

IMPORTANT FACTS ABOUT THE NEW FORD CAR

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will be available this FRIDAY
in this city*

FRIDAY of this week will unquestionably be one of the most important days in the entire life of the automobile industry. On that day, complete details of the new Ford will be available in this city.

You will be surprised when you get the facts about the new Ford car, for you never have dreamed that such a really fine car could be produced at a low price. As Henry Ford himself says—

"The new Ford car embodies the best results of our experience in making 15,000,000 automobiles. We consider it our most important contribution thus far to the progress of the motor industry, to the prosperity of the country, and to the daily welfare of millions of people."

The new Ford car is distinctly a new and modern car, designed to meet new and modern conditions. It is more than a new automobile. It is the advanced expression of a wholly new idea in modern, economical transportation.

An entirely new car in every respect

The minute you see it—ride in it—you will realize that it is not a mere refinement of the former model T Ford, but a new car from radiator cap to rear axle! Many features of it are exclusive Ford developments. Some are wholly new in automobile practice. There is nothing quite like it in quality and price.

The new Ford car has unusual beauty of line and color. . . . It has

The new Ford car has exceptional beauty of line and color. It is, in every respect, a new and modern car, designed and created to meet modern conditions.

a 40-horse-power engine. . . . It will do 55 and 60 miles an hour with ease and has actually run 65 miles an hour on road tests. . . . It is quiet and smooth-running at all speeds. . . . It is remarkably quick on the get-away. . . . It has specially designed mechanical four-wheel brakes. . . . It has hydraulic shock absorbers. . . . It has a standard, selective gear shift. . . . It is quick and easy to handle in traffic and steady and sure on the open road. . . . It runs 20 to 30 miles on a gallon of gasoline, depending on your speed. . . . And it has the stamina and reliability that you need for mile-after-mile and year-after-year service.

The new Ford car will sell at a surprisingly low price

When you think of such features as these, you think instinctively of a car costing much more than the new Ford. The low price is as unusual as the appearance and performance of the car itself.

The low prices of the six body types are undoubtedly lower than you thought they would be when you first heard that Ford was making a new car. They are, in fact, lower than we thought they could possibly be when we started to make this car.

We determined to bring new comfort, beauty, speed, safety, economy and reliability within reach of everybody who drives a car, and then forced ourselves to find ways to make the low prices possible.

The new Ford car is the result of years of careful planning. Every part of it has been tested and retested in actual practice. There is no guessing as to whether it will be a successful model. It has to be. There is no



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way it can escape being so, for it is the sum total of all we have learned about motor car building in the lifetime of the Ford business.

Some of the features of the new Ford car

In this connection we call your particular attention to the new engine; the new pump, splash and gravity oil system; the multiple dry-disc clutch; the new pump and thermo-syphon cooling system; the new battery, coil and distributor ignition; the low center of gravity and minimum unsprung weight which combine with the hydraulic shock absorbers to make the new Ford such an easy-riding car; the irreversible steering gear, with the column and the housing of the steering gear mechanism welded into a single all-steel unit; the seamless, all-steel torque tube; the new one-piece, welded, steel-spoke wheels; the three-quarters-floating rear axle in a forged-steel housing of exceptional strength; the theft-proof coincidental lock; and the aluminum pistons which were selected after many tests because of their light weight and heat-conducting qualities.

Steel forgings are used throughout

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except, of course, for the engine castings. More steel forgings, in fact, are used in the new Ford than in almost any other car, regardless of price.

WE ARE able to sell this new Ford car at a low price because we have found new ways to give you greater value without a great increase in our own costs. Because we own our own ore mines, coal mines and timber lands and the source of most of our raw materials. Because we make virtually every part used in the new Ford car. Because it is the Ford policy to make a small profit on a large number of cars, rather than a large profit on a small number of cars.

There is nothing like it in quality or price

No other manufacturer can possibly duplicate the new Ford car at the Ford price because no other manufacturer does business the way we do. The public made this business possible. We believe we should share our profits with the public by continually giving greater and greater value for the money.

There are good and substantial reasons, therefore, why the new Ford car is the most unusual value ever offered in a low-price car.

By all means, learn about the new Ford on Friday when it is officially announced in this city. You will know then that there is nothing quite like it anywhere in quality and price.

FORD MOTOR COMPANY, Detroit, Michigan