

**VALUE
FAR ABOVE
THE PRICE**



"THE CANADIAN CAR"

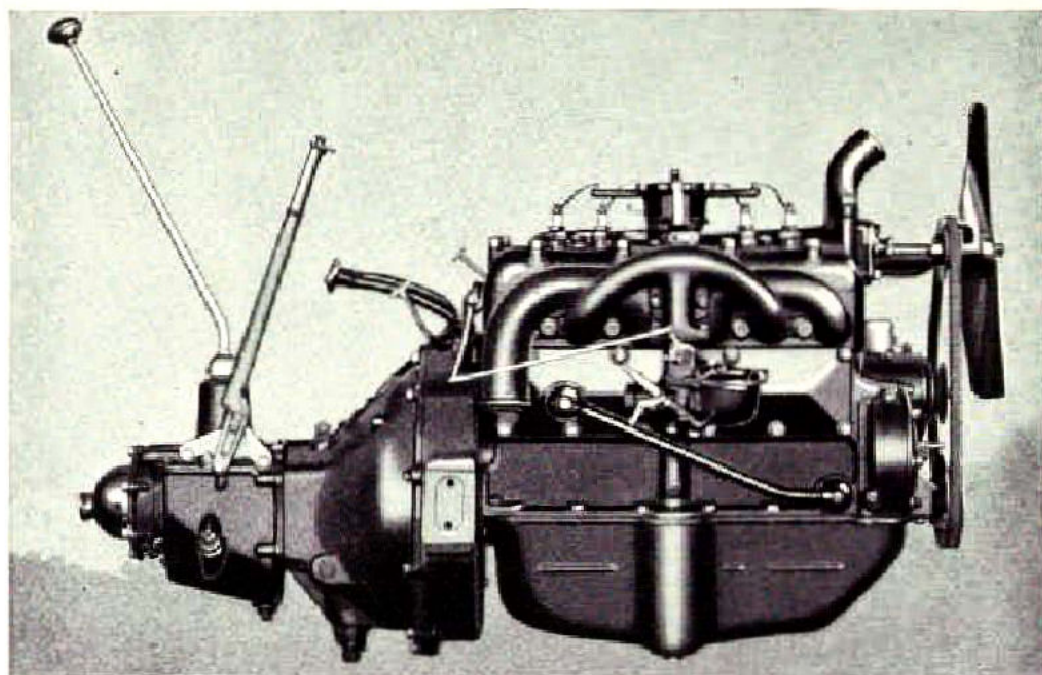
Extra Value Without Extra Cost

THE purchase of a motor car involves a considerable amount of money and should be carefully considered from all angles before a final decision is made. It pays to look ahead and consider reliability and up-keep costs as well as comfort, safety, speed, and beauty of line and color.

On the following pages are brief descriptions of a number of features that make the new Ford a value far above the price you pay. Many of these features are exclusive to Ford in the low-price field. All have a bearing on its unusual performance, economy, reliability and long life.

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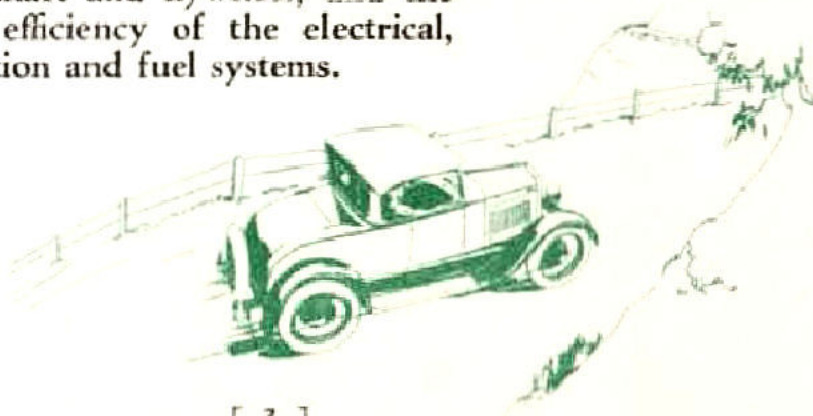


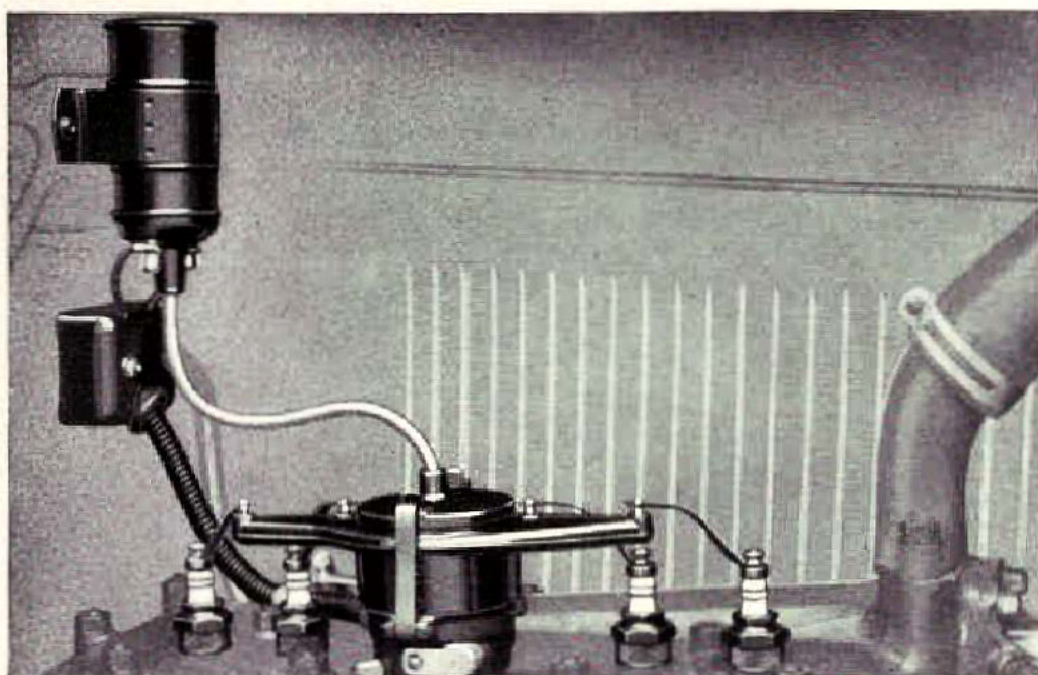
A Remarkable Engine

The engine of the Model A Ford embodies many new mechanical features. It has been designed to give unusual speed, acceleration, power and smoothness without sacrifice of reliability or 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, cooling, lubrication and fuel systems.

*Ample power
for steep hills*





Simplicity of Design

Simplicity of design is a fundamental reason for the good performance, reliability and economy of the new Ford. It has nearly 50% fewer mechanical parts than many automobiles. Each part, therefore, can be made of better material and with more care. It also means fewer parts to get out of order.

Have the Ford dealer explain every detail of the Ford ignition, cooling, lubrication and fuel systems and you will see just what this carefully-planned simplicity means to you as a car owner. Note particularly how all connections between the distributor and the spark plugs are made by short bronze springs, thus eliminating the need of troublesome high tension cables.

*Reliability
and long life*



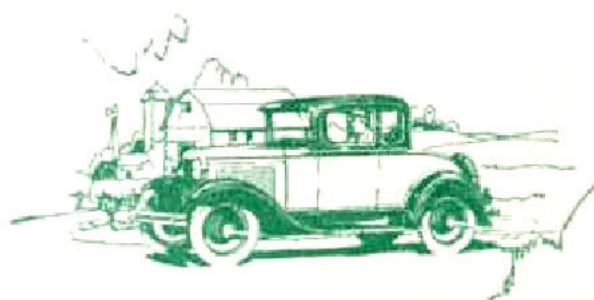


Accuracy in Manufacturing

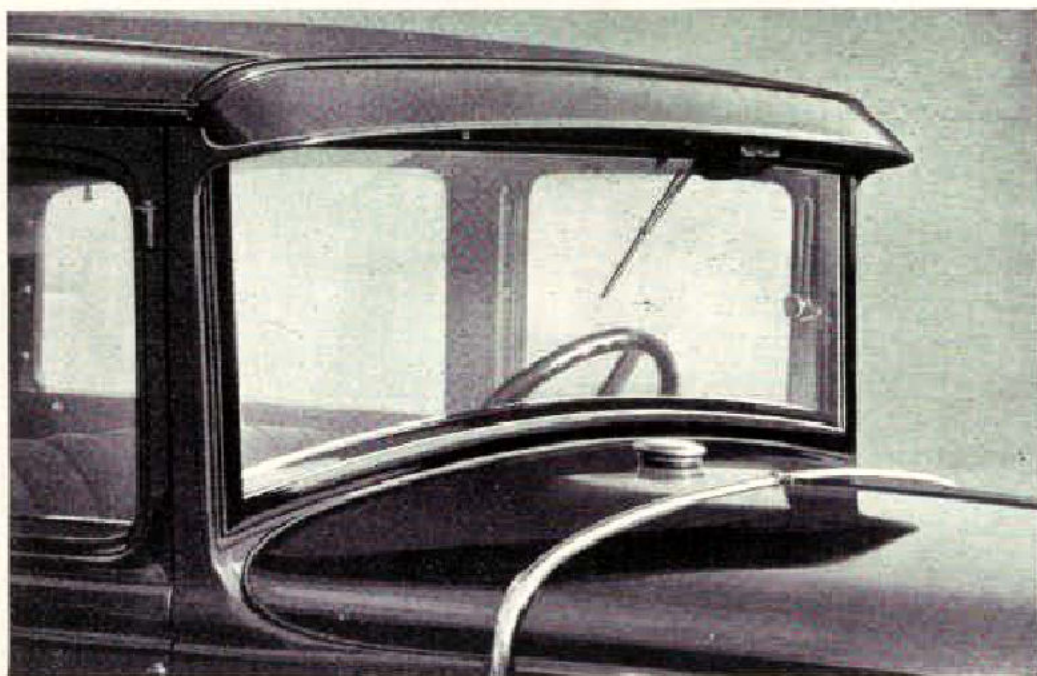
Another important factor in the good performance of the Ford is the unusual accuracy with which mechanical parts are made and assembled.

The aluminum pistons are held true to within one one-thousandth of an inch of the specified diameter. The connecting rod is not permitted to exceed a variation of more than four one-thousandths of an inch in length. Every crankshaft is statically and dynamically balanced, with a minimum of 174 checks for accuracy.

It is a simple statement of fact to say that few cars at any price are made to more exact measurements than the new Ford.



*Less wear
fewer repairs*



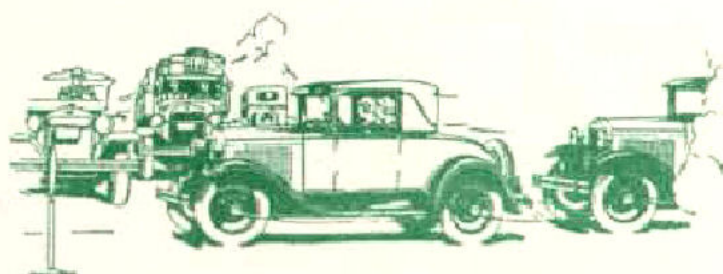
Triplex Shatter-Proof Glass Windshield

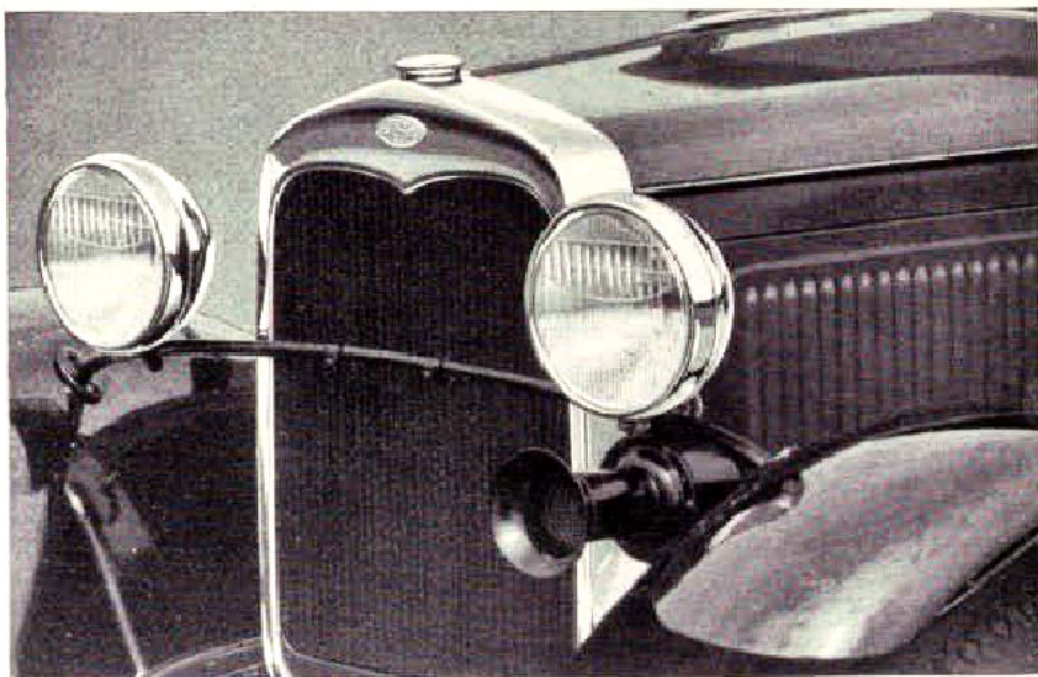
All of the new Ford cars are equipped with a Triplex shatter-proof glass windshield. This is a safety factor of the greatest importance because it eliminates the danger of flying glass—the cause of most of the injuries in automobile accidents.

In these days of speed and heavy, crowded traffic, the protection afforded by this Triplex shatter-proof glass windshield 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. Already it has saved hundreds of lives.

This shatter-proof glass is not provided as standard equipment on any other car in the low price field.

*Extra margin
of safety*



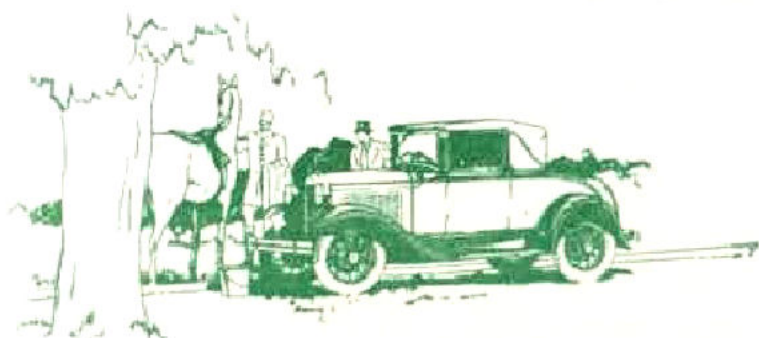


Rustless Steel

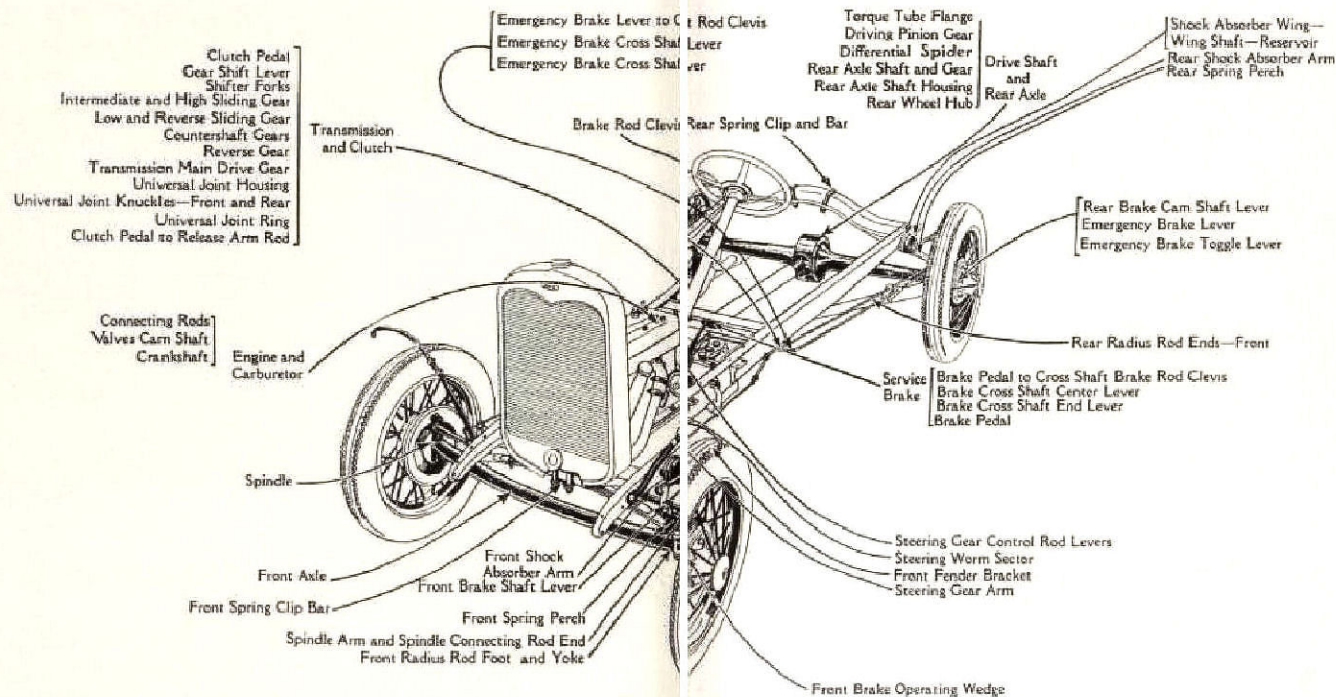
An additional feature of the new Ford is the use of Rustless Steel for the headlamps, radiator shell, hub caps, cowl finish strip, radiator cap, gasoline tank cap and tail lamp.

This Rustless Steel polishes to a bright white lustre of enduring quality. It will not corrode, rust or tarnish in any kind of weather. There is no plate to wear off because it is the same bright metal all the way through. It is better than chromium or nickel plating for the same reason that sterling silver is better than silver plate.

This Rustless Steel is more costly than chromium or nickel plating, yet it is furnished to you on the new Ford without extra cost—another indication of the high quality of the car.



*A better-
looking car*

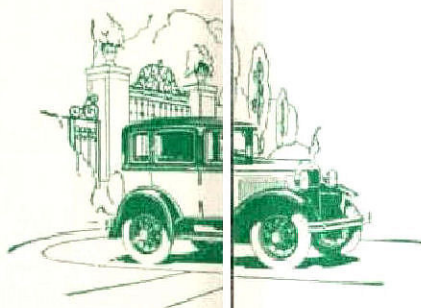


Sturdy Steel Construction

This chart shows the number and location of the steel forgings in the Model A Ford chassis. In a great many cases, these steel forgings are used where stampings or castings are employed in the ordinary car. Naturally this makes the new Ford a stronger car.

Another factor in the sturdiness of the Ford is the extensive use of electric welding. This permits the use of strong single units of great strength instead of several connecting or overlapping parts being riveted or bolted together.

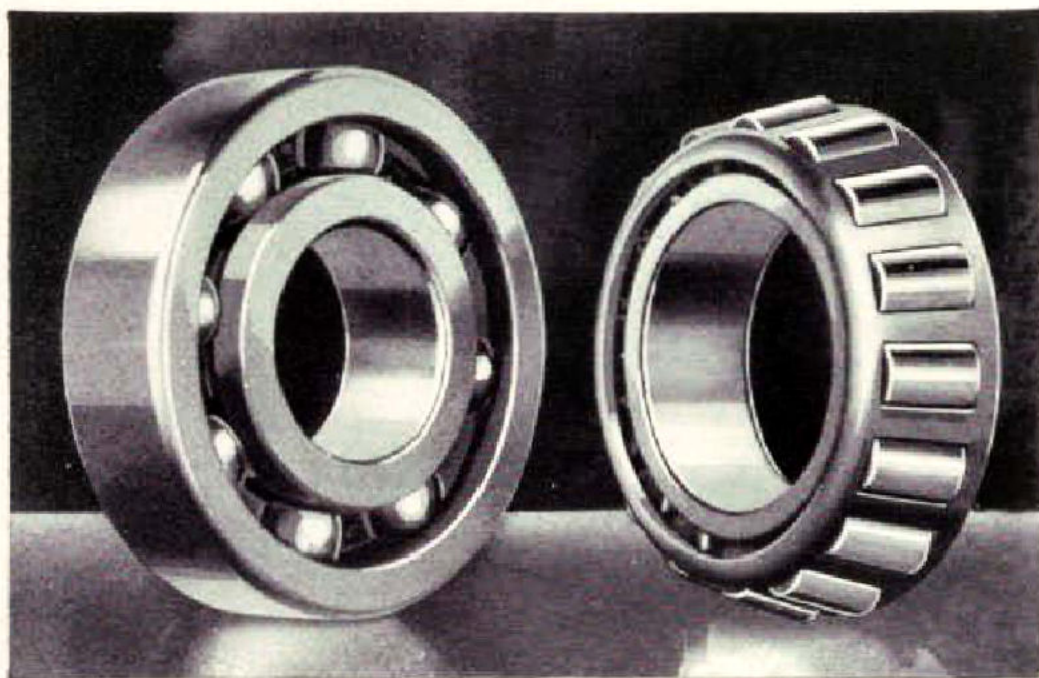
Nearly forty different kinds of steel are used in the



new Ford, each kind being selected and perfected to fit the particular needs of each part. Seven kinds of steel are used in the transmission alone, because research and experience have proved that seven kinds of steel will give greater efficiency and reliability than one or two.

There is no limit to selection—no thought that any certain steel must be made to do to save expense. The Ford policy has always been to use the best possible material for each part and then, through large production, to give it to the public at low cost.

*Made to
endure*



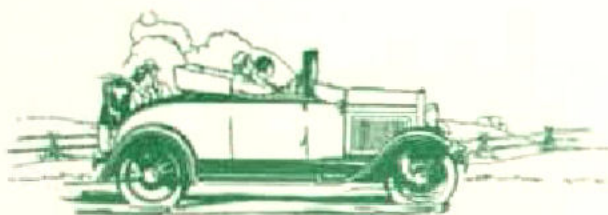
Ball and Roller Bearings

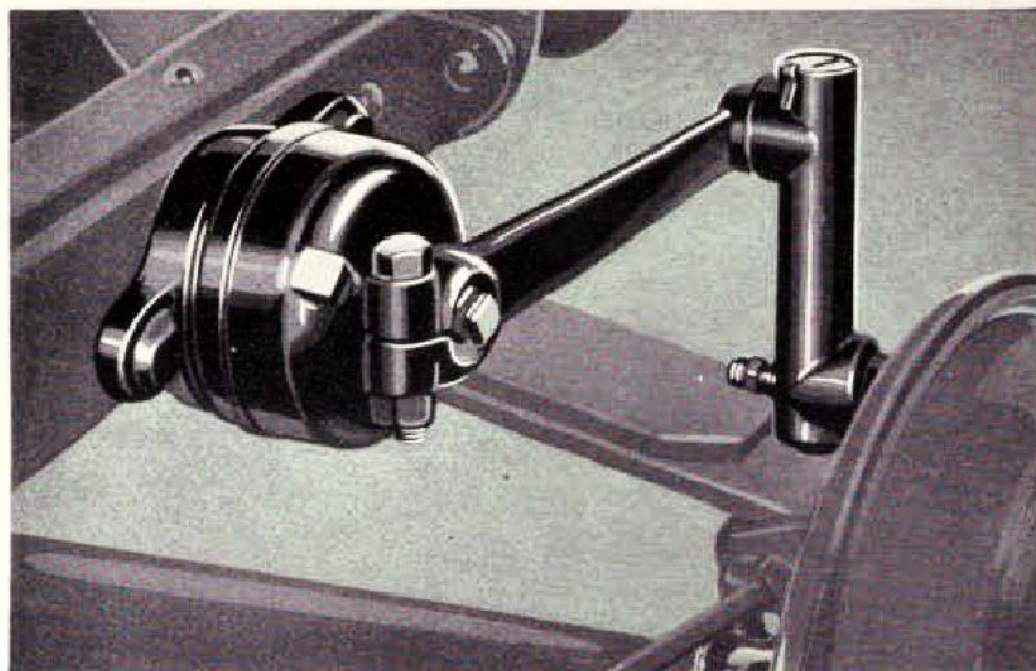
Evidence of the quality built into the new Ford is the extensive use of ball and roller bearings. There are more than twenty in all—an unusually large number. Their function is comparable to the jewels of a fine watch.

From the engine to the road, in fact, the entire drive of the new Ford on all forward speeds, is wholly on anti-friction ball and roller bearings. In addition to smoother operation, this saves gasoline, gives the car more speed and power in first and second speeds, decreases noise and increases the durability and efficiency of the transmission gears.

“How many ball and roller bearings?” is always an important question to ask before buying a motor car.

*A
smooth running
car*

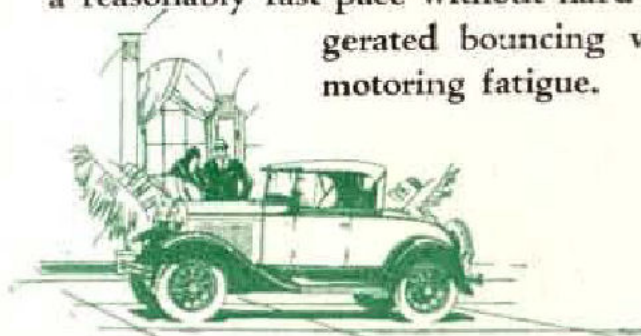




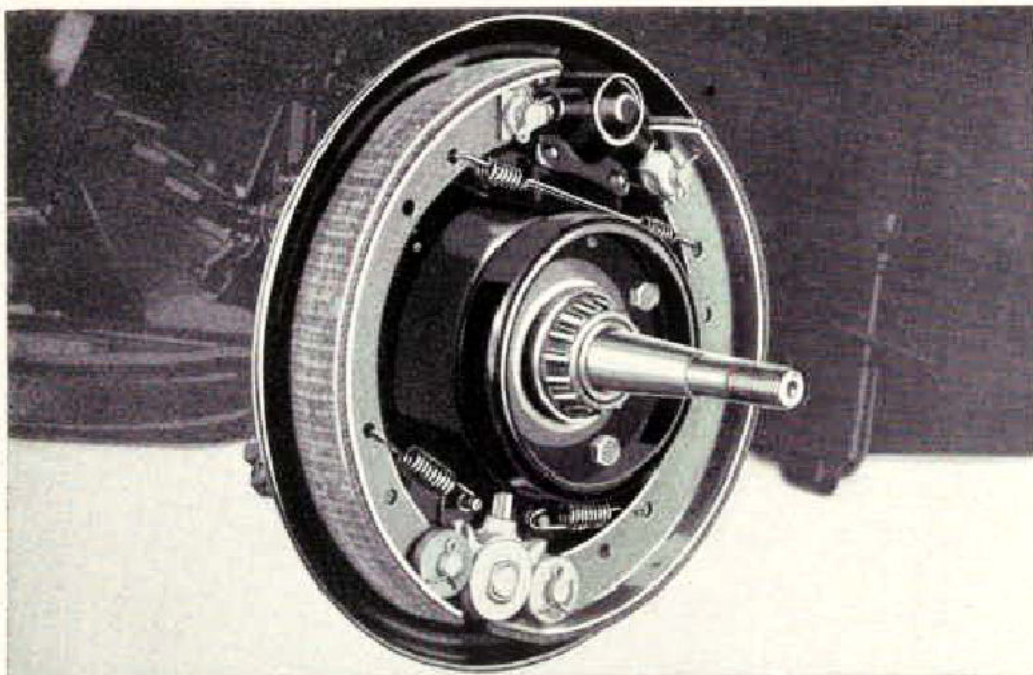
Unusual Riding Comfort

One of the fine things about driving the new Ford is the way it takes you over the miles without strain or fatigue. No matter how long the trip, or rough or devious the highway, you know it will bring you safely, quickly, comfortably to the journey's end. The restfully tilted seats are generously wide and deeply cushioned. The backs of the seats are carefully designed to conform to the curves of the body.

Furthermore, every Ford car is equipped with Four Houdaille Double-Acting Hydraulic Shock Absorbers and specially designed transverse springs. Even bad stretches may be taken at a reasonably fast pace without hard jolts or bumps or the exaggerated bouncing which is the cause of most motoring fatigue.



*More joy
in motoring*



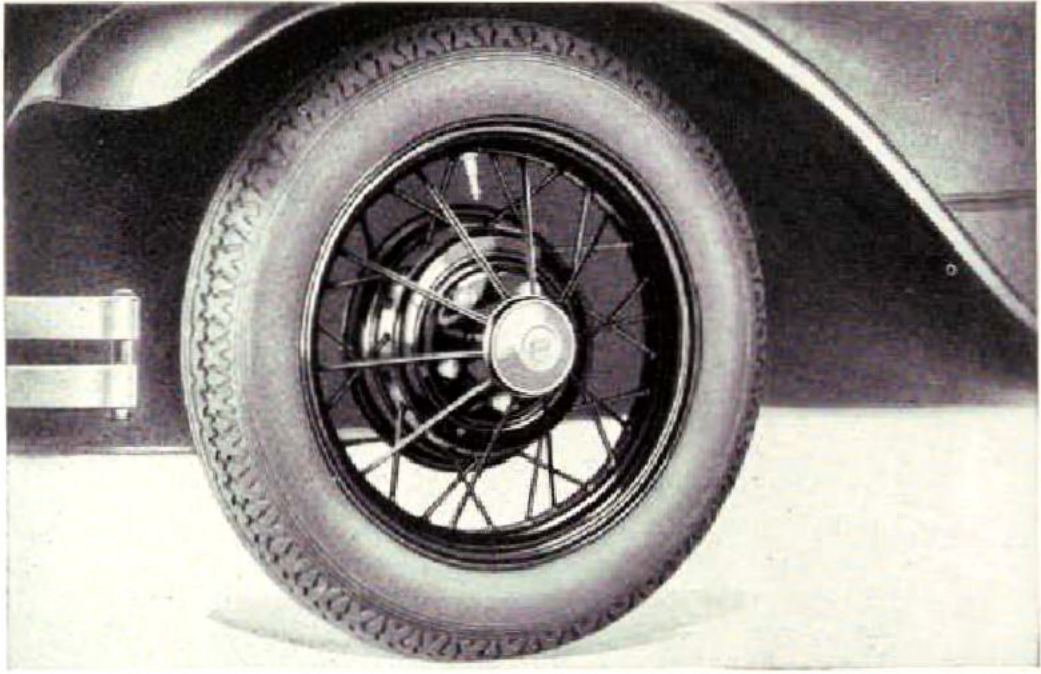
Fully Enclosed Four-Wheel Brakes

One of the first things you will notice when you drive the new Ford is the quick, effective action of its four-wheel brakes. They are unusually safe and reliable because they are mechanical, internal expanding, with all braking surfaces fully enclosed. This prevents mud, water, sand or snow from entering the brake mechanism or getting between the band and drum and interfering with brake action.

A further improvement is effected by the self-centering feature—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.

*Safety at
all times*





Sturdy Steel Spoke Wheels

The wheels on the new Ford are of special Ford design. There are thirty spokes in each wheel and each spoke is electrically welded to the hub shell and rim. This one-piece construction gives unusual strength. The spokes are so placed that the force of road shocks is not borne wholly by the spoke nearest the obstruction, but is evenly distributed over all. Cleaning is easy because none of the outer spokes cross.

The drop center rim gives added strength and greatly facilitates the changing of tires. Once the air is out, the tire can be removed easily without the use of tools.

It is also important to note that the removal of the entire wheel, due to tire troubles, in no way affects the brake adjustment or the brake drum.



*Unusual strength
with convenience*



Good Dealer Service

No matter where you live or where you go, you will never be far from dependable Ford Service.

Assembly branches are maintained at Montreal, Toronto, Winnipeg and Vancouver, sales and service branches at London, Saint John, Regina, and Calgary, and more than 700 Ford dealers are located throughout Canada.

Genuine Ford parts are always available at low prices and labor is billed at an established flat rate. The constant effort is to help you get many months and years of pleasant, satisfactory motoring at a very low cost per mile.

As an expression of this policy, every purchaser of a new Ford is entitled to a Free Inspection and Lubrication Service at 500, 1000 and 1500 miles. Ask the Ford dealer to tell you more about it.

*Good service
at low cost*



Additional Features of the New Ford

CHOICE OF COLORS: All of the new Ford cars are available in a changing variety of beautiful colors—an unusual feature in a low-price car.

FINISH: Appointments in the new Ford are in keeping with its mechanical excellence. Upholstery is rich in tone and long-wearing, being 80% wool. Body finish is of enduring pyroxylin lacquer. Radiator shell, headlamps and other exposed bright metal parts are made of Rustless Steel.

ALUMINUM PISTONS: Aluminum pistons add considerably to the power, speed and flexibility of the Ford engine. They cost considerably more to make than the cast iron pistons used in some low-price cars.

VALVES: The valves in the new Ford are made of chrome silicon alloy—selected after long research because of its resistance to wear and the warping action of heat.

FRONT AXLE: A drop forging of "I" beam design. This gives great strength at outer ends where the greatest wear occurs. The tensile strength of the Ford front axle is 125,000 to 145,000 pounds per square inch.

REAR AXLE: The Ford rear axle is made entirely of steel and is unusually strong. It is the only car in its field with the same three-quarter floating design used on expensive cars.

TORQUE TUBE DRIVE: Another Ford feature. Relieves the rear springs of all driving stress, increases power, and adds to the safety of the car.

DIRECT GRAVITY FEED: The fuel line in the new Ford is only 18 inches long. Gasoline is carried from the tank by direct gravity feed—the simplest and most effective way to insure a constant, even, trouble-free flow to the carburetor.

STEEL SPOKE WHEELS: Unusually strong because the hub shell, spokes and rim are electrically welded into one piece. Each of the thirty spokes has a tensile strength of 4000 pounds.

55 TO 65 MILES AN HOUR: The new Ford has unusual speed and power. Be sure to note how it holds the road when you are traveling at high speed.

QUICK ACCELERATION: Everywhere you go, you note the quick pick-up of the new Ford. Few cars at any price are faster on the getaway.

RELIABILITY: Simplicity of design, high quality of material and careful workmanship make the new Ford an unusually reliable car. It has been built to endure—to serve you faithfully and well for many thousands of miles.

ECONOMY: You save many dollars on operation and up-keep when you buy a Ford. In two, three or five years, depending on how much you drive, this saving will amount to even more than the saving on the first cost of the car.

ROADABILITY: The Ford car has always been known for its ability to travel over roads impassable to the average car. From all over the Dominion come stories of its ability to get through snow, mud, and sand.

STANDARD EQUIPMENT: Standard equipment on all Model A Ford cars includes a Triplex shatter-proof glass windshield, four Houdaille double-acting hydraulic shock absorbers, five steel-spoke wheels, automatic windshield wiper, speedometer, gasoline gauge on instrument panel, dash light, tilting beam headlamps, rear view mirror, combination tail and stop light, oil indicator rod, complete tool equipment, and theft-proof ignition lock. Wide, substantial rumble seat is a standard equipment on the 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 center arm in the middle of the rear seat.

SPECIFICATIONS: 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. Oil capacity, 1 Imperial gallon. Gasoline capacity, 9 Imperial gallons. Water capacity, $2\frac{1}{2}$ Imperial gallons. Balloon tires, 4.75x19. Wheel base, $103\frac{1}{2}$ inches. Turning radius, 17 feet. Circle, 34 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.

FORD MOTOR COMPANY OF CANADA, LIMITED
EAST WINDSOR, ONTARIO