

Ford

1936

THE ONLY MACHINE
OF ITS KIND IN THE WORLD

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A black and white photograph showing the front view of a classic 1930s Buick sedan. The car features a prominent vertical grille, round headlights, and a hood ornament. It is parked on a light-colored surface.

PERFORMANCE

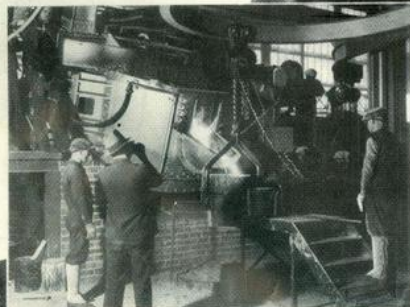
ONLY IN THE FORD-AND OTHER CARS COSTING HUNDREDS MORE

But mileage, of course, is largely a matter of individual driving, and the owner who wishes to stretch out his gasoline soon discovers that the most economical touring speed is around 35 to 40 miles an hour, that rapid acceleration in second gear consumes more gasoline than moderate acceleration, that gradual slowing up uses less gasoline than rushing up to a stop and applying the brakes suddenly, that it is more economical on fuel to keep tires properly inflated and the chassis properly lubricated. Despite what depends upon the driver at the wheel, the more than two million Ford V-8 cars sold during the past four years have proved how well the V-8 engine is suited for casual, economy in gasoline and oil. In every respect the V-8 engine for 1936, meets the economy standards of its successful predecessors.



Page

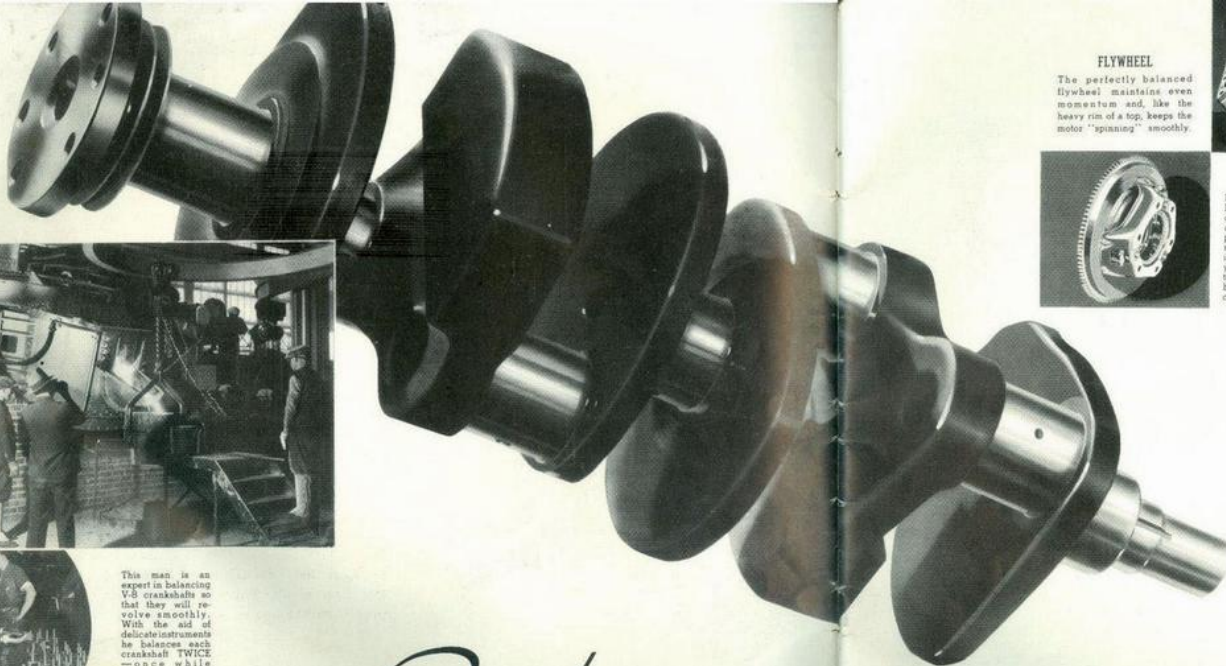
The new electric furnace recently installed in the Ford factory at Windsor, Ontario. This furnace was developed by Ford engineers solely for the purpose of producing the special alloy steel used in casting crankshafts for the V-8.



This man is an expert in balancing V-8 crankshafts so that they will revolve smoothly. With the aid of delicate instruments he balances each crankshaft TWICE—once while stationary and once more, while the shaft is revolving. This is the same method used in building the highest priced motors.



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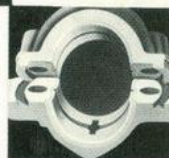
FLYWHEEL

The perfectly balanced flywheel maintains even momentum and, like the heavy rim of a top, keeps the motor "spinning" smoothly.



CYLINDER BLOCK AND CRANKCASE

Being cast in one piece, the Ford V-8 block maintains original precise machining and alignment of moving parts. Ford was the first to make a V-type motor block in one piece just as many years ago Ford was the first to cast all cylinders in one block and use a removable cylinder head.



PILOTTED MAIN BEARING CAPS

The curved ("piloted") tongue and groove joint between bearings and motor block takes side strain off the bolts, prevents them from working loose. Firm anchoring. No vibration. Most engines use plain caps.



FULL-FLOATING CONNECTING ROD BEARINGS

Placed between the crankshaft and the connecting rods, these bearings revolve freely upon TWO films of oil instead of the usual one. Less wear, smoother running.



RUBBER MOTOR MOUNTINGS

Between the motor and the frame, rubber motor mountings absorb the slight natural movement of the motor.

SO *Smooth* YOU'LL HARDLY KNOW IT'S RUNNING!

Page 5



The dual down-draft carburetor and aluminum duplex intake manifold combine to feed the eight cylinders uniformly under all conditions. Through the use of a double carbureting and manifolding system, NO two cylinders draw in succession from the same side of the carburetor or manifold. A top the carburetor is an air intake silencer and cleanser.



These aluminum cylinder heads on the V-8 motor dissipate motor heat so efficiently that it is not necessary to use the higher-priced "premium" fuels to have brilliant performance. They add 10% to horsepower without increasing operating cost. And to date, no other low or medium priced car offers aluminum cylinder heads without an extra charge.

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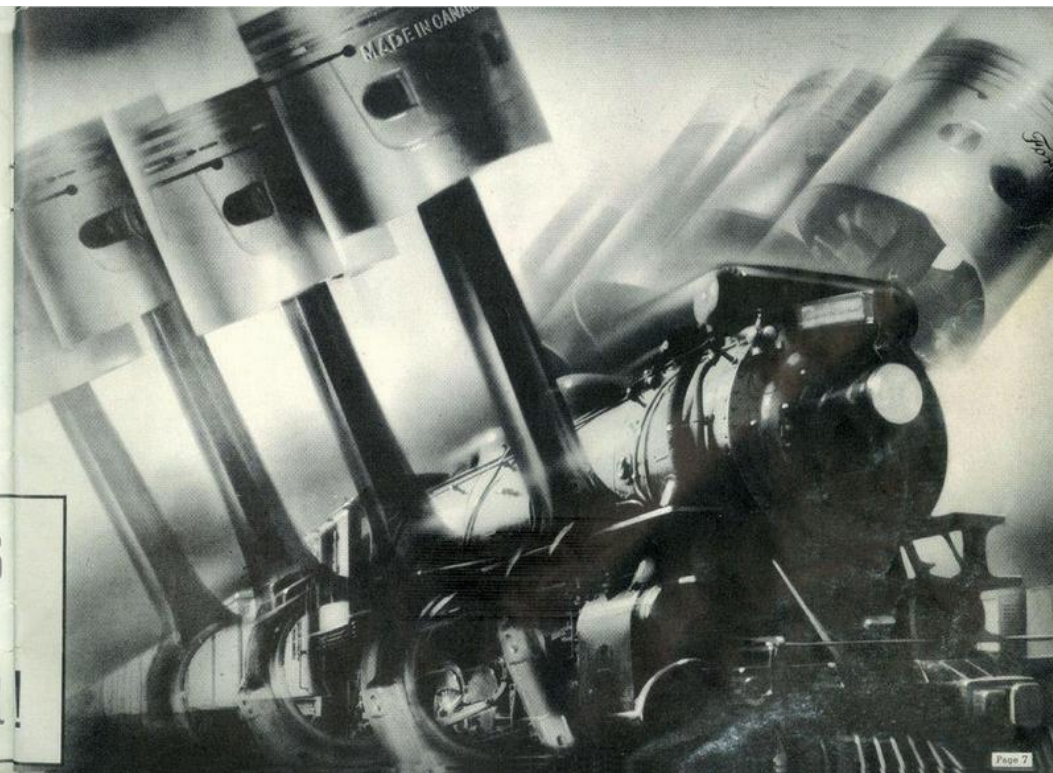


V-8 valve seat inserts are so hard that they will give 40,000 to 50,000 miles without attention. V-8 valves are "set" at the factory and in most cases will need no adjustment before 40,000 or 50,000 miles. This is a big improvement over ordinary valves which so soon become worn that they require adjustment to prevent loss of motor power and fuel wastage.

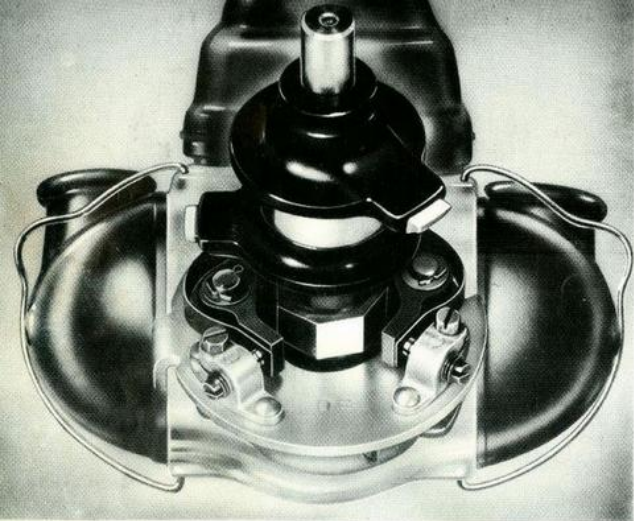


UNTIL the Ford V-8 was introduced, both the V-type motor and the eight-cylinder motor were so completely unknown in low-priced cars that many people asked why Ford had adopted this unusual type of motor—and why eight cylinders. Ford adopted the V-type design because it permits the most compact and rugged construction. Eight cylinders were adopted in order to obtain smoothness of operation. When fewer than eight cylinders are used, there is a slight pause between the power impulses that turn the crankshaft and extra vibration is the natural result. With eight or more cylinders, the power impulses overlap, making the flow of power smoother and steadier and more abundant. No doubt you've admired the effortless ease with which the V-8 soars up a steep hill. That's because it has eight small cylinders instead of four or six larger ones. Eight small, powerful pushes instead of 4 or 6 big, sudden blows. This abundant flow of power is what gives the V-8 its brilliant performance—its flashing acceleration, its ability to slip past other traffic safely.

YOU *Know* YOU'LL ALWAYS HAVE PLENTY OF POWER!



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Smooth POWER!

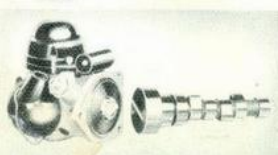
AT MAXIMUM car speed there are fifteen thousand individual explosions per minute. At the exact instant when each piston reaches the top of the compression stroke, at which point the fuel charge is squeezed into one-sixth of its original volume, the spark plug MUST fire if it is to produce the strongest possible power impulse. In the V-8 it DOES fire with split-second accuracy because the V-8 distributor and coil, which fires the spark plugs, is built and driven with such scientific precision. No gears are used to drive this distributor. It engages directly with the end of the camshaft, leaving no possibility of "play" which would produce irregular timing and erratic firing. Also, this unit is waterproof. Rain, driven in through the radiator, does not affect it. And it is air-cooled by the motor fan, which further improves its efficiency. All of these factors contribute to the smoothness of the V-8 motor and to its ability to develop the greatest possible volume of power from the fuel it uses.

Cold air playing upon the distributor unit keeps it at the most effective operating temperature.

The tongue on the distributor rotor fits into the groove in the hub of the camshaft, giving the simplest and most perfect drive yet devised.



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Air Cleaner and Silencer

Flood-Proof Carburetor Choke

Copper Gauze Air Filter for Crankcase Ventilator

Non-Freezing Fuel Pump

Permanently Adjusted Valves and Valve Seat Inserts

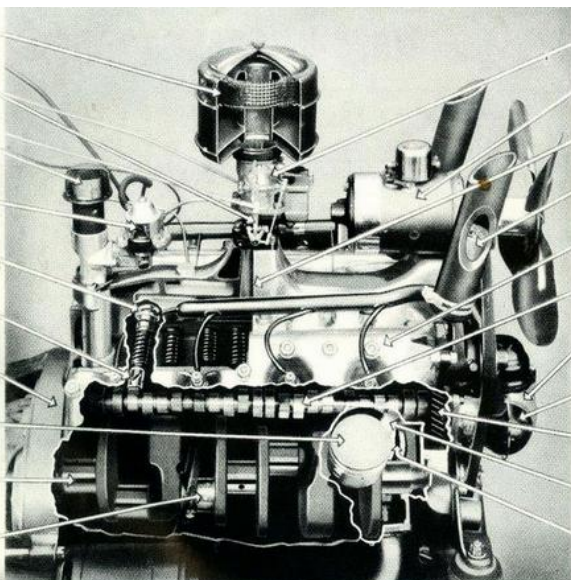
Light Weight, Hardened Valve Lifters

Perfectly Balanced Flywheel

Light Weight Cast Alloy Pistons

Cast Alloy Steel Crankshaft

Full-Floating Connecting Rod Bearings



Dual Down-Draft Carburetor

Heavy-Duty Air-Cooled Generator

Aluminum Duplex Manifold

Waterline Thermostats

Aluminum Cylinder Heads

Wear-Resisting Steel Camshaft

Waterproof Distributor

Gearless Distributor Drive

Silent Timing Gear

Mirror Finished Cylinder Walls

Full-Length Water Jackets

No Other Motor. EVEN THOSE COSTING HUNDREDS MORE, HAS ALL THESE

MOST MOTORS *Lack* MOST OF THESE HIDDEN REFINEMENTS

<p>PERMANENTLY ADJUSTED VALVES AND VALVE SEAT INSERTS preserve full power flow by preventing pressure leakage—and postpone valve grinding for an extra 25,000 miles.</p>	<p>MIRROR FINISH CYLINDER WALLS provide precision finish and therefore a perfect power seal between cylinder walls, pistons and rings.</p>	<p>FULL-LENGTH WATER JACKETS maintain motor temperature throughout and within the range where greatest power is developed from the fuel. Extending around the upper half of the crankcase, these water jackets also control the temperature of the motor lubricating oil, warm it in winter, cool it in summer.</p>	<p>FULL-FLOATING CONNECTING-ROD BEARINGS permit TWO oil films at this important point, give easier running, make less work for the motor and longer bearing life.</p>
<p>REMOVABLE CAMSHAFT BEARINGS steel-backed, lapped-lined, and having only .0015 clearance between camshaft and bearing surface, ensure freedom from valve noise and periodical adjustments.</p>	<p>PILOTED MAIN BEARING CAPS provide maximum rigidity, thus retaining original precise alignment.</p>	<p>SILENT TIMING GEAR made from bakelized fibre, unbelievably tough for durability, yet, silent in operation.</p>	<p>GEARLESS DISTRIBUTOR DRIVE eliminates possibility of "play" at this point where absolute accuracy is essential to smoothness.</p>
<p>ALUMINUM DUPLEX INTAKE MANIFOLD feeds fuel at proper temperature and by shortest route between carburetor and cylinders.</p>	<p>ONE-PIECE CYLINDER BLOCK holds all engine parts in original alignment perfectly, reducing vibration and wear.</p>	<p>CAST ALLOY STEEL CRANKSHAFT approximately twice as stiff as ordinary crankshafts and so hard that wear is negligible.</p>	<p>WEAR-RESISTING STEEL CAMSHAFT sturdy and hard, made from special steel.</p>
<p>WATERPROOF DISTRIBUTOR if you've ever been stalled by ignition trouble on a wet day you'll appreciate this feature.</p>	<p>FLOOD-PROOF CARBURETOR CHOKE means easy starting without fuel waste because it minimizes the possibility of "over-choking."</p>	<p>HEAVY-DUTY GENERATOR cooled by built-in fan. Handles extra battery charging load necessary for using radio.</p>	<p>6.3 to 1 COMPRESSION RATIO gets more power out of fuel by compressing fuel mixture to approximately 16th its volume.</p>

YOU GET ALL OF THEM IN THE FORD V-8

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THE CAR THAT IS *Safe* ALL THE WAY THROUGH

STEEL bodies, safety-glass and dependable brakes are today's symbols of safety in automobiles, but they are somewhat incomplete symbols.

True, they are very important in themselves. That's why Ford pioneered the all-steel body welded into one piece, the first safety-glass windshields to be included as standard equipment, and later, safety-glass throughout every car at no extra cost. It is also another reason why Ford continues to use basic chassis construction which makes it possible to use the simplest brake mechanism.

The V-8 radius rods, for example, hold the axles in place, hold steering and braking mechanism in correct operating position, keep wheels in alignment. You will find rear radius rods on some luxury cars but both front and rear radius rods on no car except the V-8. Consider the V-8 front axle. It can be twisted cold 'til it looks like a corkscrew, without breaking. Four stout, welded steel wheels support the V-8, yet any one of those wheels will easily bear the weight of a dozen cars.

The V-8 frame is braced by cross members and by X-type steel girders which run right out to the ends of the frame. This provides a unit of great strength and rigidity.

Brakes are a vital safety factor. The V-8 brakes are positive, effective and easy to operate because they provide an unusually large braking area in relation to the weight of the car. These brakes are operated by stout steel rods, the simplest, safest and most direct means yet devised.

The V-8 wheels, being wide apart, take a wide grip on the road. The tires have a very broad tread so that they can grasp the road firmly. These and a score of lesser features of the same kind make the V-8 a supremely safe car, not only where it shows but *all the way through*.

AIR-COOLED
BRAKE DRUMS

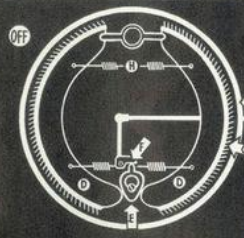
WHEN you press the brake pedal of a moving car, you command the brake "shoes" to press against the revolving brake drums (which are attached to the wheels). The resulting friction slows down and stops the drums, and, of course, the wheels.

The housewife applies the same principle—friction—when she lays her hand upon the flywheel of her sewing machine to slow it down and stop it. Naturally, the more friction that is applied, the more easily the wheel is stopped. That's why the V-8 has 186 square inches of braking surface—over 6 square inches per 100 lb. of car weight, which is about 15% more than the industry generally considers necessary. Perhaps such big brakes aren't really necessary but we like to feel that when your foot says "stop" ... these brakes will STOP and HOLD.

The cooling fins add about 40% to the cooling surface of the V-8 brake drums, prevent overheating and consequent drum expansion (which would reduce brake grip) when brakes are applied at high speed.

WHEN YOUR FOOT SAYS 'STOP'
you know THESE BRAKES *will* HOLD!

THE ALL-MECHANICAL BRAKE IS THE MOST *Positive AND Reliable* BRAKE EVER BUILT

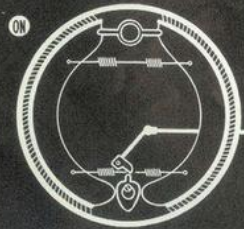


This diagram shows the V-8 super-safety, all-mechanical brake in the "off" position. The brake drum (B) which, in the V-8, is made of malleable iron alloy—the best material. The brake lining (C) material, fastened to the brake shoes. The brake shoes (D) pivoted to permit movement.

The wedge (E) which pushes the shoe outward, forcing the lining into contact with the drum. The wedge lever (F), one of several levers, which takes the light pressure of your toe on the brake pedal and multiplies it several times into a heavy pressure on the brake shoe. The steel rod (G) which transmits the movement of the brake pedal directly to the wedge (E).

The spring (H) which pull the shoes back when the wedge is released.

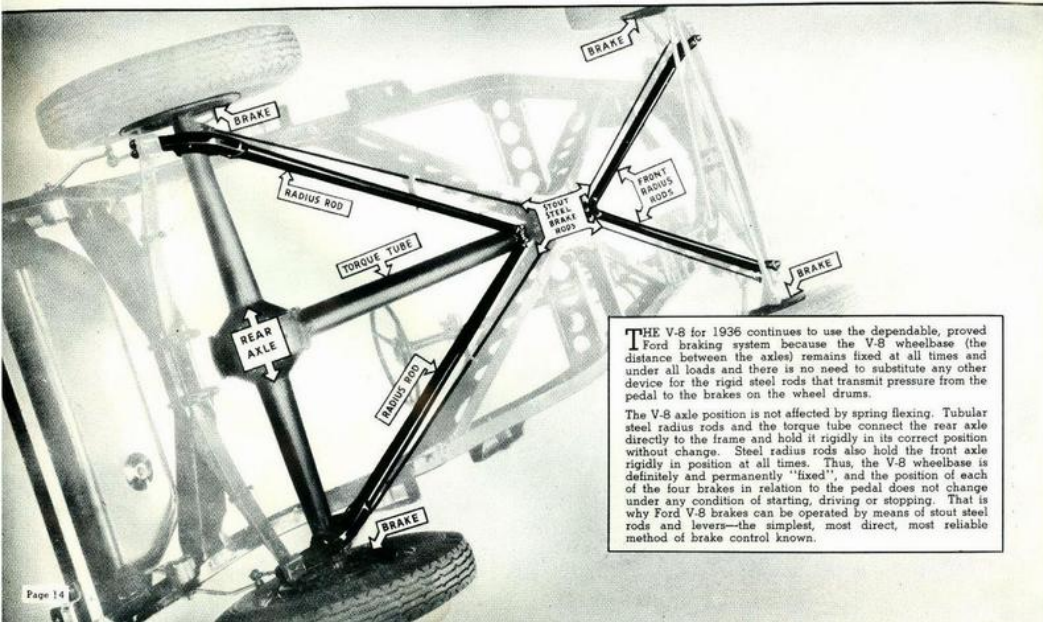
All brakes are alike in that the actual brake consists of a shoe with lining on it which is pressed against the brake drum. In that respect, all brakes are mechanical even though the method of transmitting the pressure from the foot pedal to the drum may vary. Obviously, the safest way to transmit that pressure is through stout, non-flexible steel rods, such as are used on the V-8. Obviously, too, the introduction of additional devices does not tend to simplify the system, and—all engineers agree that the simplest systems are the most dependable because there is less to go wrong. We have experimented with every known type of braking system and have retained the non-flexible all-mechanical system in the V-8 because, to date, it has proved to be the most positive and reliable system for our car.



Compare this diagram with the one above and you will see what happens when you press the brake pedal in the V-8. Rods and levers have moved forward as one piece, forcing the wedge between the brake shoes, spreading them apart and pressing the lining material against the brake drum and thus retarding its movement.



HOW THE FORD "FIXED WHEELBASE" ENSURES *Positive Action* OF V-8 SUPER-SAFETY BRAKES!



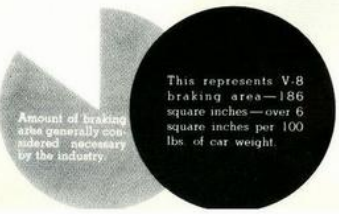
THE V-8 for 1936 continues to use the dependable, proved Ford braking system because the V-8 wheelbase (the distance between the axles) remains fixed at all times and under all loads and there is no need to substitute any other device for the rigid steel rods that transmit pressure from the pedal to the brakes on the wheel drums.

The V-8 axle position is not affected by spring flexing. Tubular steel radius rods and the torque tube connect the rear axle directly to the frame and hold it rigidly in its correct position without change. Steel radius rods also hold the front axle rigidly in position at all times. Thus, the V-8 wheelbase is definitely and permanently "fixed", and the position of each of the four brakes in relation to the pedal does not change under any condition of starting, driving or stopping. That is why Ford V-8 brakes can be operated by means of stout steel rods and levers—the simplest, most direct, most reliable method of brake control known.

YOU COULD CUT 3 OF THE 4 BRAKE RODS ON THE V-8 AND THE REMAINING BRAKE WOULD STILL OPERATE.

PERHAPS the best evidence of the reliability of the all-mechanical braking system is in the ability of each individual brake to continue in normal operation even when any or all of the others have been disconnected. Most people, of course, would prefer not to drive any car under such conditions, but, if emergency demanded it, the V-8 driver could proceed to the nearest service station, driving carefully and at a moderate pace in reasonable safety.

Irrespective of the method used to TRANSMIT braking action, the most important single thing about any brake is the area of braking surface (lining) which the shoes press against the drums. The bigger the braking surface, the more friction there is. The more friction there is, the better the grip, and the more easily and certainly do the brakes slow down and stop the car.



THE V-8 has a much larger braking surface than is necessary for the weight of the car and actually more per pound of car weight than some of the heavy, high-priced cars.

THE COMFORT AND CONVENIENCE OF THE FORD V-8

COMFORT and convenience in an automobile sometimes originate in places where you would least expect them to. When Ford engineers created the V-8 motor, for example, instead of setting its eight cylinders in one long row, they set them in two short rows, in the form of a V. This made the V-8 motor 10 to 12 inches shorter than ordinary eight-cylinder motors (and several inches shorter than most six-cylinder motors) and allowed that much more leg-room inside the body.

To achieve better load balance, the engineers moved this shorter motor forward eight inches so that it projects over the front axle. The weight of the motor, acting as a "damper" upon the flexing of the front spring, not only made an immense improvement in the smoothness of the rear seat ride, but permitted the whole seating arrangement to be moved forward, bringing the rear seat 15 inches ahead of the rear spring—further away from the point of natural motion and therefore less affected by it.

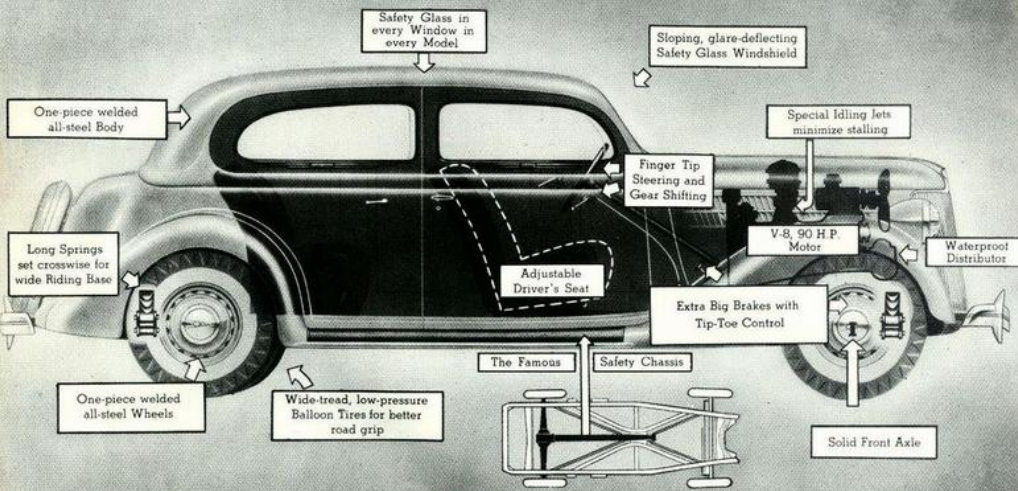
This conservation of space also permitted the introduction of a large luggage compartment behind the rear seat in the Sedan models. In the Touring Sedans, this extra space is added to the outside trunk. In Coupes, unusually generous dimensions are provided in the rear compartments.

Then there are a score of lesser details—the big windshield which you can open and close with the finger and thumb of one hand; the adjuster which permits the driver's seat in closed models to be moved four inches back or forth at a touch of your finger tips; the cigar lighter which can be passed around to rear seat passengers.

As you read about these and similar features in the following pages, remember that these cost you nothing extra in the V-8.

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COMFORT



NO OTHER CAR...REGARDLESS OF PRICE...HAS MORE
Safety BUILT INTO IT THAN THE FORD V-8!

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WHY THE 1936 V-8 Rides SO WELL

Here's a simple experiment which demonstrates the effect of the motor weight as a "damper" on front spring rebound. Suspend a flat iron on a string, at about shoulder level. Now, stand at arm's length and, with the palm of your hand, try to toss the iron quickly upward. You can't do it. That's because weight resists sudden movement. Now, move it gently up and down and you will see how the V-8 springs work.

WHEN the front wheels of the V-8 strike a bump, the upward motion of the wheels is absorbed by the front spring, which, of course, flattens out. Normally, the rebound of the spring, although checked by the hydraulic shock absorbers, would be sufficient to jerk the front of the frame upward and start that see-saw motion of the whole car which was characteristic of all cars until a few years ago. Ford engineers counteracted this condition, first, by using larger tires that soften the bump before it even reaches the wheel. Then, they installed DOUBLE-acting shock absorbers, to check violent spring movement in BOTH directions. Next, they made the front spring nearly eight inches longer, tapered each leaf tip and softened the tension. Finally, they moved the motor forward so that it projects over the axle and spring. The spring CAN'T toss that motor (and the whole car front) upward suddenly. The weight of the motor won't let it. Consequently, the 1936 V-8 is so free from sudden bounces and see-saw motion that even a rough country road doesn't bother rear seat passengers.



A FRONT SEAT RIDE FOR REAR SEAT PASSENGERS

...Because THEY RIDE 15 INCHES *Ahead* OF THE REAR SPRING

ON OCEAN liners, the first class staterooms are *always* amidships and in a Pullman the choicest berths are *always* in the middle of the car. That's because the farther away you are from the ends, the less you feel the motion of the vessel or vehicle. Years ago, the rear seats in all cars were directly over the axle. The front seats, being almost in the centre of the car, were much more comfortable. Now, take a look at the picture above and see how the V-8 seats BOTH have been moved toward the centre of the car. You must particularly note, of course, that the *Riding Base* of the V-8 is NOT the same as its *WHEELBASE*. The V-8 *WHEELBASE* is 112 inches but the V-8 *RIDING BASE* is 123 inches—the springs being that far apart. (In most other cars, wheelbase and riding base are identical or nearly so.) This *long* riding base, and the shortness of the V-8 motor, permit the whole seating arrangement to be placed forward so that passengers are cradled between—and not over—the springs. Note that the rear seat is actually 15 inches ahead of the rear spring.

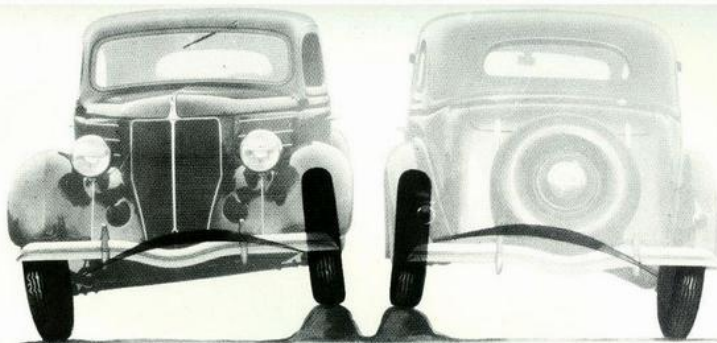
The see-saw illustrates how little the middle of a vehicle or vessel moves in comparison to its ends.



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These illustrations show how either side of front or rear springs flexes independently without tilting the car, giving the V-8 independent action in all four wheels.



INDEPENDENT ACTION IN ALL FOUR WHEELS

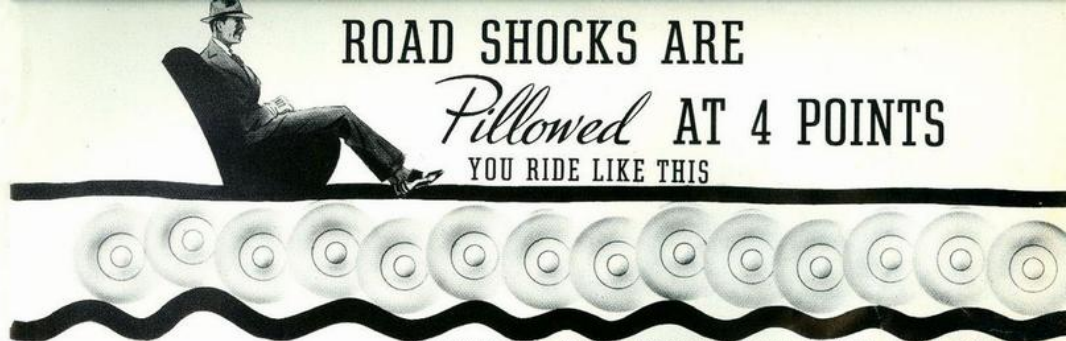
New design Houdaille adjustable, double acting, hydraulic shock absorbers are used to modulate spring movement BOTH upward and downward. These are attached by means of one-piece links and the same unit (NOT a smaller unit, as on most cars) is used on the front as on the rear. The "resistance" of these shock absorbers can be adjusted (manually) to suit your personal preference.



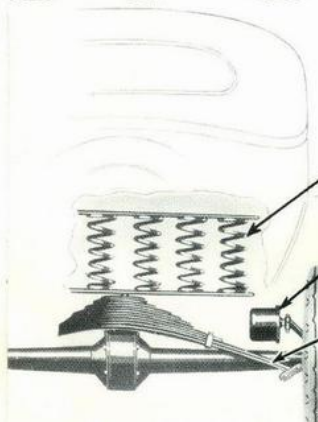
THE Ford was the first and still is the only car upon which any one wheel can rise over an obstruction independently. This is because Ford springs (unlike those in other cars) are NOT attached to the four corners of the frame. The centre of the spring is attached to the centre of the frame. The spring is set crosswise of the car (not lengthwise) and the flexible ends of the spring are attached to perches projecting from the ends of the radius rods, close to the wheels. If the left front wheel encounters a hump on the road, it rises over it and the left-hand half of the spring flexes accordingly. As the wheel slips down the other side of the hump, the left half of the spring "unflexes" and is back in its normal position again. That's all that happens when ANY of the four wheels meets an obstruction. There is no pitching of the frame corners, no heaving of body and passengers. Consequently you can drive a V-8 over rough roads without discomfort.

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ROAD SHOCKS ARE *Pillowed* AT 4 POINTS YOU RIDE LIKE THIS



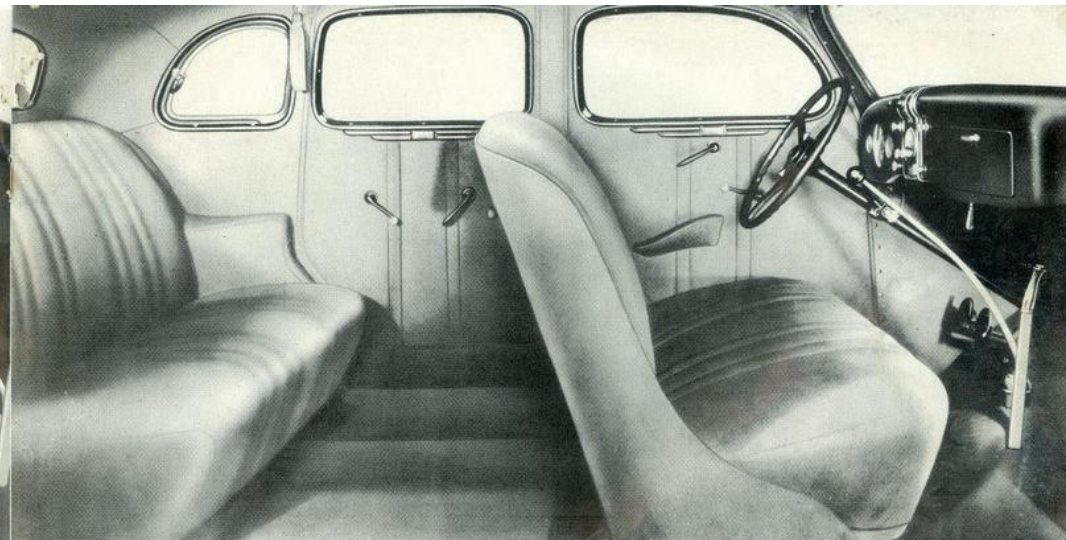
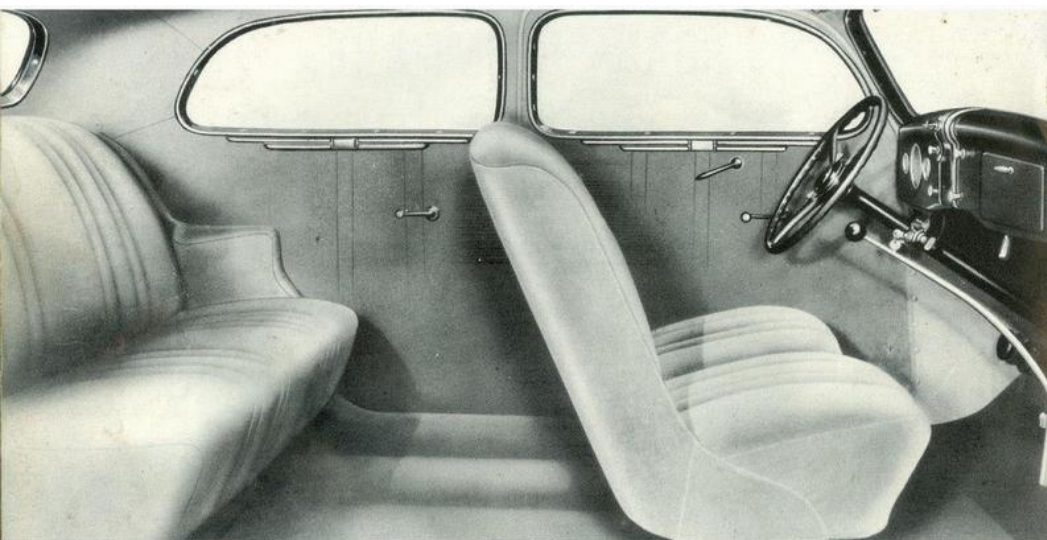
EVEN WHEN YOUR WHEELS ARE GOING LIKE THIS . . .



SEAT SPRINGS
•
SHOCK
ABSORBERS
•
CAR SPRINGS
•
6.00 x 16
TIRES

THE diagram at the left shows the four "checks" which are interposed between road shocks and passengers in the V-8. First, the large, low-pressure balloon tires which are exceptionally wide across the tread and act like a big pillow between the wheel and the road. Then, the long, flexible springs which flex away wheel movement and prevent it from pitching the frame. Next, shock absorbers which prevent sudden or violent movement of wheels, axles or springs. (They act some-what like a slow-moving pump which CANNOT be operated suddenly or violently). And, finally, the deep coil springs and thick padding in the seat cushions and backs. Riding comfort in all cars has been so much improved in recent years that people have become very critical upon this point. And the fact that two and a half million people have bought V-8's would indicate that it must be a very comfortable car to ride in.

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THIS is the interior of the V-8 Tudor Sedan, a very popular family car because it provides lots of room and is the lowest priced sedan model. The driver's seat is adjustable for leg length and both seats tilt forward. The doors, however, are exceptionally wide—40 inches—so wide that most children can slip into the rear seat without moving the front seat at all. Upholstery is of the same quality used in much higher priced cars. The luggage space behind the rear seat is adequate for all ordinary requirements. The Tudor is exceptionally safe for young children because they cannot reach the door handles unknown to the front seat passengers. For further details, see Page 57.



Tudor and Fordor sedans have a large luggage compartment, wide and deep enough to hold several pieces of luggage.

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Tudor sedan front seats are of the high-backed bucket type—exceptionally comfortable because they curve around the passenger.



The new rear quarter swinging window

THE Fordor Touring Sedan is also a big, roomy family car and provides the convenience of four doors. Like all V-8 models with an individual front seat, it is wide enough to seat three adults in comfort. The new position of the gear shift lever permits three to occupy the front seat without cramping or hindering the driver. A new type window in the rear quarter swings outward at a touch of the finger, giving comfortable ventilation to rear seat passengers, winter or summer. Attached to the back of the front seat there is a sloping foot-rest for the comfort of rear seat passengers. The luggage trunk takes suitcases, hat boxes and packages out of the interior, leaving it clear for the passengers.



The built-in footrest, a new feature in

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SEATS ARE BUILT *Better* THAN MOST LIVING-ROOM FURNITURE

V-8 seats, like the most modern living-room furniture, are built upon a steel frame which cannot warp or shrink. Seats and backs are filled with resilient coil springs, set close and tied together to keep each spring in place. This is in accordance with the best furniture upholstery practice. In tying furniture springs, stout cord is used almost exclusively, but in the V-8 seats, the tying is done with small steel coil springs, more resilient than cord and many times more durable. The rear springs, which take most of the weight, are "boxed" like the springs in the highest priced cushions and mattresses. Over the springs lies a thick layer of padding, held in place by a tailored inner cover. This permits the upholsterers to tailor the outer cover to a perfect fit.



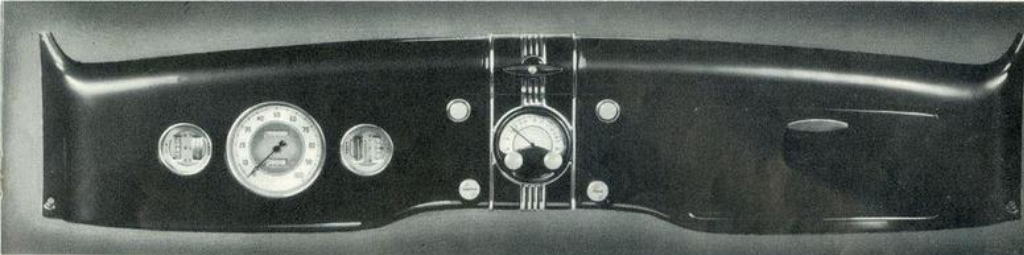
OIL GAUGE

All models are equipped with an electric fuel gauge. Deluxe models have, in addition, an oil pressure gauge, which is also electrically operated.



HEAT GAUGE

All cars are fitted with a combination water temperature indicator and ammeter which is designed to conform to the modern effect of the new instrument panel.



A HOST OF REFINEMENTS

FOR YOUR *Comfort* AND *Convenience*



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DRIVER'S ARM REST

This arm rest, attached to the door on the driver's side in all Deluxe closed models, adds so much to driving comfort that you will wonder how you ever got along without it.

GLOVE COMPARTMENT

So, too, with the glove compartment on the right of the dash. Keeps maps, cigarettes, sun glasses, gloves, pocketbooks, cameras, etc., handy—but off the seats.



DOUBLE SWINGING SUN VISORS... in Deluxe Coupes and Touring Sedans cut off glare from front or sides and add much to driving comfort.

ASH TRAY (Deluxe Models) AND CIGAR LIGHTER are in the centre where driver or passenger can reach them conveniently. The lighter can be passed to rear seat passengers.



The V-8 instrument panel is a model of compactness and convenience. Dials are grouped directly in front of the driver so that he can see them at a glance and the steering wheel is so set that neither spokes nor rim intervene. When a radio is ordered with the car it is built in at the factory and the control panel replaces the ash tray in the middle of the instrument panel—within easy reach of the driver's right hand. (The speaker is installed invisibly above the windshield—the best position).

Rear Ash Tray and Robe Cord add to comfort in the Fordor Touring Sedan.



REAR WINDOW CURTAIN in Deluxe Coupes and Touring Sedans... checks (by diffusion) the glare of headlights of cars behind.

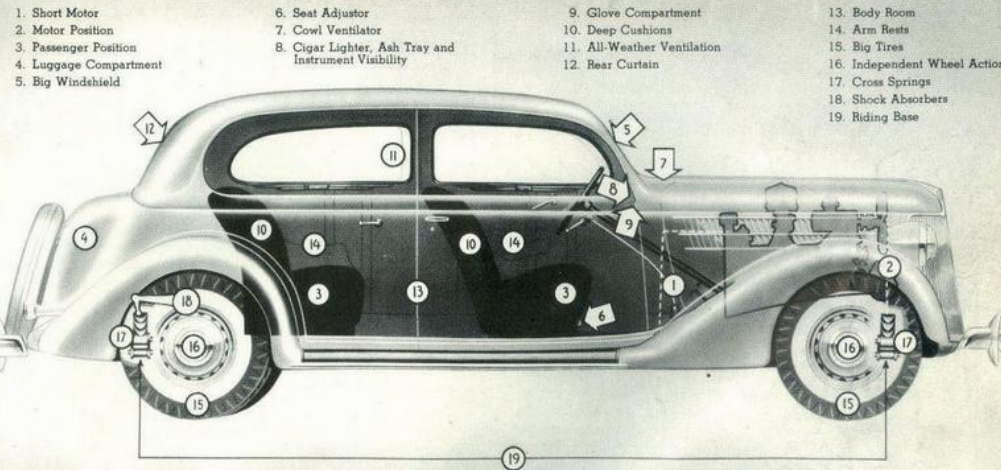


COWL VENTILATOR... scoops in air and directs it downward into the car.



SHOULDER ROOM, ELBOW ROOM AND LEG ROOM FOR *Six Adults*

WE COULD give you a whole list of measurements to prove that the V-8 body is an exceptionally large one and that it has as much room as some cars costing several hundred dollars more. But the best proof is to have half-a-dozen adults get into a Sedan and see how comfortably they are accommodated. You can do this at any Ford dealer's salesroom.



1. Short Motor
2. Motor Position
3. Passenger Position
4. Luggage Compartment
5. Big Windshield
6. Seat Adjustor
7. Cowl Ventilator
8. Cigar Lighter, Ash Tray and Instrument Visibility
9. Glove Compartment
10. Deep Cushions
11. All-Weather Ventilation
12. Rear Curtain
13. Body Room
14. Arm Rests
15. Big Tires
16. Independent Wheel Action
17. Cross Springs
18. Shock Absorbers
19. Riding Base

In the Touring Sedans the trunks are not accessible from inside the car and luggage is therefore protected even though the ignition key is left with the car as there are special locks on the trunk. Special luggage as shown at right is available from your Ford Dealer.

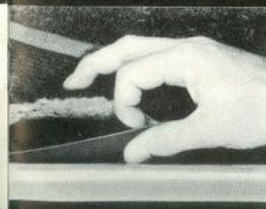


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In all closed models the driver's seat is adjustable for leg length—at a touch of the finger.



Live rubber, then a thick pad, then a carpet cover the floor to keep out dust and cold in the rear of Touring Sedans.



MORE COMFORT AND CONVENIENCE FEATURES... *more*
than in many cars costing twice as much.

Many Things CONTRIBUTE TO THE SATISFYING ECONOMY OF THE V-8.

THE publisher of a popular magazine recently sent out a number of specially trained men and women to find out what things influence most people in choosing an automobile. These investigators talked to over 3,000 car owners. When all the answers were tabulated it was discovered that the thing that was most important to most people was ECONOMY. They wanted other things too, of course, but even more, they wanted a car that didn't cost too much to buy, that cost little to run, that could be repaired cheaply when necessary, and which would still have a lot of its original value left in it when they wanted to trade it in. That's the kind of car we've been making and selling successfully for over 30 years.

FORD V-8 FIRST COST IS LOW

The V-8 is low in first cost because it is among the lowest priced of all cars. Actually the first cost is very much lower than indicated by the price tag because of the exceptionally high value which is given for the price. Consider that some of the undernoted features, all of which are given in the V-8 at no extra cost, are obtainable only in other cars of considerably higher price or in still others at extra cost:—V-type 90 H.P. Motor, aluminum cylinder heads and intake manifold; dual carburetor; permanently adjusted valves; gearless distributor drive; independent wheel action; torque tube and radius rod drive; three quarter floating rear axle with straddle mounted driving pinion; air-cooled malleable iron alloy brake drums; all mechanical super-safety brakes; clutch with centrifugal pressure weights; safety glass throughout; 17 plate battery; bonderized fenders; one-piece welded steel wheels, etc.

YOU ARE AMONG THE IMPORTANT ECONOMY FACTORS

Many factors affect the cost of running a car and one of the most influential is the driver. The driver who races his motor, starts in second gear, habitually uses full power acceleration from a standing start, drives much at extremely high speeds and uses his brakes a great deal, won't find ANY car as economical as will the driver who takes things a little more moderately. Those are economy factors which each driver must control for himself. For our part, we feel that we have done an exceptional job in making the V-8 mechanically economical.

Aluminum cylinder heads, for example, actually add 10% to horsepower and do it on ordinary gasoline. The kind of bearings used in the motor, the mirror finish on the cylinder walls, the light weight cast alloy pistons, all make the motor easier running. The motor, therefore, uses less power to move its own parts and delivers more power to the wheels. Inside the V-8 motor there are 16 valve lifters. At first these were plain steel cylinders. By cutting diagonal slots in the side of these, Ford engineers reduced the weight of these lifters enough to add one horsepower to the output of the motor. Some of the other things which reduce the running cost of the V-8 are described in the following pages.

LOW PRICED PARTS and LOW PRICED SERVICE

As regards maintenance, the V-8 owner enjoys a great advantage. The average cost of V-8 repair parts is low—and Genuine Ford Parts can be obtained almost anywhere.

Low first cost, low running cost, low maintenance cost make the V-8 a good car for the thrifty.



FOR NEARLY 20 YEARS THIS 4 CYLINDER FORD WAS THE WORLD-WIDE STANDARD FOR *Economy* IN FUEL and OIL CONSUMPTION

TWENTY-EIGHT years ago, Ford introduced to the world the car which was destined to become more famous than any other machine ever created—the Model T Ford.

It became famous because it supplied a great existing need—the need for a faster, more dependable vehicle which would enable the average individual to come and go as he pleased, to carry goods to market quickly and to reach new markets.

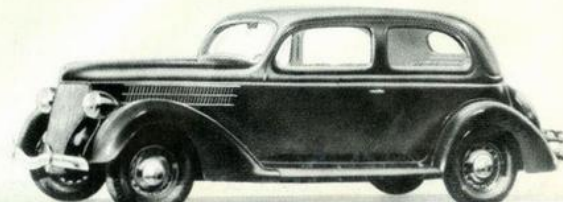
Because it did this successfully, the Model T found eager buyers in the four corners of the earth—over 21,000,000 of them. In order to be of practical use to these buyers the Model T HAD to be economical, HAD to be dependable, because at first there were no service facilities in distant lands.

The Model T was SO economical that it became the world's standard in

judging fuel and oil consumption. And, because it was a 4 cylinder car, some people concluded that the number of cylinders was the chief factor in its economy.

This is now known to be a mistaken conclusion. Four cylinders do not necessarily consume less fuel than eight. A large, four cylinder truck motor may easily use twice as much gas per mile as the Ford V-8 motor. It isn't the NUMBER of cylinders that counts but the cylinder CAPACITY.

The Model T had four large cylinders and the V-8 has eight SMALL cylinders. The cylinder capacity of the V-8 motor is 26% more than that of the Model T motor, but because the V-8 motor and, in fact, the whole car, is better designed, the V-8 develops more power on a gallon of gas than any car we have ever made.

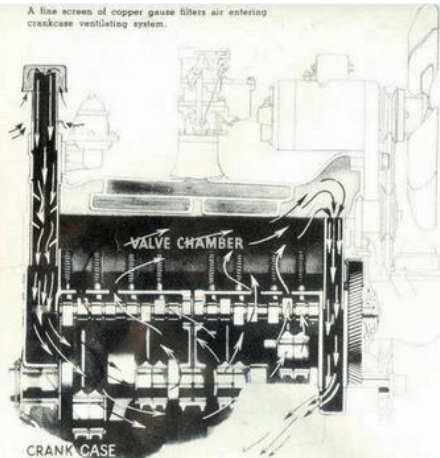


"THE FORD V-8 IS THE MOST ECONOMICAL FORD CAR EVER BUILT." *Henry Ford*

ECONOMY

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A line screen of copper gauze filters air entering crankcase ventilating system.



THESE FEATURES HELP YOU SAVE MONEY ON GAS AND OIL

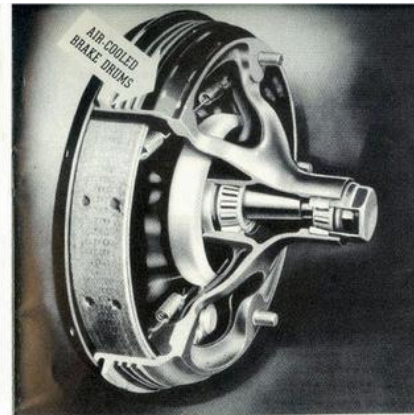
EVERY gallon of gas your motor consumes produces, among other "by-products", more than a gallon of water in vapor form. Such vapors circulating in valve chamber and crankcase tend to cause "sludge" in the oil and also to dilute the oil. If allowed to remain while the motor cools, they may condense and cause rust and corrosion or might freeze into ice pellets which could block the lubricating system. The V-8 crankcase ventilating system removes these vapors promptly. Air entering a finely screened duct at the rear of the motor circulates through the valve chamber and crankcase and escapes under the front of the motor. This current of air also aids in cooling the motor and the system as a whole, lengthens the life of the motor and increases the efficiency of both oil and gas.

Water-line thermostat automatically prevents cold water circulation until the motor has warmed up.



Manifold Heat Control, which is closed when motor is cold, automatically routes hot exhaust gases under carburetor until motor warms up.

IN cold weather all motors require "warming up" before they run really well. The more quickly they can be warmed up, the more quickly they begin to get full power out of the gas they consume and the less "choking" they require. When you start a V-8 on a cold morning, a closed valve in the exhaust line automatically sends hot exhaust gases through a passage under the carburetor pre-heating the fuel mixture so that it will burn better. Two more valves, in the hose connections between the motor and radiator, automatically shut off cold water circulation. Thus, the warming-up period is greatly reduced and an appreciable amount of fuel is saved on every cold start. When the motor has warmed up these three valves automatically open.

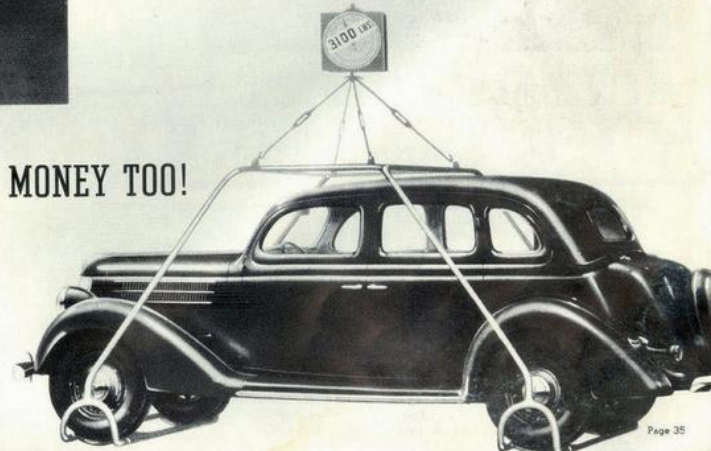


LARGE BRAKES DON'T wear out SO QUICKLY!

A CAR traveling at a given speed will require a definite amount of braking power to stop it. Braking power is created through friction between brake lining surface and brake drums. The larger the area of contact between linings and drums, the more friction is created and the more easily the car can be stopped. V-8 brake linings are larger in relation to car weight than the linings on most cars. They stop the car more easily, therefore they are used less. Wear is distributed over a much larger surface (186 sq. in.) therefore the V-8 linings last longer.

RIGHT-WEIGHT SAVES MONEY TOO!

YEARS ago it was generally believed that in order to be comfortable, a car had to be heavy. Any Ford dealer will be glad to prove to you how unsound that theory is. The V-8 is not a "light" car but it is *only* as heavy as its design requires. It carries no excess weight because we go to a great deal of trouble to remove it. More weight in the V-8 would add to nothing but your gas bills. That's why we take it out.



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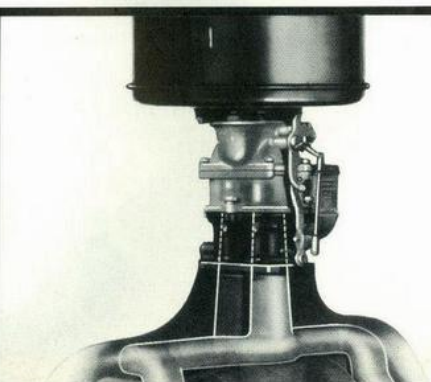
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FULL-LENGTH WATER JACKETS SAVE OIL

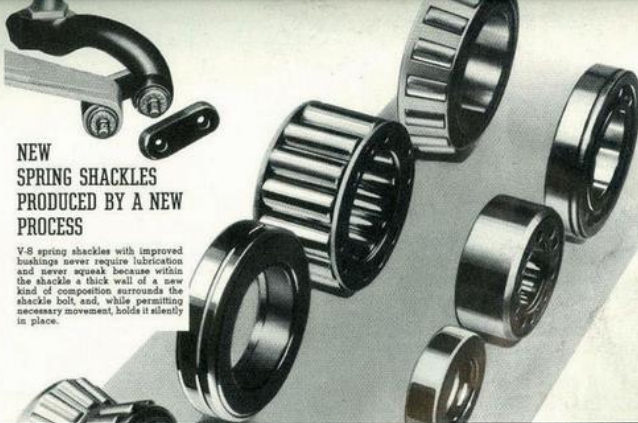
SURROUNDING the cylinders of the V-8 motor are chambers called water jackets through which cold water is pumped at the rate of 29 gallons a minute at 60 M.P.H. In many motors the water jackets extend only part way down the cylinder walls but in the V-8 they extend all the way from top to bottom and part way into the wall of the upper crankcase which is part of the motor block. Most motors are equipped with but one water pump. The V-8 has TWO. By efficiently carrying away excess motor heat, which would break down the motor oil and destroy its value as a lubricant, these full-length water jackets reduce oil consumption and save money for the V-8 owner. Oil economy is further assured through the mirror finish given V-8 cylinder walls. On most motors cylinder walls receive a fine hone finish as illustrated in #1 above, whereas in the V-8 still another operation is given resulting in a mirror finish as illustrated in #2 thus reducing friction and heat. Under normal driving conditions the V-8 motor oil need not be changed oftener than every 2000 miles.

FIXED MAIN JET CARBURETORS SAVE GAS



INSTEAD of the usual single carburetor, the V-8 motor has a dual carburetor—a carburetor with two throats, each of which is equipped with two fuel meters (called jets), one for idling and the other for normal driving. When your motor is "idling"—as, for instance, when you are waiting at a traffic light—the idling jet meters out the exact amount of fuel necessary at that low motor speed. When you step on the accelerator and drive away, the increase in motor speed automatically shuts off the idling jet and brings the driving, or main, jet into operation. The size of the driving jet is fixed to give exactly the right amount of fuel under all driving conditions—just enough and no more, and, since it cannot be tampered with, you save fuel.

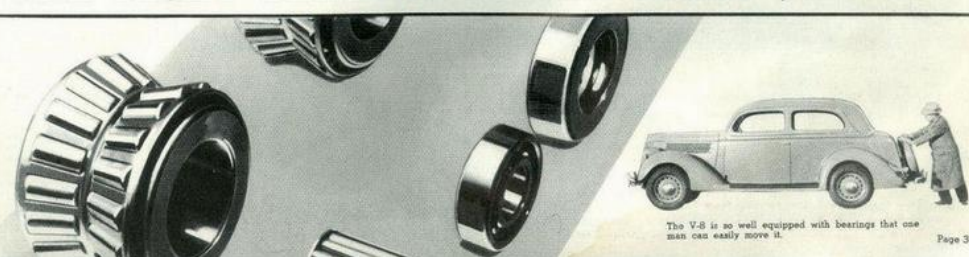
THE function of a bearing is to hold a moving part in place and yet allow that part to revolve with a minimum of friction. Therefore, it is important that a car have not only ENOUGH bearings, but, also, that those bearings be of the RIGHT KIND for the job they have to do. The V-8 has a total of 27 ball and roller bearings (more than many a higher-priced car) and each of these is perfectly suited to its job. For example, in some cars, the rear axle rides upon ROLLER bearings which, having a much larger bearing surface, naturally withstand many times as much wear. In some cars the clutch bearing is simply an anti-friction composition. The V-8 clutch has a self-lubricating ball bearing. Having plenty of bearings of the right kind makes the V-8 an easy running car so that less gas is needed to propel it.



NEW SPRING SHACKLES PRODUCED BY A NEW PROCESS

V-8 spring shackles with improved bushings never require lubrication and never squeak because within the shackle a thick wall of a new kind of composition surrounds the shackle bolt end, while permitting necessary movement, holds it silently in place.

THE RIGHT BEARING IN THE RIGHT Place

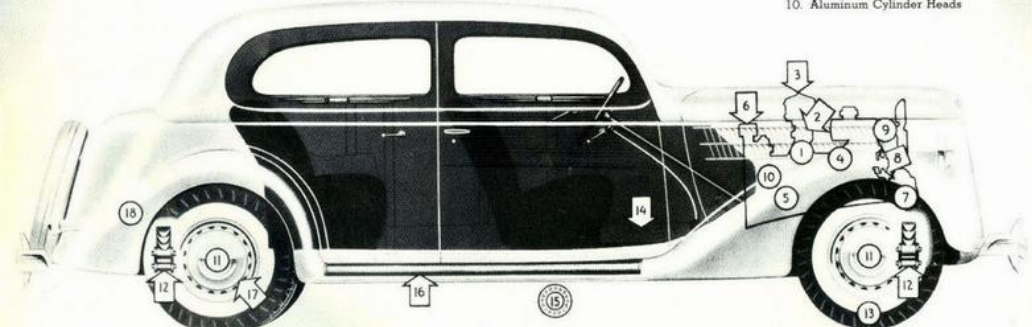


The V-8 is so well equipped with bearings that one man can easily move it.

1. Aluminum Duplex Intake Manifold
2. Fixed Main Jets in Carburetor
3. Dual Downdraft Carburetor

4. Full Length Water Jackets
5. Permanently Adjusted Valves
6. Crankcase Ventilation

7. Perfect Ignition Timing
8. Manifold Heat Control
9. Waterline Thermostats
10. Aluminum Cylinder Heads



11. Extra Large Brake Area
12. Silent Self-Lubricated Spring Shackles
13. Large 3-Rib Tread Tires
14. 17-Plate Battery

Another factor in the low cost of operating the V-8 is the lowness of the car. Keeping the car close to the ground lessens the area exposed to wind pressure. The rounded and sweeping contours of the car permit the wind to flow over and around it with a minimum of resistance.

15. The Right Bearing in the Right Place
16. Torque Tube and Radius Rod Drive
17. All-Mechanical Braking System
18. Rust Proofing

MANY REFINEMENTS HELP TO REDUCE THE COST OF OPERATING THE V-8!

AND HERE'S WHAT Owners ARE SAYING ABOUT V-8 ECONOMY!

"23.4 Miles per Gallon"

"I am just back from Alberta, having covered fully 2,000 miles with my new Deluxe Fordor," writes a Vancouver owner. "I kept a record of my mileage and found that I averaged 23.4 miles per gallon going with mixed gasoline and coming back I bought only high octane and averaged 24.3 miles per gallon."

"Consumption of Gas Unbelievably Low"

"On the completion of a round trip of approximately 4,000 miles between Montreal and Miami, Florida, in the Deluxe four door sedan, the Ford V-8 engine functioned perfectly and the consumption of gas, oil and water was unbelievably low," writes a Montreal publisher.

Averages 20.26 on Long Trip

"I recently completed a trip to Brockville and Toronto in my new 1935 Ford," writes Mr. George Casson of Winnipeg. "We traveled a total distance of 3,566 miles at a total cost of \$47.39, including an oil change before starting. We used 176 Imperial gallons and you will therefore see, secured 20.26 miles per gallon. This I consider very satisfactory in view of the fact that there were four of us in the car, together with all of our camping equipment and I travelled at an average speed of from 50 to 60 miles per hour."

Travels 200 Miles a Day Economically

"Now that I have gone over 3,000 miles since I purchased my 1935 Ford V-8 Coupe, I thought you might be interested in knowing the satisfaction I am having with it," writes Mr. M. S. Patterson, of Belleville, Ontario. "I am traveling over 200 miles per day at speeds varying from 40 to 60 miles per hour. My gasoline consumption is anywhere from 23 to 25 miles per gallon with no oil being used whatever between oil changes."



STOCK V-8 MAKES 21.75 MILES PER GALLON IN 10,354-MILE CONTINUOUS TEST RUN

Traveling at an average speed of 35.6 miles per hour for 290 hours, 13 minutes net running time, a stock Ford V-8 circled the Maritimes for a total of 10,354 miles at an average of 21.75 miles per gallon. Oil was changed regularly every 1,000 miles, but not an extra drop was required between changes. Significant is the fact that here was a test, not run over a flat, paved speedway, but through town traffic and over every kind of country road, night and day, in hot and stormy weather. Such economy of operation, established by official record, gives reliable promise of what may be expected of the Ford V-8 for 1936 with its refinements and improvements. A better criterion is the experience of owners.

Leaves Nothing to be Desired

"Having driven my V-8 Fordor over 10,000 miles, I can truthfully say it is the finest car I have ever driven and I have owned and driven a number of fine cars," writes an Okla. Alberta, owner. "Its ease of handling, economy, comfort and riding ability leave nothing to be desired. I am averaging over 20 miles to the gallon and add so oil between 1,000 mile changes."

"Very Economical on Gas and Oil"

"I find my Ford V-8 very economical on gasoline and oil," writes Mr. James F. Smith, of Blainville, Alberta. "My average on gasoline is 21 miles per gallon, and I do not have to add any oil between 1,000 mile changes."

Averages 20.87 at 25,000 Miles

"In regard to economical operation, I might say that I have driven my V-8 Deluxe Fordor Sedan over 25,000 miles and after figuring out my gasoline mileage, find that this car has averaged 20.87 miles to the gallon," writes a Winnipeg owner.

Delivery Averages 22 Miles per Gallon

"Up to October 1, 1935, our Ford V-8 Deluxe Delivery had covered a total distance of 66,000 miles, without a valve grind or any adjustment to the engine, with the exception of cleaning and adjusting the timing," writes Mr. George Butler, of Vancouver, B.C. "Total gallons of gasoline purchased, 3,000 (average of 22 miles per gallon). The roads we travel over have been very gravelly and dusty."

SPECIAL FEATURES THAT INDICATE THE QUALITY BUILT INTO THE *Unseen Parts* OF THE V-8

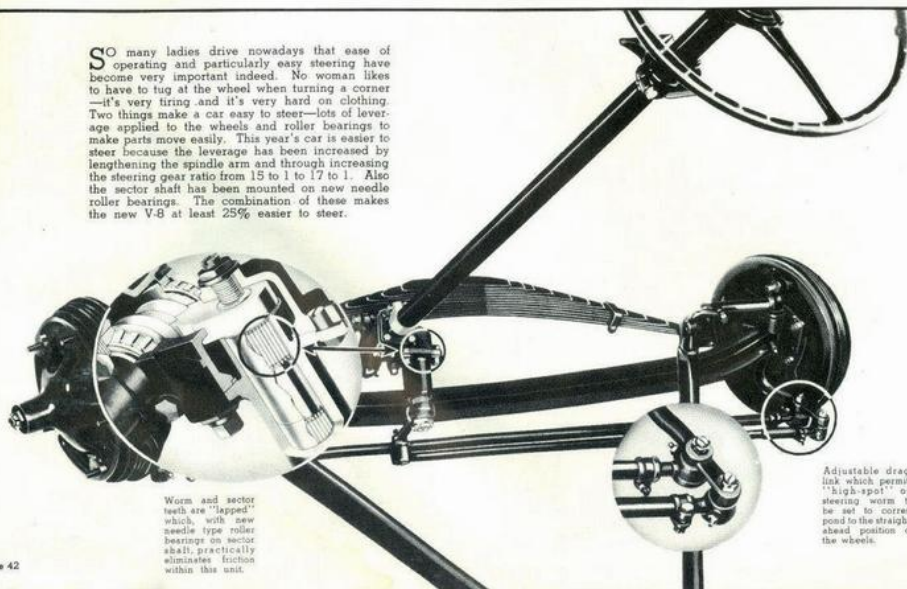
THE most important things in an automobile are the things which 90% of the car owners never see. We are somewhat extravagant in the quality we put into vital hidden parts. For example, in every car we build there are over 40 different kinds of steel so that every steel part will have exactly the right tensile strength, hardness or resiliency for its special job. We could get along with half as many kinds. We could use a motor much less expensive than the V-8 with its many refinements. We could save money by leaving off the torque tube and radius rod drive—no other low-priced car has it. But the torque tube and radius rods do a great many things which improve safety, comfort, steering, braking and durability. Therefore, you get them in the V-8. We could make another saving by mounting our rear axle drive pinion in the conventional manner—with one supporting bearing. But the second supporting bearing which we add is so effective in preventing undue wear (which eventually would mean trouble and expense) that we feel that it is worth more to you than the saving would be to us. These are the things that really count now and in a year, two years, five years from now. They are things which every car user ought to know about. You may care to read about some of them in the next few pages.

SPECIAL FEATURES

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MORE ROLLER BEARINGS *and* NEW 17 TO 1 RATIO GIVE YOU FINGER-TIP STEERING!

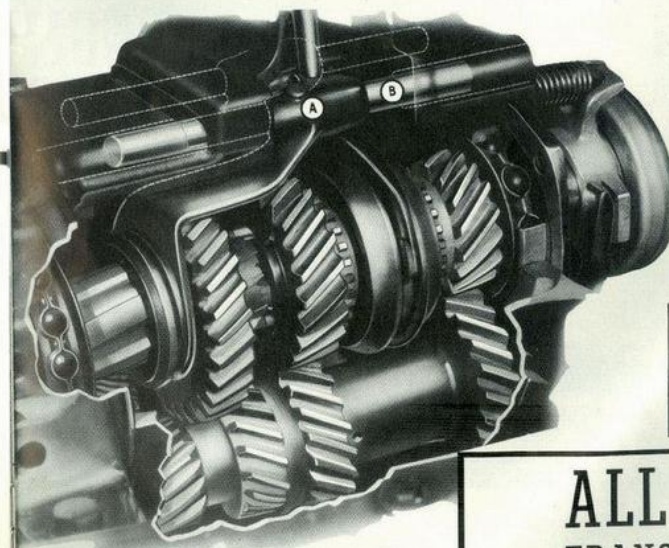
SO many ladies drive nowadays that ease of operating and particularly easy steering have become very important indeed. No woman likes to have to tug at the wheel when turning a corner—it's very tiring and it's very hard on clothing. Two things make a car easy to steer—lots of leverage applied to the wheels and roller bearings to make parts move easily. This year's car is easier to steer because the leverage has been increased by lengthening the spindle arm and through increasing the steering gear ratio from 15 to 17 to 1. Also the sector shaft has been mounted on new needle roller bearings. The combination of these makes the new V-8 at least 25% easier to steer.



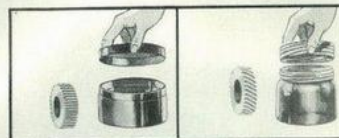
Worm and sector teeth are "lapped" which, with new needle type roller bearings on sector shaft, practically eliminates friction within this unit.

Adjustable drag link which permits "high spots" on steering worm to be set to correspond to the straight-ahead position of the wheels.

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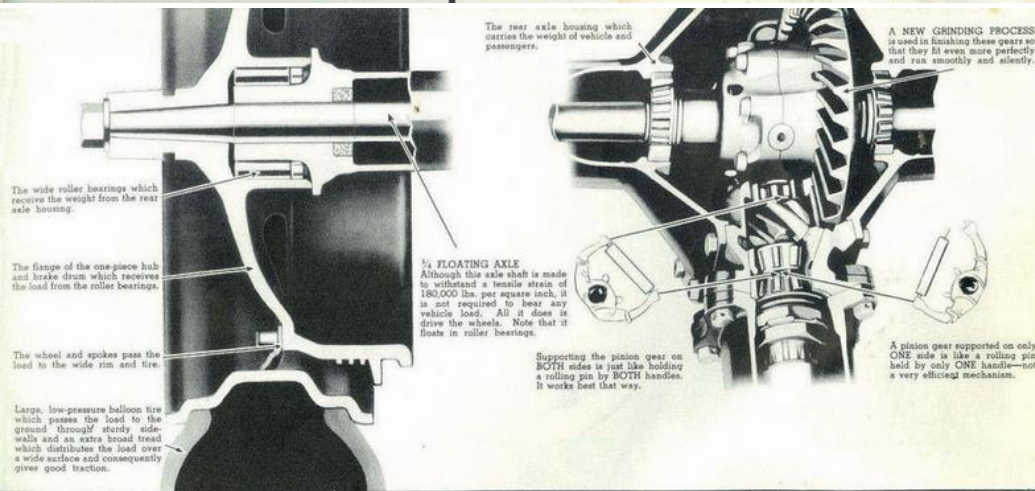


IN ordinary transmissions the shifter fork, marked "A" in the illustration, slides upon the shift rail, marked "B", and, being small, tends to "bind", making gear-shifting difficult. In the V-8 transmission these forks are fixed to the shift rails and the whole unit moves. Try the V-8 gear shift and see how easily it operates as a result of this improvement. By cutting the teeth diagonally across the edges of the gears engineers have secured an even finer meshing of the gears. The "push" of one gear upon another is spread over a much larger surface and the engagement is more continuous. They do their work better, and they do it silently, even the reverse gear being soundless. The two sets of helically cut teeth slip together as smoothly and easily as a screw top onto the threaded neck of a fruit jar.



ALL-SILENT TRANSMISSION *and* FINGER-TIP GEAR-SHIFTING

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The rear axle housing which carries the weight of vehicle and passengers.

The wide roller bearings which receive the weight from the rear axle housing.

The flange of the one-piece hub and brake drum which receives the load from the roller bearings.

The wheel and spokes pass the load to the wide rim and tire.

Large, low-pressure balloon tire which passes the load to the ground through sturdy side walls and an extra broad tread which distributes the load over a wide surface and consequently gives good traction.

The rear axle housing which carries the weight of vehicle and passengers.

1/4 FLOATING AXLE
Although this axle shaft is made to withstand a tensile strain of 180,000 lbs. per square inch, it is not required to bear any vehicle load. All it does is drive the wheels. Note that it floats in roller bearings.

Supporting the pinion gear on BOTH sides is just like holding a rolling pin by BOTH handles. It works best that way.

A NEW GRINDING PROCESS is used in finishing these gears so that they fit even more perfectly and run smoothly and silently.

A pinion gear supported on only ONE side is like a rolling pin held by only ONE handle—not a very efficient mechanism.

YOU'LL PAY HUNDREDS OF DOLLARS MORE FOR ANY OTHER CAR WITH AN AXLE LIKE THIS

The V-8 rear axle is unique among low-priced cars because it includes two very important engineering differences. One is the "straddle" mounting of the drive pinion, shown above at the right. At this point, the engine power ends its journey from the motor, along the propeller (or drive) shaft and starts its journey across the axle to the wheels. Great strength and rigidity are required at this point in ANY axle. In most axles the far end of the propeller shaft is unsupported. In the V-8 axle (and in those of much higher priced cars) a stout steel support "straddles" the small (pinion) gear and grasps the far end of the shaft, holding it rigidly in position and preventing strains and vibration. A bearing on the far end of the shaft allows it to revolve freely.

The other difference, illustrated at the left, is the 1/4 floating rear axle. In all other low-priced cars, the rear axle shaft not only drives the wheels but bears the weight of the car and passengers. In the V-8 axle the shaft does nothing but turn the wheels. The weight is carried upon the axle housing which transmits it directly to the wheels.

This minimizes wear upon the axle shaft and makes for a quieter, smoother, more durable rear axle. The car owner who has experienced the trouble and expense resulting from excessive wear in the rear axle will understand how greatly these two features contribute to efficiency and economy in the V-8.

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Front radius rods transmit driving forces directly to the front axle and wheels, and hold them always in perfect alignment.

Outer and inner frames come together to form a steel "box"—one of the strongest methods of construction known.

The torque tube and radius rods carry the driving forces directly to this point in the frame, where they are distributed through the X-type inner frame and cross members. The smooth, level, gliding motion of the V-8, under sudden acceleration or braking, results from this arrangement. It also contributes greatly to safety and easy handling.

The propeller shaft is carefully balanced to eliminate "whip" which might cause vibration and noise. Note that the sturdy torque tube encloses and protects the propeller shaft. All driving parts of the V-8 are completely enclosed, from engine to wheels.

The sturdy X-type inner frame which extends all the way from front to rear of motor frame, tracing its entire length.

In most cars, the wheels push the axle, the axle pushes the springs, the springs push the frame and body—and so the car moves. In braking, the brakes pull back the wheels, the wheels pull on the springs, the springs pull on frame and body—and the car stops. Sending driving and braking forces through the springs is what causes the rear end of some cars to "squat" when the car starts to move, and the front end to "dive" when the car stops. In the V-8 driving and braking forces pass from wheels and axle to the torque tube and radius rods and thence to the frame. And, since the torque tube and radius rods are stout steel tubes, there is no "play" in the V-8 drive, and no "squatting" or "diving". And, the springs are not required to do anything but support the frame and body, which is their proper function. Furthermore, both front and rear radius rods hold the wheels in perfect alignment and make steering and braking easier—especially on tough roads.

THE FAMOUS TORQUE TUBE and RADIUS ROD DRIVE

...only on the V-8 and other cars costing hundreds of dollars more

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Some OF THE THINGS THAT MAKE THE V-8 AN INEXPENSIVE CAR FOR YOU TO OWN!



UPHOLSTERY FABRICS OF EXCEPTIONAL QUALITY

All kinds of things happen to car upholstery—children drop pieces of candy, grease spots appear. Most forms of soil can be removed from V-8 upholstery by simply sponging with water or soda or using a little good "cleanser" as directed. Either Tan Pine-Strip Broadcloth or Tas Mohair may be had in any Deluxe closed car, except the Cabriolet, which is equipped with woolen worsted Bedford Cord or tan leather. Mohairs have a special rubber backing in which the pile is permanently set. Worst Bedford Cord is used in all closed cars without Deluxe appointments.

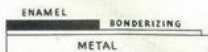
STANDARDIZED LUBRICATION AT NO EXTRA COST

Proper lubrication is vital to the life of moving parts. Lubrication by your Ford dealer ensures each part getting enough of the particular kind of lubricant specified for that part. You pay nothing extra for this case of work—body who uses the specified lubricant at each individual point can do this work for less than the Ford dealer.



WINDSHIELD FRAMES ARE PLATED FIRST WITH COPPER, THEN NICKEL, THEN CHROME

Steel is the ideal material for windshield frames and chrome plate is the popular finish. But chrome doesn't unite with steel as well as it does with some other metals. Chrome plating unites perfectly with nickel plating, nickel with copper and copper with steel. Therefore, the V-8 windshield frames receive first, a coat of copper plate, then a coat of nickel plate, and finally a coat of chrome plate.



RUST-RESISTING TREATMENT PRESERVES CAR VALUE

If some careless driver scrapes the enamel on the fender of your new V-8 don't let it disturb you too much. V-8 fenders have a rust-proof coating of Bonderize between the metal and the enamel finish. So long as this coating is unbroken the metal is perfectly protected. This checks the attacks of rust on the UNDER side of the fenders too.

Several other exposed parts such as wheels, headlamps, tail-light, etc., are specially treated to resist rust and some of the "bright" parts, such as the grille moldings are of rustless steel.

MORE THAN 700 PARTS ARE OF RUSTPROOF MATERIAL OR RECEIVE SOME SPECIAL RUST-RESISTING COATING



Much of the manufacturing care that gives the V-8 its trouble-free operation and durability over many years is lavished upon unseen parts which most owners never think about. The fuel tank, for example, is made ofterne plate, a lead-coated steel which is rustproof and which will not release rust flakes to get into the fuel line and carburetor jets. Hundreds of other parts such as the wheel axle and parts of the braking system are treated with special coatings of cadmium, tin, zinc or lead—to protect the car and the owner's pocketbook.

TESTED RUBBER IS USED IN MORE THAN 200 PARTS

Good rubber isn't by any means cheap, but you'll find plenty of it used in the V-8. As a backing for mohair fabrics, for example, to hold every hair permanently in place and permit sponging. Note how soft and pliable



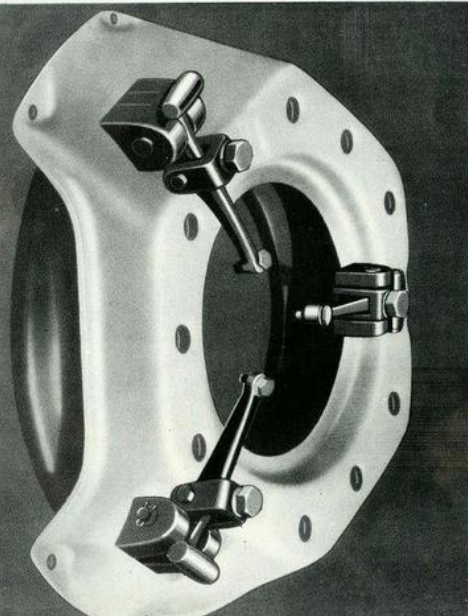
the weather-stripping around doors and windows is. Door stops, floor mats, motor mountings, pedal treads, water connections, running board mats, all require excellent quality rubber if they are to last long—as they do in the V-8. As for tires, no other manufacturer imposes more severe tests to ensure quality.



ENAMEL FINISH REQUIRES LESS WASHING AND POLISHING

The V-8 finish is baked enamel—entirely different from the finish on practically all other cars. It is baked to a glass-like hardness which so well resists the attacks of sun, rain, dust, snow, ice and alcohol anti-freeze, that it requires but little washing and polishing to keep it in first class condition. This saves, even if you do the work yourself.

CENTRIFUGAL WEIGHTS, PIVOTING UPON ROLLER BEARINGS, GIVE TIP-TOE CLUTCH OPERATION!



THE function of the clutch is to connect and disconnect the power of the motor to and from the wheels. When you release the clutch pedal, a disc plate on the end of the propeller shaft is sandwiched (by coil springs) into contact with the "pressure plate" and the face of the motor fly-wheel, all three revolve together, and the wheels move. In most clutches these coil springs are very powerful in order to hold the discs tightly together at high speeds. But in the V-8 the springs are helped by three weights which travel outward by centrifugal force, as motor speed increases, and exert tremendous leverage on the pressure plate, thus holding all three discs more and more tightly together. This permits the use of coil springs of ONE THIRD less tension than usual and greatly reduces the toe-pressure required to depress the V-8 clutch pedal. Only a few other cars, all much higher priced, have this type clutch.

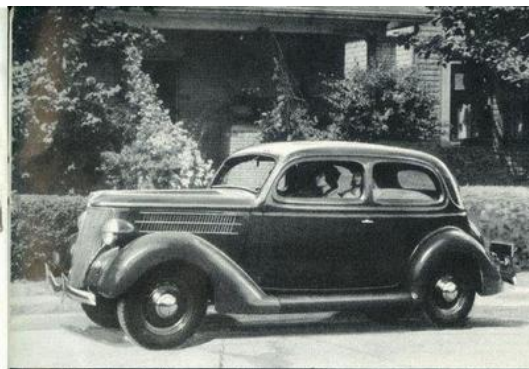


Leverage enables more work to be done with less energy. In the V-8 clutch, leverage aids in engaging the clutch. Consequently, less toe pressure is required on the clutch pedal to disengage the clutch.



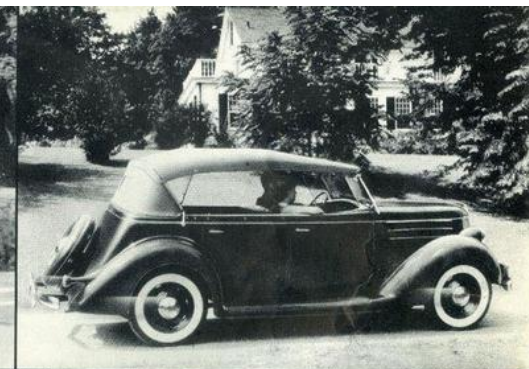
Car in gear and clutch pedal released. (A) and (C) are drawn together by coil springs, sandwiching (B) between them. All revolve together. Centrifugal weights pivot outward and forward, "levering" all three more tightly together as motor speed increases.

Above: Roller bearing upon which centrifugal weights move. Left (A) Motor fly-wheel. (C) Pressure plate with centrifugal weights. Both (A) and (C) revolve at motor speed. (B) Plate on end of propeller shaft, stationary when clutch pedal is depressed.



"WE BOUGHT A FORD BECAUSE IT COST SO Little TO BUY!"

MOST people have to think about first cost when they buy a car. The difference of a few dollars in each installment may look important on the monthly payment contract. Just the same, those dollars eventually add up to the price of a suit of clothes, or a year's payment on an insurance policy, or a piece of furniture for the home. The V-8 buyer doesn't have to make those sacrifices. That's one of the reasons why he chooses the V-8.

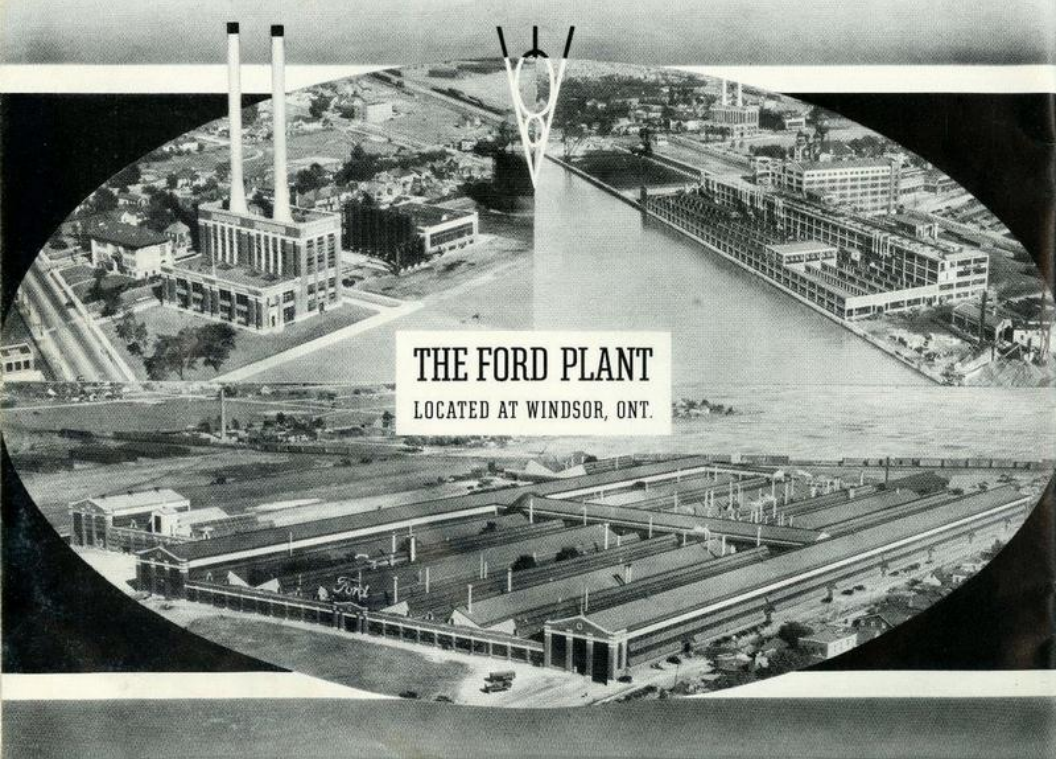


"WE BUY FORDS BECAUSE THEY ARE SUCH THOROUGHLY Good CARS!"

YOU'VE noticed how many people who used to drive so-called "big" cars are now driving V-8's! Many of those people could buy any car that took their fancy—regardless of price. And many of them operate V-8's as well as other cars that cost three or four times as much as the V-8. Others have given up the heavy, high-priced car altogether and use two or three V-8's instead. Why do they drive the V-8 in preference to other cars? It isn't because of price—price isn't a factor. They do it because the V-8 is such a thoroughly good car.

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THE FORD PLANT
LOCATED AT WINDSOR, ONT.



FOR 31 YEARS, A VITAL FACTOR IN CANADIAN PROGRESS AND PROSPERITY

MILLIONS IN WAGES TO CANADIAN WORKMEN

Since January first 1928, more than \$66,000,000 have been paid in wages by The Ford Motor Company of Canada, Limited. Payments in the past eighteen months are indicated in the following figures:

Payroll for the entire year—1934 \$6,500,000

Payroll for the first six months in 1935 \$6,000,000

The status of the Ford Motor Company of Canada, Limited as an employer of Canadian manpower is indicated in the following employment figures:

Average number of people employed during the years 1928 to 1934 inclusive 5,400

Average number employed during first six months in 1935 7,700

\$100,000,000 FOR CANADIAN MATERIALS IN SEVEN YEARS

Every year Ford of Canada buys in Canada millions of dollars worth of manufacturing materials, supplies and services such as steel, forgings, castings, rubber products, glass, upholstery fabrics, paint, lumber, oils, hardware, tools, maintenance supplies, etc. During the seven year period covering 1928 to 1934 inclusive, the sum of such purchases amounted to \$100,000,000.

Practically all of these disbursements in Canada represent in the final analysis payment to Canadian labor in one form or another.

\$1,900,000 TO CANADIAN TRANSPORTATION SYSTEMS IN FIRST SIX MONTHS OF 1935

Substantial amounts are paid yearly by Ford of Canada to Canadian transportation systems. During 1934 Canadian transportation systems (including Canadian National) received \$1,800,000 and during the first six months in 1935, the amount was \$1,900,000.

\$13,300,000 IN PRODUCTS SHIPPED OVERSEAS IN 1934

The manufacture and sale of Ford cars, trucks and parts for export to various parts of the world is an important asset to our country because it brings money in which is very largely spent in Canada for materials and labor. In 1934, export sales amounted to \$13,300,000. During the first six months of 1935, export sales amounted to \$12,900,000.

ONE OF CANADA'S LARGE TAXPAYERS

Payments for duties (after deduction of drawbacks) and taxes in Canada during the year 1934 amounted to \$1,600,000.

During the first six months of 1935, similar payments for duties and taxes amounted to \$1,250,000.

\$26,000,000 INVESTED IN PLANT AND EQUIPMENT

In order to earn money, people must have a place to work in and tools to work with. The Ford Motor Company of Canada, Limited has invested \$26,000,000 in buildings, machinery, tools and other equipment, necessary to the workers who make and distribute Ford products.

15,000 CANADIAN FORD SHAREHOLDERS

Of the Company's 22,000 shareholders 15,000 are resident in Canada.

Every time a Ford car or truck is manufactured at the Ford plant at Windsor, Ontario, all but a very small percentage of its total price starts to circulate through the pockets of people in all parts of the Dominion. Most of this money is quickly expended for wages, materials and services as indicated above and much of it eventually becomes wages paid to people in no way directly connected with the Ford industry. For example, the railroad man who handles the shipment takes part of that money home. It is soon re-distributed for food, clothing, rent, taxes, insurance, etc. It passes on to the store-keeper, the factory worker, the carpenter, the clerk, the school-teacher, the farmer and the fisherman. It carries the benefits of the Ford industry into every community in Canada. It does this because Ford V-8 cars and trucks contain a very high percentage of Canadian labor and material. We believe that no other car or truck is so completely made in Canada as the Ford V-8.

WHEN YOU BUY A FORD V-8 YOU ARE INVESTING NOT ONLY IN GOOD, ECONOMICAL TRANSPORTATION BUT ALSO IN CANADIAN PROGRESS AND PROSPERITY

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THIS POLICY IS GOOD ANY-

WHERE IN CANADA

EVERY new Ford car sold by an authorized Ford dealer carries with it the "Manufacturer's Service Policy," entitling the buyer to free inspection and adjustment of his car at 300 and 1,000 miles, free lubrication, (except for motor oil) at 1,000, 2,000 and 3,000 miles, and free replacement of any part which may prove defective in workmanship or material within 90 days after delivery or the first 4,000 miles of service, whichever should occur first.

This policy is your assurance of reliable

service, courteously and willingly rendered by your Ford dealer as part of his transaction with you. Should business or pleasure take you out of the territory served by the Ford dealer from whom you bought your car, during the period when this Policy is effective, you may obtain "Free Service Coupons" from the dealer and may take your car to any authorized Canadian Ford dealer wherever you may happen to be traveling and you will receive the same service you would receive from the dealer from whom you bought your car.

ENGINEERED TO BE Easily SERVICED

HERE are three examples showing how the V-8 is designed to be quickly and easily serviced at lowest possible cost to the owner.

1. Carburetor idling jets are adjusted by means of a partial turn of two easily reached thumb screws.
2. The generator charging rate is adjusted by loosening one screw, slipping back the cap, moving the brush holder one way or the other and replacing the cap.
3. Timing is adjusted by loosening a screw, moving it upward or downward along a marked scale, and tightening it.

These operations take but a short time and they are typical of the ease with which the whole V-8 can be serviced. Easy servicing takes less time, costs less for labor. Genuine Ford Parts are low in price. Low upkeep cost is one of the things that makes the V-8 an inexpensive car to own and operate.

SEVERAL years ago, Ford introduced an innovation in service so entirely new and so unusual that even yet, no other manufacturer is organized to offer it. This innovation is the MOTOR EXCHANGE PRIVILEGE. The motor is, of course, the hardest working part of any car and, after several thousands of miles of constant use, should be overhauled (unless it has received exceptional care). In order to give V-8 owners the quickest and finest overhaul service at the lowest cost Ford supplies FACTORY RECONDITIONED cylinder assemblies, which can be installed in a few hours and which cost only \$75 installed, plus tax and freight, and the owner's old engine. This reduces time required for an overhaul to a few hours and cuts quite a few dollars off the cost, and the reconditioned motor being perfectly adjusted in every detail, restores new motor performance to the car. The exchange privilege is gradually being extended to other units which require periodical attention.

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Ford

Ford

Genuine Ford Parts

available in practically every town in Canada

IN ORDER to make genuine Ford Parts available to Ford owners, no matter where they may be traveling, the Ford Motor Company has authorized the sale of these parts by selected service garages in almost every community throughout the Dominion. These parts are made on the same machines that produced the original parts in the car and are therefore identical in every respect. Consequently they fit properly with all related parts. As further encouragement to the Ford owner to use only Genuine Ford Parts, the Company has recently revised parts prices so that the majority of Ford-made parts now cost no more than substitute parts which hitherto have held out the inducement of a slightly lower price. Remember, Genuine Ford Parts are made to Ford specifications and design and are the only parts that should be used in the Ford car.



Ford

*Ford V8
DeLuxe Roadster*



DELUXE ROADSTER

To many people, riding with the top down is half the joy in having a car and here is the car that many such people prefer. The top is tailored tightly over natural wood bows with bright metal mountings and folds neatly into a boot which protects it from dirt. This boot is standard equipment as also are the windshield wings, which, of course, are safety glass. The driver's seat accommodates three comfortably. It is upholstered in genuine leather and the rumble seat, which is also standard equipment, is upholstered in tan artificial leather. The new one-piece steel wheels and rustless steel trim and chrome radiator grille make this a very sporty car. Colour options are the same as for the Touring Sedan Models. For further specifications see Page 65.

*Ford V8
Tudor Touring
Sedan*



TUDOR TOURING SEDAN

This handsome car combines the convenience of the big built-in trunk, also deluxe equipment with the low cost of the Tudor model and the safety for smaller children which results from there being no rear doors. For ease in entering and leaving the rear seat, the doors are exceptionally wide,—40 inches—and both seats tilt forward. The rear seat has arm rests and a hand strap and ash tray on the right-hand side. The bucket type front seats are high-backed and curved to fit the body and the driver's seat adjustment permits it to be moved four inches back or forth for leg-length. The radiator grille is chromium plated and the moulding is rustless steel as also is the running-board moulding. Interior hardware and instrument panel are finished in gray metallic pyroxylin and control knobs are coloured to match. Dome light. For further specifications, see Page 65. Colour options for the entire body, fenders and wheels are: Medium Lustre Black with bright apple green stripes, Washington Blue with Tacoma cream stripes, Cordoba Tan with poppy red stripes, Gray Vineyard Green with silver stripes, Gunmetal with poppy red stripes.

*Ford V8
Fordor Touring
Sedan*



FORDOR TOURING SEDAN

No other car has ever offered quite as much in comfort and convenience as this 1936 Fordor Touring Sedan. It seats six passengers in luxurious comfort. It has the convenience of four large doors, two new type hand straps at the rear seat, arm rests and foot-rest for rear seat passengers, and a big trunk, 44 inches long and 25½ inches wide at the bottom. Two matched-tone horns are concealed behind chrome-plated grilles, the running-board moulding is rustless steel and there are many other refinements which are detailed on Page 65. Cushions are Turkish type, and upholstery is tan velvet mohair or tan pin-stripes broadcloth. The rubber mat in the front compartment and the carpet in the rear compartment are fitted over thick, soft padding. Dome light. Colour options for the entire body, fenders and wheels are: Medium Lustre Black with bright apple green stripes, Washington Blue with Tacoma cream stripes, Cordoba Tan with poppy red stripes, Gray Vineyard Green with silver stripes, Gunmetal with poppy red stripes.

*Ford V-8
Fordor Sedan*



FORDOR SEDAN

If you require a six passenger sedan with inside luggage space you will like this roomy Fordor Sedan. The luggage space behind the rear seat is adequate for all ordinary requirements and is reached by tilting the back cushion forward, as shown on Page 27. Seat cushions and backs are upholstered in worsted Bedford Cord of very durable quality. Rear seats have arm rests, and a foot-rest. Standard equipment includes sun visor, horn, tail-light with reflex lens and both front and rear compartments are fitted with rubber mats laid over thick padding. The instrument panel and window mouldings are finished in gray metallic pyroxylin. Interior hardware is satin (Butler) finished. Dome light. Colour options are: Medium Lustré Black with apple green stripes and black wheels or Gunmetal Gray with poppy red stripe and gunmetal wheels. With both options radiator grille is painted to match body colours. For further specifications see Page 65.

*Ford V-8
Tudor Sedan*



TUDOR SEDAN

This is a popular model because it provides ample passenger and luggage space with a generous range of conveniences. As in all Ford models, safety glass throughout, aluminum cylinder heads, all-weather ventilation and independent action wheels are included at no extra cost. There is a big luggage space behind the rear seat and a glove compartment. Cigar lighter is in the instrument panel. The whole car is insulated. Upholstery is sturdy worsted Bedford Cord. Rubber mats, fitted over heavy padding, are used in both front and rear compartments. Dome light. For further details see Page 65. Colour options are Medium Lustré Black with apple green stripes and black wheels or Gunmetal Gray with poppy red stripe and gunmetal wheels. Radiator grille is painted to match body colour.

*Ford V-8
Convertible
Cabriolet*



CABRIOLET

This is the most dashing and stylish of all personal cars. The chrome plated windshield frame, radiator grille and horn grilles, the rustless steel moulding on radiator, the chrome mouldings on the louvers add the modern accent to any of the five body colours. The rakish tan top is perfectly tailored for smoothness and snug fitting. It is easily raised and lowered and slips into a compartment flush with the body. The rear curtain closes with a cinch fastener. Upholstery is woolen worsted Bedford Cord or genuine leather. The seat accommodates three and there is room for two more in the rumble seat, which is included without extra cost and is upholstered in tan artificial leather. Windows are enclosed in chrome plated frames and roll down flush with the sills. The shelf behind the seat is 57 inches long, 14 inches deep and nearly 17 inches wide—plenty of room for golf clubs, duffle bags and occasional small luggage. Colour options are the same as for Touring Sedan Models. For further details see Page 65.

*Ford V-8
De Luxe Coupe
(FIVE WINDOWS)*



DELUXE FIVE WINDOW COUPE

One of the handiest of all Ford Models, this car is admirably suited for small families, business and professional people. The upholstery is tan velvet mohair or tan pin-stripe broadcloth, and the seat has a four inch adjustment (which operates at a touch of the finger) to accommodate tall or short drivers. The shelf behind the seat is 18½ inches wide, 6 inches deep and 52½ inches long—long enough for a set of golf clubs. Interior hardware and instrument panel are finished in gray metallic pyroxylin and the panel includes glove compartment, cigar lighter and a convenient handle which enables you to open and close the windshield with your finger and thumb. As in all Ford cars, the floor mats fit perfectly around the pedals—an important feature in cold weather. The rear compartment is so large that it easily accommodates a full-sized trunk. It can be fitted with a rumble seat at extra cost. Dome light. Colour options are the same as for Touring Sedan Models. This same Model is also available without De Luxe equipment at a lower price. For further details see Page 65.

*Ford V8
DeLuxe Phaeton*



DELUXE PHAETON

For touring in picturesque country there's no car quite as enjoyable as the Deluxe Phaeton with its six passenger capacity and big luggage space behind the rear seat. It is also a fine "second car" for those who enjoy a change from the more formal closed models. The interior is upholstered throughout in genuine leather with pillow type cushions and seat backs. The stream-lined fawn top folds into a neat dust-proof boot and the safety glass windshield wings are standard equipment. The top bows are natural wood with bright metal mountings. The instrument panel being finished in gray metallic pyroxylin, makes the interior details as handsome as the exterior. The cigar lighter can be passed around, making it easy for both driver and passengers to light up when travelling with the top down. For further specifications see Page 65. Colour choices are the same as for the Touring Sedan Models.

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*Ford V8
DeLuxe Coupe
(THREE WINDOWS)*



DELUXE THREE WINDOW COUPE

The attractive appearance of this car is but one of the reasons why it is so widely preferred as a personal car by business and professional men and women. It is compact, yet the wide seat accommodates three comfortably. Behind the seat, there is a shelf 32½ inches long, nearly 6 inches deep and more than a foot wide—excellent for brief cases, instrument cases and packages. The rear window lowers—a convenient feature if you choose to have a rumble seat installed. As in all closed bodies, the roof structure is fully insulated so that it may be used as a radio antenna. When radio is installed at the factory (optional at extra cost) the speaker is built into the panel over the windshield without changing the panel's appearance and the whole panel functions as a sounding board. Upholstery is tan velvet mohair or tan pin-stripe broadcloth. Doms light. The rear compartment accommodates several large sample cases, and may be equipped with rumble seat at extra cost. Colour options are the same as for the Touring Sedan Models. For further specifications see Page 65.

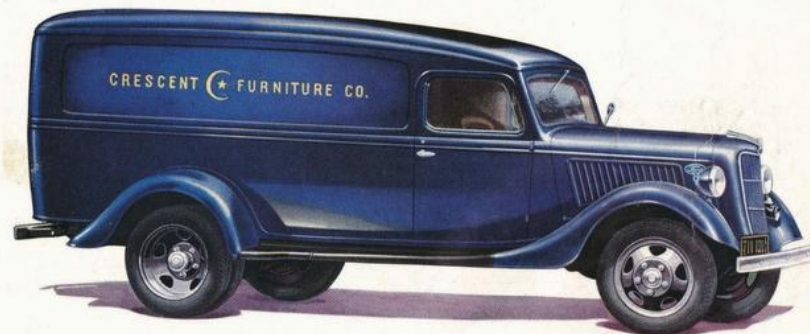
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SEDAN DELIVERY

This handsome and roomy delivery sedan is popular with merchants whose business requires the quick and economical handling of the lighter types of merchandise. The interior is insulated for the driver's comfort and to protect certain kinds of perishable merchandise. Instruments and instrument panel are the same as in the passenger car, with a dispatch box at the right of the panel. A passenger seat is available at low extra cost. The spare tire is carried in a compartment within the body. The hardwood floor is protected by steel straps and the rear door is wide, for easy loading. The load space is 65 inches long at the floor, 44 inches high and 48½ inches wide. Full range of colours is available and the large advertising panel permits the owner's name and business to be well displayed. Other body types available on the 112-inch chassis are: Light Delivery; DeLuxe Panel Delivery; and Station Wagon. The Commercial Chassis without Cab is available for the mounting of that type of body which does not require a cab. For further specifications see Page 65.

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FORD 80 H.P. ONE-AND-A-HALF TON 131½" TRUCK PANEL

The Ford extra-heavy truck construction gives additional ruggedness and durability at very low cost. The hardwood floor is protected by steel skid-strips. Steel plates protect the lower part of the interior, the roof is lined with insulating board and the upper sides protected by hardwood slats. Rear door opening is a one-piece channel steel frame which remains "square" under all normal operating conditions. Chassis frame is 7 inches in depth and 2½ inches in width. Centre cross member structure is 12½ inches deep—extra heavy construction for trucks of this capacity. Clutch is extra large—11½ inch diameter with 123.7 square inches of friction surface and is equipped with centrifugal weights which build up pressure at high engine speeds. The load space measures 115 inches long at the floor, 58½ inches wide, 97½ inches high.

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ash tray, a cigar lighter and a dome light, together with the usual instruments, complete the equipment.

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