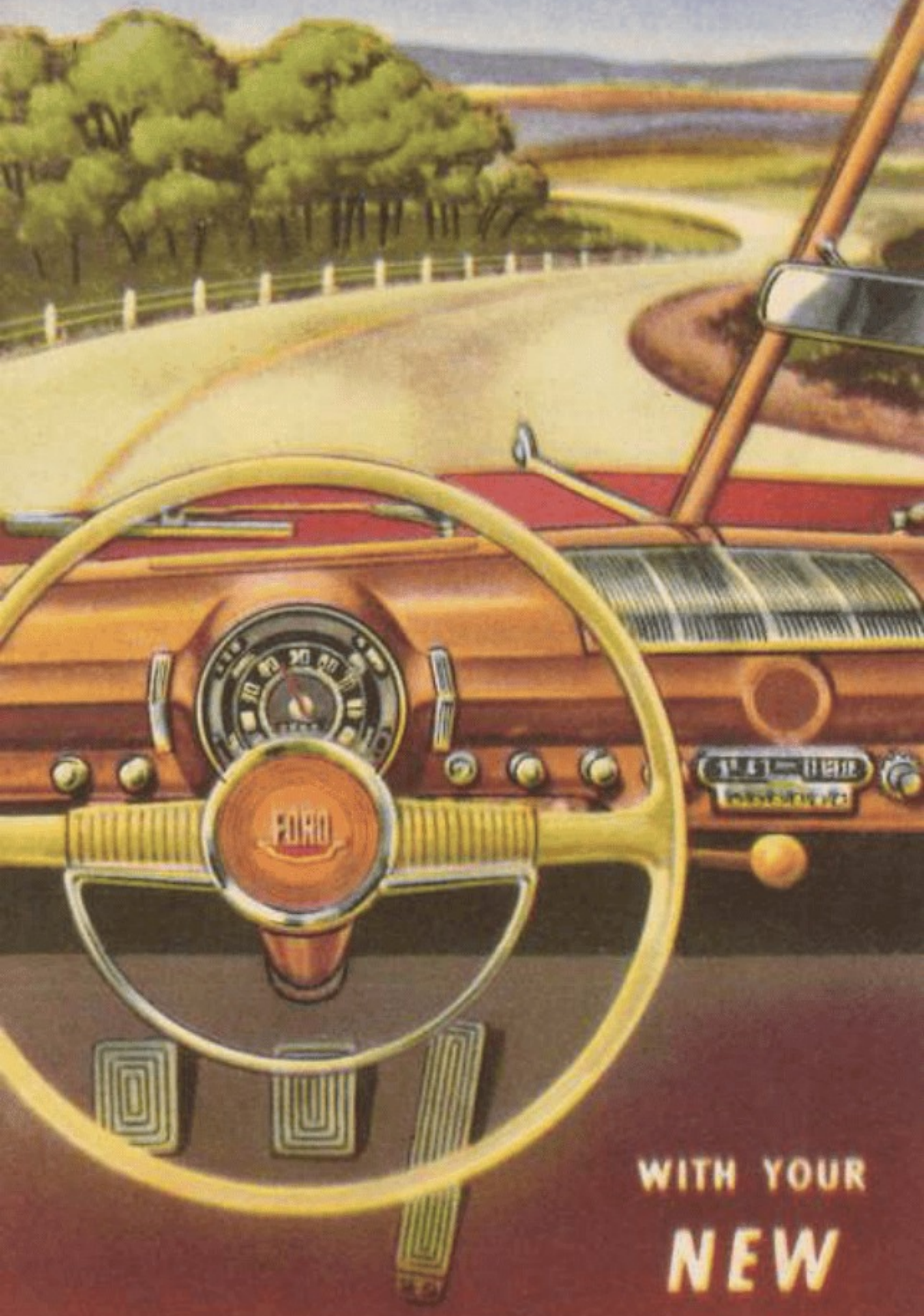
KEEPING
OUT FRONT—



WITH YOUR
NEW
1949

FORD V-8

WARRANTY

Ford Motor Company of Canada, Limited, hereinafter termed the Company, warrants all parts (except those hereinafter specified) of automobiles, trucks and chassis manufactured by the Company, and new replacement parts sold by it when used therein, to be free, under normal use and service, from defects in material and workmanship until the vehicle has been driven, or the replacement part has been operated, for four thousand miles. This warranty shall be limited to shipment to the purchaser, without charge except for transportation, of the part or parts intended to replace those acknowledged by the Company to be defective. The Company cannot, however, and does not accept any responsibility in connection with automobiles, trucks and chassis or replacement parts sold by the Company when they have been altered outside of its own factories, so as, in its judgment, to affect the stability or reliability of such vehicles or replacement parts. The Company makes no warranty whatsoever with respect to tire casings, tubes, and clocks or with respect to radios and other extra equipment.

The Company is not responsible to any purchaser of its products for any undertaking, representation or warranty, except those herein stated, made by any person, dealer or body corporate selling or in any manner whatsoever dealing in its products.

June 24, 1948.

Ford Motor Company of Canada
LIMITED

Ford Motor Company of Canada, Limited, whose policy is one of continuous improvements, reserves the right at its discretion and without notice to make changes in the design, equipment or general specifications of any of its products without obligating itself and/or the vendor to any person or body corporate in any manner whatsoever.

* * * * *

SERVICING OF TIRE CASINGS, TUBES AND CLOCKS; RADIOS AND OTHER EXTRA EQUIPMENT

Your Dealer can furnish you with information regarding the servicing of the above mentioned products and the warranty of the manufacturer thereof.

* * * * *

This Folder has been prepared expressly for use in Canada, and it is not intended for use in other territories, except for purposes of reference.

* * * * *

PERFORMANCE ASSURANCE

To assure top performance from your new car, your Dealer follows a Controlled Service Plan. Your car has been given a careful Pre-Delivery inspection.

Be sure to have your oil changed at 300 miles and the 1000, 2000 and 3000 mile inspection services performed as they become due.

Any time after these inspections, your Dealer will be glad to give your car a "Five Point Visual Examination". Drop in often to maintain the "built-in" performance of your new Ford.

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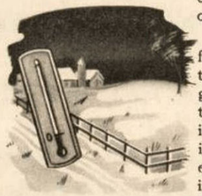
HOW TO GET THOSE EXTRA MILES OF DRIVING SATISFACTION

Your new Ford has been engineered to give you the utmost in economy, performance and reliability. Long, trouble free, and economical operation are dependent on many conditions beyond the control of the manufacturer. As the owner and driver there is much you can do to ensure motoring satisfaction throughout the lifetime of your car. To assist you in obtaining maximum performance, the following procedures are suggested for varying driving conditions.

COLD WEATHER DRIVING



Drive slowly until the engine reaches normal operating temperature.

Keep the fuel tank full as much of the time as possible. A good way to handle this problem is to get into the habit of filling the gas tank at the end of the day's driving, rather than at the start.

If your driving consists of short trips during which the engine never reaches normal operating temperature, then take an occasional drive of 50 miles or more at highway speed so that the engine becomes thoroughly heated. This will "boil off" the moisture and other volatile impurities present in the oil as a normal result of engine operation, and they will be carried off through the engine ventilating system.

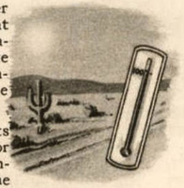
CITY DRIVING

Avoid demonstrations of accelerating ability.

Hang back at red traffic signals so that you can reach the intersection on the green light and thereby avoid stopping and starting. Try to set a steady pace to coincide with the timing of the traffic lights.

When crossing a rough intersection or any rough spot in the pavement, let up on the accelerator a little.

HOT WEATHER DRIVING



Keep plenty of water in the radiator so that the necessary dissipation of heat can take place. Keep the engine oil at or near the full mark.

Blow the insects out of the radiator core by applying compressed air from the engine side. This should be done promptly when needed.

CROSS-COUNTRY DRIVING

Never drive your car continuously at wide open throttle. The occasion will arise when you will need a reserve of power to avert danger.

Drive at a steady pace. Continual speeding up and slowing down wastes gas and increases engine wear.

Never let the engine labor when driving up hill. Shift to a lower gear to keep the engine running free and fast.

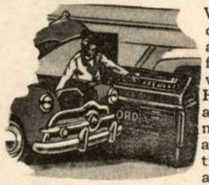
If it becomes necessary to use the brakes to slow down, apply them in a firm manner. Strong intermittent use of the brakes is always better than easy, continuous use.

Avoid high speed and rapid acceleration on rough roads.

YOUR DEALER AND WHAT HE CAN DO FOR YOU

Your Dealer and Ford of Canada have a definite interest in your motoring satisfaction. You will find the warranty of this company set forth on another page of this folder. The interest of Ford of Canada and your Dealer in the performance of your car does not cease with the expiration of the warranty period. In order that your Dealer and Ford of Canada may be of positive assistance to you in obtaining maximum performance from your new Ford at all times, you are urged to discuss any motoring problems with your Dealer.

SCIENTIFIC DIAGNOSIS



When you take your car to your Ford and Monarch Dealer for service, no guesswork is involved. He has the equipment and the trained personnel to make a fast, accurate determination of the exact nature and cause of the difficulty. The service analyst who works on your car is a specialist not only on Ford of Canada products, but in the use of diagnosis equipment.

PRECISION EQUIPMENT

The diagnosis equipment used in Ford and Monarch Dealerships is designed in close cooperation with the Engineering Laboratories so that it meets every requirement of Ford of Canada products. The same Engineers who design and develop the vehicles, also assist in the development of the devices used for protection and maintenance.

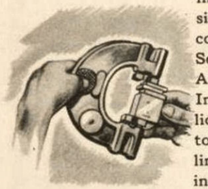
FACTORY TRAINED SPECIALISTS

Ford of Canada conducts a continuous program for instructing Dealers' personnel through field representatives. This program includes the providing of all training aids such as especially-published text books.

ENGINEERED SERVICE

Every service procedure is tried out and tested thoroughly by competent Service Engineers before it is published. Every procedure is checked step-by-step by the Design and Project Engineers when it is being developed.

FACTORY SPECIFICATIONS



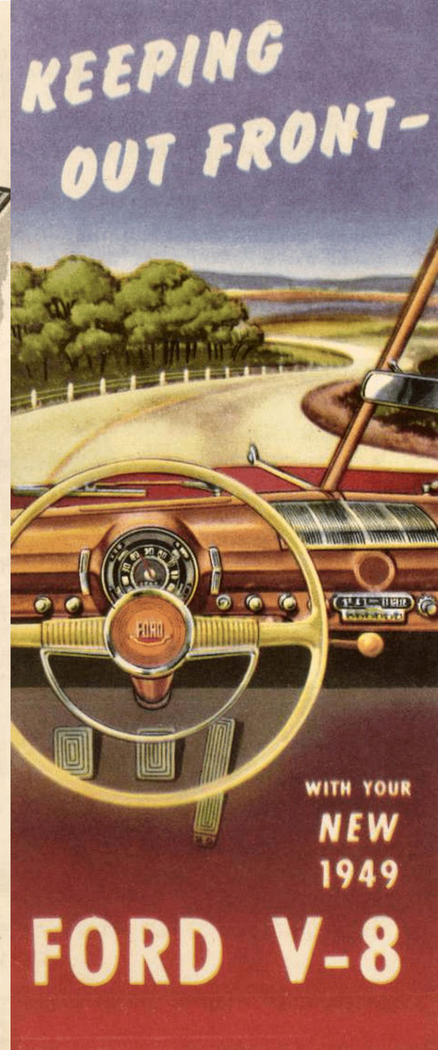
Ford of Canada publishes what is considered to be the most comprehensive list of Service Manuals in the Automobile Industry. Included in these publications are the fits, tolerances, and wear limits for every working part on the car. Every Ford mechanic has all of this information at hand when he works on your car.

PREVENTIVE MAINTENANCE

You are urged to discuss with your Dealer the preventive maintenance and lubrication services he is equipped to offer you.

Tested and proven "P.M." procedures (used by the armed forces under trying combat conditions) have been adapted to civilian service. They will help you to keep operating costs down.

Please ask your Dealer for details.



Things to know—
Things to do—

This folder is your road-map to motoring pleasure. It will help you to get acquainted with the fine car features, and it points out to you the few, simple steps that you ought to take to keep this car like new.

You're out front with your new Ford V-8 All of us at Ford of Canada who helped build this car are proud to know that you have selected it as evidence of your sound judgment in automobile values.

LICENSE DATA

Displacement—
239.4 cu. in.
A.M.A. Rating—
32.5 HP
Wheelbase—114 in.
Weight:
Tudor—3120 lbs.
Fordor—3160 lbs.

GARAGE INFORMATION

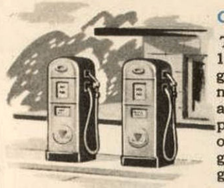
Length overall—
16 ft. 5¼ in.
Total width—
6 ft. 1½ in.
Height unloaded—
5 ft. 3 in.

KEY FACTS

One key works the door and the ignition locks, the other is for the trunk and the glove box (Custom Models). Make a record of the numbers; you can get a new key by number at any Ford and Monarch Dealer.

EVERY-DAY CARE

The satisfaction that you will enjoy throughout the life of this car depends, in a large measure, on the way you handle it during the first few miles. Although the engine and the driving units are built to precise limits to assure perfect fit of running parts, the units should be allowed to seat themselves before full operating demands are imposed. Make a few gentle starts and stops to seat the clutch and brake mechanisms. Observe the ordinary precautions: If the engine overheats, slow down; and have the engine oil changed after the first 300 miles.



GASOLINE

The famous Ford V-8 100-horsepower engine that powers your new car is designed and built to give complete satisfaction when operated on regular grades of non-premium gasoline.

ENGINE OIL

Regular grades of straight mineral engine oil are satisfactory for passenger car service under ordinary conditions. For average driving conditions (10,000 miles yearly in long and short trips is considered average), change oil four times a year, that is, every 2,500 miles.

If the weather that you expect will be:
Summer weather (above freezing)
Use SAE 20 or No. 20W

Winter weather (below freezing)
Use SAE 10 or No. 10W

Extreme cold (colder than 10 below)
Use No. 10W and add 1 pt. kerosene

Have the oil checked every time you stop at a gas station.

SEASONAL PREPARATIONS

If you do most of your driving in a climate where marked differences in the weather prevail during the four seasons, there are several things that you ought to do to get your car ready for the extremes in temperature. For the most part, these measures consist of changing the lubricants and coolant. You should make one change in Fall and another in Spring.

ANTIFREEZE

The two satisfactory types are the alcohol-base preparations and the ethylene glycol (permanent) types. Use either type. Make sure that it is a brand which contains a rust inhibiter. Do not use preparations containing sugar, salt, calcium chloride, or soda, and do not use mineral oils such as kerosene or engine oil.

If you drain the radiator in the Spring, refill with clean, SOFT water and add a rust inhibiter. In most instances, it is not economical to store antifreeze for re-use.

ENGINE OIL

Change the engine oil every season. At the approach of cold weather, for instance, the crankcase should be drained, flushed, and refilled with the correct grade of oil for the coldest weather that you expect during the Winter. It is not necessary to change oil for every change in temperature during the season.

BATTERY AND ELECTRICAL

Atmospheric temperatures have a pronounced effect on the performance of the battery and the generating system. It is necessary to have your battery checked periodically. Keep it fully charged during cold weather.

A fully-charged battery will not freeze in temperatures ordinarily encountered, but a low battery will freeze at about 15° F. above zero. Have your generator regulator checked as a part of your regular Spring and Fall performance assurance check-up by your Ford and Monarch Dealer.

HOUSE KEEPING

There is nothing that is more admired than a clean, well-kept car. And it's so easy to keep admiring glances following *your* car that you are sure to want this information on the few simple things to do.

WASHING

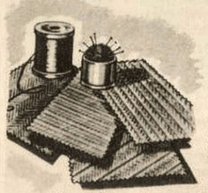
The baked-enamel finish on your new 1949 Ford should always be washed; it should never be wiped or dusted. Road dust has the abrasive quality of fine sandpaper, and will damage the finish if it is rubbed.

POLISHING

The length of time that the natural luster remains in the enamel depends upon the care that the finish is given. Proper care consists of prompt washing when the car becomes splashed with dirt or road salt, and of protection from strong sunlight and dew. If the finish does become clouded, however, the brilliance can be restored by the use of liquid polish.

INTERIOR

The headlining, seats, and floor of the car should be cleaned regularly with a vacuum cleaner or with a whisk broom.



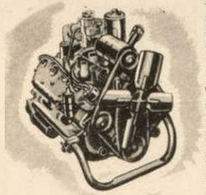
UPHOLSTERY

Spots on the upholstery can be removed by the same methods used in the household on good quality furniture. After removing spots of any kind, it is a good idea to go over the entire seat, using a foam-type upholstery cleaner.

EMERGENCY SERVICE AND TROUBLE SHOOTING

Proper and timely adjustments to compensate for normal wear of the moving parts of your car will result in trouble-free motoring for many thousands of miles and for many years. However, if, because of neglect or as a result of unusual driving conditions, you should experience difficulty in the operation of your car, there are several quick checks and corrections that you can make as a temporary expedient, where professional service is not readily available.

IF THE ENGINE DOESN'T START



Engine operation depends on the delivery of gasoline to the carburetor and an adequate spark in the cylinders. First, make sure that there is fuel in the tank. To check whether fuel is reaching the carburetor, remove the air cleaner, and look down into the barrel while you pull the throttle lever.

To check whether the spark is adequate, pull the wire off one of the spark plugs, and hold it a quarter of an inch from the head while someone operates the starter. A spark should be visible under these conditions.

IF THE ENGINE RUNS BUT MISSES

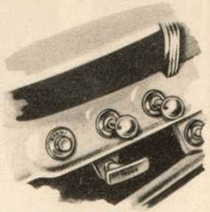
If one or more cylinders misfires, ignition is the cause. Wipe off all the spark plugs and make sure that all the wires are properly attached to the plug terminals. Wipe the coil and the distributor.

IF THE STARTER IS DEAD

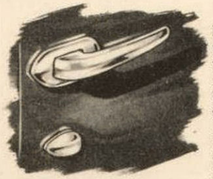
If the starter does not operate, try the button a few times, and listen for a loud click which should be heard at the relay. If you hear the click, the starter drive probably is locked. Put the car in gear and rock it back and forth.

IF THE LIGHTS WON'T GO ON

If all the lights fail to operate, try the other electric accessories. If the accessories work, you have a loose connection in the main light switch. If the accessories fail also, check the battery cables. If they are clean, tight, and in good condition, but no electric units operate, the probability is that the battery is dead.



IF THE DOOR LOCK IS FROZEN



During winter it is possible for moisture to enter the lock and freeze. This ice can be melted by heating the key with a match and inserting the heated key into the lock, and repeating until the lock turns.

IF THE CAR IS STUCK

When starting on ice or some other hard, slippery surface if the wheels spin, shift to second, run the engine at a fast idle, and let the clutch engage only partially so that it slips. Do not apply full power, and do not race the engine. If the wheels still spin, shift to high and try again.

When your car is stalled in soft sand, let some air out of the tires so that there will be a greater surface to support the weight of the vehicle. This will help to prevent the wheels from sinking, and should enable you to get onto firm ground.

PERFORMANCE

HEADLIGHT AIMING
Remove the trim ring and adjust by means of two screws at each headlight: one at the top for up-and-down regulation of the beam, and the other at the side. Correct aiming with the car empty puts the center of light intensity 3 inches below and directly in front of each headlight on the high beam at a distance of 25 feet ahead of the car.

TIRE PRESSURE
6.00x16: 28 lbs. front 25 lbs. rear.
6.70x15: 24 lbs. front 21 lbs. rear.

FRONT WHEEL BEARINGS
Repack the front wheel bearings once a year with M-4664 wheel bearing grease.

FRONT SUSPENSION ADJUSTMENT
Loosen the clamp screw and adjust camber by turning the eccentric bushing at the upper pivot pin. Threaded bushing at the lower pivot pin adjusts caster.

TOE-IN ADJUSTMENT
Loosen the two clamp screws on either sleeve, and turn the sleeve to lengthen or shorten the tie rod as required.

CLUTCH ADJUSTMENT
Unscrew the pull rod adjusting nut to slack off the clutch pedal linkage.

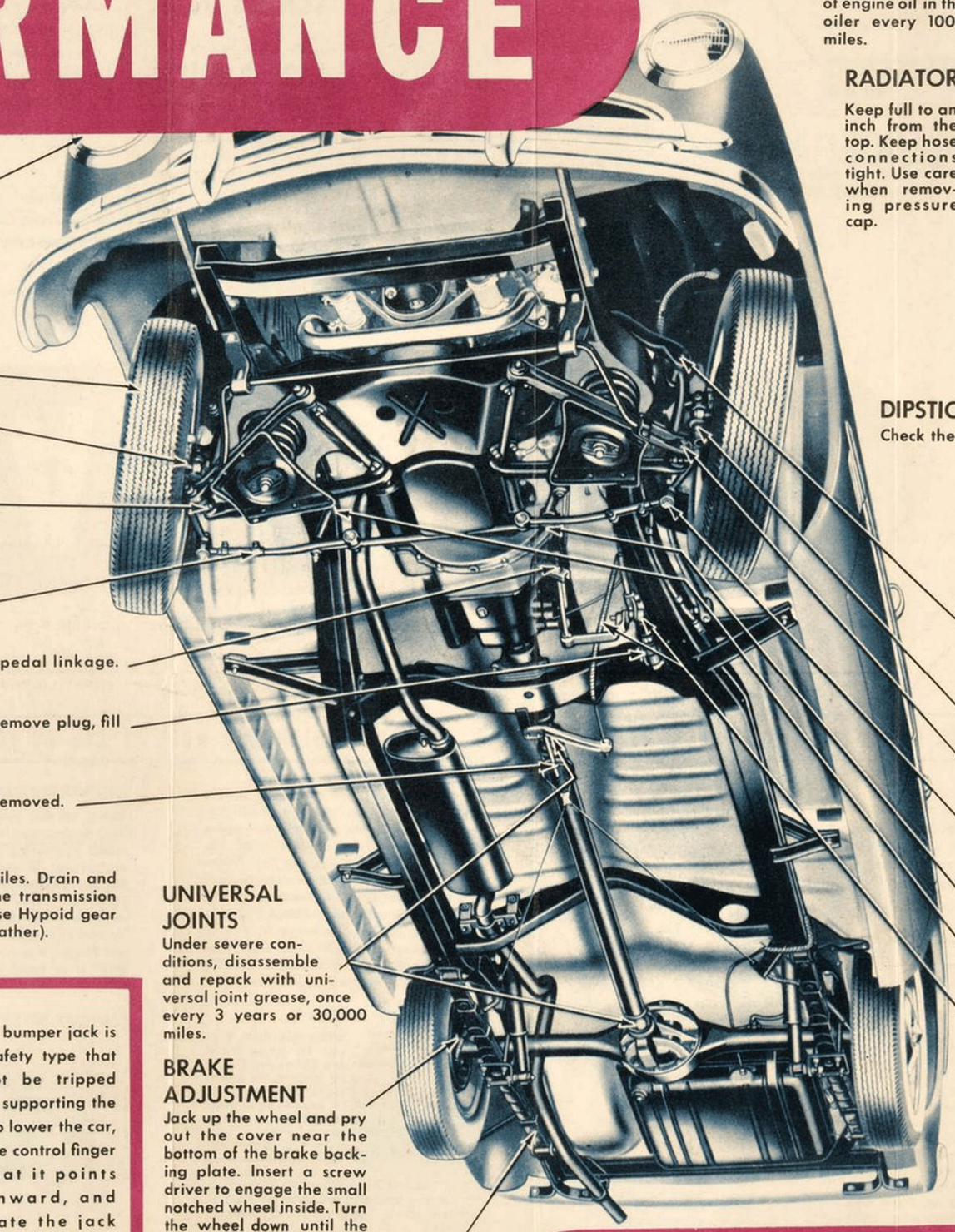
BRAKE MASTER CYLINDER
Lift inspection plate under the floor mat at the driver's seat. Remove plug, fill with brake fluid to half an inch from top of hole.

HAND BRAKE ADJUSTMENT
Loosen lock nut and take up on the terminal rod until slack is removed.

CHECK OIL LEVEL
Have the differential and transmission checked every 1,000 miles. Drain and refill every 10,000 miles. Use S.A.E. 80 mild E.P. gear oil in the transmission (S.A.E. 90 permissible in warm climates). In the differential use Hypoid gear lubricant, S.A.E. 90 (S.A.E. 80 for consistently severe cold weather).

The bumper jack is the safety type that cannot be tripped when supporting the car. To lower the car, put the control finger so that it points downward, and operate the jack using the handle. The handle is also the wheel wrench.

It is recommended that the tires be cross-switched twice a year, to make them last longer.



UNIVERSAL JOINTS
Under severe conditions, disassemble and repack with universal joint grease, once every 3 years or 30,000 miles.

BRAKE ADJUSTMENT
Jack up the wheel and pry out the cover near the bottom of the brake backing plate. Insert a screw driver to engage the small notched wheel inside. Turn the wheel down until the brakes are engaged, then back off (about 14 notches) until the road wheel can be turned with no drag.

REAR SPRINGS
No lubrication is required. The springs have waxed interleaf inserts and are mounted in rubber. Never apply lubricants of any kind to the springs or shackles.

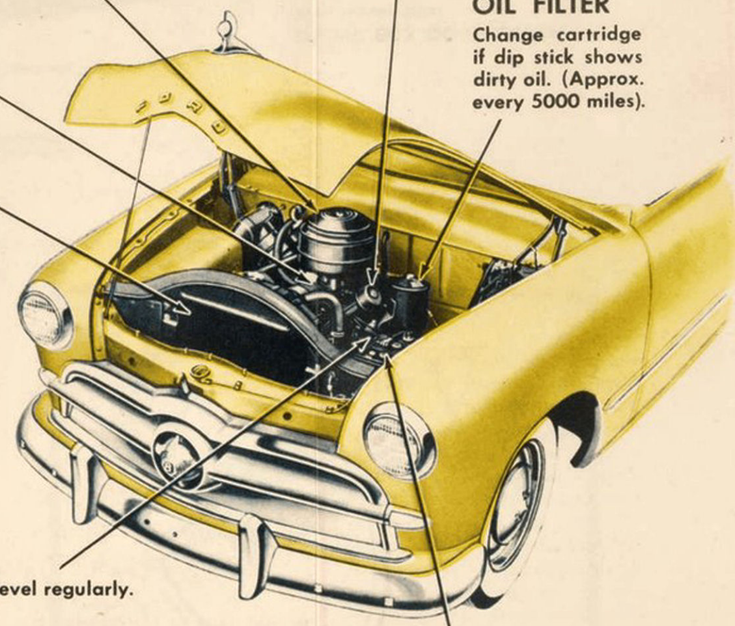
CARBURETOR AIR CLEANER
Remove cover to inspect. Clean and refill when sump becomes half filled with sediment.

GENERATOR
Apply a few drops of engine oil in the oiler every 1000 miles.

RADIATOR
Keep full to an inch from the top. Keep hose connections tight. Use care when removing pressure cap.

ENGINE OIL FILLER PIPE
The cap serves as the intake screen for the engine ventilating system. Clean and oil occasionally. Shield to rear.

OIL FILTER
Change cartridge if dip stick shows dirty oil. (Approx. every 5000 miles).



DIPSTICK
Check the oil level regularly.

BATTERY
Keep the battery plates covered. Use distilled water. Keep the cable terminals and battery posts clean and tight.

GREASE GUN FITTINGS

Pressure Gun Grease—Every 1000 Miles

UPPER ARMS
3 Fittings each side of car
Reach 2 inner fittings from under hood

KING PINS
2 Fittings each side of car

LOWER ARMS
3 Fittings each side of car

TIE RODS
4 Fittings — 1 at each end of both tie rods

INTERMEDIATE LINK
1 Fitting each end of link

STEERING IDLER ARM
1 Fitting at top end

CLUTCH AND BRAKE PEDALS
1 Fitting at each pedal arm

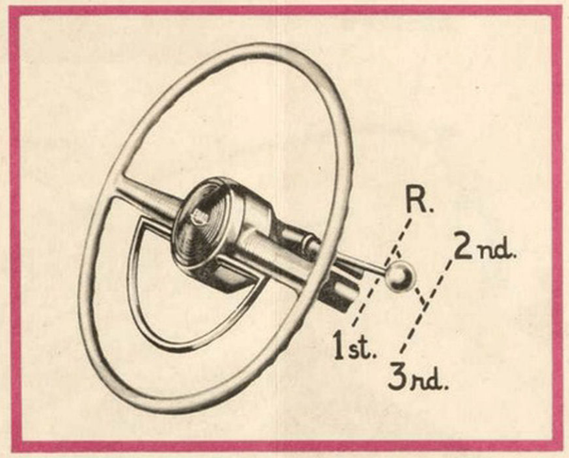
GEAR SHIFT LEVERS
1 Fitting reached from beneath hood.

IGNITION TIMING
To set ignition timing, turn the engine over by the fan until the mark on the bottom fan belt pulley is at the pointer. Remove No. 1 and No. 6 spark plug wires, and lay the terminals on the engine away from the spark plugs. Turn on the ignition. Loosen the distributor clamp, and turn the distributor to the right, then slowly to the left until a spark occurs at either wire. Lock the distributor in this position. Turn off the ignition and install the wires on the plugs.

Distributor and Water Pumps require oil every 1,000 miles.

ASSURANCE

OPERATION and CONTROL



AMMETER
The ammeter should show the highest rate of charge during the first few minutes of driving. If the charging rate does not drop within at least a half-hour, the battery-generator circuit should be checked and adjusted.

RIGHT VENTILATOR DUCT DAMPER
Push-Pull Operation. Full-in Position—OFF. Full-Out Position—FRESH AIR. Hinged register below dash directs flow of air.

TEMPERATURE GAUGE
Engine temperature may vary slightly from normal during extremes of weather. Immediately investigate a sudden rise above normal.

OIL PRESSURE GAUGE
Normal oil pressure is 45 pounds at 30 M.P.H., increasing with faster car speeds, and drops as the engine becomes warmer. If the pointer fluctuates, it indicates low oil level.

IGNITION SWITCH
When the key is turned to the left, all gauges and accessories are ON and the ignition is OFF. When the key is turned to the right, ignition also is ON.

FUEL GAUGE
Drive at a steady pace if you want to enjoy fullest economy. Excessive fuel consumption indicates the need for an engine tune-up.

LEFT VENTILATOR DUCT DAMPER
Push-Pull operation. Full-in Position—OFF. Full-out position—FRESH AIR. Hinged register below dash directs flow of air.

CHOKE
Pull to start the engine when it is not warm from previous operation.

WINDSHIELD WIPER CONTROL
Wiper speed is regulated by the amount the knob is pulled.

LIGHTER
The convenient "pop-out" type.

LIGHTS
The master switch. Pull to first position for parking lights; to second position for headlights.

GLOVE BOX DOOR LATCH
Press to open door.

STARTER
Press to crank engine.

HOOD LOCK
Pull to release hood.

PARKING BRAKE
Pull straight out to apply brakes. Turn to release.

ASH TRAY
Pull out at bottom to use.

VENTILATOR WING LATCH
Push button to release latch.

RADIO CONTROLS (EXTRA EQUIPMENT)
Consult your "Radio Owner's Manual" for instructions on tuning the radio.

WINDOW REGULATOR
Crank to raise or lower window.

DEFROSTER (EXTRA EQUIPMENT)
When the Ford Heater is in use, the defroster control directs heated air onto the windshield. The knob controls volume. Full OUT position directs all of the heated air through defrosters.

REMOTE DOOR HANDLE
Lift to open door.

HEATER (EXTRA EQUIPMENT)
On cars equipped with the Ford Heater the knob operates the heater fan. When the knob is IN, the fan if OFF; when pulled to the first position, the fan is on HIGH; and second position, LOW.

BEAM TILT SWITCH
When the headlights are on the high beam, an indicator light glows in the instrument cluster.

ACCELERATOR
The accelerator pedal is mounted at the scientific angle to eliminate foot fatigue.

CLUTCH
Correct setting allows about 1" of play. When the play reduces to 5/8 of an inch or less, the clutch needs adjustment.

BRAKE
When pedal stroke requires more than half the distance to the floor, a minor brake adjustment is required.

SPEEDOMETER
The numerals and pointer on all instruments glow at night for easy reading. They are illuminated by "blacklight" when the lights are turned on.

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June 24, 1948.

Ford Motor Company of Canada LIMITED

Ford Motor Company of Canada, Limited, whose policy is one of continuous improvements, reserves the right at its discretion and without notice to make changes in the design, equipment or general specifications of any of its products without obligating itself and/or the vendor to any person or body corporate in any manner whatsoever.

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SERVICING OF TIRE CASINGS, TUBES AND CLOCKS; RADIOS AND OTHER EXTRA EQUIPMENT

Your Dealer can furnish you with information regarding the servicing of the above mentioned products and the warranty of the manufacturer thereof.

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This Folder has been prepared expressly for use in Canada, and it is not intended for use in other territories, except for purposes of reference.

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PERFORMANCE ASSURANCE

To assure top performance from your new car, your Dealer follows a Controlled Service Plan. Your car has been given a careful Pre-Delivery inspection.

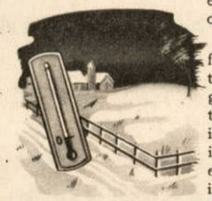
Be sure to have your oil changed at 300 miles and the 1000, 2000 and 3000 mile inspection services performed as they become due.

Any time after these inspections, your Dealer will be glad to give your car a "Five Point Visual Examination". Drop in often to maintain the "built-in" performance of your new Ford.

HOW TO GET THOSE EXTRA MILES OF DRIVING SATISFACTION

Your new Ford has been engineered to give you the utmost in economy, performance and reliability. Long, trouble free, and economical operation are dependent on many conditions beyond the control of the manufacturer. As the owner and driver there is much you can do to ensure motoring satisfaction throughout the lifetime of your car. To assist you in obtaining maximum performance, the following procedures are suggested for varying driving conditions.

COLD WEATHER DRIVING



Drive slowly until the engine reaches normal operating temperature.

Keep the fuel tank full as much of the time as possible. A good way to handle this problem is to get into the habit of filling the gas tank at the end of the day's driving, rather than at the start.

If your driving consists of short trips during which the engine never reaches normal operating temperature, then take an occasional drive of 50 miles or more at highway speed so that the engine becomes thoroughly heated. This will "boil off" the moisture and other volatile impurities present in the oil as a normal result of engine operation, and they will be carried off through the engine ventilating system.

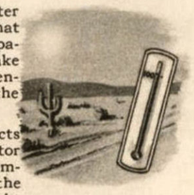
CITY DRIVING

Avoid demonstrations of accelerating ability.

Hang back at red traffic signals so that you can reach the intersection on the green light and thereby avoid stopping and starting. Try to set a steady pace to coincide with the timing of the traffic lights.

When crossing a rough intersection or any rough spot in the pavement, let up on the accelerator a little.

HOT WEATHER DRIVING



Keep plenty of water in the radiator so that the necessary dissipation of heat can take place. Keep the engine oil at or near the full mark.

Blow the insects out of the radiator core by applying compressed air from the engine side. This should be done promptly when needed.

CROSS-COUNTRY DRIVING

Never drive your car continuously at wide open throttle. The occasion will arise when you will need a reserve of power to avert danger.

Drive at a steady pace. Continual speeding up and slowing down wastes gas and increases engine wear.

Never let the engine labor when driving up hill. Shift to a lower gear to keep the engine running free and fast.

If it becomes necessary to use the brakes to slow down, apply them in a firm manner. Strong intermittent use of the brakes is always better than easy, continuous use.

Avoid high speed and rapid acceleration on rough roads.

YOUR DEALER AND WHAT HE CAN DO FOR YOU

Your Dealer and Ford of Canada have a definite interest in your motoring satisfaction. You will find the warranty of this company set forth on another page of this folder. The interest of Ford of Canada and your Dealer in the performance of your car does not cease with the expiration of the warranty period. In order that your Dealer and Ford of Canada may be of positive assistance to you in obtaining maximum performance from your new Ford at all times, you are urged to discuss any motoring problems with your Dealer.

SCIENTIFIC DIAGNOSIS

When you take your car to your Ford and Monarch Dealer for service, no guesswork is involved. He has the equipment and the trained personnel to make a fast, accurate determination of the exact nature and cause of the difficulty. The service analyst who works on your car is a specialist not only on Ford of Canada products, but in the use of diagnosis equipment.

PRECISION EQUIPMENT

The diagnosis equipment used in Ford and Monarch Dealerships is designed in close cooperation with the Engineering Laboratories so that it meets every requirement of Ford of Canada products. The same Engineers who design and develop the vehicles, also assist in the development of the devices used for protection and maintenance.

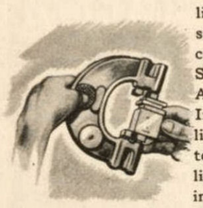
FACTORY TRAINED SPECIALISTS

Ford of Canada conducts a continuous program for instructing Dealers' personnel through field representatives. This program includes the providing of all training aids such as especially-published text books.

ENGINEERED SERVICE

Every service procedure is tried out and tested thoroughly by competent Service Engineers before it is published. Every procedure is checked step-by-step by the Design and Project Engineers when it is being developed.

FACTORY SPECIFICATIONS



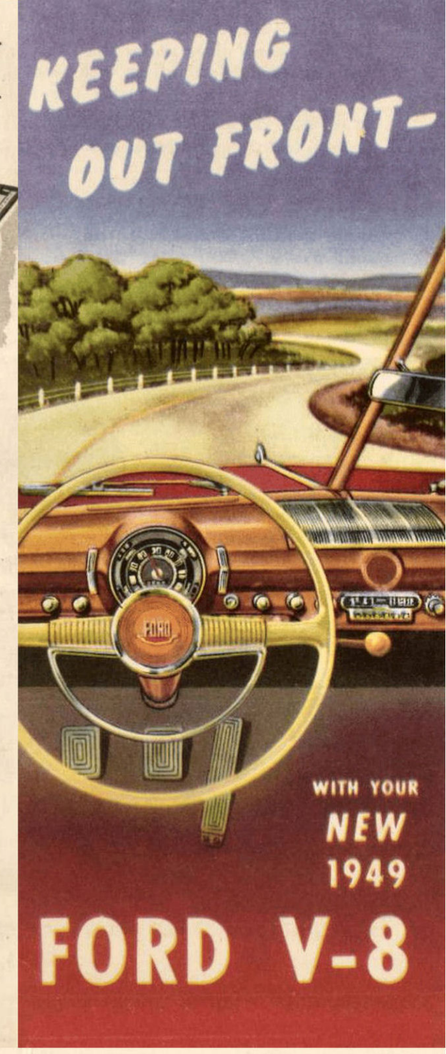
Ford of Canada publishes what is considered to be the most comprehensive list of Service Manuals in the Automobile Industry. Included in these publications are the fits, tolerances, and wear limits for every working part on the car. Every Ford mechanic has all of this information at hand when he works on your car.

PREVENTIVE MAINTENANCE

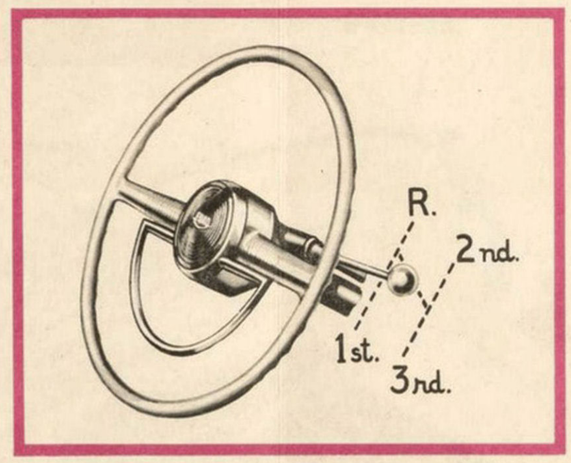
You are urged to discuss with your Dealer the preventive maintenance and lubrication services he is equipped to offer you.

Tested and proven "P.M." procedures (used by the armed forces under trying combat conditions) have been adapted to civilian service. They will help you to keep operating costs down.

Please ask your Dealer for details.



OPERATION and CONTROL



AMMETER
The ammeter should show the highest rate of charge during the first few minutes of driving. If the charging rate does not drop within at least a half-hour, the battery-generator circuit should be checked and adjusted.

TEMPERATURE GAUGE
Engine temperature may vary slightly from normal during extremes of weather. Immediately investigate a sudden rise above normal.

RIGHT VENTILATOR DUCT DAMPER
Push-Pull Operation. Full-in Position—OFF. Full-Out Position—FRESH AIR. Hinged register below dash directs flow of air.

OIL PRESSURE GAUGE
Normal oil pressure is 45 pounds at 30 M.P.H., increasing with faster car speeds, and drops as the engine becomes warmer. If the pointer fluctuates, it indicates low oil level.

IGNITION SWITCH
When the key is turned to the left, all gauges and accessories are ON and the ignition is OFF. When the key is turned to the right, ignition also is ON.

FUEL GAUGE
Drive at a steady pace if you want to enjoy fullest economy. Excessive fuel consumption indicates the need for an engine tune-up.

LEFT VENTILATOR DUCT DAMPER
Push-Pull operation. Full-in Position—OFF. Full-out position—FRESH AIR. Hinged register below dash directs flow of air.

CHOKE
Pull to start the engine when it is not warm from previous operation.

WINDSHIELD WIPER CONTROL
Wiper speed is regulated by the amount the knob is pulled.

LIGHTER
The convenient "pop-out" type.

LIGHTS
The master switch. Pull to first position for parking lights; to second position for headlights.

GLOVE BOX DOOR LATCH
Press to open door.

STARTER
Press to crank engine.

HOOD LOCK
Pull to release hood.

PARKING BRAKE
Pull straight out to apply brakes. Turn to release.

ASH TRAY
Pull out at bottom to use.

VENTILATOR WING LATCH
Push button to release latch.

RADIO CONTROLS (EXTRA EQUIPMENT)
Consult your "Radio Owner's Manual" for instructions on tuning the radio.

WINDOW REGULATOR
Crank to raise or lower window.

DEFROSTER (EXTRA EQUIPMENT)
When the Ford Heater is in use, the defroster control directs heated air onto the windshield. The knob controls volume. Full OUT position directs all of the heated air through defrosters.

REMOTE DOOR HANDLE
Lift to open door.

HEATER (EXTRA EQUIPMENT)
On cars equipped with the Ford Heater the knob operates the heater fan. When the knob is IN, the fan if OFF; when pulled to the first position, the fan is on HIGH; and second position, LOW.

BEAM TILT SWITCH
When the headlights are on the high beam, an indicator light glows in the instrument cluster.

ACCELERATOR
The accelerator pedal is mounted at the scientific angle to eliminate foot fatigue.

CLUTCH
Correct setting allows about 1" of play. When the play reduces to ⅝ of an inch or less, the clutch needs adjustment.

BRAKE
When pedal stroke requires more than half the distance to the floor, a minor brake adjustment is required.

SPEEDOMETER
The numerals and pointer on all instruments glow at night for easy reading. They are illuminated by "blacklight" when the lights are turned on.

Things to know—
Things to do—

This folder is your road-map to motoring pleasure. It will help you to get acquainted with the fine car features, and it points out to you the few, simple steps that you ought to take to keep this car like new.

You're out front with your new Ford V-8 All of us at Ford of Canada who helped build this car are proud to know that you have selected it as evidence of your sound judgment in automobile values.

LICENSE DATA

Displacement—
239.4 cu. in.
A.M.A. Rating—
32.5 HP
Wheelbase—114 in.
Weight:
Tudor—3120 lbs.
Fordor—3160 lbs.

GARAGE INFORMATION

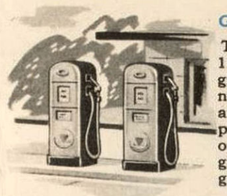
Length overall—
16 ft. 5¼ in.
Total width—
6 ft. 1½ in.
Height unloaded—
5 ft. 3 in.

KEY FACTS

One key works the door and the ignition locks, the other is for the trunk and the glove box (Custom Models). Make a record of the numbers; you can get a new key by number at any Ford and Monarch Dealer.

EVERY-DAY CARE

The satisfaction that you will enjoy throughout the life of this car depends, in a large measure, on the way you handle it during the first few miles. Although the engine and the driving units are built to precise limits to assure perfect fit of running parts, the units should be allowed to seat themselves before full operating demands are imposed. Make a few gentle starts and stops to seat the clutch and brake mechanisms. Observe the ordinary precautions: If the engine overheats, slow down; and have the engine oil changed after the first 300 miles.



GASOLINE

The famous Ford V-8 100-horsepower engine that powers your new car is designed and built to give complete satisfaction when operated on regular grades of non-premium gasoline.

ENGINE OIL

Regular grades of straight mineral engine oil are satisfactory for passenger car service under ordinary conditions. For average driving conditions (10,000 miles yearly in long and short trips is considered average), change oil four times a year, that is, every 2,500 miles.

If the weather that you expect will be:
Summer weather (above freezing)
Use SAE 20 or No. 20W
Winter weather (below freezing)
Use SAE 10 or No. 10W
Extreme cold (colder than 10 below)
Use No. 10W and add 1 pt. kerosene

Have the oil checked every time you stop at a gas station.

SEASONAL PREPARATIONS

If you do most of your driving in a climate where marked differences in the weather prevail during the four seasons, there are several things that you ought to do to get your car ready for the extremes in temperature. For the most part, these measures consist of changing the lubricants and coolant. You should make one change in Fall and another in Spring.

ANTIFREEZE

The two satisfactory types are the alcohol-base preparations and the ethylene glycol (permanent) types. Use either type. Make sure that it is a brand which contains a rust inhibiter. Do not use preparations containing sugar, salt, calcium chloride, or soda, and do not use mineral oils such as kerosene or engine oil.

If you drain the radiator in the Spring, refill with clean, SOFT water and add a rust inhibiter. In most instances, it is not economical to store antifreeze for re-use.

ENGINE OIL

Change the engine oil every season. At the approach of cold weather, for instance, the crankcase should be drained, flushed, and refilled with the correct grade of oil for the coldest weather that you expect during the Winter. It is not necessary to change oil for every change in temperature during the season.

BATTERY AND ELECTRICAL

Atmospheric temperatures have a pronounced effect on the performance of the battery and the generating system. It is necessary to have your battery checked periodically. Keep it fully charged during cold weather.

A fully-charged battery will not freeze in temperatures ordinarily encountered, but a low battery will freeze at about 15° F. above zero. Have your generator regulator checked as a part of your regular Spring and Fall performance assurance check-up by your Ford and Monarch Dealer.

HOUSE KEEPING

There is nothing that is more admired than a clean, well-kept car. And it's so easy to keep admiring glances following *your* car that you are sure to want this information on the few simple things to do.

WASHING

The baked-enamel finish on your new 1949 Ford should always be washed; it should never be wiped or dusted. Road dust has the abrasive quality of fine sandpaper, and will damage the finish if it is rubbed.

POLISHING

The length of time that the natural luster remains in the enamel depends upon the care that the finish is given. Proper care consists of prompt washing when the car becomes splashed with dirt or road salt, and of protection from strong sunlight and dew. If the finish does become clouded, however, the brilliance can be restored by the use of liquid polish.

INTERIOR

The headlining, seats, and floor of the car should be cleaned regularly with a vacuum cleaner or with a whisk broom.

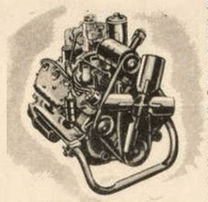
UPHOLSTERY

Spots on the upholstery can be removed by the same methods used in the household on good quality furniture. After removing spots of any kind, it is a good idea to go over the entire seat, using a foam-type upholstery cleaner.

EMERGENCY SERVICE AND TROUBLE SHOOTING

Proper and timely adjustments to compensate for normal wear of the moving parts of your car will result in trouble-free motoring for many thousands of miles and for many years. However, if, because of neglect or as a result of unusual driving conditions, you should experience difficulty in the operation of your car, there are several quick checks and corrections that you can make as a temporary expedient, where professional service is not readily available.

IF THE ENGINE DOESN'T START



Engine operation depends on the delivery of gasoline to the carburetor and an adequate spark in the cylinders. First, make sure that there is fuel in the tank. To check whether fuel is reaching the carburetor, remove the air cleaner, and look down into the barrel while you pull the throttle lever.

To check whether the spark is adequate, pull the wire off one of the spark plugs, and hold it a quarter of an inch from the head while someone operates the starter. A spark should be visible under these conditions.

IF THE ENGINE RUNS BUT MISSES

If one or more cylinders misfires, ignition is the cause. Wipe off all the spark plugs and make sure that all the wires are properly attached to the plug terminals. Wipe the coil and the distributor.

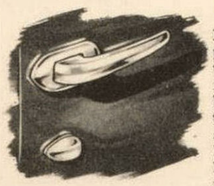
IF THE STARTER IS DEAD

If the starter does not operate, try the button a few times, and listen for a loud click which should be heard at the relay. If you hear the click, the starter drive probably is locked. Put the car in gear and rock it back and forth.

IF THE LIGHTS WON'T GO ON

If all the lights fail to operate, try the other electric accessories. If the accessories work, you have a loose connection in the main light switch. If the accessories fail also, check the battery cables. If they are clean, tight, and in good condition, but no electric units operate, the probability is that the battery is dead.

IF THE DOOR LOCK IS FROZEN



During winter it is possible for moisture to enter the lock and freeze. This ice can be melted by heating the key with a match and inserting the heated key into the lock, and repeating until the lock turns.

IF THE CAR IS STUCK

When starting on ice or some other hard, slippery surface if the wheels spin, shift to second, run the engine at a fast idle, and let the clutch engage only partially so that it slips. Do not apply full power, and do not race the engine. If the wheels still spin, shift to high and try again.

When your car is stalled in soft sand, let some air out of the tires so that there will be a greater surface to support the weight of the vehicle. This will help to prevent the wheels from sinking, and should enable you to get onto firm ground.

PERFORMANCE

HEADLIGHT AIMING

Remove the trim ring and adjust by means of two screws at each headlight: one at the top for up-and-down regulation of the beam, and the other at the side. Correct aiming with the car empty puts the center of light intensity 3 inches below and directly in front of each headlight on the high beam at a distance of 25 feet ahead of the car.

TIRE PRESSURE

6.00x16: 28 lbs. front 25 lbs. rear.
6.70x15: 24 lbs. front 21 lbs. rear.

FRONT WHEEL BEARINGS

Repack the front wheel bearings once a year with M-4664 wheel bearing grease.

FRONT SUSPENSION ADJUSTMENT

Loosen the clamp screw and adjust camber by turning the eccentric bushing at the upper pivot pin. Threaded bushing at the lower pivot pin adjusts caster.

TOE-IN ADJUSTMENT

Loosen the two clamp screws on either sleeve, and turn the sleeve to lengthen or shorten the tie rod as required.

CLUTCH ADJUSTMENT

Unscrew the pull rod adjusting nut to slack off the clutch pedal linkage.

BRAKE MASTER CYLINDER

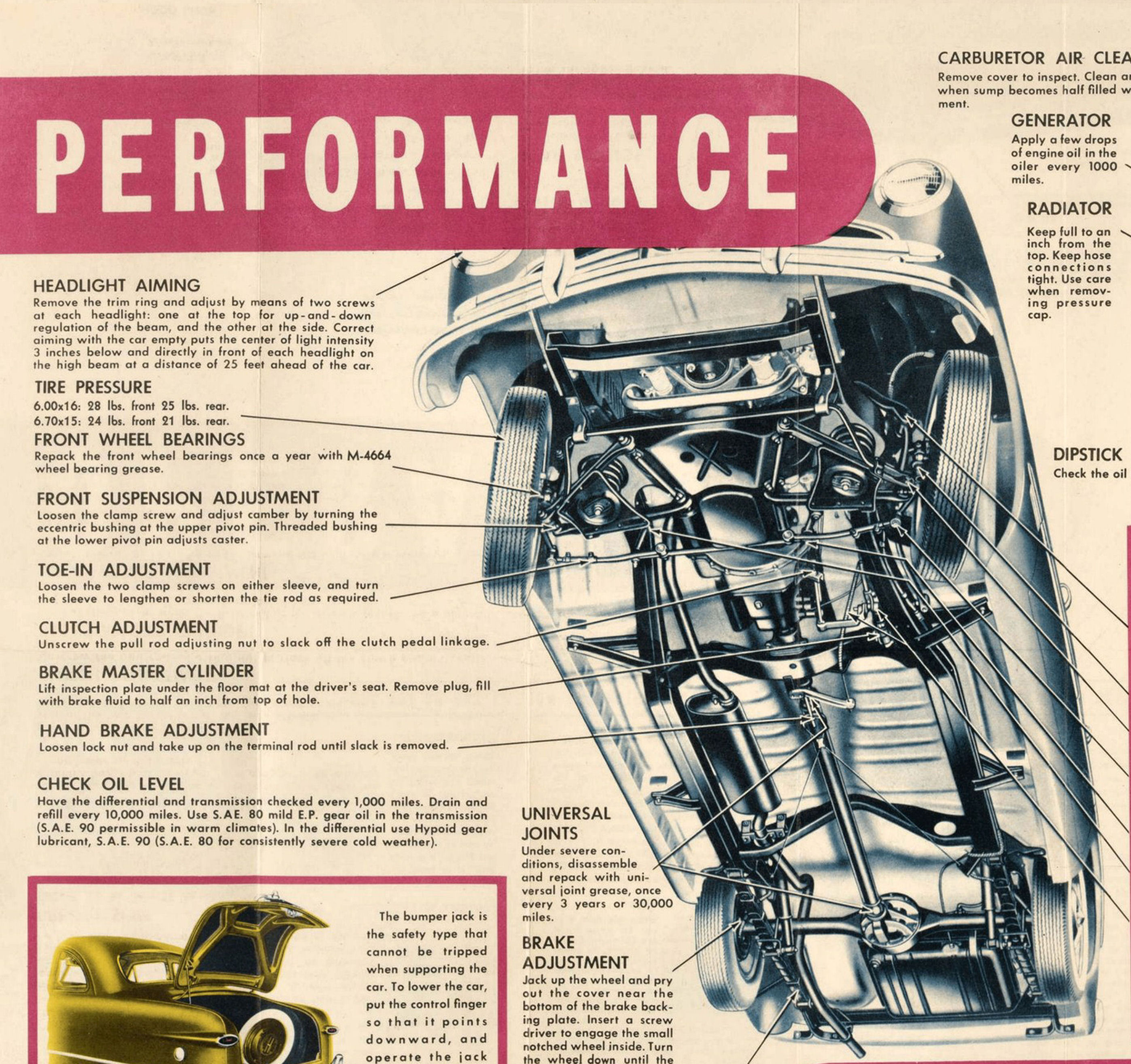
Lift inspection plate under the floor mat at the driver's seat. Remove plug, fill with brake fluid to half an inch from top of hole.

HAND BRAKE ADJUSTMENT

Loosen lock nut and take up on the terminal rod until slack is removed.

CHECK OIL LEVEL

Have the differential and transmission checked every 1,000 miles. Drain and refill every 10,000 miles. Use S.A.E. 80 mild E.P. gear oil in the transmission (S.A.E. 90 permissible in warm climates). In the differential use Hypoid gear lubricant, S.A.E. 90 (S.A.E. 80 for consistently severe cold weather).



CARBURETOR AIR CLEANER

Remove cover to inspect. Clean and refill when sump becomes half filled with sediment.

ENGINE OIL FILLER PIPE

The cap serves as the intake screen for the engine ventilating system. Clean and oil occasionally. Shield to rear.

GENERATOR

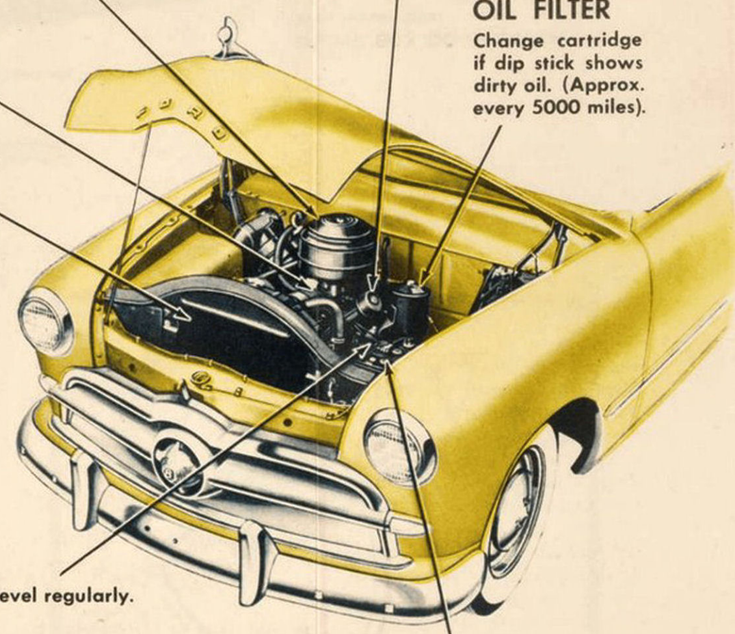
Apply a few drops of engine oil in the oiler every 1000 miles.

OIL FILTER

Change cartridge if dip stick shows dirty oil. (Approx. every 5000 miles).

RADIATOR

Keep full to an inch from the top. Keep hose connections tight. Use care when removing pressure cap.



DIPSTICK

Check the oil level regularly.

BATTERY

Keep the battery plates covered. Use distilled water. Keep the cable terminals and battery posts clean and tight.

GREASE GUN FITTINGS

Pressure Gun Grease—Every 1000 Miles

UPPER ARMS
3 Fittings each side of car
Reach 2 inner fittings from under hood

KING PINS
2 Fittings each side of car

LOWER ARMS
3 Fittings each side of car

TIE RODS
4 Fittings — 1 at each end of both tie rods

INTERMEDIATE LINK
1 Fitting each end of link

STEERING IDLER ARM
1 Fitting at top end

CLUTCH AND BRAKE PEDALS
1 Fitting at each pedal arm

GEAR SHIFT LEVERS
1 Fitting reached from beneath hood.

IGNITION TIMING

To set ignition timing, turn the engine over by the fan until the mark on the bottom fan belt pulley is at the pointer. Remove No. 1 and No. 6 spark plug wires, and lay the terminals on the engine away from the spark plugs. Turn on the ignition. Loosen the distributor clamp, and turn the distributor to the right, then slowly to the left until a spark occurs at either wire. Lock the distributor in this position. Turn off the ignition and install the wires on the plugs.

Distributor and Water Pumps require oil every 1,000 miles.

UNIVERSAL JOINTS

Under severe conditions, disassemble and repack with universal joint grease, once every 3 years or 30,000 miles.

BRAKE ADJUSTMENT

Jack up the wheel and pry out the cover near the bottom of the brake backing plate. Insert a screw driver to engage the small notched wheel inside. Turn the wheel down until the brakes are engaged, then back off (about 14 notches) until the road wheel can be turned with no drag.

REAR SPRINGS

No lubrication is required. The springs have waxed interleaf inserts and are mounted in rubber. Never apply lubricants of any kind to the springs or shackles.

The bumper jack is the safety type that cannot be tripped when supporting the car. To lower the car, put the control finger so that it points downward, and operate the jack using the handle. The handle is also the wheel wrench.

It is recommended that the tires be cross-switched twice a year, to make them last longer.

ASSURANCE