

Ford-Canada Announces Special Series of Cars To Fit Wartime Budgets

Special Series in Three Types—Coupe, Tudor Sedan and Fordor Sedan. Despite Generally Greater Increases in Automobile Prices in Canada, the Ford Special Series Priced Little Above Last Year's Models.

Windsor, Ont., Oct. 19: A "special" series of passenger cars designed to provide adequate transportation but with prices set to fit wartime budgets, is announced by Ford Motor Company of Canada, Limited.

The special series is in three types, coupe, tudor sedan and fordor sedan. Despite generally greater increases in automobile prices in Canada this year, the Ford special series is priced at factory only \$30 above last year's standard Ford on the coupe and tudor, and the increase is but \$26 on the fordor.

"Our special series retains all the mechanical features and performance advantages of our regular deluxe and super deluxe cars, including the 85-horsepower V-8 engine. Since the special series is designed to be a transportation unit certain luxury features are not offered," explained R. M. Sale, sales manager of the Canadian Ford company.

He said the special Ford cars are intended to meet the needs of certain fleet owners, salesman, farmers and other who require new cars but whose budgets in wartime do not provide for other than low cost transportation.

Effect of Motor Car Industry Production Felt Over Country

Changes in Model Date Affects Whole Nation.

(By Prince Carlisle)

Along about the end of May the retailers of the Ohio River Valley suddenly began to find that their stocks of kitchen wares and work shirts, groceries and electric irons, and the thousands of other items of merchandise, were running low. The clerks reported that their supplies of children's stockings and women's shoes were poorly assorted, with important deficiencies in sizes or colors.

A few weeks later a similar phenomenon occurred in St. Louis and the surrounding territory. Boston felt the same apparently inexplicable upsurge in demand—not for heavy goods like refrigerators and dining room suites but always in small, quick turnover items. Pittsburgh, Atlanta, Charlotte, Akron, Seattle, in rapid succession, felt the first stirrings of retail improvement. And gradually this spread over the country, until, in August, Detroit stores experienced extremely sharp increases in their sales.

But in Detroit they were ready for it. For in Detroit every business man makes it a major part of his planning to keep posted on the changes in automobile production and automobile employment. The Ohio Valley retailers were unprepared last May because the automobile industry made its change-over from 1940 to 1941 models a week earlier and that meant that "tooling up" began a week earlier. St. Louis zinc producers stepped up their production to meet automobile demand. Pittsburgh steel mills worked on auto orders. Atlanta and Charlotte cotton mills put in their warps and switched their looms from idleness to production of cloth for automobiles. Akron glass companies went to work on plate glass for automobiles. Seattle lumber companies loaded thousands of board feet onto flat cars headed for Detroit.

So little a change in automobile production schedules as a single week's advance in the switch to models was felt literally all over the United States. For the automobile industry is the largest single user of a wide variety of industrial products and materials.

Three of every four square feet of plate glass consumed in the United States is used in automobiles. Eight out of ten tons of crude rubber, one out of four pounds of nickel, one out of three tons of lead, seven out of ten square feet of upholstery leather, one out of two tons of malleable iron, one out of ten tons of aluminum, one out of seven tons of copper, nearly one out of eight tons of tin and of zinc, one out of ten bales of cotton, one out of twenty board feet of hardwood lumber, and one out of eight pounds of glycerine are shipped to the automobile plants of America.

So great is the automobile industry's consumption of raw materials and manufactured products that it alone can make or break the business trend of the United States. When automobile production slips downward and stays down for any appreciable period all business in the United States follows, and, of course, when automobile production rises it stimulates all business. This is true to such an extent that if an assured market could be found for 6,000,000 automobiles annually a long step might be taken toward avoiding a depression. The nearest approach to that figure was in 1929, when 5,621,945 cars and trucks rolled out of the factories.

In the automobile industry is the prime example of the interdependency of all American industry.

Blaremore Enterprise:—Bill was asked the other day how far he could remember. "Well," he replied, "I can remember when toenails and fingernails were the same color."

Bigger Ford for 1941 Emphasizes Comfort in Riding

Some Details of the New 1941 Fords.

The bigger Ford for 1941 emphasizes size as part of a general plan to improve riding comfort. Increases in wheelbase, overall length, seat width and head room are built into the new Deluxe and Super Deluxe lines.

Front seat of the sedan is seven inches wider. Window area is larger. Extra width of body makes the running board invisible when the doors are closed. A new "X" type of welded frame of greater rigidity and body mountings of thick rubber add to riding smoothness, safety and silence. Front and rear springs are longer.

Rear seat cushions are two inches further ahead of the rear axle. Individual coiled seat springs support curled hair bedded in latex to form the cushions. Four lever-type hydraulic shock absorbers assist the new springs, which are of softer, "slower" steel. A ride stabilizer, connected to the front axle by swinging shackles, helps steering and minimizes side sway.

Oversize four-wheel hydraulic brakes are designed for sure stopping and longer service. A parking and emergency brake, acting on the rear wheels by means of a cable, operates from a lever under the instrument panel to the left of the driver.

Also under the panel is a safety lock knob for the hood. Other conveniences are a hidden gasoline filler cap, automatic light in luggage compartment ventilating front windows, new safety glass, twin windshield wipers with variable speed control, twin sun visors, tender tip parking lights, two-spoke clear-vision steering wheels and, on the super deluxe double reinforced bumpers and a front license plate guard.

The 85 horsepower V-8 engine makes use of a lower gear transmission ratio for faster get-away.

In the Super Deluxe line there is a new sedan coupe with seating capacity for six. Also a convertible club coupe, seating five, has an automatic top operated from a switch, whether or not the motor is running.

Many Attractive Features Noted in the New Mercury

Smartness and Convenience Combined in 1941 Models.

Three objectives of the 1941 Mercury centre in greater size and roominess increased riding ease and enhanced appearance. The car has a two inch longer wheelbase, with a springbase of 129 inches. The sedan body has fifty-one inches of width across the front seat and fiftyone inches door to door in the rear. Head room and foot room are added in proportion.

The new cushion seat springs are bedded in thick foam rubber, soft yielding and free from bounce. Longer body springs, front and back, of "slower" softer steel are another factor for smoother riding. Lever-type hydraulic shock absorbers, carefully adjusted to the new spring composition, and an improved stabilizer also work to control oscillation of the whole underbody structure. The body rests on a new "X" type of welded frame of greater strength.

Interior combine convenience and smartness by including all gauges and the speedometer under a single glass directly in front of the driver and easily visible through the two-spoke steering wheel.

Large rubber mountings assure silence and smoothness in riding. The body is supported on outriggers on the side of the frame to insure rigidity and insulate against jarring side sway and noise from sources inside or out. Over size 6.50 by 16 tires have air pressure of twenty-four pounds to aid road ability.

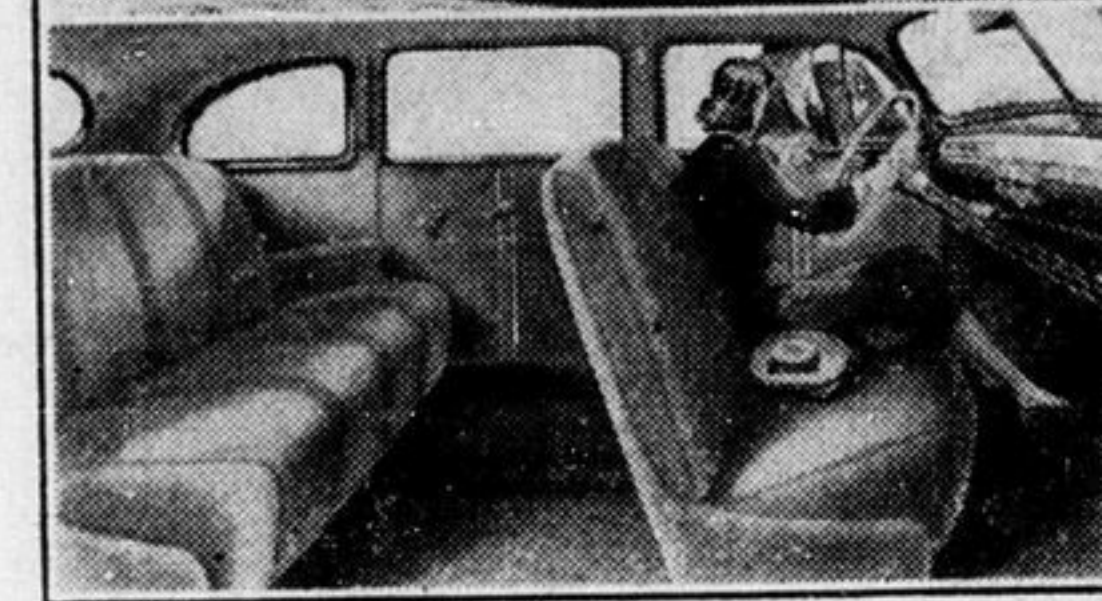
Appeal to the eye is found in the bright new metal fender speedlines, a new type of chrome radiator grille, concealing running boards, concealed gasoline filler cap, new all-chrome fender parking lights, heavier bumpers and a centre-mounted license plate.

For the driver there are an overcentre balancing spring for extraeasy clutch pedal operation, new gear ratio for faster initial speeds and a semi-centrifugal clutch of large size for softer action and longer wear.

Two new body styles are a coupe with choice of two seating arrangements, and a new station wagon. The club convertible has an independent electrical mechanism for operating the top by a simple turn of a switch.

New colors, plastic fittings and trim, and rich upholstery shades set off the car, which embodies various little improvements such as an ignition switch light illuminating the combination ignition and steering lock on the steering column.

New Ford Cars For 1941 Are Larger



ROOMIER bodies and improved riding qualities are combined with smart new appearance in the new Ford cars for 1941. Presented by the Canadian Ford Company in two lines, the De Luxe and the Super De Luxe Fords are built with a longer wheelbase to provide for the longer and broader bodies. Running boards are partially concealed. Seating widths have been increased as much as seven inches and there is greater shoulder and headroom, (left). Much better vision is afforded both driver and passengers as glass areas have been substantially increased, up to 33 per cent increase in coupes. Front ends are restyled as shown in the Super De Luxe Fordor above.

THE BIG SHOW at a glance

LOCATION — McIntyre Arena.
 DATES — Thursday and Friday, Oct. 24th and 25th.
 HOURS AND ADMISSION — Doors open for Auto Show at 7 p.m. Admission 25c. Fashion Parade and Floor Show, 9 p.m. and 12 p.m. Cabaret Dance, 10 p.m. Admission, \$1.50 per person (including admission to Auto Show).
 AUTO SHOW — A notable exhibit of the new 1941 automobiles.
 FASHION SHOW — Directed by A. J. Shragge Co.
 FLOOR SHOW — Featuring Marquette and Lynda; Rex Doyle; Zena Cheevers and Lemore Triller. Each evening at 9.
 SUPPER DANCE — Including the above Fashion Parade and Floor Show. Auditorium 10 p.m. Henry Kelneck and his Orchestra.
 McIntyre Band Opening Night.
 TICKETS AND FLOOR PLAN—Moistey and Ball, Timmins; Larry Wilson's, Schumacher and McIntyre Arena, Schumacher.

Bigger Bodies and Other Improvements in New 1941 Fords

Two Smartly-Styled New Ford V-8 Cars.

Windsor, Ont., Oct. 16: Two smartly styled new Ford V-8 cars, with longer wheelbases, roomier bodies and improved riding qualities are presented by the Ford Motor Company of Canada, Limited.

Called the DeLuxe and the Super DeLuxe types, the two cars represent the most complete change in body design and chassis engineering made in Ford cars in the last five years.

Wheelbase has been lengthened to 114 inches, and overall length of slightly more than 16 feet. Riding qualities have been greatly improved. New long softer springs; improved shock absorbers and a newly-designed stabilizer to smooth out rough roads and maintain balance on turns, combine to provide a new riding sensation described as a "gliding ride".

The new Ford cars have the size and the roominess generally associated with cars of higher price. The bodies are longer and much broader—so broad, in fact, that running boards are partially concealed. Seating widths have been increased as much as seven inches, and there is greater shoulder room and head room.

The front contour presents a distinctive use of one large centre grille and two side grilles. Long sweeping front fenders enclose the Sealed-Beam headlights, with separate parking lights

mounted just above them. The wide windshield and flaring body sides indicate the increased room available inside the body. The rear fenders blend into the body panels and from behind give an impression of one-piece design. A large, lighted rear door, houses the spare tire and tools, and provides plenty of space to stow luggage.

There are five body types in the DeLuxe and seven in the Super DeLuxe lines. Available in both are the Fordor and Tudor sedans, coupe with auxiliary seats, business coupe and station wagon. A convertible club coupe with automatic top, and a sedan coupe, new this year, are also available in the Super DeLuxe.

The instrument panel has all instruments grouped for perfect visibility through a two-spoke steering wheel. On the Super DeLuxe model, a horn ring on the steering wheel, and clock are part of the equipment. Also on the instrument panels of both types are lighter, ash tray, locking glove compartment, dimming control for panel lights, speed control for dual windshield wipers, starter button and radio speaker grille. A new convenience on both cars is an illuminated ignition lock and another is the remote control hood lock operated by a knob under the instrument panel.

All Ford cars are equipped with ventilating wings. The metal divider strips on closed cars slide down with the rear half of the window. A crank control for opening and closing the ventilating wing is an added convenience on the Super DeLuxe.

Much greater vision is afforded both driver and passengers in the new Ford cars. Glass area has been substantially increased, the increase being as much as 33 per cent in the coupes. The larger rear window, of one-piece curved tempered glass, permits greater vision of the road behind.

The new wider seats are built with a soft "floating" edge and individually pocketed cushion springs. Springs are covered with a thick rubberized pad. The driver's seat, adjustable over 4 1/2 inch range, rises as it slides forward, making better vision and easier control possible for drivers, regardless of their stature.

Both the new Ford lines for 1941 are built on the 114-inch wheelbase chassis and are powered by an 85-horsepower V-type 8-cylinder engine. This is still

the only engine of this kind in the low price field. An important engineering improvement is in the transmission, which now is geared to give even faster getaway in first and second speeds.

Improvement of the Ford ride starts with the frame. Greater strength and resistance to twisting was made possible by re-designing the X-member and incorporating an all-welded box-type centre section. With longer wheelbase passengers in the back seat ride well ahead of the rear axle and rear spring in the greatest comfort zone. Front and rear springs are new. The rear spring is longer. Lower spring frequency, or "slower" action, also are provided by new engineering so as to give passengers a soft, smoothly controlled ride on city streets and rough country roads. The new ride stabilizer is connected to the front axle through swinging shackles, and is quiet, sturdy and effective in action. It helps steering and keeps the body level over all types of roads.

Improved hydraulic shock absorbers on all four wheels allow the springs free play over moderate road surfaces, but provide firm control over rough roads and big bumps. They are of the lever-arm type and are equipped with a simplified adjusting mechanism.

The Ford DeLuxe is available in black Harbor Gray or Cayuga Blue, while the Super DeLuxe, in addition to those colors, also is available in Mayfair, Palisade Gray, and Lackhaven Green.

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We Wish Every Success to the SCHUMACHER LIONS CLUB on the occasion of their 1st ANNUAL AUTO SHOW

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Wood Used Even in Modern Cars of Steel Construction

Although modern automobiles are of steel construction, even the smaller cars use more than sixty pounds of wood in various ways, such as foundations for sundry attachments in packing and shipping cases and finally in the manufacture of fiber board and paper, which finds many uses in manufacture and shipment.

Brighter Colours More Popular in the New Cars

Brighter colours and new crisp patterns mark the upholstery fabrics chosen by the car manufacturers for their 1941 models. The result is an enlivened richer interior, more than ever a "living room on wheels". Interior appointments familiar to fine-car owners have been incorporated into the medium priced lines. Canada cloth new upholstery fabrics introduced to the public last year, can now be found in ten of the makes on display.

Patterns are predominantly herringbone and stripes in varying widths and combinations. One manufacturer has pioneered boldly with two-tone combination interior blending a brilliant solid-color fabric in the sidewall with a patterned material for seats and back-rests. Textile designers and car stylists pronounce the newly unveiled models the greatest advance since the automobile interior simulated the seating of overall. Every convenience from cigarette lighter to centre armrest is to be found in practically all of medium-priced models.

One large manufacturer features stripes of different sizes and colors set against backgrounds of lighter solid colors or herringbone patterns. Another has selected dark stripes against a light background broken up slightly darker pencil stripes. A volume manufacturer uses a herringbone pattern for his seat and back-rest fabrics with a plain solid color sidewall material.

REFUGE

It was a dramatic moment in the play when, with fiery denunciation, the hard-hearted father was about to thrust his erring daughter out of the house for ever.

"What can I do? Where can I go?" There was a tense silence. Then amid the sobs, rose the shrill voice of a woman in the gallery:—

"Come home with me lass"—The Passing Hour.

Get the facts and you'll get a FORD

This year, more than any other, it will pay you to look at the Ford and take a ride in it. New size and beauty and comfort have been combined with traditional Ford reliability and economy. Only the Ford way of doing business could give you such a car at such a low price.

And with all this has come a new Ford ride. New slower action springs work more gently—kept in check by big improved shock absorbers. The newly designed stabilizer adds to comfort and helps maintain balance on curves.

We will gladly show you the car and let you drive it. Count on us to offer a generous allowance on your present car. Any way you look at it, the Ford for 1941 means a good deal.

1941 FEATURES

- NEW Massive Beauty
- NEW Room Throughout
- NEW Vision All Around
- NEW Faster Acceleration
- NEW Stronger, Rigid Frame
- NEW Longer Wheelbase
- NEW Longer Springbase
- NEW Soft, Slower-action Springs
- NEW Soft Seat Cushions
- NEW Stabilizer Ride

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