

The new
POPULAR



for popular
motoring in style!



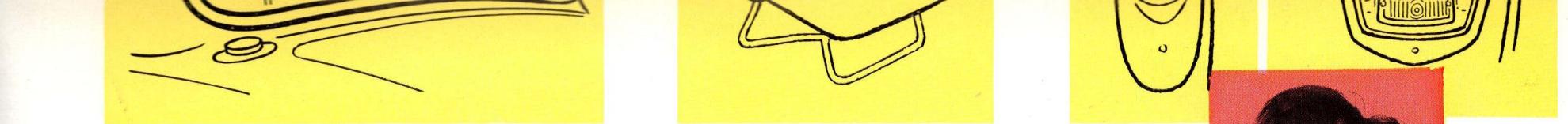
FROM
FORD



proved design

The New Popular brings comfort to thousands more families than any car with millions of miles of service. With a brilliant and accepted design, it is available at a spectacularly low price for the lowest-priced family car! A car that the family motorist demands - seating for four adults, a big engine, a silent and powerful engine, and a construction that will withstand the severest driving. The New Popular introduces a new era in motoring.

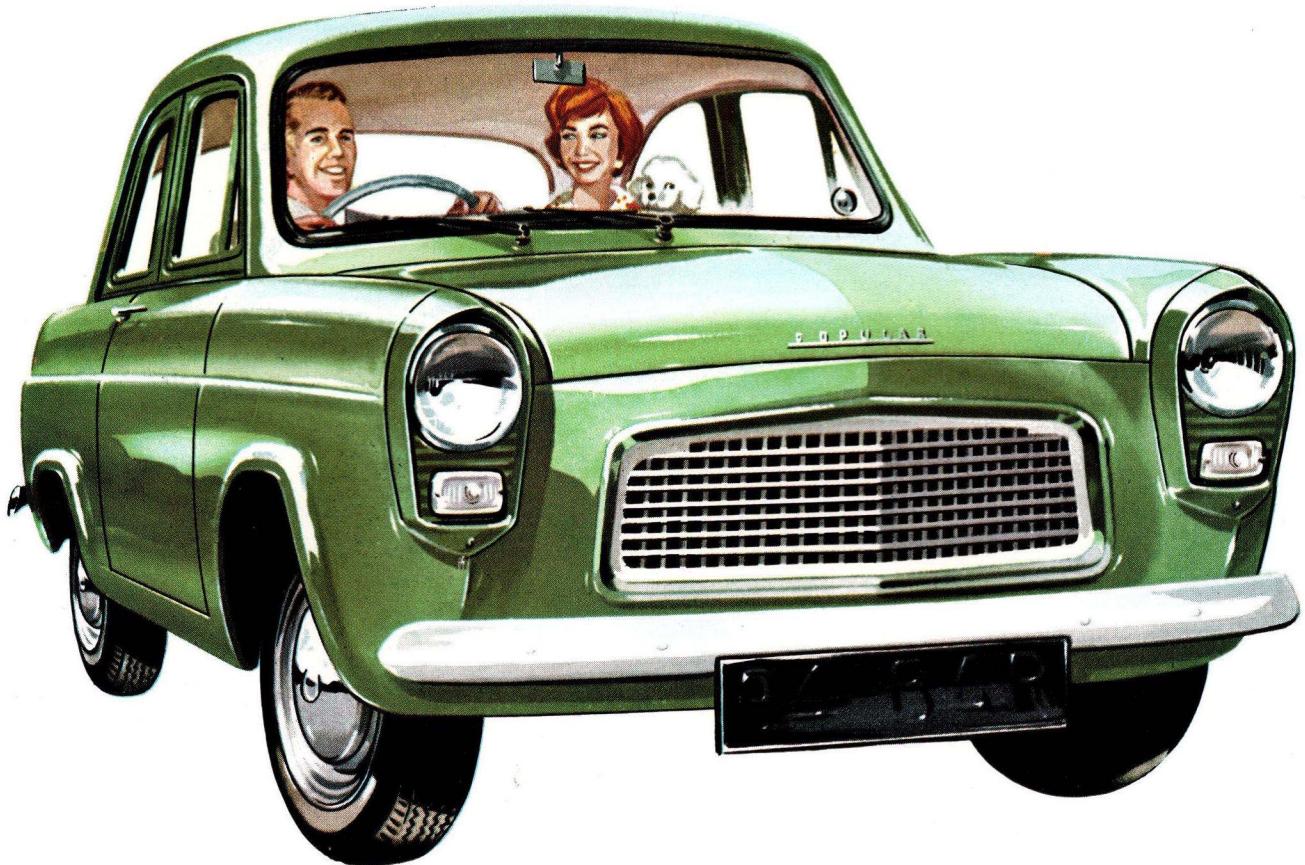
**The New Popular
Lowest Price**



... startling value

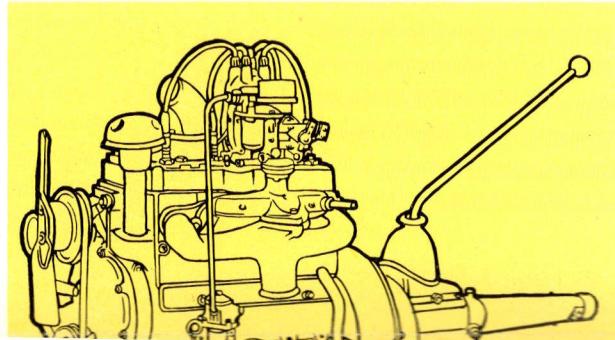
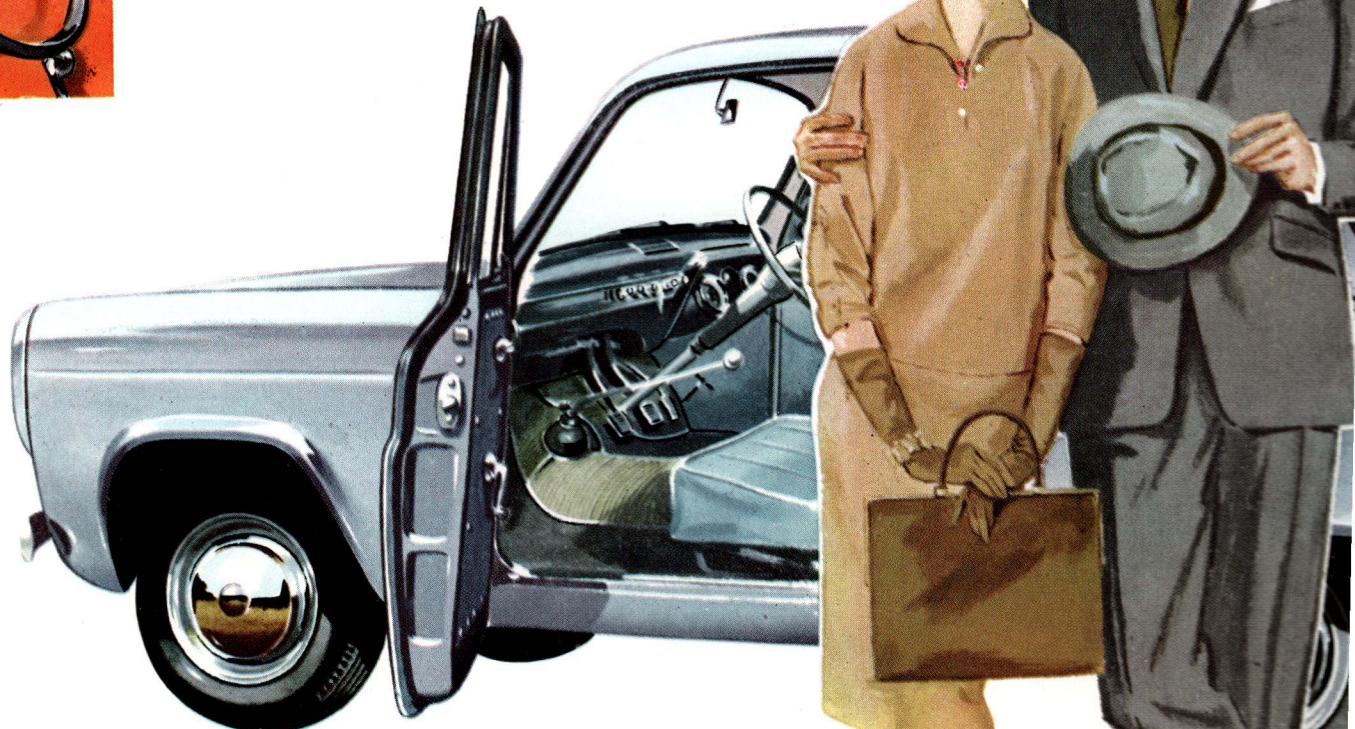
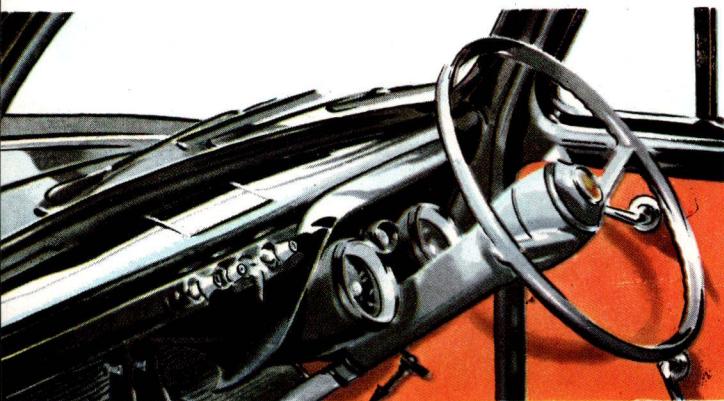
comfortable low-cost motoring throughout Britain. It's a proven motoring behind it. Family car specification—price—making it the big car features that are there—comfortable room for all their luggage, and a tough well-finished job the hardest wear. The concept in economy

"Our New Popular is an absolute boon—shopping used to mean queuing for buses half the morning. Now I'm into town and back in an hour, and I can visit friends and collect the children from school in the afternoon."

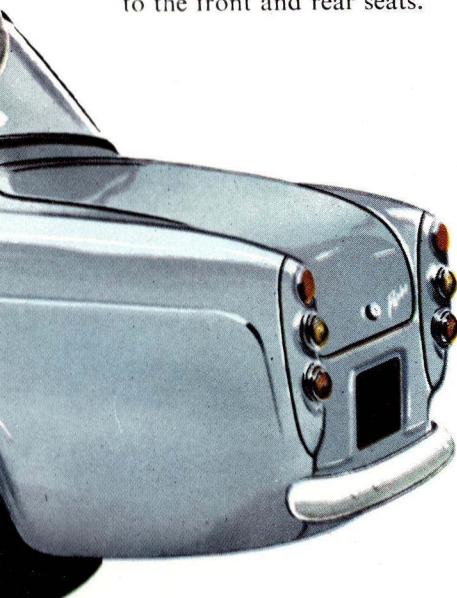


Popular

Family Car!



A fine performance for your New Popular is ensured by the high spirited 1172 c.c. 4-cylinder engine, tested and tried over countless miles of rally motoring. Power is transmitted to the rear wheels via a rugged and simple 3-speed gearbox and a long-life crown wheel and pinion final drive. The engine's excellent torque can be



The facia is well planned and uncluttered. The essential instruments are there—speedometer, mileometer, petrol gauge, ignition and direction indicator warning lights,—and placed directly in front of the driver where they can be read at a glance. The control knobs are carefully placed, come easily to hand. Under the facia there's a deep, full width parcel tray. The floor-mounted gear lever gives positive control of the rugged 3-speed gearbox. Sensitive pendant pedals eliminate draughts. The driving position is ideal—you have a comfortable, fully adjustable bucket type seat, and exceptional visibility through the wide, deep windscreen. The interior rear view mirror is a sensible size too. The generously wide doors allow easy access to the front and rear seats.

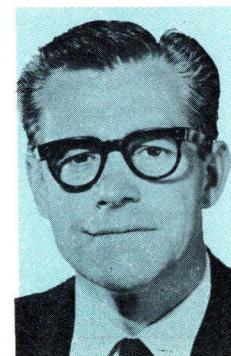
“ It was many years ago, when I was a young doctor, that I bought my first low-price Ford. Now I find I need two cars and the New Popular is a first-class ‘ second string ’—immensely reliable and cheap to run.



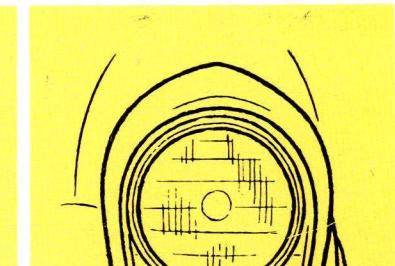
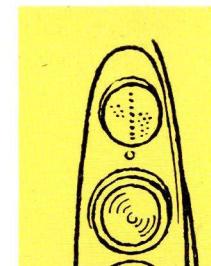
“ Now we've saved enough for our first car—and the New Popular was first choice. Its reasonable to buy, cheap to run, and it has the lively performance we want.”



“ It's only during the last year or so that I've been able to afford a car, and the New Popular was the obvious choice. It's fun to drive, cheap to run, and there's plenty of room.”



“ For a business man like myself, on the road every day with a big annual mileage over mainly short distances, and a lot of stuff to carry around, the New Popular's the ideal answer. The Company runs several New Popular's for our chaps and we wouldn't have anything else.”

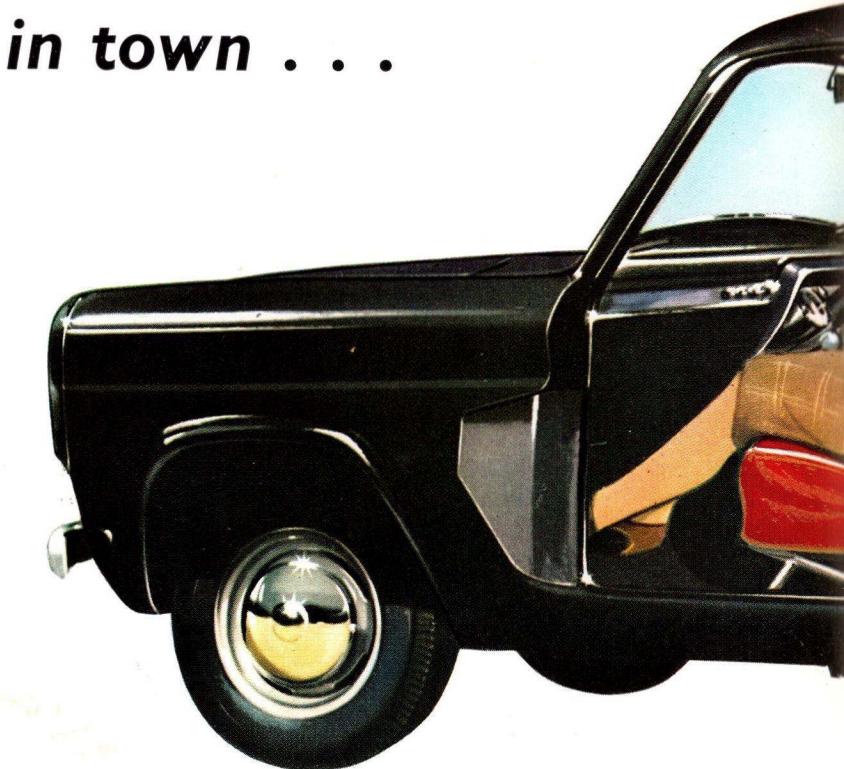




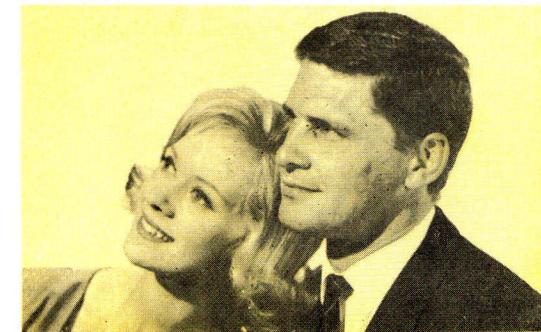
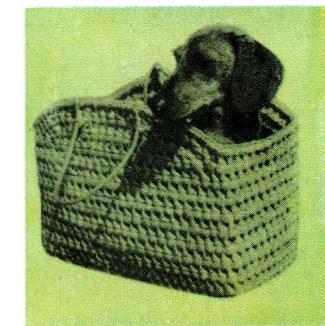
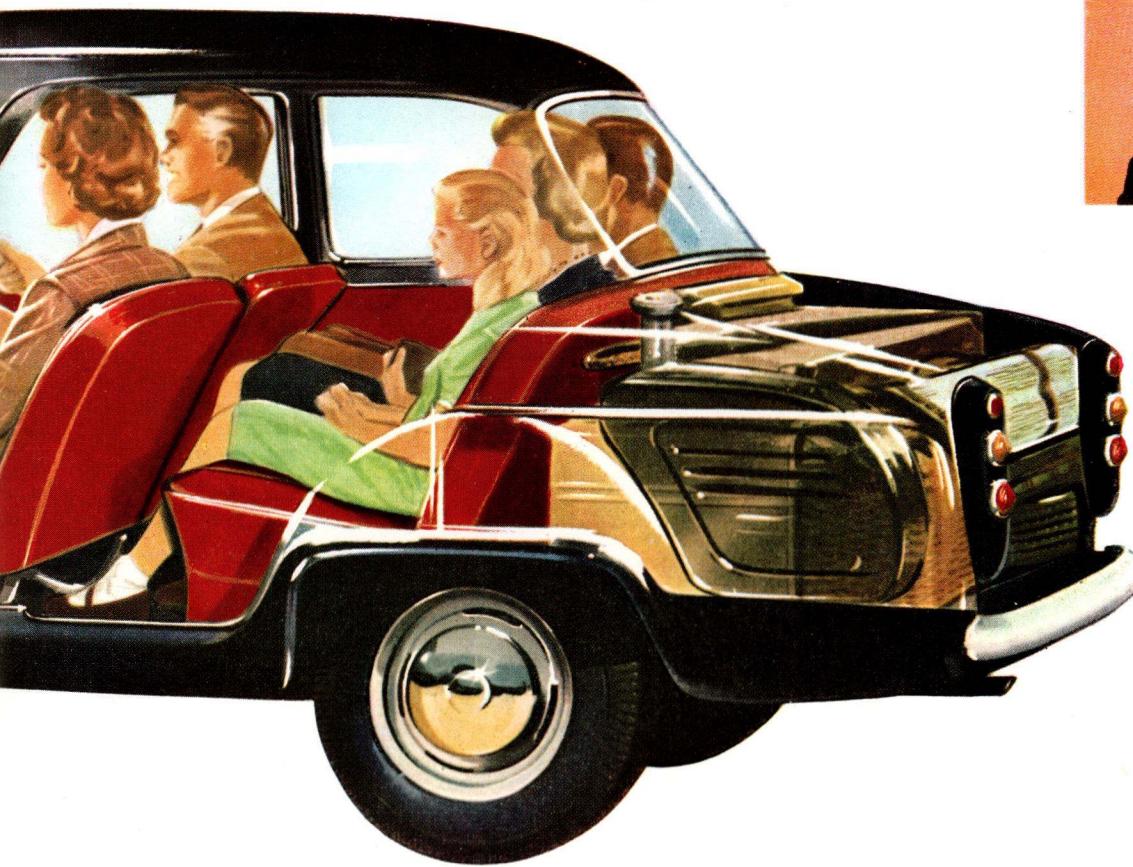
in town . . .

Excellent all round visibility, a flexible gear box, quickly responsive steering, a small turning circle—it becomes almost a pleasure to thread your way through the rush hour jungle. And the New Popular is reliable—doesn't let you down as you take it round the town.

Get her on the open road and your New Popular will quickly prove the proud rally-winning reputation of its parent. Here's the same famous engine, brisk and full of verve, with the exceptional road-holding and good behaviour that gives you a comforting confidence.



or country



Two in the front, two in the back—add a child and still you'll experience roominess and comfort that compares more favourably with any light car on the road today. There's no ' knees up and under the chin ' for back seat passengers, but plenty of legroom, shoulder and headroom too. The seats are well-sprung and well-upholstered, in a range of bright, cheerful colours and practical, hard-wearing, easily washable materials. The roof covering is washable too, in light grey P.V.C. Visibility is excellent for driver and passengers alike; and don't forget that only two doors means absolute safety for children in the back. The boot takes holiday luggage for four (and the roof rack is only one of many Ford guaranteed accessories available), the petrol tank holds 7 gallons—ideal combination to let you cover the miles in comfort. And for additional good looks, chrome bumpers fore and aft, chrome front grille surround.

specification — dimensions

ENGINE: Four-cylinder side valve, bore 2.5 in. (63.5 mm.), stroke 3.64 in. (92.5 mm.). Cubic capacity 1,172 cc. Compression ratio 7.0:1. B.H.P. 36 at 4,500 r.p.m. Torque 53 lbs./ft at 2,500 r.p.m. Three-bearing, dynamically balanced crankshaft.

ENGINE LUBRICATION: Pressure feed by submerged gear pump to crankshaft main bearings, big end bearings and camshaft bearings. Accessible dipstick. Sump capacity 3½ pints.

IGNITION: 12-volt oil filled coil. Distributor has centrifugal automatic advance and retard.

FUEL SYSTEM: Diaphragm-type mechanical fuel pump. Down-draught carburettor. Tank capacity 7 gallons.

COOLING SYSTEM: Pressurised. Belt driven fan and water pump with thermostatic heat control. Capacity of system 11½ pints.

TRANSMISSION: Single dry-plate clutch. Three-speed gearbox. Synchromesh on second and third gears. Helically cut, constant mesh gears. Overall ratios: First, 17.246:1; Second, 8.889:1; Third, 4.429:1; Reverse, 21.228:1.

REAR AXLE: Three-quarter floating axle, spiral bevel crown wheel and pinion final drive. Axle ratio 4.429:1.

FRONT SUSPENSION: Built-in independent front wheel suspension. Directly operated coil springs, mounted on special hydraulic, double-acting shock absorbers integral with the wheel spindle assembly. Stabiliser bar embodied.

REAR SUSPENSION: Longitudinal, semi-elliptic springs. Telescopic, double-acting hydraulic shock absorbers.

BRAKES: Hydraulic internal expanding, 8 in. by 1.25 in. Total brake lining area 76.8 sq. ins.

STEERING: Worm and peg type. Ratio 11.5:1 Two spoke steering wheel 16 ins. diameter. Turning circle 34½ ft.

WHEELS AND TYRES: Pressed steel with wide base rims. Fitted with bright metal hub caps. Tyres 5.20x13, 4-ply tubeless.

ELECTRICAL EQUIPMENT: Two brush ventilated generator, compensated voltage control. Drive, adjustable wedge belt. Starter motor. Single tone horn operated by horn button on steering wheel. Battery: 12-volt, 40 amp. hour at 20-hour rate.

INSTRUMENTS: Located directly ahead of driver incorporating speedometer, odometer, fuel gauge, generator and direction indicator warning lights.

CONTROLS: Choke, starter and windscreen wiper knobs, ignition and combined lighting/instrument lighting switches. Foot-operated dipper switch.

BODY: All-steel welded integral construction. Curved type fixed windscreen and rear window. Winding windows. Safety glass all round. P.V.C. headlining. Chrome front and rear bumpers, chrome front grille surround. Bucket-type front seats—driver's adjustable. Hardura mat floor covering. Separate luggage compartment, capacity approx. 10 cu. ft.

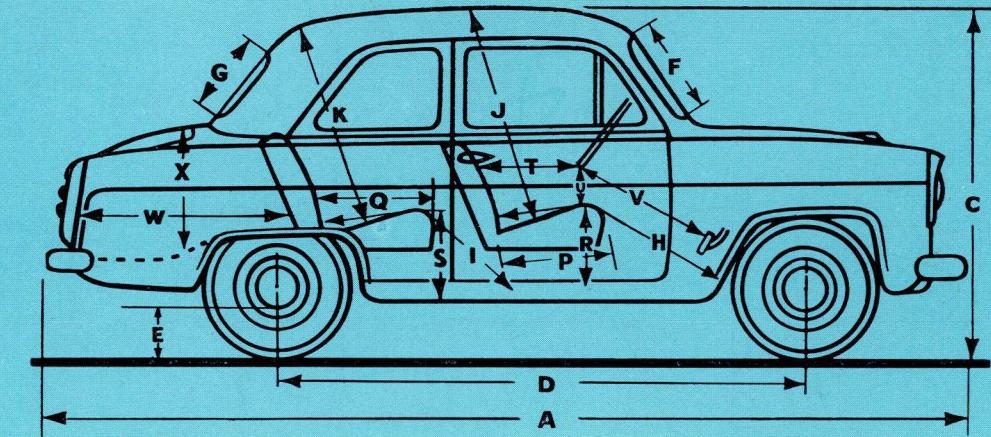
GENERAL EQUIPMENT: Painted, vacuum operated dual windscreen wipers. Moisture proof, flush fitting headlamps. Separate aluminium painted surround sidelamps. Combined tail and stoplights. Rear number plate illumination. Flasher type indicators operated by self-cancelling switch on steering column. Interior rear view mirror. Full width parcel tray.

OPTIONAL EXTRAS: Heater and demister unit.

KERB WEIGHT: 15½ cwt.

Ford policy is one of continuous improvement, the right to change prices, specifications and equipment at any time without notice is reserved.

With our compliments . . .



A Length	12' 5½"	N Front Shoulder Room	3' 9"
B Width	5' 0¼"	O Rear Shoulder Room	3' 8"
C Height—(Unladen)	4' 10½"	P Front Seat Depth	1' 6"
D Wheelbase	87"	Q Rear Seat Depth	1' 6½"
E Ground Clearance	7"	R Cushion—Floor, Front	1' 0½"
F Windscreens	1' 3½" x 3' 7"	S Cushion—Floor, Rear	1' 2½"
G Rear Window	1' 2" x 3' 5"	T Wheel—Front Squab	1' 3½"
H Front Leg Room	3' 8½"	U Front Cushion—Wheel	6½"
I Rear Leg Room	3' 0½"	V Pedals—Steering Wheel	2' 0½"
J Front Head Room	2' 11"	W Boot—Depth	2' 10"
K Rear Head Room	2' 9"	X Boot—Height	1' 6"
L Front Hip Room	4' 2½"	Y Boot—Width	3' 0½"
M Rear Hip Room	4' 0½"	Turning Circle	34' 6"
Kerb Weight			15½ cwt.

