

SPECIFICATIONS

Exterior: Lustrous Baked Enamel finish in nine single colours and fourteen two-tone combinations.

Basic colours are: Raven Black, Corinthian White, Montecarlo Red, Skymist Blue (light), Belmont Blue (Medium), Adriatic Green (light), Meadowvale Green (medium), Sultana Turquoise, Platinum.

Engine: 90-hp Frontenac Six—144 cu. in. displacement; 3.50" bore x 2.50 stroke; 8.7 to 1 compression ratio; regular gas; single venturi downdraft carburetor; manual choke; 6-port intake manifold integral with cylinder head; mechanical diaphragm fuel pump with vacuum booster; fuel tank capacity, 11.7 gallons; crankcase oil capacity, 4 quarts; 12 volt battery.

Transmissions: 3-speed synchromesh is standard transmission. Shift lever on steering column. 2-speed Automatic Drive—Two-stage torque converter with planetary gears. Two forward gears (low and high) and reverse.

Suspension: Independent front suspension with ball joints and coil springs mounted on the upper control arm. Double-acting hydraulic shock absorbers with built-in rebound control are mounted inside coil springs. Link-mounted ride stabilizer controls sway on turns. Rear Suspension is by 5-leaf, semi-elliptical springs. Shock absorbers are diagonally mounted.

Rear Axle: Hypoid axle with over-hung pinion in semi-floating banjo housing. 3.10 to 1 axle ratio with 3-speed standard transmission or Automatic Drive.

Steering: Magic-Circle recirculating ball steering gear cuts friction for easier turning. 27 to 1 overall steering ratio, 4.6 turns lock to lock. 17" diameter, 3-spoke Safeguard steering wheel. Turning diameter, curb to curb, 37.7 feet.

Brakes: Double-sealed, self-energizing hydraulic brakes. Drum diameter 9 inches. Brake lining area 114.3 sq. in.

Tires: 6.00 x 13, 4-ply on 4.25-inch rims.

Dimensions: Wheelbase, 109.5"; front tread 55"; rear tread 54.5"; overall length, 181.2"; overall width 70"; overall height 54.5"; trunk capacity (with spare tire) 23 cu. ft.

The specifications contained herein were in effect at the time this folder was approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue models at any time, or change specifications or design without notice and without incurring obligations. Some of the items illustrated or referred to are optional at extra cost.

FORD MOTOR COMPANY OF CANADA, LIMITED

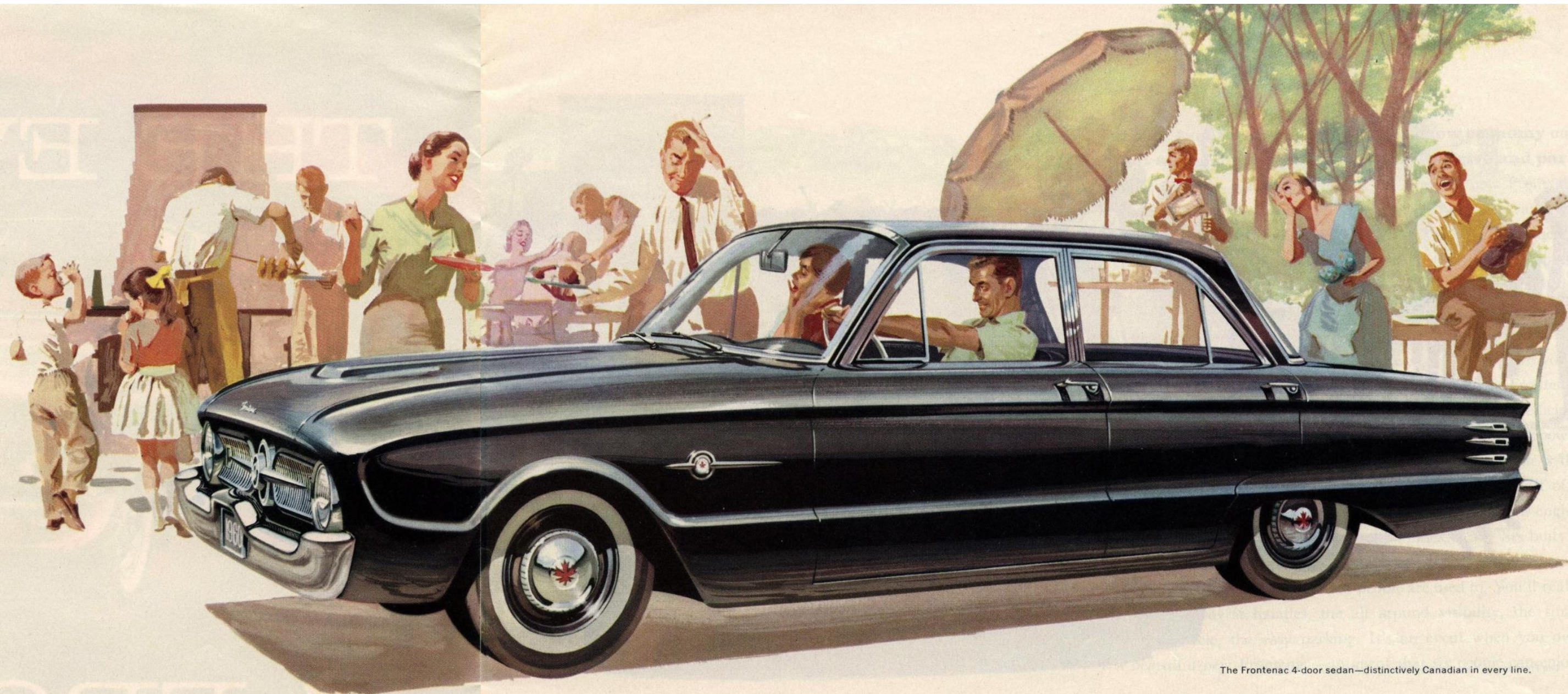
THE EVENTFUL



FRONTENAC

It's an event—when you get the economy you want and luxury, too—in just 181 sleek inches of Canadian-style car

The eventful Frontenac is an entirely new kind of car. Compact externally, with a six-passenger interior complete with many touches of good living. Seats are at a comfortable height. The front seat is deep in foam cushioning. Fabrics are elegant and serviceable. ✦ The Frontenac's trim good looks are as Canadian as its name. The new heater is built for Canadian winters—and its comforting warmth tells you so. But the biggest surprise of all is roominess. ✦ Six "six-footers" can sit in a Frontenac in comfort with ample hip room and head room! Seven pieces of luggage fit snugly into the 23 cubic foot trunk. How all this in just 181 inches? It's through a completely new approach to car design that started with six-passenger comfort, performance, manoeuvrability, and economy as its primary requirements. ✦ A new method of unit construction was evolved to reduce weight and outside dimensions while permitting ample room for six passengers inside. The eventful Frontenac provides: sparkling performance and thirty-or-more miles per gallon, because its new, short-stroke six-cylinder engine has over 1500 pounds less weight to pull. ✦ You enjoy amazing handling ease, too, because the new Frontenac is lighter on its feet—and over three feet shorter than other six-passenger cars.



The Frontenac 4-door sedan—distinctively Canadian in every line.

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The Frontenac 4-door sedan—distinctively Canadian in every line.

The Frontenac 2-door sedan—six-passenger roomy inside.

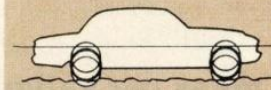
It's an event—when you get a trim new economy car that seats six passengers, is easy to drive and park

Just to look at the stylish picture the eventful new Frontenac presents from every angle, it's hard to believe that this car offers you over thirty miles to the gallon, saves you up to nine oil changes a year . . . is, in fact, a true economy car. 🍁 The eventful Frontenac is full-size proof that you don't have to skimp in order to save. There is room aplenty for six big people. There's comfort and convenience hitherto only associated with costlier cars. Yet just over a cent a mile for gas will cover all the pleasure you'll enjoy at the wheel. And it will be a pleasure, because the Frontenac is built to give Canadian-style performance from a new, efficient Six that gives the high power-to-weight ratio of one horsepower for every 27 pounds! 🍁 Its compact, Short-Stroke design is the most modern in Canada. The Frontenac engine is built of a specially developed iron alloy. The result is a durable new engine you can rely on. It has the lowest wear index of any Six built to give you the economy that lasts. It's easier to drive, because controls are just like the cars most people are used to. You'll really enjoy the way it handles, the all around visibility, the small turning circle, the easy parking. It's an event when you own a beautiful new Frontenac—an event that six people can enjoy.

THE EVENTFUL 🍁 FRONTENAC

It's an event—when interior roominess becomes so generous in a car that's more compact than usual

Outwardly, the Frontenac is smaller than other Canadian-made cars. Inside, there is head, leg, hip and shoulder room enough for six people to enjoy their driving in complete comfort. It's made possible by a new approach to *unit* construction: the method of building an automobile in which the frame and body are *combined* into a single, solid structure. As a result, at *every* point the Frontenac is strong, light—and roomy! ✦ Interior dimensions are generous by any standard, because the Frontenac has been designed around the needs of up to six big people. Inside, new ideas in seat construction have given space to you, kept comfort foremost always. ✦ The Frontenac seats give good posture, proper support to back and legs. Up front, seats are foam padded. In the rear, there's no interference from the front seat. In fact, there's foot clearance *under* it, if you want to stretch out even further! Spaciousness extends to *trunk* room, too! Storage capacity in the Frontenac trunk is over 23 cubic feet—large enough for seven pieces of average size baggage. ✦ Inside, the eventful Frontenac is a full-size car. Outside, it is compact enough to let you enjoy driving and parking—even in the city. The Frontenac fits into your garage with room to spare. Whatever your needs in a new car, the Frontenac supplies a beautiful and spacious answer. That's why it's an event!



Frontenac's unit body is quieter. Doors, deck lid and hood fits are firm and exact. The body is rigid, safe. Construction is welded—except fenders, where bolts facilitate economical replacement.



The eventful Frontenac is trim in design, from end to end. Traffic handling and parking are really easy, yet trunk room provides more than 23 cubic feet of useable storage space.



Unit body design increases head, hip and shoulder room—reduces exterior dimensions. Unit bodies are singularly strong. Every section is also a structural member.

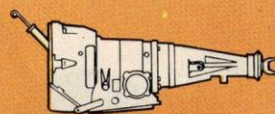


In the Frontenac, foam padding and the right seat height make driving long distances a pleasure. You ride relaxed, with your legs properly supported. Even when riding in the middle comfort is assured.

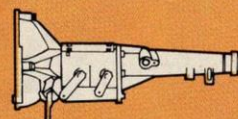
THE EVENTFUL FRONTENAC

It's an event—when you can get 30-or-more miles per gallon from a 90hp engine that sets new standards in dependability

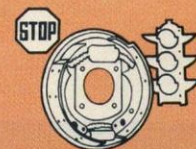
In combination with a light car weight of 2400 pounds, the 90 horsepower Frontenac Short-Stroke Six delivers top performance with low gas consumption. Piston travel is only 2½ inches. This means that you get more responsive performance with *less* engine wear. ✱ The Frontenac Six is built for the kind of economy that *lasts*. The engine block is made from a specially developed iron alloy, because of its known stability and long life. Where weight can be saved safely, as in the flywheel and transmission housing, aluminum is used. The result is an engine weighing only 345 pounds with built-in reliability, and outstanding gas economy. Over thirty miles per gallon can be obtained at highway cruising speeds. And you can choose from a standard, three-speed gearshift transmission or an automatic at low additional cost. Either will give you the driving pleasure you're used to without having to "unlearn" established driving habits. ✱ Steering, too, is responsive. Turning circle is just over 38 feet—almost ten feet less than some larger cars! Brakes set new standards in safety. They are *nine-inch* big—front and rear—with approximately thirty fewer parts to service. The Frontenac stops surely, safely everytime. Economy, dependability and safety are just three of the many reasons why it's smart to go Frontenac.



Automatic transmission is a lightweight two-speed model incorporating all the latest advances in design. Regular P-R-N-D-L selector pattern is operated by convenient lever.



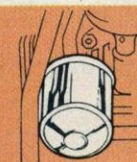
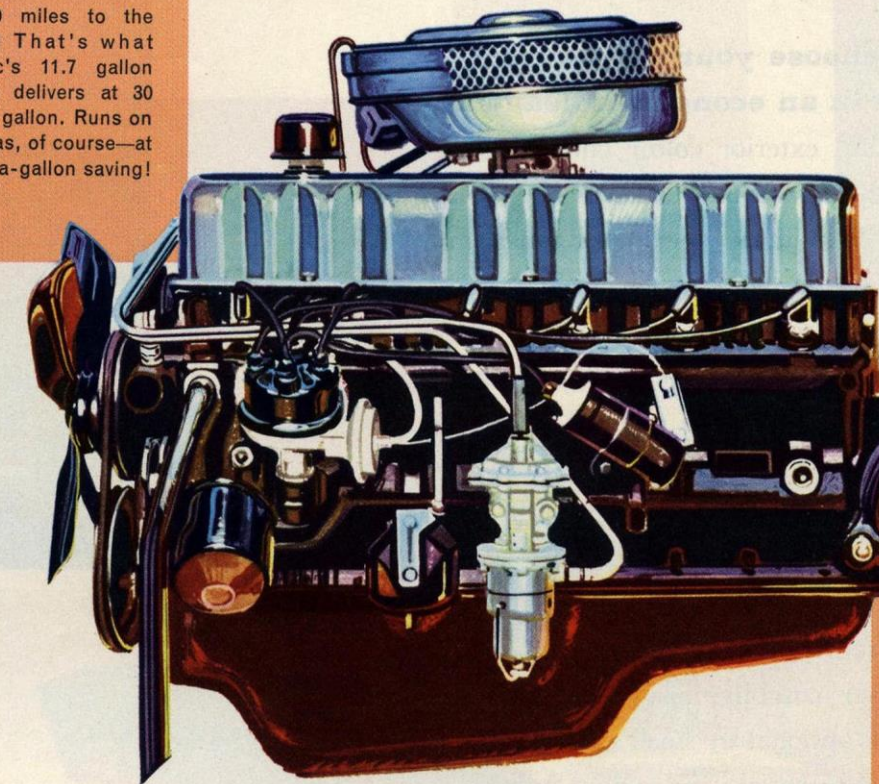
Regular, manual shift transmission has three forward speeds, synchromesh smoothness. Shift pattern is conventional type. Shift lever is beautifully integrated with steering column for good looks and for roominess.



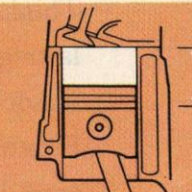
Quick, sure stops every time. That's what you'll get with Frontenac's nine-inch brakes. They establish a new high in efficiency—and they're standard equipment on the new Frontenac! Thirty fewer parts to service, too.



Over 340 miles to the tankful! That's what Frontenac's 11.7 gallon gas tank delivers at 30 miles per gallon. Runs on regular gas, of course—at a nickel-a-gallon saving!



Full-flow oil filter is standard equipment. You save up to nine oil changes a year, because you can drive as far as 4,000 miles between oil changes. It's another big Frontenac economy that doesn't cost you an ounce of comfort!



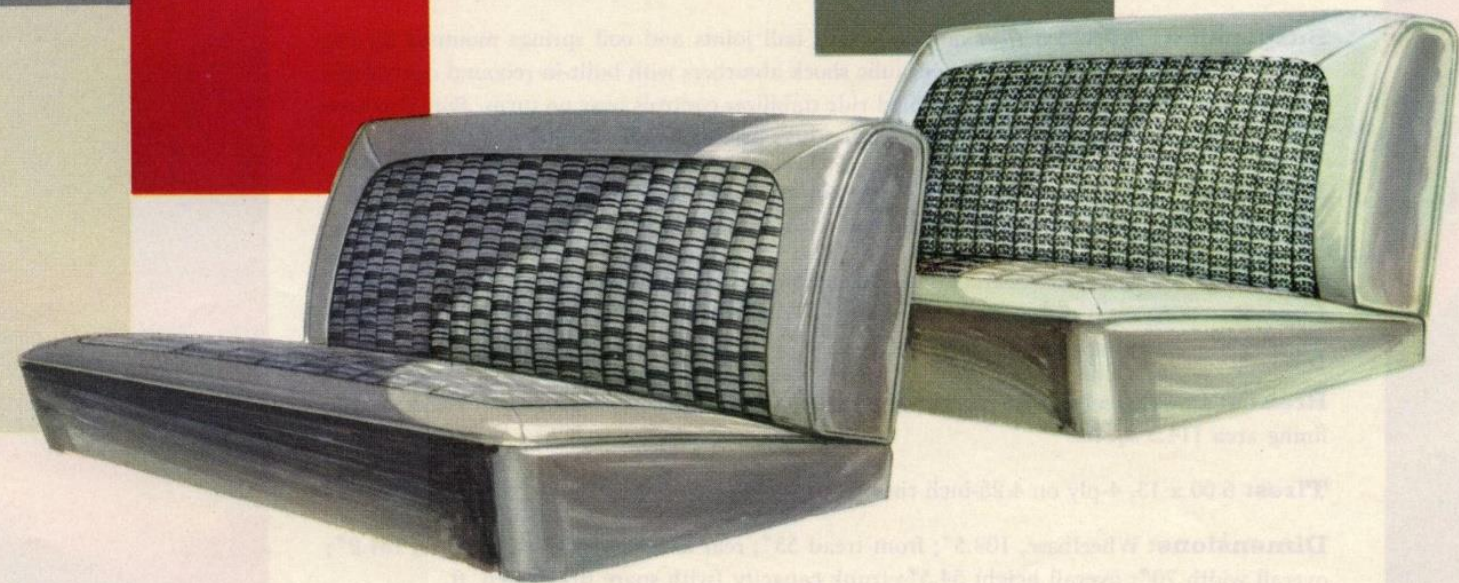
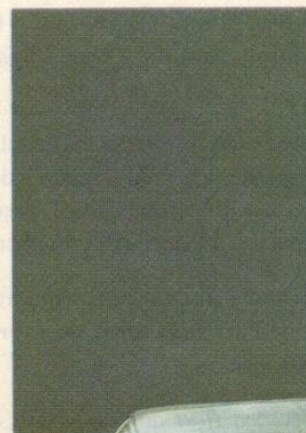
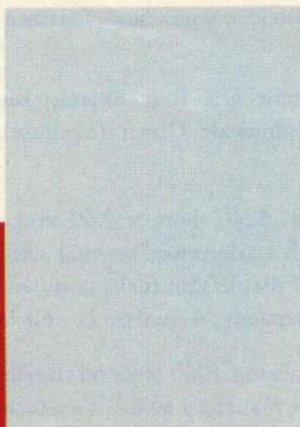
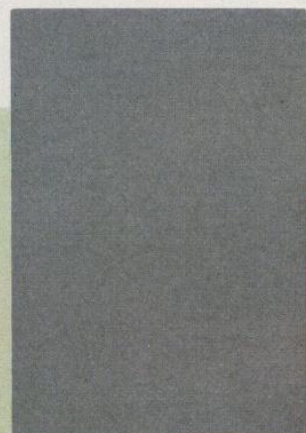
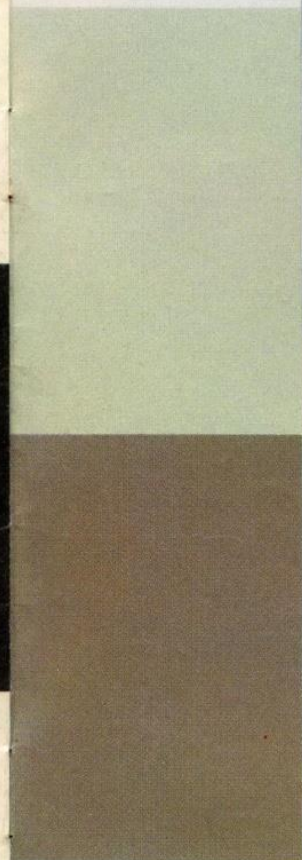
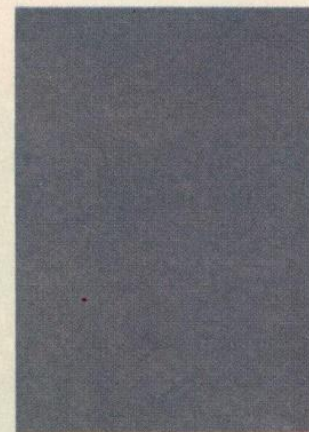
The finest in Short-Stroke design! That's the new Frontenac Six: stroke is fully one inch shorter than cylinder bore; wear index is the lowest in the industry. And 30-or-more miles per gallon economy!

THE EVENTFUL  FRONTENAC

It's an event — when you choose your colour combinations and interior fabrics in an economy-mileage car

Think of it! Nine bright, beautiful exterior colour choices—all in lasting, lustrous finish, because the new baked enamels stay bright season after season. Two-toning? Yes—in a wide colour range. The Frontenac looks what it is. Luxurious in the ways that mean a difference in comfort, and beauty and pride. Downright miserly in its way with gas and oil and running costs. So, indulge your gayest colour fancy. You can—with economy in mind—in an eventful Frontenac.

✻ Incidentally, those beautiful interior fabrics are made of durable vinyl and nylon. Rough treatment won't tear them . . . spills won't hurt their beautiful finish. Frontenac's seat fabrics have special protective coating that keeps out dirt and stains. Makes the seats easy to clean. Standard interior fabric is in colour-planned grey to harmonize with all exterior colour combinations. Beautiful green, blue or grey metalweave fabric is optional at small extra cost. You ride in enough luxury and comfort to enjoy your savings fully as the happy miles roll by. It's an event—when you own a new Frontenac!



THE EVENTFUL



FRONTENAC