



The

NEW CAR

ALL THAT engineers have learned, all that millions of owners have experienced in nearly a quarter of a century, have made possible this car which is today as far ahead of its time as was the famous Model T in 1908.

Sixteen million automobiles, serving their owners in jungle and desert, on mountain and plain, on boulevard and highway, were the test cars that have made this new automobile possible.

Its advent marks a new epoch in automotive engineering in point of inbuilt quality—niceties of mechanical design, lavish use of the finer metals, precision in delicate machining processes.

Nowhere in its construction has there

been slighting of either major essentials or minor details. From its outermost hub-cap to its innermost bearing, the new Ford car epitomizes engineering skill to a degree unexcelled in the annals of motor car manufacture.

This entirely new car surpasses the accepted standards of light car accomplishment; sweeps aside all boundaries of price class; establishes a new standard of acceleration, speed, power and smoothness that heretofore has marked only expensive cars as fine cars.

Yet Ford precision in large scale production, unparalleled in the history of automotive manufacture, places this car within the reach of every purse.

An advance showing of the New Ford Car will be made Friday, December 2nd, in the following cities:

- | | | | |
|------------|------------|----------|--------------|
| Halifax | Regina | Moosejaw | Edmonton |
| Peterboro | Quebec | Montreal | Kitchener |
| Winnipeg | Hamilton | London | Fort William |
| Saint John | Saskatoon | Calgary | Victoria |
| Toronto | Sherbrooke | Ottawa | Vancouver |
| | Brantford | Windsor | |

As rapidly as increasing production permits, these public showings will be extended until all of the 736 Ford dealer points have been covered.

If you live in one of the cities listed above, visit the exhibit of this New Car. At other points, see your local dealer next Friday. He will give you complete specifications, prices and an excellent conception of its unusual features.



FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO