

The NEW CAR

All that engineers have learned, all that millions of owners have experienced in nearly a quarter of a century, have made possible this car which is today as far ahead of its time as was the famous Model T in 1908.

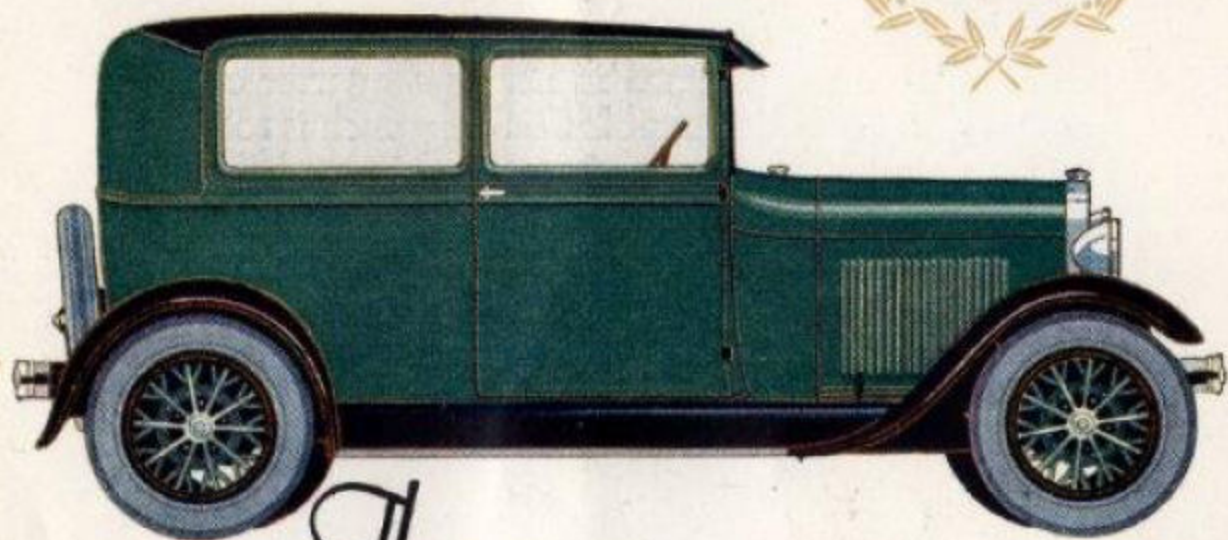
It marks a new epoch in automotive engineering in point of inbuilt quality—niceties of mechanical design, lavish use of the finer metals, precision in delicate machining processes. Nowhere in its construction has there been slighting of either major essentials or minor details.

This entirely new car surpasses the accepted standards of light car accomplishment; sweeps aside all boundaries of price class; establishes a new standard of acceleration, speed, power and smoothness that heretofore has marked only expensive cars as fine cars.

Yet the incomparable Ford genius for precision in large scale production puts this car within the reach of every purse.



The REAL CANADIAN CAR

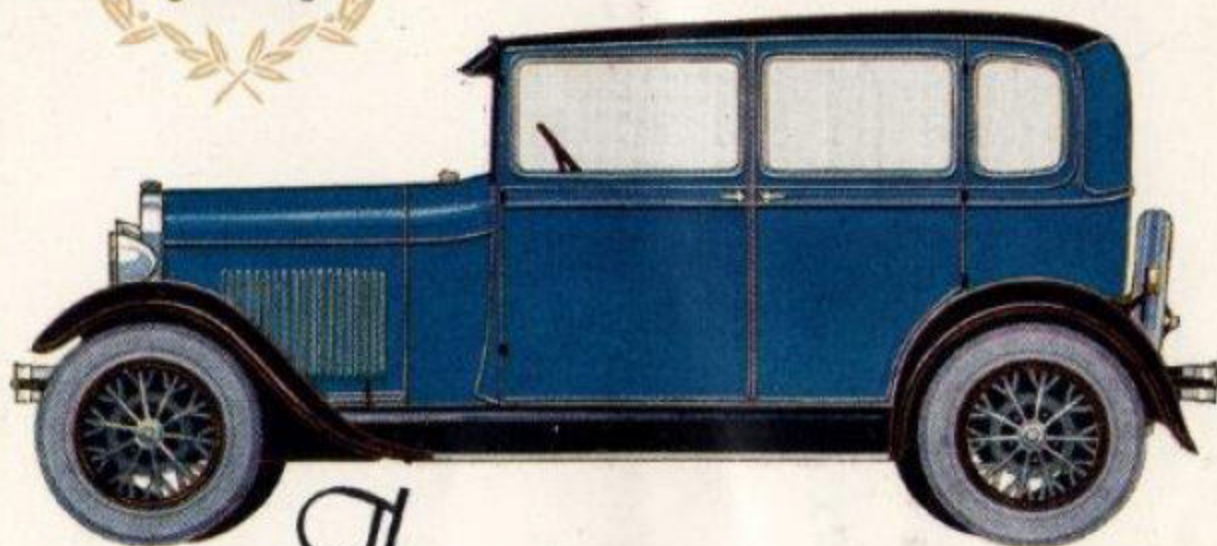


The
NEW TUDOR

Long, low lines, precisely built and painstakingly tested; that is the Tudor Sedan. Step into it through a door of liberal width which closes with a solid click. Relax in deep cushioned seats, comfortably tilted. Slender steel pillar posts and flawless plate glass on all sides, afford unobstructed vision. All appointments are thoroughly in keeping with the car's mechanical excellence.



23 YEARS OF PUBLIC PREFERENCE

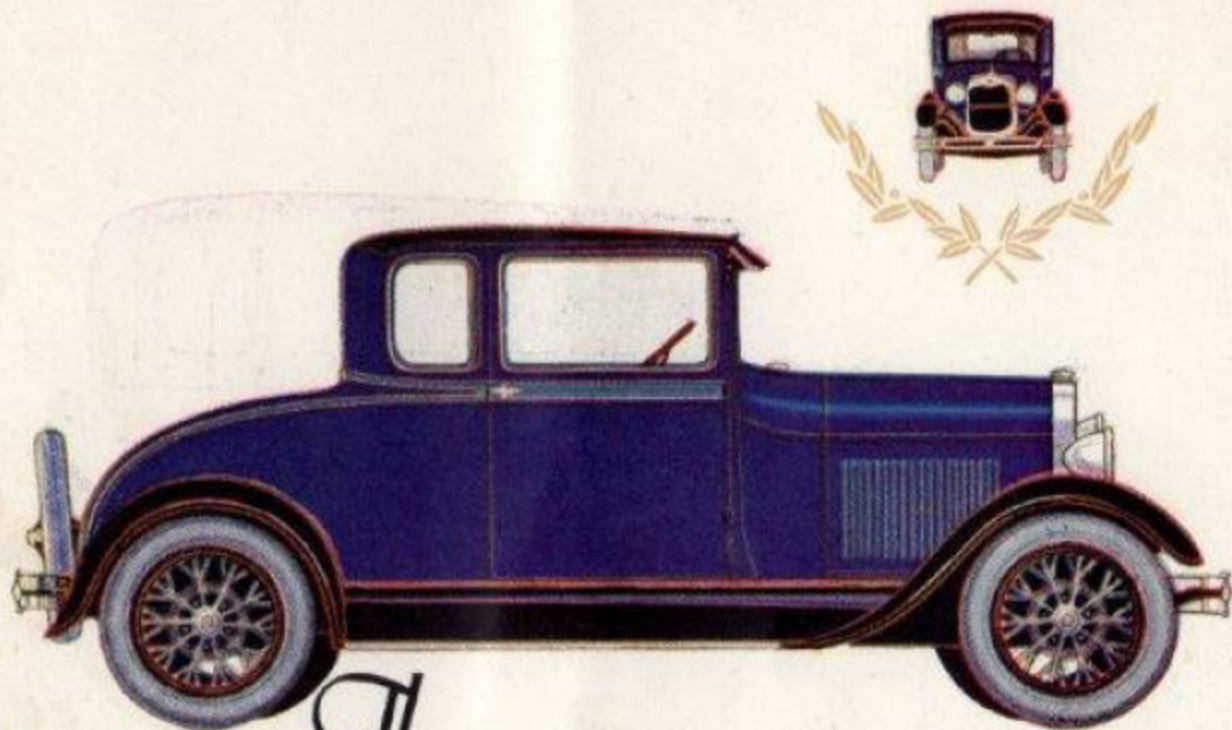


The NEW FORDOR

If you prefer a more formal note, the Fordor Sedan will meet your requirements. Burnished radiator shell, acorn head lamps and shapely door handles set off the rich body finish. Four wide doors give direct access to roomy front or rear seats, deeply upholstered. Silvered instrument panel, dome light, silk rear window shade and other interior appointments add a refined elegance to this model.



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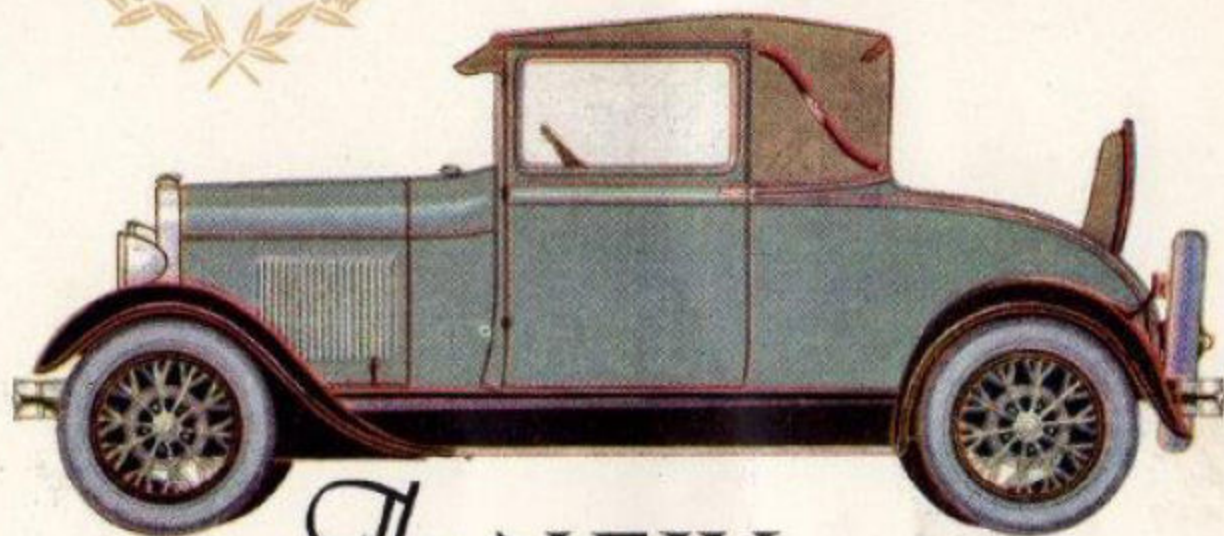


The NEW COUPÉ

For work or play, for covering a sales territory, for shopping expeditions or professional calls, the Coupe will be preferred. In the water-tight rear deck is ample room for luggage; behind the seat a commodious shelf for small parcels. The deep, roomy seat affords ample space for two, and three may be carried without hindrance to the driver. Dignified, rich in color and fully equipped.



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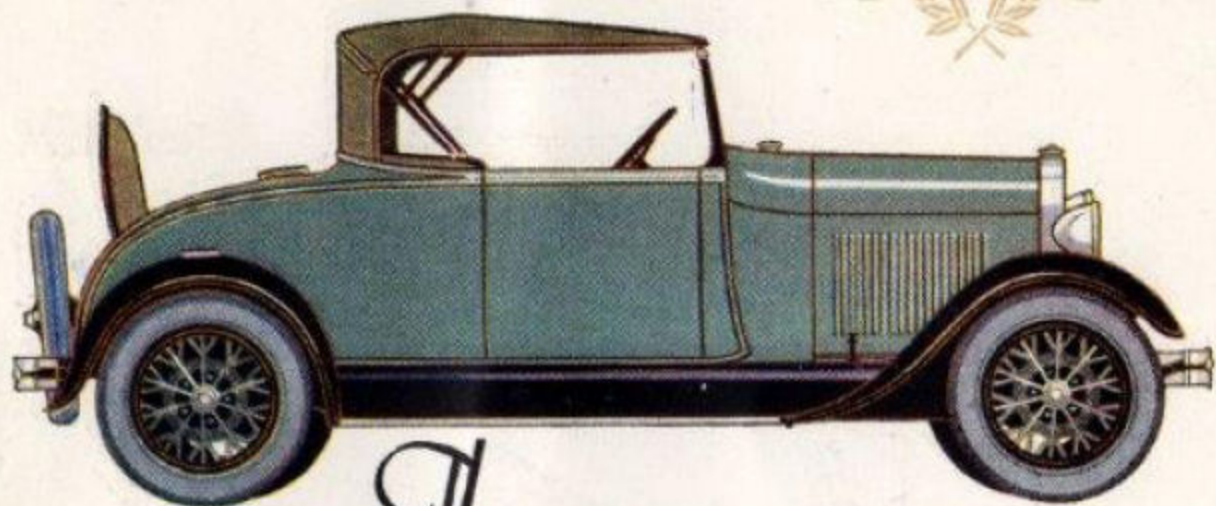


The NEW SPORT COUPÉ

Swift as the wind; rakish as a yacht; as intimate as a cosy fireside. You can fasten up the rear curtain, open the roomy, comfortable rumble seat and invite another couple. Nickered step plates give sure-footed entrance. The taupe whipcord top, equipped with landau irons, contrasts smartly with the body colors. Of irresistible appeal to those who favor a four passenger sport model.



The REAL CANADIAN CAR

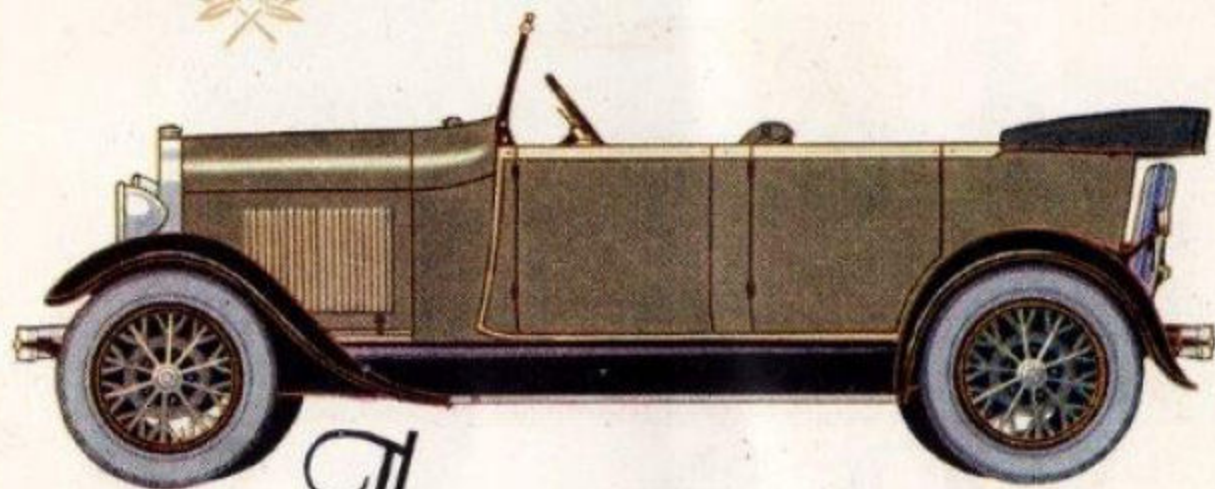


The **NEW ROADSTER**

Opened to the sun or closed to the rain, weather changes make little difference to this model. In good weather fold down the top, or take it off completely. In wet weather, snap on the snugly fitting storm curtains. Smart, steel-spoked wheels and the glint of heavily nickered trimming set off the choice color combinations. The rear deck contains more than the usual luggage space. Rumble seat optional at slight extra cost.



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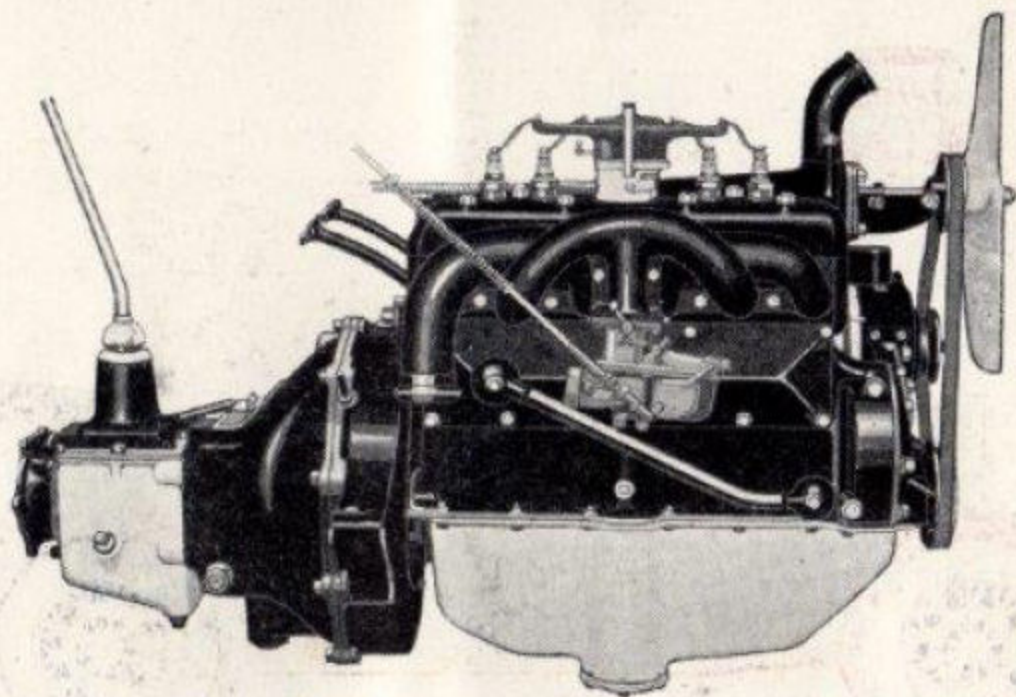


The NEW PHAETON

Skillful body design stresses every inch of this model's length. Its low lines suggest speed and stability. Behind the neat wheel one acquires a new relish for the day-long drive. Seat cushions are built for adequate leg support, and back cushions are moulded for the body. Heavy, clear vision storm curtains give complete protection from inclement weather.



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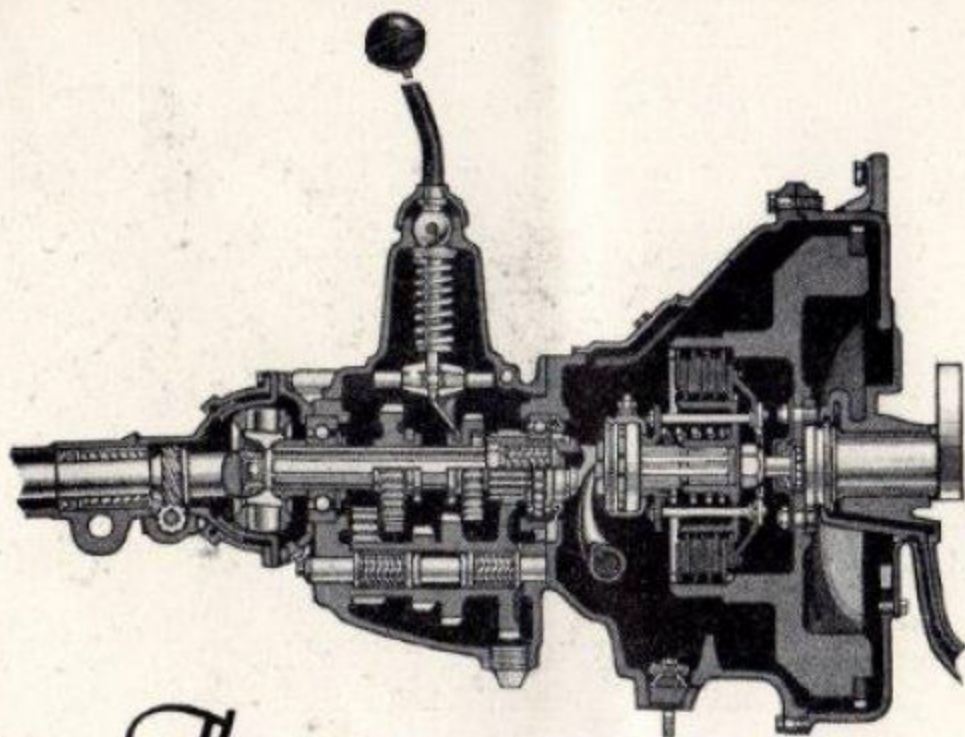


The NEW MOTOR

At 2200 revolutions per minute, the new Ford four-cylinder motor develops 40 H. P. This revolution speed is low for such power and sets an entirely new standard for light car speed and acceleration, enduring quality and operating economy. The bore is $3\frac{7}{8}$ " and the stroke $4\frac{1}{4}$ ". N. A. C. C. and S. A. E. rating for license purposes, 24.03 H. P.



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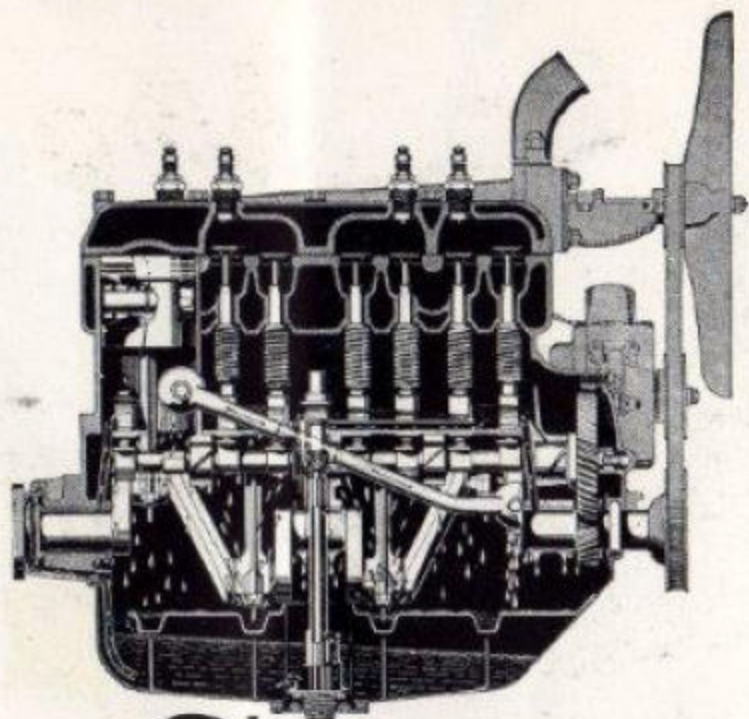


The NEW CLUTCH AND TRANSMISSION

Patterned after the famous Lincoln, these units give an operating ease never before found in moderate priced cars. The nine plate multiple dry disc clutch and the transmission are designed to make shifting of gears remarkably easy. Getaway is unexcelled by any car made today. Three speeds forward and one reverse. All gears are made of heat-treated chrome alloy steel. The only light car in which transmission shafts are mounted on ball and roller bearings.



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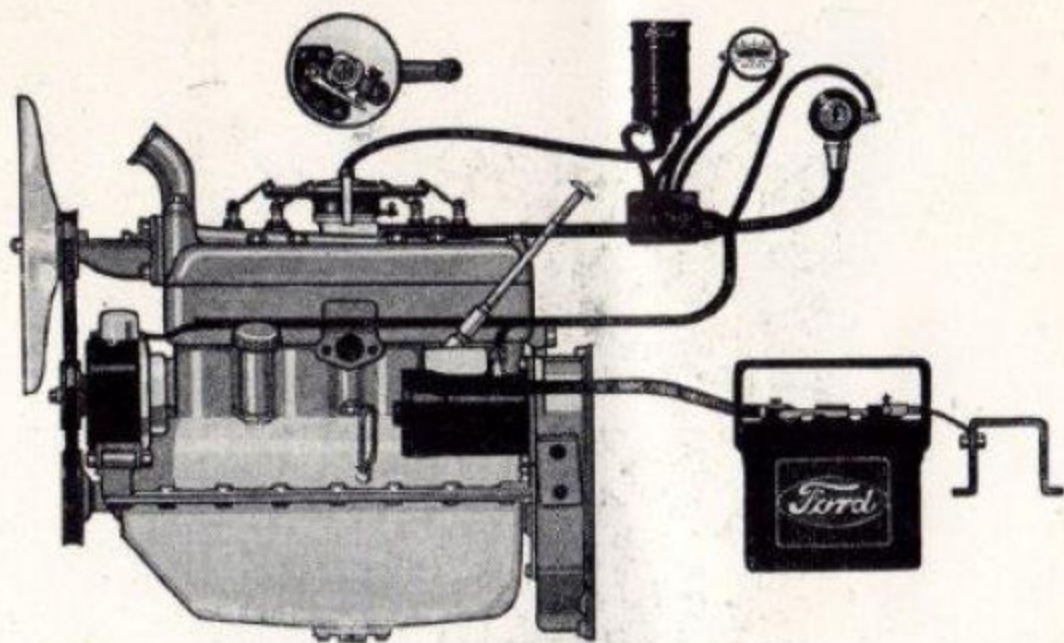


The NEW LUBRICATION SYSTEM

The combination of splash, pump and gravity feed gives complete and constant lubrication of the motor. It is triple insurance for perfect lubrication, regardless of road grades. All oil pumped from the crankcase to upper reservoirs for gravity feed to main bearings and to be splashed to cylinder walls, timing gears and all other bearings passes through an oil strainer so as to exclude all foreign particles.



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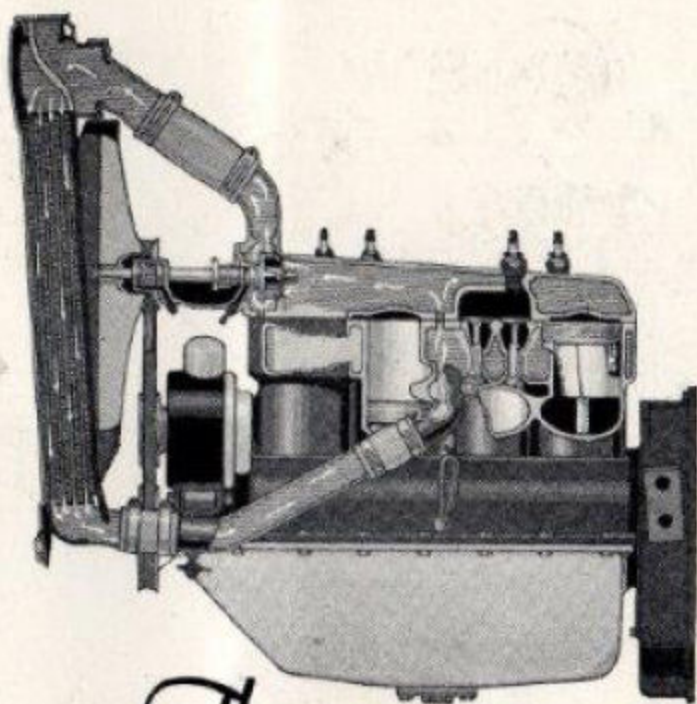


The NEW ELECTRICAL SYSTEM

All the features of improved practice plus important contributions by Ford engineers have been combined. The new Ford designed distributor is mounted on the cylinder head and connected to spark plugs by means of short bronze bands instead of long wires ordinarily exposed to water and oil. The powerful starting motor and reliable generator are also of Ford design. The co-incidental lock makes the car theft-proof.



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The **NEW COOLING SYSTEM**

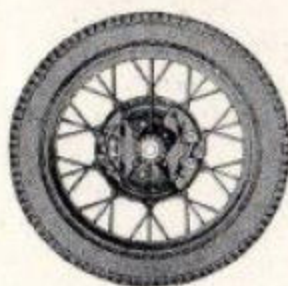
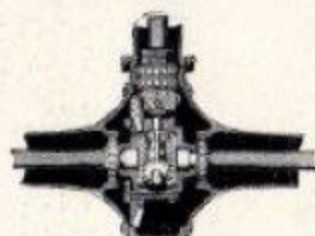
To prove the efficiency of this remarkable cooling system, take the new car over a 300-mile stretch at high speed. The combination pump and thermo-syphon action, the 2½ gallon capacity radiator and a specially designed aeroplane type fan co-ordinate to keep the engine temperature at an efficient degree. The thermo-syphon action also permits the motor to warm up quickly to give excellent cold weather performance.



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The NEW REAR AXLE

Those who understand the important function of the rear axle will appreciate the enduring quality of the three-quarter floating principle. The axle shaft itself carries no weight whatever as the three-quarter floating principle places the weight on the forged steel axle housing, which in turn is equipped with flexible roller bearings. Drive is through torque tube with spiral bevel gear.

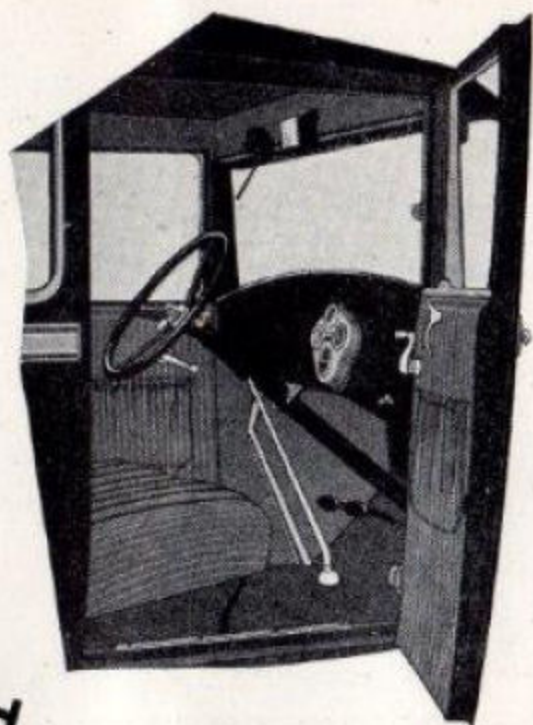


The NEW FOUR-WHEEL BRAKES

These are of the mechanical internal expanding type widely recognized as superior because of their trouble proof simplicity. All braking surfaces are completely enclosed. An automatic equalizer insures correct braking pressure on each wheel and an anti-oil leak guard prevents oil from gaining access to brake lining. Each brake is equipped with a simple adjusting device for taking up wear. All brakes are operated by either foot pedal or hand lever.



The REAL CANADIAN CAR



The NEW CAR REFINEMENTS

A glimpse at the interior of the New Car shows complete equipment, accessibility of all controls and comfortably tilted seats upholstered in tastefully selected materials. Interior door pockets are fitted on all models. From any seat in the car, vision is unobstructed.

The two foot pedals—for clutch release and brake—are comfortably shaped and within easy reach of the foot, as are the accelerator and starting switch which are set to the right of these two pedals and designed to ensure accessibility and comfort on long drives.



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R E F I N E M E N T S

The gear shift lever is conveniently close to the steering wheel and gears are changed silently with a short, easy movement.

The emergency handbrake, whether on or off, is within easy reach of the driver and yet in no way obstructs passage in or out of the left-hand door.

The irreversible steering gear gives positive control at all times and minimizes road shocks. In size, strength and comfort of grip, the steering wheel has been thoughtfully designed. Horn button, light and spark controls, and throttle are conveniently placed on top of wheel.

The satin nickel instrument panel which includes speedometer, ammeter, gasoline gauge, dash lamp and ignition switch carrying a co-incidental thief-proof lock, is in full view of the driver. The combined choke and carburetor adjustor fits well under the dash, within easy reach of the driver.

Inside door latches are operated without twisting the arm, while outside handles and locks work smoothly.

All models are equipped with rear view mirror and windshield wiper. (On closed cars the wiper is automatic.)

Heavily nicked head lamps of acorn design are equipped with deflector type lenses. The motor driven horn, mounted below the left lamp, sounds a distinct and pleasing note.

The combination license plate bracket and stop light is securely fastened to sill of body.

Four specially-designed hydraulic shock absorbers combine with low center of gravity and strong flexible transverse springs to insure a remarkable degree of riding comfort under all road conditions.

Chassis lubrication is made simple and thoroughly effective by the Alemite-Zerk pressure system. Grease gun is supplied to every car as part of its standard equipment.

An extensive range of color options is available on all models.



The R E A L C A N A D I A N C A R

The NEW CAR SPECIFICATIONS

MOTOR

4 cylinders
Unit construction.
Pump and Thermo-Syphon cooling.
Pump and splash lubrication.
Single coil distributor ignition.
Sliding gear (3 speed) transmission.
Multiple 9 plate dry disc clutch.
Dynamically balanced crankshaft.
High and low speed jet carburetor.
(Hot spot manifold.)
Aluminum pistons.
Oil indicator.
Two blade aeroplane type fan.
Carbon chrome nickel alloy valves.
Bakelized fabric timing gear.
S. A. E. rating 24.03 H. P.
Actual developed H. P. 40. at 2200
R. P. M.

CHASSIS

4-wheel brakes—internal expanding.
Brake equalizer, mechanical type.
Springs—transverse semi-elliptic.
Drive—Torque tube.
Gears—Spiral bevel
Rear axle three-quarter floating.
Full crown one piece fenders.
Gravity feed fuel tank.
Ignition wires enclosed in flexible
steel tubing.
Steering gear—irreversible worm
and sector type.
5 one piece steel spoked wheels.

17½-inch steering wheel.
Acorn design, nickel plated head-
lights.
Alemite-Zerk chassis lubrication.
Body and Chassis insulated to pre-
vent noise.
Wheel base 103½ inches.

EQUIPMENT

Starter.
Foot accelerator.
One piece windshield.
Automatic windshield wiper (closed
cars).
Rear view mirror.
Speedometer.
Dash Light.
Gasoline gauge.
Ammeter.
Motor driven horn.
Combination tail and stop light.
Sun visor.
Thief proof ignition lock.
4 hydraulic shock absorbers.
Wide range of color options.
Complete set of tools.

PERFORMANCE

60 miles per hour.
40 miles per hour in second gear.
Acceleration—5 to 25 M. P. H. in
8½ seconds.
30 miles per gallon gasoline con-
sumption.



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