

Fresh and relaxed at the journey's end

ONE of the fine things about driving the new Ford is the way it takes you over the miles without fuss or fatigue.

Mentally you are at ease because you are sure of the mechanical performance of the car. No matter how long the trip, or rough or devious the roadway, you know it will bring you safely, quickly, to the journey's end.

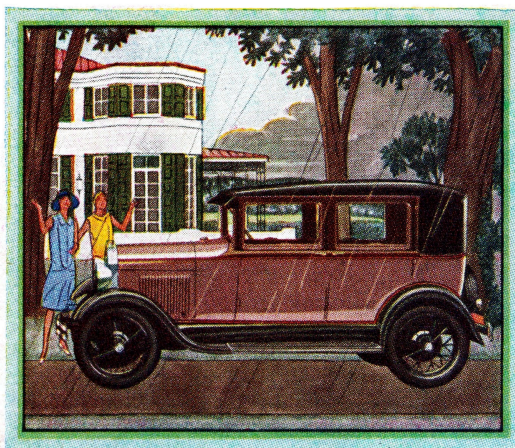
Through thickest traffic, up steepest hills, along the open road, you will drive with security and confidence because the new Ford is so alert and capable and so easy to operate and control.

The steering wheel responds readily to a light touch. Gears shift smoothly and silently. The brakes take hold quickly and firmly even on rain-swept pavements.

Unusual acceleration, speed and power are especially appreciated in emergencies. A space little longer than the car itself is all you need for parking.

These features simplify the mechanics of driving and, together with reliability, add a great deal to the mental comfort of motoring.

Physically, too, you will feel fresh and relaxed in the new Ford because it is such a roomy, easy-riding car. The restfully tilted seats are generously wide and deeply cushioned, with coil



Attractive colors give added charm to the trim, graceful lines of the new Ford. Shown above is the new Ford Roadster in andalusite blue. On the left, the Fordor Sedan in rose beige.

springs of both straight and hour-glass type. The backs are carefully designed to conform to the curves of the body.

Perhaps the most outstanding feature of the new Ford is found in its riding comfort. Somehow it seems to just glide along, as if every road were a good road. The rough spots are there, just as they have always been, but you do not feel them. It is almost as if a giant hand had smoothed the way before you. Even bad stretches may be taken at a reasonably fast pace without hard jolts or bumps or the exaggerated bouncing rebound which is the cause of most motoring fatigue.

One reason, of course, is the use of four Houdaille

hydraulic double-acting shock absorbers—two in the front and two in the rear. Of even greater importance, however, are the low center of gravity, the carefully planned balance of the car, and the many advantages of the transverse or crosswise springs.

These springs rest on their flexible ends with the heavy center part uppermost. Thus the very weight of the springs receives the benefit of spring action instead of hanging below as dead weight and increasing the hammer-like blows of road impacts.

Another element in decreasing unsprung weight (weight below the flexible ends of the springs) is the design and construction of the front axle and rear axle housing. Through the use of fine steel and electric welding, they are made of exceptional strength, yet kept comparatively light in weight. All of these factors, by reducing the force of every unevenness in the road, combine to give greater riding comfort, and contribute to better performance and longer life for every mechanical part.



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