

There's a *Ford* in your future

*Smart...* **swift, sturdy... and more fun to drive**

**than any car you ever owned!**

**A GREAT NEW V-8 OR AN ECONOMY-FAMOUS SIX**

**H**ERE IS THE NEW FORD! On the following pages, the car which will add still greater prestige to the reputation Ford has among motorists is illustrated and described in complete detail.

This car will hold many surprises for you. Styling that is youthful and smart — with smooth-flowing lines that give a lift to your pride. Inside, you'll find new richness — luxurious fabrics, distinctive colors and decorative trims.

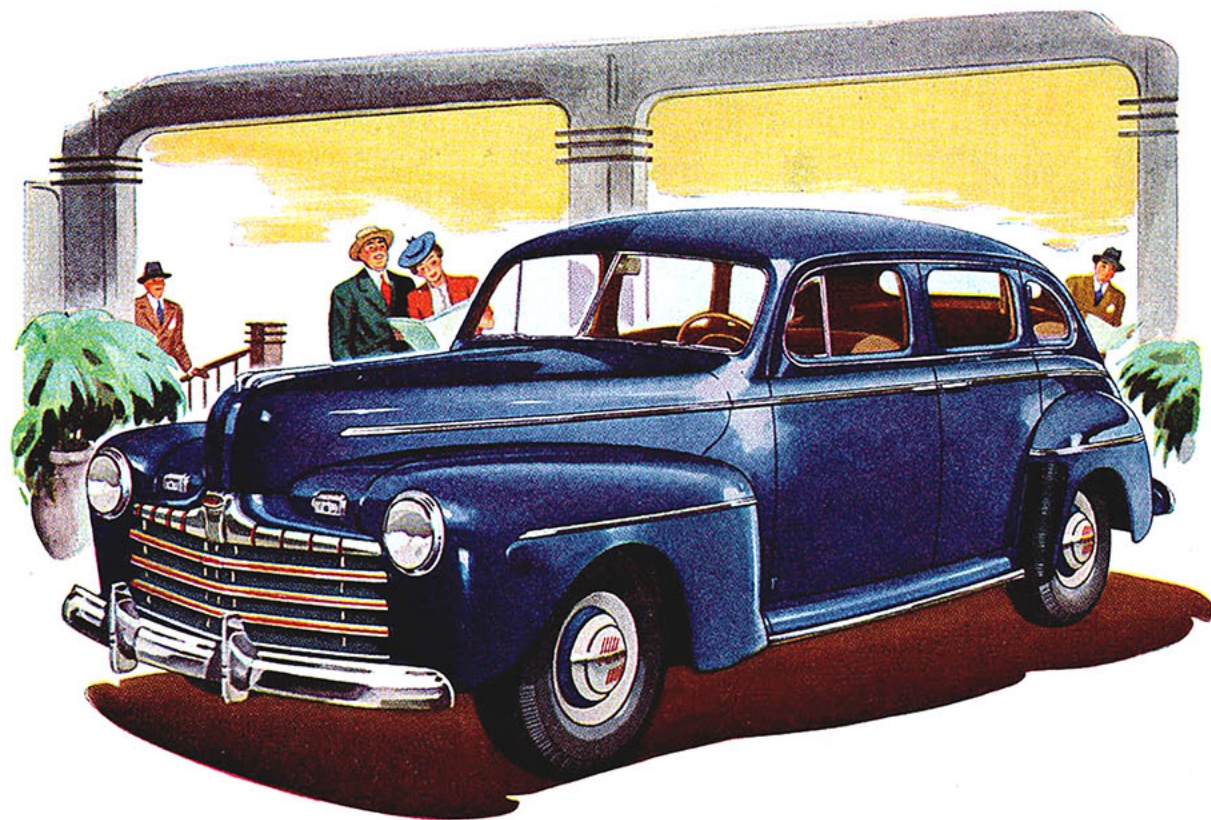
It's a sturdy car with a solid, comfortable look and feel about it. A car that emphasizes safety . . . with welded steel body, two-way stabilization, clear-vision safety glass and oversized hydraulic brakes.

With a *new, smooth ride* that's a revelation, you'll find it more fun to drive than any car you ever owned . . . so easy to handle — so eager and responsive to your every whim.

Only Ford, in the low-price field, gives you your choice of two great engines: the spirited V-8, now

for the first time *100 horsepower*—an increase of 10 horsepower with increased economy; and the economy-famous 90-horsepower Six—livelier, smoother than ever.

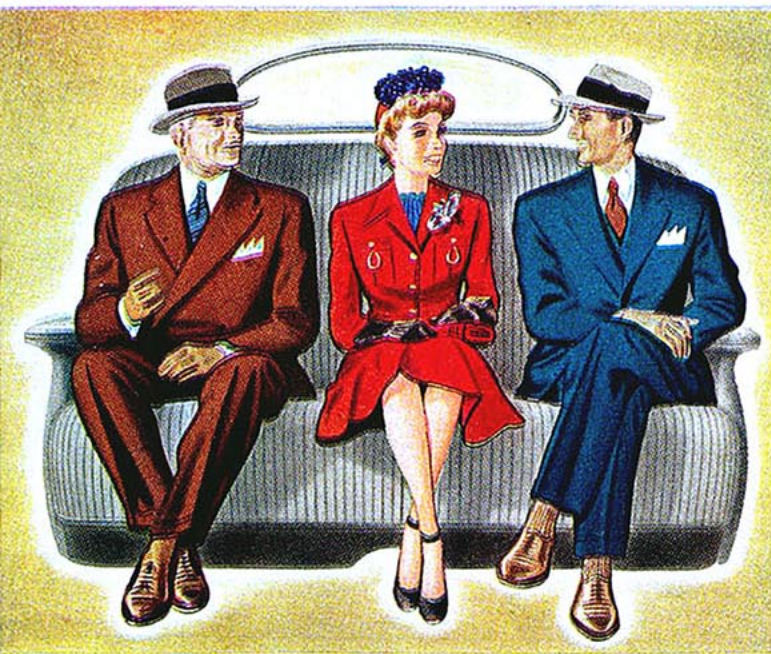
Inside . . . outside . . . all the way through . . . this new Ford is brilliantly advanced in style and engineering. We invite you to see it . . . to ride in it . . . to really get acquainted with the Ford in your future!



# Big... for Freedom of the Knees

# and Ease of the Elbows!

## The Super DeLuxe interior



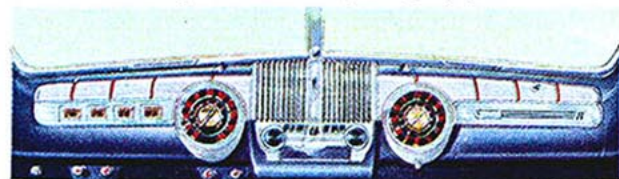
**ELBOW ROOM** Ford bodies have generous seating width and ample elbow room. Three full-sized adults can sit with full freedom of movement.

**KNEE ROOM** You enjoy "arm-chair comfort" in these big, roomy Ford cars—because you can stretch out and relax. Even lanky six-footers won't be crowded.

**LUGGAGE SPACE** Beneath the graceful slope of the smooth rear deck is a spacious luggage compartment. There's room enough here for the whole family's luggage. Spare tire is mounted against the rear wall — out of the way. A sturdy rubber mat protects luggage against scuffing. Compartment walls are lined for dust-protection. Automatic light goes on when deck door opens.

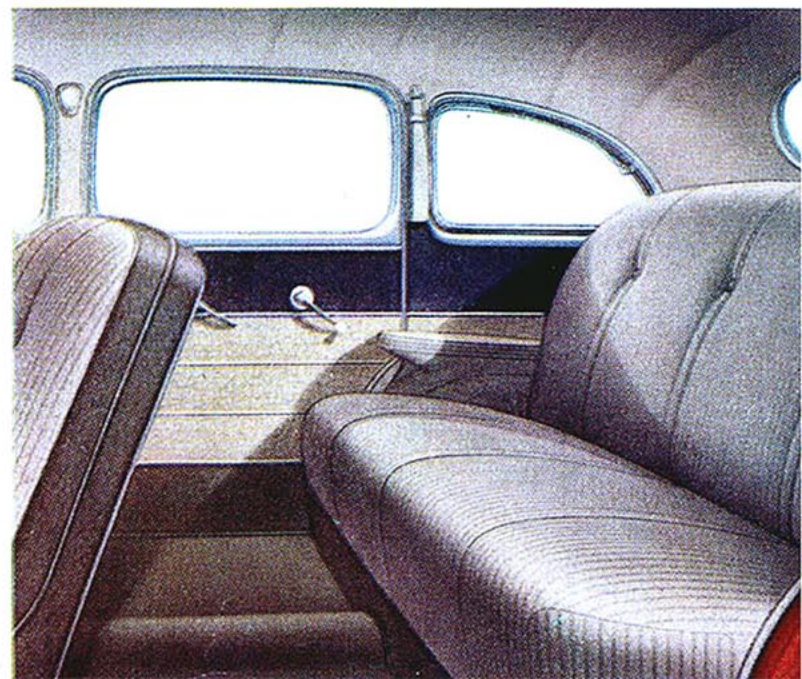
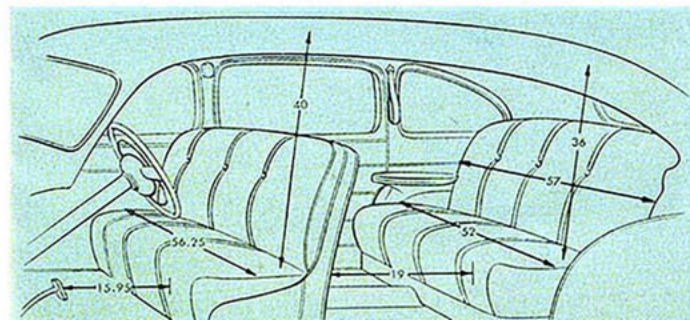


SWING WIDE those big Ford doors and look into the spacious interior! Seats are long and wide—roomy enough for three bigger-than-average adults to ride in perfect comfort. Plenty of elbow room. Plenty of head room. In the new Super De Luxe models, beautiful decorative effects have been achieved through the blending of rich-colored, dawn-gray mohair or broadcloth with bright metal and pearl gray plastic trim.



(Above) Instrument panel in smart pearl-gray plastic and blue-gray finish, has rich modern beauty.

(Below) The new Ford has generous space with plenty of seat, head and leg room for comfort.



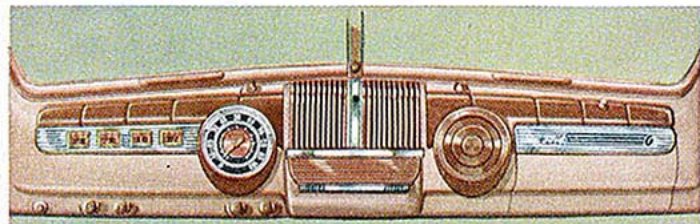
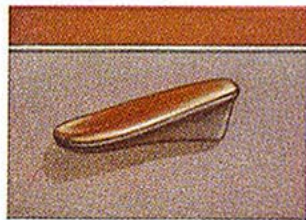
# Modern style and lasting comfort and appointments

## The De Luxe models

THERE'S THE UNMISTAKABLE mark of *quality* in the interiors of the new Fords. The De Luxe models are finished in luxurious broadcloth or mohair . . . blending beautifully with garnish moldings of light tan . . . rich brown plastic trim . . . and door and window handles of bright metal and plastic. A simulated leather kick-pad decorates the lower seat edge. Seats are pillow-type, seamless and full-cushioned. Doors are artfully styled in a contrasting treatment of brown simulated leather set off from tan door upholstery by plastic trim. The driver's seat is adjustable, moving upward as it moves forward, for ideal comfort angle. You'll be amazed at the beauty and durability of the De Luxe interiors!

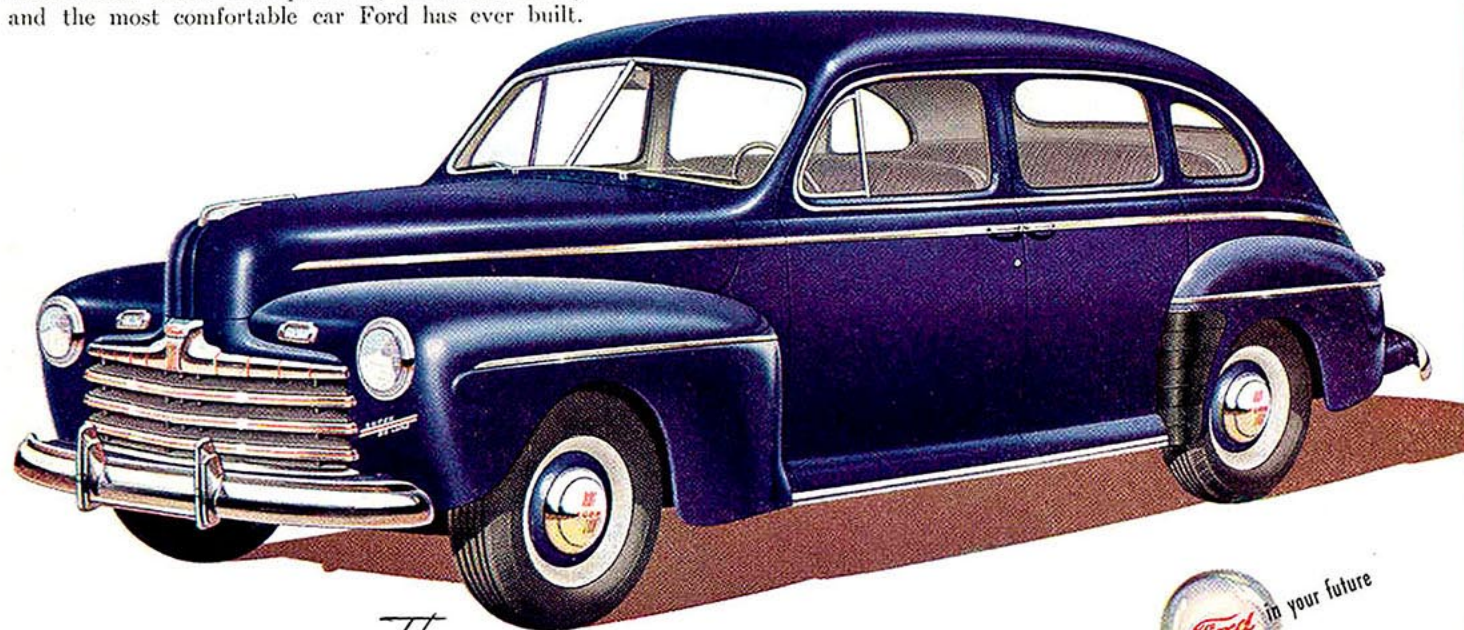
(Right) Among the many feature appointments of the new Ford De Luxe models is a convenient arm rest which contributes to the driver's comfort.

(Below) Note the new beautiful appearance of the De Luxe instrument panel. Large clock-type instruments are set in a tan metallic background and decorated in rich brown plastic.



# blend in the cushioning of the new Fords.

Look at its size . . . look at its smart lines, then take a good look at the sparkling Ford grille and you'll realize Ford designers have scored another style hit! Under the gleaming surface of the new Ford are a vastly improved engine and a host of mechanical refinements which make it the most powerful, the easiest riding and the most comfortable car Ford has ever built.



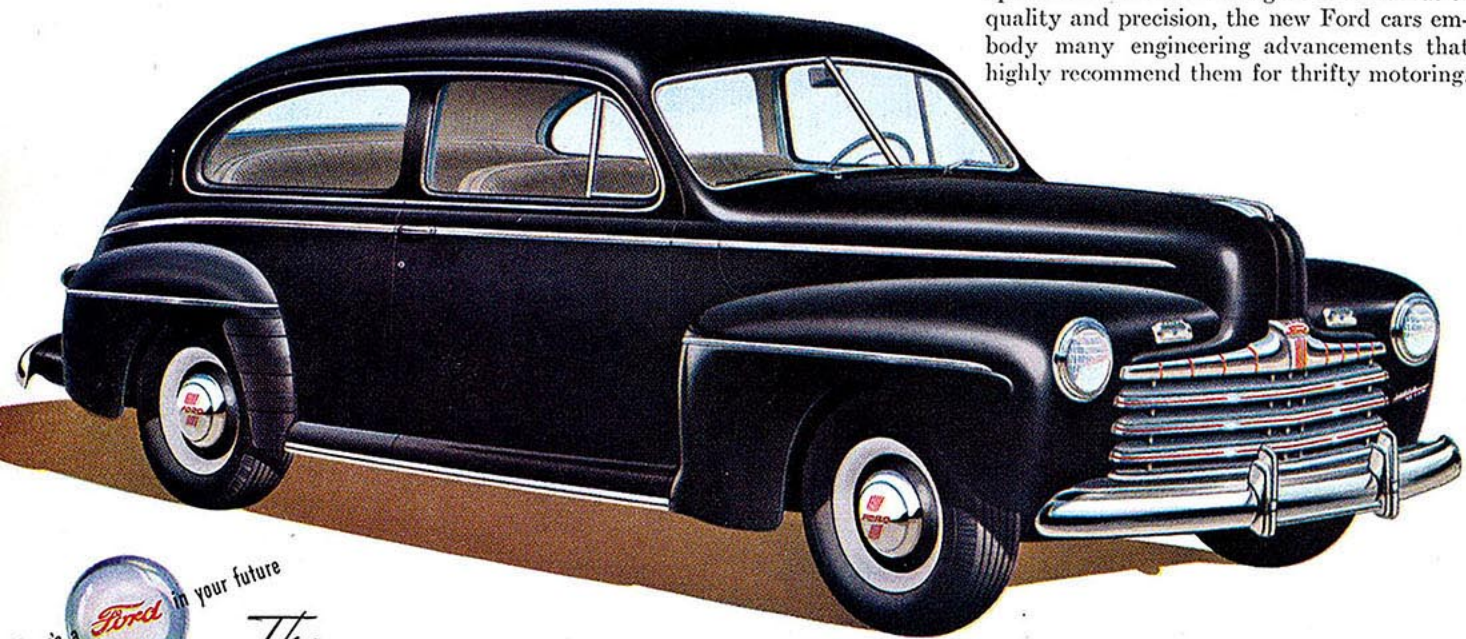
The **FORDOR SEDAN** appeals especially to those seeking big-car value in the low-price field. It's BIG from every angle—massive front end—low-and-wide body—wide, sweeping rear deck. It's big *inside*, too—with plenty of comfort.



*Thrifty* . . . **low in cost,**

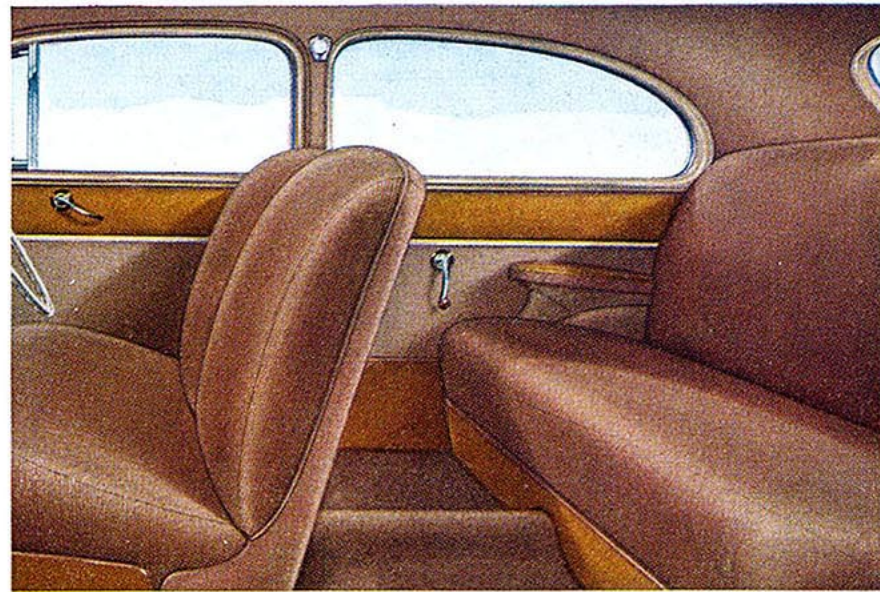
**outstanding in gasoline, oil and tire mileage**

The Ford policy has always been to build a car that would deliver good service at low cost. Through the sincere application of this fundamental policy for more than 40 years, Ford cars have achieved a world-wide reputation for dependable service and economical operation. Built to exacting Ford standards of quality and precision, the new Ford cars embody many engineering advancements that highly recommend them for thrifty motoring.



There's a *Ford* in your future

*The* **TUDOR SEDAN**—a favorite among families with small children! This year's Ford cars are safer than ever, with oversized hydraulic brakes, welded steel body and safety glass. Divided seat backs pivot *inward* for easy rear-seat entrance.



**H**ERE'S A TUDOR interior with oceans of room that affords all the comfort and utility of a sedan. The wide doors are controlled from the front compartment to make this model especially safe for families with small children.

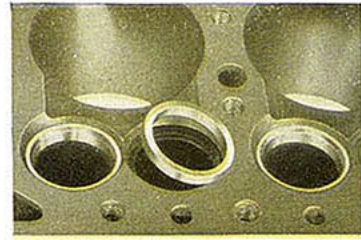
These stunning interiors combine quality with good taste to achieve an entirely new standard of beauty and luxury. Rich appearing, long wearing upholstery is smartly tailored in either broadcloth or mohair. Doors and lower seat panels are finished in durable simulated leather that is practically impervious to scuffing.

And when you get behind the wheel of this new Ford, you'll be pleased with the impression created by the fine appointments. You'll ride in real style and luxury as this is truly the smartest looking car, both inside and out, ever built by Ford!



The waterproof ignition distributor with dual automatic spark control gives high mileage with utmost power for all conditions . . . lets you use standard grades of gasoline with freedom from fuel knock or "pinging."

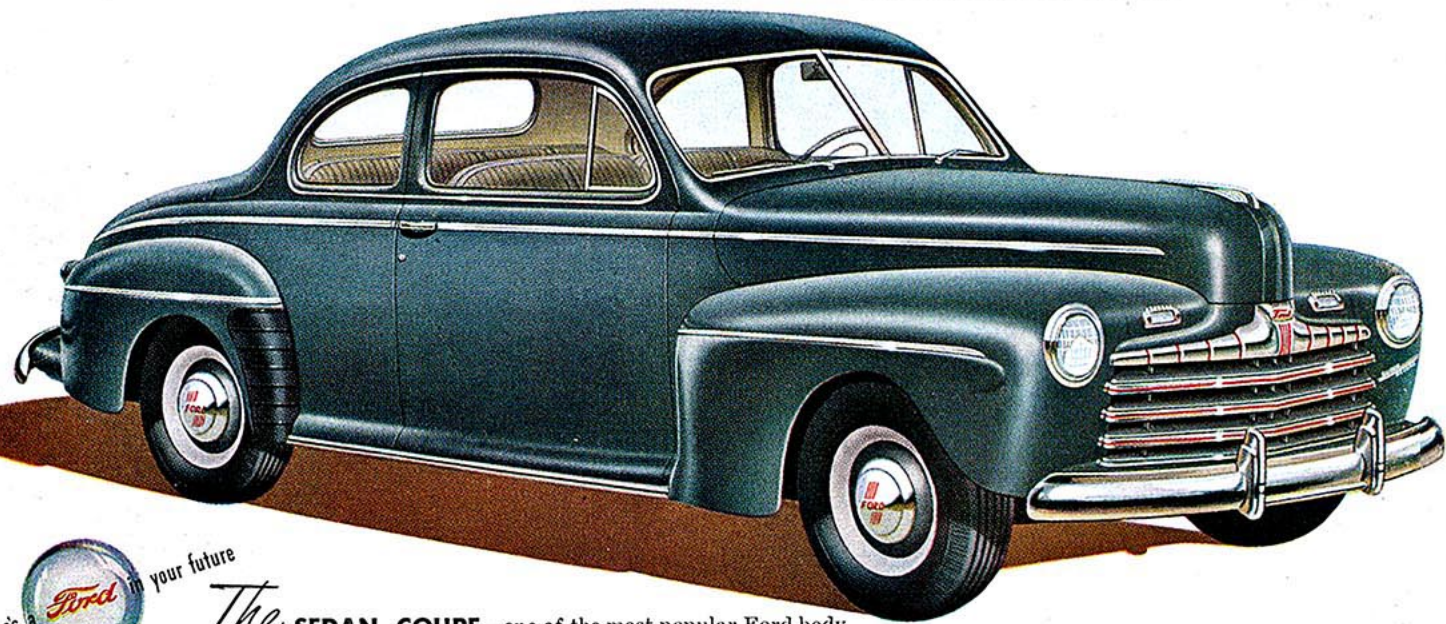
Only Ford engines have heat-resisting steel valve seat inserts for *both* intake and exhaust valves. They save you money on valve regrinding and adjustments, maintain a better gas-tight seat to prevent waste of fuel.



# Enduring... with the stamina

proved by 31 million Ford-built vehicles

Ford owners are enthusiastic owners! Talk to them and you'll hear how their cars have continued to serve them well when no new cars were available. Ford knows how to build cars *only one way—the quality way*. This concept has ruled Ford production for more than 40 years . . . it's the reason Ford cars are long-lasting, economical to run.

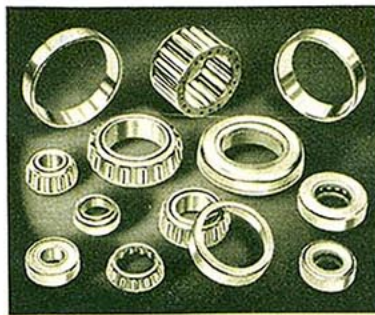


There's  your future

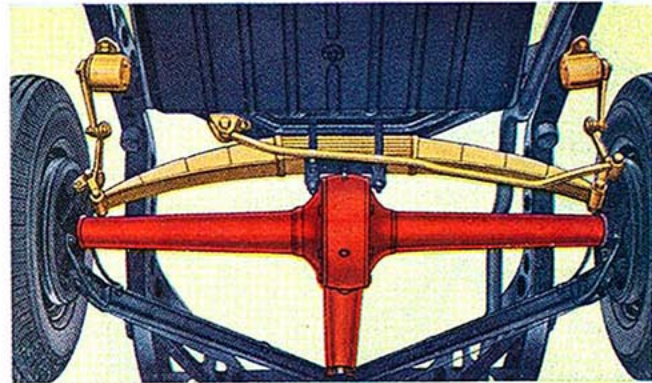
*The* **SEDAN COUPE**—one of the most popular Ford body styles, for it combines the coupe's smart styling with sedan seating capacity. The extra large luggage compartment in the rear deck provides plenty of space for either merchandise samples or luggage—an ideal model for business and pleasure.



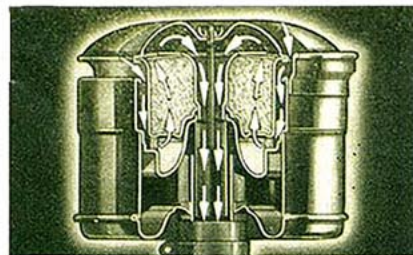
Ford-made alloy steel is another reason Ford cars deliver thousands of miles of economical service.



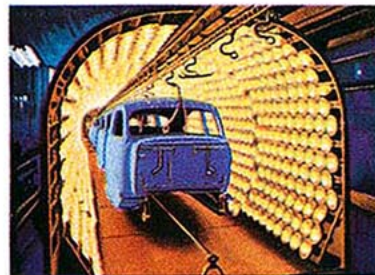
Ball and roller bearings are used at points of greatest friction and wear. This hidden quality pays you extra dividends in smooth running, quiet performance and longer life.



The stabilized chassis with its husky rear axle; the torque tube drive which permits soft spring action; the new rear lateral stabilizer—all these quality features give Ford cars unusual stamina, let you look forward to low upkeep expense.

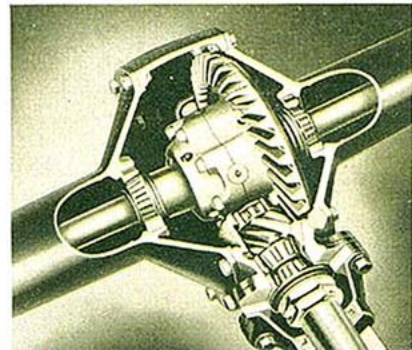


The 98% efficient oil bath air cleaner removes virtually all dust from the air to prolong engine life.



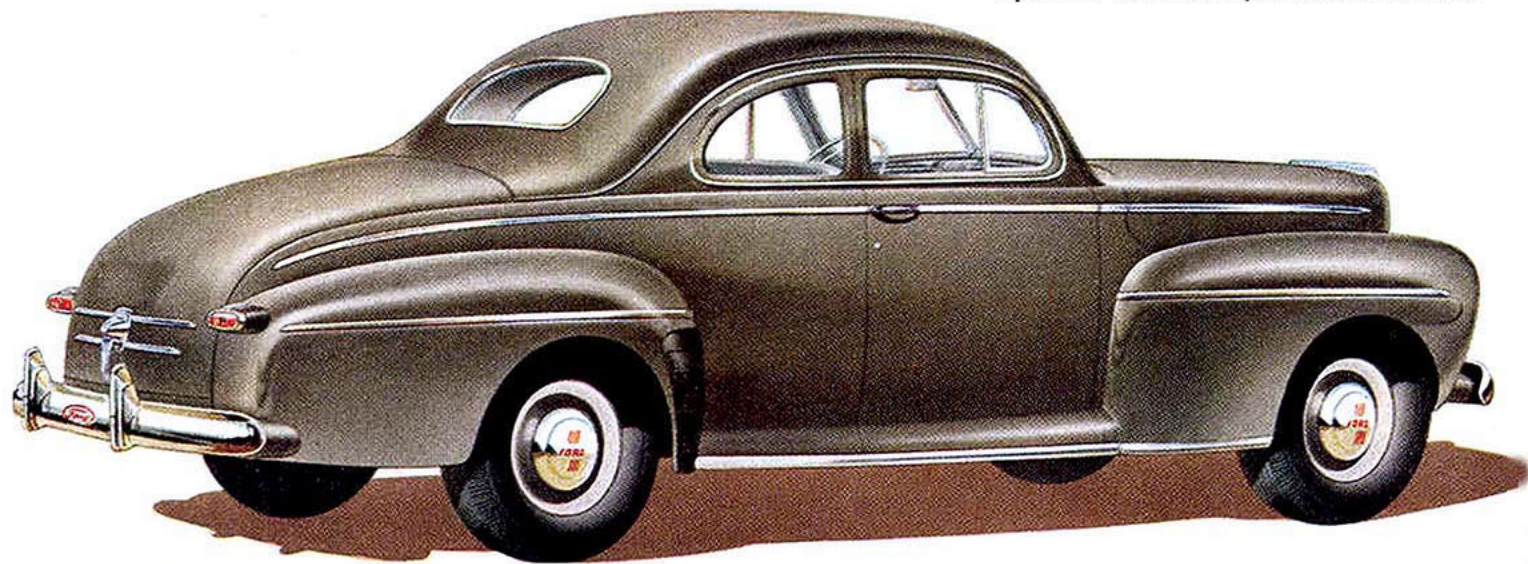
Durable enamel finish is "baked on" by infra-red process patented by Ford. It retains its high luster longer.

The straddle-mounted pinion is supported on both ends instead of only one. This superior design, exclusive with Ford in the low-price field, better maintains drive gear alignment for quiet operation, for greater reliability and for longer life.



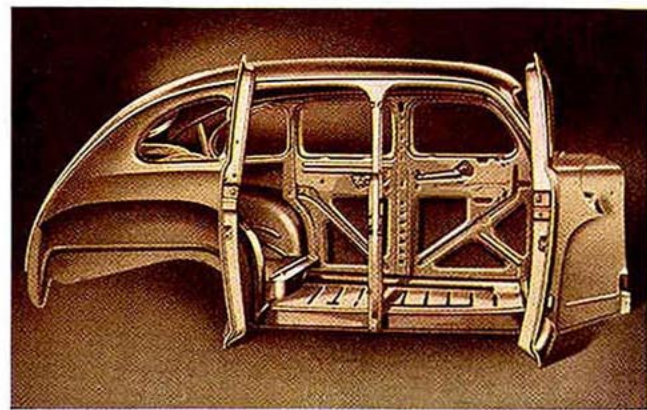
# Safer... in the full measure you expect

Building cars the Ford quality way calls for the highest measure of safety and protection possible to engineer into a car. You feel a greater sense of security that lets you drive and ride in relaxed comfort. In fact, this great new Ford is not only safe to drive, but also represents a safe transportation investment!

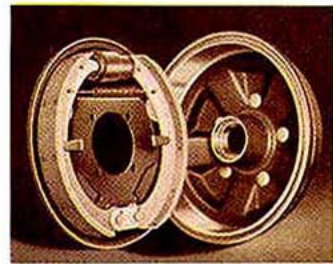


*The* **COUPE**—You could look far and wide, in every price class, without finding a handier car than this compact, versatile coupe. There's loads of space beneath the rear deck, and plenty of room behind the front seat for parcels and luggage. The big front seat accommodates three in perfect comfort. It's a favorite of business and professional people.

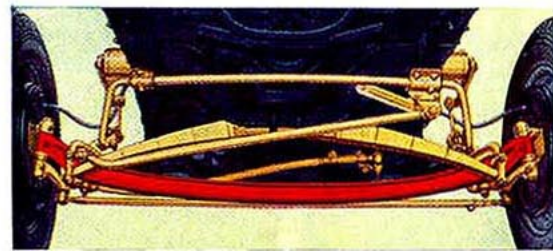
## of Ford - extra size hydraulic brakes, all-steel bodies, safety glass, sturdy and easy steering and road-clinging lowness!



The Ford welded all-steel body (above) is a unit structure of exceptional strength. *Sm-o-o-th* and quiet with new *soft pedal action* quickly describes the new oversized hydraulic brakes. Self-centering principle lets the brake shoes *float* into full contact for increased braking power, longer lining life.



**F**ORD SAFETY BEGINS with the very foundation of the stabilized chassis—the massive X-type frame designed to give the car road-clinging lowness. The torque-tube drive, the wide tread and balanced weight distribution result in improved roadability, safer, surer car control. Lateral stabilizers, front and rear, in combination with a front ride stabilizer result in two-way stabilization. This steadies the car when driving in a crosswind and on turns, even at relatively high speeds, contributing to both the safety and pleasure of motoring. Extra strength and safety are engineered into all Ford parts. The hydraulic brakes, for example, are oversized, larger than those in many higher-priced cars. This extra capacity gives you reserve braking power for emergencies, makes positive straightline stops possible with soft pedal action. This greater braking strength saves you money, too . . . reduces upkeep expense because brake linings last longer.

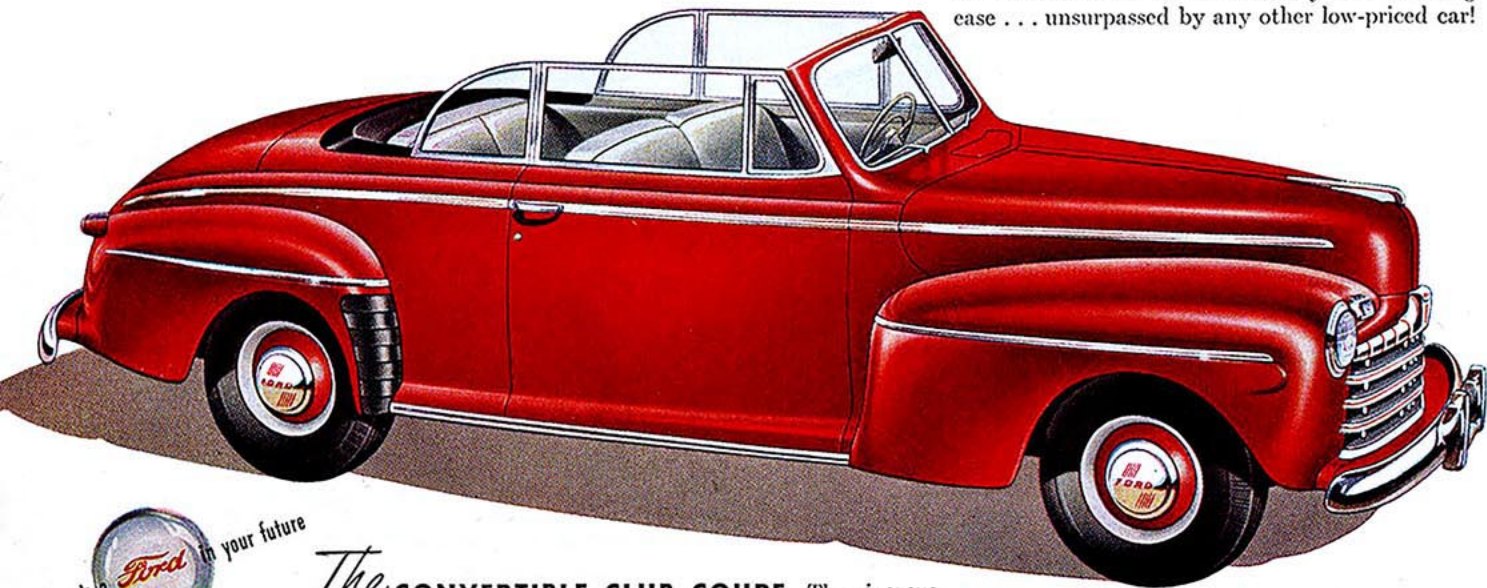


Dual lateral stabilizers, front and rear, reduce excessive side-sway and steady the car on curves or in a crosswind, add to safety, comfort and ease of car control.

*Thrilling* . . . with an instant,

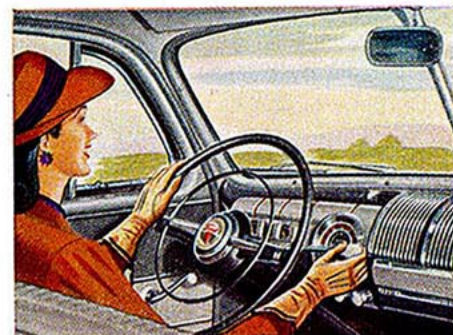
eager answer to every  
touch of your toe-tip!

Like flashing performance . . . quick getaway . . . high cruising speeds with smoothness, quietness and economy? Then, get behind the wheel of this Ford Convertible! When your toe presses the throttle, you'll get a real thrill from the tremendous reserve power of its spirited engine. Its fast acceleration will whisk you up to high cruising speed. You'll be amazed at its flexibility and handling ease . . . unsurpassed by any other low-priced car!

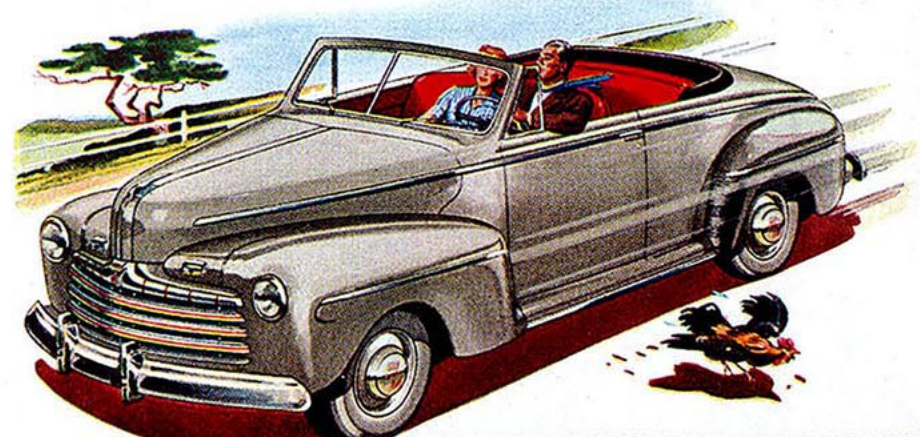


There's a Ford in your future

*The* **CONVERTIBLE CLUB COUPE**—The vigorous, youthful styling of the new Ford cars reaches a new high in the racy beauty of the Convertible Club Coupe. Side windows add to comfort of rear seat passengers. Interiors are finished in handsome *genuine leather*—red, blue or golden tan. Motor-Lift Top raises or lowers at a touch of the dash-button.



Easy shifting! You can shift gears effortlessly with the flick of a finger. Blocker synchronizers slide gears noiselessly into mesh. Helical gears provide quiet operation.



(Right) Quick getaway! The Ford special high ratio silent "second" gets you out in front fast without sacrifice of top speed performance or economy.

(Left) The Convertible Club Coupe has a Motor-Lift Top. Push a button to raise or lower, automatic hydraulic power does the work in a few seconds' time.

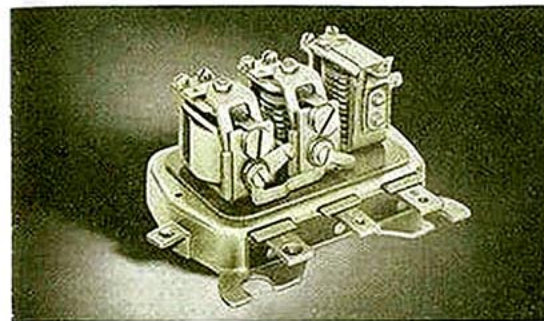




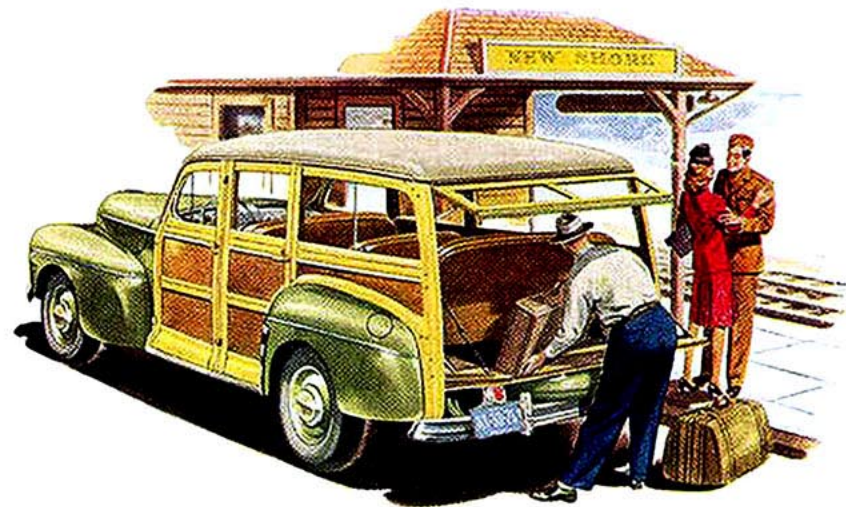
*Reliable*... when you say "we'll

meet you with the Ford," nothing could be more reassuring

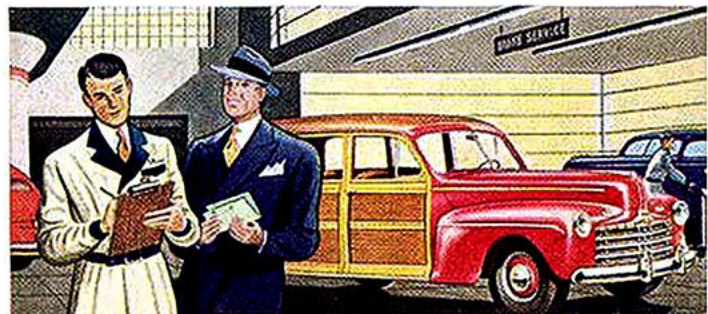
These brilliant new Ford cars inherit all the traditional reliability and manufacturing skill gained in producing over 31 million vehicles. Superbly engineered and carefully fabricated to Ford high-precision standards, you can be supremely confident your Ford will always transport you economically in comfort.



Reliable battery performance is assured by the new long-life, voltage control regulator. It controls generator output automatically to maintain your battery in a charged condition... you enjoy more dependable performance of electrical accessories.



Shot-peening process (at left), plus rustproof finish prolongs valve spring life for more dependable service. Thousands of friendly Ford dealers are equipped with skilled mechanics, precision tools and Genuine Ford Parts to help you keep your car performing reliably and efficiently.



There's a Ford in your future

*The* **STATION WAGON**—the all-round car that really gets around! With 8-passenger capacity, it's mighty handy for meeting the train, for picnics and all group get-togethers. Remove center and rear seats, and you have a versatile light hauling vehicle. Ruggedly built, the body is handsomely finished in selected maple with birch or gumwood paneling. Interior is upholstered in golden tan *genuine leather*.

# Powerful . . .

## Two Great Economy-

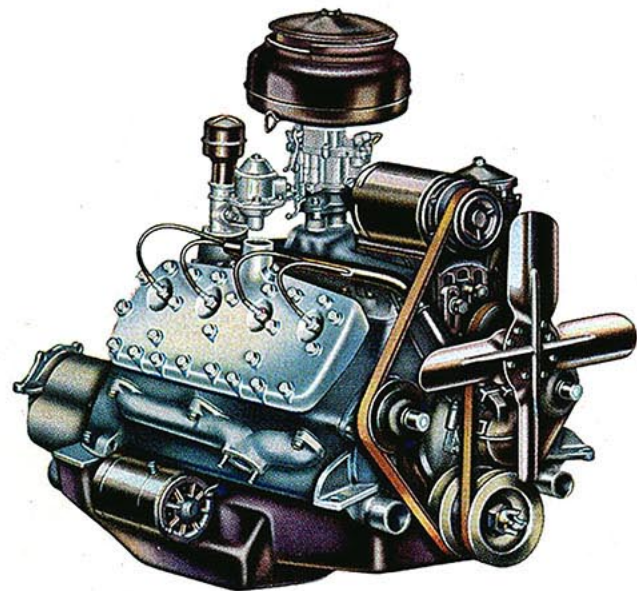


FORD AND only Ford, in the low-price field, gives you a choice of power plants . . . a famous, higher-powered V-8 with 100 horsepower, an increase of 10 horsepower . . . or a brilliant Six of 90 horsepower. Both engines have demonstrated their low operating cost in millions of miles of owner service. Driving either the Six or V-8 is a thrilling experience you'll not soon forget. With an unusually high ratio of developed horsepower to weight, you'll enjoy sparkling performance, greater pulling power on hills, and unusual flexibility throughout the entire speed range.

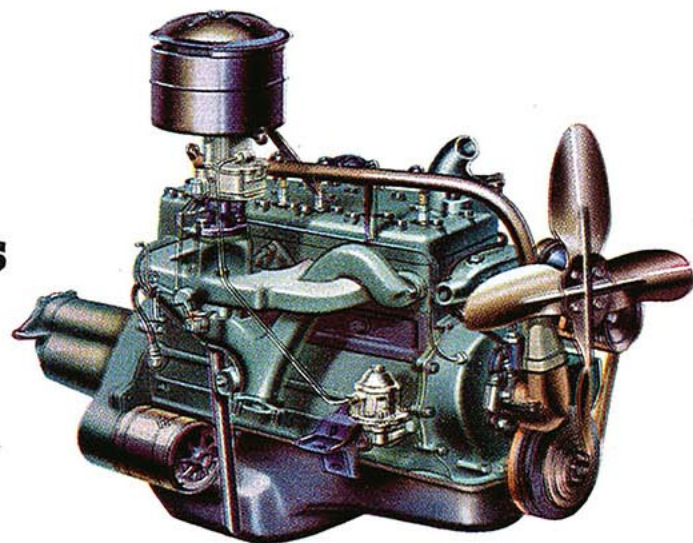
# with a Choice of proved Ford Engines

Better still, you get all this marvelous performance with *low engine speed in relation to road speed*. At every speed, the engine functions without perceptible strain or effort . . . runs more smoothly, quietly. And *low engine speed* means less wear every mile you drive . . . gives you longer engine life . . . results in greater economy in gas and oil . . . *costs you less to run*.

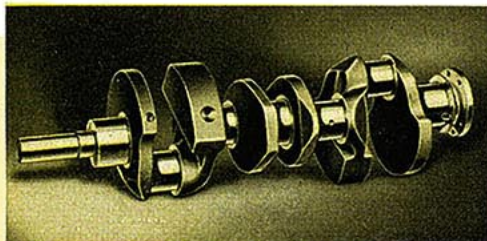
The engine features illustrated and described on these pages are typical of the outstanding value engineered into these great Ford power plants. We sincerely believe no other car in the lowest-price field surpasses Ford for performance, economy and stamina!



The Famous 100-horsepower  
**FORD V-8**



The Brilliant 90-horsepower  
**FORD SIX**



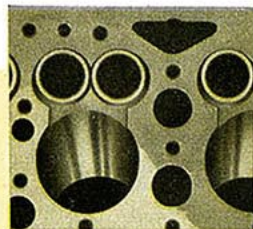
The rugged cast alloy steel crankshaft better resists torsional reaction to give you ultra-smooth performance. Full counterweighting prolongs bearing life . . . precision running balance provides smooth performance at all speeds.



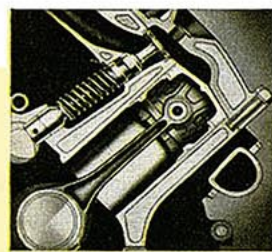
New, larger oil pump provides pressure lubrication to all engine bearings and other moving parts. Greater oil circulation gives you longer engine life.



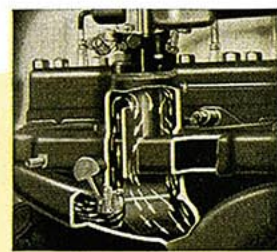
Lightweight aluminum pistons increase operating smoothness. Four piston rings, a quality feature, provide a better compression seal, improve oil economy.



Controlled Quality Finish of vital engine parts provides the ideal surface for proper oil film to reduce friction and prolong life of pistons, rings and cylinders.



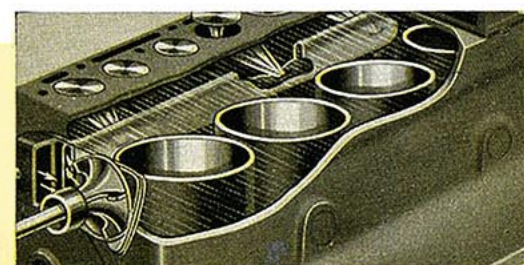
Full-length water jackets completely surround each cylinder for protection against uneven heat expansion and wear. Provides more efficient performance.



Automatic manifold heat control speeds vaporization, Ford engines run more evenly—you use the choke less and, as a result, use less gas, get better economy.



New, long-life, Silvaloy connecting rod bearings last 2 to 3 times longer than ordinary bearings . . . an exclusive Ford quality feature that saves you money!



A rustless steel distributing tube in the Ford Six directs a flow of cool water to each exhaust valve seat providing uniform cooling. A pressure-valve radiator cap raises engine temperature and efficiency, minimizes loss of anti-freeze.

# Look into the future and you'll own a



**NEW BEAUTY:** Bigger, more massive than ever before, both the De Luxe and Super De Luxe present a sparkling streamlined appearance. New bright finished stainless steel grilles, newly styled hood and radiator ornament and other exterior features give the Ford in Your Future a new rich appearance that will stay modern for years to come.

**NEW ECONOMY:** More efficient engines, through improved manifold, cooling and carburetion, raise Ford economy to new higher levels. Lightweight aluminum pistons fitted with four rings provide a better compression seal, reducing power waste; further improve oil economy.

**100 H.P. V-8 ENGINE:** The most powerful engine ever to power a Ford car. Incorporates improved manifold, new valve cooling and higher capacity oil pump, plus other improvements affecting virtually every operating part of the engine. Combines unusual performance with unusual economy.

**90 H.P. SIX ENGINE:** The most modern Six in the low-price field. Further refined by new valve cooling, new manifold and a host of other improvements for record performance with outstanding economy.

**IMPROVED COOLING:** Both Six and V-8 engines feature improved valve seat cooling; new pressure-valve radiator cap permits higher operating temperature for increased efficiency; minimizes loss of water and anti-freeze due to evaporation. New center-point mounting stabilizes radiator.

**SMOOTHER RIDE:** Long, slow-action springs of new multi-leaf design smother smallest road irregularities, result in a smoother, more level ride. Fabric-lined metal covers (on Super De Luxe) retain lubricant

for uniform spring action, keep road dirt and water out. These, combined with 125-inch spring base, adjustable, double-acting hydraulic shock absorbers and low center of gravity, set a new standard in riding comfort.

**NEW SELF-CENTERING HYDRAULIC BRAKES:** Oversized brakes with 162 square inches of lining area provide powerful straightline stopping action with long lining life. New self-centering feature provides positive shoe alignment for smooth, *quiet action* with soft pedal pressure.

**NEW ELECTRICAL SYSTEM:** Engines are equipped with new heat and ozone resistant wiring, waterproof ignition coil and distributor, dual automatic spark control. New *long-life voltage* regulator automatically controls generator output to maintain battery in a charged condition.

**BODY TYPES:** *Super De Luxe Body Types:* Tudor Sedan, Fordor Sedan, Coupe, Sedan-Coupe, Convertible Club Coupe, Station Wagon. *De Luxe Body Types:* Tudor Sedan, Fordor Sedan, Coupe.

**NEW BRIGHT COLORS:** Both De Luxe and Super De Luxe Ford cars are available in a range of optional colors at no extra cost. All colors are enduring, hi-gloss baked enamel, highly resistant to fogging or dimming.

**UPHOLSTERY:** *Super De Luxe:* Choice of Broadcloth or Mohair in combination gray and gray striped pattern. Golden tan, red or blue genuine leather seats in Convertible Club Coupe. Golden tan genuine leather seats in Station Wagon. *De Luxe Models:* Choice of tan striped Mohair or Broadcloth.

**TIRES:** 6.00 x 16, 4-ply tires on passenger cars—6-ply on Station Wagons.

**DE LUXE EQUIPMENT:** (Items marked with asterisk \* are in Super De Luxe only.) Front and rear bumpers and four bumper guards. Spare wheel. Twin air-electric horns. Two combination tail lamps and stop lamps. Dual windshield wipers with speed control on instrument panel. \*Electric cigar lighter. \*Two sun visors. Foot control for sealed-beam headlamps with indicator on instrument panel. Dimming control for instrument panel lights. Ignition keyhole light. Glove compartment with lock. \*Two ash trays on instrument panel. Leather-covered arm rests in sedan rear seats. Arm rest on driver's side of front seat. Inside hood lock. Separate parking lamps. Plastic radio speaker grille when radio equipped. Foot rests in Fordor sedans. Friction type door checks. Automatic light in luggage compartment. Rubber mat on luggage compartment floor. \*Instrument panel clock. \*Horn ring on steering wheel. \*Crank control for front door ventilators. \*Ash tray in rear of sedans. \*Assist cords. \*Robe cord in Fordor sedans. \*Leather-covered arm rests on both front doors.

**ACCESSORIES:** Wide range. Engineered and built for Ford cars. Available at moderate cost. Ford Adjust-O-Matic Radio with foot control and Touch-Bar tuning. Ford engineered Heaters and Defrosters.