like quality to riding in the Ford V-8. Every one rides nearer the center of the car—cradled between the long, flexible, transverse springs.

This Center-Poise Riding is one of the greatest improvements in comfort in many years—especially for those in the rear compartment. Lots more comfort there because

the back seat isn't over the rear axle as in old-time cars. It has been moved forward in the modern way. And what a difference that makes on every type of road! Back-seat passengers, as well as those in front, will say many a kind word about the easy-riding qualities of the Ford. You will find it one of the most comfortable cars you have ever known.

Surprising Room . . . More than in Many Higher Priced Cars

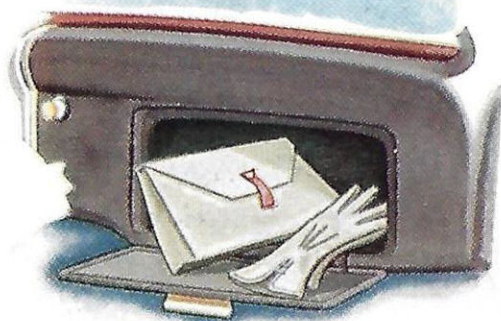
THERE are many surprises in the Ford V-8 for 1936 . . . one of them is the roominess of the car. It is a big car inside. As a matter of fact, it has more body room than many higher priced automobiles.

That sounds like an exaggeration, but it isn't. It's quite true and one of the reasons is the compact design of the V-8 engine. It takes up less space under the hood and that means that more of the car's length can be used for passenger comfort. The difference in favor of the Ford is considerable—you'll see it if you do a little checking up.

Wide seats are another factor in the unusual

roominess of the Ford. Three can ride in the front seat of the Fordor Sedans, Coupes, Convertible Sedan, Roadster and Phaeton. The gear shift lever for 1936 is designed so that it doesn't hit anyone's knees when there's a threesome in front. There is increased room in the back seat of the 1936 sedans because the rear quarter trim is recessed above the new style arm rests.

Lots of room to put things, too. A convenient compartment in the instrument panel for gloves and handbag and little gadgets. And a big hide-away behind the rear seat in sedans for suitcases and hat boxes.



Everything is safely out of the way in the Ford so you can ride in roomy comfort.

And if you'd like a car with a built-in trunk, you can have that, too, in the 1936 Ford V-8. This is a feature of the good-looking Tudor Touring Sedan and Fordor Touring Sedan.

It's quite an unusual car in every way—this Ford V-8 for 1936. It stands out because of its all 'round value.

Fine-car beauty, convenience, comfort, roominess and safety have been combined with the fine-car performance of the V-8 engine.





F O R D M O T O R C O M P A N Y