

FORD makes it

..no car near its price

FOR PERFORMANCE: Only eight-cylinder engine near its price! A big, powerful engine that does its job smoothly and quietly. So well built you don't need to "break it in."

FOR ECONOMY: The Ford V-8 averaged 24.92 miles per gallon in the 1940 Gilmore-Yosemite Economy Run — better than any other standard-equipped car in its price class.

FOR SAFETY: Biggest hydraulic brakes in the low-price field! Strong X-type frame—lowest center of gravity—full torque-tube drive! Stabilized chassis—powerful Sealed-Beam Headlamps—oversize battery.



FOR COMFORT: A buoyant, restful ride. Four double-acting, hydraulic shock absorbers—soft springs—123-inch springbase—added room—deep, wide seats—controlled ventilation.

FOR STYLE: The beauty of the Ford comes from the Lincoln-Zephyr, world's style leader. Flowing lines, sparkling colors, luxurious interiors, more equipment included in the price.

FOR DOWNRIGHT DOLLAR VALUE: Extra cylinders in the engine, extra quality all through the car. Ford has built more cars than anybody else and has the world's best equipped plant for building them!

Visit the new Ford Expositions at the Two Fairs, New York and San Francisco, 1940

STEP UP TO THE V-8 CLASS



The De Luxe Ford V-8 Fordor Sedan

can match it!

IT PAYS TO DEAL WITH THE FORD DEALER

He is ready, willing and anxious to trade. Before you buy any car, let him appraise your present car—any make. Ford prices are low — and include equipment for which you usually pay extra.