

The
Improved
Ford
Motor
Cars

The Improved *Ford* Motor Cars

THE mounting public interest that has awaited presentation of the improved Ford cars is a tribute to the makers that is keenly appreciated.

It is a gratifying reflection of public confidence in Ford that anticipation of the improvements now embodied in Ford cars should have roused popular interest to a higher peak than any previous event in the automotive world. Such interest is a rich reward for an unwavering policy—to build cars as best we know how and to change models, not as an annual sales stimulant, but only when gruelling tests and long experimentation have shown how they may be *improved*.

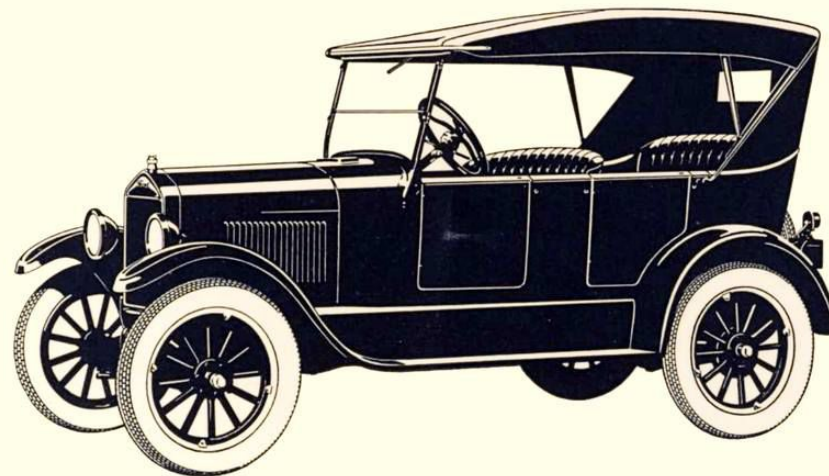
It is therefore with the pride of genuine achievement that we present for your approval Ford Motor Cars, embodying striking refinements in engineering, comfort, convenience and appearance.

Twenty-one Years of Leadership

TWENTY-ONE years ago the Ford Motor Company of Canada, Limited, opened its doors, for the first time, in a wagon shop near Walkerville, Ontario.

Few who knew it then would have believed that this pioneer enterprise was destined to change the transportation methods of an Empire, yet, in the short period of twenty-one years, this miracle has been accomplished and Ford products have come to be recognized as a mighty factor in the progress of trade and civilization wherever the British flag is flown.

This, after all, is the final proof of worth and it is this more than anything else that makes the Ford twenty-first anniversary a significant event to all who are interested in Canadian prosperity.



The TOURING CAR

AN all steel body on the improved chassis, with a new top designed to harmonize with the reduction in height, gives the Touring Car a grace and smartness heretofore unapproached.

Advances in comfort have kept pace with improvements in design. Placing the fuel tank under the cowl has made it possible to lower the seats, giving greater leg room and added comfort for driver and passengers. Ventilation and driving vision are improved by the new touring windshield, the lower half of which is adjustable.

The side curtains, re-designed to conform to body and top changes, add the final detail of touring comfort.

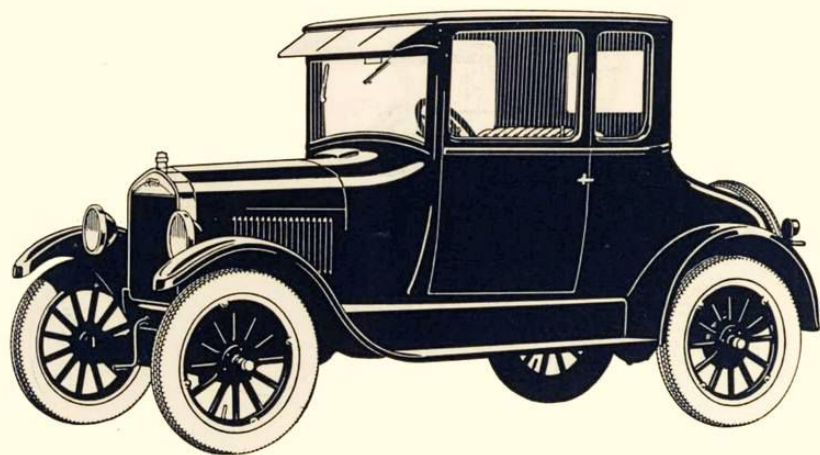
When in place, the curtains open with the doors and combine wide vision with lasting durability.

Improvements in the Touring Car

Black Baked Enamel Finish
All Steel Body
Re-designed Top
Gas Tank under Cowl
New Side Curtains which
open with the Door
Double Ventilating Wind-
shield
Lower Seats and Steering
Column
New Tire Carrier
Nickel Head Lamp Rims
Windshield Wiper

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The COUPE

THE improved Coupe is a lower, roomier car with interior refinements and an outward appearance that bespeaks the really fine automobile.

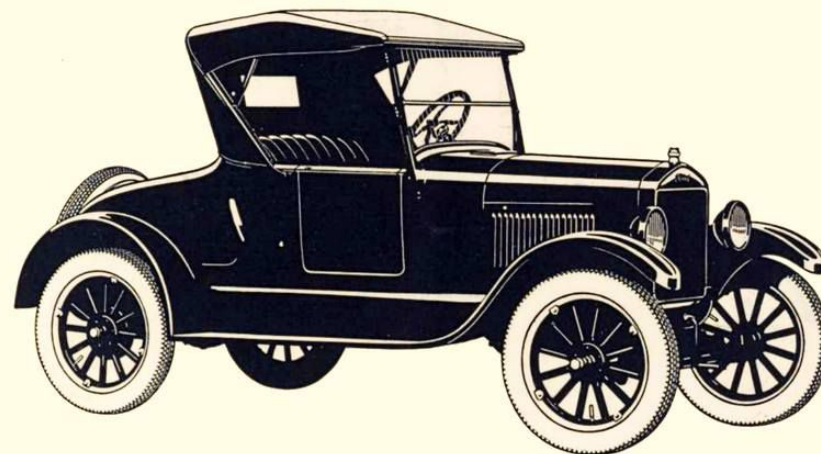
The all steel body, finished in dark blue with nickeled radiator shell and lamp rims, has given the motoring world a car of rare distinction.

Theseatsandsteering column are lower, providing greater leg room and an easier riding position. The front pillars are narrower, reducing the possibility of "blind spots." The doors are wider. There is a one-piece windshield, which, with the cowl vent, gives improved ventilation control. A parcel panel is provided within the car, and the rear deck has been re-designed affording greater luggage space.



Improvements in the Coupe

- Dark Blue Finish
- Black Enamel Chassis
- Nickeled Radiator and Lamp Rims
- One-piece Windshield
- Rear View Mirror
- Windshield Wiper
- Gas Tank under Cowl
- Larger Rear Deck
- New Tire Carrier
- Dash Lamp



The RUNABOUT

THE Runabout is one of the most notable body types among the improved Ford cars. The body is all steel, with lower sweeping lines that give the car a sportive zestful air that assures for it a tremendous popularity.

With the new windshield, ventilating in the lower half, the dropped steering column and greater roominess, the comfort of this car matches its outward appeal.

Both utility and comfort have been served in enlarging the rear deck compartment.

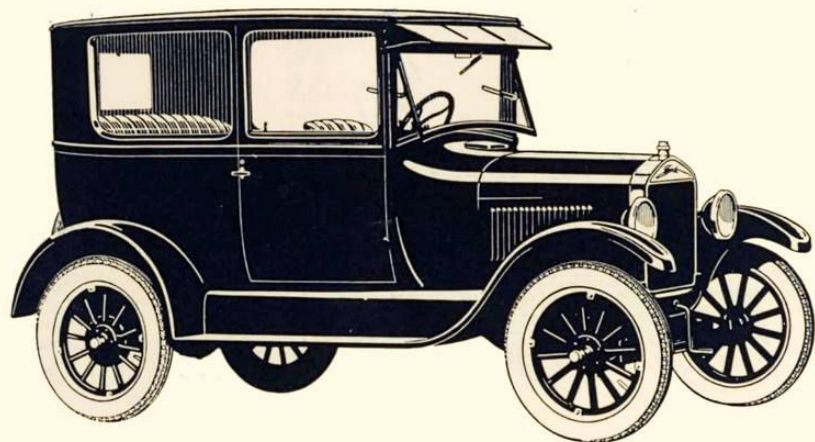


Runabout Improvements

- Black Enamel Baked Finish
- All Steel Body
- Double Ventilating Windshield
- Re-designed Top
- New Side Curtains which open with the Doors
- Gas Tank under Cowl
- Lower Seats and Steering Column
- Larger Rear Deck
- New Tire Carrier
- Nickeled Head Lamp Rims
- Windshield Wiper

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The TUDOR SEDAN

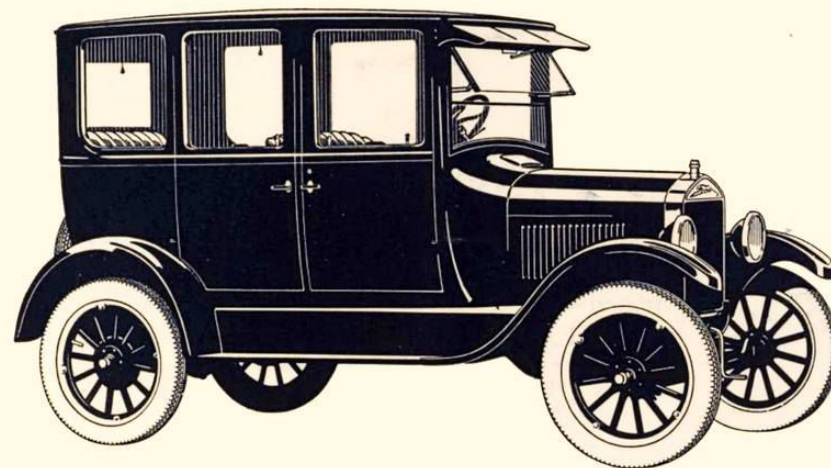
THE new all steel body, lower and longer, gives the Tudor Sedan a fascinating appearance that will recommend it to the fastidious motorist.

All seats have been redesigned, adding to the comfort of driver and passengers. The new one-piece windshield combines wider vision and improved weather protection, with ideal ventilation control for all seasons.

The body is finished in a beautiful dark blue, with nicked radiator shell and head-lamp rims, and the chassis in black.

Improvements in the Tudor Sedan

- Body Dark Blue
- Black Enamel Running Gear
- All Steel Body
- One-piece Windshield
- Rear View Mirror
- Gas Tank under Cowl
- Windshield Wiper
- Nicked Radiator and Lamp Rims
- New Tire Carrier
- Dash Light



The FORDOR SEDAN

YOUR first impression of the improved Fordor Sedan will be the appealing gracefulness and engaging smartness achieved by re-designing the body to conform to the lines of the chassis with its lower road clearance.

Exterior of body is finished in gray. The chassis is in black and a final dash of smartness is given by the nicked radiator shell and lamp rims.

Interior appointments, including the improved instrument board, provide a luxury to be expected only in more expensive cars, and reflect faultless good taste.

Improvements in the Fordor Sedan

- Dark Gray Finish
- Black Enamel Running Gear
- Nicked Radiator and Lamp Rims
- Improved Instrument Board,
- Lower Seats and Steering Column
- Rear View Mirror
- Windshield Wiper
- New Tire Carrier
- New Sun Visor

Ford

Ford

SOUND improvements that have been developed painstakingly over a period of years are now embodied in all Ford Motor Cars.

The result is a new grace and charm, greater comfort, added convenience that combine to give you that pride of ownership that is the greatest pleasure of the true motorist.

A sweep of line that is almost audacious will compel your admiration of these improved body types.

All steel construction, the lower chassis and greater roominess will give you a new conception of motoring comfort.

Refinements of interior appointments will provide a lasting assurance of your faultless good taste.

The improved Ford Motor Cars are the last word in low-cost transportation.

The word "Ford" in its classic script font, centered between two horizontal blue lines.

