

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

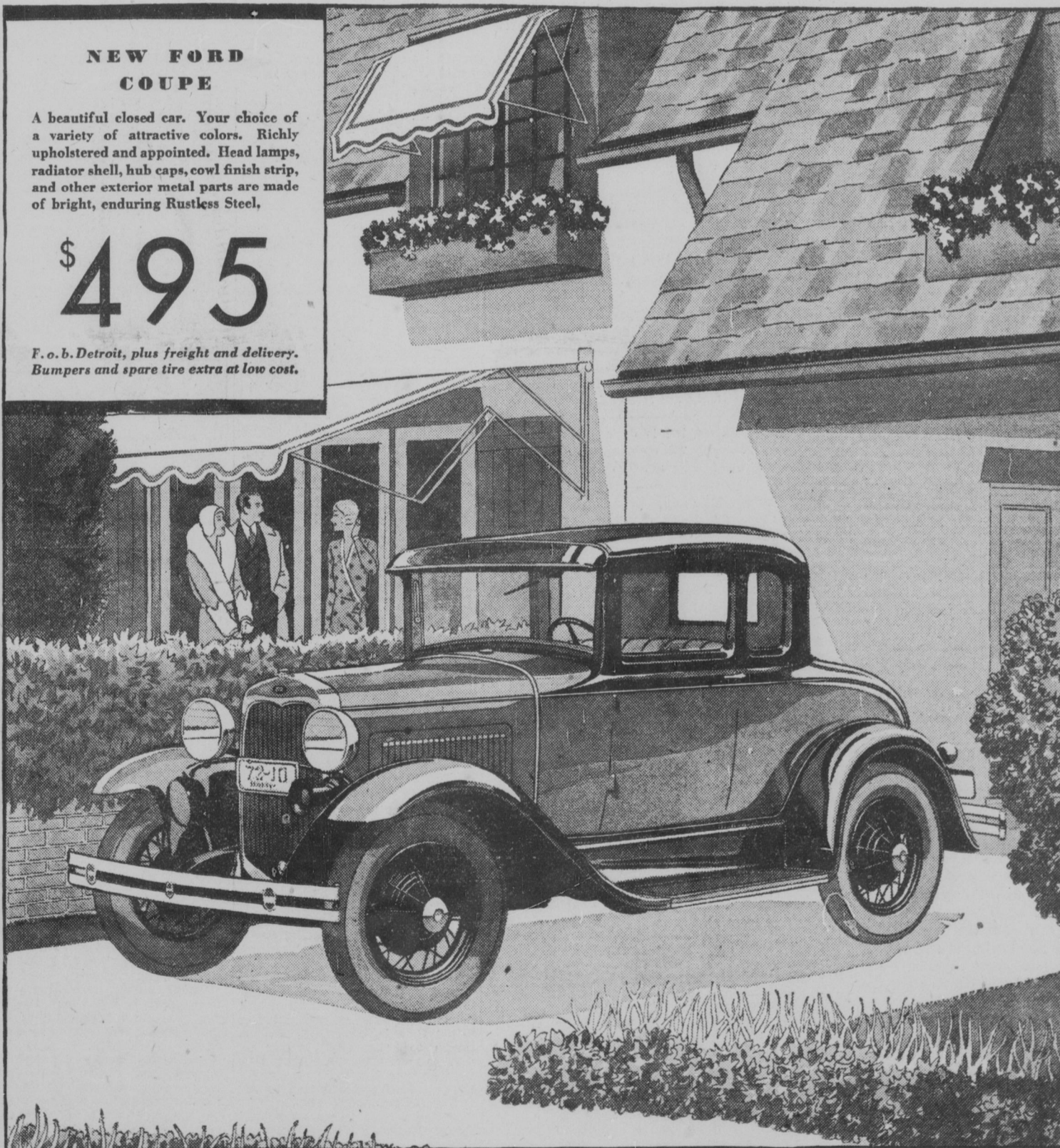
All prices f. o. b. Detroit, plus freight, delivery and spare tire. Bumpers are extra except on the De Luxe Roadster and De Luxe Phaeton. Convenient time payments can be arranged through the Universal Credit Company.

NEW FORD COUPE

A beautiful closed car. Your choice of a variety of attractive colors. Richly upholstered and appointed. Head lamps, radiator shell, hub caps, cowl finish strip, and other exterior metal parts are made of bright, enduring Rustless Steel.

\$495

F. o. b. Detroit, plus freight and delivery.
Bumpers and spare tire extra at low cost.



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	Chrome Silicon Alloy Valves	Torque Tube Drive
Triplex Shatter-proof Glass Windshield	Aluminum Pistons	Extensive Use of Steel Forgings		
More Than Twenty Ball and Roller Bearings				

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