



THE 1940 FORD DE LUXE FORDOR SEDAN

ANNOUNCING the new Ford cars for 1940

WITH 22 IMPORTANT IMPROVEMENTS

New Ford V-8 cars with style and beauty, made still more comfortable to ride in and still easier to drive—carrying forward the Ford idea of modern, efficient transportation at economical cost.

New exterior beauty • New interior luxury • Finger-Tip Steering Post Gearshift • New Controlled Ventilation • More leg room, more seating comfort • Quieter operation • New Sealed-Beam Headlamps • New "Floating-Edge" Seat Cushions • New-type resilient front seat backs • Two-way adjustable driver's seat • New ride-stabilizer (85-hp models) • Improved spring suspension (85-hp models) • Improved transmission • New curved disc wheels • Improved drums for big hydraulic brakes • Self-sealing, double-acting shock absorbers • Bigger battery and generator • Battery Condition Indicator • Two-spoke steering wheel • New instrument panel • Dual wipers at base of windshield • Engine more accessible • Only the world's greatest industrial plant could build so much value into a car at such a low price.

