

THE HUNDRED MILLION

\$100,000,000

New Ford 4-Cylinder Motor Car IS BUILT FOR ECONOMY

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| <p>1. The New Ford 4 cyl. motor has 50% Less Parts to get out of order than 6 cyl. motors.</p> <p>2. PRECISION—connecting rods, pistons and complete piston assembly are balanced to close limits of 3 grams. There are 28.35 gr. in an oz.</p> <p>3. Crank Shaft—which is both STATICALLY and dynamically balanced. In the dynamic balance, which insures equal distribution of weight in the throws of the shaft, the balance must be held within 4 grams.</p> <p>4. FLY WHEEL—is also statically and dynamically balanced.</p> <p>5. New Ford 4 cylinder is NOT a high-speed motor.</p> <p>6. THE DESIGN of the cylinder head is just one factor in its performance, the specially designed carburetor, the new hot-spot manifold, the large valve diameter, the aluminum pistons and the simplicity and efficiency of the electrical, cooling, lubrication and fuel systems.</p> <p>7. BETTER and simpler—raise the hood and look.</p> <p>8. SHATTERPROOF GLASS (Windshield) — An important safety feature.</p> <p>9. SIX separate silent weatherproof brakes which have 225 1/2 SQUARE INCHES OF BRAKING SURFACE.</p> <p>10. HOUDAILLE DOUBLE ACTING hydraulic shock shock absorbers. Check bound and rebound. Used elsewhere only in highest priced cars.</p> <p>11. TORQUE TUBE DRIVE used only by most of the finest cars of America and Europe. The wheel base stays put with Torque Tube Drive.</p> <p>12. 24 HIGH GRADE ball and heavy duty roller bearings.</p> <p>13. RUSTLESS STEEL head lamps, radiator shell, hub caps and other exposed metal parts will not peel or tarnish—cost more than Chromium plate.</p> <p>14. THREE-QUARTER FLOATING AXLE. Load IS NOT carried on axle shaft.</p> <p>15. ALUMINUM PISTONS—balanced to a gram.</p> | <p>6 cylinder motor has 50% more reciprocating and wearing parts.</p> <p>Other manufacturers of low priced cars do not work to these close limits.</p> <p>Motor speed means more wear.</p> <p>A combination not found in other low priced cars.</p> <p>Not in more expensive 6 cyl. cars.</p> <p>Only 138" in low priced 6 cyl. car.</p> <p>Less expensive types used in other cars will not give Houdaille comfort.</p> <p>Not in other low priced cars.</p> <p>Only 17 in next lowest priced 6 cyl. car.</p> <p>Not on any other low priced car.</p> <p>Usually found only in high priced cars.</p> <p>Not used in other low priced cars.</p> | <p>16. PATENTED MUSHROOM VALVES. No noisy tappets to be adjusted or valve stems to break at drilled holes.</p> <p>17. One piece Ford STEEL SPOKE WHEELS electrically welded—NO HOLES.</p> <p>18. ALL STEEL BODY 22 guage steel—steel bodies like steel Pullman cars are better.</p> <p>19. HIGHER RESALE VALUE — no yearly models mean a greater allowance when turned in on new car.</p> <p>20. PERFORMANCE—in a class by itself, better by test than the rest.</p> <p>21. A FOUR. Designed for 10 years' service. Balanced and built like a watch. Why have so manufacturers jumped from sixes to eights? Ford built sixes 22 years ago. You save when choosing the New Ford four.</p> <p>22. GEMMER STEERING POST with 3 adjustments.</p> <p>23. HEAVY TERNE PLATED 10 YEAR gas tank. Gravity feed requires no service.</p> <p>24. 55 to 65 MILES AN HOUR for long stretches. A new feeling of comfort, balance and safety.</p> <p>25. SPRINGS-TRANSVERSE TYPE—Ford Patent unsprung weight—no body twists, only the light and flexible tips of the springs used as a spring, resulting in less tire wear and an easier riding car.</p> <p>26. BEAUTIFUL BODY LINES AND COLORS. Graceful flowing lines given added beauty by the attractive two-tone color harmonies. Upholstery—all wool—Mohair—Bedford Cord to harmonize with body finish—with adjustable seats in most models. Form fitting seat and back cushions which give unusual riding comfort.</p> <p>27. SERVICE—in the Ford Motor Company we emphasize service equally with sales. All Ford dealers are interested in helping you get the maximum mileage at the minimum expense. In 1929, 42% of all passenger cars sold in America were Ford model A's. There must be a reason. Ask for a demonstration and find out for yourself.</p> | <p>Not used in other low priced cars.</p> <p>Other cars use cheaper riveted spokes — holes weaken the wheels.</p> <p>Not used in other low priced cars.</p> <p>Yearly models—lowers resale value.</p> <p>After 3 years no other low priced car excels in power, pickup or speed.</p> <p>Fleet owners everywhere recognize this value.</p> <p>Not in low priced car.</p> <p>Other cars use more complicated fuel systems.</p> <p>Many cars claim more speed, but few can stay with the Model A on long runs or through congested traffic.</p> <p>No other car rides better.</p> <p>Many bigger cars use the extra space for parallel springs and longer motors. Compare the body size inside, that's what counts.</p> <p>FORD the originator of nation-wide service. No other manufacturer has as many service stations.</p> |
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There is REAL VALUE in the New Ford 4 Cylinder Car—Value Far Above The Price

A FEW FORD RECORDS MADE POSSIBLE BY THE ABOVE FACTS

Chicago to New York Record—18 hrs. 45 min.
621 Miles per Day for 100 Days—Total 62,100 Miles

Ford Car Runs 2,775 Hours Without Stop
New World's Record Made by Model A, Driven 47,138 Miles

New Low Prices — Reductions Up To \$45

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|------------------------------|----------|--------------------------------|----------|-------------------------|----------|
| CHASSIS | \$340.00 | STANDARD COUPE | \$490.00 | DE LUXE PHAETON | \$580.00 |
| ROADSTER | 430.00 | SPORT COUPE | 500.00 | FORDOR SEDAN | 590.00 |
| PHAETON | 435.00 | Standard Coupe, Rumble Seat... | 515.00 | CABRIOLET | 595.00 |
| ROADSTER, with Rumble Seat.. | 455.00 | DE LUXE COUPE | 525.00 | DE LUXE SEDAN | 630.00 |
| DE LUXE ROADSTER | 475.00 | De Luxe Coupe, Rumble Seat.... | 550.00 | TOWN SEDAN | 630.00 |
| TUDOR SEDAN | 490.00 | VICTORIA COUPE | 580.00 | A PANEL, Delivery | 535.00 |

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WE WILL TRADE IN ANY MAKE CAR