

FACE ALL THE FACTS

. . . and you'll choose a Ford!

The Most Underpriced Car in America!

Only V-8 car below \$1645 (8 other American V-type cars cost from \$1275 for the V-12 Lincoln-Zephyr up to \$6750).

Only Centerpoise Ride car below \$1275 (spring-base almost a foot longer than wheelbase, with all passengers seated forward of rear axle.)

More braking surface for car weight than any American-built car below \$3195.

Roadability of torque-tube drive and free action on all 4 wheels (without sac-

rificing safety of strong front axle.)

Shockless steering, easy-acting brake and clutch pedals.

Fine-car engineering — Centriforce Clutch, mirror-polished cylinders (no "breaking in" needed), three-quarter floating rear axle, and many other features.

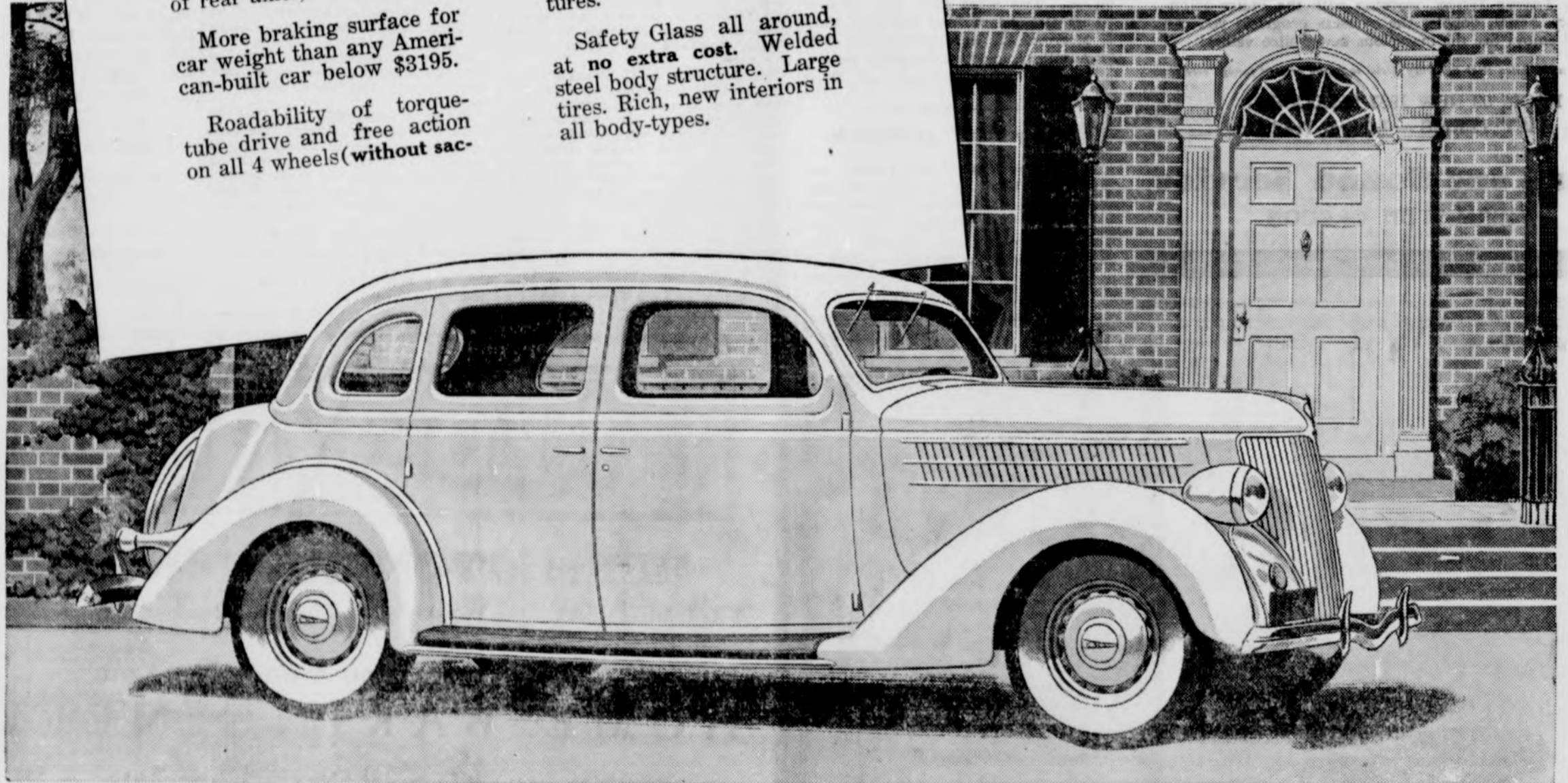
Safety Glass all around, at no extra cost. Welded steel body structure. Large tires. Rich, new interiors in all body-types.

The Ford V-8 tells its own story

WE DEPEND on the Ford car to tell its own story of value and service. For if the people who use our cars every day are not praising them, it matters little what we may say.

The last word must be spoken by the car itself. The owner who tells his next-door neighbor how his car behaves in actual service is the most effective advertiser.

A great many Fords are being bought these days on the recommendation of present owners.



Facts about Ford Super-Safety Brakes . . . read them!

1. The braking system of the Ford V-8 provides a separate independent mechanical braking action on each wheel.
2. Any one Ford brake could be entirely disconnected without affecting the other three.
3. Each brake is separately linked to the brake pedal by tempered-steel rods.
4. 4-wheel emergency brakes.
5. Ford brake drums give more square inches of braking surface per pound of car weight than any other car under \$3195.
6. Ford brakes are velvety smooth. "Soft," easy pedal action.
7. Ford Super-Safety brakes are a time-proved type of braking system used upon many of America's costliest cars . . . positive, sure-acting, **Super-Safe Mechanical Brakes.**

Congratulations to the Hermiston Herald for Your 30 Years as the "Voice of Hermiston".

DURING OUR 7 YEARS AS FORD DEALER IN HERMISTON, WE HAVE CONSTANTLY STRIVED TO GIVE

AUTOMOBILE OWNERS SOMETHING BETTER IN THE WAY OF SERVICE AND MODERN EQUIPMENT USED.

---A. F. ROHRMAN

ROHRMAN MOTOR COMPANY

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