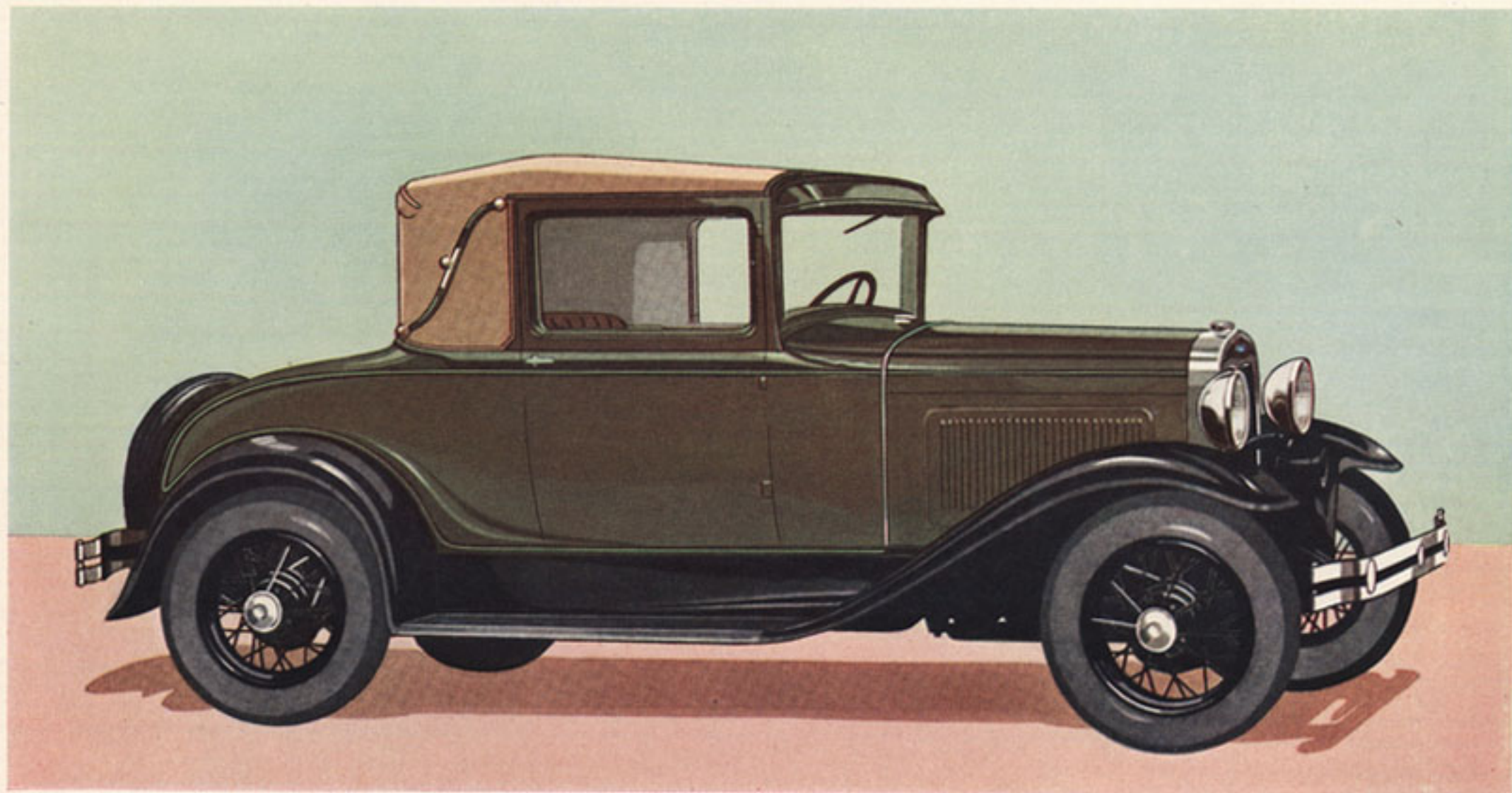


A decorative border of black scrollwork surrounds the central text. The scrollwork consists of a continuous line of elegant, flowing curves and loops. At the four cardinal points (top, bottom, left, and right), there are small, stylized floral or leaf-like motifs that serve as focal points within the border.

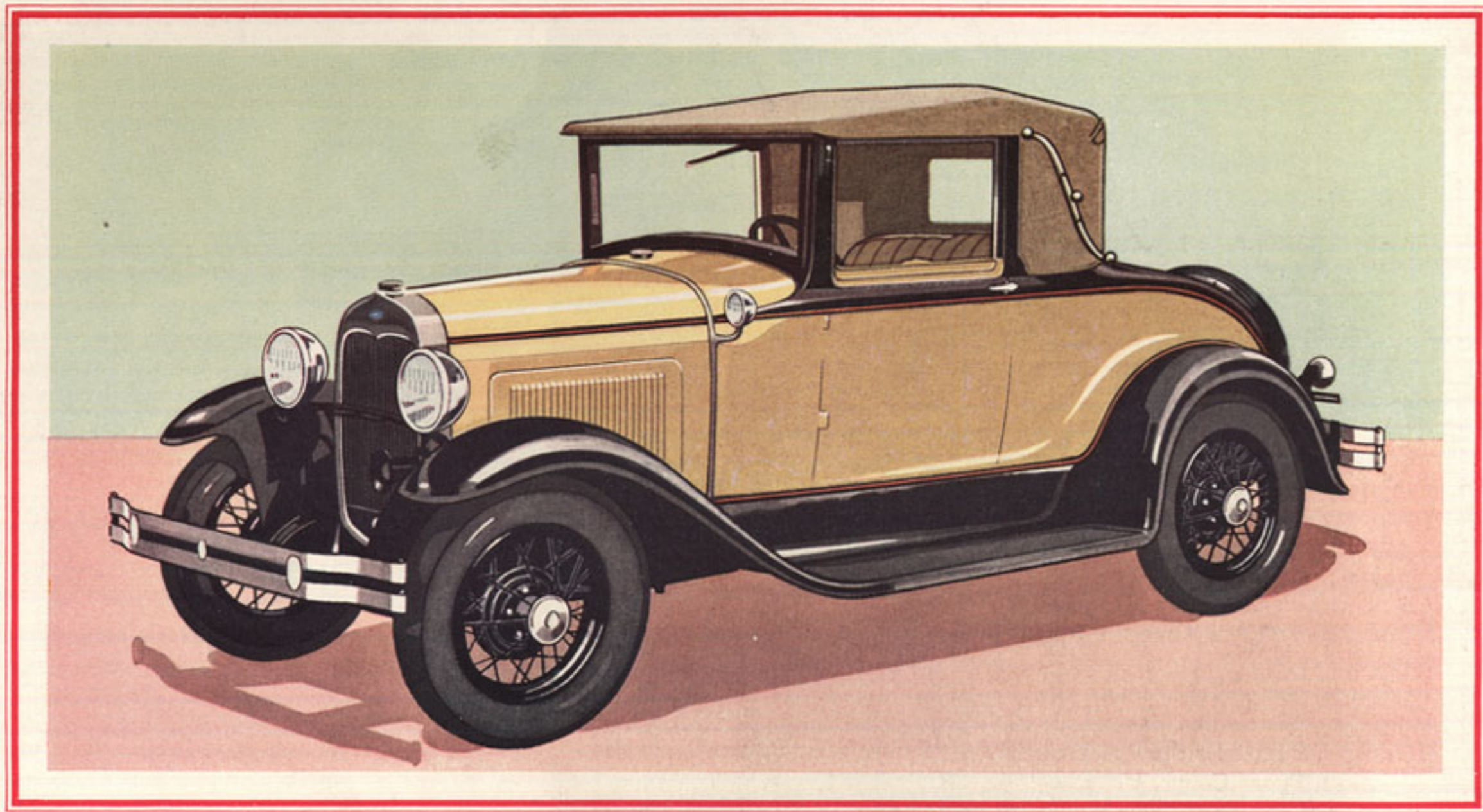
*New Beauty
for the New Ford*

LILLIE MOTORS, INC.
SALES—FORD—SERVICE
3006 Union



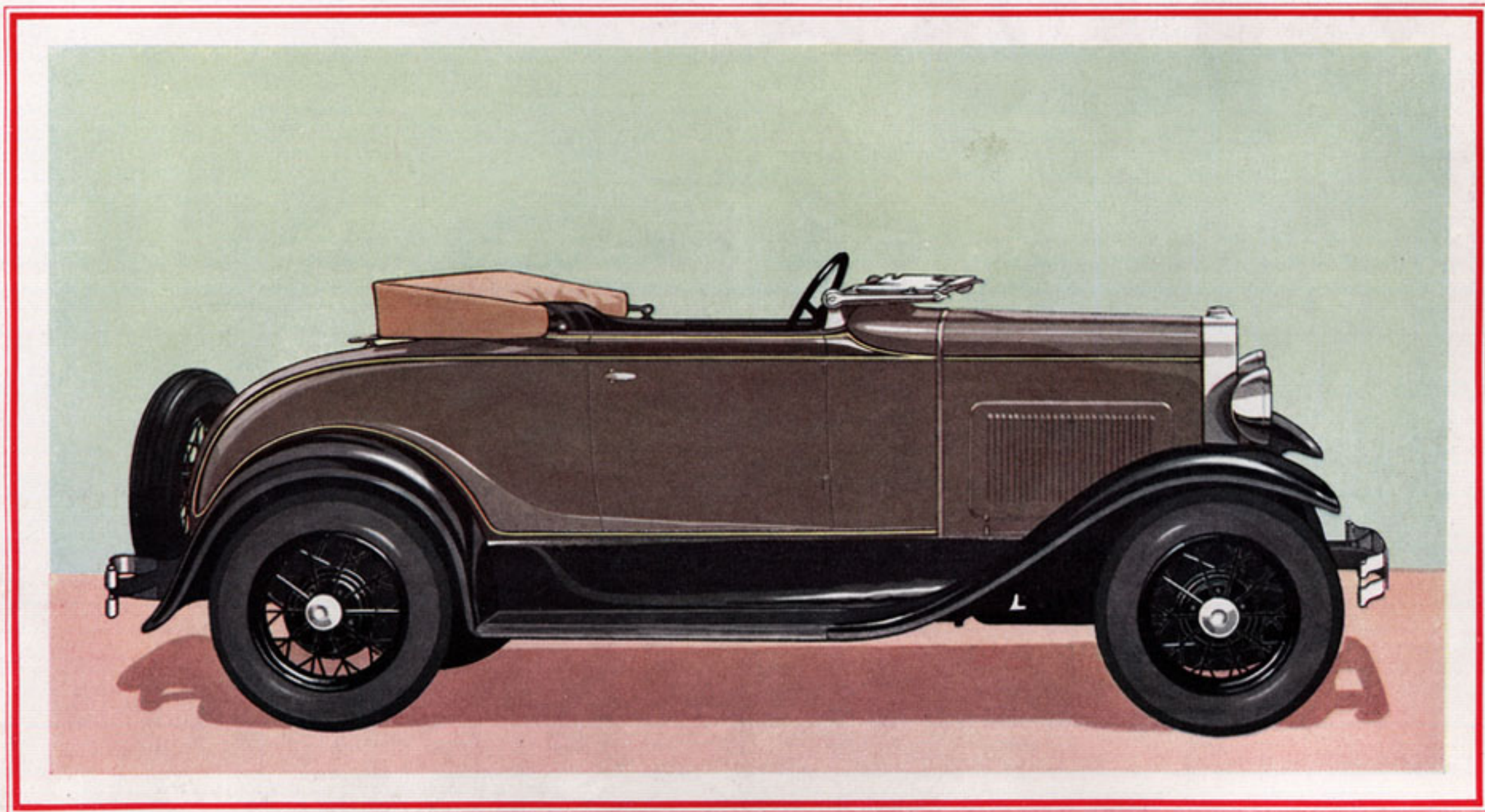
THE NEW SPORT COUPE

In addition to new beauty of line and color, the new Ford bodies bring you still another outstanding feature—non-tarnishing, rustless steel for the radiator shell, headlamps, hub caps, tail lamp, cowl finish strip, radiator and gasoline tank caps. This new metal is better than nickel or chromium plating for the same reason that sterling silver is better than silver plate.



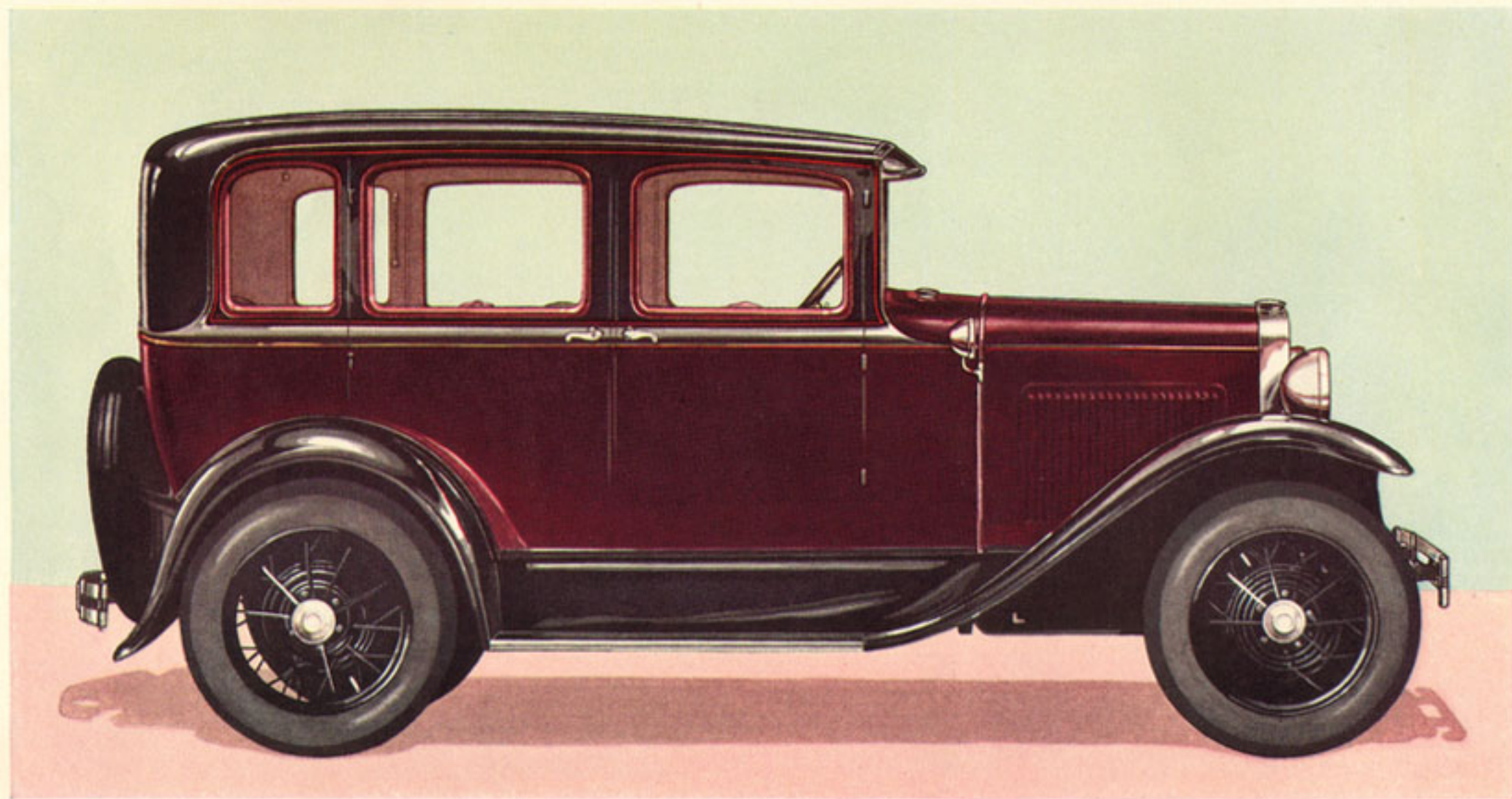
THE NEW CONVERTIBLE CABRIOLET

This new Ford Convertible Cabriolet is a particularly good choice for the woman motorist because it combines the smart, youthful style of the roadster and the snug, all-weather comfort of the coupe. The compact, landau top can be raised or lowered easily and quickly. The side windows are framed in bright metal. Wide, substantial rumble seat and cowl lights are included as standard equipment.



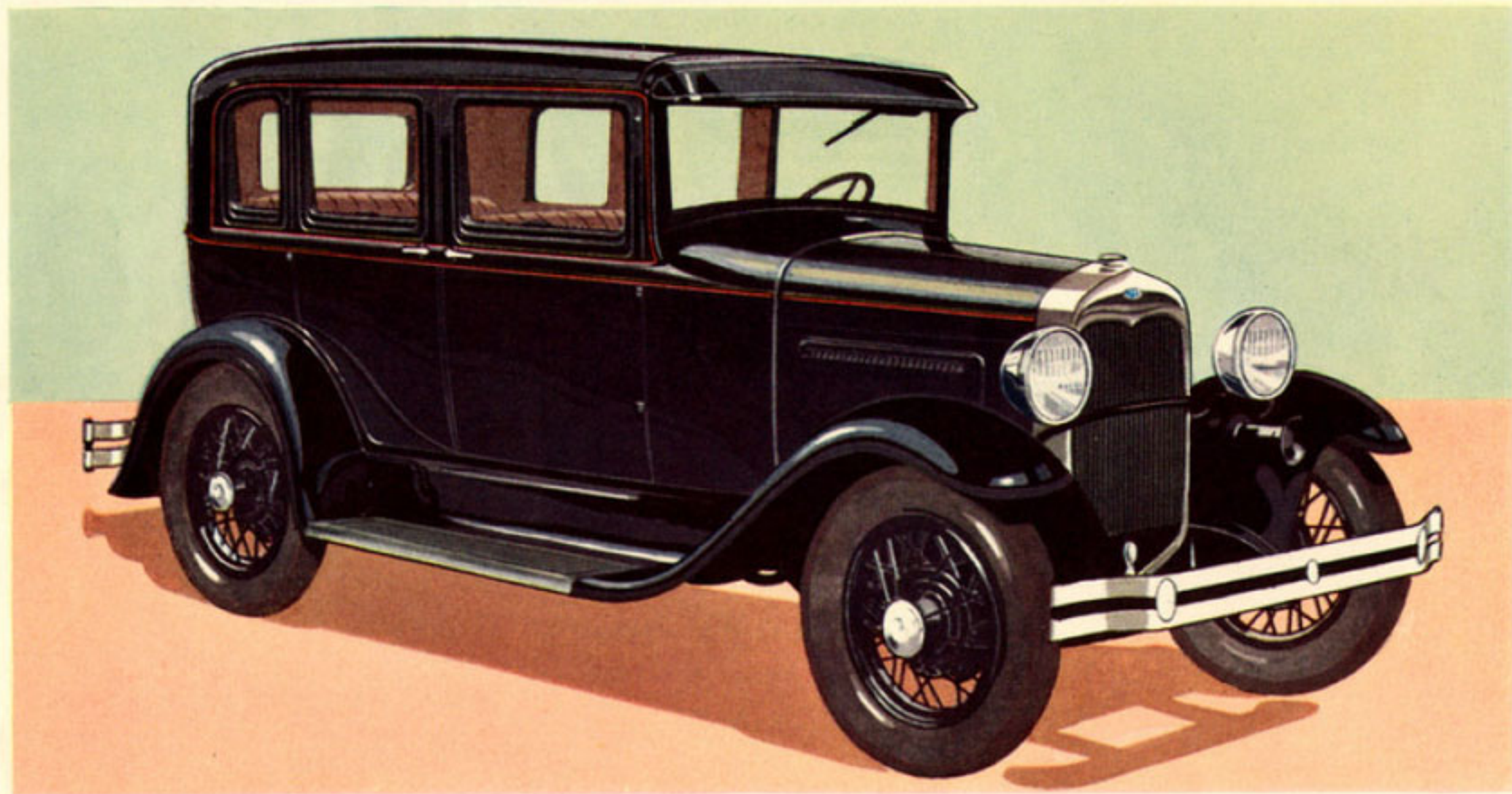
THE NEW ROADSTER

In flashing beauty of line and color, there are few cars at any price more attractive than this sporty new Ford Roadster. From headlamps to rear bumper, the long, straight lines sweep back without a break. Even the windshield folds flat to carry out this impression of flowing line. The wider seat will accommodate three people. Windshield and windshield wings are made of Triplex shatter-proof glass.



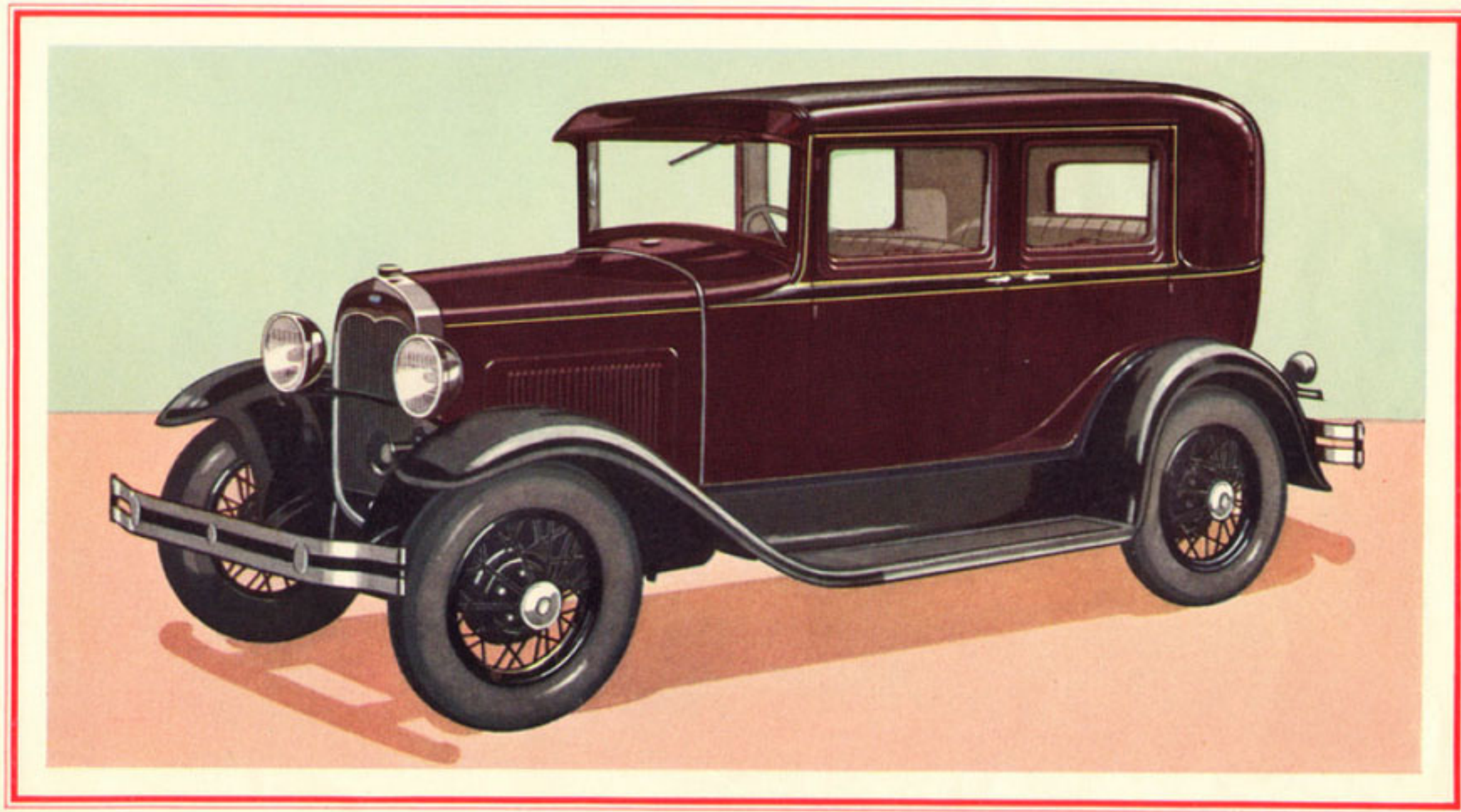
THE NEW TOWN SEDAN

This illustration reveals the graceful, flowing lines that give so much charm to all the new Ford bodies. Note particularly the new radiator, hood and cowl, the new fenders, and the long straight lines from front to rear. Equipped with cowl lights on metal finish strip. Rear compartment has silk curtains, disappearing center arm and stationary arm rests at each side.



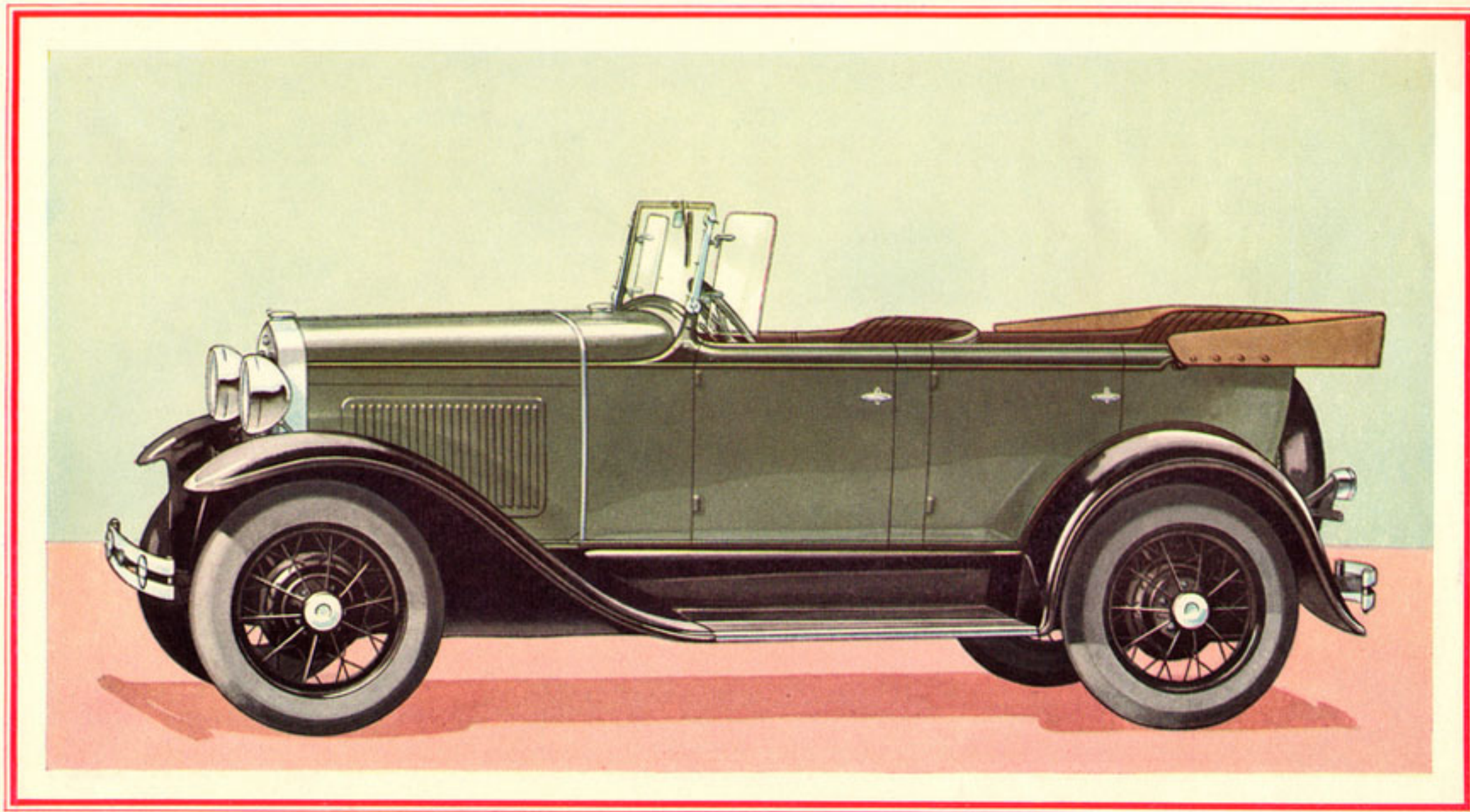
THE NEW THREE-WINDOW FORD SEDAN

Another splendid family car because of its beauty of line and color, and its comfort, safety, economy, reliability and alert, satisfying performance. Generous room is provided in both front and rear compartments. Driver's seat is adjustable. Appointments reflect the substantial quality that has been built into the car. The deeply piped seat upholstery is rich and luxurious, yet made for long wear as well as beauty.



THE NEW TWO-WINDOW FORDOR SEDAN

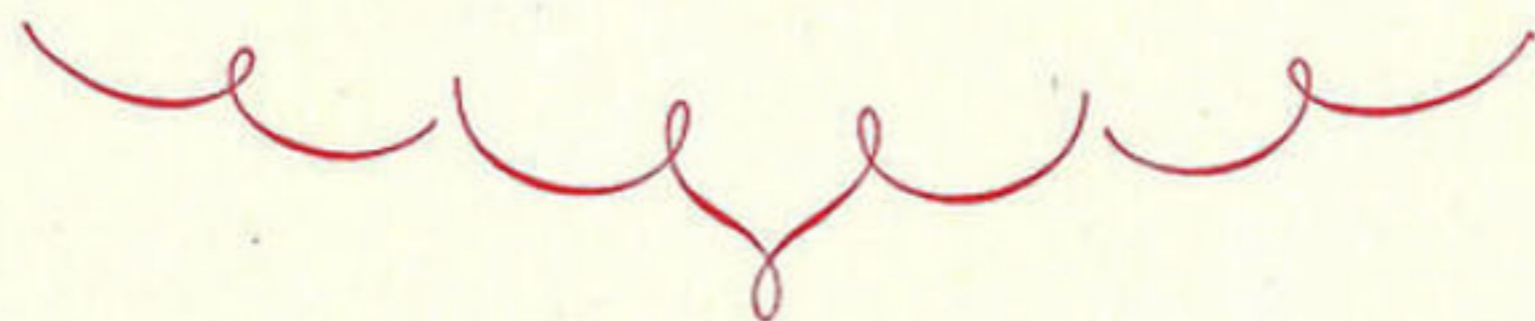
A feature of the new Ford bodies is the variety of colors offered for the selection of every purchaser. The new Two-window Fordor Sedan is shown here in Thorne Brown, with black felt and moulding, and straw color striping. Other Ford colors include Black, Kewancee Green, Chiclé and Copra Drab, and Andalusite Blue. The very popular Bronson Yellow is retained for the new Ford Convertible Cabriolet.



THE NEW PHAETON

Here, as in the new Ford Roadster, you see the straight, unbroken sweep of line that contributes so much to the beauty of all the new Ford bodies. The windshield folds flat when desired. The top can be raised or lowered quickly and easily. Door panels are attractively embossed. Seat cushions are upholstered in deeply piped two-tone artificial leather.

Adding New Beauty To Outstanding Performance



TWO YEARS AGO, when the new Ford was first introduced, the Ford Motor Company made the statement that the new Model A would be "superior in design and performance to any other car available in the low-price field." The record of the past two years shows that the prediction of 1927 has become an accomplished fact.

More than two and a half million new Fords have been built within twenty-four months. The first million cars were made between October 20, 1927 and

February 4, 1929—a period of fifteen months during which production was constantly increased as new methods brought increased efficiency and precision in manufacturing.

So great were the results of these new methods that it took but six months to build the second million new Fords. Other records have been made since then.

These figures are interesting and important because they show what has been done in the way of production. Yet they have a far greater significance than just that.