



*do you like
listening too?*

Everyone likes listening when there's something that pleases the ear. If your radio is dull and lacks sparkle, worn valves may be the cause. Make listening the pleasure it should be...

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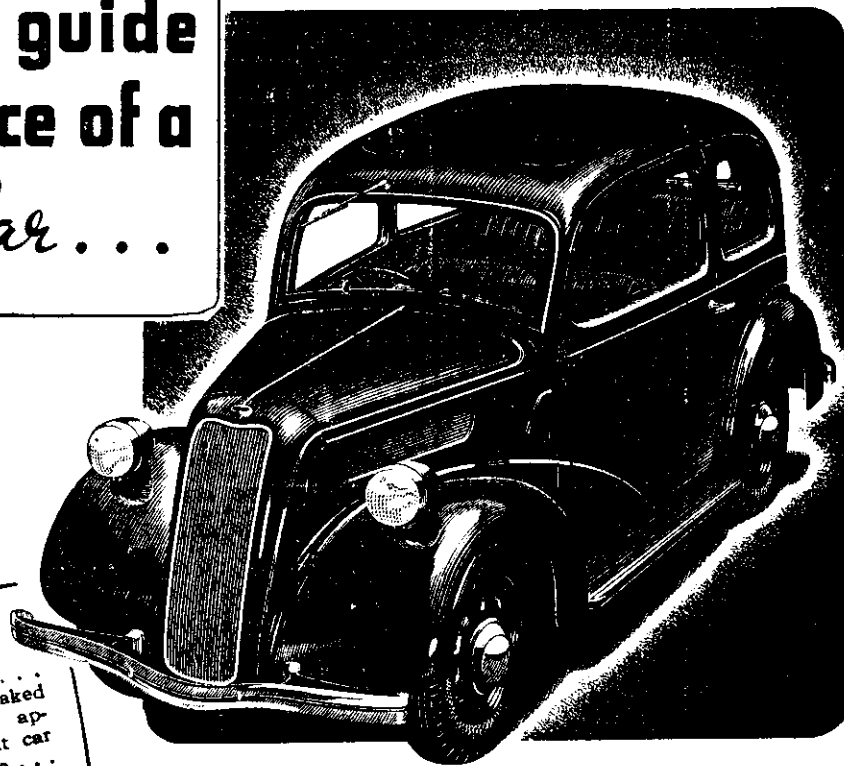
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What will guide your choice of a *Light Car...*



• APPEARANCE?

Style... Perfect streamlining...
Rich body colours in exclusive baked enamel finish... Beautifully appointed interiors... The light car that leads the 1939 style parade... that's the Ford "Eight."

• PERFORMANCE?

Whatever performance angle you consider... lively acceleration, fast and effortless hill-climbing, or smooth power in abundance... touring, short runs or city driving... the 1939 Ford "Eight" will more than satisfy your most critical test.

• ROOMINESS?

A really roomy light car... Head-room and elbow-room to spare, with tubular frame front seat construction for added leg-room... and an unusually spacious, enclosed luggage compartment. You'll appreciate the extra roominess of the 1939 Ford "Eight."

• SAFETY?

If you place safety first, you'll decide on the 8 h.p. Ford—because these are the safety features you cannot do without—Welded all-steel body and frame, positive Girling-type mechanical brakes, push-pull hand-brake on dash, easy self-centering steering, large windows.

• ECONOMY?

The 8 horse-power Ford gives you true all-round economy. Petrol consumption of 40-45 miles per gallon... better than 20,000 miles to a set of tyres... really low general upkeep... and a high re-sale value.

DECIDE on the Ford "Eight" and get everything you need in a light car...

Appearance, Performance, Roominess, Safety, Economy... And when you inspect this car and examine its quality finish, its high standard of workmanship throughout—you'll realise it is value far above the price. Accept an invitation drive and prove the Ford "Eight" for yourself.

then your logical choice is the 1939

8 HORSE-POWER FORD

INVITATION.—Please accept this as an invitation to visit the New Zealand Ford Factory at Lower Hutt, Wellington. Only when you have been conducted through this modern plant can you fully appreciate the quality built into every Ford Product.

AUTHORISED FORD DEALERS EVERYWHERE

FORD MOTOR COMPANY OF NEW ZEALAND LIMITED LOWER HUTT WELLINGTON
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