


Art Director: Stuart Campbell  
 Agency: Kenyon & Eckhardt, Inc.  
 Advertiser: Bergdorf Goodman

An Impression  
 OF BERGDORF GOODMAN ON THE PLAZA



The spring reflection on the Plaza has all the freshness of the East Veranda and the subtle  
 nobility of Bergdorf Goodman's own windows. Thus, the spring window is certain that  
 she is making the highest fashion sense of the season.

**BERGDORF  
 GOODMAN**  
 NEW YORK

Art Director: Thomas Collard  
 Agency: N.W. Ayer & Son, Inc.  
 Advertiser: Ford Motor Co.

### After the First Twenty-Five Thousand Miles



**THE NEW FORD SPORT COUPE**  
 The beauty of the new Ford is apparent to her and other people when she is looking at the car. You see it in the gleam of the chrome and the attractive design. You feel it also in those responsive lines of steel and brass which a woman's practical eye is quick to catch. There is about the car a character which is sure which makes the car stand out from the rest of the crowd. In its personal design, in its machine and construction, the new Ford has been made to endure.

THE value of sound design, good materials, and careful construction is especially apparent in the new Ford after the first twenty-five thousand miles. . . . .

Long, continuous service emphasizes the mechanical reliability of the car and its economy of operation and upkeep. The passing months and years bring a growing pride in its appearance and an increasing respect for the substantial worth that has been built into it. From every standpoint you know you have made a far-sighted, satisfactory purchase. . . . .



**THE NEW FORD SEDAN**  
 You may be interested in the new Ford because of its pleasing exterior. The rugged, well-balanced lines make you feel the car is built to last and make you realize the purpose of the present style. Inside, you find the most advanced of the modern mechanical features and just the kind of comfortable, roomy, and quiet riding that you want. The car is built to last and makes a most satisfactory investment and gives you such long years of pleasure.

Throughout the Ford you will find many reasons for its alert, capable performance and many instances of value far above the price you pay. . . . .

Prominent among these are the four Bendix double-acting hydraulic shock absorbers, Triplex shatter-proof glass windshield, fully enclosed four-wheel brakes, five spoke wheels, aluminum pistons, chrome silicon alloy valves, chrome alloy transmission gears and shafts, temperature drive, three-quarter floating rear axle, more than twenty ball and roller bearings, and light, radiating Bendix Steel for most exterior parts. Unusual attention in manufacturing is another feature of the Ford car. . . .

  
**FORD MOTOR COMPANY**

