



There's a *Ford* in your future

Smart...

than any car you ever owned!

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

HERE IS THE NEW FORD! On the following pages, the car for which you and countless others have been patiently waiting, is now 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.

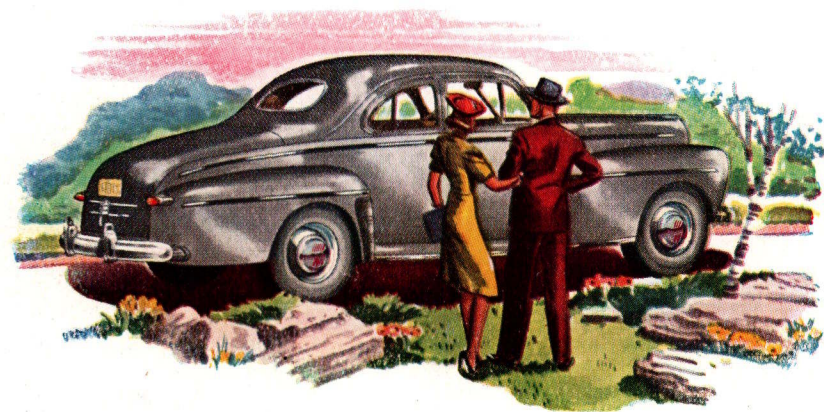
It's a sturdy car with a solid, comfortable look and feel about it. A car that emphasizes safety . . . with welded steel body, two-way stabilization, clear-vision safety glass and oversized hydraulic brakes.

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.

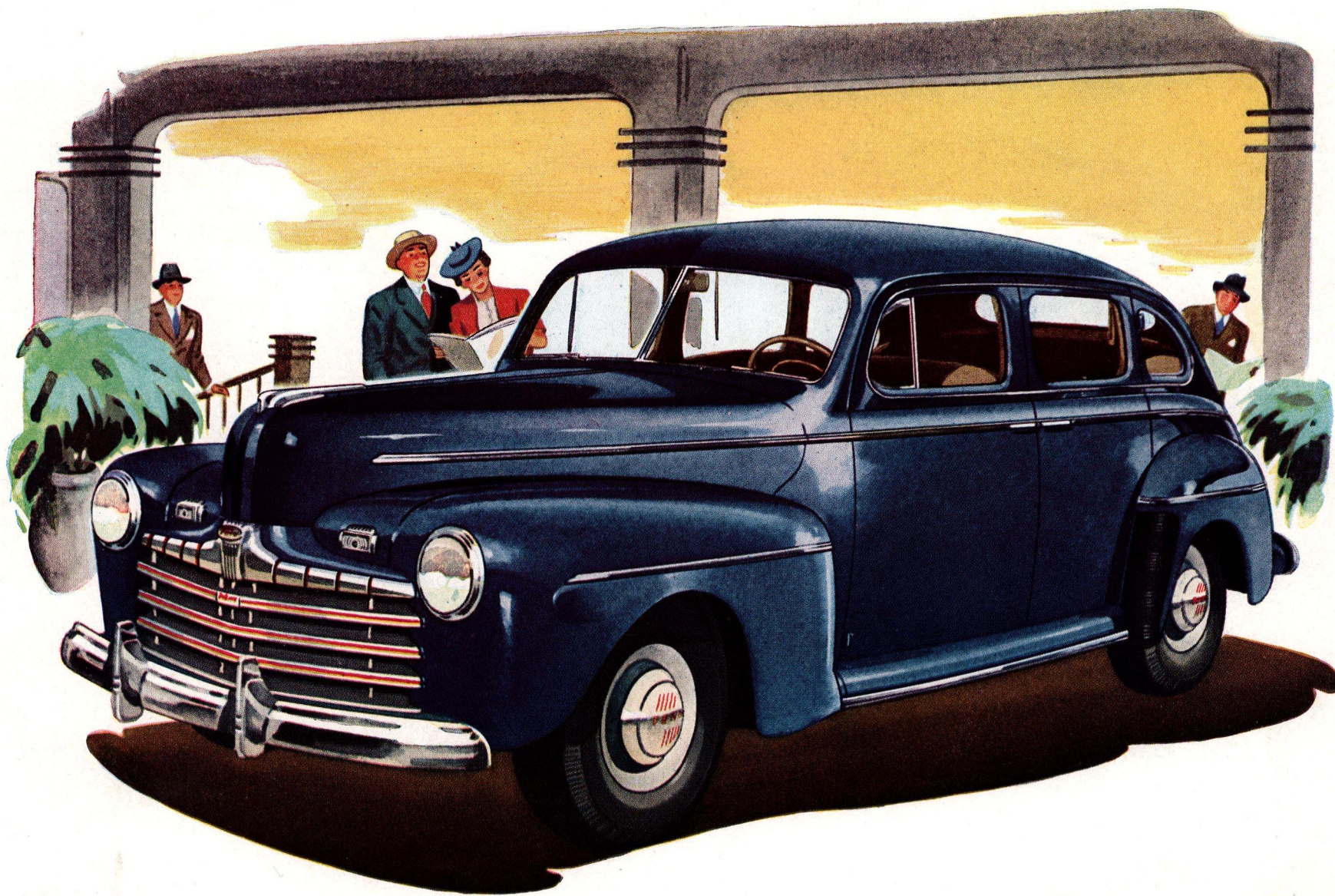
Only Ford, in the low-price field, gives you your choice of two great engines: the spirited V-8, now for the first

time 100 horsepower with increased economy; and the economy-famous Six—livelier, smoother than ever.

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



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



Modern style and lasting comfort and appointments

The DeLuxe models

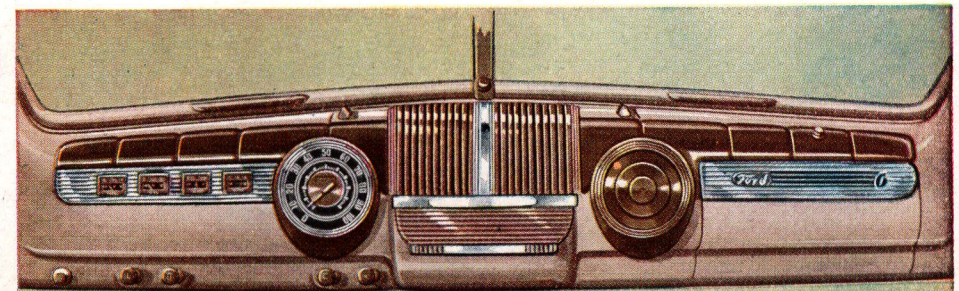
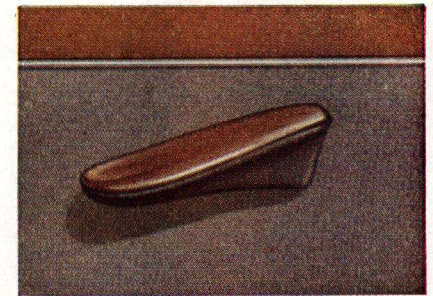
THERE'S THE UNMISTAKABLE mark of *quality* in the interiors of the new Fords. The DeLuxe models are finished in luxurious broadcloth or mohair . . . blending beautifully with garnish moldings of light tan . . . rich brown plastic trim . . . and door and window handles of bright metal and plastic. A simulated 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 panels, 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)

You'll be impressed with the new beautiful appearance of the De Luxe instrument panel. The large clock-type instruments are set in a tan metallic background and are decorated with a rich brown plastic trim.



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 stainless-steel Ford grille and you'll realize Ford designers have scored another style hit! The new Ford is a quality car with a thoroughbred look. And this quality is more than skin deep for under the gleaming surface 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. Owning this great Ford will bring an added thrill to motoring.

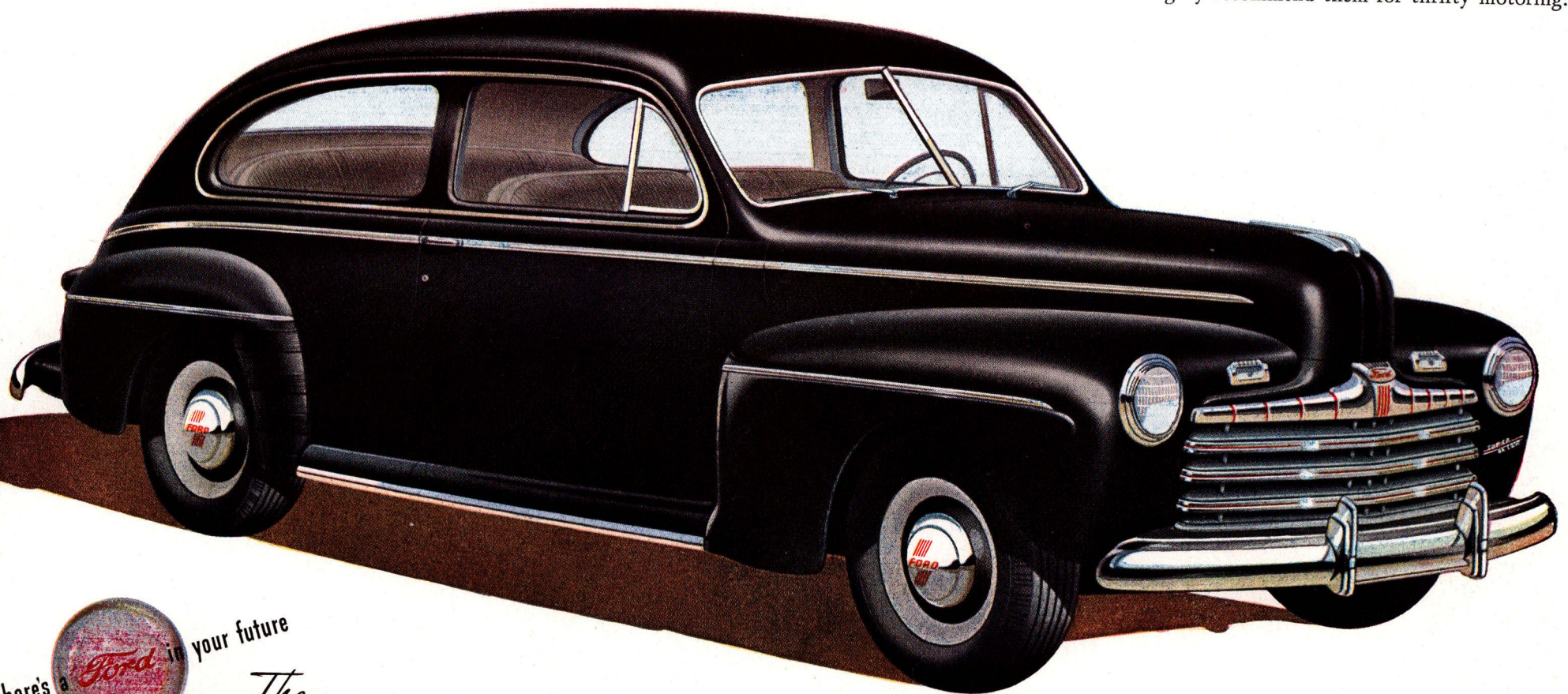


The **FORDOR SEDAN** appeals especially to those seeking big-car value in the low-price field. It's BIG from every angle—massive front end—low-and-wide body—wide, sweeping rear deck. It's big *inside*, too—with plenty of comfort for three passengers in both front and rear seats. It's beautifully appointed in handsome simulated leathers, rich mohair or broadcloth, bright plastic trim.



Thrifty . . . low in cost,

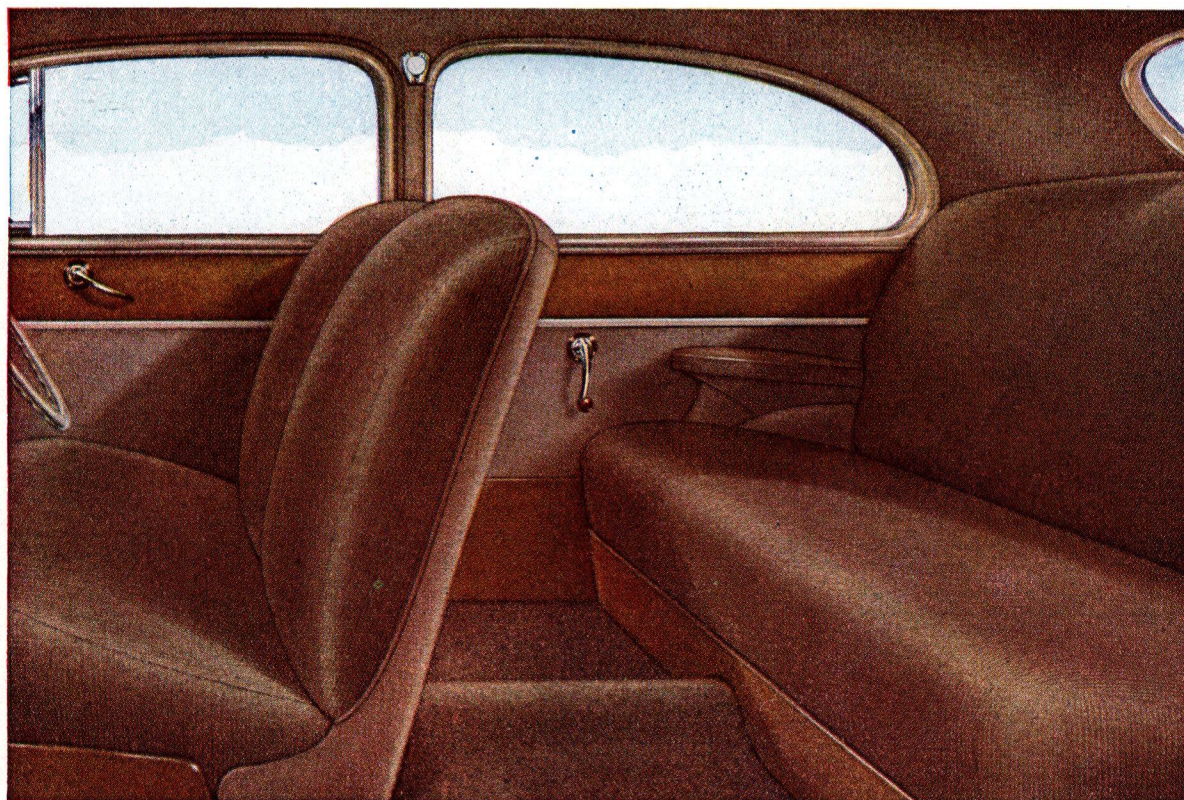
The Ford policy has always been to build a car that would deliver good service at low cost. Through the sincere application of this fundamental policy for more than 40 years, Ford cars have achieved a world-wide reputation for dependable service and economical operation. Built to exacting Ford standards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



There's a *Ford* in your future

The **TUDOR SEDAN**—Always a favorite among families with small children! This year's Ford cars are safer than ever, with oversized hydraulic brakes, welded steel body and clear-vision safety glass. Tudor models have the same smart styling, roomy interior, handsome grille work and spacious luggage compartment as the Fordor. Divided seat backs pivot *inward* and *down* for easy rear-seat entrance.

outstanding in gasoline, oil and tire mileage

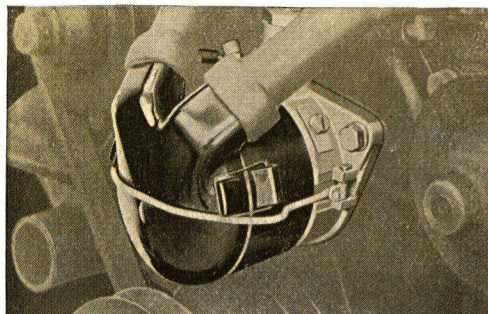


HERE'S A TUDOR interior with oceans of room that affords all the comfort and utility of a sedan. The wide doors have release handles controlled from the front compartment to make this model especially safe for families with small children.

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 strike a new style note with the use of durable simulated leather that is practically impervious to scuffing.

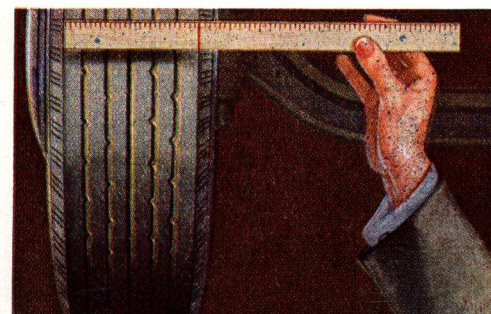
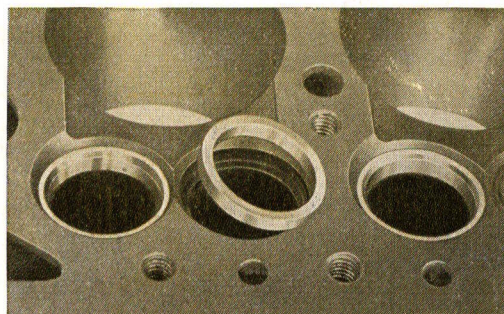
And when you get behind the wheel of this new Ford, you'll be pleased with the great impression created by the many fine appointments. You'll ride in real style, and luxury as this is truly the smartest looking car, both inside and out, ever built by Ford!

In the Ford stabilized chassis, steering alignment angles are well maintained to result in high tire mileage. The large tread contact with the road gives you better traction for starting and stopping.



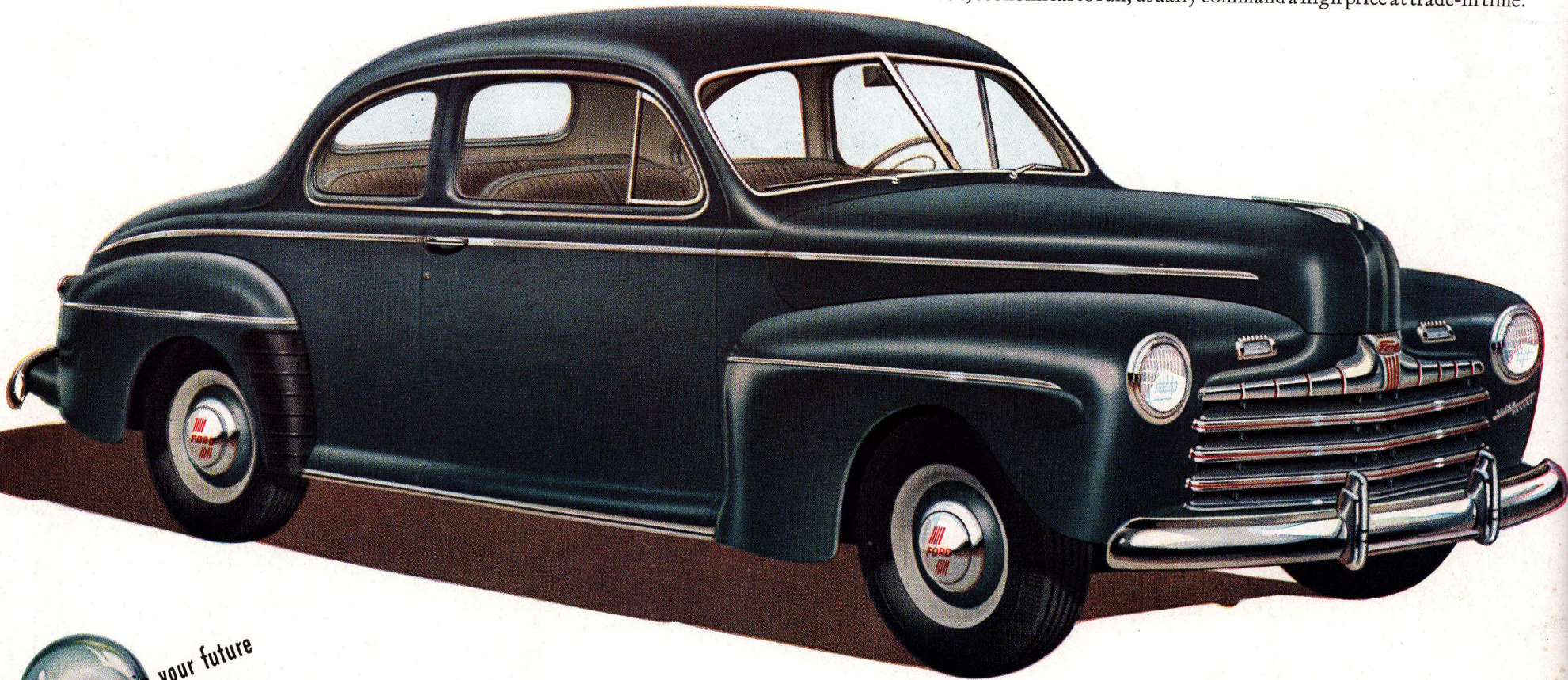
The waterproof ignition distributor with dual automatic control gives high mileage with utmost power for all conditions . . . lets you use standard grades of gasoline with freedom from fuel knock or "pinging."

Only Ford engines have hardened, heat-resisting valve seat inserts for both intake and exhaust valves. They save you money on valve regrinding, maintain a better seal for full power, prevent waste of fuel.



Enduring . . . with the stamina

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. And further evidence of Ford durability is attested by the great number you see on the road today. 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 lived, economical to run, usually command a high price at trade-in time.

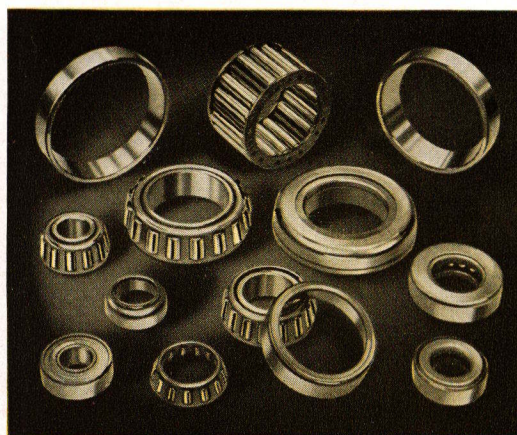


The **SEDAN COUPE**—One of the most popular Ford body styles, for it combines the coupe's smart styling with sedan seating capacity. Seat backs fold forward for easy entrance to rear from either door. Gracefully streamlined from its sleek grille to the sloping rear deck, the extra large compartment in the rear deck provides plenty of space for either merchandise samples or luggage—an ideal model for business and pleasure.

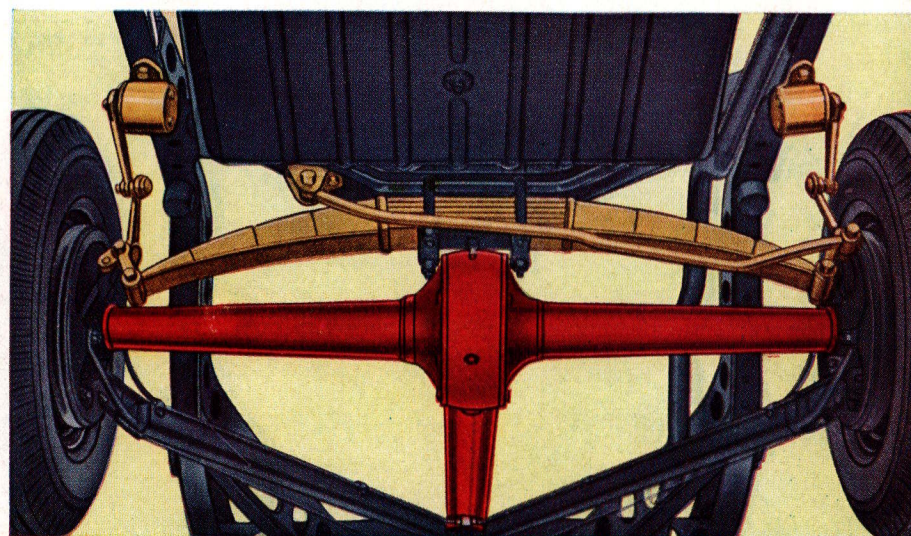
proved by 31 million Ford-built vehicles



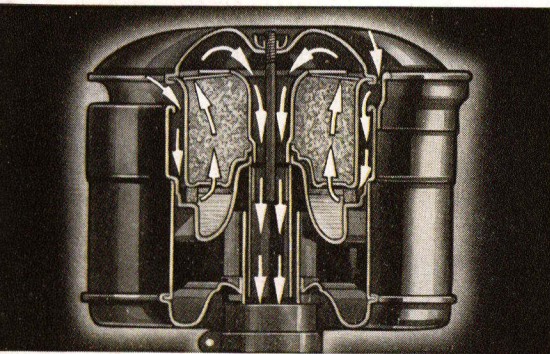
In Ford Steel Mills, quality is rigidly controlled in producing many alloy steels. This is one of the reasons why Ford cars are noted for their ability to deliver thousands of miles of economical, trouble-free service.



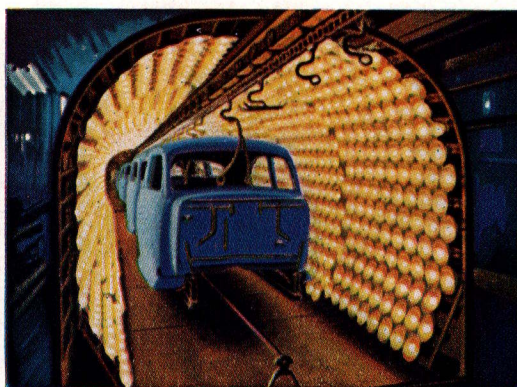
Typical of Ford quality construction is the liberal use of ball and roller bearings in the transmission, axles, wheels and steering gear at points of greatest friction and wear. This hidden quality pays you extra dividends in smooth running, quiet performance and *longer life* . . . to save you money every mile you drive.



The stabilized chassis with its husky rear axle; the torque tube drive which permits soft, unhampered spring action; the new rear lateral stabilizer for added roadability and spring covers on the Super De Luxe which retain lubricant, give long life—all these quality features give Ford cars unusual stamina. You can look forward with confidence to long life with low upkeep expense.

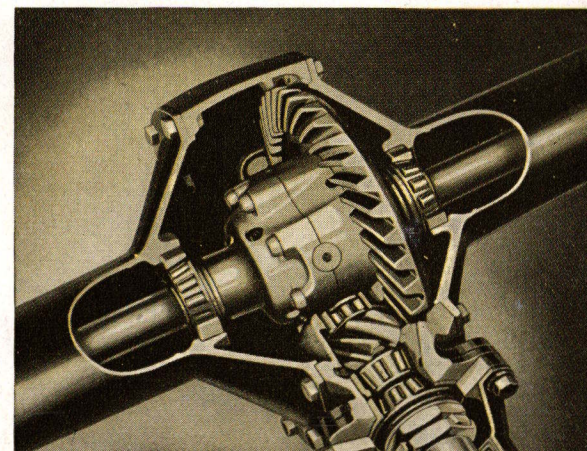


The Ford engine lasts longer because of the efficient oil bath air cleaner. Virtually all dust or grit is removed from the air before it enters the engine.



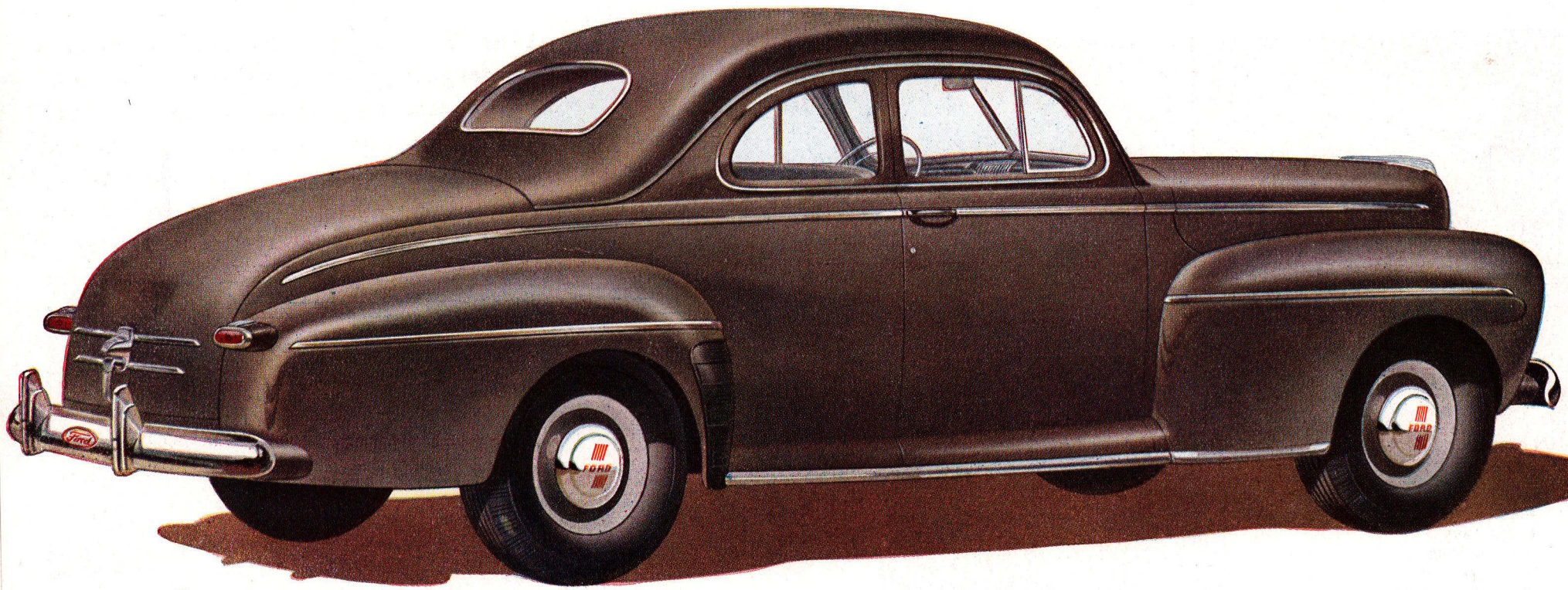
Ford cars are famous for their durable enamel finish which is "baked on" from the inside out by the infra-red drying process patented by Ford. It retains its high luster longer.

Ford cars have always been noted for their sturdy axle construction and there's a very special reason for this unusual stamina. The straddle-mounted pinion bearing supports the drive pinion on both ends instead of only one. This superior design, exclusive with Ford in the low-price field, better maintains the alignment between ring and pinion gears at all times for quiet operation . . . for greater rear axle reliability and for longer life.



Safer... in the full measure you expect

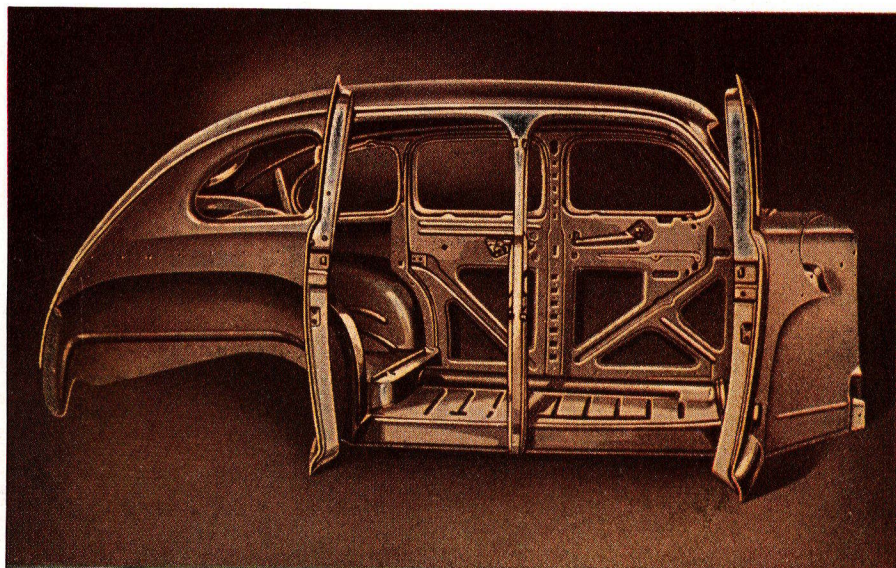
Building cars the Ford quality way calls for the highest measure of safety and protection possible to engineer into a car. The low center of gravity plus two-way stabilization makes you feel geared to the road, imparting a greater sense of security that lets you drive and ride in relaxed comfort. You ride securely in the fortress-like protection of the welded steel body fitted with clear-vision safety glass. In fact, this great new Ford is not only safe to drive, but also represents a safe transportation investment!



There's a *Ford* in your future

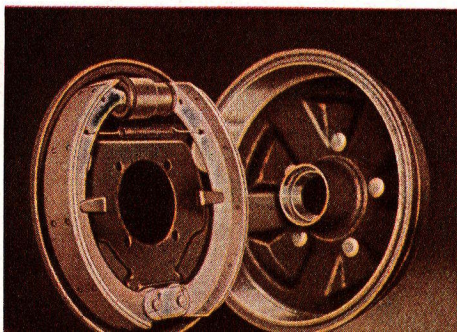
The **COUPE**—You could look far and wide, in every price class, without finding a handier car than this compact, versatile coupe. There's loads of luggage space beneath the rear deck, and plenty of room behind the front seat for parcels, golf clubs and luggage. The big front seat accommodates three 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), with its internal bracing and double steel walled doors is a unit structure of exceptional strength and rigidity. Both you and your passengers enjoy operating quietness with utmost safety and protection.

Sm-o-o-th and quiet with new soft pedal action quickly describes the vastly improved oversized hydraulic brakes. New self-centering principle lets the brake shoes float into full contact with the durable cast-iron brake drums. The result—increased braking power with wear



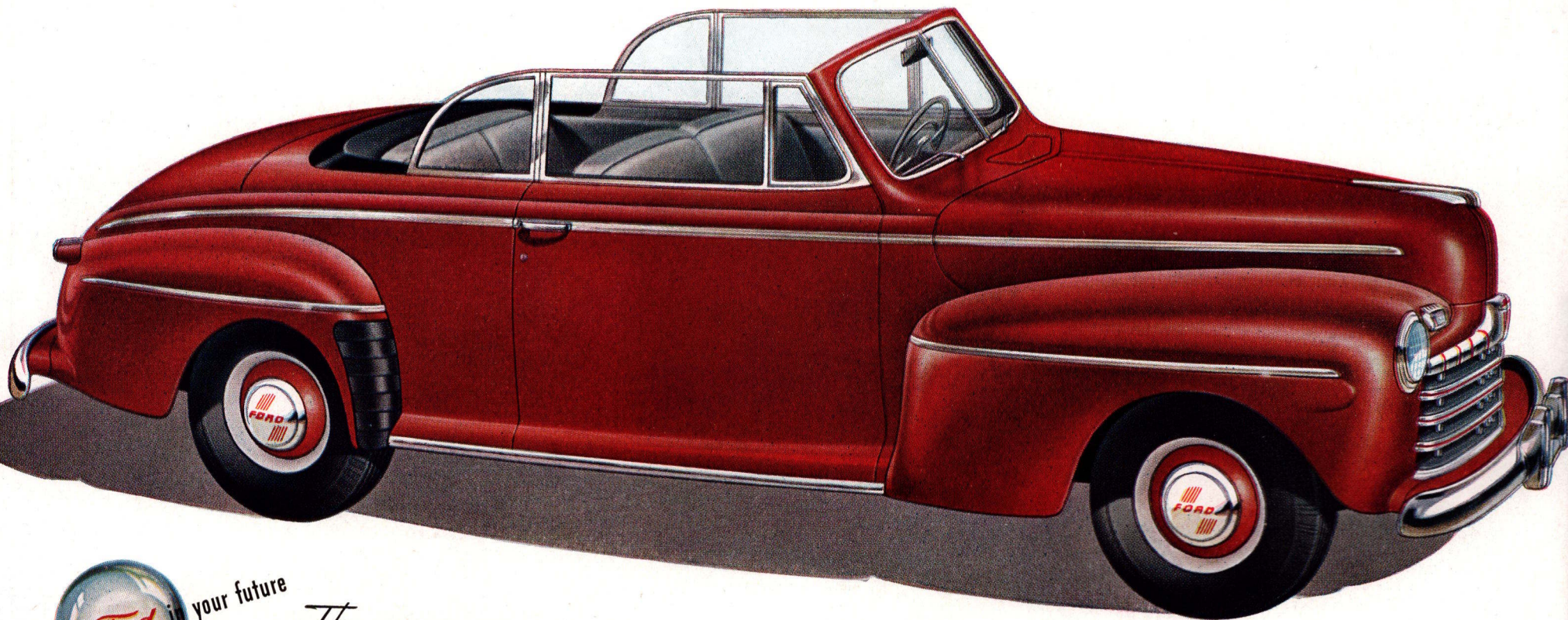
FORD SAFETY BEGINS with the very foundation of the stabilized chassis—the massive X-type frame designed to give the car road-clinging lowness. The torque-tube drive, the wide tread and balanced weight distribution result in improved roadability, safer, surer car control. Lateral stabilizers, front and 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 and the period between brake adjustments is prolonged.



You will be amazed at the remarkable steering ease and stability of the new Ford car. Dual lateral stabilizers, front and rear, reduce side-sway and steady the car on curves or in a crosswind . . . add to safety, comfort and

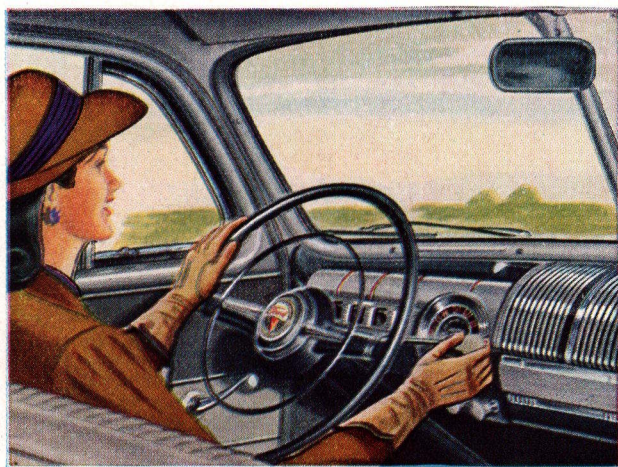
Thrilling . . . with an instant,

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 in just a few seconds. You'll be amazed at its livelier performance, flexibility and handling ease . . . unsurpassed by any other low-priced car!

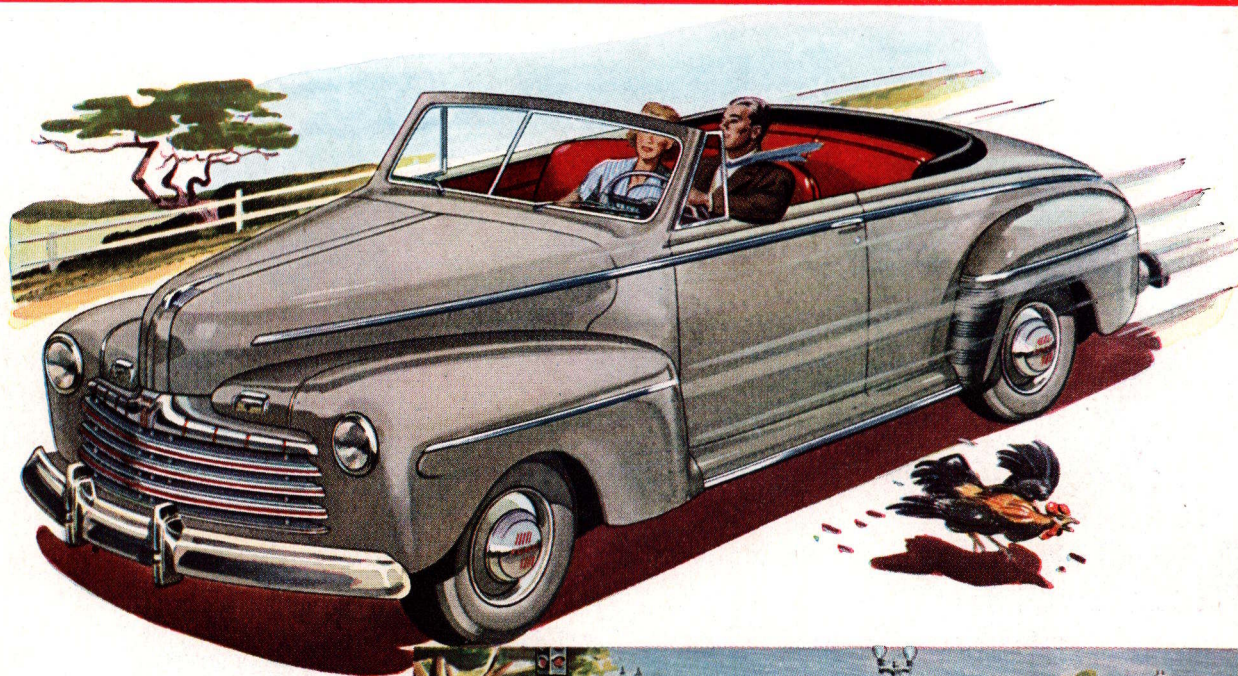


The **CONVERTIBLE CLUB COUPE**—The vigorous, youthful styling of the new Ford cars reaches a new high in the racy beauty of the Convertible Club Coupe. Side windows for rear seat passengers give a luxury note to this beautiful car. The top, when lowered, fits flush with the body to enhance the gracefully streamlined appearance. Interiors are finished in handsome *genuine leather*—deep red, blue or golden tan. Motor-Lift Top fits snugly and raises or lowers at the touch of the dash-button.

eager answer to every touch of your toe-tip!



Easy shifting! You can shift gears effortlessly with the flick of a finger. Blocker type synchronizers in second and third speeds slide gears noiselessly into mesh . . . permit instant shifting for fast getaway. Helical gears provide quiet operation in every speed.

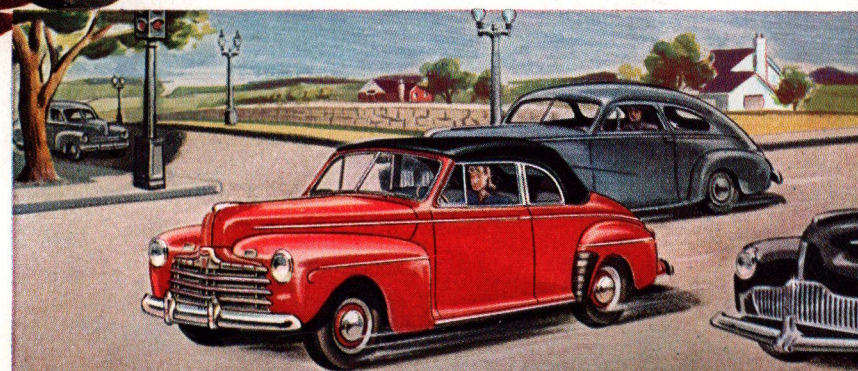


(Right)

Quick getaway! The Ford special high ratio silent "second" gets you out in front fast in emergencies without sacrifice of top speed performance and high fuel economy . . . a feature that contributes to the sparkling performance of the new Ford cars.

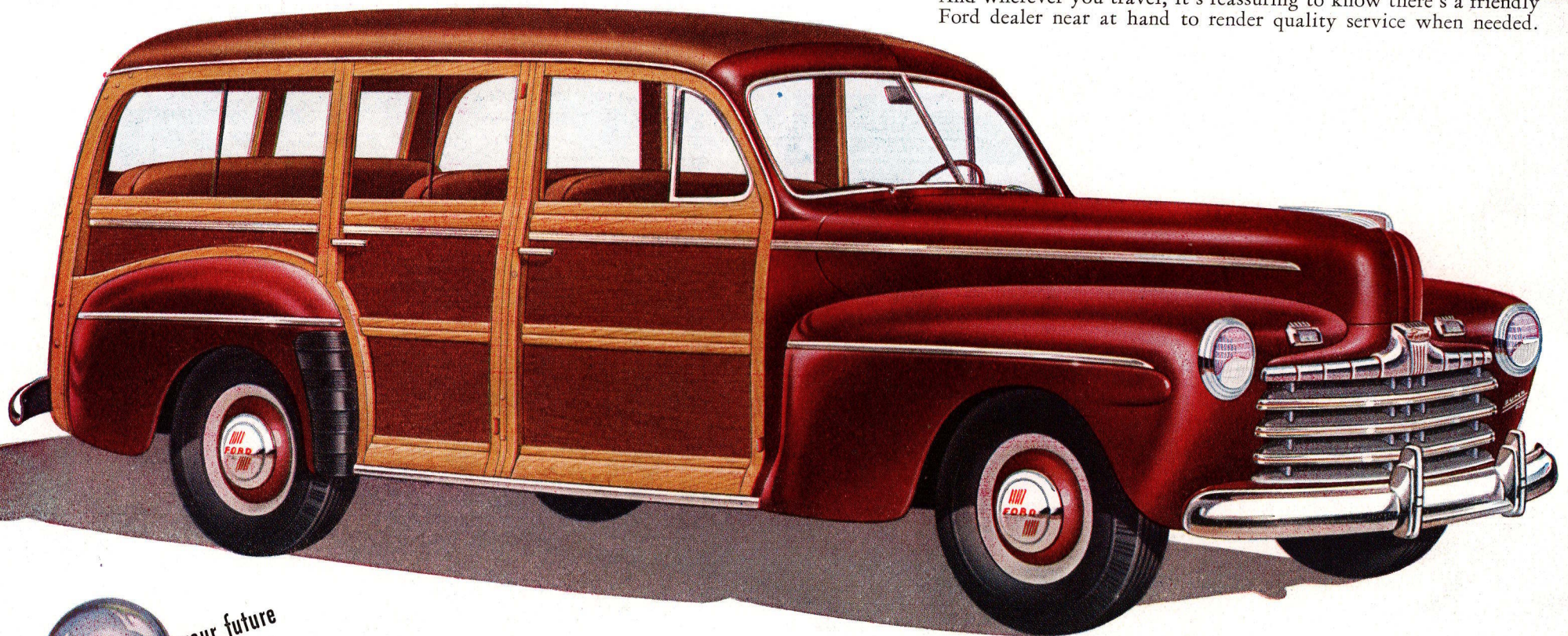
(Left)

The Convertible Club Coupe has a Motor-Lift Top that lets you take full advantage of pleasant weather. Push a button to raise or lower the top . . . automatic hydraulic power does all the work in a few seconds' time.



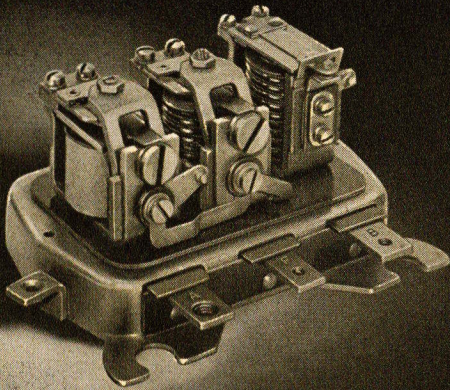
Reliable . . . when you say "we'll

These brilliant new Ford cars inherit all the traditional reliability and manufacturing skill gained in producing over 31 million vehicles . . . proved on the highways for their ability to deliver thousands and thousands of miles of trouble-free performance. Superbly engineered and carefully fabricated to high-precision standards for which Ford is famed, you can be supremely confident your Ford will always transport you economically in comfort. And wherever you travel, it's reassuring to know there's a friendly Ford dealer near at hand to render quality service when needed.

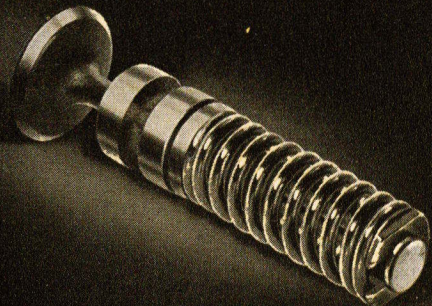


The **STATION WAGON**—the all-round car that really gets around! With 8-passenger capacity it's mighty handy for meeting the train, for picnics and all group get-togethers. Remove center and rear seats, and you have a versatile light hauling vehicle. Yet, it's stylish enough to travel in the best company—to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

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



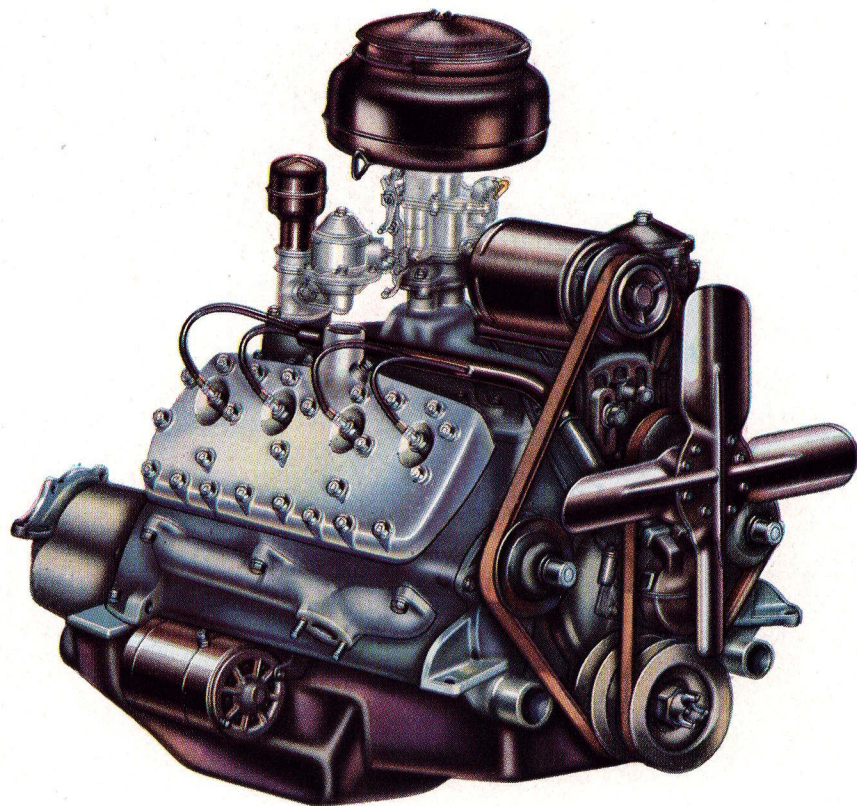
Reliable performance of the big, husky battery is further assured by the new *long-life*, voltage control regulator. It regulates generator output automatically to maintain your battery in a charged condition and to prevent over- or under-charging . . . you enjoy quicker starting on cold mornings, more dependable performance of electrical accessories.



New application of shot peening process (at left), plus rust-proof finish multiplies Ford valve spring life many times for more dependable service.

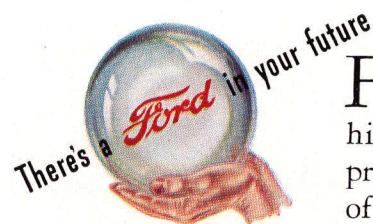
Thousands of friendly Ford dealers, conveniently located throughout the country, are especially equipped with the precision tools, skilled mechanics and Genuine Ford Parts to help you keep your car performing reliably and efficiently.





Powerful . . .

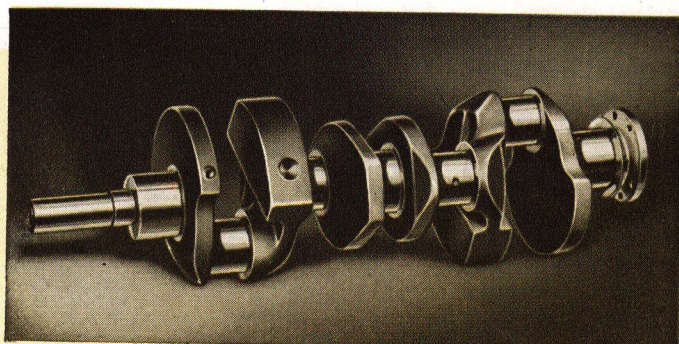
Two Great Economy-



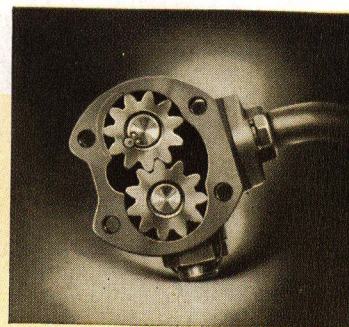
FORD AND *only Ford*, in the low-price field, gives you a choice of power plants . . . a famous, higher-powered V-8 with 100 horsepower or, if you prefer . . . a brilliant Six of 90 horsepower. Both of these economy-proved engines have demonstrated their low operating cost in millions of miles of owner driving. Both are packed with important developments and both have been refined to raise economy, performance and durability to new, higher levels.

Driving either the Six or V-8 is a thrilling experience you'll not soon forget. With a high ratio of developed horsepower to weight,

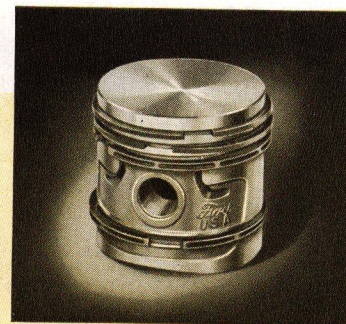
The Famous 100-horsepower **FORD V-8**



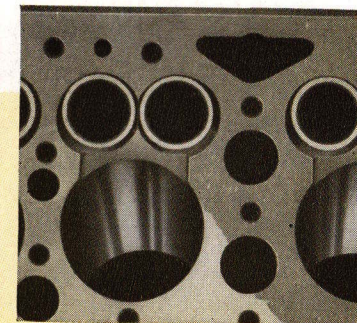
The rugged crankshaft, cast of special alloy steel, better resists torsional vibration to give you ultra-smooth performance. Full counterweighting reduces bearing pressure, prolongs bearing life . . . precision running balance cancels out "vibration periods" for smooth performance at all speeds.



New, larger-capacity oil pump provides pressure lubrication to all engine bearings and other moving parts. Greater oil circulation reduces friction, heat and wear; gives you longer engine life, smoother operation.



Ford lightweight aluminum pistons increase operating smoothness and prolong bearing life through reduced bearing loads. Four piston rings, a quality feature, provide a better compression seal, improve oil economy.



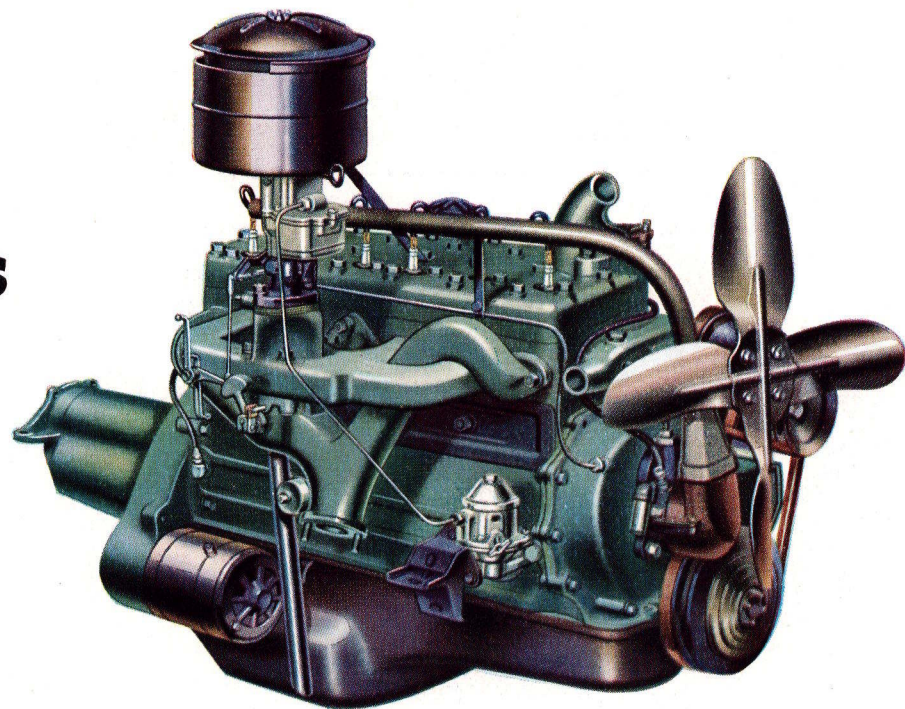
Controlled Quality Finish of vital engine parts provides the ideal type of surface (not too smooth) for holding proper oil film to reduce friction, heat and wear. This adds thousands of miles of life to pistons, rings and cylinders.

with a Choice of proved Ford Engines

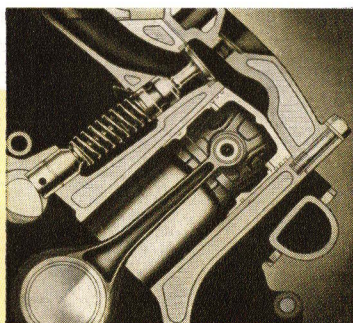
you'll enjoy sparkling performance, greater pulling power on hills, and unusual flexibility throughout the entire speed range.

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.*

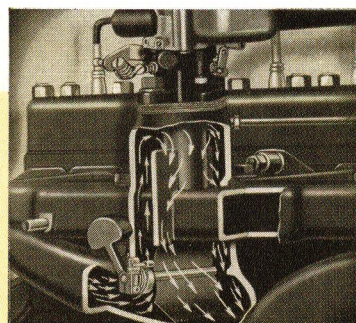
The engine features illustrated and described here are typical of many engineered into Ford power plants. We sincerely believe no other low-priced car surpasses Ford performance, economy and stamina!



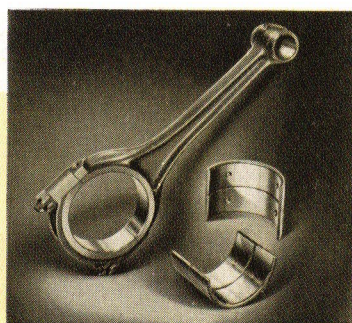
The Brilliant 90-horsepower **FORD SIX**



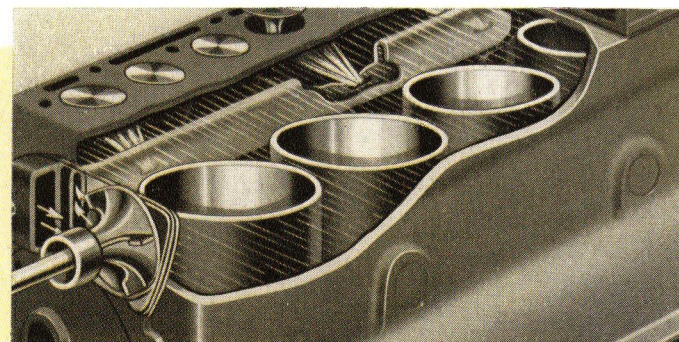
Full-length water jackets completely surround each cylinder. Few cars offer this quality design, which affords protection against uneven heat expansion and wear. Provides more efficient performance, longer engine life.



Thanks to the automatic manifold heat control which speeds vaporization, Ford engines run more evenly during the warm-up period. You use the choke less and as a result, use less gas and get better over-all economy.

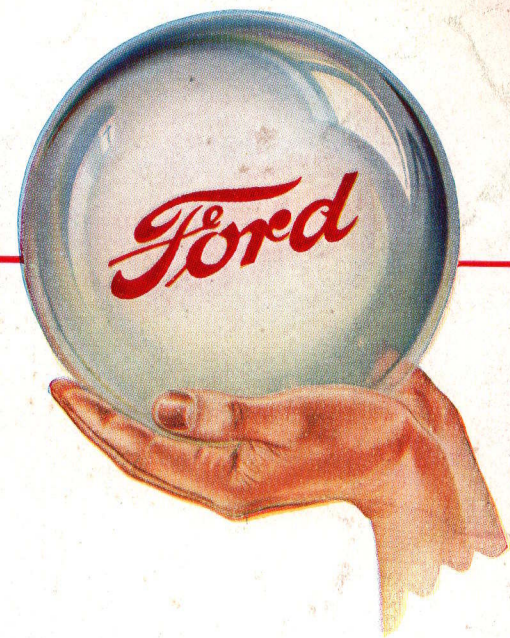


New, long-life, Silvaloy connecting rod bearings, developed by Ford and proved in heavy-duty military service, last 2 to 3 times longer than ordinary bearings . . . an *exclusive Ford quality feature* that saves you money!



A rustless steel water distributing tube in the Ford Six directs a flow of cool water to each exhaust valve seat providing uniform cooling. Both the Six and V-8 feature a calibrated pressure-valve radiator cap which raises engine temperature and efficiency, minimizes loss of anti-freeze solution.

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 LUXURY INTERIORS: Harmonizing two-tone color combinations give the spacious Ford interiors new luxury appearance. Beautifully tailored, striped fabrics are artfully combined with durable simulated leather trim and door panels. Rich plastic decorations plus instrument panel, windshield and window garnish moldings finished in a contrasting color complete the sumptuous-appearing interior ensemble.

FEATURE APPOINTMENTS: Instrument panel starter button, theft-proof ignition lock with keyhole light, remote control hood lock, built-in fender door concealing gas filler cap, windshield wiper speed control on instrument panel and crank control ventilators on Super De Luxe. Automatic Motor-Lift Top on Convertible Club Coupe. Large clock-type speedometer and instruments with new edge-lighting and non-glare glass for improved visibility.

NEW POWER-PERFORMANCE: The improved V-8 engine has 10 more horsepower; the Six incorporates engineering refinements that raise operating efficiency. Other developments result in faster getaway, more lively acceleration and greater flexibility that surpass the performance qualities of all previous Ford cars.

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, instead of the usual three, provide a better compression seal, preventing power waste; further improve oil economy.

OPTIONAL POWER PLANTS: Ford and only Ford, in the low-price field, gives you a choice of power plants: the famous V-8 or a brilliant Six. Both are service-proved by millions of miles of owner driving; are famous for sparkling performance, economy and long life.

100 H.P. V-8 ENGINE: The most powerful engine ever to power a Ford car. Incorporates improved manifolds, 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, protecting it from road shocks.

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 STABILITY: Two-way stabilization imparts new roadability and handling ease when rounding curves or driving in a crosswind. Transverse stabilizers, front and rear, preserve alignment between axles and frame, reduce side-sway. Torsional stabilizer on front controls spring action, prevents "roll," keeps car on even keel when driving on rough roads, improving stability and riding comfort.

NEW SELF-CENTERING HYDRAULIC BRAKES: Oversized brakes with 162 square inches of lining area, larger than in some higher priced cars, provide powerful straightline stopping action with long lining life. New self-centering feature insures 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. Full automatic and vacuum control permits best over-all performance and economy on standard grades of fuel with freedom from "ping" or detonation. New long-life voltage regulator automatically controls generator output to maintain battery in a charged condition.

TORQUE-TUBE DRIVE: with front radius rods—the backbone of the Ford stabilized chassis. All driving and braking forces are transmitted directly to the frame. Springs are unrestricted in their action to support load and cushion road shocks for smooth, easy, riding comfort.

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.

WHEELS and TIRES: Five, pressed steel, curved disc type, with 4-inch width rims. 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. Bright finish interior hardware

TRADITIONAL FORD QUALITY: Backed by over 40 years' manufacturing experience, the Ford in Your Future combines all the craftsmanship and knowledge of metallurgy acquired in the building of over 31,000,000 vehicles. Quality of materials was never higher; manufacturing precision is of the traditional Ford standard—the highest in the industry. These new Ford cars are finer in quality, performance and stamina than any previous model.

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