

# New Ford Bodies on Display Today for First Time

*New*  
**RUSTLESS STEEL**

*New*  
**STREAMLINES**

*New*  
**ROOMY BODIES**

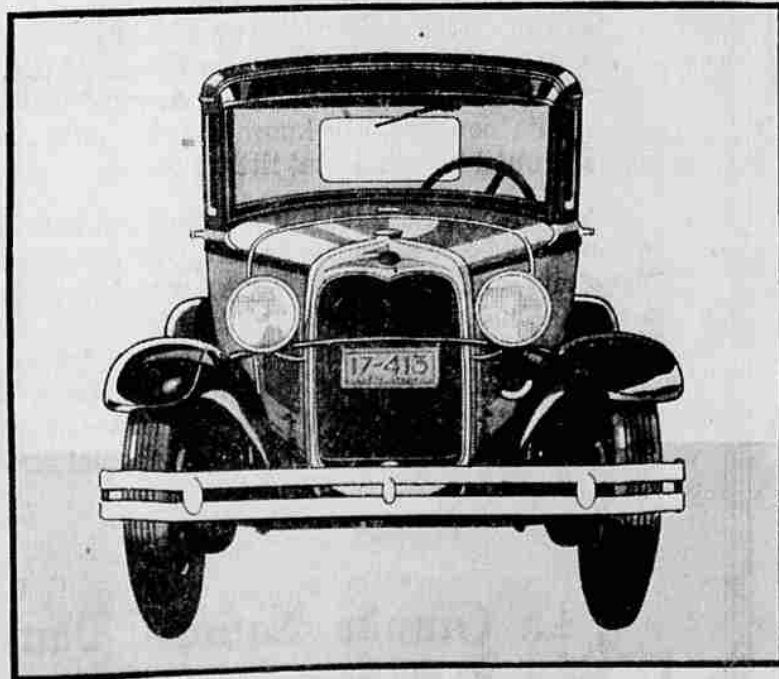
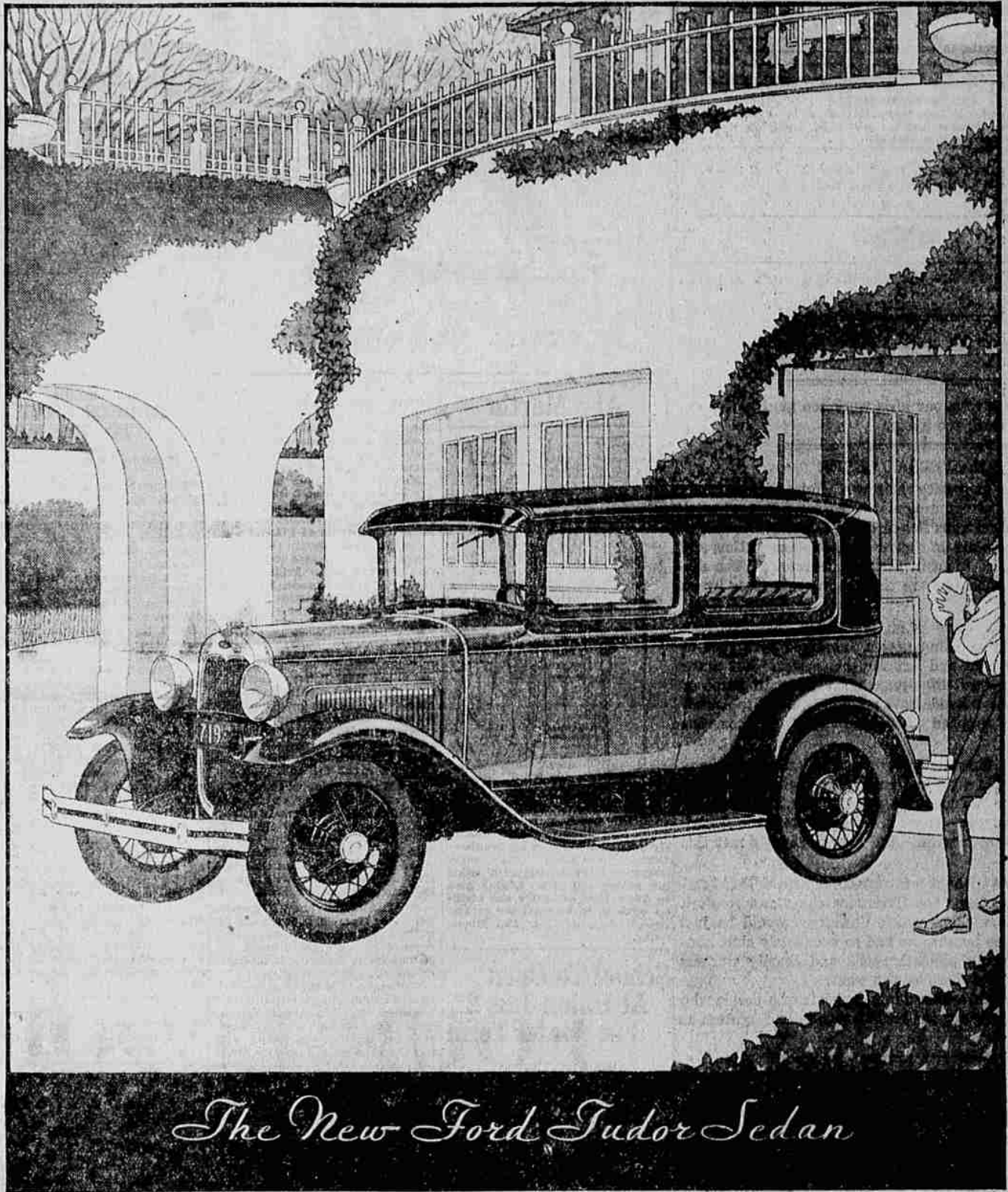
*New*  
**LARGER FENDERS**

*New*  
**DEEPER RADIATOR**

*New*  
**SMALLER WHEELS**

*New*  
**LARGER TIRES**

*New*  
**COLORS**



**T**ODAY marks another great forward step in the history of the Ford car. For today the new Ford bodies will be officially introduced and a new beauty brought within reach of every one.

Take a little while today, therefore, to visit the showrooms of the nearest Ford dealer and see these beautiful new Ford bodies. Note the new roomy interiors, the new deeper radiator, the new hood and cowl, the new fenders, the new streamlines, the new wheels and tires, the Rustless Steel used for exposed metal parts—everything that contributes to this new beauty for the new Ford.

To outstanding mechanical performance, the new Ford now adds a new grace of line and contour. To motorists everywhere these new bodies are a further reflection of the Ford policy of constantly improving the car and of giving value far above the price . . . \$435 up—f. o. b. Detroit.