

SET YOUR
Expectations **HIGH!**



IT'S **Built**
THE WAY YOU
WANT IT!

Year after year, through 38 years, Ford cars have steadily advanced this country's standards of low-cost transportation. Year after year, Ford cars have grown in size and power, have increased in beauty, have grown finer and finer in performance, have been refined in riding ease.

Among other things, it was the Ford car which put the V-type eight-cylinder engine—previously available only in the highest priced cars—into the low-price field.

The 1941 Ford is the biggest, the handsomest, the roomiest, the smoothest-performing, and the easiest-riding Ford ever built! It offers the roominess, the comfort, the safety formerly expected only in expensive cars . . . combined in the Ford with economy of first cost and operation never approached by such cars.

Today, in the 1941 Ford, a new high mark of accomplishment has been reached, new standards, new measurements of value for the entire field have once again been set.



In style, it is one of the few cars at any price this year to offer completely new and up-to-date lines.

Its bodies are so stepped-up in roominess that nothing else in its price field equals the Ford in actual passenger space.

Its new Ford ride, wholly re-engineered this year on an increased wheelbase, is one of the motor year's most talked-about advances.

How far ahead it goes in bringing new satisfactions and new value to the buyer of a low-price car is something you can only realize when you sit behind its wheel and drive.

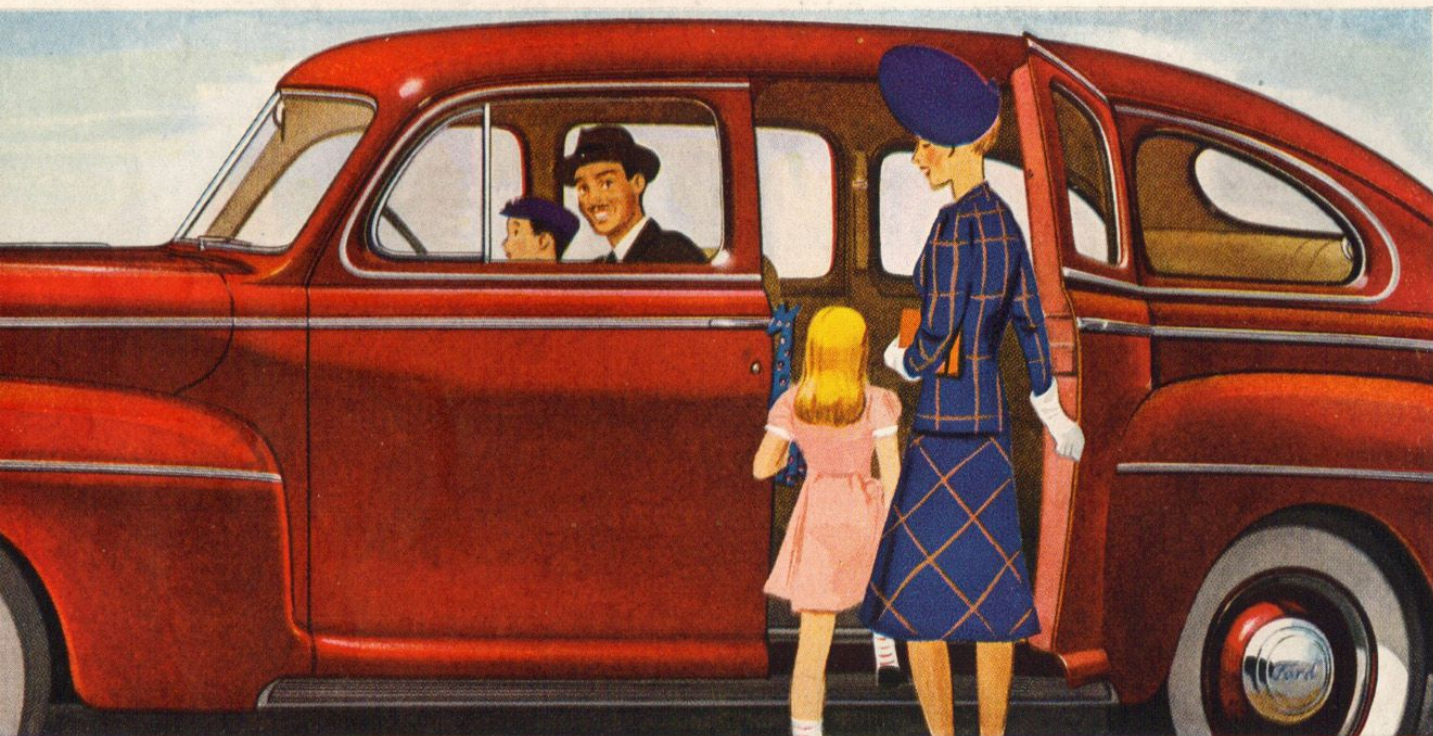
In the following pages are a few of the highlights in this year's Ford car. Take a minute now to read them, then go to your Ford Dealer with your expectations higher than you've ever had them before . . .

**A GREAT FORD CAR AWAITS YOUR
HAND UPON ITS WHEEL!**



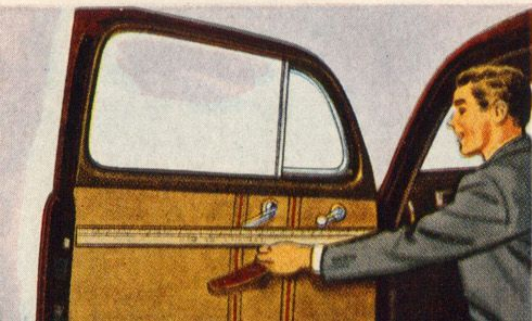
Get in—Stretch Out

Passenger room never before equaled in a low-priced car!



ADDED *bigness* is the thing you notice first in this great Ford! Wheelbase has been lengthened. Bodies are entirely new . . . both longer and wider than before. Seating width is greater—front seating width measures as much as 57 inches, nearly five feet! Inside length is greatest in the low price field. Wide new doors. More glass area, including largest windshield in *any* low-priced car. See this bigger, roomier Ford. Get in—stretch out—**HERE IS NEW FORD BIGNESS WITH FORD QUALITY BENEATH!**

Extra wide front door! Positive door stops. Crank-operated ventilators. Disappearing front window divider post.



Most front seat head room. Greatest total inside length from windshield to rear window of any car at its price. Biggest windshield!



Most rear seat knee room. The most passenger room of any low-priced car! Greatest total seating width!



Most front seat leg room. Front seating width 7 inches greater than in any previous Ford car.



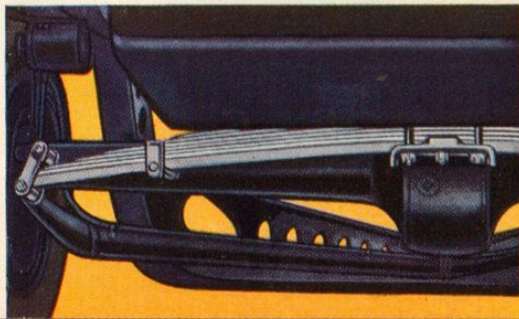


Enjoy ITS GREAT NEW RIDE!

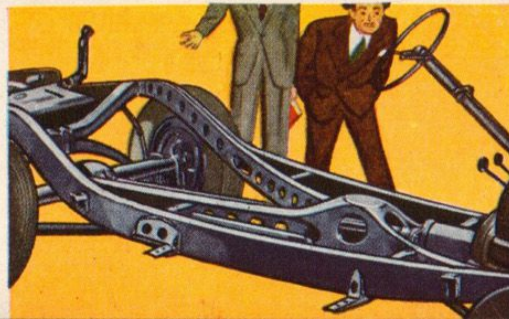
OVER good road or bad, in front seat or rear, you'll find that the new Ford ride is a revelation! A soft and level, gentle ride on new and softer, slower acting springs, improved shock absorbers, a new and far more rigid frame, longer wheel-base and longer springbase. A steady and substantial "fine car" type of ride, with the newly designed Ford ride stabilizer to help make steering easy on sharp turns or in cross winds . . .

**TRY THE NEW "QUALITY RIDE"
OF THIS GREAT QUALITY CAR!**

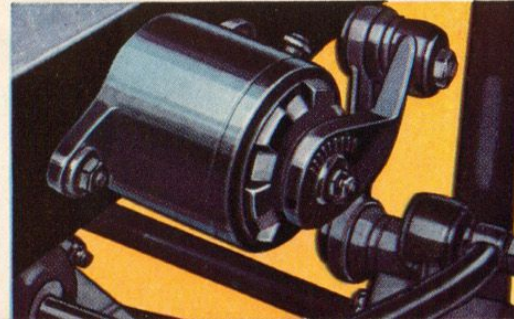
New slower acting springs to smooth out rough roads. Longer, more flexible, with more uniform load distribution.



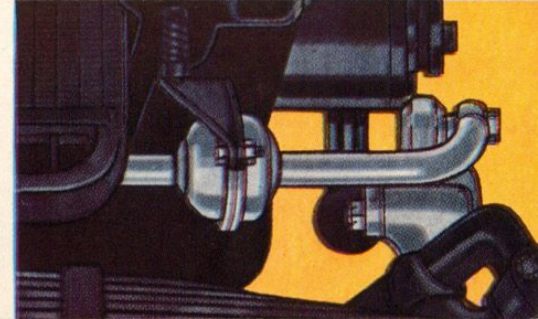
New frame twice as rigid. Practically eliminates body and frame "weaving." The Ford ride is now quieter than ever.



Improved adjustable hydraulic shock absorbers. Double-acting, lever type, front and rear.



Newly designed ride stabilizer minimizes sideways, improves steering on curves, in cross winds.



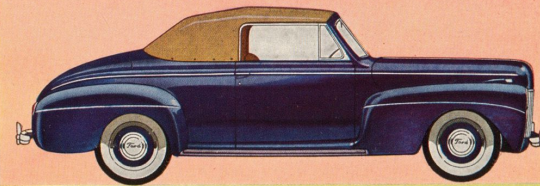
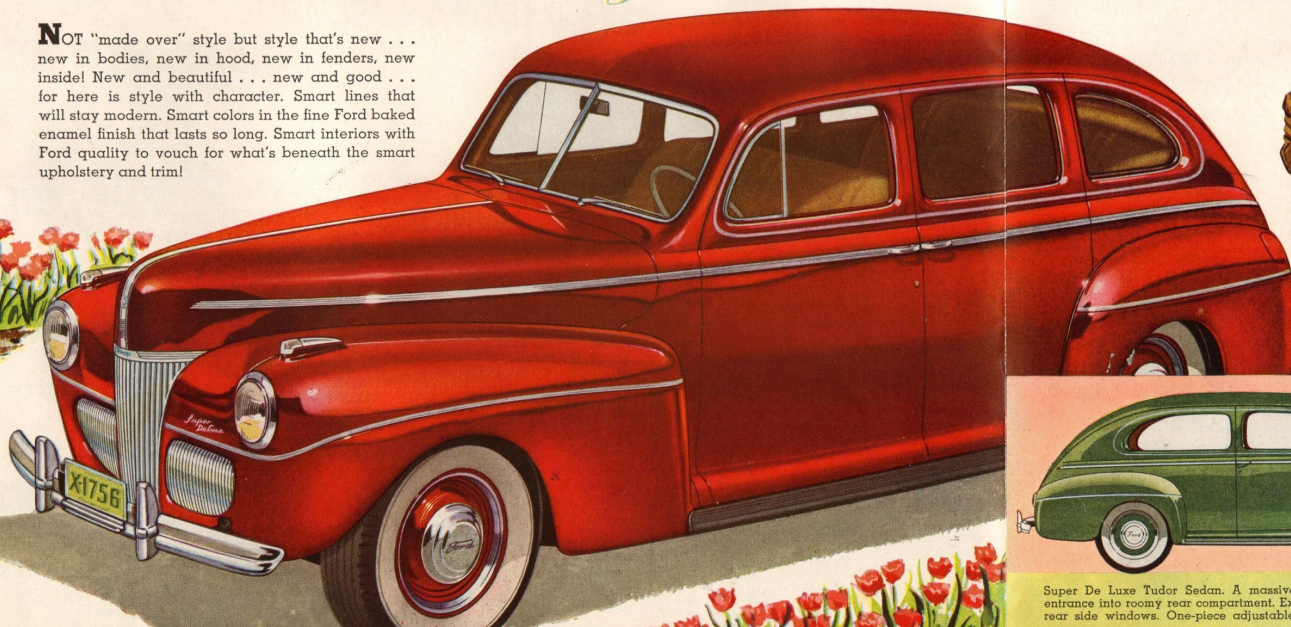
YOU CAN STAND PAT WITH

Style

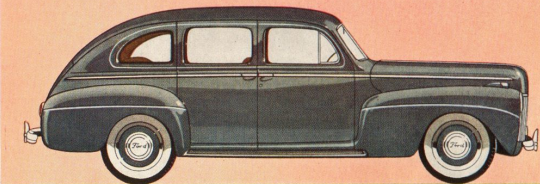
LIKE THIS

FOR YEARS TO COME!

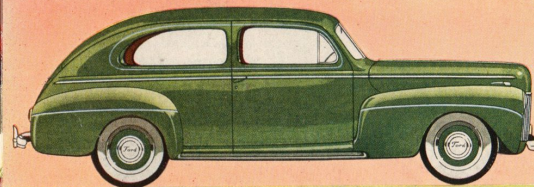
NOT "made over" style but style that's new . . . new in bodies, new in hood, new in fenders, new inside! New and beautiful . . . new and good . . . for here is style with character. Smart lines that will stay modern. Smart colors in the fine Ford baked enamel finish that lasts so long. Smart interiors with Ford quality to vouch for what's beneath the smart upholstery and trim!



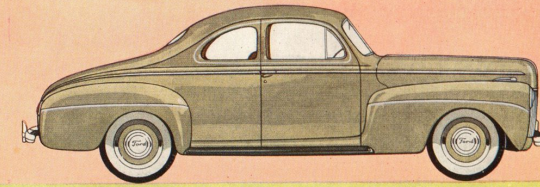
Super De Luxe Convertible Club Coupe. This stunning, imposing all-weather car accommodates five passengers in perfect comfort. Electric motors raise or lower the top in a few seconds—whether the engine is running or not.



Super De Luxe Fordor Sedan. Big, but thrifty to buy and operate. Unusually wide seats with plenty of room for six passengers. Spacious luggage compartment. The biggest value Ford has ever been able to offer at its price.



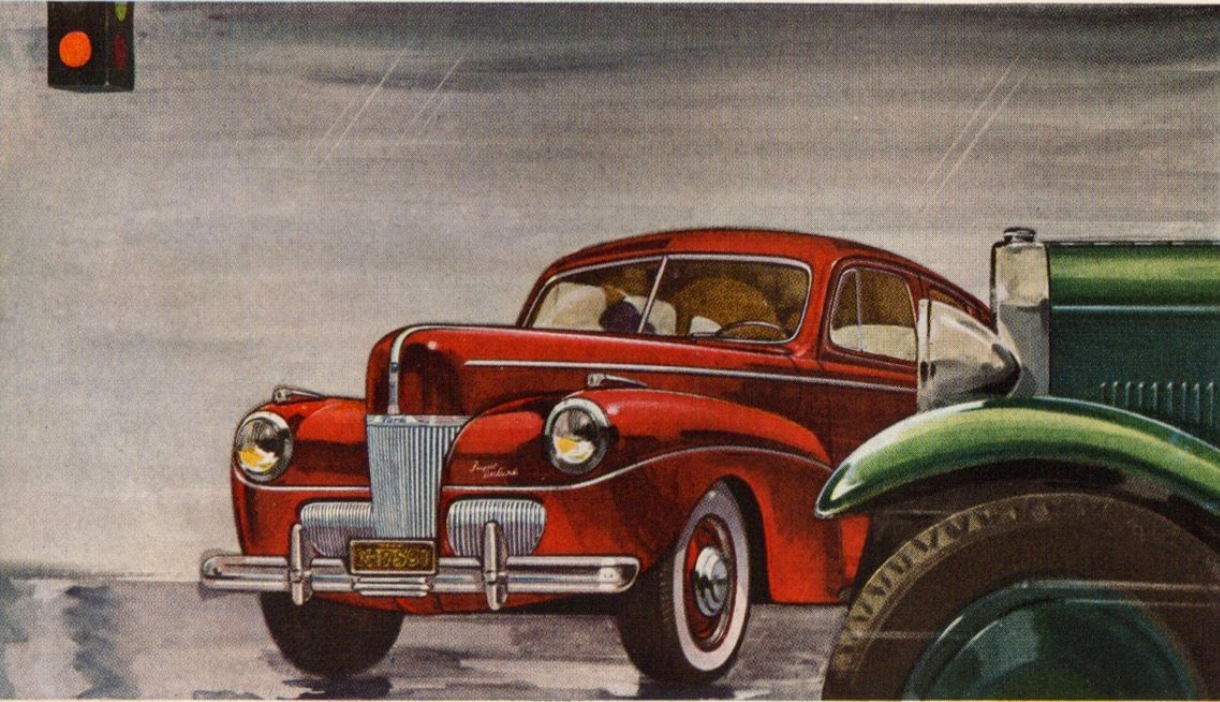
Super De Luxe Tudor Sedan. A massive car with extra wide doors for easy entrance into roomy rear compartment. Exceptionally good side view. Ventilating rear side windows. One-piece adjustable front seat. Curved rear window.



Super De Luxe Coupe (with auxiliary seats). Smartest version of this popular Ford car we have ever built. Spacious front seat with generous room for three. Roomy rear compartment has two large auxiliary seats.

YOU'LL FIND THAT ITS
EXTRA QUALITY AFFORDS

Extra Safety TOO!

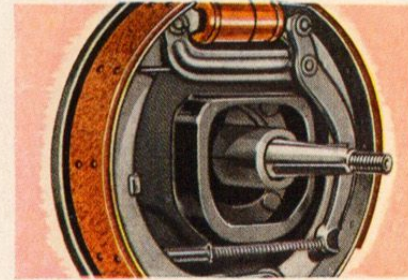


Smooth, straight-line stopping! In good weather or bad, the bigger Ford hydraulic brakes respond instantly and evenly to the easy-action brake pedal. The Ford parking brake lever operates an entirely separate, steel cable-controlled braking system to the rear wheels.

Safer night driving with Sealed-Beam Headlamps! Country Beam nearly doubles the distance you can see ahead. Traffic Beam illuminates the right edge of road far ahead.

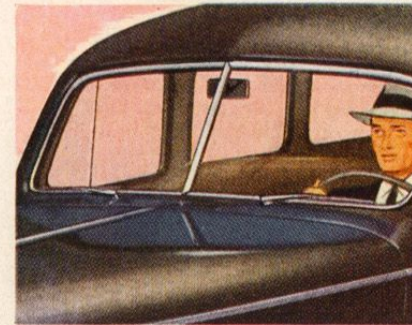
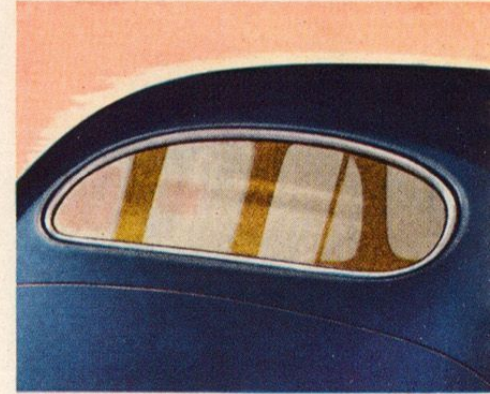


EXTRA safety in motion, thanks to the Ford car's fast, flexible, responsive power and famous ease of handling. Extra safety when you stop, because of the Ford extra big hydraulic brakes. Extra safety as your Ford runs up the miles, thanks to its simple, rugged design and to the extra quality of parts that are "better than they need to be."



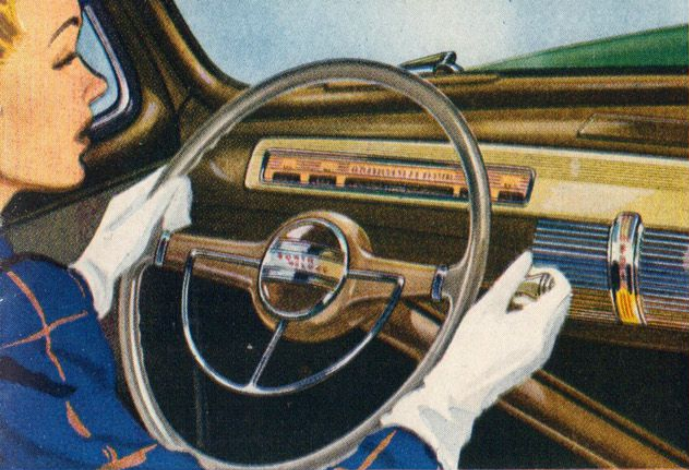
(Left) Biggest Hydraulic Brakes of any low-priced car. 12-inch drums for quick stops. 162 square inches of brake lining for long life.

(Right) A larger, curved, tempered one-piece rear window for better view in rear-vision mirror.

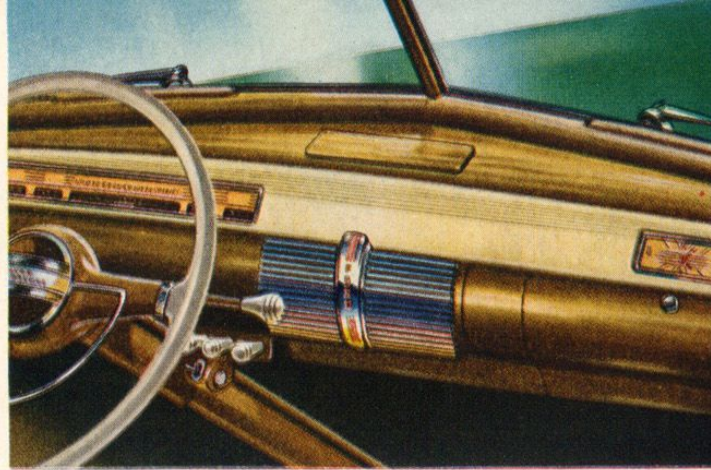


(Left) Biggest windshield of any car in the low-price field together with more total glass area to give driver the extra protection of a better view all around.

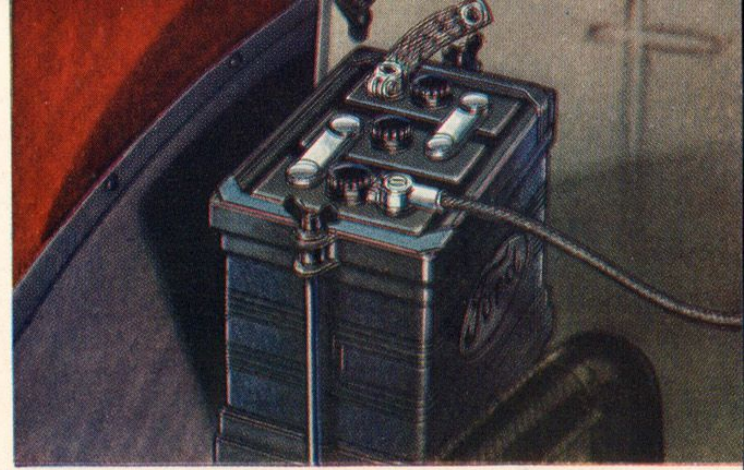
Be Smart-Buy Now!



The Ford Finger-Tip Gearshift is of the efficient, positive, mechanical type. It responds quickly and smoothly to a gentle touch of the driver's hand.



The Ford Instrument Panel harmonizes with the other luxurious interior appointments. Instruments are grouped to be easily seen through the smart, two-spoke steering wheel.



The oversize 120 ampere-hour Ford battery is located under the hood for greatest accessibility. Protected against tampering by new, automatic hood lock.

SOME OTHER

Fine Car Features

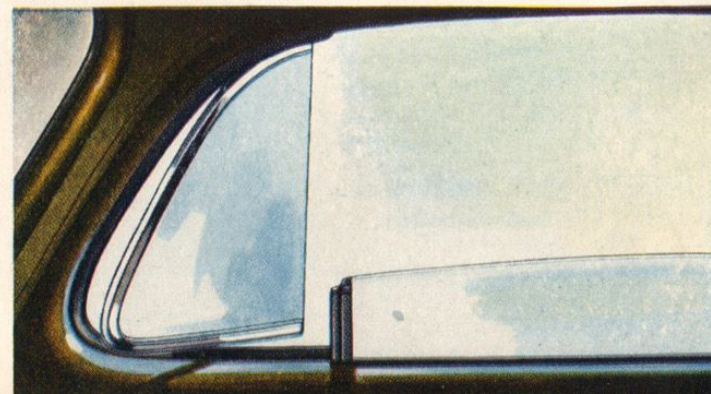
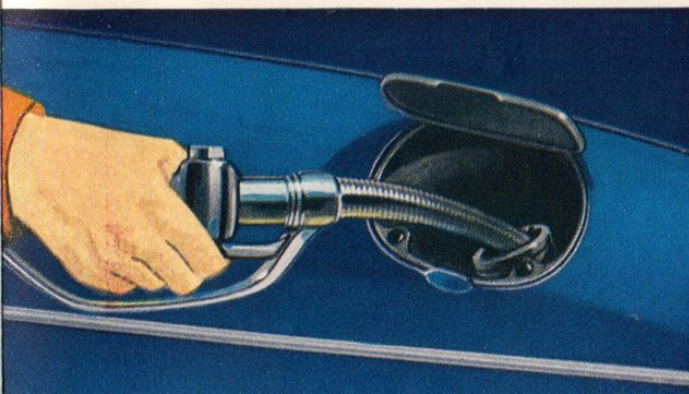
OF A GREAT FORD CAR!



Snug-fitting hinged door in the left rear fender covers the gas tank filler cap—a streamlined feature offered only by Ford among all the leading low-priced cars.

Fresh air circulates as freely as you wish, with drafts and air currents carefully directed away from passengers by the action of the Ford controlled ventilating system.

With the Ford's bigger, roomier bodies go big luggage compartments. Spare tire stands upright at back—out of the way—leaving room for plenty of luggage.



And under the hood ...

THE GREATEST ENGINE EVER PUT INTO A LOW-PRICED CAR

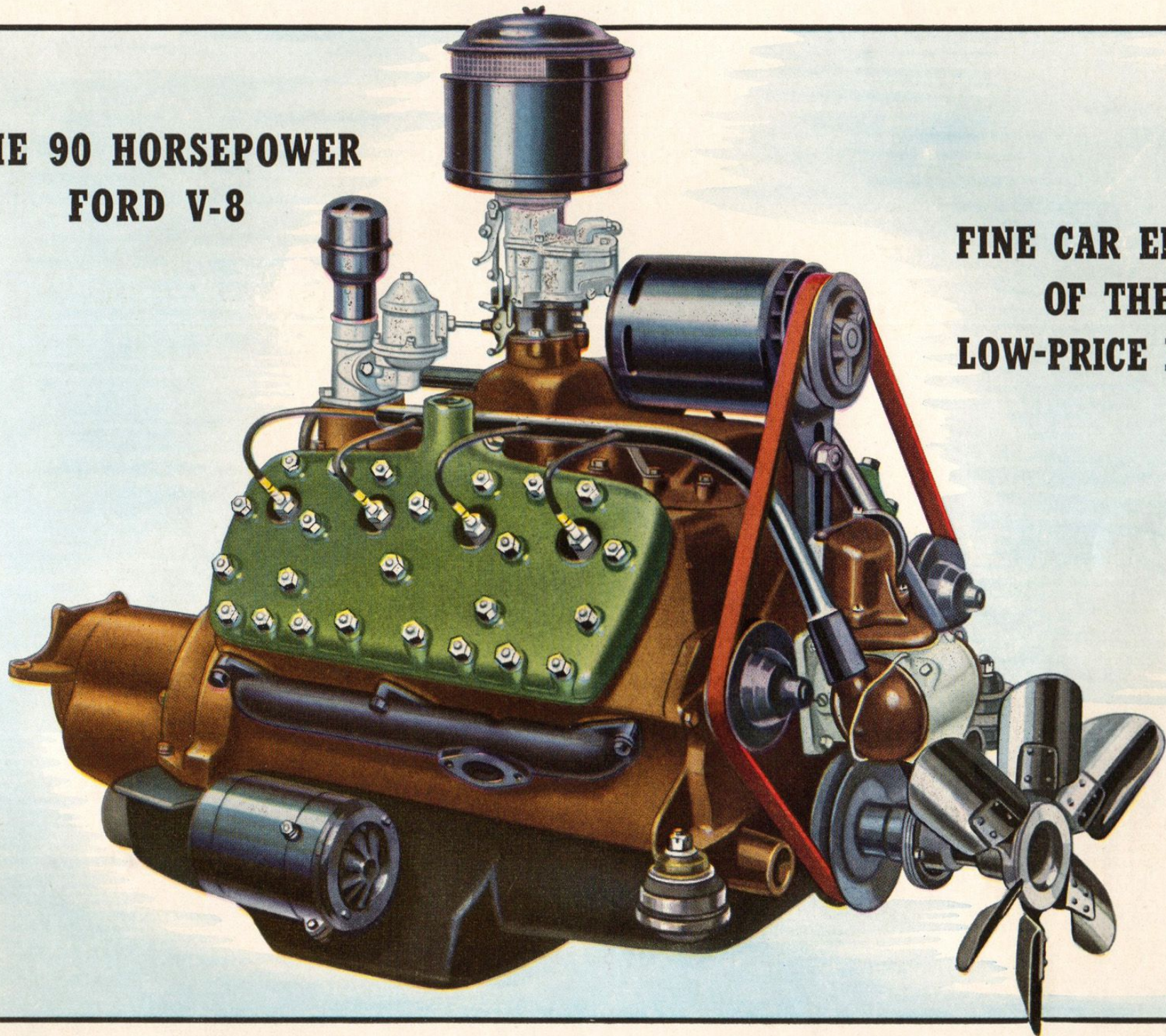


Only engine ever to bring to buyers in its price field the 8-cylinder smoothness and responsiveness which other car builders feature at higher price.

The matchless quality of materials, the expert craftsmanship gained through 38 years of experience, and, above all, sound design, combine to insure this engine's unexcelled durability.

The engine that took top gas economy honors in its class in the AAA-supervised 1941 Gilmore-Grand Canyon Economy Run.

**THE 90 HORSEPOWER
FORD V-8**



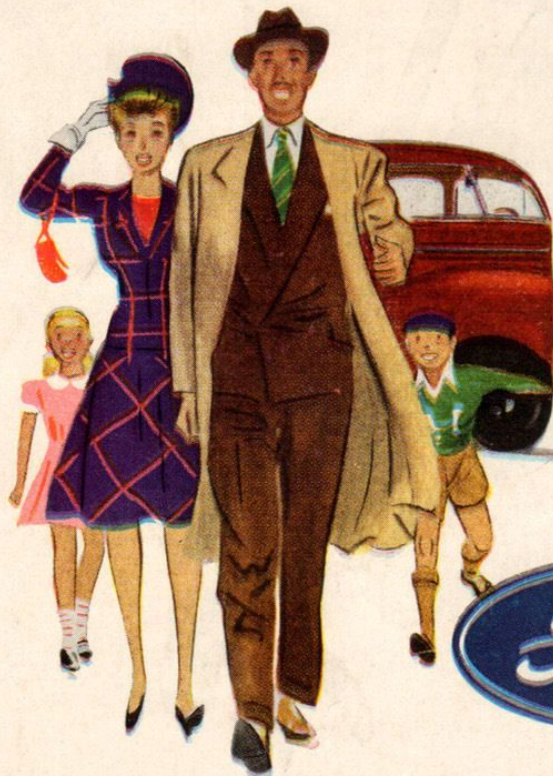
**FINE CAR ENGINE
OF THE
LOW-PRICE FIELD**



SEE YOUR FORD DEALER NOW FOR A

Great Car

**AND A
GOOD DEAL!**



Somebody else wants to buy your present car, now that spring's in the air—somebody who will pay a good price for it! So right now's the time to see your Ford Dealer—to get the big allowance he can give you because the spring Used Car buying season has opened up. Put yourself behind the wheel of the big, new Ford—the finest car, the biggest value in 38 years of Ford history!

BOYS! GIRLS!

JOIN THE FORD GOOD DRIVERS LEAGUE

98 University Scholarships to be awarded for skilful driving! See your Ford Dealer for full details of the state and national 1941 contests sponsored by the Ford Good Drivers League.



The Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design, or prices without incurring any obligation. Cars illustrated in this booklet show white sidewall tires for which there is an extra charge.