



Good performance with economy

THE new Ford is more than a new automobile. It is the expression of an ideal—an ideal that looks to bringing the benefits of modern transportation to all the people.

Because of this purpose, the price is low and great care has been taken to insure economy of operation and up-keep.

Conservative figures show that the new Ford averages 20 miles per

gallon of gasoline, with many Ford owners reporting greater mileage on long trips. Oil consumption is also low. There is a considerable saving on tires due to the balance of the car, ease of steering and perfected wheel design. Mechanical up-keep is low because of simplicity of design and the enduring quality built into every part.

Definite evidence of the economy of the new Ford is shown in repeated purchases by Federal and city governments, by police departments, and by large industrial companies which keep day-by-day cost records.

The new Ford has been chosen only after exhaustive tests covering every feature of automobile value and performance—from the time of purchase to the final trade-in. Here the Ford policy of not making yearly changes serves to protect the investment of every Ford owner. All improvements in the new Ford are made so that present owners may take advantage of them at low cost.

The availability of Ford dealers throughout the world and close factory supervision of all service are additional reasons for the economy of the new Ford.

It has always been our belief that a sale does not complete the transaction between us and the buyer, but establishes a new obligation on us to see that his car gives him service. We are as much interested in his economical operation of the car as he is in our economical manufacture of it. For that reason we have installed a system of controlled service

to take care of all Ford car needs in an economical and improved manner.

This service begins with proper instruction when you buy the car and includes

a free inspection and checking-up of important parts at 500, 1000 and 1500 miles.

The purpose of Ford Service is identical with that for which the car was built—to help you get thousands of miles of enjoyable motoring at a minimum of trouble and expense.

FEATURES OF THE NEW FORD CAR

*Fully enclosed, silent six-brake system
Four Houdaille hydraulic double-acting shock absorbers*

Triplex shatter-proof glass windshield

*Vibration-absorbing engine support
Alemite chassis lubrication*

Ten body types

Choice of a number of colors in each body type

Quick acceleration

55 to 65 miles an hour

Reliability and economy



FORD MOTOR COMPANY
Detroit, Michigan