

# HERE'S SOMETHING NEW

## IN ROOM AND RIDE

Since you last bought a car!

See the New Ford Colors and New  
Exterior Styling just released for Spring!

TAKE THE WHEEL yourself, sit the family in back, and discover what solid comfort there is in this year's big Ford car! Don't pick out any new car till you do, if comfort's what you're after. Here's the greatest actual passenger space in the whole Ford price field this year. Greatest total seating width. Greatest length inside the body. And here's a *ride* that's a marvel! A new Ford ride. A soft Ford ride. A quiet, level, easy ride, even over rough roads, front seat or rear, that you should look into. Drive your present car to your Ford dealer. Take this new Ford car out on the road. And see how far the motor car world has changed since your present car was *new!*

See the 1941 Ford and Mercury cars  
built in Chicago's only Automobiic  
Plant . . . 12600 Torrence Avenue.  
Hourly tours with special guides.



**GET THE FACTS AND YOU'LL GET A FORD!**

### FORD HAS THE QUALITY FEATURES

**V-8 POWER**—90 smooth horsepower. There never was a low price engine like this before.

**NEW BEAUTY**—When you look at the smooth flowing lines you see one of the few cars with really up-to-date styling.

**A NEW RESTFUL RIDE**—On the new Ford "Slow Motion Springs." A soft, quiet ride wholly new this year.

**EXTRA VALUE**—New ease of control with positive mechanical, fine-car type shift—extra-big hydraulic brakes—and the famous Ford semi-centrifugal clutch.

There are more than 30 Ford "Exclusives"—some of them found only on highest priced cars—and all of them found only on the Ford in its price class.

# PURNELL & WILSON, Inc.

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