

# Fiche détaillé

## Description

Communication  
Publicité pour les batteries Ford

## Mots-clés

Automobiles  
Ford

## Type de document

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## Référence du document

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## Lieu de conservation

1 image(s) disponible(s), pour visualiser la totalité des images, cliquer sur la photo.

HERE'S A PAIR  
OF FAST-MOVING  
NUMBERS  
FOR COLD DAYS  
AHEAD!

## Bigger, Better Heater-Defroster

Another example of the high quality of approved Ford accessories



- 1 QUICK HEAT:** Ample radiating surface to warm car quickly in the coldest weather.
- 2 WARM FEET FOR THE DRIVER:** Let's "sell" in your words when you remind owners *this* heater is specially designed to keep the driver's feet warm. The new "Defroster Vano" does the trick! Adjustable heat-doors help keep everybody snug and warm.
- 3 FINGER-TIP DEFROSTER CONTROL:** No stretching and fumbling for out-of-reach control. This one is right where it should be—on the heater switch panel—easy to see, easy to operate.
- 4 SMART, STREAMLINED DESIGN:** A bright, attractive accessory! Mottled gray enamel infra-red baked for enduring beauty. Streamlined defroster doors. Clear plastic door handles.

## Ford Batteries



Take a Trip Through a Ford Battery  
—Tell This Inside Story to Customers and Clinch More Sales

- 1 TOUGH, STURDY CASE:** Flow-lines eliminated for greater strength.
- 2 LEAD INSERTS:** Cell covers are molded around lead inserts through which plate posts extend. Greater durability.
- 3 LEAD-PROOF TERMINAL POSTS:** Battery posts are fused to lead inserts, preventing leakage around posts.
- 4 "NO-OVERFLOW" COVERS AND VENT PLUGS:** Give owners extra protection against electrolyte spilling out.
- 5 CELL CONNECTORS:** Large connectors reduce resistance, bringing more "starting power" into action on cold mornings.
- 6 LIFETIME SEDIMENT CHAMBERS:** Designed deep and spacious enough to hold all sediment deposited during life of the battery, lessening chances of "shorting."
- 7 RIGID CELL CONSTRUCTION:** Ford battery construction provides *double support* for cell groups.
- 8 INTERLOCKING GRID DESIGN:** Special grid design holds active material better—adds months to battery life.
- 9 FINEST ACTIVE MATERIALS:** Principal active material made from virgin lead, scientifically processed to a finished plate for high capacity and long life.
- 10 PURE ELECTROLYTE:** Ford batteries have pure sulfuric acid and distilled water, for full-power efficiency.
- 11 TOP-QUALITY SEPARATORS:** Made of Port Orford cedar wood or old-growth Douglas Fir wood, noted for keeping internal resistance low.
- 12 WARRANTY-COVERED:** If battery fails inside of 90 days, warranty guarantees Ford Motor Company will replace it. Dealer is not obligated.