



SPECIAL
SEDAN AND COUPELET
FOLDER

These New Fords Have "Class"

Class in motor cars is that super-artistic in design and super-cleanness in finish that places one car away and above other cars in appearance and desirability.

These two new Fords, the Coupelet and Sedan, have the highest class as interpreted above, and when the Ford Motor Company uses the word *class*, it backs up its statements with its reputation for conservatism and dollar-for-dollar dealing unsurpassed in the automobile world.

These new cars have class—*high class*. Look at them! Those graceful curves—those sweeping lines express the beauty of true art accentuated through the craft and skill of the bodymaker, who intelligently wrought into his work the inspirations and conceptions of the designer.

They're as good as they look. They're Fords. They're members of the same world-renowned family of motor cars that are giving pleasure and profit to hundreds of thousands of people every day—the *universal cars*.

The same Ford cars—but fitted with these new and delightfully *de luxe* bodies. Talk about your "style carriages." Those who demand the limit of luxury as well as the limit of utility need look no further.

The business or professional man, or any and every man or woman, who wants a car better than the ordinary in appearance, representing the last word in comfort and so dependable that all anxieties about "getting there and back again" are eliminated; so low in price—so economical of operation—in a word, a classy car for pleasure or business for all seasons, will find just the car desired in the two-passenger Ford Coupelet.

Or, if looking for these same qualities in a roomy five-passenger car—in which one may take the family or friends for a pleasure ride, or on a business trip—then the Ford Sedan is the car.

We have every confidence that up-to-the-minute men who recognize *class* in motor cars will appreciate these new superb Ford models.

FORD COUPELET

Fully Equipped, \$750 f. o. b. Detroit

Here is a car, *par excellence*, that will in every detail of design, construction and equipment go beyond your expectations.

Look at it. Note the beautiful lines, the graceful curves, the well-balanced proportions.

It is roomy, it is comfortable to ride in—it is refinement in motor car construction.

The regular Ford chassis, light, strong, sure. Vanadium steel—heat-treated, time-tested.

The body in design is exceedingly artistic.

Entrance to the rear of body is by hinged tail-board, lifting from the bottom, providing ample room for suitcase, inflated tire, or other articles.

The top is of genuine leather of highest quality.

Seat is broad and wide, and with its deep upholstery gives that comfort and ease which makes riding a luxury.

Windshield of special double ventilation design. The top section swings either outward or inward—the bottom section swings only inward, but when closed both are rigid.

Doors are roomy, with glass in sliding sash dropping down into the panel, protected by water-proof flappers.

Triple hinges on the doors assure perfect alignment.

The cowl connecting the windshield with dash gives a very graceful effect.

Hood is provided with gill ventilators.

HERE THEY ARE

FORD COUPELET AND FORD SEDAN

In this folder we show you several illustrations of new Ford creations, knowing that they express the best there is in high-class and artistic designing, combining with the genius and beauty of art the fulness of convenience and comfort.

They measure the complete Ford standard of thoroughness and excellence, and you know that that standard typifies the working out of details to the satisfactory completion of the whole car—from the viewpoint of demand, from the angle of convenience, with comfort along the line of continuous service on the vital ground of economy in operation.

Nothing has been overlooked—thoroughness is assured and we offer these cars to the public as the natural evolution in the refining and progressive policy of the Ford Motor Company.

These are high quality cars with the especial low prices common to Ford cars the world over. Buyers of these cars will participate in our profit-sharing if we sell at retail 300,000 new Ford cars between August 1, 1914 and August 1, 1915.

Read the specific descriptions of the Ford Coupelet and the Ford Sedan and then make haste to see them. Because greater value in service as well as in price cannot at this time be made in motor cars.

Prices of Ford Cars

Ford Roadster	Fully equipped, f. o. b. Detroit	-	-	\$440
Ford Touring Car	" " " "	-	-	490
Ford Town Car	" " " "	-	-	690
Ford Coupelet	" " " "	-	-	750
Ford Sedan	" " " "	-	-	975

Ford Motor Company
Detroit, Michigan, U. S. A.

F O R D S E D A N

Fully Equipped, \$975 f. o. b. Detroit

Do you want an elegant five-passenger, closed car *de luxe*? Do you desire a car that embodies all the beauty and grace the most skilled designers and body makers can give, a *classy* family car, unsurpassed in appearance?

Then buy this new Ford Sedan.

This sumptuous body is built on the world-famous Ford chassis. This is the same chassis, its vital parts of Vanadium steel, so simple and so dependable, that is serving more than five hundred eighty-five thousand Ford owners.

The body with its graceful lines, its artistic and ample proportions, its beautiful finish, its roomy interior, its very luxuriousness in every detail, is one that will be welcomed by those who are in search of a smart, "snappy" car.

The broad back seat where three may sit in comfort, and the two front single seats are splendidly upholstered and covered with cloth of the highest quality. The right-hand front seat is on a pivot and folds back out of the way when not in use.

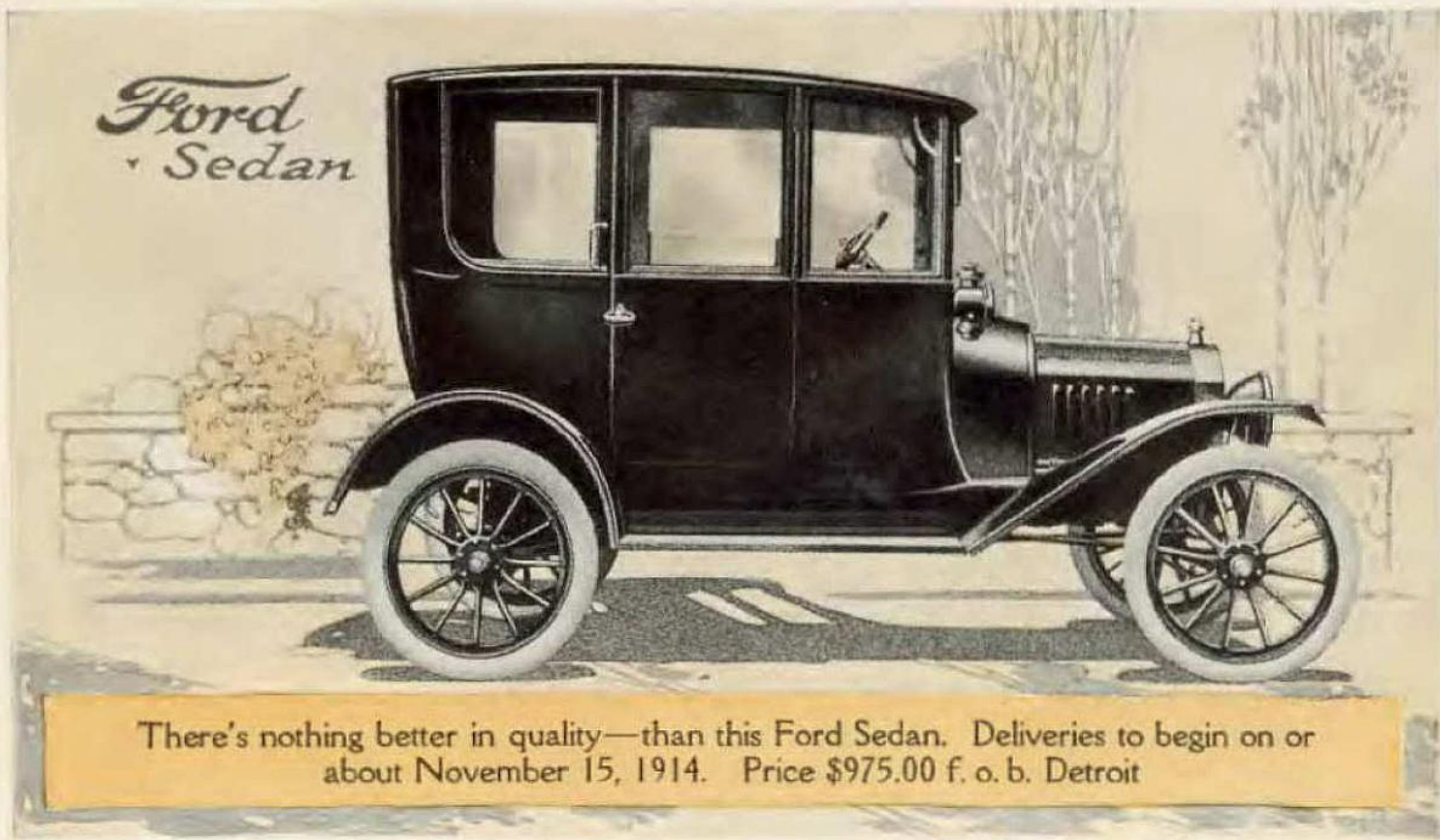
The two doors which open to the front (entrance may be had from either side of the car) are triple hinged to insure permanent alignment.

The windshield is of the triple ventilating type. The driver is thus assured of plenty of fresh air in stormy weather while still being protected from the elements by the outer glass of the upper half of the shield.

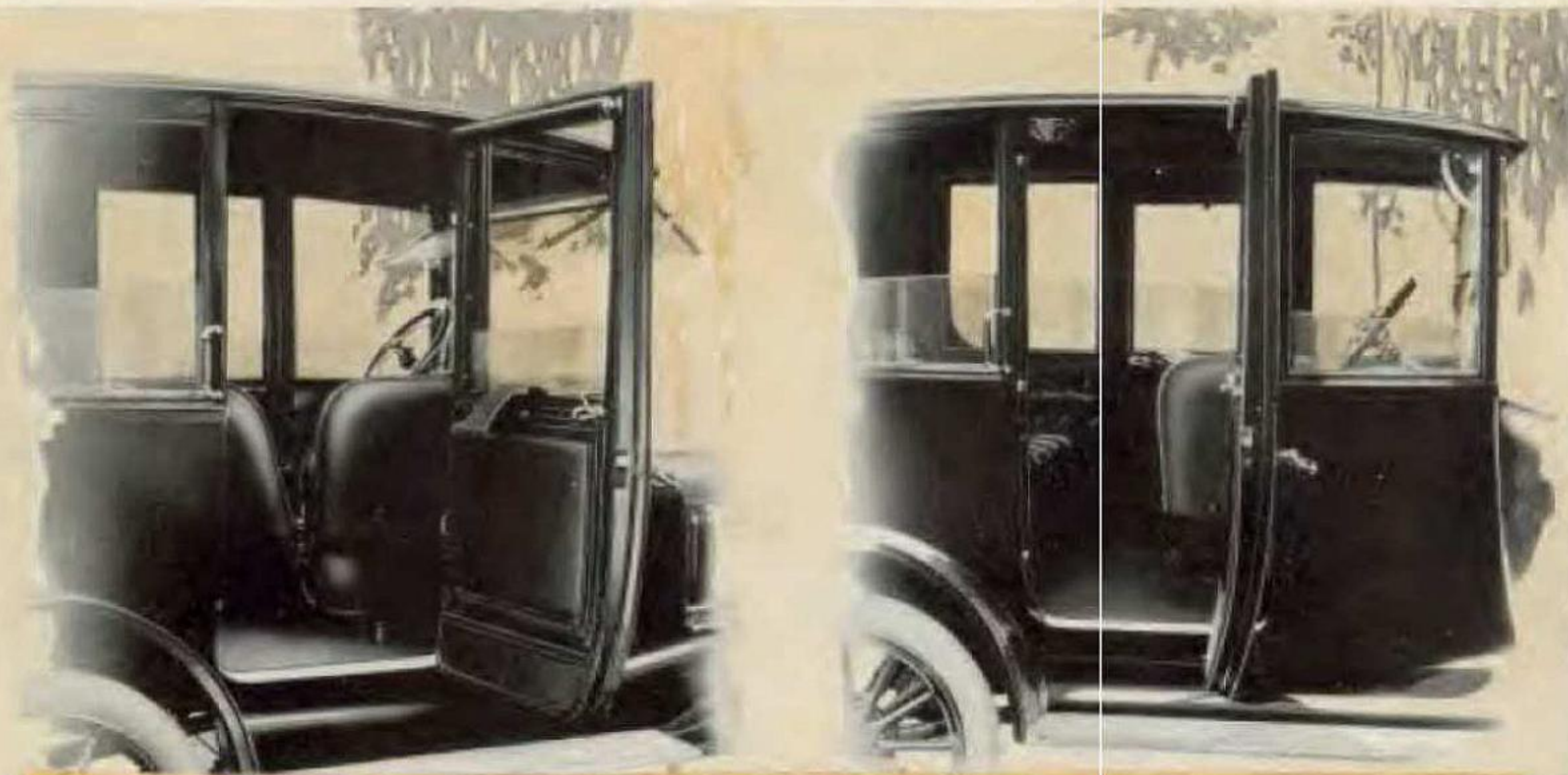
The dash is of the cowl type. The hood has gill ventilators.

For all-around elegance, luxury, strength, durability and economy of operation, this five-passenger enclosed Ford Sedan is without an equal.

Ford
Sedan



There's nothing better in quality—than this Ford Sedan. Deliveries to begin on or about November 15, 1914. Price \$975.00 f. o. b. Detroit



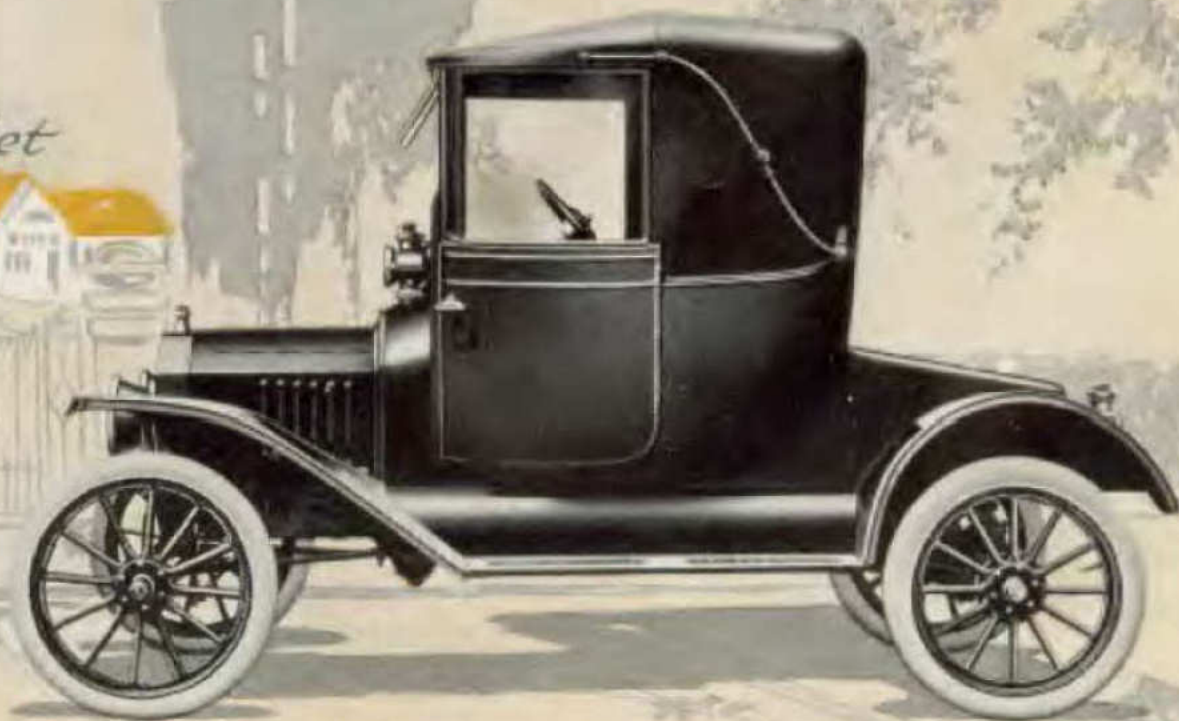
Style, comfort and utility in this new Ford Sedan. Two interior views showing the elegance of its generous seating arrangement

Ford
- Sedan



This new Ford Sedan is the car sought by those who want a classy, "smart,"
roomy car for all seasons

Ford
- *Coupelet*



A car of class—in a class by itself—beauty in design—rich in equipment. Deliveries to begin on or about October 1, 1914. Price \$750 f. o. b. Detroit

*Ford
Coupelet*



Business and professional men will welcome the comfort and convenience of this
new Ford Coupelet

Ford
- Coupelet



Note the snappy appearance—strictly up-to-date. The luxurious two-passenger car for all seasons

Ford Factories and Branches

Ford Factory, Detroit—Parent Plant—Capacity 325,000 cars annually

Ford Factory, Ford, Ont., Canada—Capacity 35,000 cars annually

Ford Factory, Manchester, England—Capacity 15,000 cars annually

American Branches and Service Stations

Atlanta—380 Peachtree St.
Boston—567 Boylston St.
The Bronx (New York City)
607 Berger Ave.
Brooklyn—1476 Bedford Ave.
Buffalo—1050 Main St.
Cambridge—Charles River Rd.
Charlotte, N. C.—222 Tryon St.
Chicago—3915 Wabash Ave.
Cincinnati—911 Race St.
Cleveland—4400 Euclid Ave.
Columbus—427 Cleveland Ave.
Dallas—2800 Williams St.
Denver—920 S. Broadway
Detroit—1550 Woodward Ave.
 Fargo—209 N. P. Ave.
Houston—4006 Harrisburg Rd.
Indianapolis—526 N. Capitol Ave.

Kansas City—1710 Grand Ave.
Long Island City—564 Jackson Ave.
Los Angeles—2060 E. Seventh St.
Louisville—931 S. Third St.
Memphis—495 Union Ave.
Milwaukee—143 Eighth St.
Minneapolis—616 S. Third St.
Newark—17 Halsey St.
New York—1723 Broadway
Oklahoma City—205 W. First St.
Omaha—1916 Harney St.
Philadelphia—2700 North Broad St.
Pittsburgh—5925 Baum St.
Portland, Ore.—481 E. Eleventh St.
St. Louis—4100 Forest Park Blvd.
St. Paul—117 University Ave.
San Francisco—2905 21st St.
Seattle—724 Fairview Ave.

Ford Assembling Plants are located in the following Cities

Atlanta	Cleveland	Detroit	Memphis	Portland, Ore.
Buffalo	Columbus	Houston	Minneapolis	San Francisco
Cambridge	Dallas	Indianapolis	Philadelphia	Seattle
Chicago	Denver	Kansas City	Pittsburgh	St. Louis
Cincinnati		Long Island City		St. Paul

Foreign Branches and Service Stations

Bordeaux, France
Buenos Aires, Argentina
Calgary, Alberta
Gibraltar, Spain
Hamburg, Germany
Hamilton, Ontario
London, England
London, Ontario
Manchester, England

Melbourne, Australia
Montreal, Quebec
Paris, France
Saskatoon, Saskatchewan
St. John, New Brunswick
Toronto, Ontario
Vancouver, British Columbia
Winnipeg, Manitoba

Foreign Department—1136 Whitehall Bldg., 17 Battery Place, New York

There are Ford Agents in all other Principal Cities