



*Greater
values
than
ever
before*





BEAUTIFUL color tones in satin finish now enhance the graceful body lines of Ford cars. Optional color for both open and enclosed body types is made possible through the use of Pyroxylin, a new development which adds to both appearance and durability of finish.

Enclosed cars are available in a choice of three pleasing colors: gray, maroon and green, while a choice of either blue or brown is obtainable for the Runabout and Touring car. Color striping accentuates each body color.

As with all other Ford car improvements the new color options are available without additional cost.



THE TUDOR

The Tudor Sedan is an ideal closed car for general use. It seats five persons in comfort and is extremely economical to own and operate. The body is of all-steel construction, finished in a choice of three optional colors, with fine upholstery and appointments to harmonize. Standard equipment includes hooded sun visor, windshield wiper, rear view mirror, dash light, nickeled radiator shell, starter and four balloon tires.

\$495
F.O.B.
DETROIT



THE TOURING

With seating capacity for five persons and with low trim body lines, the Touring car in color combines beauty and utility. The front seat is set back far enough to provide plenty of leg room for the driver, and the wide rear seat accommodates three passengers comfortably. Weather-proof side curtains, opening with all doors, starter and four balloon tires are furnished as standard equipment.

\$380

F.O.B.
DETROIT



THE COUPE

The Coupe is an exceptionally good looking car for personal use and the option of three attractive colors lends individuality. The body, with graceful pillars and excellent molding treatment, is of rigid all-steel construction. Standard equipment includes hooded sun visor, windshield wiper, rear view mirror, dash light, nickeled radiator shell, starter and four balloon tires.

\$485
F.O.B.
DETROIT



THE FORDOR

The pleasing lines of the Fordor Sedan are emphasized by attractive color. The upholstery harmonizes with the optional exterior coloring, and silk shades on the three rear windows add to the inviting appearance of the interior. Standard equipment includes hooded sun visor, windshield wiper, dome light, rear view mirror, dash light, nickeled radiator shell, starter, five wire wheels and four balloon tires.

\$545
F.O.B.
DETROIT





THE RUNABOUT

The Ford Runabout in either Blue or Brown represents unusual value for those who seek a good looking small car of recognized dependability. Low initial cost and economical operating expense particularly recommend the Runabout as the personal car for young people, as well as for wide business usage. Side curtains, opening with doors, starter and four balloon tires are standard equipment.

\$360
F.O.B.
DETROIT

No matter where you may drive
your Ford car, you will always
find Ford service near at hand.

From the very date of its formation, the
Ford Motor Company has worked just as
diligently in perfecting its service as in
bettering the Ford car.

Today authorized Ford service and gen-
uine Ford parts are available everywhere,
even in the smallest communities and most
remote sections of the country.

The Ford logo, featuring the word "Ford" in a stylized, cursive script. The letters are green and have a slight shadow effect, giving them a three-dimensional appearance. The logo is positioned on the right side of the page, within a red-bordered area.