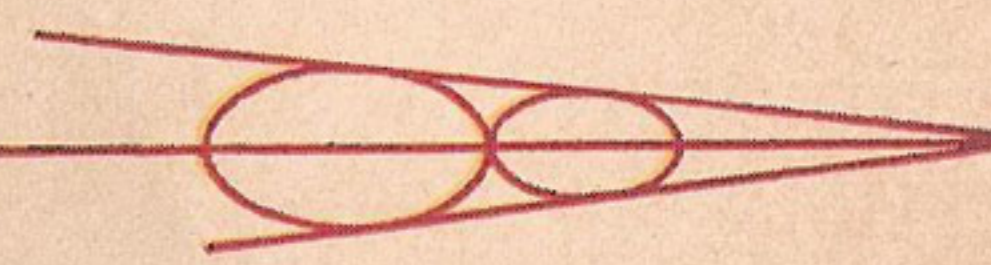
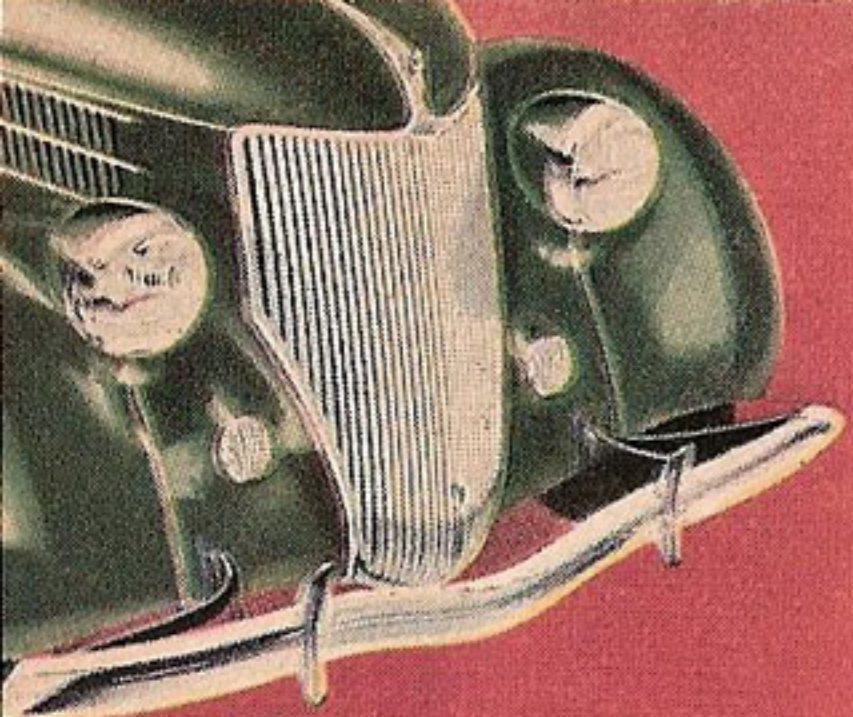


1936

Frank J. J.



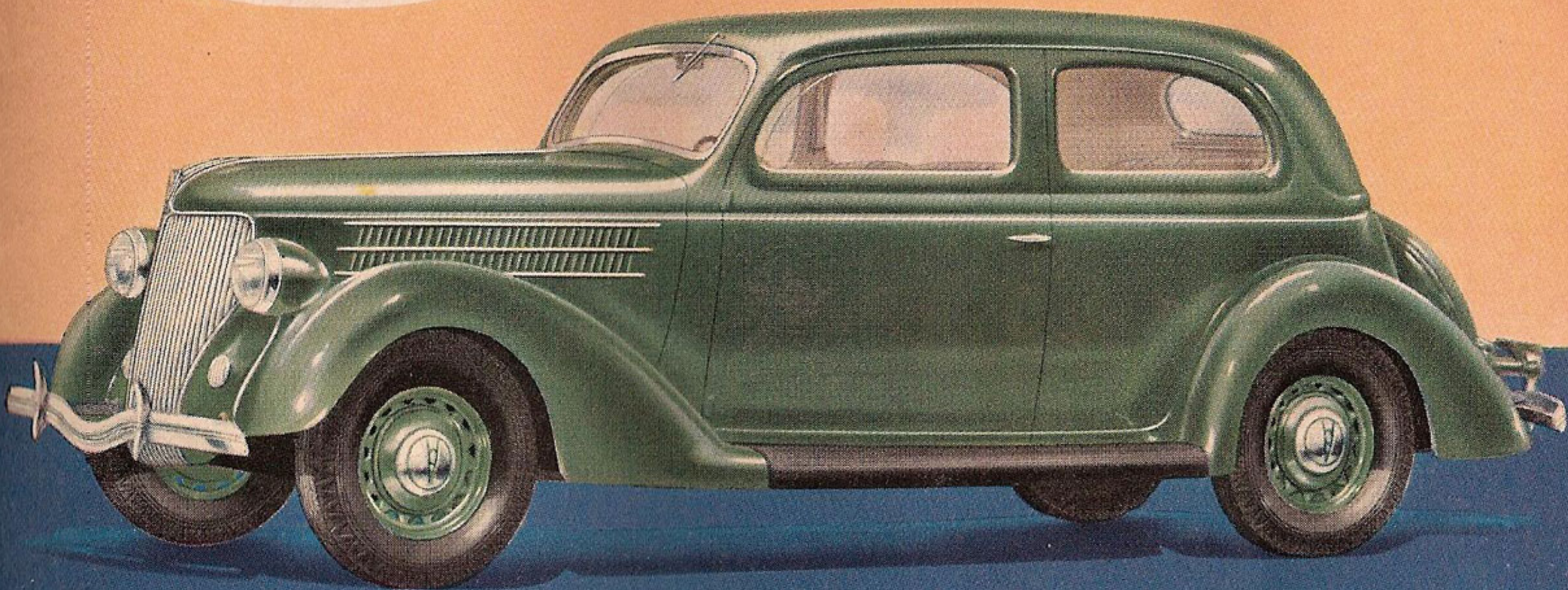


THE 1936

Ford V-8

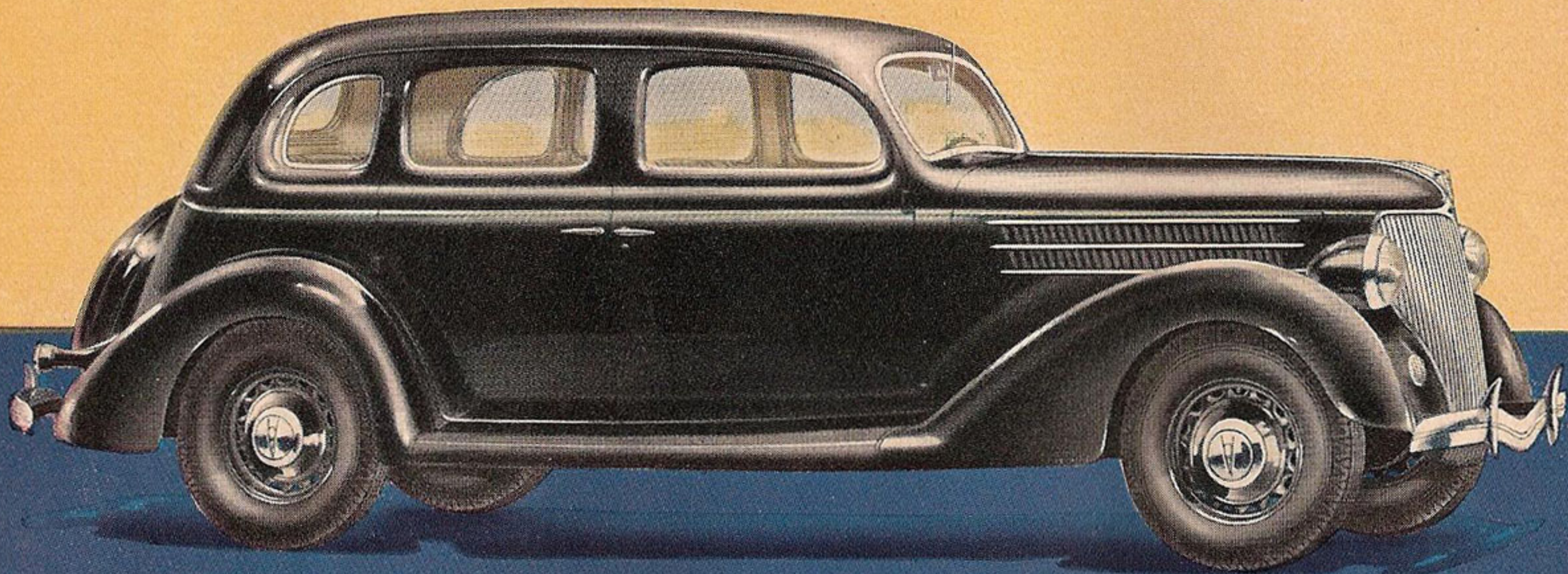
- **NEW LINES** of beauty distinguish the Ford V-8 for 1936—lines that accentuate length and give the car new grace in motion. A longer hood is brought forward over the distinctive new radiator grille. Newly designed fenders and wheels contribute further to the imposing appearance.
- But the 1936 Ford is more than modern in appearance. It has the modern performance of an “eight.” The Ford stands out because it gives you the finest type of eight-cylinder engine—the V-8.
- Progress in the Ford is substantial progress. There are no changes for the sake of changing—everything new must prove itself of genuine value and lasting benefit before it is built into the car. Service to the public is always the first consideration.
- The New Ford V-8 brings you the assurance of exceptional value because it has been proved by the past and improved for the future. The car that led all others in 1935 has been made still better for the new year.

*Ford V-8
De Luxe Tudor
Sedan*



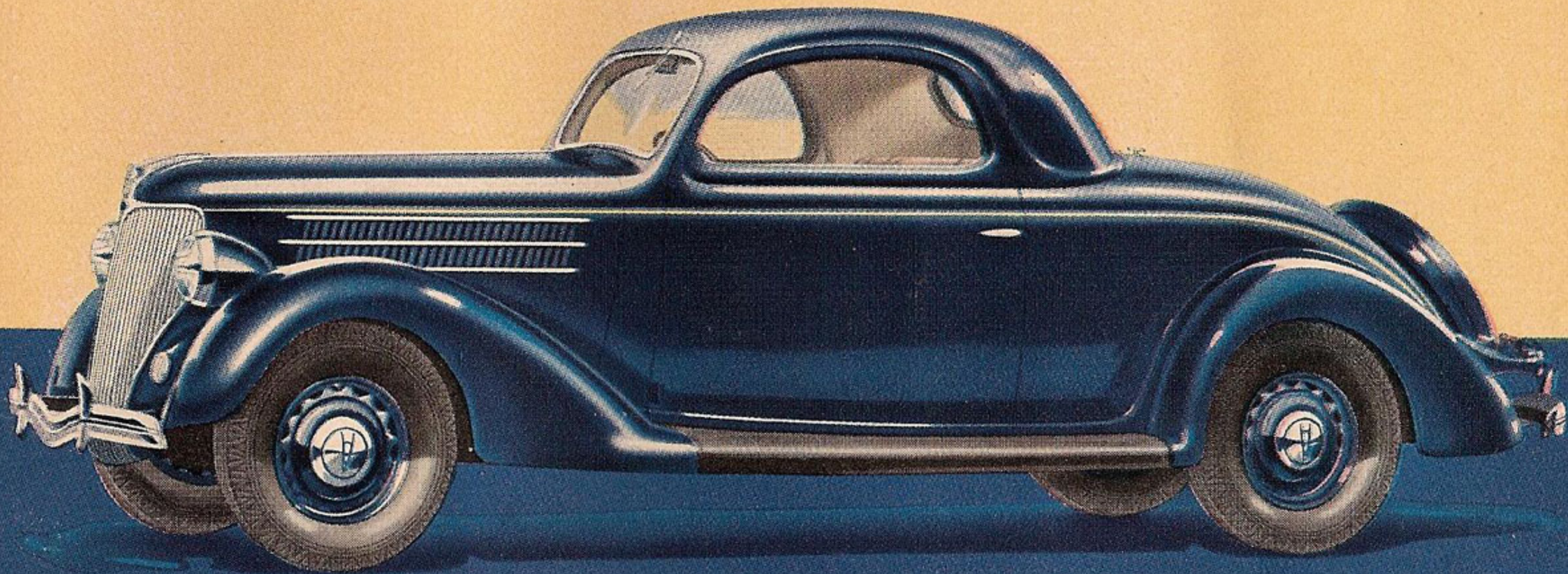
The distinctive lines of the Ford V-8 are well emphasized in the De Luxe Tudor Sedan. It is styled in the modern manner—with rich, attractive upholstery and appointments. Bucket-type front seats, with form-fitting backs are unusually comfortable. Both tilt forward. New easier steering and new easier gear-shifting are features of all 1936 Ford V-8 cars. . . . There is also a Tudor Sedan, without De Luxe appointments, at a lower price.

*Ford V.8
De Luxe Fordor
Sedan*



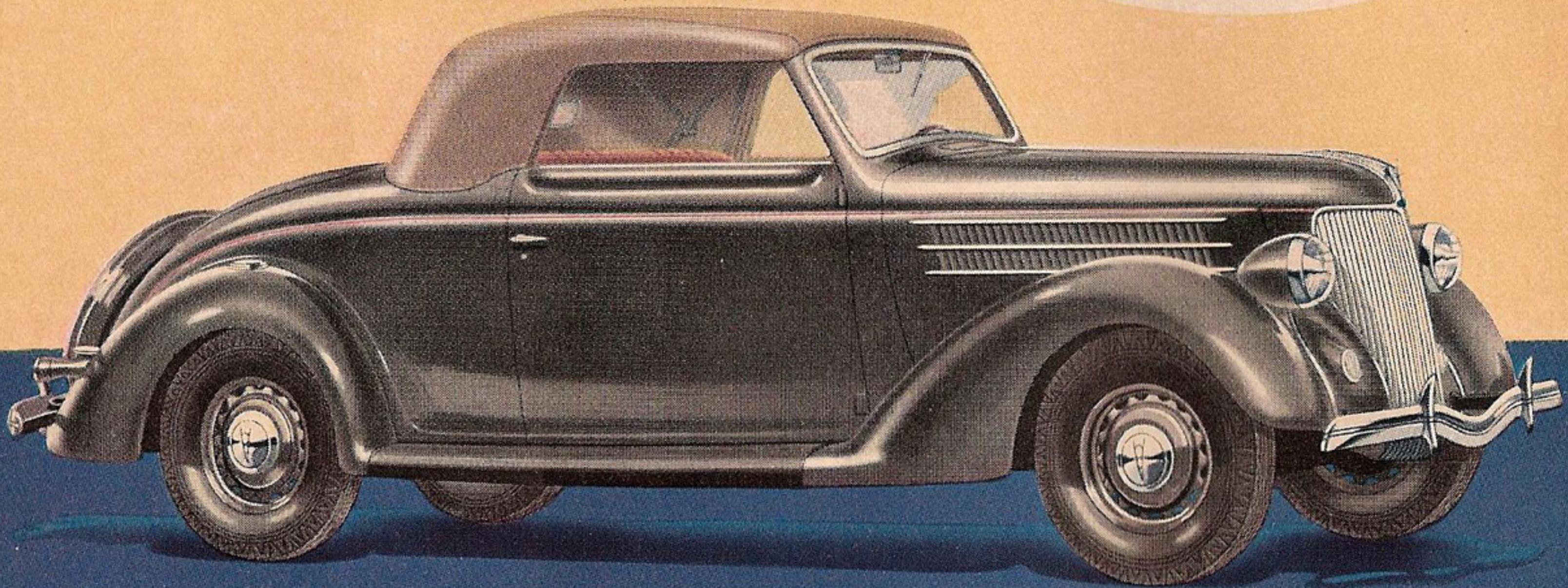
A big, roomy, comfortable sedan. Each seat holds three without crowding. Rear quarter trim is recessed above arm rests for increased elbow room and added comfort. Rear compartment has comfortable foot rest. Robe rail. Dome light. Rear quarter windows swing open. Rear seat back pulls forward, giving easy access to large luggage compartment. . . . This same car also available without De Luxe appointments at lower cost.

*Ford V.8
DeLuxe Coupe*
(THREE WINDOWS)



A beautiful coupe, with unusual grace of line and contour. Three can ride comfortably in the wide seat. Upholstered in choice of Mohair or Broadcloth. Luxuriously appointed throughout. Wide parcel shelf back of seat for bags or parcels. Dome light. Rear window lowers. Large baggage compartment, accessible from inside car by raising seat back or through rear deck. Rumble seat optional at extra cost. De Luxe equipment only.

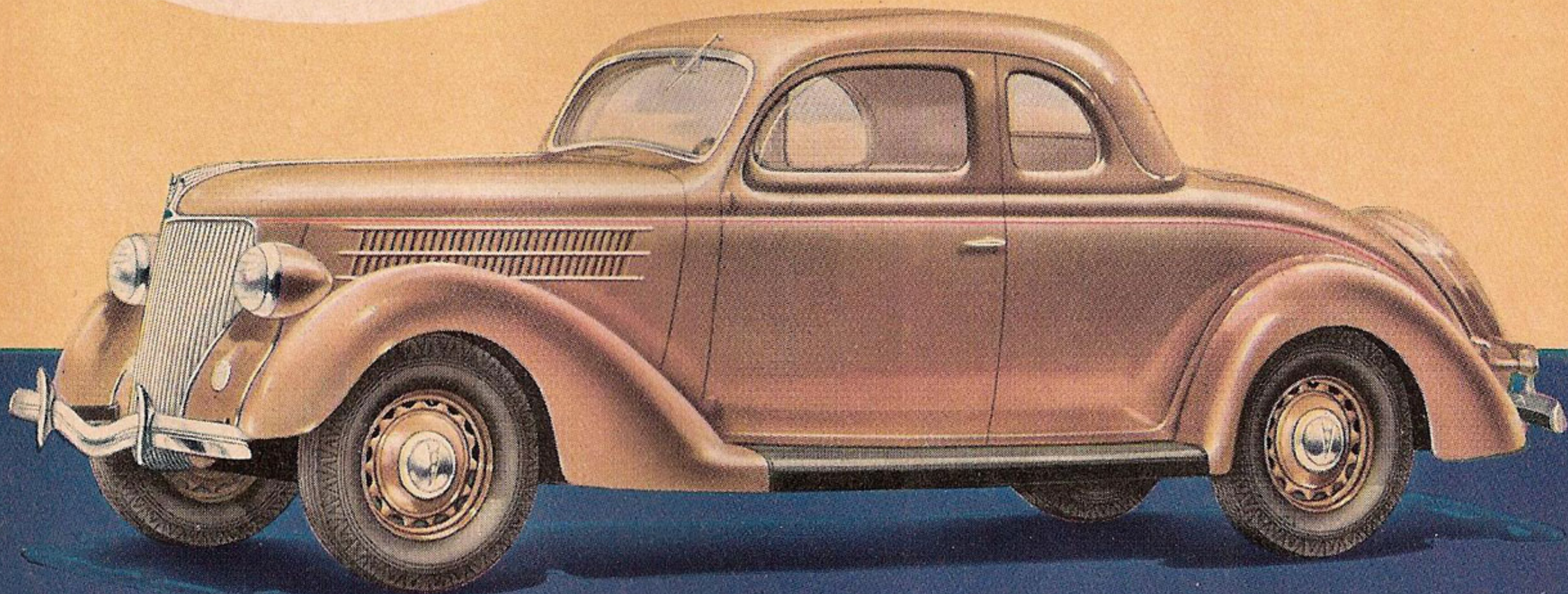
*Ford V.8
Convertible
Cabriolet*



A beautifully designed convertible car. Smartly tailored top gives added grace to low sweeping lines. Folds neatly into recessed compartment flush with body. Convenient parcel shelf behind seat. Wide seat accommodates three comfortably and is upholstered in Genuine Leather or Bedford Cord. Compartment under rear deck is also accessible from inside the car. Rumble seat is standard equipment in this Cabriolet.

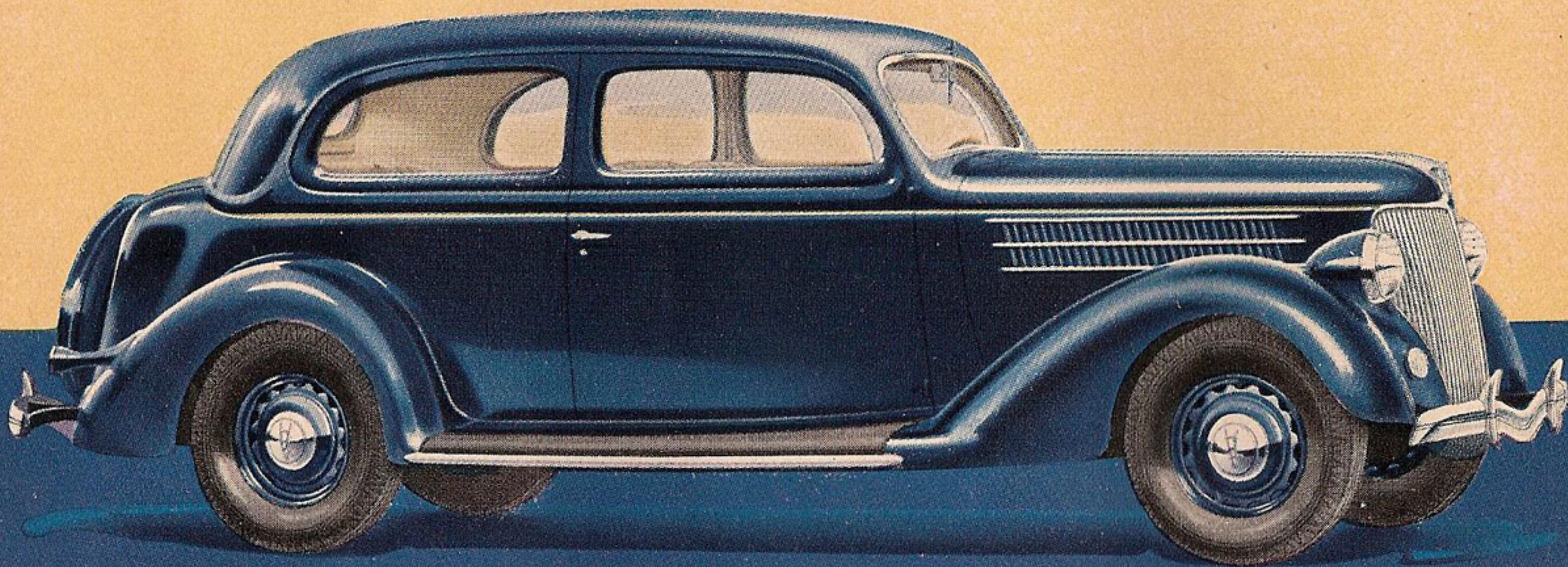
*Ford V.8
DeLuxe Coupe*

(FIVE WINDOWS)



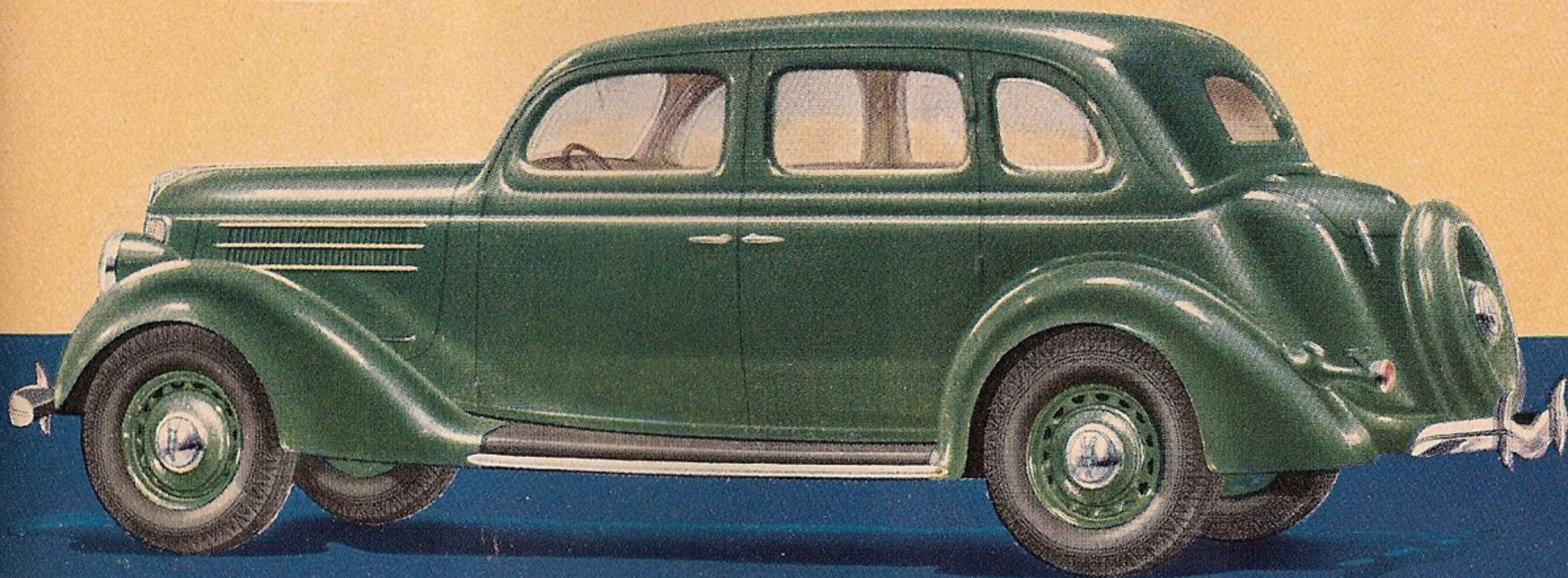
A splendid car for business or personal use. Space for parcels or other luggage behind seat. Lots of room for baggage or sample cases in rear deck, which is also accessible from inside the car. Rear window lowers. Windshield opens—a great convenience on hot days. Clear-Vision Ventilation makes winter driving easier. This 5-window Coupe is available, without De Luxe appointments, at lower cost. Rumble seat optional at extra cost.

*Ford V.8
Tudor Touring
Sedan*



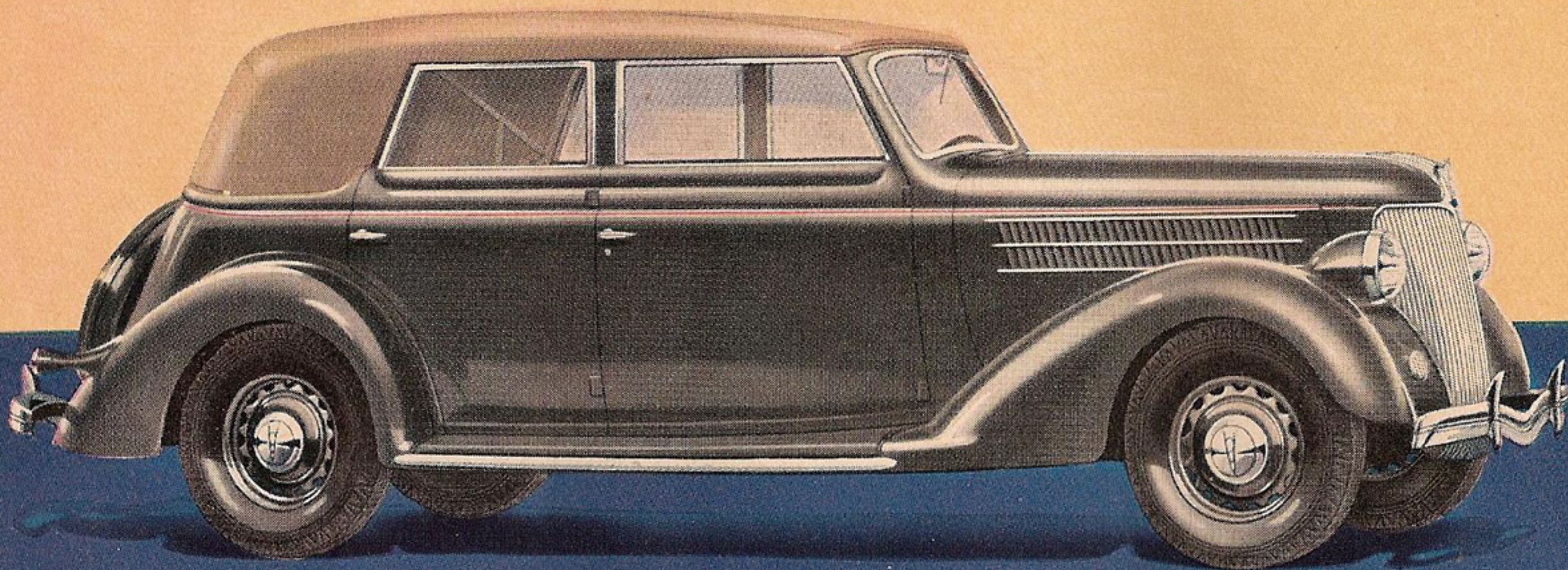
The built-in trunk is a great convenience, especially on long trips. Contributes to passenger comfort by getting luggage out of the way—accents length of car. Deep-cushioned, restful bucket-type front seats. Adjustable driver's seat. Wide, roomy rear seat. A car for touring in which Center-Poise Riding means comfort for all passengers on every type of road. Rustless Steel running-board moulding adds a touch of individuality.

*Ford V-8
Fordor Touring
Sedan*



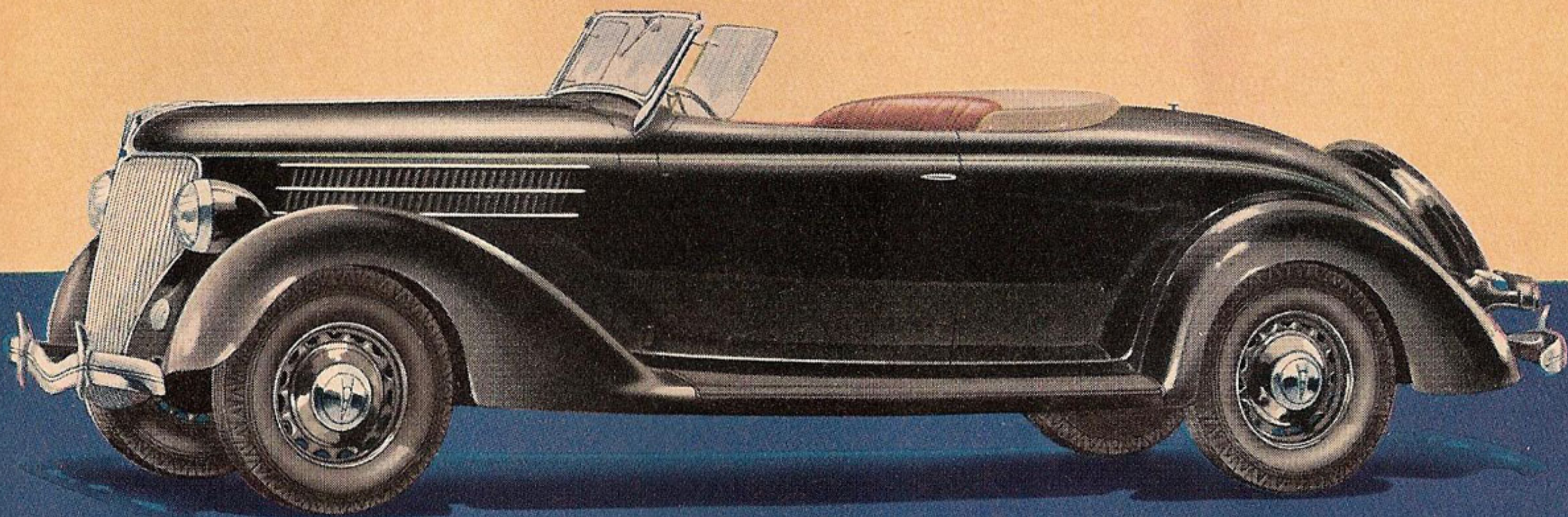
The Fordor Touring Sedan is another ideal car for traveling. Exceptional body room for the large family. Built-in trunk takes care of luggage and leaves interior of the car free for passengers. New style arm rests and foot rest in rear compartment mean added comfort. Robe rail. Dome light. Ventilator-type rear quarter windows swing open. Ford V-8 performance and ease of handling mean greater motoring enjoyment on long trips.

*Ford V.8
Convertible
Sedan*



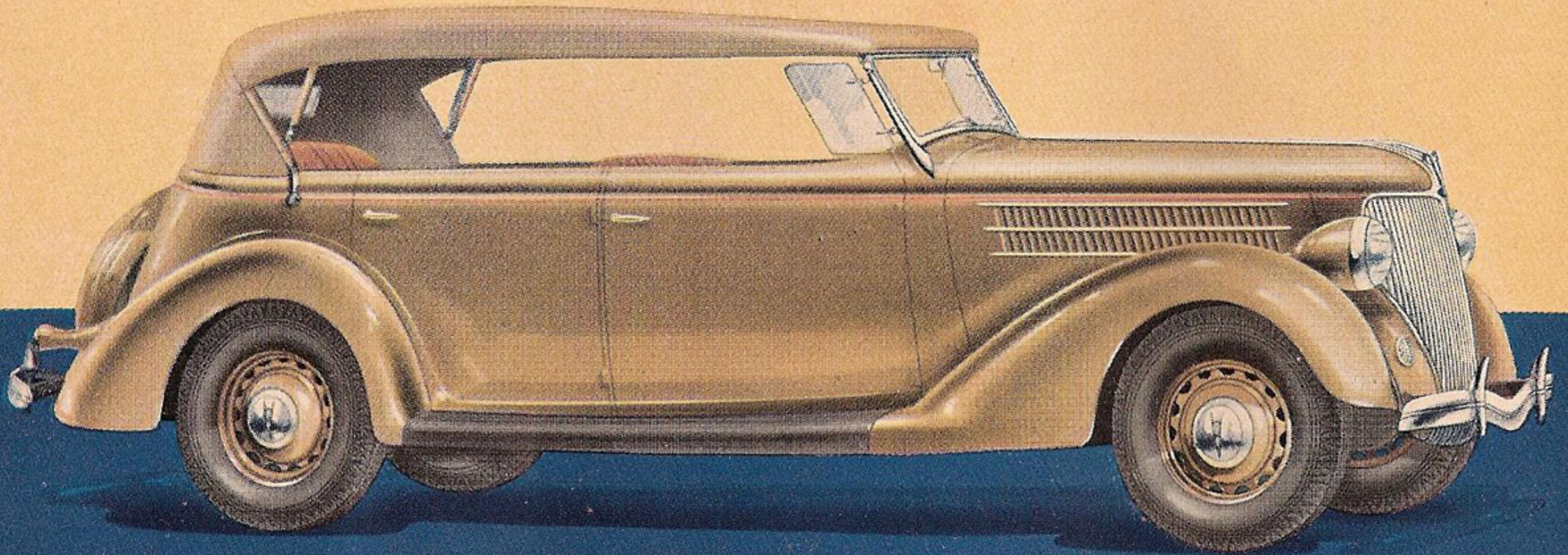
A distinctive Ford body type—usually available only in high-price automobiles. Combines the advantages of an open and closed car. Modish, Continental top folds flat and is covered by a neatly fitting boot. Safety Glass windows, in chrome-plated frames, can be lowered inside the doors. Door pillars are easy to remove. Foot rest in rear compartment. Genuine Leather or Bedford Cord seat cushions. Adjustable full-width front seat.

*Ford V-8
DeLuxe Roadster*

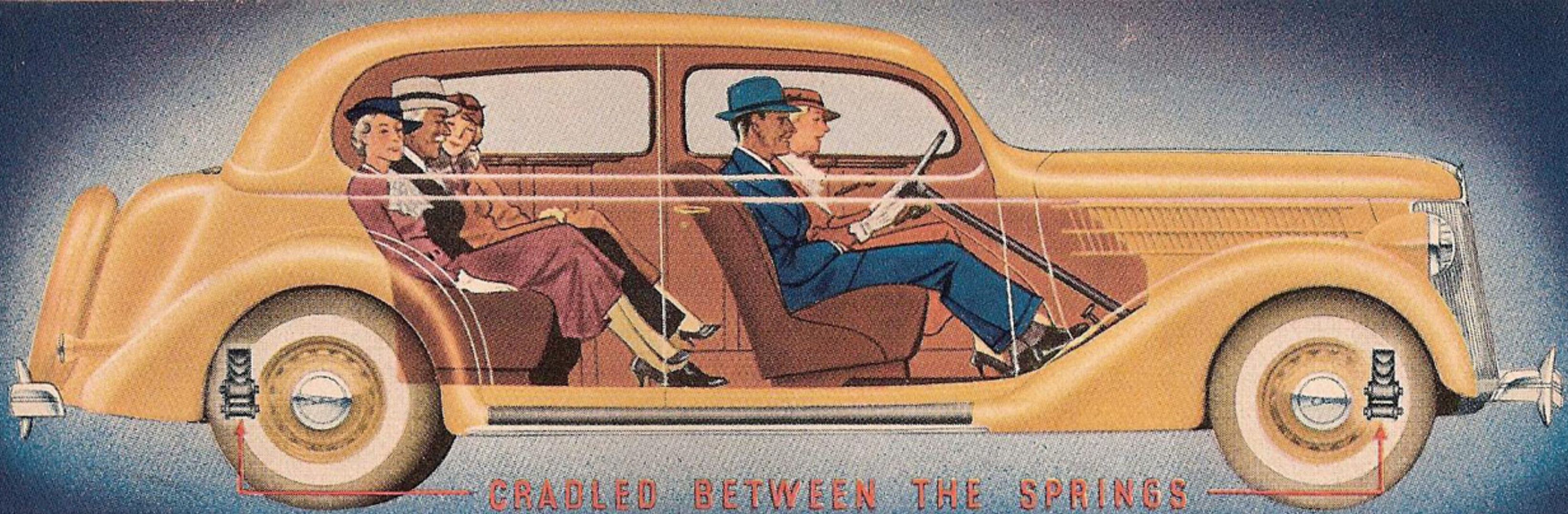


Styled for Youth—expressing the alert spirit of the Ford V-8. Long and low—up-to-the-minute in every line and detail. Tells the world you are driving something altogether modern in a motor car. Rumble seat and Safety Glass windshield wings are standard equipment. Attractive top has natural wood bows and bright metal fittings. Folds neatly and is covered with a boot. Driver's seat holds three comfortably. It is in Genuine Leather.

*Ford V-8
DeLuxe Phaeton*



An attractive body type—combining modern style and modern V-8 performance. Long, trim, swagger lines. Seats six adults comfortably. Front seat is 52 inches wide. Genuine Leather seat cushions. Large luggage compartment behind rear seat. Handsome tan top goes up and down easily. De Luxe in every detail. Safety Glass windshield wings are standard equipment. Choice of five body colors, as in all Ford De Luxe cars for 1936.



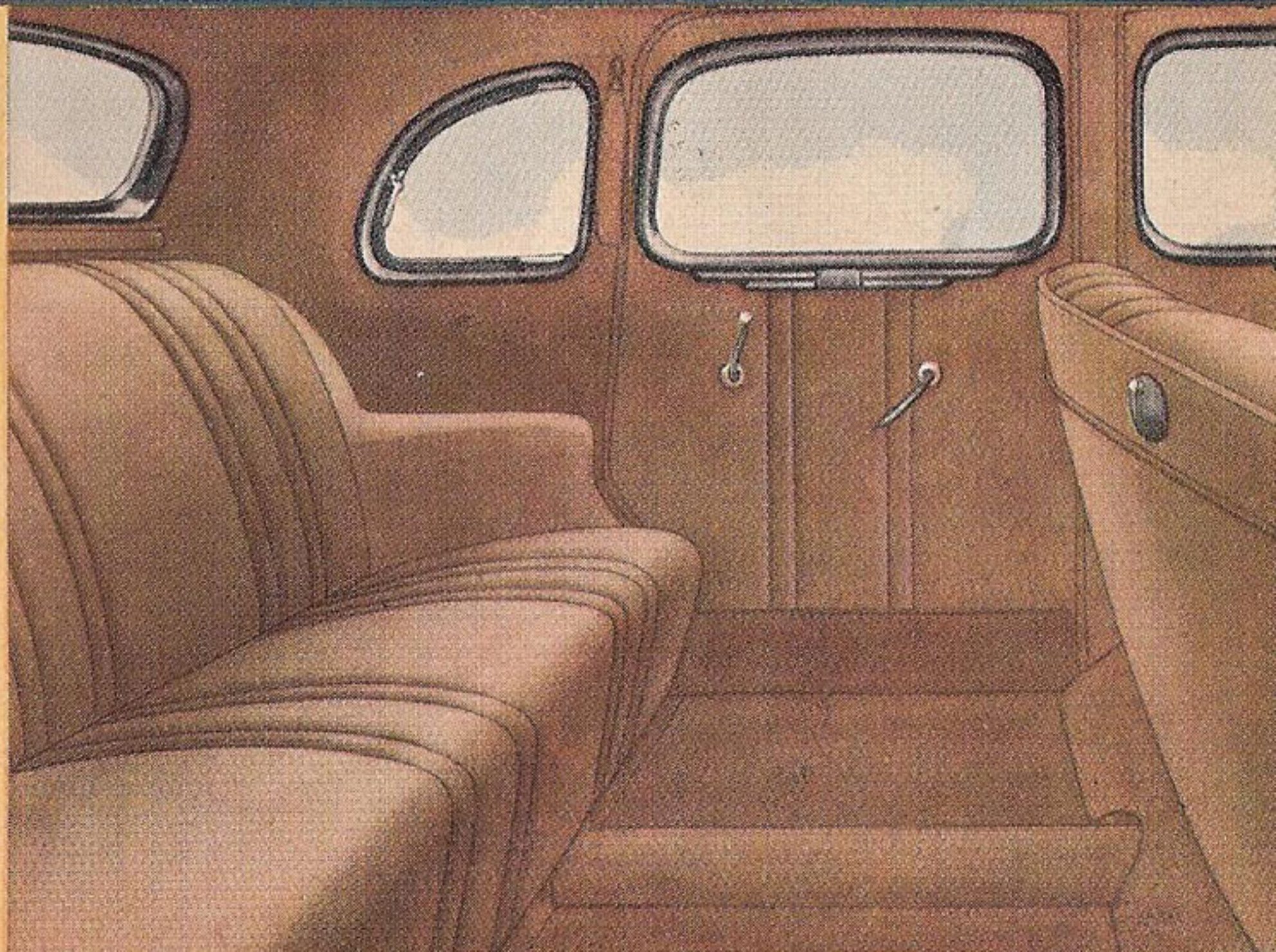
CENTER-POISE RIDING

One of the greatest improvements in motor car comfort in recent years—especially in the back seat. Weight of car is evenly distributed and all passengers ride near the center, cradled between the springs. Ford springs are soft and flexible with an unusually long spring-base—factors which add measurably to comfort.

UNUSUAL BODY ROOM

Short, compact Ford V-8 engine takes up less space under hood and permits more of car's length to be used for passengers. This is an important reason why the Ford has more body room than many cars selling at a higher price. It has fine car roominess to match fine-car performance.

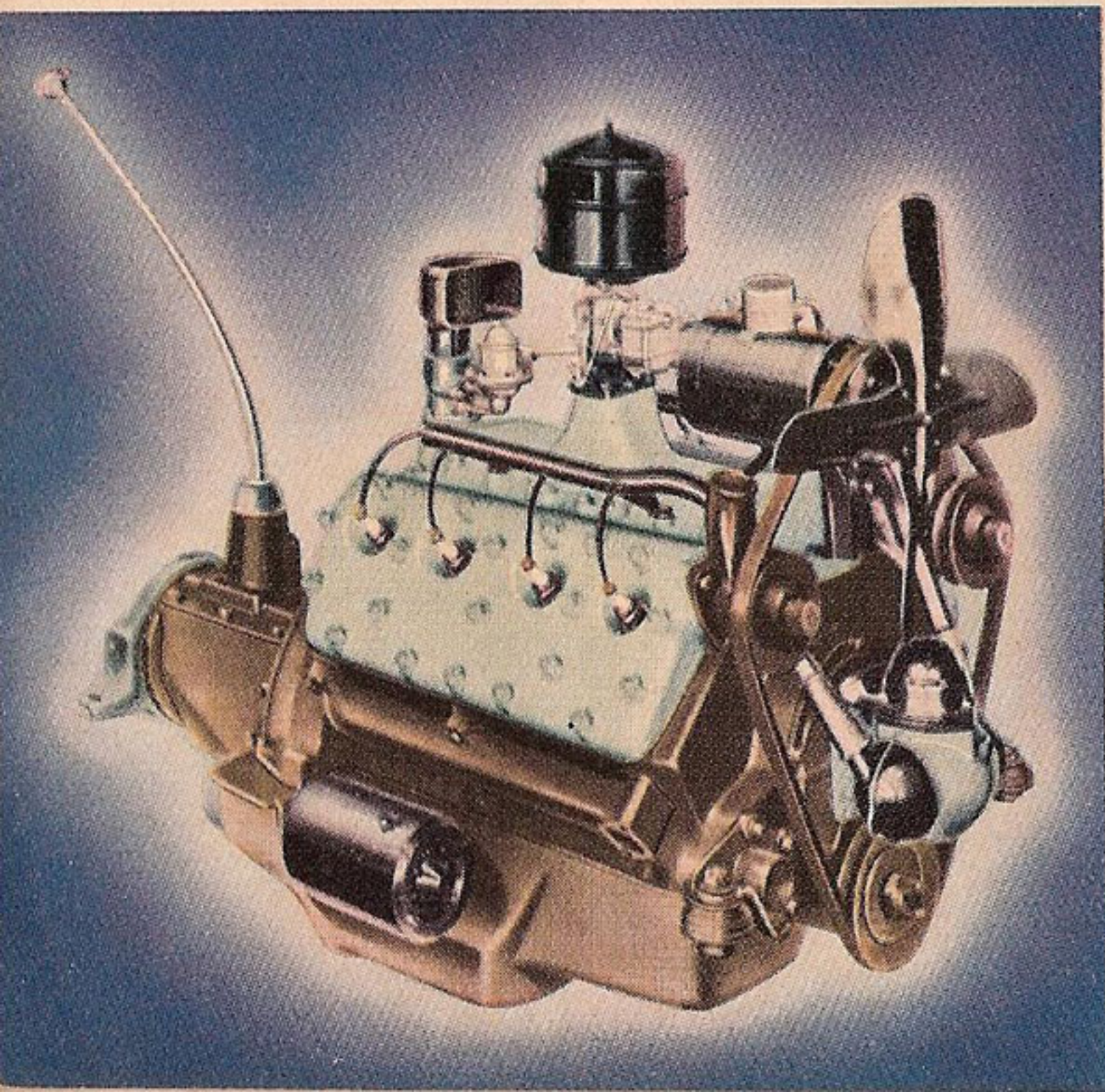
Roomy rear seat of De Luxe Fordor Sedan. Foot rest and new type arm rests.



V·8 ENGINE PUTS FORD IN A CLASS BY ITSELF

THE ENGINE is the most important feature of an automobile—the first thing to consider when purchasing a motor car.

It takes eight cylinders for modern performance and the Ford gives you the finest type of eight-cylinder engine—the V-8. No other low-price automobile has it. The Ford is in a class by itself.



That is not a casual claim, but a demonstrated fact. Everyone who drives a car has observed the outstanding power, speed and acceleration of the Ford V-8.

The Ford gives you this distinctly better V-8 engine, with a background of proved performance. There is nothing of an experiment about it—you know exactly what it will do. It has been tried and proved in actual service by over two million motorists—more than one million V-8 purchasers in the past year.

They know, as you will know, that there is something about a V-8 that you just can't get in any other type of engine.

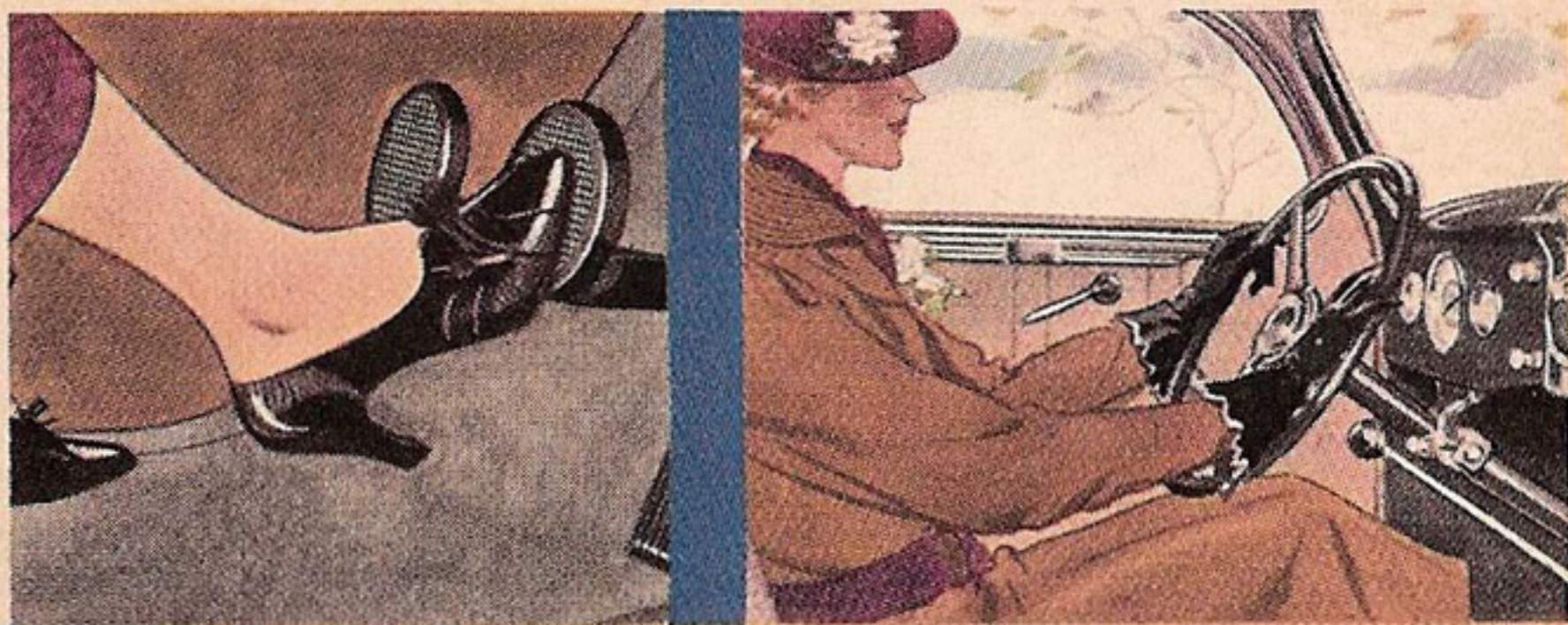
What Ford has done is to combine fine-car performance with low cost. Owners' records show that the Ford V-8 is the most economical Ford ever built. Ford simplicity of design, high quality materials and precision manufacture mean long life, freedom from repairs and a saving of many dollars yearly for Ford owners. No car at any price is built to finer precision limits than the Ford V-8.

SAFETY COMES FIRST IN THE FORD V·8

HENRY FORD says—"There are two things we do not skimp—cost and conscience." That applies particularly to everything that concerns safety. The Ford Motor Company has an obligation to the public to make the safest car it is possible to build. Cost doesn't enter into that. It's a matter of finding what is right and putting it into the car.

Ford was first to use a steel body for a low-price car—first low-price car to give you Safety Glass throughout without extra cost. Any time something new and better is found, it is built into the Ford. But it has to prove itself first. The Ford Motor Company does not experiment with safety.

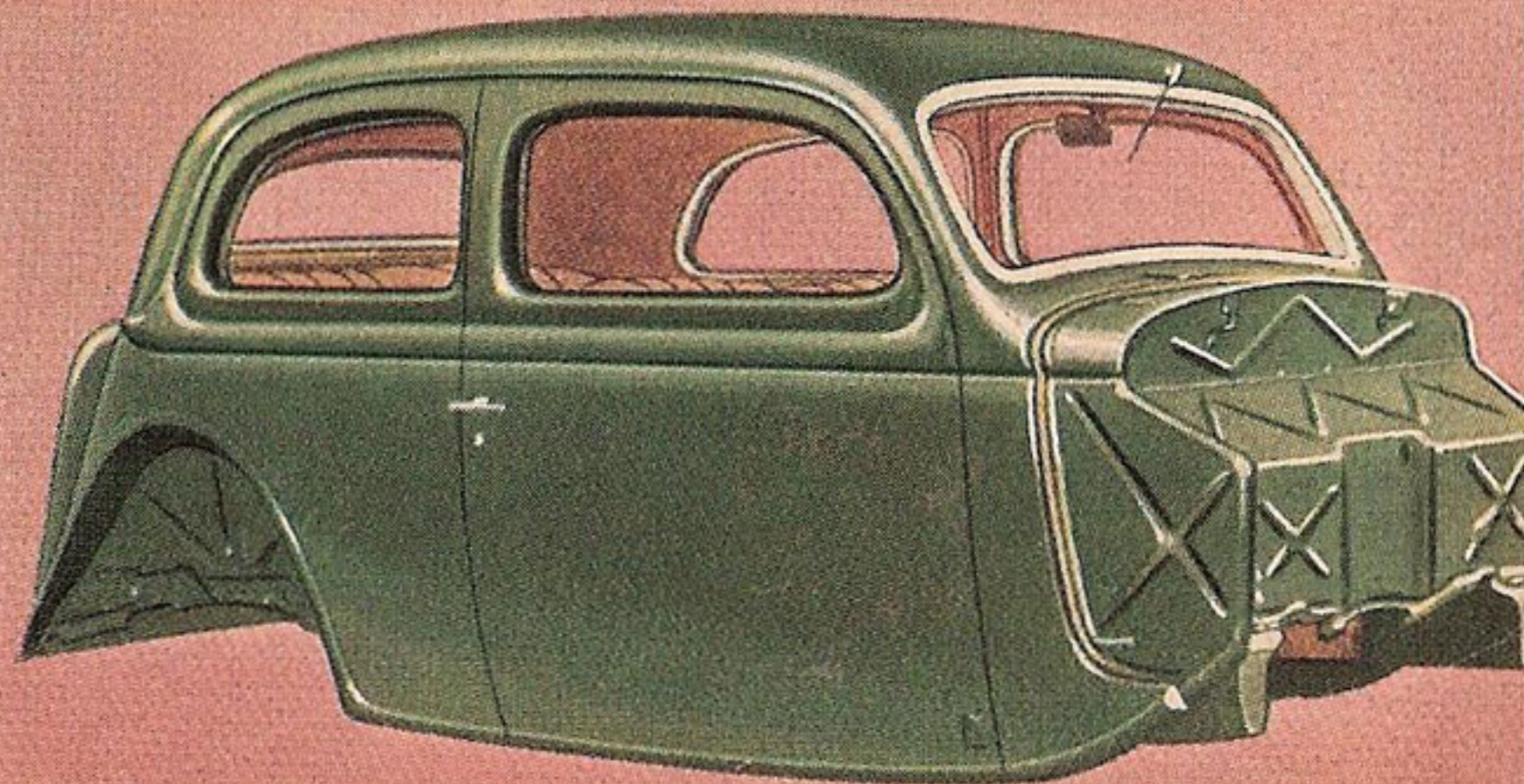
Ford Super-Safety Brakes reflect that policy. They are of the same mechanical type as the brakes that have been used for years on the finest cars. We use them because our experience has proved they are the safest and most reliable kind of brakes under all driving conditions. They stop the car in the most positive and direct way.



SUPER-SAFETY BRAKES— Big, powerful, positive—easy to apply. Made to stop the car in the most dependable way.

NEW DRIVING EASE— New, easier steering. New easy gear shifting—smoother, quicker. Shorter distance for gear shift lever to travel.

WELDED STEEL BODY— A real steel body structure—like a sky-scraper or battleship. No wood used for any structural part of Ford bodies. Steel is reinforced with steel—electrically welded for still greater strength. It costs us more to build this body but it means greater safety for you.





FEATURES OF THE FORD V-8 FOR 1936

The Modern Car. New appearance. Longer hood, extending gracefully over the distinctive radiator grille. New louvres. Newly designed fenders. Horns concealed within small grilles below headlamps. Steel bodies. Safety Glass throughout in all body types at no extra cost. Clear-Vision Ventilation.

Super-Safety Brakes. Effective action, combined with unusual reliability under all conditions. Same type of mechanical brakes that have been used for years on America's finest cars. Large braking area—more per pound of car weight than almost any other car.

Easier Gear Shifting. Shorter distance for gear-shift lever to travel. Quiet shifting because of synchronized second and high speed gears. Quiet running in all speeds because of silent helical gears.

New Easier Steering. Steering gear ratio increased to 17-to-1. Steering gear sector shaft mounted on roller bearings. Longer steering arm on axle gives greater leverage.

New Design Steel Wheels. Modern style and unusual strength. Cold pressed steel, electrically welded into one piece. Large hub caps with Rustless Steel centers. Tire size, 6.00" x 16".

V-8 Performance and Economy. Smooth, quiet, V-type, eight-cylinder engine. Bore and stroke, 3 1/16 x 3 3/4. Piston displacement, 221 cubic inches. 85 horsepower. One-piece casting of crankcase and cylinder banks. Aluminum cylinder heads. Light cast-alloy pistons. Precision-set valves. Exhaust valve seat inserts. Cast-alloy steel crankshaft. Crankcase ventilation. Oil, 5 quarts. Fuel, 14 gallons.

No Breaking-In. The Ford V-8 requires no breaking-in. You can drive it 60 miles an hour the day you buy it—after the first 100 miles as fast as you desire. This distinctive fine-car feature is the result of unusual accuracy in the manufacture of moving parts and the smoothness of bearing surfaces.

Greater Cooling Area. Water capacity 5 1/2 gallons in new, larger radiator. New hood louvres permit rapid flow of air through engine compartment.

Bodies Insulated for Quiet. Floor, dash and body panels insulated with new materials that deaden sound.

De Luxe Appointments. Chromium-plated radiator grille. Two matched-tone horns. Two tail lights. Chromium-plated windshield frame. Mouldings, instrument panel, hardware, steering

wheel and gear shift lever ball are gray finish to harmonize with luxurious upholstery. Sedans in choice of Mohair, Broadcloth or Bedford Cord. Mohair or Broadcloth in Coupes. Seat cushions in Cabriolet and Convertible Sedan in Genuine Leather or Bedford Cord—Genuine Leather in Roadster and Phaeton. (Rumble seats of Cabriolet and Roadster are dark tan artificial leather.)

Cars Without De Luxe Equipment have one horn concealed in one of circular grilles below headlamps, one tail light, one sun visor. Radiator grille same color as body, with Rustless Steel moulding and center strip. Interior hardware in butler finish nickel. Closed cars upholstered in wide wale Bedford Cord. Instruments same as in De Luxe cars except oil gauge. Dome light in closed cars.

Rich Colors of Lasting Beauty. Enduring baked enamel finish. De Luxe cars finished in Cordoba Tan, Washington Blue, Black, Gunmetal and Gray Vineyard Green. Wheels and fenders same color as body. Non De Luxe Tudor, Fordor and Five-window Coupe in Black and Gunmetal. Fenders same color as body. Wheels black.

Convenient Terms. Small down payment and convenient, economical terms through Universal Credit Company.

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