

Ford Cars Of 1940 Present Innovations

Notable Advances in Comfort, Styling, Safety Presented; Finger-Tip Gearshift on Steering Column Stressed.

Enriched by refinements made possible by the manufacture under a single unified management of five cars which virtually bracket the motor car market, the Ford V-8 cars for 1940, announced today, present notable advances in styling, comfort, convenience and safety.

The new cars are big, substantial and powerful in appearance. Body lines are pleasingly streamlined. Front end designs are distinctively modern, with low radiator grilles, long hoods and deeply rounded fenders. The trimly tailored interiors are big and roomy, with plenty of seat room, leg room, elbow and shoulder room.

Two V-8 engines are available, an 85-horsepower engine in the Ford V-8 and the deluxe Ford V-8, with a 60-horsepower engine optional in the Ford V-8.

Four Ford V-8 and five deluxe body types comprise the two lines. A new business coupe as well as a Fordor sedan, Tudor sedan and coupe are available in both. There is also a deluxe convertible club coupe with automatic top as standard equipment. Three color choices are available in the Ford V-8, six in the deluxe line.

Gearshift Innovation. An important new feature of the cars is a finger-tip gearshift mounted on the steering column under the two-spoke steering wheel. This provides increased room for driver and passengers in the front compartment. There is also a new controlled ventilation system. New sealed-beam headlights are used on all types, providing greatly increased driving vision at night.

On the 85-horsepower cars, an improved spring suspension with a longer, more flexible front spring, and a torsion bar ride-stabilizer provide an exceptionally comfortable, steady ride. The ride-stabilizer also contributes to firmer, easier steering. Front and rear springs of deluxe cars are equipped with metal covers. Large double-acting hydraulic shock absorbers with self-sealing construction are fitted on all cars.

Comfort features are emphasized throughout the design. Seats are built for restful riding. Front seat backs are of new resilient type. Cushions have a new "floating" edge. Driver's seats are adjustable two ways—they rise as they are moved forward. Bodies are scientifically sound-proofed, shutting out road noises. An "easy-shift" transmission, permitting speeds to be changed quickly; new design curved disc wheels and improved drums for the highly effective, quick-stopping hydraulic brakes also contribute to quietness.

Color Schemes Changed. The interiors of the cars appear in new decorative schemes. A pleasing color treatment in maroon and sand duotone distinguishes the interiors of the Ford V-8. In deluxe cars, window and door frames are finished in dark mahogany, hardware in rich maroon, knobs and escutcheon plates in sand, with striped mohair or broadcloth upholstery also in sand. In the Ford V-8, door and window moldings are in bleached walnut finish, handles

are chrome-plated, with knobs and escutcheons in sand-colored plastic. Upholstery is in taupe.

Instrument panels harmonize with the interior styling. Gages are grouped in front of the distinctive steering wheel. A grille for installation of radio speaker, glove compartment with lock, two ash trays and a cigar lighter are provided on the panel.

Other Equipment. Other equipment supplied without extra cost on both the Ford V-8 and the deluxe Ford V-8 includes: Front and rear bumpers and four bumper guards; spare wheel, tire and tube; twin electric air horns; dual windshield wipers with single control; battery condition indicator; foot control for headlights; beams, with indicator on instrument panel, and dimming control for instrument panel lights.

Ford V-8 cars also have a sun visor, two ash trays and arm rests in the rear compartment of the sedans. A foot rest is supplied in the rear compartment of the Fordor sedan.

Additional equipment supplied on deluxe cars without extra cost include wheel bands, metal spring covers, two swivel-type sun visors, two tail lamps, ash trays in instrument panels and the rear compartment of sedans; arm rests at the driver's left and in the rear compartment of sedans, and a robe cord in the deluxe Fordor sedans.

Linguist Reads Roosevelt Mail

By NEA Service
Here's the man who is really behind the international news at the White House, the man who reads foreign messages to the president before Roosevelt himself. He is Emerson D. Christie, head of the state department's translating



Emerson D. Christie

bureau. It is his job to translate foreign language mail sent to the White House.

Pan mail in French, greetings in Greek, treaties in Turkish, and poems in Portuguese are decoded with equal ease by Christie and his staff. They can handle 24 lan-

guages among them. Christie himself rattles off six or seven of the more common tongues.

The chief polyglot was hired some 20 years ago on a temporary basis. He's been "temporary" ever since. Most translators get started by mistake, Christie explains, then stick because they can't do anything else.

Some 350,000 words a month from diplomats, would-be counselors, victims of persecution, cranks and beggars are put into English by Christie and his helpers. Toughest jobs are the poems sent to Roosevelt, and manuscripts

in obscure languages that are eventually farmed out to a selected group of free-lancers.

Christie's idea of an ideal universal language would be the substitution of Arabic numerals for words. For instance, "I 2 3" might mean "I love you," and "2 3" "skid do."

Six to eight times its own weight in leaves can be eaten by a caterpillar in a single day.

With 10 dwellings to the acre, the whole population of the earth could be housed comfortably in an area the size of Kansas.

Ford Sales Best Since March, 1937

DEARBORN, Mich., April 10.—Deliveries of Ford cars and trucks and Mercury cars to retail customers in the U. S. during March totaled 52,227 units. It was announced at the offices of the Ford Motor company here. This was the biggest month's sales since July, 1937, and was 56 per cent above the previous month.

The biggest selling period of the

month came in the last 10 days, when sales ran well over 5,000 per day.

Mercury sales for March were the highest of any month since the car was introduced more than a year ago, and were 50 per cent above February of this year.

Lincoln-Zephyr sales totaled 2,266 for the month, the best March since 1937.

Ford dealers also reported sales of 151,115 used cars in March, the highest since July, 1937.

"Eat Barbecue Sandwiches and Live Forever," C. A. Brand's on the highway. —(Adv.)

Azalea

AZALEA, April 10.—Vern Bell of Glendale visited over the week-end with Dale Johns.

Mr. and Mrs. Glenn Booth of Placer visited here recently with Jim Booth and Mrs. Ivy Sackett.

T. W. Billings and R. C. Patlock from Marial attended to business here Friday at the Starvoout Lumber Co.

Mr. and Mrs. Hugh McGhan were in Grants Pass Saturday afternoon on business and shopping.

Mr. and Mrs. George Jantzer from Prospect visited here over the week-end with relatives.

Mrs. Frank Hill, Mrs. Walter Tanner and Jimmy Morgan shopped in Roseburg Friday.

The Kiwanis club program given at the grange hall Tuesday evening was greatly enjoyed by a large group of people.

Mr. and Mrs. Stanley Jantzer and Glenn Fairchild and son, Johnny, left the first of the week for Prospect where they will be employed at the George Jantzer Lumber Co.

LOCKWOOD MOTORS



Our Advice to You

BUY NOW



SAVE

Our lot has been loaded with used cars — and we must dispose of a large number of them in order to keep our stock moving, make way for spring purchases and trade-ins. These are exceptional values... considerably lower priced!

1938 Chevrolet Coupe

Finished in dark blue. Clean inside. Motor valves ground and new rings. Tires all practically new. And priced right at **\$565**

1933 Chevrolet Master Coupe

A snappy looking job. You'll like it for **\$265**

1936 Ford Coupe

Clean as a pin inside and out. Equipped with radio and heater **\$365**

1937 60 Ford Coach

The economy car of today. Will give from 22 to 25 miles per gallon. Bright new finish. Motor, transmission, brakes, inspected and reconditioned. Also new tires **\$445**

1934 Ford Sedan

All new tires. A solid good running job that will give thousands of miles of cheap transportation for only **\$275**

1936 Ford Deluxe Sedan

With radio. Shiny original paint. Motor renewed. Large trunk. A very popular model and worth \$50 more than the average **\$375**

Trucks and Commercial

1939 Ford Pickup **\$450**
1936 Ford Pickup **\$295**
1934 Chev. Pickup **\$250**
1933 International Pickup **\$250**
1937 Chev. Truck **\$450**
1934 Chev. Truck **\$225**
1934 Ford Truck **\$275**

1937 Ford Deluxe Coupe

A beauty, finished in light green and has radio and heater. Mechanically tops **\$465**

1935 Olds Sedan

Radio and heater. Very low mileage. Finished in a beautiful light tan. Upholstering nice and clean. Very good throughout.

1935 Ford Deluxe Sedan

Beautiful jet black finish. Mohair upholstery. Swell condition throughout **\$325**

1932 Ford Coach

An extra good buy. Has 36 motor run only 7,000 miles. Finished in light gray with red wheels **\$225**

1936 Ford Deluxe Sedan

With radio. Shiny original paint. Motor renewed. Large trunk. A very popular model and worth \$50 more than the average **\$375**

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1934 Ford Truck **\$275**



"Glide-ride" is right!
LADY—IT'S GOT EVERYTHING

"Oh, oh. There went a chuck hole. I saw it, but I didn't feel it. How do they make this new Ford hug the road so — and yet slide along so smoothly? It sure gets me — the right way. Yes, Lady, I'm strong for all the other good Ford features, too, but I'm one who likes his glide-ride. You ought to try it, too."

DE LUXE TAILORED LUXURY
Richly upholstered "floating-edge" cushions; ultra-modern trim; bronze and maroon hardware, and dark mahogany moldings. Exclusive! Distinguished!

BIG, SAFER HYDRAULICS
Bigger, quieter, easier, straight-line stopping Hydraulic brakes. Cable-controlled parking brakes, too.

FINGER-TOUCH SHIFTING
Finger-touch shifting beneath smart two-spoke wheel. Smooth, quiet, SURE. On all models at no extra cost.

CONTROLLED FRESH AIR
Fresh air as you like it, without draft. And no metal post to hamper hand signals or obstruct vision.

SEALED-BEAM HEADLIGHTS
Sealed-beam (single-unit) headlamps. Country beam 60% stronger. City beam direction to curb for no-glare safety. Weather proofed; dust and moisture can't get in.

SEE THE NEW DELUXE FIRST!
NEW STYLE New big-car appearance... Distinctive styling... New interior richness... New instrument panel.
NEW COMFORT Greater leg room, elbow room... New front window ventilation control... New torsion bar ride-stabilizer... Self-sealing hydraulic shock absorbers... New-type resilient front seat backs... "Floating-Edge" Seat Cushions.
NEW SILENCE Improved soundproofing... "Easy-shift" transmission... Improved Ford hydraulic brake drums.
NEW SAFETY New sealed-beam headlamps... Dual wipers at base of windshield... Larger battery and generator.
NEW CONVENIENCE New Finger-Tip Gearshift on steering column... New two-spoke steering wheel.

THE ONLY V-8 ENGINE IN ANY LOW-PRICED CAR

FORD FOR '40
It's got everything
NO EXTRA COSTS

LOCKWOOD MOTORS, Inc.
YOUR DOUGLAS COUNTY FORD DEALER

Gearshift on Steering Column in 1940 Fords

HERE is the new finger-tip gearshift on the steering column, which is standard equipment on all Ford V-8, Mercury and Lincoln-Zephyr cars for 1940. Photo shows the installation on the new deluxe Ford V-8. The gearshift lever is mounted under the two-spoke steering wheel. As designed by Ford and Lincoln engineers the new gearshift is just as easy, reliable and quick-acting as the former type and can be operated by the finger-tips. It clears the floor of the front compartment of the car, making more room available for driver and passengers. A third passenger can ride in comfort without interfering with the operation of the car. Removal of the gearshift from the floor also permits the driver to slide into his seat easily from the right side of the car. In the new Ford V-8 cars, a new blocker-type transmission is used.