

Ford

THE UNIVERSAL CAR

The world judges a man by his investments---by the evidence of good sense in investing his money to bring the greatest return. In his purchase of a Ford car your Ford owner has combined every factor of a good investment---low initial cost, small expense of upkeep, least depreciation, and largest returns in service.

In this investment there is a real pride of ownership added to by that performance which his Ford car is giving.

Ford travel is so economical that owners drive their cars all the year around. Better place your order now with one of the more than 10,000 authorized Ford agents. You will find every one equipped to give prompt and efficient Ford service.

Runabout, \$345; Touring Car, \$360; Coupelet, \$505; Town Car, \$595; Sedan, \$645. Prices f. o. b. Detroit.

