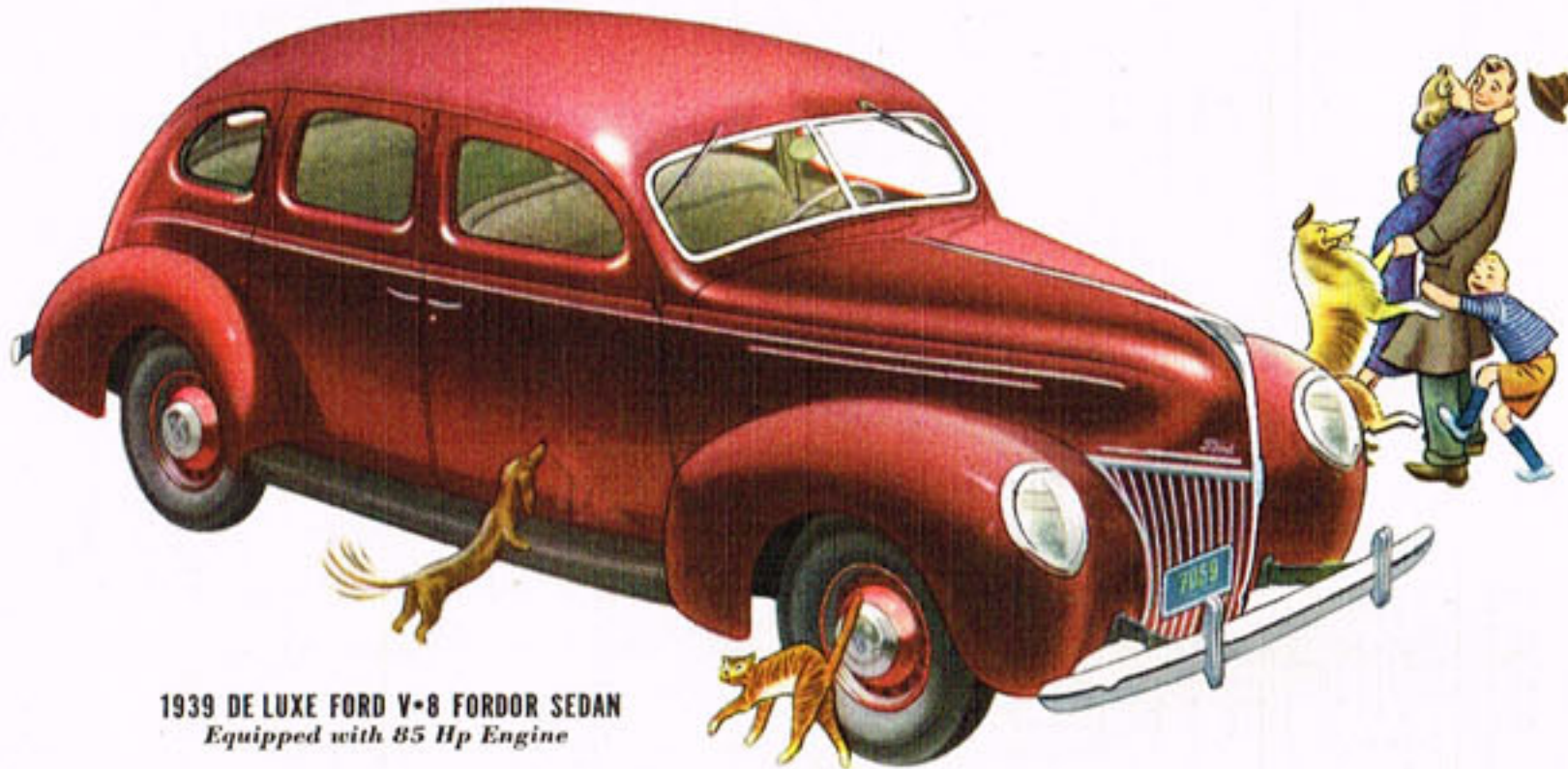
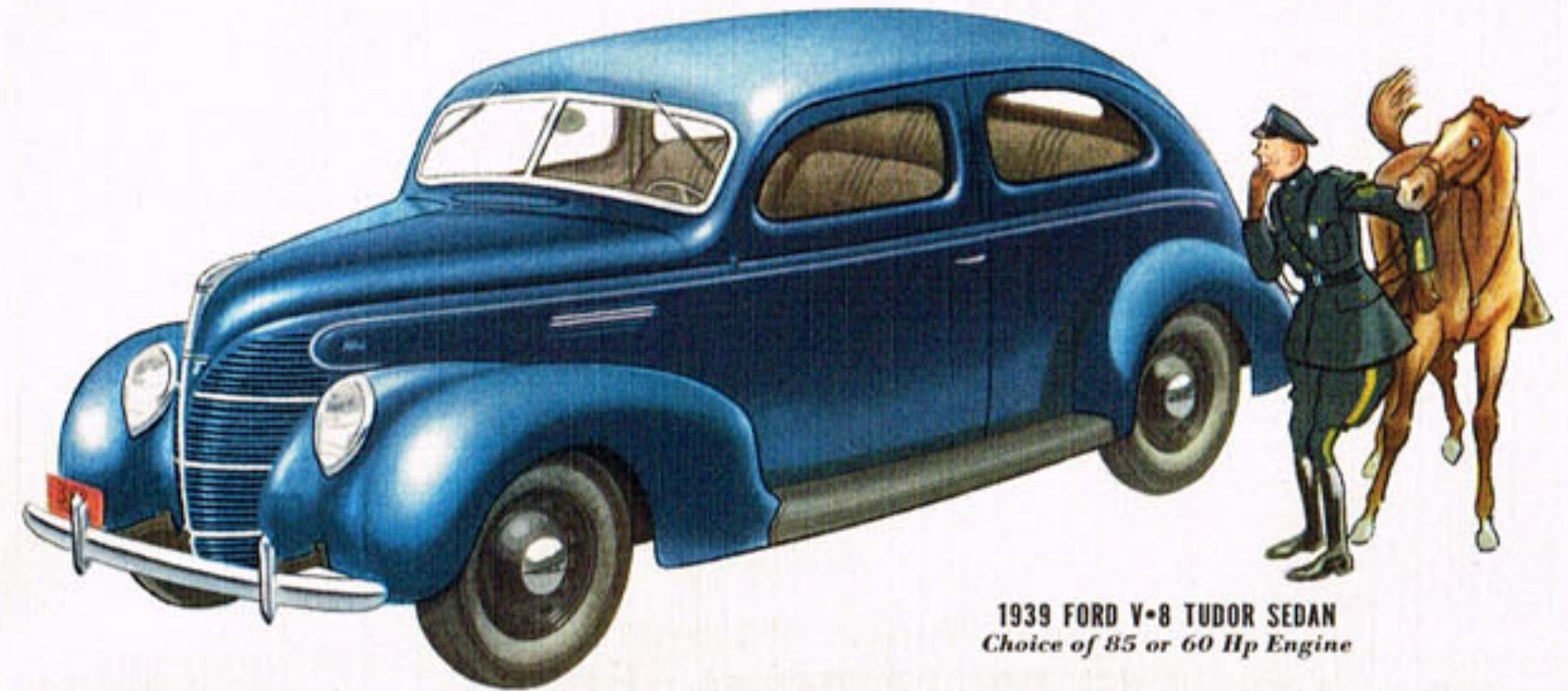


More Reasons This Year Than Ever Before for Pride in "The V-8 Class"



1939 DE LUXE FORD V-8 FORDOR SEDAN
Equipped with 85 Hp Engine



1939 FORD V-8 TUDOR SEDAN
Choice of 85 or 60 Hp Engine



Even a casual inspection of the 1939 Ford cars, with their outstanding beauty, comfort, economy, and low prices, will remind you that there is a distinctive, individual Ford way of doing things.

People everywhere are learning the advantages and satisfaction of driving a smooth, powerful, and modern V-type 8 cylinder engine. They

are impressed with the modern beauty of Ford V-8 design—with Ford economy and with Henry Ford's policy of constant engineering development and higher values.

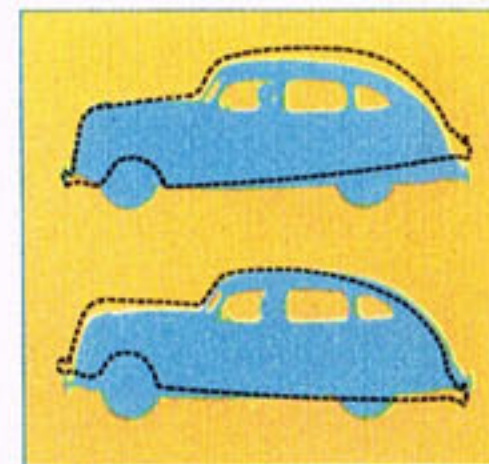
That is why there is such a gratifying nation-wide response this year to the familiar invitation—"Step up to the V-8 class."

FEATURES THAT MAKE FORD CARS TOP VALUE

Style Leadership—The luxury cars of the low-price field • **V-8 Engines**—Eight cylinders give smoothness. Small cylinders give economy • **Hydraulic Brakes**—Easy-acting—quick, straight stops • **Stabilized Chassis**—

No front end bobbing or dipping. Level starts, level stops, level ride • **Triple-Cushioned Comfort**—New flexible roll-edge seat cushions, soft transverse springs, double-acting hydraulic shock absorbers • **Scientific**

Soundproofing—Noises hushed for quiet ride • **Low Prices**—Advertised prices include many items of desirable equipment. Be sure to look at back cover of this folder. Get these extra-value features at no extra cost.

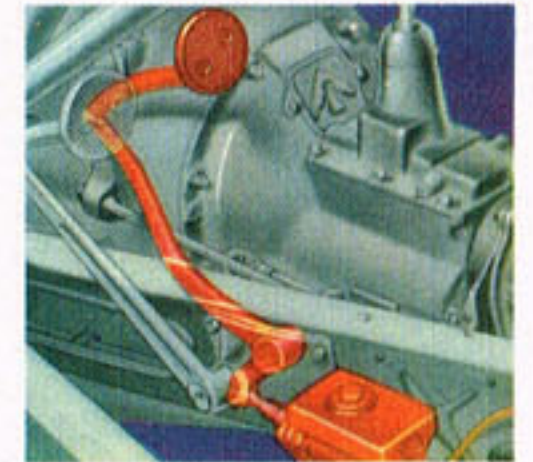


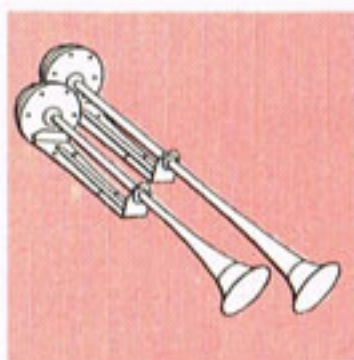
◀ **New flexible roll-edge seat construction**—plus transverse springs—plus adjustable hydraulic shock absorbers—give "Triple-Cushioned Comfort." New interiors. Arm rests in Sedans.

▶ **Big hydraulic brakes**—precision-built to Ford standards of safety and quality. Big brake drums, large lining areas for quick stops and long life. Parking brakes cable-controlled.

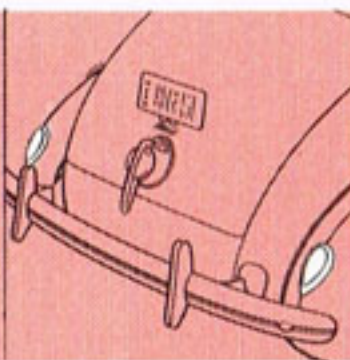
◀ **Watch Fords making sudden stops or starts at traffic lights.** Stabilized chassis keeps car level, prevents dipping or bobbing.

▶ **New quiet is result of exhaustive, scientific research** on the test track and in the laboratory. You can really rest and relax as you ride.

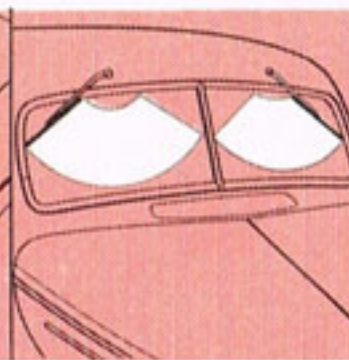




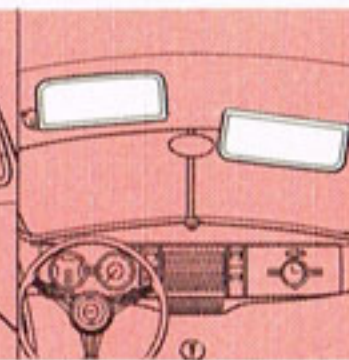
Twin air-electric horns



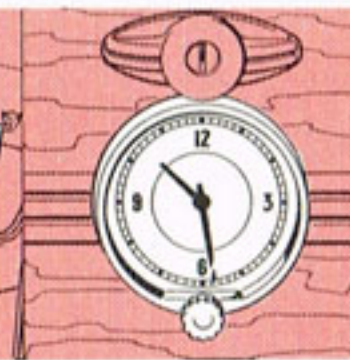
Two combination tail lamps and stop lights



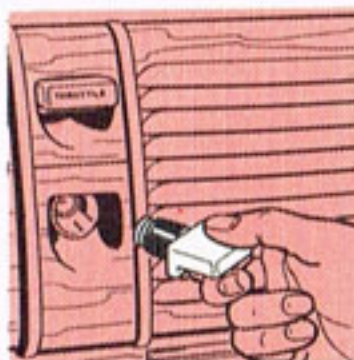
Dual windshield wipers with single control



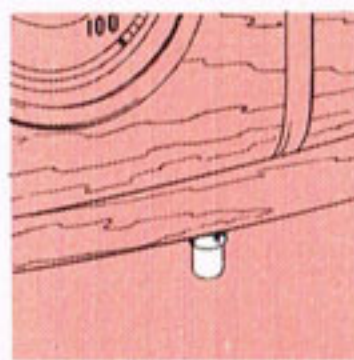
Two sun visors protect against glare



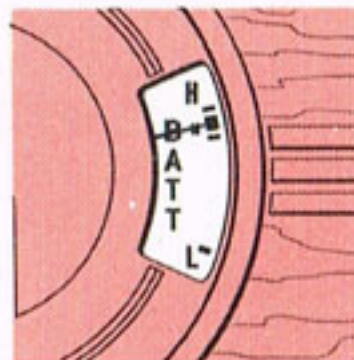
Clock inset in glove compartment door



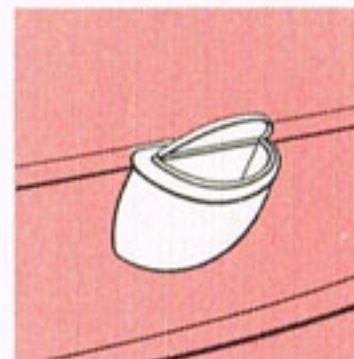
Electric cigar lighter in instrument panel



Dimming switch for instrument lights



Battery condition indicator on panel



Ash trays in rear of all Sedans

YOU DON'T PAY EXTRA FOR THESE DE LUXE FORD FEATURES

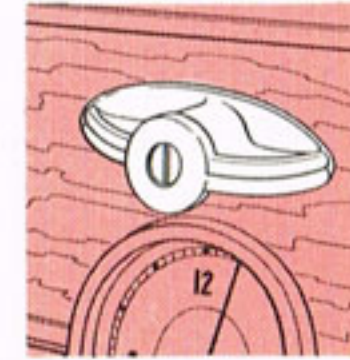
If *de luxe* is to mean anything applied to a motor car, the de luxe features should be *included* in the advertised price. *Ford includes them*—thus providing a great deal of extra style, luxury and equipment in the low Ford price.

LOWER-PRICED FORD INCLUDES ALL THIS EQUIPMENT WITHOUT EXTRA CHARGE

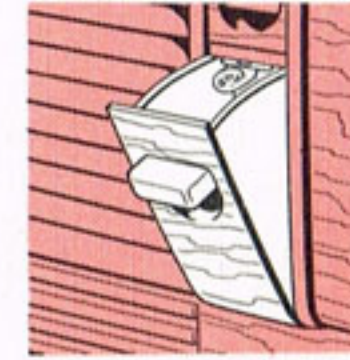
These items contribute to the convenience, appearance and pleasure of driving and owning any Ford car.

Bumpers with bumper guards, front and rear • Spare wheel, tire and tube • Mat on luggage compartment floor • Twin air-electric horns • Dual windshield wipers with single control • Electric cigar lighter • Chromium plated windshield frame • Foot control for switching head light beams • Headlight beam indicator on instrument panel • Swivel-type sun visor to protect against glare • Convenient ash tray in instrument panel • Speedometer with separate trip mileage indicator • Grille to cover speaker if radio is installed • Engine heat indicator grouped with other gages • Foot rest in rear compartment of Fordor Sedan.

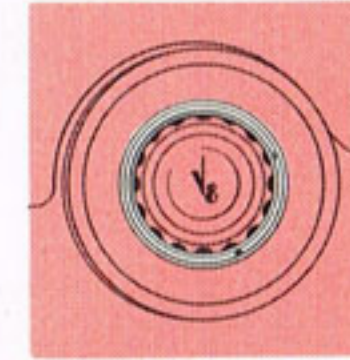
The Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design or prices without incurring obligation.



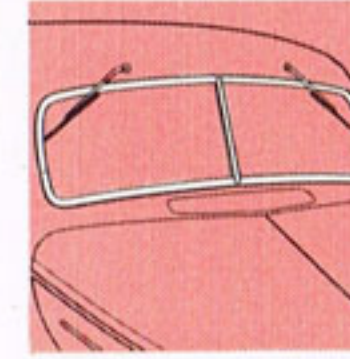
Lock for the glove compartment door



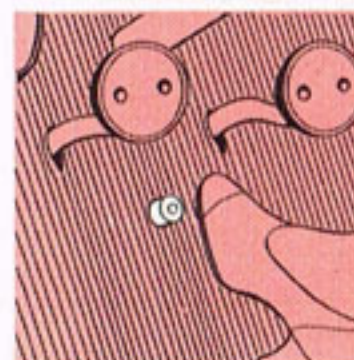
Convenient ash tray in instrument panel



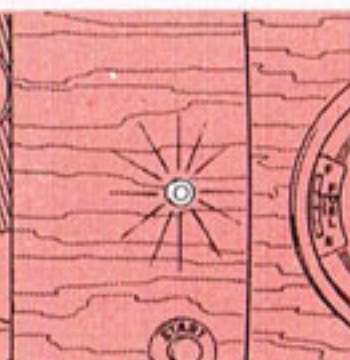
Rustless steel wheel-bands on all wheels



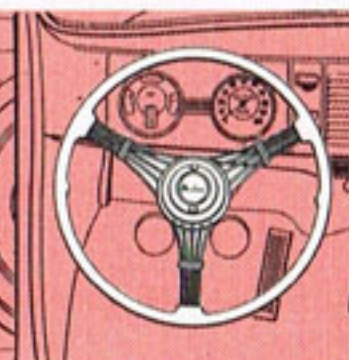
Chromium-plated windshield frame



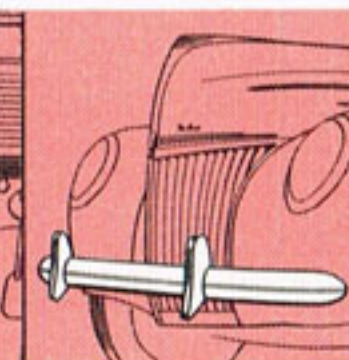
Foot control for headlight beams



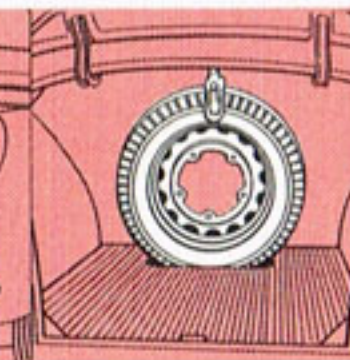
Headlight beam indicator on panel



Steering wheel, bright metal spokes



Bumpers with bumper guards, front and rear



Spare wheel, tire and tube. Mat on floor

C. E. TOMLINSON

410 YORK ROAD

JENKINTOWN, PA.

PHONE OGONTZ 20



Dear Mr. Cross:

Ford owners are among the most enthusiastic in the world--this year with more reasons than ever before for their enthusiasm.

Have you taken a good look at the new lines and new appointments in the 1939 Fords? Just see how they bring style leadership to low-price cars--sheer beauty, inspired by the Lincoln-Zephyr, acknowledged style leader among all motor cars.

If you haven't tried out the big powerful hydraulic brakes or felt the comfort of the new roll-edge seat construction, you are missing something. And there is a new story on quietness, too--scientific research in sound-proofing has brought remarkable freedom from noises. As a V-8 owner, we should certainly like to have you drive the newest model of an automobile that is advancing steadily in quality and service.

In order that you may do so, I will contact you in a day or two to arrange a suitable time. When you've had a chance to see what you get for what you pay, I believe you will agree that the Ford Motor Company more than ever gives you most for your money.

Sincerely yours,

Schmidt