



## When Winter Sweeps Down From the North

THROUGHOUT this country—in Canada and in Europe—the new Ford has made an unusual record for endurance and reliability. Cold weather emphasizes the value of its simplicity of design and dependable performance under all conditions.

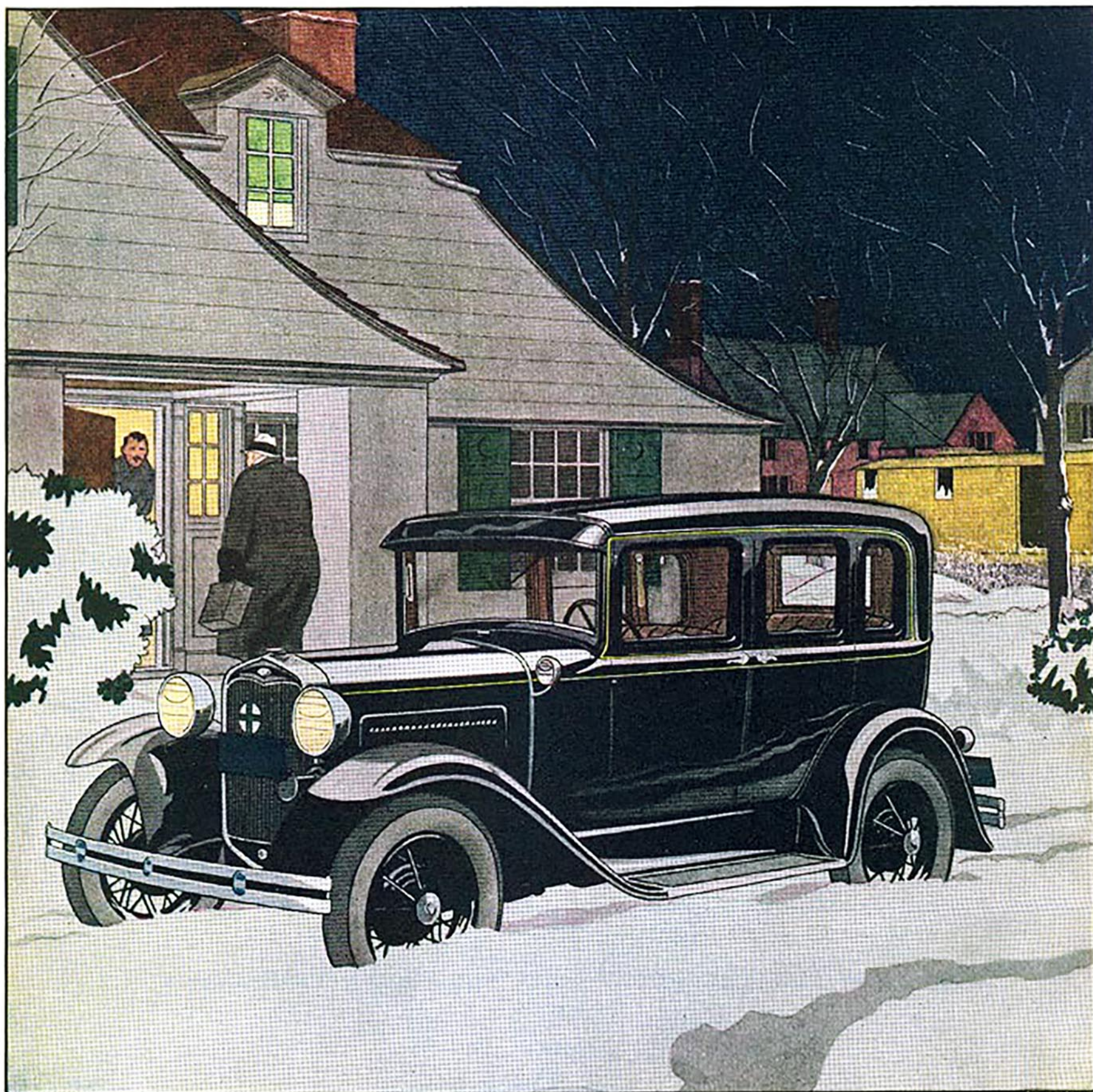
The 1930 Automobile Winter Race, arranged by the Royal Automobile Club of Sweden, resulted in a sweeping victory for the Ford cars. This run was made over slippery mountainous roads.

At times, the cars were half hidden by snow. During the night the temperature was twenty degrees below zero.

At Fernan Lake, Idaho, a Ford car went through the ice and was submerged in fifteen feet of water. It was finally raised after twelve days and found to be in good condition. After a new battery and carburetor bowl were installed it was driven away under its own power. Even the exterior finish showed no serious harm.

There have been countless other examples of the way the new Ford stands up under the added stress and strain of winter driving.

Through swirling sleet and drifting snow it has fought its way on missions of business and of urgent need. Lives have been saved by its ability to get through. Thousands of Ford owners have found that it is no longer necessary to lay up the car when winter sweeps down from the north.



*The beautiful new Ford Town Sedan is richly finished and upholstered. You may purchase it on convenient, economical terms through the Authorized Ford Finance Plans of the Universal Credit Company*