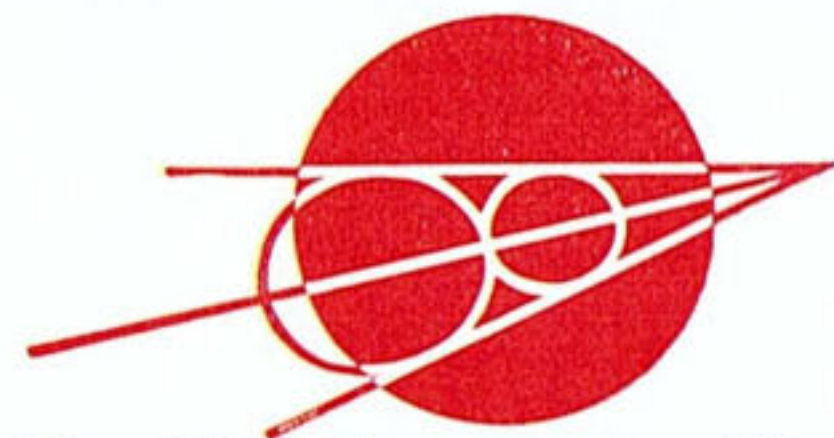


FORD V-8 FOR 1935



## A NEW KIND OF MODERN MOTOR CAR



Every Ford car must represent the Ford ideal of economical, efficient transportation for all the people. This New V-8 for 1935 does that and far more. With proved V-8 engine performance, which has won the enthusiasm of more than a million owners, it combines the most modern ideas of comfort and beauty.

Riding ease is an outstanding feature of this new car. By new spring design and suspension, by correct weight distribution and location of passengers between the wheels, there is achieved a new balance and smoothness over all types of roads. This is aptly described as Center-Poise Riding and it

provides amazing comfort for rear as well as front-seat passengers.

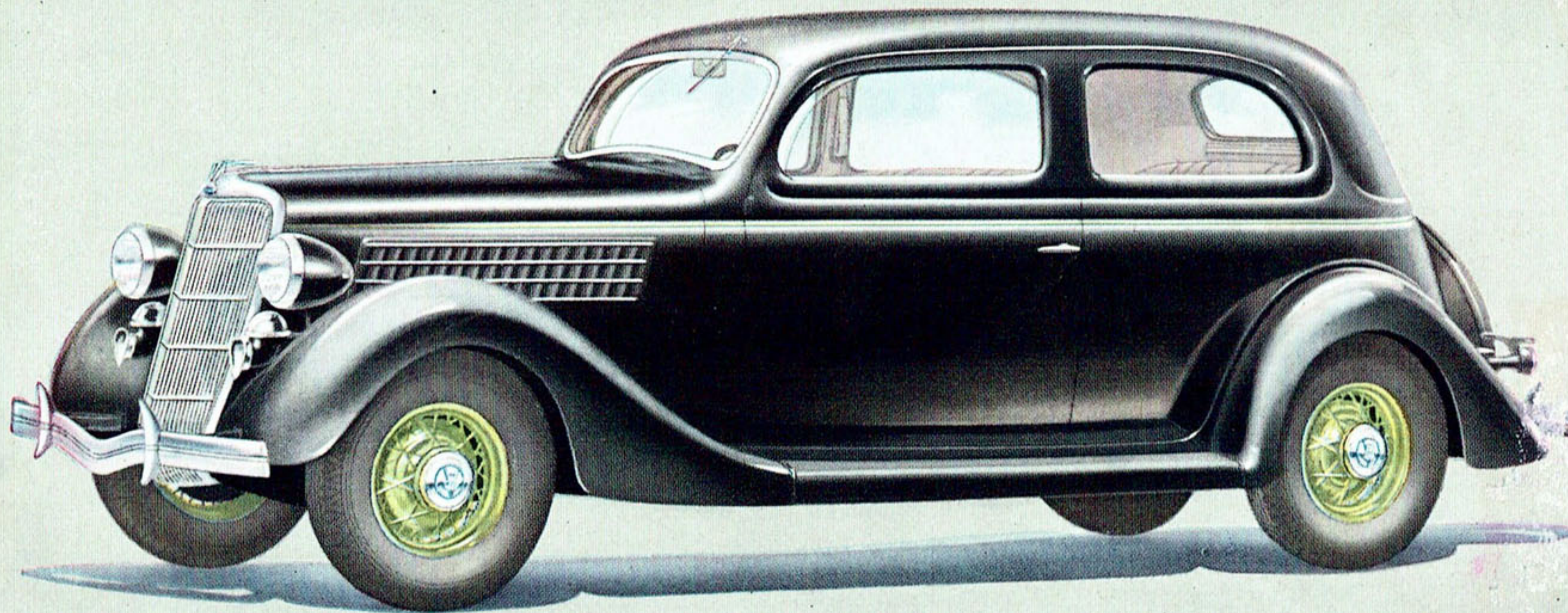
The New Ford V-8 for 1935 is an unusually handsome car. It expresses the latest ideas in streamlining without being extreme.

Its interior finish and equipment are luxurious, modern, beautiful, with many new features for comfort and convenience.

This is a bigger car than any previous Ford. It is longer, wider and roomier, with more body room, more leg room and more baggage room. Front seats are from 4 to 5½ inches wider.

Many features of the Ford V-8 are illustrated and described on the following pages.

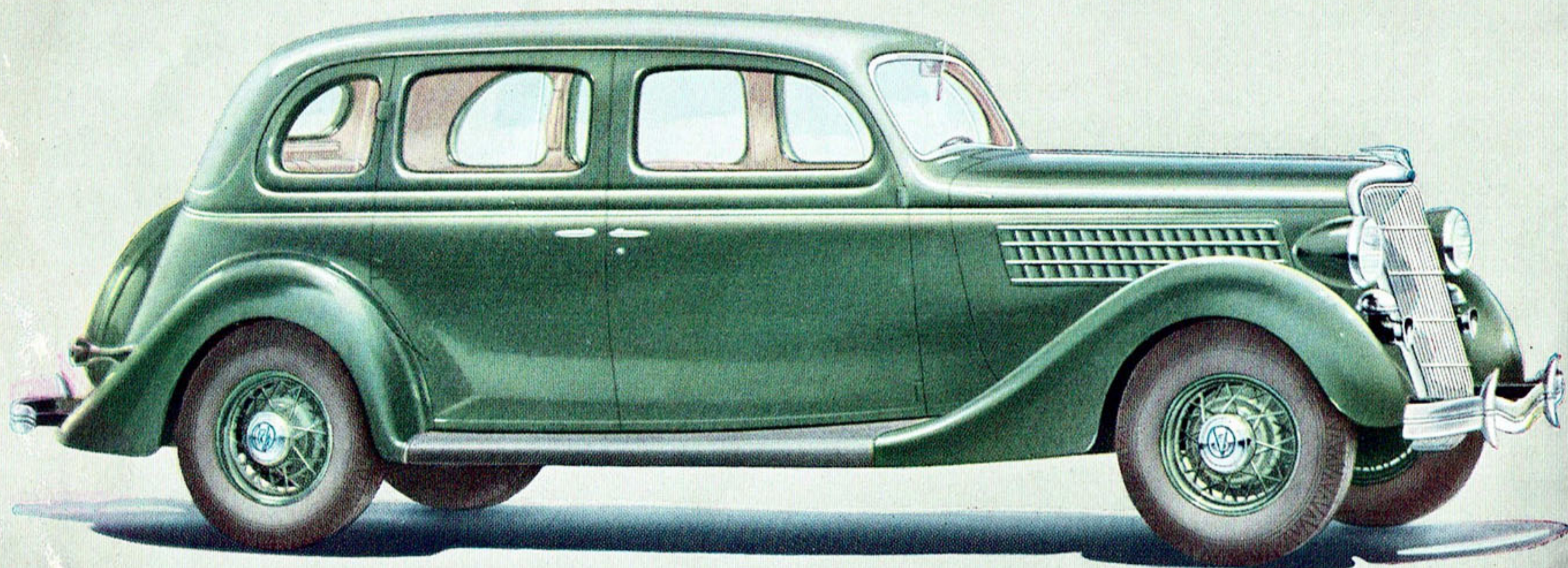
## F O R D D E L U X E T U D O R S E D A N



This ever-popular body type has taken on a new beauty and provides amazing new riding comfort for rear as well as front-seat passengers. Deeply cushioned, high-back, bucket-type front seats. Driver's seat adjustable. Note that the wide door is hinged in front and swings forward. Richly upholstered in taupe-colored mohair or pin-stripe broadcloth. Beautifully appointed, in quiet good taste. Without De Luxe features, the price of this Tudor Sedan is lower.

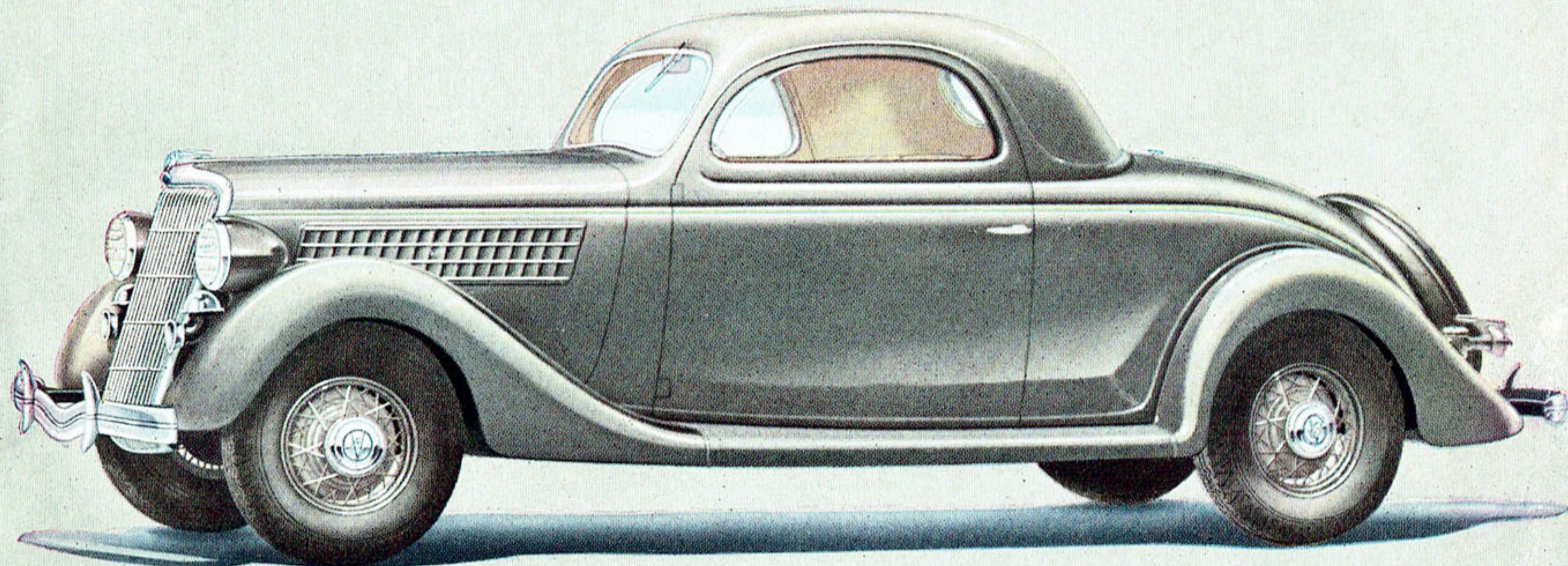


F O R D D E L U X E F O R D O R S E D A N



1935 Sedans are the biggest and roomiest Ford has ever made. Seats are wider—each seat in the Fordor holds three persons comfortably and their weight is center-poised so that a comfortable ride is assured for all passengers. Commodious luggage compartment back of the rear seat. Taupe mohair or pin-stripe broadcloth upholstery. Improved Clear-Vision Ventilation. This same car, without De Luxe features, may be obtained at lower cost.

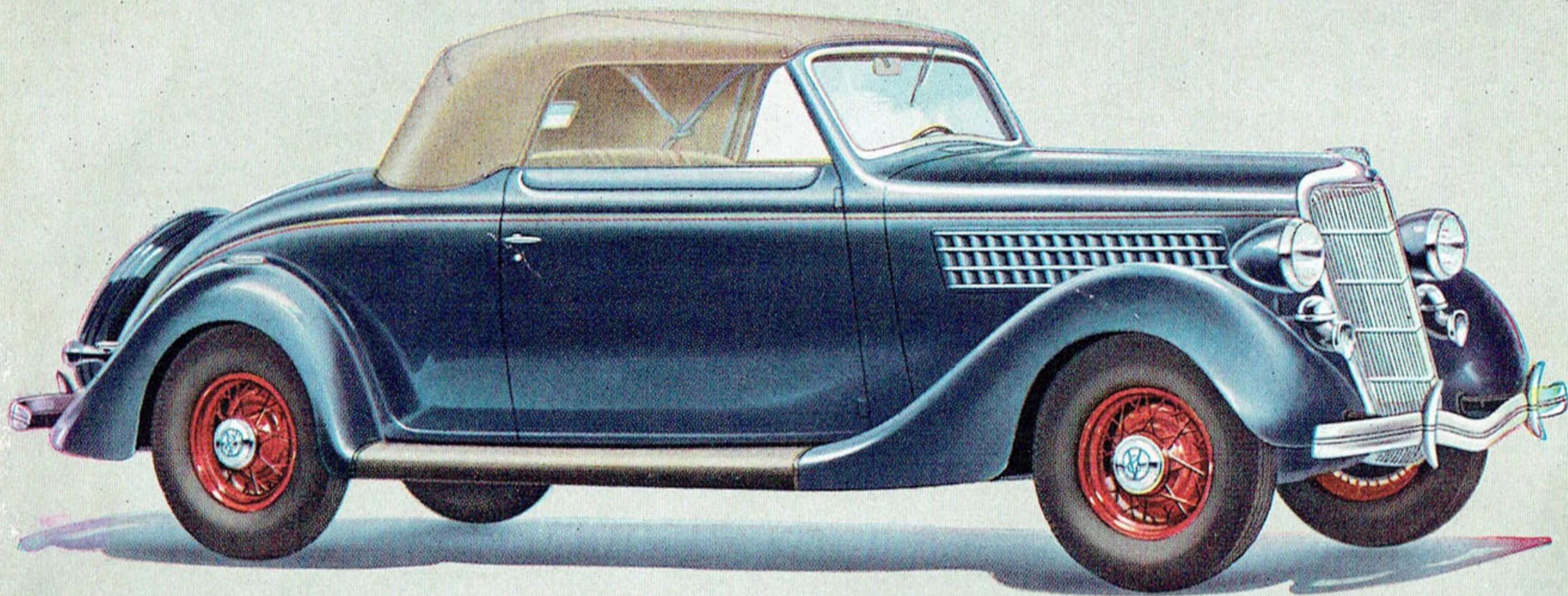
F O R D D E L U X E C O U P E ( T h r e e W i n d o w s )



A smart, compact car for personal, social or business use. Wide, deep shelf back of seat for bags or parcels. Rear window lowers. Seat accommodates three comfortably. Beautifully upholstered in taupe mohair or pin-stripe broadcloth. Instrument panel, steering wheel and mouldings taupe colored, to match upholstery. The rear compartment locks from the outside. Available with De Luxe equipment only. Rumble seat optional at extra cost.



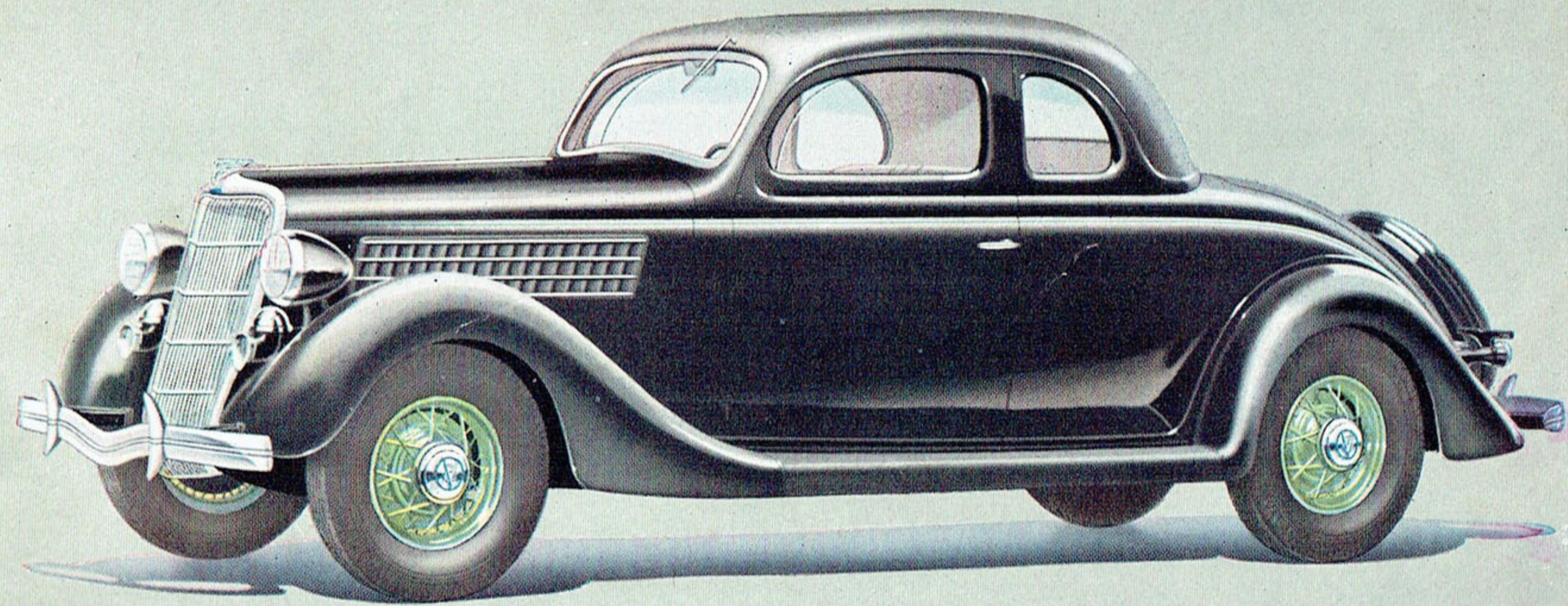
F O R D C O N V E R T I B L E C A B R I O L E T



Here is a Ford they will all turn to watch as it goes by. Lean and rakish, with a smartly tailored top that blends perfectly with the lines of the car. Rear curtain closes with sliding fastener. Commodious deep shelf back of seat for golf clubs or parcels. Top folds down neatly into compartment, flush with body. A real all-weather convertible car.

Interior upholstery in a choice of genuine leather or Bedford Cord. Rumble seat is standard equipment.

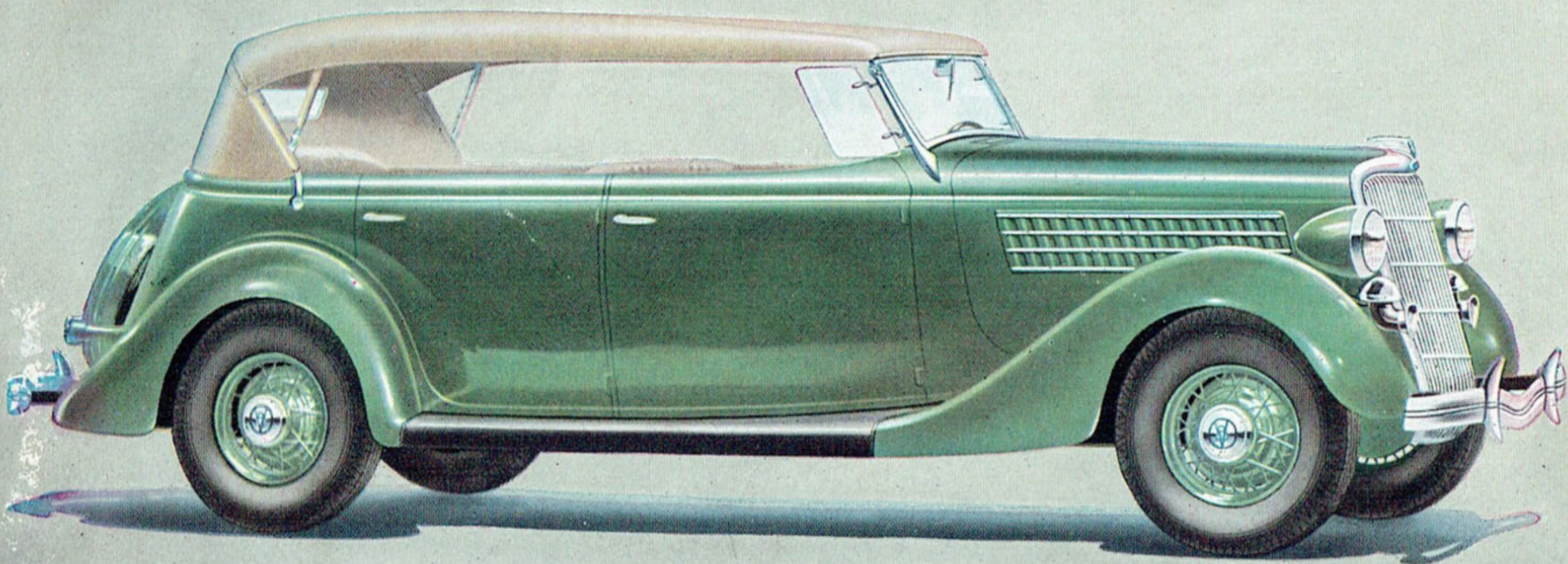
F O R D D E L U X E C O U P E ( F i v e W i n d o w s )



Unquestionably one of the handsomest cars on the road. Wide front seat has plenty of room for three. Wide, deep shelf for bags and parcels. Rear window lowers. Luxurious upholstery and appointments. Cowl lamps have been eliminated from all Ford cars to preserve the sweeping lines. Parking lights are included in headlamps. This same car, without De Luxe features, may be obtained at lower cost. Rumble seat is optional in both types at extra cost.

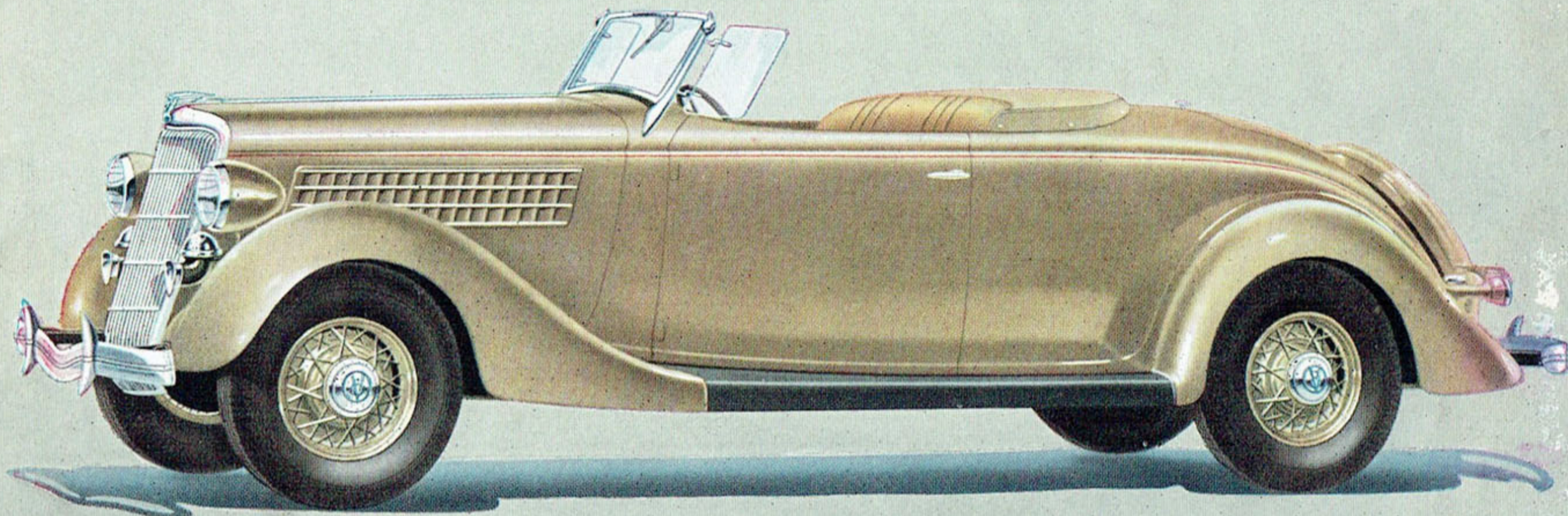


F O R D D E L U X E P H A E T O N



A low and beautifully designed touring car that will contribute vastly to the popularity of the open type. Here is emphasized the value of the new Ford development — Center-Poise Riding. New weight distribution and position of passengers give greatly improved riding qualities in the rear seat. Attractive tan top is easy to raise and lower. All four doors open forward. Genuine leather upholstery. Luggage compartment. All De Luxe appointments.

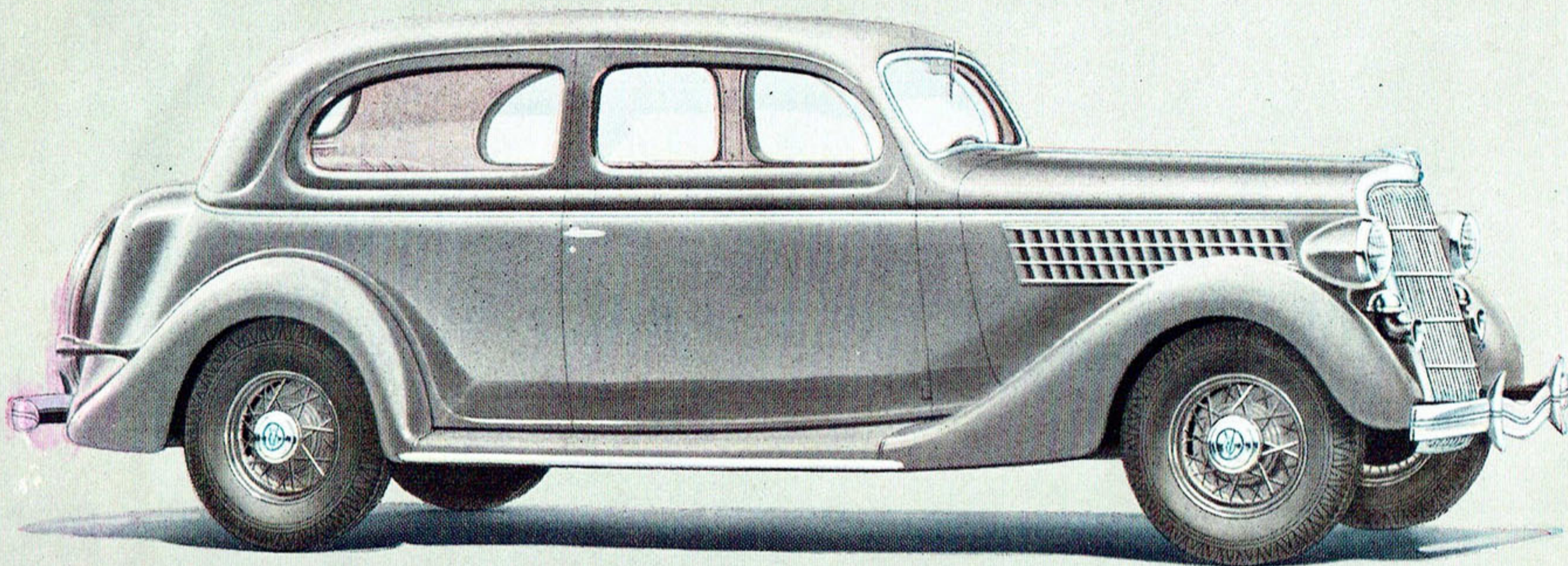
F O R D D E L U X E R O A D S T E R



A car that sings of the open road. All De Luxe appointments, including wide, comfortable rumble seat. The neatly tailored tan top has natural wood bows and bright metal fittings. Folds down flat and is covered with a boot. Driver's seat is upholstered in genuine leather. As in all De Luxe body types, there is a choice of five attractive and enduring colors. More than ever, a car that expresses the Spirit of Youth.

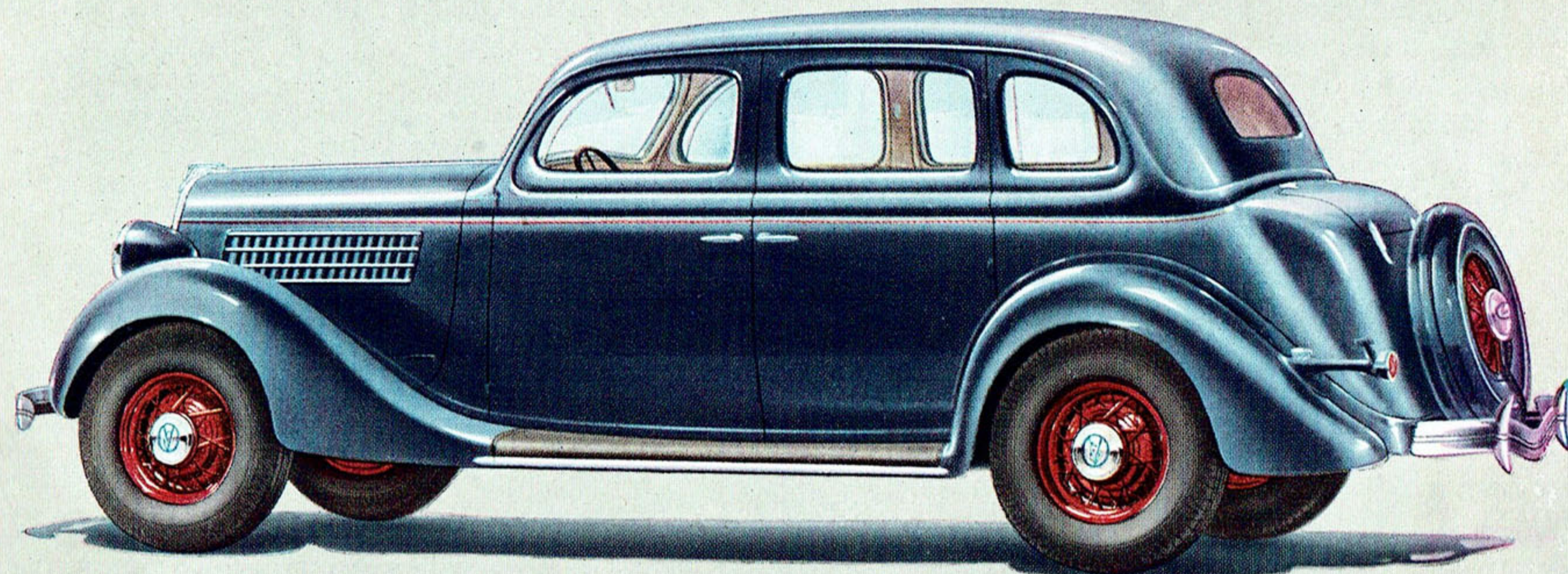


F O R D T U D O R T O U R I N G S E D A N



Besides the large capacity, built-in trunk which leaves the interior of the car free for passengers traveling, this beautiful Ford Tudor Touring Sedan has many desirable features. Front seats are the comfortable bucket type. Driver's seat is easily adjustable to leg length. Luxuriously upholstered in new Wool Suede or Bedford Cord. Doors open forward. Rustless Steel running board moulding adds a touch of individuality to the Touring Sedans.

F O R D F O R D O R T O U R I N G S E D A N



This handsome car is entirely new to the Ford Line. Commodious built-in trunk is an inherent part of the car design and adds to its beautiful proportions. Car interior is bigger and roomier than in any Ford sedan of previous years. Seats six persons comfortably. Richly upholstered in a new Wool Suede material, or in Bedford Cord, with new pillow-effect cushions. New hardware in taupe color to match. De Luxe appointments throughout.



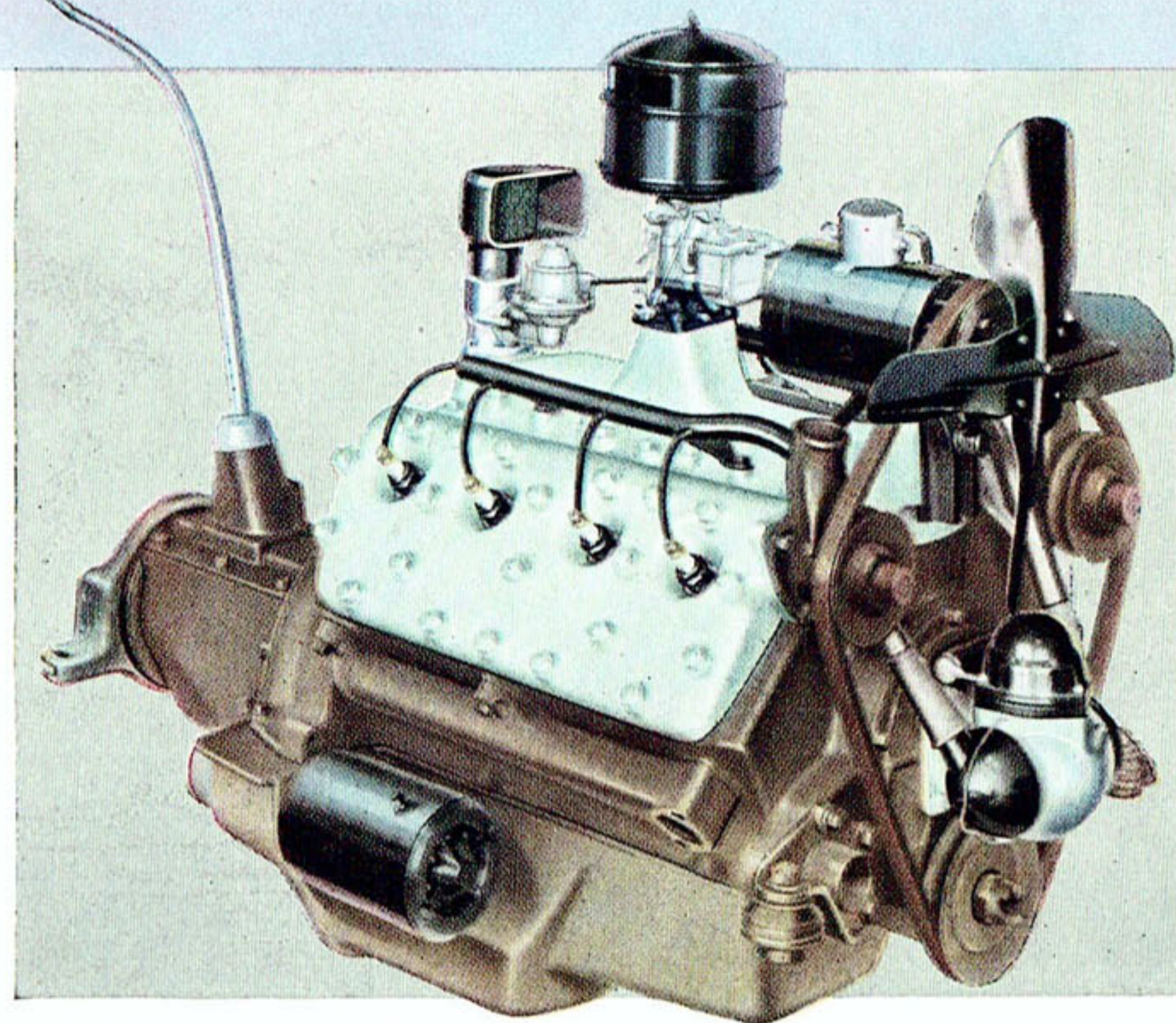
## MORE THAN A MILLION OWNERS HAVE PROVED THE ECONOMY AND DEPENDABILITY OF THE FORD V-8 ENGINE

Foremost among the features of the New 1935 Ford is the famous V-8 engine—road-tested, time-tested and acclaimed one of the finest automobile engines built today. You can see its superior power and acceleration everywhere.

Ford experience and Ford resources have produced the only successful and economical V-8 engine for a car selling at a low price.

The V-8 has proved itself the most economical, most dependable Ford engine ever built. But you need not take our word for it. Talk to some of the more than a million owners of the Ford V-8. Let them supply the facts which every careful buyer should know.

In 1935 the Ford V-8 engine offers you proved performance—plus a number of refinements which add to dependability and economy, and make the Ford a still better car



to own and drive. One is the tough, wear-resisting cast-steel crankshaft. Another is directed-flow crankcase ventilation which gives to this enduring engine even longer life.

## CENTER-POISE COMBINES THREE COMFORT FEATURES

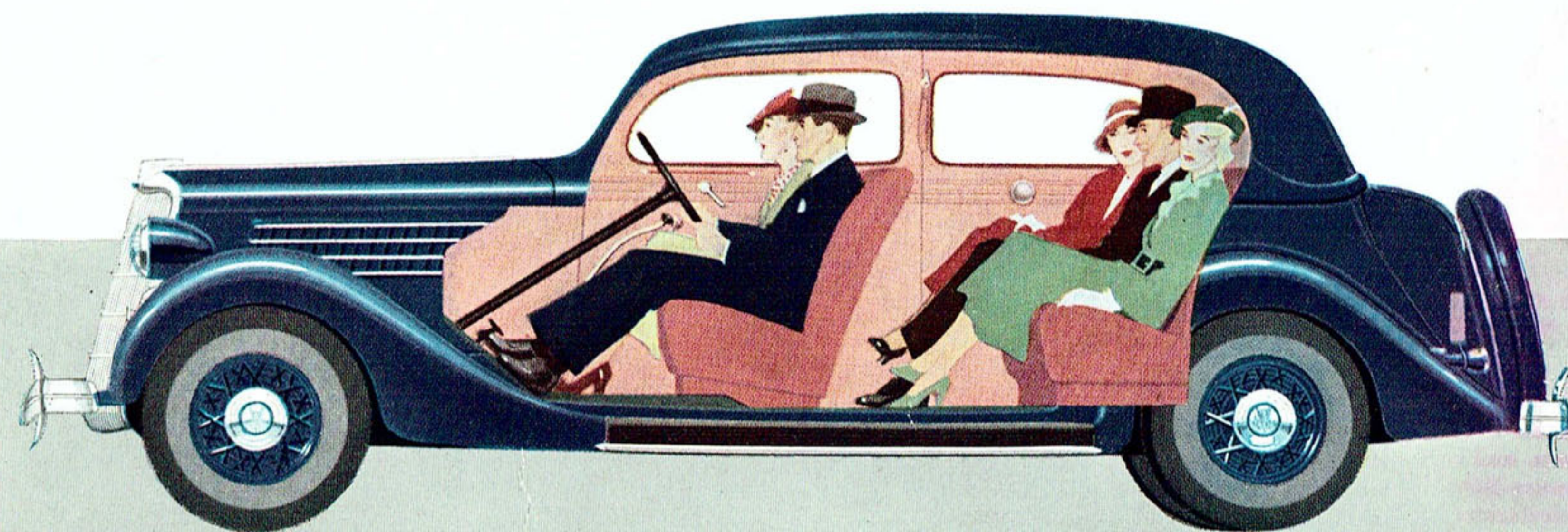
Center-Poise combines marvelous riding comfort with unusual stability and safety. It embodies three fundamental principles of design—First: Correct spring suspension. Second: Correct distribution of weight. Third: Correct location of passengers. To employ one or two of these principles is not enough. All three must be combined to achieve the utmost riding comfort with maximum stability.

**CORRECT SPRING SUSPENSION:** Both front and rear springs of the 1935 Ford have been made soft and flexible. By an improved suspension of the time-proved transverse springs, which Ford cars have used for nearly 30 years, the springbase and the length of the front spring have been increased. This gives both longer and wider

base for spring action and greatly increases riding smoothness.

**CORRECT DISTRIBUTION OF WEIGHT:** By mounting the V-8 engine more than 8 inches forward of the conventional position, car weight is more evenly distributed over all four wheels. Regardless of the number of passengers, or their location, there is no excess weight on either the front or rear wheels.

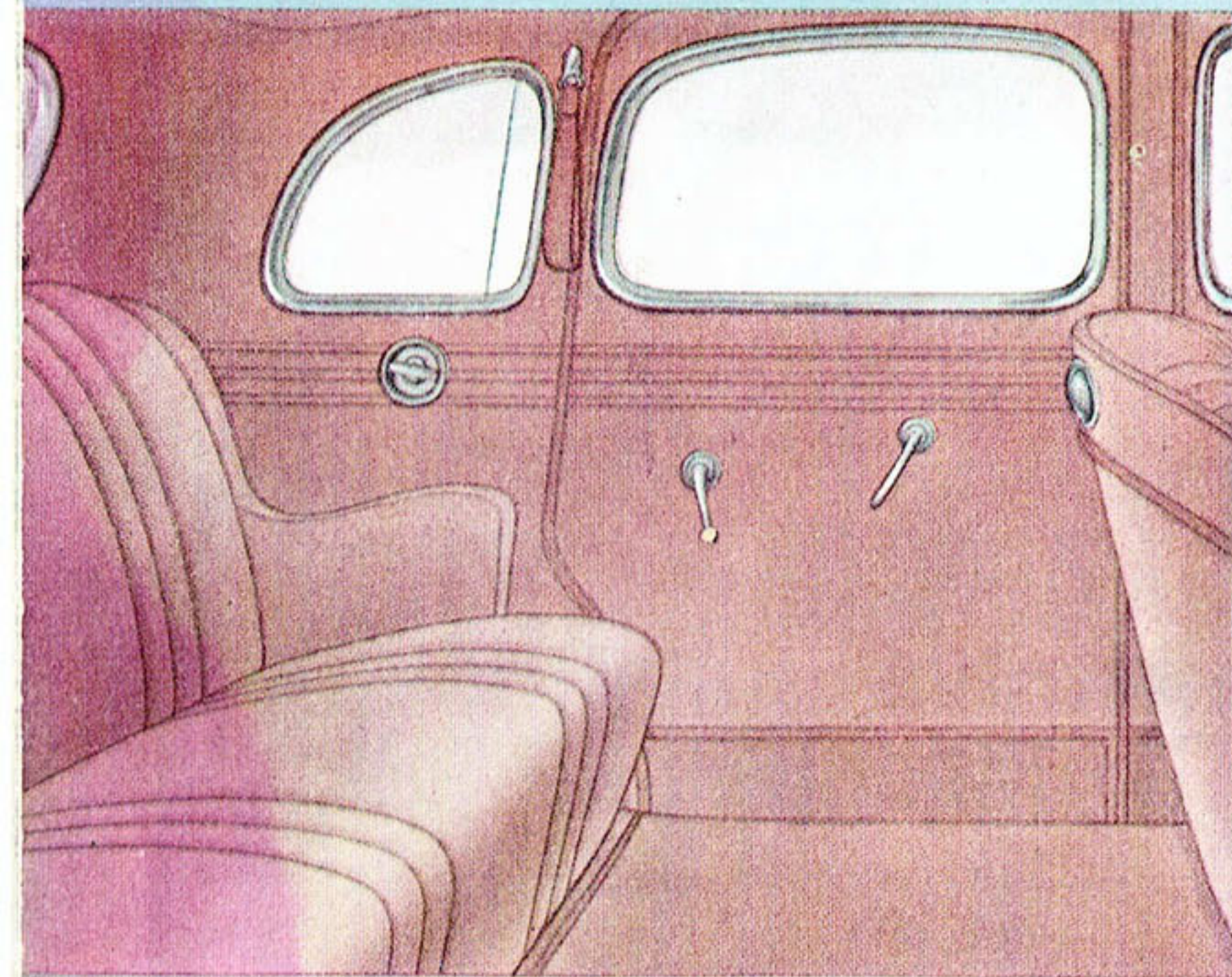
**CORRECT LOCATION OF PASSENGERS:** Rear-seat passengers now have the comfort of a "front-seat ride." Their weight rests well forward of the rear axle. Thus all three engineering principles have been satisfied in the New Ford V-8 for 1935.





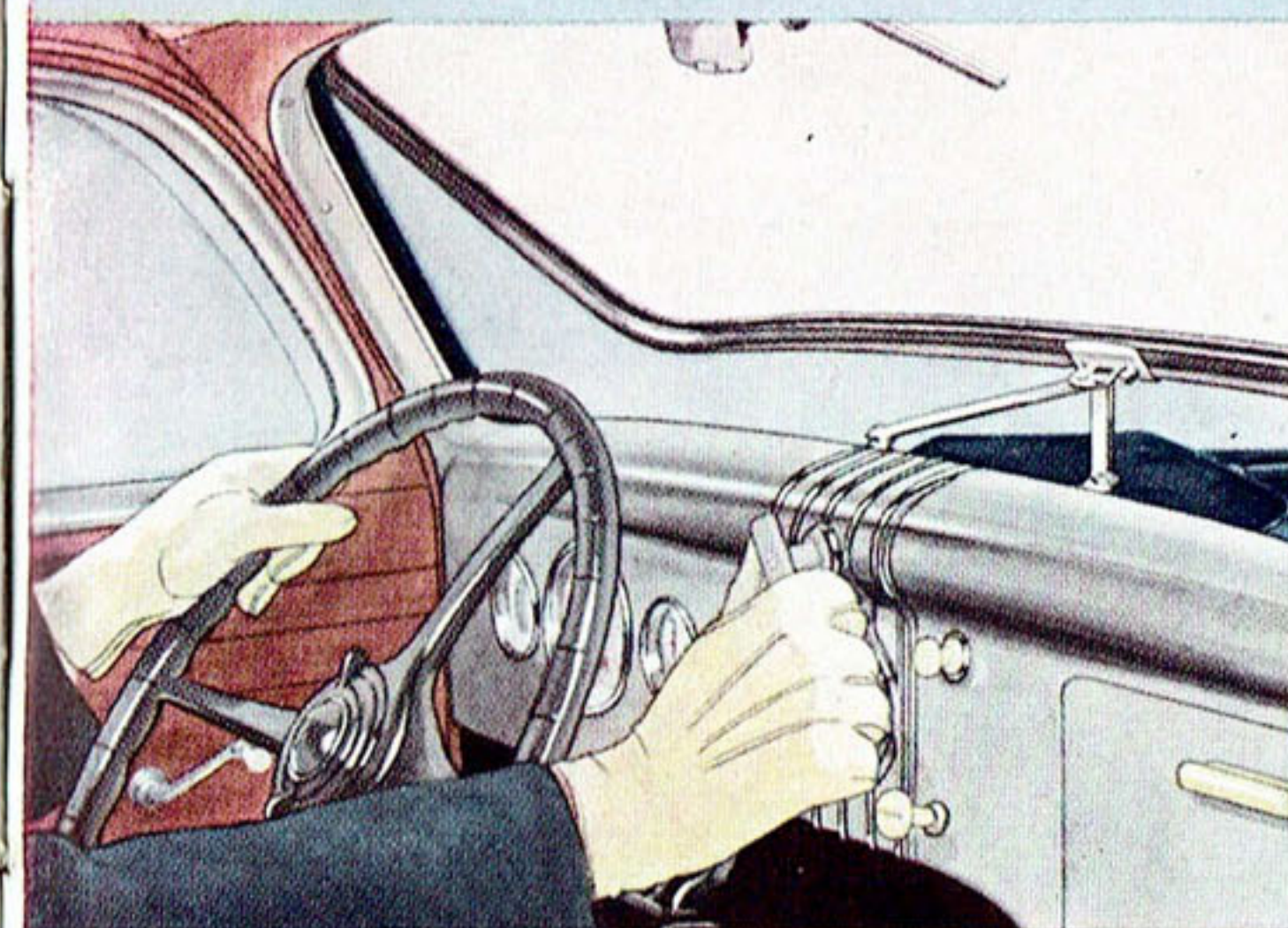
# INTERIOR APPOINTMENTS IN THE MODERN MODE

# CONVENIENCE • REFINEMENT • EASE OF CONTROL



Rear-seat passengers now can enjoy the comfort of a "front-seat ride." Note the attractive modern upholstery and fine appointments in the De Luxe sedans and coupes.

Front seats are as much as 4 to 5½ inches wider than previous Ford cars, and comfortably accommodate three. More leg room; more space between wheel and instrument panel. Treadle-type accelerator. Swivel sun visors in all De Luxe bodies.



Complete all-weather ventilation. Improved Clear-Vision window ventilation. Wide cowl ventilator with screen. A windshield that opens.

\* \* \*

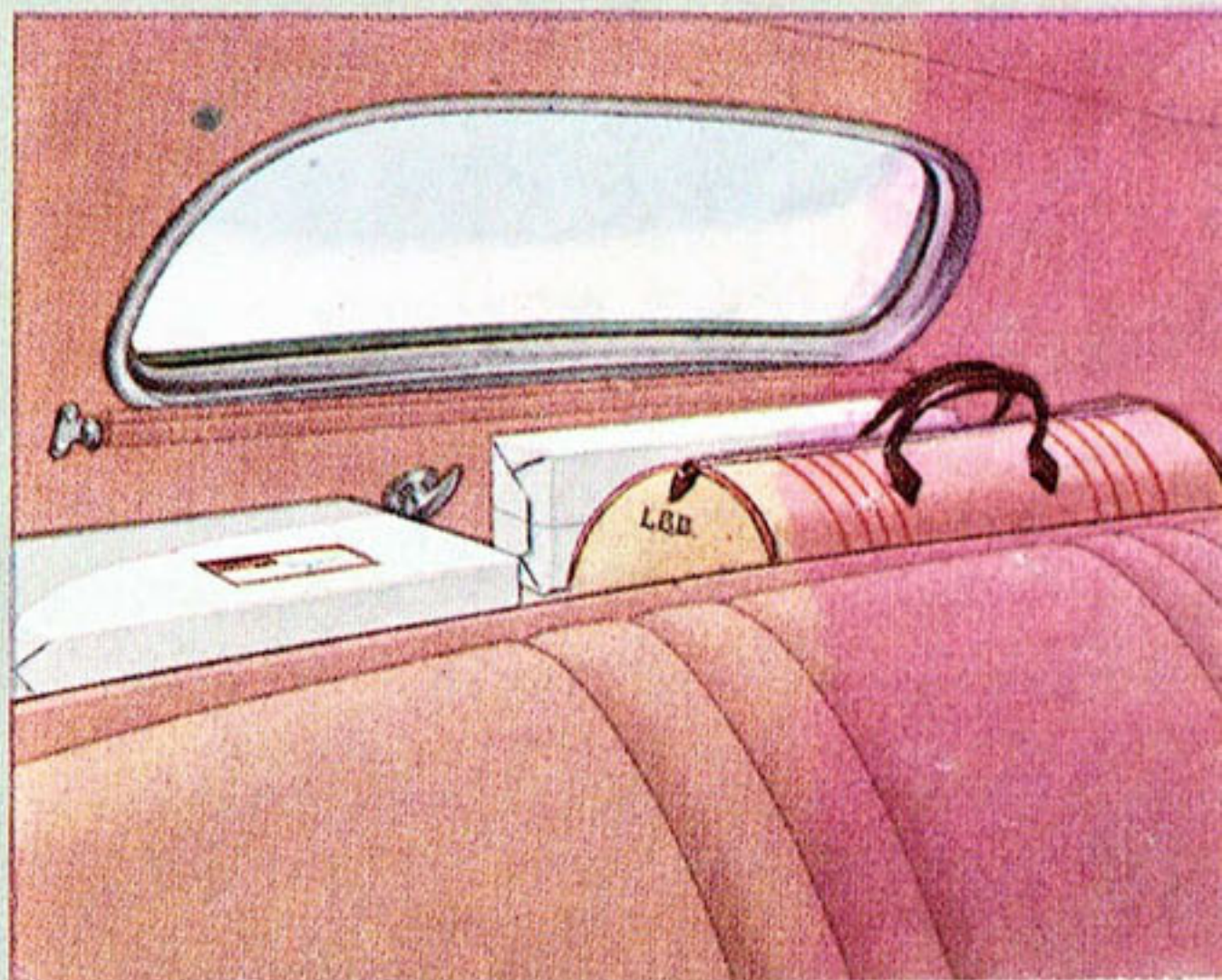
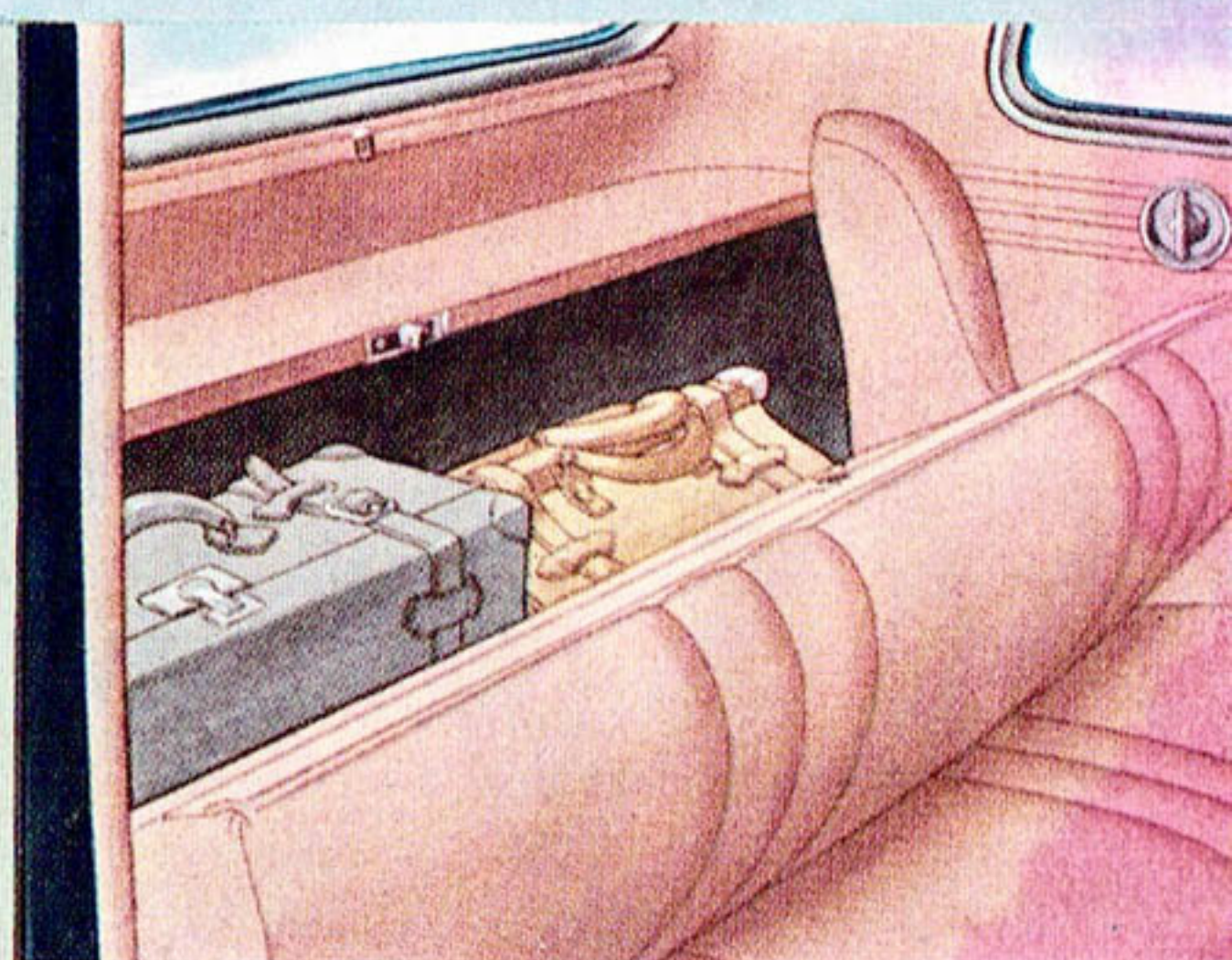
Luggage compartment behind rear seat of sedans. Cushion hinges and pulls well forward for easy access. Space for two suitcases and overnight bag. Parcel shelf above.

\* \* \*

Comfortable bucket seats in Tudor Sedan. Adjustable driver's seat in all closed cars. The front seat of Tudor Touring Sedan is divided in the middle for individual adjustment.

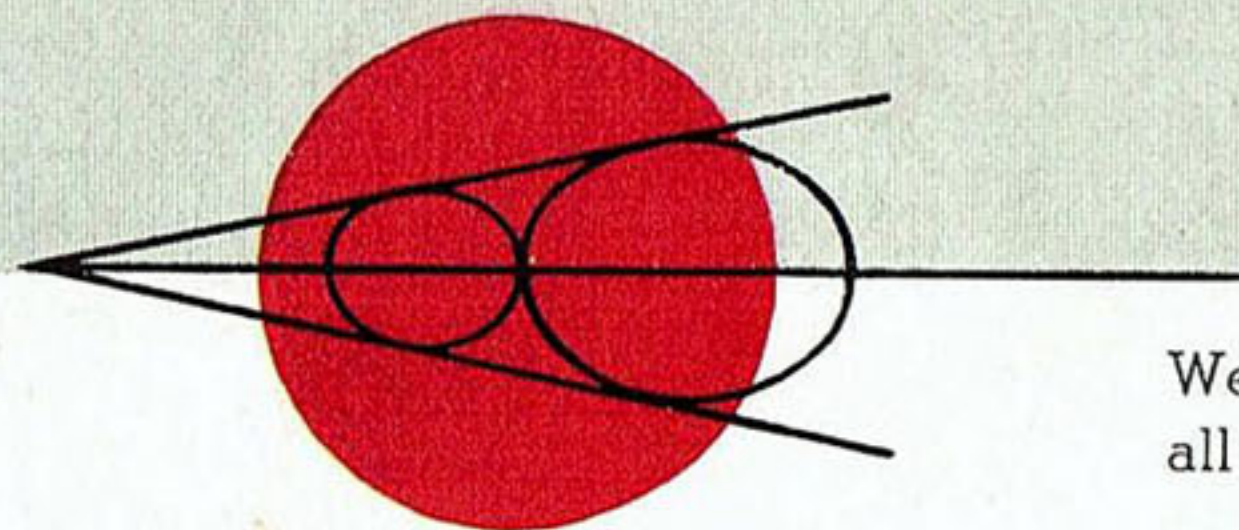
\* \* \*

Parcel shelf behind the seat of the coupes is large enough to accommodate two golf bags. Rear window can be opened.





# FEATURES OF THE FORD V-8 FOR 1935



**Center-Poise Riding.** Improved spring suspension and flexibility. Better distribution of weight on all wheels. Correct location of passengers. New comfort in rear seat.

**V-8 Performance and Economy.** Bore and stroke  $3\frac{1}{16}$ " x  $3\frac{3}{4}$ ". Piston displacement, 221 cubic inches. New crankcase ventilation. Cast alloy steel crankshaft. Aluminum cylinder heads. Copper-lead floating connecting-rod bearings. Light-weight cast alloy pistons. Cylinders and upper crankcase walls fully water-jacketed. One-piece casting of crankcase and cylinder blocks. Oil—5 quarts. Fuel—14 gallons.

**Larger, More Luxurious Interiors.** Three-passenger comfort, front and rear seats. Front seats 4 to  $5\frac{1}{2}$  inches wider; rear  $1\frac{1}{2}$  inches wider.

**Ease of Control.** Softer brake and

clutch action. Self-centering, quick-acting brakes. Easier steering.

**Beautiful Colors.** Medium Luster Black, Cordoba Gray or Vineyard Green, Standard. Dearborn Blue and Gun-metal on De Luxe models only. All body colors in enamel finish. Rust-proofed headlamps finished in body colors with Rustless Steel rims.

**Standard Equipment.** Single horn, tail lamp and sun visor. Wide wale Bedford Cord upholstery except coupe rumble seat. Rubber mat front and rear sedan compartment. Arm rests on rear seat. Hardware in satin finish. Instrument panel has speedometer, ammeter, fuel gage, cigar lighter and glove compartment.

Welded all-steel bodies. Safety glass all around.

**De Luxe Appointments.** In addition to regular equipment, De Luxe cars have the following appointments: Twin matched-tone horns. Twin tail lamps, chromium-plated windshield frame. Instrument panel, steering wheel, window mouldings and hardware taupe colored to match upholstery. Ash tray. Left front door arm rest. Robe rail in Fordor types. Mohair or pin-striped broadcloth in closed models. Genuine leather or Bedford Cord in Cabriolet. Genuine leather seats in Phaeton and Roadster except rumble seat. Fuel and oil gage, heat indicator and ammeter.

**Convenient Terms.** Ford cars may be purchased on convenient terms through Authorized Ford Finance Plans of Universal Credit Company.

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