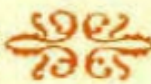




BEAUTY
and
UTILITY



WHEN considering the modern home and its up-to-date equipment, the need of a motor car is now generally recognized.

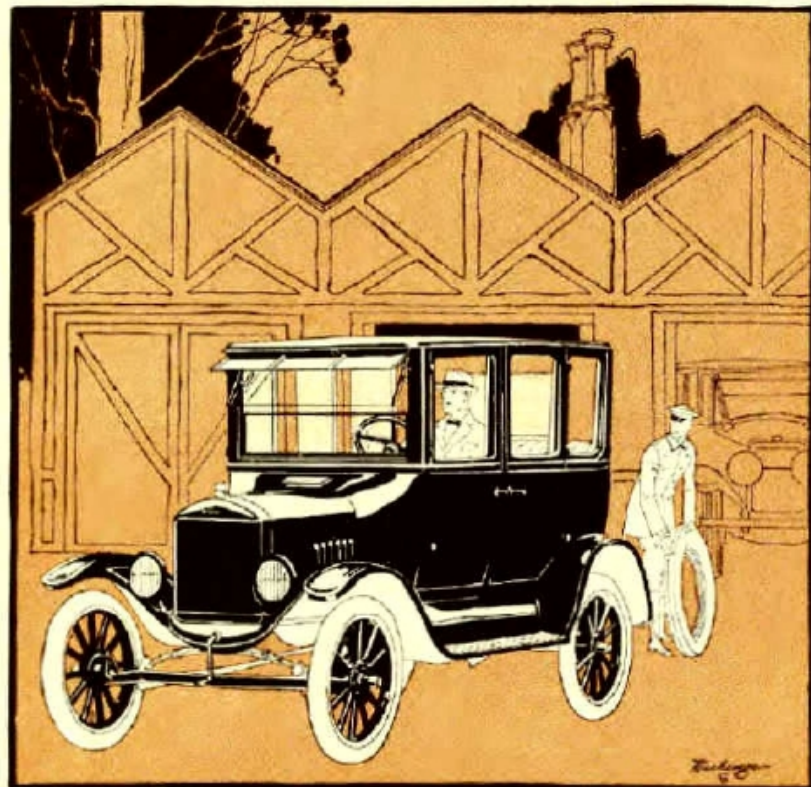
And this means a car for *all* the uses of all the family. Not only for the man of the house, or for business purposes; but one which is always available as a quick, easy way to increase everybody's efficiency and pleasure.

The car must be the kind which is always in commission; one which mother or big brother and sister can drive; safe and dependable in good and bad weather, on good and bad roads.

The acknowledged answer to these widely varied needs is a Ford—truly "the Universal Car." Proof of this is the increasing demand for Ford cars. A perusal of this booklet will bring to your attention the many detailed advantages of the Ford in comfort, convenience, good looks and ease of handling with low cost.

Ford Motor Company





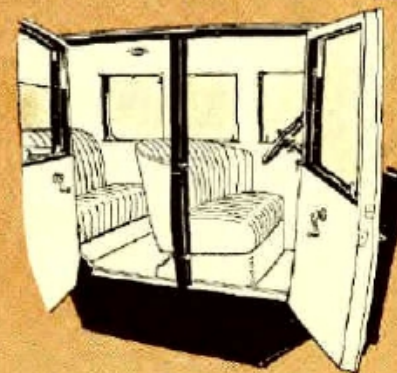
An All-Purpose Sedan

Of the varied types of Ford cars, it is perhaps this Fordor Sedan which suits everybody, for all occasions and to best advantage.

For the family that uses two or more cars or where one car must answer all needs, it is alike indispensable.

Its privacy and safe, easy driving commend it especially to women. The woman of today, with her

Large plate glass window in the back means clear view and safe driving. Silk poplin shades in rear windows harmonize with carpets and rich blue upholstery that is deeply cushioned for solid comfort.



The complete appointments of the Fordor Sedan include dome-light, dash light, windshield visor, windshield wiper, rear view mirror, rotary type window regulators, and black and nickel door handles. Car may be securely locked from the outside. Check straps prevent doors swinging too wide. Side pockets in rear doors are convenient for small parcels.



ever-increasing interests and responsibilities, is coming, more and more, to depend on a Ford car to carry her through the busy days.

For any and all driving this car is appropriate. Its appearance satisfies the utmost pride and pleasure of ownership. Lines of dignity and grace, tasteful fittings and convenient appointments—all stamp the Fordor Sedan as a wonderful achievement in high-class, low-cost service.

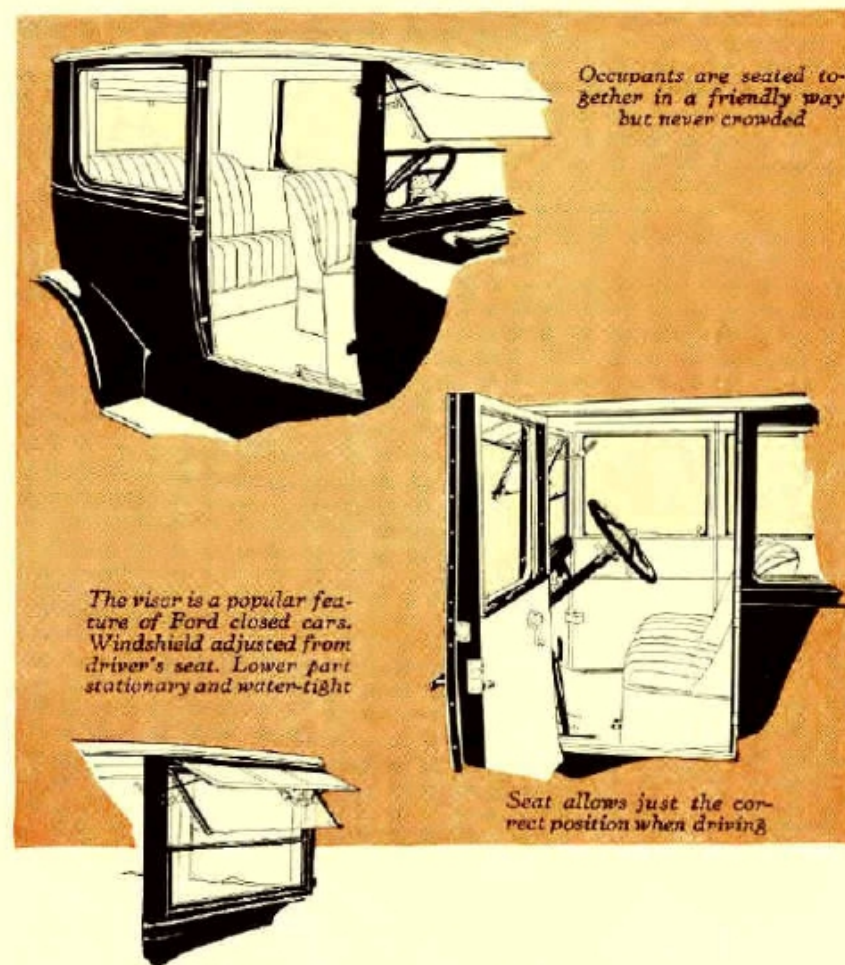


Easy to Handle

Women prefer Ford cars principally because they are so easy to park and so simple to control.

Women especially appreciate the Ford Tudor Sedan for, in its design, all modern ideas of grace and dignified charm prevail. The car is attractively finished and appointed, inside and out, with neatness and good taste.

The seats are conveniently arranged to give ample room for relaxation. Front seat folds easily, allow-



ing free access. Wide doors on both sides make it possible for the driver to leave without disturbing any other passenger.

Like all Ford enclosed cars, the windows are quickly and easily raised or lowered, and give wide, uninterrupted outlook. In addition to style and comfort, the Tudor Sedan has all the economy values in ample measure: sturdiness, freedom from costly repairs, moderate price and low operating cost.



An unanswerable argument, too, for Ford ownership is the remarkable economy. Not only is any Ford car a small investment in the first place, but the cost of maintenance is lower than any other form of transportation—and repairs are negligible.

Every Ford car is made with scrupulous care to give sturdy, strenuous service. Nothing is skimmed in method or materials. Ford resources and Ford manufacturing methods are alone responsible for the tremendous value of a Ford in materials, workmanship and faithful performance.

[DETAILS OF COUPE ON NEXT PAGE]



Appointments include a convenient ledge for packages back of the seat, a large rear window, attractive upholstery, soft, yielding cushions and rotary type window regulators

Plenty of room to lock packages in the rear compartment

Excellent ventilation without drafts by means of cowl ventilator. Adjustable from the driver's seat

The Car of Utility

The Ford Coupe with its dependable, comfortable service has been one of the strongest factors to bring recognition of Ford closed car value. In bad weather or on dusty roads it affords full protection. In summer with windows flung wide it is as airy and cool as an open car. The Coupe is trim, smart and compact in design and finish and ideal for business or professional use at all seasons of the year and under all driving conditions.

ALL ROADS — ALL WEATHERS

The utility of Ford closed cars is virtually unlimited. They are built for all roads, all weather and all conditions of service.

Their thorough dependability is recognized and accepted throughout the world—wherever motor cars are driven—and is supported by a service organization that is unapproached both in scope and economy. They will take you anywhere you may ever care to drive, as quickly and as comfortably as you will expect to travel, and at lowest cost.

Many thousands of business men use Ford enclosed cars to speed-up their working hours, making time more valuable and more profitable. No car is so well adapted to business—not only from the standpoint of economy, but in ease of parking and driving and wide adaptability.

In the evening it may be used for social purposes by any member of the family.

Truly the Ford is "The Universal Car," everybody's car for all occasions and all driving conditions.



DEPENDABLE ALWAYS

Ford open bodies are built upon the same dependable chassis as the closed body types. Some motorists have always preferred the touring or runabout type of body. Their purchase price too is somewhat lower. But the open body types are none the less desirable for every day use where the added cost of the closed body stands in the way of closed car purchase.

The Ford Runabout is the lowest in price of all motor cars—and, because it is so adaptable, it is one of the most useful. It seats two in comfort, with plenty of leg and elbow room, and there is a large compartment in the rear for baggage, sample cases—anything you may want to carry. Curtains are quickly and easily applied, in case of bad weather, and fit snugly, protecting the occupants from blowing dust, rain or snow.

Lowering the top accentuates the smart lines of the Runabout—and is becoming more and more popular especially with young people. While the Runabout will probably always be used most widely by salesmen, professional men and women, its vogue as a "sport car" is rapidly growing.

It provides every motoring essential at an important saving and may readily be adapted to practically any kind or type of service.



No "Remote Places"

Wherever there are roads, you will find the Ford Touring Car. It makes man's work easier, his time more productive, his business more profitable and living more convenient. It is the family car for healthful jaunts through the out-of-doors. By saving time and conquering distance, it contributes largely to the civilization of today. It is reliable, comfortable, easy to drive and park, economical to buy, universally serviced and possessing the highest of all resale values.

A WORD ON THE FORD WEEKLY PURCHASE PLAN

The Ford Weekly Purchase Plan is a simple means of buying a car through small savings set aside weekly. When a large initial deposit or a cash payment is impossible, it is the quickest and easiest means of purchasing a motor car. It enables you to select your car now and arrange for its delivery at the time most convenient to yourself.

Under the Ford Weekly Purchase Plan, you make a small first payment. You set aside a small sum each week thereafter, the size of which can be conveniently arranged with any Authorized Ford dealer. The money is placed to your credit in a local bank. It draws regular bank interest which, with the principal, is applied to the purchase price of the car you select at the time of enrollment.

To many people this is not only a way to own a Ford car, but it is a fortunate chance for investment of money which might otherwise be spent on things less useful. And by buying a Ford the purchaser is frequently enabled to work farther away from home where he can make more; or live farther away from his work where living conditions are less costly. In either case, the savings usually more than pay for the cost and upkeep of the Ford car.

The Ford dealer in your neighborhood will be glad to supply details.

Ford Motor Company
Detroit
