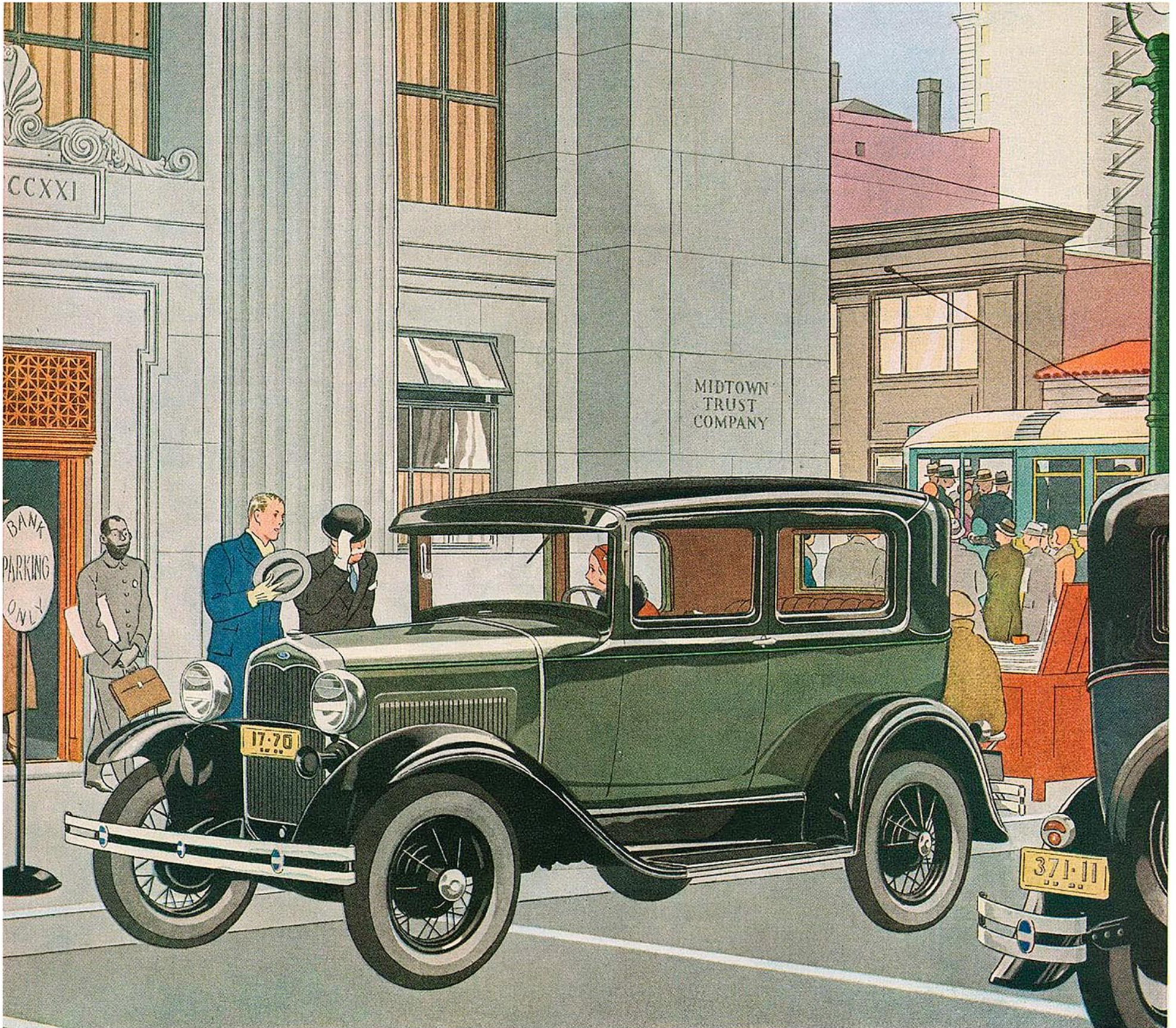




The new Ford is an economical car to own and drive



THE NEW FORD TUDOR SEDAN

LOW FIRST COST, LOW COST OF OPERATION AND UP-KEEP, AND LOW YEARLY DEPRECIATION MEAN A DISTINCT SAVING TO EVERY PURCHASER

THE new Ford is a splendid car to own and drive because of its attractive lines and colors, safety, comfort, speed, reliability and long life.

There are, in addition, three other features of importance to every far-seeing automobile owner . . . low first cost, low cost of operation and up-keep, and low yearly depreciation.

During the life of the car, the day-by-day economy of owning a Ford will amount to considerably more than the saving on the first cost. You save when you purchase a new Ford

and you save on every single mile you drive.

Evidence of the economy of the new Ford is shown in its selection by large industrial companies which keep accurate cost records. Many of these operate fleets of fifty, one hundred, and two hundred Ford cars and trucks. One company has eight thousand. The experience of these careful buyers is a dependable guide for you to follow in the purchase of a motor car.

The reasons for the good performance and economy of the new Ford are simplicity of design,

high quality of materials and care in manufacturing and assembling. Many vital parts are made to limits of one one-thousandth of an inch. Some to three ten-thousandths of an inch.

The more you see of the new Ford—the more you talk to Ford owners—the more certain you become of this fact. . . . It brings you everything you want or need in a motor car at an unusually low price. You may purchase it on convenient, economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.