



Many factors contribute to the safety of the new Ford

SAFETY, comfort, reliability, economy, speed, acceleration, beauty—these are the features that make the new Ford such a good value. Of all, there is none more important than SAFETY.

The safety of the new Ford comes not only from its efficient brakes, but from many other factors. Among

these are ease of steering and control, the Triplex shatter-proof glass windshield, and the sturdy, balanced construction of the car.

A particularly interesting feature of the Ford car is the manner in which electric welding has been carried forward to new usefulness through the creation and development of hundreds of special welding machines.

This very important and increasingly valuable tool of modern manufacturing makes it possible to use one-piece units instead of several parts riveted or bolted together, with resulting gain in strength and simplicity.

It also permits the use of steel forgings instead of castings or stampings, without increase in weight or greatly increased cost. Steel forgings, in fact, are used everywhere in the new Ford where there is a possibility of wear.

Another safety factor worth noting is the manner in which the new Ford holds the road at all speeds. This is due to the low center of gravity, the carefully-planned balance



FORD MOTOR COMPANY
Detroit, Michigan

or distribution of structural and mechanical weight, and the low ratio of unsprung weight to sprung weight.

The co-ordinated action of the transverse springs and Houdaille hydraulic shock absorbers controls exaggerated bouncing.

One of the outstanding features of the new Ford, of course, is its mechanical, internal-expanding six-brake system. This is unusually reliable and effective because the surfaces of all six brakes are fully enclosed. Thus there is no possibility of water, dirt or oil interfering with brake action under any conditions.

Screeching and groaning are prevented by an exclusive Ford self-centering feature which brings the entire surface of the brake shoe in uniform contact with the brakedrum.

The value of the protection afforded by the Triplex shatter-proof glass windshield of the new Ford is shown by a recent survey indicating that 65% of injuries in automobile accidents are due to flying glass. The windshield in the new Ford is so made that it will not fly or shatter under the hardest impact.

FEATURES OF THE NEW FORD CAR

Beautiful low lines

Choice of colors

Quick acceleration

Smoothness at all speeds

55 to 65 miles an hour

Silent, mechanical internal-expanding six-brake system, with all braking surfaces fully enclosed

Four Houdaille shock absorbers

Triplex shatter-proof glass windshield

Reliability and economy