

THE OUTSTANDING TRUCK FOR THE MONEY

FORD V-8 FOR 1940

FORD FEATURES FOR 1940

New styling • Increased engine accessibility
Increased chassis accessibility • Choice of
power—95, 85, 60 hp • 42 body and chassis
types • New Sealed-Beam Headlamps • Big-
ger batteries, larger generators with auto-
matic voltage regulation • Big hydraulic
brakes • Full-floating rear axle with straddle-
mounted pinion and ring gear thrust plate
Two-speed axle (optional at extra cost)
Ford Engine and Parts Exchange Plan.

The big new 1940 Ford Truck line gives you value in construction, performance and economy that means "the outstanding truck for the money."

Three eight-cylinder engine sizes—95, 85 and 60 hp. Six wheelbases. 42 body and chassis types.

There's new styling. New engine and chassis accessibility, making it easier to check the oil, service the distributor and other engine accessories, as well as clutch, transmission and rear axle. New, softer, more comfortable seats in Regular cabs. These and many more improvements join a host of time-tested, time-proved Ford features in 1940.

See the new Ford Truck at your dealer's. Compare it with any other truck. Arrange for an "on-the-job" test and know the difference before you spend another truck dollar.

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

