

# For Greater Safety on Every Highway

**EVERY FORD CAR IS EQUIPPED WITH A SHATTER-PROOF GLASS WINDSHIELD**

For greater safety in driving, every Ford car is equipped with a Triplex shatter-proof glass windshield. By reducing the dangers of flying glass it has saved many lives and prevented injuries in accidents.

The value of this important safety factor has been known for years, but its use has been limited by expense. It is brought to you on the Ford as standard equipment only because of the efficiency and economy of Ford methods. Much pioneering work has been done in finding ways to manufacture in large volume at low cost.

It is interesting to know how the Triplex shatter-proof glass wind-



shield of the Ford is made and why it gives so much extra protection.

Two pieces of plate glass, carefully ground and polished, are covered on one side with a thin coating of gelatine. This coating is baked hard, sprayed with liquid celluloid and treated with a solvent.

Then, between the two pieces of glass, like the middle of a sandwich, is inserted a layer of special celluloid. This also has been treated with a solvent.

When heat and pressure are applied to the glass sandwich, this

solvent helps to dissolve the surfaces in contact and they are actually fused together. The final operation is sealing the edges for protection against air and moisture.

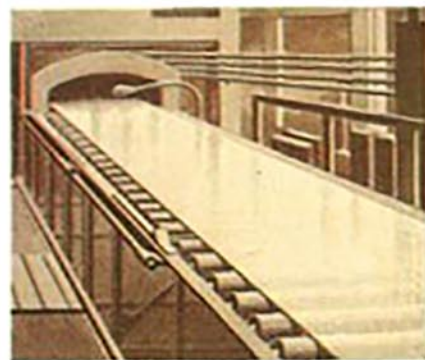
This laminated windshield will withstand a 50% harder impact before breaking than plate glass of equal thickness, and is more flexible under impact. When struck an unusually hard blow it will crack, but the danger from flying glass is minimized because the pieces adhere to the layer of celluloid.

High speed and crowded traffic make Triplex shatter-proof glass one of the greatest contributions to safety since four-wheel brakes.



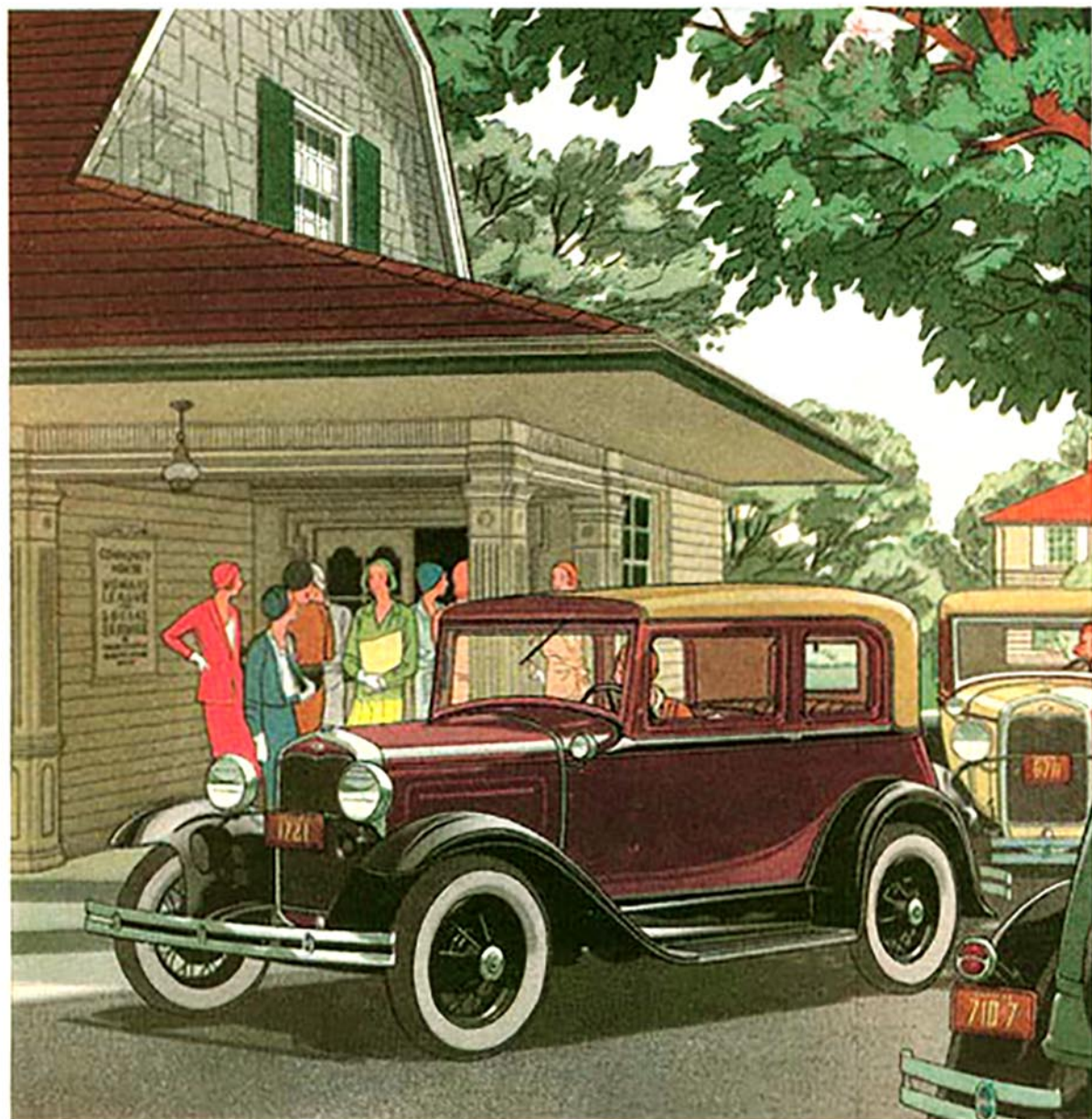
*No Flying Glass Here*

A woman and three children were in this Ford when a passing car upturned a horse shoe and sent it crashing into the windshield. No one was hurt because of the shatter-proof windshield. The glass did not fly.



*Thirteen Million Square Feet of Glass*

The Ford Motor Company was the pioneer in making glass by a continuous machine process. Its unusual manufacturing facilities make it possible to give you a Triplex shatter-proof glass windshield on the Ford without extra cost. The Rouge plant alone has a capacity of 13,000,000 square feet of glass annually. This calls for a consumption of 27,300,000 pounds of silica sand, 8,580,000 pounds of soda ash, 7,930,000 pounds of limestone, 1,820,000 pounds of salt cake, 6,136,000 pounds of cullet, 78,000 pounds of charcoal, and 156,000 pounds of arsenic.



*The Ford Victoria—one of fourteen body types. You may purchase the Ford on convenient, economical terms through the Authorized Ford Finance Plans of the Universal Credit Company*