



Preservation Grant 2025

Established in 2018, the Sewickley Valley Historical Society Preservation Grant annually awards funding for up to \$10,000 to eligible non-profit organizations and public entities within the 11 boroughs of the Quaker Valley School District and the 15143 zip code. Requests for up to \$5,000 with no match required are available for exterior preservation construction work only. The purpose of this grant is to support projects that rehabilitate, restore and preserve local historic resources. Applications must be complete and submitted by the deadline to receive consideration.

CHECK LIST

- Applicant information
- Historical significance
- Historic & current photographs (at least four)
- Site plan and/or drawings of proposed work if applicable
- Contractor proposals
- Product & material specifications if applicable

SUBMISSION

- *It is strongly encouraged to call or email the SVHS office of your intention to apply for the preservation grant. 412-741-5315 / info@sewickleyhistory.org*
- Review the sample application and scoring rubric on the preservation grant webpage (LINK).
- Only complete applications will be considered.

All applications must be emailed by **Oct. 15th 11:59 pm timestamp** and submitted electronically in a PDF document to architecture@sewickleyhistory.org.

Applications may also be postmarked and mailed by **October 15th, 2024** to:

Sewickley Valley Historical Society
200 Broad Street
Sewickley, PA 15143



Preservation Grant 2025

This application must be completed in its entirety to be considered. If you do not have the information, state I DO NOT KNOW; if a question does not apply, state N/A. The Committee will not review incomplete applications.

A. APPLICANT INFORMATION

Duquesne Light Co. Substation - tile mural

Name of Historic Building / Structure / Feature

251 Chadwick Street, Sewickley, PA 15143

Full Street Address with City / State / Zip (*include borough*)

Borough of Sewickley on behalf of the Duquesne Light Company

Recorded Owner of Structure (*Grants are awarded to non-profit organizations and public entities*)

412-123-4567

Applicant Telephone

601 Thorn Street

Street Address

Sewickley, PA 15143

City/State/Zip Email



Preservation Grant 2025

B. HISTORICAL SIGNIFICANCE

The building / structure / feature is (*check all that apply; designation is not a requirement for eligibility*).

- Listed on the National Register of Historic Places. Reference # _____
- Not listed but eligible for listing on the National Register of Historic Places.
- In an Historic District. If yes, what district/Borough? _____
- Other historical designation (state or local, e.g. PHLF, PHMC, SVHS Preservation Award, etc.). If yes, please list. _____

1927

Date(s) of the construction of the building / structure / feature (if known) including all additions or renovations.

Byllesby Engineering & Management Co.

Original architect(s) if known. *Please attach any additional historical or architectural information to this application.*



Preservation Grant 2025

C. PROPOSED WORK - continued

Please list the names and contact information for a **minimum of two and no more than four** contractors. Attach their estimates (letterhead only) as part of Section C.

Contractor 1

Chad Melberg, Sign Innovation

Name, Title and Company

50 Halstead Blvd., Suite 17, Zelionople, PA

Address

724-452-8699 chad@signinnovation.com

Telephone & Email

Contractor 2

Lisa Huber, Technique Architectural Prodcuts

Name, Title and Company

815 Penn Ave., Pittsburgh, PA 15222

Address

412-241-1644 lisa@techniqueap.com

Telephone & Email

Please attach copies of estimates & proposals for repair work that include the contractor's scope of work, fees and guarantees, such as a letter of credit, performance bond or other surety. Also include specifications of products and materials to be used for proposed work.

\$4,500

Proposed construction timeline.

Fabrication will begin as soon as funding is released.

(Work must be completed within one year of the grant acceptance. If the project work cannot meet that deadline, a request for one year's extension may be made in writing. No more than one additional year extension will be granted.)



Preservation Grant 2025

D. BUDGET PROFILE

Grant requests for up to \$5,000 do not require any matching funds.

Amount requested from the SVHS Preservation Grant Fund: \$ 4,500
(Half of the grant will be awarded upon project commencement and half upon project completion.)

If the entire project budget is beyond \$5,000, how will the applicant fund the remaining work for completion?
Please explain in detail.

Do you have liability insurance?

- Yes
 No

Name of Insurer: Duquesne Light Company

Sewickley Valley Historical Society
200 Broad Street
Sewickley, PA 15143
Telephone: 412-741-5315
Email: architecture@sewickleyhistory.org

Additional information can be obtained by contacting the office.
Office hours: Monday-Friday, 10:00-2:00

APPLICATIONS ARE DUE October 15th, 2024.
NOTIFICATIONS OF AWARDS WILL BE SENT BY November 22nd, 2024.

In its inaugural debut on February 13th, 1931, this tile mural exemplifies the Art Deco style, built as a gesture to beautify the “inherently unattractive qualities of the electrical structure” within. The ornamental wall of ivory brick with a centered mural signifies the ever increasing importance of electricity in daily life as well as the importance of the community it served. Debuting with dramatic lighting, residents were encouraged to view the mural at night, highlighting the modern achievements of electricity. The Sewickley Borough would like to request funding for fabrication and installation of the lighted marquee (please see images).

Cited in several sources including the Sewickley Herald, Walter C. Kidney’s book *Pittsburgh’s Landmark Architecture: The Historic Buildings of Pittsburgh and Allegheny County* (p. 544), and a 1990’s Pennsylvania Historic Resources Form conducted by the Pittsburgh History and Landmarks Foundation, it states, “Aside from the Monti Asti Buick dealership, and another commercial building along Beaver Road (*currently the Nauti-Taco*), this is the only representative of the Art Deco style in Sewickley. On isolated Chadwick Street, this is unfortunately a seldom-seen gem.” In a 2008 newsletter, the Sewickley Valley Historical Society elaborated on the significance of this feature as Duquesne Light Company was set to make upgrades to the substation, “While it is not, today, in the pristine condition ... the ensemble is important as an example of the style not often seen in our area and should be restored and preserved.” Along with the unique art deco style, this substation may be the only remaining example of Duquesne Light’s community beautification effort, a corporate led campaign to aesthetically hide the electrical infrastructure in residential areas as electricity expanded into the suburbs.

Starting in June of 2020, Ms. Duff, a Sewickley resident and Historic Review Commission member, and Mr. Rice, a Sewickley Borough Council member, emailed contacts at Duquesne Light Company with the aim of discussing conservation efforts for this art deco feature. After one year of discussions between the Borough and DLC, including meetings with contractors regarding masonry work, terracotta restoration, lighting design and fabrication of the lighted marquee, Duquesne Light has concluded work may be conducted yet solely at the Borough’s expense. Therefore, the Borough would like to proceed with restoration work, commencing with the fabrication and installation of the lighted marquee. This marquee is a key defining feature of the mural, showcasing the original innovation for which this station was built, electricity. It is the Borough’s hope the installation of the lighted marquee will bring positive attention to this mural, sparking renewed interest and excitement for this unique architectural feature within the Pittsburgh region, and catalyze momentum for funding of the remaining preservation work in the future. Along with Ms. Duff and Mr. Rice, the entire Historic Review Commission, Borough Council and Borough Manager stand enthusiastically in support of the past, current and future efforts to restore the Duquesne Light Substation mural.



Duquesne Light built to last in the community.

Image from *The Power of Pittsburgh: the History of the Duquesne Light Company* (ca. 1930's)



Image from *Pittsburgh's Landmark Architecture: Historic Buildings of the Pittsburgh and Allegheny County* (ca. 1990)



Image: Teresa Duff (March 2020)

Quotation

Quote Lineage Historic Preservation Services
 To: TBD
 Sewickley, PA
 United States

Quote Number: **16420**

Quote Date: 02/09/2021
 Expires: 03/11/2021

| | |
|--|------------------------------------|
| Quote Number: 16420 | Contact: Teresa Duff |
| Quote Date: 02/09/2021 | Expires: 03/11/2021 |
| SI Cust Code: LINHPS | Phone: 412 353 9780 |
| Terms: 50% down / 50% net 30 days | Project Manager: Chad Melberg |
| Corp: 50 Halstead Blvd Zelienople, PA 16063 | FOB: Sign Innovation - Harmony, PA |

| Item | Part Number Description | Revision | Quantity | Price |
|------|--|----------|----------|----------------|
| 1 | DUQUESNE LIGHT SUBSTATION LIGHTBOX/LETTERS Lineage Historical Preservation Services - Sewickley Substation Duquesne Light (Sewickley, PA.): (1) - Warm White LED Light Box: (Overall Size: 15.938"tall x 64.438"wide x 4"max depth) Light box to be fabricated from aluminum sheet, aluminum angle, aluminum face retainer, white acrylic face, warm white LED's and LED power supply. Designed so face is removable from the top of light box and the back to have removable access for any purpose of future service or repairs on illuminated components. Light box to be spaced up on ends 3.563" so it looks frame retainer matches up with the rectangular area that is the same overall size as the light box. (1) Set of "SEWICKLEY SUBSTATION DUQUESNE LIGHT COMPANY" aluminum plate cut letters: (Overall Size: 5"tall x 1/4" Depth) Letters to have attachment clip fabricated to the back so letters hang on center horizontal iron work 1/2" x 1/2" bars and tightened with set screw so they stay in place. Final font TBD. *Letters and light box to be painted to match historical iron work finish. | | 1 | \$2,850.00 /EA |
| 2 | DUQ. LIGHT SUBSTATION LIGHTBOX/LETTERS INTALL COST Lineage Historical Preservation Services - Sewickley Substation Duquesne Light (Sewickley, PA.): - Cost to install (1) LED light box and (1) Set of painted 1/4" aluminum letters to existing ironwork framing. Electric to be provided to within 10' of light box location. | | 1 | \$998.00 /EA |

Sub-Total: \$3,848.00
 Sales Tax: \$269.36
Total: \$4,117.36

| <u>Item</u> | <u>Part Number</u> <u>Description</u> | <u>Revision</u> | <u>Quantity</u> | <u>Price</u> |
|-------------|--|-----------------|-----------------|--------------|
|-------------|--|-----------------|-----------------|--------------|

Price does not include permits or permit acquisition if not listed above. It is the customer's responsibility to obtain all permitting unless otherwise noted. Quotation price assumes power pre-existing at location for all electronic products.

THIS QUOTATION AND ALL SALES RESULTING FROM IT ARE SUBJECT TO SIGN INNOVATION'S TERMS AND CONDITIONS OF SALE, WHICH ARE HEREBY INCORPORATED IN FULL BY THIS REFERENCE. The Terms and Conditions are available at [http:// www.signinnovation.com / documents](http://www.signinnovation.com/documents) or upon request. By performing under this quotation, whether explicitly or by performance, purchaser agrees that it has read and agrees to the Terms and Conditions. Sign Innovation objects to any additional or different terms in the purchaser's acceptance.

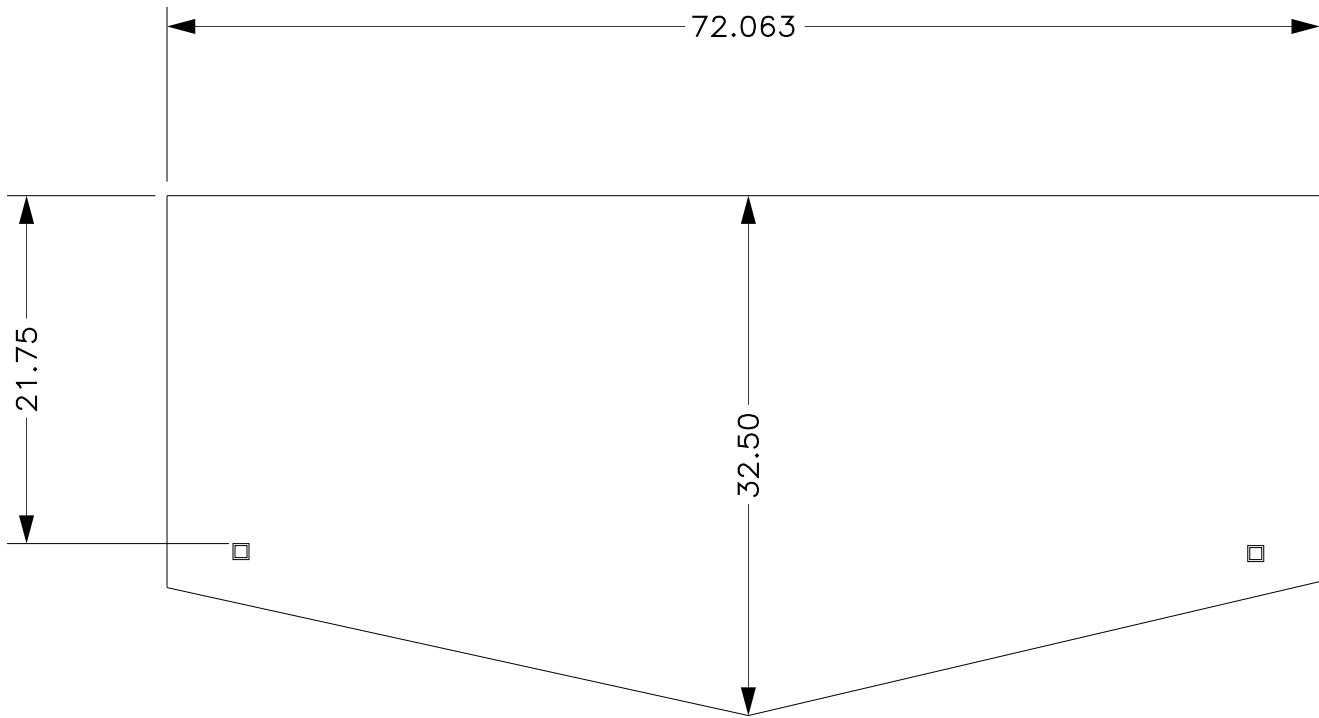
TERMS: 50% down / 50% net 30 days

Approval _____ date _____

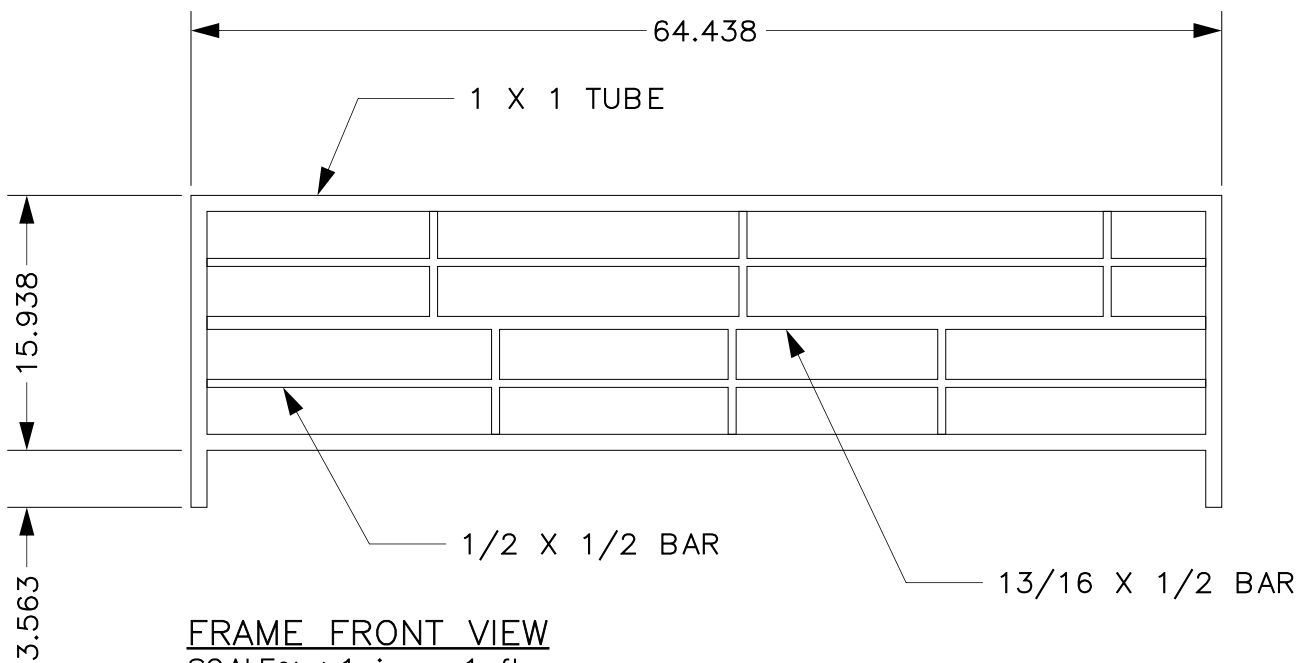
By Chad E Melberg

Rocconic / Sign Innovation





CONCRETE PAD PLAN VIEW
SCALE \approx : 1 in = 1 ft



FRAME FRONT VIEW
SCALE \approx : 1 in = 1 ft

| | | | | |
|----------|----|----|----------|--------------|
| REVISION | 00 | RV | 2/6/2021 | FIELD SURVEY |
| | | | | |



PREPARED BY:

SIGNINNOVATION
50 HALSTEAD BLVD, ZELIENOPLE, PA 16063
724-452-8699 PHONE 724-452-8629 FAX
OFFICE@SIGNINNOVATION.COM

| | | | |
|--|---------|---------|----------------|
| TITLE: DUQUESNE LIGHT SUBSTATION | | | |
| CLIENT: TBD | | | |
| LOCATION: SEWICKLEY, PA | | | |
| PATH: O:\Jobs\C\CHAD MELBERG - TEMP\2021\DLS | | | |
| DSG: RV | DRN: RV | CKD: CM | A SHEET 1 OF 1 |



815 Penn Avenue
Pittsburgh, Pa 15221

Phone # 412-241-1644 contact@TechniqueAP.com

Proposal

| Date | Proposal # |
|-----------|------------|
| 2/15/2021 | 2109 |

| Name / Address |
|--|
| HISTORIC RESTORATION SERVICES Teresa Duff |

| | | | Project |
|---|-----|----------|----------|
| Description | Qty | Rate | Total |
| <p>Furnish and install one (1) illuminated sign cabinet and lettering set per customer provided reference images.</p> <p>Sign cabinet to be approximately 16" x 64.5" x 6" and constructed of formed 1/8" thick aluminum w/ capped ends and an 1/8" thick translucent white acrylic face.</p> <p>Sign face to be evenly illuminated with simple outdoor rated warm white LED's.</p> <p>Sign cabinet to be installed behind existing decorative grill with anchoring points to existing brick.</p> <p>Lettering to be approximately 5" tall, constructed of 1/4" thick aluminum, and read "SEWICKLEY SUBSTATION - DUQUESNE LIGHT COMPANY". Lettering to be attached to new horizontal rails that will be attached through existing holes on grill work.</p> <p>Finish of all metal to be painted matte black.</p> <p>Final electrical hookup to be by others. All site electrical infrastructure required for sign illumination to be by others.</p> <p>TAP to field verify conditions and submit shop drawings for approval prior to fabrication.</p> <p>No engineering review or permitting is included in this proposal. Any materials or work not mentioned above to be at an additional cost.</p> <p>Lead time to be determined at time of order and after all approvals. Lead time estimates are not guaranteed and are subject to change.</p> | 1 | 5,622.93 | 5,622.93 |
| Subtotal | | | |
| Sales Tax (7.0%) | | | |
| Total | | | |



Technique Architectural Products

815 Penn Avenue
Pittsburgh, Pa 15221

Phone # 412-241-1644 contact@TechniqueAP.com

Proposal

| Date | Proposal # |
|-----------|------------|
| 2/15/2021 | 2109 |

| Name / Address |
|--|
| HISTORIC RESTORATION SERVICES Teresa Duff |

| Project |
|---------|
| |

| Description | Qty | Rate | Total |
|--|-----|------|-------|
| Design and project management: \$1,140.00 Materials: \$1,154.40 Lighting allowance: \$228.00 Fabrication: \$1,290.78 Finishing: \$456.00 Installation: \$1,353.75 | | | |

| | |
|-------------------------|------------|
| Subtotal | \$5,622.93 |
| Sales Tax (7.0%) | \$0.00 |
| Total | \$5,622.93 |



ADDITIONAL DATA/PHOTOS
number all continuations from front

4. survey code



EVALUATION

EVALUATOR(S)

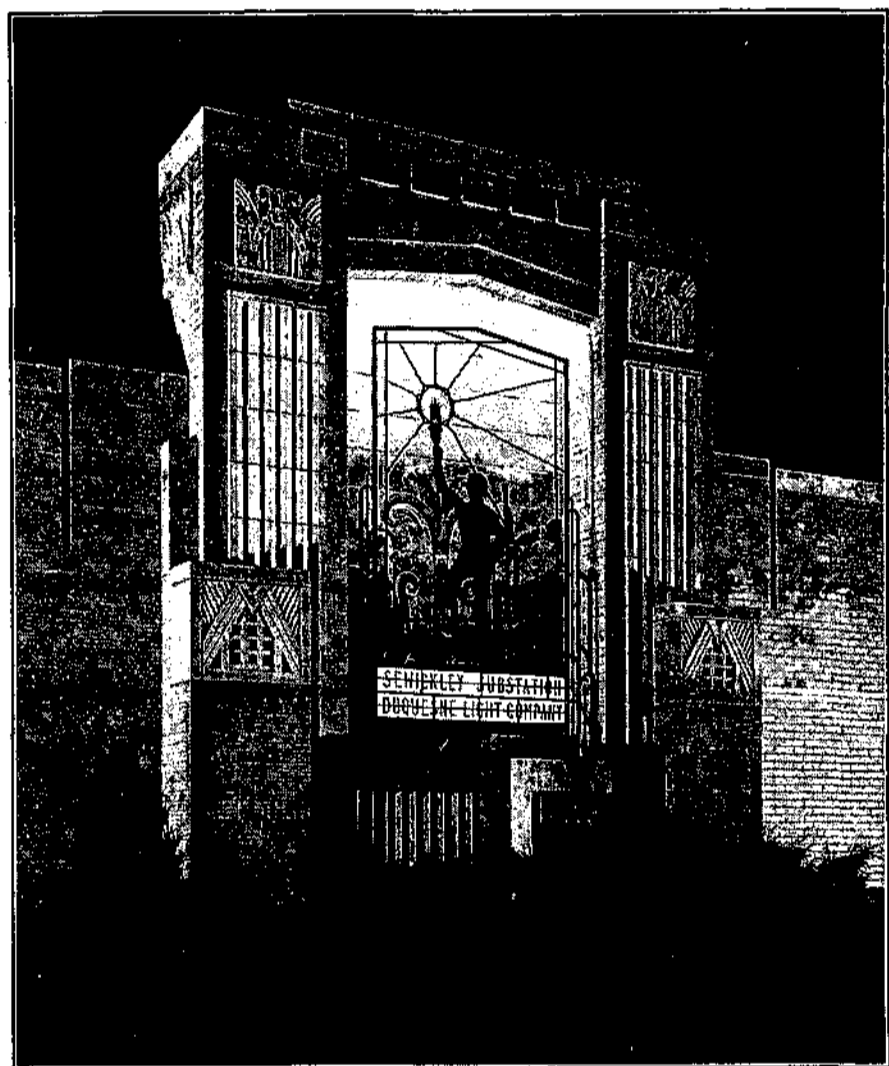
The Herald

The Sewickley Valley's Home-News Weekly

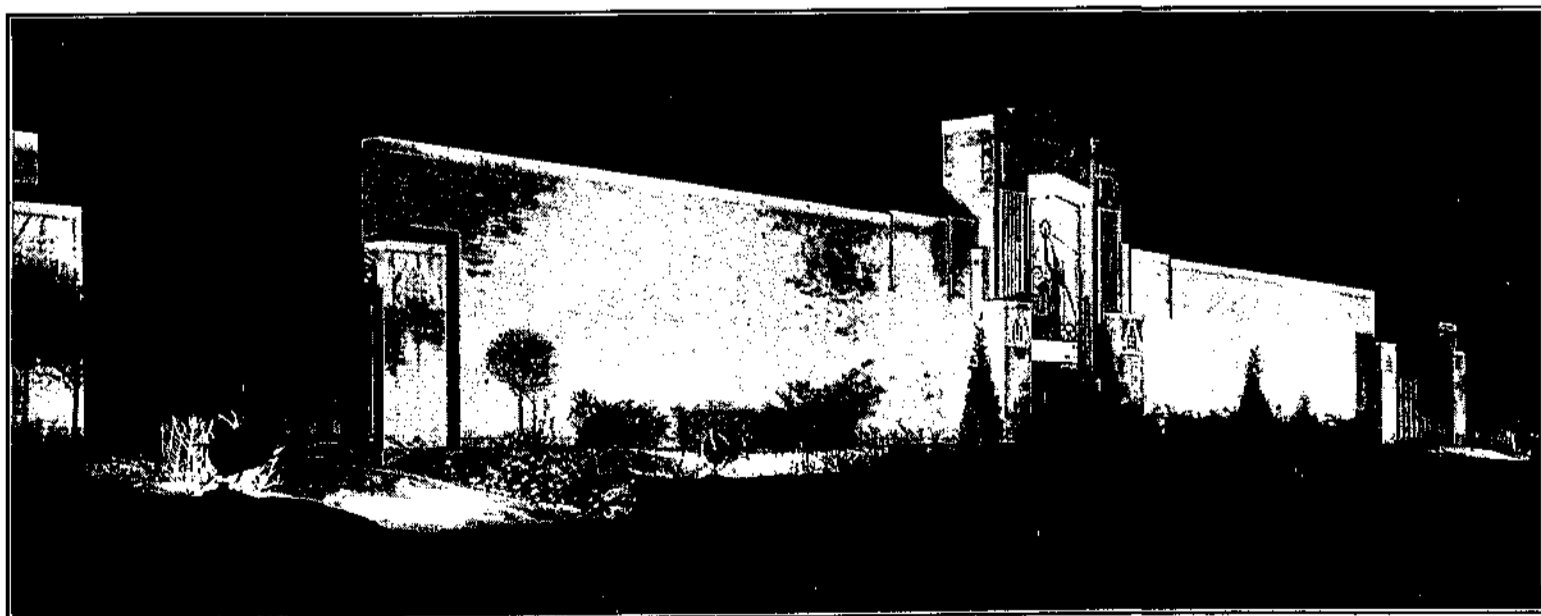
Vol. XXVIII. No. 16.

SEWICKLEY, PA., FRIDAY, FEBRUARY 13, 1931

Price 5 Cents



The New Duquesne Light Substation



NEW SUBSTATION

Night Illumination Makes New Sewickley Structure Unique

WITH the completion of the new Sewickley Substation located on Chadwick Avenue, the Duquesne Light Company has just finished a program of improvement in the Sewickley district at a cost of approximately a quarter of a million dollars, all for the purpose of providing an important community with modern electric service. The station has been in use for some weeks; the ornamental night-illumination was completed and lit up last week for the first time. Two good views of it are shown on the front page.

In addition to the construction of the substation, other important work has been done in the Sewickley district so that the entire system would be up to the standard of the substation. This work involved the rebuilding of both the transmission and distribution systems, renewing of poles, the installation of new and larger sized wires and cables, and the installation of new transformers of increasing capacity.

A general invitation has been issued to the residents of this community to visit the new substation, particularly at night when the full value of the beautiful lighting may be obtained.

This station was built to take care of the rapidly increasing use of electrical energy in the Sewickley district. In this connection, it might be stated that substations are as vital to our modern communities as are the grocery, the meat market or the drug store, all being retailers of commodities needed.

Manifestly, it is impossible to go to the power house and buy electrical energy at 66,000 volts. The substation, therefore, is simply a means of retailing electricity to us in voltages which are practical and safe for distribution throughout residential sections.

In the past, it was believed little could be done to beautify an electrical structure which of necessity was unattractive to any but an engineering eye and so we came to look upon the substation as a sort of necessary evil. However, present day methods of construction have overcome this prejudice.

An excellent illustration of this modern practice may be seen in the new Sewickley Substation. Here, in order that a necessary addition to the community might be an attractive one as well, a monumental type of wall has been erected on the front of the property.

In the center of this wall is a niche in which is mounted a metal grille work figure of a man holding aloft a burning torch. The figure is symbolic of power and in daylight stands out brightly against a vari-colored terra cotta background. At night, a very striking appearance is presented by the use of colored display lighting directed against the background.

The apparatus behind this wall consists of the most reliable and up-to-date equipment devised by modern science and the arrangement incorporates many novel features not heretofore used in outdoor substations. Throughout the station, the equipment used and the method of connecting it is based on the principle that, as far as possible, adequate and continuous service must be maintained at all times and that if trouble should occur, its effect on service must be minimized.

Furthermore, to eliminate the possibility of human error and to provide service with the greatest safety, the station is entirely automatic. Under normal conditions, no one is in the station and the equipment functions automatically in accordance with the demands placed upon it.

DOMESTIC EMPLOYMENT SERVICE

MARY M. MCKELVEY
CALL SEWICKLEY 1612

Bell Phones 183-184

FULTON MARKET

HARRY H. GOETZ, Prop.

CHOICE MEATS AND PROVISIONS

All Meats Government Inspected

505 Broad Street Sewickley, Pa.

The Health of the Family Demands the Best—Get It at the Fulton Market

SAME MILLAGE

Edgeworth Levies 11 Mill Tax

The tax ordinance, providing for a levy of 11 mills, was passed two readings by Edgeworth Council at their regular meeting Monday evening. The budget ordinance was also passed two readings after a councilman and the burgess sounded a note of warning against spending too much money. They said that the cost of operating the borough was steadily rising and that it would be necessary to raise the taxes when the \$10,000 still left in the permanent improvement bond issue is spent.

The streets are older and so need more seal coating, the garbage disposal is costing more and the increased police force is also more expensive. However, it was demonstrated that, in spite of the gradually increasing fixed expenses, the borough government is reducing the debt, giving better police, fire and garbage service and are increasing the bank balance each year.

In the budget outlined for 1931, a provision is made for a balance of \$6,000 in the bank at the end of the year, and, unless some unforeseen expense arises, that amount will be saved along with \$5,254 of the bond money. Contemplated capital expenditures include about \$1,800 for the sewer on East Drive Extension and perhaps the borough's third for paving the street. Council was told that the average Edgeworth citizen wants A-1 service and is willing to pay for it.

A letter from J. C. Chaplin, president of Sewickley council and chairman of the joint committee on the Ohio River Boulevard, announced that Mr. Chaplin has asked the county commissioners to set a date for a hearing on the matter. Enclosed with the letter was a plan showing the boulevard connecting with the present road at the foot of Agnew Hill, Haysville, and following the railroad right of way from there to the foot of Church Lane, Shields. From Shields, there are two routes under consideration; up Church Lane to the present Beaver Road, and on across the Little Sewickley Creek connecting with Broadway, Leetsdale. The plan shows the railroad relocated along the river bank at Haysville, with the boulevard using the present right-of-way to the foot of Agnew Hill. Council agreed to suggest to Mr. Chaplin that the meeting with the commissioners be an open one, with representative citizens of Edgeworth present.

Edgeworth water is tested each week, always showing excellent condition and there is an ample supply. The new White truck, for garbage collection, was delivered this week. Warning signs for the boulevard have been painted and erected. The survey of the Duquesne Light Company for their underground cable on the boulevard is complete, but the company has not started construction work. A record of tax liens filed since 1918, amounting to \$523.56, was presented to the council and the manager was instructed to look into the matter. 124 prisoners were given shelter and fed during January.

Burgess Irwin, in commenting on the annual police report, said that there is a great deal of speeding along Beaver Road between Edgeworth Lane and Leetsdale, especially about eight o'clock in the morning when the day officer is busy at the corner of Chestnut Road assisting the school children. The motorists see that the officer is busy and take advantage of it. The manager was instructed to change one of the night officer's hours so that the road could be patrolled.

The semi-annual contribution of \$62.50 was made to Harriet Brown and \$37.50 to the Union Aid Society. Other payments during the month amounted to \$5,806, including taxes on the borough farm, bonds, insurance, repairs to the borough trucks, retirement of a borough building bond as well as the ordinary fixed expenses.

The auditor's report was received and ordered filed in quarter sessions court. Receipts for 1930 amounted to \$93,768.18, including a bank balance of \$25,093.73 January 1st, 1930. Delinquent taxes amounted to \$3,424.83; 1930 taxes to \$59,002.72; permits to \$572; fines to \$192.50; interest to \$560.86; notes, \$3,000 and miscellaneous to \$1,921.55.

Retirement of bonds amounted to \$8,976.66; street cleaning and garbage collection cost, \$15,161.00; street re-

pair cost, \$4,704.55; police protection cost \$11,420.23; fire protection, \$4,217.29 and \$9,656.70 was paid for the lowering of the Chestnut Street sewer. The bank balance at the end of the year amounted to \$19,855.14, most of it bond money.

HEART TAG DAY

Local Merchants Offer Prizes to Help
The Volunteers of America founded by General and Mrs. Maud Ballington Booth in 1896, a national institution having one or more headquarters in every state, has been given permission to hold their annual young people's "Heart Tag Day" in Sewickley on Saturday, February 14th, in aid of the Prison and Children's Work done by the organization in this state.

The affair will be sponsored by the following well known people: O. S. Richardson, Burgess, Rev. J. C. Hamilton, Rev. H. A. Welday, Mrs. C. L. Finnieum, Mrs. W. G. Murray and Mrs. J. S. Stone.

The Volunteers of America carries on extensive philanthropic and relief work in every state in the Union; conducts permanent agencies for helping the unfortunate, such as hospitals, free dispensaries, homes for the aged, fresh air camps, children's homes, day nurseries, poor boys' clubs, employment bureaus, etc; specializes in spiritual aid to prisoners through its own local chaplains; cares for prisoners paroled to Volunteer officers, assisting them to suitable employment; furnishes help to destitute families of convicted men. In the prison department during the past three years 17,637 lodgings were given to families of prisoners while 3,324 paroled and discharged men were given employment.

Of Mrs. Booth's good work President Hoover says: "I wish to record a personal word of congratulation to the Volunteers of America and to General and Mrs. Booth for the splendid services they have performed. Unselfish and truly devoted efforts like their are indeed valuable assets in maintaining the American standard of living on the level which places the value of American citizenship above all others."

As "contest" incentives as well as rewards for their good efforts Sewickley merchants are generously offering several attractive prizes and a number of movie passes for those who receive the largest amounts for their tags.

The first prize will be a \$3.00 necklace given by A. Merz, Jeweler; second prize, a No. 2 Brownie camera given by Knapp's Drug Store; third prize a pair of B. E. roller skates given by Regner Hardware Co.; fourth prize, a two pound box of Haan's Chocolates given by Walker's Dependable Drug Store and fifth prize, a dainty compact given by the Sewickley Pharmacy. Those who do not win a prize but who secure not less than \$3.00 for their Tags will receive a pass to the Sewickley Theatre, given by the manager.

The Tags will be sold largely in the home districts for whatever the purchaser is willing to give.

An extra 'heart' on Saturday will in no way cause anyone discomfort but will help to bring comfort to many another. "Have a Heart" and give what you can.

RENT-A-CAR. DRIVE IT YOURSELF.
C. G. WALLACE. PHONE SY. 1453.

We Would Like to
C--U--B--A
member of our
GOLF COURSE

\$25 MEMBERSHIP CLOSES
FEBRUARY 15, 1931

Fee will advance after above date. Save money by sending in your membership request at once to

M. J. Heinlein, Cora. Heights
Phone 4115-r-11
Mrs. H. Winton, 1525 State Ave.
Phone 284-R

**Coraopolis Heights
Public Golf Course**

INSURANCE TYPING MIMEOGRAPHING
ISABELLA D. BALDWIN
NOTARY PUBLIC
416 Thorn Street, Sewickley Phone Sewickley 390

SEWICKLEY TELEPHONE DIRECTORY

Now Fifty Cents

A few copies of the 1930 Directory published last fall by the Woman's Guild of the Presbyterian Church are still on hand. They will be sold henceforth at 50 cents each, at the office of The Herald, or at the Presbyterian church office. No allowance can be made for old books, however.

**The new Ford
is an
economical car
to own and drive**

Low first cost, low cost of operation and up-keep, and low yearly depreciation mean a distinct saving to every purchaser

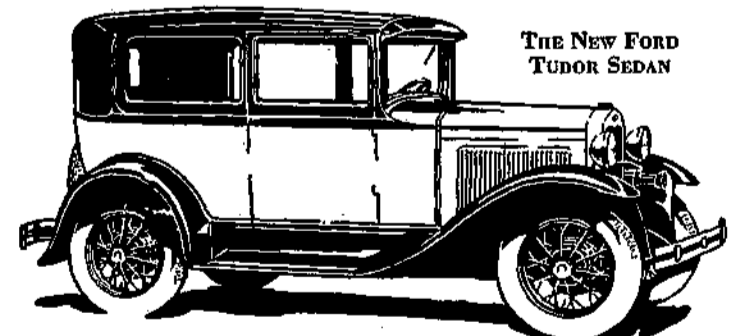
THE NEW FORD is a splendid car to own and drive because of its attractive lines and colors, safety, comfort, speed, reliability and long life.

There are, in addition, three other features of importance to every far-seeing automobile owner . . . low first cost, low cost of operation and up-keep, and low yearly depreciation.

During the life of the car, the day-by-day economy of owning a Ford will amount to considerably more than the saving on the first cost. You save when you buy the Ford and you save every mile you drive.

The reasons for this economy are simplicity of design, high quality of materials and care in manufacturing and assembling. Many vital parts are made to limits of one one-thousandth of an inch. Some to three ten-thousandths of an inch. Throughout, the new Ford is an outstanding example of fine craftsmanship in automobile engineering.

The more you see of the new Ford—the more you talk to Ford owners and experienced mechanics—the more certain you become of this fact. . . . It brings you everything you want or need in a motor car at an unusually low price.



THE NEW FORD
TUDOR SEDAN

LOW PRICES OF FORD CARS

\$430 to \$630

F. O. B. Detroit, plus freight and delivery. Bumpers and spare tire extra at small cost. You can purchase a Ford on economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.

