

Ford

When You Trade Your Car—

Ford owners are continually being approached by automobile salesmen who wish to "accept" Fords as part payment on more expensive cars.

It is perfectly logical that automobile dealers everywhere should be eager to trade with Ford owners. The Ford is the most popular automobile in the world. No other used car is so easy to sell as a used Ford—because everyone has confidence in Ford quality. And it is not expensive to re-condition, since Ford replacement parts are lowest in price.

Most automobiles carry greater discounts to dealers than the Ford—another reason why other dealers may offer the Ford owner a larger trade-in allowance.

But when you come to buy a new car, bear these facts in mind:

The amount of the trade-in allowance you can get is *not* the most important thing for you to consider. *The big thing is the difference you have to pay.* And remember, that the higher priced car will not be so easy to dispose of when you come to trade it in.

If you wish to trade your Ford for a new automobile, stick to the car that you know to be dependable, useful and economical.

We will give you a fair and liberal allowance for your present Ford, and will gladly arrange payment of the balance to suit your convenience.

When the deal is over, and you have your new and improved Ford, you will have the satisfaction of knowing positively that you took advantage of the greatest automobile value the world has ever seen—and saved a lot of money, too.

Original Ford Features that Today Make for Greatest Simplicity—Durability—Reliability

Torque Tube Drive · Dual Ignition · Simple, Dependable
Lubrication · Multiple Disc-in-oil Clutch · Three Point
Motor Suspension · Planetary Transmission
Thermo-Syphon Cooling

TOURING
\$310

NEW PRICES

RUNABOUT
\$290

TUDOR SEDAN
\$520

COUPE
\$500

FORDOR SEDAN
\$565

Closed car prices include starter and demountable rims. All prices f. o. b. Detroit

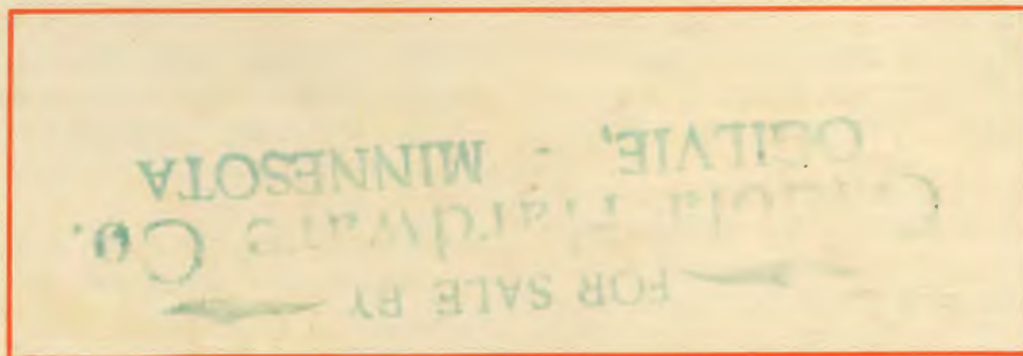
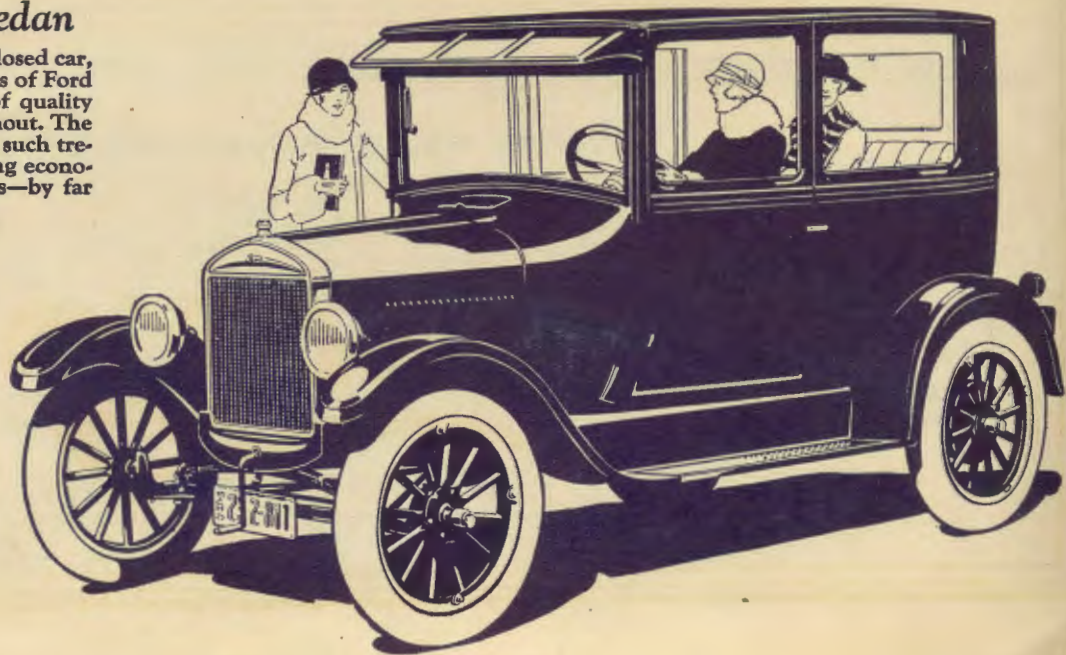
"22 YEARS OF LEADERSHIP AND STILL LEADING IN PRICE—DESIGN—QUALITY"

The Improved Tudor Sedan

is a substantial and attractive all-steel closed car, having all the well-known basic features of Ford design, and built to a high standard of quality in workmanship and materials throughout. The popularity of this Sedan has resulted in such tremendous production that manufacturing economies have made possible present prices—by far the lowest ever offered.

\$520

F. O. B. Detroit



When You Trade
Your Car

300