



THE FORD MOTOR COMPANY

Presents

FIVE QUALITY CARS

Ford V8 + Deluxe Ford V8

Mercury 8

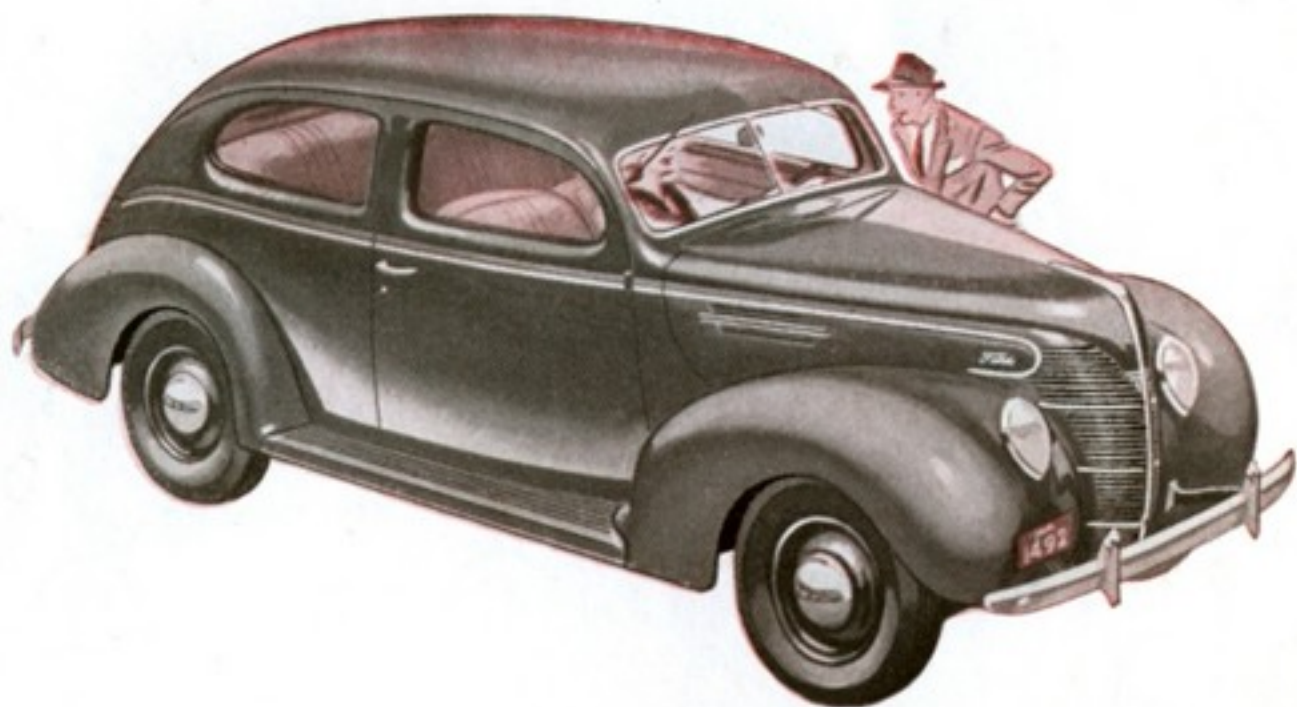
Lincoln Zephyr V12

Lincoln V12

STEP INTO THE QUALITY GROUP



FORD V-8



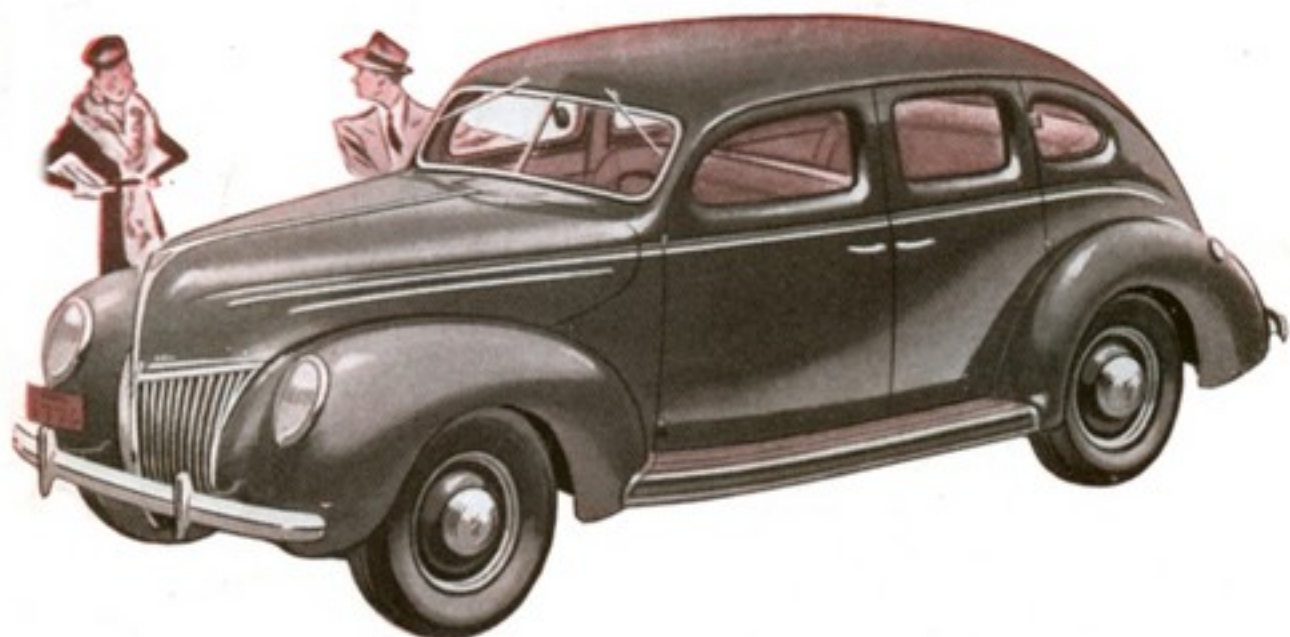
THE Ford V-8 is built to meet the needs of millions of motorists at low cost. It offers a choice of two V-type, 8-cylinder engine sizes. With the 85 hp engine, famous for fine performance, it is priced low. With the thrifty 60 hp engine, for which owners regularly report 22 to 27 miles a gallon, it costs 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.



DE LUXE FORD V-8



*T*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.



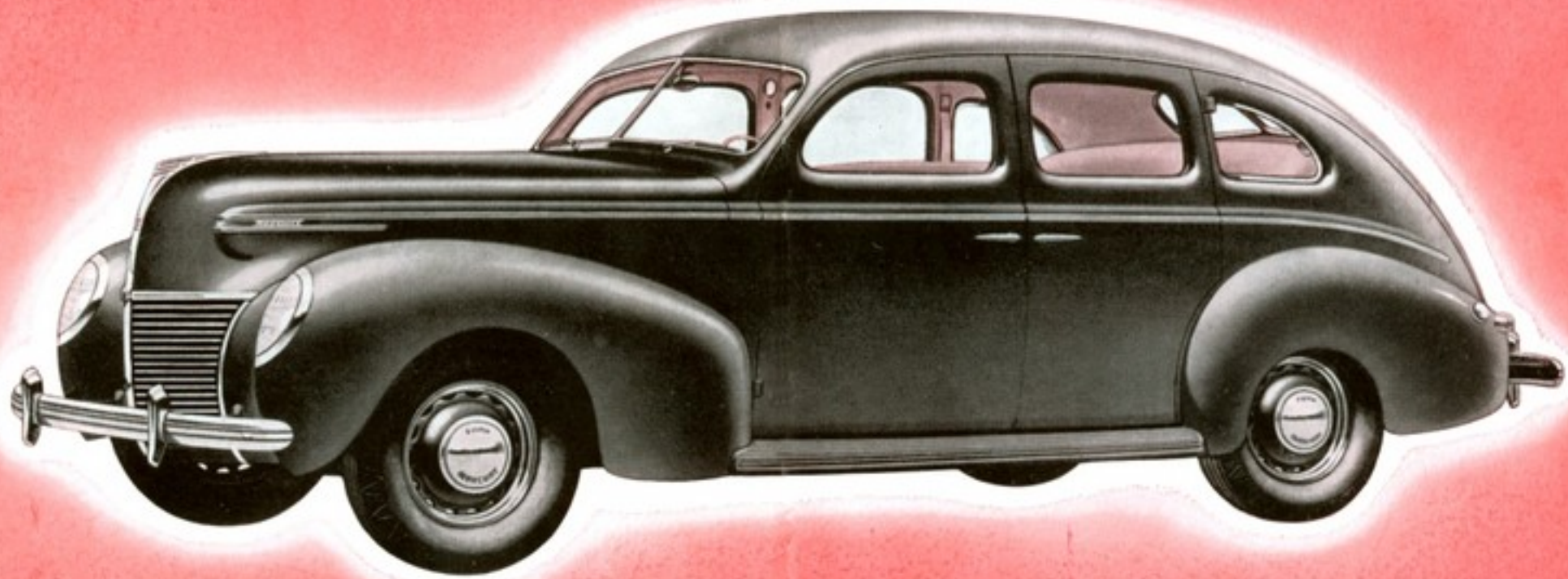
A New Car Joins the Ford-Lincoln Family

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 sound-proofing gives unusual freedom from noise and vibration.

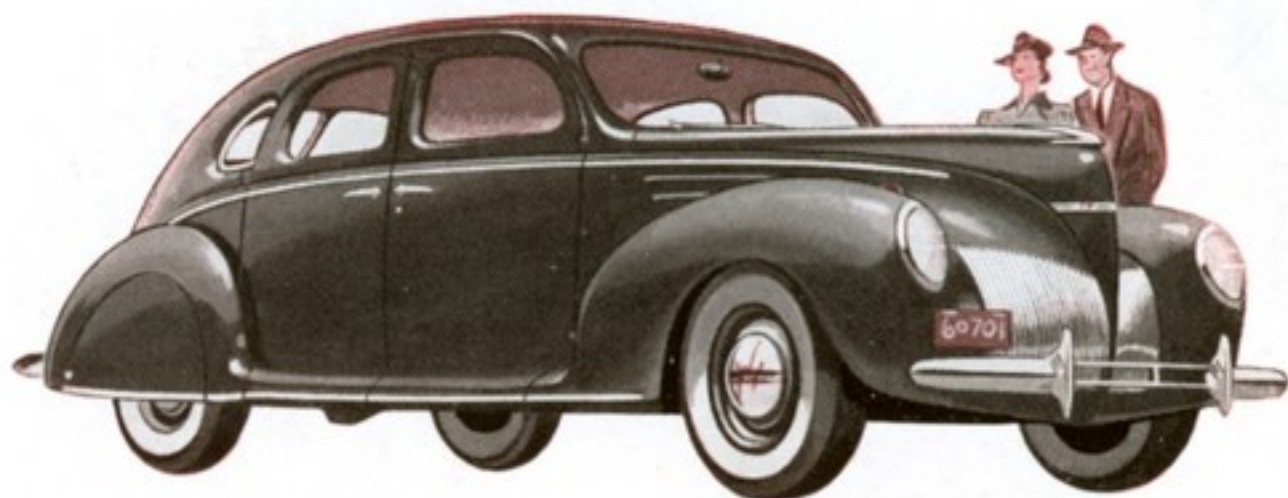
Back of the Mercury are the Ford resources and the Ford tradition. It takes its place in a well-rounded line of quality cars, between the De Luxe Ford V-8 and the Lincoln-Zephyr, promising to deliver in its price class the same lasting satisfaction and pride of ownership.



THE MERCURY 8 FOR 1939



LINCOLN-ZEPHYR V-12



THE 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 car, you step into a new world.