



Her habit of measuring time in terms of dollars gives the woman in business keen insight into the true value of a Ford closed car for her personal use. This car enables her to conserve minutes, to expedite her affairs, to widen the scope of her activities. Its low

first cost, long life and inexpensive operation and upkeep convince her that it is a sound investment value. And it is such a pleasant car to drive that it transforms the business call which might be an interruption into an enjoyable episode of her busy day.

TUDOR SEDAN, \$590

FORDOR SEDAN, \$685

COUPE, \$525

(All prices f. o. b. Detroit)

Ford
CLOSED CARS