

NEW FORD CAR exceeds all expectations

Official announcement of new model last week created unusual interest throughout entire country

THE new Ford car has been on the market only a few days, but it has already created unusual interest throughout the country. Millions of people got the full details of it last week for the first time and were delighted with the story of its beauty,

speed, comfort, safety and low price.

All day long and far into the night, great crowds gathered in hundreds of Ford salesrooms from Maine to Florida and from New York to San Francisco. Never has such interest been shown in a new car. Never has any new car so far exceeded expectations.

People knew that Ford was making a new car. They knew it was a good car. They had read announcements about it. But they had no idea it would be a car like this. Their quick appreciation of it is shown by the record-breaking sales.

Greatest day in the history of the automobile industry

Thousands upon thousands of orders for the new Ford car have been received since last Friday. These and the advance orders placed with us by motorists even before the car was officially announced, will keep the entire Ford plant working day and night for weeks to come.

Such figures are a clear and unmistakable reflection of the value that has been built into the new Ford car. It is, without question, the outstanding purchase of all time in the light-car field.

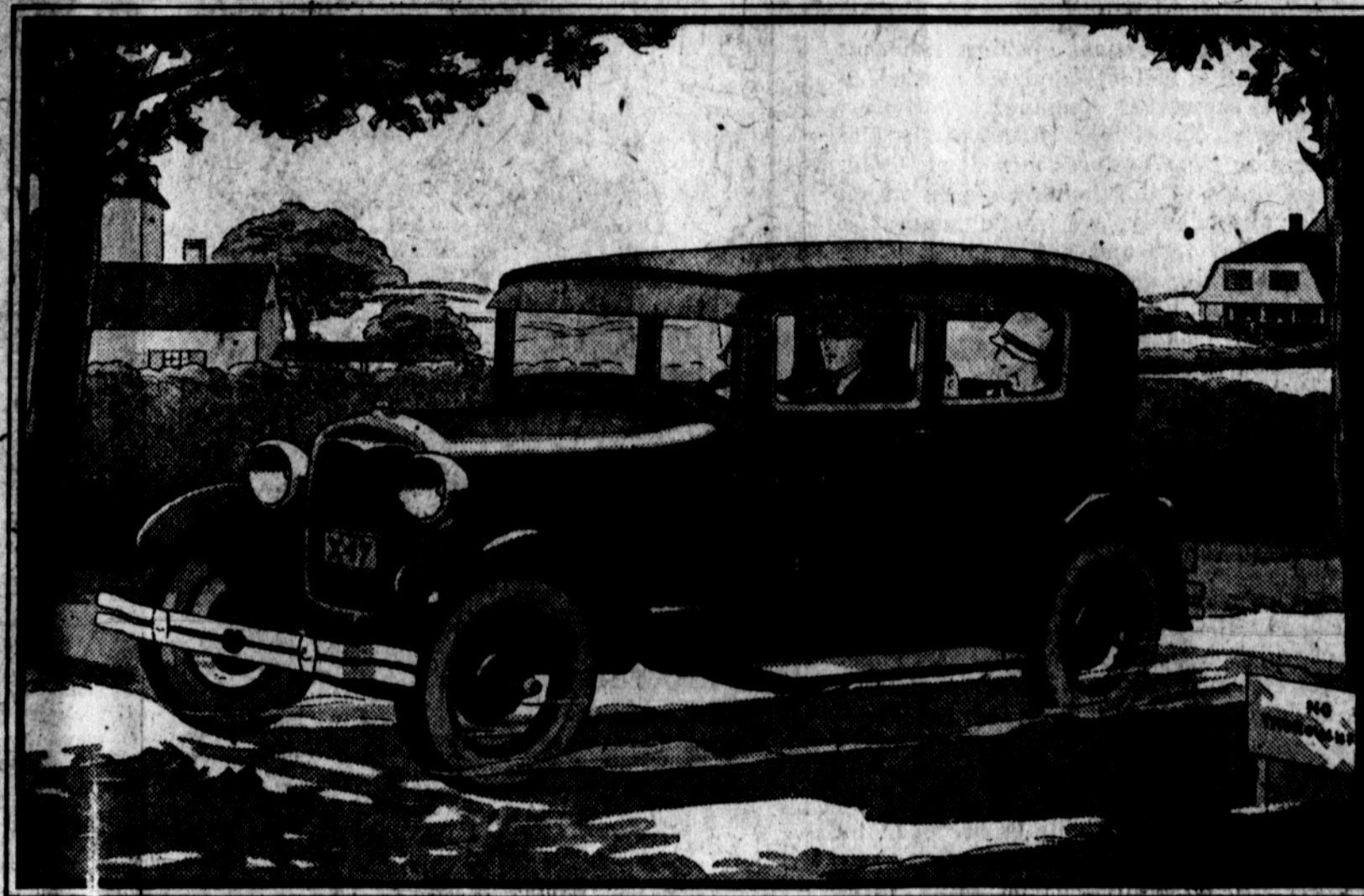
Until you see the beauty of the new Ford car—ride in it—know the thrill of driving it easily and safely

through thickest traffic or step it up to sixty and sixty-five on the open road, you cannot begin to appreciate the extent of the many mechanical improvements embodied in its construction. It is difficult to believe that so much speed, power, beauty, quiet, comfort and safety can be had at such a low price. It would be impossible if this new car were made by anyone but Ford.

Only Ford could sell such a fine car at such a low price

The low price of the new Ford car and its exceptional performance are the result of manufacturing practices and economies as unusual as the car itself. The new Ford is more than a new automobile. It is a new idea in modern, economical transportation.

By all means, take a little while today to learn about this new automobile. You will know that there is nothing quite like it anywhere in quality and price.



NEW FORD TUDOR SEDAN

An example of the fine coachwork of the new Ford cars. New military-type sun visor and with crown roof. Narrow pillars and a 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 colors—an unusual feature in a low-price car. \$495 (F.O.B. Detroit)

FEATURES OF THE NEW FORD CAR

- Beautiful new low body lines
- Choice of four colors
- 55 to 65 miles an hour
- Remarkable acceleration
- 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
- Rear and stop light
- Windshield wiper
- Oil gauge
- Speedometer
- Tools
- Gasoline gauge
- Pressure grease gun lubrication

THE 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

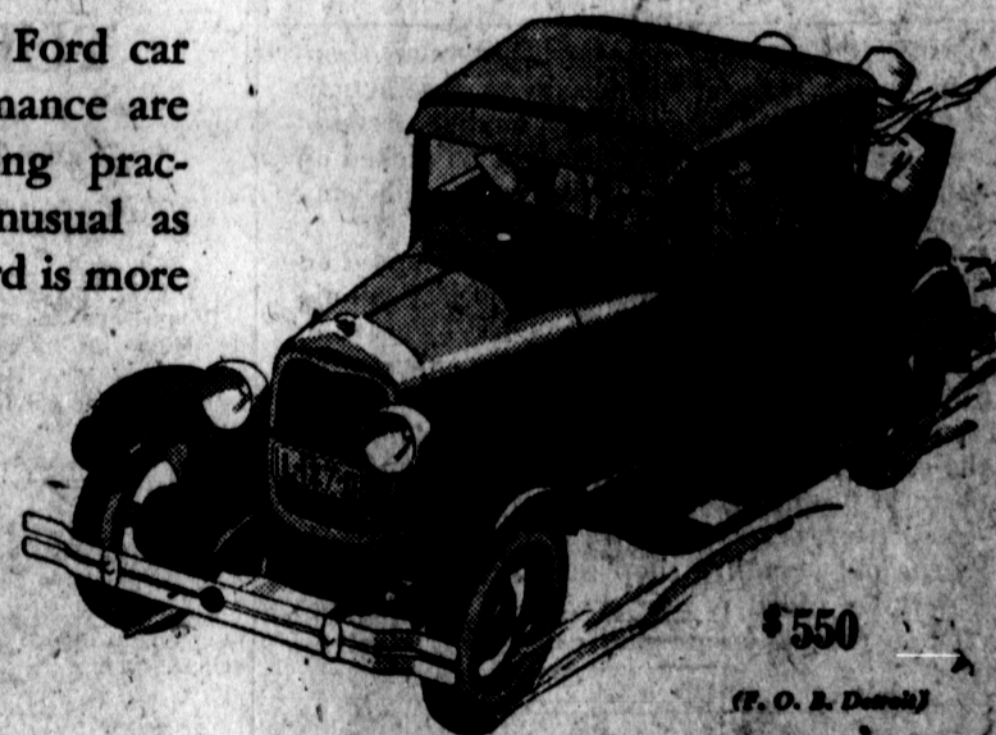
(F. O. B. Detroit)



Six beautiful new Ford cars at surprisingly low prices

- New Phaeton \$395
- New Roadster \$385
- New Sport Coupe \$550
- New Tudor Sedan \$495
- New Coupe \$495
- New Fordor Sedan \$570

(All prices F. O. B. Detroit)



NEW FORD SPORT COUPE

Combines the alert smartness of the roadster and the advantages of a closed car. Rumble seat standard. Landaus from rear quarter. Finished in four artistic color harmonies.

\$550

(F. O. B. Detroit)

FORD MOTOR COMPANY
Detroit, Michigan