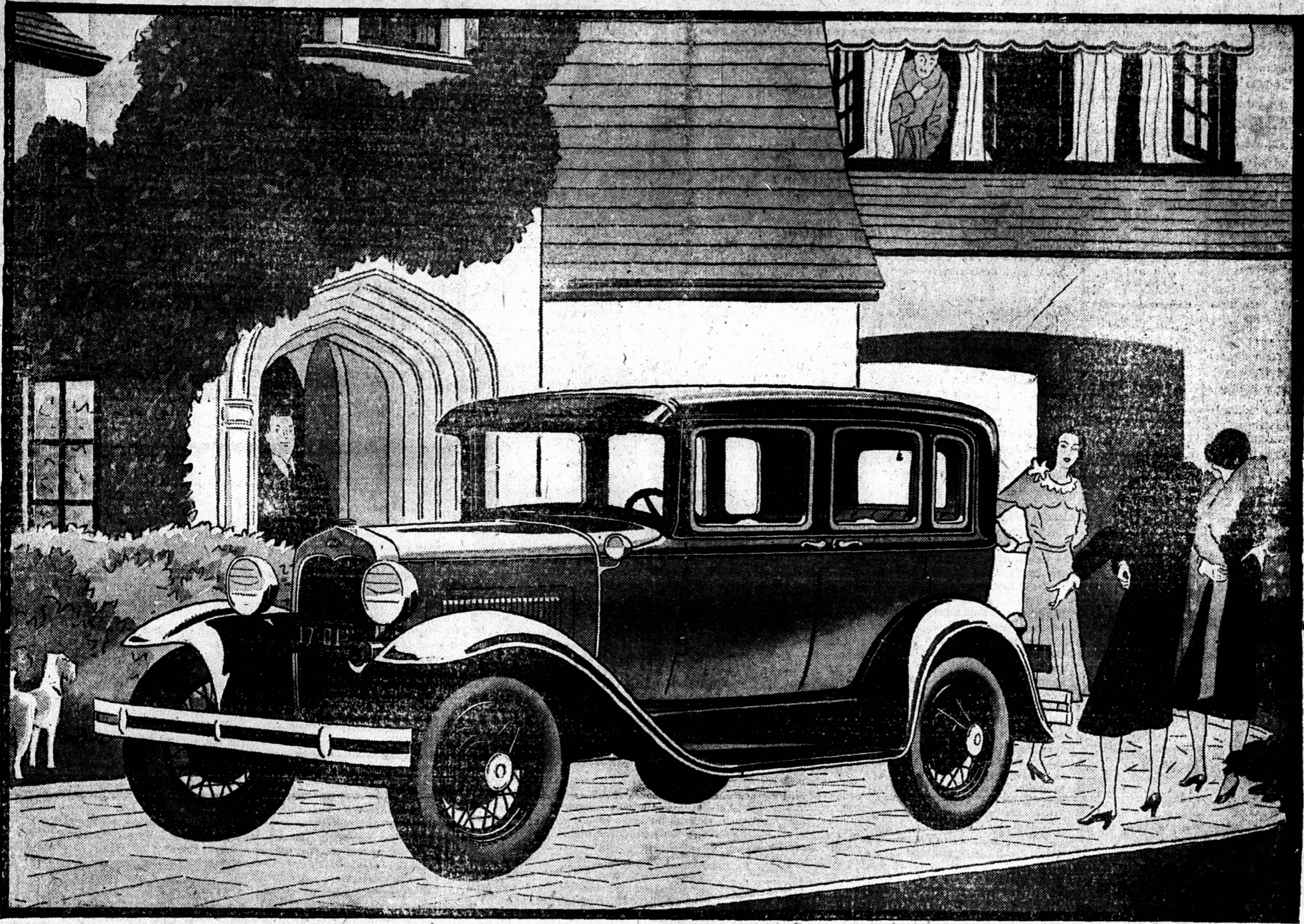


# New Beauty for the New Ford



## THE NEW FORD TOWN SEDAN

*In the Town Sedan you see a distinguished example of the unbroken sweep of line which adds so much charm and grace to all the new, roomy Ford bodies. Radiator, hood, cowl, lower roof line, fenders, wheels—every point of design reflects the new style and beauty that have been placed within the means of every one. All of the new Ford cars are finished in a variety of colors.*

## ANOTHER STEP FORWARD

**T**HE introduction of the new Ford bodies has set a new high standard of motor car value. From the new deep radiator to the tip of the curving rear fender, there is an unbroken sweep of line—a flowing grace of contour gaining added charm from the rich and attractive colors. « « « « « « «

You will take a real pride in the smart style and fresh new beauty of the Ford just as you will find an ever-growing satisfaction in its safety, comfort, speed, acceleration, ease of control, reliability and economy. In appearance, as in mechanical construction, craftsmanship has been put into mass production. New beauty has been added to outstanding performance.

A feature of unusual interest is the use of Rustless Steel for the radiator shell, head lamps, cowl finish strip, hub caps, tail lamp and other exposed metal parts. This steel will not rust, corrode or tarnish and will retain its bright brilliance for the life of the car. Here, as in so many other important details, you see evidence of the enduring quality that has been built into the new Ford.

Roadster, \$540

Phaeton, \$550

Coupe, \$620

Tudor Sedan, \$620

Sport Coupe, \$655

Three-window Fordor Sedan, \$775

Convertible Cabriolet, \$790

Town Sedan, \$835

*(All prices f. o. b. East Windsor, Ontario. Taxes extra.)*