

from CLAY *to* STEEL

Tudor Sedan with Canadian Body. See Announcement.

Body designs modelled by sculptors

Quality steel explains Ford durability

THE design of the new Ford was the result of ceaseless experiment to produce a car which would reflect the modern artistic trend and which would outlive changing fashions. Body designs in dozens were developed by famous designers and many of these were modelled by sculptors, *full-size*, in clay. Designers, sculptors, artists and engineers collaborated until graceful line and correct proportions were achieved. So the Ford has a beauty of which you will never tire.

In addition to beauty of line, buyers of Ford Cars now can possess true beauty of colour—authentic colour harmonies chosen by three celebrated Australian artists—Geo. W. Lambert, A.R.A., Sydney Ure Smith and Miss Thea Proctor.

And no less unusual than its beauty is the steel construction of the Ford. More than forty different kinds of steel are used—each kind perfected to meet the needs of each part. Seven kinds of steel are used in the transmission alone—for greater efficiency. Body panels are 16-gauge steel—much heavier than in most cars. *Steel is used practically everywhere in place of malleable castings and 90% of steel parts are forgings.*

Thus are beauty and durability matched in the Ford car—durability to give many years of satisfactory service, and beauty that will survive whatever changes in automobile design may occur during its long life.

IMPORTANT ANNOUNCEMENT:

A limited number of new Ford Tudor Sedans, landed before the recent tariff increases, are available at the former price. These sedans (see illustration above) have high quality imported bodies made by the Ford Motor Company of Canada Limited, whose facilities for the manufacture of closed bodies by the noted Ford mass production methods have hitherto made available unrivalled value for money in closed cars. This measure of value may not for many years again be offered to the Australian public.

See your nearest Ford Dealer who will clearly show you the points of superiority of these imported Tudor bodies.

FORD IMPROVEMENTS

Since the introduction of the Model "A" Ford in 1928, steady and constant improvement has reduced free service expense to an astonishingly low figure. Improvements include:— *New Engine Suspension and Vibration Damper; New Oil-Control Piston Rings and greater capacity in Oil Pump; Improved Carburettor gives even greater economy; New Bendix Drive Starter; New Six-Brake System; Improved Wheels; Improved Heavy-duty Clutch; Position of Controls centralised for driver's convenience. New Ford-designed Body Reinforcement gives greater rigidity; Electric Windshield Wiper; Outside Door Handles and Windshield Wings now standard on open models.*

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. GEELONG, SYDNEY, BRISBANE, ADELAIDE, PERTH

Ford

A.C.24/48/3