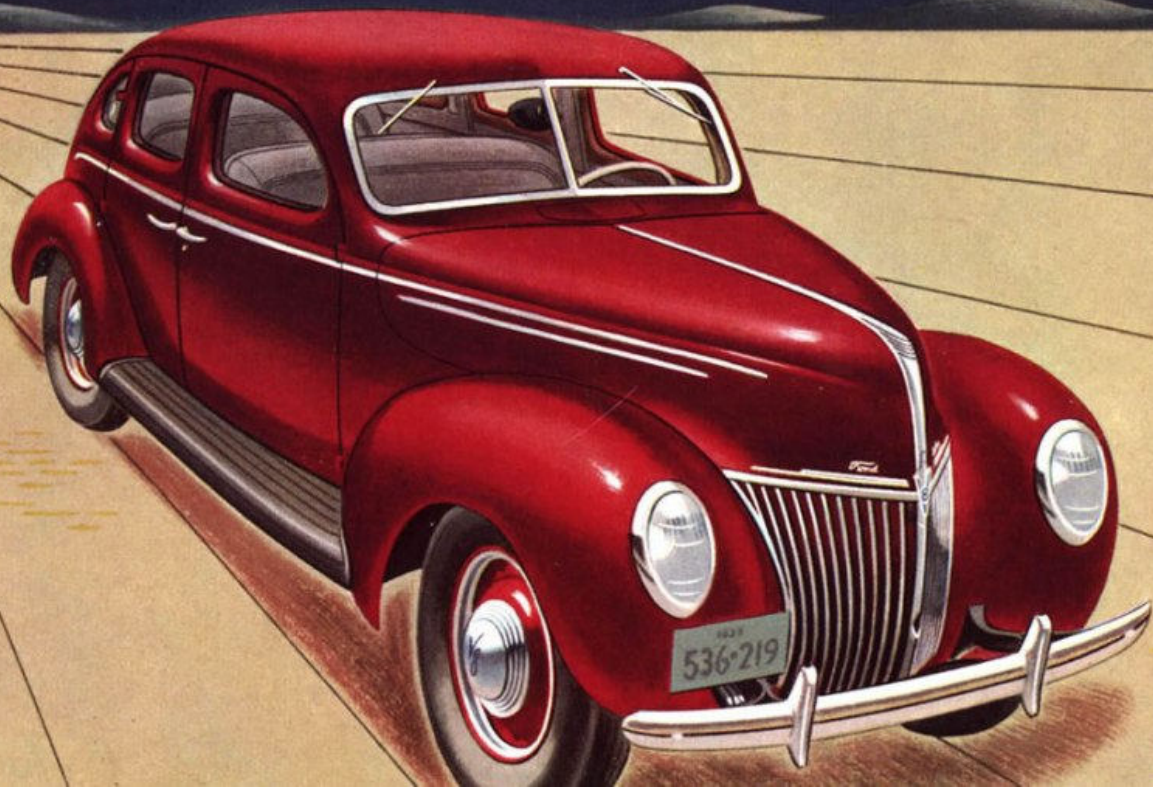


NEW FORD V-8 CARS FOR 1939



NEW DESIGNS . . . NEW FEATURES . . . NEW VALUES . . . FOR 1939



IMPORTANT new features distinguish the Ford V-8 and De Luxe Ford V-8 for 1939. They differ in appearance, but the brilliant streamlined beauty

of both is inspired by the Lincoln-Zephyr—acknowledged style leader among modern motor cars.

Both are big, roomy cars, engineered for new quiet and comfort, equipped with hydraulic brakes, and powered with the famous V-8 engine which more than five million owners already enjoy.

Both have been scientifically soundproofed to reduce car noises of all kinds. New seat construction and soft transverse springs, plus large hydraulic

shock absorbers, provide "Triple-Cushioned Comfort." It's a revelation in restful riding.

Big hydraulic brakes are precision-built to meet strict Ford standards of safety. Their easy, velvety action matches the smoothness of the V-8 engine.

The Ford V-8 offers a choice of the thrifty 60 hp engine for rock-bottom economy, or the 85 hp engine for top-notch performance. The De Luxe Ford V-8 has the 85 hp engine only.

Both Ford cars for 1939 are Ford-priced for greater dollar value. Both bring new meaning to a familiar phrase, "The Quality Car in the Low-Price Field." . . . With these two cars, the new Mercury, the Lincoln-Zephyr and the Lincoln, our dealers are equipped to serve you better than ever before.

FORD MOTOR COMPANY—NOW OFFERS FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS

DE LUXE FORDOR SEDAN

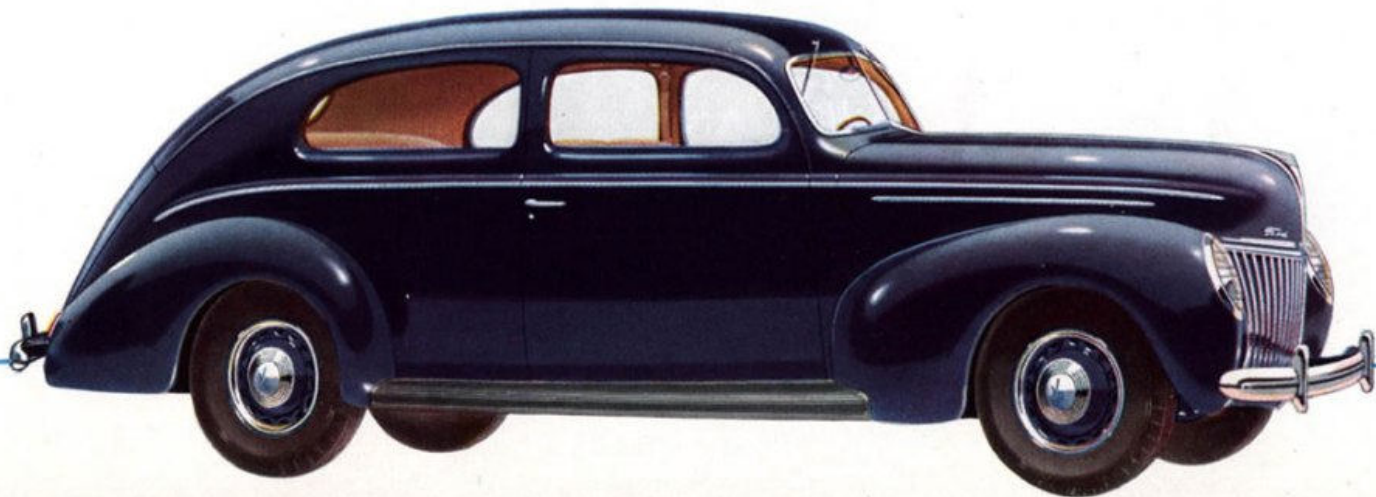


Many people prefer the Fordor for its fine "town car" appearance, and the convenience of separate doors to front and rear compartments. Seats six comfortably. Generous leg room and head room. Robe cord and ash tray on back of front seat. Foot rest in rear compartment. Big, comfortable arm rests. Pillar lights on both sides. Clear-Vision Ventilation. As in Tudor, spare tire is mounted vertically against inside wall of large luggage compartment.



DE LUXE TUDOR SEDAN

Always a fine family car. Its general roominess and its one wide door on each side make it popular with parents. Small children can ride in the rear compartment, while Mother drives with the serene assurance that she controls both door latches. Full-width front seat cushion holds three comfortably. Divided seat backs tilt forward and turn inward for convenience in reaching rear seat. Pillar lights. Arm rests. Clear-Vision Ventilation. Large luggage compartment.



DE LUXE COUPE

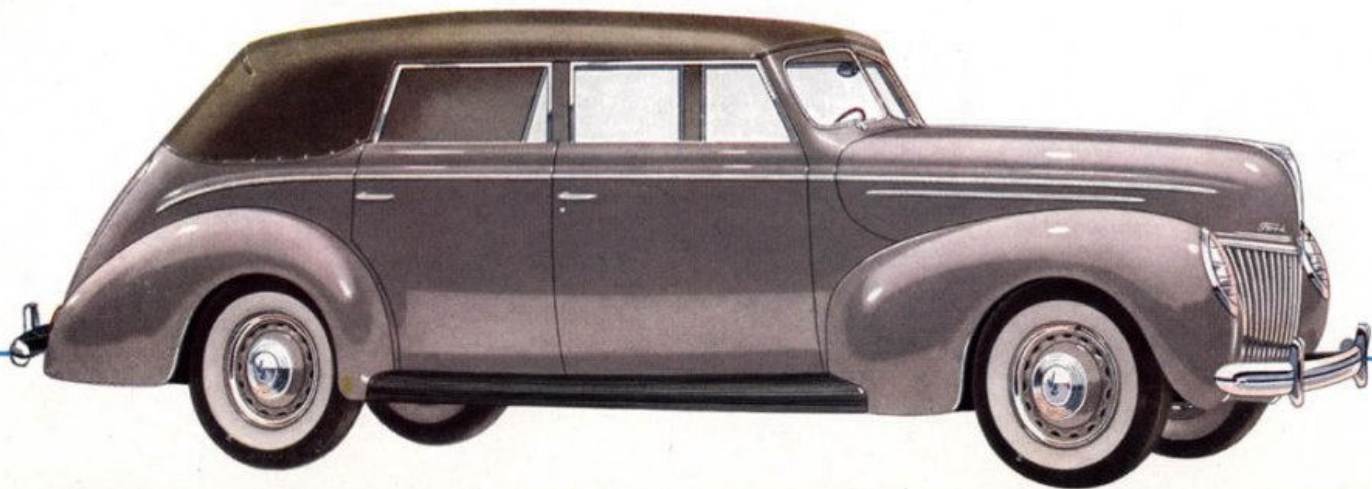
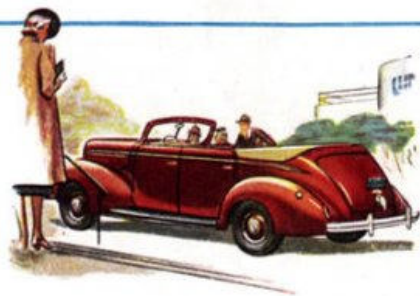


A convenient, modern car that carries three comfortably. Especially desirable for business or professional use. Light over rear window with switch on door pillar. Clear-Vision Ventilation. Windshield opens. Extra large parcel shelf behind driver's seat. Two luggage compartments—a big one reached through a wide door in the sweeping rear deck—and a second one opened from inside car by lifting up seat back. Spare tire mounted vertically in rear luggage space.



DE LUXE CONVERTIBLE SEDAN

This smart all-weather body type is really two cars in one. For blue sky and bright sun, the top folds neatly and quickly, windows disappear into doors, door pillars slip off. For the sudden shower, it's a closed car again in a jiffy. Seat cushions are covered with russet-colored antique finish genuine leather. Top is either tan-gray with tan edging, or rich black with red edging. Robe cord. Ash trays in rear seat arm rests. White sidewall tires at extra cost.



DE LUXE CONVERTIBLE COUPE



The smartly-tailored top of this Convertible is easy to lower and folds neatly into recessed compartment flush with the body. Choice of two top colors—tan-gray with tan edging—or black with red edging. Wide seat accommodates three. Seat back is split, either side tilting forward to reach spare tire behind the driver's side, or opening to rear deck behind the right side. Front seat cushions upholstered in a russet shade of antique finish genuine leather. Rumble seat standard equipment.





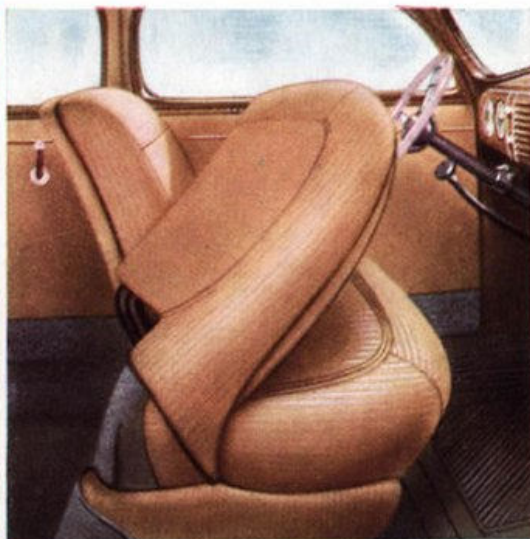
DE LUXE INTERIORS

Smartly-paneled seats upholstered in either taupe broadcloth or mohair. Big arm rests. Pillar lights. Large parcel shelf behind rear seats. Golden mahogany-finished trim with fittings of modern metal and plastic. Every detail styled for good taste and good service.

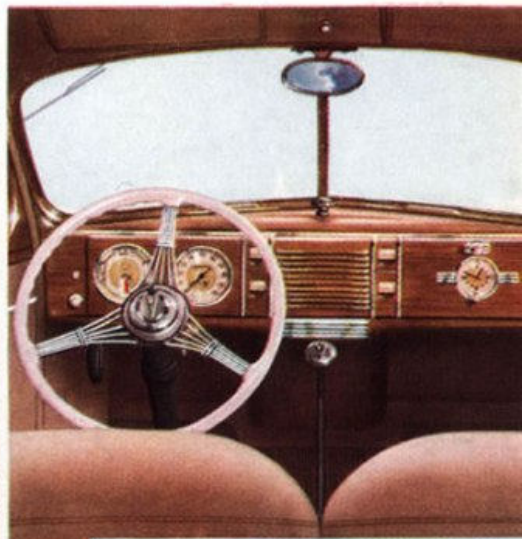
CONVENIENCE FEATURES OF THE DE LUXE FORD V-8



De Luxe Sedans have large luggage compartment, with spare tire mounted flat against inside wall. Wide door lifts from bottom and latches open. Easy to load or unload.



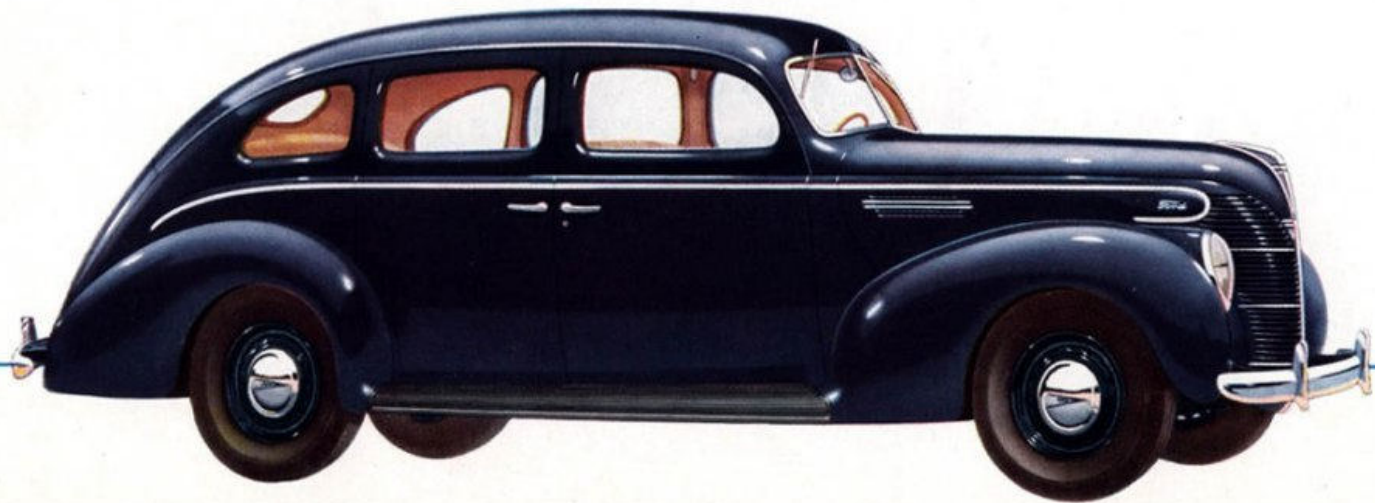
Full-width, one-piece seat cushion in front of all cars. In Tudor Sedan, divided seat backs fold forward and swing inward for easy access to rear compartment. Drivers' seats adjustable.



Instrument panel in golden mahogany finish. Starter button on panel—handbrake under it. Headlight beam indicator. New battery condition indicator. Clock. Cigar lighter. Ash tray.

F O R D O R S E D A N

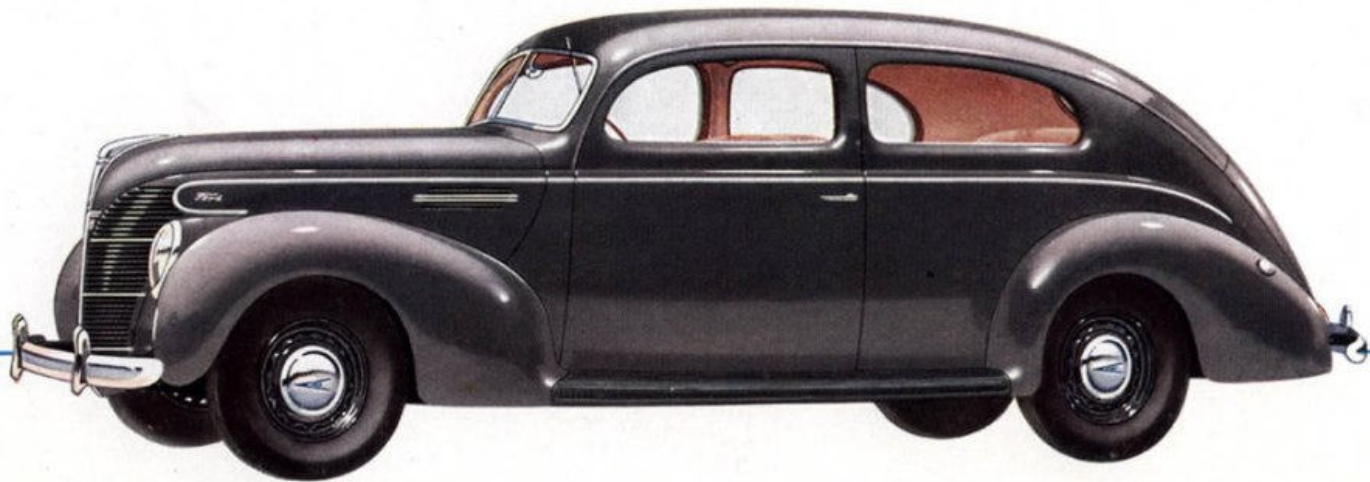
Grand for town or touring. Lots of room, with the convenience of separate doors to front and rear compartments. Seats six without crowding. Comfortable arm rest on both sides of the rear seat. Foot rest in rear. Pillar lights. Clear-Vision Ventilation. Windshield opens. As in Tudor, spare tire is mounted vertically against inside wall of large luggage compartment under rear deck, leaving floor free for bags and boxes. Easy to pack or unload. (Illustration at right.)



TUDOR SEDAN

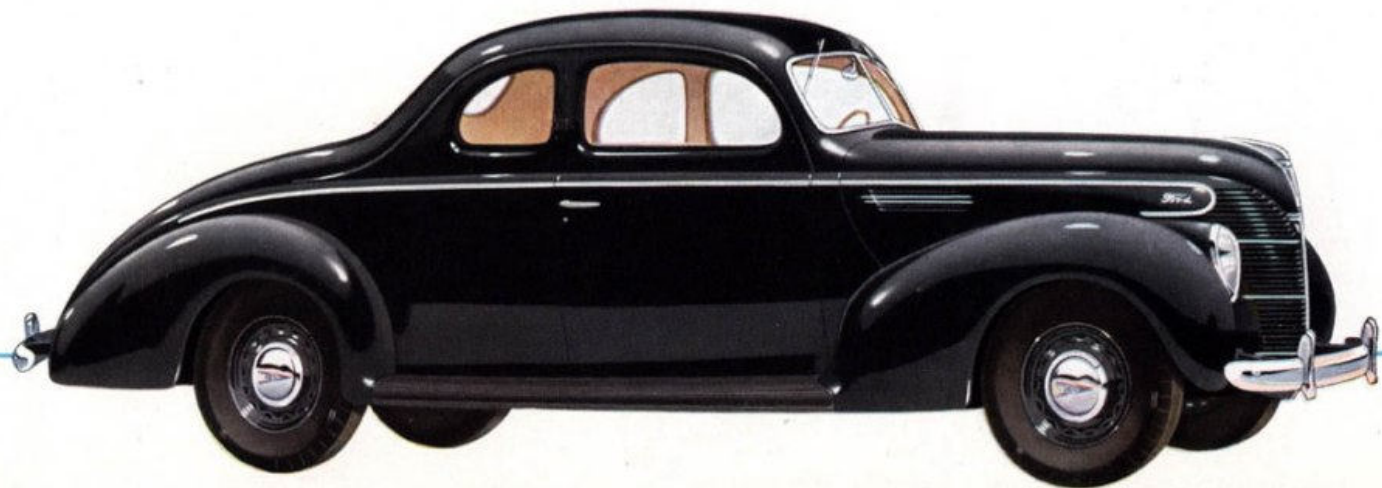
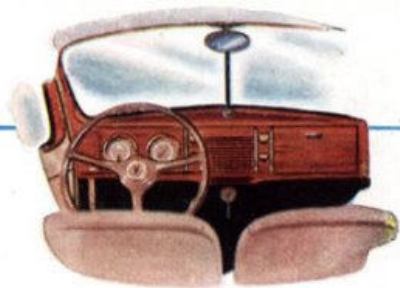


The favorite with many families for its low price and generous room. Children riding in the comfortable rear compartment are away from the door handles. Front seat cushion is full width and holds three without crowding. Front seat back is divided and folds forward and inward—for easy entrance to rear seat. (See illustration at left.) Comfortable arm rests. Pillar lights on both sides. Clear-Vision Ventilation. Big luggage compartment under sweeping rear deck.



C O U P E

Fine for business or personal use. Seats three comfortably. Extra wide parcel shelf behind seat. Light over rear window. Two luggage compartments—big one reached through rear deck—and smaller one opened from inside car by lifting seat back. New instrument panel, as in Sedans. (See illustration at right.) Cigar lighter. Ash tray. Glove compartment. Grille for speaker when radio is installed. Headlight beam indicator, starter button and handbrake grouped at left of panel.



A SMOOTHER, QUIETER RIDE IN EVERY NEW FORD CAR

You won't have to drive far in the 1939 Ford cars to discover that many things have been done to make them comfortable—and unusually quiet.

Seats are entirely new in construction, with deeper springs . . . Transverse car springs are soft and flexible . . . Shock absorbers are the big, double-acting, adjustable, hydraulic type. Add them all together and you get genuine Triple-Cushioned Comfort!

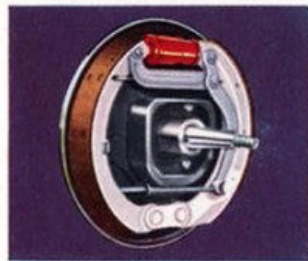
Silence contributes to comfort, too, of course. Ford engineers were out on the road for months, studying car noises and tracing them to their sources with instruments far more sensitive than any human ear. Back in the laboratory, they used other delicate devices to test various materials and determine the best sound-proofing substance for every part of the car.

The success of this careful research is very evident in the freedom of the new Ford cars from noise and vibration. You settle down with satisfaction, and really relax as you ride.

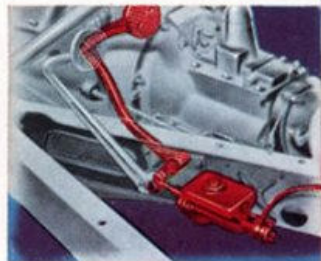


B I G , P O W E R F U L HYDRAULIC BRAKES

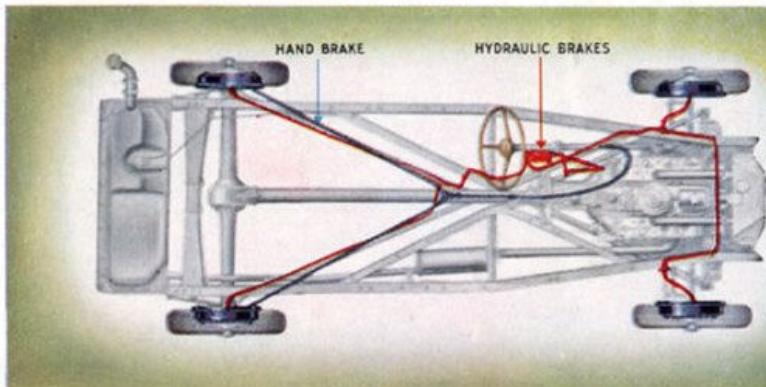
- 12-inch brake drums and 162 square inches of brake lining for quick stopping and long life



Pistons in double hydraulic cylinder move two independently-anchored brake shoes into smooth, firm contact with each brake drum.



The master hydraulic cylinder is bolted to a rigid pedal bracket. A floor board inspection plate makes it easy to check the quantity of fluid.



The 1939 Ford cars are equipped with big hydraulic brakes—precision-built to meet strict Ford standards of safety.

These new brakes add to the comfort and pleasure of owning a Ford. Pedal action is exceptionally easy, a feature that will be appreciated by women drivers. Brake action is always under full control of your foot, and in exact proportion to the pressure you exert on the pedal. Braking pressure is equalized for smooth straight-line stopping from any speed.

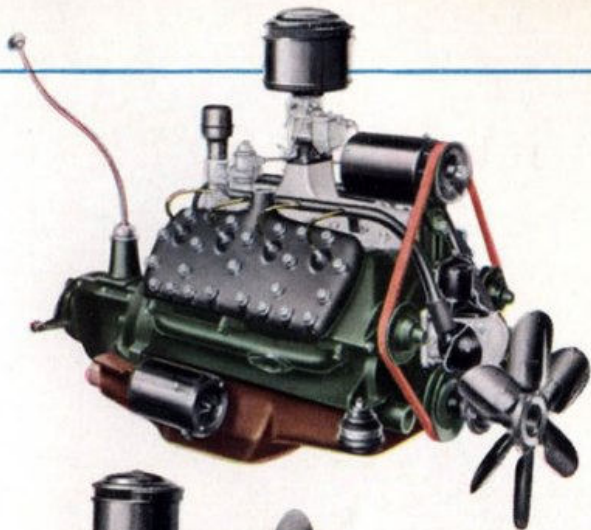
The handbrake lever, located just under the instrument panel, mechanically operates the brakes on the two rear wheels by means of steel cables.

FIVE MILLION OWNERS HAVE PROVED THE
COMMON-SENSE ADVANTAGES OF THE
FORD V-TYPE 8-CYLINDER ENGINE

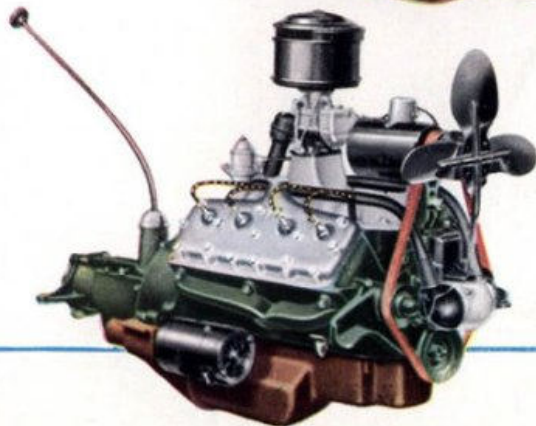
There were plenty of skeptics when Ford first put 8-cylinder performance into a low-priced car. But seven years' experience in the hands of five million owners around the world has proved the engineering soundness of the move.

Eight cylinders provide more power impulses. That means smoother and quieter operation. V-type design produces a shorter engine, shorter crankshaft, less vibration—improves carburetion and cooling, because gas and water have less distance to travel—and leaves more of car's length for passengers and luggage.

Because it has no excess car weight to pull—because its design is efficient and its cylinders are small—the Ford V-8 engine gives good gasoline mileage. That is true of the 85 horsepower engine, and doubly true of the thrifty 60 horsepower size, for which owners regularly report averages of 22 to 27 miles a gallon.



The 85 Hp V-8 engine gives peak performance with good economy.



The 60 Hp V-8 engine gives good performance with peak economy.

FEATURES OF THE QUALITY CAR IN THE LOW-PRICE FIELD

NEW DE LUXE FORD V-8—New and very modern in appearance. Long flowing lines emphasize bigness and beauty. Lower grille admits more air for cooling. Entire hood raises for easy access to engine. Unusually large luggage compartment. Five body types. 85 horsepower V-8 engine only.

NEW FORD V-8—Big-looking and good-looking, inside and out. Long hood and massive fenders. Roomy all around. Spacious luggage compartment under sweeping rear deck. Three body types. Choice of brilliant 85 horsepower V-8 engine or thrifty 60 horsepower V-8 engine.

BIG HYDRAULIC BRAKES—Precision-built to Ford standards of safety. Light pedal pressure. Big brake drums and large brake lining areas for quick stops and long life. Parking brakes on rear wheels, cable-controlled from handbrake lever.

NEW INTERIORS—Both cars are styled and tailored in rich, good taste, but differ in details of finish, upholstery and appointments. Both have a wide parcel shelf behind rear seats. Both have newly designed instrument panels, with glove compartment, grille for speaker when radio is installed, cigar lighter, ash tray. Headlight beam indicator, starter button and handbrake are conveniently located at left.

ALL-STEEL BODY—Body structure is all steel, sheathed with steel panels—top, sides and floor. All are welded into a single steel unit of great protective strength. Safety Glass in windshield and windows of all bodies.

EASY STEERING—Steering gear ratio 18.2 to 1. Worm and roller steering, and anti-friction spindle thrust bearings make the 1939 Ford very easy to handle.

NEW QUIET—Thorough body insulation, rubber engine mountings, rubber cushions around body bolts, positive pressure spring lubrication and other engineering refinements contribute to new freedom from noise and vibration.

NEW COMFORT—Entirely new seat construction—plus flexible transverse springs—plus adjustable hydraulic shock absorbers give "Triple-Cushioned Comfort." The compact V-type engine takes less room under the hood, leaves more room in car for passengers and luggage. Clear-Vision Ventilation is simple and efficient. V-type windshield opens on all closed cars.

DE LUXE FORD EQUIPMENT AND APPOINTMENTS—Front and rear bumpers and bumper guards. Spare wheel, tire and lock. Twin air electric horns. Two tail lamps. Dual windshield wipers with single control. Cigar lighter. Wheel bands. Chromium-plated windshield frame. De Luxe steering wheel. Foot control for deflecting headlight beams, with indicator on instrument panel. New battery condition indicator. Moldings and instrument panel in grained golden mahogany finish. Two swivel-type sun visors. Glove compartment with lock and clock. Ash tray in instrument panel and rear compartment of Sedans. Interior hardware in antique bronze finish. Arm rests. Mohair or broadcloth in all closed cars. Seat cushions of convertible bodies in russet shade, antique-finished genuine leather. Rumble seats in artificial leather. Foot rest and robe cord in Fordor and Convertible Sedans. Interior lights in Coupes and Sedans. Black tires standard on all models with white sidewall tires available at extra cost.

FORD EQUIPMENT AND APPOINTMENTS—Front and rear bumpers and bumper guards. Spare wheel, tire and lock. Twin air electric horns. One tail

lamp. Dual windshield wipers, with single control. Chromium-plated windshield frame. Cigar lighter. Foot control for deflecting headlight beams, with indicator on instrument panel. Moldings and instrument panel in antique mahogany finish. One sun visor. Glove compartment and ash tray in instrument panel. Arm rests in rear compartments of Sedans. Foot rest in Fordor. Mohair or broadcloth upholstery. (Mohair extra in "60.") Black tires standard on all Ford V-8 cars.

APPROVED FORD ACCESSORIES—A wide range of accessories designed especially for Ford cars is available at moderate cost, including Ford 6-tube radio with Rotomatic control, speaker concealed in instrument panel, and adjustable windshield antenna; two types of heaters with windshield defrosters; rear wheel shields; spotlight; road light; side mirror; visor vanity mirror; license plate frames; windshield wings; gas tank locking cap; radiator and seat covers, etc.

WIDE COLOR RANGE—Enduring baked enamel finish. De Luxe Ford V-8 cars available in Black, Jefferson Blue, Dartmouth Green, Cloud Mist Gray, Folkestone Gray, Coach Maroon Bright. Wheels and fenders same color as body. Ford V-8 cars (85 or 60 horsepower engine) available in Black, Jefferson Blue, Cloud Mist Gray. Fenders body color, wheels black.

LOW PRICE—Ford prices have always been low and represent maximum value. The prices of the Ford V-8 for 1939 are exceptionally low with the 85 horsepower V-8 engine—and lower still with the thrifty 60 horsepower V-8 engine.

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