FORD MOTOR COMPANY
OF CANADA, LIMITED

Presenti

FIVE QUALITY CARS

Ford V8+ Deluxe Ford V8 Mercury 8 Lincoln Zephyr V12 Lincoln V12

STEP INTO THE QUALITY GROUP

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, 3-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-3 and the Lincoln-Zephyr, promising to deliver in its price class the same lasting satisfaction and pride of ownership.



FORD V-8







HE Ford V-8 is built to meet the needs of millions of motorists at low cost. It has the famous 85-horsepower V-type eight-cyfinder engine, which delivers assured power with superlative smoothness. And its record of brilliant performance is matched by one of famous economy. Owners proudly report 22 to 27 miles to the gallon.

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.

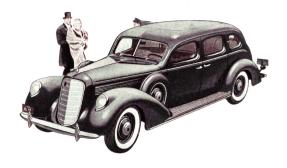
The De Luxe Ford, like the Lincoln-Zephyr—acknowledged style leader—has flowing modern lines. It is roomy and richly appointed. Like all Ford cars, it embodies important improvements in comfort and quiet, as well as big hydraulic brakes. The smoothness and economy of its 85 hp, V-type, 8-cylinder engine 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.

LINGOLN-ZEPHYR V-12







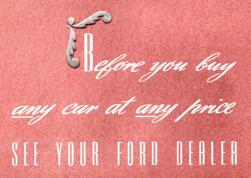
HE appearance of the Lincoln-Zephyr has been widely imitated, but there is no other car like it in the construction beneath the outward beauty.

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 16 to 20 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 car, 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 car—with a 150 horsepower, V-type, 12-cylinder engine admired throughout the world.

The Lincoln V-12 for 1939 has the permanence of all beautiful 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.



This is a good year to look around before you buy a new car. Things have been happening in the motoring world. And nowhere is the advance more marked than in the new Ford-Lincoln line.

Perhaps you have held to one make of car year after year, and been reasonably satisfied. But isn't it more sensible to see for yourself what Ford has to offer—to know first-hand what you may have been missing?

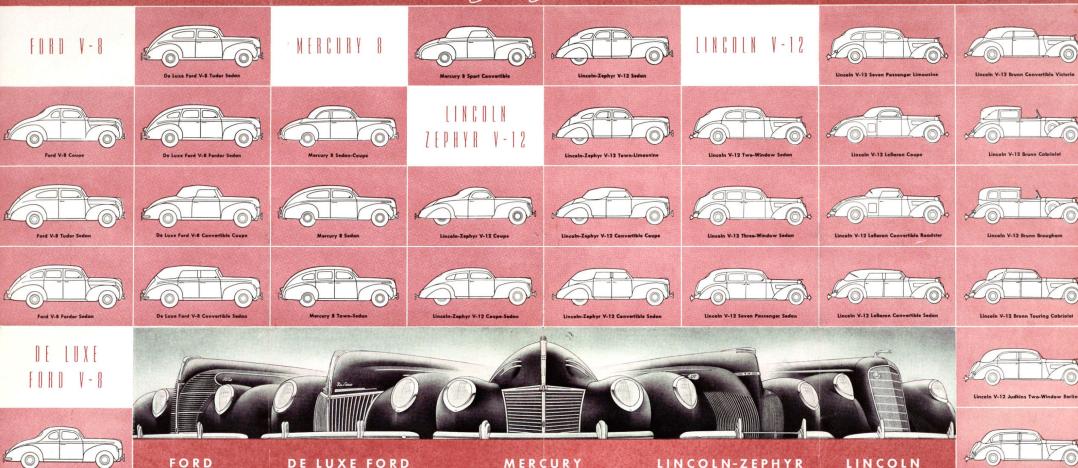
Our dealers are in a better position to serve you now than ever before. They have quality cars in five price classes. They can show you a fine car that fits your ideas of size, style, power and price exactly.

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.



The Quality Group for 1939



OR 1939 Ford Motor Company of Canada, Limited, 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.

De Luxe Ford V-8 Coupe

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 Ford tradition.

Quality comes most of all from the matchless facilities of an organization unique in the industrial world. Extensive engineering and research labora-

tories carry out the Ford policy of constant improvement.

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. Each in its price class gives you top value for your money.

Ford Motor Company of Canada, Limited, whose policy is one of continuous improvement, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.

FORD V-8 TRUCKS AND COMMERCIAL CARS

Lincoln V-12 Judkins Three-Window Berline

Ford V-8 Trucks and Commercial Cars for 1939 are the finest in all Ford history. There are 16 body and chassis types in the line. Wheelbases range from 101 to 191 inches. All are equipped with big, powerful hydraulic brakes. A range of engine power . . . optional gear ratios . . . and many other improvements, provide commercial transportation exactly suited to the individual requirements of the job, at the lowest possible cost. See any Ford dealer for full details.

A Motor Car to Suit Your Taste + At the Price You Want to Pay