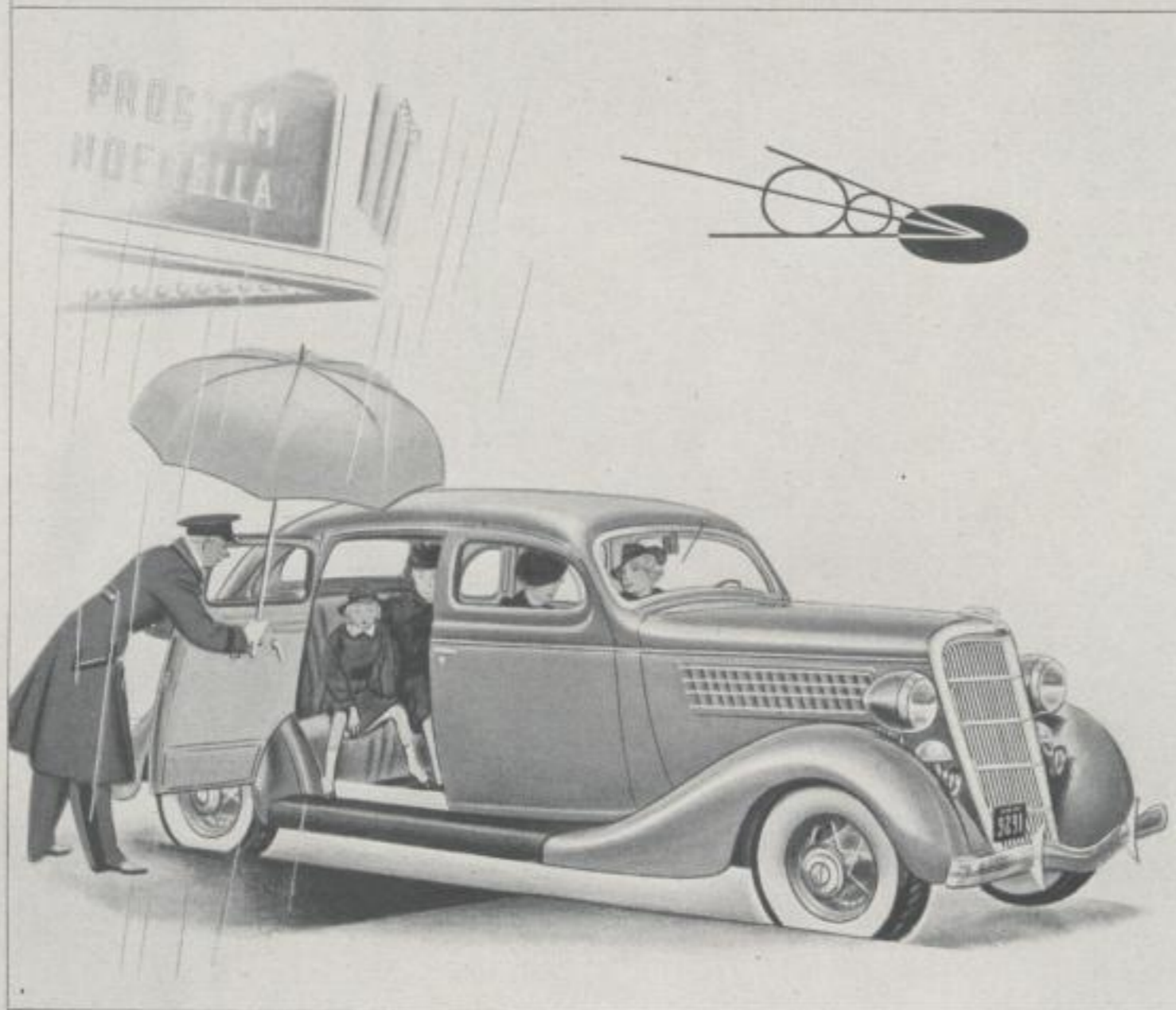


THE NEW FORD V-8 FOR 1935



Inserate der amerikanischen Ford Motor Company, deren Texte auf den Argumenten der „Ökonomie bei der Anschaffung, Bedienung und Instandhaltung“ aufgebaut sind und die weiterhin „die moderne Schönheit und Bequemlichkeit“ hervorheben.

Real comfort in the back seat

THE WOMAN who rides in the back seat, as well as the woman who drives, will have some nice things to say about the New Ford V-8 for 1935. It has been built to give all passengers a new kind of modern comfort. . . . New weight distribution, new seat position and new longer springs of unusual flexibility give you an exceptionally smooth ride on every type of road. . . . There are many other important features which show the modern manner of the 1935 Ford. . . . You see it in its distinctive lines and the richness of its upholstery and appointments. . . . You find it also in the outstanding performance of its V-8 engine. This is unquestionably the finest engine ever built into a low-price car and it has made an exceptional record for reliability and economy. . . . You drive with greater confidence in the Ford V-8 because it is such a dependable, obedient car. You have a further feeling of security because of ease of handling, the substantial all-steel body and the added protection of Safety Glass all around. There is no extra charge for this.

Advertisements of the American Ford Motor Co. of which the texts are based on the arguments "economy of purchase, operation and maintenance" and which also emphasize "modern comfort and modern beauty".

THE DE LUXE FORD

Economy of Purchase, Operation and Maintenance

BE LUXE FORD GALLEN, 1935 — BE LUXE FORD DONNELLY PHOTOCHEMICAL CO. INC. NEW YORK

THE NEW FORD V-8 FOR 1935

Modern Comfort and Modern Beauty

This car has most important features of the New Ford V-8 for 1935 in its remarkable riding comfort, especially in the back seat. This is achieved by balanced changes in weight distribution, new seat position, and longer springs of unusual flexibility. The job is done, too, by the nature of the construction of the suspension. The performance of the engine has combined a "flexible" and "robust" and a "powerful" and "economical" motor. . . . These values are the result of the new and better design of the V-8 engine. . . . New and better also in the handling, ease and control of the New Ford V-8 and the better upholstery and appointments of the De Luxe V-8 type. . . . The all-steel body is equipped with Safety Glass throughout as an additional aid. . . . Ease of steering, new suspension, shock absorbers, springing devices, and the dependable, economical performance of the V-8 engine are additional reasons why it is such a comfortable choice for the modern motorist. . . . The New Ford V-8 is made in every detail.

This New DE LUXE FORD (AT 10% TAX)

BE LUXE FORD GALLEN, 1935 — BE LUXE FORD DONNELLY PHOTOCHEMICAL CO. INC. NEW YORK

WHERE IS YOUR IMPATIENCE?