

Built to serve you faithfully and well for many thousands of miles

The new Ford is a remarkably fine car for one that costs so little. It is simple in design, constructed of the finest materials, and built with unusual accuracy.

These are the reasons it performs so wonderfully. These are also the reasons its service requirements are so few and the up-keep cost so low.

An example of the simplicity of Ford manufacturing methods is shown in the engine lubrication system. It is

reliable and effective in action, yet so carefully made that it requires practically no service attention. There is, in fact, only one thing for you to do, but that is a very important thing . . . watch the oil!

Keep enough oil in the oil pan so that the indicator rod never registers below low (L) and change the oil regularly every 500 miles. If the oil level is allowed to fall below low, the supply becomes insufficient to oil all parts. The oil also loses its lubrication properties more rapidly because it is used faster.

In addition to having the engine oil changed, you will also find that it pays to have the chassis lubricated every 500 miles. This has been made easy in the new Ford through the high pressure grease gun system.

The oiling and greasing of an automobile is so important and means so much to economical, satisfactory performance that it ought not to be neglected or delegated to inexperienced hands.

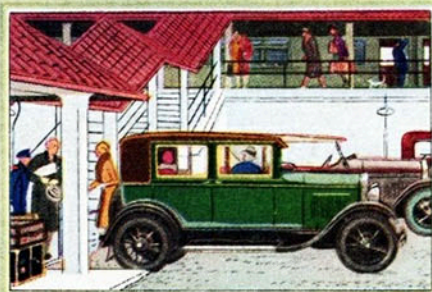
When you consider that each piston moves up and down 1300



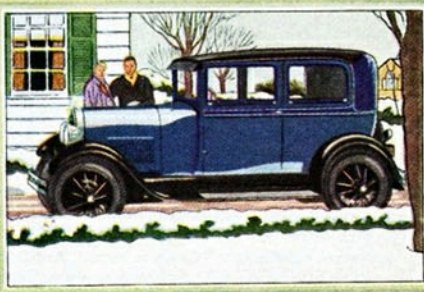
FORD MOTOR COMPANY
Detroit, Michigan

times a minute when you are traveling at thirty miles an hour, you can see the need of proper lubrication. And the piston is only one of many moving parts in the engine!

Ford dealers are the most competent to handle the lubrication requirements of the new Ford. They know what oil and grease are best and they have the equipment to do a prompt and thorough job at a fair price.



Long, low and fleet are the lines and strikingly beautiful the colors of this new Fordor Sedan. Distinguished, too, by a richness of finish and appointment unusual in a low-price car. Five people can ride in comfort in the new Fordor Sedan because of the wide seats and generous room provided in both front and rear compartments.



All the features of the new Ford are brought to you in this Tudor Sedan. Beautiful lines and colors . . . 55 to 65 miles an hour . . . smoothness at all speeds . . . fully-enclosed, silent six-brake system . . . four Houdaille shock absorbers . . . Triplex shatter-proof glass windshield . . . reliability and low cost of up-keep.