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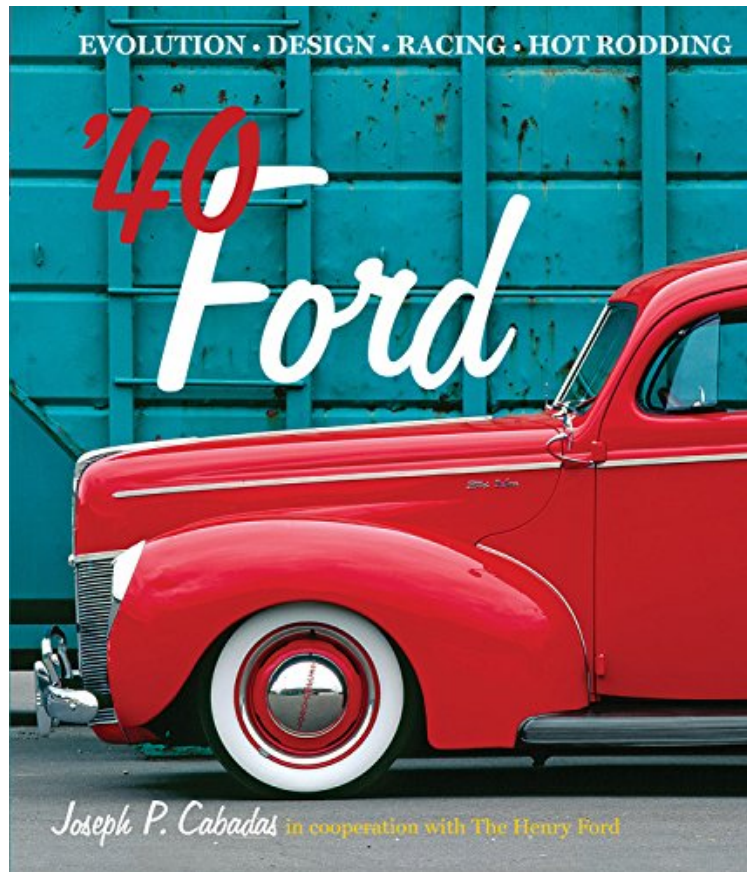
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## '40 Ford: Evolution \* Design \* Racing \* Hot Rodding

**Joseph P. Cabadas : '40 Ford: Evolution \* Design \* Racing \* Hot Rodding** before purchasing it in order to gage whether or not it would be worth my time, and all praised '40 Ford: Evolution \* Design \* Racing \* Hot Rodding:

1 of 1 people found the following review helpful. better than other reviews lead you to believeBy Mr FixitI do not know why others have said that this is a less than great book. There is good information here. Sure it is not all about just '40's but the lead up and the social climate under which it was brought to market. The book is a good size, great reproductions and quality paper stock. I own a '40 deluxe coupe and am proud to add this book to my automotive library shelf.0 of 0 people found the following review helpful. Forget those fools...By Duncan BlackWhere do these one star reviewers get off? Of course this book is recommendable, if only to readers interested in a "fairly good", "general" (reviewers' words)history on how Ford developed their car lines prior to the war. Take a look at the page previews; this book deserves more than one star just for the ample graphics and pictures alone.Is the book really wholeheartedly about "Evolution\*Design\*Racing\*Hot Rodding", as is self-described? No, it is not, not nearly as much as it could be. Still, as a book that touches on the Ford culture and it's impact on America at a time when cars were still a mystery and a novelty for millions it is one of the better efforts in recent years. Besides, we should always be glad to have access to a book with a focus on just one car year or car line.1 of 1 people found the following review helpful. 40 Ford evolutionBy T. JohnstonThis book is O.k. but if you are looking for facts and specifics on a 40 Ford , or looking

for tips on the restoration of a 40 Ford this book lacks those qualities. It's mostly about the history of the Ford Motor Company. I read it and then gave it to a friend.

Notable for its streamlined style and deco details, the 40 Ford has gained in popularity among today's classic car nostalgists and hot rodders who remember the models as monsters of the drag strip and as affordable first cars or hot rod platforms of their youth. In this illustrated history of the 40 Ford, auto historian Joe Cabadas delves into the archive of The Henry Ford in Dearborn, Michigan, to offer a complete history of the 1940 Ford: the design and production process that led to the car; the various body styles; motorsports (both circle-track and drag racing); and hot rodding. Sidebars feature prominent, key figures within Ford, the cars in popular culture, significant contemporary automobiles from competitors, and more. Two hundred rare photographs and illustrations from the collections of The Henry Ford and from photographers around the country marvelously illustrate the iconic automobile.

"The title of this book is somewhat misleading in that it's much more than a recounting of the design, building and marketing of the 1940 Ford. It puts the vehicles into context of the times, taking into account the operating structure of Ford Motor Co., as well as the personalities and input of automotive legends. Beyond that, it looks at the competitive factors of the day, a period in which General Motors totally dominated the domestic market and Ford was losing ground in the sales race." - Auto Restorer