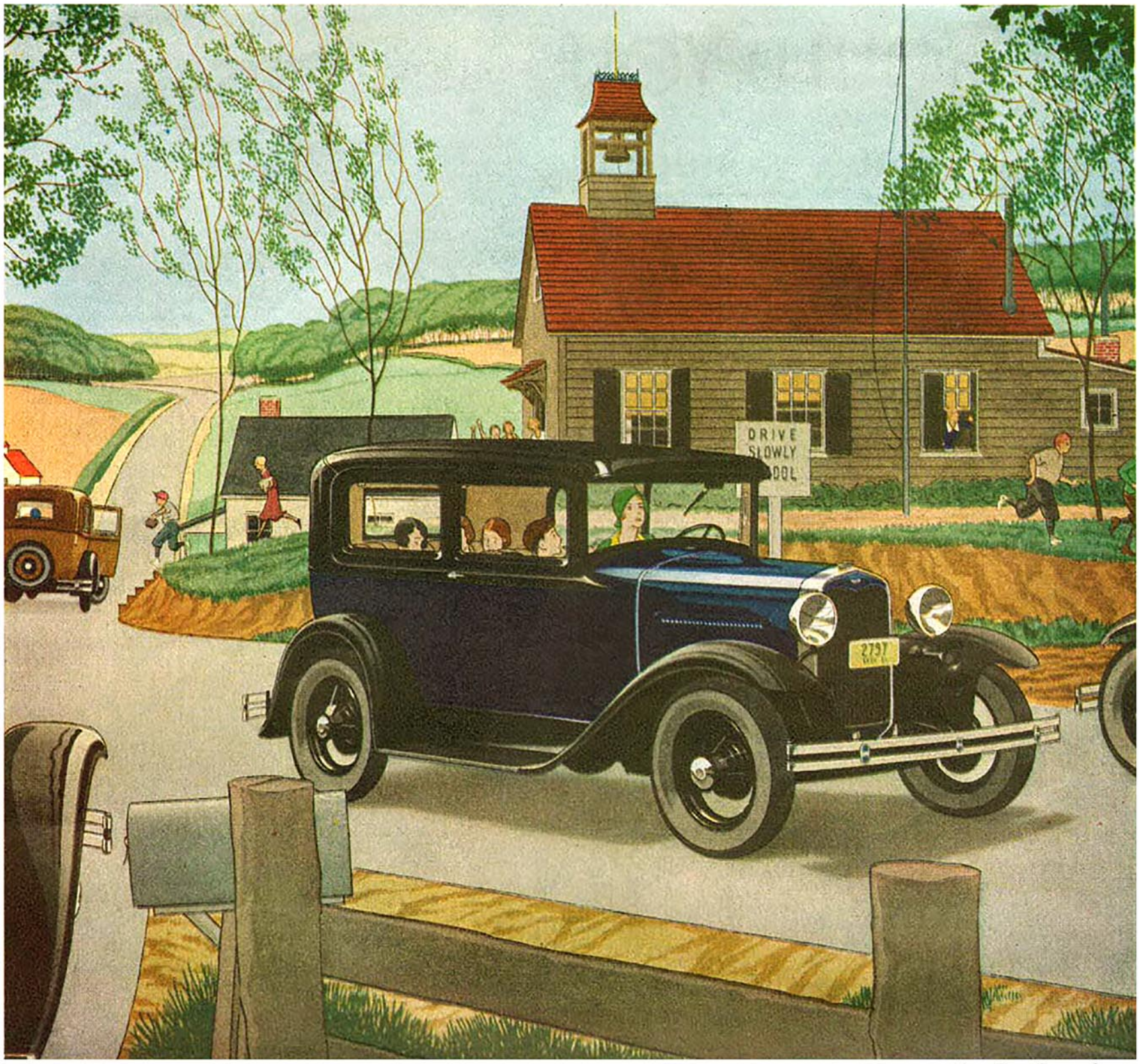

NEW FORD TUDOR SEDAN

The Unseen Value That Makes the New Ford a Fine Car

YOU step into the new Ford, press your foot on the starter and away you go. Smoothly, evenly, it carries you along your way, for many thousands of miles each year. You have no fear of mechanical trouble and you accept its good performance as a matter of course. You have confidence that it will serve you faithfully and well under all conditions.

Though you may never raise the hood of your car, it is interesting to know some of the reasons for the reliability of the Ford and its economy of operation and up-keep. The extensive use of ball and roller bearings is an example of value far above the price.

These ball and roller bearings—and there are more than twenty of them in the new Ford—allow moving parts to run smoothly and freely, thus reducing friction and wear to a minimum. To you as a car owner, this means smooth, quiet mechanical operation, more speed and power, increased gasoline mileage, greater durability and longer life.

The function of the ball and roller bearings of the new Ford is similar to that of the jewels in a watch. Since they are placed at every point in the chassis where they are needed to prevent friction, the new Ford may be called a full-jeweled car, in the same sense that a fine watch is full-jeweled.

As important as the number of ball and roller bearings in the new Ford is their adequate size, and the manner in which each type has been selected for the work it has to do.

Ball bearings are used where their ball-shaped construction will give the greatest smoothness and efficiency. Roller bearings are used wherever a larger bearing surface is needed to carry a heavier load.

Steering is made easier and safer in the new Ford because of the roller bearings in the front wheels, at the spindle bolts and in the steering mechanism. There are ball bearings on the clutch and ball and roller bearings in the transmission. A roller bearing on the drive shaft at the universal joint provides perfect alignment of those vital parts and prevents loss of power. Adjustments on the rear axle pinion and differential are made unnecessary by the close limits to which those roller bearings are held. The ball bearing on the generator gives greater reliability to that important part of the electrical system.

The value of the large number of ball and roller bearings in the new Ford is especially apparent after the first year. By reducing friction and wear, they also reduce cost of up-keep and the need of replacement parts.

In many other parts of the new Ford you find this same high quality of materials and fine craftsmanship in manufacture. The performance of the car under the severest driving conditions reflects the value that has been built into it. The first cost of the new Ford is low and you can purchase it on convenient, economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.

Ford