

New Beauty for the New Ford

Beautiful New Lines and Colors



THE MODEL A FORD was a good car when it was first introduced. It has constantly been made a better car. As soon as improvements are found and tested they are passed on to the public. That work goes steadily on.

The introduction of the new Ford bodies marks another step forward in this program and is a further expression of the Ford policy of giving "Value Far Above The Price."

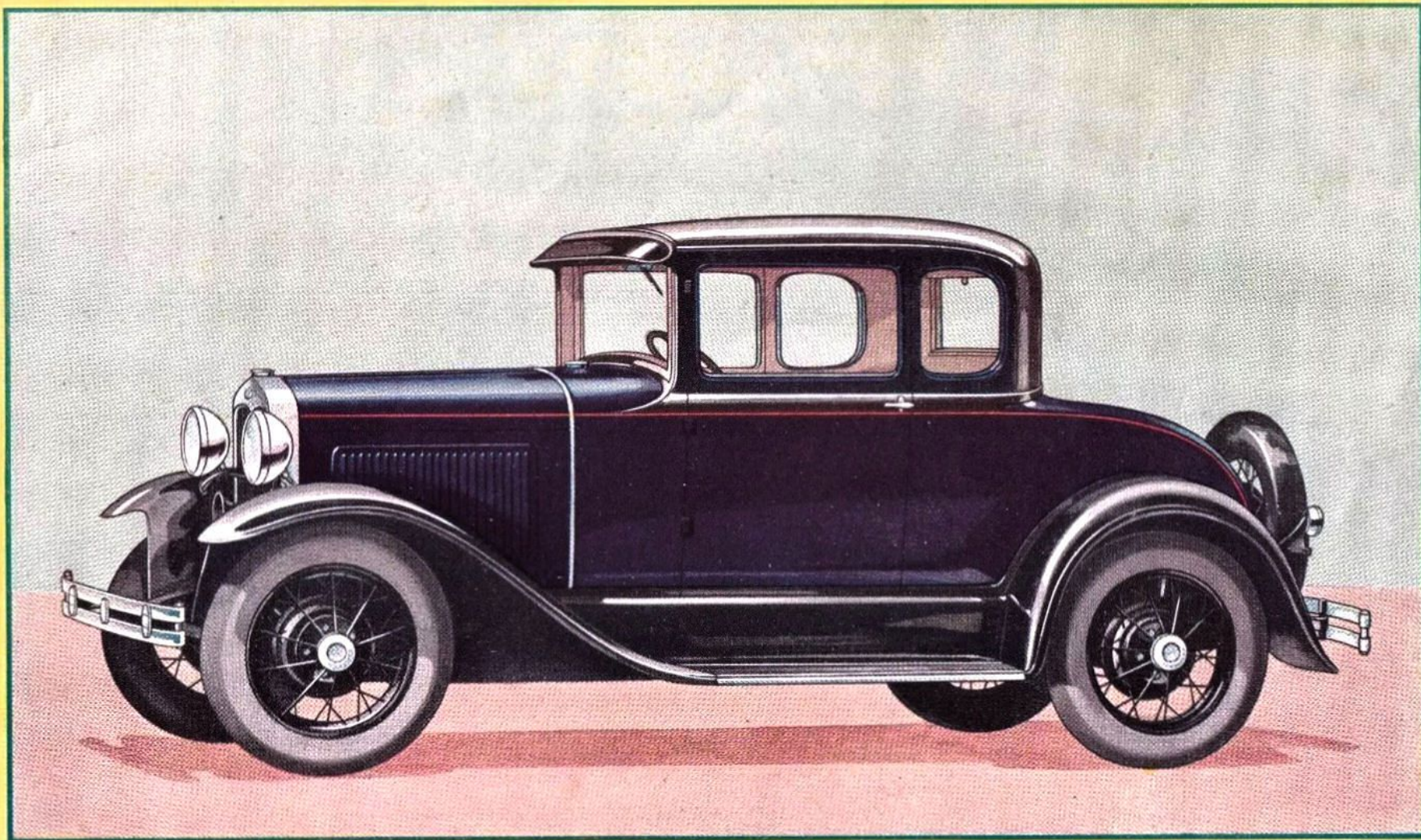
In flowing grace of line and contour, these new bodies bring you the complete, harmonized beauty heretofore thought possible only in an expensive automobile. Beauty has thus been placed within reach of every one.

In addition to the Tudor Sedan and Coupe, shown in this booklet, there are seven other passenger types. These include the Roadster, Phaeton, Sport Coupe, Convertible Cabriolet, Two-window Fordor

Sedan, Three-window Fordor Sedan, and Town Sedan. All are furnished in a variety of beautiful colors. All bring you the safety, comfort, power, speed, acceleration, ease of control, economy and long-lived reliability that have given the new Ford such a high place in the regard of millions of motorists. New beauty has indeed been added to outstanding performance.

An additional feature of these new Ford bodies is the rustless steel used for the radiator shell, headlamps, cowl finish strip, hub caps, radiator cap, gasoline tank cap and tail lamp.

This metal is polished to a bright, gleaming lustre of enduring quality. It will not rust, tarnish or corrode. There is no plate to wear off, crack or scale for it is the same bright metal all the way through. The use of rustless steel is an indication of the quality that has been built into every part of the new Ford car.



The New Ford Coupe

This illustration reveals the fresh, new beauty of the new Ford. From headlamps to rear bumpers, there is an unbroken sweep of line—a carefully proportioned harmony and grace once thought possible only in an expensive automobile.

Outstanding Features of the New Ford



BEAUTIFUL NEW LINES AND COLORS

FULLY ENCLOSED, SILENT SIX-BRAKE SYSTEM

FOUR HOUDAILLE DOUBLE-ACTING HYDRAULIC SHOCK ABSORBERS

TRIPLEX SHATTER-PROOF GLASS WINDSHIELD

RUSTLESS, NON-TARNISHING STEEL FOR EXTERIOR BRIGHT METAL PARTS

UNUSUALLY LARGE NUMBER OF BALL AND ROLLER BEARINGS

SMOOTHNESS, BALANCE AND SECURITY AT ALL SPEEDS

FORTY KINDS OF STEEL



QUICK ACCELERATION

GOOD DEALER SERVICE AFTER YOU BUY THE CAR

55 TO 65 MILES AN HOUR

TYPICAL FORD ECONOMY, RELIABILITY AND LONG LIFE

FORD MOTOR COMPANY, DETROIT, MICH.

We reserve the right to make changes, without notice, in prices, specifications, and equipment at any time without incurring any obligation.