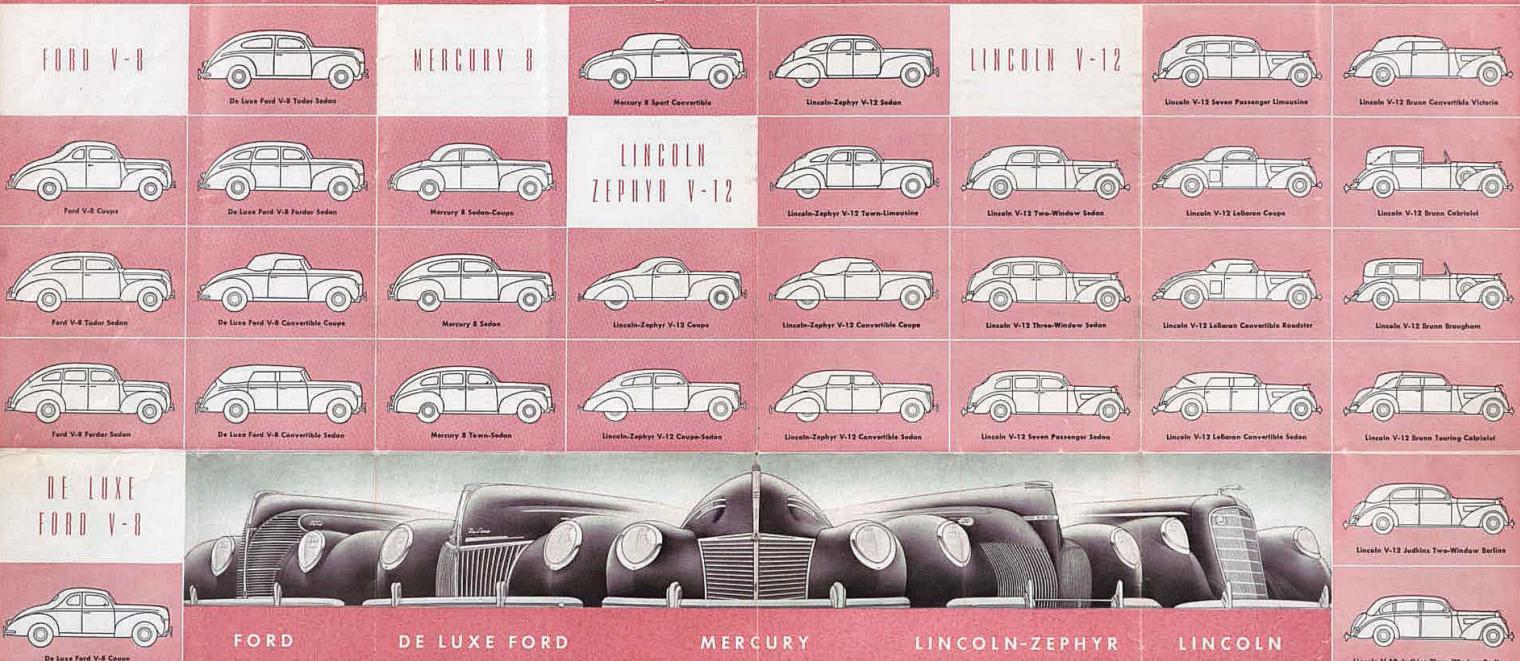


THE FORD MOTOR COMPANY **Resents** FIVE QUALITY CARS

Ford IS+Deline Ford IS Mercury S Lincoln Zephyr VIQ Lincoln VIQ

STEP INTO THE QUALITY GROUP



OR 1939 the Ford Motor Company presents a complete line of motor cars-the Ford, De Luxe Ford, Mercury, Lincoln-Zephyr and Lincoln. They differ in appearance, appointments and price. But there are two things of great importance common to all five cars-inherent quality and a V-type engine.

The quality of Ford and Lincoln cars comes first from the honesty of purpose behind them-from the fine character of their materials and the precision of their workmanship. Quality is a tradition at Dearborn.

Quality comes most of all from the matchless facilities of an organization unique in the industrial world—which controls production from iron are

to finished car-and passes the savings along to purchasers as extra value. Finest quality feature of these quality cars is the V-type engine-once

found only in very expensive cars—and brought to all price fields only by Ford. V-type engines hold world's records on land, sea, and in the air. They are compact and efficient. Ford-built V-type engines combine quiet operation and smooth performance with unusual economy.

The 1939 Ford and Lincoln cars all represent fundamental Ford values. Dollar for dollar, each in its price class gives you top value for your money. The Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design, or prices, without incurring obligation.

FORD V-8 TRUCKS AND COMMERCIAL CARS

Lincoln V-12 Judkins Three-Window Berlins

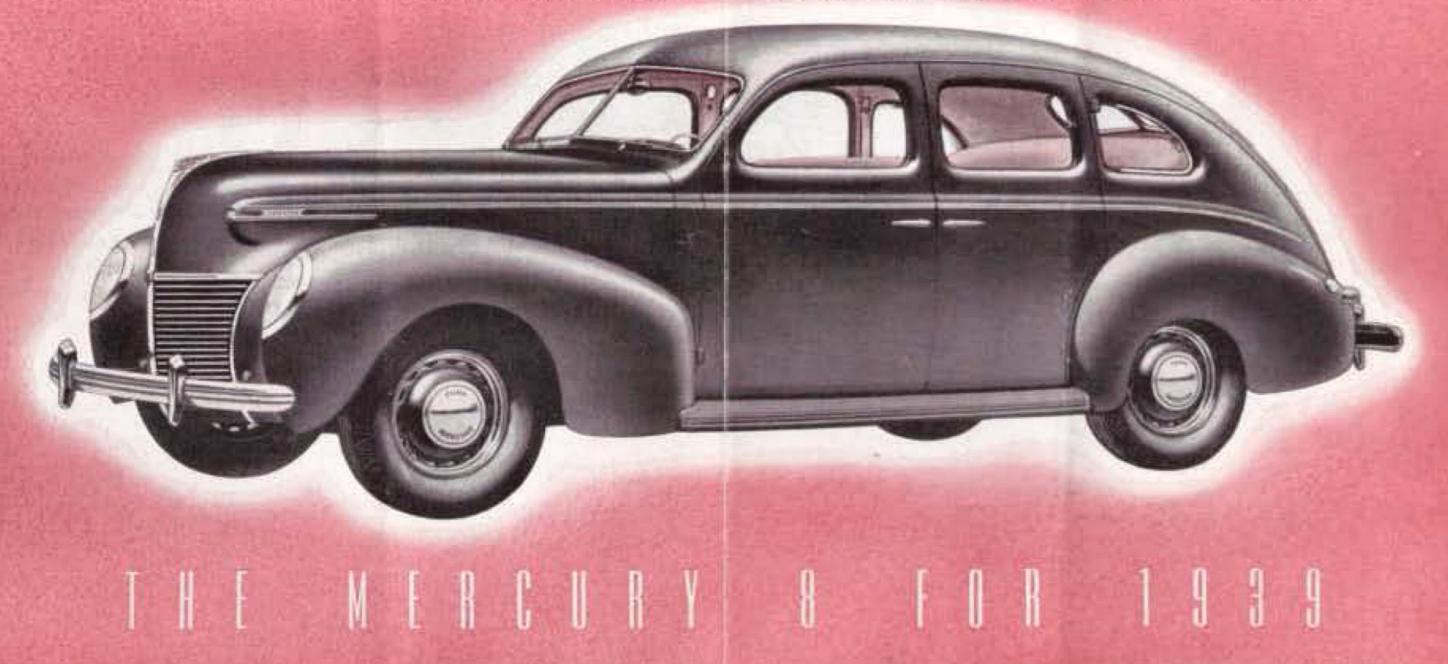
Ford V+8 Trucks and Commercial Cars for 1939 are the finest in all Ford history. There are 42 body and chassis types in the line. Wheelbases range from 101 to 191 inches. All are equipped with big, powerful hydraulic brakes. The availability of three V-8 engines, 95, 85 or 60 horsepower...optional gear ratios...and many other improvements, provide commercial transportation exactly suited to the individual requirements of the job, at the lowest possible cost.

New Car Joins the Ford Lincoln Family

The new Mercury Eight meets the definite desire of many motorists for a car larger than the Ford, but with all the Ford advantages, and priced by Ford standards of value.

You will find the Mercury a big car, with wide body and unusual room for passengers and luggage. Interior appointments are as modern as exterior beauty. The Mercury has a new 95 horsepower, V-type, 8-cylinder engine and big hydraulic brakes. Careful soundproofing gives unusual freedom from noise and vibration.

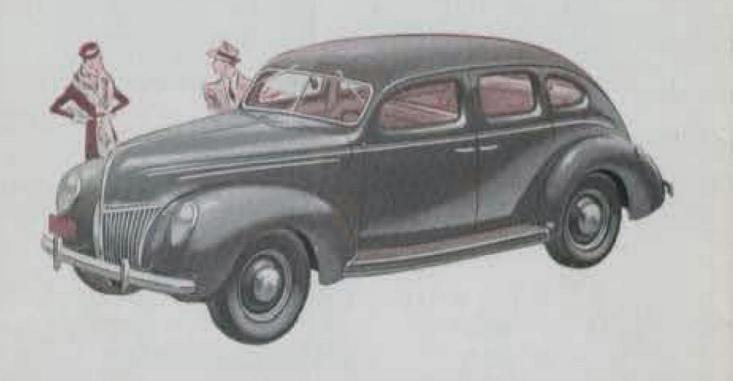
Back of the Mercury are the Ford resources and the Ford tradition. It takes its place in a well-rounded line of quality cars, between the De Luxe Ford V-8 and the Lincoln-Zephyr, promising to deliver in its price class the same lasting satisfaction and pride of ownership.



FORT V-8



DE LUXI FORD V-B



LINCOLN-ZEPRYR V-12



LINGOLN V-12



of motorists at low cost. It offers a choice of two V-type, 3-cylinder engine sizes. With the 35 hp engine, famous for fine performance, it is priced low. With the thrifty 60 hp engine, for which owners regularly report 22 to 27 miles a gallon, it costs even less.

For all its economy, the new 1939 Ford V-8 is a handsome big car, inside and out. There is more room inside, and a large luggage compartment. It is equipped with new hydraulic brakes, built to strict Ford standards.

If you want a lot of car for a little money-a car that will give you good service at low cost-choose the Ford V-8.

HE De Luxe Ford is planned and produced for people who want the basic Ford advantages with a little more luxury and style.

The De Large Ford, like the Lincoln-Zephyr—acknowledged style leader—has flowing modern lines. It is roomy and righly appointed. Like all Ford cars, it embodies important improvements in comfort and quiet, as well as big hydraulic brakes. The smoothness and economy of its 85 bp. V-type, 8-cylinder engine have been proved on the roads of the world by millions of owners.

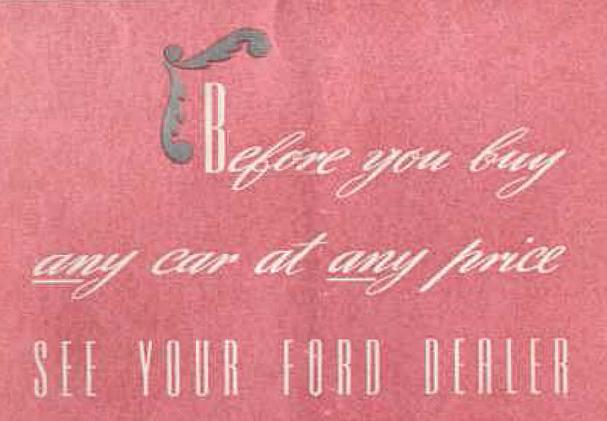
In appearance, performance, and equipment, the De Luxe Ford V-8 sets a new high for low-price motor cars. HE appearance of the Lincoln-Zephyr has been widely imitated, but there is no other car like it in the construction beneath the outward beauty.

The 1939 Lincoln-Zephyr is still the only car in the medium-price field with a V-type, 12-cylinder engine—which gives superb performance and 14 to 18 miles per gallon. It is still the only car of its kind structurally. Closed types have a rigid unit-body-and-frame. Big hydraulic brakes conform to Lincoln-Zephyr standards of quality.

The fleet lines of the new Lincoln-Zephyr are more beautiful than ever. Interiors are newly decorated. When you step into this new ear, you step into a new world. ACK of the Lincoln is a single, simple purpose—to make the most nearly perfect motor car it is possible to produce—without regard to price.

In its building, time does not count. There is no compromise with quality. Everything is checked and rechecked for utmost accuracy. The result is a superlative motor carwith a 150 horsepower, V-type, 12-cylinder engine admired throughout the world.

The Lincoln V-12 for 1939 has the permanence of all heautiful things—and the dignity which is Lincoln's heritage. There are many body types, including a wide range of designs by leading custom body builders.



Things have been happening in the motoring world. And nowhere is the advance more marked than in the new Ford-Lincoln line.

Our dealers are in a better position to serve you now than ever before. They have quality cars in five price classes. They can show you a fine car that fits your ideas of size, style, power and price exactly.

Five cars and more than thirty body types provide a broad selection. And remember that into this line of cars have been poured the technical skill and resources of the Ford-Lincoln organization. That fact alone makes each a remarkable value in its price class.

It's good to get acquainted with our dealers and their cars at any time-but especially so right now.