

Go BY THIS YEAR'S FACTS IN CHOOSING THIS YEAR'S CAR!

DON'T CHOOSE your new car on old information. Improvements have come fast in motor cars since you bought your last one. Changes that may mean all the difference in the world in what is your best money's worth now. Whatever you now own . . . drive a Ford before you buy this year. We believe you'll agree that here are the *biggest advances* in the whole low price field!



FORD HAS THE PERFORMANCE—Take a Ford car out on the road. Drive it through traffic, try it on a hill—you'll thrill to the smooth response of its 90 horsepower engine. The *economy* of Ford engines is *built-in* with efficient design and long life features.

FORD HAS THE ROOM—In total inside length, in seating width, in knee room, in actual total passenger room, the Ford outmeasures all others in its price class this year!

FORD HAS THE RIDE—Try the year's most talked-about new ride. New in comfort and softness—over good road or bad, riding front seat or rear!

FORD HAS THE STYLE—When you look at the smooth-flowing lines of this new Ford, you see one of the few cars with really up-to-date styling this year.

FORD HAS THE QUALITY FEATURES—In extra-big hydraulic brakes, in fine-car type semi-centrifugal clutch and gearshift, in many other important parts of the car, mechanical quality in a Ford is equaled only in cars of much higher price.

**Get the Facts and
You'll Get a Ford!**



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

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