

**NEW FORD TUDOR SEDAN**

An example of the fine coachwork of the new Ford cars. New military-type sun visor, and crown roof. Narrow pillars and new door construction give unusual vision. Both front seats fold forward, giving easy access to rear seat. Ample space between seats. Your choice of four artistic color harmonies—an unusual feature in a low-price car.

**\$495**

(F. O. B. Detroit)

# First Pictures of the New Ford Car

Get complete details **TODAY** at Ford salesrooms

FOR SEVERAL years we have been working on the new Ford car. For weeks and months you have been hearing rumors about it. For the past few days you have been reading some of the details of it in the newspapers.

Whatever you do today, take at least fifteen minutes to get the full story of this new automobile.

You will realize then that it is an entirely new and different Ford car, designed and created to meet modern conditions—a car that brings you more beauty, speed, quiet, comfort, safety, economy and stamina than you ever thought possible in a low-price car.

Automobile history will be made today, for the new Ford is not only new in appearance and performance . . . it is new in mechanical design. Many features of it are exclusive Ford developments. Some are wholly new in automobile practice. Its low price is a reflection of manufacturing improvements and economies that are as epoch-making as the car itself.

Nineteen years of experience in building 15,000,000 automobiles are behind the new Ford car and have counted in its making. Resources unmatched in the motor car industry are its heritage and its birthright.

The Ford policy of owning the source of raw materials, of making virtually every part, of doing business at a small profit per car, has cut many dollars off the price you would ordinarily have to pay for a car like this.

So we say to you—learn about this new Ford car today. Compare it with any other car in the light-car field for beauty of line—for comfort—for speed

—for quick acceleration—for flexibility in traffic . . . for steadiness at all speeds . . . for power on the hills . . . for economy and low cost of up-keep . . . for its sturdy ability to stand up under countless thousands of miles of service.

Then you will know why today will be remembered as one of the greatest days in the entire history of the automobile industry. . . . Then you will know why the new Ford car will be *your* car.

## NOTE THESE FEATURES

*Beautiful new low body lines*

*Choice of four colors*

*55 to 65 miles an hour*

*Remarkable accelerations*

*40 horse-power*

*Four-wheel brakes*

*Standard, selective gear shift*

*Hydraulic shock absorbers*

*20 to 30 miles per gallon of gasoline*

*Theft-proof coincidental lock*

*Typical Ford economy and reliability*

## STANDARD EQUIPMENT ON ALL NEW FORD CARS

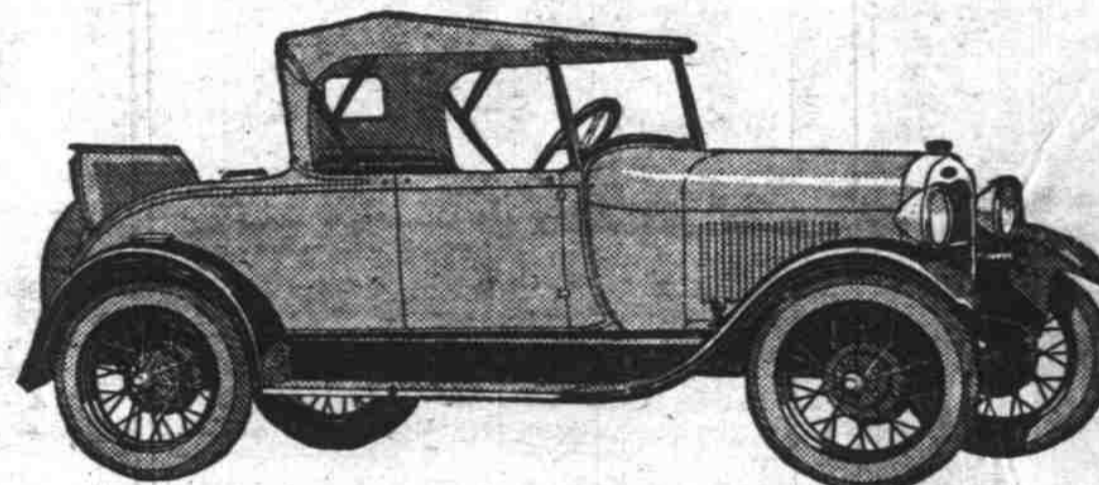
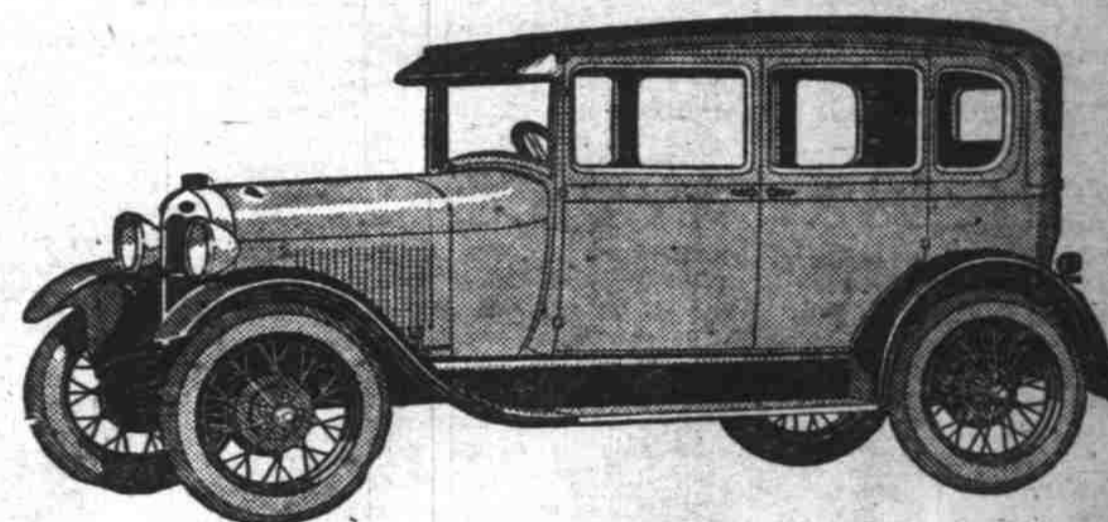
Starter	Dashlight
Five steel-spoke wheels	Mirror
Windshield wiper	Rear and stop light
Speedometer	Oil gauge
Gasoline gauge	Tools
Pressure grease gun lubrication	

**NEW FORDOR SEDAN**

A big roomy car. Wide seats. Generous leg-room front and rear. Four convenient doors. Unusually large windows. Rich upholstery and full-nickeled hardware. Dome light. Your choice of four artistic colors.

**\$570**

(F. O. B. Detroit)



**NEW FORD ROADSTER**

A long, low, chummy car. As fast as it looks. Wide doors. Deep cushions. Rich upholstery. Full-nickeled hardware. Rumble seat optional. Your choice of four beautiful color harmonies.

**\$385**

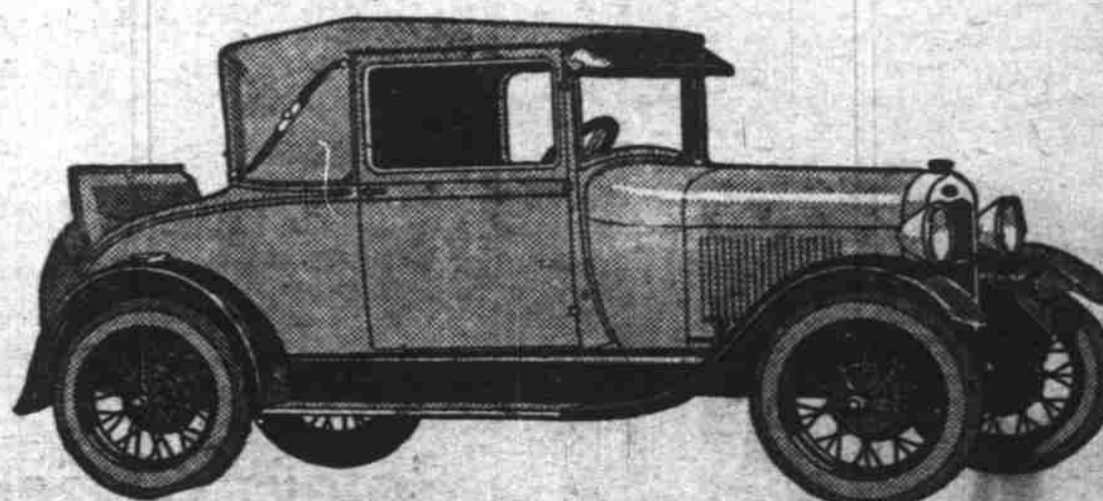
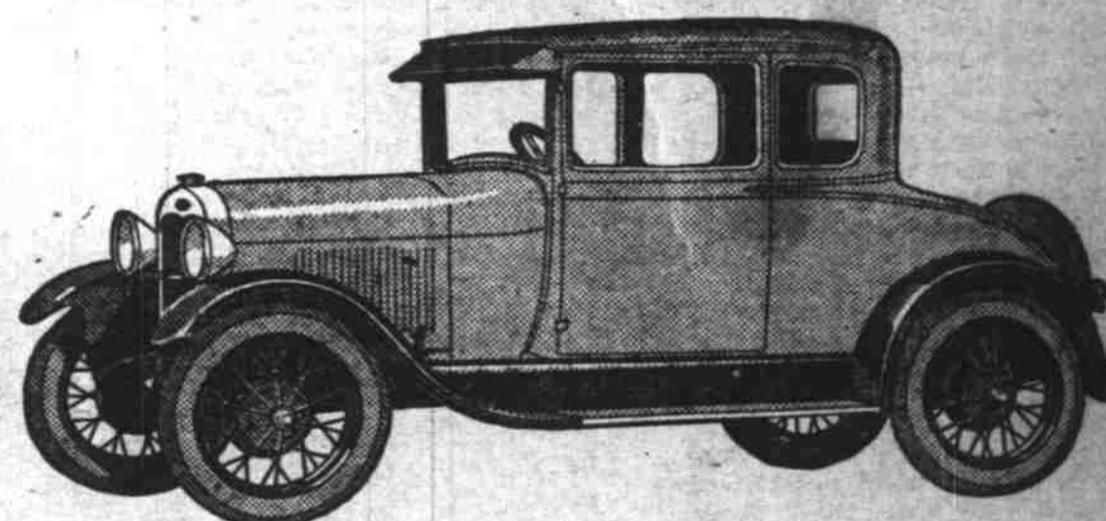
(F. O. B. Detroit)

**NEW FORD COUPE**

There is a bit of the European touch in the coachwork and contour of this new Ford Coupe. Handy package shelf in back of seat and unusually large waterproof luggage space in rear deck. Your choice of four beautiful colors.

**\$495**

(F. O. B. Detroit)



**NEW FORD SPORT COUPE**

Combines the alert smartness of the roadster and the advantage of a closed car. Rumble seat standard. Lendox front on seat quarter. Finished in four artistic color harmonies.

**\$550**

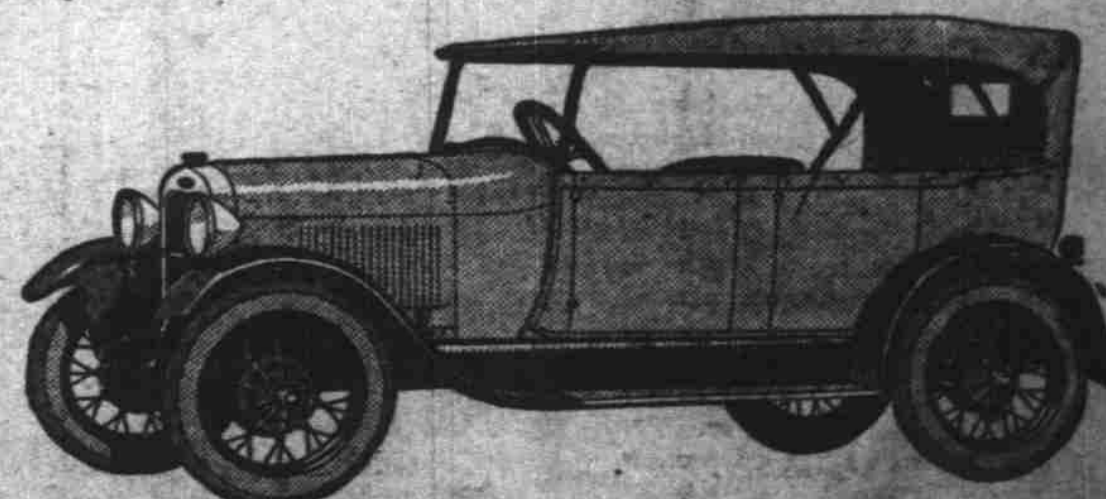
(F. O. B. Detroit)

**NEW FORD PHAETON**

Another long, low, roomy car. All four doors open forward. Curtains open and close with doors. Side curtains have unusually large windows. Your choice of four artistic colors.

**\$395**

(F. O. B. Detroit)



**FORD MOTOR COMPANY**  
Detroit, Michigan