



NEW FORD TOURER SEDAN
An example of the new standard of car design and the latest in motor car engineering. The Tourer sedan is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service.
\$495
U. S. S. Model

First Pictures of the New Ford Car

Get complete details
TOMORROW
at Ford salesrooms

FOR SEVERAL YEARS we have been working on the new Ford car. For weeks and months you have been hearing rumors about it. For the past few days you have been reading some of the details of it in the newspapers.

Whatever you do tomorrow, take at least fifteen minutes to get the full story of this new automobile.

You will realize then that it is an entirely new and different Ford car, designed and created to meet modern conditions—a car that brings you more beauty, speed, quiet, comfort, safety, economy and sturdiness than you ever thought possible in a low-price car.

Automobile history will be made tomorrow, for the new Ford is not only new in appearance and performance... it is new in mechanical design. Many features of it are exclusive Ford developments. Some are wholly new in automobile practice. Its low price is a reflection of manufacturing improvements and economies that are at work-making up the car itself.

Nineteen years of experience in building 15,000,000 automobiles are behind the new Ford car and have counted in its making. Resources unmatched in the motor car industry are its heritage and its backbone.

The Ford policy of owning the source of raw materials, of making virtually every part, of doing business at a small profit per car, has cost many dollars off the price you would ordinarily have to pay for a car like this.

So weary to you—learn about this new Ford car tomorrow. Compare it with any other car in the light-car field for beauty of line—for comfort—for speed

—for quick acceleration—for flexibility in traffic... for steadiness at all speeds... for power on the hills... for economy and low cost of upkeep... for its sturdy ability to stand up under countless thousands of miles of service.

Then you will know why tomorrow will be remembered as one of the greatest days in the entire history of the automobile industry... Then you will know why the new Ford car will be your car.

NOTE THESE FEATURES

- Beautiful new low body lines*
- Choice of four colors*
- 55 to 65 miles an hour*
- Remarkable acceleration*
- 40 horse-power*
- Four-wheel brakes*
- Standard, selective gear shift*
- Hydraulic shock absorbers*
- 20 to 30 miles per gallon of gasoline*
- Tight-proof windshield lock*
- Typical Ford economy and reliability*

STANDARD EQUIPMENT ON ALL NEW FORD CARS

- | | |
|---------------------------------|--------------------|
| Spare | Dualights |
| Five multi-spoke wheels | Mirror |
| Windshield wiper | Rear and map light |
| Speedometer | Oil gauge |
| Gasoline gauge | Tacho |
| Pressure grease gun lubrication | |

NEW FORD SEDAN
A new car in the new standard of car design and the latest in motor car engineering. The Sedan is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service.
\$570
U. S. S. Model



NEW FORD ROADSTER
A new car in the new standard of car design and the latest in motor car engineering. The Roadster is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service.
\$385
U. S. S. Model

NEW FORD COUPE
A new car in the new standard of car design and the latest in motor car engineering. The Coupe is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service.
\$495
U. S. S. Model



NEW FORD SPORT COUPE
A new car in the new standard of car design and the latest in motor car engineering. The Sport Coupe is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service.
\$550
U. S. S. Model

NEW FORD ROADSTER
A new car in the new standard of car design and the latest in motor car engineering. The Roadster is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service. It is a car that will give you the most pleasure and the most service.
\$395
U. S. S. Model



FORD MOTOR COMPANY
Detroit, Michigan