



THE NEW FORD DE LUXE COUPE

IN CITY, town and country, the new Ford is helping to shorten the miles and extend the limits of opportunity for millions of people.

It brings the open fields closer to the city and removes the isolation of rural districts. Daily it carries great numbers of men to work and home again, takes children safely to school and lightens the duties of women everywhere. Thousands of salesmen use it to cover larger territories and thereby render better service to their customers and the companies for which they

The Ford is The Universal Car



work. Where heavy storms break down the wires, the Ford fights its way through mud and snow and enables linemen to make quick repairs, so that the business of the nation may go on. While you sleep, the Ford

delivers the necessities of life to countless homes, and speeds a physician on a hurried call. Along darkened highways, policemen use its alert speed and reliability for greater protection to widening areas.

Wherever there is movement of men and materials, you will find the new Ford is an accepted part of the program of the day because of its low first cost, good performance and economy of operation. You may purchase it on convenient, economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.