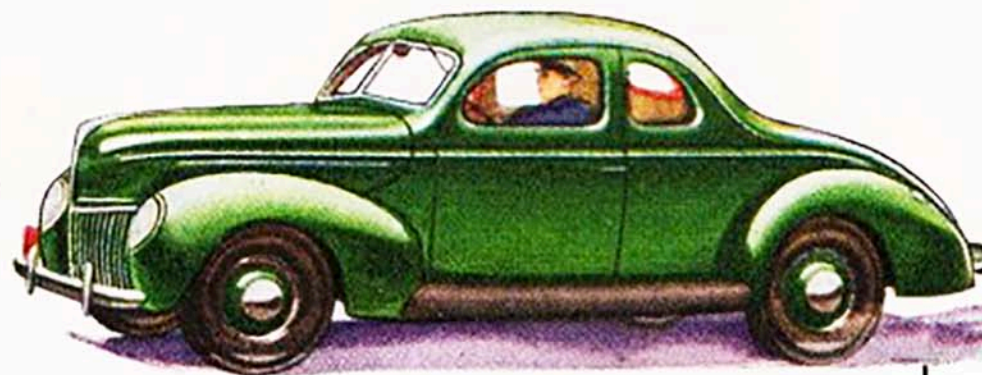


"I heard on the party line you had a new Ford, but sakes alive, I didn't think you'd bring it out here 'til the spring thaw was over!"

**Built to be USED...
yet often ABUSED**

Good things endure. Years ago, the Ford became "The Universal Car" because it furnished dependable transportation to so many people. It is still "The Universal Car" for the same reason. All the beauty, comfort and convenience that have been added haven't changed its capacity for hard work and honest service.

The Ford has to be good. It naturally attracts owners who count on its reserve of reliability, and push it to punishing limits. No other car is used so widely around the world — in oil fields and lumber camps — in deserts and jungles.



Above: The Ford V-8 Tudor Sedan (choice of 85 or 60 horsepower engine). Left: The De Luxe Ford V-8 Coupe (85-horsepower engine only).

Maybe you never get off the concrete, into frozen ruts or sticky gumbo. Maybe you never need the surplus stamina that's built into the heart of every Ford. But because it's there, you can be sure of long service at low cost on any roads!

Drive a 1939 Ford car and see how much you get for the little you pay!

Ford Motor Company — Ford, Mercury, Lincoln-Zephyr and Lincoln motor cars.

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FORD V-8

Refuse substitutes; insist on Advertised Brands!

TOP-VALUE FORD FEATURES

- ★ **V-type 8-cylinder Engine** — 8 cylinders give smoothness. Small cylinders give economy.
- ★ **Hydraulic Brakes** — Easy-acting — quick, straight stops.
- ★ **Triple-Cushioned Comfort** — New flexible roll-edge seat cushions, soft transverse springs, double-acting hydraulic shock absorbers.
- ★ **Stabilized Chassis** — No front-end bobbing or dipping. Level starts, level stops, level ride.
- ★ **Scientific Soundproofing** — Noises hushed for quiet ride.
- ★ **Low Prices** — Advertised prices include many items of desirable equipment.