



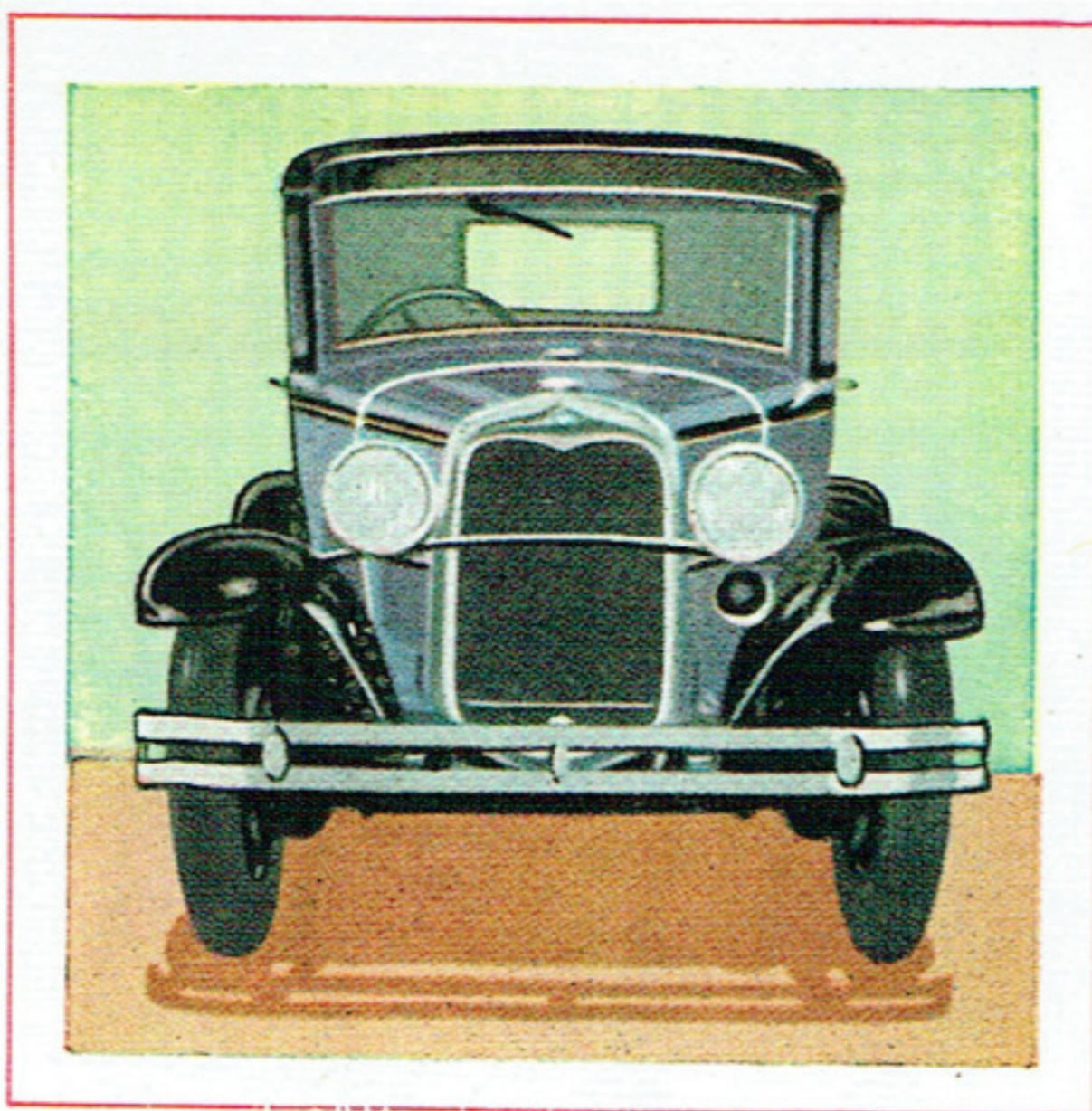
Adding New Beauty To Outstanding Performance

THE New Ford was a good car when it was first introduced to Australia in 1928.

It has constantly been made a better car. For it has never been the policy of the Ford Motor Company to stand still.

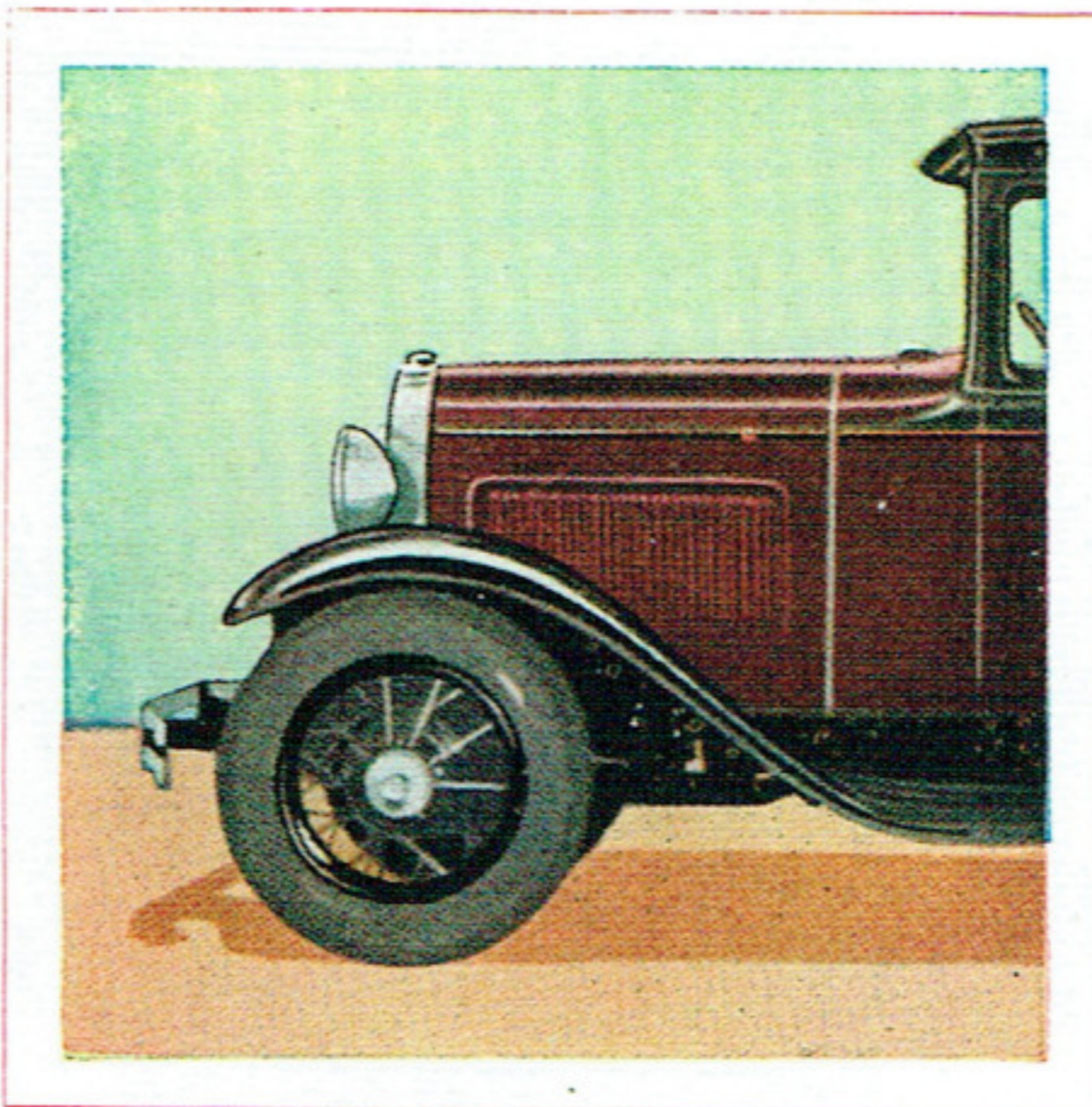
Changes are not made merely for the sake of change, but, as new ways are found to render greater service and greater value, so are improvements planned, proved, and built into the Ford car.

In keeping with this policy we announce new beauty for the New Ford a new line of Ford bodies with flowing grace of line, and



Above—Front view of the New Ford, showing the pleasing appearance of the new deeper and narrower radiator, the higher bonnet, the new style fenders.

Below—Note the graceful sweep of the fenders. The new steel-spoke wheels are stronger and smaller, with shorter spokes and larger hubs. Larger balloon tyres are fitted, giving additional riding comfort.



with harmonised beauty in colour and in contour. A new fresh beauty in a motor car has been brought within reach of everyone.

When you see these graceful, lower body lines, the new smaller wheels, and new-style mudguards, you will realise that a great forward step has been taken in motor car design. You will know that new beauty has indeed been added to outstanding performance.

Improvements

New beauty in body lines and colours.
New body mouldings.
New rustless steel for most bright metal parts—non-corrosive, rust-proof, tarnish-proof, and of brilliant enduring polish. The same bright metal all through—no plate to wear off or crack. As superior to nickel or chromium plating as sterling silver is superior to silver plate.
New deeper and narrower radiator.
New and more graceful mudguards.
New smaller one-piece steel-spoke well-base wheels.
New larger rustless hubcaps.
New and larger tyres.
New polished rustless cowl strip.
New higher bonnet.
New lower centre of gravity.
New "snap-on" radiator and fuel tank caps.

* * *

Features

Four-cylinder motor of aero engine smoothness: 24.3 h.p. R.A.C. rating, developing 40 b.h.p. at 2,200 r.p.m.—low engine speed. Torque, 135 ft. lbs. at 1,000 r.p.m.
Speed—55 to 65 miles per hour.
25 sets of ball and roller bearings—an unusually high proportion.
Improved three-quarter irreversible steering, absorbs road shocks.
Three-quarter floating rear axle. Moving axles carry no weight.
Four Houdaille *double-action* hydraulic shock absorbers.
Silent, smooth, fully-enclosed, four-wheel six-brake system.
Aluminium alloy pistons.
Three-point engine suspension and vibration damper.
Oil-control piston rings and large capacity in oil pump.
Improved carburettor gives even greater economy.
Bendix drive starter.
Heavy-duty single-plate clutch—facing area, 75 square inches.
Position of controls centralised for driver's convenience.
Electric windshield wiper.
Outside door handles and windshield wings standard on open models.

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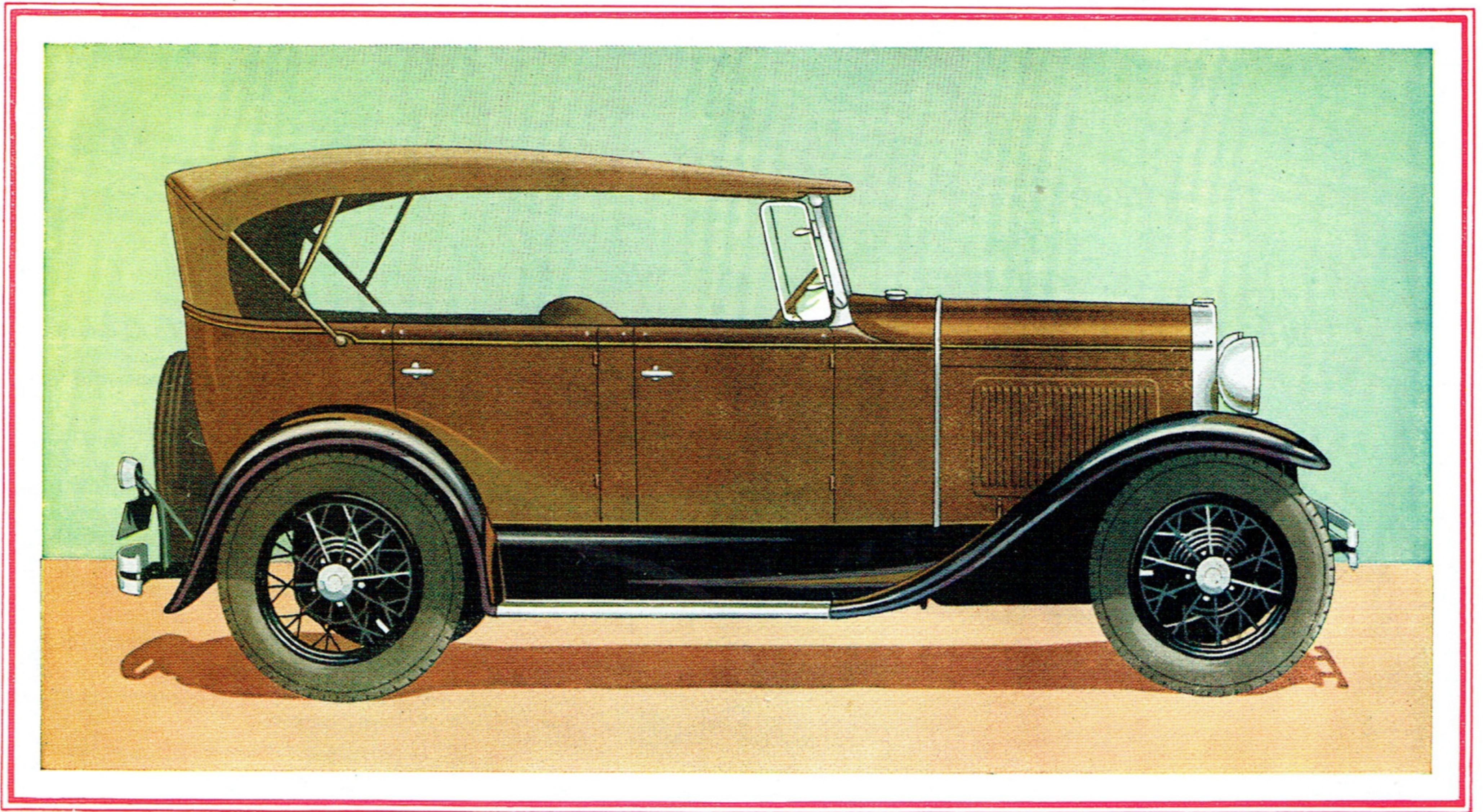
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FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

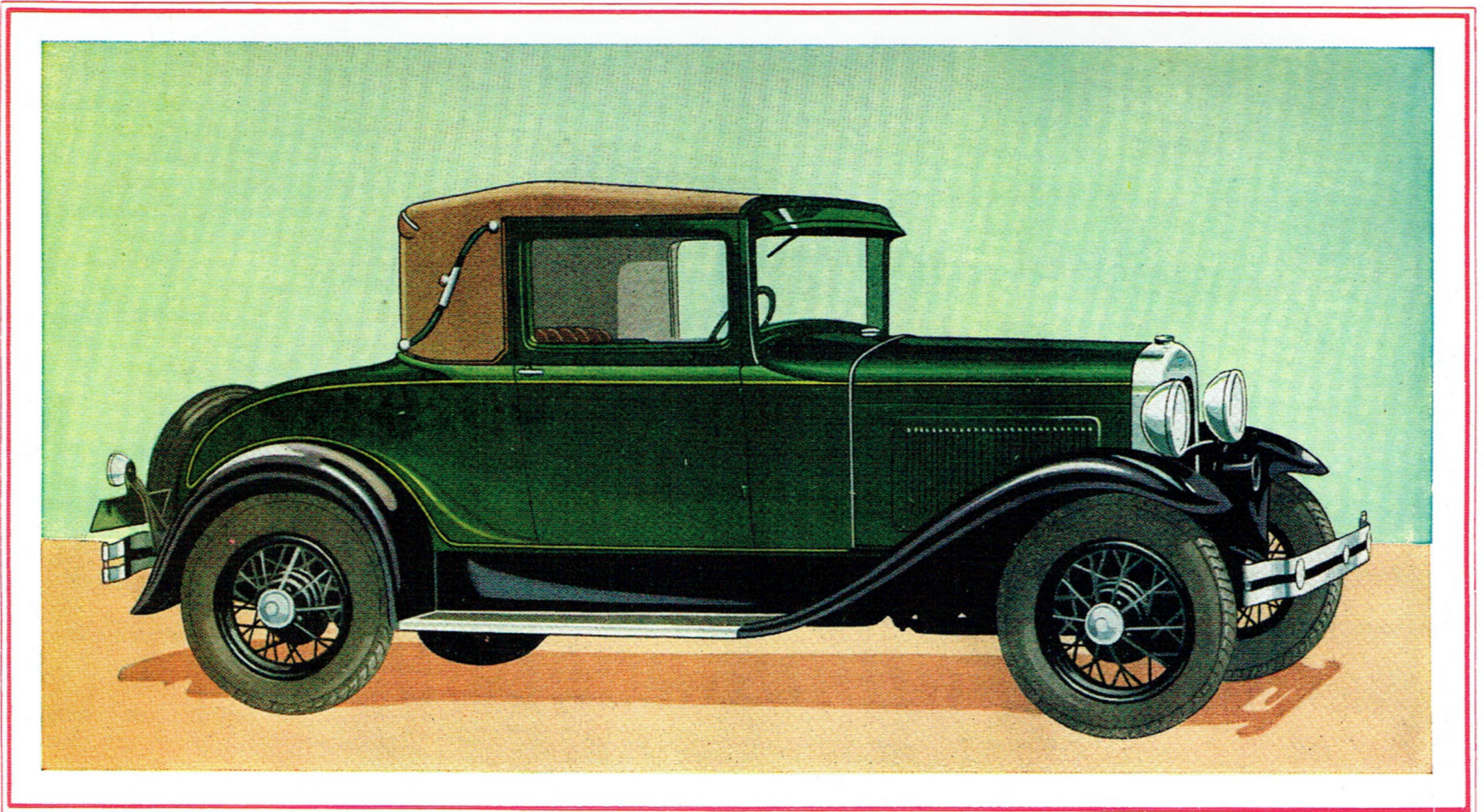
"FOR NATIONAL ECONOMY."

Offering a New Degree of



THE NEW PHAETON.

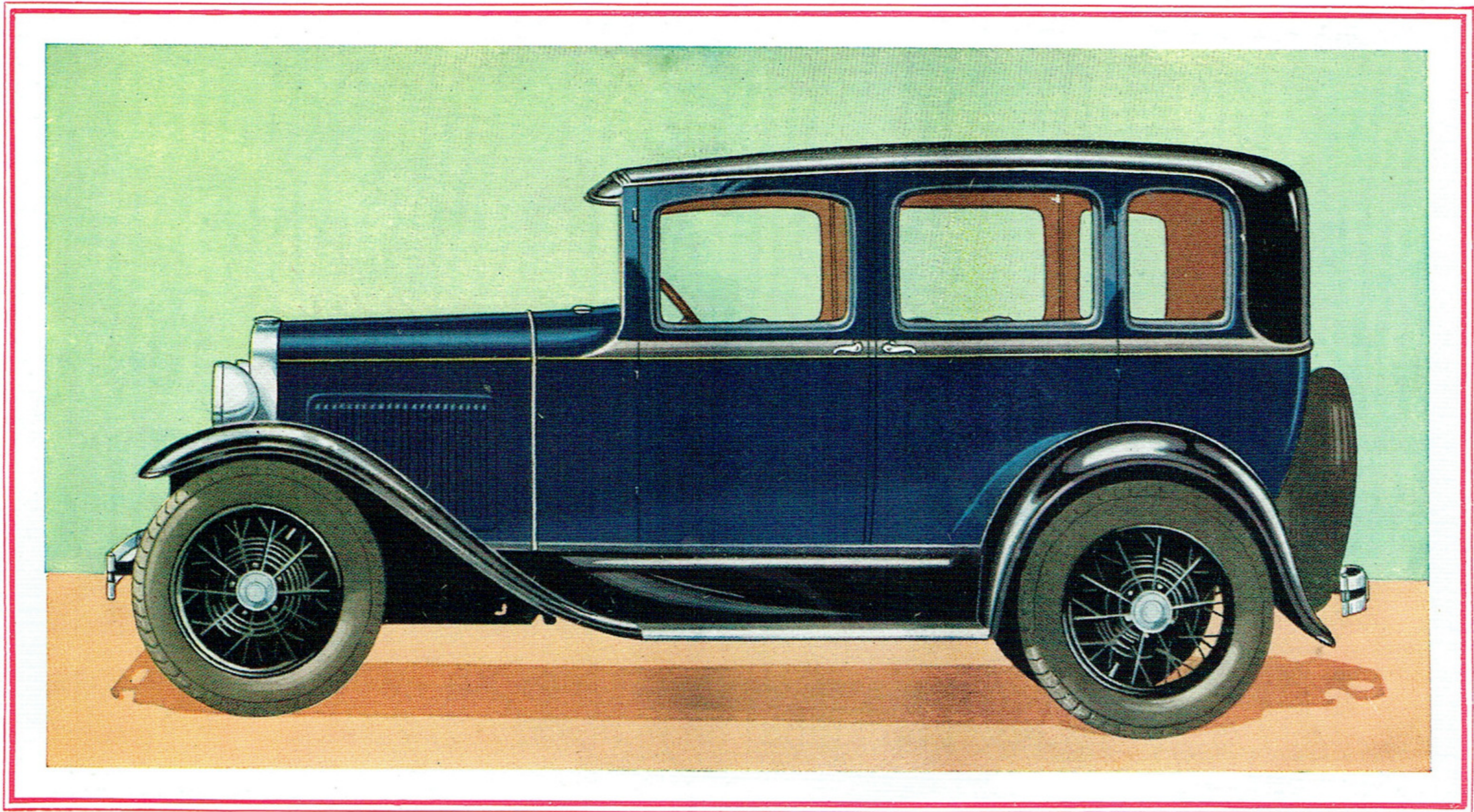
Beauty of line, combined with inbuilt sturdiness and strength, is emphasised in the New Phaeton. Here you see the straight, unbroken sweep of streamline that contributes so much to the beauty of all the New Ford bodies. The windshield folds flat when desired, and the newer, more compact hood can be raised or lowered quickly and easily. Sides are higher, doors wider, door panels attractively embossed, and the roll belt adds a pleasing finishing touch. The new longer body gives more leg-room, both in front and rear compartments.



THE NEW SPORT COUPE.

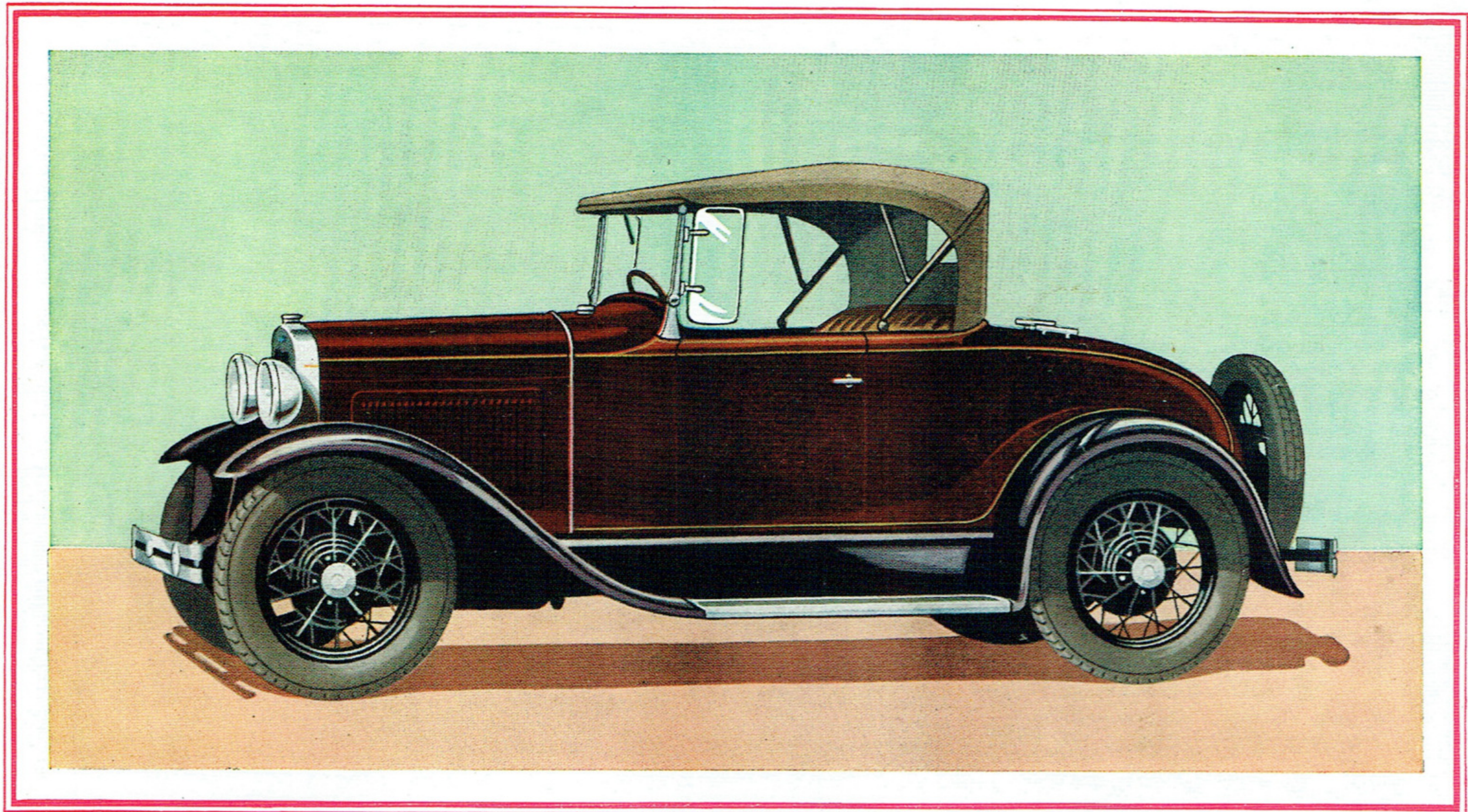
The New Sport Coupe is a happy choice for the woman motorist, because it combines the sporty atmosphere of the Roadster with the all-weather comfort of the closed car. Its richly upholstered seat is planned for three adults, and can be adjusted backwards or forwards. The shopping shelf at rear is ideal for parcels. A comfortable rumble seat provides accommodation for two—the rear curtain rolling neatly, allowing easy conversation. Note the new small wheels, large tyres, and new-style mudguards. The whole construction of this Sport Coupe body is lower, plus the lowered centre of gravity due to smaller wheels.

Value Far Above the Price



THE NEW THREE-WINDOW FORDOR SEDAN.

A splendid all-weather family car, with its new beauty of line and colour allied to comfort, safety, economy, reliability, and alert, satisfying performance. The new longer body provides generous room in both front and rear compartments. The driver's seat can be adjusted. The appointments are luxurious and complete, reflecting the substantial quality built into the car. The deeply-piped upholstery is rich in appearance, yet made for long wear as well as for beauty.



THE NEW ROADSTER.

In flashing beauty of line and colour, there are few cars at any price more attractive than this sporty New Ford Roadster. From headlamps to rear bumpers, the long streamline sweeps gracefully without a break. As in the New Phaeton, the windshield—and windshield wings—fold flat to emphasise this impression of flowing line. The new wider seat accommodates three people with uncrowded comfort, and can be adjusted to suit persons of more than normal height. Doors are wider and sides higher.

