

# Henry Ford Permits All the World to See His "Model A," Successor to the "Model T"



## NEW FORD CONFIRMS STAR'S WORLD-SCOOP

Appearance of Car Marks Conclusion of Long-Drawn-Out Season of Curiosity on the Part of Mr. General Public —Star's Account Envied

### "NERVY" PAPER OFFERED ARTICLE BACK

At last the new Ford makes its debut. Today's official showing marks the denouement of one of the most sensational advertising "stunts" using curiosity and suspense as its major weapons, ever staged by an industrial concern.

From the time it was first announced that Henry Ford would meet increasing competition with an entirely new car of an entirely new type, the automobile world has been agog with inquisitiveness, which was only intensified by the thick veil of secrecy drawn over all developments by the astute Henry.

Now and again fragments of information crept out, or appeared to creep out. Sometimes the Ford officials broke silence to deny that they were authentic. More often the "information" was so obviously speculation that no comment was made.

Pictures emerged also. The public received them sceptically. The new Ford was a mystery car.

Then, with excitement at fever height, The Toronto Daily Star and The Star Weekly had the honor of presenting to the public full specifications and accurate drawings of the new Ford models.

That was on November 19, twelve days before the appearance of this information in other papers, and thirteen days before the actual showing of the new models.

The article which disclosed this information, for the benefit of Toronto Star readers throughout Canada and in the United States, was the cause of much envious and covetous examination on the part of other publishers over North America. Numerous offers were received for permission to reproduce all or part of the information.

One enterprising paper in New York actually had the nerve to offer The Star part of its own article. The Star had "scooped the world."

The authenticity as well as the exclusiveness of The Star's news is confirmed by the official specifications published yesterday.

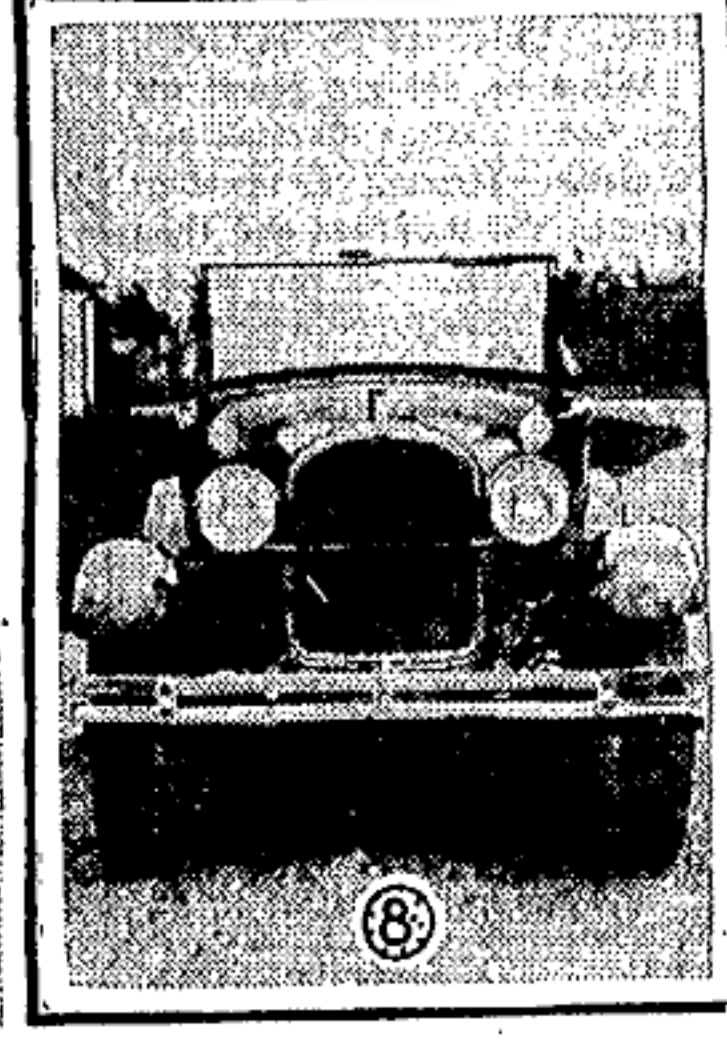
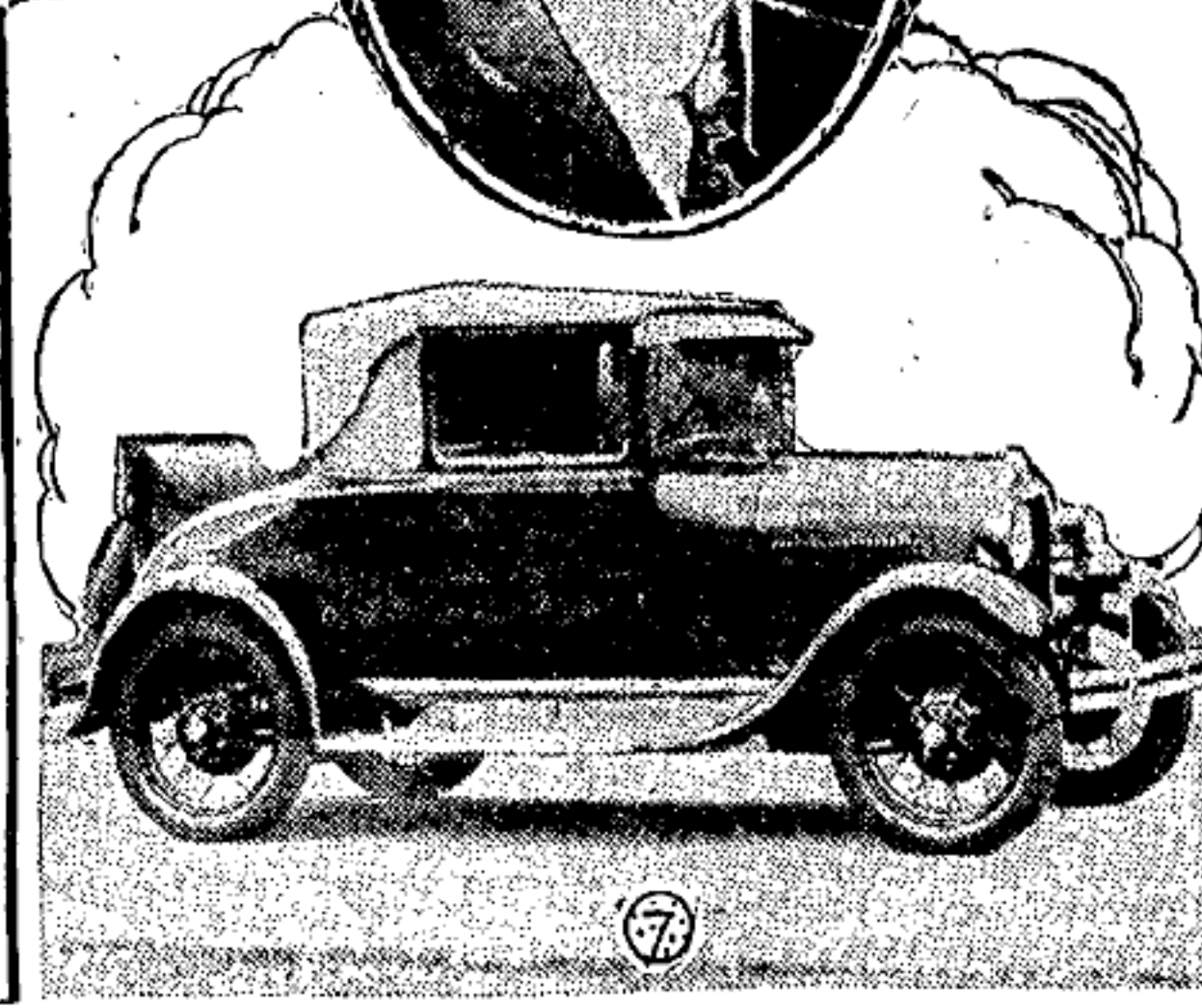
Speaking of his new creation, Henry Ford says: "1927 is not 1926. It is not 1925. It is not even 1924."

"We realize that conditions have so greatly changed in the last few years that further refinement in motor car construction is desirable. So we have built a new car. To put it simply, we have built a new and different Ford to meet new and different conditions."

"The new Ford is radically different from Model T. Yet the basic Ford principles of economy of production and quality of product have been retained."

"The new Ford has exceptional beauty of line and color, because beauty of line and color has come to be considered, and I think rightly, a necessity in a motor car today."

"The world moves more quickly than it used to. There are only so many



HERE ARE THE MODELS OF HENRY FORD'S NEW CAR. The public to-day saw for the first time the new Ford models which are shown in ABOVE photos. From LEFT TO RIGHT at the TOP are: The new phaeton; sports roadster; Henry himself; the new coupe; the Tudor sedan. BELOW, LEFT TO RIGHT: The instrument panel with speedometer, ignition lock, gasoline gauge and ammeter with dashlight in the centre, selective gear-shift transmission and foot accelerator; the four-passenger sport coupe; a front view of the sports roadster, showing the new radiator. Diagrams of these models appeared in The Star nearly two weeks ago.

hours in the day and there is much to be done.

"Fifty and sixty miles an hour are desired to-day where thirty and forty would have satisfied in 1902. So we are giving you this new speed."

"The new Ford will ride comfortably at fifty and sixty miles an hour. It has actually done sixty-five miles an hour in road tests."

"Since modern conditions demand more speed, they also demand better brakes to balance this speed. So we are giving you four-wheel brakes on the new Ford."

"In appearance, in performance, in comfort, in safety, in all that goes to make a good car, it will bear out everything I have said. We consider it our most important contribution thus far to the progress of the motor industry, to the prosperity of the country, and to the daily welfare of millions of people."

Is there anything in the fact that the new Ford is launched on the twelfth anniversary of Mr. Ford's departure for New York on the Ford Peace Ship venture? It was on December 2, 1915, that he stepped up on the deck of the "Wolverine," uttering the famous words: "We hope to get

the boys out of the trenches by Christmas."

A wide range of colors, an entirely new and graceful body design, which is set off by the additional three inches in the wheel base, are factors in the improved appearance of the new Ford. The wheel base of 103 1/2 inches, wire wheels and new deeply crowned one-piece fenders, give tone and gracefulness to the car's lines.

The sports roadster is equipped with that favorite modern innovation, the rumble seat.

Bodies are of all-steel construction. The selective sliding gear has nine discs and the rear axle is of the three-quarter floating type, with special bevel gears permanently adjusted and noiseless.

Ford officials confidently assert that the new Ford carries out the company's purpose of providing a small car which will incorporate the features of speed, comfort and safety, found only in heavy and expensive machines, with the advantages peculiar to light cars.

The water pump is so designed that it comes into use only when the motor is turning at a fair rate of speed,

and overcooling at low speed or in cold weather is thus avoided.

The engine is set in the frame of 31-3 degrees, which brings it into direct alignment with the rear axle.

A high priced car feature is incorporated in the clutch which completely neutralizes the driving plates the instant the clutch is released, with the result that it may be moved across immediately the clutch is released without fear of clanking.

The four-wheel brakes on the model "A" are of special Ford design and operate on the inner surface of the drums. All braking parts are cadmium plated as a precaution against rust and are instantaneously adjustable through the manipulation of a small stud on exterior of each drum.

All four brakes are applied simultaneously through either hand, pedal or foot lever. Sixty per cent. of the braking power is in the back wheels and forty per cent. in the front.

The engine is an essentially low speed power plant. It develops 40 horsepower at 2,200 revolutions per minute. S. A. E. rating is 24.3. The bore-end stroke of the cylinder is

3 7/8" x 4 1/4".

A greater margin of safety is provided in the new Ford. Illustrating this: Steel forgings are used wherever practicable and malleable castings which are apt to break when subjected to great stress are eliminated.

The accessibility of all parts is another outstanding feature. Oiling and greasing is simplified to the minimum of trouble by the use of Alemite Zerk systems.

The generator is driven by the fan belt and is removed from close proximity to oil. It is of the power-house type with armature and brush holder removable without removing the generator.

The lubrication is of a trouble proof design and affords a positive supply of oil on all parts at all times. It has an oil capacity of one imperial gallon. The oil pump is driven by a worm gear off the crank shaft. The oil is screened each time it passes through the pump.

The gas tank on the model "A" is situated under the cowl and holds 8 1/2 imperial gallons. There is a gas filter through two sediment screens in the sediment bulb.

## REPAIRS FOR OLDEST BRIDGE IN ENGLAND

Structure in Somerset Made of Slabs—Legend Says the Devil Built It

London.—Tarr or Torr Steps, an ancient bridge crossing the River Barle near Dulverton, Somerset, is in need of repair. Archeologists ascribe the erection of the bridge to a prehistoric period. A local legend, however, says that it was made in a night by the devil.

at this point. Wheeled traffic was unknown in those days. Later, the farmers in the neighborhood periodically gathered at the bridge to carry out any repairs needed.

The legend runs that the bridge was made by the devil entirely for his own use. He determined that it should not be used by mortals. He built it in one night, but when he was bringing the finishing load of stones his apron string broke and they were scattered.

He condemned to destruction the first creature that should cross the bridge and hid to see who it was. The local inhabitants cunningly sent a cat, which was torn to pieces when it reached the further bank. The spell was broken, and the person was the next to cross. He indulged in wordy warfare with the devil, who called him a black crow. The person replied that he was no blacker than the devil, upon which the devil disappeared.

Since then the bridge has been open. Some of the slabs which protected the stone piers have now fallen into the river, and various repairs are necessary.

### A BOOK OF 1624

A leather-bound book of church history, printed in England in 1624, is a prized possession of Joseph F. Green of Iowa Falls. The volume is in good condition with the exception of the bindings, which are slightly nicked. Green said his ancestors stropped their razors on the leather backs.

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You can relieve your cough with LIFE SAVERS Sough Drops

The kind of **TOMATO SOUP** Everyone Enjoys

IF YOU are inviting friends for luncheon, order AYLMER Tomato Soup for one course. It's sure to be an appetizing and enjoyable feature. Everybody likes it.

If you are expecting hungry, healthy children home from school and eager for dinner, AYLMER Tomato Soup forms the basis of one of the quickest, easiest and most popular meals you can prepare. For evening dinner, with or without guests, AYLMER Tomato Soup is always a sure "hit"

Made of Real Ripe Tomatoes With the True Northern Flavor

Canada is the northernmost fruit and vegetable country. Every householder who has bought southern tomatoes by the pound knows how different the northern-grown Canadian tomatoes are when they come in—how much richer in flavor.

This Canadian flavor is the feature which distinguishes both AYLMER Brand Canned Vegetables and AYLMER Brand Canned Soups. To add Canadian zest to tomato soup, all you have to do is to say the word "AYLMER" when ordering your supply at the grocer's. And AYLMER costs less, too, than imported southern brands, because you save the duty.

NOTE: Every time you send three AYLMER Soup labels to Dept. "C", Canadian Cannery, Limited, Hamilton, accompanied by a Post Office Order for 20 cents, you will receive an Oneida Community Par Plate Soup Spoon by return mail, selling usually at 50 cents in the silverware stores. Start collecting to-day. Teaspoons to match.

**8 Varieties**

**AYLMER SOUPS**

The Flavor is Finer - The Cost is Less

**AYLMER Vegetables**  
Tomatoes, Beets, Peas, Carrots, Corn, Pumpkin, Spinach, Parsnips, Beans, Squash

**AYLMER Fruits**  
Cherries, Raspberries, Peaches, Strawberries, Pears, Apples, Plums, Currants