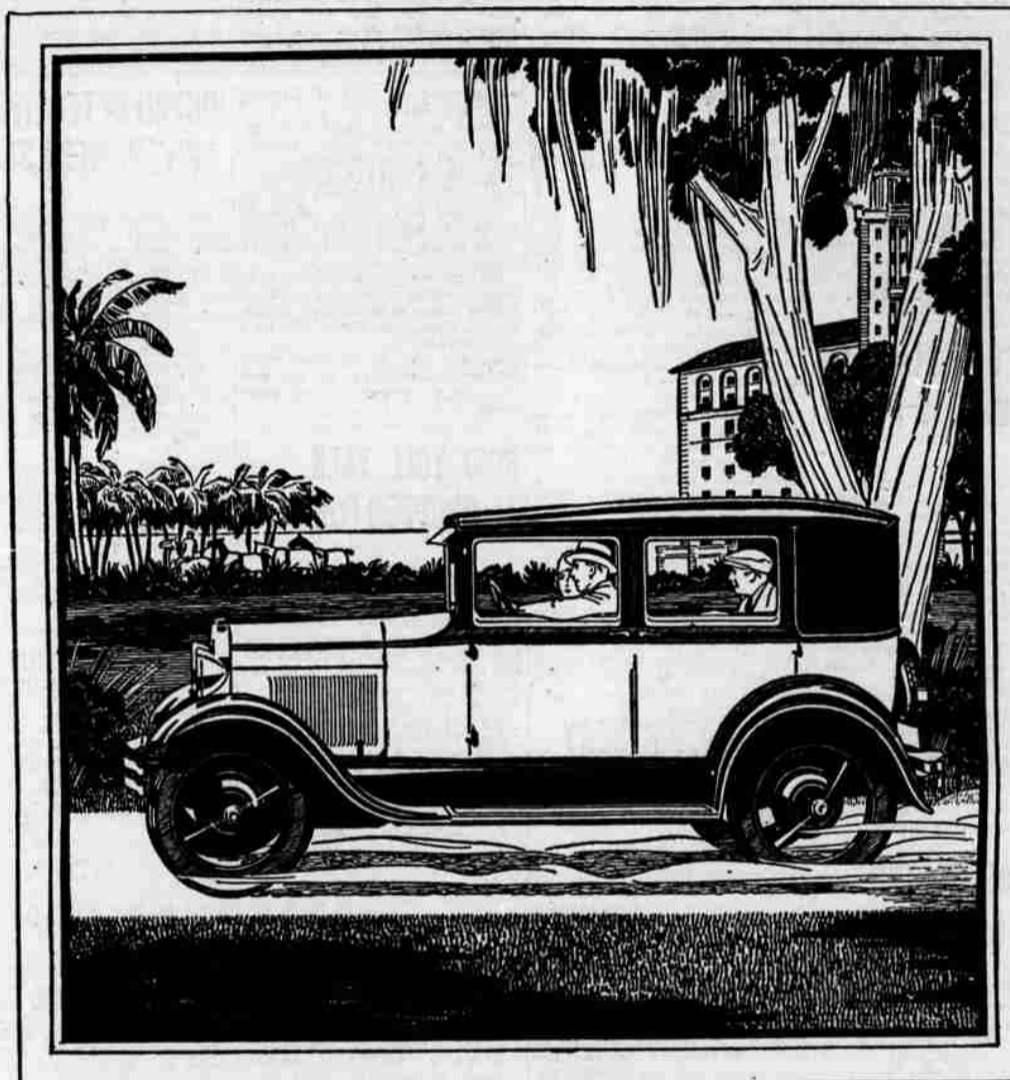


BEAUTY AND UTILITY ARE COMBINED IN THE NEW FORD



The new Fordor Sedan is impressively smart yet sturdy and substantial. An unusually comfortable car because of its wide, deeply cushioned seats, generous room between front and rear seats, transverse springs and Houdaille hydraulic shock absorbers. Finished in a choice of beautiful two-tone color harmonies.

WHEN you see the new Ford, you are impressed instantly by its trim, graceful lines and air of sturdy strength. Its very appearance is a reflection of the alert, capable performance of the car. Without being extreme, it has struck a new note in automobile designing.

A particularly interesting feature of the new Ford is the way beauty has been combined with utility. This is found in the length, width and height of the body, the size and shape of the radiator, the position of the gasoline tank in the cowl, the outward flow of the body, the design of the welded steel spoke wheels, the shape and position of the full nicked headlamps, the sweep and curve of the heavy full crown fenders.

Everything has been planned for service

When a thing perfectly fits its uses, it is pleasing to the eye. Every part of the new Ford has been designed and built not only to be attractive, but with a very definite thought of the work it has to do.

Even in the very little things you can see evidence of quality of material, careful workmanship and quiet good taste. The upholstery

is of woolen material, rich and luxurious, yet long-wearing.

Attractive colors add to beauty of the new Ford

Every one of the new Ford body types is available in a choice of several beautiful two-tone color harmonies with attractive striping. This is an unusual feature in a low-price car.

The finish is pyroxylin lacquer, selected for its enduring qualities. It is not affected by heat or cold, is not easily marred or scratched, and polishes to a beautiful luster.

Once a month at least your car should be washed and polished.

The beauty of the Ford is not of the outside only, but extends deep down into every part—even to those hidden parts which you may never see. In the eyes of the engineer and technical man, the mechanical beauty of the new Ford is one of its greatest features.

The practical beauty of a fine machine

There is beauty, for instance, in the fine steel forgings which are used everywhere in the chassis of the new Ford where there is a possibility of wear—in the manner in which electric welding has been developed to give increased strength without increased weight—in the simplicity of the cooling, lubrication, ignition, and fuel systems—in the extensive use of ball and roller bearings—in the simple operation of the fully enclosed six-brake system—in the close limits of accuracy maintained in the manufacture

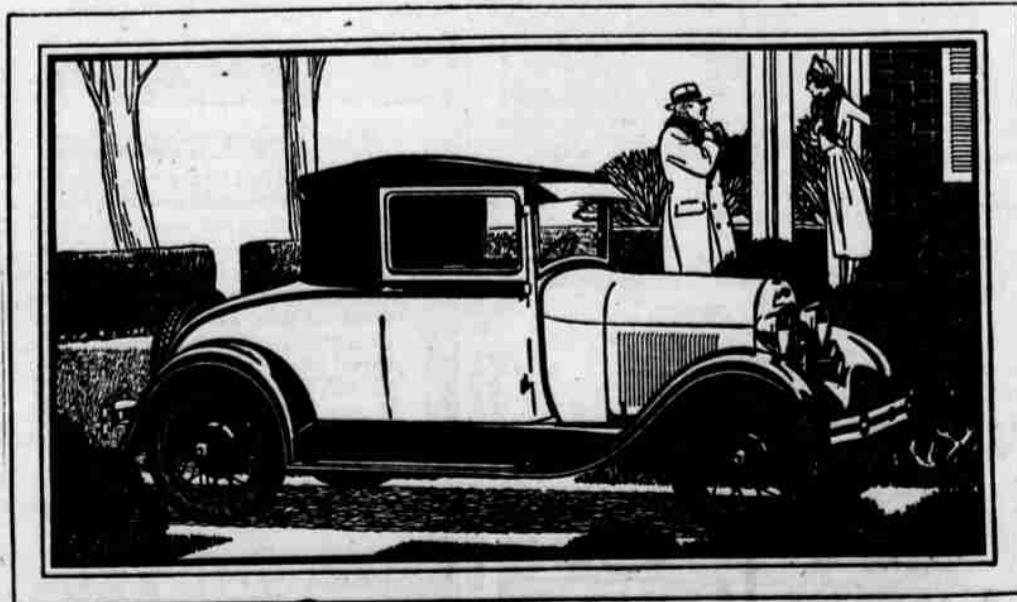
The new Ford Business Coupe has been especially designed for professional men, executives, salesmen—for all who use an automobile constantly for business use. Handy package space behind seat and unusually large rear deck are welcome features.

of important parts—in the way the engine develops its speed, acceleration and power without sacrificing reliability or economy.

To the man who drives his automobile many thousands of miles every year and who looks to it for continuous service at low cost, this mechanical beauty is of more importance even than beauty of line and finish.

For it is a reflection of simplicity of design, quality of materials and careful workmanship, which are the three fundamental factors in motor car performance.

There is indeed no greater tribute to the value of the new Ford than the simple, homely phrase which you hear so often from Ford owners, experienced garage mechanics and all who know and understand the workings of an automobile—"It is a sweet mechanical job."



FEATURES OF THE NEW FORD CAR



Beautiful low lines

Choice of colors

Quick acceleration

Smoothness at all speeds

55 to 65 miles an hour

Silent, mechanical internal-expanding six-brake system, with all braking surfaces fully enclosed

Four Houdaille shock absorbers

Triplex shatter-proof glass windshield

Alemite pressure lubrication

Economy of operation and up-keep

Reliability and long life