

This is not "A Man's World" by a long shot!

IT MAY BE ENGINEERS with their blueprints who make the plans to which we build our cars.

But more and more it is the women of this country who determine what needs the engineers must meet.

Their influence, of course, is not new to us. It merely grows more and more pronounced.

Women took a hand in car design early in this century, when we shifted the steering wheel from right side to left.

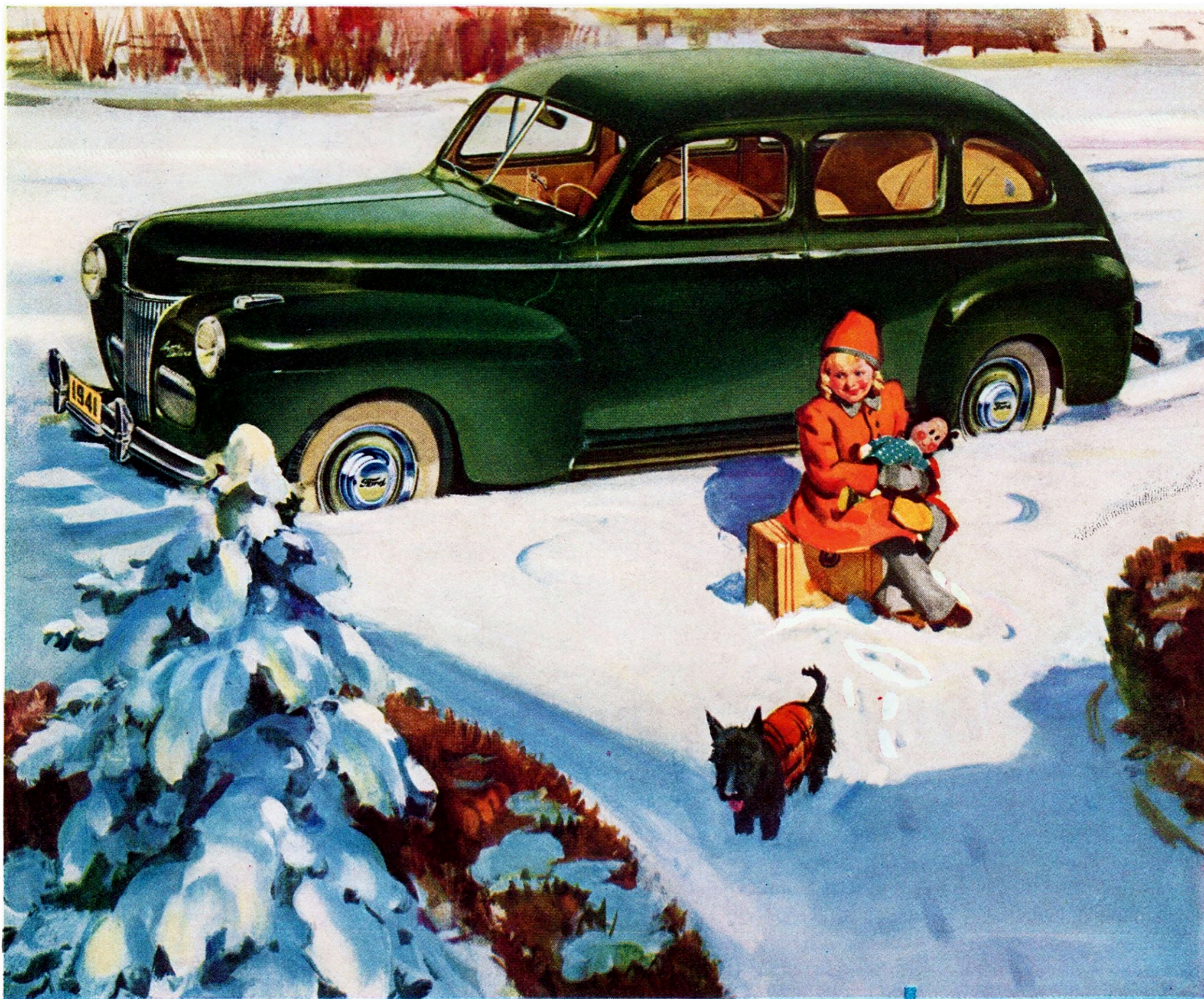
Women hurried the change along, because until we changed, they sat at the left and had to get out into the street instead of on the curb.

Today more than ten million women in this country have licenses to drive. And it seems fair to state that most of what you see as you walk toward a new car—and much of what you feel as you ride in it or drive—was put there for women, or put there sooner than it would have been without their

influence. It is certain that the improvements made for this year in our Ford cars show the influence of women very clearly.

Check them off and see.—A bigger car. A softer ride. A quieter car. Bigger windows. Easier driving. Increased style. Finer appointments.

No, this is not a man's world, by a long shot. And nothing makes that more clear than the Ford cars at your dealer's right this minute!



Some Ford Advantages for 1941:

NEW ROOMINESS. Bodies of the big new Ford are longer and wider this year. Front seating width, for instance, is increased as much as seven inches.

SOFT, QUIET RIDE. A new Ford ride, with new frame and stabilizer, softer springs and improved shock absorbers.

GREAT POWER WITH ECONOMY. The Ford engine leads the low-price field in horsepower. It holds many records for economy as well as for performance.

BIG WINDOWS. Windshield and windows increased all around to give nearly four square feet of added vision area in each '41 Ford Sedan.

LARGEST HYDRAULIC BRAKES in the Ford price field. 12-inch drums. For added safety, longer brake-lining wear.

GET THE FACTS AND YOU'LL GET A FORD!

