

THE BEAUTY OF THE FORD IS AN Enduring Beauty

Good appearance of the Ford over a long period increases your pride of ownership and is a factor in re-sale value

WHEN you buy the Ford you buy enduring beauty.

As you drive it from the showrooms for the first time you will have a feeling of pride in the glistening sheen of its body finish and the bright silvery luster of its exposed metal parts. With reasonable care you can maintain that good appearance for a long period.

Months of constant service will put many thousands of miles on the speedometer, yet you will not think of it as an old car, nor will your friends. And when the time comes to trade it in, you will find that the lasting beauty of its finish is a factor in re-sale value.

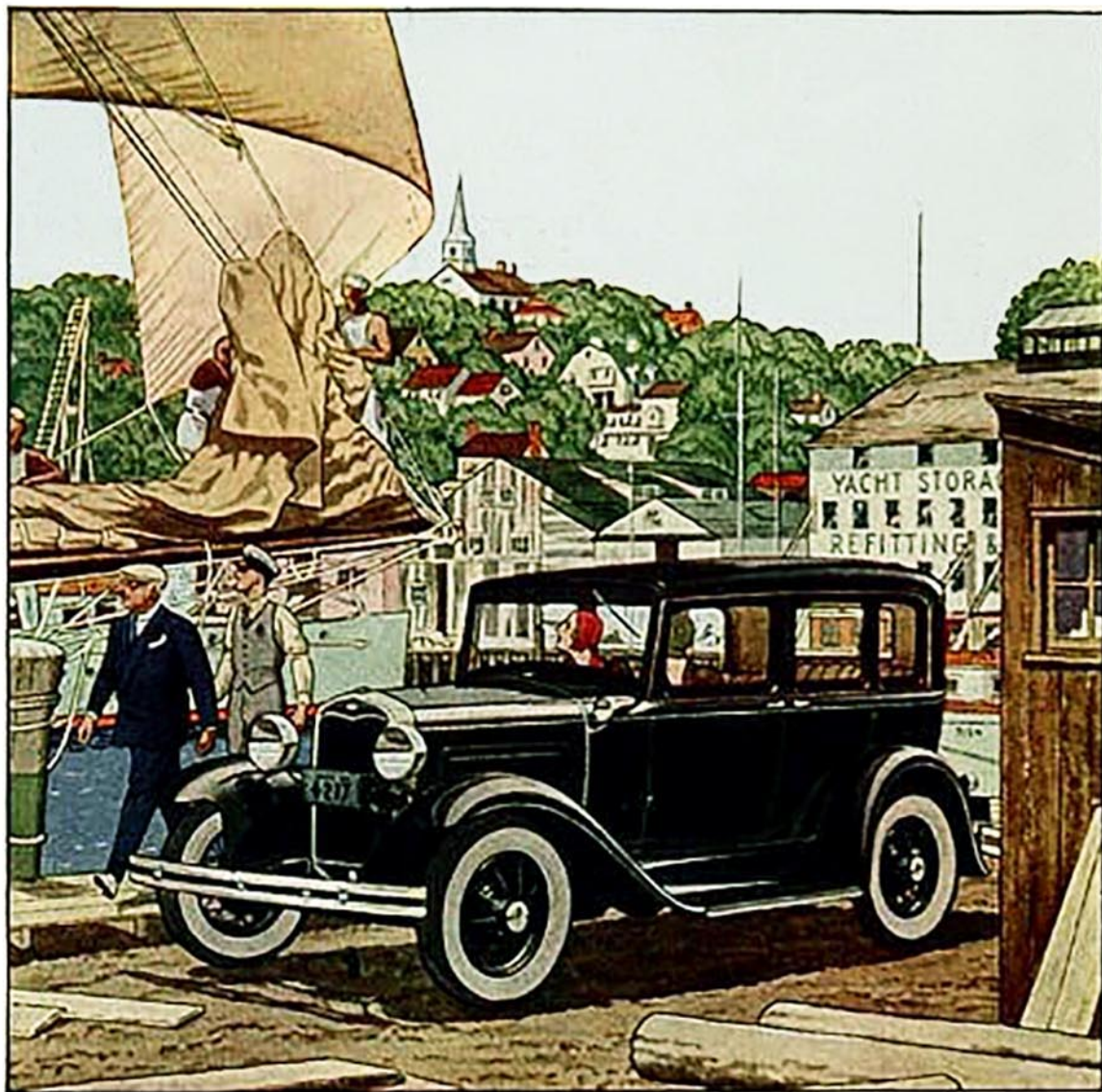
There are definite reasons why time and weather are kind to the Ford car. First is the body finish, with its primer coat, two surfacer coats, two double coats of pyroxylin lacquer, polishing and buffing. Through long experience, the Ford Motor Company has found the way to make a body finish that will stand up under varying weather conditions in every part of the world—through the heat of summer and the cold of winter.

Another important reason for the enduring beauty of the Ford is the use of Rustless Steel for the radiator shell, head lamps, hub caps, cowl finish strip, gasoline tank cap, radiator cap, door handles and rear lamp.



Metal Parts Forever Bright

For enduring beauty, most exposed bright metal parts of the Ford are made of Rustless Steel. This wonderful metal will not corrode, tarnish, scale or chip and will retain its gleaming brilliance for the life of the car. Seventy-six acids, alkalis, salts and poison vapors had not the slightest effect on its silvery luster.



This remarkable metal will not rust, corrode or tarnish under the severest weather conditions. It never needs polishing and its gleaming luster is never lost. There is no plate to scale or chip off because it is the same bright metal all the way through.

Before Rustless Steel was adopted by the Ford Motor Company it was put through many severe tests. In one test, samples were subjected to a salt spray for four hundred hours, or the equivalent of forty years' service. There was not the slightest suggestion of tarnish, rust or corrosion.

In a further effort to prevent rust, the Ford Motor Company is now treating the wheels, fenders, running boards, running board shields and front splash pans with Bonderite before they are enameled. If the enamel is scratched sufficiently to expose the raw steel, this new treatment will help to stop rust from spreading and causing the enamel to peel. The careful finish of the Ford, the Rustless Steel, and the Bonderizing

A Beautiful New Ford Body

From all over the country come enthusiastic comments about the new Ford Town Sedan introduced but a few weeks ago. Motorists everywhere have been quick to note and appreciate the richness of its appointments and new features of comfort and convenience.

The body of the new Ford Town Sedan is longer and wider. Seats are newly designed, more luxurious and restful. Front or rear—wherever you ride—you travel in real comfort in this beautiful, roomy car. A choice of upholstery and body colors is offered.

process add a considerable amount to the cost of manufacturing, yet the cost of the car itself remains low. These outstanding features, like so many others, are made possible by the Ford low-profit policy. Every purchaser shares the benefits of large production and the efficiency and economy of Ford methods. The first cost of the Ford is low and you can purchase on economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.

