

# Ford introduces—

## Important Changes in Bodies and Chassis Added Beauty and Utility. Closed Cars in Colors.

### NO INCREASE IN PRICES

Body designs of distinctive beauty, together with many important chassis refinements contributing to comfort and convenience, distinguish the newest of Ford cars.

A pronounced stream-like treatment has been effected by dropping the chassis and by lowering and lengthening the bodies. This has, of course, also resulted in more roominess for driver and passengers.

The Tudor Sedan, Coupe and open bodies are of all-steel construction. Ford Closed Cars are now finished in attractive colors with nicked radiator shells. The Tudor Sedan and Coupe are in a deep Channel Green, the Fordor in rich Windsor Maroon—all with interior upholstery to harmonize. The radiator is set slightly higher and the hood is lengthened, further emphasizing the improved streamline effect of the body. Fenders on all cars are larger, more attractive, affording greater protection.

The steering wheel is larger and set lower to accommodate the driver. Seats have been moved back and are low, deep, wide and very comfortable. Another marked convenience has been accomplished in the Tudor Sedan, Coupe and open cars by placing the gasoline tank—of greater capacity—beneath the cowl, where it affords better gravity flow and can be easily filled from the outside. The gasoline sediment bulb, usually difficult of access, is conveniently located under the hood.

A fan bracket of improved design permits quick and simple adjustment of fan belt. The fan has been raised, greatly increasing cooling efficiency. Wider transmission brake drum and band insure smoother braking action, increased braking power and longer life. Rear wheel brake drums are greatly enlarged and lined with asbestos composition. They are of the self-energizing type so that braking becomes both smooth and positive.

### Note These New Features

#### The Tudor Sedan

Color—Channel Green with upholstery to harmonize. All-steel body. Nicked radiator shell and headlamp rims. Lower seats; both front seats tilting. One-piece ventilating windshield. Leather-cloth sun visor of new design, closed at both ends. Standard equipment includes starter, cord tires, demountable rims, wind-shield wiper, rear view mirror and dash lamp. Balloon tires \$25 extra.

**\$580**

Price f. o. b. Detroit

#### The Coupe

Color—Channel Green with upholstery to harmonize. All-steel body. Nicked radiator shell and headlamp rims. One-piece ventilating windshield. Unusually wide rear deck with doubled compartment capacity. Leather-cloth sun visor, closed at both ends. Standard equipment includes starter, cord tires, demountable rims, windshield wiper, rear view mirror and dash lamp. Balloon tires \$25 extra.

**\$520**

Price f. o. b. Detroit

#### The Fordor Sedan

Color—Windsor Maroon with upholstery to harmonize. Composite body. Nicked radiator shell and headlamp rims. Leather-cloth sun visor, closed at both ends. Standard equipment includes starter, cord tires, demountable rims, domelight, windshield wiper, rear view mirror and dash lamp. Balloon tires \$25 extra.

**\$660**

Price f. o. b. Detroit

#### The Touring

Color—Black. All-steel body of streamline design. Double ventilating windshield. Ford leather-cloth one-man top. Tool box under front seat. Standard equipment includes cord tires, weather-proof side curtains opening with all doors, windshield wiper and nicked headlamp rims. Starter and demountable rims \$85 extra. Balloon tires \$25 extra.

**\$290**

Price f. o. b. Detroit

#### The Runabout

Color—Black. All-steel body. Double ventilating windshield. Wide rear deck with compartment space greatly increased. Tool box under seat. Standard equipment includes cord tires, storm curtains opening with both doors, windshield wiper and nicked headlamp rims. Starter and demountable rims, \$85 extra. Balloon tires \$25 extra.

**\$260**

Price f. o. b. Detroit

Place Your Order Now (Subject to Cancellation) And Be Assured of Early Delivery

# SKOKIE MOTOR COMPANY

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