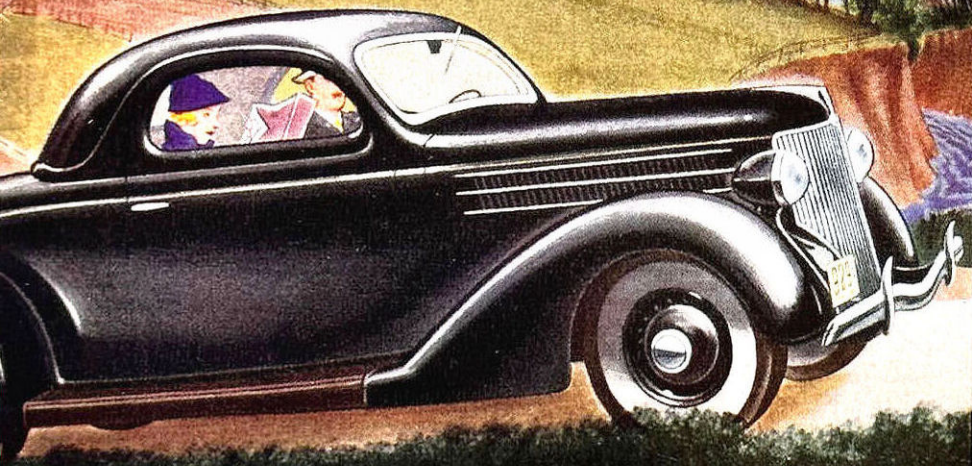
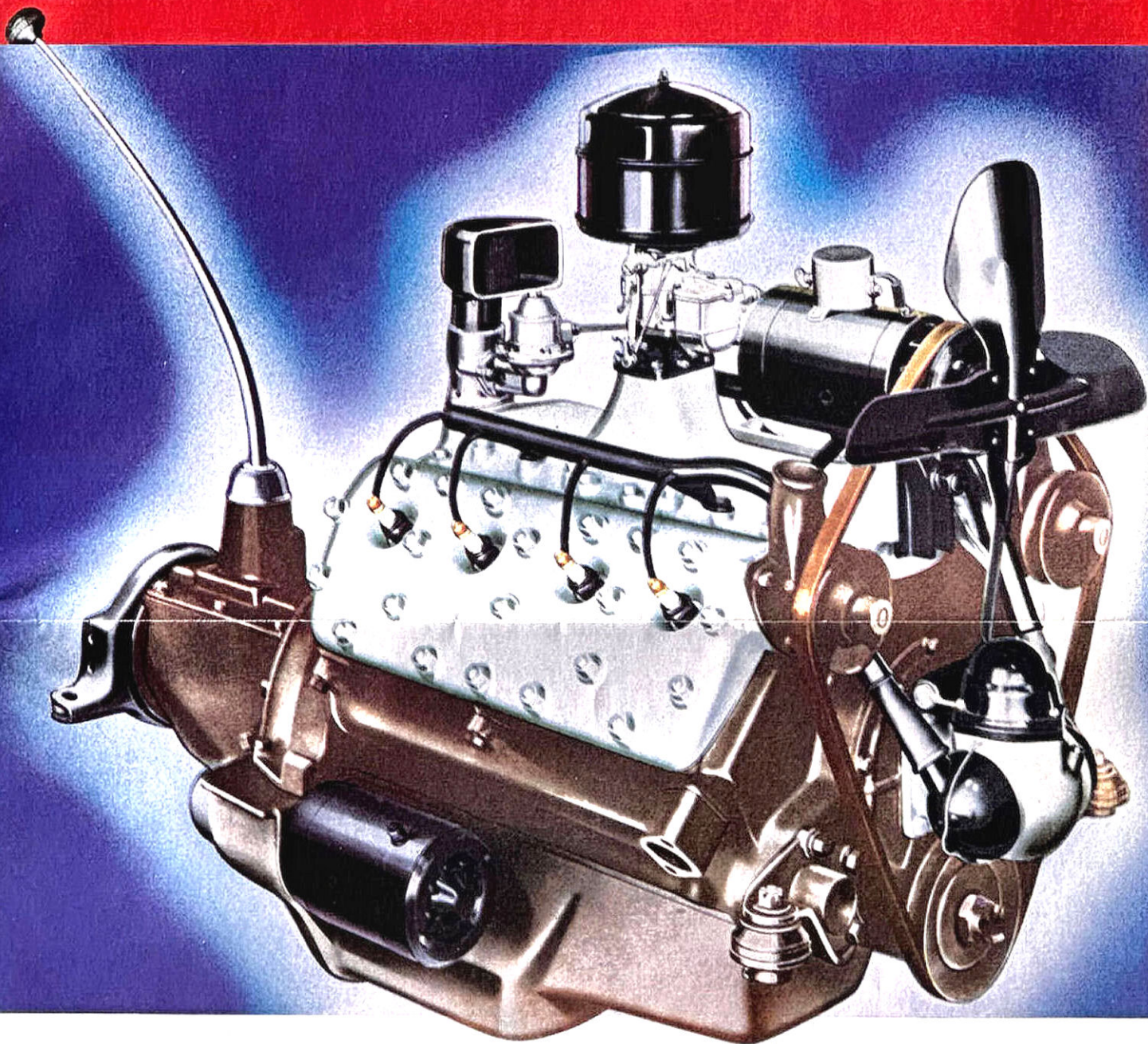


WHAT MAKES A
Fine Car?



FINE CAR ENGINE



Modern Motoring Requires at Least Eight Cylinders

Only the finest cars use a V-type engine. The Ford gives it to you—with economy. The reliability and economical operation of this engine have been proved by more than 2½ million Ford V-8s on the road. But, to appreciate fully the advantages of this engine, you must experience its flashing acceleration, its power on the hills, its smooth, mile-consuming ability. This V-type engine alone is sufficient to place the Ford far above all other low-price makes as a car of outstanding value.

Women appreciate the responsiveness of the V-8 engine, just as men admire its power. Its smooth flexibility eliminates much gear-shifting and makes driving in traffic extremely easy. The Ford V-8 is so well made that it requires no "breaking in" period.

FINEST OF ALL FORD CARS
NOW THE EASIEST TO OWN

\$25 A MONTH

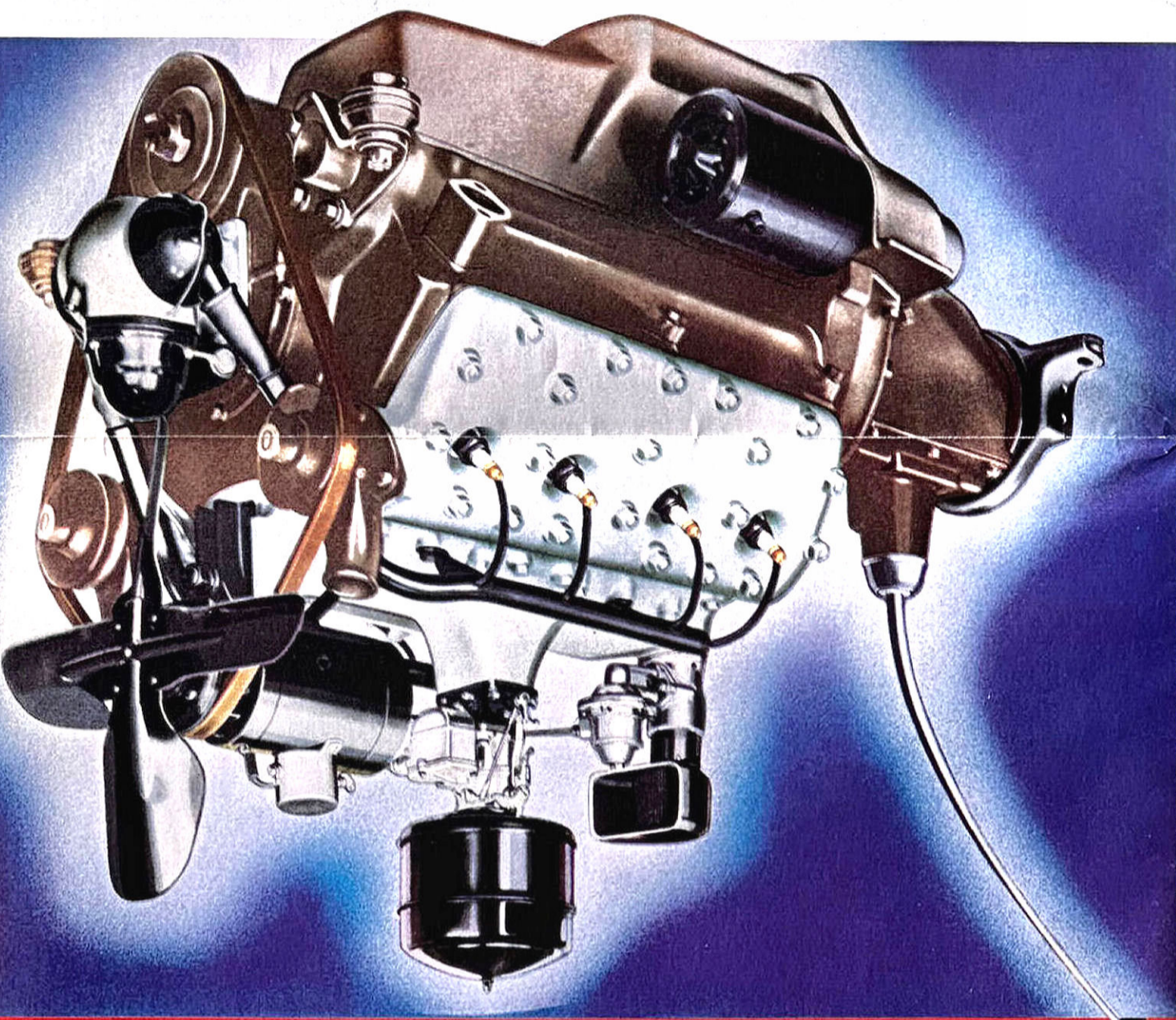
WITH THE USUAL DOWN PAYMENT

This new plan of the Universal Credit Company enables you to own and drive any one of the new Ford V-8 cars without strain on either your capital or income. You may choose from the sixteen handsome body types—make the usual down payment—your present car will probably be sufficient—then pay the balance at the rate of twenty-five dollars a month. • The cost of this

service is only $\frac{1}{2}\%$ per month (6% for 12 months) on the original unpaid balance including insurance. You get not only fire and theft insurance but \$50 deductible collision and protection against other accidental physical damage to your car. Take advantage of this new, convenient way to enjoy V-8 performance, fine-car quality, big-car roominess, and Ford value and economy.

Only the finest cars use a V-type engine. The Ford gives it to you—with economy. The reliability and economical operation of this engine have been proved by more than 2 1/2 million Ford V-8s on the road. But, to appreciate fully the advantages of this engine, you must experience its flashing acceleration, its power on the hills, its smooth, mile-consuming ability. This V-type engine alone is sufficient to place the Ford far above all other low-price makes as a car of outstanding value. Women appreciate the responsiveness of the V-8 engine, just as men admire its power. Its smooth flexibility eliminates much gear-shifting and makes driving in traffic extremely easy. The Ford V-8 is so well made that it requires no "breaking in" period.

Modern Motoring Requires at Least Eight Cylinders



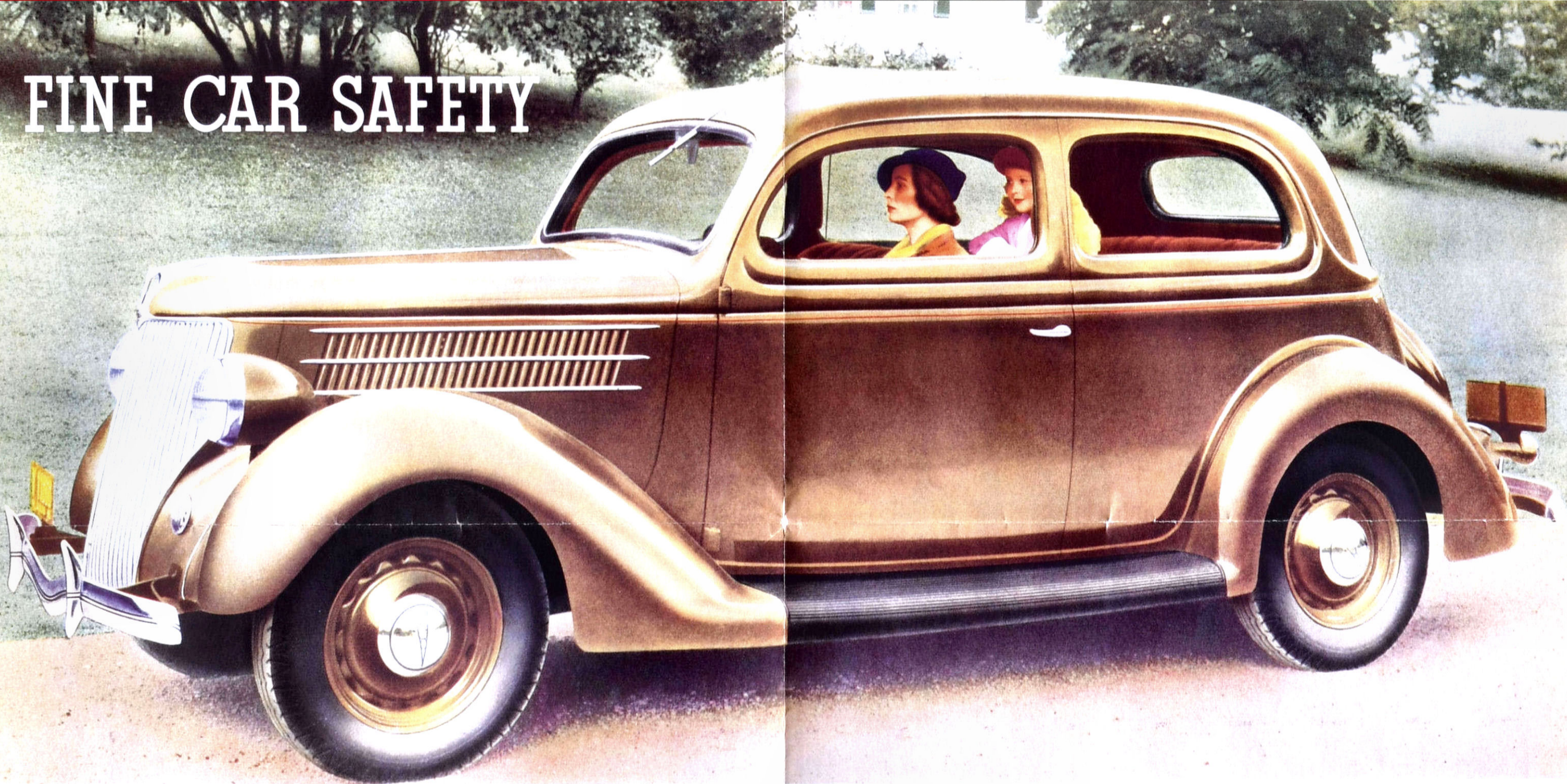
FINE CAR ENGINE

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**FINEST OF ALL FORD CARS
NOW THE EASIEST TO OWN
\$25 A MONTH
WITH THE USUAL DOWN PAYMENT**



FINE CAR SAFETY

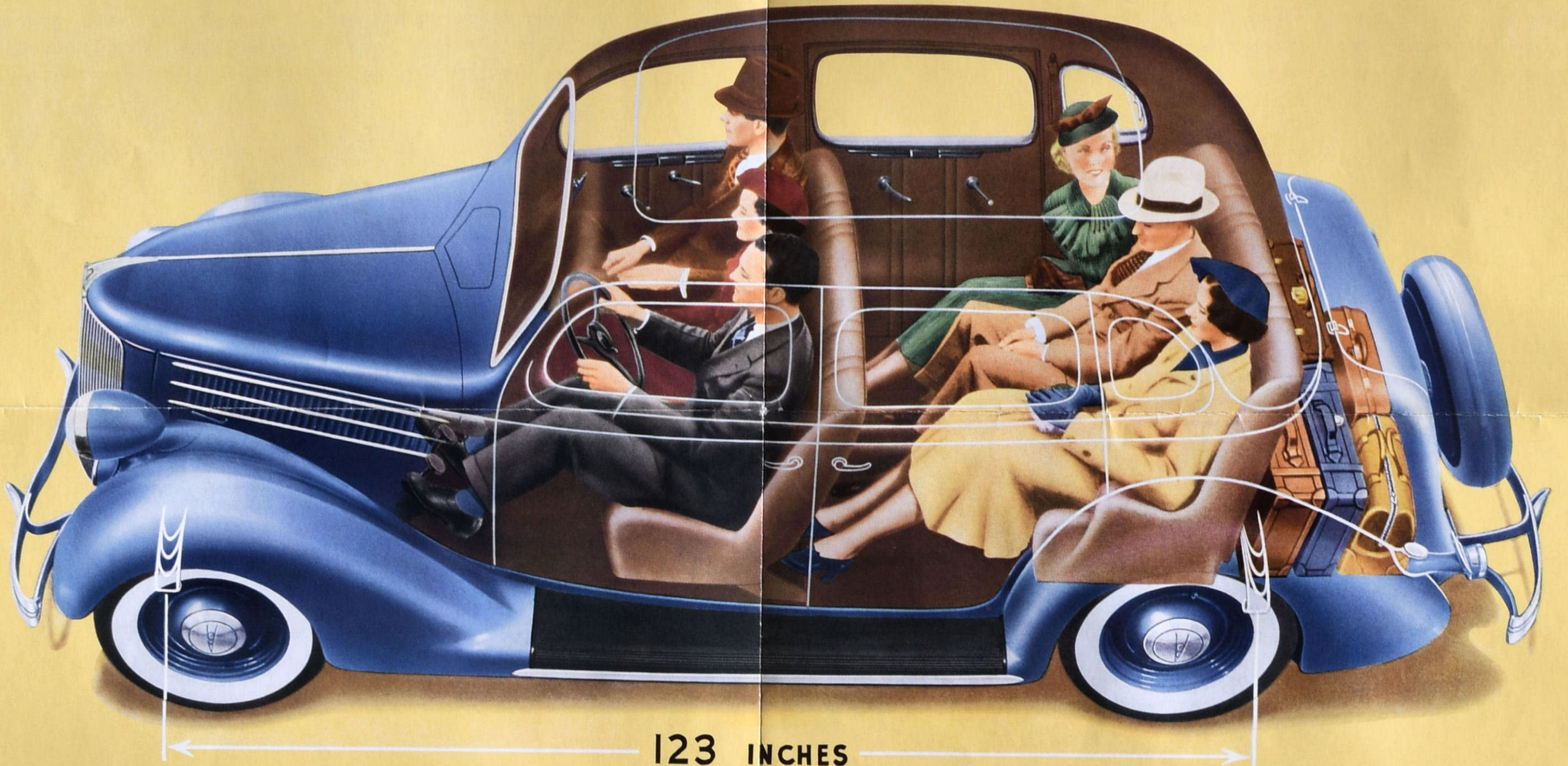


You ride with greater safety in the Ford V-8 for 1936. It's not so much that V-8 engine power and pick-up whisk you clear of traffic tangles—although this, too, helps make the new Ford a safer as well as a more thrilling car to drive—it is mainly because every feature of the new Ford measures up to the standard of V-8 engine quality. Everything—from the design of each part to the material used in making it—is in keeping with the fine-car quality beneath the hood.

From bumper to bumper the Ford V-8 is as strong and sturdy as good steel and sound engineering can make it. For your family and yourself it provides the motoring safety which only a really fine automobile can give.

Sturdy steel body structure, positive mechanical brakes. Safety Glass in the windshield and windows of all types, six-inch, air-balloon tires, quick acceleration, and sure control make the Ford V-8 a safe car to drive. Nothing has been omitted which can provide maximum protection for all passengers. Ford safety begins in the laboratory and carries through every detail of construction. There is no compromise with safety in the Ford V-8. It is the safest Ford car ever built.

FINE CAR COMFORT



123 INCHES

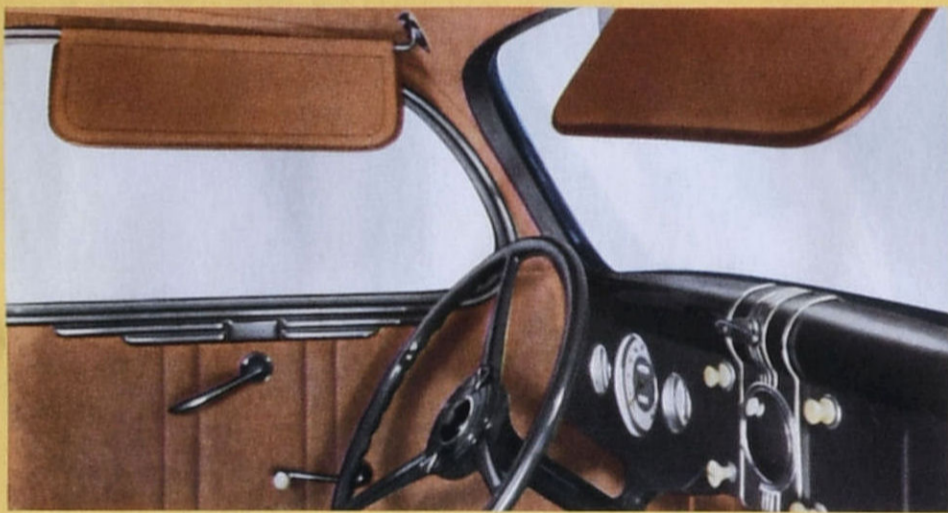
The Ford V-8 of today is a big roomy car with plenty of leg room. This is due, in large measure, to the compact design of the Ford V-type engine and its forward location in the chassis, an advantage exclusive with Ford in the low-price field. Seats are wide, holding

three adults comfortably. They are set low, giving ample head room. There's separate space for parcels and luggage back of the rear seat, where they do not interfere with the comfort of passengers. This is accessible from inside the car except in sedans with built-in

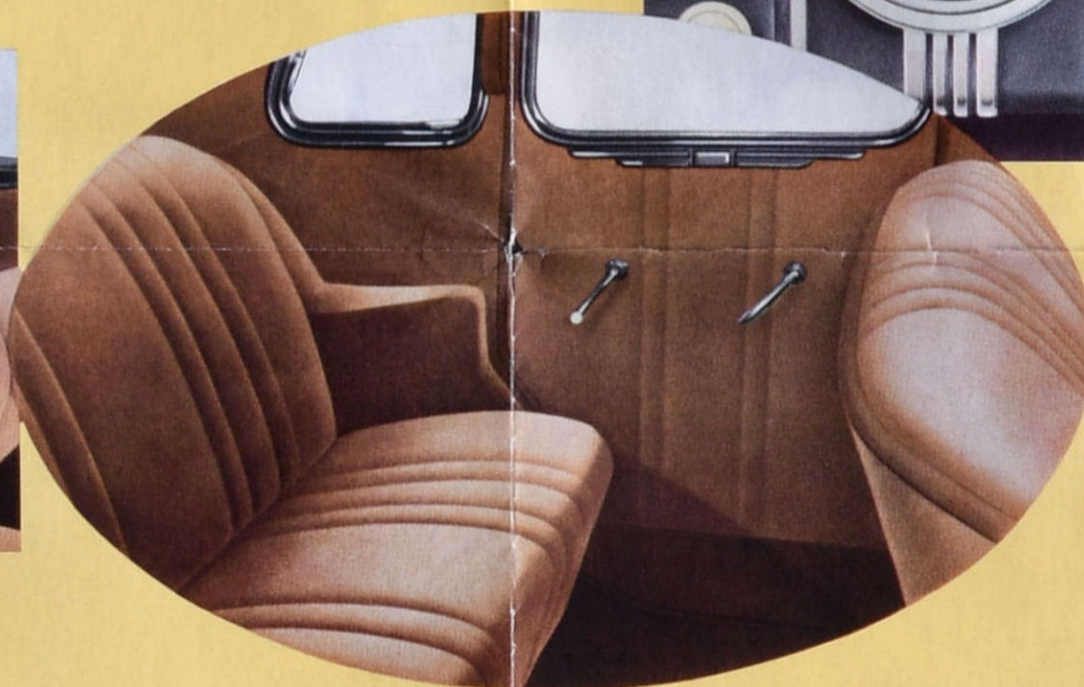
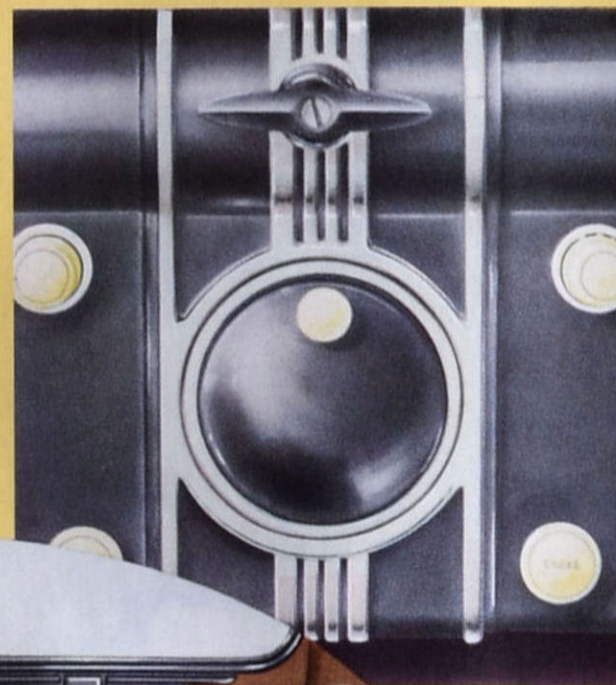
trunk, such as the type illustrated here. • The back seat in the Ford V-8 gives you a "front seat ride." Rear seat passengers ride nearer the center of the car, cradled between the springs instead of over the axle. Long, flexible transverse springs, set on a springbase

of 123 inches (wheelbase 112 inches), together with correct weight distribution, give a smooth "Center-Poise Ride" over all kinds of roads. Riding comfort is further enhanced by deep, soft cushions, double-acting shock absorbers and big, six-inch air-balloon tires.

FINE CAR APPOINTMENTS



Inside as well as out, the Ford V-8 is a beautiful car. There is attractive harmony of design and color. Appointments are complete and modern, fittings artistic, upholstery smartly trimmed. The deluxe Fordor Sedan here illustrated includes sun visors, arm rests and a foot-rest, a handsome instrument panel and handy glove compartment. These are but a few of the reasons why you will be proud to own a Ford V-8.



Safety Glass in all windows and doors as well as windshields, is standard equipment on all Ford V-8 cars, without extra cost. • Six-inch air-balloon tires are mounted on extra wide rims, providing additional stability and steering control. These oversize tires not only wear thousands of miles longer than smaller tires but contribute to both comfort and safety. They are standard equipment without extra cost. • Quiet transmission. Silent helical gears are now used for all speeds. Easy shifting with second and high speeds synchronized. • Cooling system of five and one-half gallons and increased hood ventilation insure efficient cooling. • Clear-Vision body ventilation, which has been such a valuable feature of Ford V-8 cars, now

includes pivoted rear quarter windows in Fordor sedans. Ford windshields open. Windows are snugly weatherstripped — no drafts. • Polished cylinder walls are a distinctive fine-car feature. These mirror-like surfaces reduce friction and wear. • Light-weight alloy pistons add to performance. Piston pin holes are bored and finished with great accuracy. • Aluminum cylinder heads produce increased engine power, efficiency and economy with regular fuels. • The floating type of connecting-rod bearings used in this V-8 engine are an exclusive Ford feature. The bearing surface available for each connecting rod is the full area of each crankpin, thus increasing bearing life. • Connecting rods are manganese steel forgings and all

FINE CAR DETAILS

eight rods are matched in weight within one-eighth of an ounce. • Both intake and exhaust valves are of chrome nickel alloy steel. The clearances are precision set at the factory and require no adjustment. Exhaust valve seat inserts are of tungsten

steel. • Dual down-draft carburetor and duplex intake manifold assure economical operation through the uniform distribution of fuel to all eight cylinders and make the Ford easy to start in cold weather. • The cast alloy-steel crankshaft is an exclusive Ford development. It provides harder bearing surfaces. It is fully counter-balanced. • Full torque tube drive is a feature of the Ford V-8 usually provided only in cars of higher price. Its values are steadiness in starting and stopping, stability on the road and more uniform brake application. • Three-quarter floating rear axle permits the weight of the car to be carried on the axle housing, leaving the axle shafts free to drive the car. • Like all fine cars, the Ford V-8 has a rear axle

with a straddle-mounted pinion, which insures correct alignment with the ring gear under all conditions. • The camshaft in the Ford V-8 is of cast alloy iron and runs in three babbitt lined steel-backed bearings. Camshaft gear is silent. • The ignition unit is driven from the end of camshaft, eliminating gears between camshaft and distributor. • Positive engine lubrication is assured by a gear-type pump with full-pressure feed to all main, connecting-rod and camshaft bearings and timing gears. Oil is carried through drilled crankshaft and passages direct to lubrication points. • We reserve the right to make changes, without notice, in prices, specifications and equipment, at any time, without incurring any obligation... Ford Motor Company.