ADDING

New Beauty

TO OUTSTANDING

PERFORMANCE



"The Canadian Car"

New Beauty

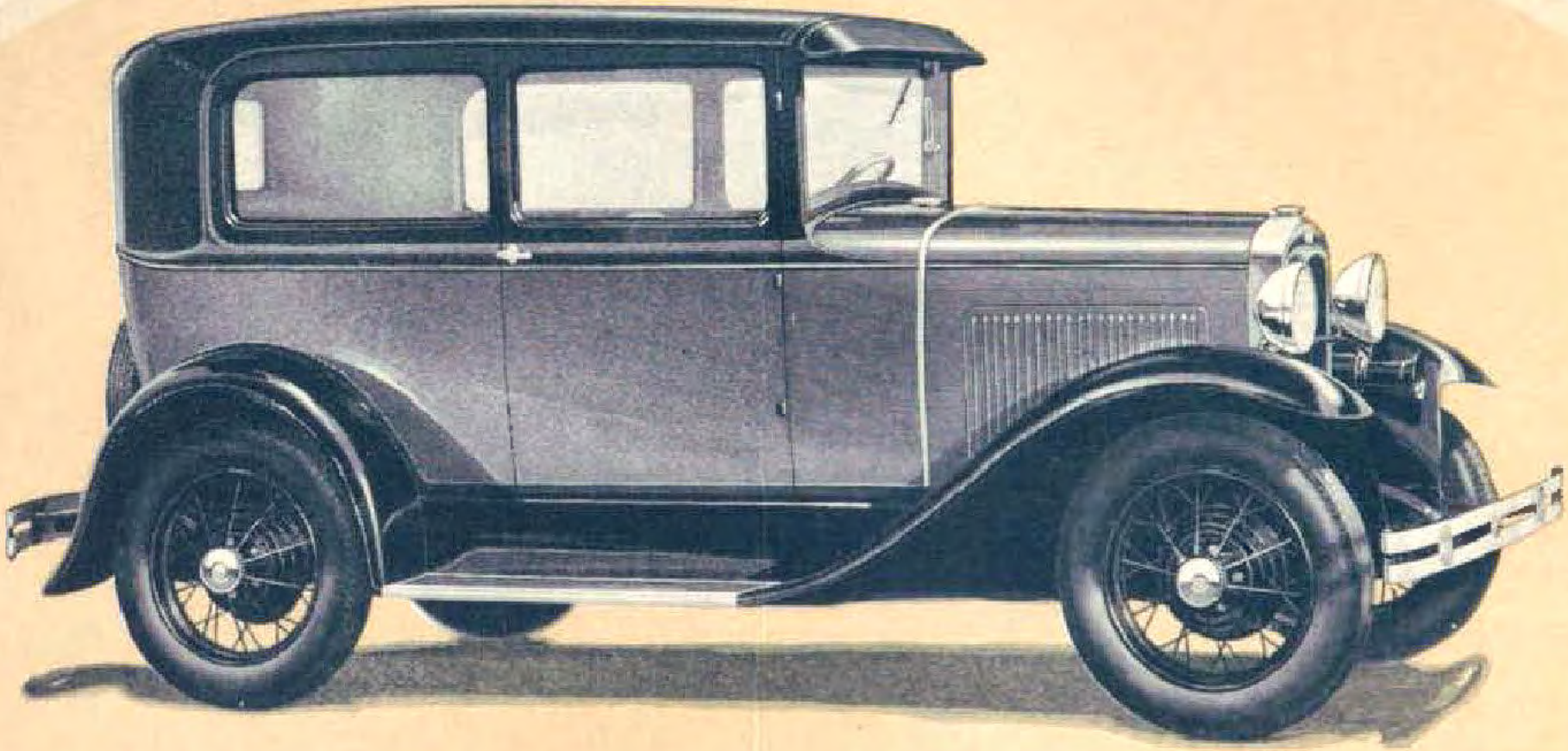
FOR THE NEW FORD

THE MODEL A FORD was a good car when it was first introduced. It has constantly been made a better car. As soon as improvements are found and tested they are passed on to the public. That work goes steadily on.

Because of this policy, and as a further expression of it, we take pleasure in presenting this new line of Ford bodies. In flowing grace of line and contour, they bring you the complete harmonized beauty heretofore thought possible only in an expensive automobile.

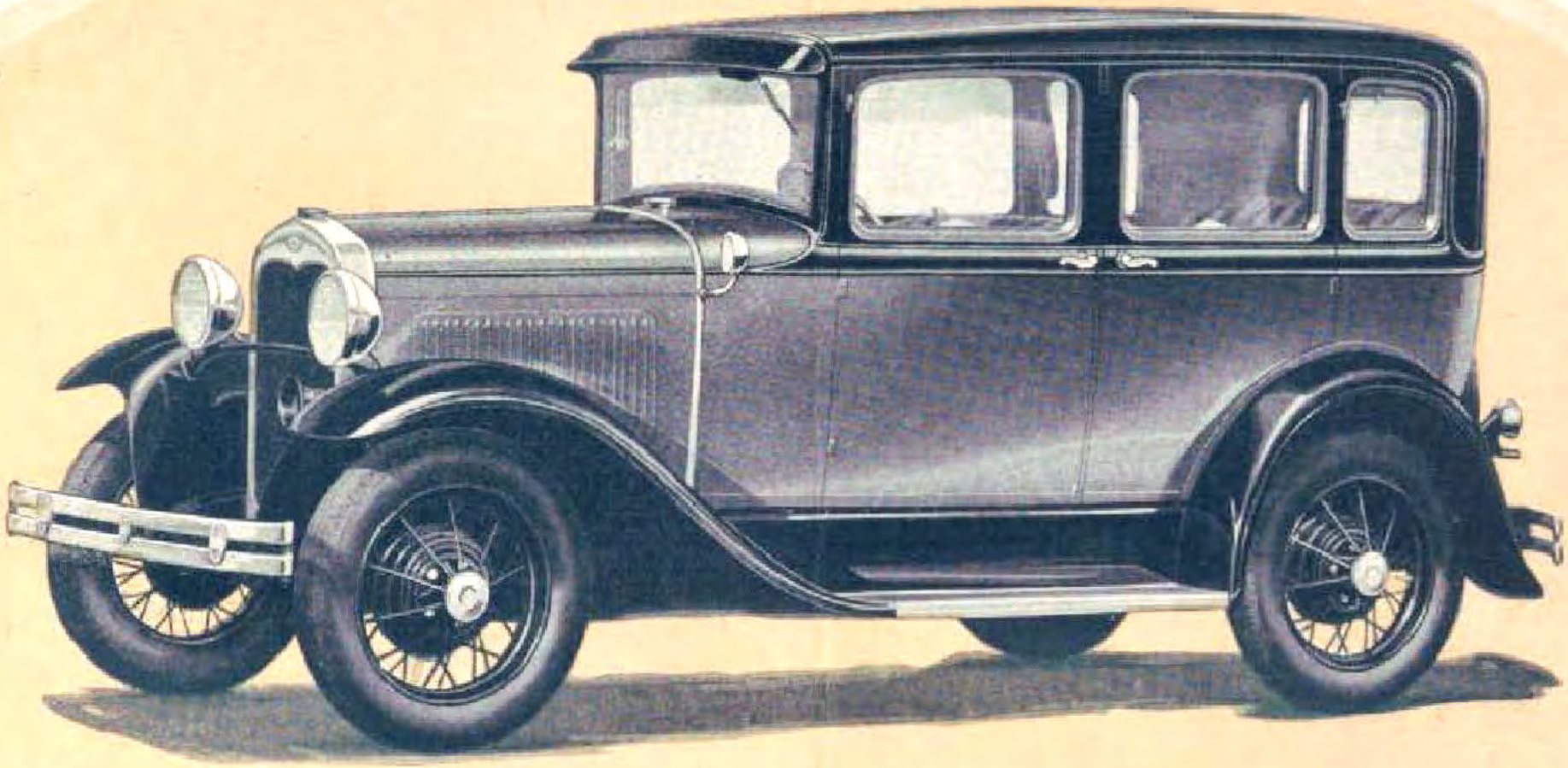
All are furnished in a variety of beautiful colors. All bring you the safety, comfort, power, speed, acceleration, ease of control, economy and long-lived reliability that have given the new Ford such a high place in the regard of millions of motorists. All have the radiator shell, hub caps, headlamps, cowl finish strip and other exterior metal parts fashioned of rustless steel of enduring brightness.

New beauty has indeed been added to outstanding performance.



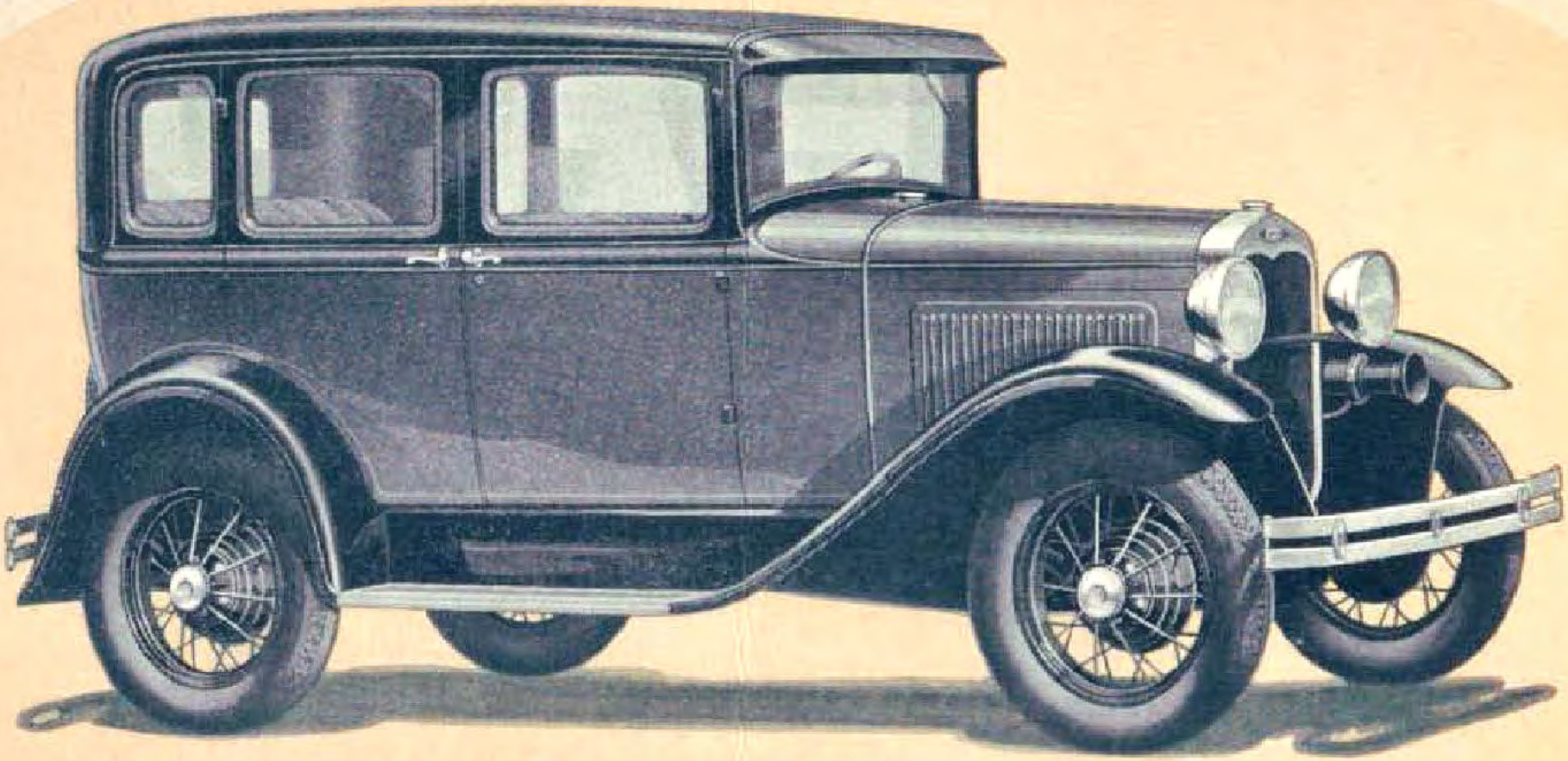
The New Tudor Sedan

An unusually good example of "Value Far Above the Price." The body is roomier than before, giving more space in rear compartment. Entrance to the car is also easier because of the additional space provided at the folding front seat. The new fleet lines of the car are emphasized by the straight moulding line from radiator to rear.



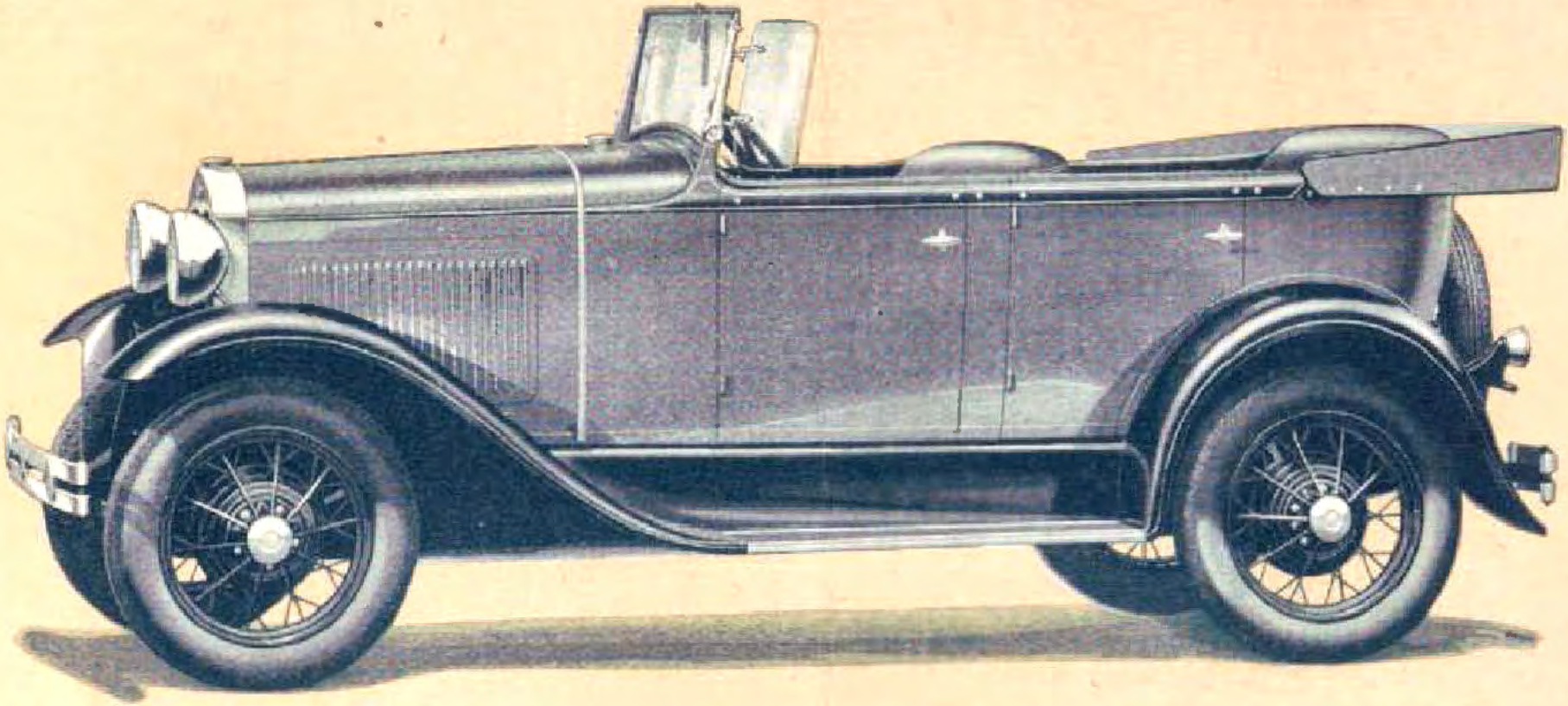
The New Town Sedan

This illustration reveals the graceful, flowing lines that give so much charm to all the new Ford bodies. Note particularly the new radiator, hood and cowl, the new fenders, and the long straight lines from front to rear. The driver's seat is adjustable. Rear compartment has silk curtains, disappearing center arm and stationary arm rests at each side.



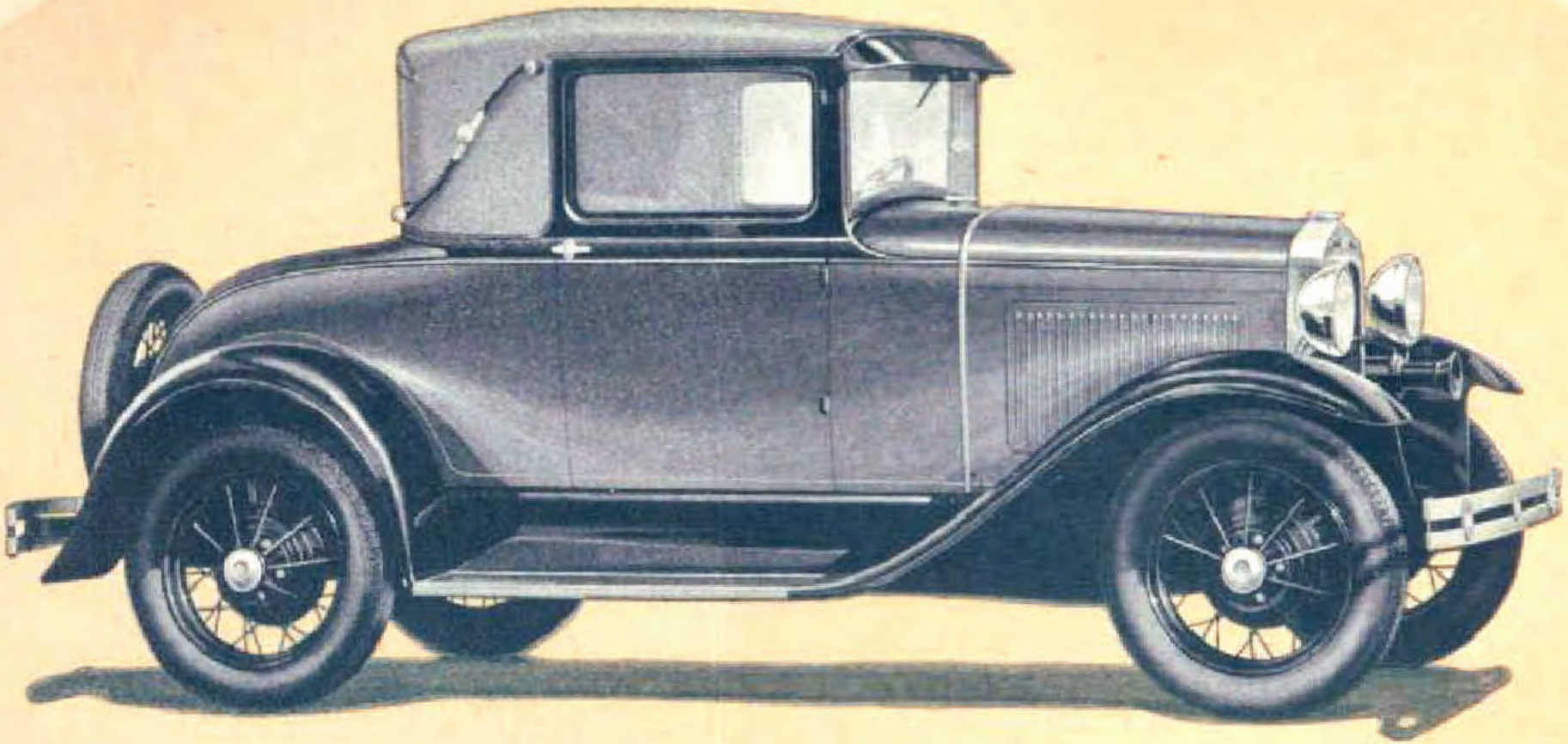
The New Three-Window Fordor Sedan

Another splendid family car because of its beauty of line and color, and its comfort, safety, economy, reliability and alert, satisfying performance. Generous room is provided, both front and rear. Driver's seat is adjustable. Appointments reflect the substantial quality that has been built into the car. The deeply piped seat upholstery is rich and luxurious.



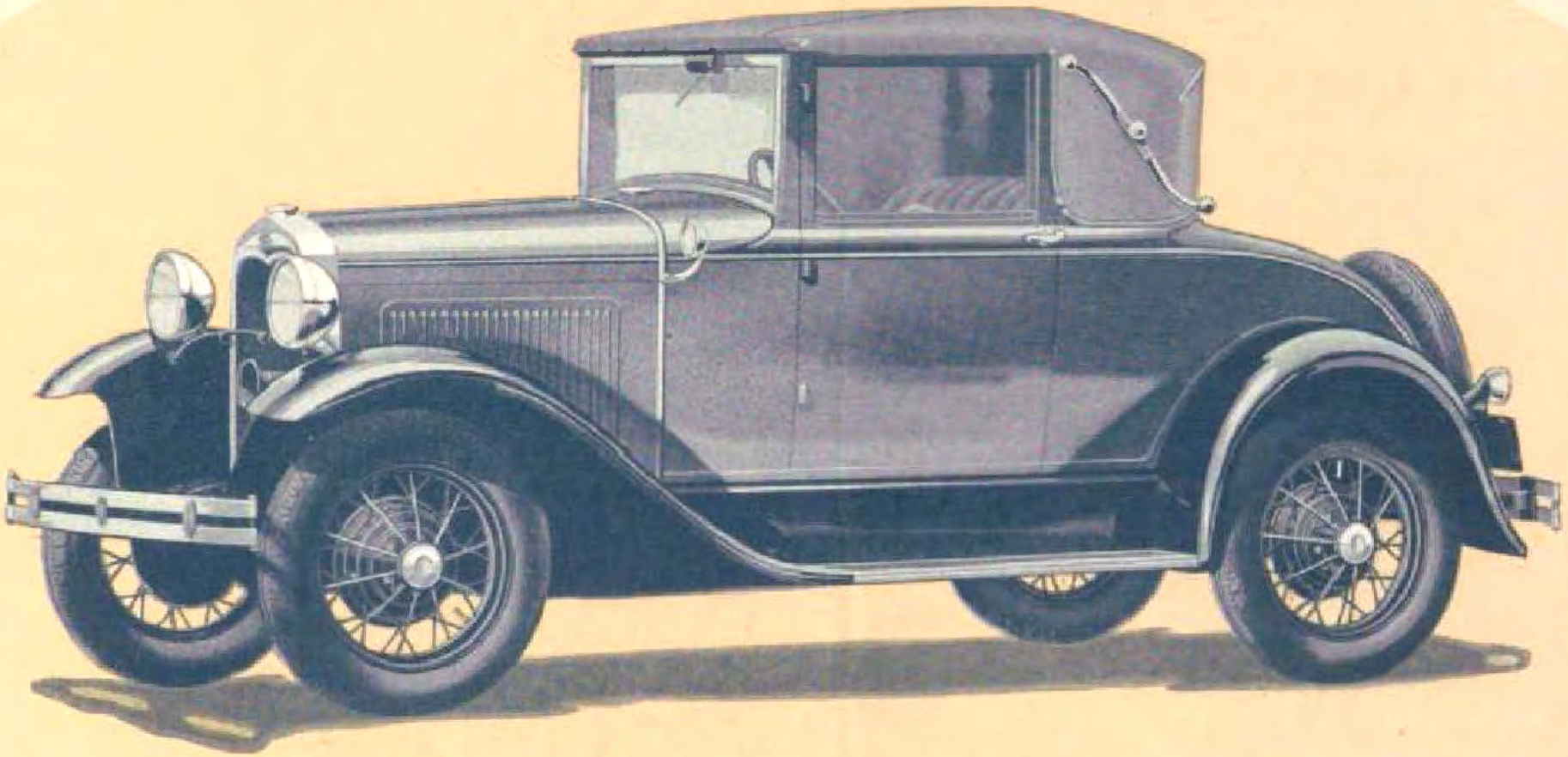
The New Phaeton

Here, as in the new Ford Roadster, you see the straight, unbroken sweep of line that contributes so much to the beauty of all the new Ford bodies. The windshield folds flat when desired. The top can be raised or lowered quickly and easily. Door panels are attractively embossed. Seat cushions are upholstered in silver grey artificial leather. Dust cover extra.



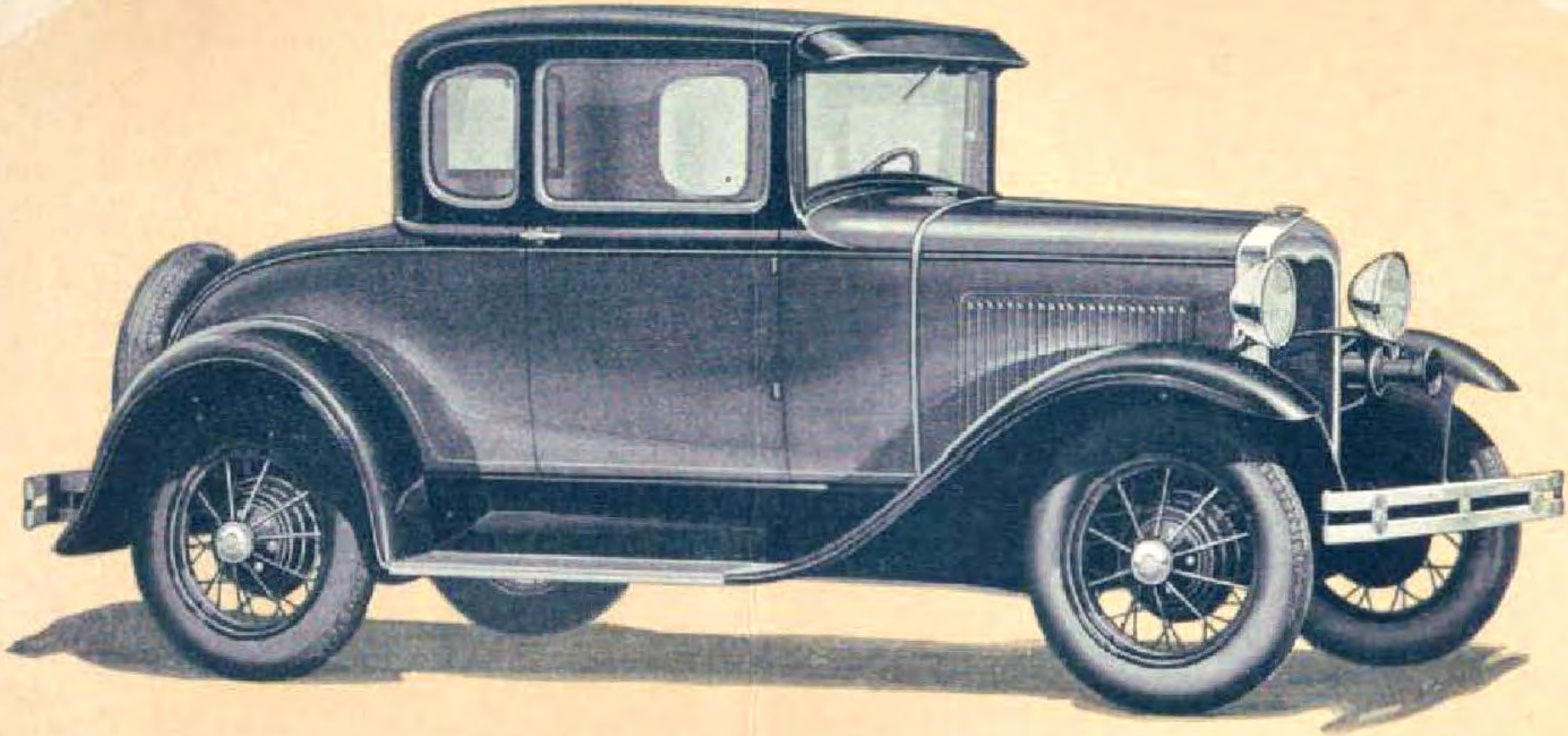
The New Sport Coupe

In addition to new beauty of line and color, the new Ford bodies bring you still another outstanding feature—non-tarnishing, rustless steel for the radiator shell, headlamps, hub caps, tail lamp, cowl finish strip, radiator and gasoline tank caps. This new metal is better than nickel or chromium plating for the same reason that sterling silver is better than silver plate.



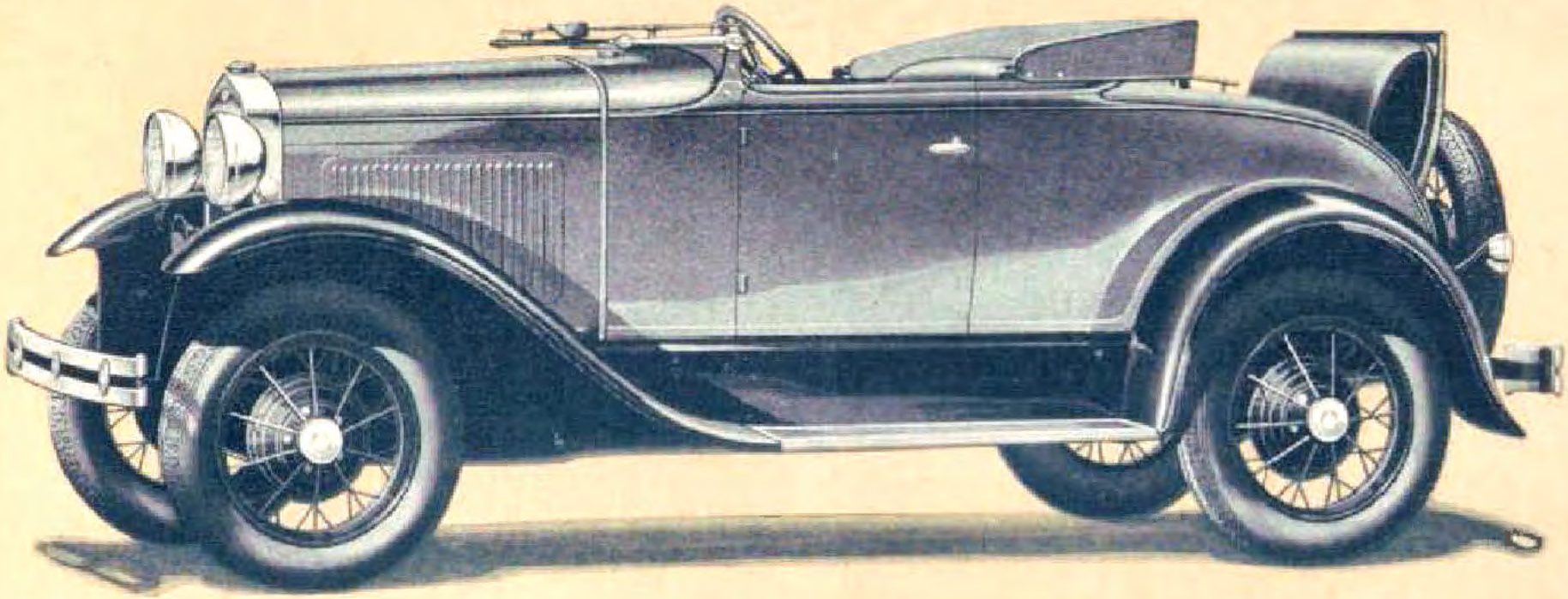
The New Convertible Cabriolet

This new Ford Convertible Cabriolet is a particularly good choice for the woman motorist because it combines the smart, youthful style of the roadster and the snug, all-weather comfort of the coupe. The compact, landau top can be raised or lowered easily and quickly. Wide, substantial rumble seat and cowl lights are included as standard equipment.



The New Coupe

A beautiful closed car, distinguished by its substantial grace of line and contour. Radiator, fenders, hood, cowl, lower roof line, French roof quarters, rear deck—all reflect the fresh beauty given the low-price car by the introduction of these new Ford bodies. The seat is adjustable in both the Coupe and Sport Coupe.



The New Roadster

In flashing beauty of line and color, there are few cars at any price more attractive than this sporty new Ford Roadster. From headlamps to rear bumper, the long, straight lines sweep back without a break. The windshield folds flat. The wider seat will accommodate three people. Windshield and windshield wings are made of Triplex shatter-proof glass. Dust cover extra.

Features

REMARKABLE ENGINE—The engine of the Model A Ford embodies many new mechanical features. It gives unusual acceleration, smoothness, speed and power without sacrifice of reliability and economy. Ford engineering has found the way to include every essential feature of good performance without the necessity of a high-speed motor.

55 to 65 MILES AN HOUR—The Model A Ford has unusual speed. It will do 55 to 65 miles an hour. This is a conservative statement. So well does the new car hold the road that you can travel at high speed for long stretches with a new feeling of comfort, balance and safety.

ENCLOSED SIX-BRAKE SYSTEM—One of the first things you will notice when you drive the new Ford is the quick, effective action of its six-brake system. This system gives you the highest degree of safety and reliability because the four-wheel service brakes and the separate and independent emergency or parking brakes are all of the mechanical, internal-expanding type, with braking surfaces fully enclosed for protection against mud, water, sand, etc.

TRIPLEX WINDSHIELD—All of the new Ford cars have a Triplex shatter-proof glass windhsield—so made that it will not fly or shatter under the hardest impact. This is an important safety factor because it eliminates the dangers of flying glass.

HOUDAILLE SHOCK ABSORBERS—Four Houdaille hydraulic double-acting shock absorbers are standard equipment on the new Ford. These combine with the low center of gravity, the minimum unsprung weight, and the easy riding qualities of the transverse springs to make the new Ford an unusually comfortable car.

NEW SMALLER WHEELS—The new smaller wheels with larger balloon tires, lower the center of gravity and bring the car closer to the road. This gives greater safety and additional riding comfort.

STANDARD EQUIPMENT—Standard equipment on all new Ford cars includes five steel-spoke wheels, automatic windshield wiper, speedometer, gasoline gauge on instrument panel, dash light, tilting beam headlamps, mirror, combination tail and stop light, oil indicator rod, complete tool equipment, and theft-proof ignition lock. Wide, substantial rumble seat is also standard equipment on the new Ford Sport Coupe and Cabriolet. Triplex shatter-proof glass windshield wings are provided as standard equipment on the Roadster and Phaeton.

ADDITIONAL DETAILS—Engine, four-cylinder "L" head, cast en bloc. Piston displacement, 200.5 cu. in. Bore, 3⅞ inches; stroke, 4¼ inches; horsepower rating R.A.C., 24.03; brake horsepower, 40 at 2200 R.P.M. Single plate clutch. Three-quarter irreversible steering gear, worm and sector type. Torque tube drive. Oil capacity, 1 gallon. Gasoline capacity, 8 gallons. Balloon tires, 4.75 x 19. Wheel base, 103½ inches. Turning radius, 17 feet.

Ford Motor Company of Canada, Limited, whose policy is one of continuous improvements, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.

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