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**FEATURES**

**OF**

**THE**

**FORD**

**CAR**

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**VALUE  
FAR  
ABOVE  
THE  
PRICE**



## **BEAUTIFUL BODY LINES AND COLORS**

? The introduction of the new Ford body lines is of unusual significance because it marks the development of a fresh, new note of beauty in motor-car design.

For just as the Ford Organization was the pioneer in providing reliable, economical transportation for all the people, so is it also the pioneer in giving new beauty to a low-price car. Just as it was the pioneer in providing a new degree of mechanical performance to millions of motorists at a low price, so is it now the pioneer in providing the grace of line and contour once thought possible only in a high-price automobile.

An unusually wide selection is offered in these new roomier body types. They include the Roadster, Phaeton, Coupe, Sport Coupe, Convertible Cabriolet, Tudor Sedan, Three-window Fordor Sedan, Town Sedan and Station Wagon. All are finished in a variety of beautiful colors. All bring you the safety, comfort, speed, acceleration, economy and long-lived reliability that have given the new Ford such a high place in the regard of millions of motorists.

## **NEW RUSTLESS STEEL RETAINS BRIGHT POLISH**

? An additional feature of the new Ford cars is the introduction of Rustless steel for the radiator shell, headlamps, tail lamp, cowl finish strip, hub caps, radiator cap, and gasoline tank cap.


For years nickel plating has been used extensively for these bright parts. Lately chromium plating has been introduced, because of its tarnish-proof qualities.

Now, in the new Ford bodies, comes Rustless steel, polished to

a bright white lustre of enduring quality. It is non-corrosive, rust-proof and tarnish-proof. Even scratches do not mar its brilliancy. There is no plate to wear off, crack or scale. It is the same bright metal all the way through.


No better illustration of its high quality can be given than to explain that it is better than nickel and chromium plating in the same way that sterling silver is better than silver plate. Its use in these new cars is a further indication of the Ford policy of giving "Value Far Above the Price."

### **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.

The design of the cylinder head is just one factor in this performance. Others are the direct gravity gasoline feed, the specially designed carburetor, the new hot-spot manifold, the carefully planned large valve diameter, the chrome silicon alloy valves, the aluminum pistons, the statically and dynamically balanced crankshaft and flywheel, and the simplicity and efficiency of the electrical, ignition, cooling, lubrication and fuel systems.

### **UNUSUAL ACCURACY IN MANUFACTURING**

 The unusual accuracy of Ford manufacturing methods is shown in the close, accurate limits of measurements. Craftsmanship has been put into mass production. Millions and millions of parts are made, every one so accurate

and so exactly like the other, that they fit perfectly to the thousandth of an inch when brought together for complete assembly.

The aluminum pistons, for instance, are held true to within one one-thousandth of an inch of the specified diameter of  $3\frac{7}{8}$  inches. The connecting rod is not permitted to exceed a variation of more than two one-thousandths of an inch in length. Every crankshaft is statically and dynamically balanced, with a minimum of 174 checks for accuracy. Of these, 28 are to limits of one two-thousandths of an inch, 62 to limits of one one-thousandth of an inch and 29 to limits of five ten-thousandths of an inch. This mechanical, structural superiority is a point to keep in mind when considering the purchase of a motor car. It has an important bearing on good performance.

### **55 TO 65 MILES AN HOUR**

? The new 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. Quick acceleration and ease of control are other outstanding features.

### **SILENT, FULLY 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.

A further improvement is effected by the self-centering feature of the four-wheel brakes—an exclusive Ford development. Through this construction, the entire surface of the brake shoe is brought in contact with the drum the instant you press your foot on the brake pedal. This prevents screeching and howling and insures silent operation at all times.

### **BALL AND ROLLER BEARINGS**

? Evidence of the unusual quality that has been built into the Model A Ford is the extensive use of ball and roller bearings.

There are more than twenty of these in all—an unusually large number. In type and kind they are carefully selected for the work they have to do and are as adequate in size as in number. Being comparable to the jewels of a fine watch, they prevent unnecessary friction and wear, contribute to smoothness and quiet, reduce up-keep costs and add thousands of miles to the life of the car.

### **STURDY STEEL CONSTRUCTION**

? Approximately forty different kinds of steel are used in the new Ford—each particular kind being selected and perfected to fit the particular needs of each part.

There is no limit to selection—no thought that any certain steel must be made to do for many parts to save expense.

The Ford policy has always been to use the best possible material for each part, and then through the benefits of large production, to give it to the public at low cost.

As important as the steel itself is the Ford method of heat-treating by automatic control so that the same piece of steel, though in one unit, may have different degrees of hardness at different points.

## **NEW STURDIER WHEELS**

? The new steel spoke wheels are stronger, with shorter spokes and a much larger hub. This smaller wheel, of one-piece construction, with larger balloon tires, lowers the center of gravity and brings the car closer to the road. This gives greater safety and additional riding comfort.

All tires used on the Ford car and recommended for replacement are made by leading tire manufacturers according to special Ford specifications.

## **TRIPLEX SHATTER-PROOF GLASS WINDSHIELD**

? All of the new Ford cars have a Triplex shatter-proof glass windshield. This is an important safety factor because it eliminates the dangers of flying glass—the cause of most of the injuries in automobile accidents. In these days of crowded, heavy traffic, the use of this Triplex shatter-proof glass is an absolute necessity. Its extra margin of safety is something that every motorist should look for in the purchase of a car—especially where there are women and children.

## **HOUDAILLE HYDRAULIC 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.

These springs are of the transverse type, especially designed for the Ford. They are built of the finest spring steel, with wide,



thin leaves. Each spring is built up of various thicknesses and number of leaves to give proper flexibility and to meet the riding requirements of the different body types. The construction of the transverse springs also contributes to the safety and efficiency of the six-brake system.

## **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 on the Roadster and Phaeton. Cowl lamps are standard equipment on the Town Sedan and Cabriolet. The Town Sedan also has a folding, disappearing centre arm in the middle of the rear seat.

## **ADDITIONAL DETAILS OF THE FORD**

? Engine, four-cylinder "L" head, cast en bloc. Piston displacement, 200.5 cu. in. Bore,  $3\frac{7}{8}$  inches; stroke,  $4\frac{1}{4}$  inches; horse-power rating, R. A. C. 24.03; brake horse-power, 40 at 2200 R. P. M. Single plate clutch. Three-quarter irreversible steering gear, worm and sector type. Torque tube drive. Oil capacity, 4 quarts. Gasoline capacity, 8 gallons. Water capacity,  $2\frac{1}{2}$  gallons. Balloon tires, 4.75 x 19. Wheel base,  $103\frac{1}{2}$  inches. Turning radius, 17 feet. Circle, 34 feet.

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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.

# *Service*

IN THE Ford Motor Company of Canada, Limited, we emphasize service equally with sales. It has always been our belief that a sale does not complete the transaction between us and the buyer, but establishes a new obligation on us to see that his car gives him service. We are as much interested in your economical operation of the car as you are in our economical manufacture of it. This is only good business on our part. If our car gives service, sales will take care of themselves. For that reason we have installed a system of controlled service to take care of all Ford car needs in an economical and improved manner. We wish all users of Ford cars to know what they are entitled to in this respect, so that they may readily avail themselves of this service.

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