

The NEW CAR

INTRODUCING A FINE CAR IN THE LIGHT CAR FIELD

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. Heretofore the following characteristics have been combined only in expensive cars.

Speed—better than a mile a minute.

Acceleration—5 to 25 miles per hour in high gear in $8\frac{1}{2}$ seconds.

Endurance—this car will travel all day at 50 miles per hour without strain on motor or chassis.

Riding comfort—flexible springs and four hydraulic shock absorbers permit comfortable travel at high speed over the roughest road.

Roadability—this car's low center of gravity holds it snugly to the road on an unbanked turn even at high speed.

Power—in deep, loose sand with the front wheels cramped and from a dead stop, the car will turn in a tight circle, forward or reverse, without effort.

Effective braking—the instant response of mechanical, four-wheel brakes with dual control ensures positive braking for any emergency.

Positive steering control—A relaxed hand on the steering wheel will hold the car steady in loose sand and over bumpy roads. Turning radius 17 ft.

Economy—30 miles per gallon of gasoline, plus the well known economies of Ford car maintenance.

Appearance—coach work of pleasing proportions, tastefully finished in an extensive range of color combinations of durable satin lacquer.

Quietness—Vibration in the engine is practically negligible. New final drive is exceptionally quiet. Double-ply anti-squeak tape, asphaltum treated fabric and hardwood blocks between body and frame minimize body noises.

Motor

Make and Model—Ford "A"
Four Cylinders—Bore $3\frac{3}{8}$ "; Stroke $4\frac{1}{4}$ "
Unit Construction
Pump and Thermo-Syphon Cooling
Pump, Splash and Gravity Lubrication
Single Coil Distributor Ignition
Sliding Gear (3 speed) Transmission
Multiple 9 Plate Dry Disc Clutch
Crankshaft—Statically and Dynamically Balanced.
High and Low Speed Jet Carburetor (hot-spot manifold)
Aluminum Pistons
Oil Indicator
Two Blade Aeroplane Type Fan
Bakelized Fabric Timing Gear
Carbon Chrome Nickel Alloy Valves
N. A. C. C. Rating 24.03 H. P.—Actual
Developed H. P. 40 at 2200 R. P. M.

Equipment

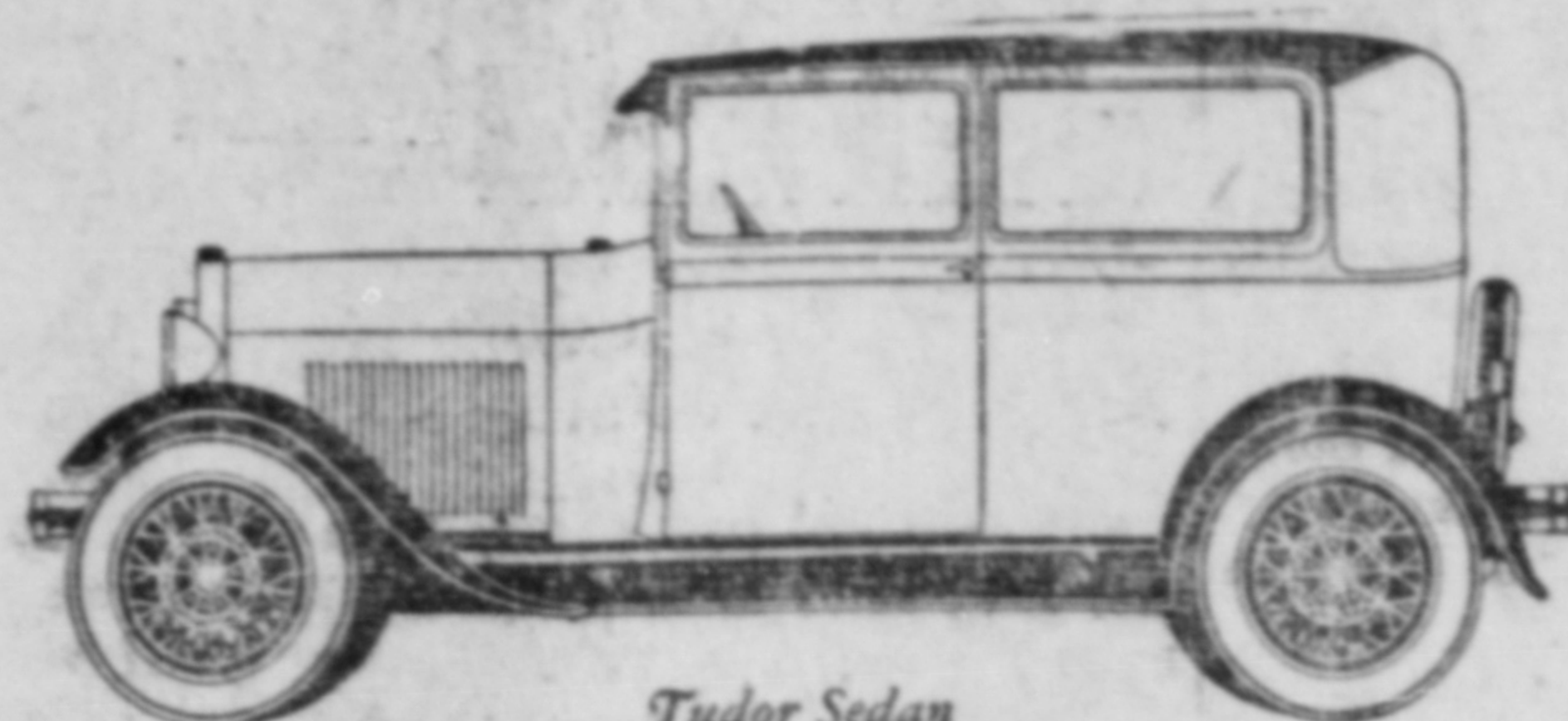
Automatic Windshield Wiper (Closed Cars)
Rear View Mirror
Speedometer
Dash Light
Gasoline Gauge
Ammeter
Combination Tail and Stop Light

60 Miles Per Hour
40 Miles Per Hour in Second Gear

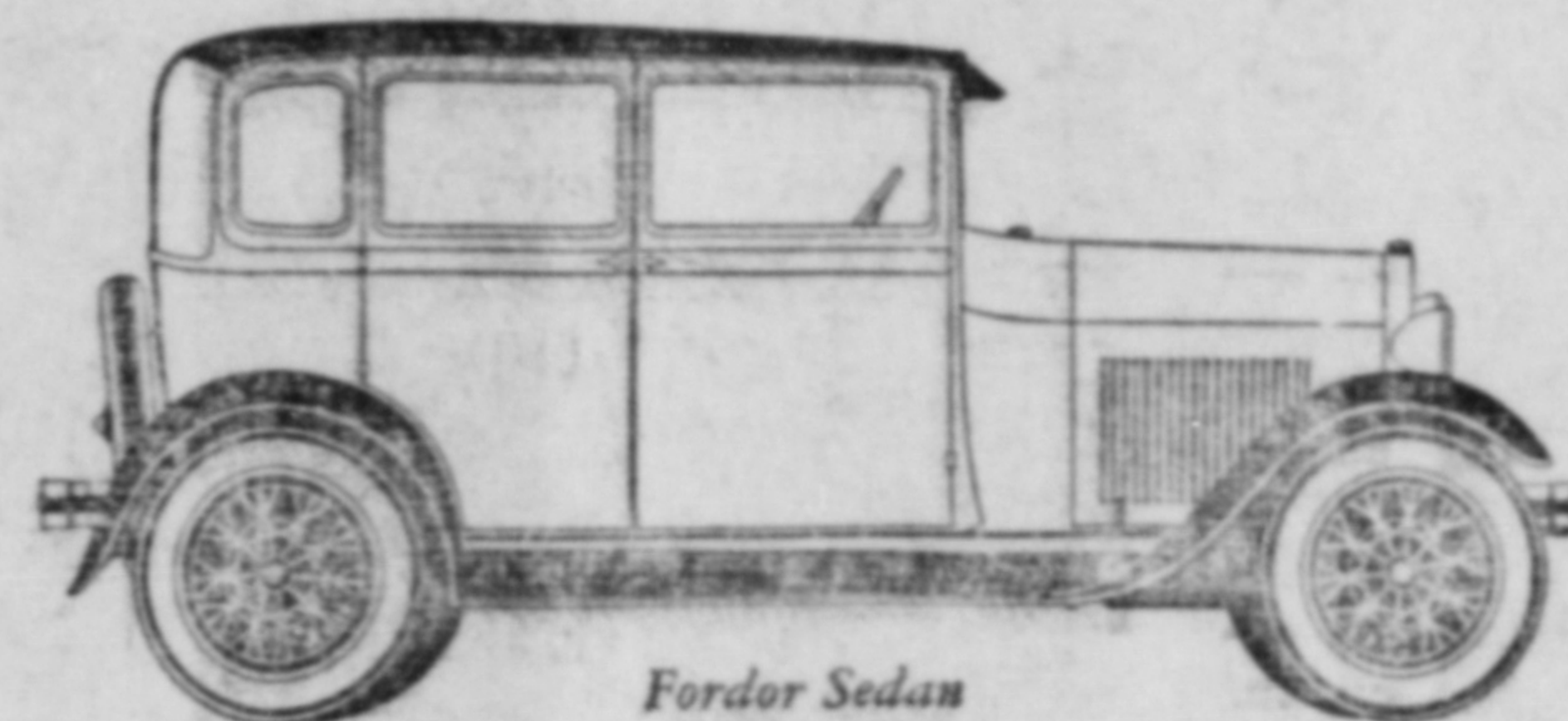
Performance

Acceleration—5 to 25 M. P. H. in $8\frac{1}{2}$ Seconds
30 Miles Per Gallon Gasoline Consumption

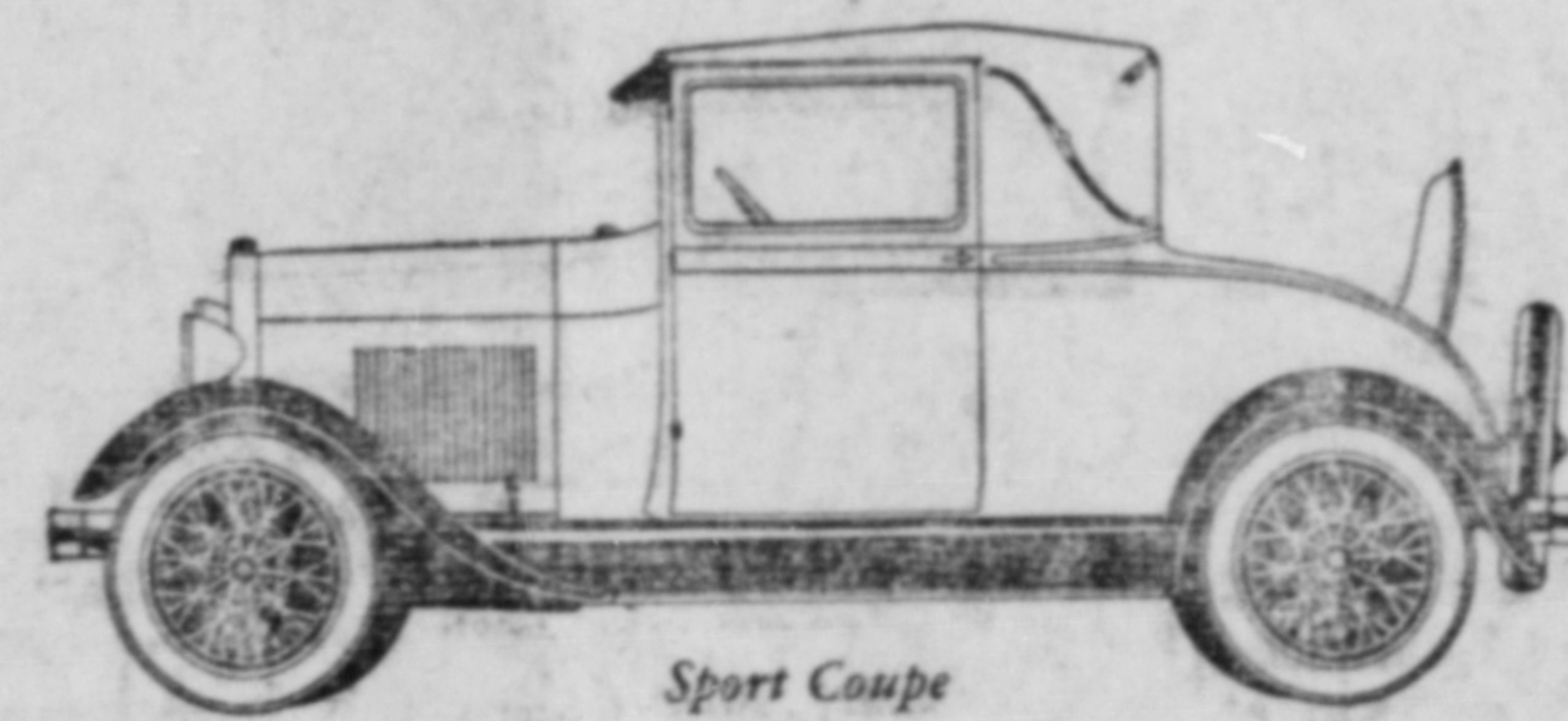
Your local Ford dealer will give you prices and complete details—See him today.



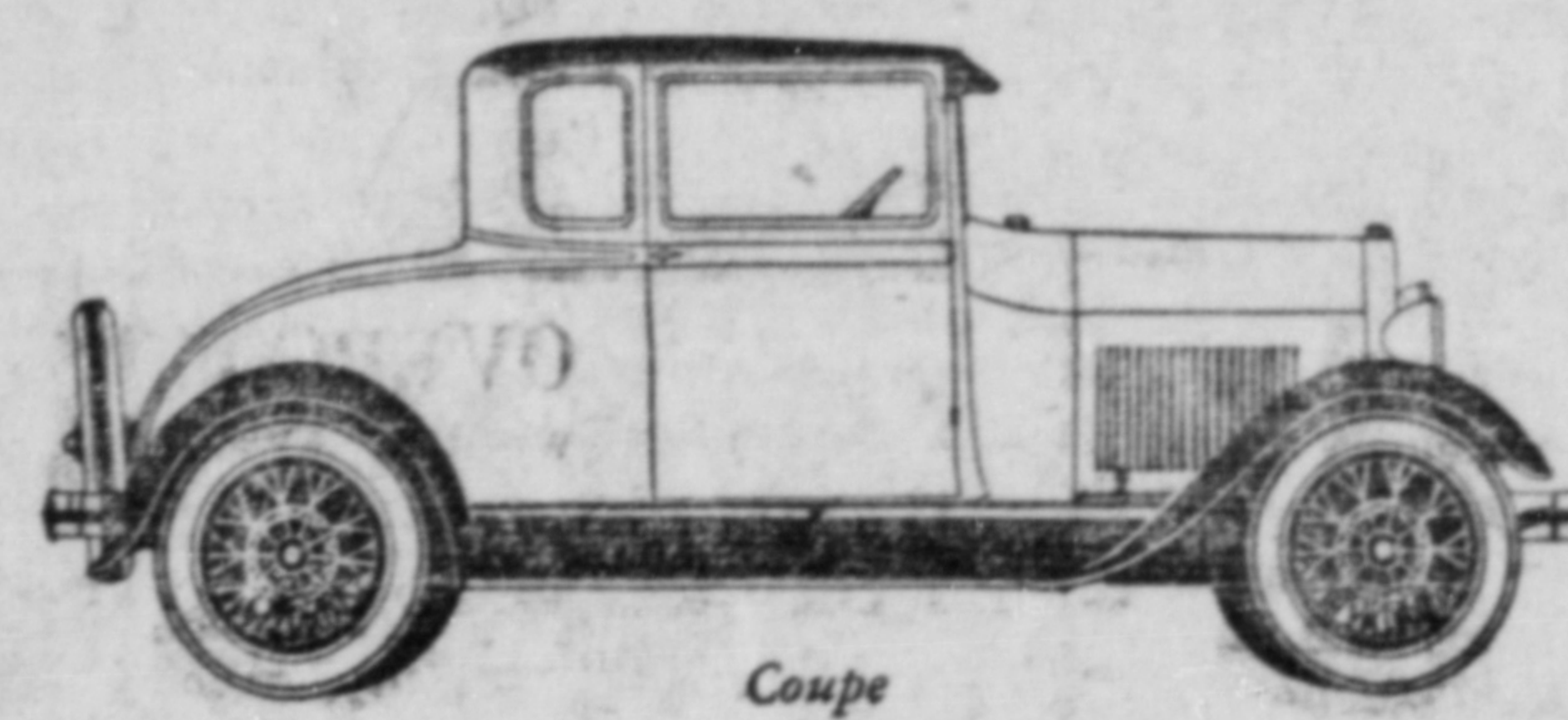
Tudor Sedan



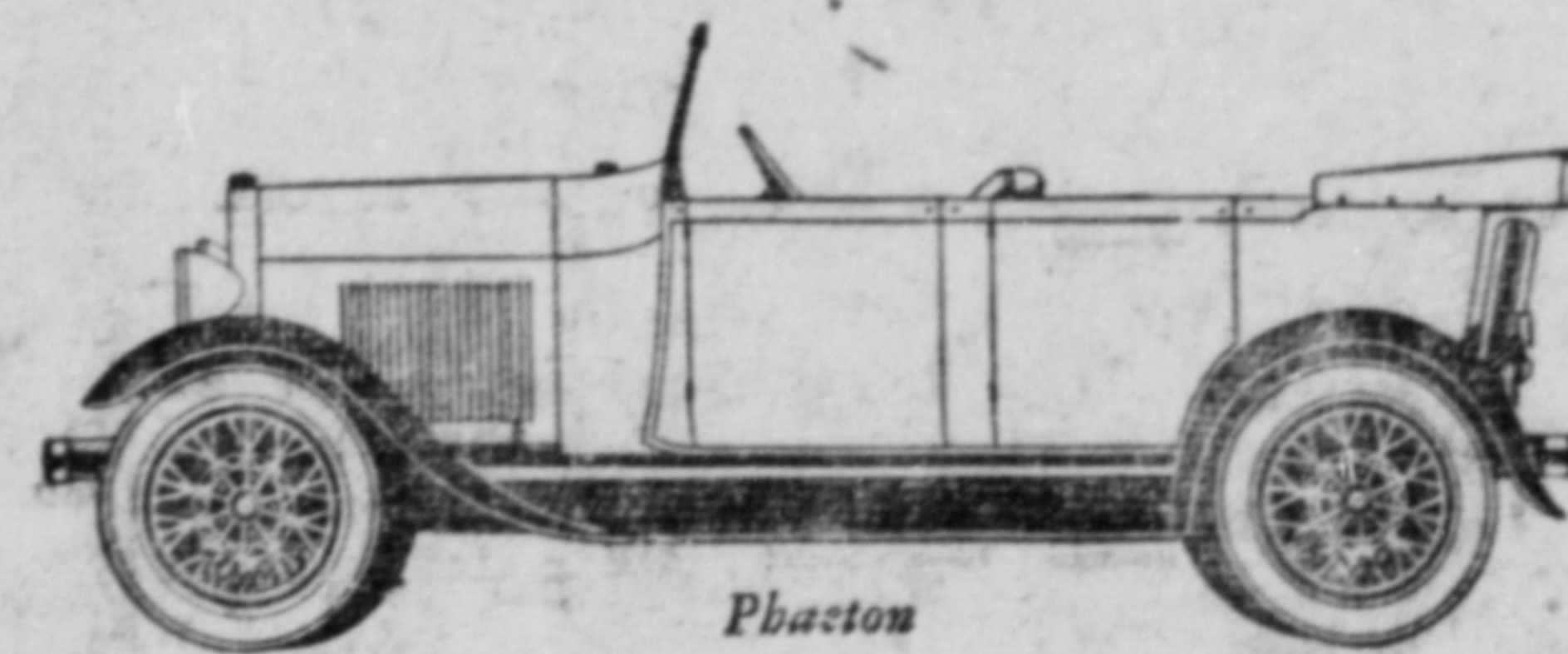
Fordor Sedan



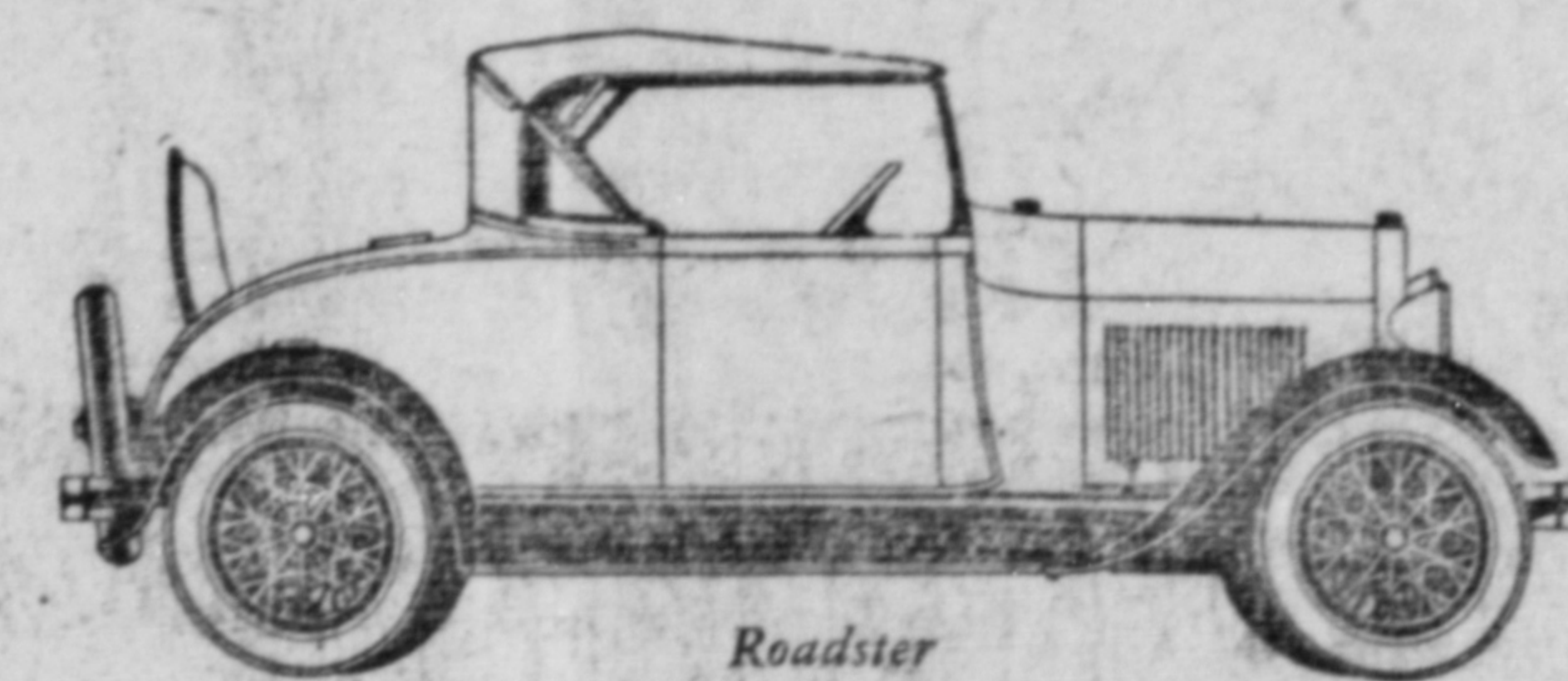
Sport Coupe



Coupe



Phaeton



Roadster

Engine—At 2200 revolutions per minute the new four cylinder engine 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.

Engine lubrication—Combination of pump, splash and gravity feed thoroughly lubricates all frictional surfaces regardless of road grades.

Cooling system—Combination water pump and Ford thermo-syphon system doubly insures ample radiation. Engine warms up quickly but will not overheat.

Electrical system—The new Ford designed distributor is placed on top of engine permitting direct connection to spark plugs by means of short bronze bands. The single coil is protected by a water proof case. Co-incidental lock on ignition circuit is theft proof. The powerful starting motor and dependable generator are both of Ford design.

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 selective transmission are designed to make shifting of gears remarkably easy and simple. Getaway, unexcelled by any car made today, is just one of the many advantages. 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.

Rear axle—The axle shaft itself carries no weight as the $\frac{3}{4}$ floating principle places the weight of the car on the axle housing. Flexible roller bearings minimize rear wheel friction. A Torque Tube drive and spiral bevel gear are additional features.

Springs—Transverse semi-elliptic design. Relieved of all driving strain, they perform the sole function of cushioning road shocks. The transverse type of spring helps to prevent a large amount of frame distortion, makes four-wheel brake operation more efficient, gives easier steering and reduces unsprung weight.

Chassis lubrication—Alemite-Zerk pressure system.

Equipment

Motor Driven Horn
Starter
Foot Accelerator
One Piece Windshield
Sun Visor
Thief Proof Ignition Lock
4 Hydraulic Shock Absorbers
Wide Range of Color
Options

Chassis

4 Wheel Brakes—Mechanical Internal Expanding Type with Automatic Equalizer.
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
Acorn Design, Nickel Plated Headlights
5 One-Piece Steel Spoked Wheels
17 $\frac{1}{2}$ " Steering Wheel
Alemite-Zerk Pressure Lubrication
Body and Chassis Insulated to Prevent Noise
Wheel-Base 103 $\frac{1}{2}$ Inches
Turning Radius—17 Feet
Tire Size—30 x 4.5
Road Clearance—9 $\frac{1}{2}$ Inches



FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO