



# "SAY! How long has this been going on?"

WHEN you're first introduced to the 1940 Ford V-8, you'll say, "Can this low-price car be as good as it looks?"

For here is a big, substantial car, with a smooth 8-cylinder engine, powerful hydraulic brakes, a uniquely stabilized chassis—and 22 important improvements that make it more beautiful, more comfortable, quieter, safer, and easier to drive.

You can't know what you're missing until you try the new Ford on the road. And when you do, you won't believe the price tag!



**LUXURIOUS INTERIORS.** Rich color harmony, finely tailored upholstery, and more room all around. Deep seat cushions of new construction, with a soft "floating edge" for increased comfort. Arm rests. Wide parcel shelf.



**NEW BODY TYPE.** Both the Ford and De Luxe Ford lines include a new Business Coupe which differs from the regular Coupe in interior arrangement. The big compartment behind the front seat has two auxiliary seats which fold down for extra passengers, or entire area can be used for luggage.

**READY TO RIDE!** The new Ford cars are as easy to ride in as they are to look at. Improved spring suspension and new ride-stabilizer—85-hp models—plus improved shock absorbers contribute to greatly increased comfort. Controlled Ventilation checks drafts.

147 illustrations show De Luxe Ford V-81

**FORD V-8**  
**FOR 1940**  
WITH 22 IMPORTANT  
IMPROVEMENTS



**FINGER-TIP GEARSHIFT** on steering post. All models, no extra cost. Smart, two-spoke steering wheel. Handsome new instrument panel with two ash trays, cigar lighter, grille for radio, glove compartment, battery condition indicator.

