

# SEE THESE MODELS AT THE MOTOR SHOW

## Ford V-8 Streamlining Steps Ahead



THE IMPROVED streamlining of the front end of the Ford V-8 for 1936 is well illustrated by this camera shot. Note the horn set into the fender apron behind a chromium grille and the way the graceful contour of the fender is carried to the edge of the new radiator grille. A glimpse of the new hood louvers is caught behind the headlamp. The V-8 insignia on the prow of the car is of new design.

## HENRY FORD

Born in civil war days on a Michigan farm; schooled by a teacher who was a cooper on Saturdays; taught dietetics by his mother when discovered trading his lunch of wholesome bread for cake; in play hours building dams in the country ditch, to run crude machines by water power; doing endless farm chores; tinkering in the long evenings with neighbors' clocks and watches. Motherless at 13. Thawt as his childhood.

At 16 walked from farm to Detroit hunting a job. Labored by day at drydock engine works; paid room rent by repairing watches at night—being kept out of sight by the jeweler, lest customers, seeing him, might doubt so young a lad could do an expert job. Worked at the railway car shops; barely missed discharge by quitting—because he angered the older hands by making in half an hour repairs that ordinarily required half a day. "I learned then not to tell all I know," he says, "but I thought everyone wanted to learn the better way." Worked nights at a vise clamped to his boarding house window sill, until the young teacher in the next room complained that it set her teeth on edge. Talked with gray-haired mechanics wherever he could; took any job, to learn new knowledge out of it; thrilling throughout his being to every form of machinery as others thrill to music. Delighting in country dances; attended business college nights and Sunday school on Sundays, asking questions seldom answered. Attracting the attention of the girl he married by eagerly showing her a watch he had made that kept two times—quite different from the other swains who giggled. Operated a threshing machine; traveled as service man to traction engines; set up his own sawmill, himself sawing the lumber for his first house. That was his youth and early manhood.

At 28, engineer for the Edison Illuminating Company of Detroit, were single-handed he installed the 8-hour day for his helpers. Working nights on horseless carriages, greatly encouraged by Thomas A. Edison; running his first little car around Detroit to the amusement of horses and the amusement of men; and—typical of his engineer's conscience—waiting seven years after his first car ran before he would sell one. So he came to his 40th year and began to make automobiles.

His initiation in business was a court battle—a closed association of manufacturers refused him permission to make his own car; he won, and liberated the entire industry from that obstruction, as was told in a previous talk. The first cars men he employed work for him yet. Sold, delivered and serviced his first cars himself. Father warned him he was producing too fast—35 cars a week!—thought such big production would saturate the market, exhaust the demand. The business grew—outgrew several factories—Ford always adventuring. "Good enough" was not good enough. He ran the price of a Ford car down from \$2,000 in 1906 to \$360 in 1916. He ran production up from six cars a day to 9,000. From \$2 a day, he ran wages up to \$7-a-day minimum. In 1915, his volume reaching 300,000 cars, he returned \$50 to each purchaser and cut the price. Always trying the untried, he inspired Edgar Guest's famous poem:

"He started to sing as he tackled the thing That couldn't be done, and he did it."

He won and retains every automobile production record ever made—for the number of cars sold; for the number of cars of any model sold; for the number of cars on the road today; and for the number of cars that have been longest on the road; for the number of countries throughout the world in which his cars are made.

In mechanical progress a persistent pioneer. Introduced and developed alloy steel for automotive use, making possible great strength without excess weight. First to introduce enclosed brakes, the six-brake system, the floating axle, the welded steel wheel, the all-steel safety body, the one-piece cylinder block casting, the removable cylinder head—all eventually adopted by the automotive industry. First to equip low-priced cars throughout with safety glass; first to use torque tube drive; first, and thus far the only one, to adapt the V-8 engine to the popular car. Demonstrating how a score of things can be done when people get ready to do them. Constantly working on plans and experiments to give agriculture a large industrial market. His greatest personal pleasure—creating more jobs. His constant goal—high and yet higher wages.

Outside of business, preserves American folk music and dances; rescues the old landmarks—Longfellow's Wayside Inn, "Mary's Little Lamb" schoolhouse; courthouse where Lincoln began to practice law; the laboratories where Edison wrought his wonders. McGuffey readers. Establishes schools and trade schools. Builds great American museum and historical village, as an institute to technology for young Americans. During his recent Georgia vacation he "rested" by building a sawmill and wood-working shops for young people. Content that there are fifty opportunities open today where one existed when he was young. Looks for the ultimate prohibition of war. Faces the future unperturbed, with faith in American people and American destiny. Says if he knew any better way of helping than by sticking to his job he would do it. And so, at the age of 73, his face is in the light; he believes it is still early morning in America.

## Restyling Ford V-8 Has New Beauty And Efficiency

For V-8 cars for 1936 have been beautified by restyling the radiator grille, hood and fenders, and by the adoption of steel wheels. Interiors likewise are more attractive. Several improvements have been made in the steering mechanism, and in the transmission which now has silent, helical gears throughout. The capacity of the cooling system has been increased from 5 to 5 1/2 gallons, mainly by enlarging the radiator.

The hood looks longer because its top panels are carried all the way forward to the radiator grille. The grille is a new shape, comparatively broad at the top and narrowed at the bottom. The vertical bars, chromium-plated on the de luxe models, are framed in a narrow moulding of stainless steel. A trim strip of the same material runs up the center of the grille to join a new V-8 emblem at the top. There are two rows of hood louvers with more closely spaced slots instead of three rows with wider slots. Additional louvers are concealed under the fenders. Fenders are more deeply crowned and are creased along the centre. Headlamps are longer and more graceful. In the de luxe cars, the horns are concealed behind chromium-plated circular grilles set in the aprons between fenders and radiators shell.

Several refinements combine to reduce steering effort approximately 25%. The overall steering ratio has been increased from 15 to 1, to 17 to 1. This, taken into account a half inch increase in the length of the right steering arm spindle to bring the drag link more nearly parallel with the front axle. The steering gear cross shaft is mounted on needle roller bearings. There fore all bearings in the unit are now anti-friction type. The worm and sector are lapped. An adjustable drag link makes it possible to set the "high spot" on the steering sector to conform exactly with the straight ahead position of the front wheels.

Improvements in all the transmission include the adoption of silent helical gearing for all speeds, and the reduction of gearshift lever movement by 5-8 inch, from neutral by changing the leverage between gearshift ball and shift rails. The trust of the counter-

shaft gears is taken by large floating washers. The new cold-pressed steel wheels "differ from others of similar appearance in that the center section is welded to the rim at every point where the spokes meet it." Hub caps are almost as large as the wheels and have polished centers of stainless steel. The new wheel weighs nearly five pounds less than the old.

As last year, there are ten body types in the de luxe line as follows: Three and five-windowed coupe, roadster, cabriolet with rumble, phaeton, convertible phaeton, Tudor and Fordor sedans with and without built-in trunk. Three of these body types are also supplied without deluxe equipment, namely, the five-windowed coupe, Tudor and Fordor Sedans.

All cars are equipped with an electric fuel gauge and thermometer. Deluxe appointments also include an oil gauge, foot rest in the Fordor and convertible sedans, chromium-plated windshield frame and two horns, rear light and sun visors.

By the adoption of hinged rear quarter windows in the Fordor sedans, it is feasible to recess the trim underneath so that elbow room is increased three inches. All other body dimensions are unaltered.

The interior trim and upholstery of all de luxe models are new. Taupe-colored mohair and broad-cloth are used in the coupes with Bedford cord also available in the sedans. Cushions and backs in the open models are upholstered in leather while the cabriolet and convertible phaeton may also be had in Bedford cord. A special Bedford cord is used on the cars which do not have de luxe equipment.

The instrument panels in all cars are finished in gray metallic pyroxylin. In the de luxe types the gearshift ball and steering wheel are also lacquered in gray while the window lifts have knobs of gray plastic.

Body colors for 1936, de luxe cars include new shades, namely, gray, vineyard green and washington blue. Cordoba tan, black and gun metal are continued. The last two colors are the ones used on cars without de luxe equipment.

## Many Refinements in Ford V-8 Cars for 1936



FORD V-8 CARS for 1936 feature a completely new exterior treatment with new hood and fender styling, new grille and headlamps, new wheels and many detail refinements. Interiors are new with the style and color of instrument panel and mouldings to harmonize with upholstery, trim and appointments. Mechanical changes contribute to improved steering, gear shifting and overall quiet operation of the car. Quiet helical gears are now used in all

forward speed and reverse. Steering effort is estimated to be reduced more than 25 per cent. TOP—The Tudor touring sedan, with commodious trunk for safe, convenient luggage carrying. LOWER RIGHT—Plenty of room for three passengers in the rear seat of the Fordor touring sedan. In this model and the Fordor sedan below, room has been increased three inches by recessing the arm rest.

Wheels and fenders on de luxe cars are finished in the same color as the body.

Special attention has been given to silencing the body. New materials have been utilized on floors, door and body panels and dash, and an improved method of balancing and aligning the drive shaft im-

proves the quietness of the rear axle.

NEW YORK—Eighteen year old Patty Berg of Minneapolis is skipping her high school studies to join the United States Curtis Cup title defence team with seven others who saw service with the American side either in 1932 and '34 or ended Prince's Theatre.

MANCHESTER, England—(C. P.) After 12 years in a gloomy bullock pen, once used to house horse tram cars, the Manchester Repertory company is to move into the recently built Prince's Theatre.

## WE DRIVERS

A Series of Brief Discussions on Driving, Dedicated to the Safety, Comfort and Pleasure of the Motoring Public. Prepared by General Motors



### No. 1—CURVES AND TURNS

NO MATTER how expert we may be as drivers, we are all apt to fall into habits of driving that don't quite measure up to what we really know is right.

For instance, we all know that we ought to be careful about passing cars, especially when another car is approaching from the opposite direction. And yet there possibly isn't one of us who hasn't, at one time or another, moved over in the road to pass a car, and then wondered if we would get around in time.

Now here's an interesting thing about that. When we try to pass a car that's going forty miles an hour, it's just the same as if we tried to pass a standing stiring of cars 300 feet long or more depending on our own speed in passing. In other words, it's like passing eighteen cars parked bumper-to-bumper in the road. This is probably a new idea to most of us. If we keep it in mind, we would never pass a car unless we were sure that there were no oncoming cars for a good long distance ahead.

But turning aside to pass is not the particular kind of turning that we are interested in discussing here. What we are now concerned with is taking curves and corners. From time to time in these discussions we will find that the same old laws of Nature will be involved. Foremost among them will be the laws of momentum, and momentum plays the major part in going around curves. Because momentum not only wants to keep us going, but going in the same direction. When it is trying to make us go straight instead of curving our course, it operates under an assumed name, if you please. For then we call it "centrifugal force."

Now of course we all know what centrifugal force is. We feel it when we go around curves. Highways and railroads are banked at curves to offset centrifugal force. Aviators bank their planes at turns by tipping them with the controls. But even though we all know about centrifugal force, few of us realize how powerful it is, and how much greater it gets the faster we go.

A 3,000-pound car making a turn of 500-foot radius, has to overcome a centrifugal force of only about 150 pounds at 20 miles an hour. But at 30 miles an hour, that force has grown to 360 pounds, and at 40 it is nine times as great as at 20... over fourteen hundred pounds trying its best to push us off the road! The only thing that keeps us on the road in the first place is the friction between our tires and the road. The minute the centrifugal force gets stronger than the force of that friction, off the road we go.

The trouble is that we often don't realize how fast we're going. On road trips, for instance, after we have driven at a certain speed for a long time, it seems a small matter to increase our speed a few miles an hour. Then after a while we may do the same thing again. In other words, we keep putting forward our basis of comparison till by-and-by we have lost our usual sense of how fast we are going. Then, the first thing we know, we are face-to-face with a turn or even half way around it and we feel Old Man Centrifugal Force trying to push us off the road.

So what do we do? We clamp down the brakes. It's the only thing we can do when we find we're going too fast. But just the same, approaching that corner too fast has kept us from taking it as we should have liked to. For if conditions permit, it is often desirable to increase speed as we go around a curve. As long as our rear wheels are not being retarded, but are actually pushing us around the curve, our steering is effective and our car is under control.

The long and short of it is that we can't take liberties with the laws of momentum and centrifugal force. Man's speed laws may not always be observed, but Nature's speed laws always are!



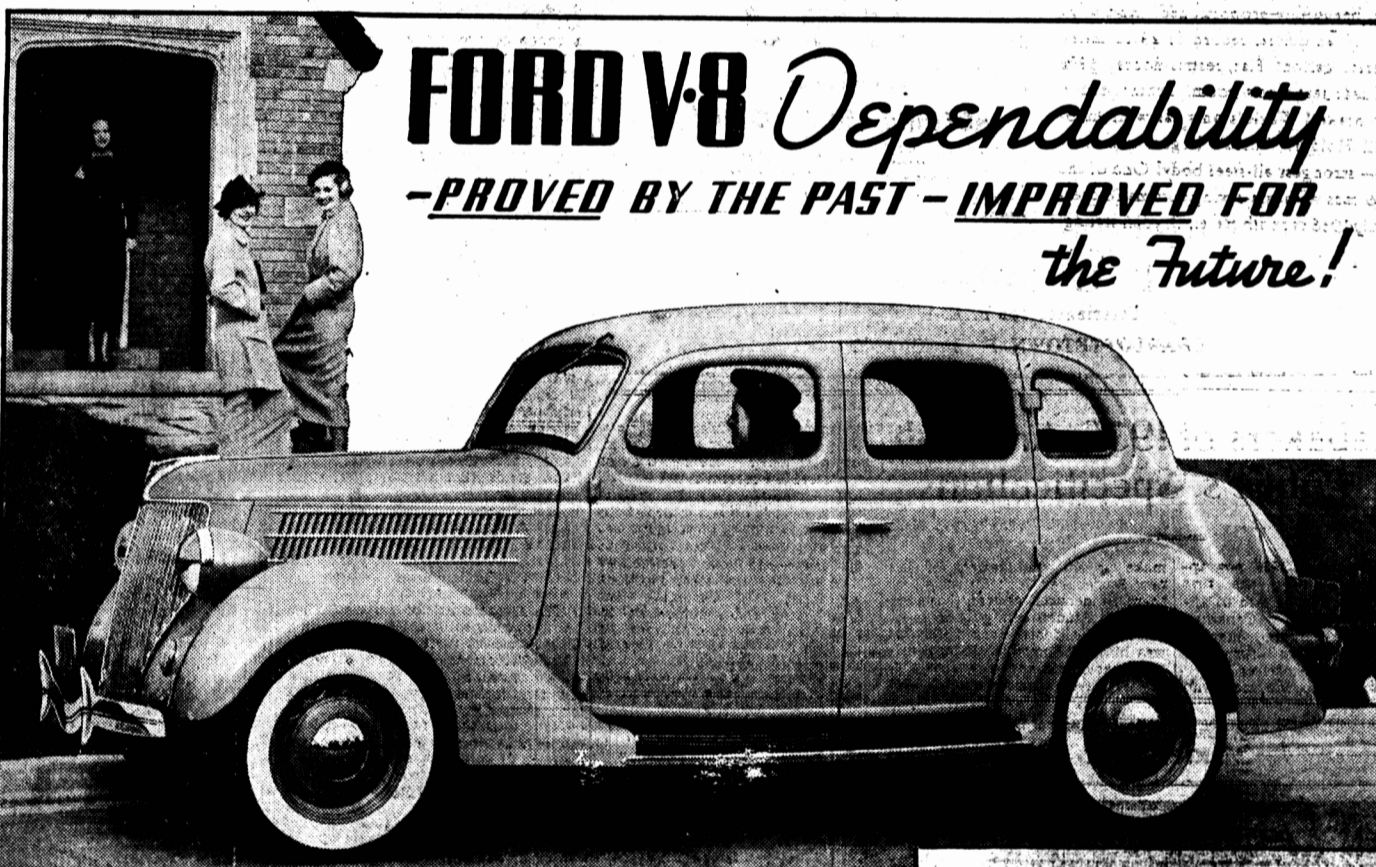
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# FORD V-8 Dependability

-PROVED BY THE PAST - IMPROVED FOR the Future!

THE 1936 FORD V-8 FORDOR TOURING SEDAN

### "WATCH THE FORDS GO BY"

The Ford V-8 is car value No. 1 by a very wide margin. It is still the only car under \$2500 with a V-8 engine. Modern motoring requires at least eight cylinders and Ford gives you their smooth power and performance—with economy. More than two million motorists have proved the Ford V-8 on the road. They are satisfied that it is the most dependable Ford ever built.

The 1936 Ford V-8 is more reliable than ever. Every part and feature is built to the high standard of the V-8 engine. New refinements of steering and gear shifting make driving easier and more pleasurable. Quick-acting Super-Safety Brakes have more effective braking gear per pound of car weight than any other low-priced car. Cold drawn steel wheels of unusual

strength with wide rims provide broad support for 8.00 x 16 balloon tires. Safety Glass throughout at no extra cost is an important safety feature. Miles are easier and more comfortable because of Centre-Pole Riding and extra body room. You would have to step up to a much higher price to get the unusual features that are regular equipment with the Ford V-8.

Make your own test of V-8 value and dependability in your Ford dealer's car. He invites you to drive it at your convenience. Phone him today.

TUNE IN THE FORD SUNDAY EVENING HOUR  
Symphony Orchestra and celebrated guest soloists, 9 o'clock (E. S. T.). FRED WARING AND HIS PENNSYLVANIANS, 9:30 Tuesday evening (E. S. T.). Columbia System.

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