

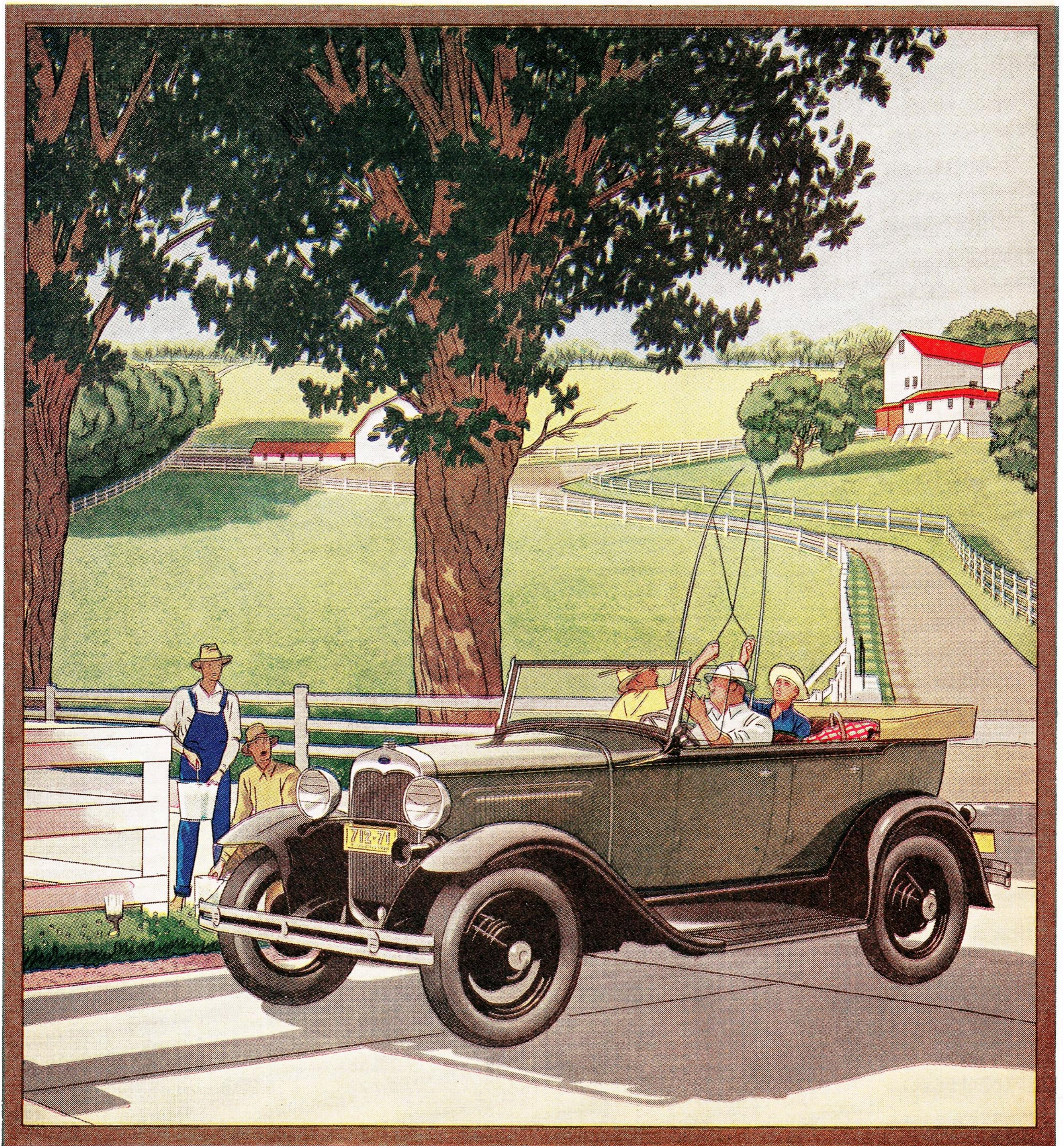
# Built for many thousands of miles

THE new Ford has been designed and built to give you many thousands of miles of faithful, economical service.

Beneath its flashing beauty of line and color—in those vital mechanical parts which you may never see—is a quality of material and craftsmanship in manufacture unusual in a low-price car. Its sturdy strength, reliability and capable performance, in all

weather and under all conditions, make it a particularly good choice for farm use.

It stands up under the added strain of bad roads and hard daily usage in a way that has always been characteristic of the Ford car. The experience of the passing months and years will increase your satisfaction in its performance and confirm your first impression that it is a "value far above the price."



THE NEW FORD PHAETON