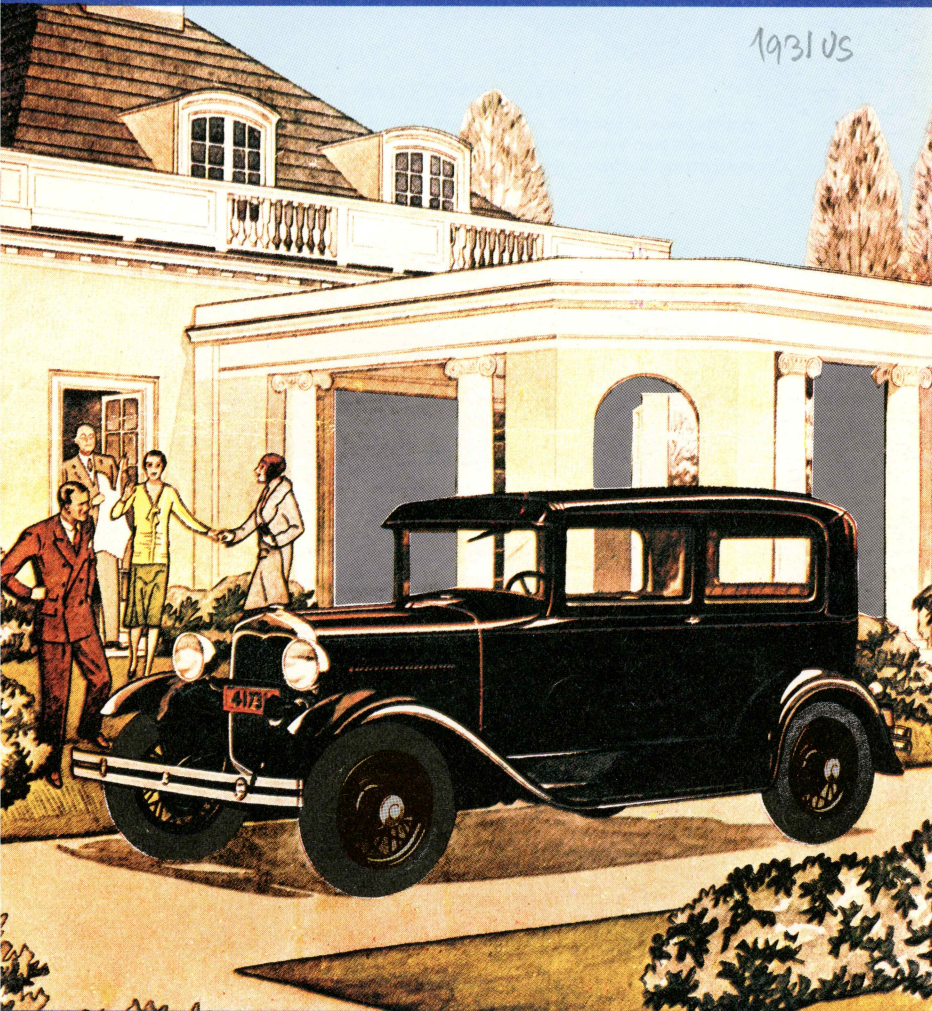


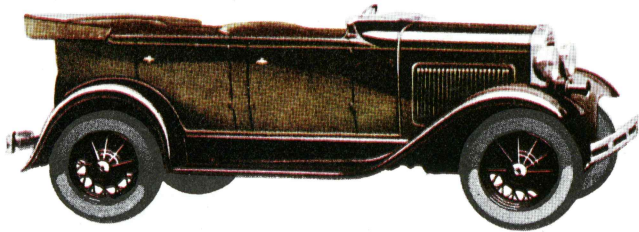
# THE NEW FORD

1931 US



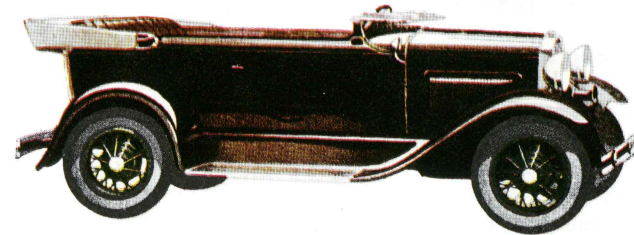
VALUE FAR ABOVE THE PRICE

# CHOICE OF COLORS FOR YOUR SELECTION



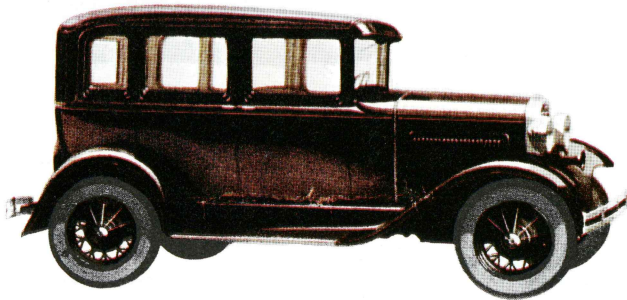
NEW FORD PHAETON

Another example of Ford value—with low, fleet lines, beautiful colors, and outstanding performance. The substantial top is easy to put up or take down. Gleaming Rustless Steel is used for many exterior metal parts.



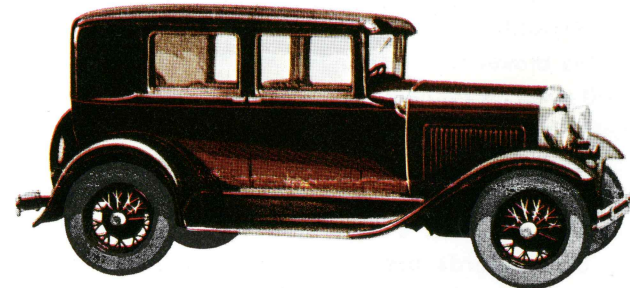
NEW FORD DELUXE PHAETON

Sweeping lines and attractive sport treatment. Seat and back cushions upholstered in genuine leather. One wide door admits to front and rear seats. Adjustable driver's seat. Fender well for spare wheel on left.



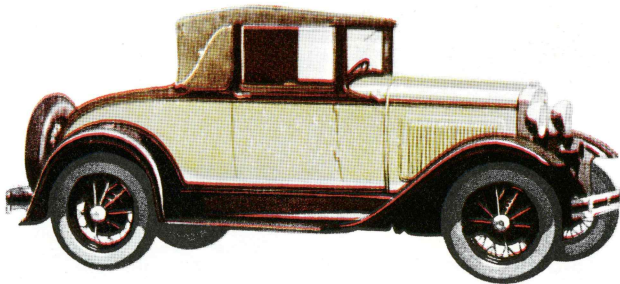
NEW FORDOR SEDAN

A roomy, comfortable five-passenger car. The driver's seat is adjustable. There's a dome light in rear compartment. You may drive and ride in this or any Ford car for hours and hours without fatigue.



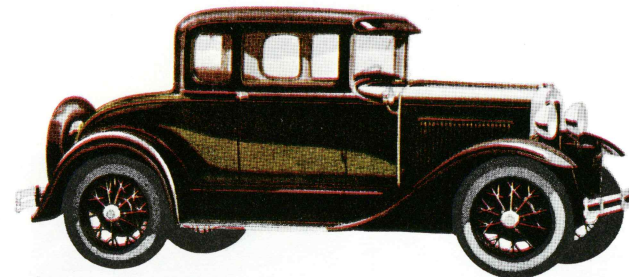
NEW FORD DELUXE SEDAN

Truly Deluxe in line, color and appointments. Driver's seat is adjustable. Rear seat has folding center arm and side arm rests. Mohair or Bedford Cord upholstery of lovely, lasting texture is optional.



NEW FORD CONVERTIBLE CABRIOLET

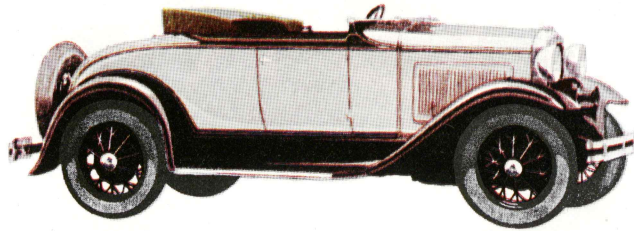
Combines the roadster's airy freedom and the snug comfort of a coupe. The convertible top may be easily raised or lowered. The adjustable seat is upholstered with rich tan Bedford cloth. Equipped with rumble seat.



NEW FORD DELUXE COUPE

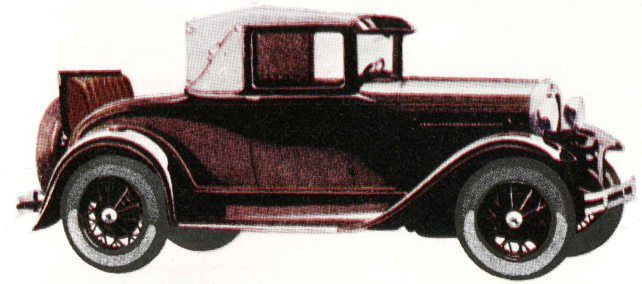
Another beautiful Ford Deluxe body. You may choose either luxurious brown Mohair upholstery or fashionable, deep tan Bedford Cord. The spacious seat, with its comfortable tilted back, can be adjusted.

# MANY BEAUTIFUL FORD BODY TYPES IN A



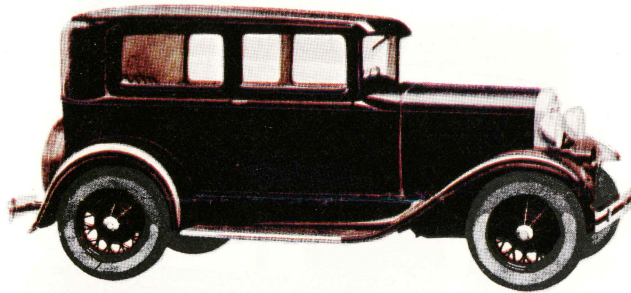
NEW FORD ROADSTER

A smart, alert, capable car—as speedy as it looks. Triplex shatter-proof windshield and windshield wings fold flat. Rumble seat may be installed inexpensively. Low cost operation and upkeep will save you many dollars.



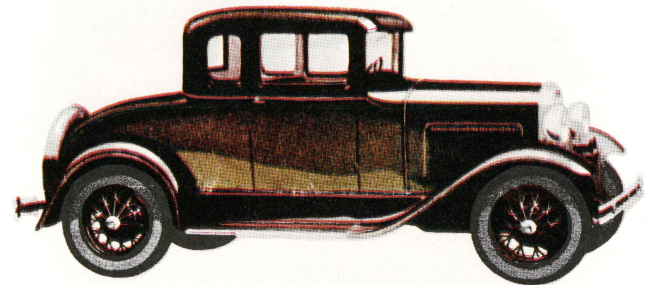
NEW FORD SPORT COUPE

In rich, two-tone gray, the pyroxylin top is handsome, durable and water-tight. The sport treatment is carried into the interior. The deep seat cushions are harmoniously upholstered with a durable checked fabric.



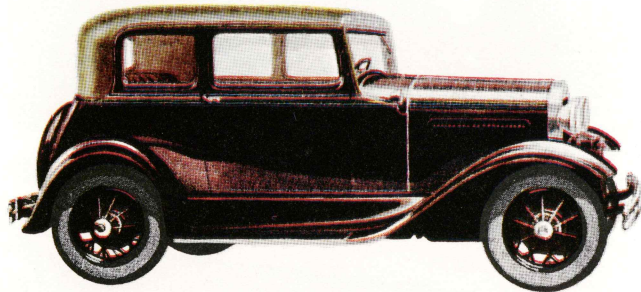
NEW FORD TUDOR SEDAN

A popular family car at low cost. Generous room for five people. Front seats fold. As in all new Fords, four Houdaille double-acting hydraulic shock absorbers and transverse springs give unusual riding comfort.



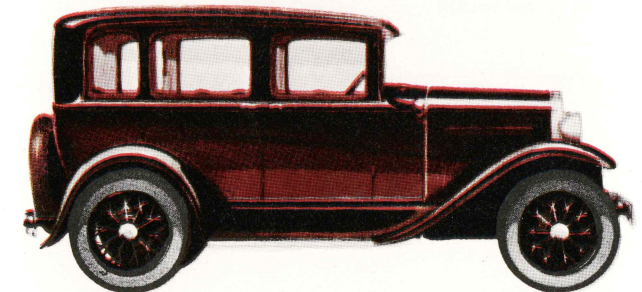
NEW FORD COUPE

A closed car with attractive body lines and beautiful colors. The seat's four inch adjustment range accommodates the driver with long or short reach. There is a large space in rear deck for luggage or packages.



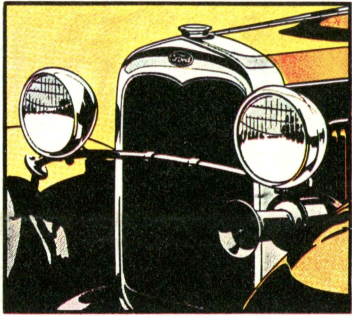
NEW FORD VICTORIA

The new Ford Victoria is a Deluxe car of unusual appeal. It is distinguished by its slanting windshield and tan top. Both front seats fold forward and are adjustable. Mohair or Bedford Cord upholstery is optional.



NEW FORD TOWN SEDAN

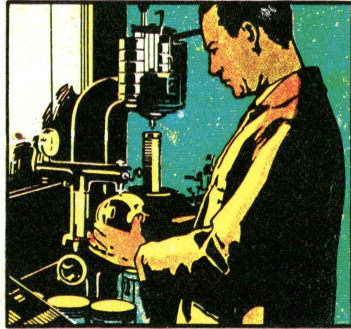
Luxurious transportation at low cost. Richly finished in every detail. The deep cushions are upholstered in Mohair or Bedford Cord according to choice. Folding arm rest in center of rear seat. Side arm rests.



**Rustless Steel » » »**  
 Bright, gleaming Rustless Steel is used for the headlamps, radiator shell and other exterior metal parts of the new Ford. It will not rust, corrode, tarnish or scale under any conditions. Its use is a further indication of the Ford policy of giving "Value Far Above the Price".

**Craftsmanship » » »  
 In Manufacturing**

The new Ford is made with unusual care. The ALUMINUM PISTONS are held true to within one one-thousandth of an inch of the specified diameter of  $3\frac{3}{8}$  inches. Wrist-pin holes are diamond bored within a variation of three ten-thousandths of an inch.



Other features of the new Ford are—

- BEAUTIFUL LINES — CHOICE OF COLORS — EASE OF CONTROL
- STURDY BODY CONSTRUCTION — ALUMINUM PISTONS — TORQUE TUBE DRIVE
- RELIABILITY — LOW COST OF OPERATION AND UP-KEEP — LOW FIRST COST
- 55 TO 65 MILES AN HOUR — LONG LIFE — QUICK ACCELERATION

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

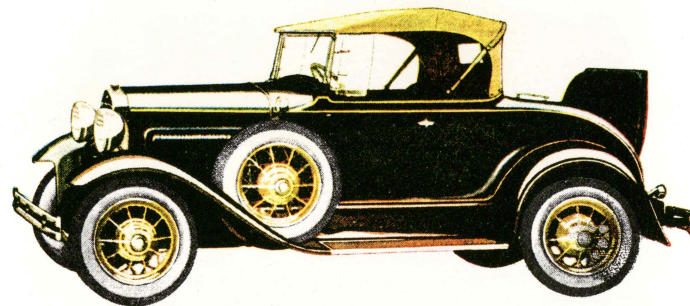
# THE NEW FORD



**VALUE FAR ABOVE THE PRICE**

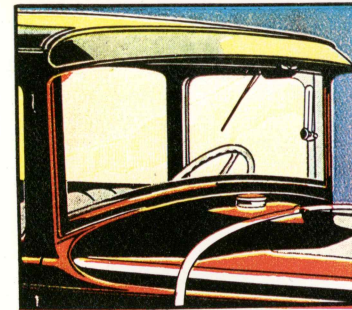
# YOU SAVE IN MANY WAYS WHEN YOU BUY A FORD

Low first cost is just one advantage of buying a Ford. Of even greater importance is the saving in the cost of operation and up-keep. As the months and years go by, this saving will total many dollars. ¶ The economy of the Ford is due to its simplicity of design, high quality of materials, and accuracy in manufacturing and assembly. Every part has been made to endure—to serve you faithfully and well for many thousands of miles. ¶ Ford owners everywhere will tell you of the economy and reliability of the new Ford. A salesman who travels long distances daily by automobile writes: ¶ "I purchased a Model A Ford Coupe on May 8, 1928, and at this writing have run it 75,888 miles. After I had driven 44,400 miles, I spent \$45 in repairs and at 61,000 miles had an additional amount of work done costing \$25. I have never had the brakes relined. My tire mileage has averaged better than 18,000 miles". ¶ Another Ford owner tells of traveling more than 24,000 miles in a year and says, "the only parts expense was 75c for a shock-absorber link and 50c for a new rubber for the windshield wiper". ¶ A total of 39,721 miles is reported by a Ford owner on 1685 gallons of gasoline. ¶ Large industrial companies which keep accurate cost records are buying more and more Ford cars every year because of their proved economy of operation and up-keep. Many of these have fleets of fifty, one hundred and two hundred Ford cars and trucks. One large corporation operates more than eight thousand. The experience of these careful buyers is a dependable guide for you to follow in the purchase of an automobile.



NEW FORD DELUXE ROADSTER

Fleet, racy lines and striking colors. Seat and back cushions of front

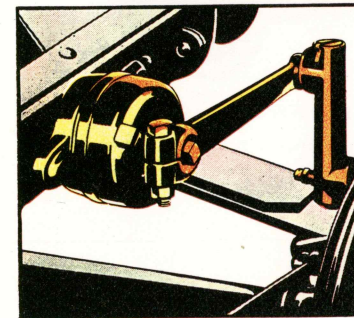
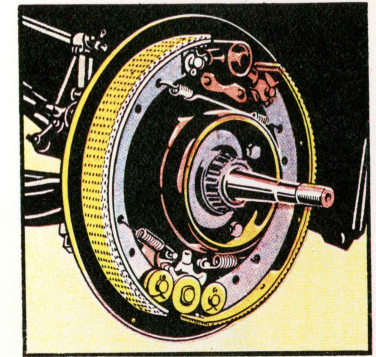


## Shatter-proof » » » Glass Windshield

All of the new Ford cars have a Triplex shatter-proof glass windshield. This is an important safety factor because it reduces the dangers of flying glass—the cause of most of the injuries in automobile accidents.

## Fully Enclosed » » » Four-Wheel Brakes

The four-wheel brakes on the new Ford are the mechanical internal expanding type. They are unusually effective and reliable with all working parts fully enclosed. This prevents water, dirt or grease from getting between bands and drums and interfering with performance.



## Houdaille Double-Acting Hydraulic Shock Absorbers

Easy-riding comfort is another feature of the Ford car. This is due to the four Houdaille double-acting hydraulic shock absorbers, transverse springs, steel spoke wheels, low unsprung weight, and the torque tube drive.

## More Than Twenty » » Ball and Roller Bearings

The new Ford is a smooth-running car because it has more than twenty ball and roller bearings—an unusually large number. In addition to smooth operation, they save gasoline, give more speed and power, decrease noise, and

