

Its value is tradition.. **ITS STYLE IS MAKING NEWS!**



De Luxe Ford V-8

FORD CARS have always been built to *their own* high standards of basic quality and performance. This year they also bring *style* that is new to the low-price field.

Style leader of the line is the De Luxe Ford V-8. Its functional lines express its built-in *quality*. It is distinctive in *appearance* because it is distinctive in *construction*. The hood is deep-crowned to give easy access to the engine. The grille is placed low because the *engine*, *radiator* and *fan* are placed low. Body lines are long and sweeping because of the car's low center of gravity, large luggage compartment and generous inside room.

Appointments carry out in detail the impression of new *luxury*. Upholstery is fine in quality and workmanship. Passengers find new *triple-cushioned* riding comfort, as well as new riding *quietness*.

The 85-horsepower Ford V-8 engine, now proved by *over 5 million* Ford V-8 owners, is improved this year in smoothness and quietness. Its dependable performance is now linked with smooth *hydraulic brakes*, rigidly tested to meet Ford standards of safety and dependability.

More than ever before, there's extra pleasure in driving a Ford V-8 — and cause for extra pride in *owning* one!

SEE YOUR FORD DEALER TODAY!

STYLE LEADERSHIP—The luxury cars of the low-price field.

V-TYPE 8-CYLINDER ENGINE—Eight cylinders give smoothness. Small cylinders give economy.

HYDRAULIC BRAKES—Easy-acting—quick, straight stops.

TRIPLE-CUSHIONED COMFORT—New flexible roll-edge seat cushions, soft transverse springs, four hydraulic shock absorbers.

STABILIZED CHASSIS—No front end bobbing or dipping. Level starts, level stops, level ride.

SCIENTIFIC SOUNDPROOFING—Noises hushed for quiet ride.

LOW PRICES—*Advertised* prices include many items of desirable equipment.

\$769⁰⁰ EQUIPMENT INCLUDED
State and Federal Taxes Extra
IS THE DETROIT DELIVERED PRICE

This is for the De Luxe Fordor Sedan illustrated and includes all the following: Bumpers and four bumper guards • Spare wheel, tire and tube • Cigar lighter • Twin air-electric horns • Dual windshield wipers • Two sun visors • Lock on glove compartment • Clock • De Luxe steering wheel • Rustless Steel wheel bands • Twin tail lights • Foot control for headlight beams with indicator on instrument panel • ENTIRELY NEW battery-condition indicator.