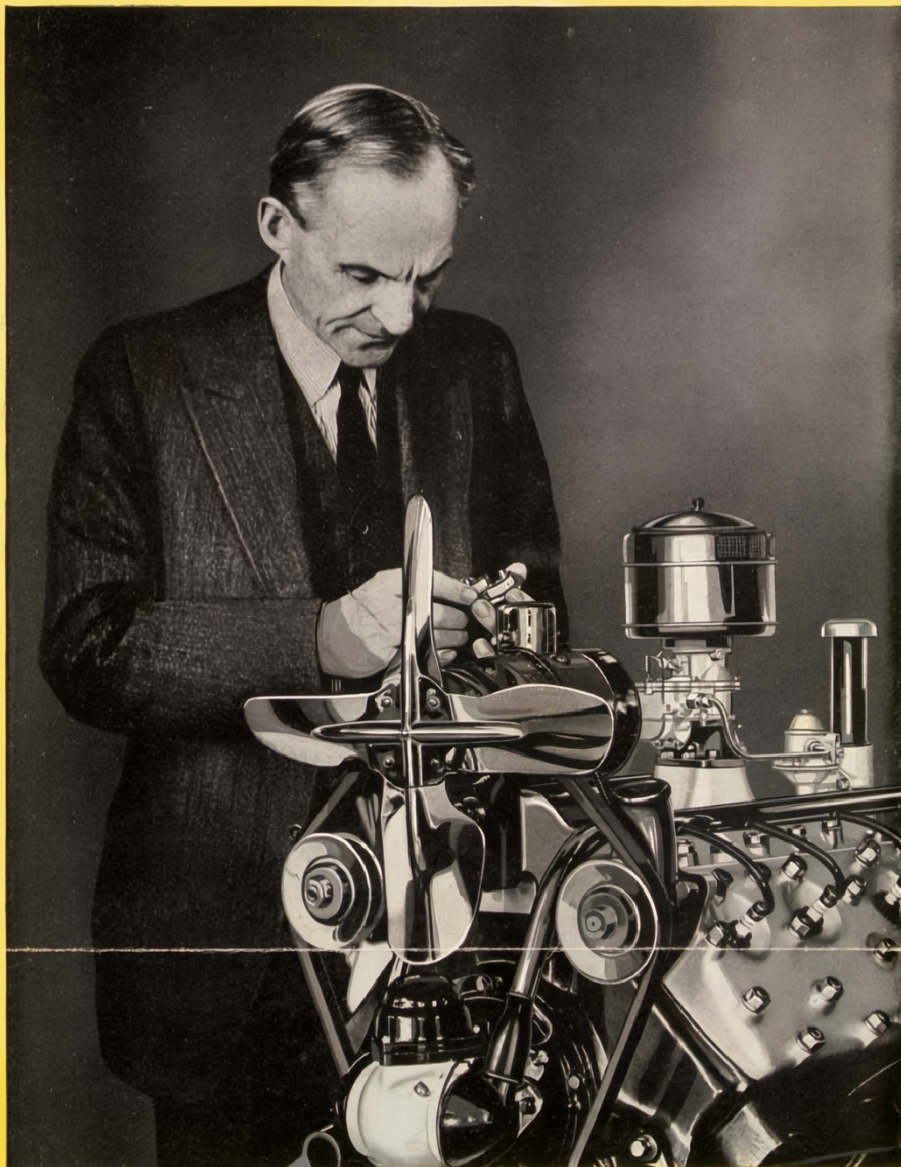




*The car  
without a  
price class*





THE new Ford V-8 is more truly than ever before "The Universal Car"—the car without a price class. It combines the newest, latest tested improvements in automobile building with the proved superiority of eight-cylinder performance. It is the only car now available in the low-price field with a V-8 engine.

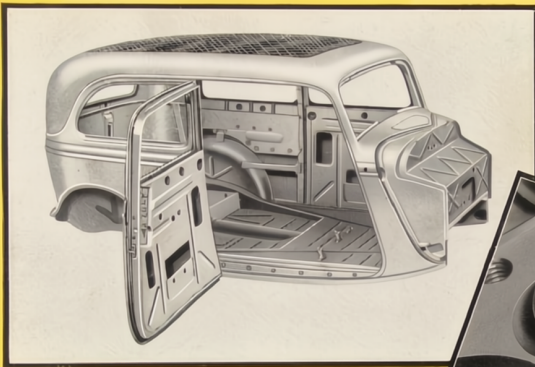
The New Ford V-8 has new lines, new interiors and new upholstery. Clear-vision ventilation. Easier steering. Greater riding comfort. More speed, power, smoothness and acceleration. Greater oil economy. Increased gasoline mileage because of the new dual carburetor and a dual intake manifold.

This new carburetion means increased engine efficiency—easier, quicker starting.

The wheelbase of the New Ford is 112 inches. This means more than it says—a longer wheelbase is not always more passenger room. The V-8 type engine takes less space, leaves more inside body room. It is not the length of the wheelbase that counts, but the available passenger space.

Your local Ford dealer will be glad to let you drive this New Ford V-8 for 1934, to see for yourself what it can do. You will find it the most completely satisfying car you have ever driven—regardless of price. And the most economical too.





#### ALL STEEL BODY

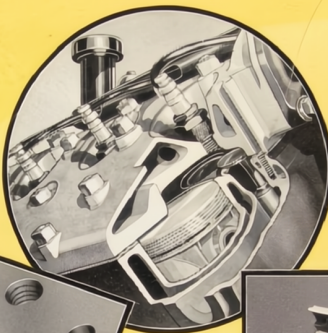
Strongest, safest body construction. Does not deteriorate with age. Improved safety glass throughout in all De Luxe closed cars.

#### VALVE SEAT INSERTS

High tungsten chrome alloy exhaust valve seat inserts. Corrosion-proof and unusually wear-resistant at high temperatures. Longer life.

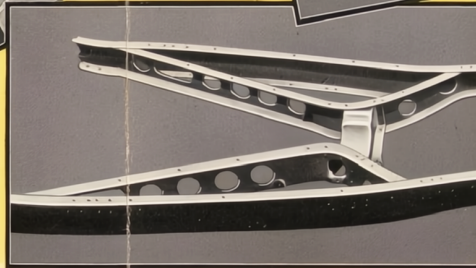
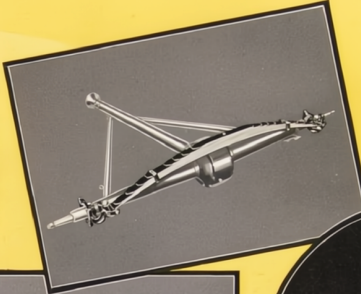
#### ALUMINUM CYLINDER HEADS

Better engine performance with regular fuels. New aluminum pistons reduce oil consumption. Chrome-nickel alloy valves help maintain engine efficiency.



#### MORE FLEXIBLE SPRINGS

Improved riding comfort. Spring blades of new design for quieter and easier action. They are the transverse double cantilever type for greater steadiness and safety.

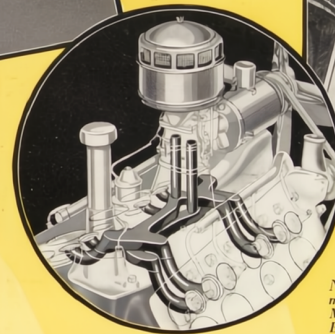


#### STRONG RIGID FRAME

Double-drop, double-channel. Two members forming X-brace are continued full length of side rails.

#### "CLEAR VISION" VENTILATION

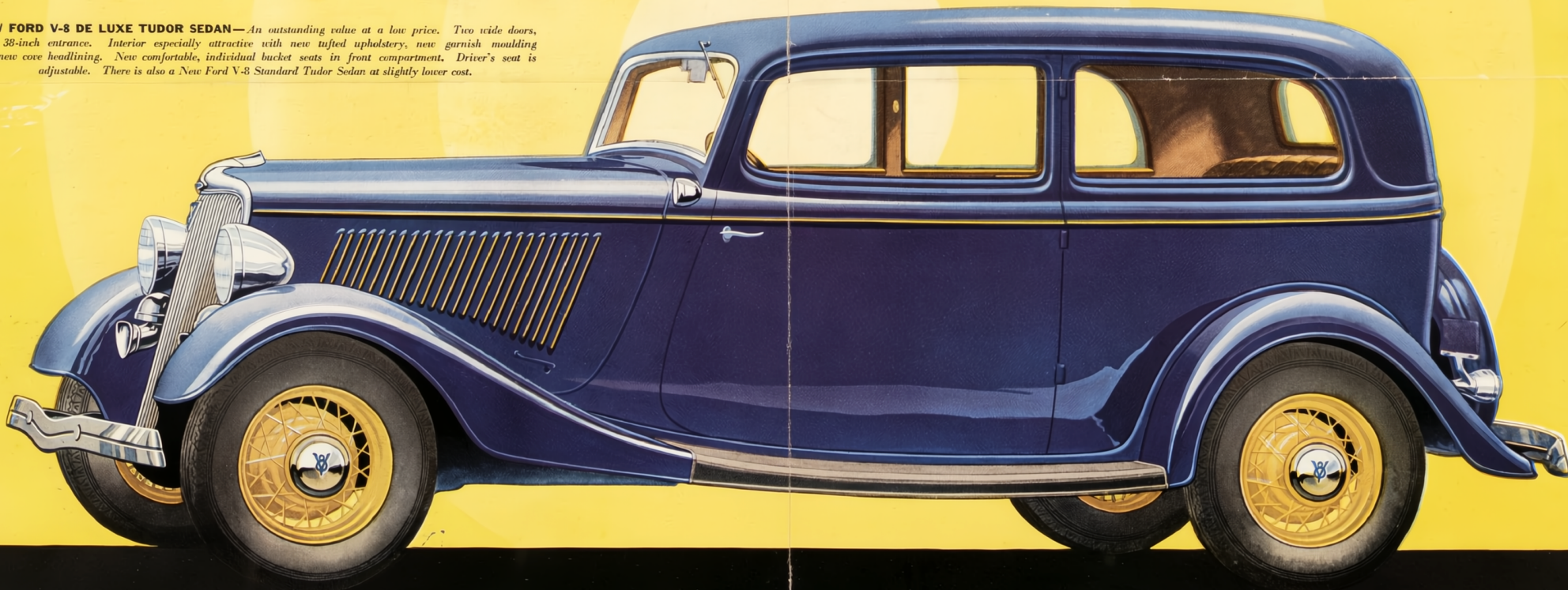
A simplified built-in design. Nothing to obstruct vision. Provides draft-free ventilation at all speeds. Windshield opens.



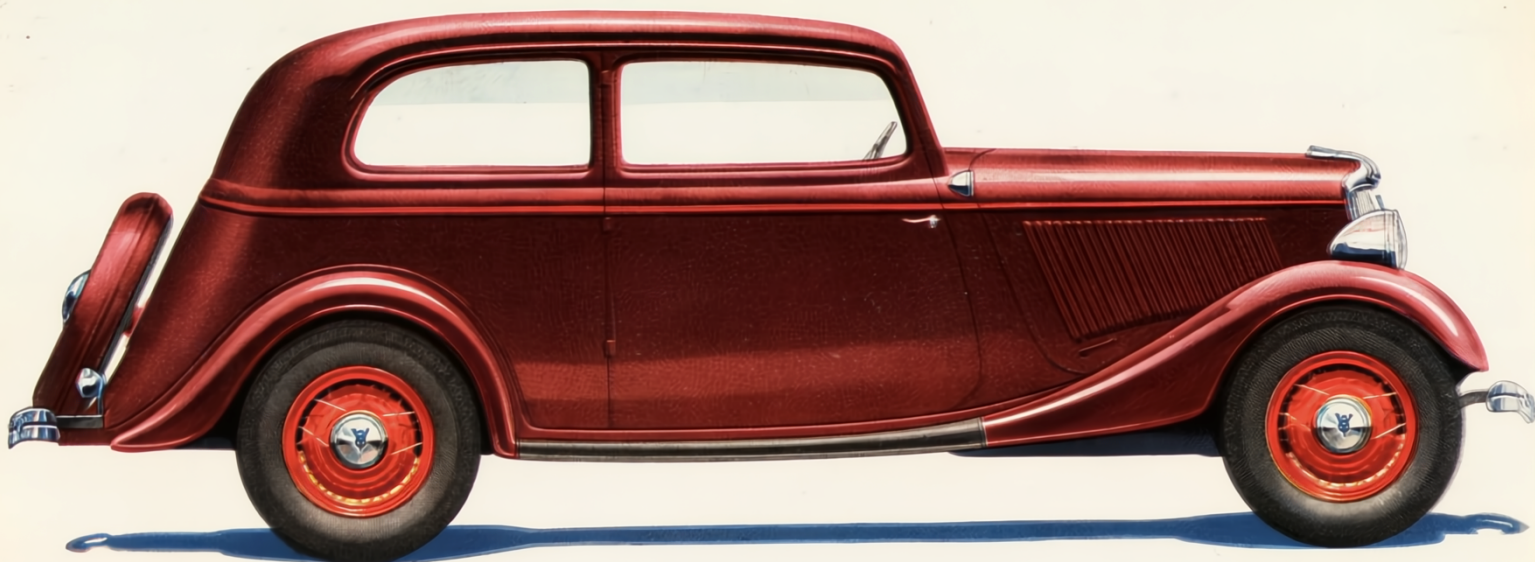
#### GREATER GAS ECONOMY

New dual carburetor, and dual intake manifold, give better operating efficiency. More miles per gallon. More power. Easier cold-weather starting.

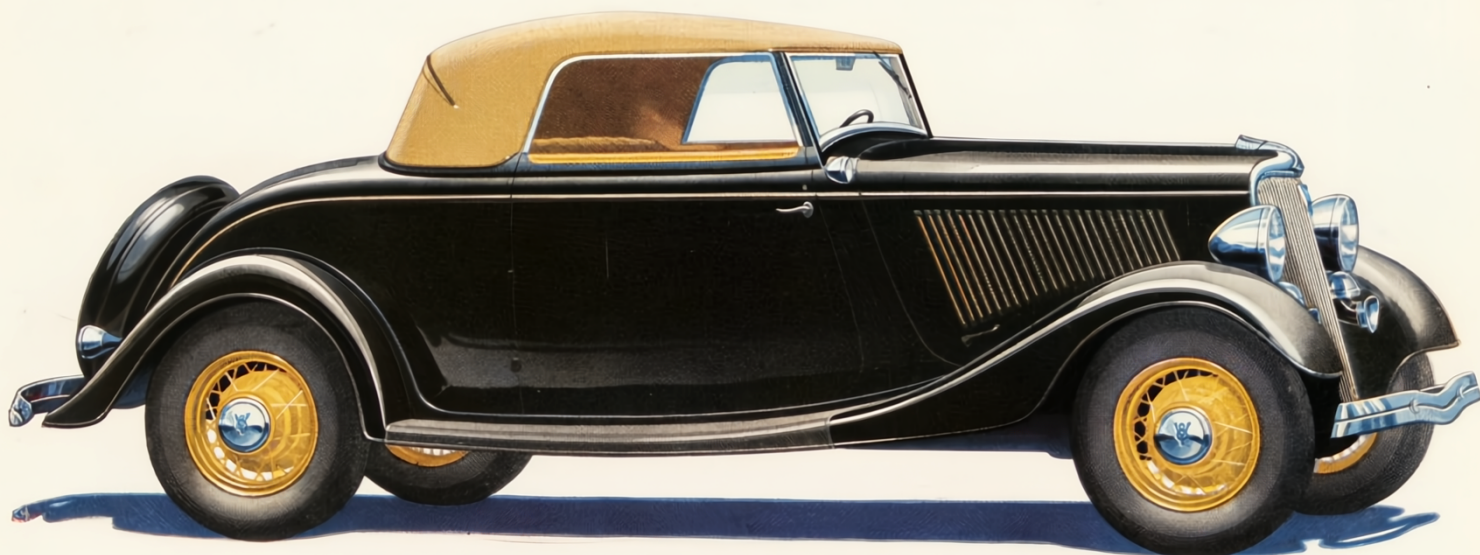
**NEW FORD V-8 DE LUXE TUDOR SEDAN**—An outstanding value at a low price. Two wide doors, with 38-inch entrance. Interior especially attractive with new tufted upholstery, new garnish moulding and new cove headlining. New comfortable, individual bucket seats in front compartment. Driver's seat is adjustable. There is also a New Ford V-8 Standard Tudor Sedan at slightly lower cost.







**VICTORIA**—A most attractive newly designed four-passenger type. There is a large luggage compartment opening at the rear of the car. When occasion requires this compartment may be left open for increased luggage space and protected with a canvas cover. New design individual front seats. Larger body interior. De Luxe appointments throughout.



**CONVERTIBLE CABRIOLET**—One of the best-looking cars on the road—at any price. Combines the advantages of an open and a closed car. Durable, water-proof top folds flush into a recess back of seat and is covered neatly by a top boot. Choice of Genuine Leather or attractive Bedford Cord upholstery. Rumble seat. Rear curtain has a sliding fastener seam.



# FEATURES OF NEW FORD BODIES

THE New Ford V-8 for 1934 has a distinctive, newly designed radiator shell and grille. On De Luxe types, fenders are in the same color as the bodies. New enamel finish with unusual wearing quality and enduring lustre is used on both bodies and fenders. New hood louvres and fasteners. New hub caps, headlamps and door handles are rustless steel.

New built-in ventilation which does not obstruct vision. It is very easily operated—windows are raised in usual manner all the way to the top, then another half turn of the handle opens the slot. There are no drafts. For summer driving the windshield as well as the cowl ventilator may be opened.

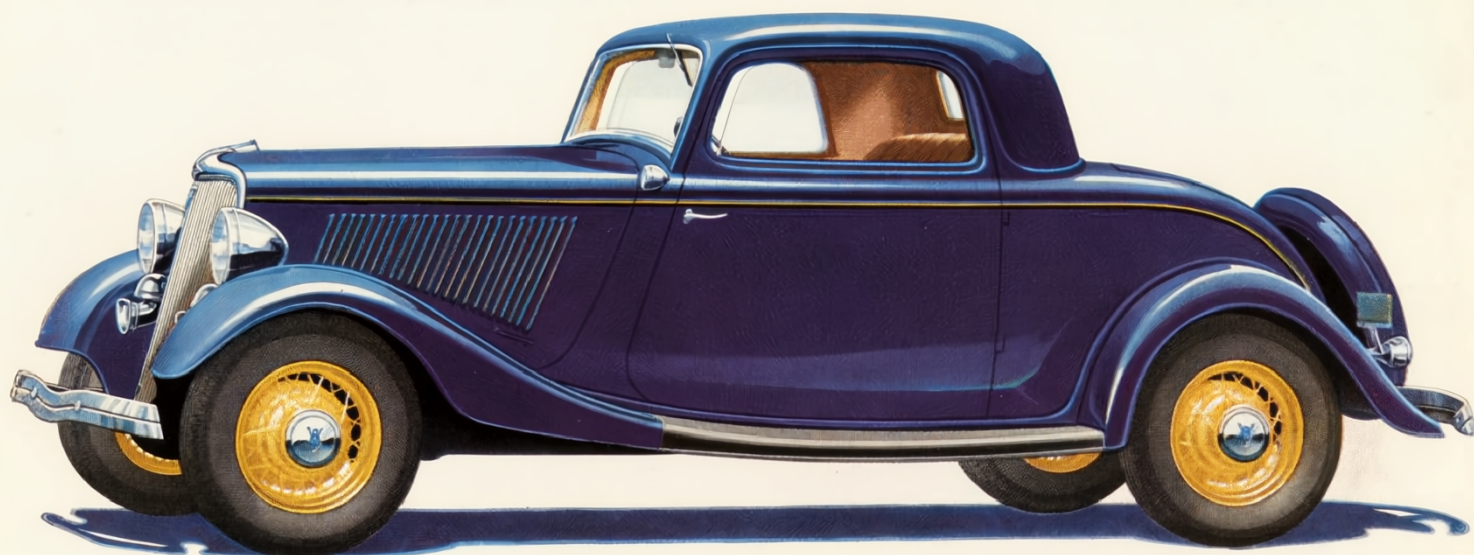
More beautiful interiors. New deeper seat cushions and softer springs. New tufted upholstery.

New cove headlining gives the interior of the body a gracefully moulded effect. New garnish moulding. New instrument panel. New arm rest on left front doors and new swivel-type sun visors, adjustable to any angle, on all De Luxe cars. New pull-to strap on doors. New toggle grips in rear.

De Luxe closed body types have improved safety glass throughout. They are also equipped with dome light, floor carpet in the rear, ash tray and lighter. A choice of fine Broadcloth or Mohair upholstery.

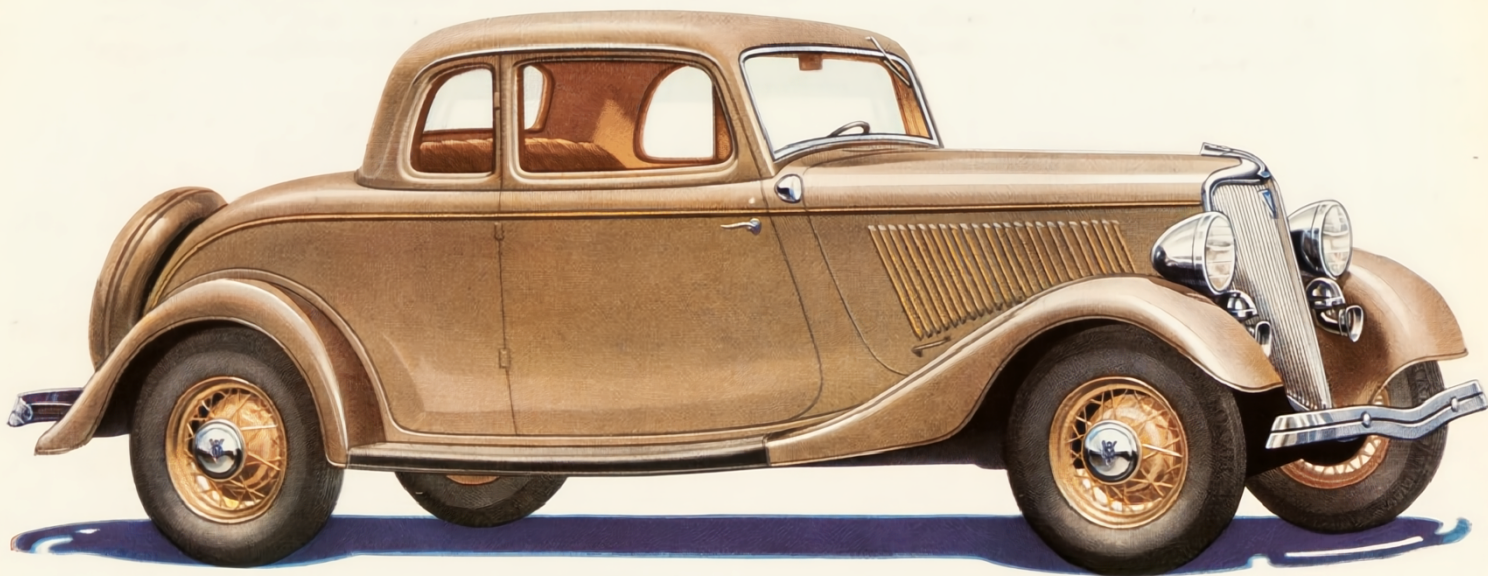
Standard body types are upholstered in a choice of attractive, long-wearing upholstery fabrics. All standard cars have windshields of safety glass.

A choice of pleasing new colors is offered in all new Ford cars. On De Luxe cars wheels are in color to harmonize with body.

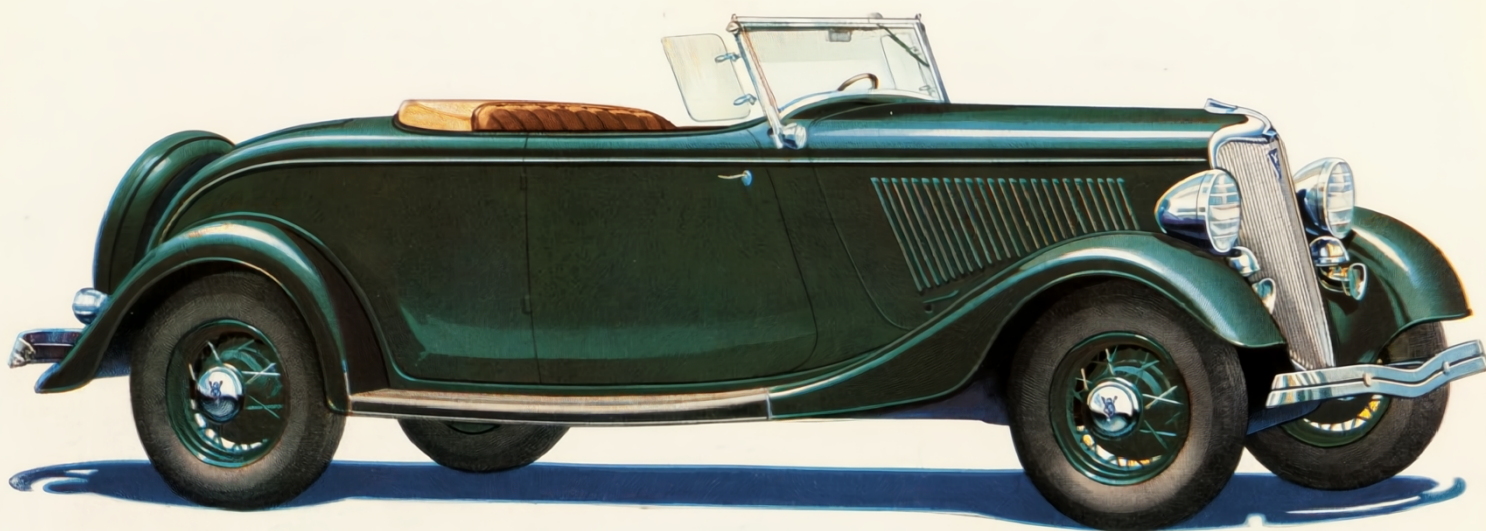


**COUPE (Three Windows)**—A particularly good choice for the woman motorist. The attractive sloping top and single side window give unusual grace and style. Smart appearance and high quality in upholstery and finish. Rear window opens. Ample luggage space in rear deck. Can be equipped with rumble seat if desired. Safety glass windshield and windows.



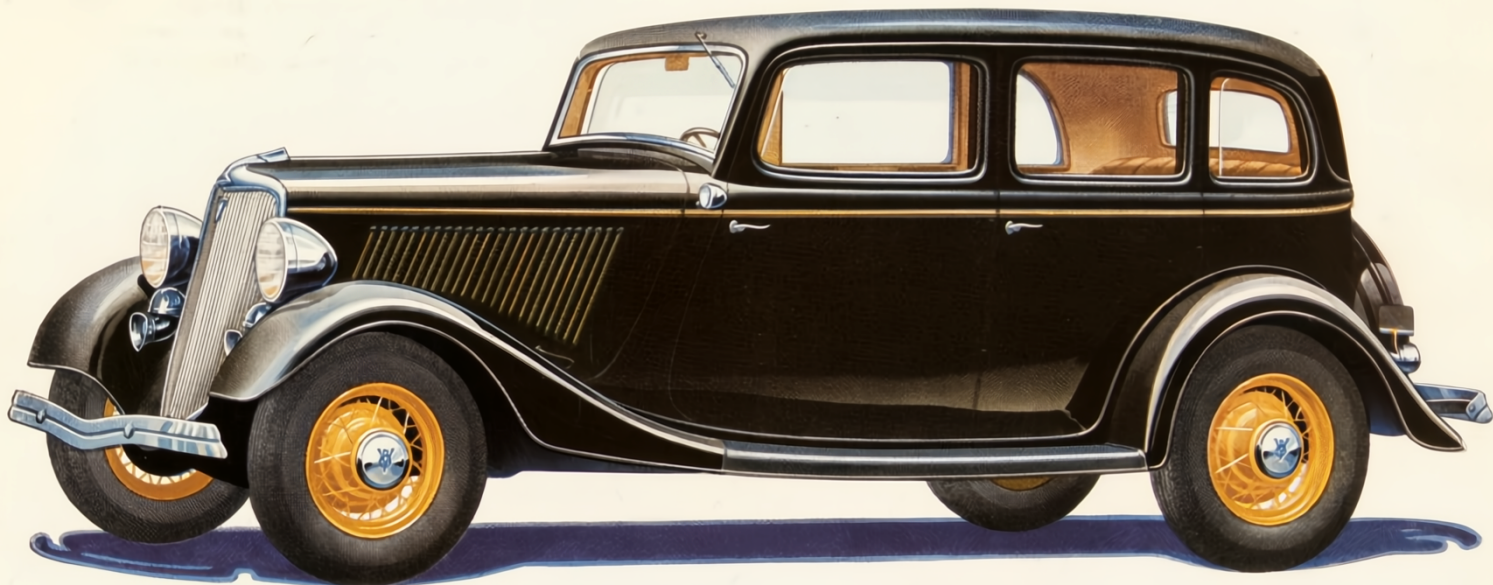


**DE LUXE COUPE (Five Windows)**—A popular, two-passenger body type. Wide, roomy seat, with convenient parcel shelf behind. Large luggage space in rear deck. Can be equipped with rumble seat if desired. Rear window opens. This Coupe, and all De Luxe Ford V-8 cars for 1934, may be obtained in a choice of body colors with fenders to match. Standard Five Window Coupe at slightly lower cost.

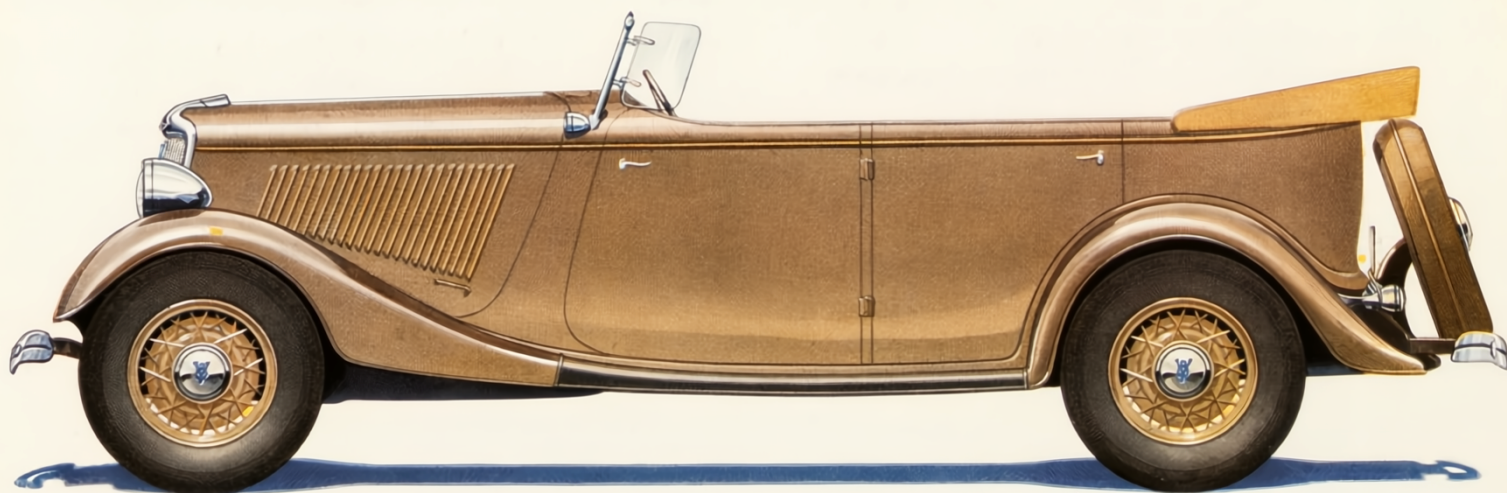


**ROADSTER**—Style and dash ride with you when you speed along in this good-looking new Roadster. The wide seat is upholstered in Genuine Leather. The attractive top comes down easily and folds neatly into a recess. Comfortable rumble seat is standard equipment. Windshield wings, as well as windshield, are made of improved safety glass. De Luxe appointments.





**DE LUXE FORDOR SEDAN**—A beautiful roomy sedan, complete in every detail of finish and appointment. Clear-vision ventilating slots in front door and rear quarter windows. Roomy interior makes it an ideal car for family use. Exceptional head room and leg room—front and rear. Four wide doors. Equipped throughout with improved safety glass. There is also a Standard Fordor Sedan.



**PHAETON**—A great buy for those who like the dashing style and airy freedom of an open car. Wheelbase is 112 inches. Over-all length is 176 inches. Attractive drab top is easy to raise and lower. Made of double-thick, water-proof material, interlined with rubber. Genuine Leather upholstery. Windshield and windshield wings are of improved safety glass.



# FEATURES OF THE NEW FORD V-8 FOR 1934

NEW beauty of line. Beautiful interiors. Simplified, built-in "clear-vision" window ventilation prevents drafts. Easier steering. More riding comfort. Greater spring flexibility; the newly designed spring-leaves give quieter and easier action. Houdaille hydraulic double-acting automatic shock absorbers.

V-type, eight-cylinder engine. Greater horsepower, more speed, quicker acceleration. New gasoline economy, obtained by new dual down-draft carburetor and dual intake manifold. New fuel pump. New engine refinements contribute to new oil economy.

Special heat-resisting exhaust valve seat inserts. New easily removed valve assembly, with valve, valve guide, valve spring and spring retainer in a single unit. New oil gauge rod—more accessible.

Aluminum cylinder heads. Exclusive one-piece casting of V-8 cylinder blocks, exhaust passages and crankcase.

Fully counterbalanced crankshaft. Twenty-five anti-friction roller and ball bearings. Torque-tube drive. Three-quarter floating rear axle. Straddle-mounted driving pinion, a feature usually found only in higher-priced cars.

All-steel body, welded into one piece and insulated for quiet. Strong, rigid, double-channel, double-drop X-type frame. Five one-piece steel-spoke wheels. Fully enclosed mechanical four-wheel brakes. Improved safety glass throughout in all de luxe closed bodies without extra cost. 112-inch wheelbase. Bore and stroke,  $3\frac{1}{16}$ -inch x  $3\frac{3}{4}$ -inch. Piston displacement, 221 cubic inches. Water capacity,  $5\frac{1}{2}$  gallons. Oil, 5 quarts. Fuel, 14 gallons. Tire size, 5.50 x 17.

---

WE RESERVE THE RIGHT TO MAKE CHANGES, WITHOUT NOTICE IN PRICES, SPECIFICATIONS AND EQUIPMENT AT ANY TIME. WITHOUT INCURRING ANY OBLIGATION. FORD MOTOR COMPANY

hwit

# F O R D M O T O R C O M P A N Y

FORM 7063

