
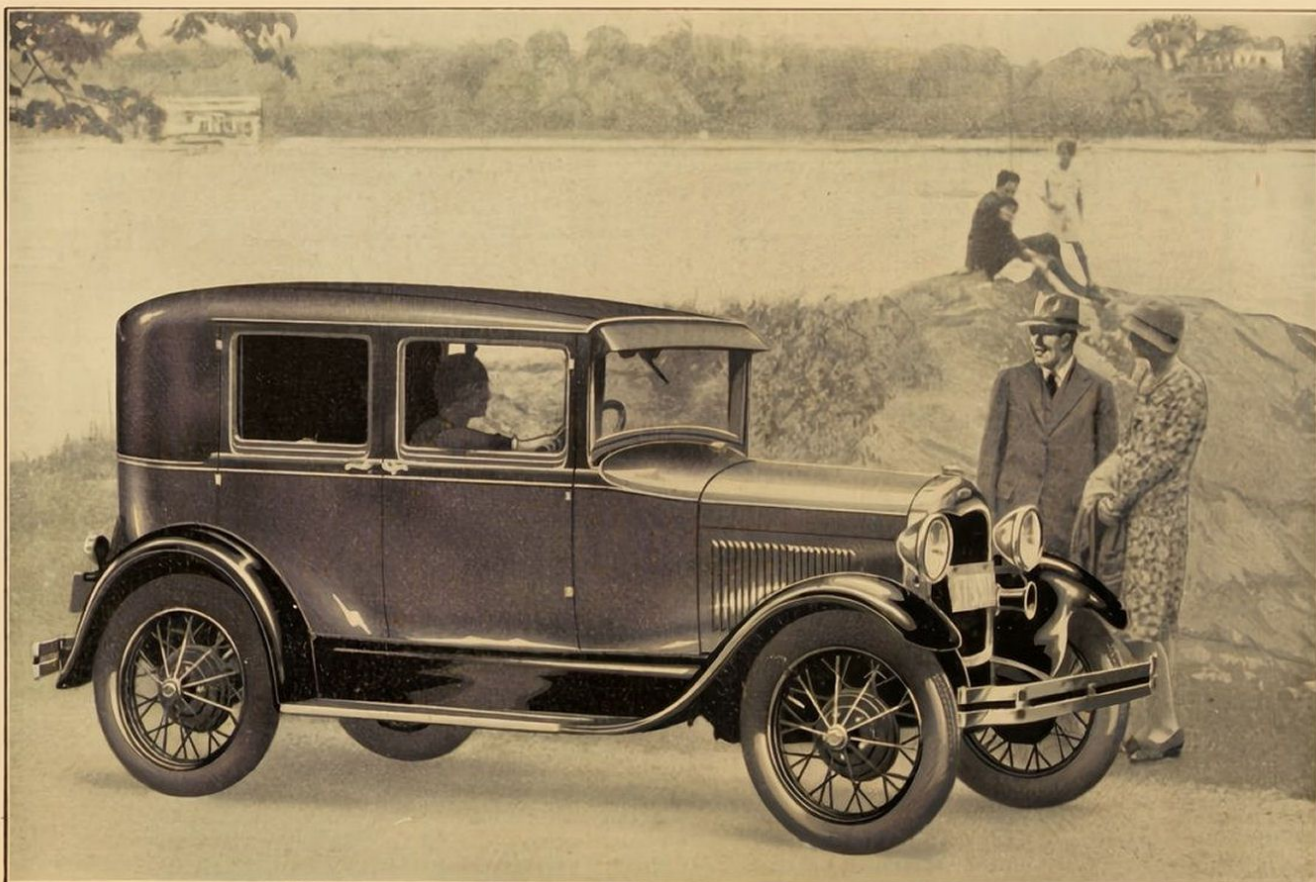




THE CHOICE OF A CAR—

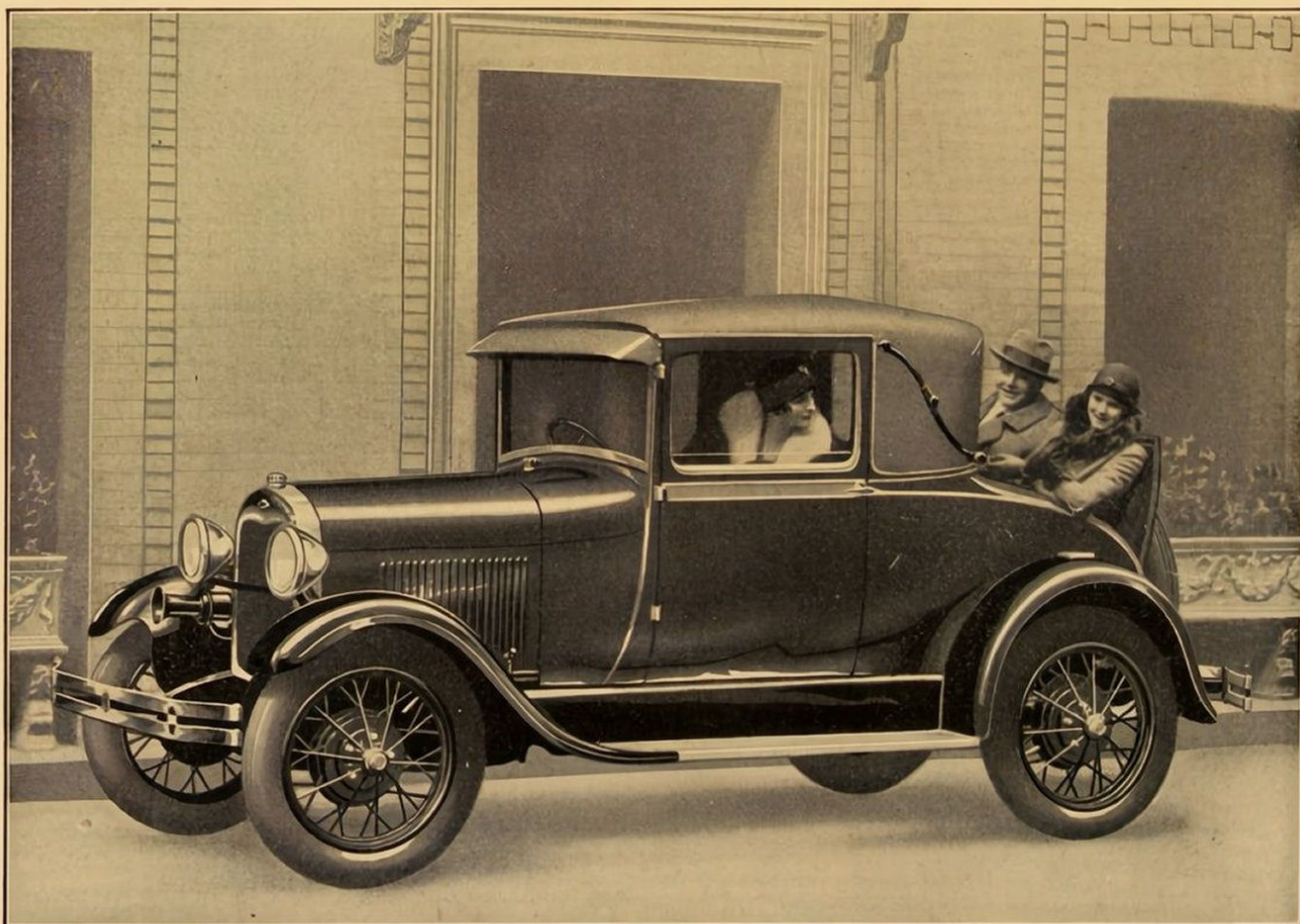
for Men and Women who
are not confined to
the low price field!





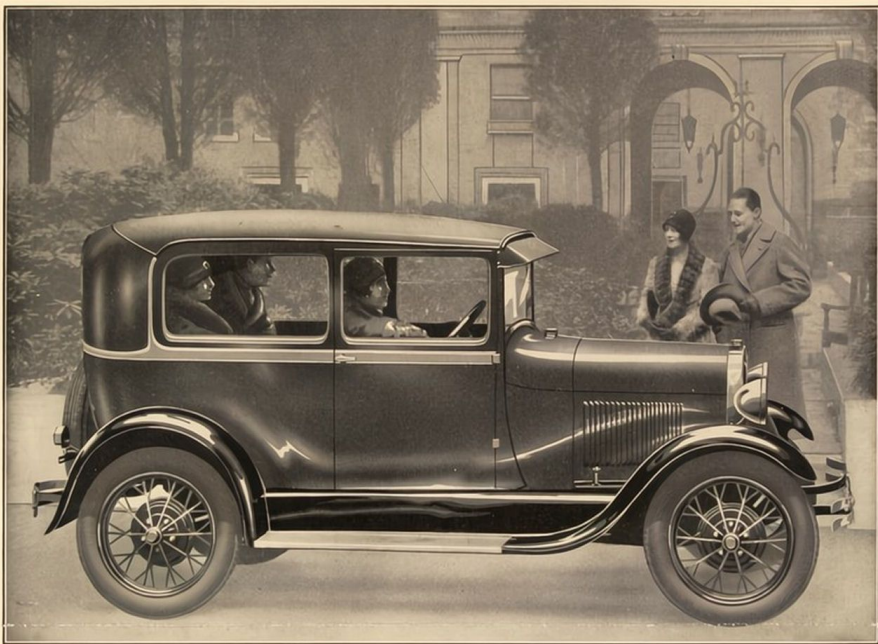
The FORDOR SEDAN

Possessing a truly distinctive individuality, the handsome new Fordor model is a car which wins praise in any company.



The SPORTS COUPE

Combining marked cosiness with clean and graceful body lines. A comfortable rumble seat extends its capacity to 4 passengers.



The TUDOR SEDAN

An ideal family car giving unusual comfort for five passengers; with outstanding power and long life. Beautifully upholstered and appointed.

A CONSPICUOUS SUCCESS

WHENEVER the talk runs to motor cars, the performance of the New Ford is an ever-present topic. Add to this performance the marked comfort of the closed car; give all this at a

price around the £300 mark—and you have the reason why the New Ford closed models have scored such a success among men and women who are not confined to the lowest-price field in their choice of a car.

In Australia closed cars are fast coming into the popularity they enjoy in other parts of the world. Motorists appreciate the ease with which they can be opened to the calm fresh air, or closed against rain, dust, or gale. They like the riding comfort imparted by their added weight; their better appearance; the clear vision they afford under all conditions.

Because of closed car cleanliness you can have luxurious upholstery. In winter you are glad of their warmth; at night you are more than grateful for their cosiness. And when the time comes to trade in your closed car you secure a more satisfactory valuation.



The Fordor Sedan, with luxurious imported body, accommodates five passengers in comfort. The upholstery is soft yet enduring; the fittings are fully nickel-plated. Robe rail and dome light are provided.

New Features of Construction

But when your closed car is a New Ford you get more than all these things. You get a high-grade imported body made of heavy gauge steel, cold pressed between precision dies to 1/1000th of an inch limits. The welding process employed in joining body parts does away with countless bolts and rivets, with the inevitable rattles that they cause in time. Friction insulation prevents squeaks, and no less than 110 rubber silencing parts put the final touch to a type of construction that has given to the New Ford the quality of lasting silence. To absorb engine pulsations, preventing their transmission to the chassis, a new spring-type, 3-point engine suspension has been fitted. Bad roads; hard, rough driving, unceasing use and other so-called abuses, instead of doing any harm to these bodies, merely prove their wonderful durability.

Striking Appearance

In appearance the New Ford closed cars possess striking beauty of line and colour—a beauty that is not only of this year but of next. Their proportions are so nicely defined, their refinement so subtle, that you find in ownership a sense of growing pride. Their rich finish and appointments, too, will charm you. All hardware is full-nickelled and of distinctive design. Windshield wipers are electric. Lounge seats are wide and deeply cushioned; upholstery is soft, durable, and in harmony with the body.

Remarkable Engine Smoothness

Consider one more aspect of the New Ford—its remarkable engine smoothness. Everyone knows that the New Ford gives more speed than you can ever need; you have seen how it accelerates ahead of traffic, how easily it flies the hills; but you have to sit at the wheel to realise that a 4-cylinder engine can be so smooth. This zero-engine smoothness is due to various things: the design of the cylinder head, the aluminium alloy pistons, the watchlike balancing of reciprocal parts. The smoothness of the New Ford will surprise you no matter what your experience of other cars may be. That is why the New Ford is found so frequently in the "best circles"; why, in homes where two or three cars are maintained, it is the most popular with every member of the family.

Here, in the Ford closed cars, at a low price, is everything you want or need in a modern car. Your nearest Ford Dealer will be pleased to place any Ford closed model at your disposal for a demonstration.

Compare these FORD Features with those of any Car

In making comparisons, here are some features worth particular attention. Space is left for you to note equivalent specifications of other cars.

SHOCK ABSORBERS: FORD—Houdaille Hydraulic, double-acting.

Other make

BALL AND ROLLER BEARINGS: FORD—25 Sets, an unusual proportion.

Other make

STEERING: FORD— $\frac{3}{4}$ Irreversible. Absorbs road shocks.

Other make

REAR AXLE: FORD— $\frac{3}{4}$ Floating. Moving axles carry no weight.

Other make

PISTON MATERIAL: FORD—Aluminium Alloy, for smooth operation.

Other make

BRAKES: FORD—6-Brake system. Internal expanding on 4-wheels.

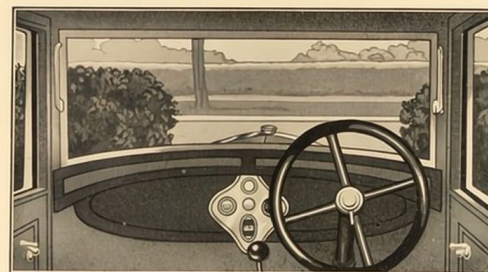
Other make

IGNITION: FORD—No High-Tension Wires to plugs.

Other make

R.P.M. AT MAXIMUM H.P.: FORD—40 horse-power at 2,200 revs. per min. (Low Engine Speed.)

Other make



Narrow steel pillars, one-piece windscreen, and large windows afford unusually clear vision to driver and passengers in the Ford closed models. This is another factor contributing to safe and enjoyable motoring.



