

New Ford V-8 De Luxe Tudor Sedan Shown



PHOTO shows the new Ford V-8 de luxe Tudor sedan for 1935, which has just been announced. The body lines are distinctively modern and a departure from previous Ford

standards. The cars feature many engineering improvements providing greater riding comfort and increased ease of control. The engine has been moved forward. Passengers

ride closer to the center of the car. The Ford V-8 engine now has a new system of crankcase ventilation. The Tudor sedan is also available without de luxe equipment.

Announce Features of 1935 Ford Automobile

The new Ford V-8 for 1935 on display at the showrooms of Purnell & Wilson, authorized Ford dealer in Highland Park, brings to the motoring public a new conception of the meaning of style, comfort, safety and performance in personal transportation.

The 1935 model introduces virtually scores of ultra-modern engineering advancements that include: refined modernistic styling, new riding qualities, greater roominess, increased quietness of operation, higher standards of safety, improved performance and advanced ease of control.

The new Ford reveals distinctive originality in streamlining. Beauty is reflected throughout the car in the long sweeping lines of the body—in the sharply sloping windshield and tail—in the box-shaped louvers on the hood—even to running board and bumper.

Ford introduces in the 1935 mod-

els an exclusive development for greatly improved riding comfort: "full floating springbase with comfort zone seating." The seats have been moved forward so that all passengers now ride in the "comfort zone" between front and rear axles, where the shock of bumps in driving over uneven roads is minimized almost to the vanishing point.

The new ride is accomplished to some extent by the new springs that are now softer and longer and extend beyond the front and rear axles, giving a springbase—the distance from center to center of the springs—of more than 123 inches. This provides riding comfort of a car with even greater than that length wheelbase. At the same time for maneuverability and easy parking, the new Ford retains the 112-inch wheelbase of former models.

Together with the Ford basic principle of "free action on all wheels," provided by its transverse spring design, a smooth, almost shockless and better ride results from the changes. Larger seats, too,

have added to this increased comfort. Varying from four and a half to five and a half inches wider according to body styles, with a corresponding increase in the width of the car, the front seat accommodates three as comfortably as the rear seat.

In the low-priced models are the 5-window business coupe, Tudor sedan and Fordor sedan. The nine Deluxe models, the same car thru-out with the exception that they have more luxurious appointments, are the Tudor sedan, Fordor sedan, Tudor and Fordor "touring sedans" with trunks, three and five-window coupes, roadster, cabriolet and phaeton.

The new Ford bodies are all-steel, electrically welded into a one-piece construction with wood entirely eliminated for any structural purpose.

Brakes on the 1935 cars are of a new construction and more powerful. The changes have provided a more uniform bearing surface on the drums, at the same time increasing their efficiency approximately 40

per cent. Wider wheel rims have been provided for the larger, new 6-inch tires for extra stability in making turns.

Safety glass is provided for all windows and windshields at no extra cost.

Better performance is provided by improvements to the carburetor and the new copper-lead connecting rod bearings. The greatest change in the power plant, however, is in the new engine ventilating system. Cool air is taken into the crankcase thru a large scoop at the rear of the engine, forced into the valve chambers, then down an opening and out underneath the car.

For additional operating quietness, insulating coverings have been applied and a new type muffler deadens sounds from that source. Easier and more efficient operation of the window ventilating system is assured by changes in the operating mechanism. The new cowl ventilator now remains in any desired position, screened to protect passengers and driver from insects and other foreign material entering the car.

The interiors of all cars are most attractive, echoing the modernistic lines of the exteriors. The instrument panel is of striking design, matching the color of the interior trim. The new thin, scalloped steering wheel has anti-skid grips on the rim and carries through the color scheme, with the V-8 emblem and light controls in the center. The new instrument provided for the De Luxe cars are oil pressure indicator and engine temperature gauge.

For easier entrance and exit, rear floor boards now are flush with the door openings and front and rear doors are wider. The front doors are hinged at the front, the rear doors of the Fordor sedan at the rear.

Larger baggage compartments are provided for sedans not equipped with trunks, easily accessible from behind the rear seat.



St. Jude Novena To Start Monday, Jan. 7

The Rev. Thos. F. Conlon, O.P. of New York, well known Dominican preacher and national director of the Holy Name Society, will conduct the solemn novena in honor of St. Jude to be held at the Shrine in St. Pius Church, Ashland Avenue and 19th Street, Chicago. Associated with him in this novena will be the Rev. E. Ambrose Smith, O.P., of Houston, Texas, superior of the Southern Mission Band and well known radio speaker.

These nine successive days of devotion to the "Patron of Difficult

Cases" will begin Monday, Jan. 7, with services daily at 10 a.m., 3 p.m., and 8 p.m. The closing exercises on Jan. 15 will be in charge of Rev. R. D. Goggins, O.P., who succeeds Rev. W. A. Harchant, O.P., as director of the shrine.

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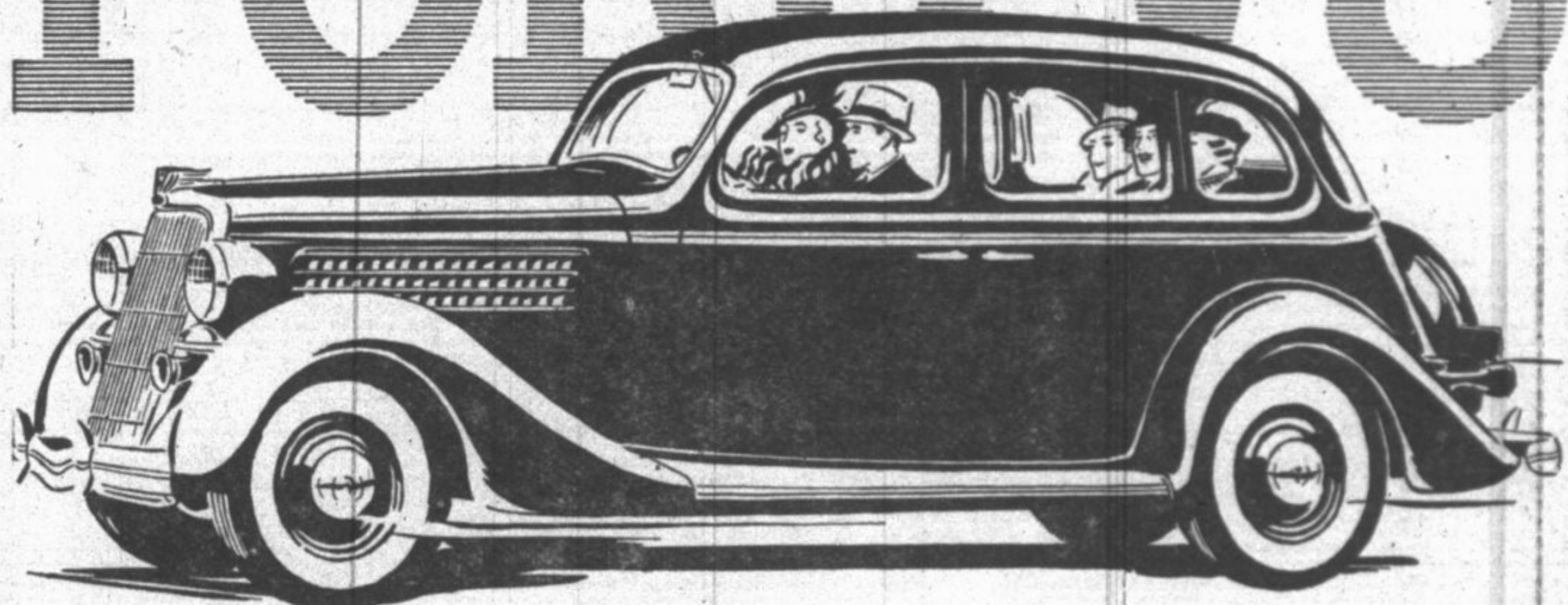
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Highland Park

FORD V-8

FOR 1935



New Beauty and Comfort Zone Riding

THE new Ford V-8 for 1935 is here! It is not only new in appearance—with new streamlined body and luxury-fitted interior. It introduces a new motoring experience—*Comfort Zone Riding*.

The body of this new car is mounted on a new Full-floating Springbase. All passengers are cradled in the *Comfort Zone* between the springs. As a result even back seat passengers now enjoy "front seat riding comfort!"

Notice the many other new features of this Ford V-8 for 1935. More body room, with seats up to 5½ inches wider. Safety glass all

around at no extra cost. A luggage compartment in back of the rear seat. Bigger tires. New easy-acting brakes, and a clutch that will delight every woman who drives.

Remember—when you buy a Ford you get the basic advantages of a powerful V-8 engine, an all-steel safety body and the most economical car to operate Ford has ever built.

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