

Appendix IV

Literature

REFERENCE BOOK, OPERATIONAL TAGS, ETC.

Described within the following text are the tags, manuals, etc. that were placed within all 1940 Ford passenger vehicles.

Any printed material that was supplied with an accessory is described within that accessory's description.

REFERENCE BOOK

Deluxe model vehicles received one of two variations of reference manuals enclosed within a light orange envelope. Both shared the same form number, 7065-40, and contained 64 pages. The covers of each version were heavy weight paper with a simulated buff leather grain printed in black and orange.

The most striking difference between the convertible manual and the closed car manual appeared on pages twenty-one through twenty-three. The convertible manual describes the proper method of lowering and raising the top.

All manuals included both a 300 and 1000 mile free inspection coupon on the last page. This page was perforated to aid in the removal of the coupons; the easiest way to differentiate between an authentic manual and a reprinted version.



Deluxe and Ford V-8 reference books

Ford V8 models received a reference manual enclosed within a light tan envelope. Form number 7066-40, it contained 64 pages and had a heavy weight paper cover with a simulated buff leather grain printed in black and tan. The last page was identical to the deluxe manuals, having the same free inspection coupons printed on a perforated page.

OWNERS SERVICE CERTIFICATE



Owner's service certificate with envelope

This tri-fold certificate was printed on white paper in blue and black ink. Folded, it measured approximately 3 5/8" x 7". Form number 7130 was intended to be filled out by the dealer at the time of delivery and subsequently placed within a yellow sleeve (envelope) with brown printing on it. The owners name, engine number, key numbers, delivery date and the dealer's name were filled in on the front page. Unfolded was the context of the certificate, describing the lubrication and maintenance services provided free of charge for the first year of operation. On the back was a chart that was used to record the dates when these services were in fact performed.

BATTERY WARRANTY and ADJUSTMENT CERTIFICATE

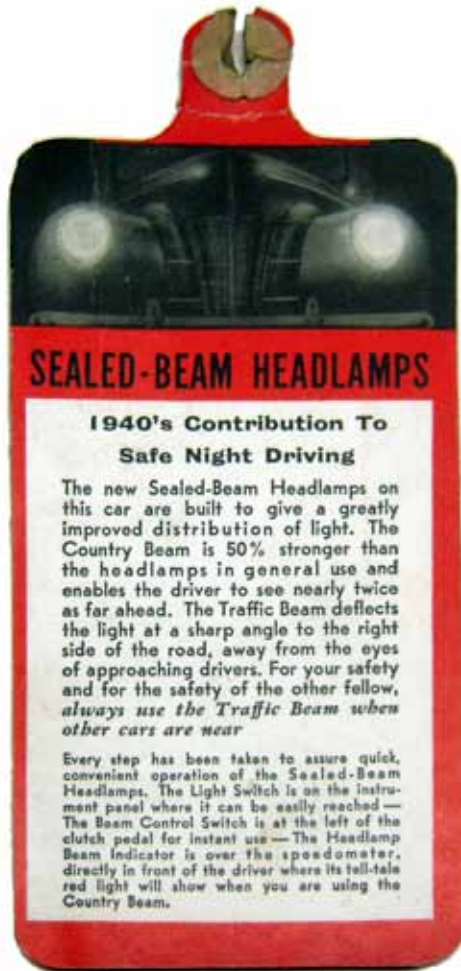
This bi-fold certificate was printed in green and black ink on white paper. Folded, it measured approximately 3 1/2" x 7" and was often inserted within the OWNERS CERTIFICATE sleeve.

Form number 7200 was intended to be partially filled out by the dealer upon delivery of the new vehicle.



Battery warranty and adjustment certificate

NEW FEATURES / SEALED BEAM HEADLAMPS TAG



This tag was placed around the headlamp switch shaft on all new 1940 Fords. Printed in black, orange and yellow on white card stock, this 3" x 6 3/4" tag described the advantages of the sealed-beam headlamps as well as the finger-tip gearshift operation.

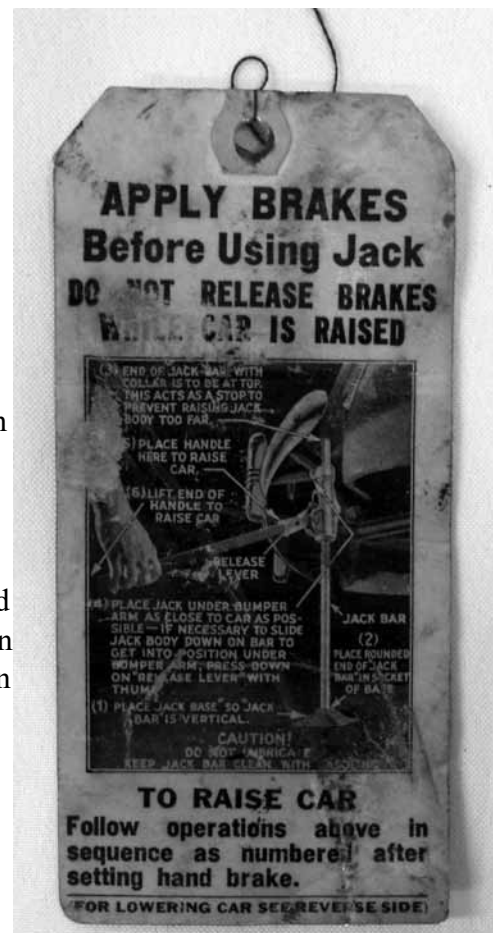
Sealed - Beam headlamps tag

BUMPER JACK OPERATION TAG

Form number 7127 was printed on authentic tags in the lower right corner of the "lower car" side.

The tag was approximately 2 7/8" x 6 1/4". It described the proper methods to both raise and lower the bumper jack. Authentic tags were printed in black upon white card stock. The tag was hung in the vicinity of the spare tire by a thin braided cotton cord. The hole in an authentic tag was reinforced. Upon that reinforcement was printed (in part) DENNISON CO. USA.

"Raise" side of jack operation tag



ACCESSORIES BROCHURE

Form number 7240 was a four page, full color brochure. When closed, it measured approximately 3 ½" x 6". Both types of heaters - hot air and hot water, radio, left outer mirror, road lamps, visor vanity mirror, gas tank locking cap, left spotlight, bumper center guard, bumper end guards, seat covers, wheel bands, fender shields, governor, oil bath air filters, oil filter, and miscellaneous chemicals were described with suggested retail prices.

While branch plants were specifically instructed to place an accessory brochure within each vehicle in 1939, your author was unable to determine whether or not this policy continued for the 1940 model year.



Accessory brochure cover