

# ADDING NEW BEAUTY TO OUTSTANDING PERFORMANCE



*New Ford bodies, in beautiful new colors, will be displayed tomorrow by Ford dealers*

**T**HE Model A Ford was a good car when it was first introduced. It has constantly been made a better car. As soon as improvements are found and tested they are passed on to the public. That work goes steadily on.

Now comes the time when another forward step can be taken and this policy of constant improvement given still further expression. Tomorrow, a new line of Ford bodies will be displayed by Ford dealers.

The introduction of these new Ford bodies is of interest to every motorist. In flowing grace of line and contour—in the carefully planned harmony of every detail of design—they set a new high standard for a low-priced car.

A new, fresh beauty has thus been placed within the means of every one.

All of these new Ford bodies are finished in a

variety of beautiful colors, with bright Rustless Steel head lamps, radiator shell, hub caps, tail lamp and cowl finish strip. All have roomy interiors. All bring you the safety, comfort, power, speed, acceleration, ease of control, economy and long-lived reliability that have given the Model A Ford such a high place in the regard of millions of motorists.

**S**ET apart a little while tomorrow to see these new Ford bodies. You will be particularly interested in the manner in which new beauty has been added to outstanding performance. In appearance, as in mechanical construction, craftsmanship has been put into mass production. Further details and illustrations of the new Ford bodies will appear tomorrow in this newspaper.

**FORD MOTOR COMPANY**

