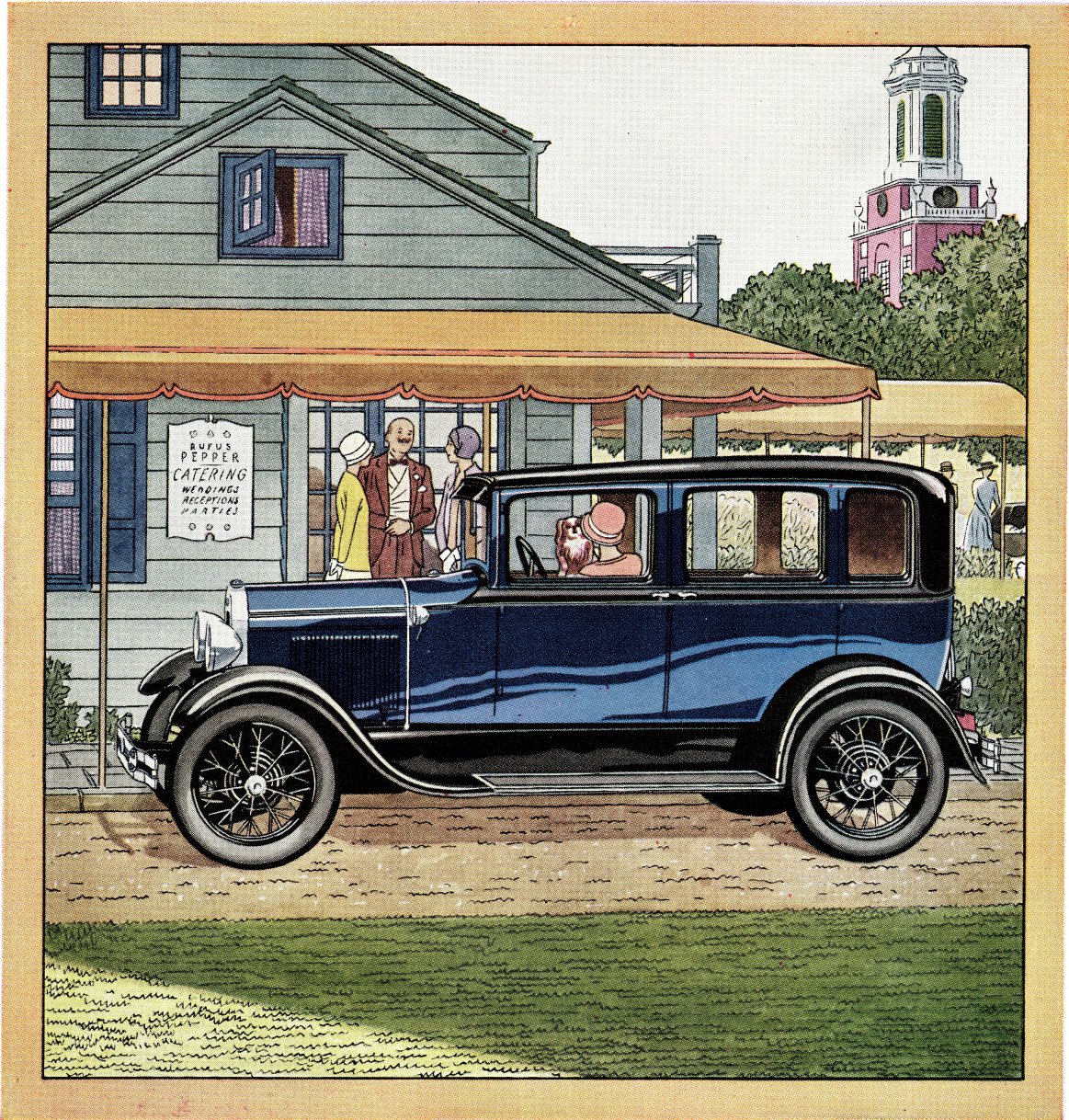


# THE COMFORTING ASSURANCE THAT EVERYTHING IS JUST RIGHT



*The new Ford Town Sedan*

OF ALL the many features of the new Ford, there is none that means so much to the woman motorist as the comforting assurance that everything is just right.

You have confidence in the mechanical performance of the car because it has, to a greater degree than ever, the reliability that has always been associated with the name Ford. Equally important is your confidence in the safety of the car.

Your first impression of the new Ford is one of sturdy strength. This is due not only to the substantial, well-built frame and the extensive use of steel in the body, but also to

the carefully-planned balance of the car. The way it holds the road is particularly noticeable on curves and in traveling at more than average speed.

The six-brake system of the new Ford is, of course, one of its outstanding features. It is unusually reliable and effective because the surfaces of all six brakes are fully enclosed. There is thus no possibility of water, dirt or oil entering the brake mechanism and interfering with brake action under ordinary driving conditions. Silent, easy operation is another feature you will appreciate.

A further factor in the safety of the new Ford is the Triplex glass windshield. This is so made that it will not shatter or fly under the hardest impact. Such protection becomes increasingly necessary as traffic increases and is an important point to remember in the purchase of an automobile.

Ease of control, quick acceleration, abundant speed and power for every emergency, and full vision front, side and rear also contribute to the safety of the new Ford and are among the reasons why it is such a good car for a woman to drive.



FORD MOTOR COMPANY  
Detroit, Michigan