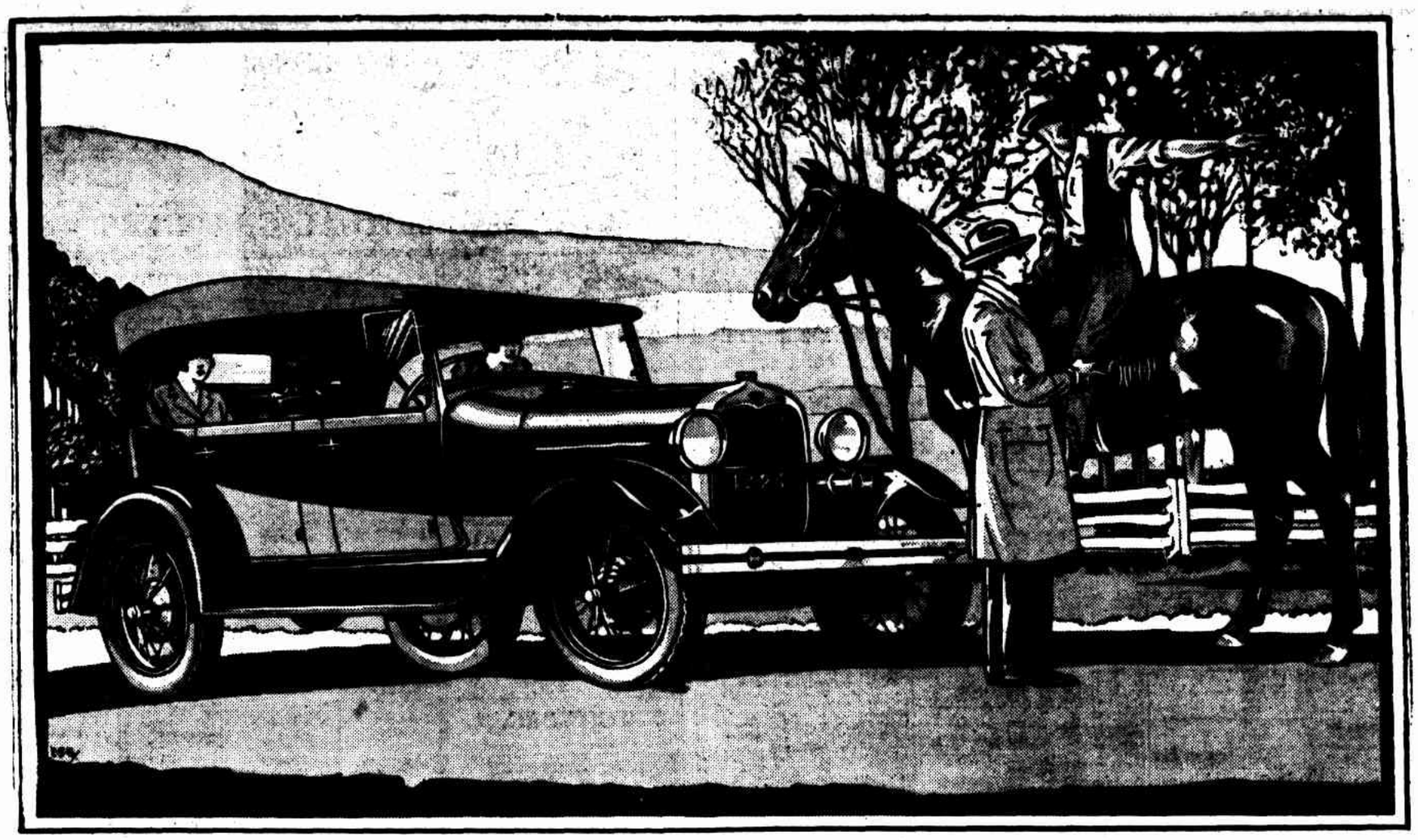
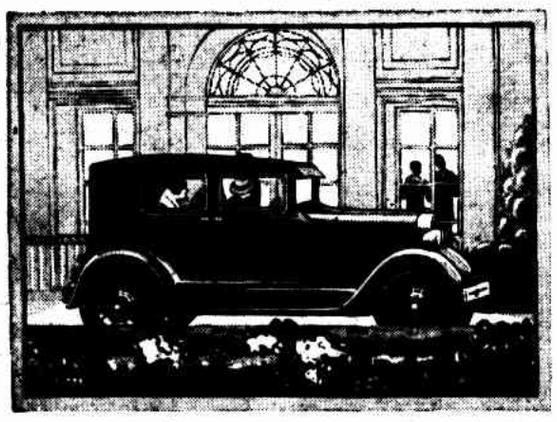


Choose the difficult roads . . . .

if the *shortest route* is rough and steep —*travel it with ease* in the New Ford

NO matter how long the journey; how rough or devious the road, you know that your new Ford will never fail you; that it will bear you safely, smoothly to your destination. When you're running against time you can take the shortest roads, travel "as the crow flies", confident that your car will bring you easily through the bad places. From all over Australia come reports which prove this true . . . From Hamley Bridge (S.A.) an owner writes of how, without special preparation, he set off in his new Ford to inspect some land near Perth—travelling 1728 miles and return, largely over desert, and passing cars which had started several days previously.



Owners of the most expensive cars are impressed by many features of the New Ford. The Fordor Sedan wins praise for its beauty of line and colour harmonies, as well as for magnificent performance on the road.

A Townsville (Q.) owner writes—"After 20,000 miles of hard, fast driving, the engine has not been touched; not even a spark plug cleaned." A taxi company in that city states that in power and petrol economy (which are not usually associated) their Ford Sedan excels any car in their fleet. Many of their clients prefer it for its comfort.

Grateful letters mention the six-brake system and other safety features. At Kerang (Vic.) a culvert was hit at a speed fast enough to shatter an ordinary wheel; but the welded steel-spoke Ford wheels withstood the impact and the car was safely stopped . . . . . A daredevil driver tells how residents at Gundagai (N.S.W.) stood dumbfounded when he drove his new Ford up Mount Kimo where the surface and grade were "more suited to mountain goats."

Though the general anticipation was that the new Ford's performance would be out of the ordinary, no one expected it would surpass the capabilities of the finest cars on the road. Yet, after a drive in the new Ford, owners of heavy cars have frequently remarked that it out-performed their own.



On rugged winding roads you appreciate the safety of four wheel brakes that hold firmly on lightest pressure from the pedal or the hand lever. Irreversible steering that keeps the wheels steady under difficult driving conditions.

New Low Prices on New Ford Models.

Phaeton	£210
Roadster	£210
Sports Coupe	£295
Tudor Sedan	£295
Sports Roadster	£225
Fordor Sedan	£320

F.O.B. nearest Ford Works

Your nearest Ford Dealer can arrange easy terms of payment on all models.

Ford Service extends throughout Australia, at your command wherever you may travel.

Decide in your own mind all the things you expect in a car—put the new Ford to the test in each. Your nearest Ford Dealer will place a car at your disposal—the result will be a revelation.

The New Ford—an Empire Product.

Ford Motor Company of Australia Pty. Ltd., is subsidiary to the Ford Motor Company of Canada Ltd., which in 1904 acquired Empire rights for the manufacture of Ford Products, exclusive of the British Isles. Thus, in buying Ford products, you keep British workmen and British capital profitably employed.

With Ford there are no yearly models. Improvements are so planned that they may be incorporated immediately in previously built cars.

Ford standard equipment is complete.

The New Ford is complete in every detail. Standard equipment includes:— electric windshield wiper, spare steel wheel with tyre and tube, bumpers front and rear, speedometer, petrol gauge on dash, Houdaille hydraulic double-action shock absorbers, outside door handles, plate-glass windshield wings (open models).

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

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