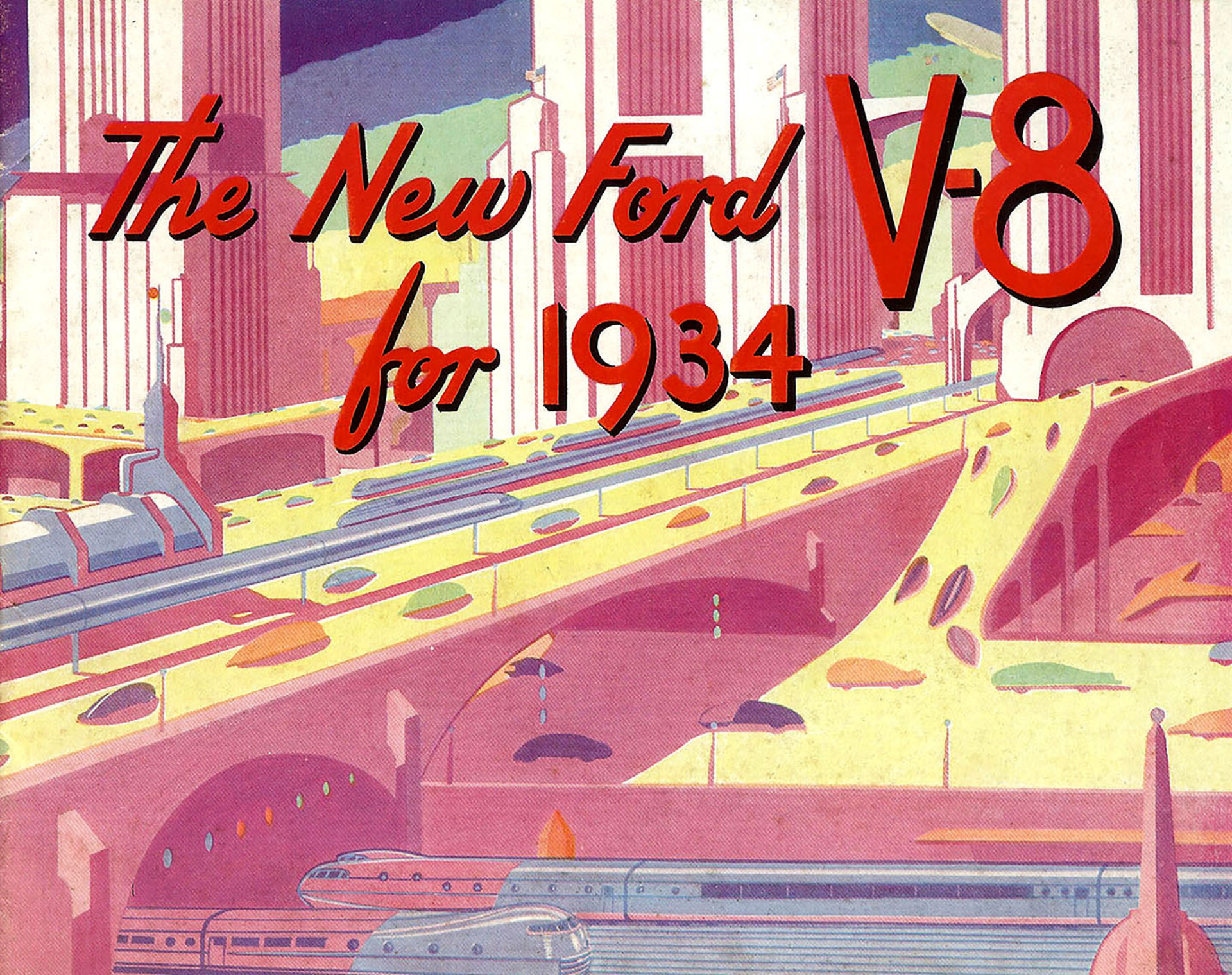


*The New Ford V-8*  
*for 1934*



# T H E   N E W   F O R D   V - 8   F O R   1 9 3 4

THE New Ford V-8 is "The Universal Car"—the ideal choice for all the people, everywhere.

No matter how little or how much you are planning to pay for your new automobile—no matter whether you are going to buy today or six months from now—you owe it to yourself to drive this New Ford V-8 and satisfy yourself at first-hand of its unusual quality and value.

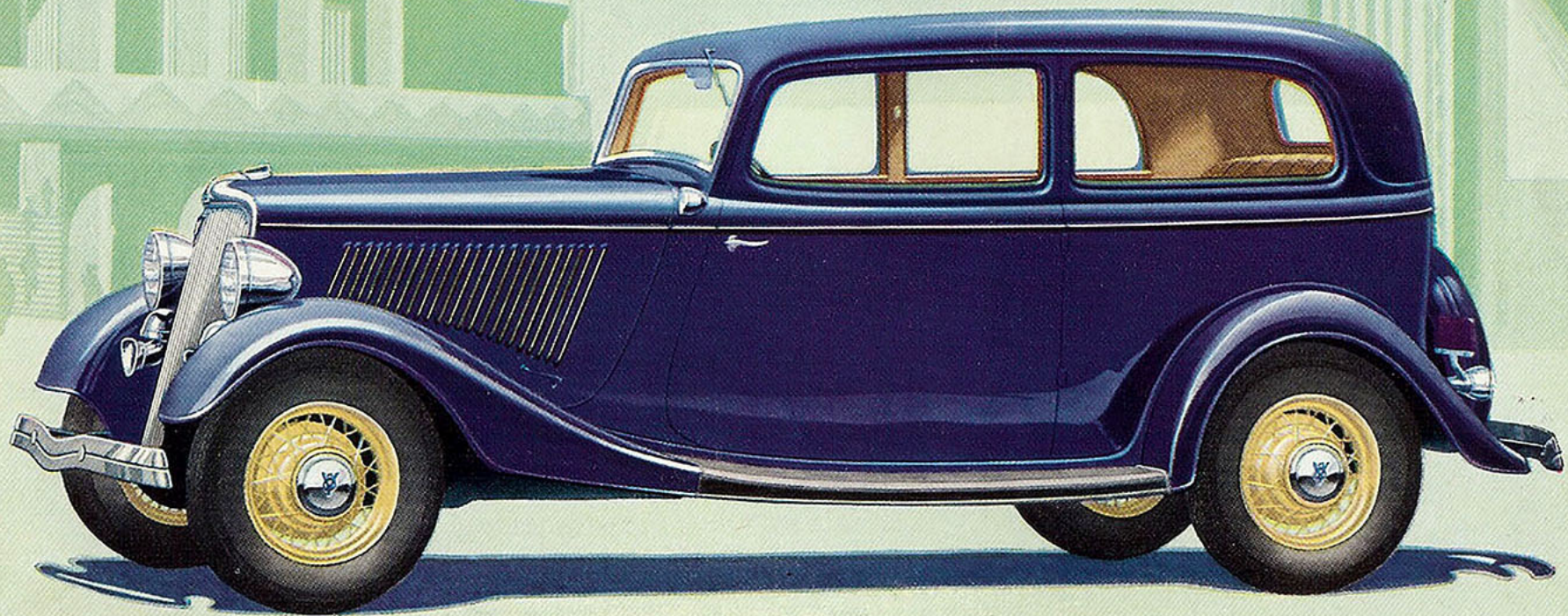
For this car is the complete answer to your motoring needs. You could not get greater value nor ask for greater beauty, comfort, safety, performance or economy. You need not pay more to get all of these in full measure.

The New Ford V-8 stands out among all the new cars for 1934 because it combines the latest tested

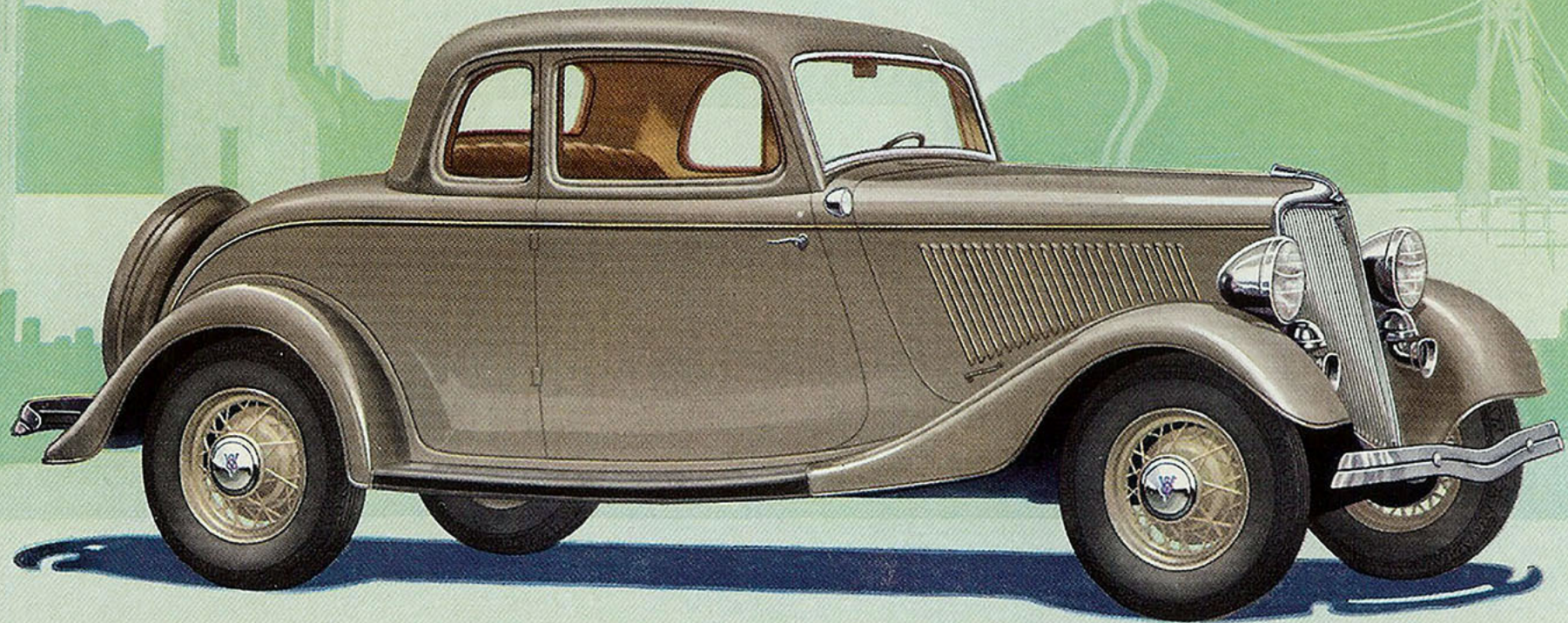
developments in automobile building with the time-proved efficiency and superiority of the V-8 engine.

It was a great car in 1933. It is a still better car in 1934. New lines and new interiors and new upholstery. New *clear-vision* ventilation. Easier steering. Increased riding comfort. Greater speed, power, smoothness and acceleration. Still greater oil economy. Increased gasoline mileage from our new dual carburetor, with dual intake manifold. This new carburetion system also means quicker, smoother starting in cold weather.

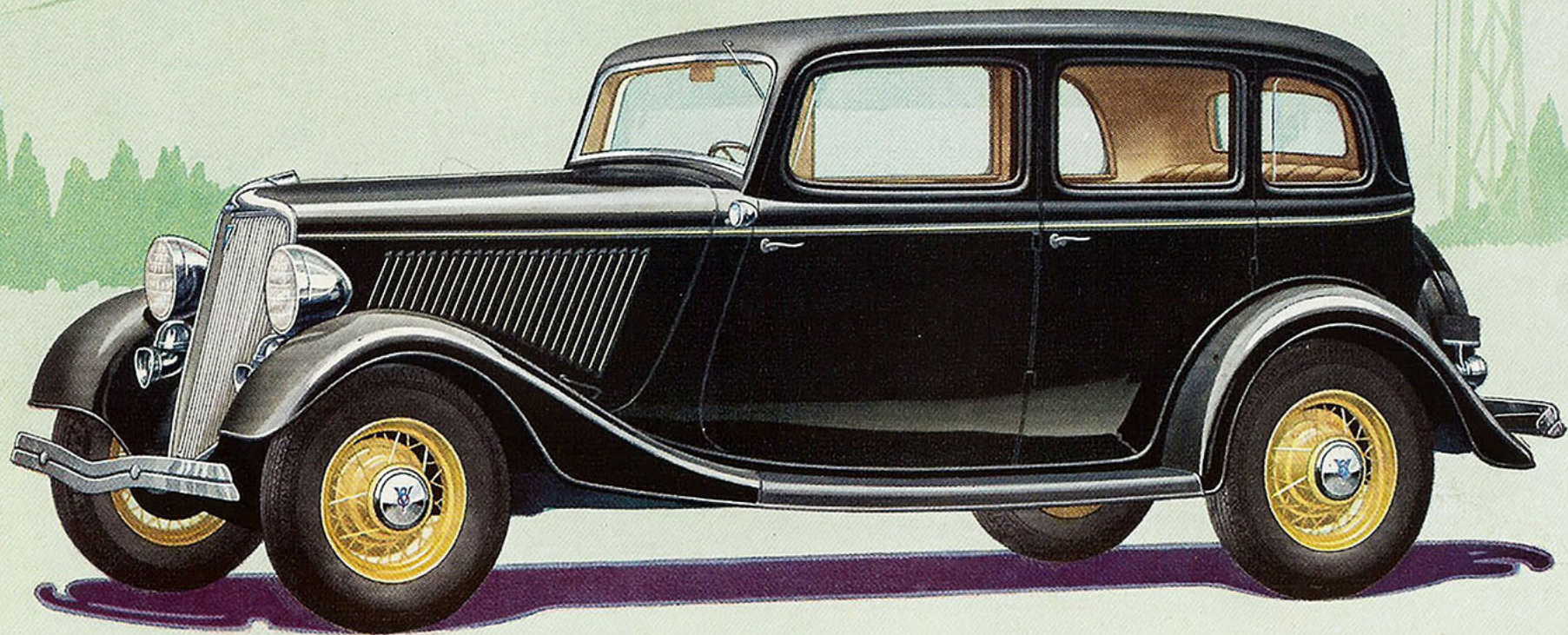
Read here about the New Ford V-8. Then take it out on the road and drive it. You will find it the most completely satisfying car you have ever known.



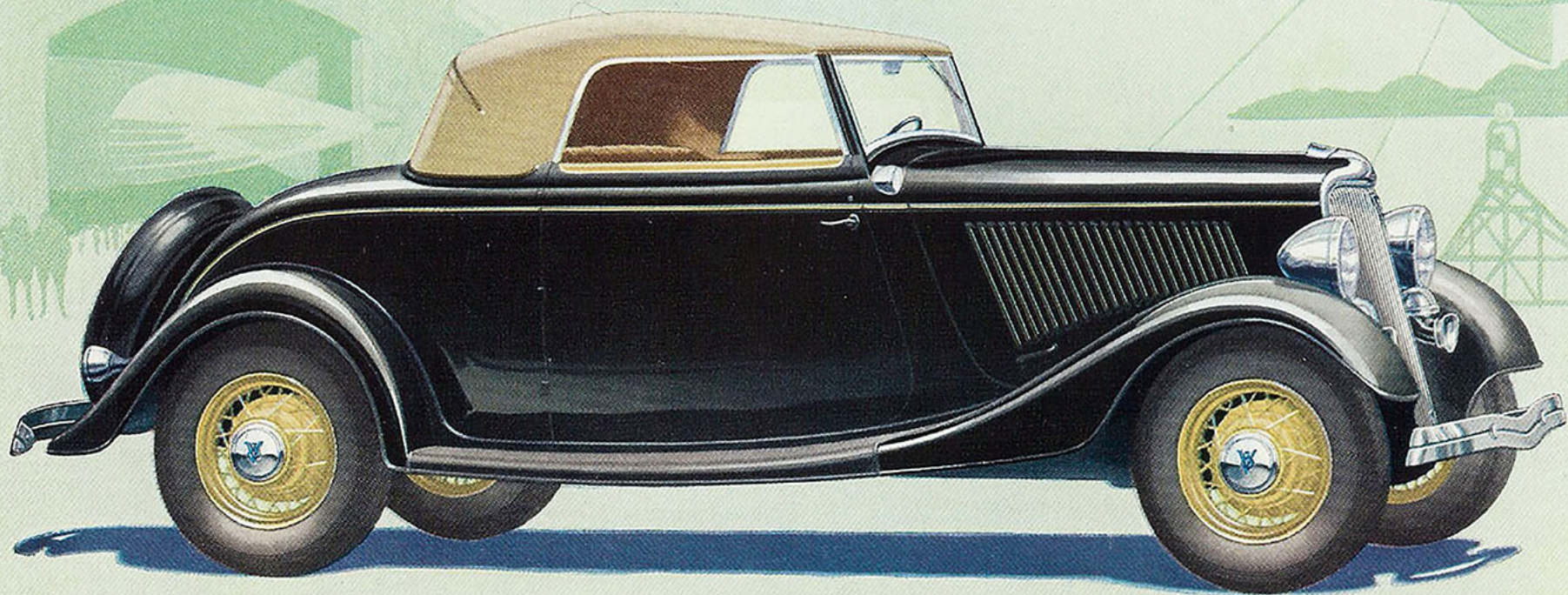
**NEW FORD V-8 DE LUXE TUDOR SEDAN**—An outstanding value at a low price. Two wide doors, with 38-inch entrance. Interior especially attractive with new garnish mouldings, new tufted upholstery, and new cove headlining. New comfortable, individual bucket seats in front. Driver's seat is adjustable. There is also a New Ford V-8 Standard Tudor Sedan at slightly lower cost.



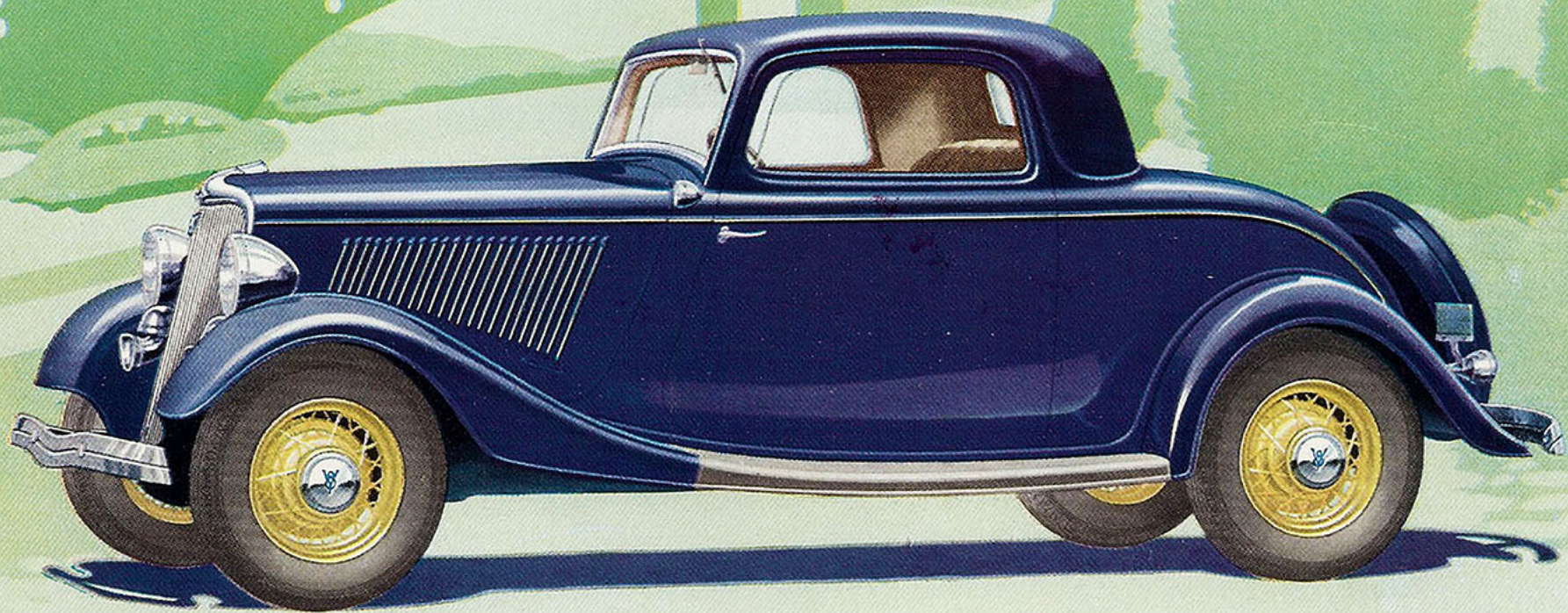
**NEW FORD V-8 DE LUXE COUPE (Five Windows)**—A popular, practical, two-passenger body type. Wide, roomy seat, with convenient parcel shelf behind. Large luggage space in rear deck. Can be equipped with rumble seat if desired. Rear window opens. This Coupe, and all De Luxe Ford V-8 cars, may be obtained in a choice of body colors with fenders to match. New tufted upholstery. New lustrous finish.



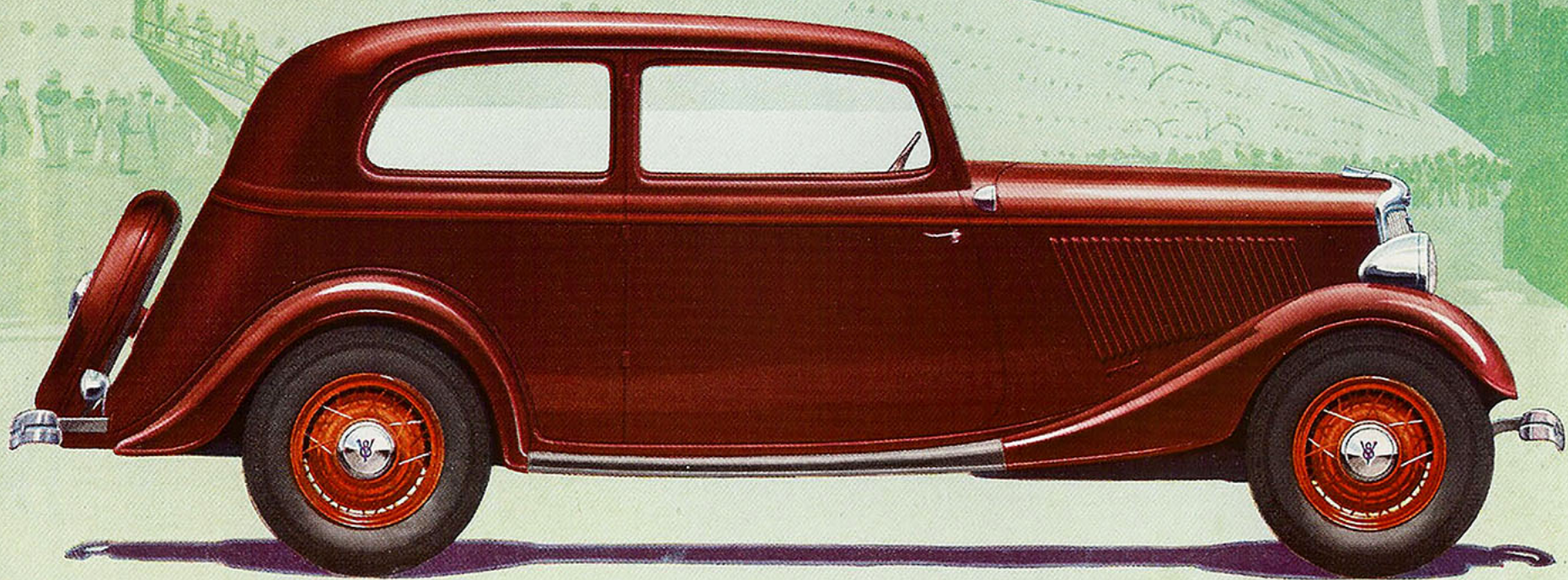
**NEW FORD V-8 DE LUXE FORDOR SEDAN**—A beautiful roomy sedan, complete in every detail of finish and appointment. Clear-vision ventilating slots in front door and rear quarter windows. Roomy interior makes it an ideal car for family use. Exceptional head room and leg room—front and rear. Safety glass throughout . . . There is also a new Standard Fordor Sedan.



**NEW FORD V-8 CONVERTIBLE CABRIOLET**—*One of the best-looking cars on the road—at any price. Combines the advantages of an open and a closed car. Durable, water-proof top folds flush into a recess back of seat and is covered neatly by a top boot. Choice of Genuine Leather or Bedford Cord upholstery. Comfortable rumble seat is standard equipment. Rear curtain has a sliding fastener seam.*

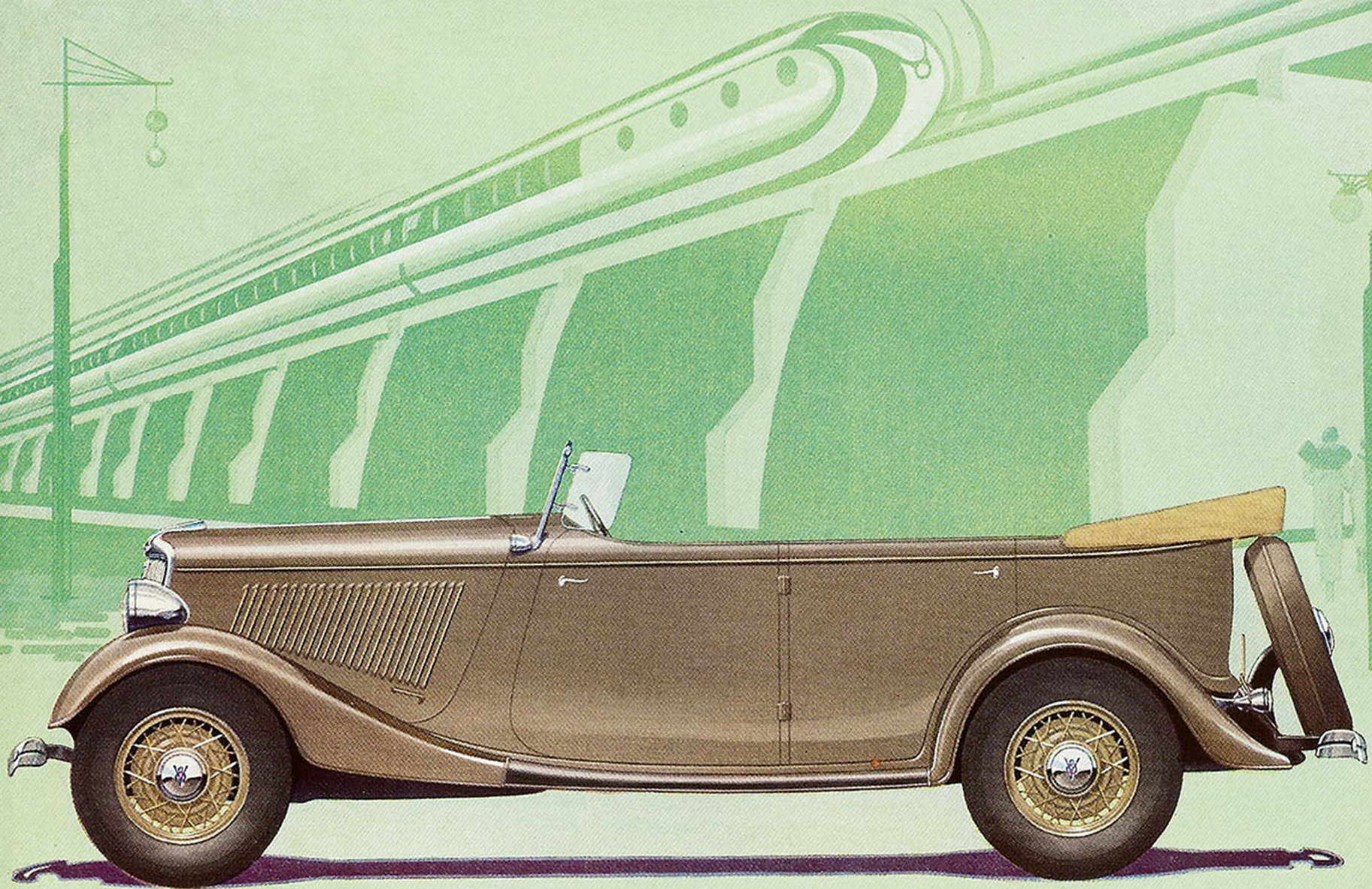


**NEW FORD V-8 COUPE (Three Windows)**—A particularly good choice for the woman motorist. The attractive sloping top and single side window give unusual grace and style. Smart appearance and high quality in upholstery and finish. Rear window opens. Ample luggage space in rear deck. Can be equipped with rumble seat, if desired. Safety-glass windshield and windows. Rich colors and lustrous finish.

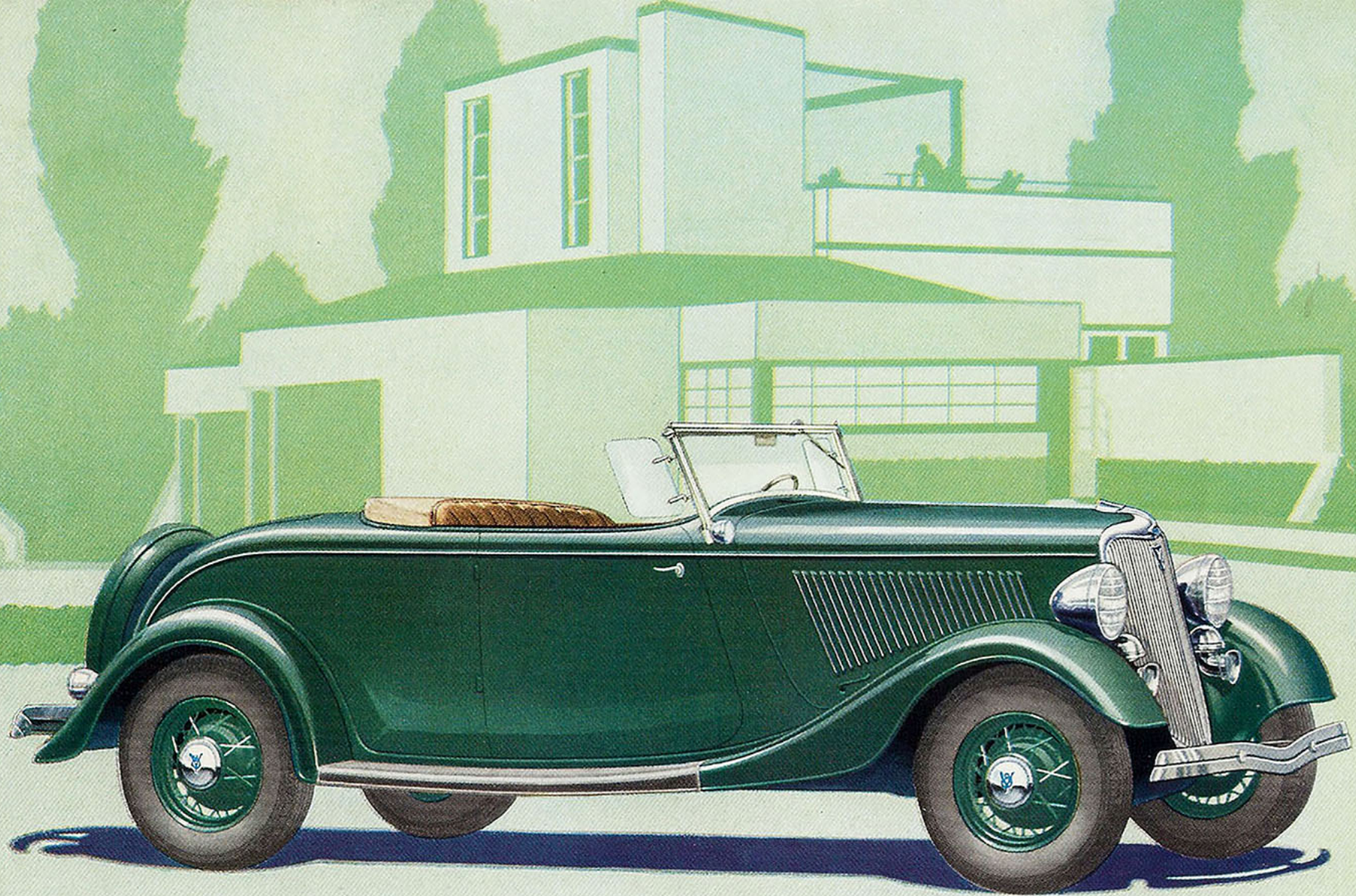


**NEW FORD V-8 VICTORIA**—*A most attractive, newly designed four-passenger type. There is a large luggage compartment opening at the rear of the car. When occasion requires, this compartment may be left open for increased luggage space and protected with a canvas cover which is provided. New design individual front seats. De Luxe appointments and luxurious upholstery.*





**NEW FORD V-8 PHAETON**—A great buy for those who like the dashing style and airy freedom of an open car. Long, low and roomy. Wheelbase is 112 inches. The over-all length is 176 inches. Attractive tan top is easy to raise and lower. Made of double-thick, water-proof material, interlined with rubber. Genuine Leather upholstery. Windshield and windshield wings are of improved safety glass.



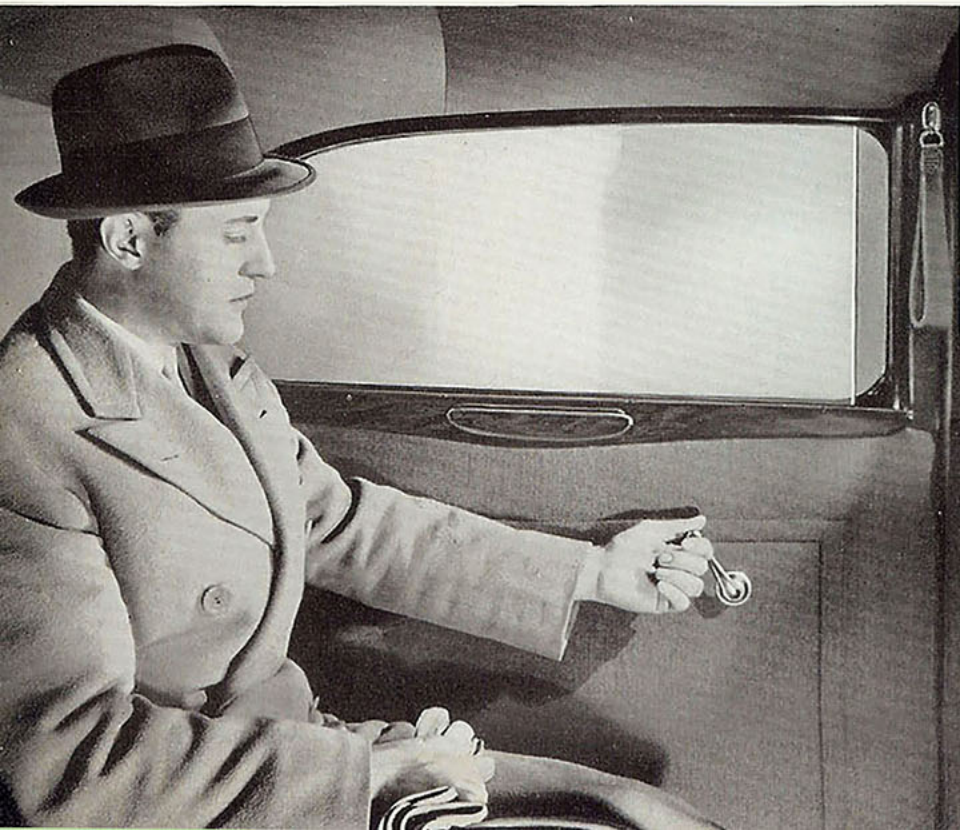
**NEW FORD V-8 ROADSTER**—Style and dash ride with you when you speed along in this good-looking New Ford Roadster. The wide seat is upholstered in Genuine Leather. The attractive top comes down easily and folds neatly into a recess when not in use. Comfortable rumble seat is standard equipment. The windshield wings, as well as the windshield, are made of improved safety glass. De Luxe equipment.

## CLEAR-VISION VENTILATION PREVENTS DRAFTS AT ALL SPEEDS

NEW simplified built-in ventilation system; keeps air in the car pure for passenger comfort. Does not obstruct vision. Effective under all driving conditions. Convenient, individual, window-handle control, front and rear. To open window ventilators, the window is raised in the regular manner all the way to the top—then an extra turn of the

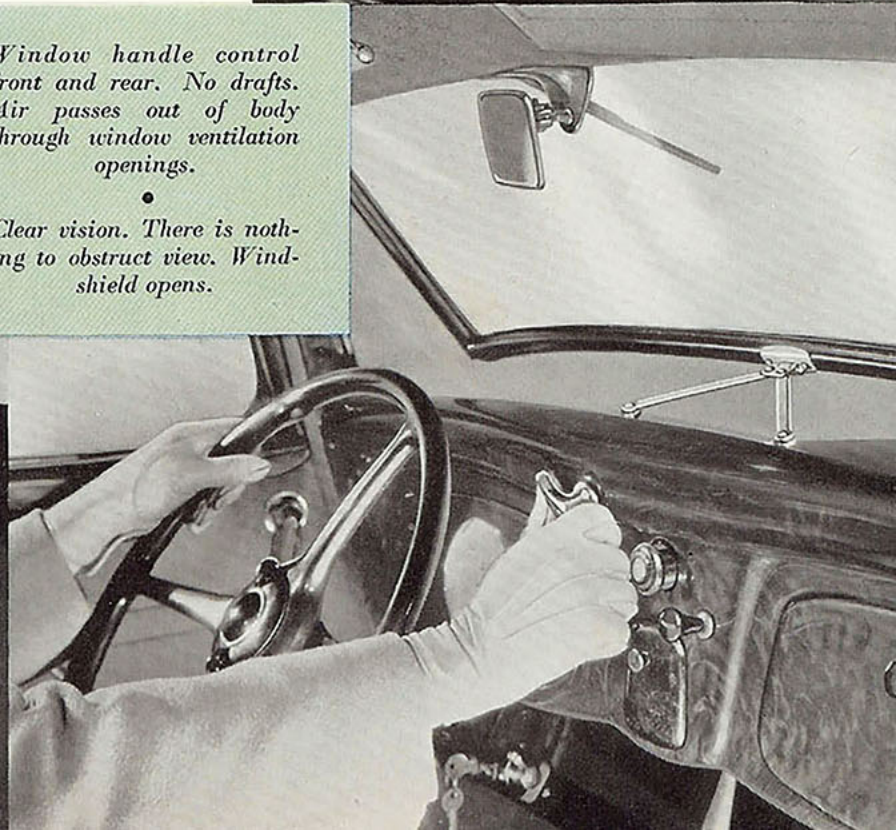
handle slides the glass back to the ventilating position.

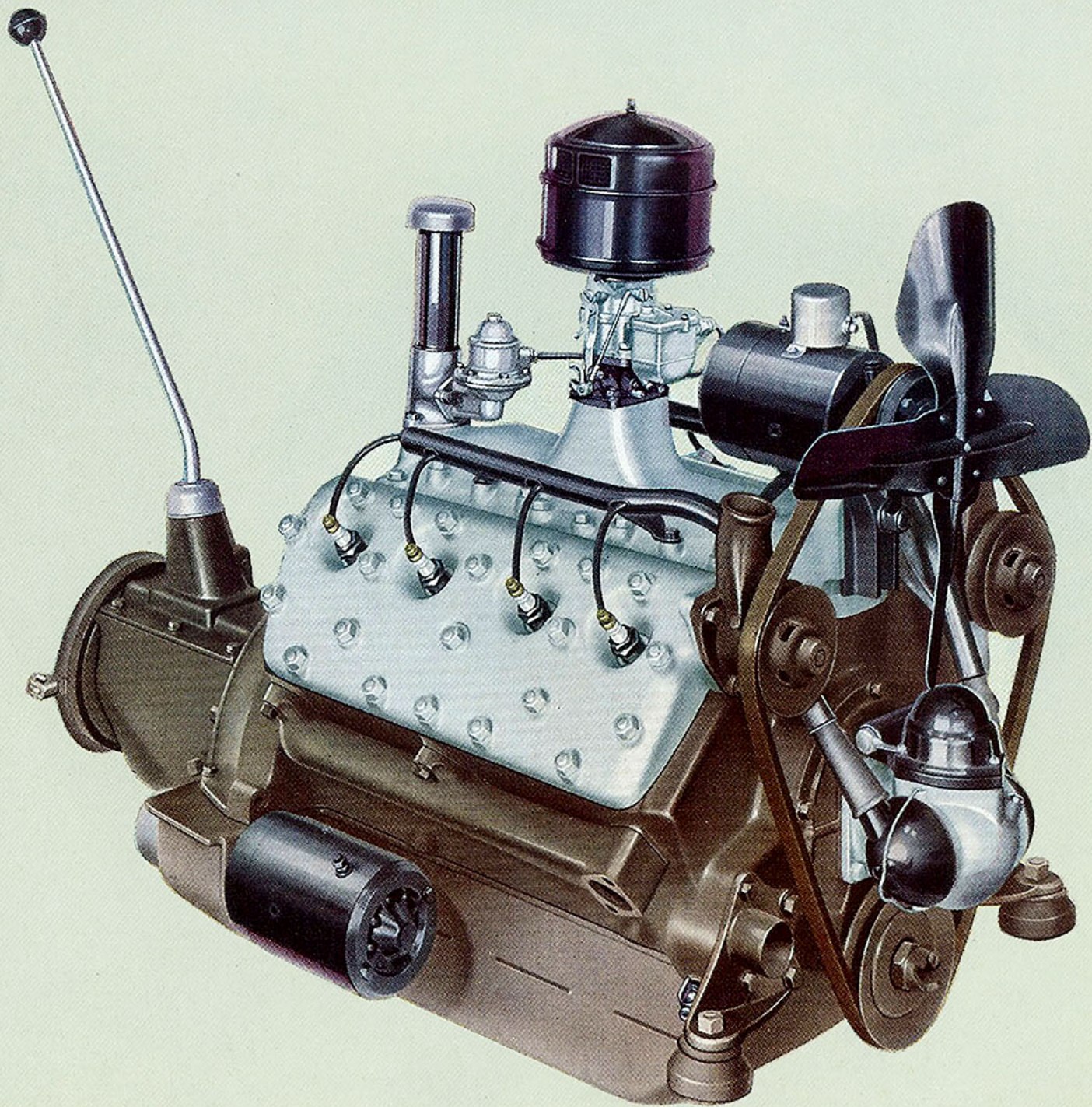
Opening of front window ventilators prevents fogging of the windshield on cold days. The windshield which also opens and the adjustable cowl ventilator supply additional air needed for comfortable warm-weather driving.



*Window handle control front and rear. No drafts. Air passes out of body through window ventilation openings.*

•  
*Clear vision. There is nothing to obstruct view. Windshield opens.*





## MORE POWER • MORE SPEED • MORE EFFICIENCY GREATER GASOLINE AND OIL ECONOMY

THE Ford V-8 is the only car now available under \$2000 with a V-type eight-cylinder engine. The 1934 car brings you increased power, speed, smoothness, acceleration, and economy. It gives complete satisfaction and is the most economical Ford car ever built.

The new dual carburetor, with dual intake manifold, insures quicker, smoother starting on cold days and also gives greater gasoline mileage. Better vaporization and more equal distribution of fuel mixture to all eight cylinders give greater power and increased engine efficiency and minimize crankcase oil dilution. Water line thermostats cause the engine to reach an efficient operating temperature quickly and maintain it under all weather conditions. Oil economy has also been in-

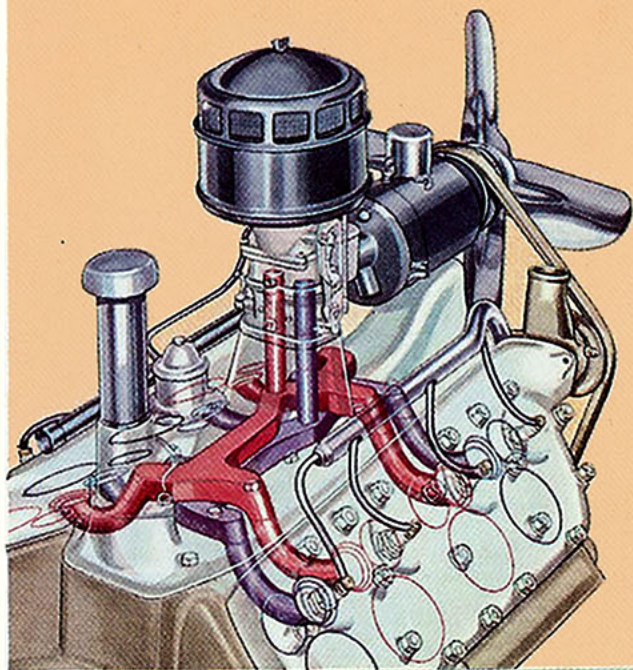
creased. Engine refinements contribute to new oil economy.

One-piece casting of V-8 cylinder blocks, exhaust passages and crankcase is exclusive. Cylinder heads are aluminum. Another exclusive feature is the offset crankshaft, which has 90° crankthrows and is fully counterbalanced. The new Ford 90° V-8 engine, because of its inherent design and correct manufacture, is one of the smoothest and most perfectly balanced engines it is possible to build.

Exhaust valve seat inserts are corrosion proof and highly wear-resistant. They do not become pitted or scaled by terrific heat and corrosive exhaust gases. Combined with special heat-resisting alloy valves they maintain a high degree of engine efficiency and normally make valve grinding unnecessary.

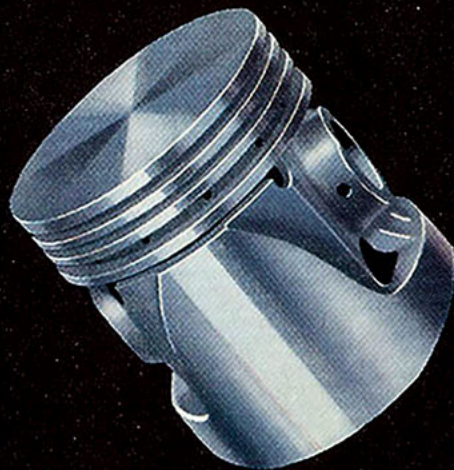
Ride in the New Ford V-8. Drive it for a new motoring experience! The unusually high top speed of the car means exceptionally smooth performance, without strain, throughout the entire driving range.

*Valve seat inserts maintain maximum performance—prolong valve life.*



*New dual carburetor and dual intake manifold save fuel.*

*New aluminum pistons and new piston rings save oil.*



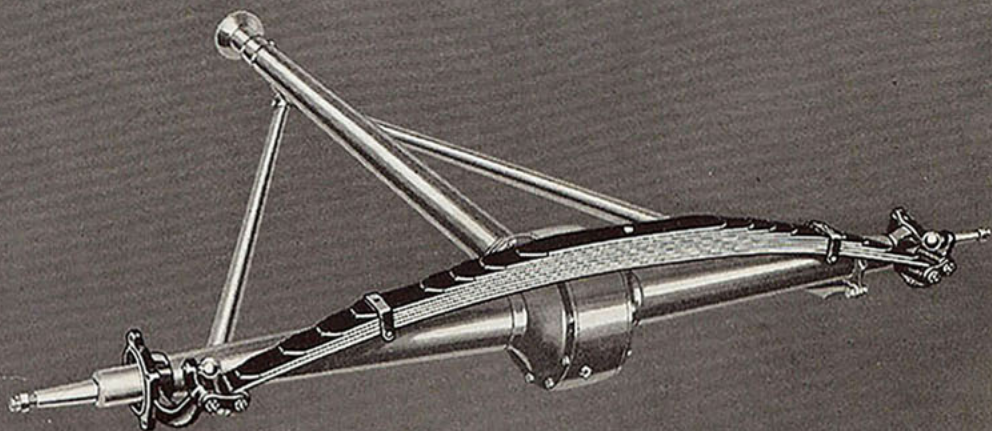


## NEW RIDING COMFORT • ROOMINESS

New riding comfort has been built into the New Ford V-8 for 1934. Spring flexibility has been greatly increased. Spring-leaves are newly designed for quieter and easier action. Shock absorbers have been improved. Seat cushions are deeper; seat springs softer. The Tudor Sedan (illustrated) has new-type bucket seats in the front compartment. There are new arm rests on the front doors of all De Luxe Sedans.

The wheelbase of the New Ford V-8 is 112 inches. But that doesn't tell the story of Ford roominess. If the Ford 8-cylinder engine were not of the V-type, a wheelbase several inches longer would be required to give equal passenger space. You will note the increased leg room when you sit in the car. Get in the new car. Ride in it. Know for yourself how comfortable it is.

**New spring flexibility; softer, more quiet action**





**HIGH-QUALITY REAR AXLE**—Three-quarter type—a fine car quality feature. The driving pinion is mounted in a double-taper roller bearing at the front and a straight roller bearing at the rear. This maintains permanent alignment of the pinion, under all driving conditions, and results in extremely quiet axle operation.

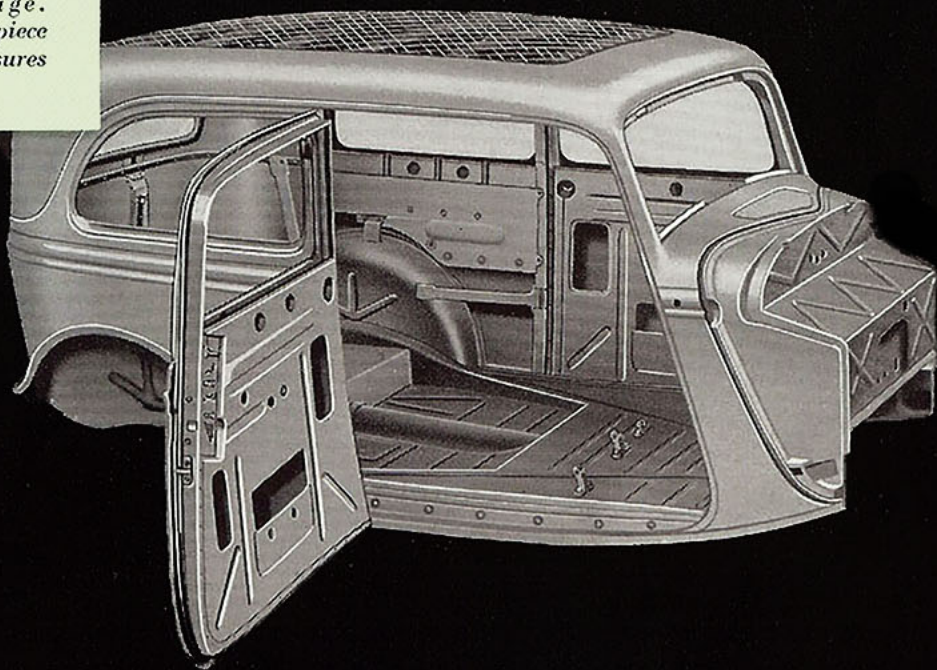
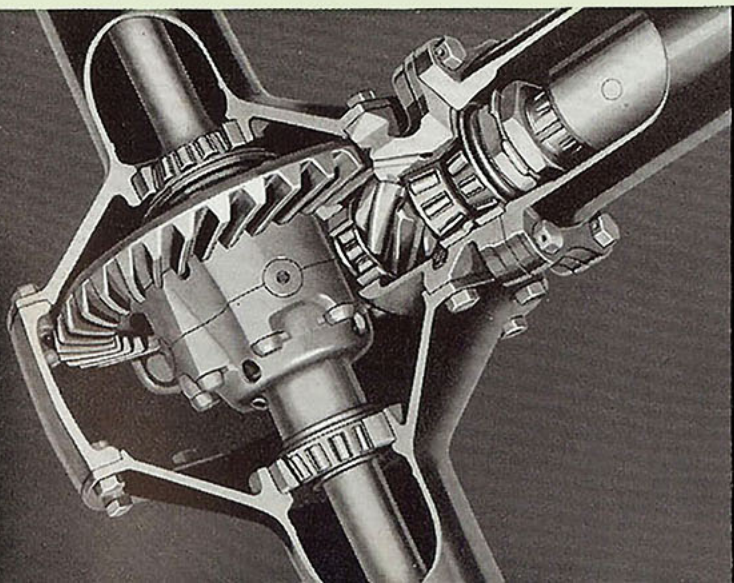
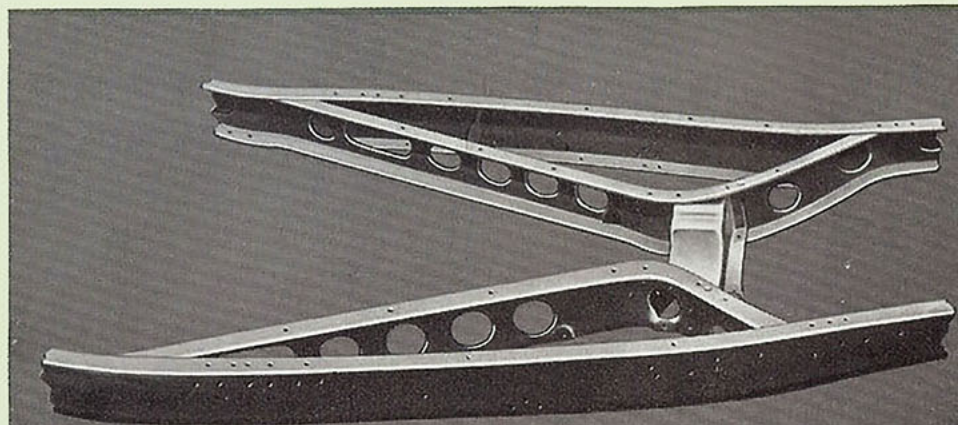
**STRONG, RIGID FRAME**—The New Ford V-8 has a double-drop, double-channel X-type frame. The two members which form the X-brace are continued the full length of the main side rails. This gives increased strength and rigidity.

#### **EASIER STEERING**

New 15-to-1 steering gear ratio gives increased ease of handling. The Ford V-8 is designed for unusual safety at top speeds.

#### **ALL-STEEL BODY**

The Ford all-steel body is the strongest, safest, quietest type of body made. Does not deteriorate with age. Welded one piece construction assures long life.



## FEATURES OF THE NEW FORD V-8 FOR 1934

NEW beauty of line. New interiors. Simplified, built-in "clear-vision" window ventilation prevents drafts. Easier steering. New riding comfort. Greater spring flexibility and newly designed spring-leaves for quieter and easier action. Improved shock absorbers.

V-type eight-cylinder engine. Greater horsepower, more speed, quicker acceleration. New gasoline economy, obtained by new dual down-draft carburetor, with dual intake manifold. New fuel pump. Engine refinements contribute to new oil economy.

Special heat-resisting exhaust valve seat inserts. New easily removed valve assembly, with valve, valve guide, valve spring and spring retainer in a single unit. New oil gauge rod—more accessible.

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

Aluminum cylinder heads. Exclusive one-piece casting of V-8 cylinder blocks, exhaust passages and crankcase. Fully counterbalanced crankshaft. Twenty-five anti-friction roller and ball bearings. Torque-tube drive. Three-quarter floating rear axle. Straddle-mounted driving pinion, a feature usually found only in higher priced cars.

All-steel body, welded into one piece and insulated for quiet. Strong, rigid, double-channel, double-drop X-type frame. Five one-piece steel-spoke wheels. Fully enclosed mechanical four-wheel brakes. Improved safety glass throughout in all. De Luxe closed bodies without extra cost. 112-inch wheelbase. Bore and stroke, 3 1/16" x 3 3/4". Piston displacement, 221 cu. in. Water capacity, 5 1/2 gallons. Oil, 5 quarts. Fuel, 14 gallons. Tire size, 5.50" x 17".

F O R D M O T O R C O M P A N Y

