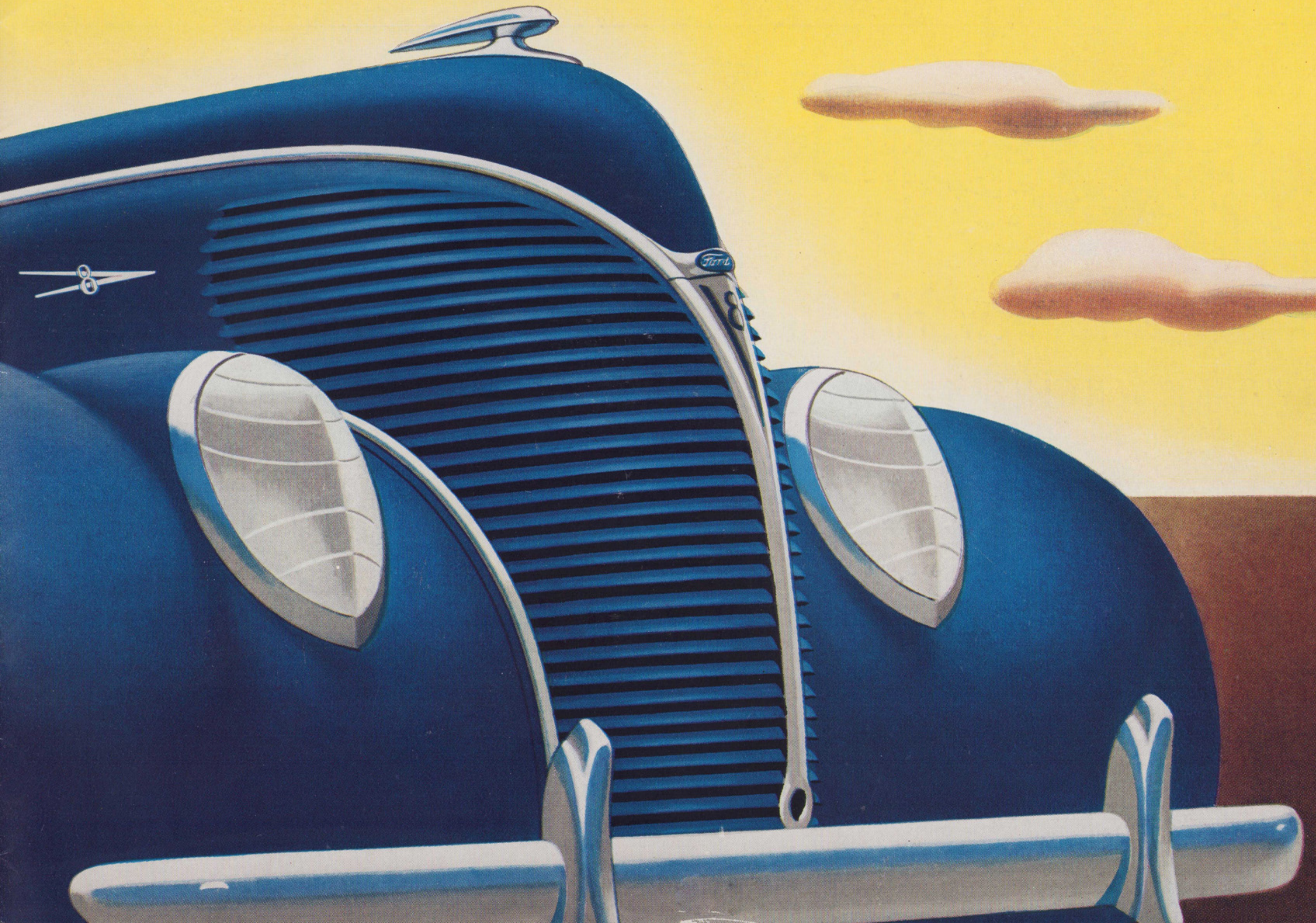
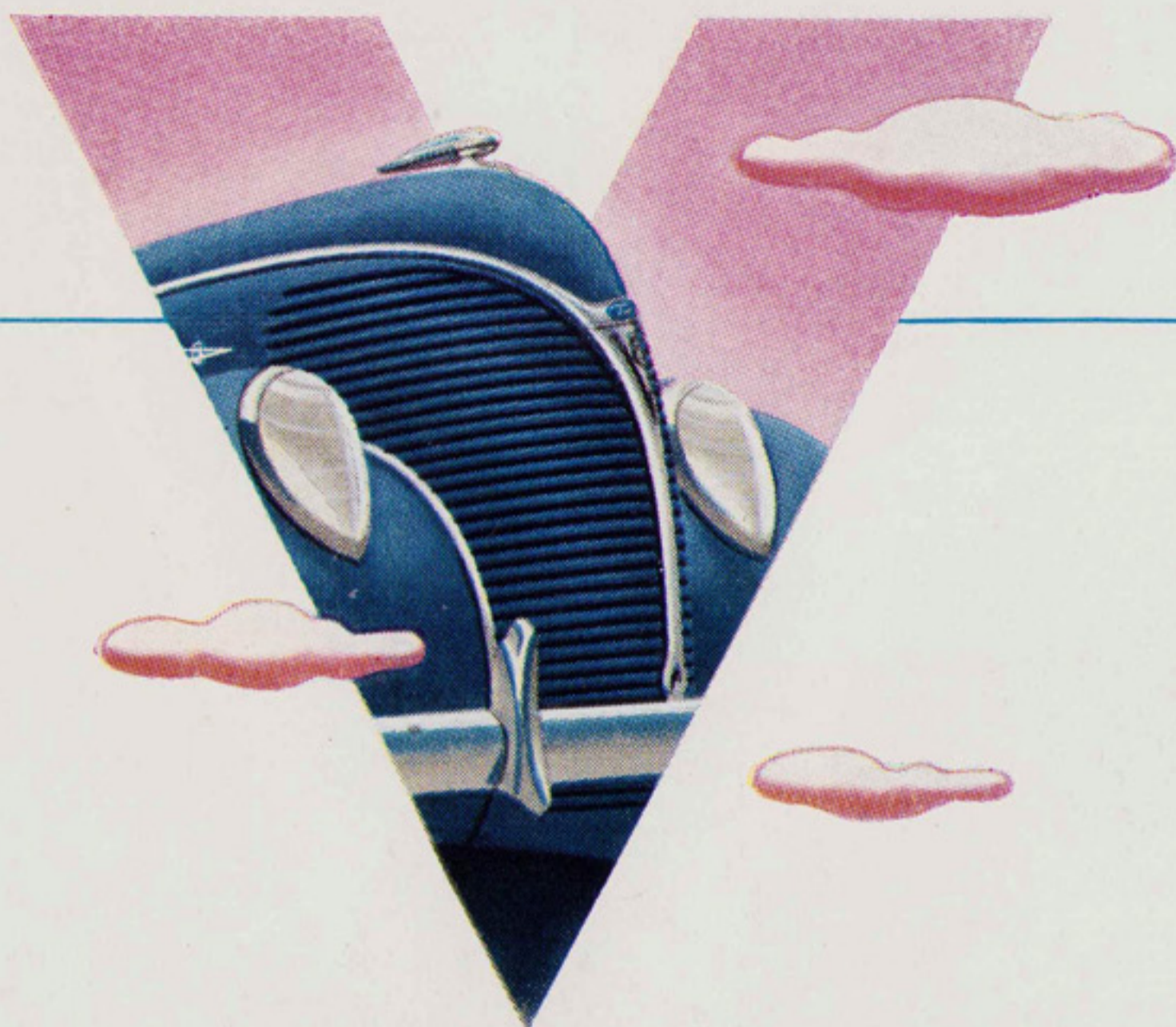


TWO NEW FORD V-8 CARS FOR 1938





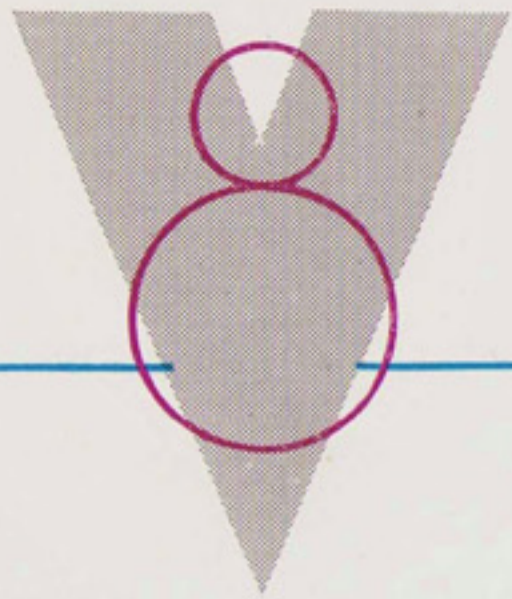
TWO NEW FORD CARS . . . TWO DISTINCTIVE DESIGNS  
TWO V-8 ENGINE SIZES . . . TWO PRICE RANGES . . . FOR 1938

Ford V-8 cars for 1938 continue the basic features which made the 1937 Ford V-8 America's most widely chosen car—and in addition, provide a choice of two distinctly different designs.

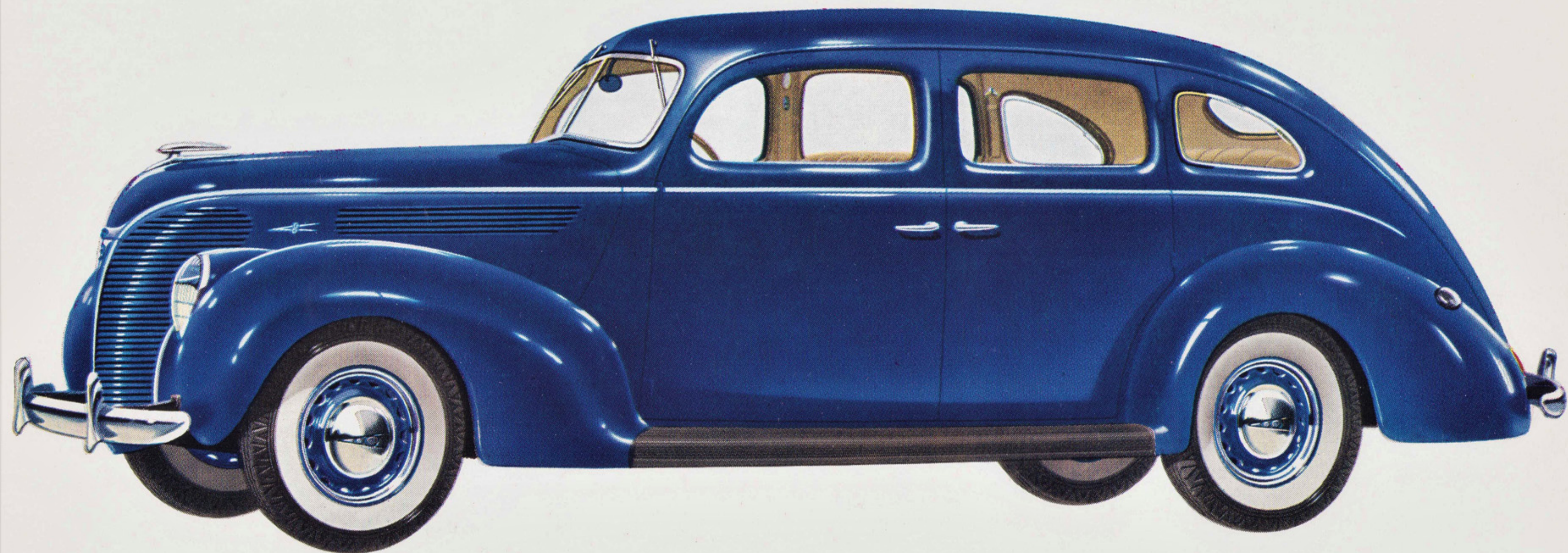
Entirely new in appearance is the De Luxe line of 8 body types. Big, impressive cars—with longer hoods—striking streamlines—finer appointments. Closed sedans have longer bodies with more room, larger luggage space. Powered by the brilliant 85-horsepower V-type 8-cylinder engine, the De Luxe Ford lifts low-price motoring to new levels of luxury.

Newly styled is the lower-priced Standard line of 3 body types, handsome inside and out. It offers a choice of V-8 engine sizes. With the thrifty 60-horsepower engine, it continues to set new economy records on the roads of the world. With the 85-horsepower engine, it delivers at low cost the superb performance that four million V-8 owners have already enjoyed.

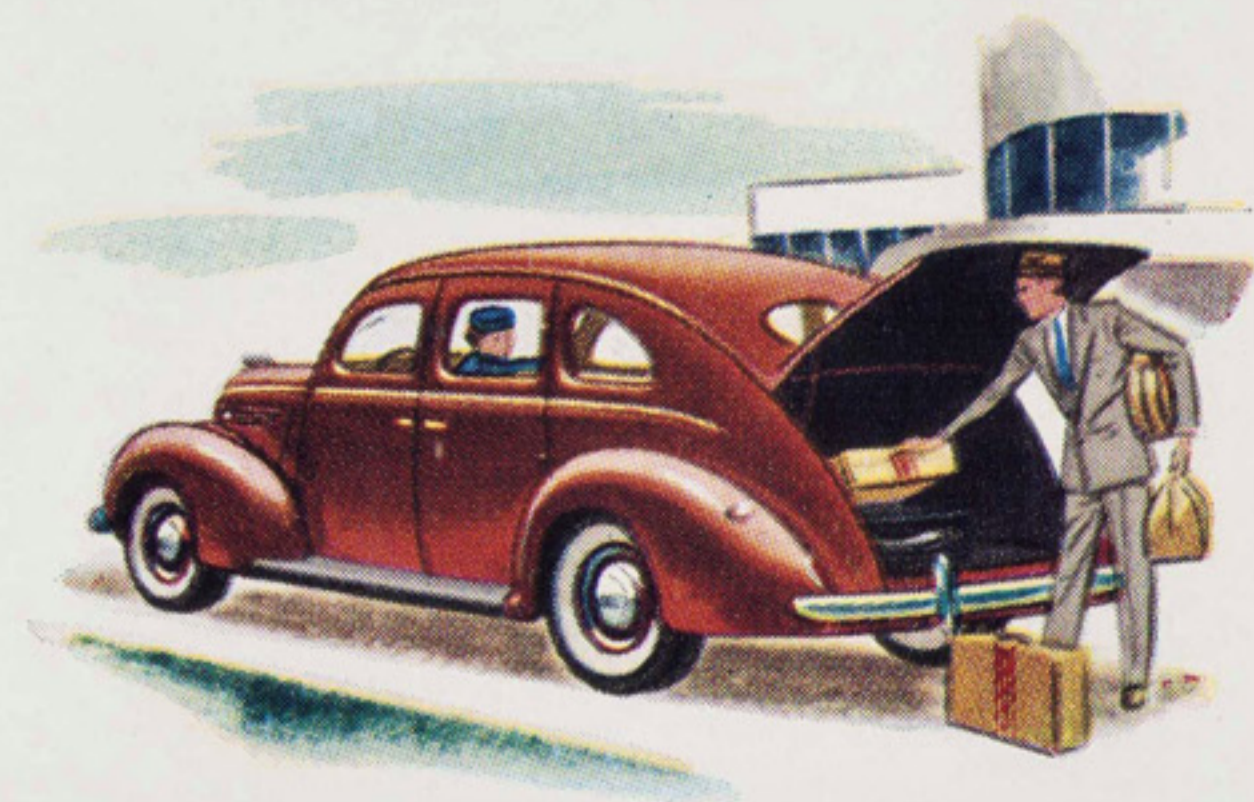
Both cars—built on the same dependable Ford chassis—to the same high standards of mechanical excellence—provide, according to price, the value for which the Ford name stands.



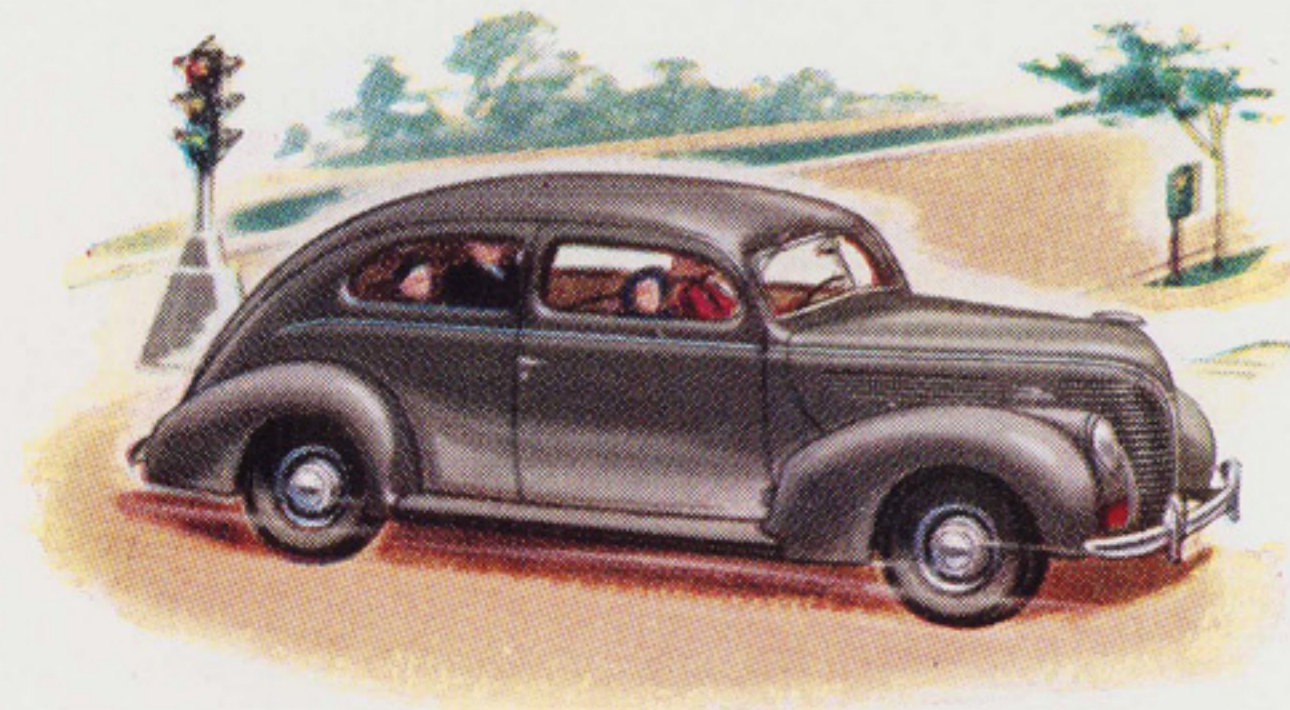
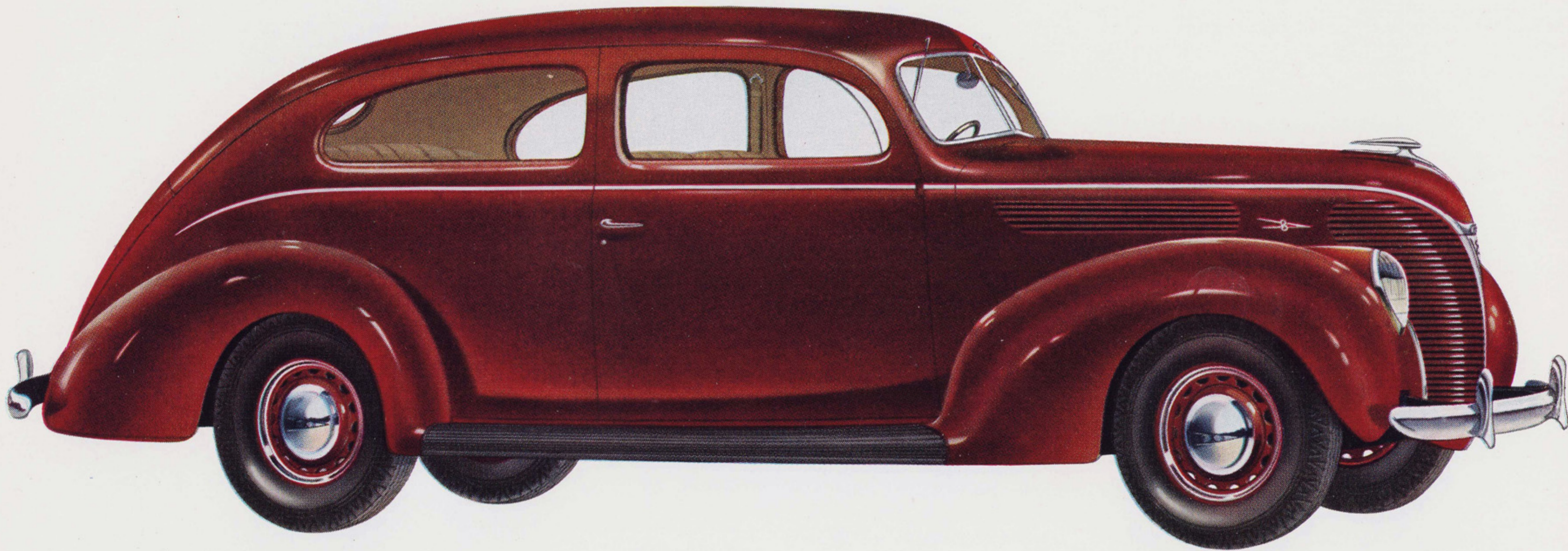
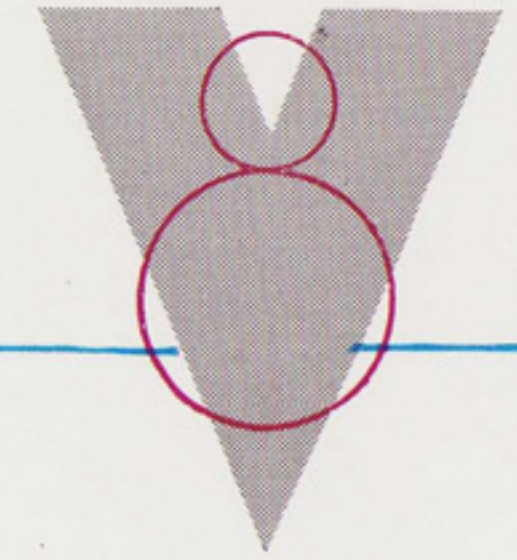
# DE LUXE FORDOR SEDAN



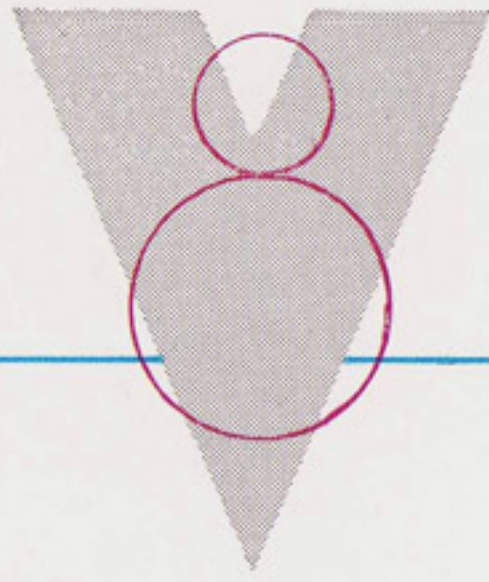
The new 1938 De Luxe Ford V-8 looks big and is big. Longer, more sweeping hood. Deeper, more massive fenders. More leg room and ample head room in rear compartment. Much larger luggage space than ever before. Tail lights are set flush in rear fenders. Deck lid handle, license bracket and light combine into a single attractive unit on back panel. Rich new interior appointments match the outward beauty of this modern car. White sidewall tires extra.



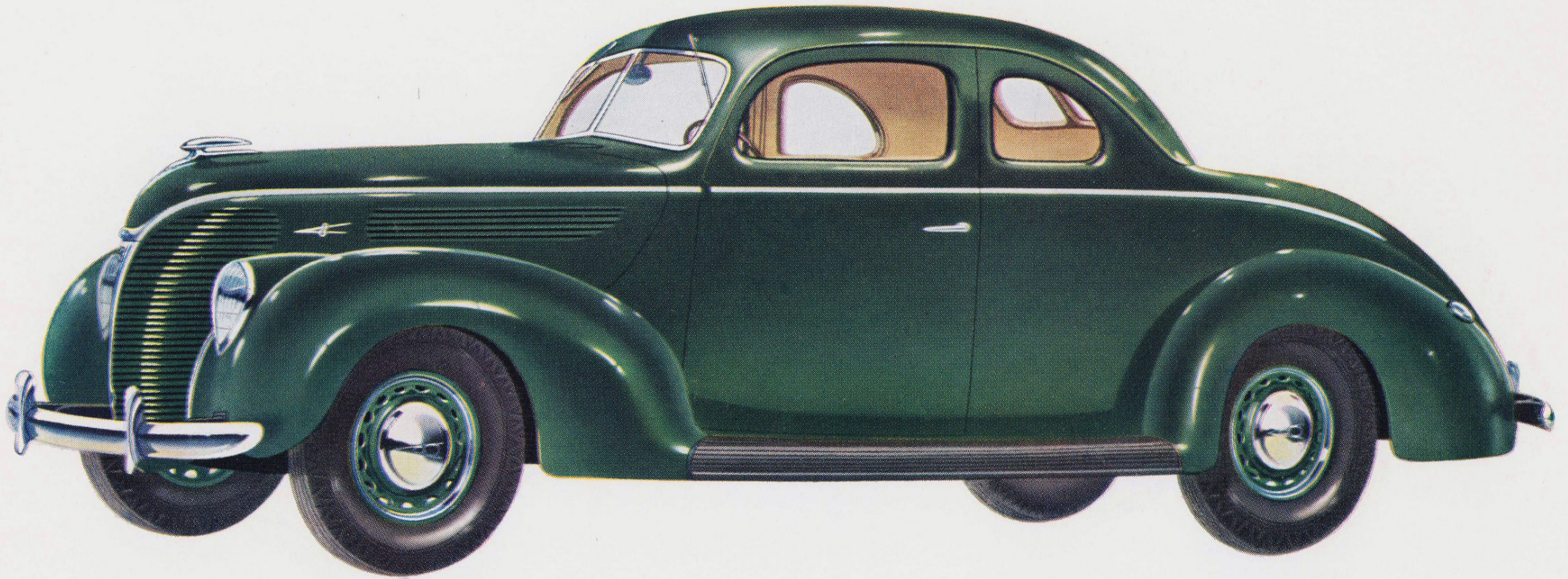
# DE LUXE TUDOR SEDAN



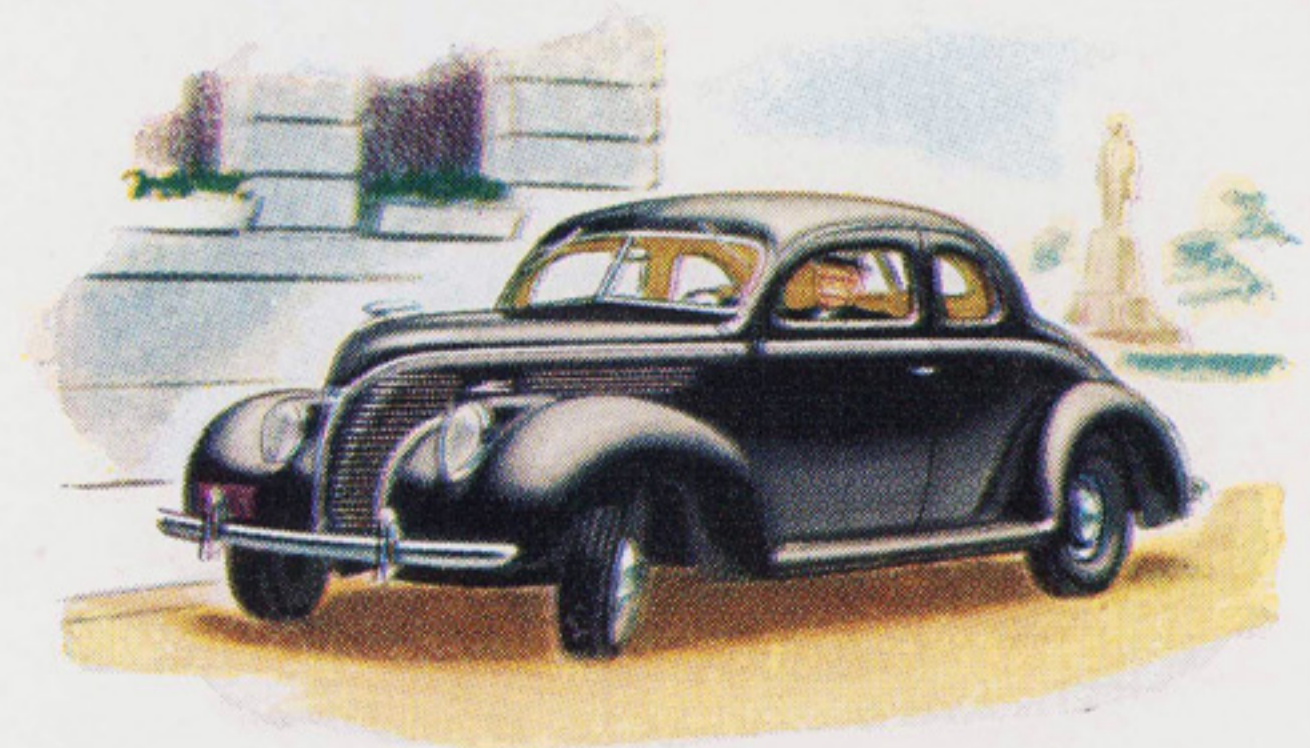
Larger, more impressive looking, like all the De Luxe line. Entirely new instrument panel with modern ivory plastic fittings recessed. Mohair or Broadcloth upholstery. Ash trays in both rear compartment arm rests. Pillar lights. Full-width front seat cushion holds three comfortably. Divided seat backs tilt forward and turn toward the center, for convenience in entering and leaving rear compartment. Bigger luggage compartment carries spare tire.



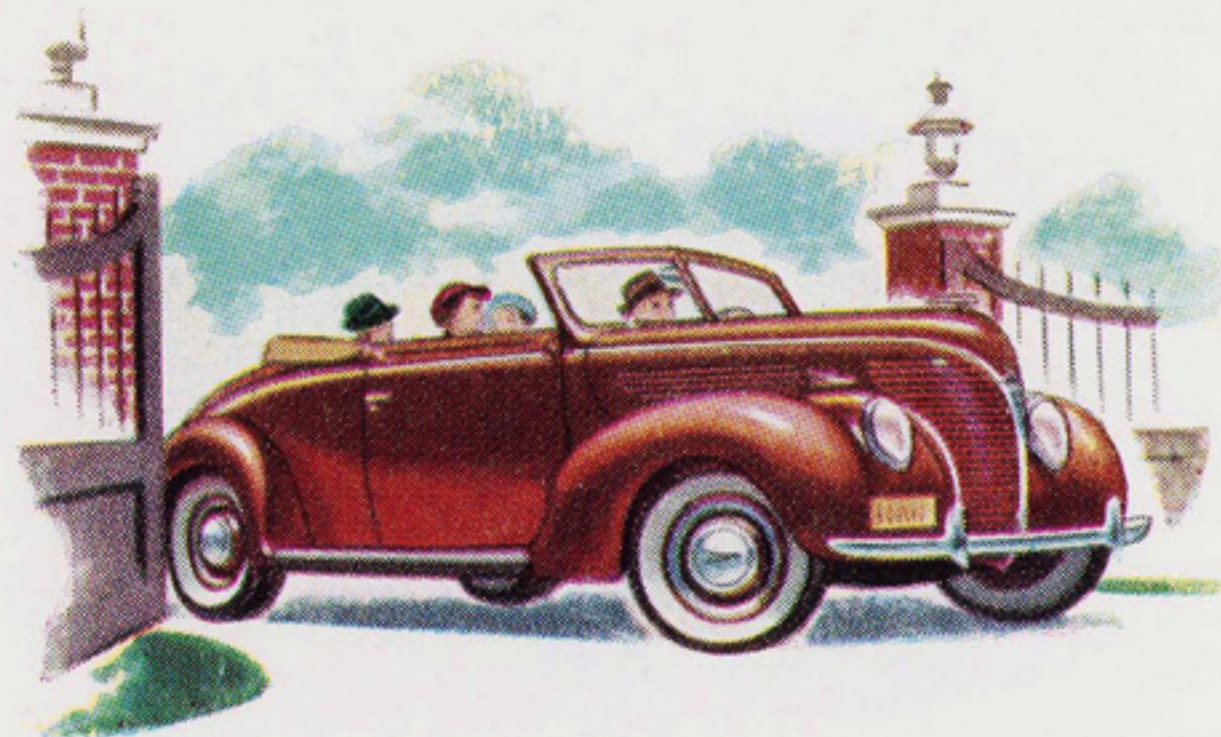
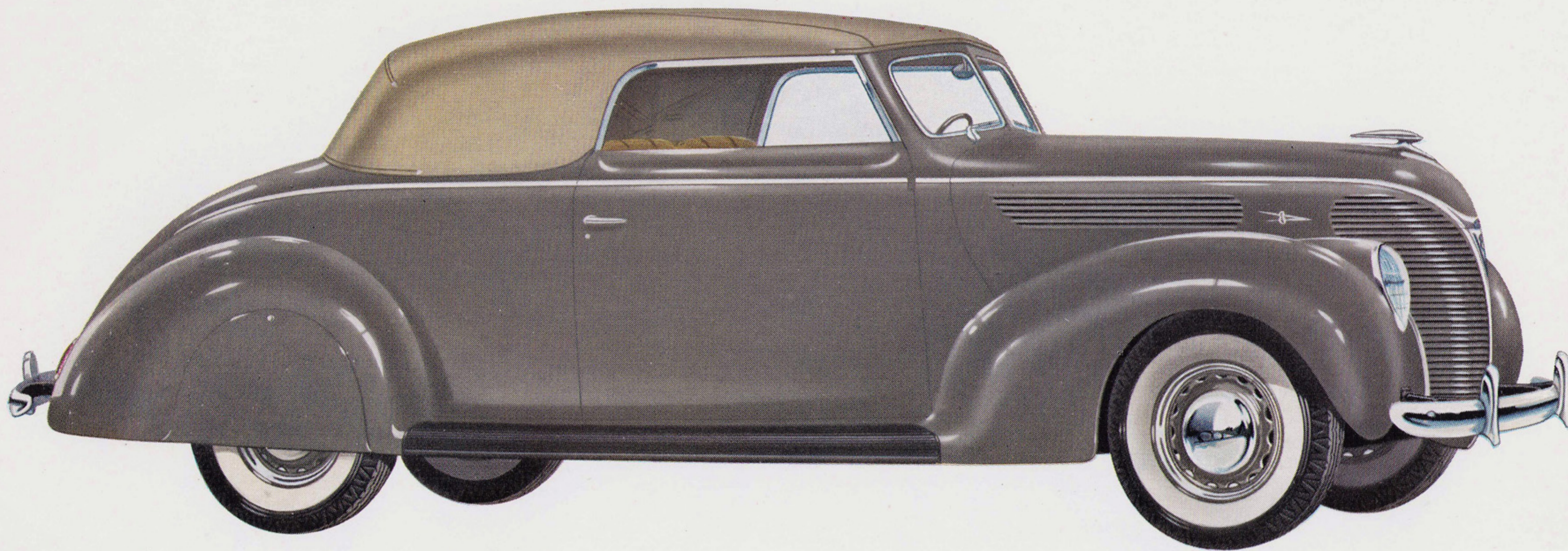
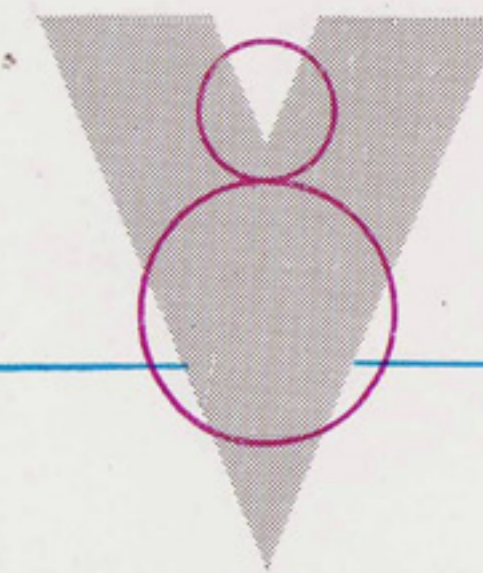
## DELUXE COUPE



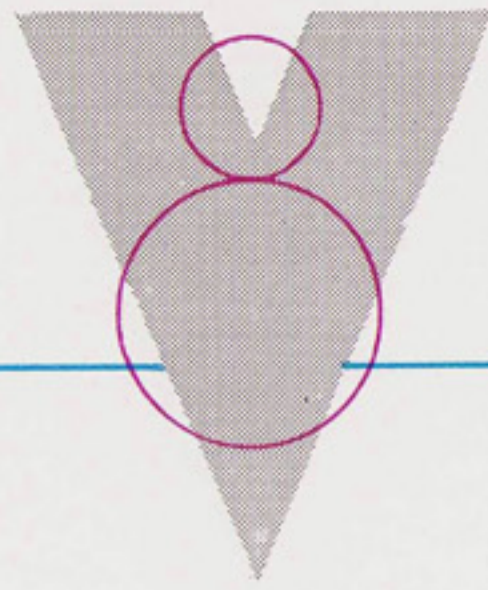
A convenient, modern car that carries three comfortably. Especially popular for business and professional use. Interior light over rear window. Like all closed body types, the Coupe has Clear-Vision Ventilation that is simplicity itself. One handle raises and lowers window, and opens ventilating slot. Nothing to block side-view or hamper hand signals. The V-type windshield opens for warm weather driving and there is also an adjustable cowl ventilator.



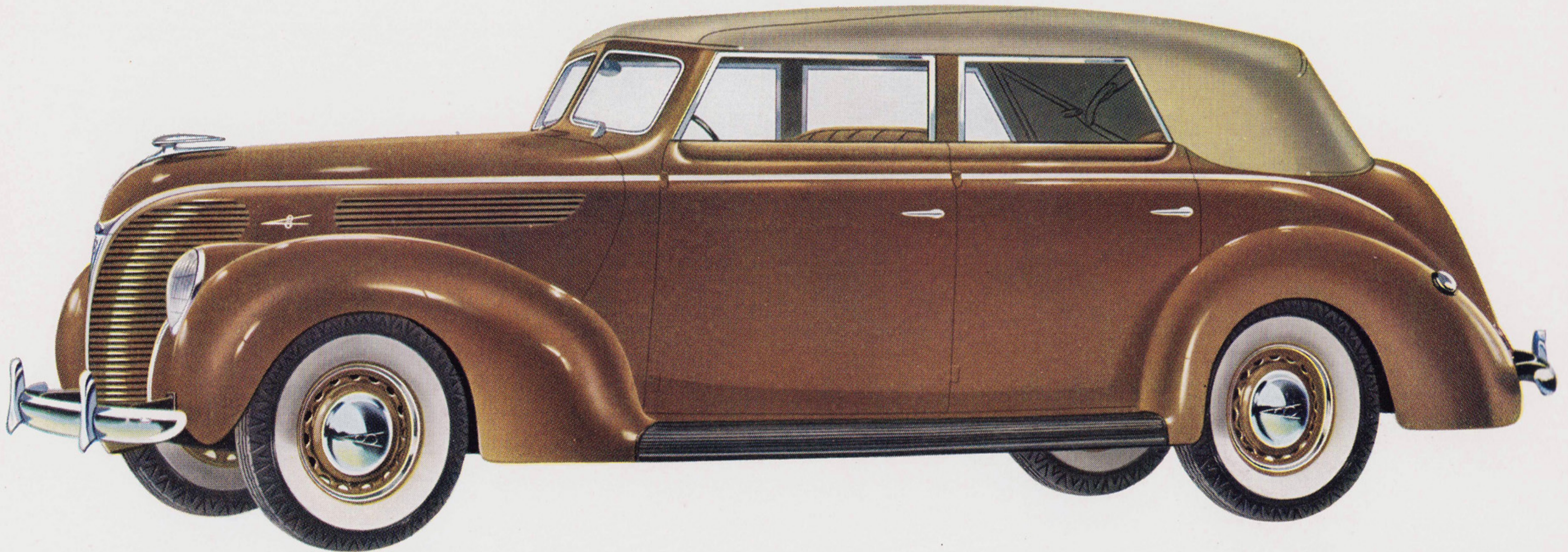
DE LUXE CONVERTIBLE CLUB COUPE



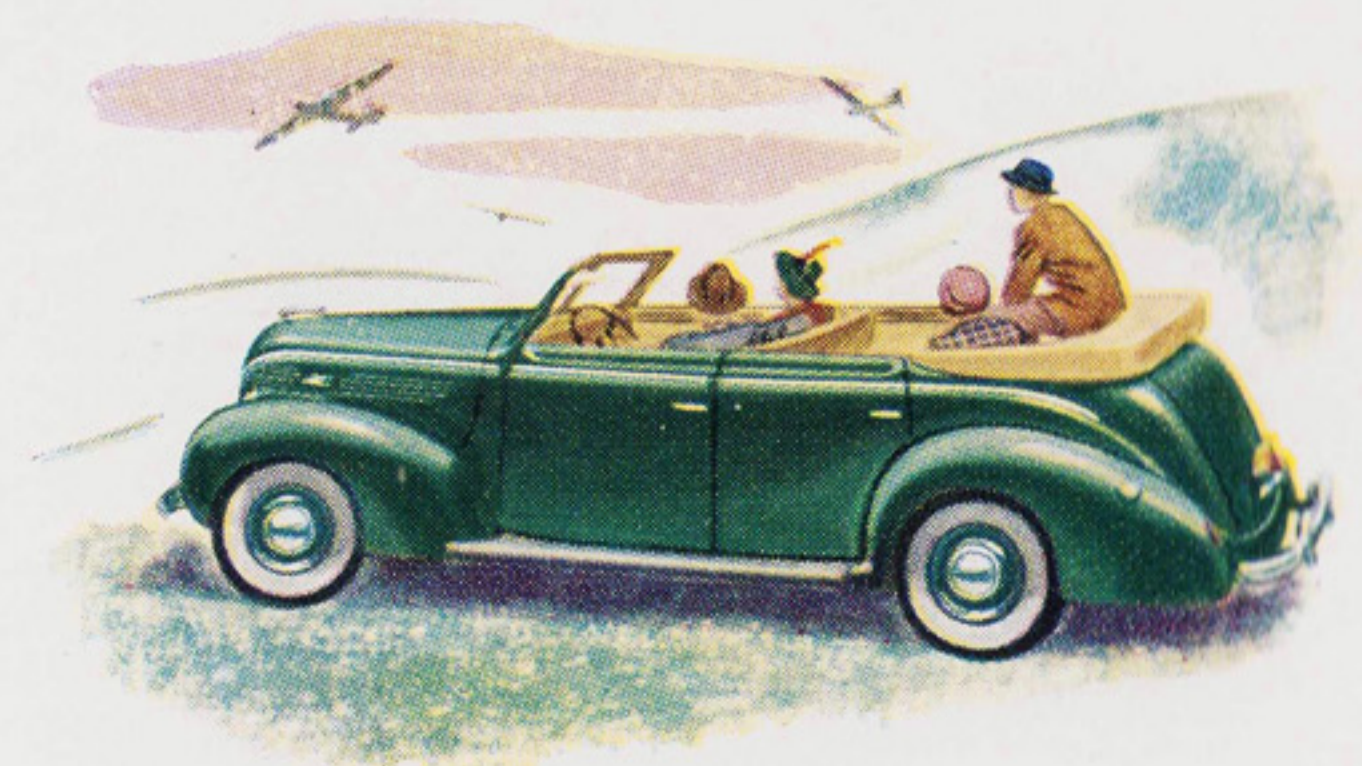
This ingenious convertible body type provides unusual comfort for extra passengers in bad weather by seating them inside under cover of the top. Huge rear deck for luggage and spare tire. Seat cushions upholstered in Genuine Leather or Cord. Top folds neatly back and window frames drop out of sight. Adjustable driver's seat moves forward or backward easily. White sidewall tires and rear wheel shields available at slight extra cost.



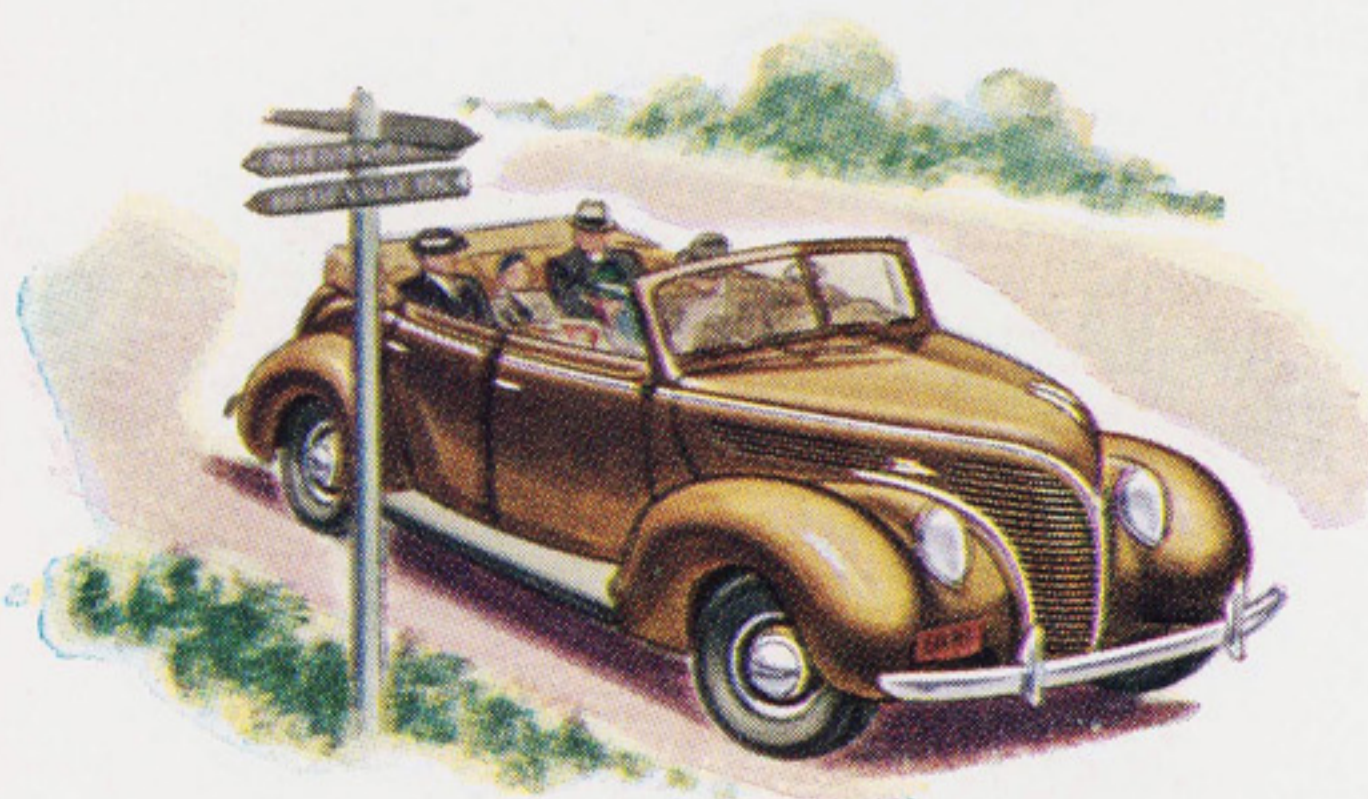
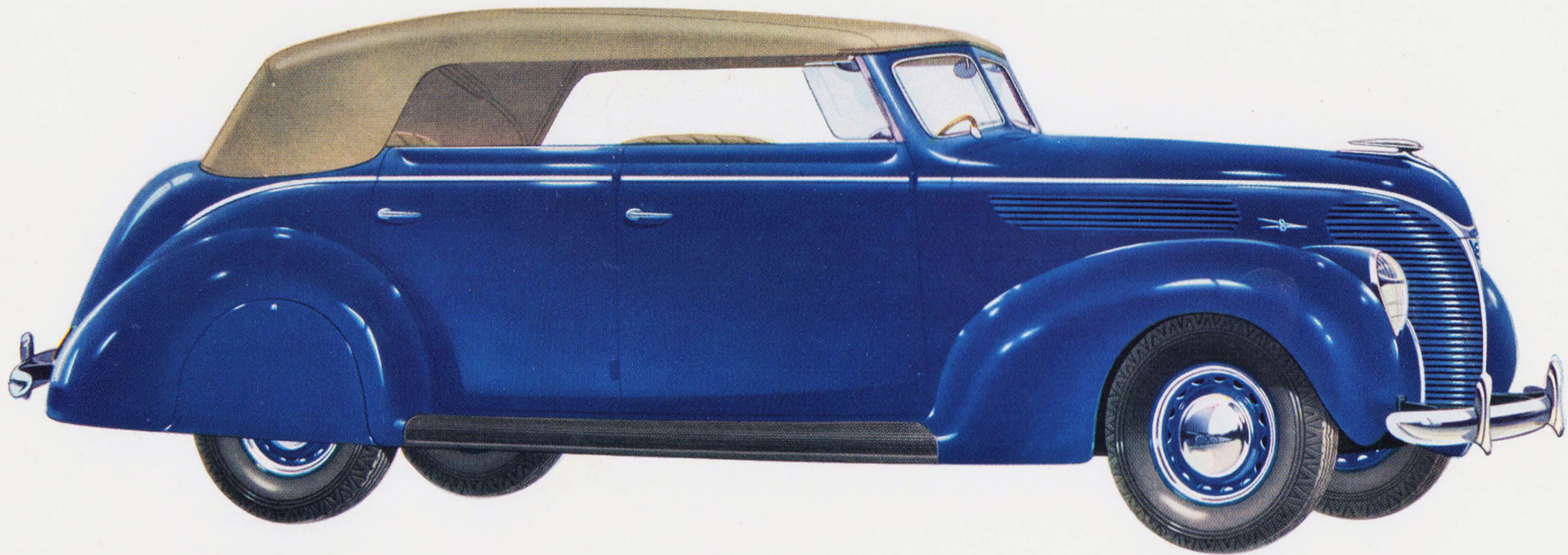
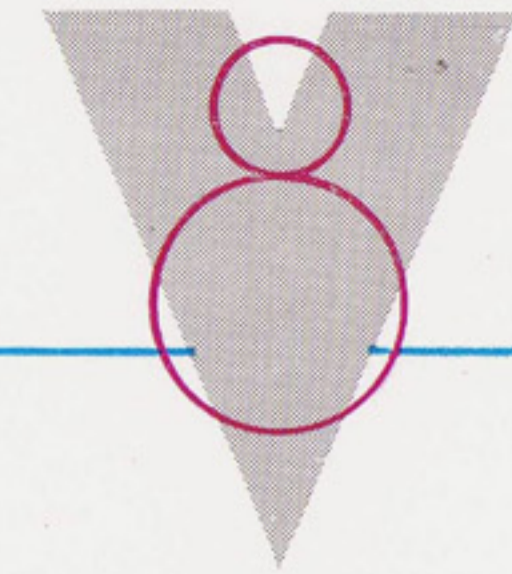
## DELUXE CONVERTIBLE SEDAN



An exceptionally luxurious body type, provided by the Quality Car in the Low-Price Field. Combines the advantages of an open and closed car. Top folds flat and is covered by a neatly fitting boot. Safety glass windows, in chrome-plated frames, lower into doors. Door pillars easy to remove. Windshields of open and convertible models stationary. Seat cushions upholstered in Genuine Leather or Cord. White sidewall tires at extra cost.

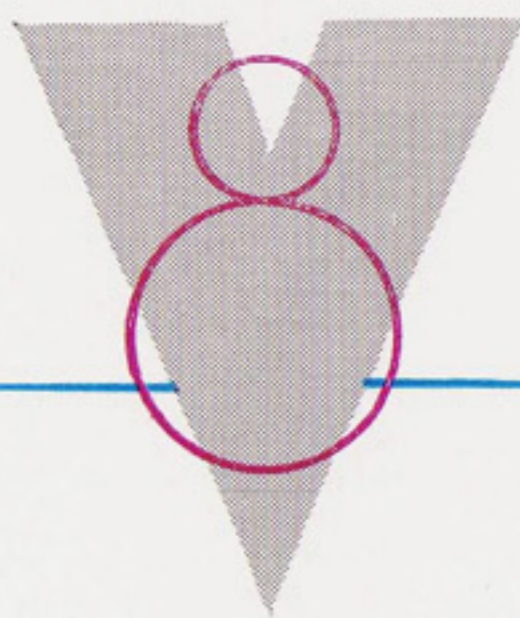


# DELUXE PHAETON

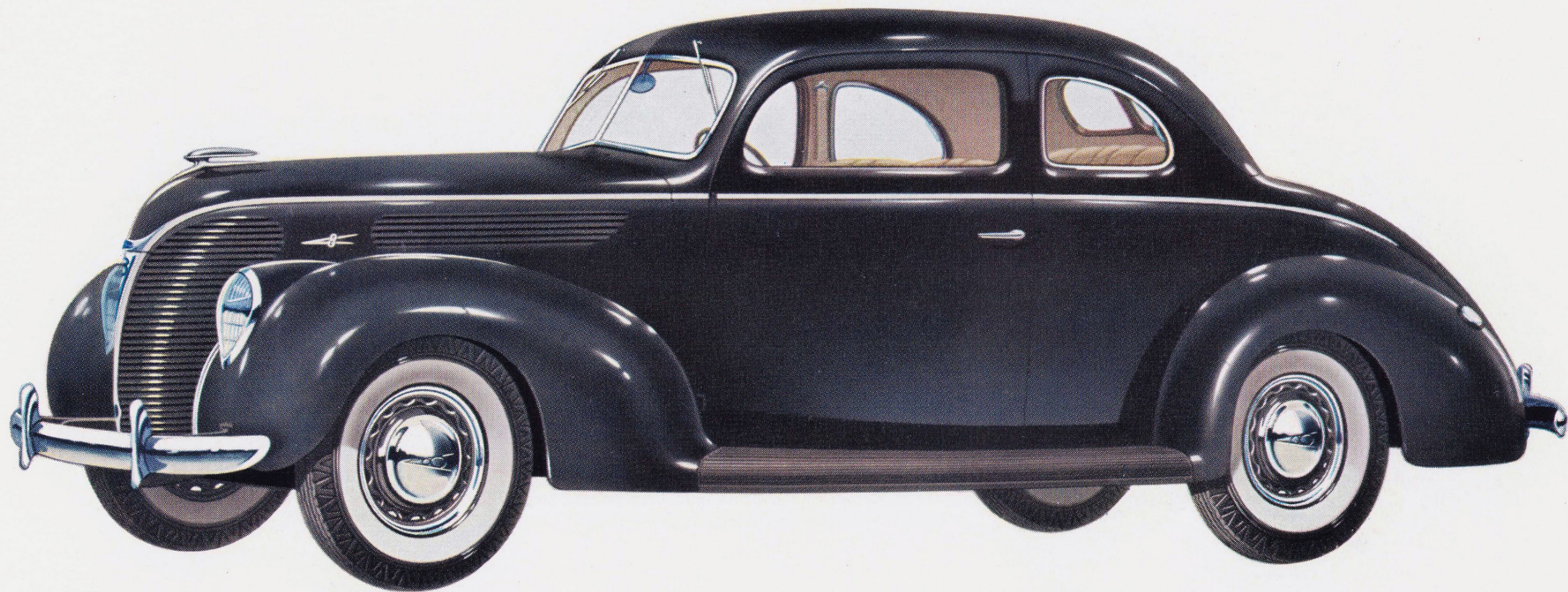


An unusually attractive Phaeton, built with a bow to youth and young ideas. Bright sun and blue sky when you want them—but the handsome top raises easily and curtains can be snapped quickly into place for bad weather. Safety Glass windshield and wings. Large luggage compartment, reached through a wide door in the rear, contains spare tire and wheel. All cushions upholstered in Genuine Leather. Slight extra charge for rear wheel shields.

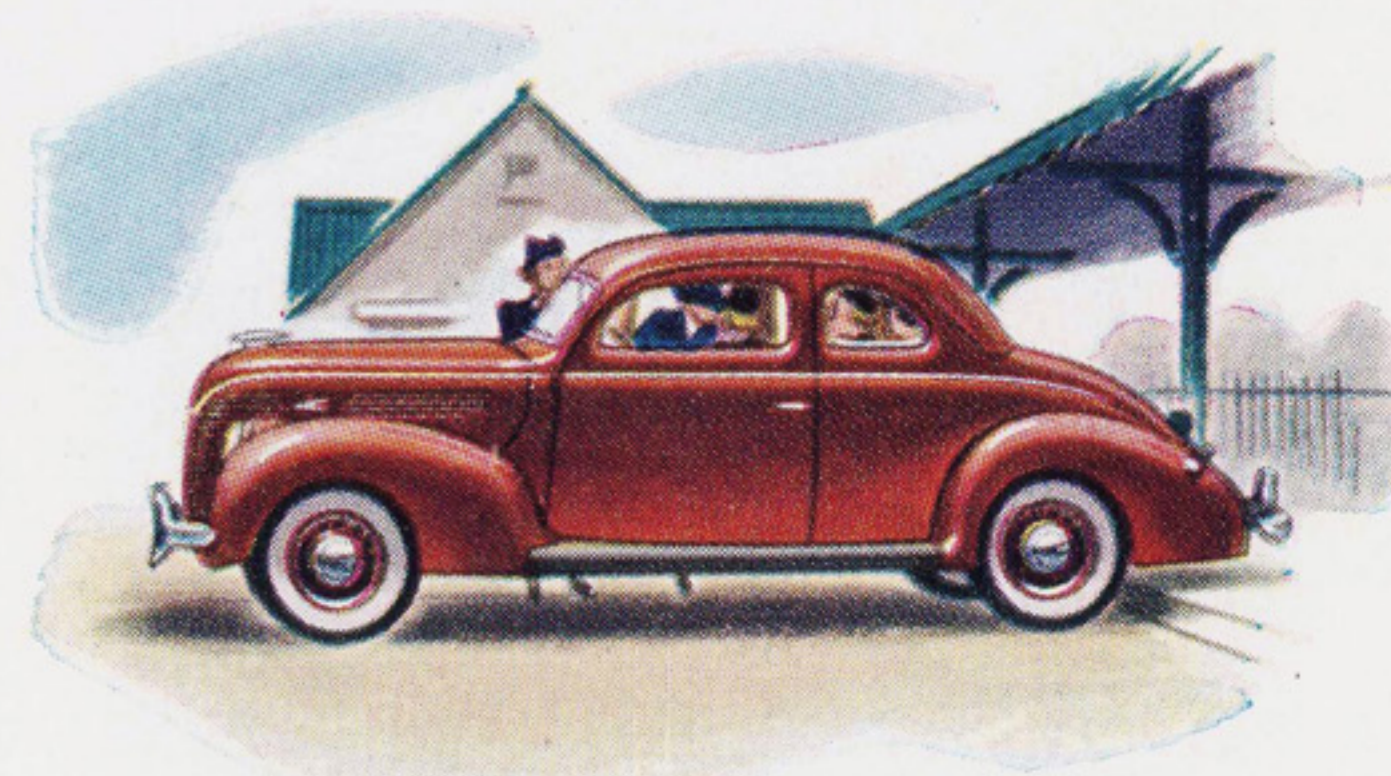




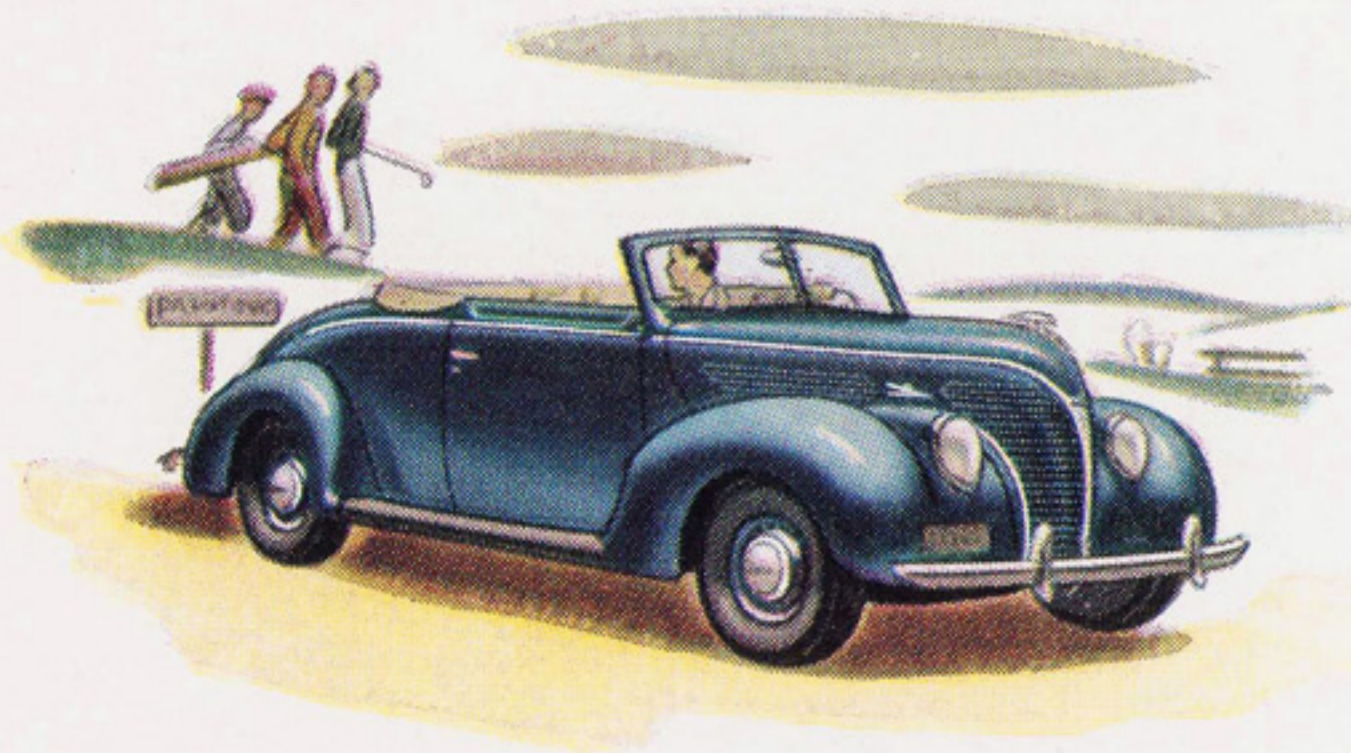
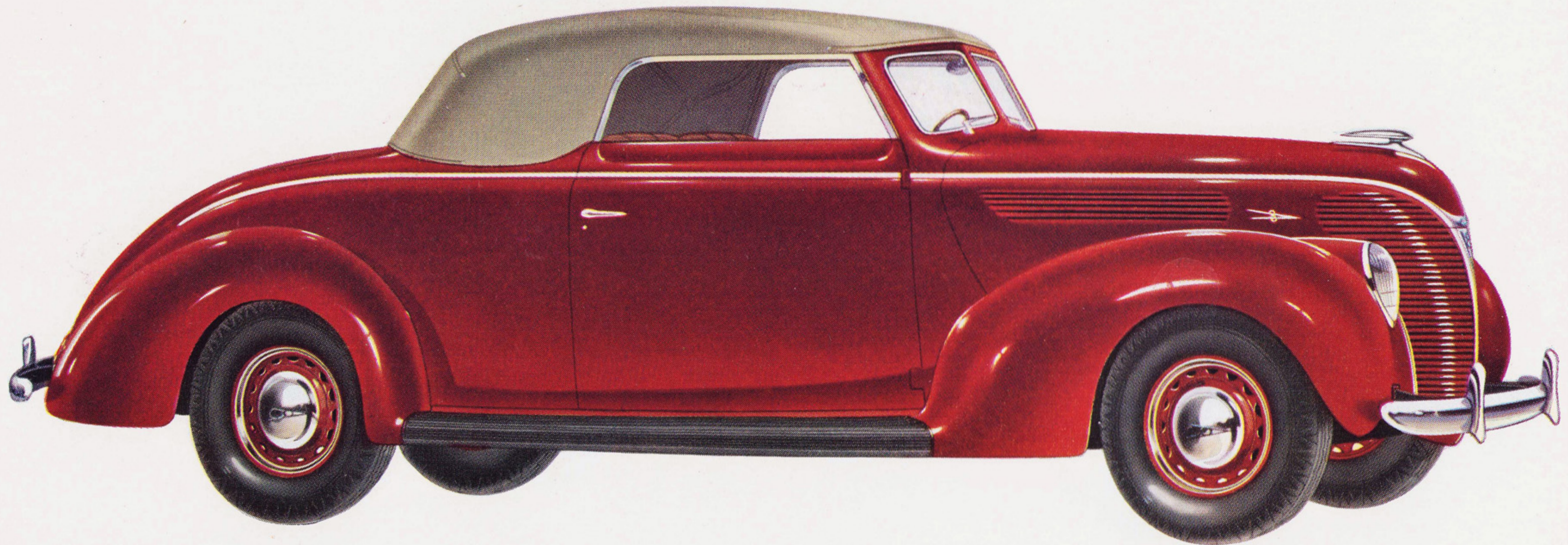
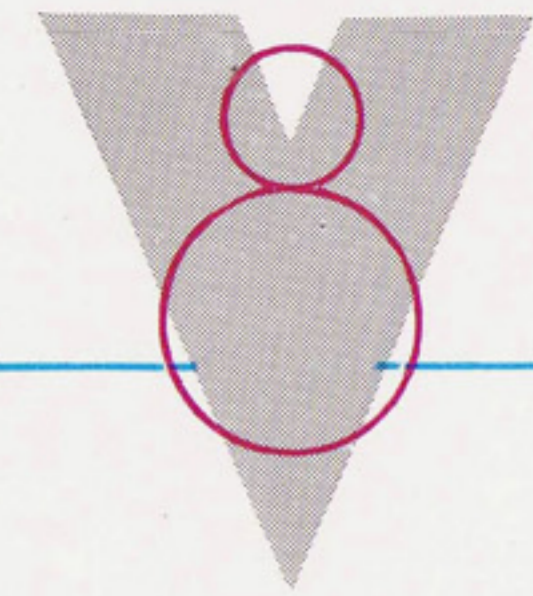
## DELUXE CLUB COUPE



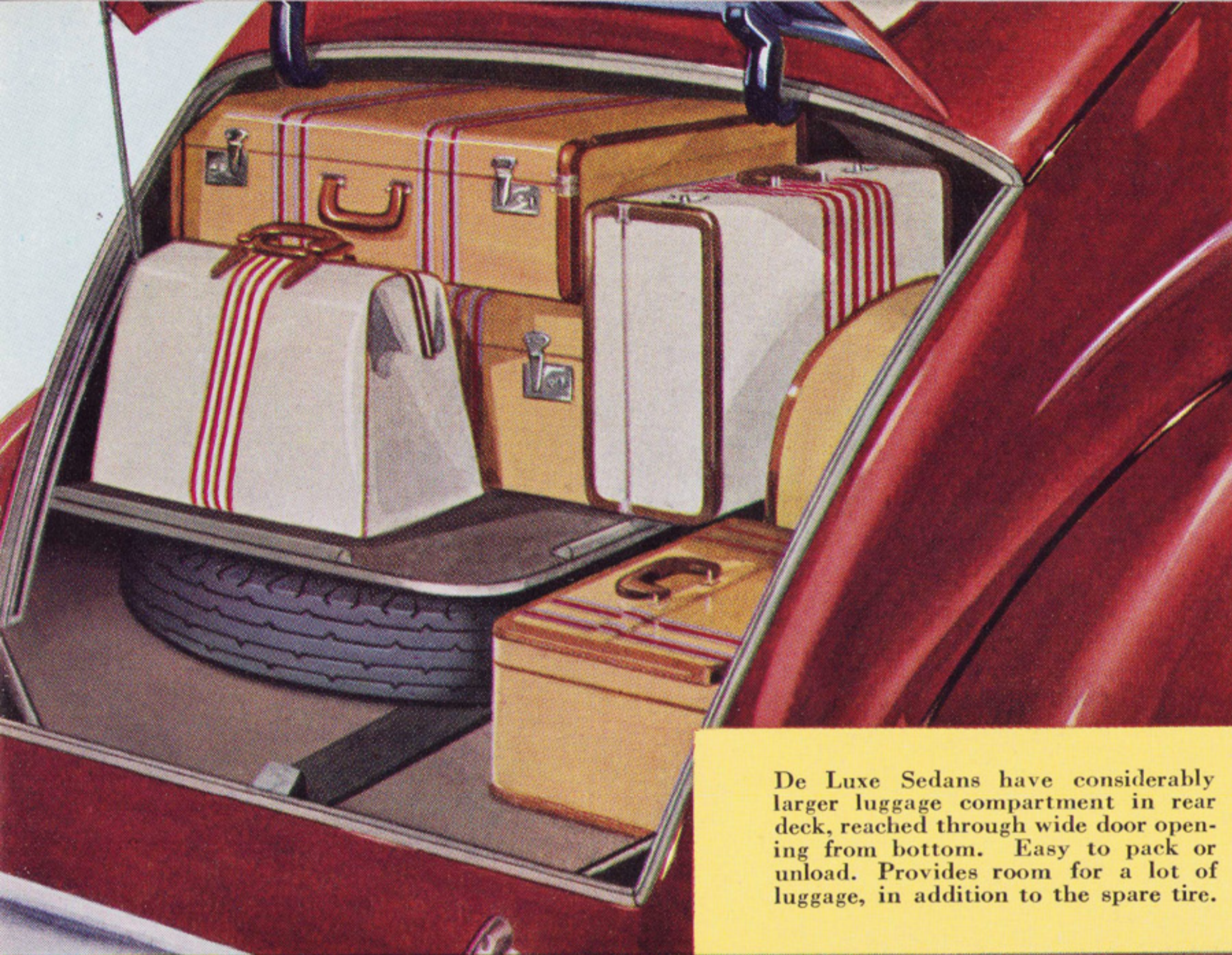
This distinctive body type was introduced in the Ford line last year and became immediately popular. A grand car for couples—or families with youngsters. It looks like a coupe but carries five or six passengers. The wide front seat holds three, and there is ample room for two or three passengers in the rear seat. Front seat cushion is full-width—divided seat backs tilt forward and swing inward. Interior light over rear window. White sidewall tires extra.



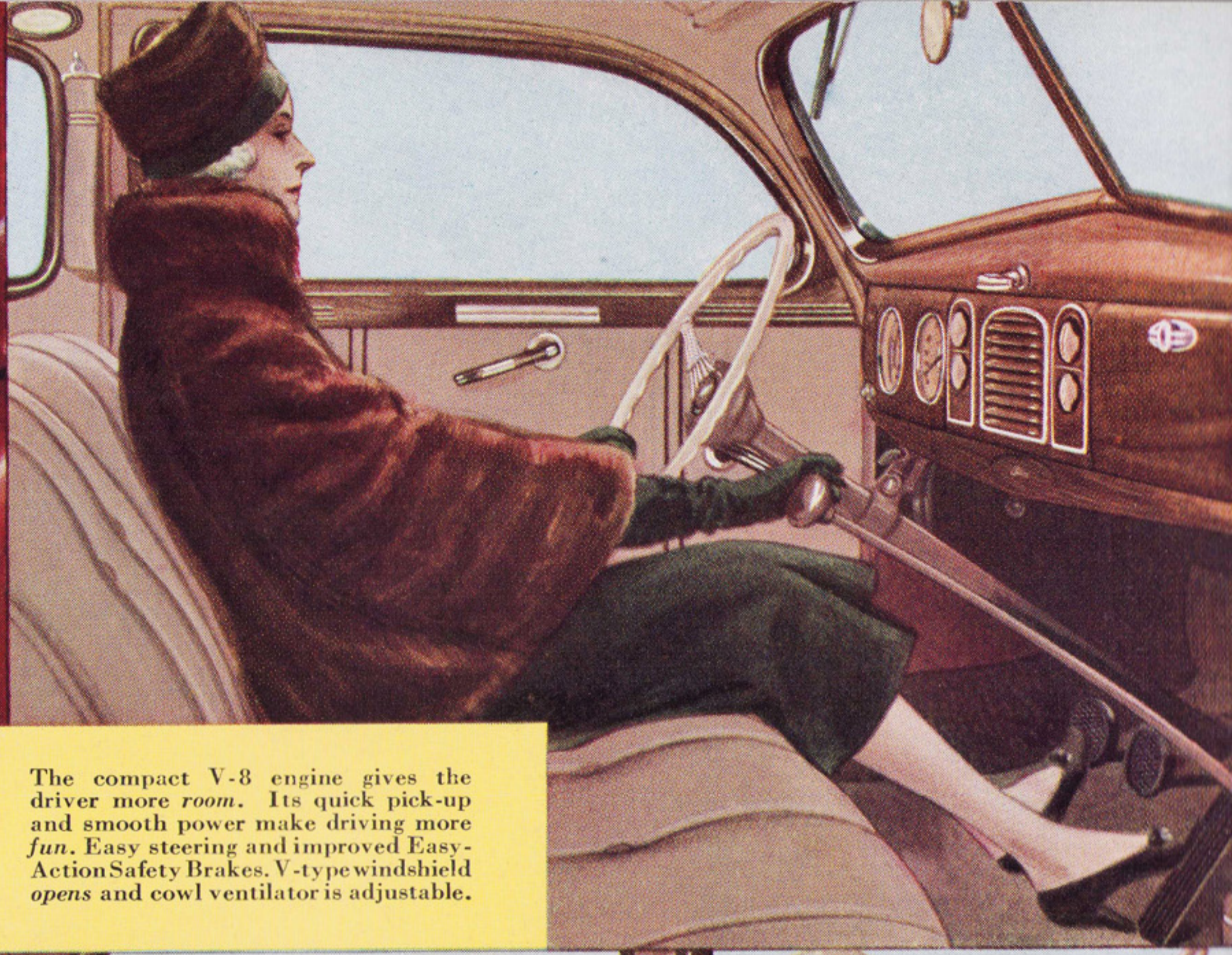
DE LUXE CONVERTIBLE COUPE



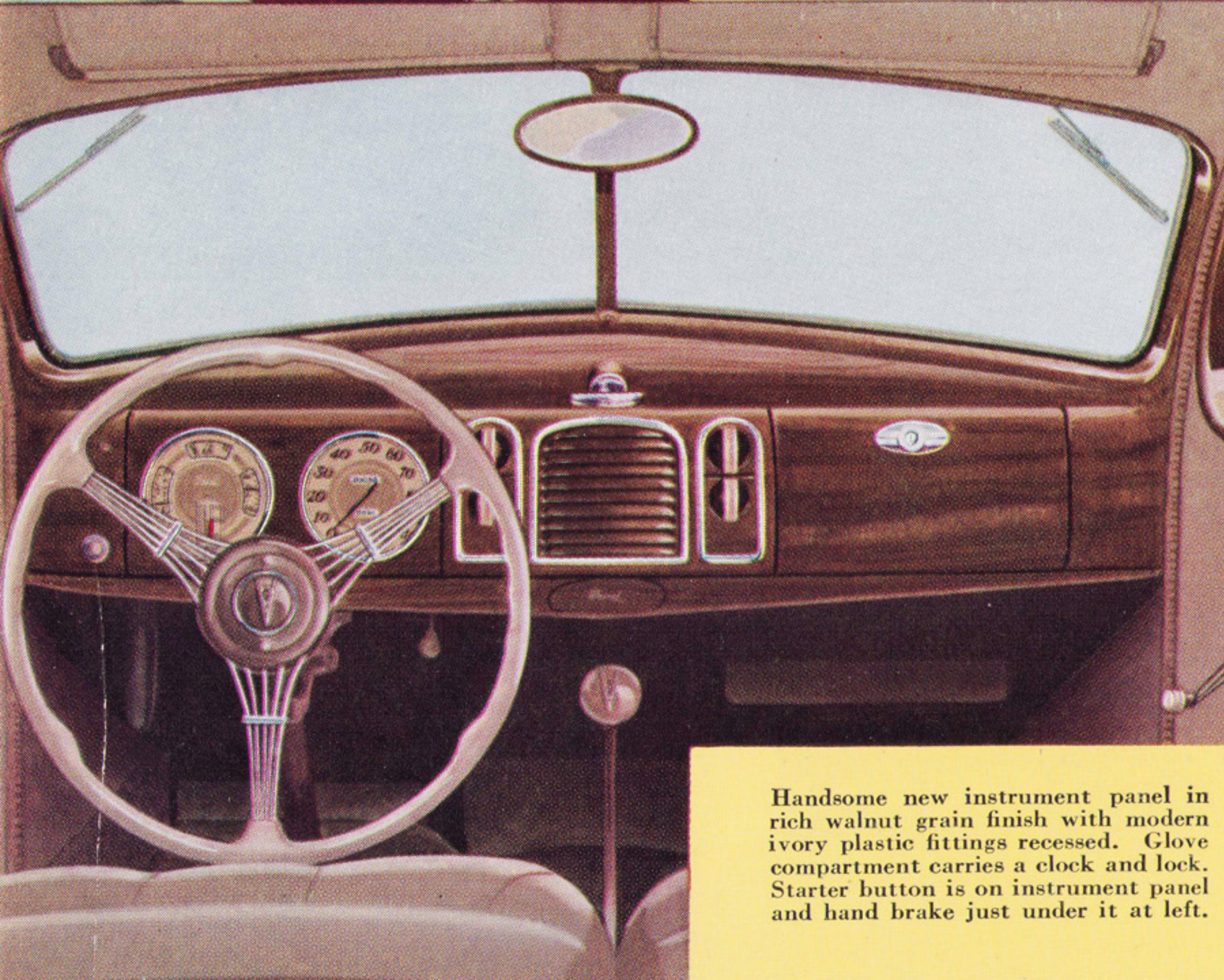
The smartly tailored top of this convertible car is easy to lower—folds neatly into recessed compartment flush with the body. Wide seat accommodates three. Seat back is split, either side tilting forward to reach spare tire behind the driver's side, or opening to rear deck behind the right side. Front seat cushions upholstered in antique finish Genuine Leather or Cord. Rumble seat standard equipment. When you see it, you'll want to jump in and GO!



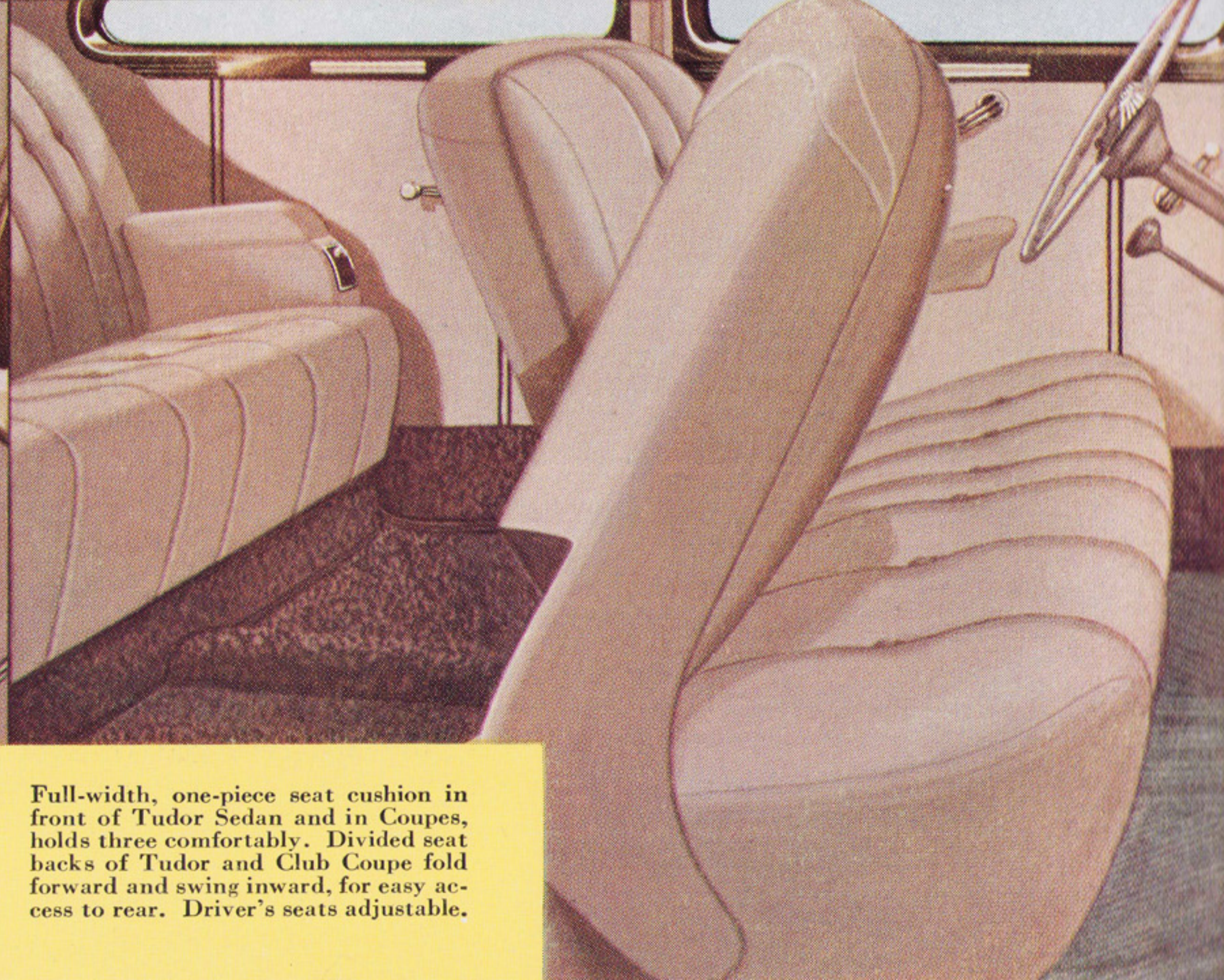
De Luxe Sedans have considerably larger luggage compartment in rear deck, reached through wide door opening from bottom. Easy to pack or unload. Provides room for a lot of luggage, in addition to the spare tire.



The compact V-8 engine gives the driver more *room*. Its quick pick-up and smooth power make driving more *fun*. Easy steering and improved Easy-Action Safety Brakes. V-type windshield *opens* and cowl ventilator is adjustable.



Handsome new instrument panel in rich walnut grain finish with modern ivory plastic fittings recessed. Glove compartment carries a clock and lock. Starter button is on instrument panel and hand brake just under it at left.

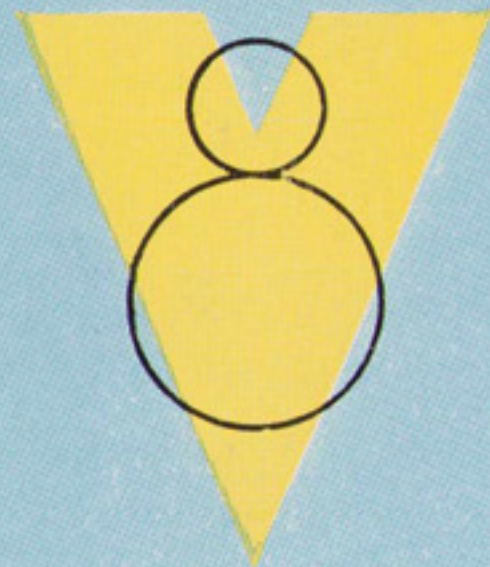


Full-width, one-piece seat cushion in front of Tudor Sedan and in Coupes, holds three comfortably. Divided seat backs of Tudor and Club Coupe fold forward and swing inward, for easy access to rear. Driver's seats adjustable.



#### DE LUXE INTERIORS

De Luxe closed car interiors are the most luxurious Ford has ever created. Fine Mohair or Broadcloth upholstery, beautifully tailored. Soft, cushioned edge on the back of front seat. Big arm rests in rear, each with ash tray. Rich, walnut-finished door and window moldings. Harmonizing interior fittings of bronzed metal and ivory plastic. Every detail is styled for good taste, good service and comfort.



A CHOICE OF POWER IN  
STANDARD  
MODELS

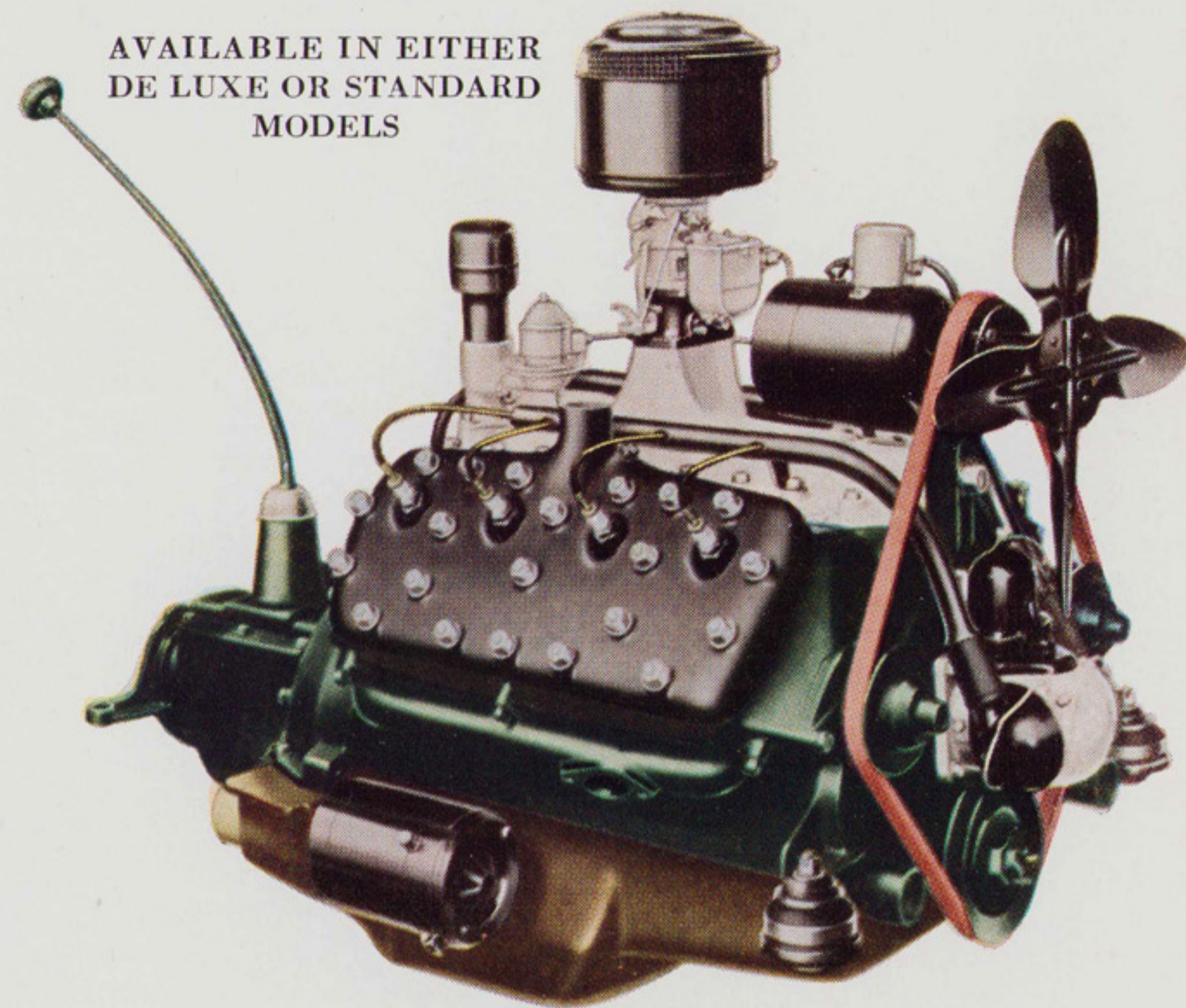
Because last year's owners appreciated the privilege of picking the power-plant that best fitted their personal needs, a choice of two V-8 engine sizes is offered again for 1938 in the three Standard body types.

The 85-horsepower engine delivers brilliant performance with unusual economy for the high power it develops.

The 60-horsepower engine, with its lower price and outstanding operating economy, permits still more people to enjoy smooth, modern eight-cylinder motoring.

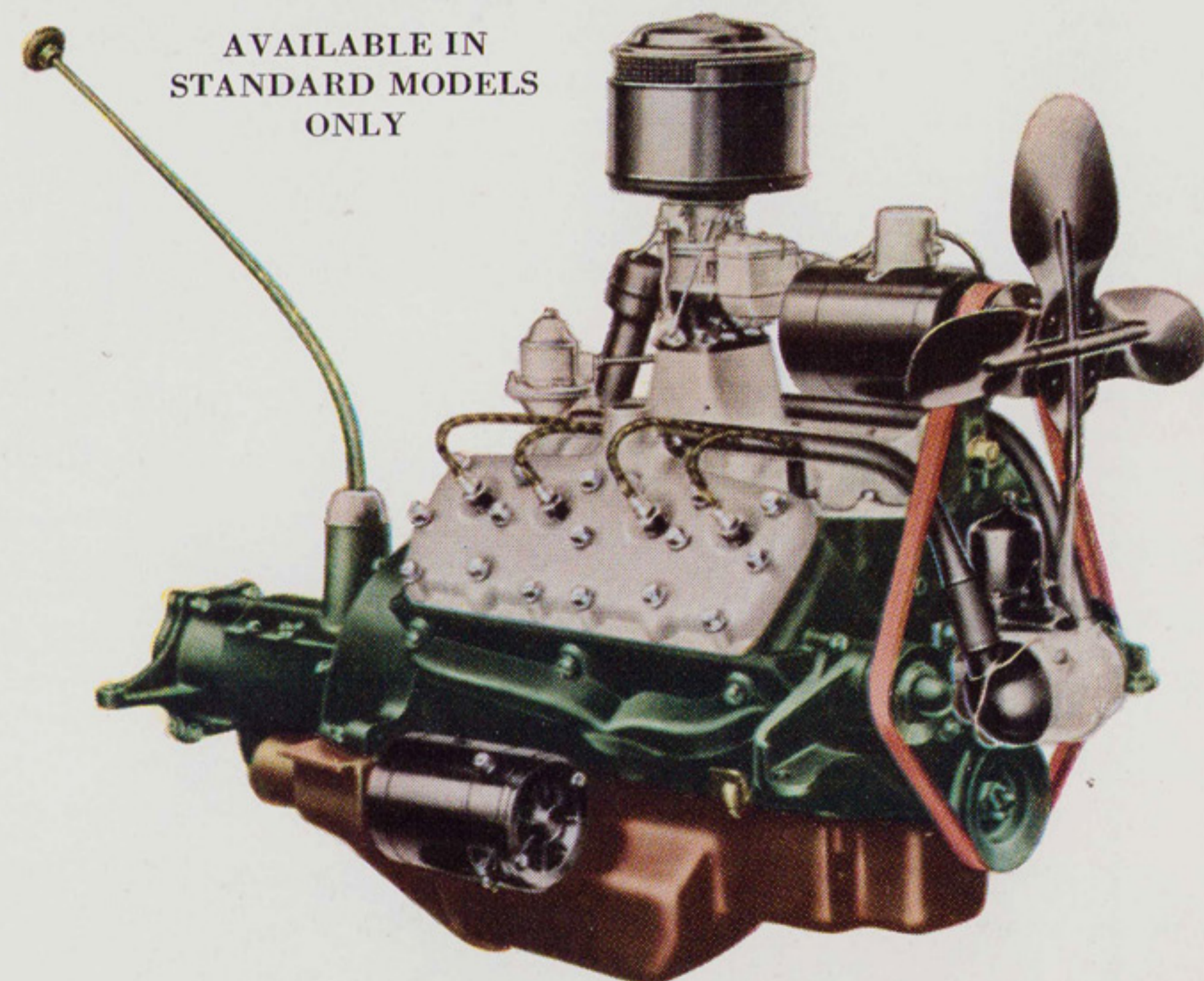
85 HORSEPOWER

AVAILABLE IN EITHER  
DE LUXE OR STANDARD  
MODELS



60 HORSEPOWER

AVAILABLE IN  
STANDARD MODELS  
ONLY



300,000 OWNERS HAVE PROVED THE AMAZING ECONOMY

OF THE

“THIRTY

SIXTY”

“I have just returned from a long trip into the western part of the United States and the Pacific Northwest. I made the trip in a Ford Fordor '60'. My car was put to every possible test, driving in all sorts of weather over all kinds of roads. In a total mileage of 10,780 miles, my gasoline mileage for this trip was 24 miles per gallon.”

C. R. B., Chicago, Ill.



“I use my Ford V-8 '60' in a country without modern road improvements. After 10,000 miles, much of it through mud and tough going, I brought it in for a check-up. Not a thing had to be done to it. This car to date has not cost me one penny for repairs or replacements. Not once have I had to add oil between 1,000-mile changes. Mileage has ranged from about 23 miles per gallon over bad roads to almost 30 on good roads.”

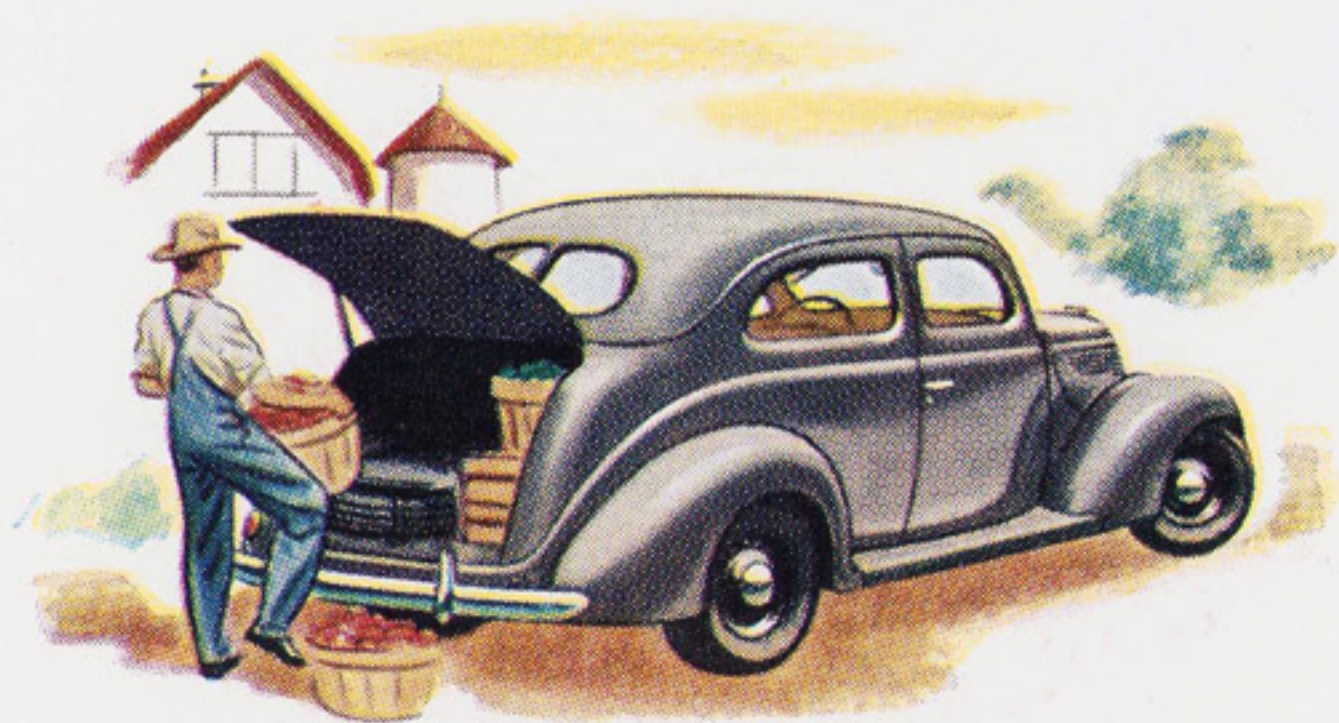
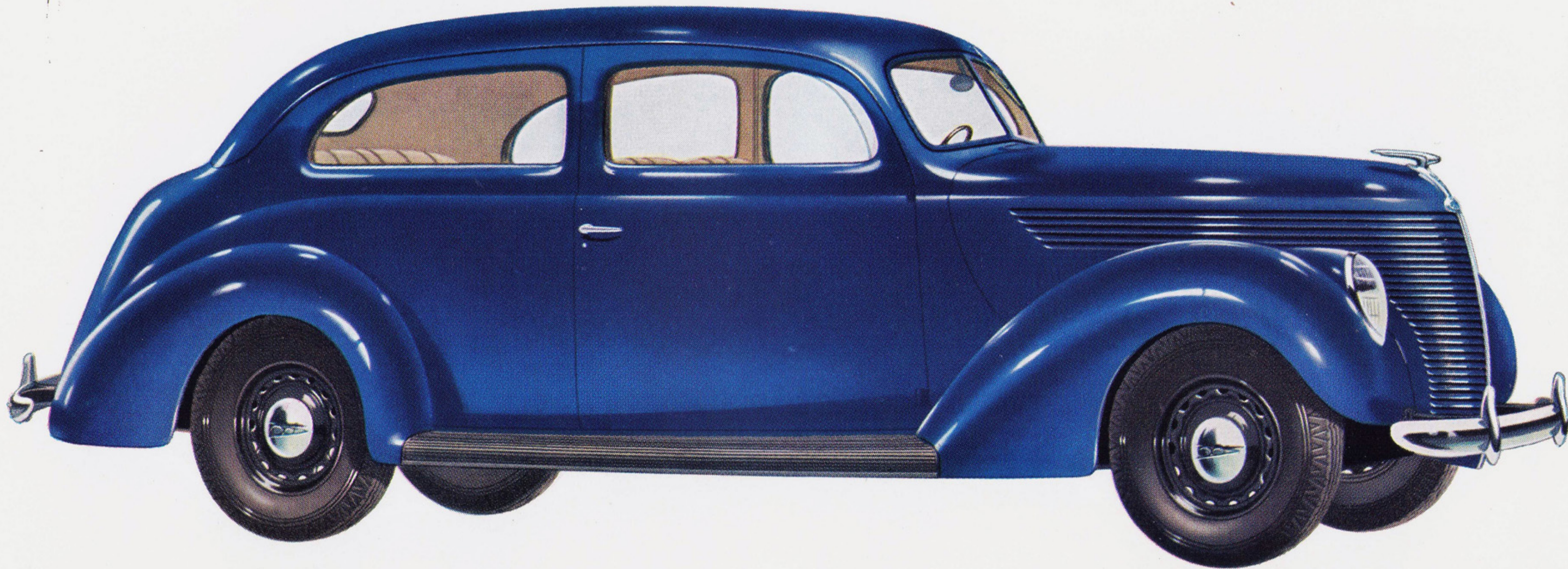
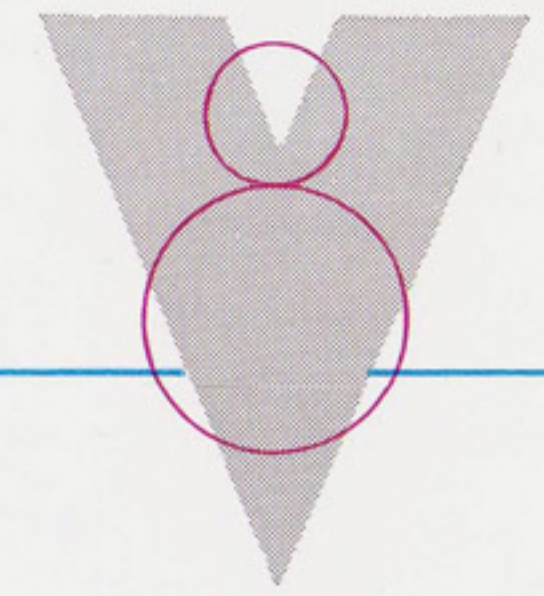
R. N. P., Greenwood, Mo.

The Ford “60” was built for economy. America welcomed it so enthusiastically that more than 300,000 were bought last year.

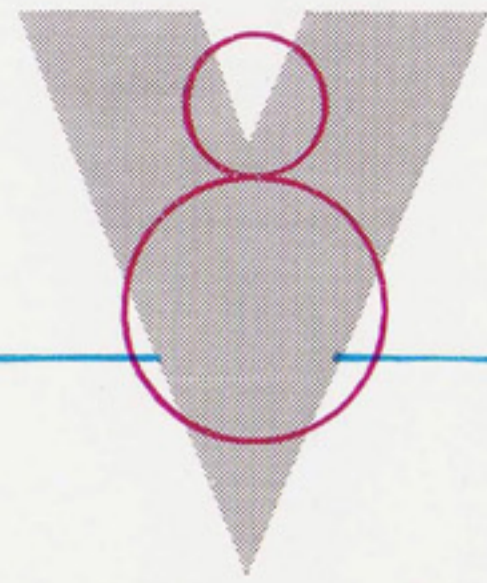
Hundreds of Ford “60” owners, driving their cars under all kinds of conditions—kept careful records—reported averages of 22 to 27 miles per gallon of gasoline—in some cases even higher.

The Ford “60” has demonstrated conclusively that real gasoline economy is not a matter of cylinders, but of good design. It will make your motoring dollars go farther.

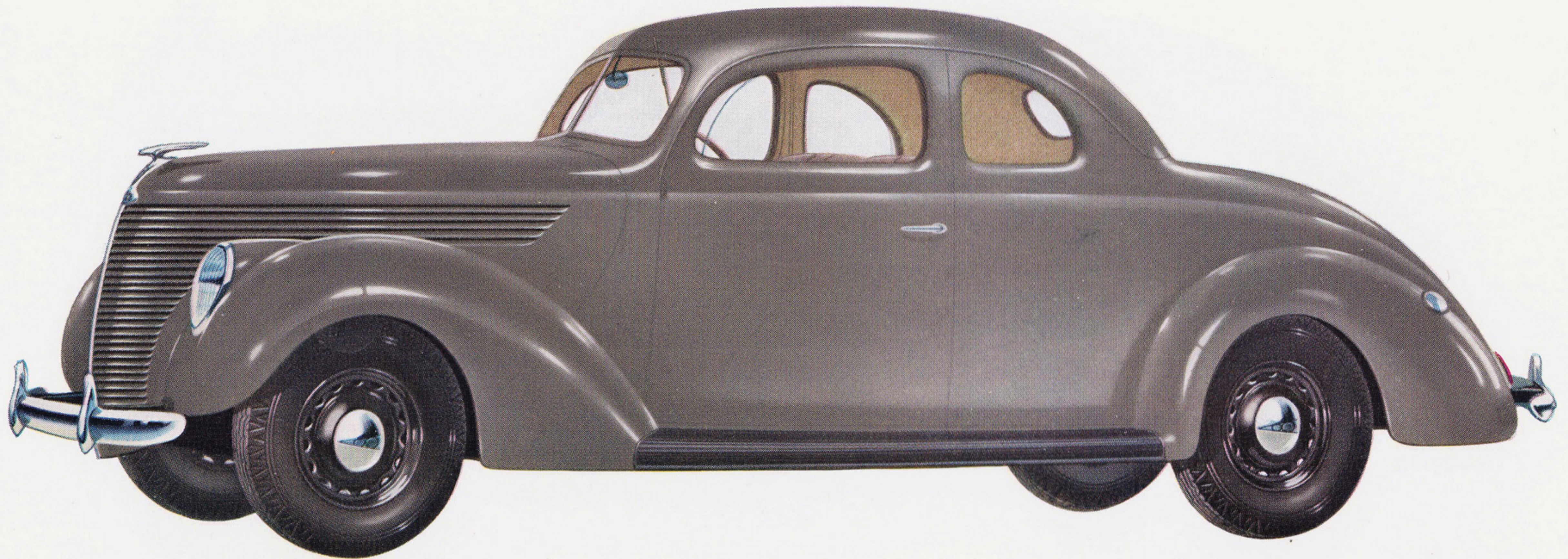
# TUDOR SEDAN



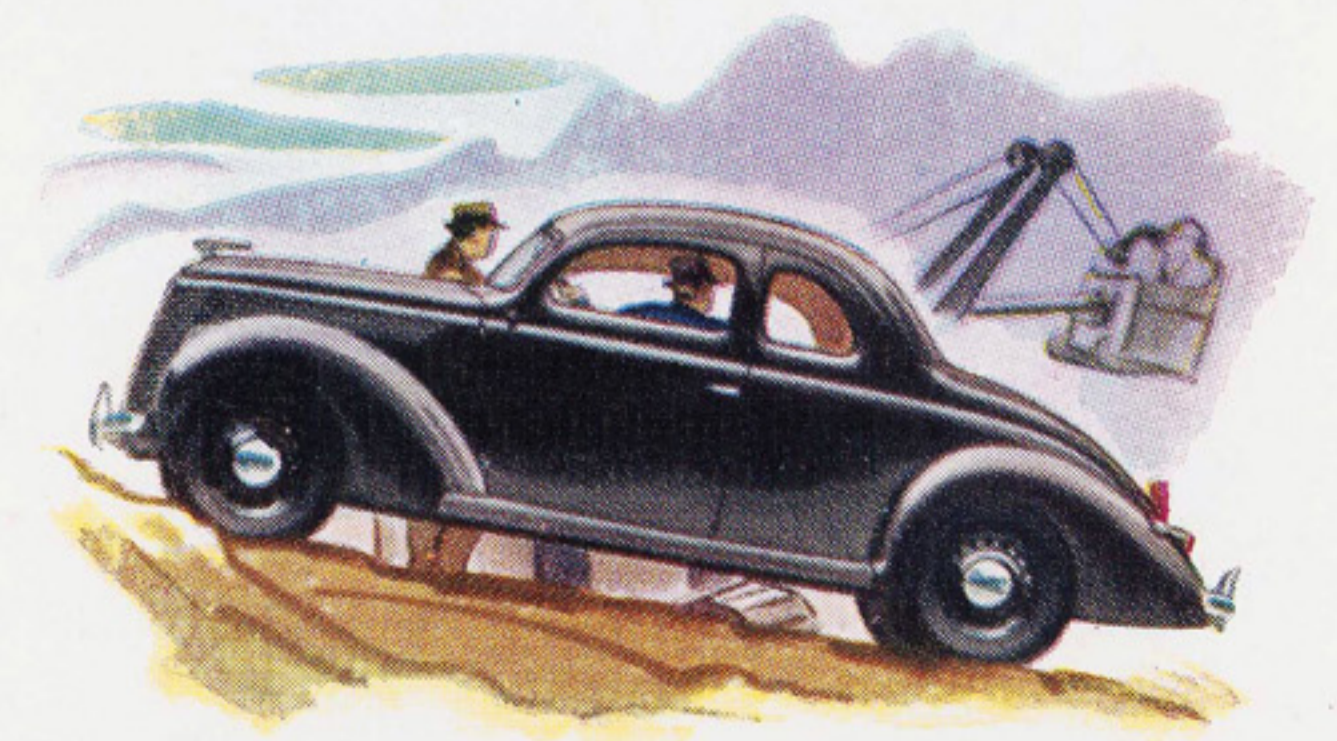
A longer hood and more sweeping streamlines give new grace and beauty to the 1938 Standard Ford V-8. All Standard types have big built-in luggage compartments. This Tudor Sedan has full-width front seat cushion with divided, folding seat back. Mahogany finished interior moldings. Chrome fittings. Comfortable arm rests in rear. As in all Standard types, choice of Mohair or Broadcloth (extra charge for Mohair in Standard "60").



## C O U P E

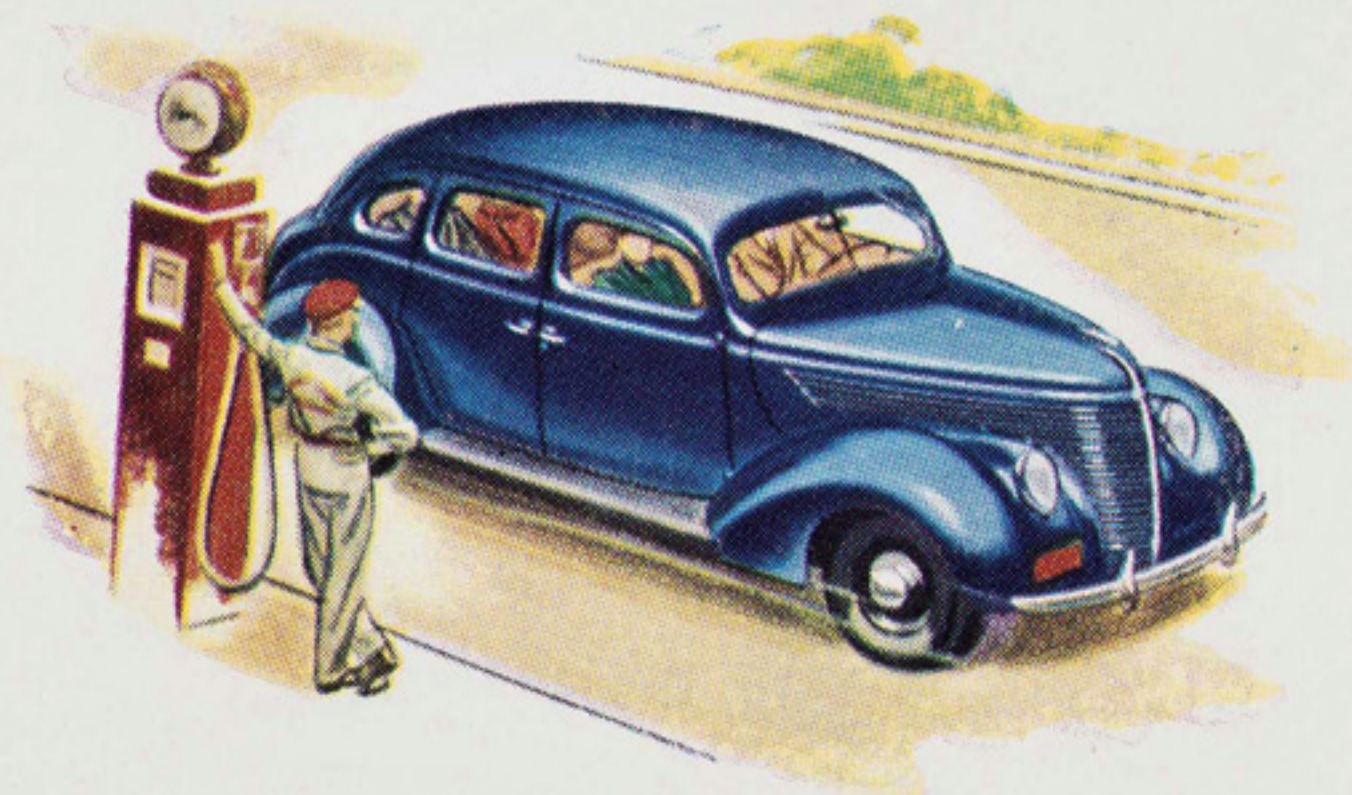
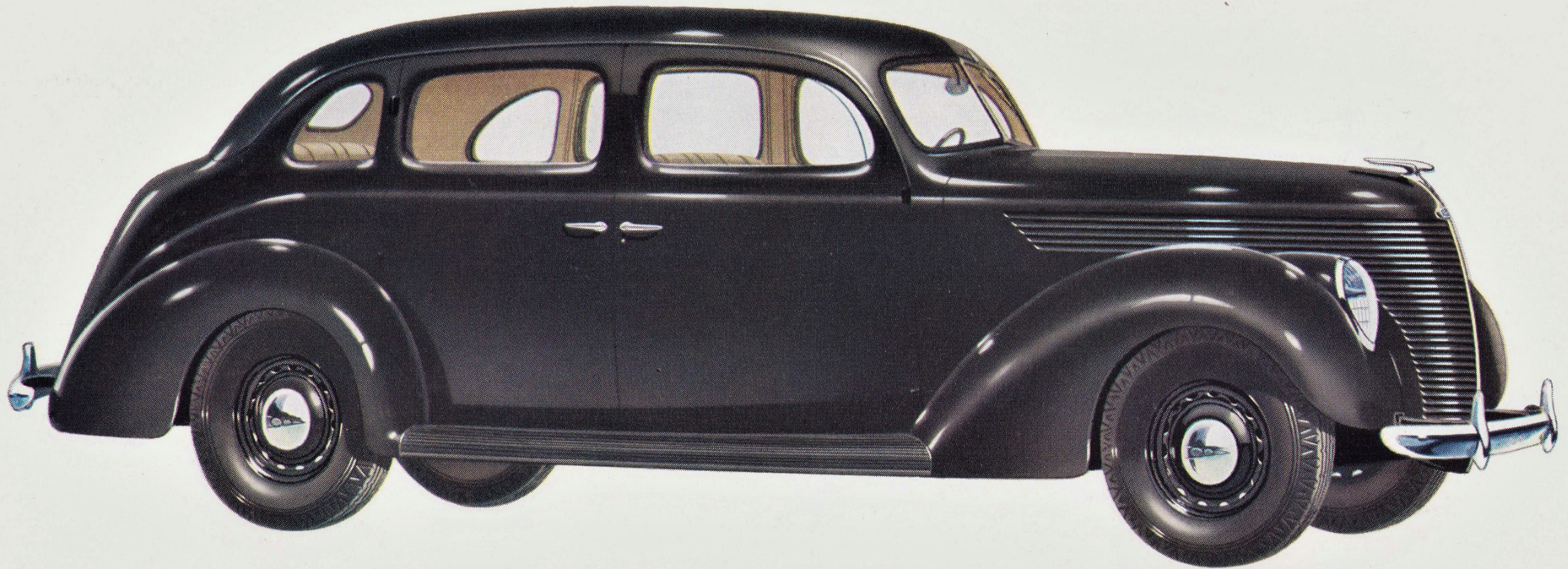
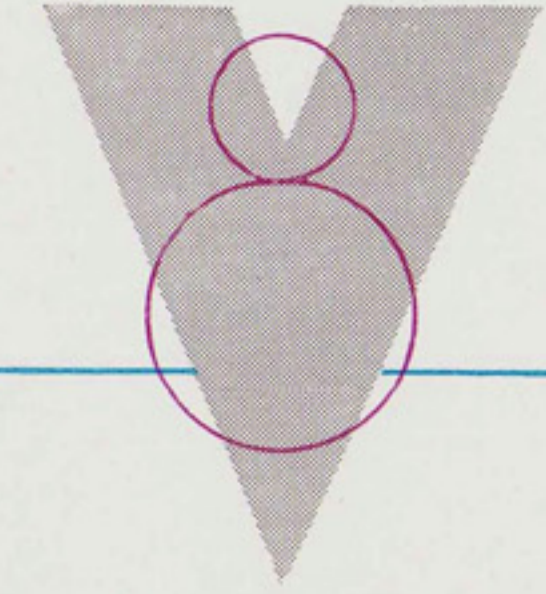


An ideal car for salesmen, or for men and women whose cars play a part in the daily round of personal or business duties. As in all Standard types, choice of 85 or 60-horsepower engine for top-notch performance or rock-bottom economy. The wide seat holds three passengers comfortably. There are two luggage compartments—a big one, reached through a wide door in the rear deck—and a smaller one, reached from inside the car by lifting up seat back.





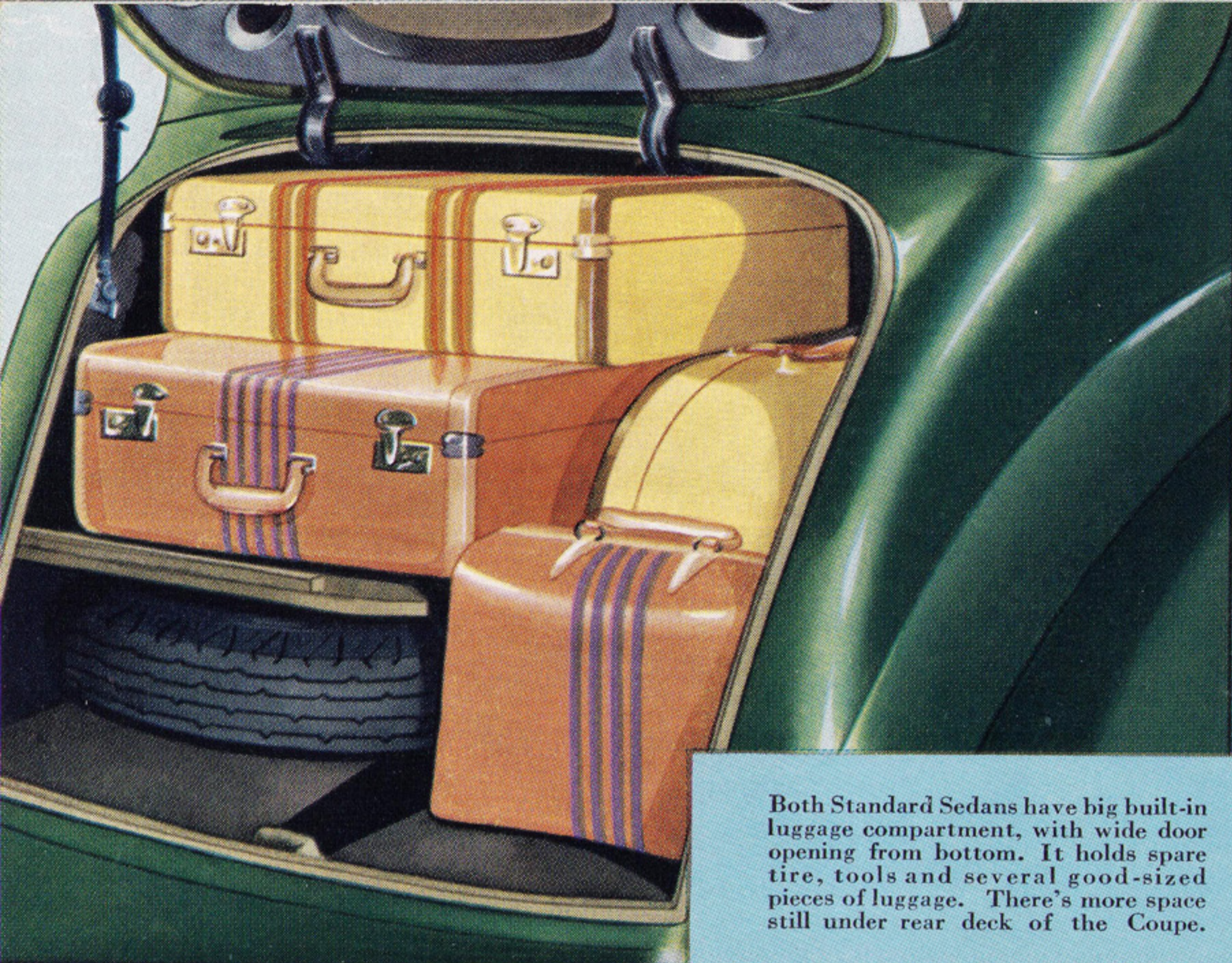
# FORDOR SEDAN



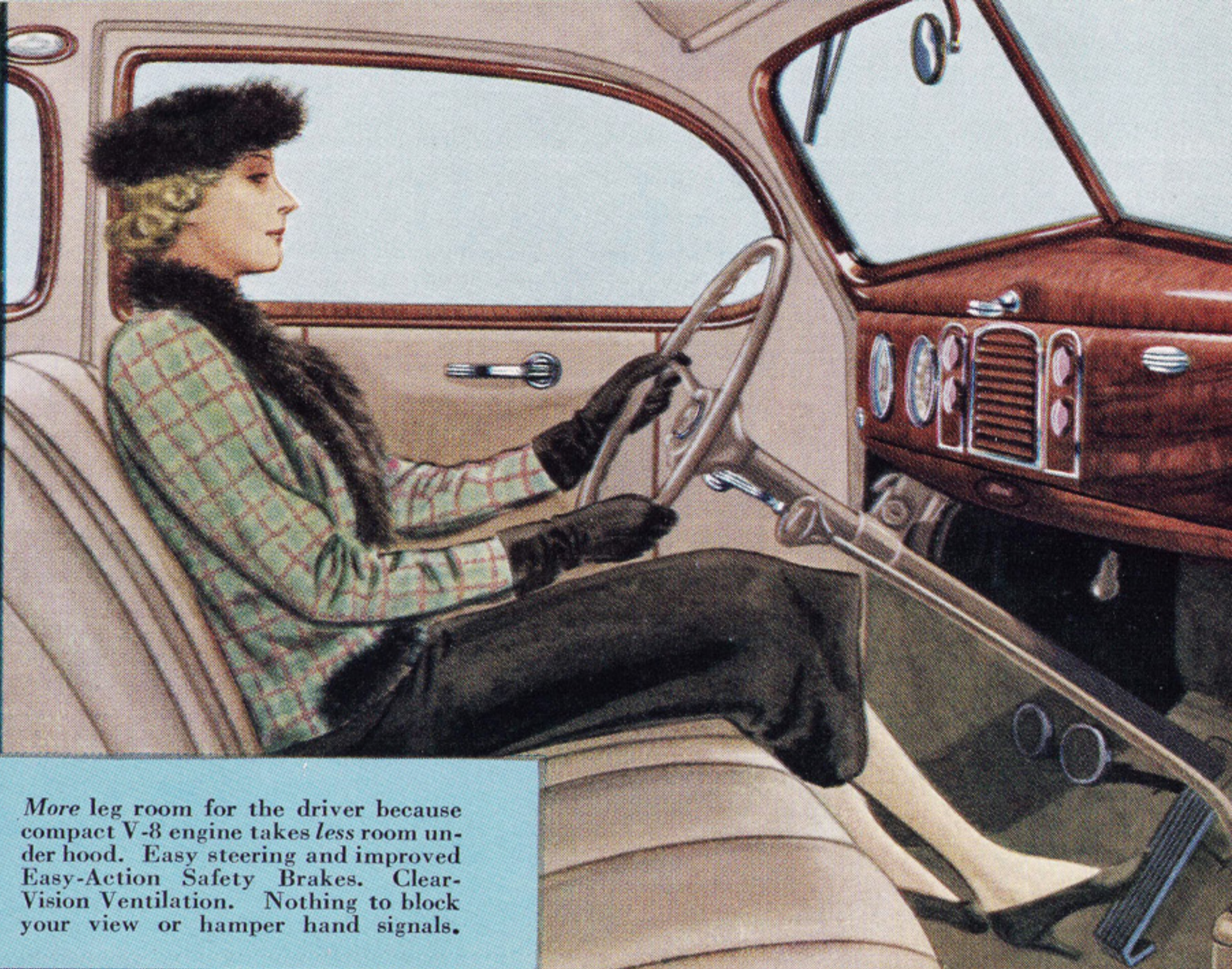
A roomy family car, priced low with the 85-horsepower engine and still lower with the 60-horsepower engine. Brings the pleasure of V-8 motoring within the reach of all who can afford any new motor car. Foot rest and arm rests in rear compartment. Pillar light. Adjustable driver's seat. New, modern instrument panel with handsome ivory plastic knobs recessed. The V-type windshield opens for greater comfort in warm weather driving.



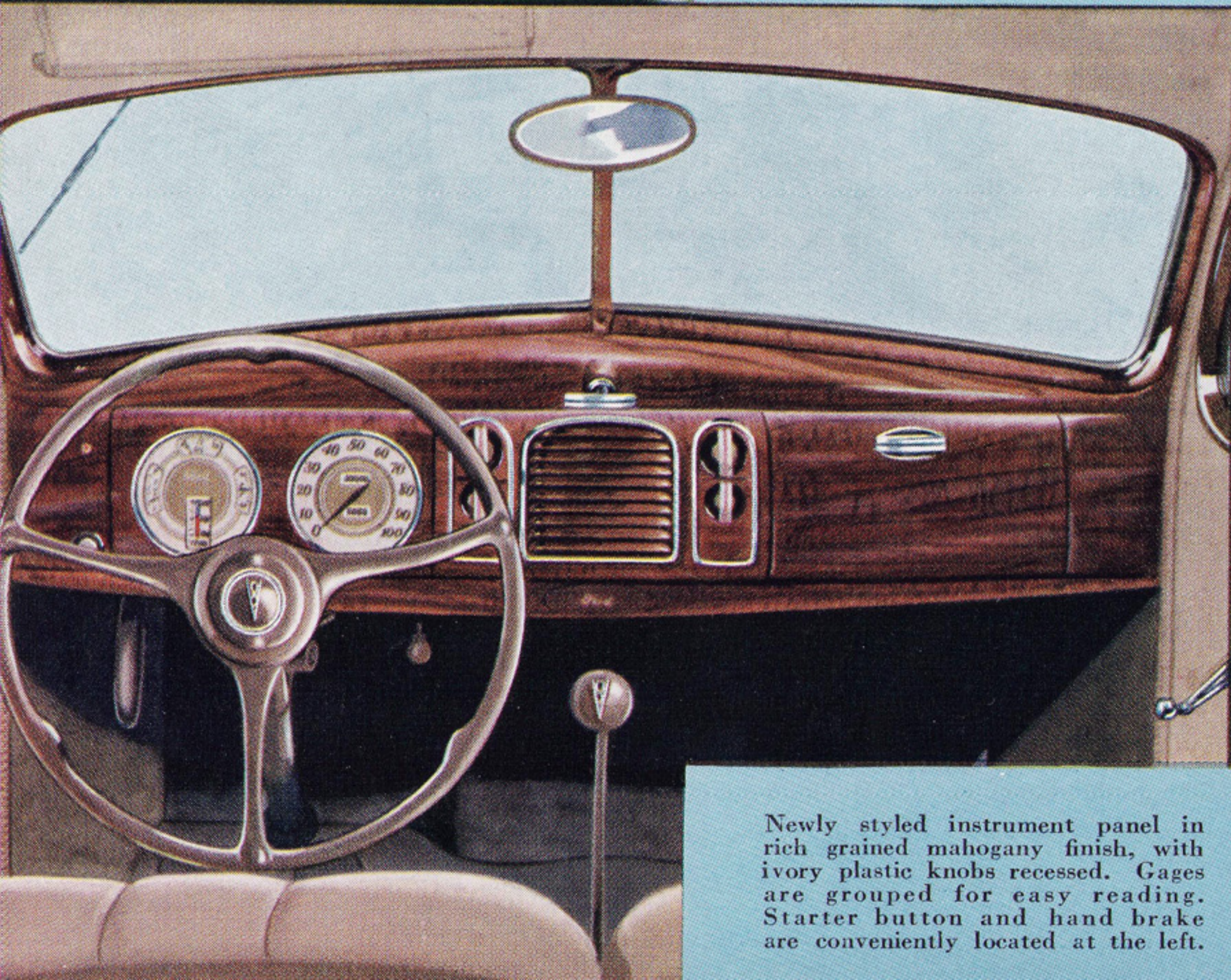
**STANDARD INTERIORS** are neatly tailored in every detail. Deep, comfortable cushions, upholstered in attractive fabrics. Mahogany-finished door and window moldings. Chrome fittings of modern safety design. Arm rests in rear of sedans.



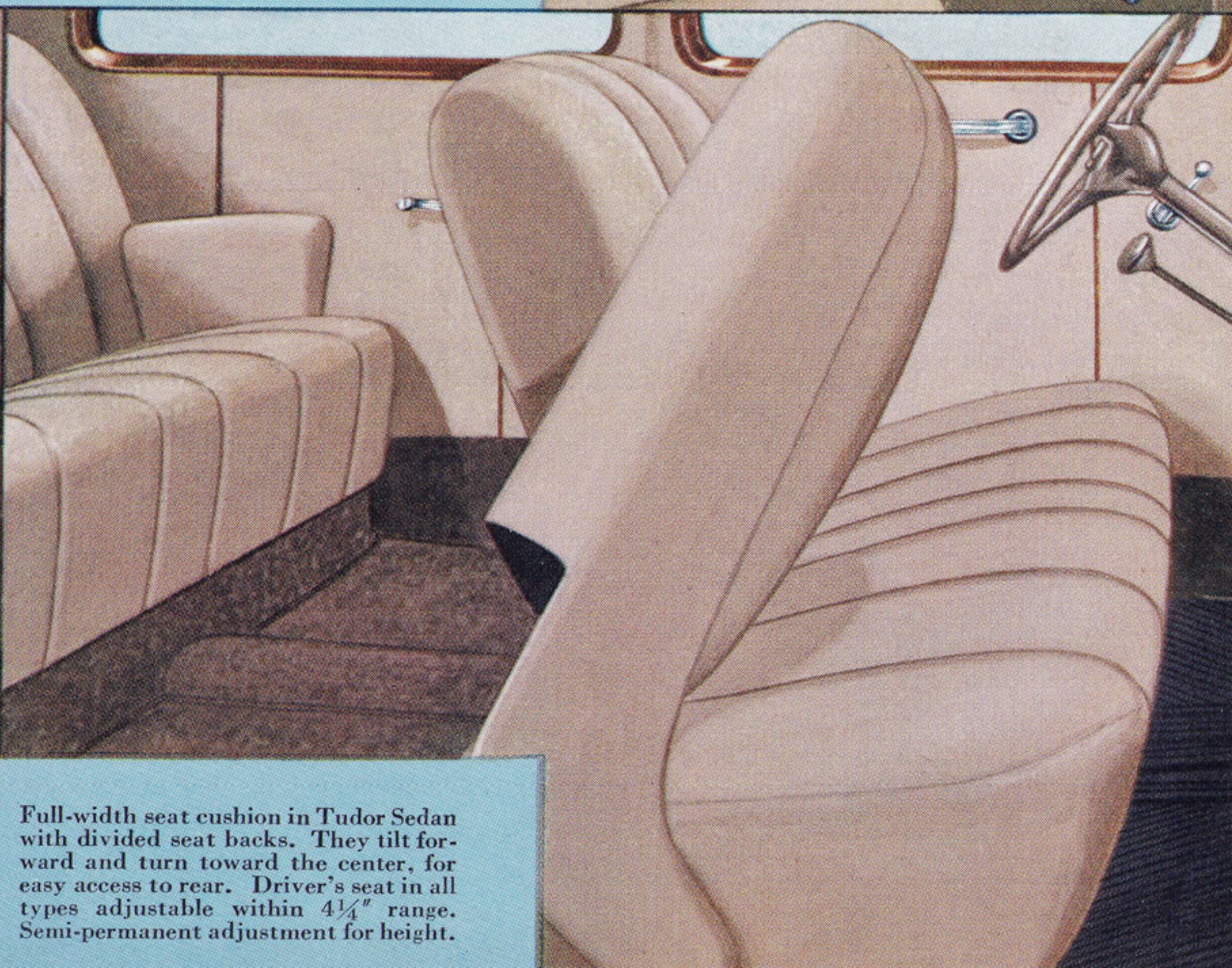
Both Standard Sedans have big built-in luggage compartment, with wide door opening from bottom. It holds spare tire, tools and several good-sized pieces of luggage. There's more space still under rear deck of the Coupe.



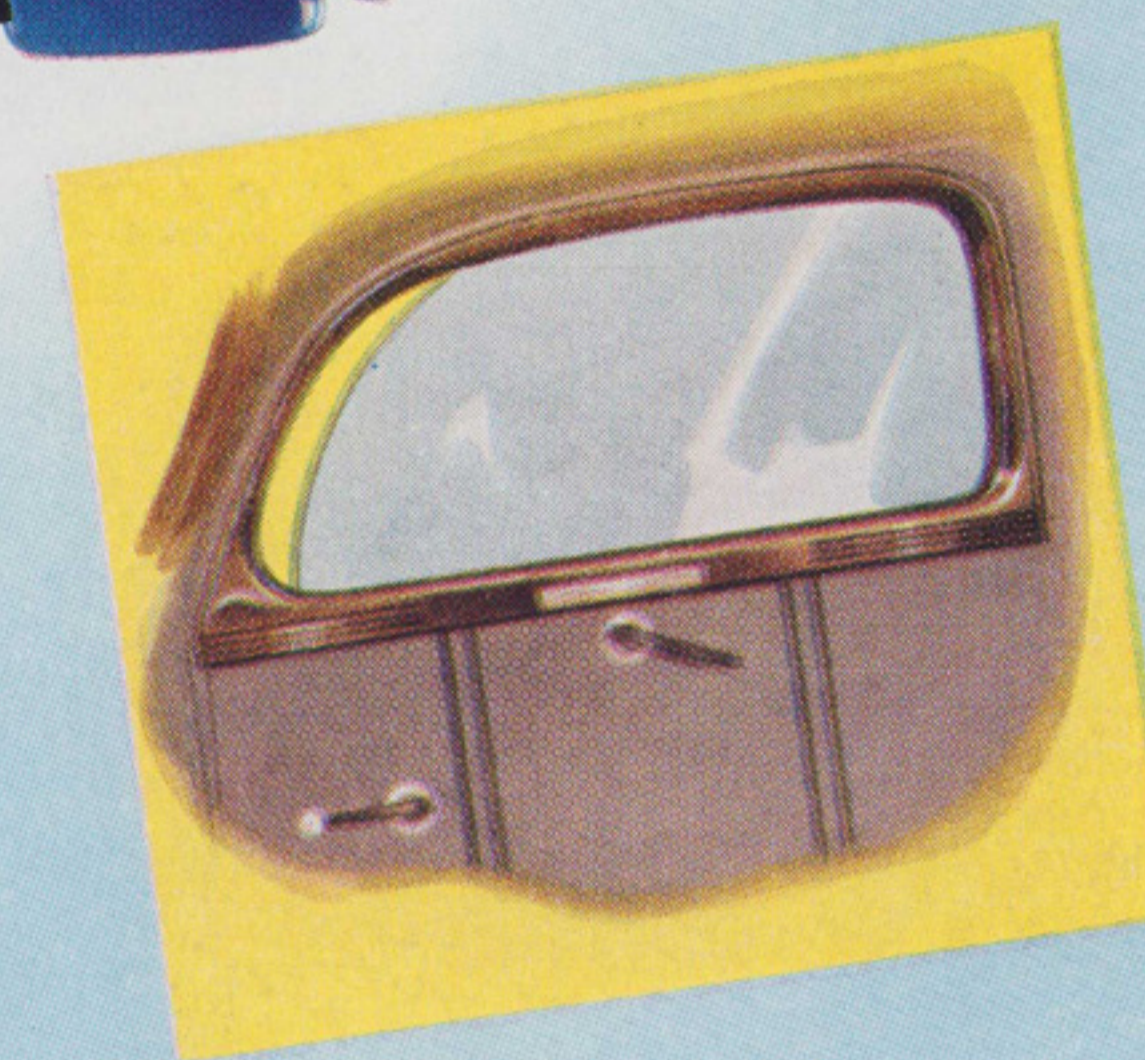
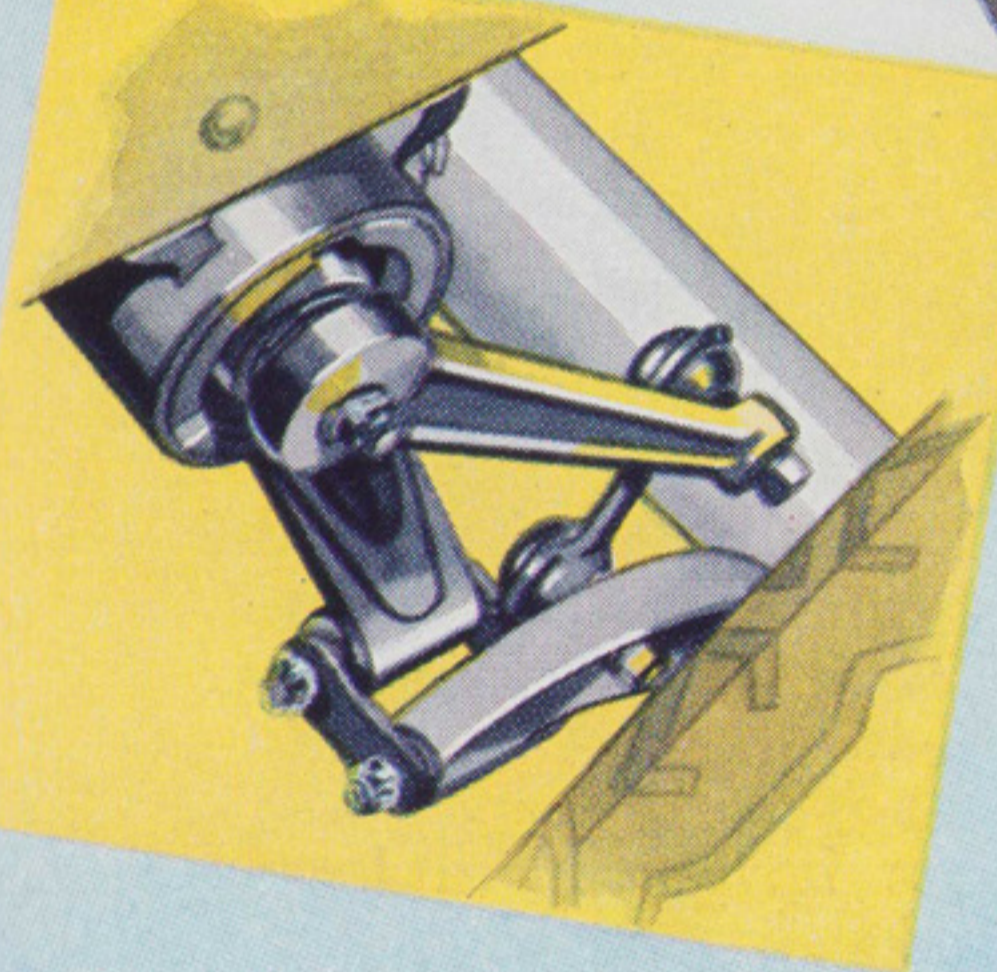
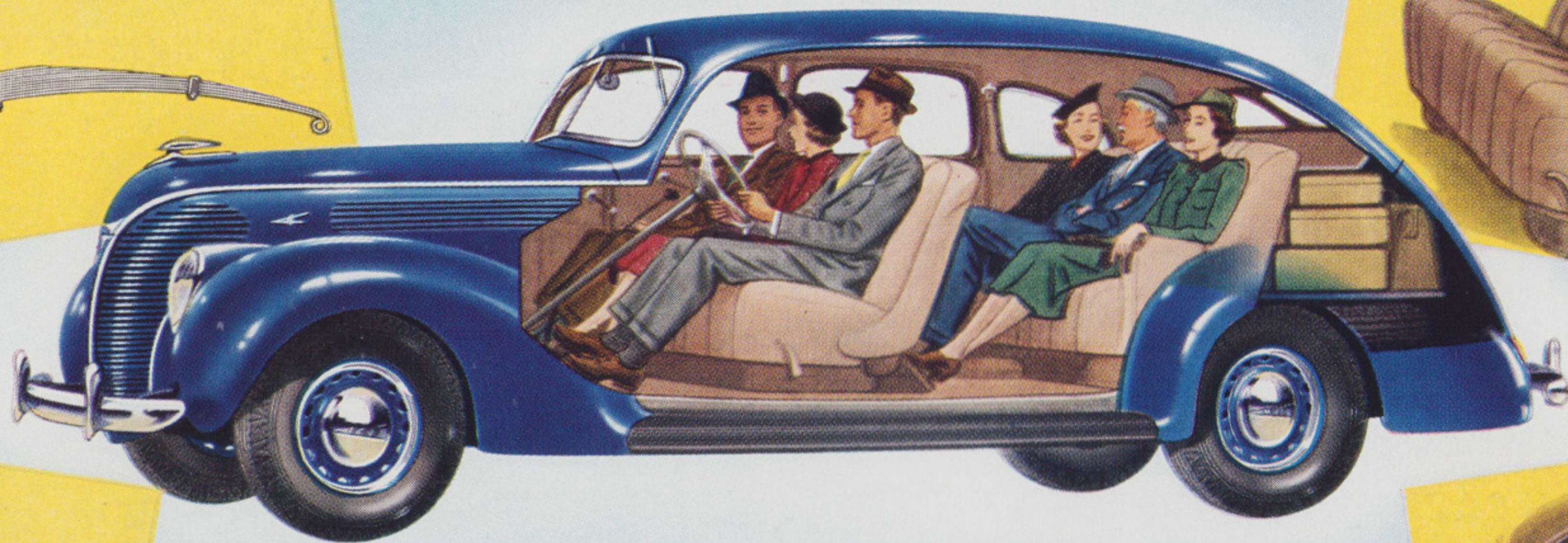
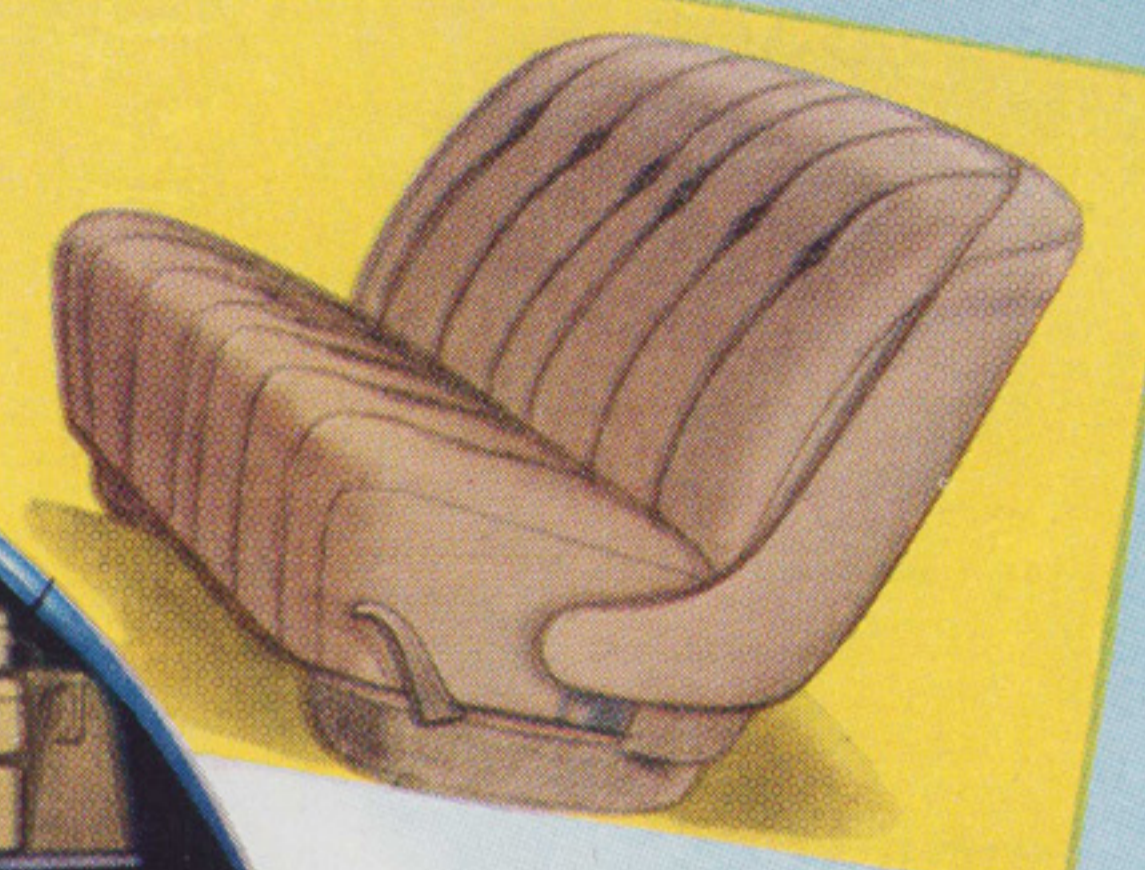
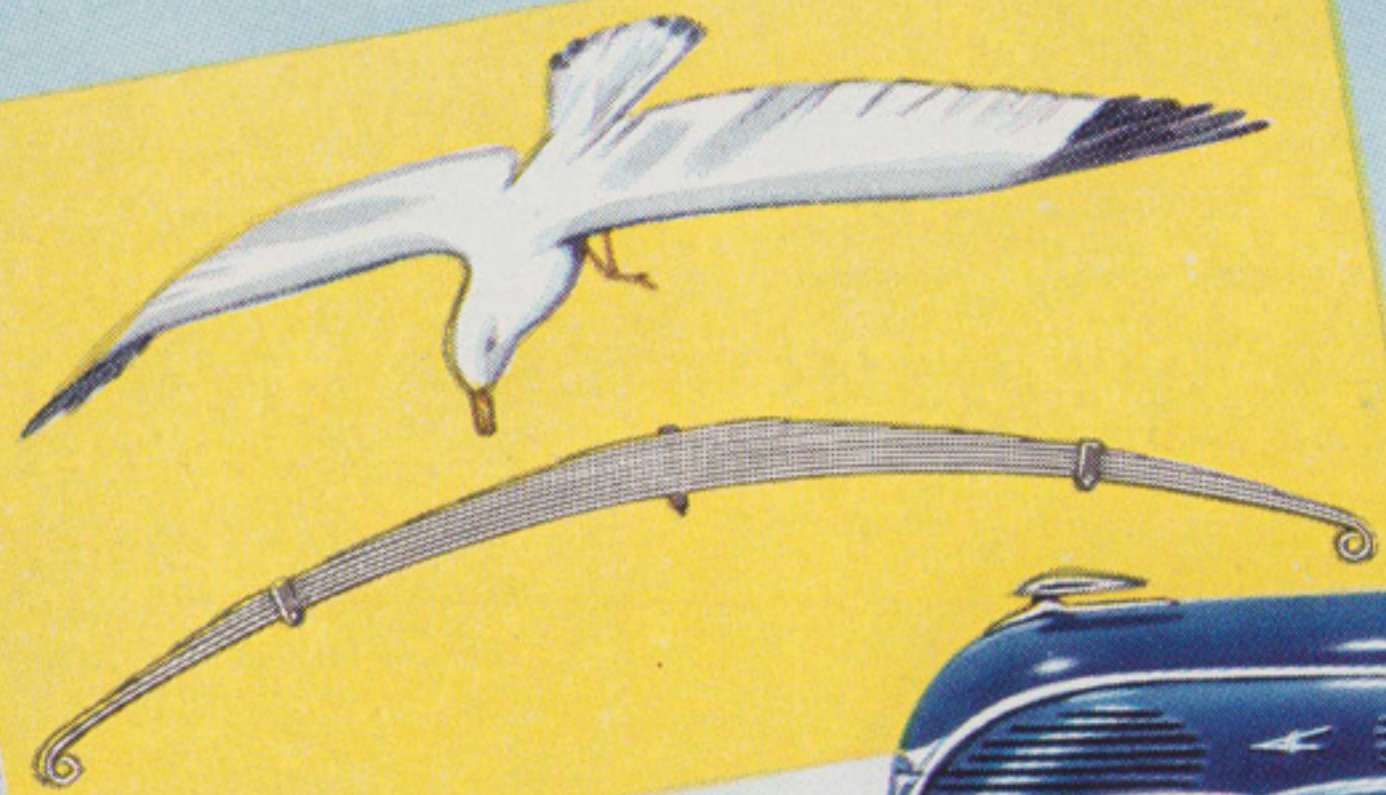
More leg room for the driver because compact V-8 engine takes *less* room under hood. Easy steering and improved Easy-Action Safety Brakes. Clear-Vision Ventilation. Nothing to block your view or hamper hand signals.



Newly styled instrument panel in rich grained mahogany finish, with ivory plastic knobs recessed. Gages are grouped for easy reading. Starter button and hand brake are conveniently located at the left.



Full-width seat cushion in Tudor Sedan with divided seat backs. They tilt forward and turn toward the center, for easy access to rear. Driver's seat in all types adjustable within  $4\frac{1}{4}$ " range. Semi-permanent adjustment for height.



# C O M F O R T

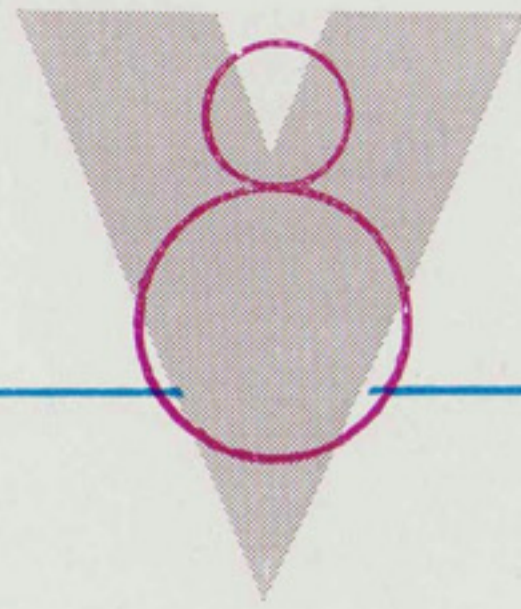
## C O M E S F R O M M A N Y T H I N G S

A combination of features, exclusive with Ford in the low-price field, contributes to the comfort of the 1938 Ford V-8. Foremost is the Ford Center-Poise principle, by which all passengers ride near the center of the car, between the axles instead of over them, cradled by flexible transverse springs.

Ford transverse springs are mounted to provide an unusually long springbase—and combine with the adjustable double-acting shock absorbers to give a smooth, easy ride even on rough

roads. Ford seats are comfort-height and deeply cushioned. Ford Clear-Vision Ventilation is simplicity itself. The V-type windshield opens in all closed models.

Finally, the compact Ford V-8 engine takes up less space under the hood, leaves more room for you and your luggage. Its smoothness means freedom from noise and vibration too. . . . All these things make you more comfortable—whether you are driving around the block or across the continent.

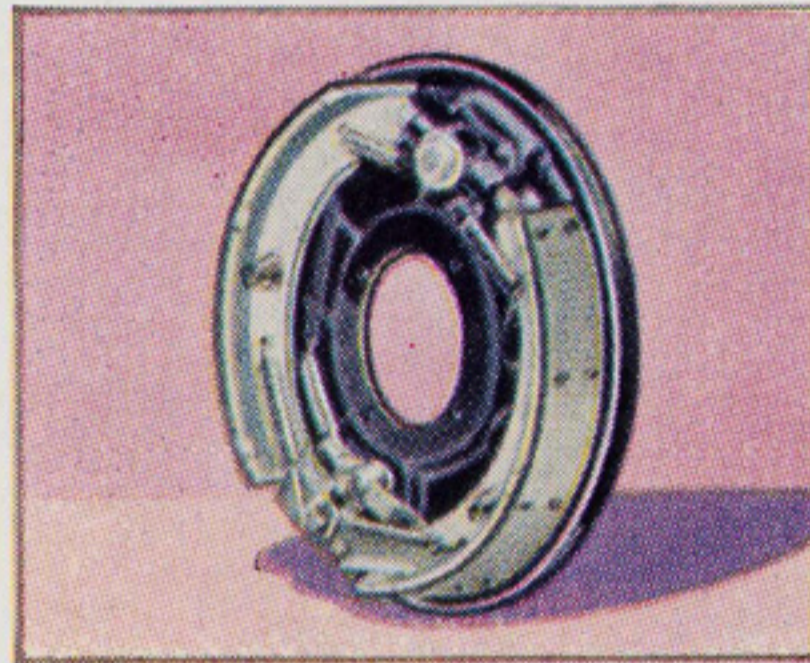


# FEATURES OF THE FORD V-8 FOR 1938

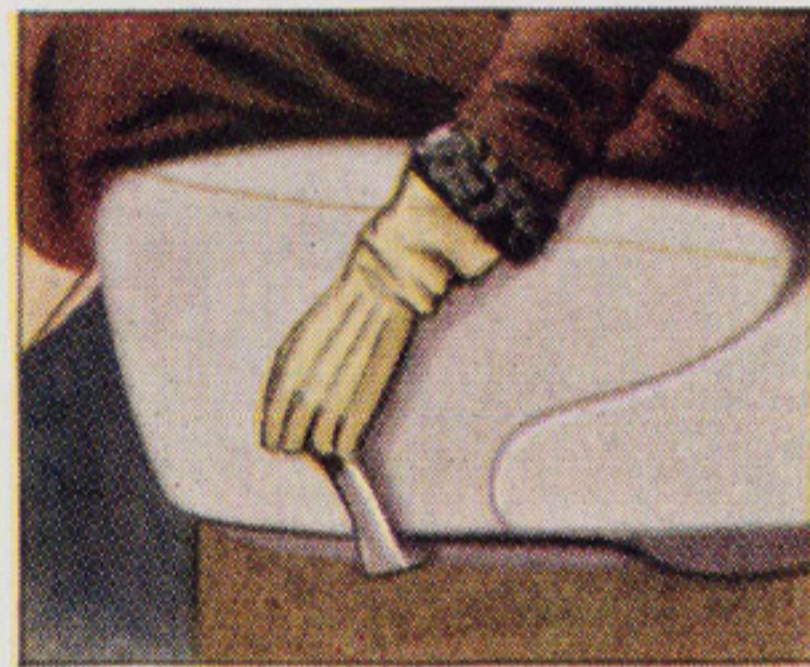
## FORD IMPROVED EASY-ACTION SAFETY BRAKES

Controlled by strong steel cables, in flexible steel conduits, Ford brakes give you the "safety of steel from pedal to wheel." They are simple, direct, and reliable always. They are "self-energizing"—which means that the motion of the wheels helps you apply them. A light pedal pressure gives fast, straight stops. Unusually large braking surfaces assure long wear and few adjustments. A separate parking brake system also operates the brakes on all four wheels.

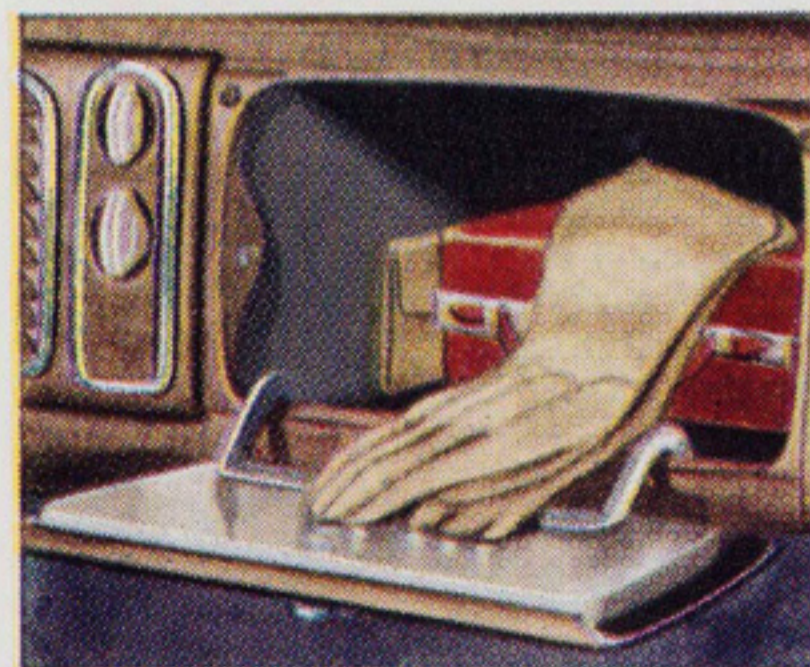
**THE SAFETY OF STEEL  
FROM PEDAL TO WHEEL**



Light pedal pressure and positive action—with Ford Safety Brakes.



Driver's seats are easily adjustable to the individual driver's comfort.



Handy compartment in instrument panel for gloves, maps, glasses, etc.

**NEW DE LUXE LINE** • Most luxurious Ford cars ever built. Longer hoods and more massive fenders. Greater room for passengers and larger luggage compartments in closed sedans. Clean, flowing curves from front to rear. Headlamps streamlined into front fenders—tail lights set flush in rear fenders. Eight body types. 85-horsepower V-8 engine only.

**NEW STANDARD LINE** • Newly streamlined for greater grace and beauty, with longer hood and larger fenders. New grille blends smoothly into body. Big built-in luggage compartment. Deck lid handle, license bracket and light neatly grouped on back panel. Three body types. Choice of brilliant 85-horsepower V-8 engine or thrifty 60-horsepower V-8 engine.

**NEW INTERIORS** • Both lines have modern instrument panels with knobs recessed—and with starter button and hand brake at left of panel. Both are styled and tailored in rich, good taste, but differ in details of finish, upholstery and appointments. Both have headlight beam control button on the floor.

**ALL-STEEL BODY** • Frame structure all steel, sheathed with steel panels—top, sides and floor. All are welded into a single steel unit of great protective strength. Safety Glass in windshield and windows of all bodies.

**ENGINEERED FOR QUIET** • Thorough body insulation, rubber engine mountings, rubber cushions around body bolts, positive pressure spring-lubrication and other refinements contribute to a new standard of quiet operation.

**EASY STEERING** • Steering gear ratio is 18.2 to 1.

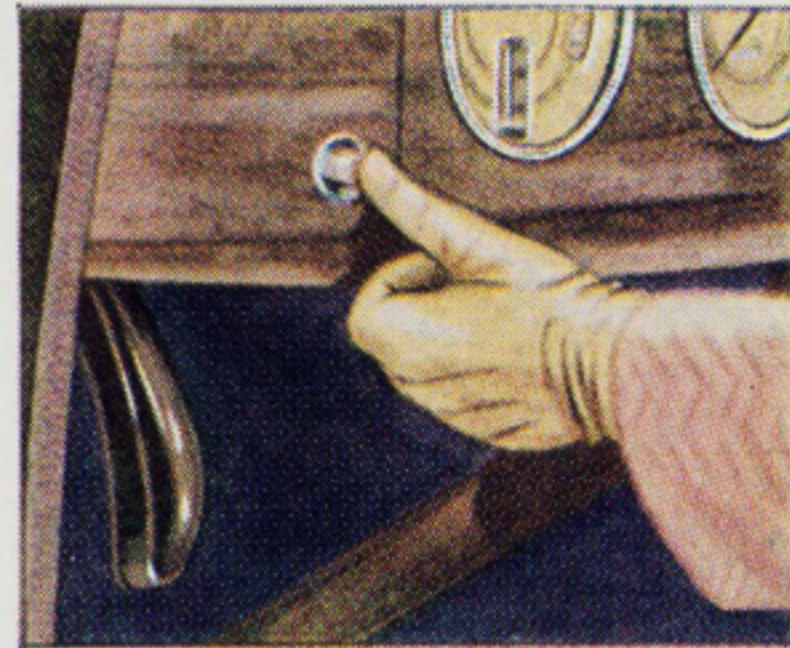
# THE QUALITY CAR IN THE LOW-PRICE FIELD

Worm and roller type steering gear makes the 1938 Ford very easy to handle.

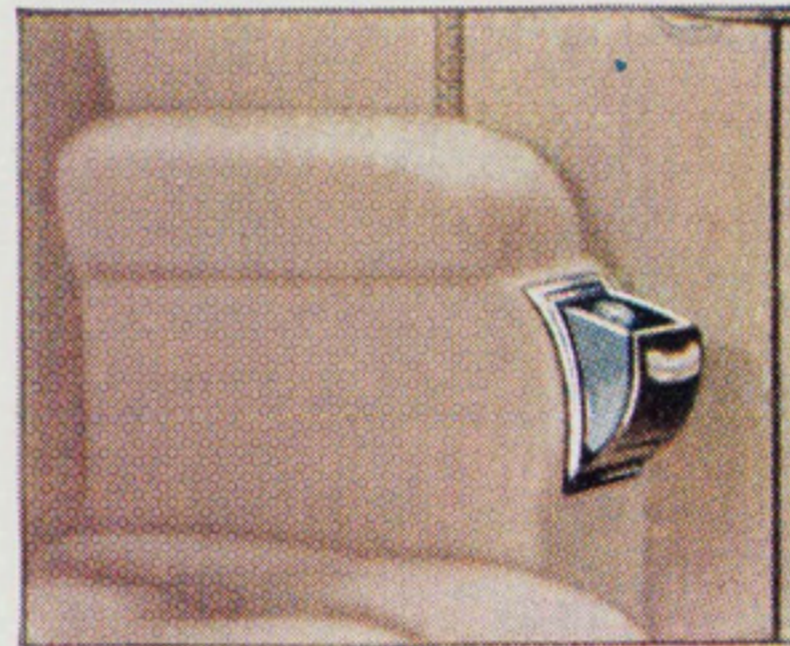
**MODERN COMFORT** • Modern design, and the compact V-type engine, provide extra space in the body for passengers and luggage. All passengers are Center-Poised near the middle of the car, away from the axles. Unusually long springbase and adjustable, double-acting shock absorbers give a smooth, easy ride even on rough roads. Deep cushions, comfort-height. Simple, efficient Clear-Vision Ventilation.

**DE LUXE EQUIPMENT** • Front and rear bumpers and bumper guards. Spare wheel, tire and tube, tire lock and band. Twin air electric horns behind radiator grille. Two tail lights. Dual windshield wipers. Cigar lighter. Wheel bands. Chromium plated windshield frame. De Luxe steering wheel. Foot control for deflecting headlight beams. Moldings and instrument panel in American walnut grain finish. Two swivel-type sun visors. Glove compartment with lock and clock. Ash tray in instrument panel and both rear arm rests of sedans. Interior hardware in bronze finish, with ivory plastic knobs. Arm rests. Choice of Mohair or Broadcloth in all closed cars. Seat cushions of convertible bodies in antique-finished Genuine Leather or Cord; Genuine Leather in Phaeton. Rumble seats in artificial leather. Foot rest and robe cord in Fordor and Convertible Sedans. Interior lights in Coupes and Sedans. Black tires standard on all models with white sidewall tires available at extra cost.

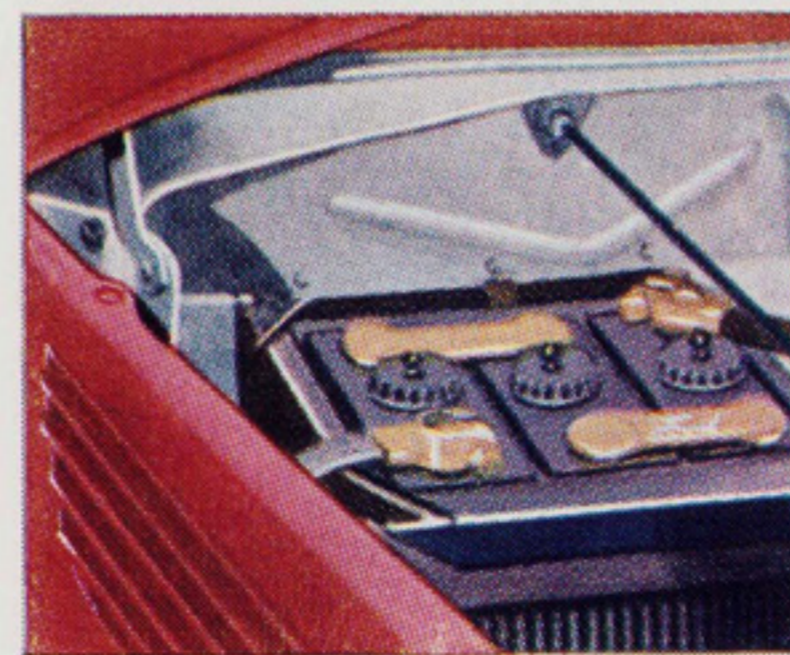
**STANDARD EQUIPMENT** • Front and rear bumpers and bumper guards. Spare wheel, tire and tube, tire lock and band. Twin electric vibrator horns behind radiator grille. One tail light. One windshield



Starter button at left of instrument panel and hand brake just under it.



Handsome, handy ash trays set into rear arm rests of De Luxe cars.



Ford battery located under hood for quick and convenient servicing.

wiper. Windshield frame same color as body. Cigar lighter. Foot control for deflecting headlight beams. Moldings and instrument panel in grained mahogany finish. One swivel-type sun visor. Glove compartment and ash tray in instrument panel. Bright finish interior hardware, with plastic knobs on instrument panel. Arm rests in rear compartments of sedans. Foot rest in Fordor Sedan. Interior lights in all bodies. Mohair or Broadcloth upholstery (slight extra charge for Mohair in Standard "60").

**APPROVED FORD ACCESSORIES** • A wide range of accessories designed especially for Ford cars is available at moderate cost, including Ford 6-tube radio with speaker concealed in instrument panel, and adjustable windshield antenna; hot-air heater with or without windshield defroster; rear wheel shields; spotlight, radiator and seat covers, and other items.

**WIDE COLOR RANGE** • Enduring baked enamel finish. De Luxe cars in Black, Blue, Brown, Green, Gray, Maroon. Wheels and fenders same color as body. Standard cars (85 or 60-horsepower engine) in Black, Blue, Gray. Fenders same color as body. Wheels black.

**LOW PRICE** • Ford prices have always been low and represent maximum value. The prices of the Standard Ford V-8 for 1938 are exceptionally low with the brilliant 85-horsepower V-8 engine—and lower still with the thrifty 60-horsepower V-8 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.*

