

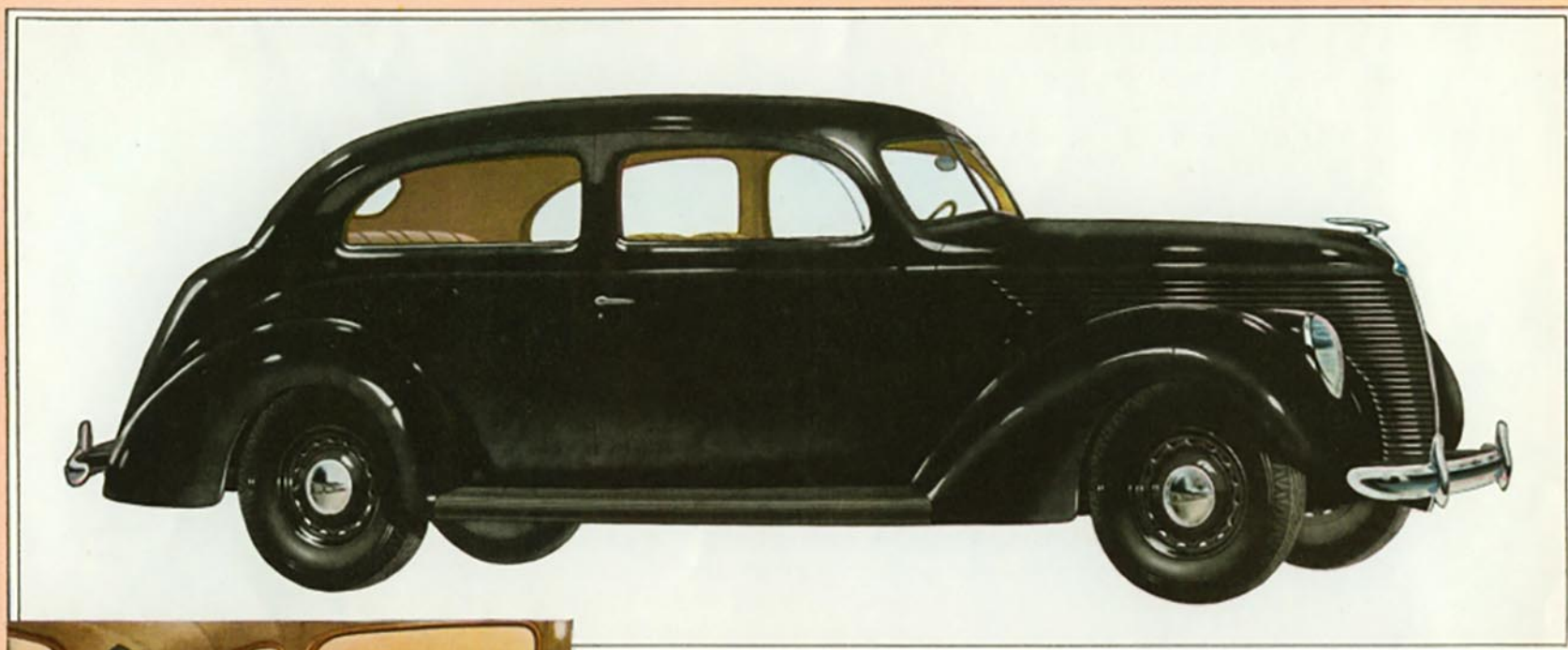
*Announcing*



TWO NEW  
FORD V-8 CARS  
FOR 1938



THE NEW STANDARD FORD V·8 FOR 1938



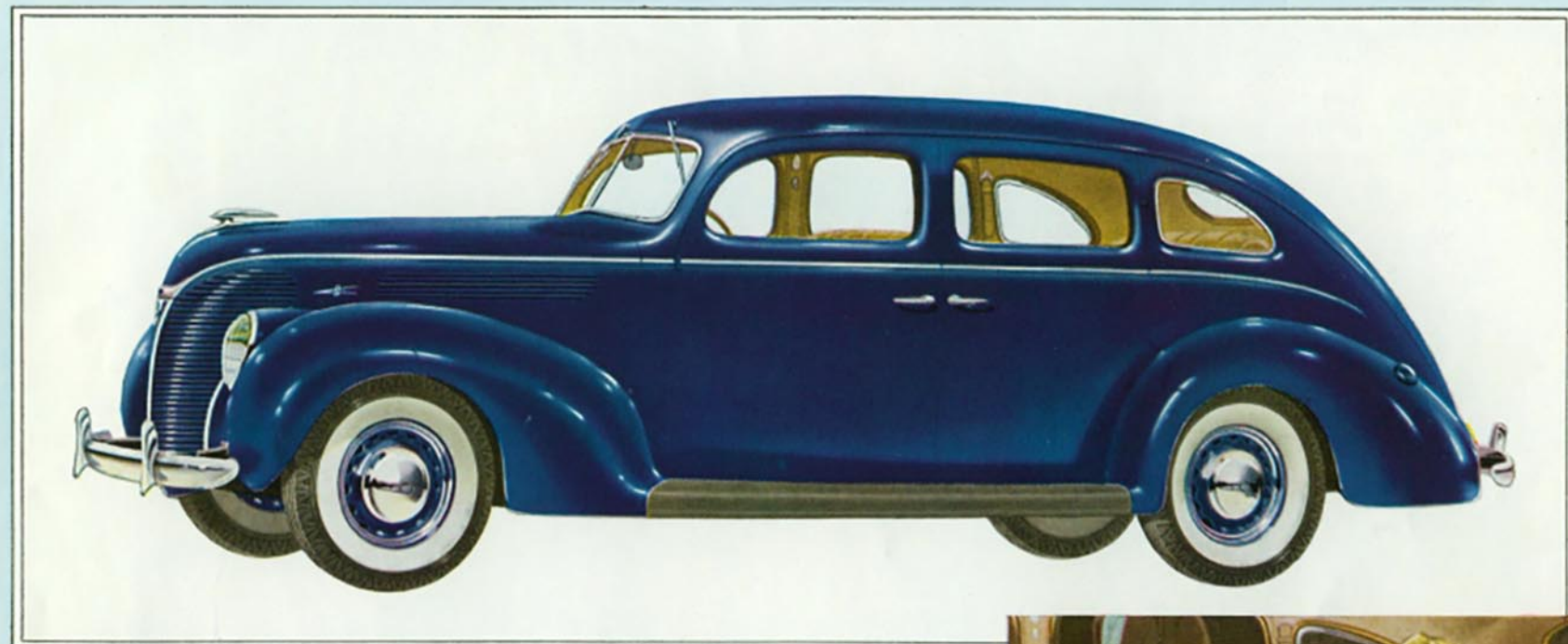
WITH CHOICE OF THE 85 OR 60-HP. V·8 ENGINE

The Ford car broadens its appeal for 1938 with two distinctive designs, differing in appearance, appointments, body size and price.

The Standard Ford V-8 is freshly styled, with a longer hood and flowing curves for greater grace and beauty. It offers again a choice of V-8 engine sizes—85 hp. for superb performance—60 hp. for all-around economy.

The "thrifty sixty" won an enthusiastic welcome from more than 300,000 owners last year. Hundreds reported averages of 22 to 27 miles on a single gallon of gas—some even higher. Combined with low price and Ford long life, that's real economy.

THE NEW DE LUXE FORD V·8 FOR 1938



WITH THE BRILLIANT 85-HP. V·8 ENGINE

The 1938 De Luxe car is entirely new in appearance. It looks big and is big—with more room in the closed sedans, more comfort for passengers and much larger luggage space. The front end is refreshingly new and modern with longer hood.

Rich, interior appointments match its outward beauty. Fine Mohair or Broadcloth upholstery. Big arm rests in rear, each with ash tray. Handsome new instrument panel, finished in walnut, with ivory plastic fittings. Styled for good taste, good service and comfort. By its advanced streamlined design and brilliant 85-horsepower V-8 engine, this new De Luxe Ford lifts low-price motoring to new levels of luxury.

THE QUALITY CAR IN THE LOW-PRICE FIELD



# TWO NEW FORD CARS — TWO DISTINCTIVE DESIGNS

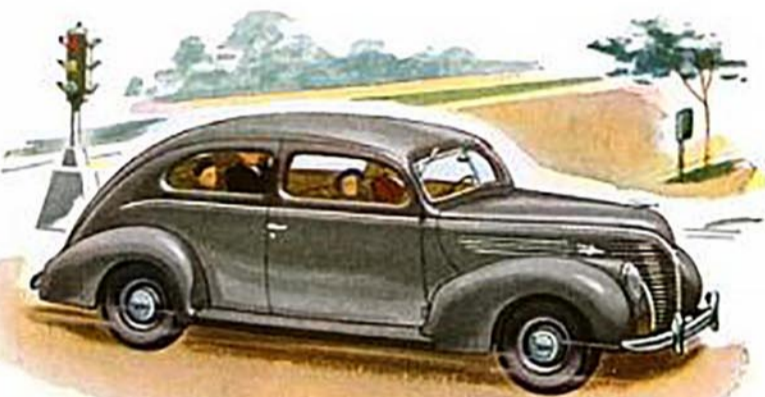
TWO V-8 ENGINE SIZES — TWO PRICE RANGES — FORD VALUE



Why have more than twenty-five million Ford cars been built? Why were more 1937 Ford V-8 cars bought than any other make? . . . The answer lies in the quality of the car and the character of the company behind it. Quality has always been inherent in the Ford—quality resulting from fine materials, precision workmanship and an honest determination to build a constantly better car at a low price . . . People expect more from a Ford car—and get it.

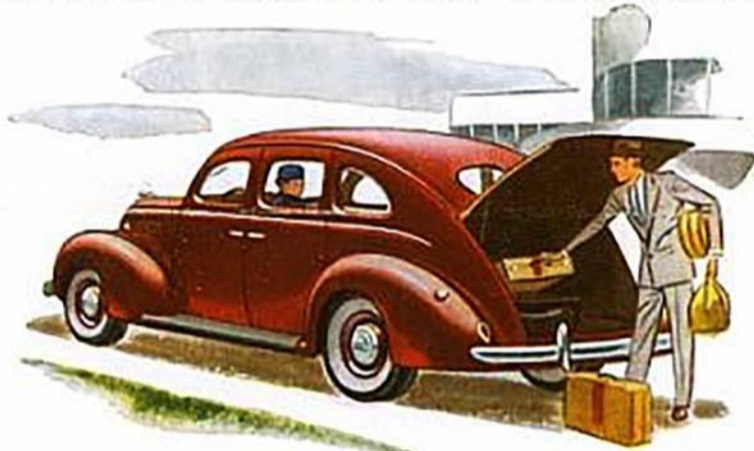
Both the 1938 De Luxe and Standard cars are built on the same 112" wheelbase chassis, to the same standards of mechanical accuracy and excellence. They differ in appearance, body size, appointments and price. With two engine sizes, two body sizes, and many body types to choose from, you're sure of getting a car that meets your personal needs exactly.

Whichever model you select, your motoring dollars will go farther because it's a Ford.



When the light goes green, you flash away fast in this De Luxe Tudor Sedan. The quick pick-up and smoothness of its 35-hp. V-8 engine mean easy handling in tough traffic. Full-width front seat cushion. Divided seat back folds for access to rear seat.

Cross-country miles are fun in this De Luxe Fordor Sedan. The tremendous luggage compartment leaves the car free for passengers. V-8 power makes molehills out of mountains. Center-Poise Riding turns rough roads into boulevards. You drive and arrive relaxed.



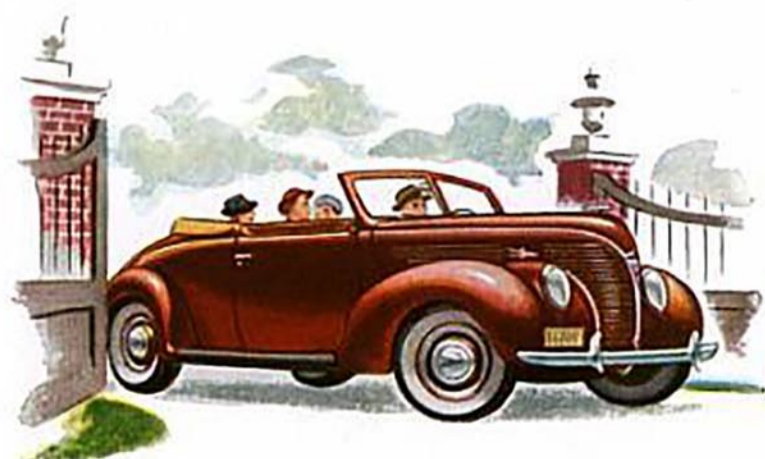
A grand car for business or professional men and women is this De Luxe Coupe. Room for three husky passengers on the deep, wide seat. There are two luggage compartments—one in the big rear deck and a smaller one reached by lifting seat back inside.



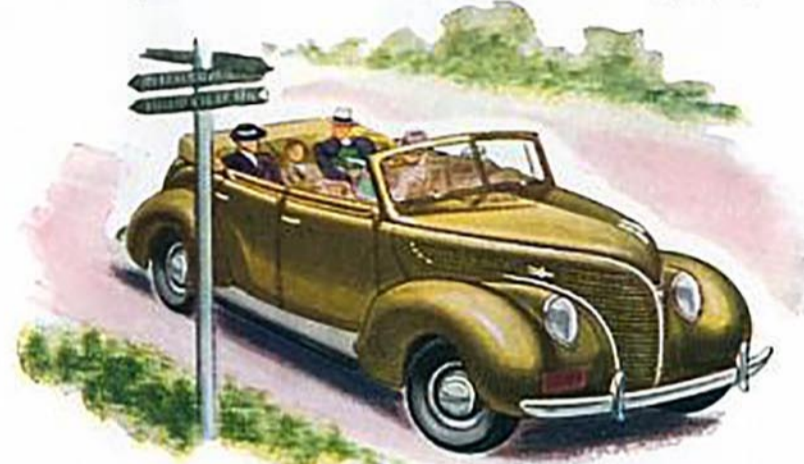
← This De Luxe Convertible Club Coupe combines the advantages of an open and closed car. Extra passengers ride inside under cover, but for fair-weather driving, the windows lower and the top folds flat. Foot-control for deflecting headlights as in all Ford models.



This De Luxe Convertible Coupe adds distance to your drives because driving's so enjoyable. Top down for warm sun, bright moon, or mountain scenery. Raise it for rain—easily. Front seat upholstered in Genuine Leather or Cord. There's a rumble seat, too.



An open car for the open road! Where else can you find a Phaeton in the low-price field? Built with a bow to youth and young ideas. Top raises easily—curtains can be snapped quickly into place when needed. All seats upholstered in Genuine Leather. Lots of luggage space.



Either engine size is available in this Standard Tudor Sedan, but many farmers, mailmen, and others who want to make the most of every dollar, prefer the thrifty 60-hp. engine. It's a roomy, family car with a big, easy-loading luggage compartment. Well tailored interior.



It's farther between filling stations in this Standard Fordor Sedan—especially with the "thrifty 60" V-8 engine. Fill the tank once and drive all day. Since the "60" was introduced, hundreds of owners have reported averages of 22 to 27 miles a gallon—some even higher.



This is the 1938 De Luxe edition of the Club Coupe which proved so popular last year. It looks like a coupe, but carries five or six passengers comfortably. Front seat cushion is full-width. Rear seat easily reached by folding forward either half of front seat back.



Riding is gliding in this De Luxe Convertible Sedan, with its long springbase, double shock-absorbers and superbly smooth 35-hp. V-8 engine. Windows lower and the smart tan top folds flat, when skies are blue and weather balmy. They whisk up fast, if clouds collect.



Like all Ford cars, the Standard Coupe can give more miles and take 'em. It's built for hard service—body, brakes and engine. With the 35-horsepower engine for extra performance. With the 60-horsepower engine for extra economy. Both at the lowest possible prices.

## THE QUALITY CAR IN THE LOW-PRICE FIELD



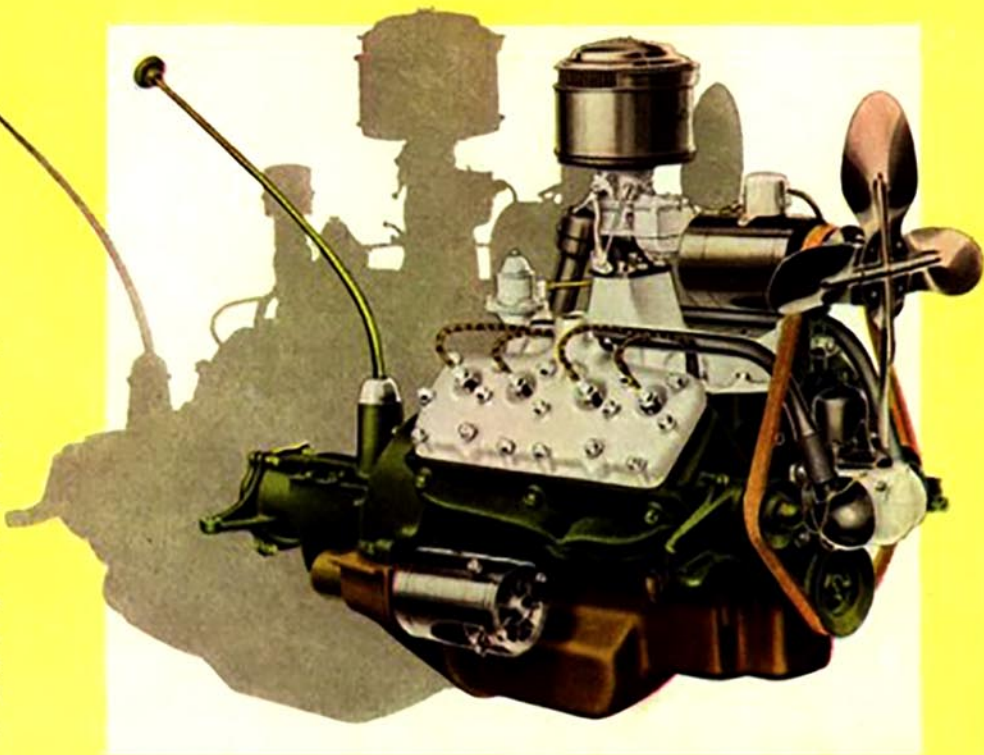
# THE LOGICAL ENGINE FOR THE LOW-PRICE FIELD

## V TYPE 8-CYLINDER

Prime example of Ford quality is the V-8 engine—a quality feature of expensive cars offered at a low price only by Ford.

Over four million owners have enjoyed the brilliant performance of the Ford V-8. It has proved its speed by setting records on roads and race tracks. It has proved its power by winning hill-climbing contests again and again. It proves its flexibility in everyday traffic by throttling down to a snail's pace. It is s-m-o-o-t-h and quiet under all conditions.

The Ford V-8 engine has demonstrated also that economy is not a matter of cylinders, but of skilful design. Both the 85-hp. engine and the 60-hp. engine deliver maximum gasoline mileage for the power produced. In fact, the "60" is the most economical Ford car ever built. Since its introduction, hundreds of owners have reported 22 to 27 miles on a gallon of gas—some even more.



### QUICK FACTS ABOUT THE 1938 FORD V-8

**TWO LINES—De Luxe**—Entirely new appearance. Biggest, most luxurious cars ever built by Ford. 85 hp. engine only.

**Standard**—Newly styled for greater beauty. Choice of 85 or 60 hp. engine.

**NEW INSTRUMENT PANEL**—Both lines. Handsome, modern design. Knobs recessed for safety. Well grouped dials. Space for radio and speaker. Glove compartment. Starter button and hand brake at left. De Luxe, walnut finish. Standard, mahogany.

**NEW INTERIORS**—Trimly tailored upholstery. Harmonizing fittings, curved to avoid catching clothing.

Deep cushions. Rear arm rests. Pillar lights. Adjustable driver's seat. Button beside clutch pedal for deflecting headlights.

**CENTER-POISE COMFORT**—Ford poises all passengers closer to the center of the car, and balances car weight so that front and rear wheels carry almost equal loads. Back-seat passengers enjoy a "front-seat ride."

**ALL-STEEL BODY STRUCTURE**—For safety. Steel reinforced with steel, like bridges, skyscrapers. No wood. Entire body—top, sides, floor, frame—electrically welded into single unit of great strength.

**IMPROVED EASY-ACTION SAFETY BRAKES**—Controlled

by strong steel cables in flexible steel conduits. "The safety of steel from pedal to wheel." Always reliable. Fast, straight stops with light pedal pressure.

Black sidewall tires are standard equipment on all Ford cars. White sidewall tires are available at slight extra cost on cars with 85-horsepower engine.

**CONVENIENT TERMS**—Convenient, economical terms through the Authorized Ford Finance plans of the Universal Credit Company.

*We reserve the right to make changes, without notice, in prices, specifications and equipment, at any time, without incurring any obligation ... Ford Motor Company.*