

Ford

THE UNIVERSAL CAR

One of the foundation stones on which the immense success of the Ford car has been built is the "absence of doubt."

The man who buys a Ford buys a known quantity---a car that has proved itself in practically every service and under every condition where an automobile can be used, a car that he can depend on in every circumstance.

The Ford car is an honest car in the widest sense of the term---built of honest material on an honest design, sold at an honest price with an assurance of honest performance. These features, together with economy of upkeep and running expenses, make the Ford "a better car at a lower price."

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

Wherever you travel, there is an authorized Ford agent at your command, with Ford cars ready for prompt delivery, and a Service prompt, efficient and courteous.

Ford Motor Company

Detroit

