

1931 US

THE  
NEW FORD  
*De Luxe*  
BODY TYPES

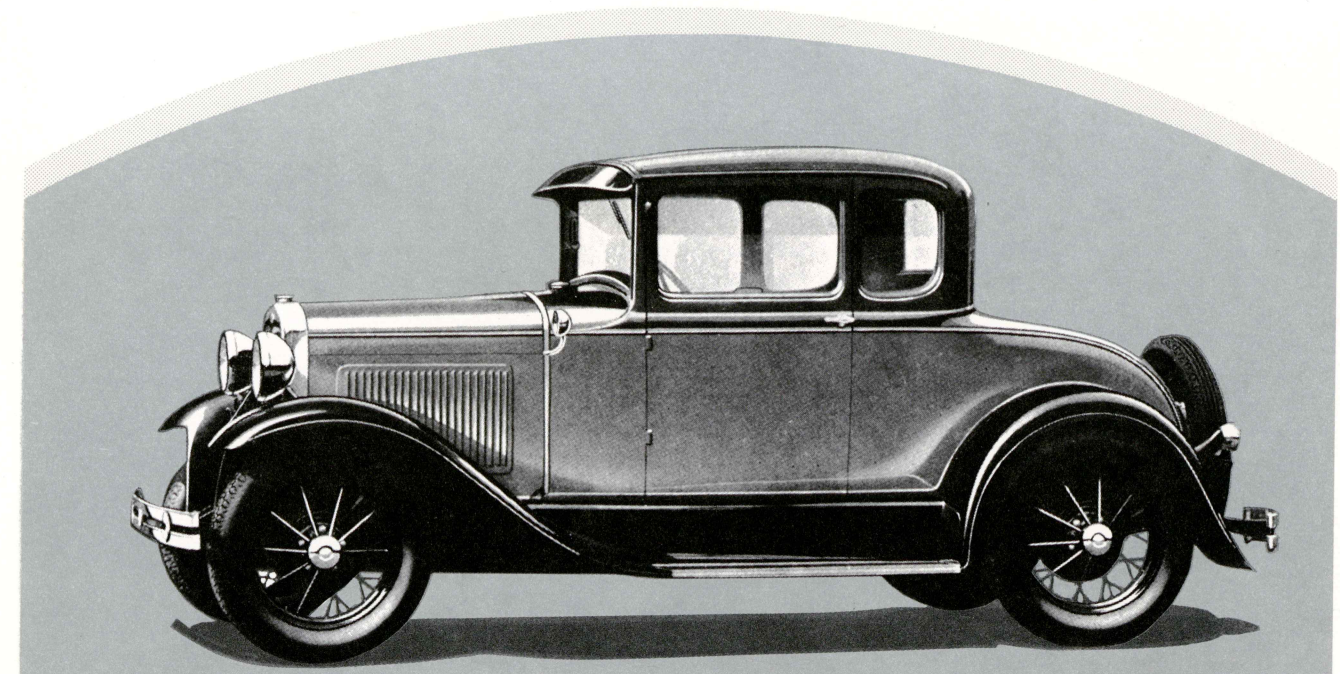


WHEN the Model A Ford was introduced someone aptly said, "It has everything you want or need in a modern car." It was designed for power, speed, comfort, ease of control, reliability and economy. These mechanical features were supplemented with a beauty of line and harmony of color. The outstanding performance of the new Ford attracted as buyers thousands of people prominent in business, politics and society, who found in the new Ford exactly what they had been seeking for a personal car.

For those who desire something different in appearance, in fittings, in trim, in upholstery, in colors, the Ford Motor Company has supplemented its standard types with a line of De Luxe bodies—two sedans, two coupes (one convertible)—a phaeton and a roadster.

These cars, while luxuriously fitted, are kept low in price in accordance with the usual Ford policy. Colors have been chosen with meticulous care, bearing in mind the particular purpose for which the car is to be used—business—shopping—touring—sports.

The De Luxe models, like all Ford cars, are easy to drive—starting is easy, shifting of gears rapid, silent and soft. Steering can be done without effort. One can park and turn



THE NEW DE LUXE COUPE

Women particularly appreciate the delightful appointments and rich finish in this luxurious car. There is a choice of brown Mohair or deep tan Bedford Cord upholstery. The spacious seat may be quickly adjusted to the desired position for complete driving comfort. There is a parcel shelf behind the seat and ample space for week-end luggage in the rear deck. Here is a car for traffic and crowded parking spaces—alert, capable and easy to control.

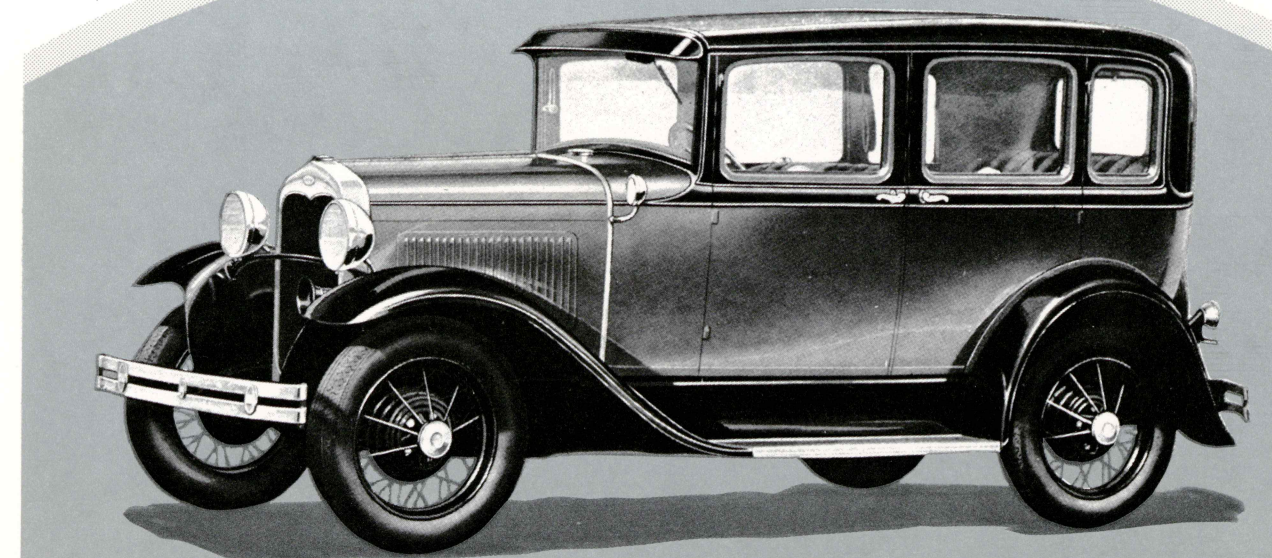


readily in small spaces—Brakes are positive and silent and work with but slight pressure—  
A light touch on the accelerator results in quick getaway and rapid acceleration.

A choice of several color combinations is available on each of these De Luxe models.

In the town sedan you see the graceful, flowing lines which add so much charm to all the new Ford bodies. As in the other closed cars the driver's seat is adjustable. When two people sit in the rear seat, a disappearing arm rest can be lowered in the center thus adding to their comfort on a long trip. The interior is richly upholstered in either Bedford Cord or Mohair. Rear window curtains, the heavy rugs, the beautiful hardware and the inside trim, provide the final touches so necessary for a harmonious and restful interior.

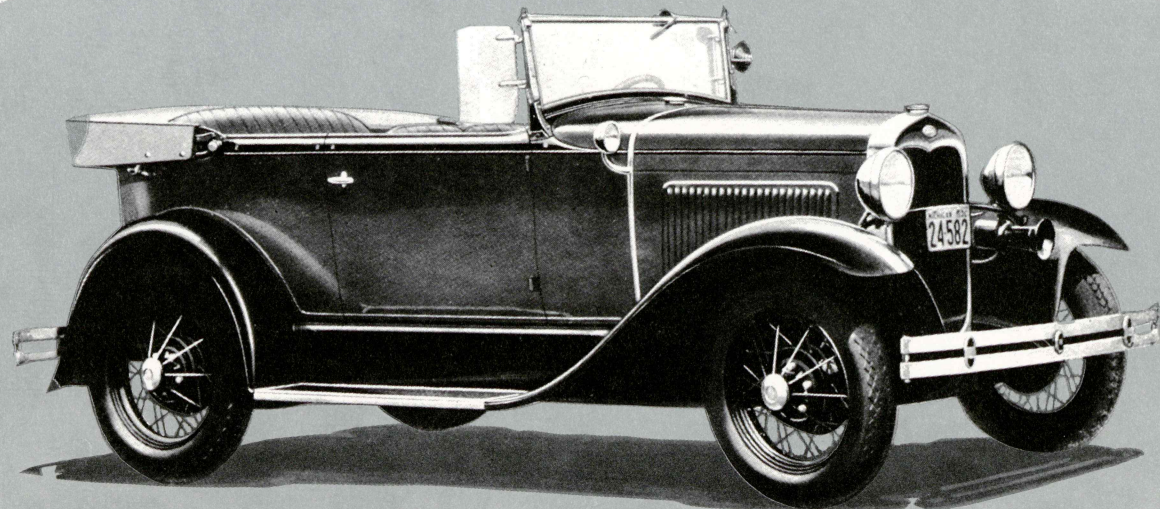
The De Luxe Sedan is available in a choice of sparkling colors and rich appointments. Deep tan Bedford Cord of fine wool worsted or brown Mohair are optional. Though soft and luxurious this mohair will not crush easily. It is long wearing because it is faced with genuine mohair and fine wool worsted. In going to shops, the theatre or parties,



THE NEW TOWN SEDAN

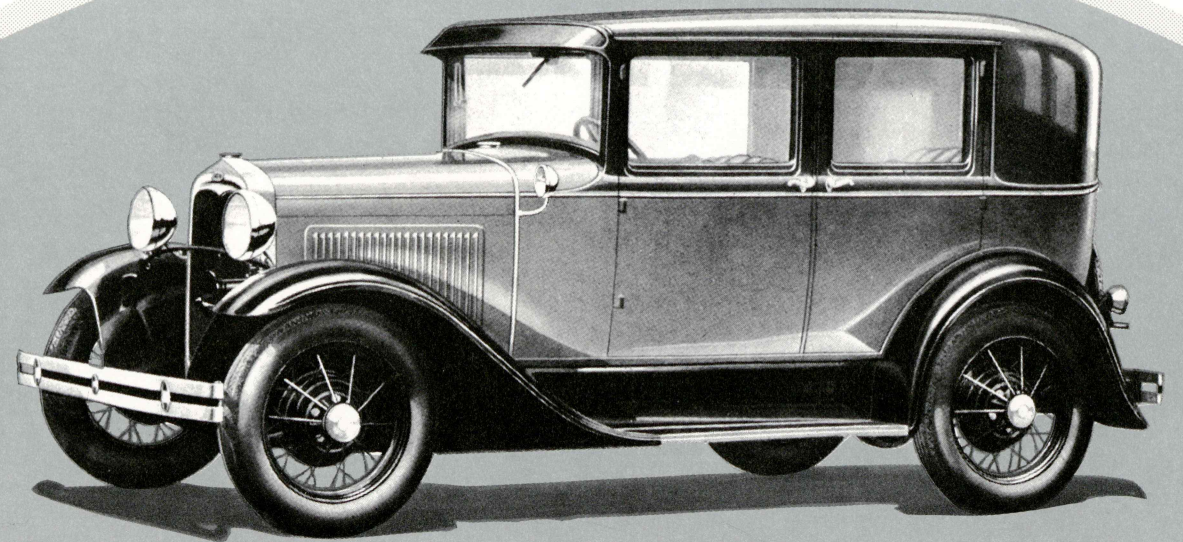
Here you see the long, low, gracefully flowing lines which distinguish all the new Ford bodies. The inside of this distinctive car is richly trimmed and deeply cushioned in harmonious colors with either Bedford Cord or Mohair as desired. Curtains are at the rear and rear quarter windows and heavy rugs are on the floor. The front seat is adjustable. In the center of the spacious rear seat is a comfort-aiding arm rest which folds back into cushion when not in use.





**THE NEW DE LUXE PHAETON**

This car, newly added to the Ford line, has achieved distinguished favor because of its low, fleet lines, beautiful colors and attractive sport treatment. To an unusual degree it combines style and utility. Front seats are of the individual folding type—the driver's seat is adjustable. A side fender well carries the steel spoke spare wheel. Trunk rack, cowl lights and all other equipment illustrated above is included as standard. Top and top boot are of light colored material.



**THE NEW DE LUXE SEDAN**

The de luxe appointments, which contribute to the great charm of this sedan, are of a quality unusual in low-priced cars. Rich Bedford Cord or Mohair upholstery is furnished according to choice. There is a folding arm rest at the center of the rear seat. Deep cushions, arm rests at either side and a recess in the floor for the feet afford unusual comfort for rear seat passengers. The wide, adjustable front seat insures complete driving ease.

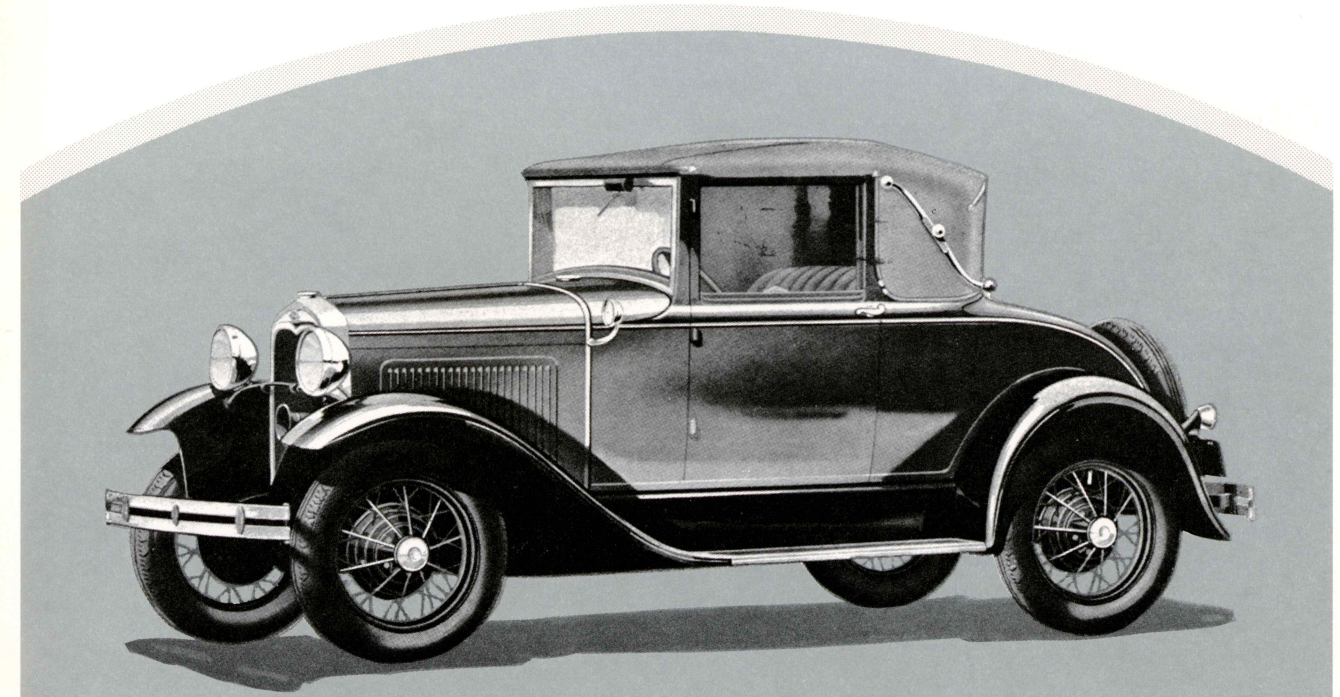


the beautiful De Luxe Sedan provides an atmosphere in keeping with the occasion.

From home to office, and from the office to the country club, the De Luxe Coupe gives a rapid means of luxurious transportation to the busy executive who values his time and yet wants a distinctly personal car of rich appointment. Bedford Cord or Mohair are optional. The adjustable seat can be set at any desired position to provide greatest driving comfort.

For the many who want the airy freedom of the roadster with the snug comfort of the coupe, the new Ford Convertible Cabriolet brings a smart all weather car. The Landau top can be easily lowered or raised. The seat is in rich Bedford Cord. The colors are in keeping with the sport treatment of the car. A rear "zipper" curtain which can be quickly opened keeps the back weather-tight when closed. Side windows can be raised when the top is down, giving an even greater protection from high winds than windshield wings.

During the last few years the open car has been "coming back". The man or woman who lives in the city looks forward to a week end in the outdoors. What is more fitting



THE NEW CONVERTIBLE CABRIOLET

This smart car provides the snug comfort of a coupe when weather is bad and the airy freedom of a roadster when skies are blue. When the top is folded, the door windows with their handsome bright metal frames may be raised to act as windshield wings. A rear "zipper" curtain can be quickly opened for conversation with passengers in the large rumble seat. When closed the "zipper" feature helps to keep the interior unusually weather-tight.



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# FEATURES OF THE NEW FORD CAR

Choice of colors • New streamline bodies • Four Houdaille double-acting hydraulic shock absorbers

Steel-spoke wheels • Bright, enduring Rustless Steel for many exterior metal parts

Triplex shatter-proof glass windshield • Aluminum pistons • Torque-tube drive

Fully enclosed four-wheel brakes • Chrome silicon alloy valves • Three-quarter floating rear axle

More than twenty ball and roller bearings • Extensive use of fine steel forgings • Quick acceleration

Fifty-five to sixty-five miles an hour • Reliability and long life • Ease of control

Low first cost • Low cost of operation and up-keep • Good dealer service after you buy the car

*We reserve the right to make changes, without notice, in prices, specifications, and equipment at any time without incurring any obligations.*



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