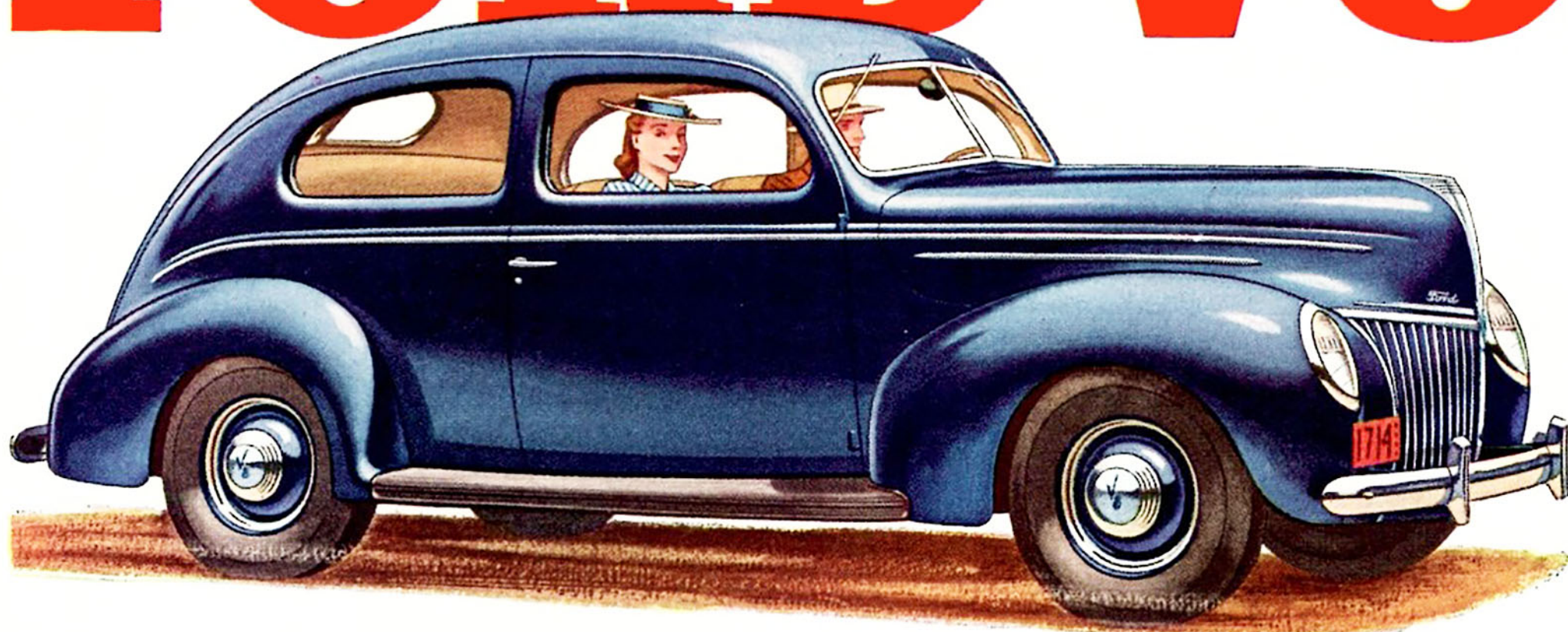


FORD V-8



EXCELS IN THE THINGS THAT COUNT

● Some things are basic in a motor car. Some are not. Ford gives you the big things — the important things — in greater abundance. That fact has been proved repeatedly in open competition. For example:

ENDURANCE 69 cars entered South America's famous Grand Prix for 1939. Only 28 finished the 4515-mile grind around Chile, Argentina, and over the Andes. Of this number, ten were Fords, including the winner!

ECONOMY Performance figures recorded by *Motor Age* show that an 85-horsepower Ford V-8 delivered the best gasoline mileage in its class during this year's Gilmore-Yosemite Economy Run.

SAFETY Ford hydraulic brakes are the biggest of any car near its price. Large drums and lining area mean fast stops and long life. All-steel body, safety glass, torque-tube drive, radius rods, transverse springs, and low center of gravity are additional safety factors.

COMFORT At any traffic light, you can see that the Ford stabilized chassis doesn't dip in stopping, bob in starting. Inside, you can feel the softness of its deep, wide seats, and the smoothness of its quiet ride.

SPEED Ford-built cars won all prizes in the 1939 Daytona Beach Race. 150 grueling miles of road and sand. Mercury 8 first, Ford V-8 close behind. A clean sweep for smooth, V-type 8-cylinder power! The Ford is the fastest car in its price class.

STYLE The clean, flowing lines of the Ford reflect the Lincoln-Zephyr, which is obviously the style leader for all modern cars.

● If you want a well balanced, soundly engineered car — a car you can drive with pride and profit — get behind the wheel of a Ford V-8. Its price is low, and you're sure of a generous trade-in and easy terms from any Ford dealer.



FORD WELCOMES YOU AT TWO GREAT FAIRS THIS SUMMER — NEW YORK AND SAN FRANCISCO