



THE FORD TOWN SEDAN

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THE FORD is an unusually strong and sturdy car because of the enduring quality that has been built into every part.

Of special interest and importance is the extensive use of steel—not only in the chassis but also for the body. Beneath its beautiful finish is a substantial ruggedness and a carefully planned strength of construction that add a great deal to the safety of motoring.

Today, more than forty different kinds of steel are used in the Ford, each particular

kind being selected and perfected to fit the particular needs of each part.

Seven kinds of steel are used in the transmission alone, because research and experience have proved that seven kinds of steel will give much greater efficiency and reliability than one or two.

There is no limit to selection—no thought that any certain steel must do for several parts to save expense. The Ford policy has always been to use the best possible

material and then, through large production, to give it to the public at low cost.

Such high quality of material has a direct bearing on the performance of the Ford car. Throughout, it has been designed to give you many thousands of miles of faithful, uninterrupted service.

In comfort, in safety, in economy, in reliability—in all that goes to make it a good automobile—it represents a value far above the price you pay.



FORD MOTOR COMPANY
Detroit, Michigan