

Seating

There is more room in the Popular than most other small family cars. Head room and knee room are generous. The large window area gives perfect visibility.



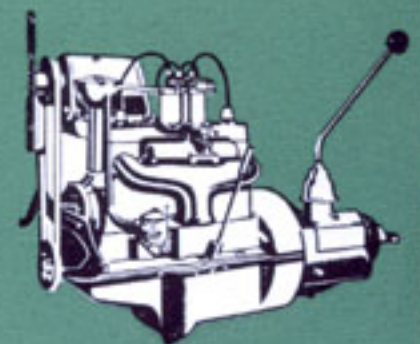
Ease of driving

Men and women drivers enjoy taking the wheel. Only two turns of the wheel are needed from lock to lock - driving in crowded streets or parking are easy. The driver's seat is adjustable. Tall or short drivers can sit at ease.



Low running cost

The 1172 c.c. engine gives a smooth and vigorous top gear performance. Proved over millions of miles, it is renowned for its economy. The three-speed gearbox makes light work of traffic or hills. Gear changing in the Popular is kept to the minimum.



Some technical questions you might well ask

What general equipment is fitted?

Headlamps are moisture-proof. Tail and Stop lights are combined with reflectors. Speedometer, odometer, ammeter and fuel gauge are easy to read.

What is the petrol capacity?

7 gallons.

Some engine details.

Four cylinder. Bore 2.5 ins. Stroke 3.64 ins. Capacity 1172 c.c. B.H.P. 30.1 at 4,000 r.p.m.

Is the suspension adequate?

Transverse design springs with oilless shackles and hydraulic shock-absorbers ensure stability and riding comfort.

Body.

The welded steel body ensures durability. Interior fittings include P.V.C. upholstery, cloth lined roof, safety glass all round. Safety door locks with Barrel type lock and key to R.H. door. Bucket type front seats. Rear view mirror.

Spare wheel.

Easily accessible in the rear luggage boot with jack, wheelbrace, etc.

Transmission.

Clutch: Dry single plate. Three forward speeds, and reverse. Synchromesh top and intermediate gears.

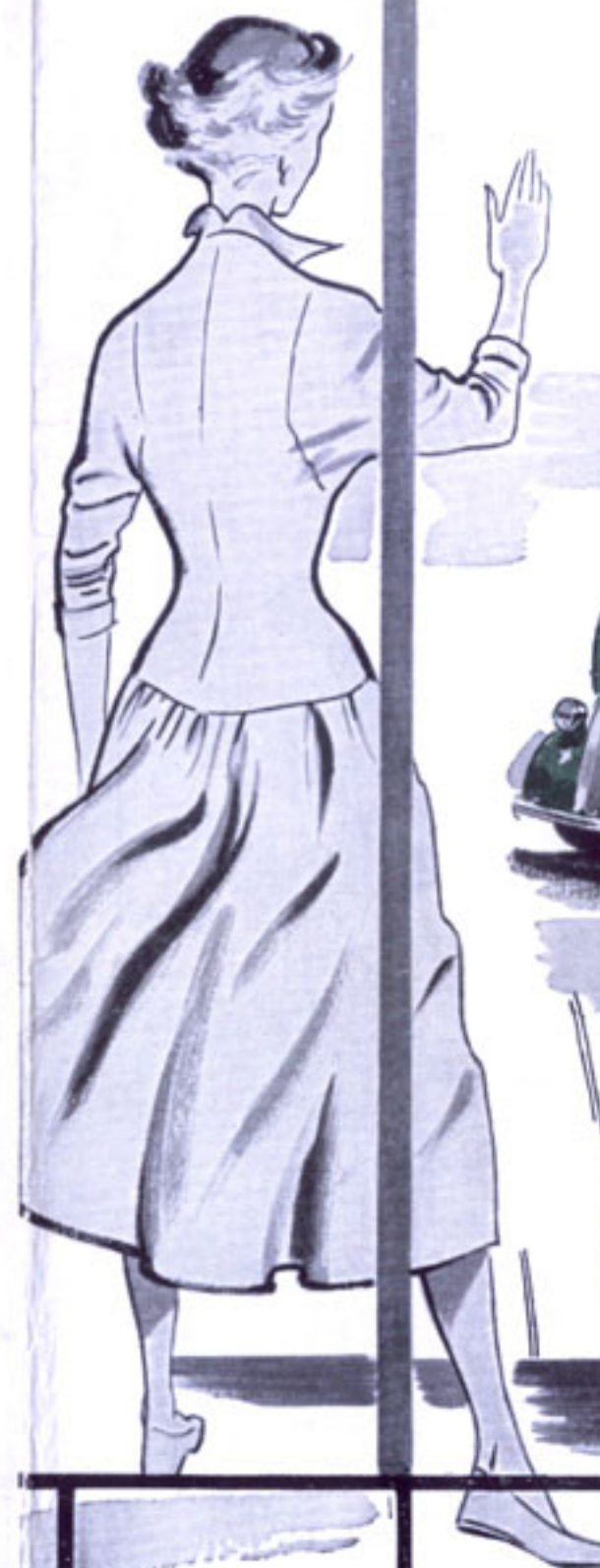
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FORD MOTOR COMPANY LIMITED DAGENHAM

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**AND FORD
SERVICE TOO!**



Ford

POPULAR

More than ever Popular

That new car you need as your first car or to replace an old model need not be a mere dream. Now, more than ever, people are turning to the Ford Popular—the World's lowest priced car—as the solution to today's motoring problems.

EASY TO BUY

The famous Popular is first class value and costs far less—by a wide margin—than any other available car. Your Ford Dealer can help, if need be, with special Hire Purchase facilities.

EASY TO RUN

New car reliability saves money by minimising repair bills. The economical Popular is backed by the famous Ford Service available everywhere at low fixed prices.

Since the introduction of the Popular, over 100,000 models have been bought. Many people run them as second cars. Business concerns buy them for their representatives. Family motorists everywhere welcome the low cost, economical Ford Popular as the solution to today's motoring problems.

