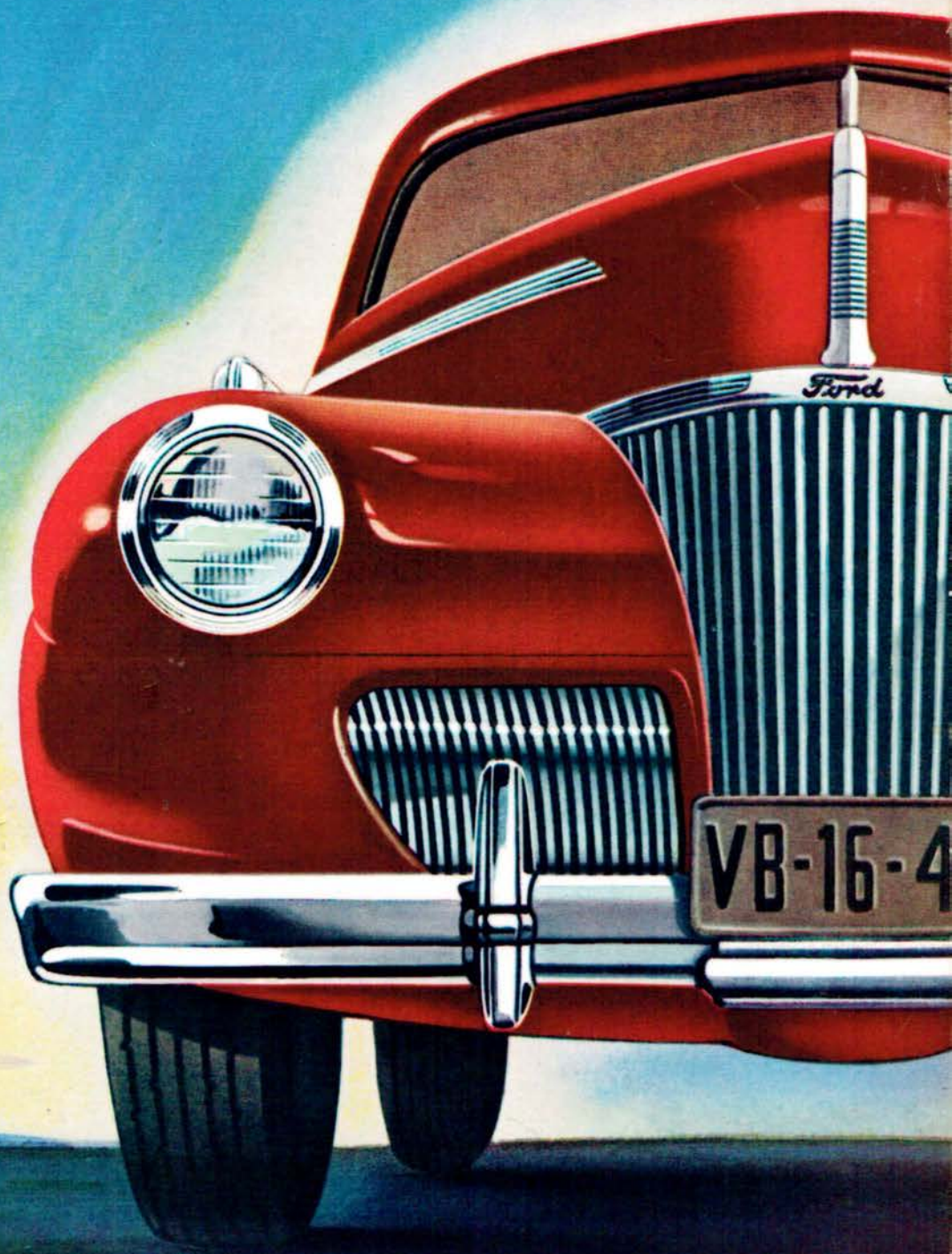


It's a Big New Car!

1941
FORD



In some years, and in some cars, automobile value takes an extraordinary jump ahead. 1941 is such a year for the Ford. The reasons why your next car should be a Ford are shown in this folder. See them—then see your nearest Ford dealer and drive this remarkable new car. THIS YEAR, MORE THAN EVER BEFORE, THE FACTS FAVOR FORD. IF YOU WANT THE BEST BUY FOR YOUR MONEY, BE SURE TO DRIVE THE NEW 1941 FORD BEFORE YOU DECIDE TO BUY ANY CAR WITHIN MANY DOLLARS OF ITS LOW PRICE!

NEW

NEW MASSIVE BEAUTY. Completely new in design. The biggest, roomiest Ford car ever built. So wide is the new body that running boards have almost disappeared. Bright new colors.

NEW ROOM THROUGHOUT. Extremely wide, comfortable seats—seating widths increased as much as seven inches. Abundant leg room and head room. Big luggage capacity.

NEW INTERIOR STYLING. Rich colors and beautiful modern tailoring. Attractive new instrument panel and steering wheel.

NEW VISION ALL AROUND. New large windshield makes driving easier. New wide windows give better vision. Glass area increased by nearly four square feet in Sedans. Large one-piece curved rear window.

NEW FASTER ACCELERATION. The famous Ford V-8 engine, outstanding in its field, is now geared to give even faster getaway through "first" and "second" with no sacrifice in "top" performance.

NEW STRONGER FRAME. Twice as rigid and resistant to twisting force as the former rugged Ford frame. Helps keep the body quiet throughout long service.

NEW LONGER WHEELBASE. Increased to 114". Extra inches give improved appearance, more room and greater comfort.

NEW RIDING COMFORT. Springbase (125") lengthened in proportion to new longer wheelbase. New, slower-acting, soft-riding springs. Improved hydraulic shock absorbers. Newly designed ride stabilizer.

THE SUPER DE LUXE FORDOR SEDAN

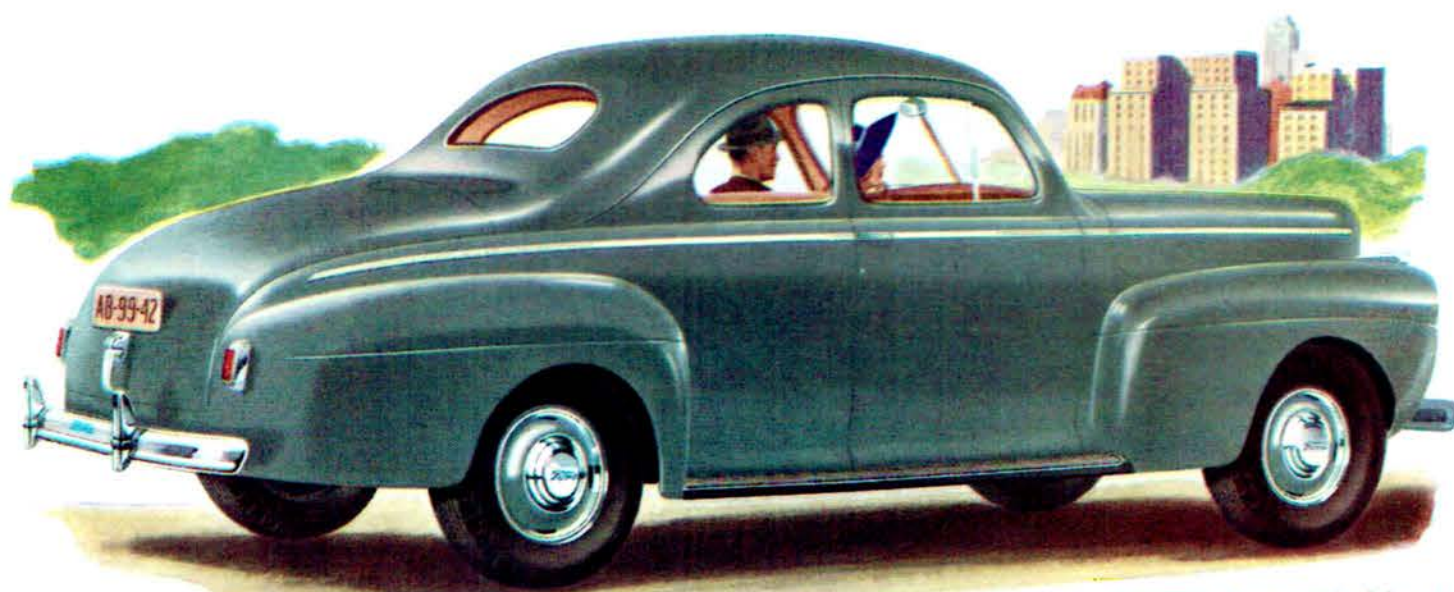


SEE HOW MUCH MORE YOU GET FOR YOUR MONEY NOW



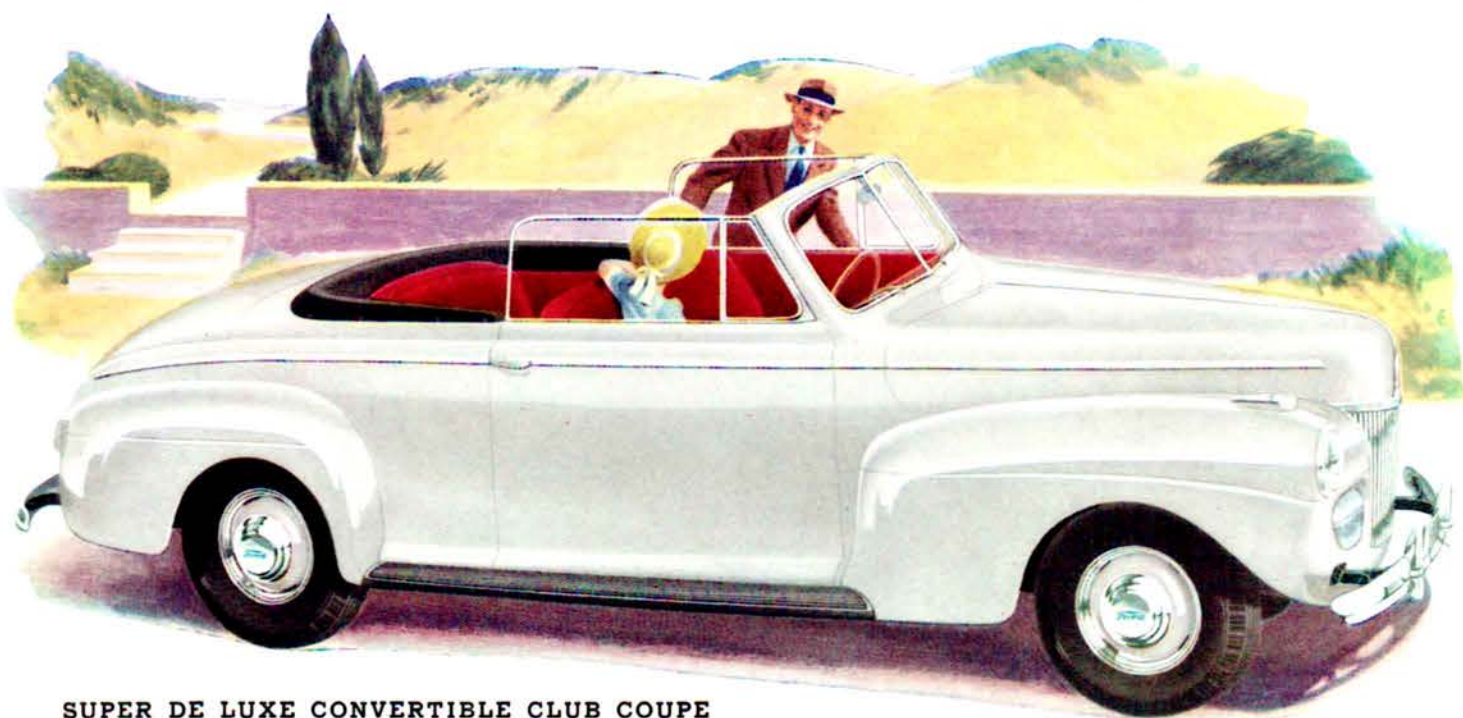
SUPER DE LUXE TUDOR SEDAN

So new, so BIG you'd naturally take it for a high priced car. Skilful design takes full advantage of the new 114" wheelbase. Lines flare out from the massive front end and flow back so smoothly that you don't realize how tremendously *broad* this new Ford is. But you will when you sit beside two other passengers!



SUPER DE LUXE COUPE

This beautiful Coupe provides extra seating accommodations. Seat-backs pivot forward for access to a rear compartment, where auxiliary seats fold down for two more passengers. A Coupe without auxiliary seats is also available, with undivided seat-back that can be lifted for access to extra luggage compartment.



SUPER DE LUXE CONVERTIBLE CLUB COUPE

The sleekest, sportiest convertible Ford car ever designed. The new automatic top is operated by electric motors instead of by vacuum. Works even when the engine isn't running. Dependable. Constant speed in raising or lowering. The wide, comfortable rear seat makes this an all-weather car for five passengers.



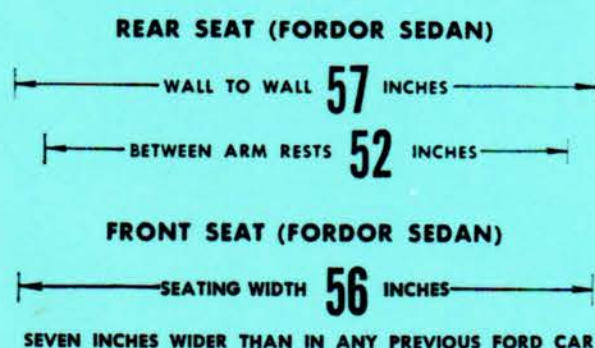
SUPER DE LUXE SEDAN COUPE

A dashing new body type in the Ford line, combining the advantages of compact coupe design with seat room for six. It makes a distinctive personal car with a "custom-built" appearance, and provides real comfort for occasional guests. The rear seat is easily reached by pivoting either front seat-back forward.

The lower priced De Luxe Ford for 1941 differs from the Super De Luxe in details of finish and appointments. De Luxe line includes a Fordor, Tudor, and two Coupes—one with auxiliary seats and one without. The Station Wagon (not illustrated here) is available both in De Luxe and Super De Luxe types.

GET THE FACTS AND YOU'LL GET A FORD!

So many things are new about the 1941 Ford that you have to *get the facts* all over again before you can judge it. The facts about the new long wheelbase. The big, wide, beautifully styled bodies. The big windshield and windows. The new "boulevard" ride contributed by new springs, improved shock absorbers and newly designed stabilizer. The flashing new acceleration through the gears. The luxurious new appointments. Size, style, beauty, comfort, performance—all are new and wholly unfamiliar to anyone thinking in terms of yesterday's low-price cars. That's why it's so important to *get the facts*.

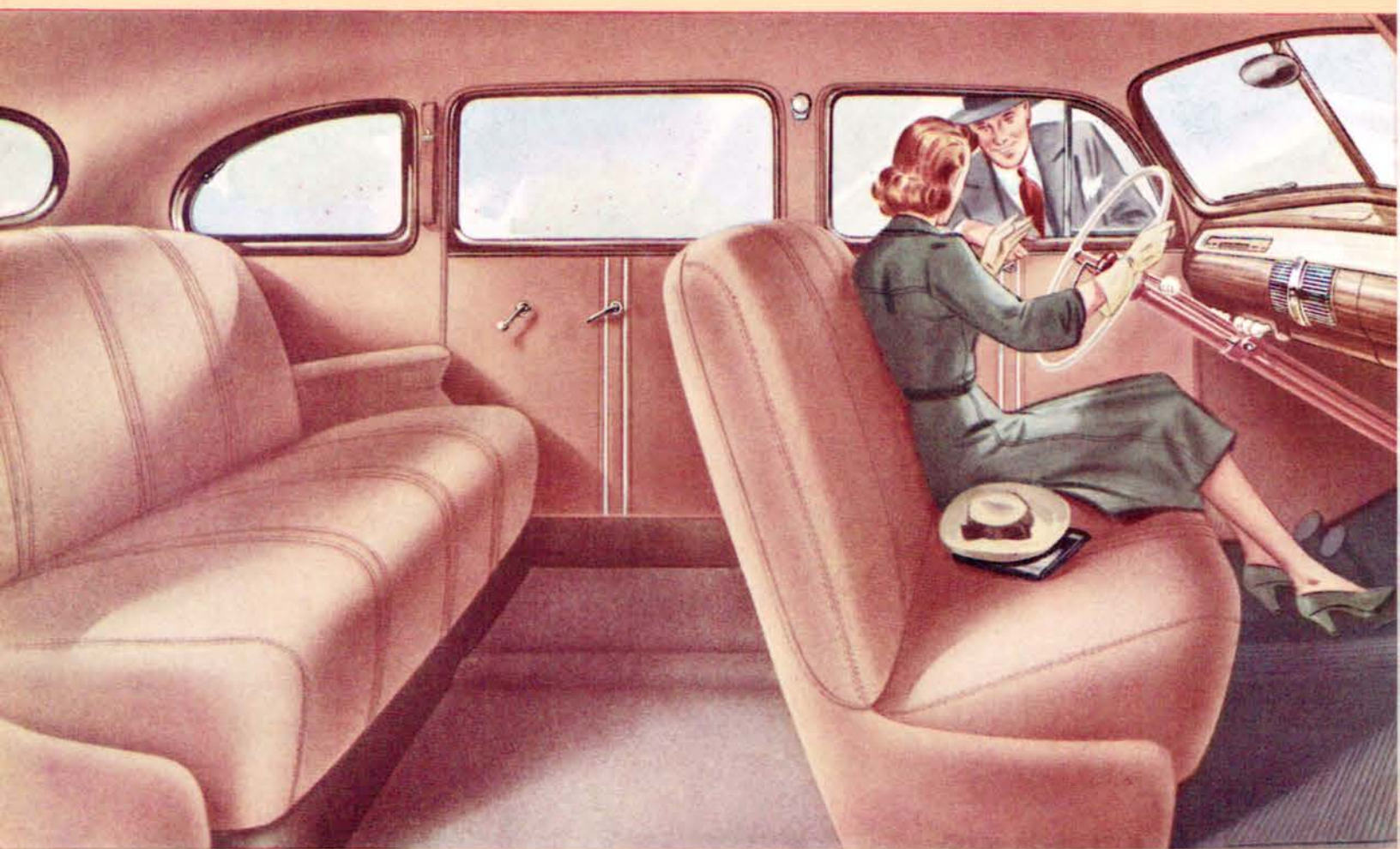


Entirely new bodies have been created to give you these great wide seats. The increased length of the car improves roadability and riding comfort. And underneath all else is a strong new frame, twice as rigid as before, that adds to safety and prolongs quiet operation.



COMPARE THESE FEATURES WITH YOUR PRESENT CAR—

—then consult any Ford Dealer for a generous allowance on your present car—any make. Chances are you can start driving one of these beautiful new cars right now, on terms you will like.



Here are rich new color harmonies, beautiful tailoring, appointments that add luxury, convenience, pride of ownership. The Super De Luxe Ford offers a choice of patterned mohair or a combined Bedford and broadcloth weave. The deep seat cushions are built with a soft "floating edge," and the individually pocketed springs are covered with a thick, resilient rubberized pad that makes the cushion gently yielding. Door handles, window and ventilation controls are bright chrome finish. Appointments for the Super De Luxe Fordor, illustrated above, include foot rest, arm rests, robe cord, assist loops and rear-seat ash tray, in addition to the unusually complete instrument panel.



The Ford ventilating system gives you control of air circulation and prevents excessive drafts. In closed body types, metal divider strip slides down with rear half of window—out of the way and out of sight. The Super De Luxe Ford has a separate crank control for the ventilating wing.



The additional length of the 1941 Ford permits unusually wide doors. The door opening of the Tudor Sedan, shown here, is more than 3½ feet wide, and extends well back of the front seat. Front seat cushion is full width, and the divided seat-backs swing inward as they tilt forward.



The new Super De Luxe instrument panel is a symphony in beautiful wood-grain finish and gray plastic. Instruments are grouped for perfect visibility through the two-spoke steering wheel. The panel includes a clock, lighter, ash tray, lock for glove compartment, dimming control for instrument lights, ignition key hole light, speed control for windshield wipers, starter button, grille to cover speaker if radio is installed. New remote control hood lock is at the left just under the instrument panel. Notice the handy half-moon horn ring on the attractive Super De Luxe steering wheel.

FEAST YOUR EYES!

A new and larger Ford with a completely new and larger body. Massive new beauty—far beyond your dreams of a low-price car. Brighter, lighter interior treatment and a new richness in fittings and upholstery.

NEW



PILE IN LUGGAGE!

Extra large luggage capacity beneath the broad rear decks of all body types. Space for several big bags and smaller pieces. Spare wheel mounted vertically. Compartment is lined, lighted, and has a floor mat.

NEW



TAKE THE WHEEL!

The driver's seat has been raised for 1941, giving an unusually restful position and a better view of the road. The handsome new two-spoke wheel gives a clear view of all instruments. Super De Luxe types have a handy horn ring on the steering wheel.

NEW



GET AWAY QUICK!

Flash goes the green light—and flash goes the Ford! Its smooth and famous V-8 engine is geared to give even greater acceleration through "first" and "second"—without sacrificing anything in "top" performance. And it's *thrifty* power, too!

NEW



ENJOY THE VIEW!

See more of the road as you drive. A new expanse of windshield gives you extra vision top, bottom and sides. New large windows improve side visibility. Large curved one-piece rear window. Nearly four square feet of glass area added in Sedans.

NEW



SQUARE YOUR SHOULDERS!

Fordor front seating width 56". Rear seat 57" wall to wall, 52" between arm rests. Front seat width gives comfort for three without cramping driver. Seat width *inside* is why you see so little running board *outside*.

NEW



FORGET THE BUMPS!

Everything connected with the ride is new! Longer wheelbase and springbase. New, soft, slower-action springs. Improved hydraulic shock absorbers. A newly designed ride stabilizer. They all combine to give a gentle, easy-going ride that's a revelation!

NEW



LOOK AT THE VALUE!

Here's a great new value that only Ford could give—product of experience gained in building more than 28 million cars—more than any one else in the world. And remember that low Ford prices *include* equipment for which you often pay extra.

NEW



GET THE FACTS AND YOU'LL GET A FORD!

NEW STYLING: A big, substantial-looking car from front, side or rear. Modern design provides maximum usable space inside the body. Semi-concealed running boards. Wide-spaced Sealed-Beam Headlamps. New three-piece fenders. Door handles in line with belt molding. Streamlining pre-tested in Ford Weather Tunnel.

BRIGHT NEW INTERIORS: Rich new color harmonies make interiors bright and inviting. Beautifully tailored upholstery. New instrument panel in gray plastic and wood-grain finish.

NEW LENGTH: Wheelbase increased to 114". Springbase increased to 125". Overall length increased to 194.34". Wide doors in all body types—more than 3 $\frac{1}{2}$ feet wide in Tudor Sedans.

NEW WIDTH: Overall width increased to 73.12". Body extends over running boards to provide exceptionally wide seats. Fordor front seat width 56". Rear seat 57" wall to wall, 52" between arm rests.

NEW VISIBILITY: Total glass area increased in all types—by nearly 4 square feet in Sedans. New wide, deep windshield with narrow corner pillars. New large windows. Big, one-piece, curved rear window of tempered glass.

NEW RIDE: Smooth "boulevard" ride—result of new wheelbase, weight distribution, and combination of new chassis features. New slower-acting, soft-riding springs. Close balance between front and rear spring action. Newly designed ride stabilizer with swinging shackles. Big hydraulic shock absorbers, double-acting, adjustable, lever-arm type.

NEW SEATING COMFORT: New wide seats built with thick, resilient rubberized pad over individually pocketed cushion springs, and with soft "floating edge." Driver's seat raised, giving driver better position. Adjustable within 4 $\frac{1}{2}$ " range. Divided front seat-backs in Tudor types fold forward and inward, away from the doors.

NEW APPOINTMENTS: Interesting new appointments for 1941 include remote control hood lock on instrument panel; ignition key hole light; door covering gas tank filler cap; windshield wiper speed control on instrument panel; separate parking lights on fenders; horn ring and crank control for ventilation on Super De Luxe; electrically operated automatic top for Convertible Club Coupe. See "Equipment" for complete list of appointments included in the price.

NEW ACCELERATION: New transmission ratios give faster getaway through "first" and "second" with no sacrifice in famous Ford V-8 "top" performance.

NEW RIGID FRAME: Resistance to twisting force increased 100%. New welded one-piece X-member with deep box type center section. Helps keep the body quiet throughout long service.

NEW BODY MOUNTING: New type rubber insulators between body and frame in all closed body types. Live, resilient, twice as large as type formerly used. Helps block out road noise and chassis sounds. No metallic contact between body and frame. Ford bodies are all steel.

BIG LUGGAGE CAPACITY: Spare tire mounted vertically at back of compartment. Compartment is lined, has an automatic light and a rubber floor mat.

BIG HYDRAULIC BRAKES: 12-inch brake drums and 162 square inches of lining area for quick stops and long brake life. Easy pedal pressure. Cable-controlled parking brakes on rear wheels.

V-8 ENGINE: Only low-price car to offer an 8-cylinder engine. Refinements year after year have raised gas and oil mileage to a remarkable degree.

EASY DRIVING: Easy-acting Finger-Tip Gearshift on steering column. Blocker-type transmission makes shifting easy and quiet. 18.2 to 1 steering ratio provides effortless steering, easy parking. Semi-centrifugal clutch, with lower pedal pressure for 1941.

TORQUE-TUBE DRIVE with front radius rods. An important element in the Ford stabilized chassis. All driving and braking forces are transmitted directly to frame. Springs left free to support the load and cushion road shocks.

$\frac{3}{4}$ -FLOATING REAR AXLE: Another reason for Ford reliability. Straddle-mounted driving pinion.

BIG BATTERY: 120 ampere hours. Big reserve of power for electrical accessories. Improved voltage regulator automatically controls generator output.

BODY TYPES: Two De Luxe lines of Ford cars for 1941. *Super De Luxe* body types: Tudor Sedan, Fordor Sedan, Coupe, Sedan-Coupe, Convertible Club Coupe, Station Wagon. *De Luxe* body types: Tudor Sedan, Fordor Sedan, Coupe, Station Wagon. Coupe in both lines available with or without auxiliary folding seats.

NEW BRIGHT COLORS: *Super De Luxe:* Choice of Mayfair Maroon, Lochaven Green, Cayuga Blue, Palisade Gray, Harbor Gray, Black. Wheels to match body color. *De Luxe:* Harbor Gray, Cayuga Blue, Black. Wheels black. All colors are enduring baked enamel. Fenders and other sheet metal parts rust-proofed.

UPHOLSTERY: *Super De Luxe:* Choice of sand taupe chevron-patterned mohair or combination Bedford and broadcloth weave in closed cars. Brown, red or blue genuine leather seats in Convertible Club Coupe. Brown genuine leather seats in Station Wagon. *De Luxe:* gray taupe patterned mohair or striped broadcloth in closed types. Brown rubber-processed artificial leather in Station Wagon.

EQUIPMENT: (Items marked * are in Super De Luxe types only.) Front and rear bumpers and four bumper guards. Spare wheel, tire and tube. Twin air electric horns. Two combination tail lamps and stop lights. Dual windshield wipers with speed control on instrument panel. Electric lighter. Two sun visors. Foot control for headlight beams with indicator on instrument panel. Dimming control for instrument panel lights. Glove compartment with lock. Ash tray in instrument panel. Arm rests in rear seat of sedan types. Remote control hood lock. Ignition key-hole light. Separate parking lamps. Grille to cover speaker if radio is installed. Foot rests in Fordor Sedans. Friction type door checks. Automatic light for luggage compartment. Rubber mat on luggage compartment floor. *30-hour clock. *Horn ring on steering wheel. *Crank control for ventilation. *Ash tray in rear of Sedans. *Rustless steel wheelbands. *Trip mileage indicator with setting on instrument panel. *Assist loops. *Robe cord in Fordor Sedan. *Arm rest at driver's side of front seat. Bright chrome interior hardware. Black tires standard. White sidewall tires available at extra cost.

ACCESSORIES: A wide range of accessories designed especially for Ford cars is available at moderate cost. New Ford Radio has Roto-Selector Control for fast automatic tuning, and Integral Antenna. Improved Hot Water and Hot Air Heater-Defrosters are available.

LOW PRICE: Ford methods, and the established Ford low-profit policy, make it possible to offer greatly advanced value for 1941 at the low Ford prices.

The Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design or prices without incurring obligation.

