



There's a *Ford* in your future

Smart...

swift, sturdy... and more fun to drive!

WITH THE V-8 POWER PLANT... IMPROVED 20 WAYS

HERE IS THE NEW FORD! On the following pages, the car for which you and countless others have been patiently waiting, is now illustrated and described in complete detail.

This car will hold many surprises for you. Styling that is youthful and smart—with smooth-flowing lines that give a lift to your pride. Inside, you'll find new richness—luxurious fabrics, distinctive colours and decorative trims.

It's a sturdy car with a solid, comfortable look and feel about it. A car that emphasizes safety... with welded steel body, two-way stabilization, clear-vision safety glass and oversized hydraulic brakes.

With a *new, smooth ride* that's a revelation, you'll find it more fun to drive than any car you ever owned... so easy to handle—so eager and responsive to your every whim.

And out in front is the famous Ford V-8

power plant... with 20 basic improvements that mean even *more spirited* performance, longer life and increased fuel and oil economy. You're going to be mighty proud of your new Ford—with its livelier, smoother power.

Inside—outside—this new Ford is brilliantly advanced in style and engineering. We invite you to see it—to ride in it—to really get acquainted with the Ford in your future!



Big... for Freedom of the Knees

***and* Ease of the Elbows!**



LUGGAGE SPACE Beneath the graceful slope of the smooth rear deck is a spacious luggage compartment. There's room enough here for the whole family's luggage. Spare tyre is mounted against the rear wall — out of the way. A sturdy rubber mat protects luggage against scuffing. Compartment walls are lined for dust-protection. Automatic light goes on when deck door opens.

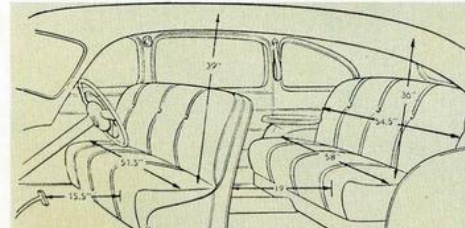


ELBOW ROOM Ford designed bodies have generous seating width and ample elbow room. Three full-sized adults can sit with full freedom of movement.

KNEE ROOM You will enjoy "arm-chair comfort" in these big, roomy Ford cars—because you can stretch out and relax. Even lanky six-footers won't be crowded.

SWING WIDE those big Ford doors and look into the spacious interior! Seats are long and wide – roomy enough for three bigger-than-average adults to ride in perfect comfort. Plenty of elbow room. Plenty of head room. In the new Super De Luxe models, beautiful decorative effects have been achieved through the blending of rich-coloured, dawn-grey mohair, broadcloth or genuine leather with bright metal and pearl grey plastic trim.

Any way you look at it, the new Ford cars have generous interior dimensions. It all adds up to plenty of seat, head and leg room for greater motoring comfort adding to pleasure of Ford ownership.

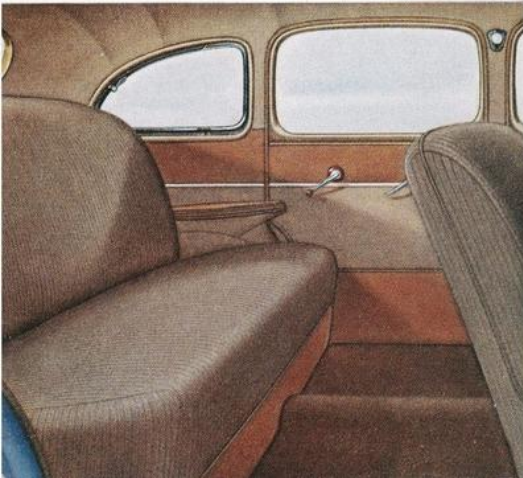


The
Super DeLuxe
interior



**Modern style and lasting comfort
and appointments**

The DeLuxe
interior



THERE'S THE UNMISTAKABLE mark of *quality* in the interiors of the new Fords. The De Luxe models are finished in luxurious broadcloth, mohair or genuine leather... blending beautifully with garnish mouldings of light tan... rich brown plastic trim... and door and window handles of bright metal and plastic. A simulated leather kick-pad decorates the lower seat edge. Seats are pillow-type, seamless and full-cushioned. Doors are artfully styled in a contrasting treatment of brown simulated leather set off from tan door upholstery by plastic trim. The driver's seat is adjustable, moving upward as it moves forward, for ideal comfort angle. You'll be amazed at the beauty and durability of the De Luxe interiors!

Among the many in-→
terior feature appointments of the new Ford De Luxe models is a convenient arm rest which contributes to the driver's comfort.



**blend in the cushioning
of the new Fords.**

Look at its size... look at its smart lines, then take a good look at the sparkling Ford grille and you'll realize Ford designers have scored another style hit! Under the gleaming surface of the new Ford are a vastly improved engine and a host of mechanical refinements which make it the most powerful, the easiest riding and the most comfortable Ford ever built.



The **SUPER DE LUXE FORDOR SEDAN** appeals especially to those seeking big-car value in the low-price field. It's BIG from every angle—massive front end—low-and-wide body—wide, sweeping rear deck. It's big and comfortable *inside*, too.



Thrifty . . . low in cost,

The Ford policy has always been to build a car that would deliver good service at low cost. Through the sincere application of this fundamental policy for more than 40 years, Ford cars have achieved a world-wide reputation for dependable service and economical operation. Built to exacting Ford standards of quality and precision, the new Ford cars embody many engineering advancements that highly recommend them for thrifty motoring.



The **SUPER DE LUXE TUDOR SEDAN**—a favourite among families with small children! This year's Ford cars are safer than ever, with oversize hydraulic brakes, welded steel body and safety glass. The divided seat backs pivot *inward* for easy rear-seat entrance.

outstanding in petrol, oil and tyre mileage



HERE'S A TUDOR interior with oceans of room that affords all the comfort and utility of a sedan. The wide door handles are controlled from the front compartment to make this model especially safe for families with small children.

These stunning interiors combine quality with good taste to achieve an entirely new standard of beauty and luxury. Rich appearing, long wearing upholstery is smartly tailored in either broadcloth, mohair or genuine leather. Doors and lower seat panels are finished in durable simulated leather that is practically impervious to scuffing.

And when you get behind the wheel of this new Ford, you'll be pleased with the impression created by the many fine appointments. You'll be proud to invite your friends to go for a ride in this handsome, smooth-riding car . . . a standout in the low-price field!



←The new waterproof ignition distributor ensures quick starting, maximum petrol economy and smooth performance under all conditions. New neoprene-covered ignition wires give further assurance of expense-free operation.

Ford engines have hardened heat-resisting steel valve→ seat inserts for *both* intake and exhaust valves. They save you money on valve regrinding and adjustments, maintain a better gas-tight seat to prevent waste of fuel.



Enduring... with the stamina

proved by 31 million Ford-built vehicles

Ford owners are enthusiastic owners! Talk to them and you'll hear how their cars have continued to serve them well when no new cars were available. Ford knows how to build cars *only one way—the quality way*. This concept has ruled Ford production for more than 40 years... it's the reason Ford cars stand up better, cost less to operate.



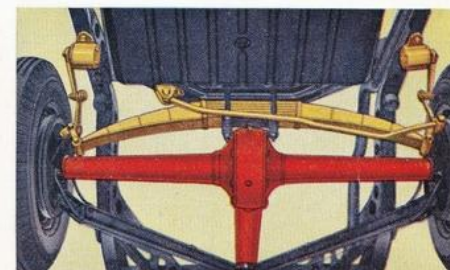
The **SEDAN COUPE**—combines the coupe's smart styling with sedan seating capacity. Gracefully streamlined from its sleek grille to the sloping rear deck, the extra large luggage compartment in the rear deck provides plenty of space for either packages or luggage—an ideal model for business and pleasure.



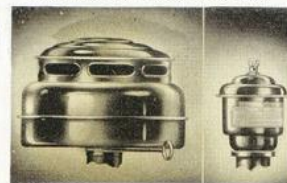
In Ford production, quality is rigidly controlled in producing alloy steel. One reason for trouble-free service.



Ball and roller bearings are used at points of greatest friction. This hidden quality pays you dividends in smooth running and longer life.



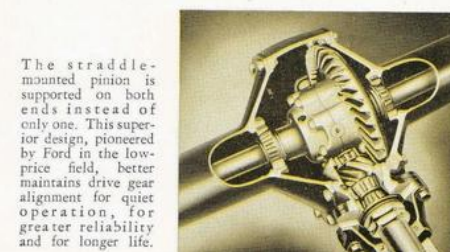
The stabilized chassis with its husky rear axle; the torque tube drive which permits soft, unhampered spring action; the new rear lateral stabilizer—all these quality features give Ford cars unusual stamina, let you look forward to low upkeep expense.



New, oil bath air cleaners on both carburetor air intake and engine breather pipe keep out dust and grit. Now standard...for longer engine life.



The new cartridge type oil conditioner cleans, filters crankcase oil supply; greatly reduces engine wear; is now standard equipment at no extra cost.



The straddle-mounted pinion is supported on both ends instead of only one. This superior design, pioneered by Ford in the low-price field, better maintains drive gear alignment for quiet operation, for greater reliability and for longer life.

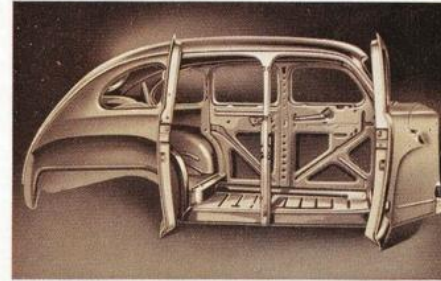
Safer... in the full measure you expect

Building cars the Ford quality way calls for the highest measure of safety and protection possible to engineer into a car. You feel a greater sense of security that lets you drive and ride in relaxed comfort. In fact, this great new Ford is not only safe to drive, but represents the safest car investment you can make!



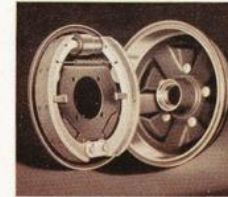
The **SUPER DE LUXE COUPE**—You could look far and wide, in every price class, without finding a handier car than this compact, versatile coupe. There's loads of space beneath the rear deck, and plenty of room behind the front seat for parcels and luggage. The big front seat easily accommodates three.

of Ford - extra size hydraulic brakes, all-steel bodies, safety glass, sturdy and easy steering and road-clinging lowness!



The Ford welded steel body is a unit structure of exceptional strength and rigidity.

Smooth and quiet with new soft pedal action. Self-centring principle of the new oversize hydraulic brake lets the shoes float into full contact with brake drums for increased braking power, longer lining life.



FORD SAFETY BEGINS WITH the very foundation of the stabilized chassis—the massive X-type frame designed to give the car road-clinging lowness. The torque-tube drive, the wide tread and balanced weight distribution result in improved roadability, safer, surer car control. Lateral stabilizers, front and rear, in combination with a front ride stabilizer result in two-way stabilization. This steadies the car when driving in a crosswind and on turns, even at relatively high speeds, contributing to both the safety and pleasure of motoring. Extra strength and safety are engineered into all Ford parts. The hydraulic brakes, for example, are oversized, larger than those in many higher-priced cars. This extra capacity gives you reserve braking power for emergencies, makes positive straightline stops possible with soft pedal action. This greater braking strength saves you money, too... it reduces upkeep expense because brake linings will last longer.



Dual lateral stabilizers, front and rear, prevent excessive side-sway and steady the car on curves or in a crosswind, add to safety, comfort and ease of car control.

Thrilling . . . with an instant,

Like flashing performance . . . quick getaway . . . high cruising speeds with smoothness, quietness and economy? Then, get behind the wheel of this Ford Convertible! When your toe presses the throttle, you'll get a real thrill from the tremendous reserve power of its spirited engine. Its fast acceleration will whisk you up to high cruising speed. You'll be amazed at its lively performance, flexibility and handling ease.



The **CONVERTIBLE CLUB COUPE**—a new high in vigorous, youthful styling. Side windows add to the comfort of rear seat passengers. The top, when lowered fits flush with the body. Interiors are finished in handsome *genuine leather*—red, or golden tan. The Motor-Lift Top raises or lowers at a touch of the dash-button.

eager answer to every
touch of your toe-tip!

The Convertible Club Coupe has a Motor-Lift Top. Push a button to raise or lower the top, automatic hydraulic power does all the work in a few seconds' time.



Quick getaway! The Ford—special high ratio silent "second" gets you out in front fast without sacrifice of top speed or economy.



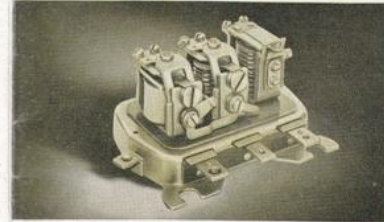
Reliable... when you say "we'll meet you with the Ford," nothing could be more reassuring

These brilliant new Ford cars inherit all the traditional reliability and manufacturing skill gained in producing over 31 million vehicles. Superbly engineered and carefully fabricated on Ford high-precision standards, you can be supremely confident your Ford will always transport you economically in comfort wherever you may travel.



There's a Ford in your future

The **STATION WAGON**—with 8-passenger capacity, it's handy for meeting the train and group get-togethers. Remove centre and rear seats, and you have a light hauling vehicle. The body is finished in selected maple with birch or gumwood paneling. Upholstered in golden tan genuine leather.



Reliable battery performance is assured by the new long-life, voltage control regulator. It controls generator output automatically to maintain your battery in a charged condition... you enjoy quicker starting, more dependable performance of electrical accessories.

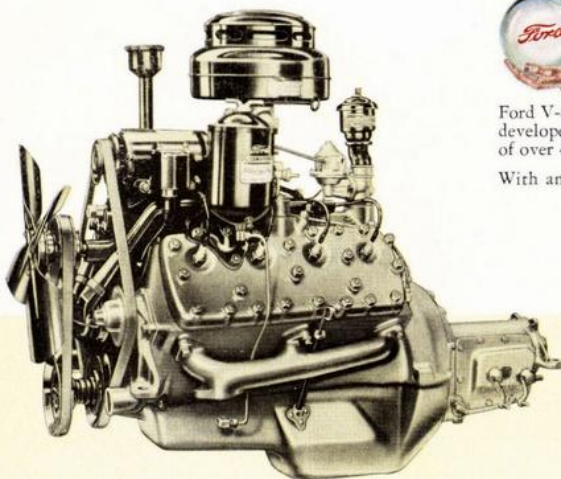


← Shot-peening process plus rustproof finish prolongs valve spring life for more dependable service.

Friendly Ford dealers → are especially equipped with the precision tools, skilled mechanics and Genuine Ford Parts to help you keep your car performing reliably and efficiently.



Powerful . . . with the now presenting



The Famous 90-horsepower
FORD V-8



In the low price field Ford gives you the smooth, quiet power of the V-8 engine . . . the type of power plant that demonstrated its superiority again and again as fighter aircraft, heavy bombers, tanks and torpedo boats turned in brilliant performances. And this new 1946 Ford V-8 engine brings you *twenty* basic improvements . . . developed through experience gained from the operation of over 400,000 Ford-built military vehicles.

With an unusually high ratio of developed horsepower to



New centrifuge crankshaft has sediment traps to prevent foreign particles in oil reaching and injuring connecting rod bearings. Removable plugs permit periodic cleaning; twin oil holes in each crank-pin provide positive lubrication.

famous Ford V-8 engine 20 new improvements

weight, you'll enjoy sparkling performance, greater pulling power on hills, and unusual flexibility throughout the entire speed range.

Better still, you get all this marvelous performance with low engine speeds. And low engine speed means less wear every mile you drive . . . gives you longer engine life . . . results in greater economy in fuel and oil . . . costs you less to run. And in addition to all this, your Ford V-8 has earned an unmatched reputation for easy starting in cold weather. The engine features illustrated and described here are typical of many engineered into the Ford power plant.



New calibrated pressure-valve radiator cap permits higher engine operating temperature without loss of water or anti-freeze.



The new Ford pressed steel copper-plated valve push rod is lighter, stronger—providing extra thousands of trouble-free miles.



The full-length water jackets completely surround each cylinder affording protection against uneven heat expansion and wear.



Ford lightweight four-ring aluminum alloy pistons increase smoothness, oil economy and will prolong bearing life through reduced bearing loads.



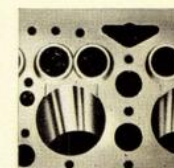
For longer life and quieter engine operation . . . new fixed connecting rod bearing liners are of the individual locked-in type.



New larger-capacity oil pump provides pressure lubrication to all moving parts . . . reducing friction, heat and wear.

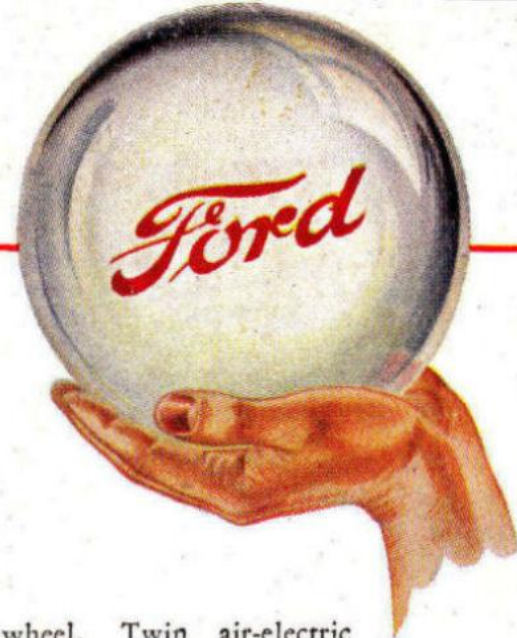


New positive-type rear main bearing oil seal prevents crankcase oil leakage when your car is operating on steep inclines.



Controlled Quality Finish of vital engine parts provides ideal surface (not too smooth) for holding proper oil film to reduce friction.

Look into the future and you'll own a



NEW BEAUTY: Bigger, more massive than ever before, both the De Luxe and Super De Luxe present a sparkling streamlined appearance. New bright finished stainless steel grilles, newly styled bonnet and radiator ornament and other exterior features give the Ford in Your Future a new rich appearance that will stay modern for years to come.

NEW POWER-PERFORMANCE: The new V-8 engine has no less than twenty basic advancements, contributing to long life, smooth power and trouble-free performance. Many of these—such as the efficient new filters which keep moving parts free from dust or grit—have been developed by Ford engineers during Ford's long years of wartime experience. You'll get improved fuel and oil economy from this greatest of Ford V-8 power plants.

IMPROVED COOLING: New calibrated pressure-valve radiator cap permits higher operating temperature for increased efficiency; minimizes loss of water and anti-freeze due to evaporation. New centre-point mounting stabilizes radiator, protecting it from damaging road shocks.

SMOOTHER RIDE: Long, slow-action springs of new multi-leaf design smother smallest road irregularities, result in a smoother, more level ride. These, combined with 125-inch spring base, double-acting hydraulic shock absorbers and low centre of gravity, set a new standard in riding comfort.

NEW SELF-CENTRING HYDRAULIC BRAKES: Oversized brakes with 162 square inches of lining area, larger than in some higher priced cars, provide powerful straightline stopping action with long lining life. New

self-centring feature insures positive shoe alignment for smooth, quiet action with soft pedal pressure.

NEW ELECTRICAL SYSTEM: Engines are equipped with new heat and ozone resistant wiring, waterproof ignition coil and distributor. Full automatic and vacuum control permits best over-all performance and economy on standard grades of fuel with freedom from "ping" or detonation. Long-life voltage regulator automatically controls generator output to maintain battery in a charged condition.

BODY TYPES: *Super De Luxe Body Types:* Tudor Sedan, Fordor Sedan, Coupe, Sedan-Coupe, Convertible Club Coupe, Station Wagon. *De Luxe Body Types:* Tudor Sedan, Fordor Sedan, Coupe.

NEW BRIGHT COLOURS: Light Moonstone Grey, Navy Blue, Medium Lustre Black, Botsford Blue-Green and Dynamic Maroon. All colours are enduring, hi-gloss baked enamel, highly resistant to fogging or dimming.

UPHOLSTERY: *Super De Luxe:* Choice of Broadcloth or Mohair in combination grey and grey striped pattern or genuine leather, golden tan or red. Golden tan or red genuine leather seats in Convertible Club Coupe. Golden tan genuine leather seats in Station Wagon. *De Luxe Models:* Choice of tan striped Mohair, Broadcloth or genuine leather, golden tan or red.

WHEELS and TYRES: Five, pressed steel, curved disc type wheels, with 4-inch width rims. 6.00 x 16, 4-ply tyres on passenger cars—6-ply on Station Wagons.

STANDARD EQUIPMENT: (Items marked with asterisk * are in Super De Luxe only.) Front and rear bumpers and four bumper guards.

Spare wheel. Twin air-electric horns. Two combination tail lamps and stop lamps. Dual windscreen wipers with speed control on instrument panel. *Electric cigar lighter. Two sun visors. Foot control for sealed-beam head-lamps with indicator on instrument panel. Dimming control for instrument panel lights. Ignition keyhole light. Glove compartment with lock. One ash tray on instrument panel. Leather-covered arm rests in sedan rear seats. Arm rest on driver's side of front seat. Inside bonnet lock. Separate parking lamps. Foot rests in Fordor sedans. Friction type door checks. Automatic light in luggage compartment. Rubber mat on luggage compartment floor. *Instrument panel clock. *Horn ring on steering wheel. *Crank control for front door ventilators. *Ash tray in rear of sedans. *Assist cords. *Robe cord in Fordor sedans. *Leather-covered arm rests on both front doors. Bright finish interior fittings. *Fabric-lined metal spring covers.

ACCESSORIES: Wide range. Engineered and especially built for Ford cars. Available at moderate cost. Ford radio with selective tuning. Improved Hot-Water Heater and Defrosters.

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

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