

FORD

CARS FOR 1940



THE QUALITY CAR IN THE LOW PRICE FIELD

The DeLuxe FORD V-8

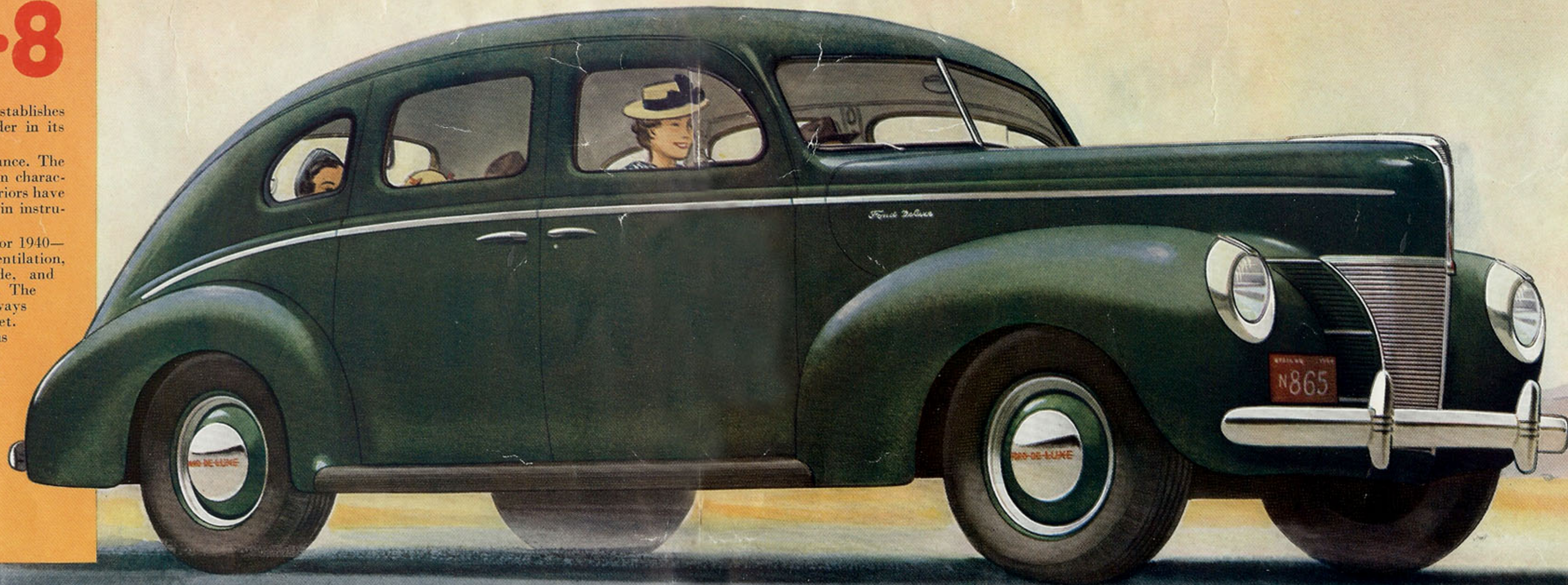
The design of the De Luxe Ford V-8 for 1940 establishes this car more firmly than ever as the style leader in its price class.

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 instrument panel, fittings and upholstery.

There are twenty-two important new features for 1940—including Finger-Tip Gearshift, Controlled Ventilation, Sealed-Beam Headlamps, extra roominess inside, and something entirely new in easy riding comfort. The hydraulic brakes are big and powerful, and new ways have been found to make the car exceptionally quiet. The 85 hp Ford V-8 engine has long been famous for 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.

(At right: The De Luxe Ford V-8 Fordor Sedan)



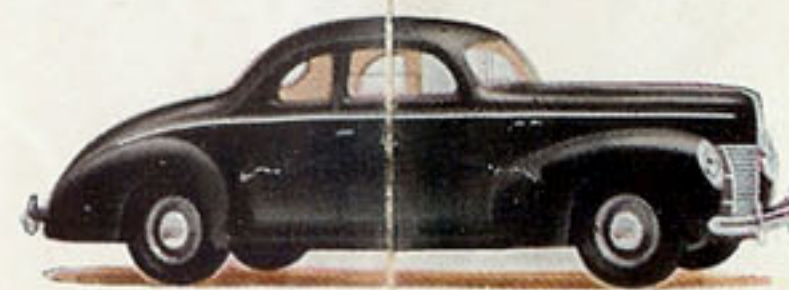
DE LUXE TUDOR SEDAN



DE LUXE COUPE



DE LUXE CONVERTIBLE CLUB COUPE



DE LUXE BUSINESS COUPE



FORDOR SEDAN



COUPE



BUSINESS COUPE



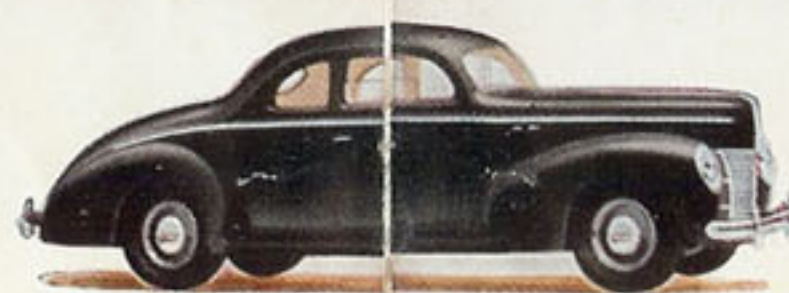
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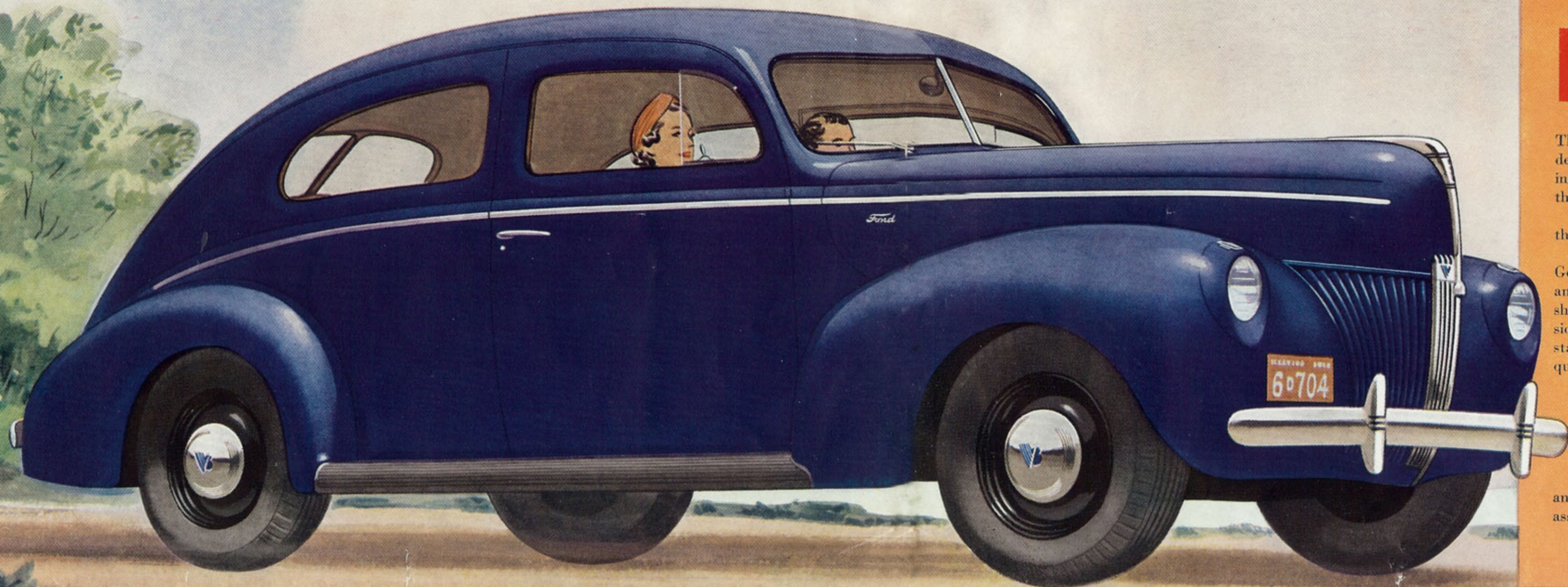
FORDOR SEDAN



COUPE



BUSINESS COUPE



The FORD V-8

The lower-priced Ford V-8, with a character of its own, is definitely modern in every detail of design. This is evident in the deep hood, the low grille, the long, smooth lines and the accent upon size and roominess.

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, and the same quiet, easy-shifting transmission. The improved shock absorbers, and the more flexible springs and new torsion bar ride-stabilizer on all 85 hp models, give it an outstandingly level ride. Its big hydraulic brakes give straight, quick stops.

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

Whether you choose the Ford V-8 or the De Luxe Ford V-8, you know that the matchless experience and manufacturing facilities of the Ford Motor Company assure you of the best possible value for the money you invest.

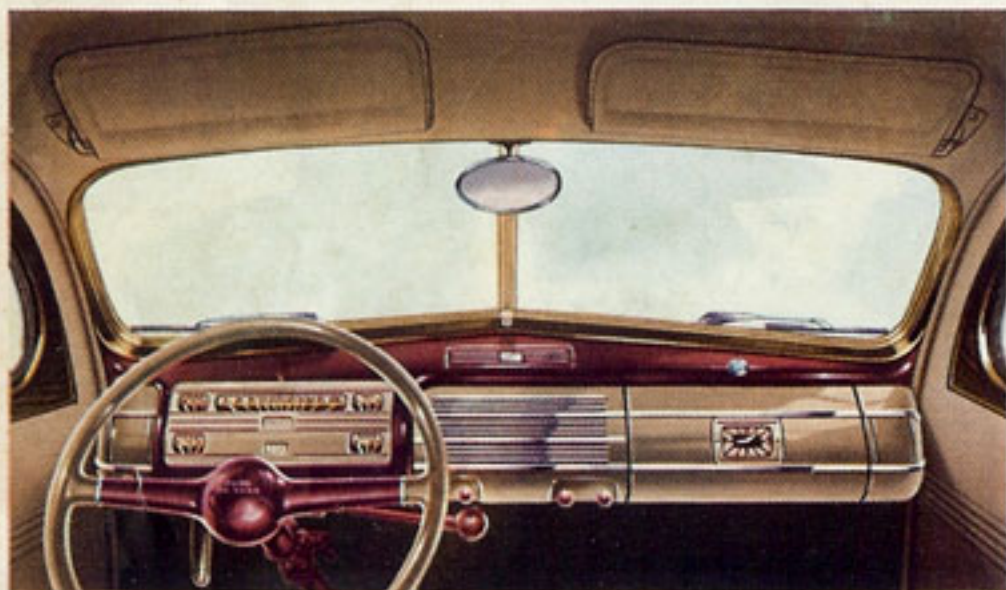
(At left: The Ford V-8 Tudor Sedan)



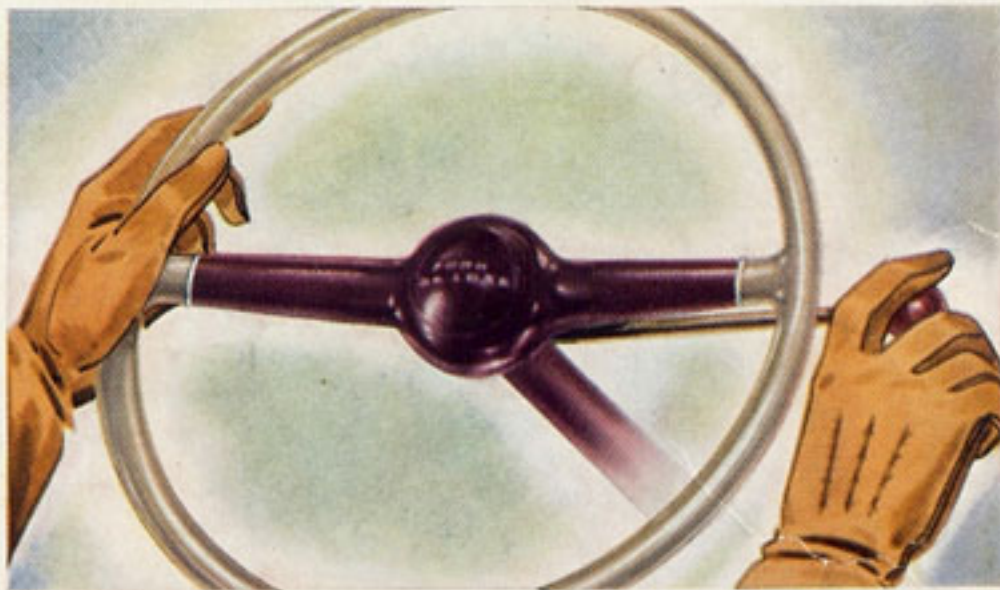
RICH, ROOMY INTERIORS • This is the De Luxe Fordor Sedan. Ford car interiors for 1940 are finely tailored, new in details of finish, upholstery and appointments. Sedan interiors provide greater seating comfort, with more elbow room and as much as four inches more leg room for rear seat passengers. All seat



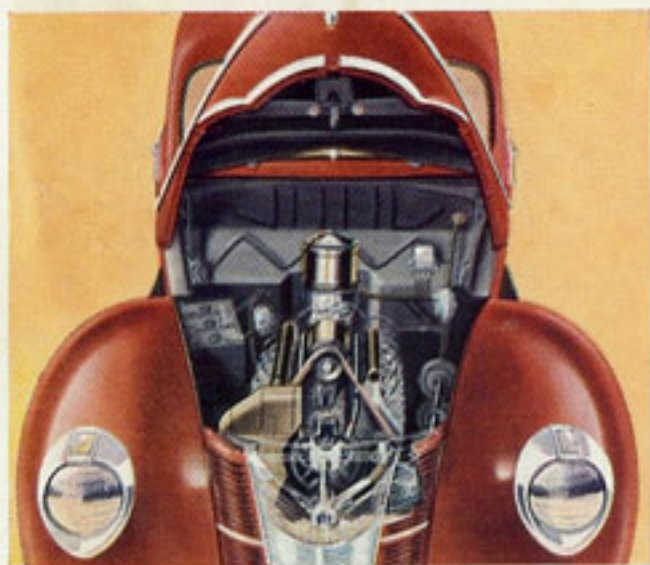
cushions are of new construction—deep and soft, with a soft, "floating edge" for added comfort. New-type resilient front seat backs are unusually comfortable. All driver's seats are adjustable—rising as they slide forward, without changing the natural angle of the seat back. Wide parcel shelf behind rear seat of all closed body types.



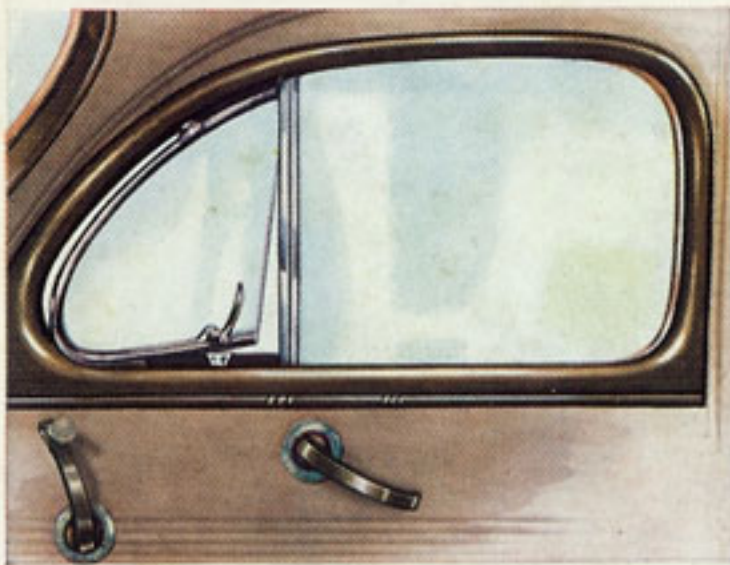
NEW DE LUXE INSTRUMENT PANEL • All 1940 Ford cars have strikingly new instrument panels with gages grouped in a simple compact unit for easy visibility. All have ash trays at each end, electric cigar lighter, grille for radio, dimming control for instrument lights, battery condition indicator and glove compartment with lock. The De Luxe panel, rich in design and color, includes clock.



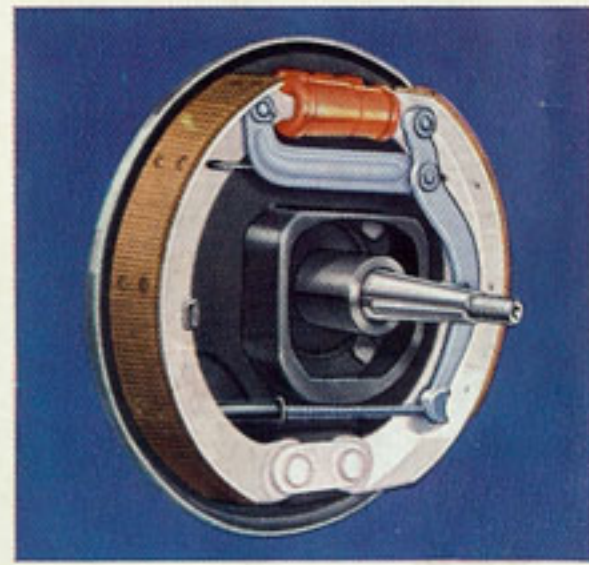
NEW FINGER-TIP GEARSHIFT • One of the most important Ford improvements for 1940 is the new Finger-Tip Gearshift—in all models at no extra cost! It is simple, smooth and easy to operate. Leaves the front compartment clear. Three passengers can ride more comfortably. Driver can enter more easily from the right. Improved transmission for all 1940 Ford cars helps make gear shifting quiet and easy.



V-8 ENGINE • The quick acceleration and flashing performance of the Ford V-8 engine are characteristics too well known for further comment. Six million owners have approved its simplicity and enjoyed the way it blends the smoothness of 3 cylinders with the economy of small cylinders.



NEW CONTROLLED VENTILATION • A new Ford feature for all-weather comfort. Simple, easy to operate. Metal divider strip slides down with rear half of window. Nothing to block vision or hamper hand signals when window is open. Front half pivots diagonally and circulates air without excessive draft.



BIG HYDRAULIC BRAKES • The powerful Ford hydraulic brakes have been improved for 1940. New brake drums provide much quieter operation. Drums (12 inch diameter) and lining area (162 square inches) are unusually large—for quick stops and long service.