

Ford

THE UNIVERSAL CAR

Talk with a Ford owner about his car and he will tell you of two certain things -- satisfaction in its service, self-satisfaction in its ownership.

Satisfaction in service means to him a car that gives all the results any other motor car will give --- and a little more. A car whose possession enlarges his idea of what a motor car can be built to do.

Out of that service has come the self-satisfaction of Ford ownership--founded on the merits of "a better car at a lower price." Ford owners are driving their cars all the year round. Order now --- and begin to realize these benefits.

Any of the more than 10,000 authorized Ford agents will give your order prompt attention. Each one is equipped to give you the regular Ford "Universal" service.

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

Ford Motor Company

Detroit

