

Ford Motor Company of Canada

LIMITED

ADDRESS ALL
COMMUNICATIONS TO THE COMPANY

"FORDCANADA"
WESTERN UNION CODE

Lists 1,2,3,4.

ALL COMPANIES
ALL DEALERS

July 31, 1929
Ford, Ontario.

BODY COLORS.

Gentlemen:

OVERSEAS CIRCULAR LETTER NO. 614

The following new lacquer colors have been adopted as standard, effective August 1st.

	<u>Body and Window Reveals.</u>	<u>Striping</u>	<u>Upper Deck and Belt Moulding</u>
<u>Closed Bodies.</u> (Except Town Sedan and Cabriolet)	M-911 Mandalay Green M-912 Richelieu Blue M-823 Coach Black	M-913 Vermilion Red M-969 Cameo Cream M-914 Carmine Red	Black Black Black

Double striping will be used on Moulding of Closed Bodies.

Open Passenger Bodies.

Phaetons will be supplied in the same Body colors as shown above. The Mouldings on blue and green Bodies will be black. The Moulding on the Black Body will be green.

Roadster Bodies - same body colors as above, but the moulding color will also be used on the Rear Deck. When Black color is supplied the Deck will be finished Green.

On both the above Open Models the Mouldings will be finished with a double stripe of Cameo Cream on Black and Blue bodies and Vermilion stripe on Green Body.

To stimulate sales of our different Models we have decided to change our colors more often, and the present basis calls for three standard colors with the exception of Town Sedan and Cabriolet; one of which colors will be changed approximately every three to four weeks. This means that each color will be in use approximately nine to twelve weeks.

In explaining the new colors, we might mention that the Mandalay Green is a lighter shade than Brewster Green. Richelieu Blue is a very deep blue, darker than Niagara Blue. Both these colors are very pleasing and rich in appearance.

The Town Sedan and Cabriolet Models will be furnished in the following colors:

ALL COMPANIES
ALL DEALERS

Town Sedan

Andalusite Blue (Shade darker than Richelieu Blue)
Kewanee Green (Light Green)
Black

These colors will be supplied with pleasing combinations for Mouldings and Upper Panels.

Cabriolet

Will be supplied in: Mountain Brown
Thorne Brown
Cigarette Cream
Andalusite Blue

With this Model the Moulding and Rear Deck will be finished in contrasting and appropriate colors.

Light Delivery Model will be supplied in Brewster Green, as at present.

Our instructions to the factory will call for each Dealer receiving approximately one-third of each of the standard colors on each Model. Under these circumstances we request that you refrain from specifying colors, but at times if a particular color must be supplied, we will endeavour to meet such a request. We believe this new basis will work out very satisfactorily for all Dealers and you will be advised promptly each time a color has been changed and the new color being used.

MALLEABLE FRONT WHEEL WITH DUAL WHEEL OPTION

We are now supplying a malleable single Front Wheel on all orders specifying Dual Wheel equipment on Trucks. This Wheel is the same design and construction as the Dual Wheel. It is being supplied at no extra charge. This change makes a more uniform job as it applies to Wheel equipment.

As previously advised, the price of this option is \$72.00 net F.O.R. East Coast.

TEN PLY TRUCK TIRE OPTION

Effective immediately, we will supply as optional equipment two 32 x 6 Ten Ply Rear Truck Tires and three six inch Rims in place of standard eight ply Tires with 5 inch Rims, at \$25.00 extra over and above the standard F.O.R. East Coast price for the Truck. This option has been adopted as a result of many requests for a heavier duty Tire on the rear of the Truck, from territories where road conditions are extremely bad.