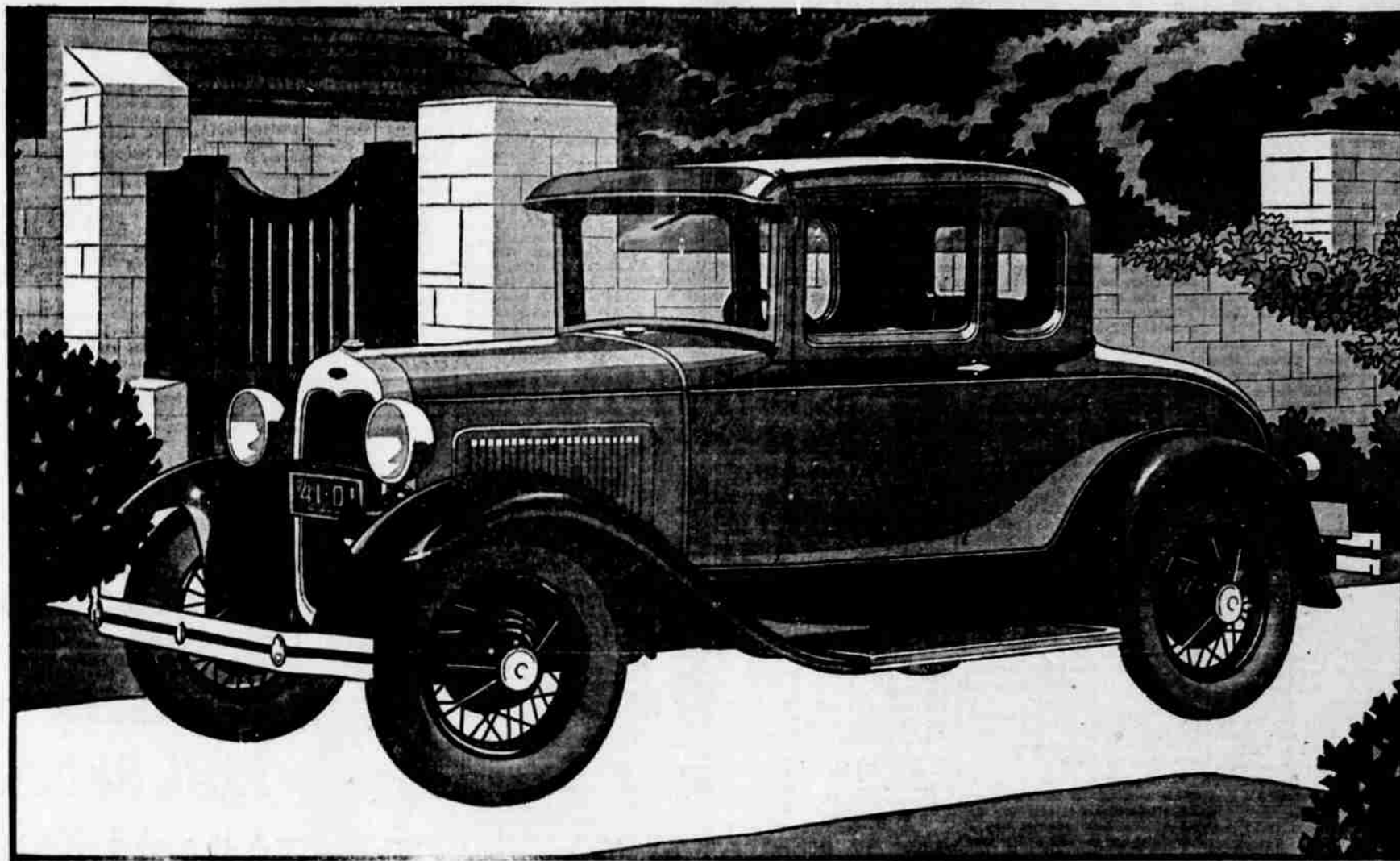


New Beauty

FOR THE NEW FORD



THE NEW FORD COUPE

Flowing grace of line gives style and distinction to new, roomy Ford bodies. Now on display at dealers' showrooms

THE NEW FORD CARS, shown last Tuesday for the first time, have been enthusiastically received throughout the country. Everywhere it is realized that now, more than ever, the new Ford is a "value far above the price."

One of the distinguishing features of the new Ford bodies is the carefully planned harmony of every detail of design. From the new deep radiator to the tip of the curving rear fender there is an unbroken sweep of line—a flowing grace of contour heretofore thought possible only in an expensive automobile.

LOOKING at the new Ford you are impressed instantly by its smart style and compact, substantial sturdiness. For there is about it a certain character or personality which sets it apart and gives it a fresh and lasting beauty. You will take a real pride in this beauty just as you find a real thrill in the alert, capable performance of the car.

All of the new Ford bodies are finished in a variety of colors, with new striping and new streamline moulding. Interiors have more leg room. Closed cars have adjustable front seats. The smaller wheels, with larger tires, bring the car closer to the road, with a consequent gain in riding comfort and safety.

An additional feature of importance is the Rustless Steel used for the radiator shell, head lamps, hub caps, cowl finish strip and tail lamp.

This Rustless Steel will retain its bright, gleaming luster throughout the life of the car. It will not corrode, rust or tarnish in any kind of weather. Its brilliance is permanent. There is no plate to wear off, crack or scale, for it is the same bright metal all the way through.

The use of this Rustless Steel on the new Ford is a reflection of the enduring quality that has been built into every part of the car.

AT today's low prices the new Ford is unquestionably an outstanding value. Check it over feature by feature and you will see that it brings you everything you want or need in a modern automobile:—beauty of line and color . . . safety . . . comfort . . . speed . . . power . . . quick acceleration . . . ease of control . . . economy of operation . . . low up-keep cost . . . typical Ford reliability and long life.

NOTE THESE LOW PRICES

Roadster . . .	\$435	
Phaeton . . .	\$440	Tudor Sedan . \$500
Coupe . . .	\$500	Sport Coupe . \$530
Two-window Fordor Sedan . .	\$600	
Three-window Fordor Sedan . .	\$625	
Cabriolet . . .	\$645	Town Sedan . \$670

(F. O. B. Detroit, plus freight and delivery.
Bumpers and spare tire extra.)