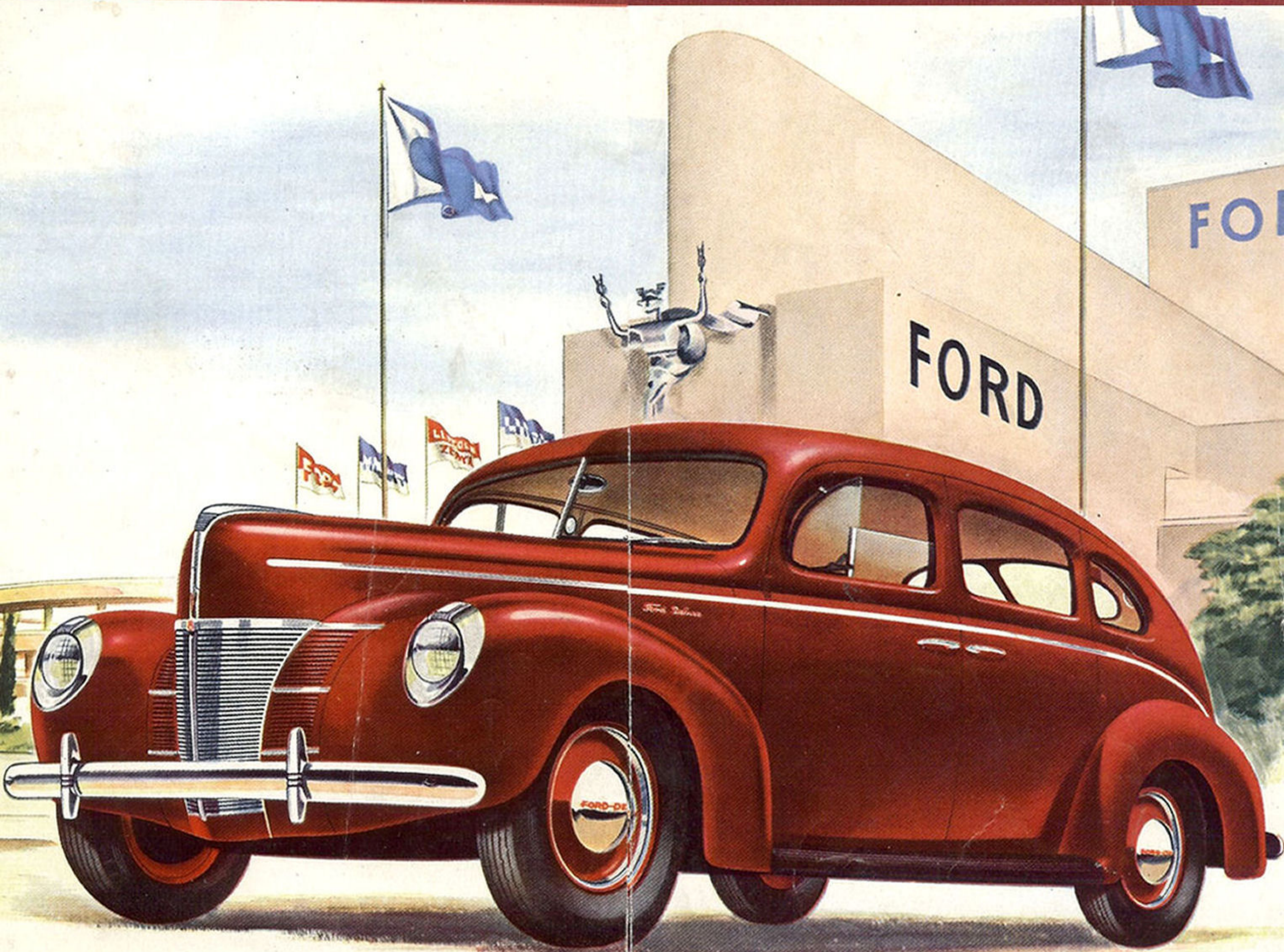
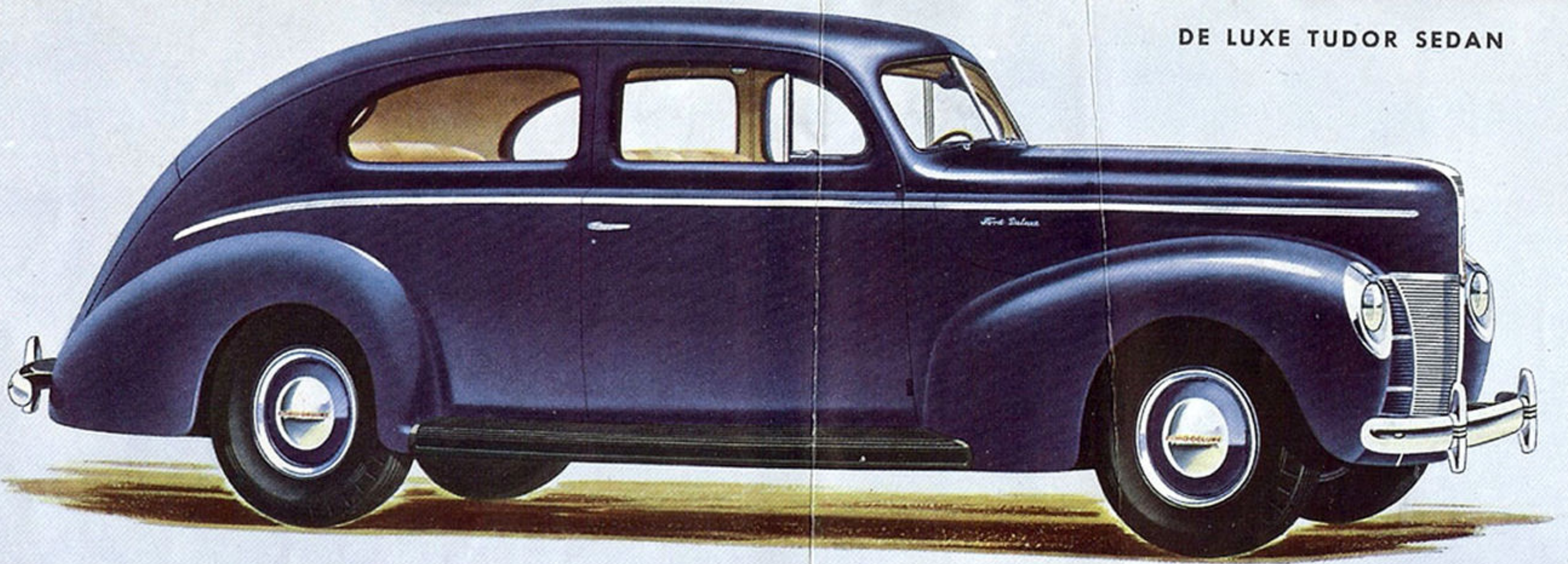


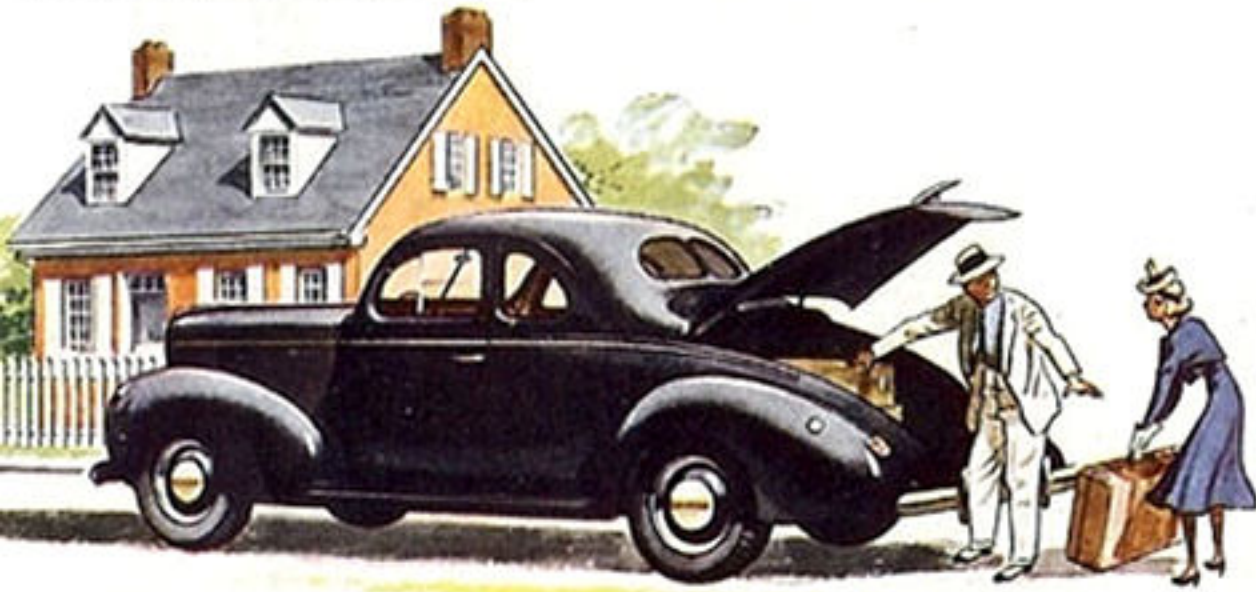
# THE FORD CARS FOR 1940



DE LUXE TUDOR SEDAN



DE LUXE TUDOR SEDAN. Improved shock absorbers and softer springs help provide a restful ride.



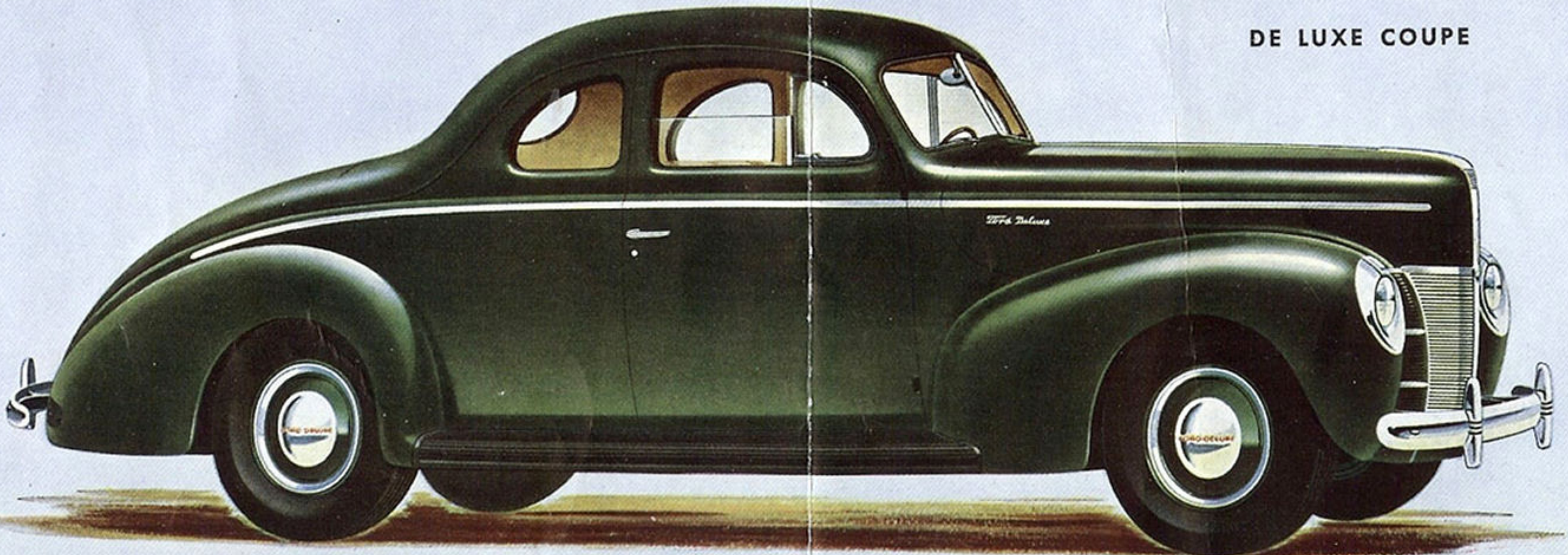
DE LUXE COUPE. Two luggage compartments—one reached from inside car, the other through rear deck.

THE DESIGN of the De Luxe Ford V-8 for 1940 establishes this car more firmly than ever as the style leader in its price class.

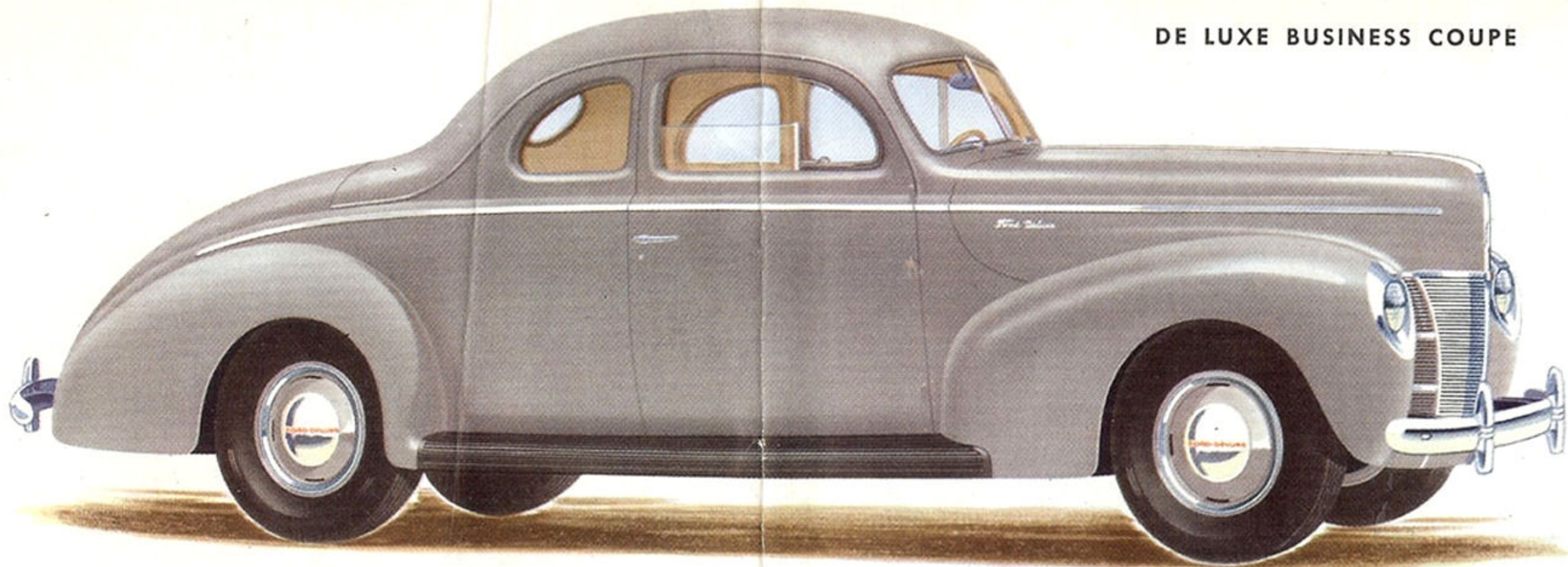
It is big, substantial and powerful in appearance. The graceful, modern front end is entirely individual in character. And creating a new style, the rich, colorful interiors have a distinctive two-tone treatment, carried through in the instrument panel, fittings and upholstery.

There are many important new features for 1940—including Finger-Tip Gearshift on the steering post, Controlled Ventilation, Sealed-Beam Headlamps for safer night driving and extra roominess inside. Softer springs both front and rear, improved spring suspension and "floating edge" seat cushions contribute something entirely new in easy riding comfort.

DE LUXE COUPE



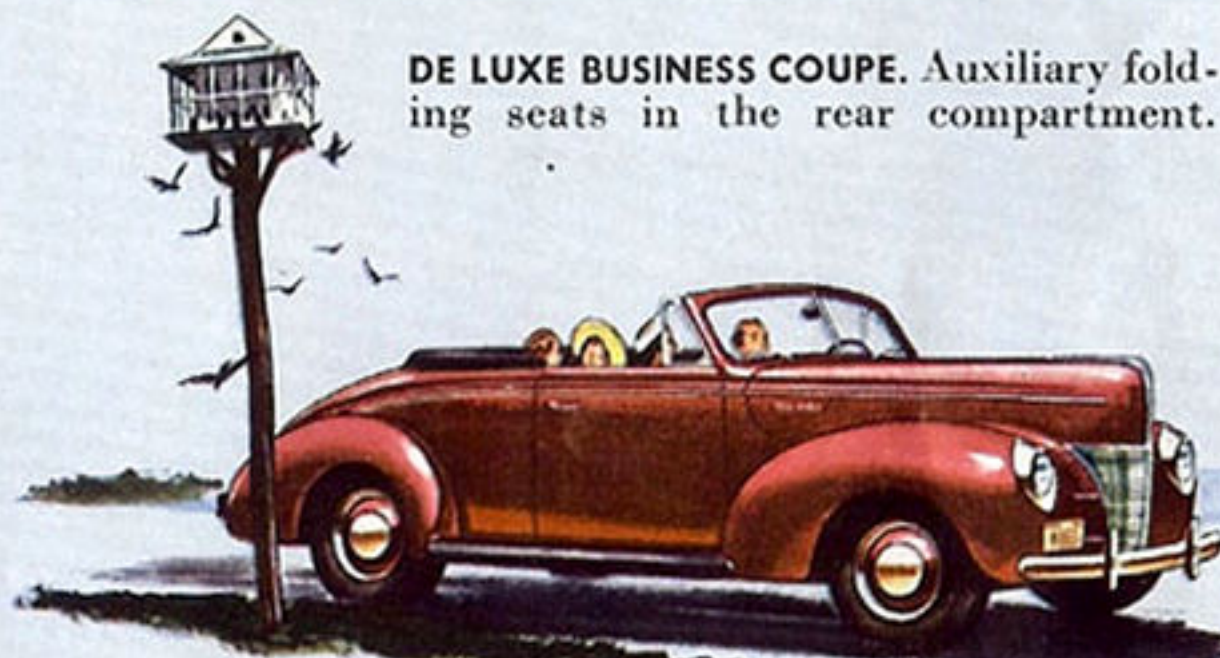
DE LUXE BUSINESS COUPE



The thoroughly proved hydraulic brakes are big and powerful, and ingenious new ways have been found to make the car exceptionally quiet in operation. The De Luxe Ford is powered by the 85 hp Ford V-type 8-cylinder engine—long famous for its smoothness, economy, flashing acceleration and performance.

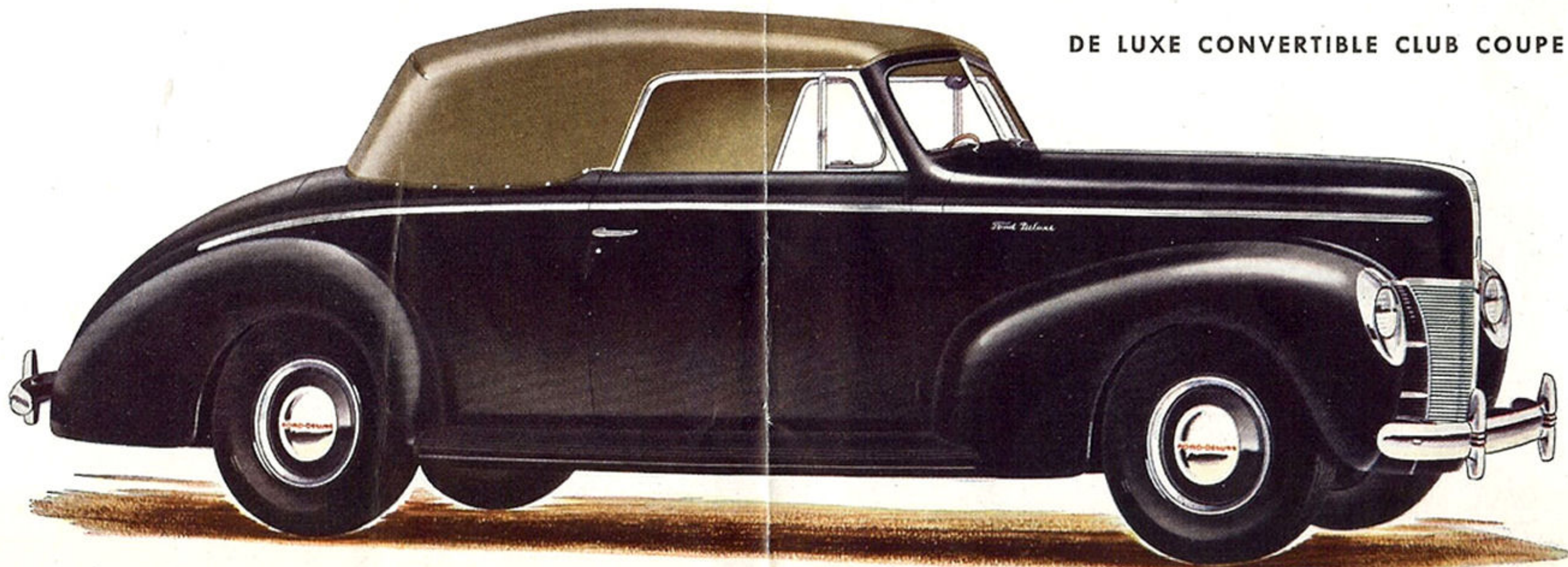
For many years the Ford Motor Company made only one car—the Ford. Then, in turn, companion cars were developed—the Lincoln, Lincoln-Zephyr and Mercury. Each, a fine quality car in its class, has made notable contributions to the quality of the Ford. This constant progress—under a unified management—reaches a new peak in the new models for 1940. So that you may know first hand all about the many improvements, you are invited to drive the new Ford car.

DE LUXE BUSINESS COUPE. Auxiliary folding seats in the rear compartment.



DE LUXE CONVERTIBLE CLUB COUPE. Top rises and lowers automatically. Vacuum-operated control.

DE LUXE CONVERTIBLE CLUB COUPE

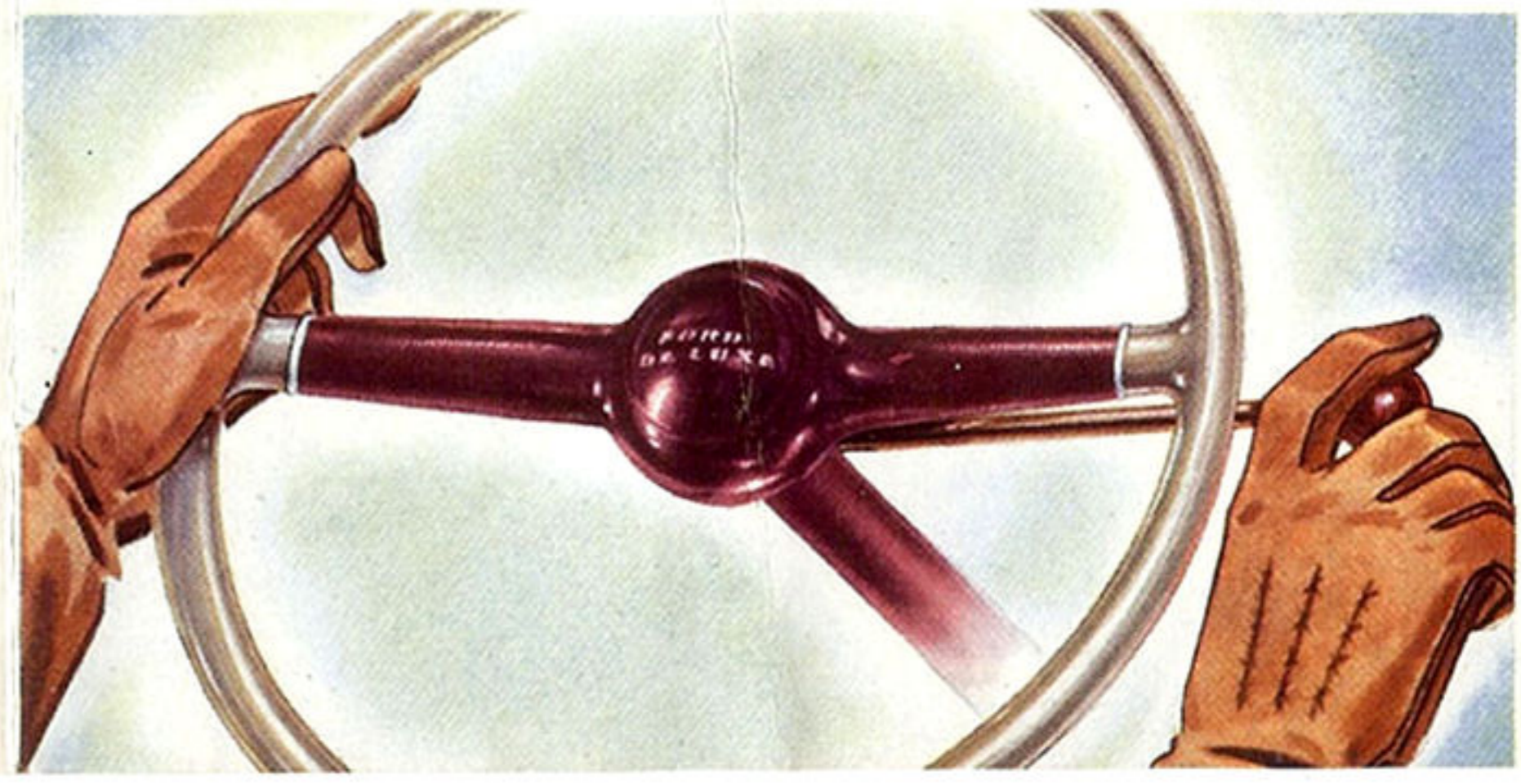
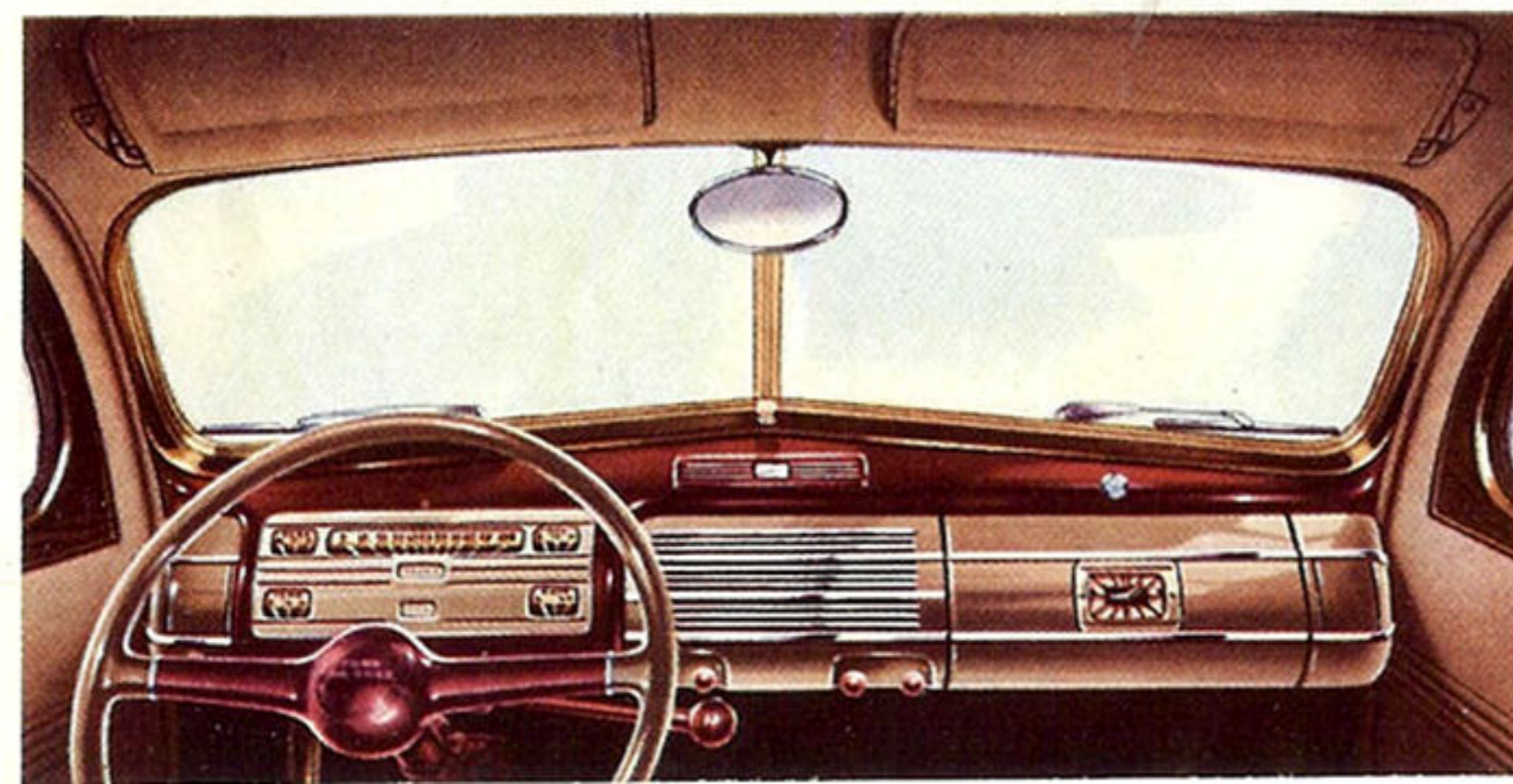




**THE FINE INTERIORS OF THE DE LUXE FORD V-8.** Careful color harmony and fine tailoring distinguish the inviting interior of the De Luxe Ford V-8. Window and door frames are finished in dark mahogany, handles in maroon. Knobs and escutcheon plates are rich plastic. Upholstery is a pleasing new sand shade—available in striped mohair or fine broadcloth. Seat cushions are of new construction, deep and restful, with a soft, "floating edge." The 1940 Ford V-8 has more leg room, more elbow room and is more comfortable all around. When you settle down and get the smooth, substantial feel of a De Luxe Ford V-8—you'll realize that here is a really big car—BIG in everything but price!

**NEW DE LUXE INSTRUMENT PANEL.** On this handsome, efficient instrument panel all gages are grouped in a single unit for perfect visibility through the new two-spoke steering wheel. There are two ash trays—one at each end—a lighter, grille for a radio speaker, a 30-hour clock of modern design and a sturdy lock on the glove compartment door.

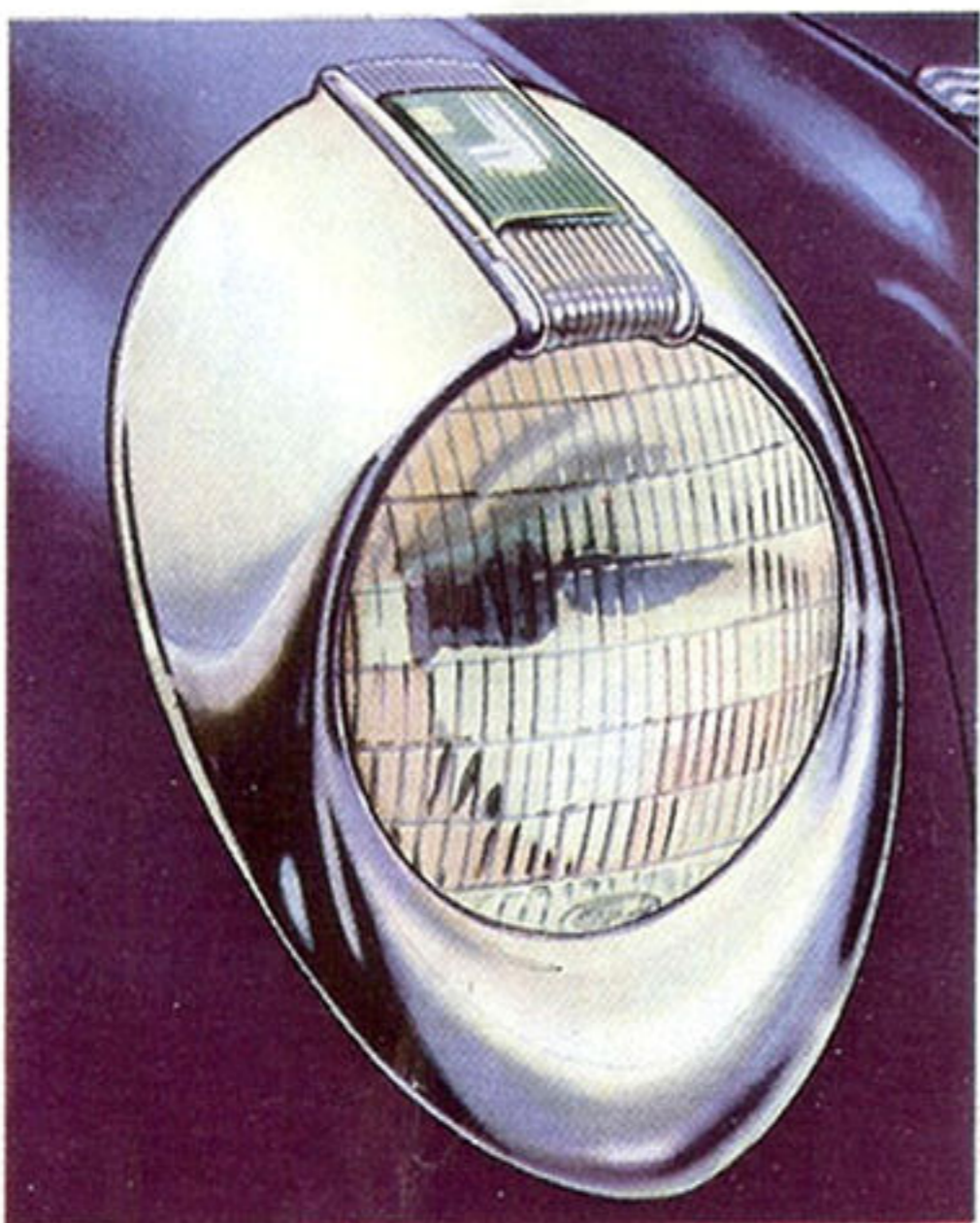
**NEW FINGER-TIP GEARSHIFT.** One of the most important Ford improvements for 1940 is the new Finger-Tip Gearshift—on all body types at no extra cost. It is simple, smooth, easy to operate. Leaves the front compartment clear for three to ride comfortably. An improved transmission also makes the Ford V-8 for 1940 easier and safer to handle.



**FORD CONTROLLED VENTILATION** is a simple, common-sense system for controlling ventilation in all kinds of weather. In closed body types the rear half of the window slides down completely, leaving no metal strip to obstruct vision or hamper hand signals. The forward section is diagonally hinged, tilts as it swings, and circulates air both in and out of the car without drafts.



**NEW SEALED-BEAM HEADLAMPS** are a particularly important improvement in the 1940 Ford cars. Designed for greater safety and comfort in night driving, these new lamps have two separate beams—a Country Beam for the open road, and a Traffic Beam for passing or city driving. The Country Beam is about 50% stronger than formerly and illuminates both sides of the road. The Traffic Beam is just as strong but directs the light down the right of the road. Lamp bulb, lens and reflector are sealed in a single unit for greater efficiency and longer life.



**A GREAT NEW RIDE.** The basic reason for Ford riding comfort is the Triple-Cushioned Ride—three cushioning factors between passengers and road shocks: (1) Deep, soft seats with a soft "floating edge"—(2) Flexible transverse springs—(3) Four double-acting hydraulic shock absorbers. All 85 hp cars also have more flexible springs, longer front spring and improved spring suspension.

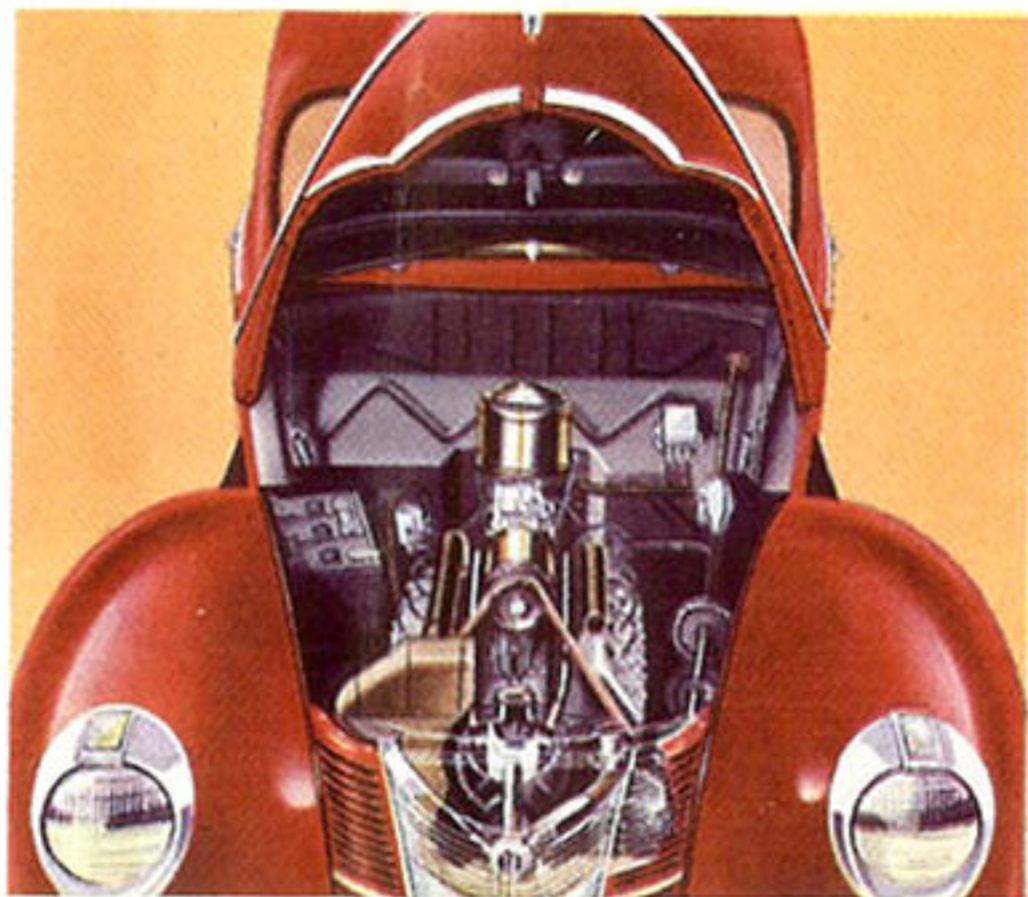
**QUIET.** Ford engineers constantly study car noises on the road and trace them to their sources. Then back in the laboratories they develop the best sound-proofing methods and materials for use in every part of the car.

sound-proofing methods and materials for use in every part of the car.

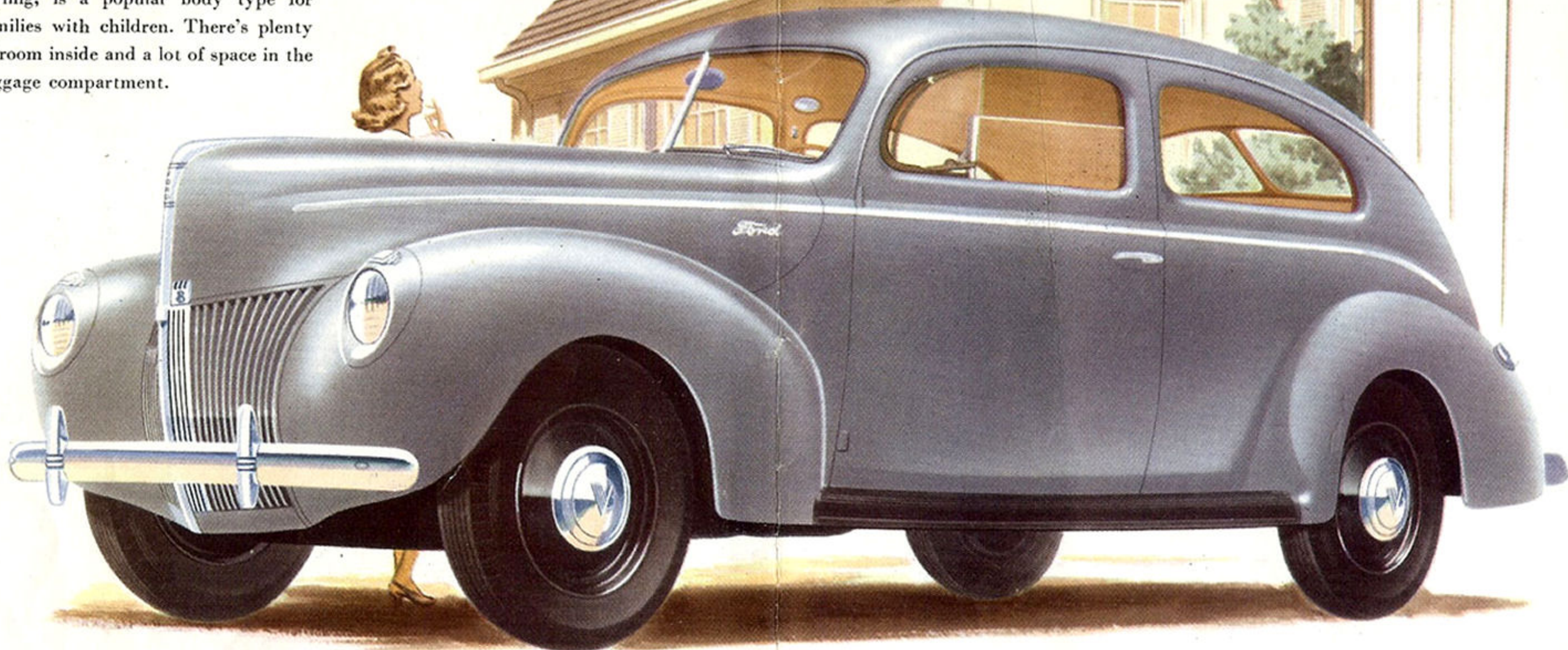
**STABILITY** on sharp curves and rough roads or in strong cross winds is obtained by a unique combination of torque-tube drive, radius rods, transverse springs and an unusually low center of gravity.

transverse springs and an unusually low center of gravity.

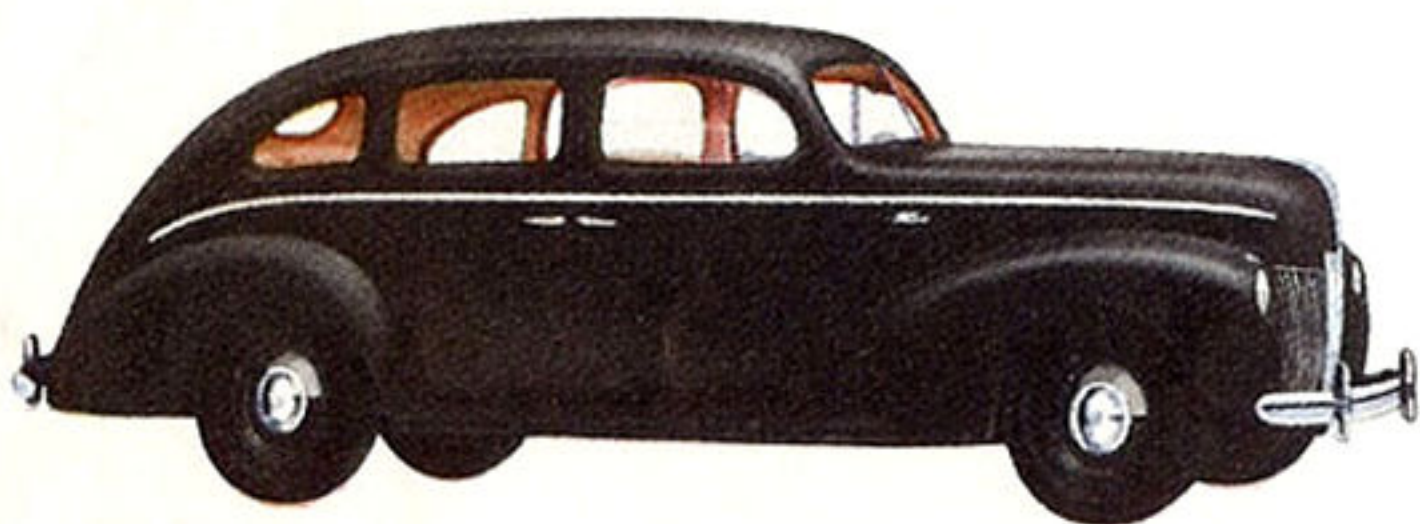
**THE FORD V-8 ENGINE** is the only 8 cylinder engine in a low priced car. Six million owners have proved the engineering soundness of the Ford V-8 engine. Eight cylinders provide more power impulses and consequently smoother operation. Since the cylinders are small, the gasoline mileage is good. V-8 design produces a shorter engine, shorter crankshaft, less vibration and improves carburetion.



THE BIG TUDOR SEDAN, with its spirited styling, is a popular body type for families with children. There's plenty of room inside and a lot of space in the luggage compartment.

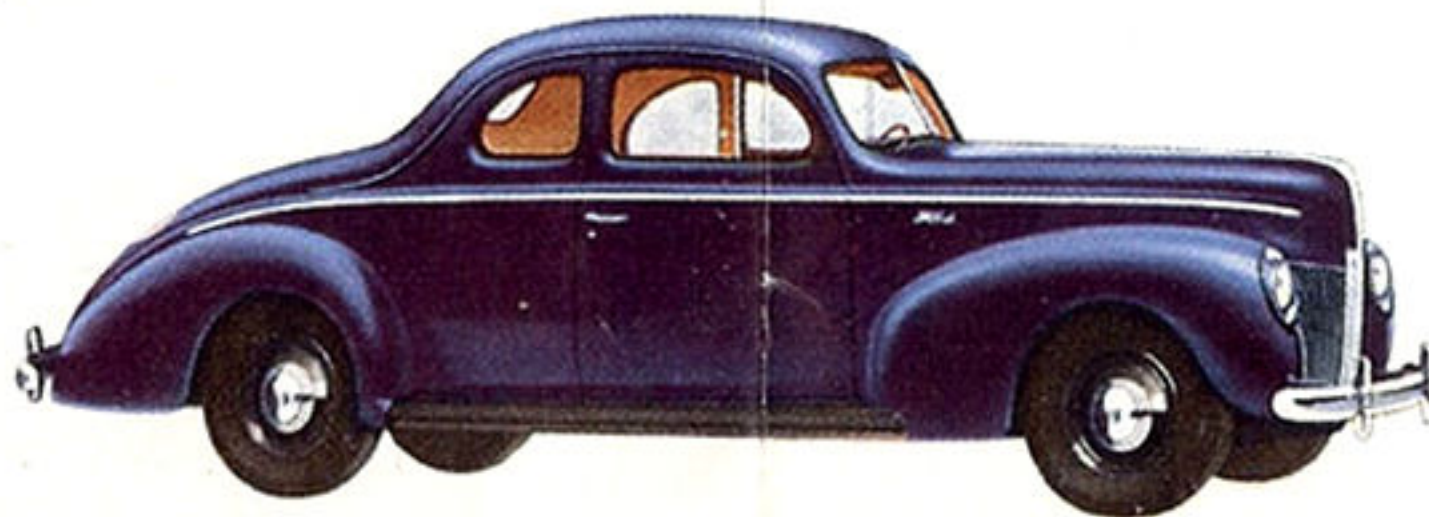


## T H E F O R D V - 8 F O R 1 9 4 0



THE FORDOR SEDAN (*above*) is big and roomy, yet the low center of gravity makes it hug the road. The deep, soft seats, the improved shock absorbers and spring suspension (on 85 hp models) all contribute to a restful ride.

THE LOWER priced Ford V-8, with a character of its own, is definitely modern in every detail of design. Like the De Luxe Ford, it has advanced in value all along the line, with a great number of important new features.

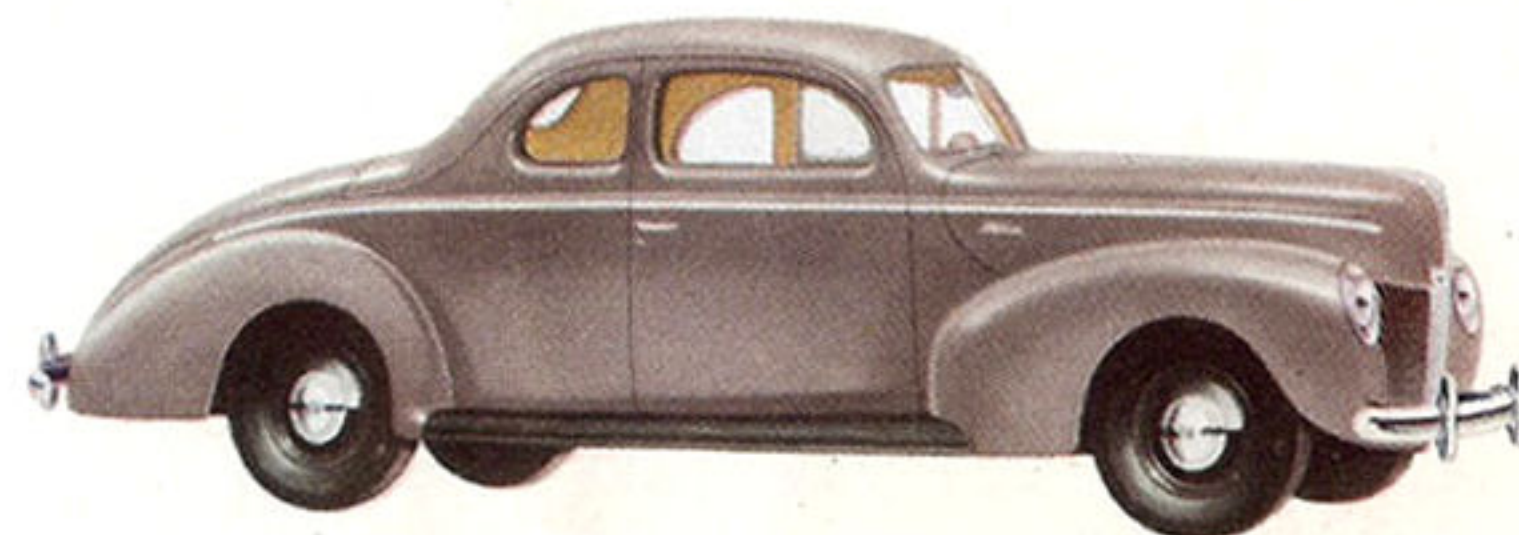


It has the same extra inches of leg room, Finger-Tip Gearshift, Controlled Ventilation, Sealed-Beam Headlamps—the same big hydraulic brakes, and quiet, easy-shifting transmission. The improved shock absorbers and the softer springs on all 85 hp models provide an outstanding ride.

Two V-8 engine sizes are available. With the 85 hp engine, for peak performance, the Ford is priced low—and much lower with the smaller 60 hp engine which emphasizes unusually low operating economy.

THE COUPE (*right center*) carries three with even greater ease, since the gearshift lever has been moved from the floor to the steering column. There's a wide parcel shelf behind the seat. In addition to the rear luggage compartment, there's a smaller one behind the seat.

THE BUSINESS COUPE (*right*) is a new body type. It has the same exterior lines as the Coupe. But the space behind the seat contains two small auxiliary seats for extra passengers. These fold flat against the side when not in use, so the entire space can be used for luggage.



# SUMMARY OF FORD FEATURES FOR 1940

**NEW BEAUTY** • Modern front end design. Longer hoods and flowing lines. Smart new Sealed-Beam Headlamps.

**NEW COMFORT** • More room. Triple-Cushioned Comfort increased—by improved "self-sealing" shock absorbers—by more flexible springs on 85 hp models—plus seat cushions with soft, "floating edge" and new type resilient front seat backs. New Controlled Ventilation contributes to all-weather comfort.

**NEW QUIET** • New curved disc wheels reduce road noises. Improved transmission and new gearshift, better insulation, all help provide quiet ride.

**NEW DRIVING EASE** • Finger-Tip Gearshift under smart two-spoke steering wheel. Sealed-Beam Headlamps, better vision, less eye-strain. Beam indicator in driver's direct vision. Steering gear ratio of 18.2 to 1 contributes to easy steering.

**NEW INTERIOR LUXURY** • All cars tailored in rich, good taste. Distinguished by striking new instrument panels with grille for radio speaker, glove compartment with lock, lighter and two ash trays. Starter button and handbrake at left. Wide parcel shelf behind rear seats of closed body types.

**IMPROVED HYDRAULIC BRAKES** • Big, powerful, precision-built. New drums are quieter. Even, easy pedal pressure. Big drums and lining area assure quick stops, long service. Cable-controlled parking brakes on rear wheels.

**ALL-STEEL BODY** • Frame structure is all steel, sheathed with steel panels—top, sides and floor. All are welded into a single steel unit. Safety Glass in windshield and windows of all bodies.

**DE LUXE FORD V-8** • Choice of five body types: Fordor Sedan, Tudor Sedan, Coupe, Business Coupe, Convertible Club Coupe. Choice of six colors: Black, Cloud Mist Gray, Folkestone Gray, Lyon Blue, Acadia Green, Mandarin Maroon. Choice of striped mohair or broadcloth upholstery. Antique finish

genuine leather for seat cushions and seat backs of Convertible Club Coupe. 85 horsepower V-8 engine only.

**DE LUXE EQUIPMENT AND APPOINTMENTS** • Front and rear bumpers and four bumper guards. Spare wheel, tire and tube. Metal spring covers. Twin air electric horns. Two combination stop and tail lamps. Dual windshield wipers with single control. Lighter. Wheel bands. Foot control for headlight beams, with indicator on instrument panel. Battery condition indicator. Dimming control for instrument panel lights. Two swivel-type sun visors. Glove compartment with lock and clock. Ash trays in all instrument panels and rear compartment of Sedans. Interior hardware in antique bronze finish. Arm rests. Foot rest and robe cord in Fordor Sedan. Black tires standard; white sidewall tires available at extra cost.

**FORD V-8** • Four body types: Fordor Sedan, Tudor Sedan, Coupe, Business Coupe. Three colors: Black, Cloud Mist Gray, Lyon Blue. Wheels black. Choice of 85 or 60 horsepower V-8 engine.

**FORD V-8 EQUIPMENT AND APPOINTMENTS** Front and rear bumpers and four bumper guards. Spare wheel, tire and tube. Twin air electric horns. One combination stop and tail lamp. Dual windshield wipers, with single control. Battery condition indicator. Lighter. Foot control for headlight beams, with indicator on instrument panel. Dimming control for instrument panel lights. One sun visor. Glove compartment with lock. Two ash trays. Arm rests in rear compartment of Sedans. Foot rest in Fordor Sedan. Black tires standard.

**APPROVED FORD ACCESSORIES** • A wide range of accessories designed especially for Ford cars is available at moderate cost.

**LOW PRICE** • The prices of the Ford V-8 for 1940 are exceptionally low with the 85 horsepower V-8 engine—and much lower with the 60 horsepower V-8 engine.



## BIG, POWERFUL HYDRAULIC BRAKES

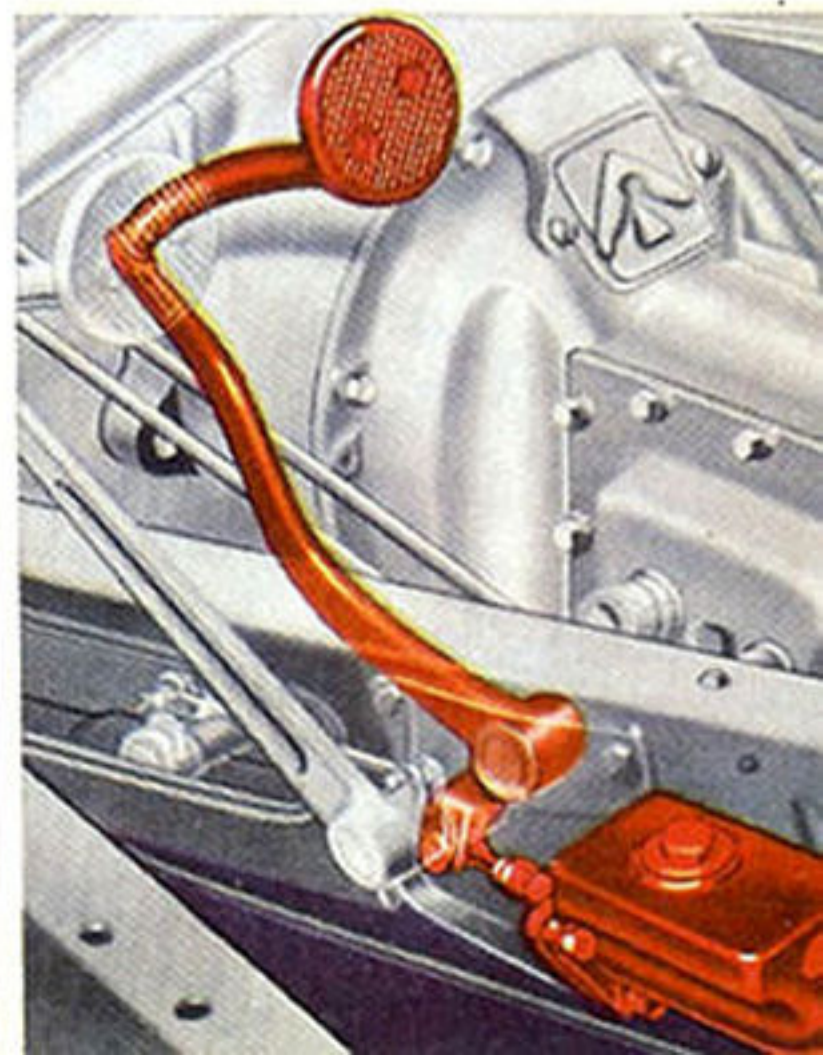
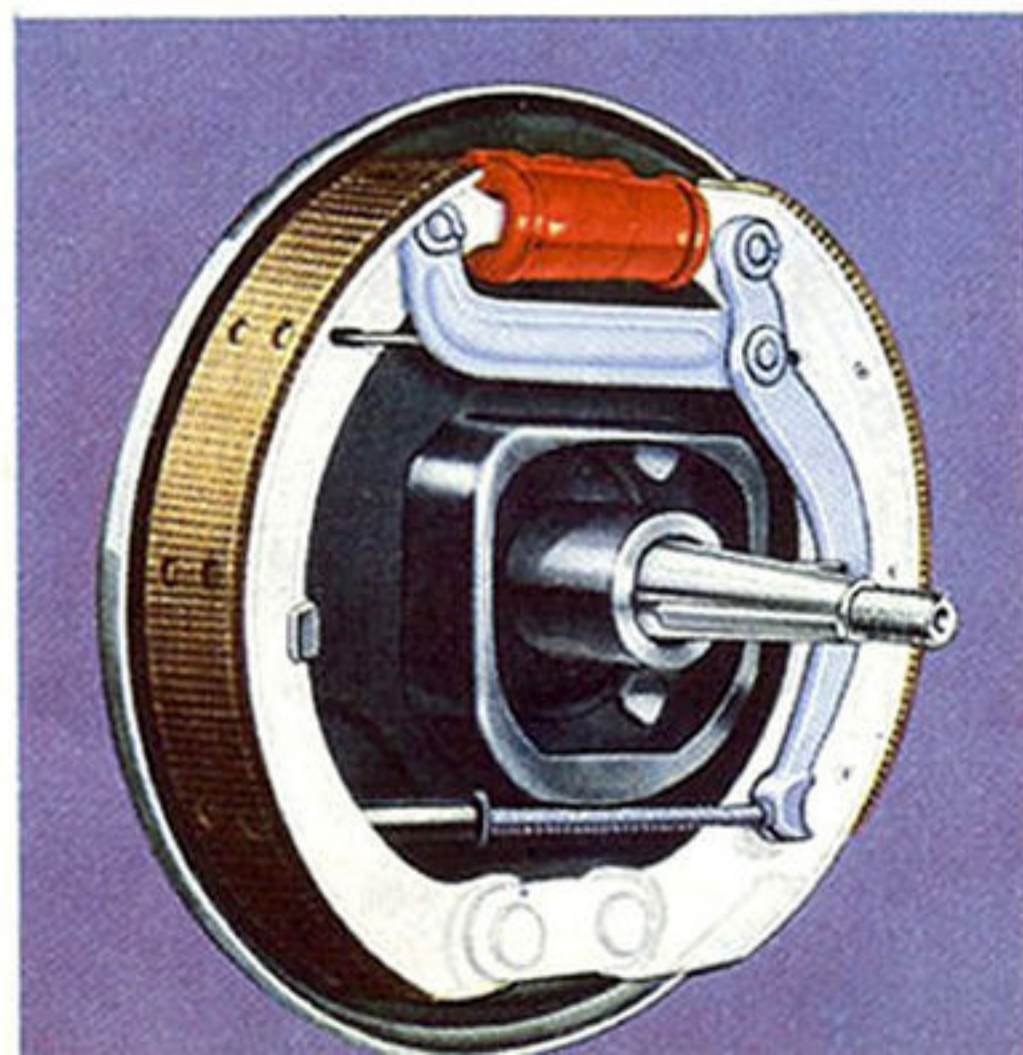
FORD HYDRAULIC BRAKES have been improved for 1940 by the use of new steel brake drums with cast iron braking surfaces, which give even quieter operation.

The exceptionally large 12-inch brake drums and 162 square inches of lining area assure you of quick stops and long service from Ford hydraulic brakes. Pedal action is very easy and braking pressure equalized for smooth, straight-line stopping from any speed.

The handbrake lever, conveniently located at the left, just under the instrument panel, operates the parking brakes on the two rear wheels by means of strong steel cables.

(Below at left) Ford brake action is simple, positive, powerful. Individual pistons in a double-ended hydraulic cylinder move two independently anchored shoes into smooth, even contact with the brake drum.

(Below at right) Ford design mounts the master hydraulic cylinder on a rigid bracket to prevent motion. A floor board inspection plate makes it easy to check the fluid and service the system.



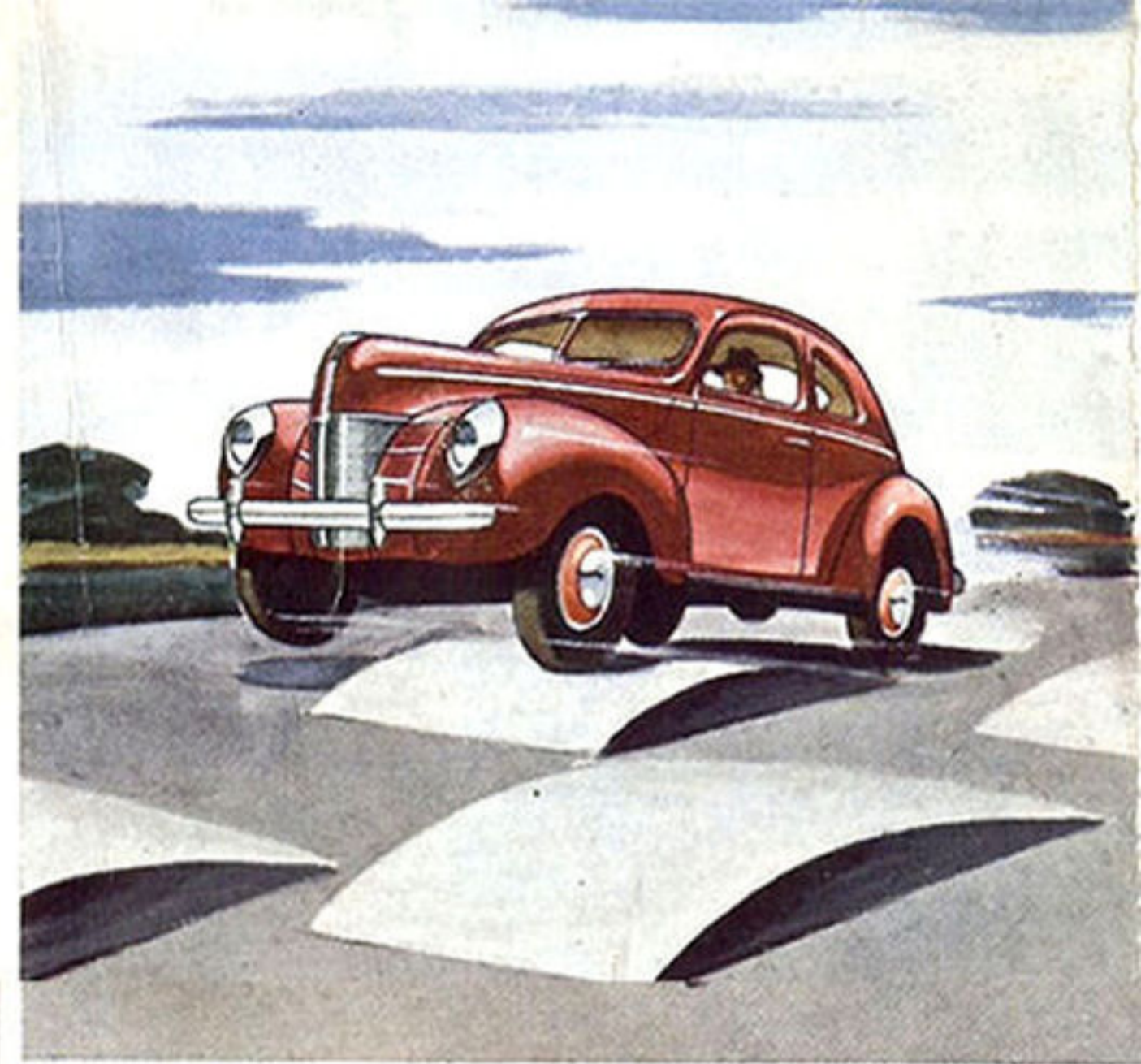
*The Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design or prices without incurring obligation.*

## OUT OF THIS BLIZZARD, BETTER CARS COME!

Blinding, stinging sleet is blowing 70 miles an hour. But blizzards are all in the day's work to this Ford engineer. Tomorrow he'll sample a Sahara sandstorm—or a tropical cloudburst—or drop the temperature to twenty below zero.

All kinds of weather can be made to order in the huge Ford weather tunnel—first of its kind ever built for automotive research. While a car runs on the treadmill inside, every detail of its performance is recorded on accurate gages outside.

Day after day, the tunnel delivers an infinite variety of weather that would take months to find in nature. And out of it comes a Ford car that you can depend upon to give you good service in any climate in the world.



## TORTURE TRACK

Here's a new Ford car hurtling over a vicious section of test track known as the "wobble road"—where concrete humps are scientifically staggered to put terrific strain on tires, wheels, axles, frame and body.

There are three big Ford test tracks in all—made up of many surfaces—including sand pits, water holes, mud baths and a special skid section. Here cars are literally driven to death—then torn apart and searched for signs of strain or weakness.

Tracks and tunnels are expensive to operate. Tortured test cars bring no profit. But all the money we spend on tests saves you money on repairs—and gives your family a safer, more dependable car.

