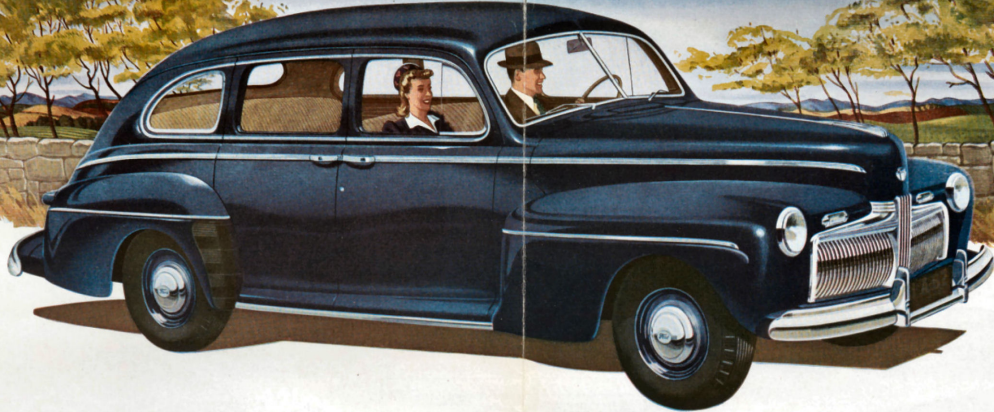




Head-on view of
**THE BEAUTIFUL
NEW FORD FOR 1942**

With massive new styling—rich, new interior beauty—powerful 90 horse-
power V-8 engine—softer, steadier, easier riding—easier steering, gearshifting,
braking—greater quietness and the same high standards of Ford quality.



*The Big and Beautiful
New De Luxe
Ford Sedan*

Beauty...style...roominess...riding ease... *plus*



The 90 hp.
Ford V-8 engine

ROOMINESS... Riding ease... Quality of materials... Beauty of design and appointments... there's important news on all these counts for this year's new car buyer in this year's great new Ford Car.

But this year Canadian motorists will dig deeper into the facts about motor car performance. When thrift is vital to every individual, as well as to the nation and the Empire, motor car buyers have a right to demand proven facts and figures about operating costs. And that's where the 1942 Ford is in a class by itself. It offers the

only V-type, 8-cylinder engine in its whole price field. This rugged, reliable 90 horsepower engine with its established economy of gas and oil consumption, is outstanding for performance, stamina and thrift. It stands as the greatest engine ever put into a low-priced car.

Yes, in the 1942 Ford cars, beauty, roominess, riding ease, are happily combined with thrift, stamina, economical performance. Take the wheel and take the road, and see if this year's great Ford isn't just the car for you.

THE POWER AND SMOOTHNESS
OF THE
FORD V-8
ENGINE

Take the wheel and ask yourself—Isn't This the car for me?"

NOW MORE THAN EVER — THE QUALITY CAR IN ITS FIELD

NEW STYLING: Bigger, more massive looking than ever before, providing maximum passenger room with large luggage space. New flared type bodies concealing running boards. Wide spaced Sealed-Beam Headlamps and new parking lights mounted between them in the new streamlined fenders. Door handles in line with belt moulding. Body streamlining, tested in Ford Weather Tunnel.

NEW PLASTIC DECORATION: Rich colour harmonies are used in the 1942 Ford cars. Interiors combine beautifully tailored fabrics with genuine and artificial leather trim on arm rests and door panels. New instrument panel in plastic and rich wood grain finish.

FEATURE APPOINTMENTS: Finger button starting, combination ignition and steering lock, remote control hood lock on instrument panel, ignition keyhole light, fender door hiding gas filler cap, windshield wiper speed control on instrument panel; new separate parking lights in front of fenders; horn ring, and crank control ventilators on De Luxe. New clock-type speedometer and instruments conveniently grouped in front of driver.

NEW RIDE: Smooth "velvet" ride is the result of new longer, softer, slower action front and rear springs, which in the De Luxe are enclosed in fabric-lined metal covers. These, combined with 125-inch springbase, supersensitive double-acting hydraulic shock absorbers and lower centre of gravity, set a new standard for comfort.

SEATING COMFORT: The unusually wide seat cushions are deep and resilient. They have individually pocketed luxury type cushion springs. The front edge of the cushions retains the "floating edge." The driver's seat moves upward as it moves forward. The horizontal adjusting range is 4½ inches. On Tudor type bodies the divided front seat backs fold forward and inward away from the doors, giving more room to enter rear seat.

BIG LUGGAGE CAPACITY: Spare tire mounted vertically at back of luggage compartment. Compartment is lined, has rubber floor mat, and automatic light (except in the Special).

NEW STABILIZERS: A new improved torsion bar type of stabilizer reduces the sideways on rough roads and turns. A new "track bar" stabilizes the steering and preserves the perfect alignment of the axle and frame. This greatly increases steering stability.

NEW LOWER FRAME: The new frame retains the welded one-piece X-member that forms deep box section side rails and gave 100% more stiffness last year. It is one inch lower, however, giving greater stability, more comfort and a long, low appearance.

BODY MOUNTING: Super-size cushion rubber insulators eliminate any metallic contact between the body and frame, thus blocking off road noise and chassis sounds. New rubber mounts for engine and exhaust system add still further to quiet operation.

NEW BIG HYDRAULIC BRAKES: 12-inch diameter brake drums and 162 square inches of lining area give quick, easy stops and long brake life. Still less pedal pressure and quieter operation through detail improvements in mounting brake shoes. Parking brakes, on rear wheels, are cable controlled.

90 HP. V-8 ENGINE: Only low-price car to offer a V-type 8-cylinder engine. Unusual economy obtained on both gasoline and oil. Fan raised for more efficient cooling.

QUICK GETAWAY: Special high transmission ratio in "second" gives rapid acceleration without sacrifice of top speed performance and high gasoline economy.

NEW DRIVING EASE: Finger-Tip Gearshift beneath two-spoke steering wheel retained. Linkage has been improved to give still easier shifting. Blocker-type silent shift transmission is continued.

18.2 to 1 steering gear ratio provides quick and effortless steering, especially when parking.

TORQUE-TUBE DRIVE with front radius rods. An important element in the Ford stabilized chassis. All driving and braking forces are transmitted directly to frame. Springs left free to support the load and cushion road shocks.

¾-FLOATING REAR AXLE: Another reason for Ford reliability. Also a straddle-mounted driving pinion.

BATTERY: De Luxe: 120 ampere hours. Big reserve of power for electrical accessories. "Special": 100 ampere hours. Improved voltage regulator automatically controls generator output.

BODY TYPES: De Luxe body types: Tudor Sedan, Fordor Sedan, Coupe, Sedan-Coupe. "Special" body types: Tudor Sedan, Fordor Sedan, Coupe.

NEW BRIGHT COLOURS: De Luxe: Choice of Moselle Maroon, Yosemite Green, Fathom Blue, Newcastle Grey, Black. Wheels, body colour with striping. "Special": Black only. All colours are enduring baked enamel. Fenders and other sheet metal parts are rust resistant. Fenders to match body colour.

UPHOLSTERY: De Luxe: Choice of mohair or broadcloth. "Special": long-wearing bouclé cloth.

WHEELS: Five. Pressed steel, curved disc type, with 4-inch width rims.

TIRES: 6.00—16, 4-ply.

DE LUXE EQUIPMENT: Front and rear bumpers and four bumper guards. Spare wheel, tire and tube, twin air-electric horns. Two combination tail lamps and stop lights. Dual windshield wipers with speed control on instrument panel. Electric cigar lighter. Two sun visors. Foot control for headlight beams with indicator on instrument panel. Dimming control for instrument panel lights. Ignition keyhole light. Glove compartment with lock. Two ash trays in instrument panel. Leather covered arm rests in rear seat of sedan types. Leather covered arm rests on both front doors. Remote control hood lock. Separate parking lamps. Plastic grille to cover speaker when radio is installed. Foot rests in Fordor Sedans. Friction type door checks. Automatic light in luggage compartment. Rubber mat on luggage compartment floor. 30-hour clock. Horn ring on steering wheel. Crank control for front door ventilators. Ash tray in rear of Sedans. Assist loops. Robe cord in Fordor Sedan. Bright chrome interior hardware. Gravel deflectors both front and rear.

"SPECIAL" EQUIPMENT: Front and rear bumpers and four bumper guards. Spare wheel, tire and tube. One electric horn. One combination tail lamp and stop light on left rear fender. Dual windshield wipers with speed control on instrument panel. Electric cigar lighter. Two sun visors. Foot control for headlight beams with indicator on instrument panel. Dimming control for instrument panel lights. Ignition keyhole light. Glove compartment. One ash tray in instrument panel. Remote control hood lock. Separate parking lamps. Plastic grille to cover speaker when radio is installed. Friction type door checks. Rubber mat on luggage compartment floor. Gravel deflectors both front and rear.

ACCESSORIES: Wide range. Designed especially for Ford cars. Available at moderate cost. Ford Adjust-O-Matic Radio with Foot Control and Touch-Bar Tuning. Improved Hot-Water Heater-Defrosters.

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



FORD MOTOR COMPANY OF CANADA, LIMITED
WINDSOR, ONTARIO

De Luxe SEDAN COUPE

If you like the compactness of a Coupe, with the six-passenger seating room of a Sedan, this is the car for you. Its long, low lines suggest the art of the custom builder. The rear seat is easily reached from either door. Luggage space is generous beneath the sweeping rear deck. The ideal car for small families with big ideas.



Special FORDOR SEDAN

In addition to the De Luxe line of Ford cars for 1942, there is a lower-priced "Special" line, priced to meet war-time budgets. The "Special" line differs from the De Luxe in details of finish and appointments. The same increased size, roominess and riding comfort are found in both lines of new Ford cars. There are three "Special" body types: the Fordor Sedan, shown above, the Tudor Sedan and the Coupe.

White sidewall tires. Illustrated in this folder as extra equipment, are no longer available due to war-time restrictions.

De Luxe TUDOR SEDAN

Wide doors . . . divided seat backs that pivot inward as they fold down, giving more clearance for passengers stepping into the rear seat . . . seats that accommodate six comfortably . . . door handles controlled from the front compartment . . . all help explain why the Tudor is such a popular body type, especially where there are children.



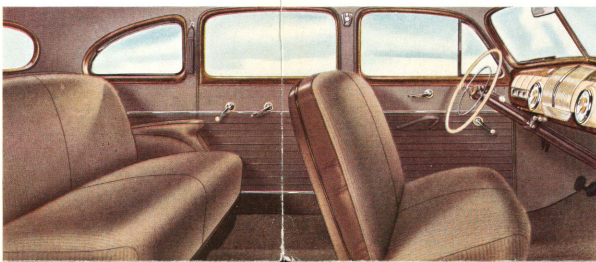
Features that stand out—in a car that Stands Up!

THIS YEAR, as perhaps never before, you want a new car for what it *is*—and also for what it *will be* a year or two or three from now. And the more you look ahead as you choose your new car, the more reason you will find to make it this beautiful new Ford.

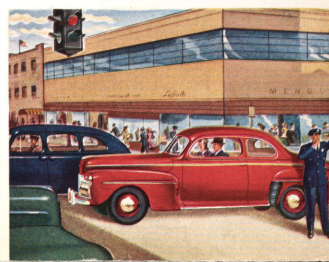
More than ever before, the Ford is the *quality* car in the low-price field.

Its style, its comfort, its power, its large, quiet and sturdy body . . . these are features that stand out as you compare it with cars at its price today. And the Ford quality *beneath* tells you that these features will stand up.

Take the wheel and ask yourself, "*Isn't this the car for me, both now and for the future, too?*"



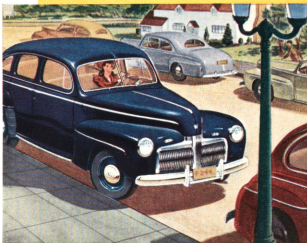
BEAUTY! In outward appearance, the beautiful new front-end design and clean body lines are enhanced by the lustrous, enduring baked-enamel finish. *Inside* it is equally beautiful. This view of the Ford De Luxe Fordor Sedan gives a hint of the new finish and new dials that mark the impressive new instrument panel, and of the distinctive new upholstery handling which combines fine cloth with harmonizing trim including genuine leather arm rests. Note also the generous 6-passenger roominess!



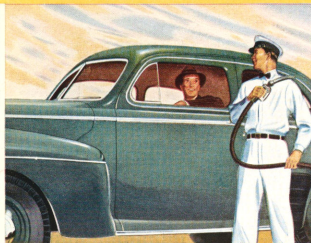
PERFORMANCE! Ford owners take just pride in the character of Ford performance which all motorists recognize as outstanding. The 90 hp. Ford V-8 engine is famous for its smoothness, power and fast acceleration.



COMFORT! Room to spare for six persons, even if all six are big ones! 52 inches of front seating width—big doors and windows in proportion—and that great "new Ford ride"—softer, smoother, quieter still for 1942!



HANDLING EASE! The famous easy-parking, easy-driving Ford outdoes itself this year. Its over-size hydraulic brakes respond to still gentler pedal pressure, gears shift more easily than ever, steering is almost effortless!



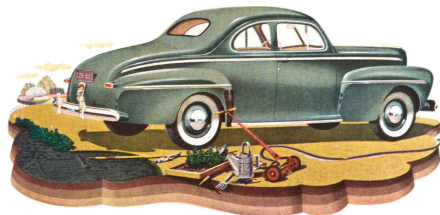
ECONOMY! Outstanding gas mileage proved time and time again in supervised economy runs. Oil economy attested by owners' reports of no oil added between changes. And economy of service from conveniently located Ford dealers!



STAMINA! More important today than ever before, and yours to the limit in a Ford! From rigid, X-tended frame to sturdy clutch and extra-big brakes, your Ford is built "tough" inside where toughness counts!

De Luxe COUPE

This is *the* car for the professional man or woman. It is also the logical "extra" or second car for the active family with diversified interests. The wide seat accommodates three full-sized passengers comfortably. In addition to the regular luggage compartment, there's a smaller one inside the car, reached by lifting the seat back.



Economical Transportation

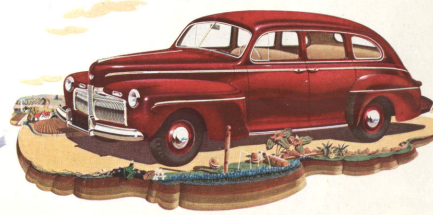
RUGGED

PLEASE RETURN TO:

FORD OF CANADA
ARCHIVES
THE CANADIAN ROAD
COB 5
P.O. BOX 2000
OAKVILLE, ON L6J 5E4

De Luxe FORDOR SEDAN

A good place to sit and ask yourself, "*Why pay more for any car?*" is at the wheel of this big, beautiful, easy-riding Fordor Sedan. Six people can ride with plenty of room—even when they're *big* people! A long, wide, low car, with lines shrewdly calculated to make the most of its bigness by gracefulness in motion!



Take the wheel and ask yourself—Isn't This the car for me?"