



and the reasons why you'll want it as your next car





WHEELBASE INCREASED TO 114 INCHES—H

SPRINGBASE INCREASED TO 125 INCHES—H

OVERALL LENGTH INCREASED TO 194.34 I

There will be a stir when motorists see how the Ford has grown. Here's a quick view of some of the new dimensions. See the picture below for the new seating widths—as much as 7" wider than in any previous Ford car. This new Ford is big in head room, leg room, luggage capacity. It's hard to believe that a car so big, and so beautiful, could sell at the low Ford price.

COMPARE THIS WITH YOUR PRESENT CAR!

Even a picture flashes the message: 1941 brings a new and larger Ford with a completely new and larger body. A new Ford so long, wide and smooth in its lines, so beautifully finished and appointed, you'd naturally take it for a high priced car.

No picture can tell the whole story. Wait till you see the size of it, inside and out. The new wide seats. The new large windshield. The big windows and wide doors. The large, curved, one-piece rear window.

Everything connected with the *ride* is new. Wheelbase and weight distribution. Slower-acting, soft-riding springs. Big shock absorbers. A new ride stabilizer. All re-engineered to give a smooth, "boulevard" ride.

You'll find a new thrill in the acceleration, too. The famous Ford V-8 engine, outstanding in its field, is geared to give you even faster getaway through "first" and "second" with no sacrifice in "top" performance.

There are dozens of facts you'll want to get. New body types. Beautiful new colors. A sleek new convertible with an *electrically* operated automatic top. Many other modern features!

Watch the window of the Ford dealer near you for your first glimpse of this big new car. As soon as he has the new Ford for 1941 on display, you'll find him ready, willing and anxious to deal with you. Put in your bid now for a thrilling drive in one of the first new Fords in town.

MORE REASONS WHY YOU'LL WANT TO MAKE THE FORD YOUR NEXT CAR



Massive beauty—expressed in smoot lines and new bright colors. A graceft flare that sweeps back from wide-space headlamps to broad rear deck. A new



Rear compartment of Fordor Sedan meas ures 57' wall to wall, 52' between arm rests Front seating width is 56'—seven inche wider than in any previous Ford—givin comfort for three without cramping driver



The handsome new two-spoke wheel gives a clear view of all instruments. Super De Luve types have a handy new horn ring. Driver's seat has been raised, giving the driver a better position and better vision.



The ride has been completely re-en energed, Longer wheelbase and springb: Slower-action springs. Big shock abso ers. A newly designed stabilizer. They combine to give a gentle, easy-going ri



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



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.



A new expanse of windshield gives you extra vision top, bottom and sides. New large windows all around. Glass area increased by nearly 4 square feet in Sedans. Large curved one-piece rear window.



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

GET THE FACTS AND YOU'LL GET A FORD!



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