



**R I C H L Y   C O S T U M E D   F O R   A   L E A D I N G   R O L E**

UPON the roadways of the world, the new Ford plays an important part in the widening activities of the modern woman. Its distinctive beauty of line and color is apparent at a glance. Through many months of constant use you will develop a sincere pride in its alert and faithful performance.

The high quality of the new Ford is revealed also in every detail of its interior finish—in those all-important little things a woman's discerning eye is quick to note and remember.

The richness of the upholstery and the carefully tailored trimming—the excellent taste in appointments—the ease

with which the windows go up and down in the substantial doors—the deep, well-sprung cushions in the restful seats—the pleasing harmony of color . . . all of these bespeak the care and craftsmanship that have gone into the building of the Ford car.

In addition to the Convertible Cabriolet, illustrated above, there are twelve other Ford body types for your selection, in a changing variety of attractive colors. The low first cost of the new Ford means a distinct saving and you may purchase on convenient, economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.

