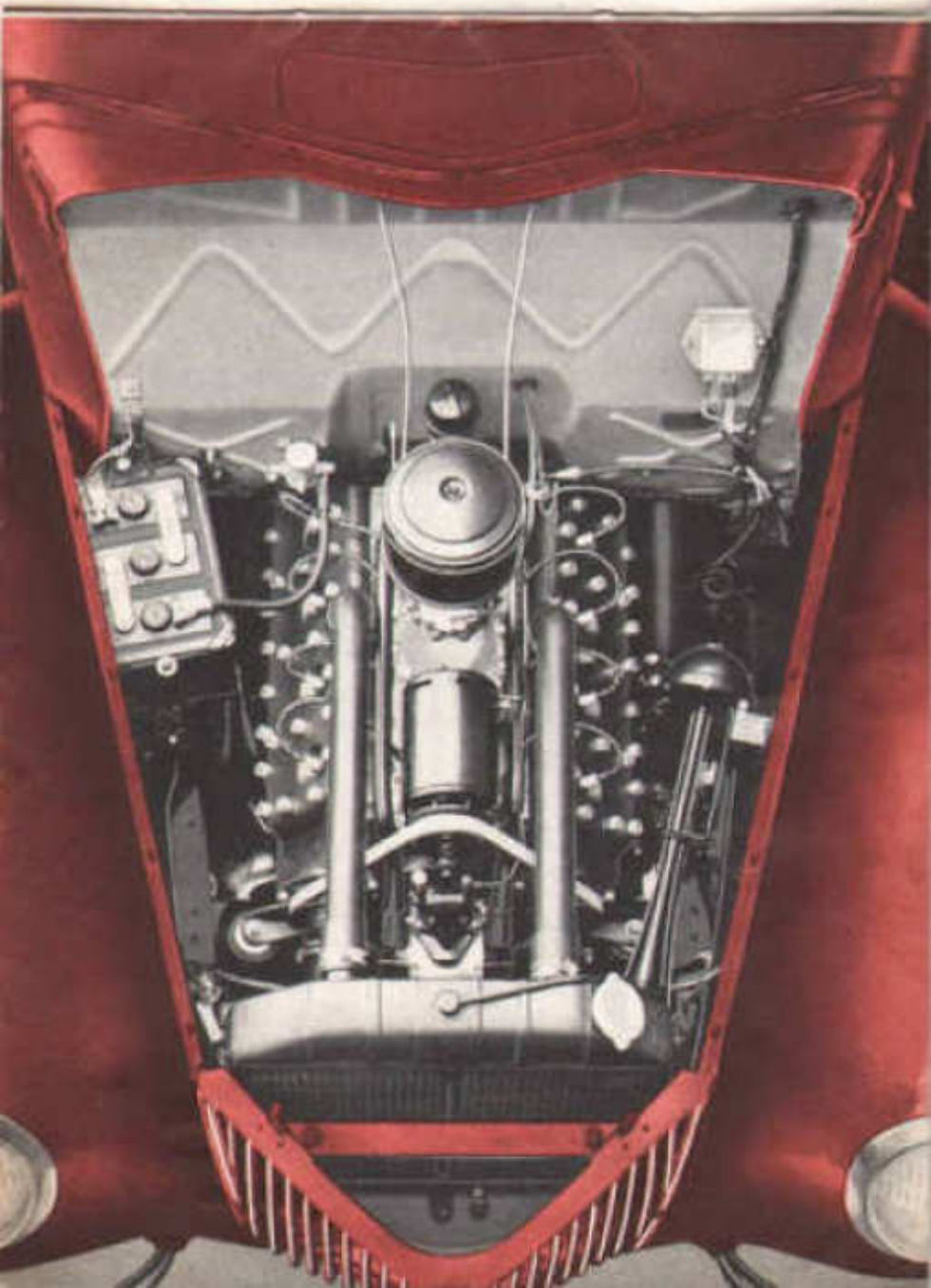
A close-up, front-facing view of the hood and grille of a classic car. The hood is a deep, dark red color with a vertical chrome ornament running down the center. The grille at the bottom features a series of vertical chrome slats. Two round headlights are visible on the far left and right edges. The text "WHAT'S UNDER THE HOOD?" is printed in large, white, bold, sans-serif capital letters across the center of the hood.

**WHAT'S
UNDER
THE
HOOD ?**

THE



QUALITY
V-TYPE
8-CYLINDER
ENGINE



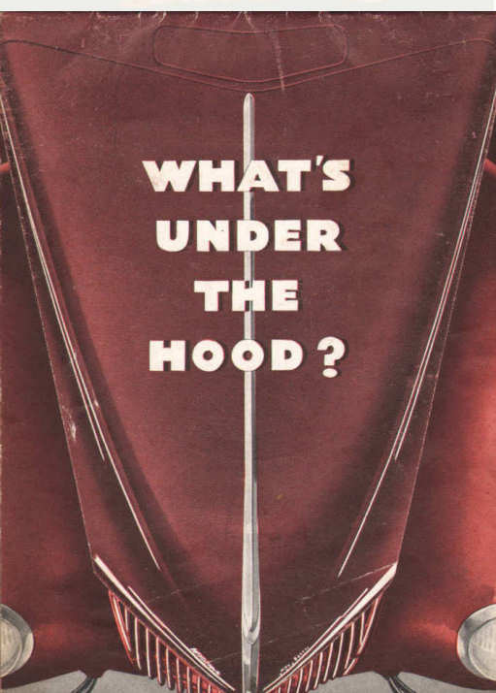
**FEEL THE DIFFERENCE
A V-8 ENGINE MAKES**

•
**TEST PERFORMANCE—
MEASURE ECONOMY
ANYWHERE, ANY TIME**

•
WE'LL FURNISH THE CAR

Get behind the wheel of a Ford V-8 and put it through its paces—in city traffic or on the open road. You'll *enjoy* proving the things we've said in this booklet. We'll be glad to furnish a car for you to test at any time.

7056, 11-38
PRINTED IN U.S.A.



**WHAT'S
UNDER
THE
HOOD?**



"The quality, service and economy of the De Luxe Ford V-8 are without parallel in any car on the market in the low-price field today."

JOHN W. JACKSON



"The reason I bought another Ford V-8, and especially the '60,' is because I am satisfied that it will do anything that could be expected from any car, and for economy of operation this '60' is all anyone could desire.

"As a booster, I am selling lots of Fords—but I collect no commissions!"

P. M. WEIMER



"The '60' is a swell car! I drive a great deal and the money I save on gasoline would start a nice bank account."

RALPH L. PERKINS



"I am getting approximately 25 miles per gallon of gasoline with my Ford '60,' and I consider this very good in view of the hilly community in which I live. The performance of the car has been beyond my expectations."

(MISS) MARY LOUISE MARTINCIC

8-CYLINDER QUALITY ALL THE WAY THROUGH

The brand new Mercury 8



The 1939 De Luxe Ford V-8



The 1939 Ford V-8



STEP UP TO THE V-8 CLASS

GAS ECONOMY IS NOT DETERMINED BY THE NUMBER OF CYLINDERS

It doesn't matter whether you split the fuel four, six, or eight ways. Here are the factors that determine gas economy: engine size (piston displacement in cubic inches), car weight, carburetion efficiency, power losses in the engine and in transmitting the driving force to the wheels.

The size of the Ford 85 hp engine is in line with other engines in its field. Though Ford cars are large, car weight is low. Engine efficiency is high because of dual carburetion, skilful manifolding, valve timing, and micro-finished surfaces. The liberal use of roller and ball bearings, and rigid construction let *more* of the engine's power reach the rear wheels. All of which means excellent fuel economy. The 60 hp engine, because of its smaller size, gives even greater gas mileage—22 to 27 miles per gallon according to owners.

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

EVERY DAY OWNERS PROVE V-8 ECONOMY



"Enthusiasm prompts me to tell of my satisfaction with my new Ford V-8 De Luxe Fordor Sedan. After the first drive I was a surprised automobile owner—and my surprise and satisfaction increase each time I drive it. For one thing, I am receiving better than 19 miles to the gallon of gasoline; and that's pretty important to a man who drives as much as I do."

B. F. CLARK



"I'm now driving my second Ford V-8 '60.' On my job I drive 3000 miles a month through city streets and city traffic. The Ford V-8 with the 'thrifty 60' engine cuts my gas bills in half. For my work, I feel there is no better car than the Ford '60' for both economy and dependability."

WILLIAM WINKELMANN, JR.



"This De Luxe Ford V-8 is not only the best looking Ford I've ever owned, but by far the most economical one I've owned. By actual test on local driving, at approximately 30 miles an hour, I averaged 23 miles to a gallon. On a city-to-city trip at higher speed, I averaged 13 miles to a gallon of gasoline."

J. H. CAUGHEY

MOUNTAINS, JUNGLES, RACES PROVE V-8 DEPENDABILITY

Every day, in some corner of the world, the inherent dependability of the Ford V-8 engine is spectacularly demonstrated.

Two men and a dog in a Ford last year completed the first automobile crossing of South America—7700 miles—from Buenos Aires to Caracas. They endured tropic heat in steaming jungles, Arctic cold in the lofty Andes—fought torrential rains and bitter blizzards—and won through with high praise for their car's performance.

One hundred twenty-five cars entered the 1938 Monte Carlo Rally—Europe's greatest road contest—2300 miles over rough, tough roads and dangerous mountain trails through several countries. A Ford V-8 won and other Fords took four of the next six places with a total of 19 trophies.

The Argentina Grand Prix is another important annual competition. Fifty-four stock cars entered the 1938 event, but only 18 were able to finish the grueling 4000-mile grind. Of these, 12 were Ford V-8s—including the winner.

These three examples could be multiplied many times around the world. Even though you never push *your* car to such punishing limits, it's good to know that you have a generous surplus of service and stamina under the hood.



Ford V-8 Station Wagon splashing its way across South America.



The winning Ford V-8 and driver in the 1938 Monte Carlo Rally.

V-TYPE MEANS SHORTER CRANKSHAFT, LESS VIBRATION

Beside providing more passenger space, the shortness and compactness of the V-8 engine has definite engineering advantages.

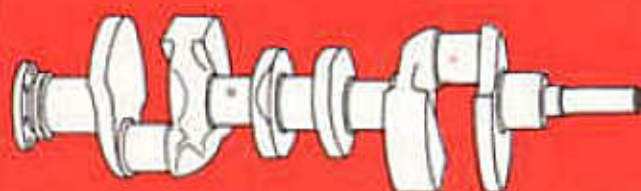
A shorter engine means a shorter crankshaft, with less twist and vibration in transmitting power. A shorter crankshaft is more rigid and minimizes bearing wear.

A shorter engine means less distance from carburetor to cylinders, and better fuel-mixture distribution. Oil and water don't have so far to travel. Lubricating and cooling are more efficient.

These are a few of the reasons for the superlative performance you enjoy with a Ford V-8 engine.



A crankshaft for same size engine (displacement)—with cylinders in line, is longer.



Short, rigid V-8 crankshaft reduces vibration and bearing wear.

QUALITY AND PRECISION MATCH FINE DESIGN

The advantages of V-8 *design* are equaled by the care and quality of V-8 *construction*.

Precision-made engines last longer and do better work. Some Ford V-8 engine parts are held to accuracy limits of one ten-thousandth of an inch, and are finished to a surface smoothness measured in *millionths* of an inch. This amazing "micro-finish" is checked by a *profilometer*—far more sensitive to surface irregularities than any microscope. The first industrial use of a profilometer was for gaging the smoothness of Ford plate glass.

Materials are as fine as workmanship. Ford valves, for example, have an exceptionally high alloy content. Ford pistons are of special cast-alloy steel, so light and tough that wear is negligible.

Proof of precision and quality is the fact that the V-8 engine needs no tedious "breaking-in." You can drive as fast as you like after the first 100 miles. Naturally, it costs more to *build* a V-8 engine, but you pay no more to *own* it!



Testing smoothness of crankshaft bearing with profilometer.

V-TYPE ENGINES HOLD WORLD'S RECORDS

ON LAND

A British racing car powered by V-type engines recently established a world speed mark of 357.50 miles per hour on the famous Bonneville salt flats in Utah.



ON WATER

The fastest thing afloat is a British speed boat with V-type engines which set an official mark of 130.91 miles per hour on Lake Hallwyl in Switzerland.



IN THE AIR

An Italian plane with a V-type engine flashed through the air at 440.681 miles per hour near Desenzano, Italy—the fastest speed at which any man has ever traveled!

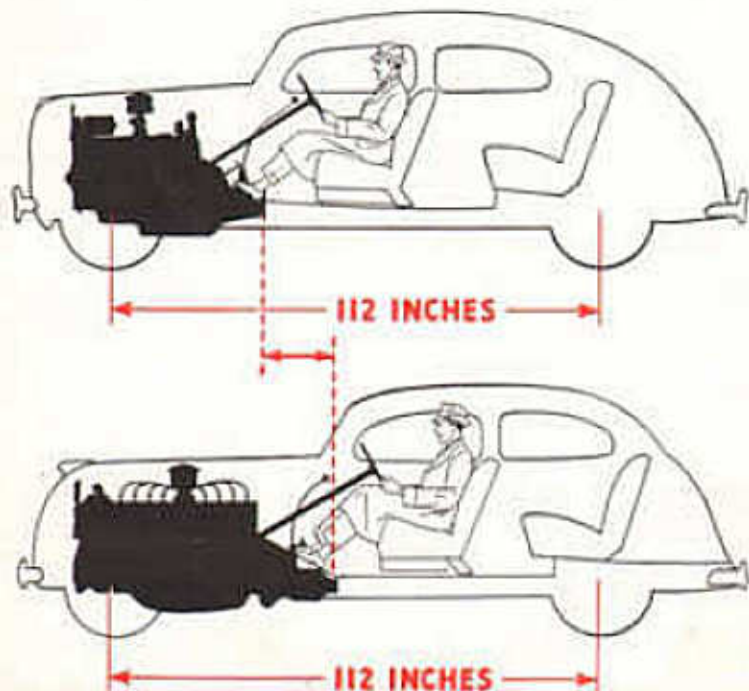


You're not interested in breaking records with your family car, of course, but these records *do* prove the soundness of the V-type principle.

V-TYPE COMPACTNESS GIVES MORE ROOM

When you divide 8 cylinders into a V-shaped double bank of 4 cylinders each, you get a shorter, more compact engine than with the cylinders in one straight line. A shorter engine under the hood means more room *in the car* for passengers and luggage.

Study the diagrams below. Both cars have the same wheelbase. But the straight engine takes up more car length than the Ford V-8 engine and leaves less room for riding comfort. Though the two cars look the same size *outside*, the Ford is larger *inside*.



FORD PUTS A HIGH-PRICED



IN A LOW-PRICED CAR

The engine is the heart of a car. That's why it's so important to have the *right* engine under the hood.

People were surprised at the first news of a Ford V-8 engine. The only such engines they knew were big, expensive engines in big, expensive cars. It couldn't be done in a low-price car.

But Ford engineers did it. They simplified construction and eliminated unnecessary parts. They cast a complete V-8 cylinder block in one piece. They simplified the valve mechanism—and introduced a new type ignition distributor. They produced a compact V-8 engine that was a marvel of precision and performance.

That was in 1932. Today more than *five million* Ford V-8 owners are enjoying the satisfying feel of a high-priced engine in a low-priced car.

PERFORMANCE IMPROVES AS CYLINDERS INCREASE

The record of automotive progress has been written in terms of *cylinders*. One and two cylinders used to be considered enough for anybody. Today, America's finest cars have eight cylinders or more.

Eight cylinders, in the 4-stroke cycle engines used today, give more power impulses per crankshaft revolution than any lesser number. These impulses or power strokes *overlap*, each taking up the load before the previous stroke has finished its work. The natural result is greater *smoothness, quietness and flexibility*.

That's why Ford V-8 cars move easily through traffic, flash away *first* when the lights go green, and sweep smoothly up steep mountain grades. "Watch the Fords Go By" has come to be a universal tribute.



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