

"Thrifty Sixty"

THE NEW 1939 FORD V-8

Easy to Own and Run.

**"60" DESIGNED TO MEET
DEFINITE NEEDS**

The "Thrifty Sixty" Ford V-8 is built and priced to meet the special needs of many people.

It's ideal for business men who want comfortable, dependable transportation at the lowest cost.

It's tailor-made for families who want an economical second car for round-town errands and general utility.

It's fine for farmers who want an inexpensive car that will carry all the family on trips, with ample room for luggage.

Many who have been buying used cars, or driving older cars that are expensive to run, will find that the "60" offers new car comfort, performance and pride of ownership—at very low prices—with equally low operating costs.

If you put yourself in any of these groups—or if you'd simply like to save a lot of automobile dollars to use for other things—the "Thrifty Sixty" Ford V-8 is your car.

**MANY IMPROVEMENTS IN
1939 MODELS**

Two years have firmly established the Ford "60" as "The Economy Car in the Low-Price Field." Averages of 22 to 27 miles a gallon are reported by many of its owners.

But low price and high mileage don't tell the whole story! The 1939 Ford "60" is a beautiful car, as well as a thrifty one—with important improvements all around.

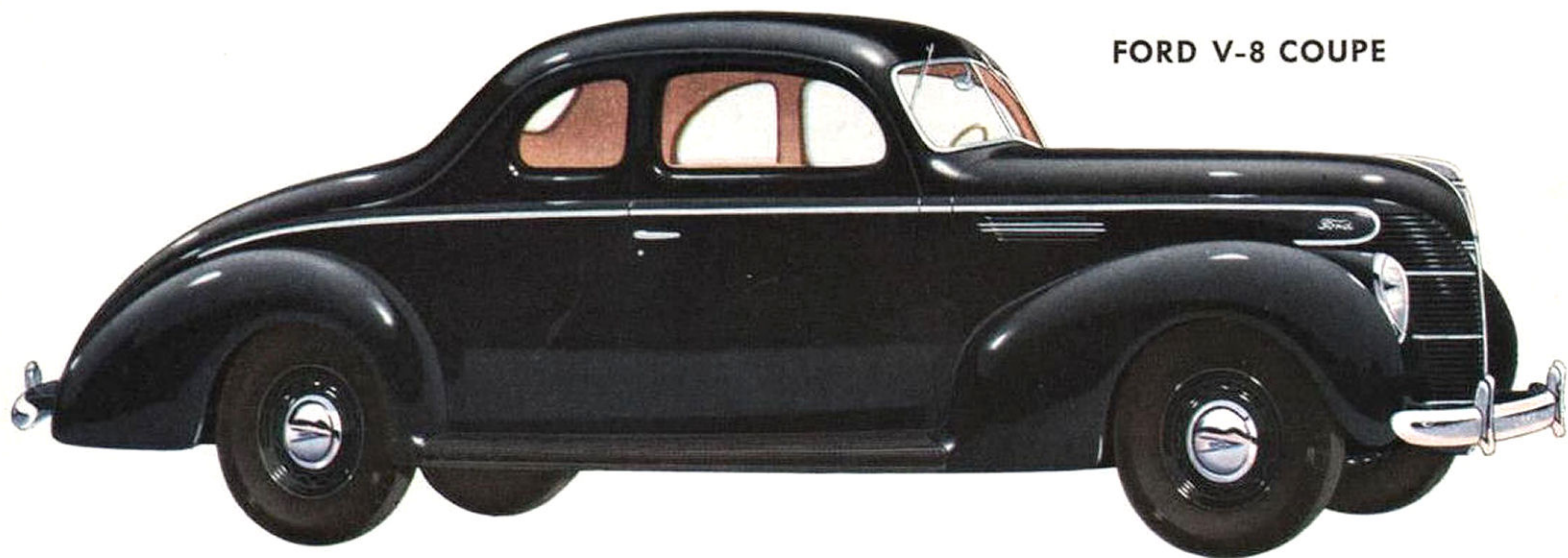
It has the same big, roomy bodies that proved so popular in the 1938 De Luxe Ford. Interiors are pleasant and well-appointed. New seat construction gives greater comfort. Thorough soundproofing makes operation unusually quiet. Big hydraulic brakes are built to strict Ford standards of safety. Luggage compartments are larger than ever.

You'll like the looks of the "60," inside and out. You'll like the smooth performance of its 8-cylinder engine. You'll find yourself driving it proudly—and profitably.

FORD MOTOR COMPANY—MAKERS OF FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS

. Easy to Look at, Too!

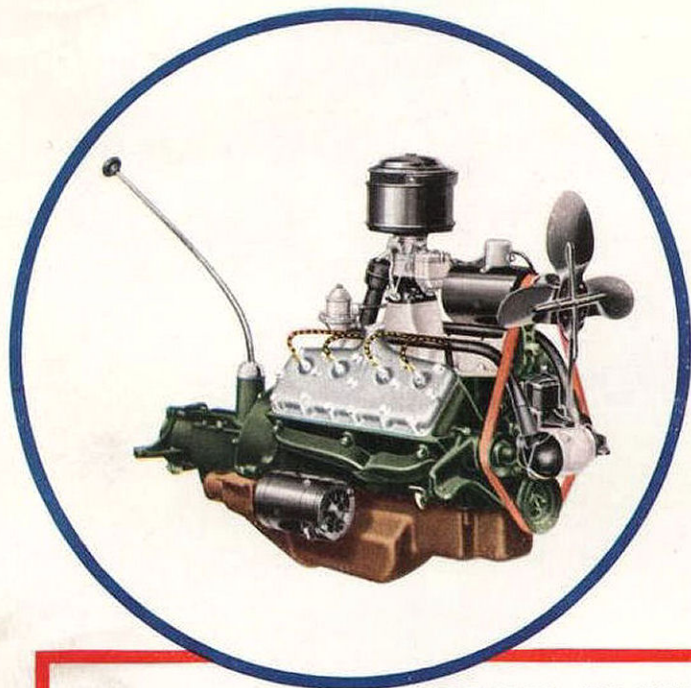
FORD V-8 COUPE



The "60" Coupe for 1939 is entirely new in design and well adapted to either business or personal use. It carries three comfortably. There are two luggage compartments—a big one reached through the rear deck, and a smaller one opened from inside the car by lifting up seat back. Like the Sedans, the Coupe offers a choice of three body colors—black, blue or gray.

**22 TO 27 MILES PER GALLON
PLUS THE SMOOTH PLEASURE OF**

8 cylinders



The 60 horsepower Ford V-8 engine is like the famous 85 horsepower V-8 engine, except in size and power. It has proved for all time that gasoline economy is not a matter of cylinders, but of skilful design.

The thrifty "60" engine delivers the smooth satisfaction of eight cylinders—and quiet speeds up to 70 miles an hour—as well as the 22 to 27 miles a gallon that owners report. The feel of eight cylinders underfoot becomes doubly enjoyable when you know you're saving money every mile you drive!

FEATURES OF THE 1939 FORD "60"

NEW DESIGN—Big-looking and good-looking. Roomy all around. Large luggage compartment. Three body types. Three colors—Black, Jefferson Blue or Gull Gray.

BIG HYDRAULIC BRAKES—Precision-built to strict Ford standards of safety. Smooth, even action. Big drums and large linings for fast stops and long life.

NEW COMFORT—New seat construction, soft transverse springs, and double-acting shock absorbers provide "Triple-Cushioned Comfort." Scientific soundproofing

gives new freedom from noise and vibration and a more restful ride.

NEW INTERIORS—Well-appointed and well-tailored. Broadcloth or mohair upholstery. New and modern instrument panel.

ALL-STEEL BODY—Steel structure and steel panels—top, sides, floor—welded into strong single unit for safety.

EQUIPMENT—Front and rear bumpers and bumper guards. Spare wheel, tire and lock. Twin electric vibrator horns. One tail

light. Dual windshield wipers, with single control. Cigar lighter. Foot control for deflecting headlight beams, with indicator on instrument panel. Antique mahogany finish trim and bright finish hardware. One swivel-type sun visor. Glove compartment and ash tray. Arm rests in rear compartments of Sedans. Foot rest in Fordor Sedan. Interior lights. Black tires; white sidewall tires available at extra cost.

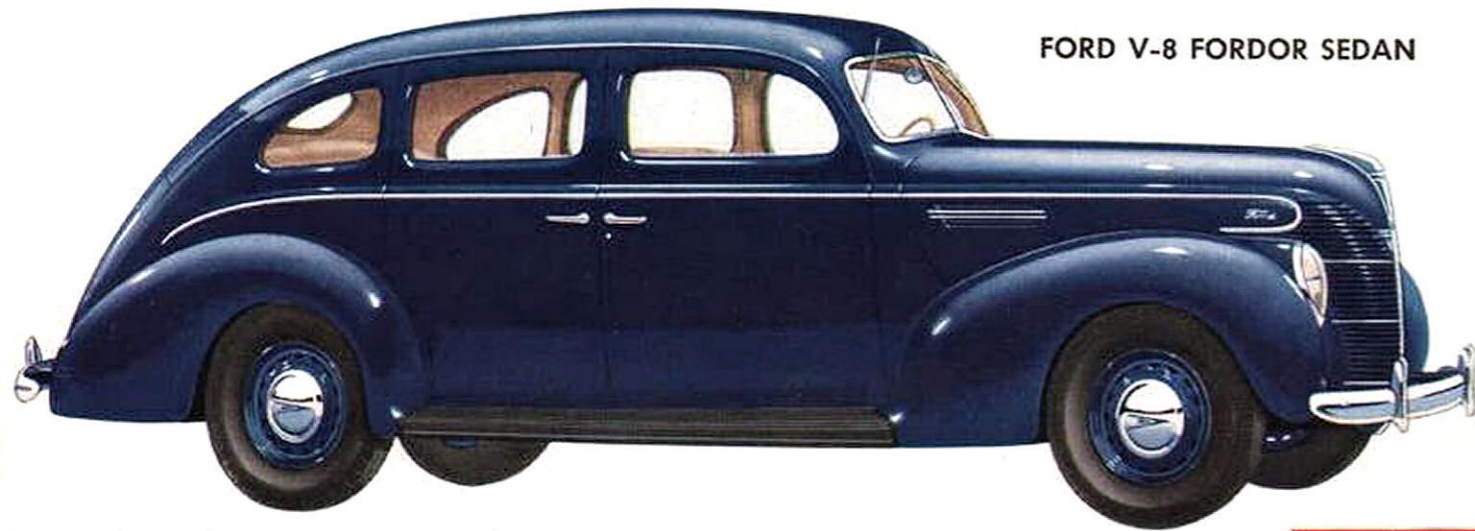
LOW COST—Low first cost, low operating cost, low upkeep cost. Standardized Ford service everywhere.

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

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PRINTED IN U. S. A.

a Lot of Car... a Lot of Miles... for Little Money!



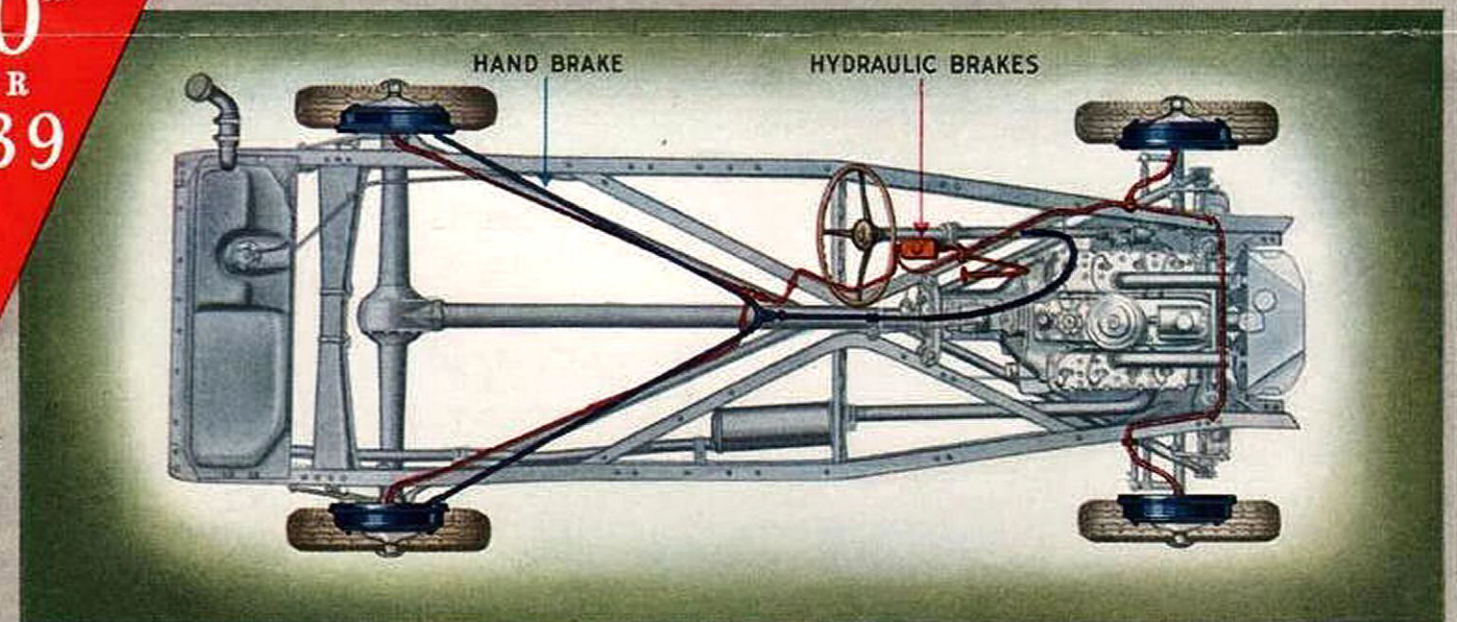
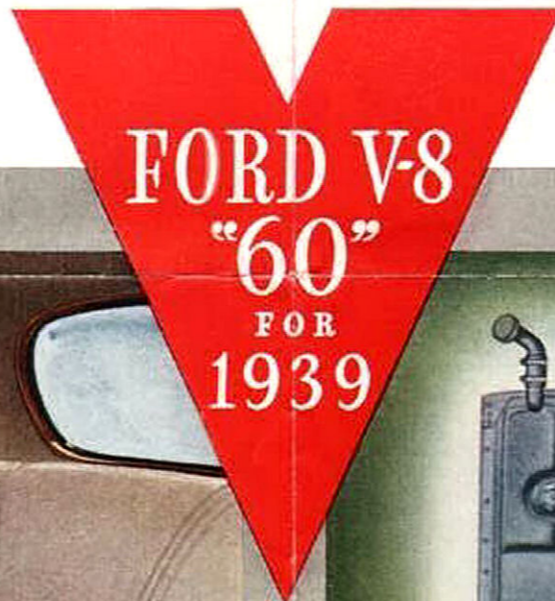
FORD V-8 FORDOR SEDAN

You won't have to stop at your favorite filling station nearly so often in this "Thrifty Sixty" Fordor Sedan. Like the Tudor and Coupe, it has generous room for passengers and luggage, dual windshield wipers, twin horns and other extra equipment without extra charge. Clear-Vision Ventilation is simplicity itself. V-type windshield opens for warm-weather driving.



FORD V-8 TUDOR SEDAN

The graceful modern styling that marks the 1939 Ford "60" is illustrated in the Tudor Sedan. Body and hood are long, fenders deep and massive, with headlamps and tail lamps streamlined into them. Seats six comfortably, with plenty of head and leg room. Front seat cushion is one piece; divided seat backs tilt forward and turn inward, for easy entrance to rear seat.



A wide door, which lifts from the bottom and has a safety catch to hold it open, makes the big Sedan luggage compartments easy to pack or unload. The spare tire is mounted against the inside wall in order to leave every possible inch of floor space free for luggage. There is even more storage space under the sweeping rear deck of the Coupe.

(Above, right) THE BIG, POWERFUL HYDRAULIC BRAKES for 1939 are precision-built to meet strict Ford standards of safety. Pedal action is exceptionally easy. Brake action is always under full control of your foot, and in exact proportion to the pressure you exert on the pedal. Braking pressure is equalized for smooth straight-line stopping. The handbrake lever mechanically operates the brakes on the two rear wheels by means of steel cables.

(Above, left) INTERIORS are attractive and trimly tailored. Deep, comfortable cushions, piped and upholstered in broadcloth or mohair. Antique mahogany-finished trim and chrome-finished fittings. Arm rests and pillar lights in Sedans. Light over rear window of Coupe. Large, handy parcel shelf behind rear seats.

The attractive, modern instrument panel in "60" models is newly designed and finished in antique mahogany. Gages are grouped for easy reading. Equipment includes cigar lighter, ash tray, glove compartment. There is a grille for radio speaker. Headlight beam indicator, starter button and handbrake are conveniently located at left.



THE ECONOMY CAR IN THE LOW-PRICE FIELD