Ford

Today's High Peak *in* Motor Car Value

FOREWORD

THE trustworthy, economical service that Ford cars have given over a period of years has resulted in a reputation that extends to all parts of the civilized world.

The fundamental value that has won such decided favor is today, owing to the many recent improvements, more outstanding than ever.

Some characteristic features that contribute to the beauty, comfort, convenience and utility of Ford cars are illustrated and discussed on the following pages.

FORD MOTOR COMPANY
DETROIT, MICH.

THE Ford Runabout in color represents unusual value for those who seek a good looking small car of recognized dependability. Low initial cost and economical operating expense particularly recommend the Runabout as the personal car for young people, as well as for wide business usage.

THE rear deck compartment of the Runabout has a capacity of 13 cubic feet, and will carry packages 16 inches high. The compartment is 42 inches wide and 44 inches long. Close-fitting curtains that open with the doors make driving comfortable and convenient in all kinds of weather.

WITH seating capacity for five persons, and with low, trim body lines, the Touring Car combines beauty and utility. It is available with body and hood in either blue or brown satin finish. The front seat is set back far enough to provide plenty of leg-room for the driver.

TOURING Car has four doors, making it easy for passengers to enter and leave. Close-fitting curtains open with the four doors and make the car practical and comfortable in cold or stormy weather. The light, strong top may be quickly lowered or raised for summer touring or sport usage.

THE width of the transmission brake band has been increased to 1¾ inches, a feature which contributes to ease and smoothness of braking. All bands have removable ears to permit changing of lining in a few minutes, should occasion require it.

PEDALS are generously spaced for driving convenience, with flanges to prevent the foot from slipping. Weather strip, fitting snugly around the pedals, shuts out drafts, dust, and heat.

THE instrument board is arranged to provide the utmost convenience with ammeter and switches grouped in one panel. The choke button also controls the carburetor adjustment.

THE coil box and sediment bulb are conveniently located. An eccentric adjustment in the fan bracket makes it simple and easy to keep the proper tension on the fan belt. The carburetor vaporizer results in smoother engine operation, more power and increased gasoline mileage.

LARGE, powerful brakes of positive action make driving safe. The strong, simplified tire carrier accommodates either Ford wire wheel or demountable rim. Combination license bracket and tail light located on rear left fender. Note the large, wide fender construction.

RADIATORS on all Ford cars are set high and lend a pleasing effect to the body lines of the different models. Radiator shells on closed cars and headlamp rims on all models are plated with polished nickel. A tie-rod braces headlamps and mudguards and carries clips for attaching the license plate.

THE gasoline tank on the Tudor Sedan, Coupe, and open cars, is under the cowl and is conveniently filled from outside the car. Sun visor and one-piece windshield on Tudor Sedan and Coupe contribute to driving comfort. Windshield wiper is standard on all Ford cars.

THE Coupe is an exceptionally good looking car for personal use. Finished attractively in color with upholstery to harmonize. The body, with graceful coupe pillars and excellent molding treatment, is of rigid all-steel construction. The large windows and one-piece windshield of fine plate-glass aid visibility.

THE luggage compartment under the rear deck of the Coupe is dust and waterproof. It has a capacity of 19 cubic feet. A recess shelf behind the seat extends the width of the car and provides a handy space for smaller parcels. The well cushioned seat is unusually wide and is restfully tilted backward.

THE Tudor Sedan is an ideal closed car for general use. It seats five persons in comfort and is extremely economical to own and operate. Finished in attractive color, with fine upholstery and appointments to harmonize. Standard equipment includes hooded sun visor, windshield wiper, rear view mirror, dash light and nickeled radiator shell.

THE Tudor Sedan is designed to afford the maximum driving and riding comfort. The front seats are comfortably cushioned and rigidly anchored, and can be adjusted, with slight effort, to provide additional leg-room. Both front seats tilt forward, making the rear seat easily accessible from either side.

THE pleasing lines of the Fordor Sedan are emphasized by attractive body colors. Upholstery, head-lining, floor carpets, window curtains—all are of high quality fabrics in harmonizing color-tones. Wire wheels and nickeled radiator as standard equipment add further to the attractiveness of this car.

THE handsome interior of the Fordor Sedan is in keeping with its outward beauty. Large plate-glass windows may be raised or lowered to suit the comfort of the passengers. Dome light operates from conveniently located switch.

Choice of Colors

OPTIONAL colors in satin finish are now available on all Ford cars. A choice of Gray, Green or Maroon may be selected for the enclosed cars, while the open types can be had in either Blue or Brown.

These new and beautiful color-tones are made available through the use of pyroxylin, one of the most durable finishes yet developed for automobile use. It insures lasting beauty for the surface as it does not mar or scratch easily and is unaffected by the extremes of heat or cold, rain, snow or road alkalies. The luster constantly improves with polishing.

As with all other recent improvements on Ford cars, pyroxylin finish in color is offered at no increase in cost.

Specifications

MOTOR—Four-cylinder. Cylinders cast en bloc. Bore, 3¾-inch; stroke, 4-inch; horsepower, 20.

TRANSMISSION—Special Ford planetary type. Multiple steel disc clutch operating in oil.

LUBRICATION—Splash system. Oil circulation is maintained by oil thrown off the flywheel by centrifugal action.

COOLING—Thermo-syphon.

IGNITION—Magneto; special Ford design, built in and made a part of motor.

STARTER—Ford Starting and Lighting System is standard with all body types.

WHEELBASE—100 inches.

TIRES—Four 29x4.40 balloon tires standard.

Ford

VAPORIZER
Now Standard on all Ford Cars

Increased Mileage—Smoother Operation

Unless you have driven a Ford car equipped with the new vaporizer you cannot appreciate what an improvement it makes in engine performance.

In addition to giving more mileage to the gallon of gasoline, smoother operation and more power, it reduces both carbon and crankcase dilution and makes starting easier.

PRINTED IN U. S. A.