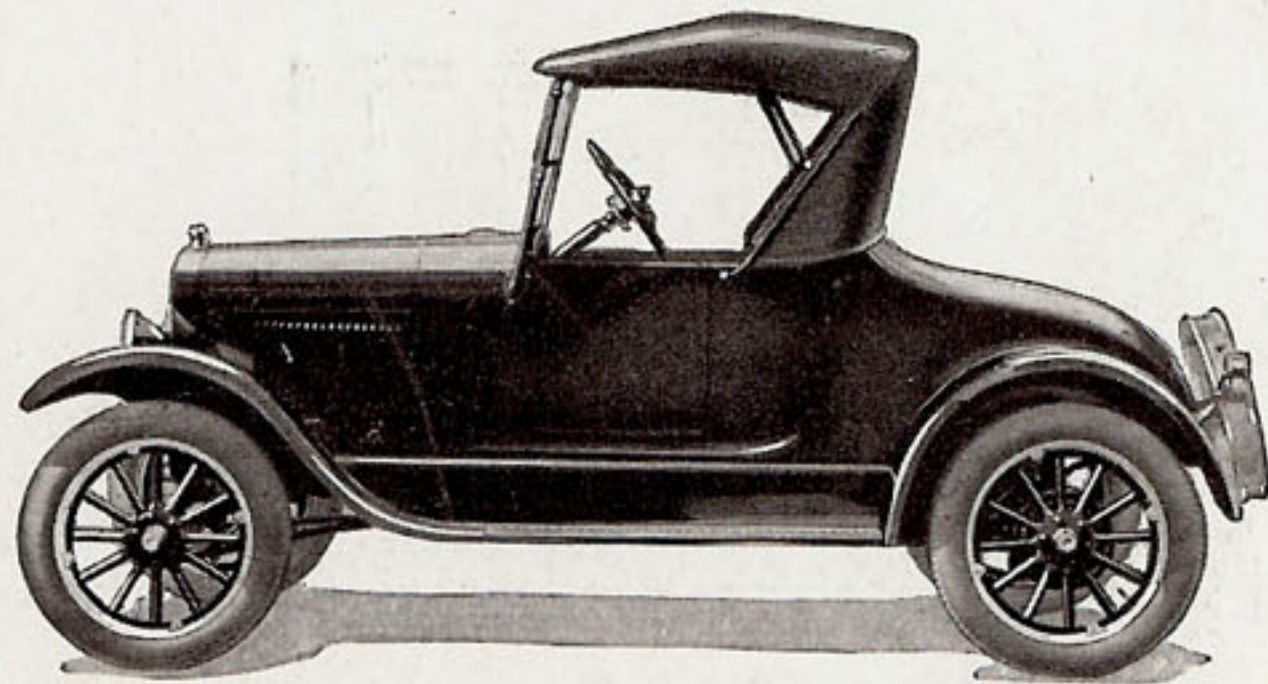


The Satisfaction of Ford Ownership

When you buy a Ford car, it is your privilege to know that you are buying the standard product of one of the largest organizations in the world; to know that the Ford reputation for quality is world-wide, and founded upon the performance of more than twelve million Fords; and to know that Ford service facilities stand without equal. You have the further assurance that your car has beauty, comfort, convenience and utility.

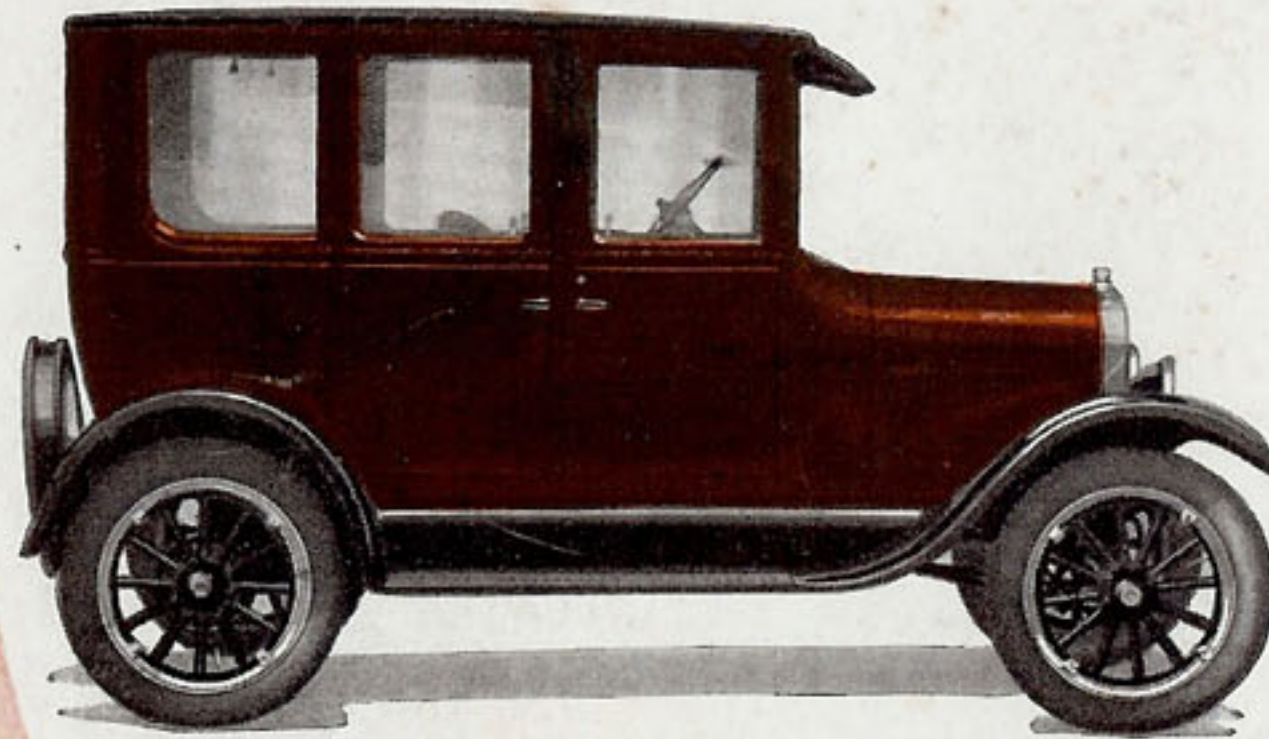
Ford Motor Company
DETROIT



RUNABOUT

\$290

F. O. B. Detroit



FORDOR SEDAN

\$565

F. O. B. Detroit

Come to Us

*we make all the arrangements
to suit your convenience*



For complete information about the Ford Plan fill in and return this folder or coupon to the Ford Dealer whose name appears above.

Name _____

Address _____

I am interested in Runabout Touring Car Coupe
 Tudor Sedan Fordor Sedan Truck Tractor.

The Easy Road ^{to}
Car Ownership —

Ford

*Weekly
Purchase Plan*

Ford

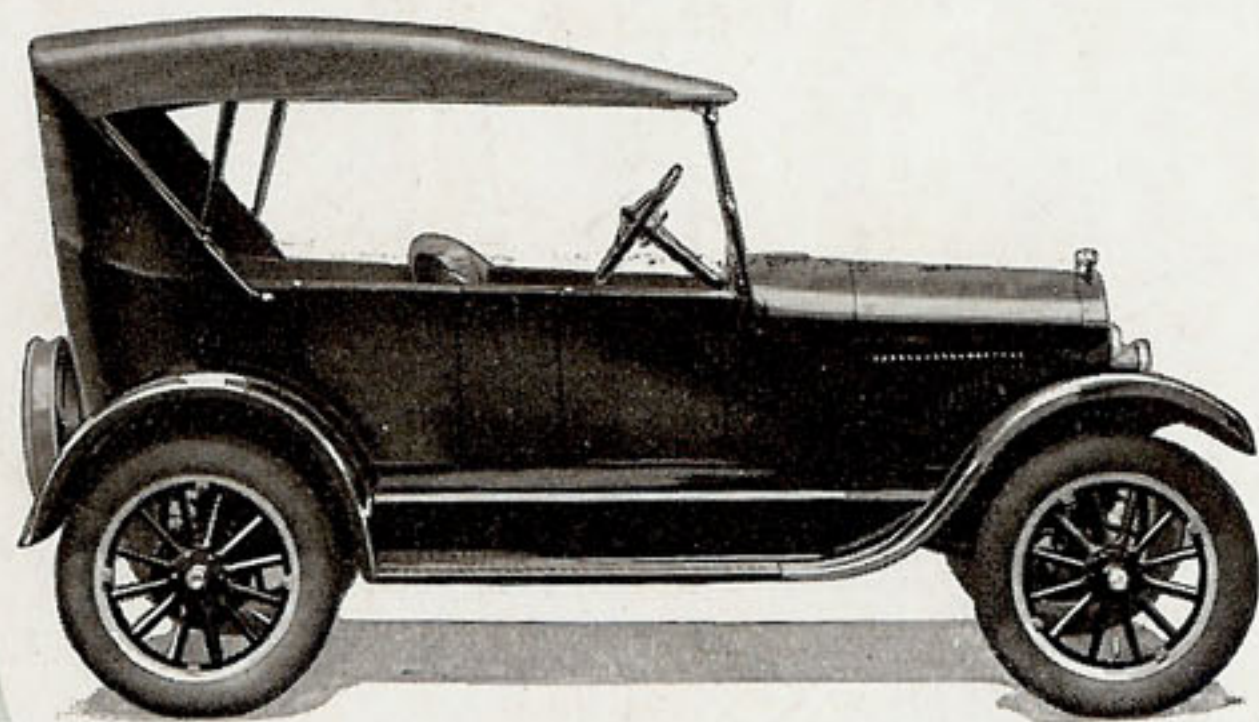
Weekly Purchase Plan

Makes Owning a Car

EASY

Over a quarter of a million people have already taken delivery of Ford cars on the Ford Weekly Purchase Plan. They have preferred to pay for their cars out of income, rather than savings; and they have found the Ford Plan designed for the express purpose of providing that convenience.

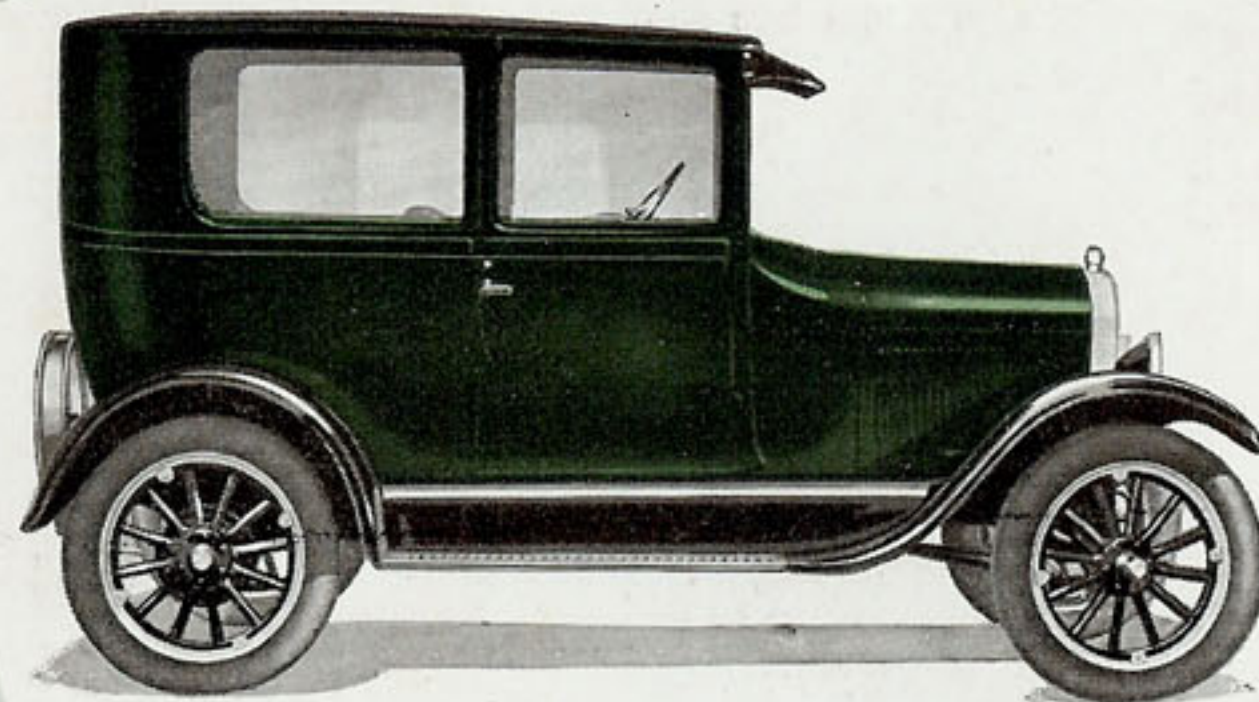
The entire Ford Plan has been worked out



TOURING CAR

\$310

F. O. B. Detroit



TUDOR SEDAN

\$520

F. O. B. Detroit

with the customer's convenience in mind. One of the most attractive features of the Plan is its simplicity. There is no "red tape" in connection with it; there are no embarrassing questions to answer.

The enrollment procedure is very simple. If you are interested, just go to the Nearest Authorized Ford Dealer and tell him that you wish to buy a car on the Ford Weekly Purchase Plan. Tell him how much you wish to pay as an initial deposit. Then arrange with the Dealer to make a regular

Any of the Latest
Improved Ford Cars
may be bought on
Ford Weekly Purchase Plan

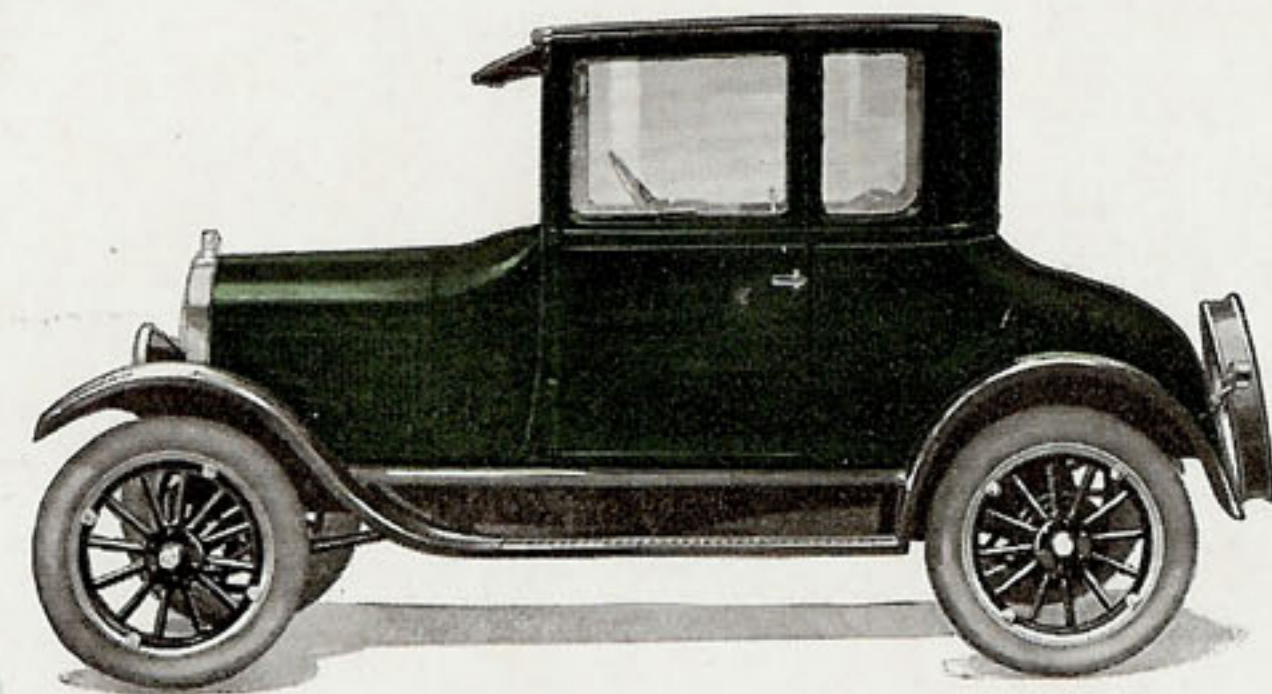
periodical payment—whatever amount is convenient. The money you pay in will be deposited to your credit, at interest.

On an average, those who enroll in the Ford Plan receive their cars within five months.

Approximately four hundred cars are now being delivered under this Plan each day. New enrollments are coming in at the rate of over a thousand a day.

Many people who could readily afford to pay cash for their cars prefer to take delivery through this easy method of payment.

The Ford Weekly Purchase Plan is available through any Authorized Ford Dealer, and any type of Ford car may be purchased in the manner outlined in this folder.



COUPE

\$500

F. O. B. Detroit