

B E A U T Y - C O M F O R T

Ford

Today's High Peak in Motor Car Value

DISPLAY rooms of all Authorized Ford Dealers are thronged with those eager to see the latest Ford body types. Admiration for these attractive cars is expressed everywhere. The low stream-line bodies, the increased roominess, the greater riding comfort and the many convenient new features are advantages which are widely welcomed and appreciated.

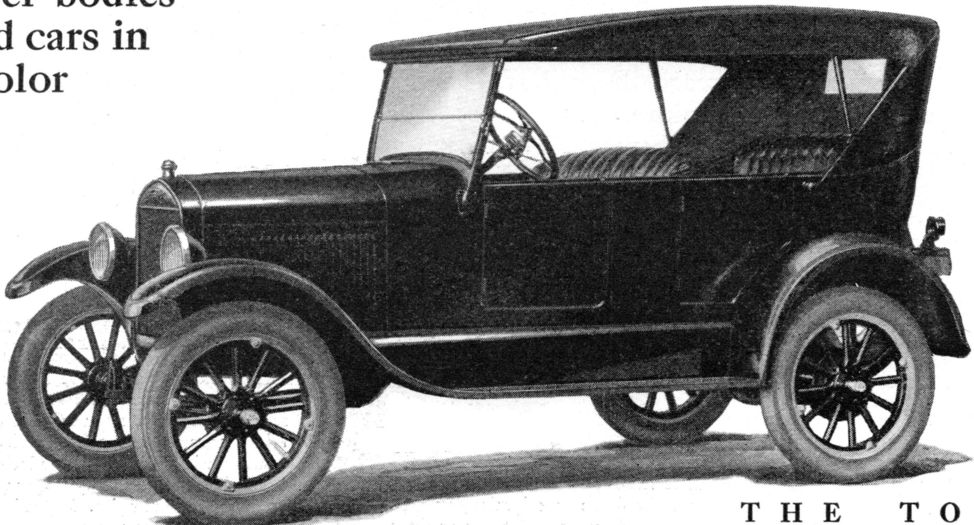
The fact that all this has been accomplished without raise in price is even

more impressive. Ford value, for years holding unchallenged leadership in the motor car market, now reaches a new high peak, through Ford production—its volume and economy of manufacturing methods.

Demand for Ford cars has exceeded all previous records during summer months. Now it is sure to outstrip even the huge production Ford facilities permit.

F O R D M O T O R C O M P A N Y D E T R O I T

All-steel bodies
Closed cars in
color



T H E T O U R I N G
Black. All-steel body. One-man top. Weather-proof side curtains opening with all four doors. Four cord tires, nicked head lamp rims, windshield wiper. Starter and demountable rims \$85 extra. **\$290**
Balloon tires \$25 extra. Price
f. o. b. Detroit.

CONVENIENCE-UTILITY

for BEAUTY

Chassis has been lowered; bodies have also been lowered and lengthened. This streamline effect is further emphasized by the raising of radiator and head lamps.

Closed bodies in color are unusually pleasing; the Fordor Sedan comes in a rich Windsor Maroon, while the Coupe and Tudor Sedan are finished in deep Channel Green; new and finer upholstery gives an artistic harmony to the whole car.

Bright nickeled radiator and head lamp rims feature closed cars. On open cars, head lamp rims are also nickeled.

Fenders are larger, longer and more attractive, conforming to stream-line treatment. The hood also is longer; louvres on sides are redesigned and increased in number.

Rear deck of both the Coupe and Runabout has a full sweep of line which greatly improves these cars' appearance.

for COMFORT

Seats are set further back, lowered and redesigned to permit easy relaxation.

Lowering of the car's center of gravity tends to give greater sense of security and to increase roadability.

Improvement in both the transmission and rear wheel brakes, with wider drums and bands, makes breaking smoother and more positive.

One-piece ventilating windshields in the Tudor Sedan and Coupe give greater visibility.

Running boards are wider and nearer the ground; doors are designed for easier entrance and exit.

for CONVENIENCE

In the Tudor Sedan, Coupe and open cars, gasoline tank is under the cowl and may be filled from the outside.

Brake and clutch pedals are wider and more conveniently spaced. Steering wheel is larger and lower.

Coil box and gasoline sediment bulb are placed under hood, where they may be more conveniently reached. Improved fan bracket simplifies adjustment of fan belt.

for UTILITY

Bodies of all-steel construction mean longer wear and lower upkeep.

The Touring Car and Runabout have removable storm-curtains opening with all doors. Compartment space under the rear deck of the Coupe and Runabout has been greatly increased.

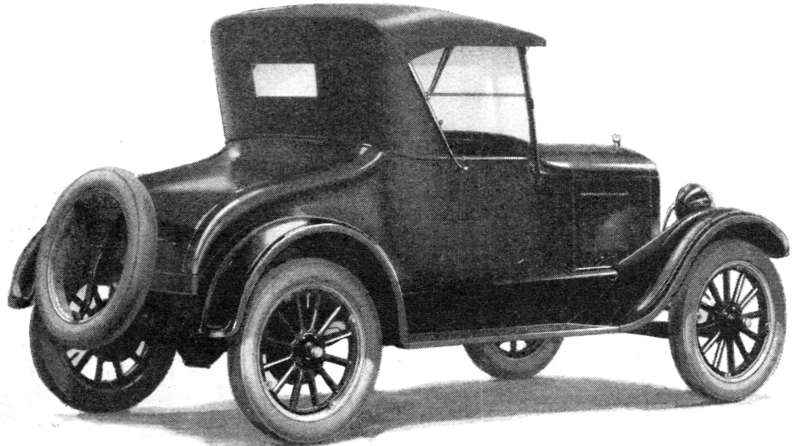
There is added capacity in the gasoline tank of the Tudor Sedan, Coupe and open cars.

No increase in prices

THE TUDOR SEDAN

Channel Green. All-steel body. Nickeled radiator and head lamp rims. Starter, demountable rims, four cord tires, windshield wiper, rear view mirror and dash lamp. Balloon tires \$25 extra. Price f. o. b. Detroit.

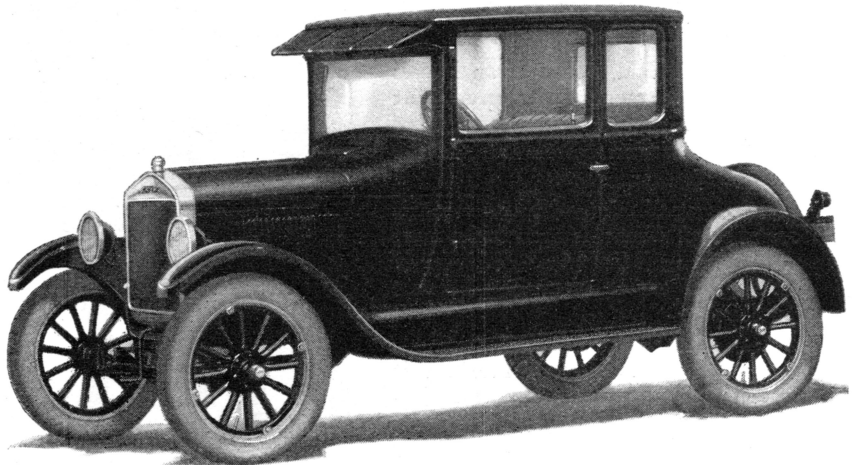
\$580



THE RUNABOUT

Black. All-steel body. Large compartment under rear deck. Weatherproof side curtains opening with both doors. Four cord tires, nickeled head lamp rims, windshield wiper. Starter and demountable rims \$85 extra. Balloon tires \$25 extra. Price f. o. b. Detroit.

\$260



THE COUPE

Channel Green. All-steel body. Nickeled radiator and head lamp rims. Large compartment under rear deck. Starter, four cord tires, demountable rims, windshield wiper, rear view mirror and dash lamp. Balloon tires \$25 extra. Price f. o. b. Detroit.

\$520

