



## THE NEW FORD COUPE

*A beautiful closed car, distinguished by its substantial grace of line and contour. A particularly good car for physicians, business executives and salesmen because of its comfort and reliability. The Triplex shatter-proof glass windshield and the fully enclosed four-wheel brakes contribute to the unusual safety of the new Ford.*

## OUTSTANDING FEATURES OF THE NEW FORD

New streamline bodies • Choice of colors • Rustless Steel • Triplex shatter-proof glass windshield • Four Houdaille double-acting hydraulic shock absorbers • Fully enclosed, silent four-wheel brakes • Extensive use of fine steel forgings • Aluminum pistons • Chrome-silicon alloy valves • Three-quarter floating rear axle • Torque-tube drive • More than twenty ball and roller bearings • Sturdy steel-spoke wheels • 55 to 65 miles an hour • Quick acceleration • Ease of control • Reliability • Economy • Long life.

## NOTE THESE LOW PRICES

Roadster . . . . .	\$435
Phaeton . . . . .	\$440
Coupe . . . . .	\$500
Tudor Sedan . . . . .	\$500
Sport Coupe . . . . .	\$530
De Luxe Coupe . . . . .	\$550
Three-window Fordor Sedan	\$625
Cabriolet . . . . .	\$645
De Luxe Sedan . . . . .	\$650
Town Sedan . . . . .	\$670

*(f. o. b. Detroit, plus freight and delivery. Bumpers and spare tire extra, at low cost.)*

Universal Credit Company plan of time payments offers another Ford economy.

## Beauty of line and mechanical excellence

BEAUTY has been built into the graceful flowing lines of the new Ford and there is an appealing charm in its fresh and varied harmony of color. Yet more distinctive even

than this beauty of line and color is its alert and sprightly performance. " " " "

As days go by you will find that it becomes more and more your favorite car to drive—so responsive, so easy to handle, so safe and comfortable that it puts a new joy in motoring.

The city dweller—the farmer—the industrial worker—the owner of the spacious two-car garage in the suburbs—to all of these it brings a new measure of reliable, economical service.

Craftsmanship has been put into mass production. Today, more than ever, the new Ford is "a value far above the price." " " " " " " " " " " " "

**FORD MOTOR COMPANY**

