

**Style Book of the** *1940* **Ford Cars**

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.

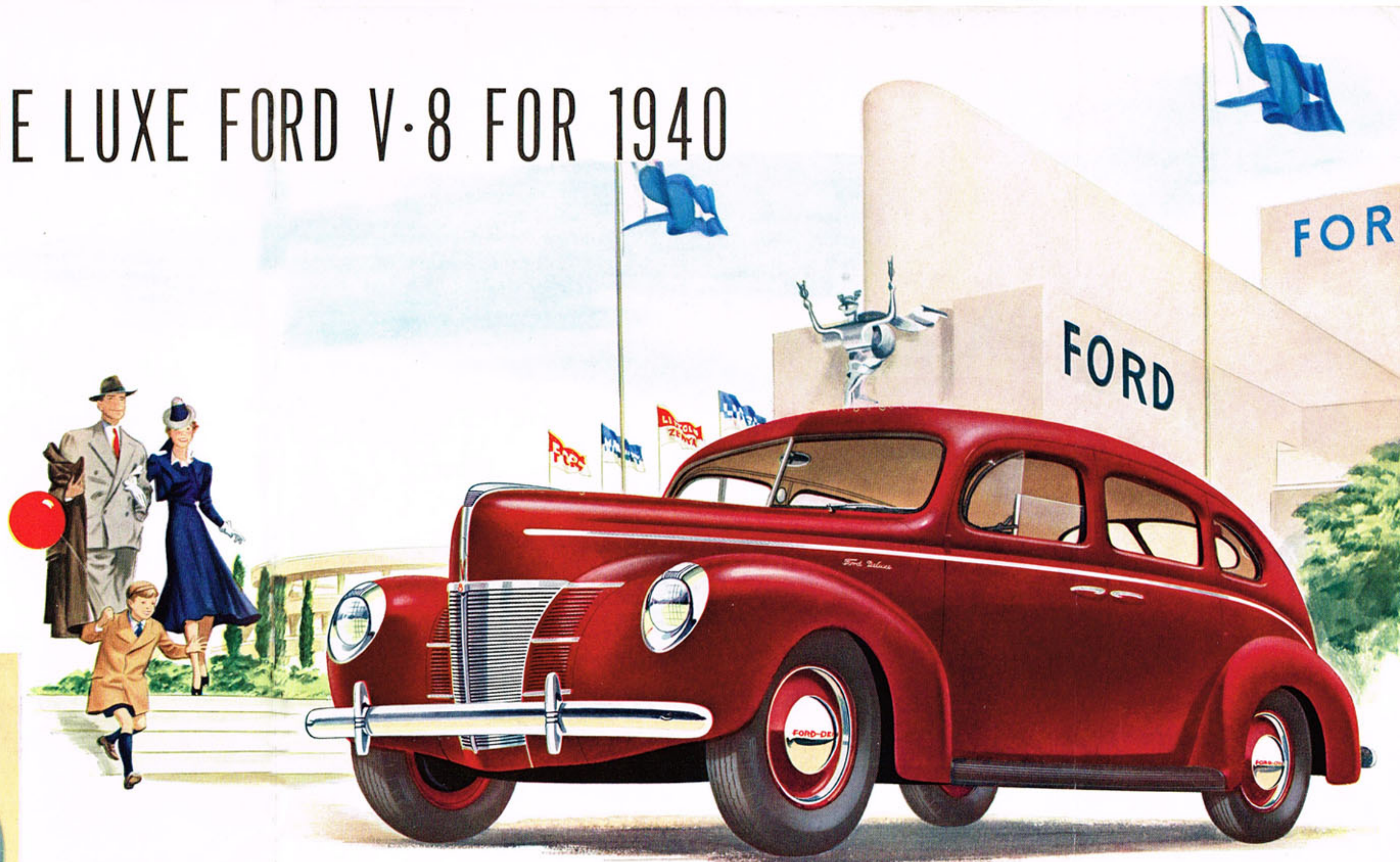
There are twenty-two important new features for 1940—including Finger-Tip Gearshift on the steering post, Controlled Ventilation, Sealed-Beam Headlamps for safer night driving and extra roominess inside. Softer springs both front and rear, improved spring suspension and a new torsion bar ride-stabilizer contribute something entirely new in easy riding comfort.

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.

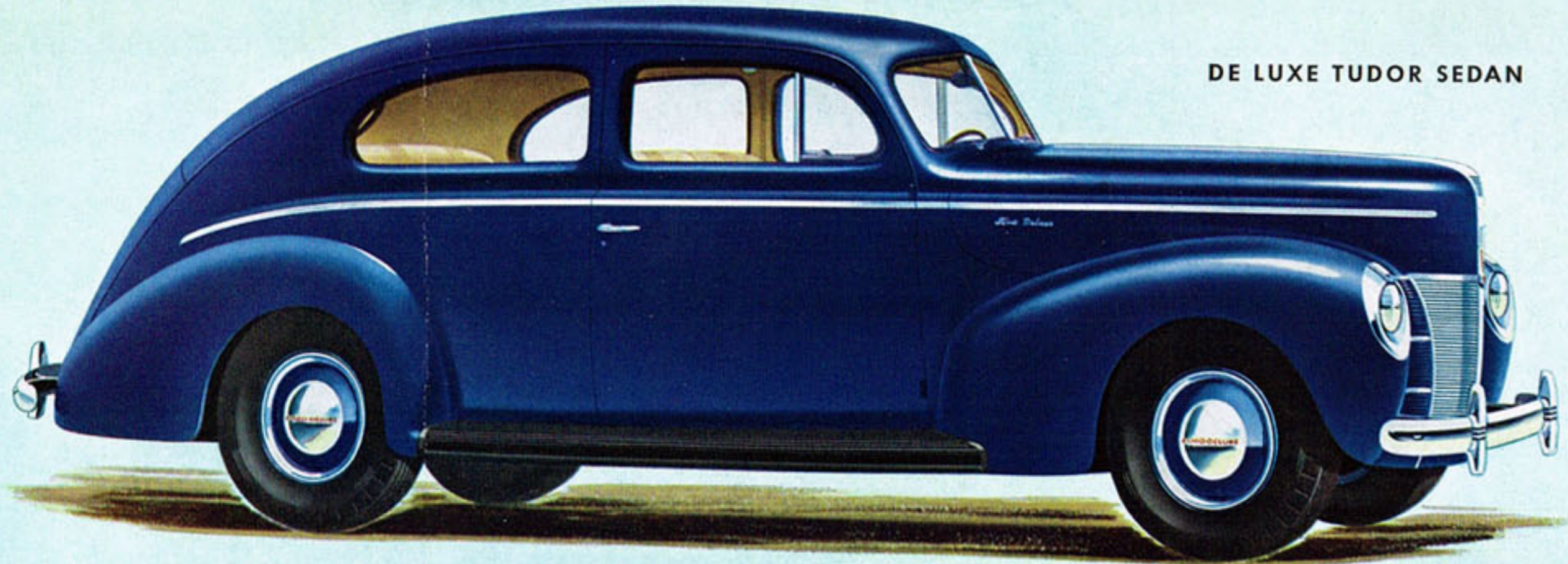


# THE DE LUXE FORD V-8 FOR 1940



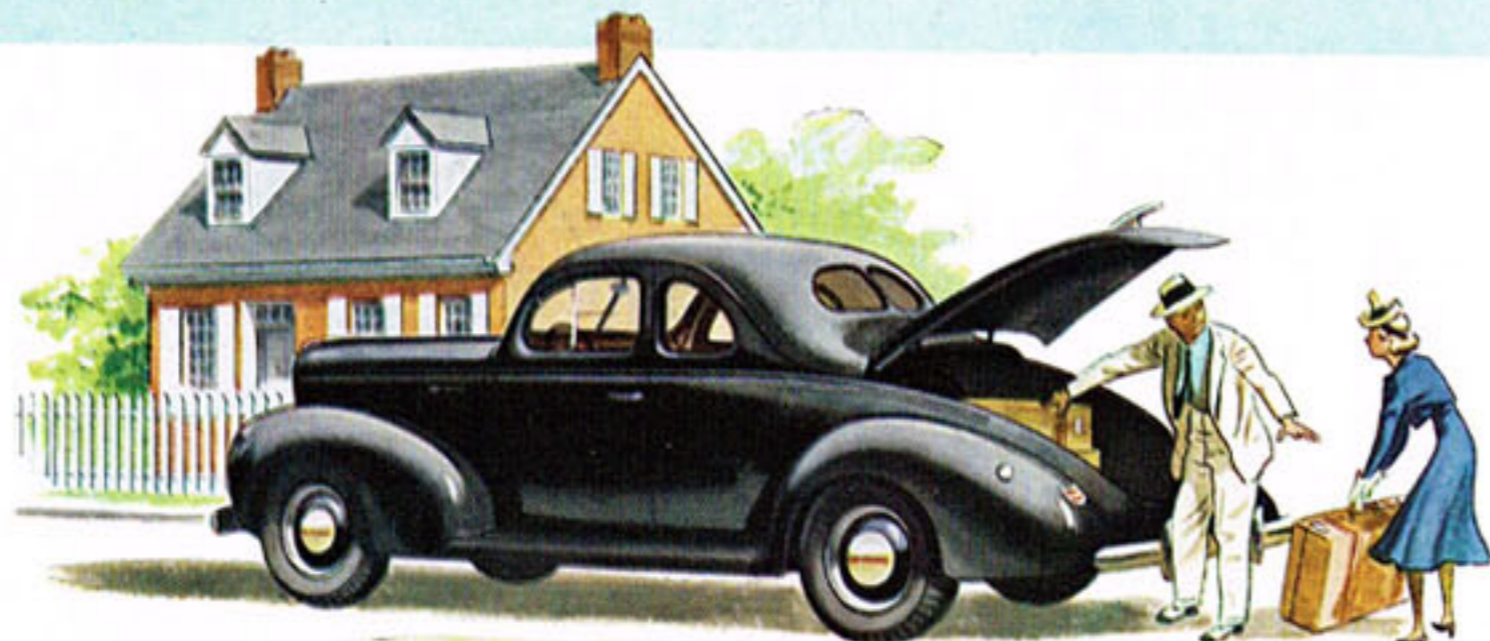
**DE LUXE FORDOR SEDAN** • *As clean and modern as the building shown behind it, are the lines of this big, handsome Fordor Sedan. Notice the longer hood—the smarter, safer Sealed-Beam Headlamps—the low, graceful grille. A rich and roomy new interior reflects the Ford emphasis on fine appointments.*

DE LUXE TUDOR SEDAN

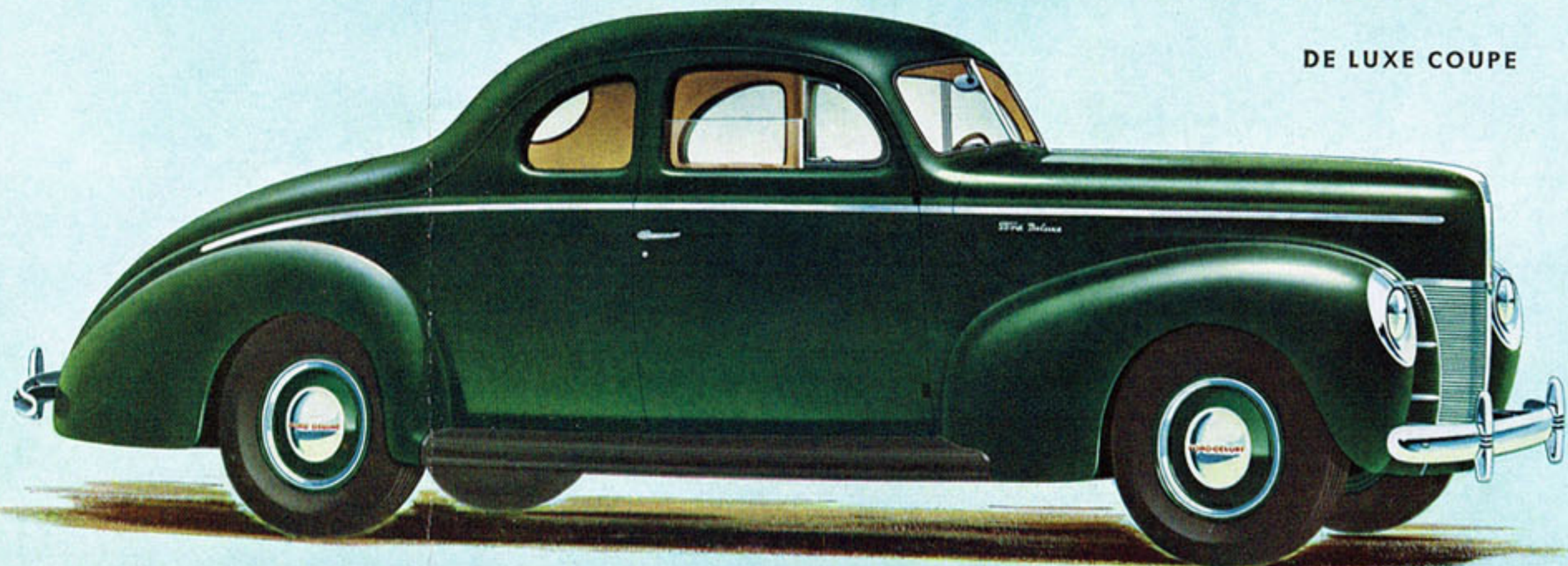


LIKE THE FORDOR the 1940 De Luxe Tudor Sedan (above) has much more room inside and a simple, ingenious system for controlling ventilation. Improved shock absorbers, softer springs with re-designed suspension give a restful ride, with that ground-hugging big car "feel."

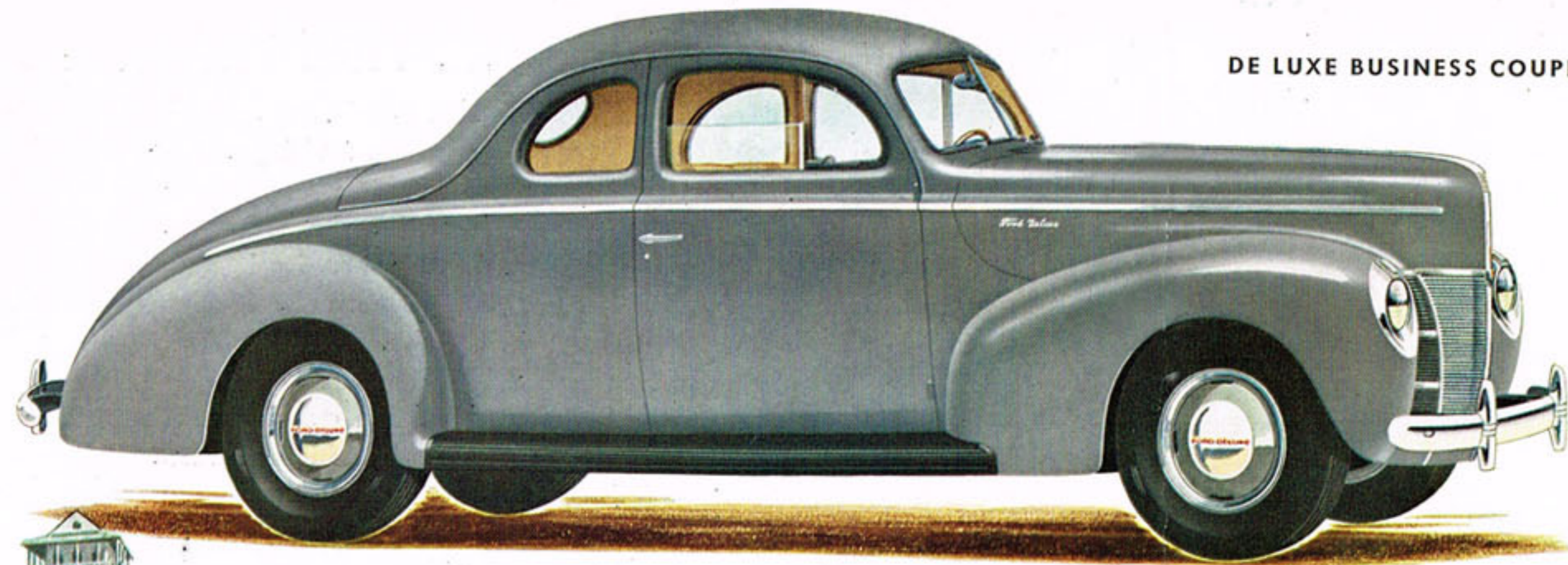
THREE CAN RIDE more comfortably in the Coupe, because the front compartment is now clear—with the handy Finger-Tip Gearshift on the steering post. Big parcel shelf behind seat. Two luggage compartments—one reached from inside car, the other through rear deck.



DE LUXE COUPE

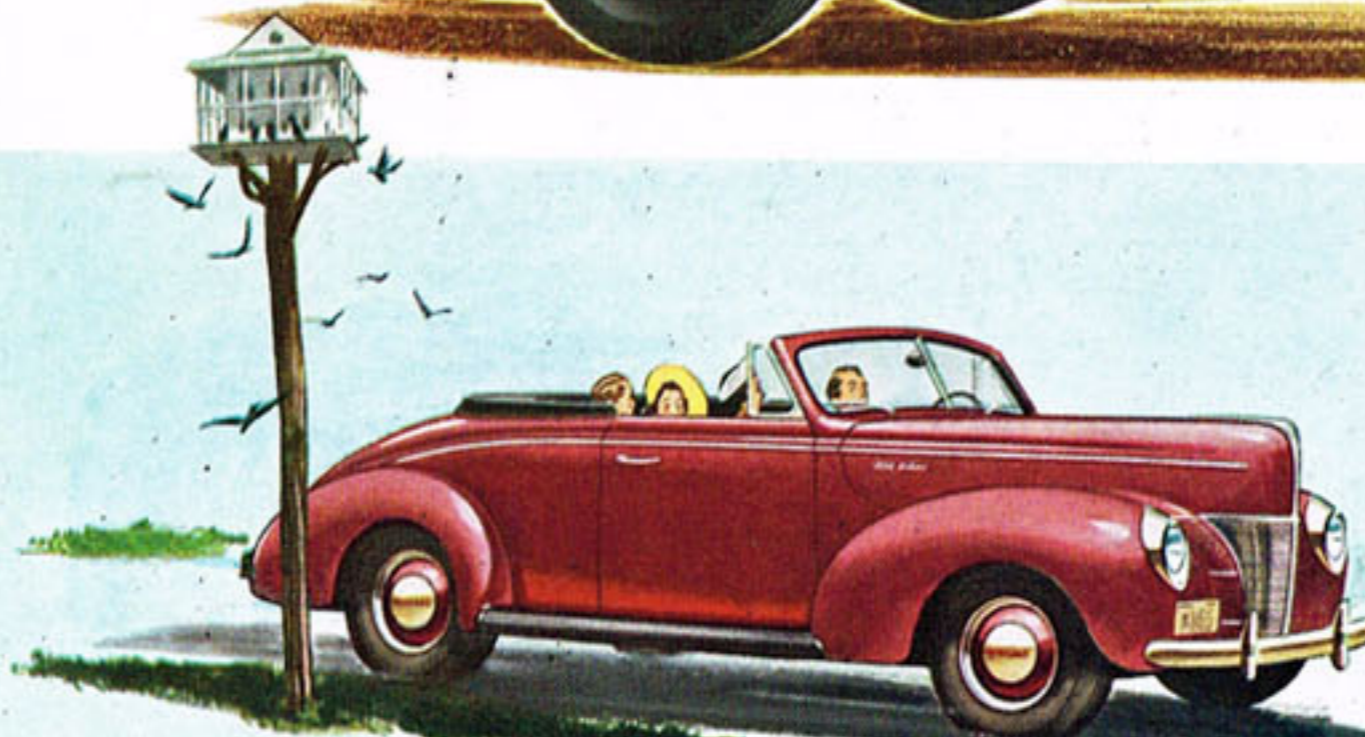


DE LUXE BUSINESS COUPE



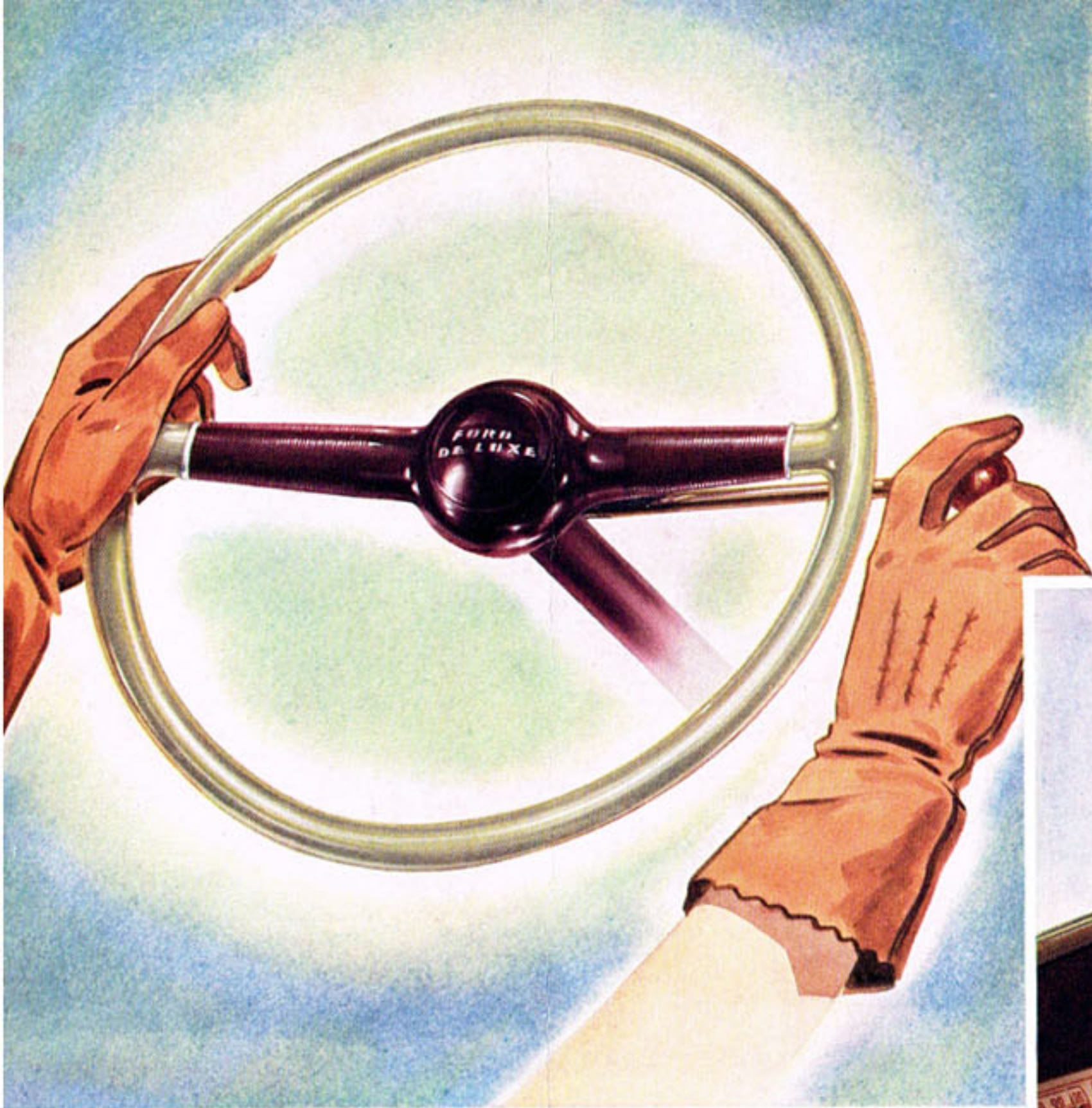
NEW IN 1940 is this Business Coupe (above) which differs from the regular Coupe in interior arrangement. A divided seat back pivots forward for access to a large compartment behind it. Auxiliary seats fold down from each side for use of extra passengers.

THE TOP of this smart new Convertible Club Coupe raises and lowers automatically. The vacuum-operated control is regular equipment, included in the price. The rumble seat has been brought under cover, for the all-weather comfort of all five passengers. Genuine leather seat cushions.



DE LUXE CONVERTIBLE CLUB COUPE





**NEW FINGER-TIP GEARSHIFT** • One of the most important Ford improvements for 1940 is the new Finger-Tip Gearshift—not an accessory, but standard equipment on all models at no extra cost.

Ford Finger-Tip Gearshift is simple, smooth and easy to operate. It is out of the way and leaves the front compartment unobstructed. Driver may enter easily from the right and three passengers can ride comfortably in the front seat.

Transmission is also improved to make shifting quieter and easier. These refinements combined with the new two-spoke steering wheel, make the Ford V-8 for 1940 easier, safer and more pleasing to handle.

## THE FINE INTERIORS OF

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 finish. Knobs and escutcheon plates are rich plastic.

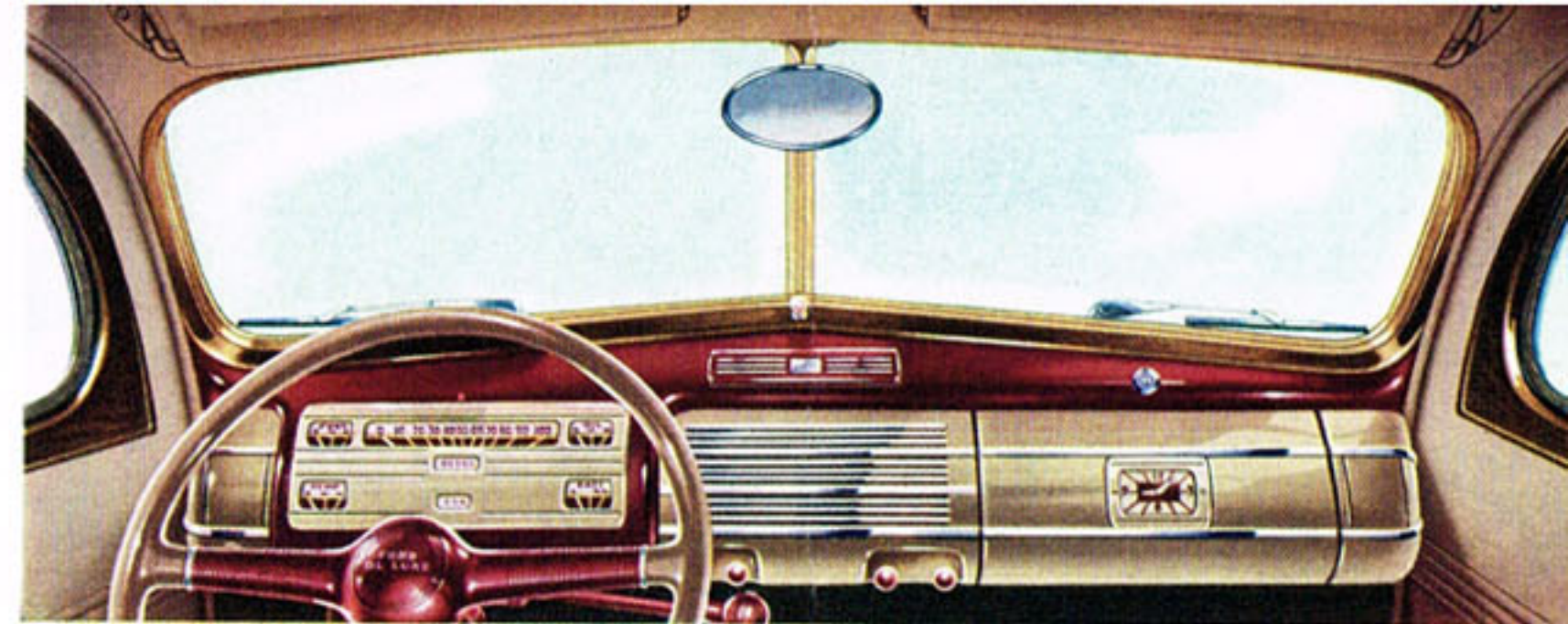
Upholstery is a pleasing new sand shade—available either in striped mohair or broadcloth of fine quality. Saddle Brown genuine leather seat cushions in Convertible Club Coupe.

## THE DE LUXE FORD V-8

Seat cushions are of new construction, deep and restful, with a soft, "floating edge." New-type resilient front seat backs provide increased riding comfort.

The 1940 Ford V-8 has more leg room, more elbow room, and is more comfortable all around.

When you settle down in a De Luxe Ford V-8—and get the smooth, substantial feel of it on all kinds of roads—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 cigar lighter, grille for a radio speaker, a 30-hour clock and a sturdy lock on the glove compartment.





# THE FORD V-8 FOR 1940

THIS BIG TUDOR SEDAN illustrates the spirited styling of the new Ford V-8 line for 1940. The Tudor is always a popular body type with parents, because children can be tucked in the roomy rear seat, well away from both door handles. There's more room inside, and a lot of luggage space under that sweeping rear deck.



THE FORD V-8, lower priced than the De Luxe Ford, is definitely modern in every detail of design. This is evident in the deep hood, the low grille, and the accent upon size and roominess.

Some of the important new features for 1940 are Finger-Tip Gearshift, Controlled Ventilation, Sealed-Beam Headlamps, and several extra inches of leg room. Improved spring suspension and new torsion bar ride-stabilizer on 85 hp models provide an outstandingly level ride.

Two V-8 engine sizes are available. The Ford is priced low with the brilliant 85 hp engine—and much lower with the 60 hp engine, which emphasizes operating economy.

## 22 IMPORTANT FORD IMPROVEMENTS

### FOR COMFORT

1. More room inside 2. New Controlled Ventilation 3. New ride-stabilizer\* 4. Improved spring suspension\* 5. Self-sealing shock absorbers. 6. Two-way adjustable driver's seat 7. New-type resilient front seat backs 8. New "floating edge" seat cushions

### FOR CONVENIENCE

9. Finger-Tip steering post Gearshift 10. Engine more accessible 11. Two-spoke steering wheel

### FOR STYLE

12. New exterior beauty 13. New interior luxury 14. New instrument panel

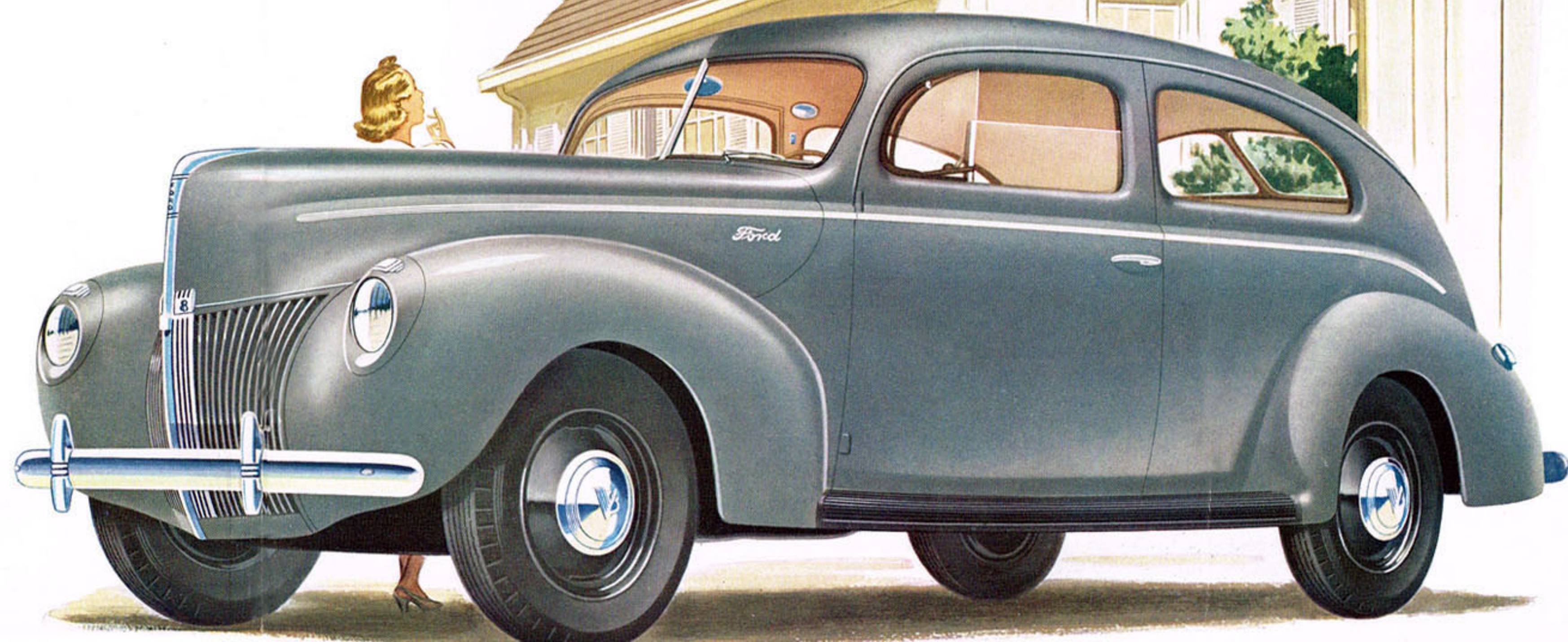
### FOR SILENCE

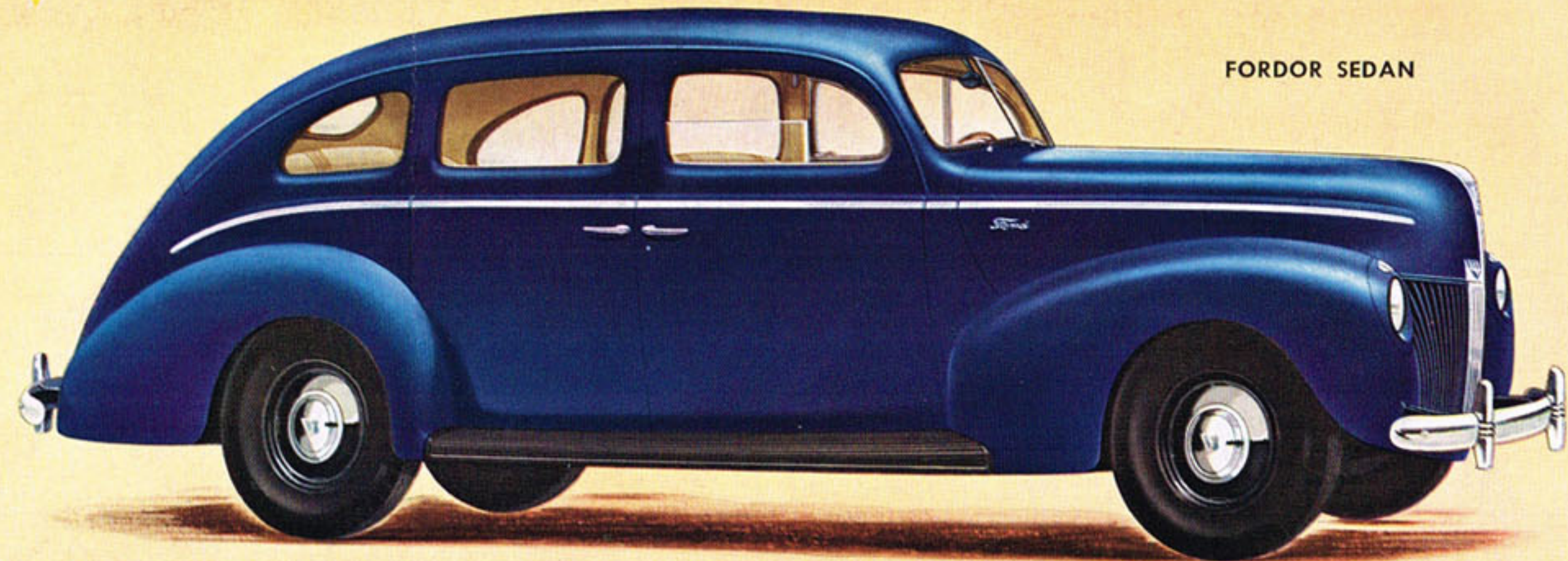
15. Improved soundproofing 16. "Easy-shift" transmission 17. New design curved disc wheels 18. Improved drums for big hydraulic brakes

### FOR SAFETY

19. New Sealed-Beam Headlamps 20. Dual windshield wipers mounted at base of windshield 21. Bigger battery capacity, larger generator 22. Battery Condition Indicator on all models

\*In 85 horsepower models only

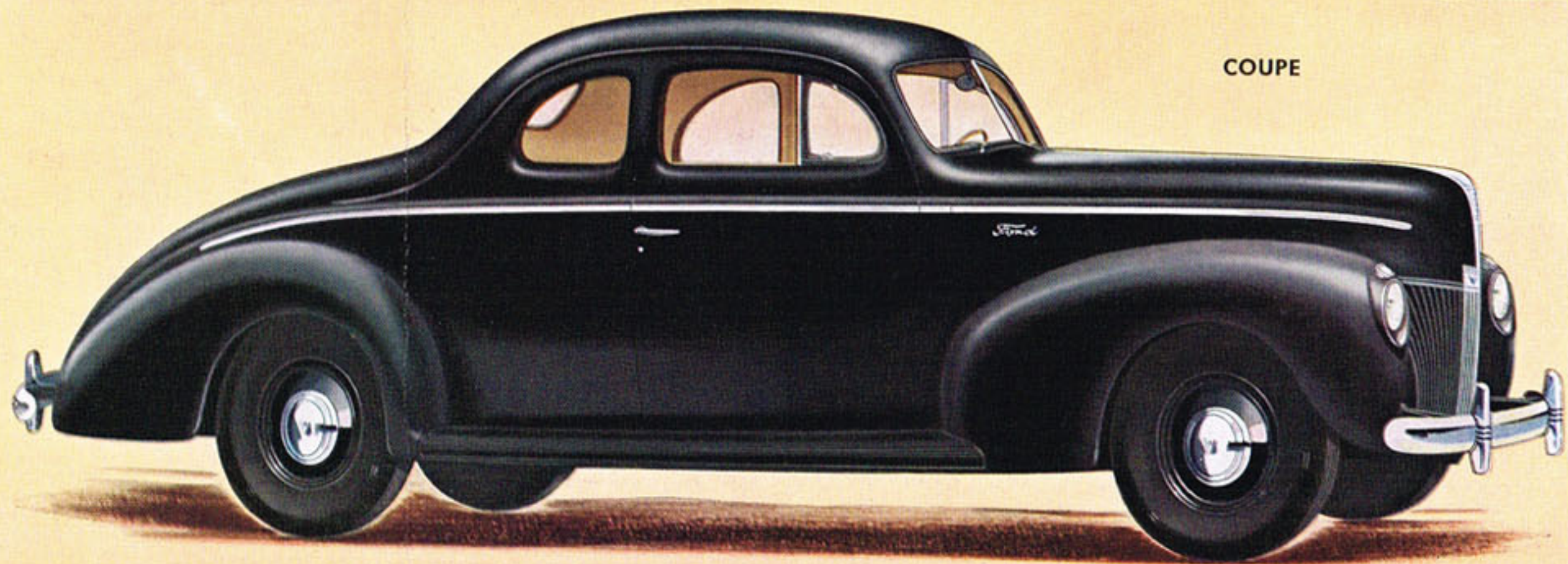
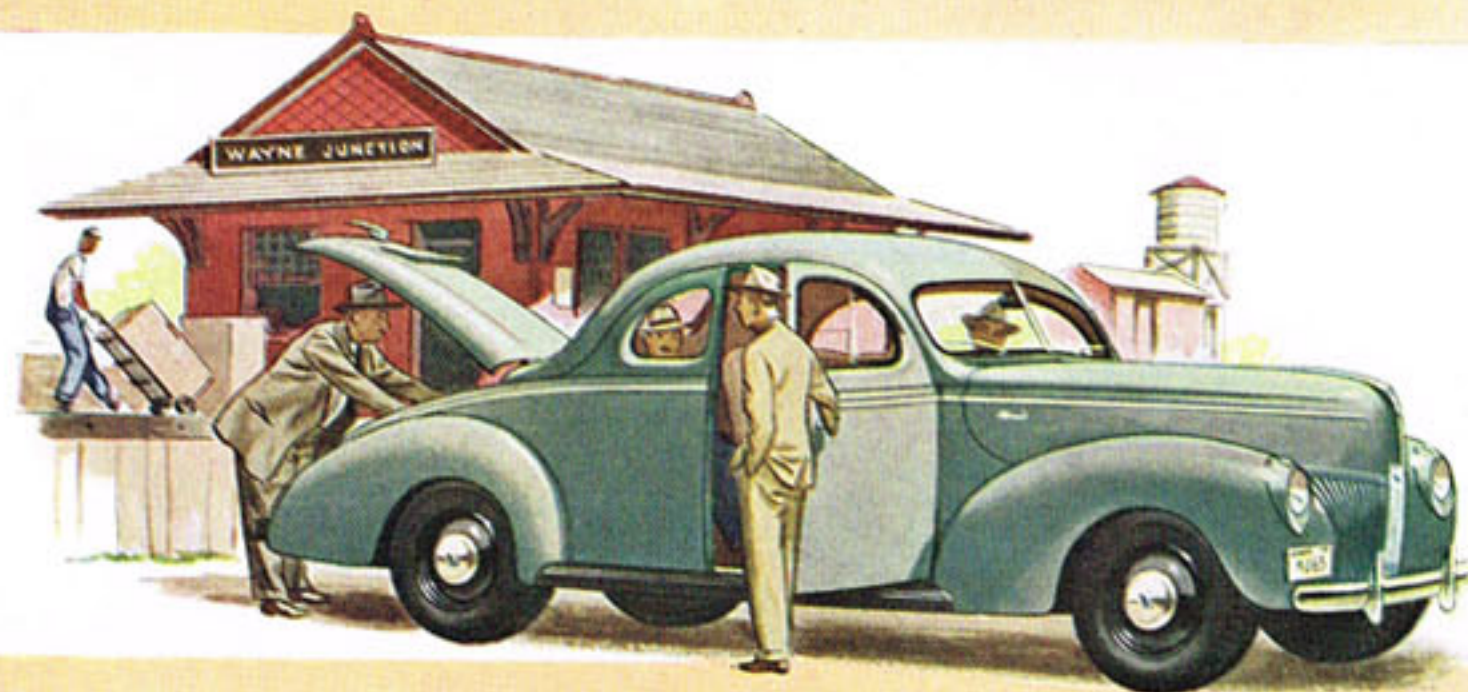




FORDOR SEDAN

**THE BULK AND BIGNESS** of the Fordor Sedan (above), plus its low center of gravity, help it hug the road. Its deep, soft seats, its improved shock absorbers, improved spring suspension and new torsion bar ride-stabilizer (in 85 hp models only) all contribute to a really restful ride.

**THE COUPE CARRIES THREE** with even greater ease, since the gearshift lever moved from floor to steering post. Huge luggage space. At right is the Business Coupe, which has two small folding seats for extra passengers in the big compartment behind the driver's seat.



COUPE



### HANDSOME NEW FORD V-8 INTERIORS

The thorough attention to detail which marks De Luxe interiors is evident also inside the 1940 Ford V-8.

Seat cushions are the same new, comfortable construction with soft "floating edge." Sedan interiors provide greater seating comfort, with more elbow room and as much as four inches more leg room for rear seat passengers.

Door and window moldings are in bleached walnut finish. All interior hardware is chrome-plated.

Upholstery is a pleasing practical tone of taupe—offered in a choice of two materials in the 85 hp models. You'll ride with pride and comfort in the Ford V-8—proud of your car—proud of your investment.



**FORD V-8 INSTRUMENT PANEL** is entirely new and distinctive in design. A compact group of gages is easily visible through the new two-spoke steering wheel. Each end of the panel contains an ash tray for convenience. Starter, headlight beam indicator, cigar lighter and control knobs are handily placed. A built-in grille permits easy installation of radio speaker. There is a large glove compartment with lock.

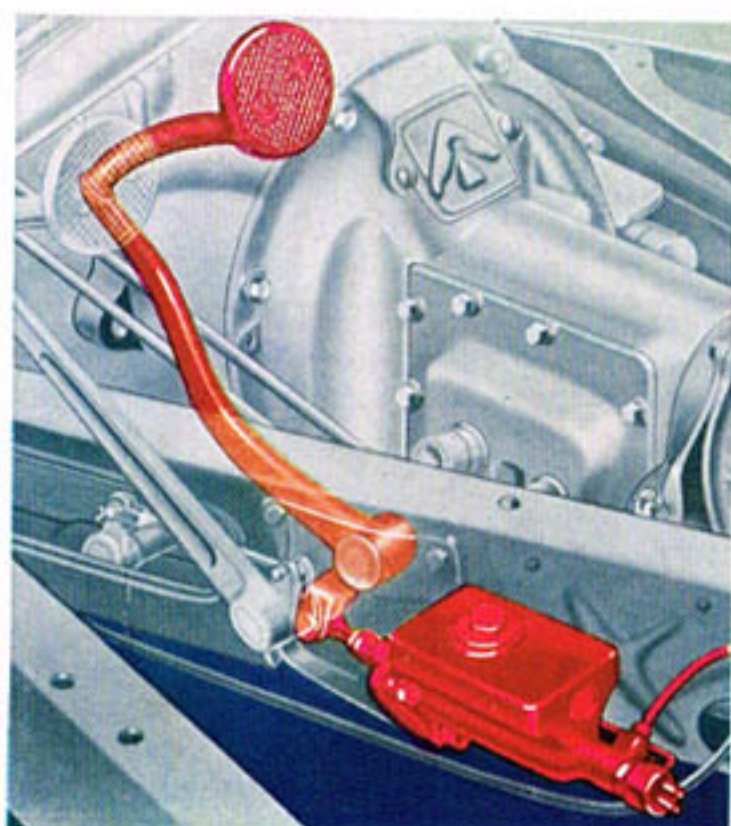
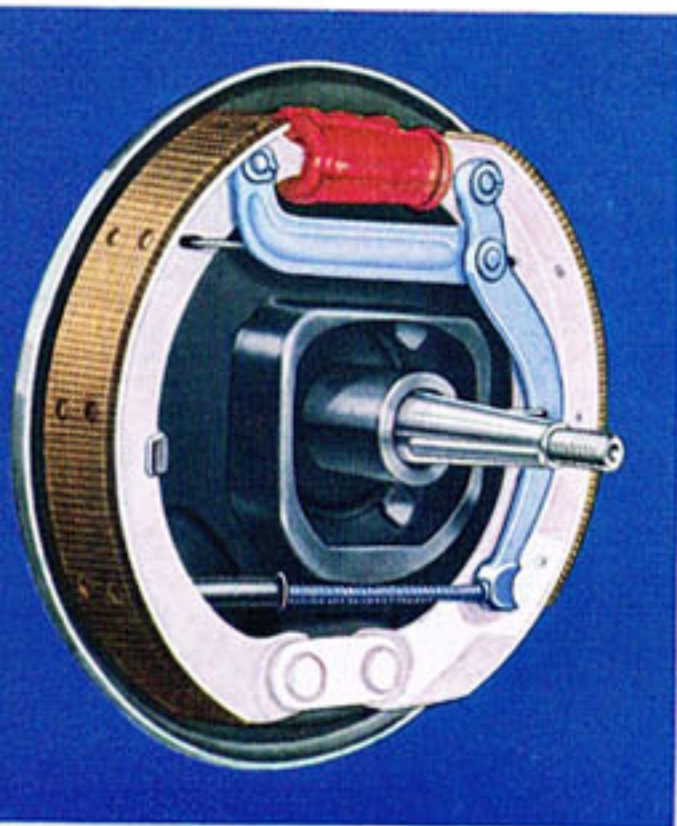


## BIG, POWERFUL HYDRAULIC BRAKES

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.

12-inch brake drums and 162 square inches of lining area assure you of fast stops and long service from Ford hydraulic brakes. Pedal action is exceptionally 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.



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.

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 regularly and service the system.



## V-8 ENGINE

America's finest cars have eight cylinders or more. But only Ford has been able to put 8-cylinder performance into a low-price car. Six million owners have proved the engineering soundness of the Ford V-8 engine.

Eight cylinders provide more power impulses. That means smoother operation. And since the eight cylinders are small, that means good gasoline mileage.

V-type design produces a shorter engine, shorter crankshaft, less vibration and improves carburetion and cooling. It leaves more of the car's length free for passengers.

In all 1940 models, the deep hood and mounting the fan on crankshaft make the engine more accessible for service.

## MANY THINGS CONTRIBUTE COMFORT

Wherever you ride, whatever the road, you're conscious of deep and satisfying comfort in a 1940 Ford car. There are many good reasons for the comfort you feel.

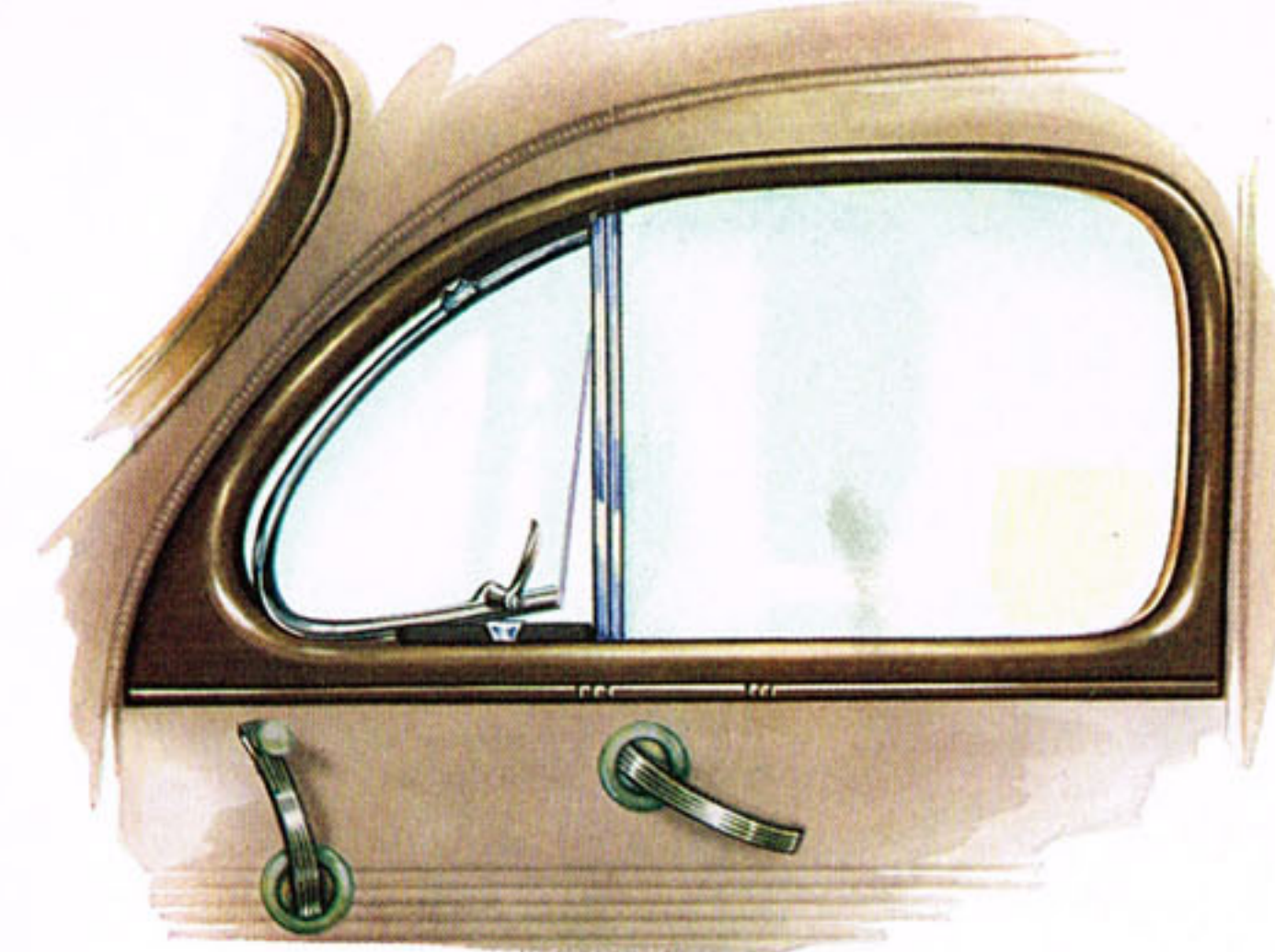
New this year, for example, is a simple, common-sense system for controlling ventilation in all kinds of weather.

Another factor is the greatly increased quiet—result of a number of ingenious developments, and rigorous research in every part of the car.

There is more room all around, too, in 1940 Ford cars—more leg room, more elbow room—greater comfort.

You are cushioned against road shocks by deep, soft seats of new construction, and by big, improved double-acting hydraulic shock absorbers. All 85 hp models also have more flexible springs, longer front spring, improved suspension, and a new torsion bar "ride-stabilizer."

Finally, the Ford stabilized chassis gives you a level, road-hugging ride—a ride that really lets you stretch out and r-e-l-a-x.



In Ford Controlled Ventilation, the rear half of 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.



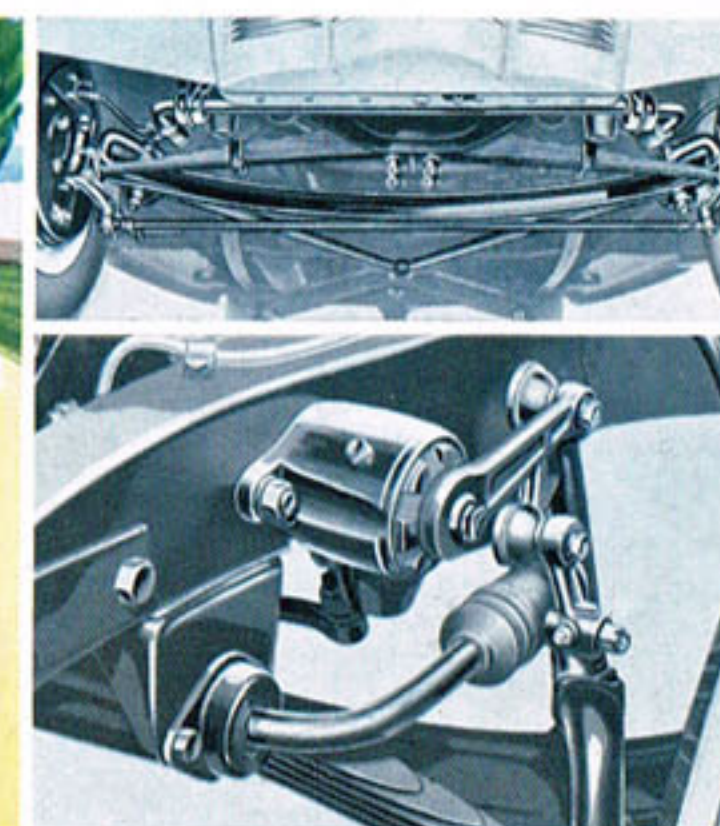
Ford engineers constantly study car noises on the road and trace them to their sources. Back in the laboratories they make elaborate tests to discover the best soundproofing methods and materials for use in every part of the car.



New wheels contribute considerably to the notable quiet that surrounds you as you ride in the 1940 Ford cars. They're of the curved disc type which helps to reduce tire and road noises, as well as the sound of brake applications.



The Ford chassis stays steady on sharp curves, on rough roads or in strong cross winds because it is stabilized by a unique combination of torque tube drive, radius rods and flexible transverse springs, plus an unusually low center of gravity.



Upper picture: This torsion bar ride-stabilizer (on 85 hp models) further helps to absorb shocks, check sway, make steering easier. Lower picture: Shock absorbers have a packing gland which is self-sealing and guards against fluid loss.

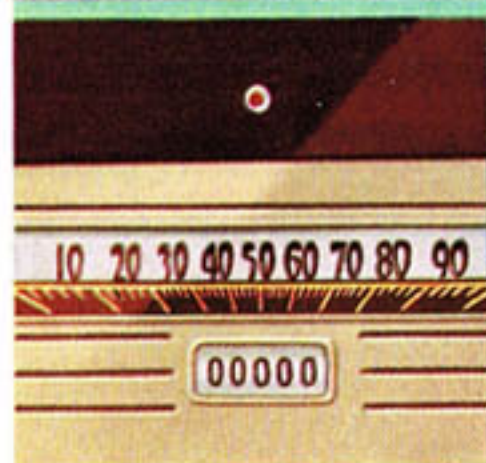
## SAFER, BRIGHTER, SEALED-BEAM HEADLAMPS

A particularly important improvement in the 1940 Ford cars is the introduction of the new Sealed-Beam Headlamps—designed for greater safety and comfort in night driving.

Lamp bulb, lens and reflector are sealed in a single unit. Dust and moisture can't get in to corrode reflectors. Original efficiency lasts practically for the life of the unit.

The 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 former lights and illuminates both sides of the road much farther ahead. The Traffic Beam is just as strong, but directed down the right of the road so accurately that approaching drivers get no glare.

The ability to see farther and easier makes night driving more pleasant and naturally reduces eye strain. The simplicity of the single, sealed-in unit means much less frequent need for adjustment and more months of service before replacement.



Increased intensity of headlamps makes it very important to divert them when approaching cars. Ford design makes this easy. The little red warning light (left), which shows that Country Beam is on, is centered above instrument group, in driver's direct vision. Foot control button on floor. Separate parking light at top of headlamp rim.



## 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 in all models. Triple-Cushioned Comfort increased—by improved "self-sealing" shock absorbers—by more flexible springs and new torsion bar ride-stabilizer in 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. Stronger headlamps, better vision, less eye-strain. Beam indicator in driver's direct vision. Steering gear ratio of 18.2 to 1. New torsion bar ride-stabilizer on 85 hp models assists in keeping car steady and improves 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, cigar lighter and two ash trays. Starter button and hand-brake 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 drum and lining area assures fast 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, Yosemite Green, Mandarin Maroon. Choice of striped mohair or broadcloth upholstery. Antique finish genuine leather for seat cushions and seat backs of Convertible. 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 tail lamps. Dual windshield wipers with single control. Cigar 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 maroon 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 tail lamp. Dual windshield wipers, with single control. Battery condition indicator. Cigar 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.

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



Full-width, one-piece front seat cushion in all cars holds three adults comfortably. In Tudor Sedans, Business Coupes and in the Convertible Club Coupe, divided front seat backs swing forward and inward for easy access to rear compartment.

All driver's seats on 1940 Ford cars are adjustable through a 4½-inch range. The seat rises as it slides forward, without changing the angle of seat back, another comfort innovation. Control lever is conveniently placed and operates very easily.

All the 1940 Ford cars are equipped with tandem windshield wipers, which operate from the base of the windshield for increased cleaning efficiency and better vision. The two blades are controlled by a single button.

A small but important Ford feature, introduced last year in the De Luxe Ford V-8 and now included on all Ford cars, is a battery condition indicator, which registers the operating efficiency of battery and electrical system at all times.

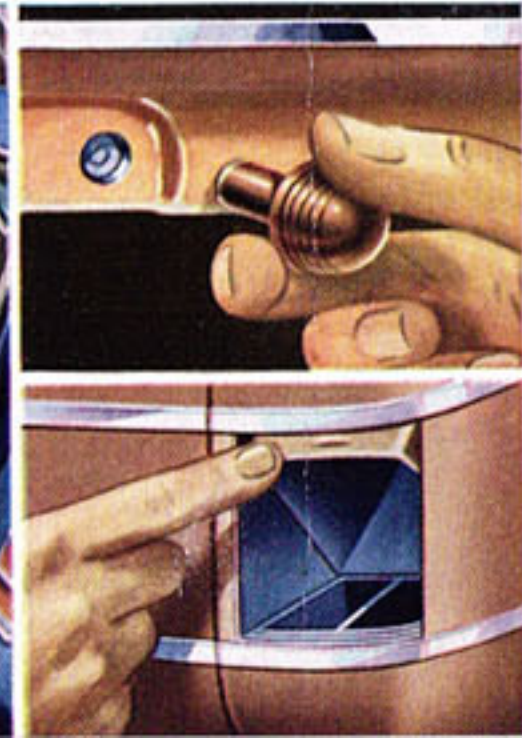
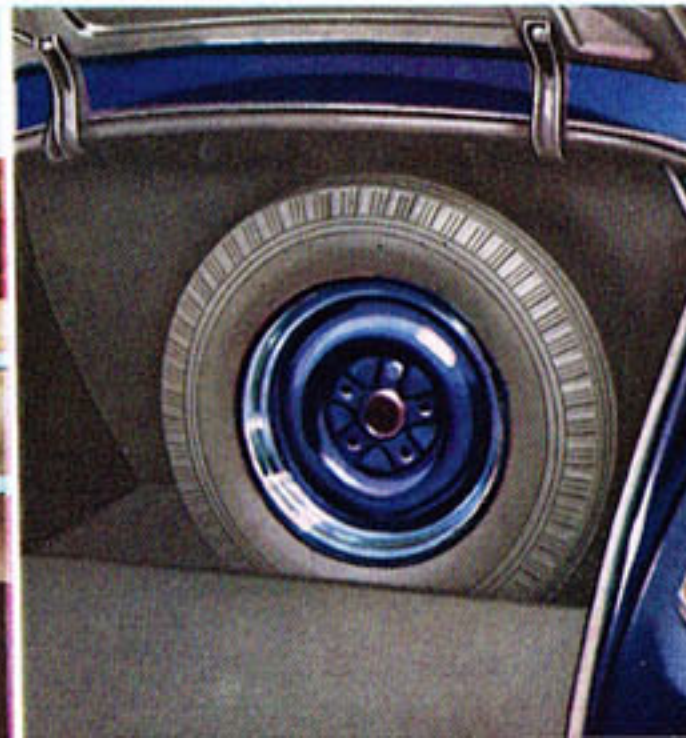
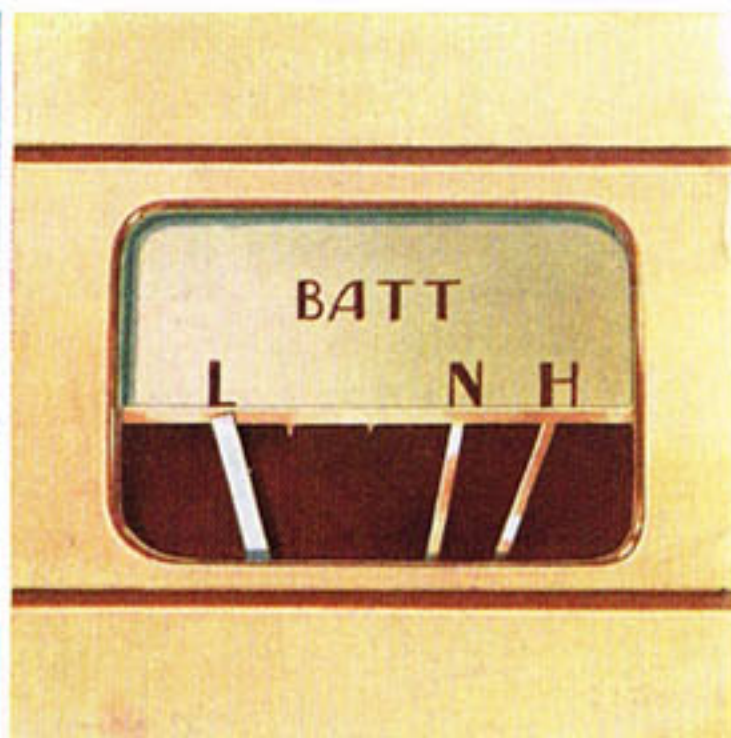
De Luxe cars have a comfortable arm rest on the driver's side of the front seat. Interior hardware is in maroon finish, with knobs in rich plastic.

All models have a convenient glove compartment, equipped with lock. Just the place to stow maps, sun glasses, flashlight, camera—and to keep a record of the low operating cost of your Ford car.

Spare tire is mounted vertically against inside wall of luggage compartment in all models—in order to leave every available inch free for luggage. Compartment is lined and equipped with rubber floor mat.

All the Ford cars for 1940 are equipped with ash trays at both ends of the instrument panel and a cigar lighter. The DeLuxe cars also have ash trays in rear compartments.

Many Ford cars are equipped with Genuine Ford Tires, made in the world's most modern tire plant. Built for silence, safety, long life. Also available from Ford Dealers.



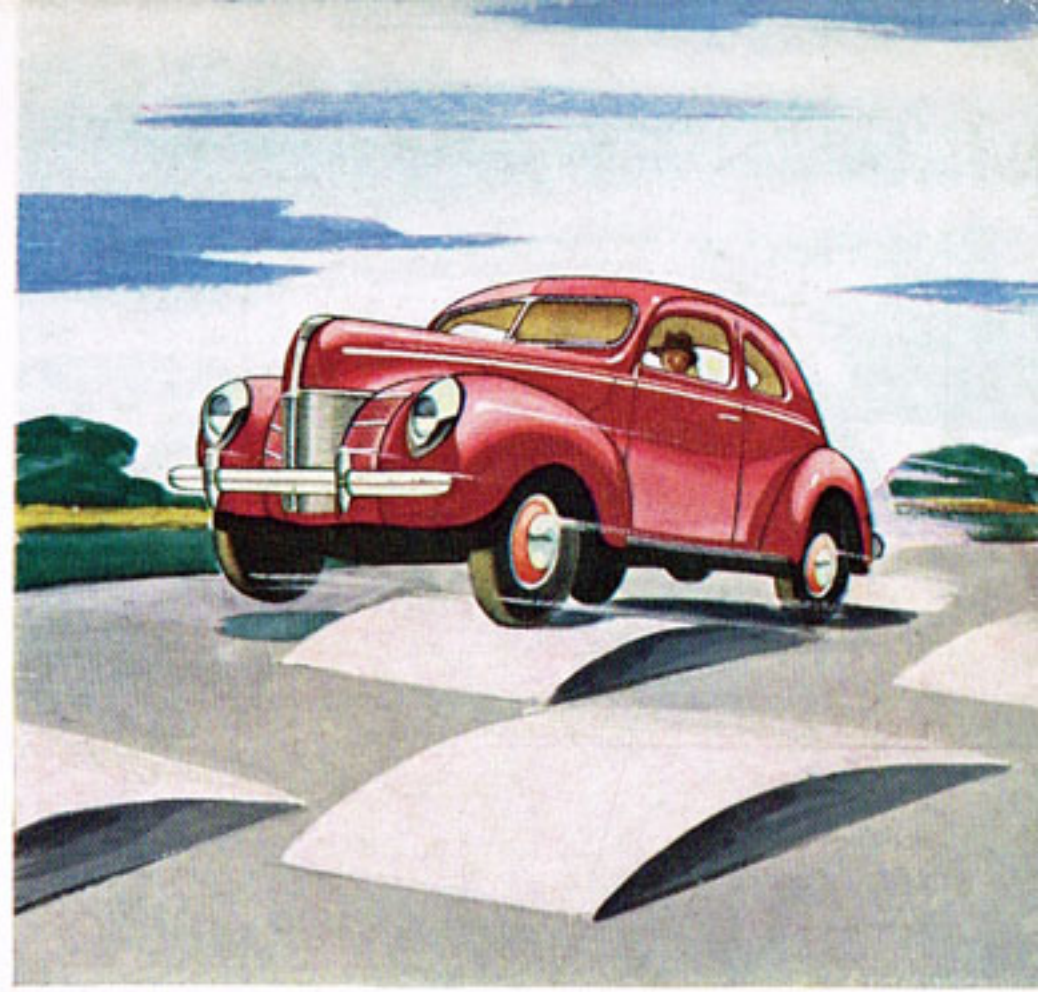


## OUT OF THIS BLIZZARD, BETTER CARS COME!

It's twenty below zero. 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 sand-storm—next day a tropical cloudburst.

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 weathers 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.

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