

# THE NEW FORD

Everything you want  
or need in a motor car at an  
unusually low price

THE more you see of the new Ford, the more you realize that it brings you everything you want or need in a motor car at an unusually low price.

Its substantial beauty of line and color is apparent at a glance. Long, continuous service emphasizes the value of its simplicity of design and the high quality that has been built into every part.

The new Ford accelerates quickly and it will do 55 to 65 miles an hour. It is an easy-riding car because of its specially designed springs and four Houdaille double-acting hydraulic shock absorbers. It has fully enclosed four-wheel brakes and the added safety of a Triplex shatter-proof glass windshield. Operation and up-keep costs are low and it has the stamina and reliability that mean thousands of miles of dependable, uninterrupted service.

See the nearest dealer and have him give you a demonstration ride in the new Ford. Check up every point that goes to make a good automobile and you will know that it is a value far above the price you pay.



### Note These Low Prices

There is a Ford car for every need and purpose at an unusually low price. Appointments and upholstery are in keeping with its mechanical excellence. You may choose from a variety of body colors.

Roadster . . . . .	\$435	De Luxe Roadster . . . . .	\$520
Phaeton . . . . .	440	De Luxe Phaeton . . . . .	625
Coupe . . . . .	495	De Luxe Coupe . . . . .	545
Tudor Sedan . . . . .	495	De Luxe Sedan . . . . .	640
Sport Coupe . . . . .	525	Convertible Cabriolet . . . . .	625
Fordor Sedan . . . . .	600	Town Sedan . . . . .	660

All prices f. o. b. Detroit, plus freight, delivery and spare tire. Bumpers are extra except on the De Luxe Roadster and De Luxe Phaeton. Convenient time payments can be arranged through the Universal Credit Company.



### Features of the Ford

Attractive Lines and Colors      Rich Upholstery      Choice of Twelve Body Types      Quick Acceleration      Ease of Control  
 55 to 65 Miles an Hour      Silent, Fully Enclosed Four-wheel Brakes      Four Houdaille Double-acting Hydraulic Shock Absorbers  
 Triplex Shatter-proof Glass Windshield      Aluminum Pistons      Chrome Silicon Alloy Valves      Torque Tube Drive  
 More Than Twenty Ball and Roller Bearings      Extensive Use of Steel Forgings

In addition to all these features, the new Ford is an economical car to own and drive. You will save many dollars because of its low first cost, low cost of operation and up-keep and low yearly depreciation.

**FORD MOTOR COMPANY**