

"Boy, you shoulda seen me breeze by Doc Tompkins, comin' up Elm Street hill!"



PERFORMANCE! You'll find it in a FORD

The only place you'll find 8-cylinder performance is in an 8-cylinder engine. That's why the Ford V-8 stands alone in the low-price field!

You can read about Ford performance—you can hear about it from pleased and proud Ford owners—or you can feel it for yourself.

It's most fun, first-hand. See what this big car really has under its hood. Test it

in traffic—on the hills—or out where the roads run long and straight. Notice, also, how little gas you use as you go!

We hope you'll be hard-boiled about it. We know what this car can do, because we built it. We know that the most skeptical prospects come back from their first Ford ride with a grin of genuine pleasure.

Beautiful lines—rich interiors—extra equipment—these things you

can see and appreciate on the dealer's showroom floor. But the smooth surge of 8 eager cylinders, the smooth safety of big hydraulic brakes, the smooth comfort of the quiet Ford ride—all deserve much closer acquaintance.

In a very few minutes, any 1940 Ford V-8 will show you the vital difference between promise and performance! And you'll surely enjoy being shown!

