

SERVICE WITH A STYLE



FORD COMMERCIAL CAR FEATURES FOR 1940

Choice of two V-8 engines — 85 and 60
hp ★ Five body types — Stake, Plat-
form, Pick-Up, Panel, Sedan Delivery
★ Semi-centrifugal clutch ★ Sealed-
Beam Headlamps ★ Full torque-tube
and radius-rod drive ★ $\frac{3}{4}$ -floating
rear axle ★ Straddle-mounted driv-
ing pinion ★ Worm and roller steering
★ Big, 12-inch hydraulic brakes ★
Four double-acting, hydraulic shock
absorbers ★ Ford Engine and Parts
Exchange Plan.

A TOUCH of elegance—properly applied to your delivery units—can do worlds toward building the prestige of your business. This is the kind of smart styling embodied in the Ford V-8 Commercial Car for 1940. A trimness of line that reflects the modern spirit of service.

Modern in appearance, *modern in economy!* Look at the outstanding advantages of the Ford V-8 Commercial Car. V-type, eight-cylinder engines, for example. Your choice of either 85 or 60 hp—“85” for unusual performance combined with economy, “60” for low gasoline consumption. No other commercial car on the market offers the smooth

and steady power of a V-8 engine.

There are a number of important improvements in the Ford V-8 Commercial Car this year, plus a host of time-tested, time-proved Ford features. Add them together and you have “the outstanding commercial car for the money.” See these units at your Ford dealer’s. Study them feature by feature. Compare them with any other commercial car on the market, regardless of its price. Arrange for an actual “on-the-job” test and *know the difference before you spend another commercial car dollar.*

• Ford Motor Company, builders of Ford V-8 and Mercury Cars, Ford Trucks, Commercial Cars, Station Wagons and Transit Buses.

FORD V-8 TRUCKS

A N D C O M M E R C I A L C A R S