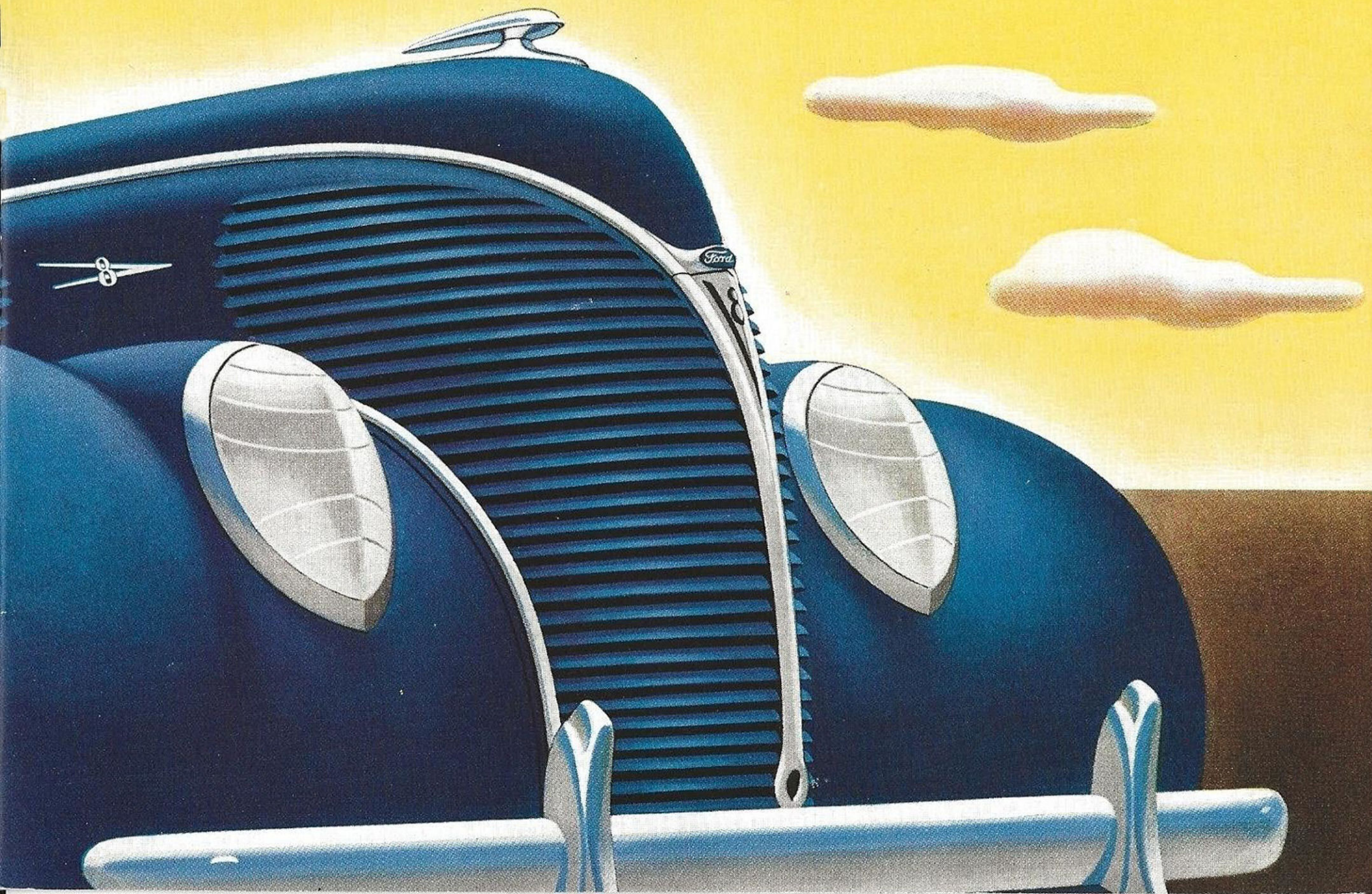
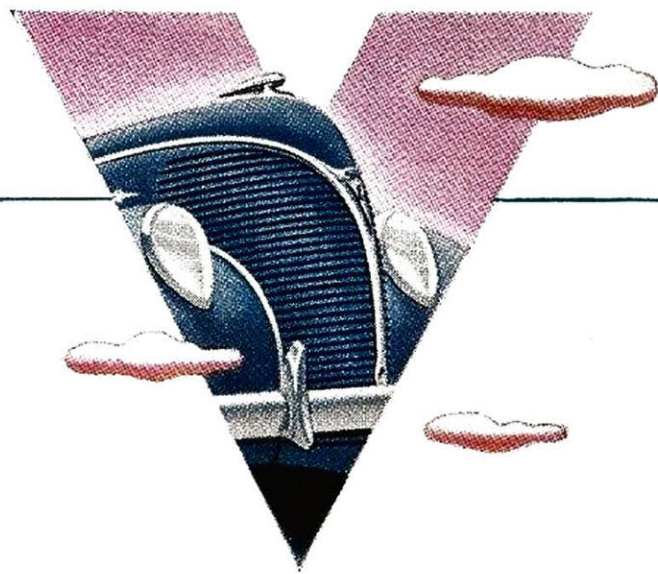


# TWO NEW FORD V-8 CARS FOR 1938





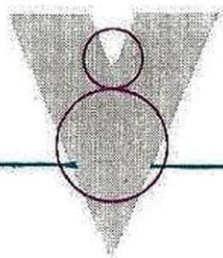


## TWO NEW FORD CARS . . . TWO DISTINCTIVE DESIGNS TWO V-8 ENGINE SIZES . . . TWO PRICE RANGES . . . FOR 1938

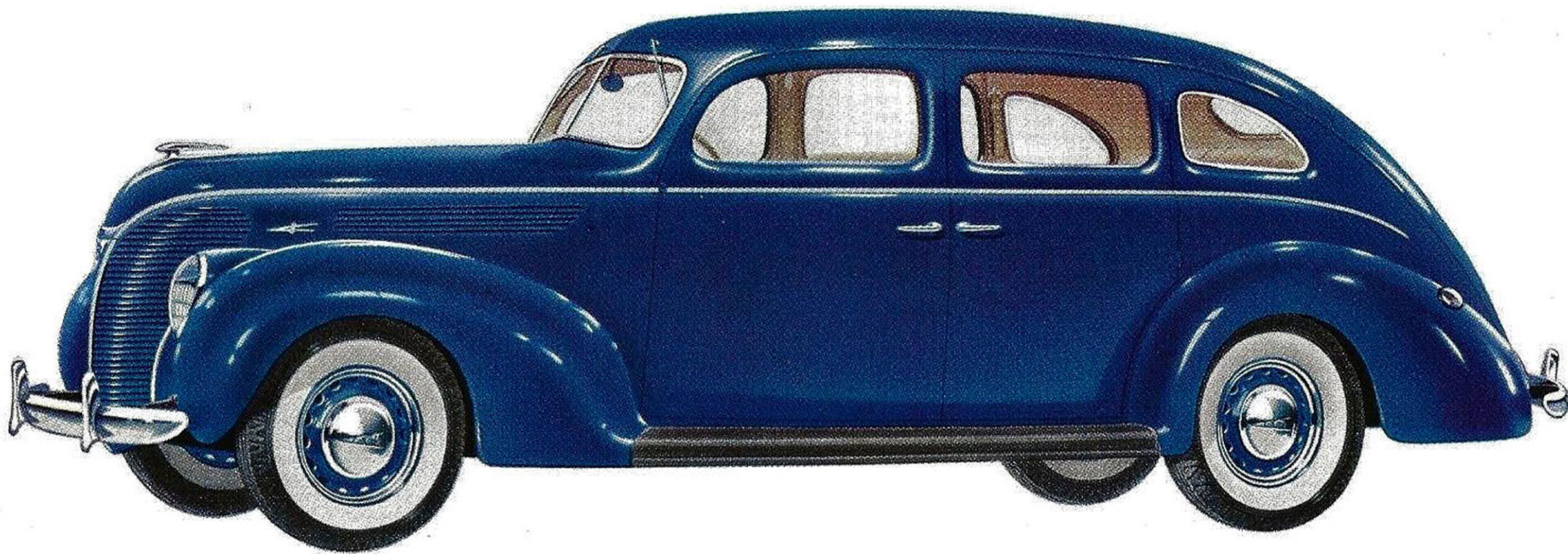
Ford V-8 cars for 1938 continue the basic features which made the 1937 Ford V-8 America's most widely chosen car—and in addition, provide a choice of two distinctly different designs. ¶ Entirely new in appearance is the De Luxe line of 8 body types. Big, impressive cars—with longer hood—striking streamlines—finer 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 for 1938 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 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.

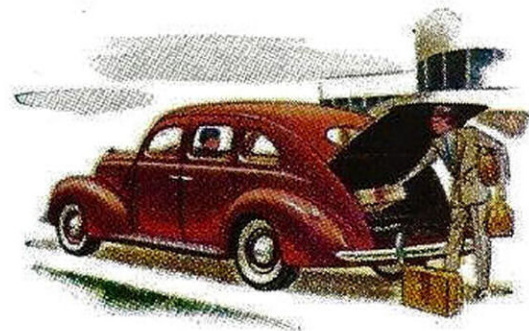




## DE LUXE FORDOR SEDAN

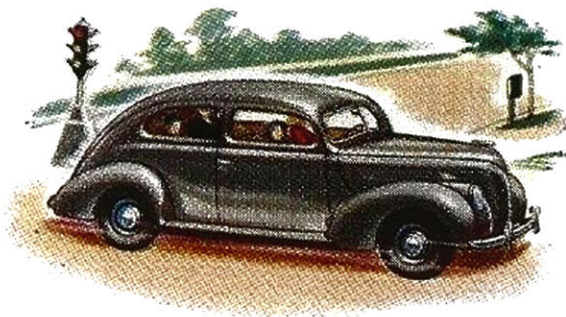
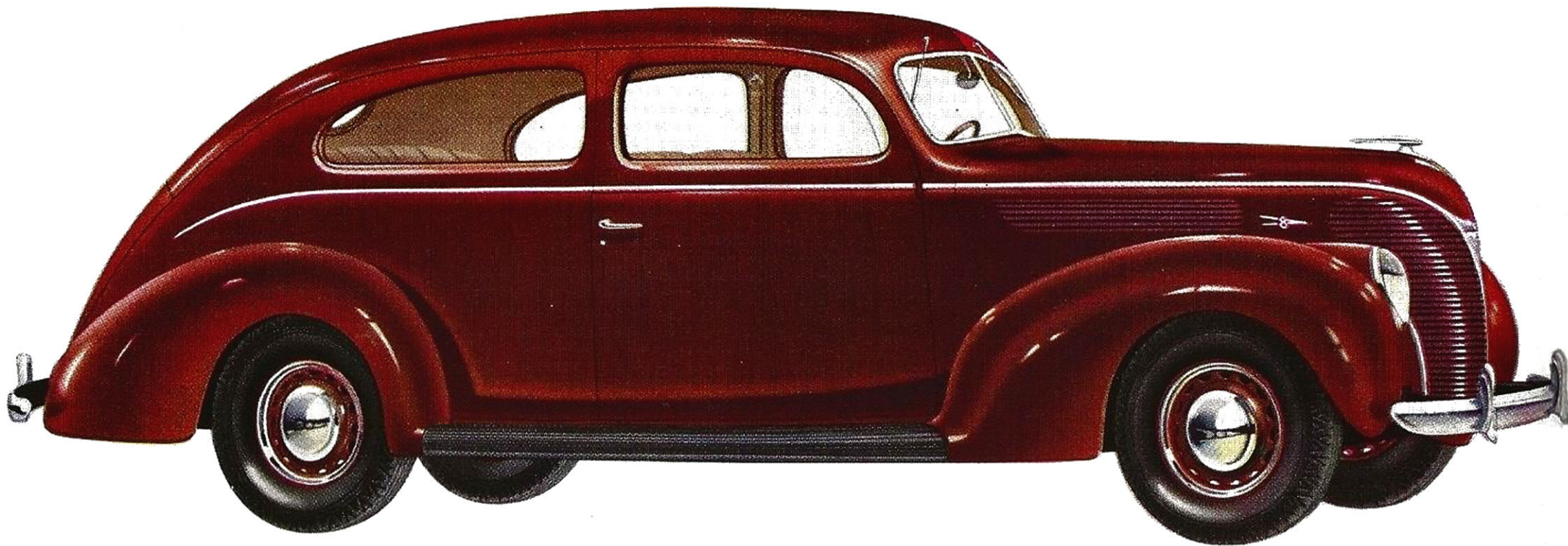


The new 1938 De Luxe Ford V-8 looks big and is big. Longer, more sweeping hood. Deeper, more massive fenders. More leg room and ample head room in rear compartment. Much larger luggage space. Tail lights are set flush in rear fenders. Deck lid handle, and license-bracket light combine into a single attractive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



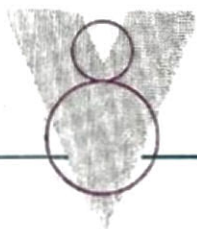


# DE LUXE TUDOR SEDAN

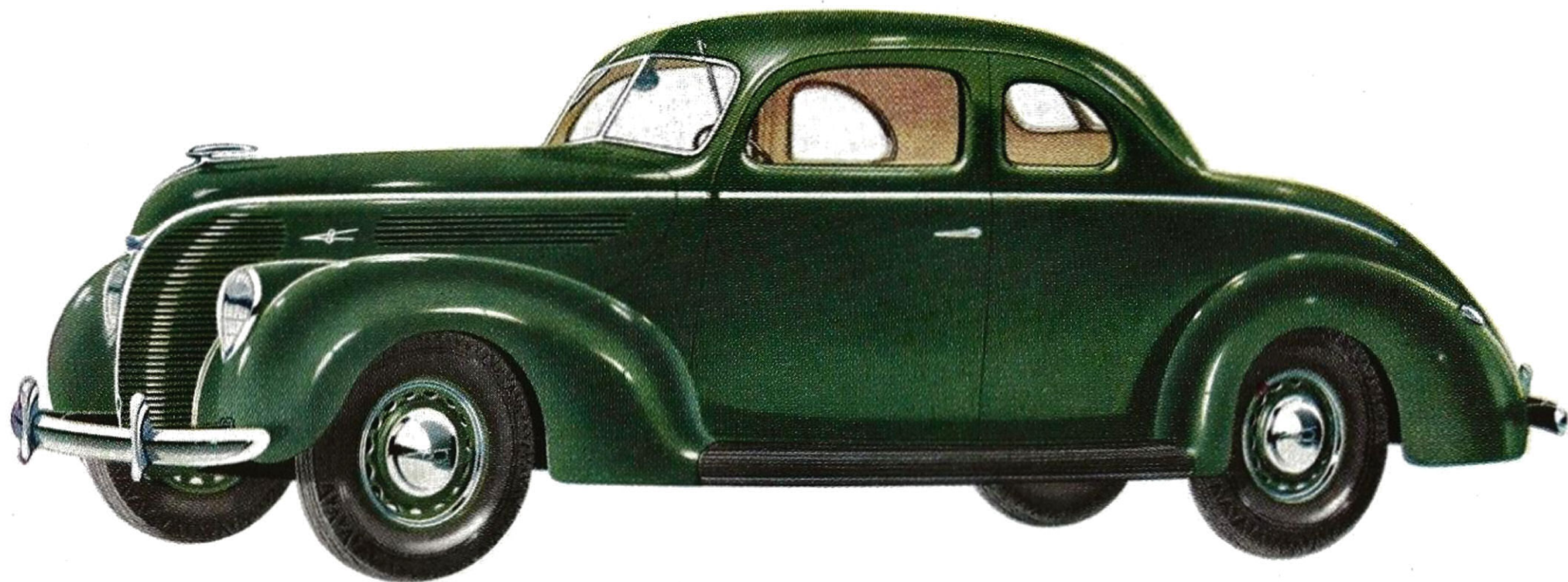


Larger, more impressive looking, like all the De Luxe line. Entirely new instrument panel with modern plastic fittings recessed. Mohair or Broadcloth upholstery. Ash trays in both rear compartment arm rests. Pillar lights. Full width front seat cushion holds three comfortably. Divided seat backs tilt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

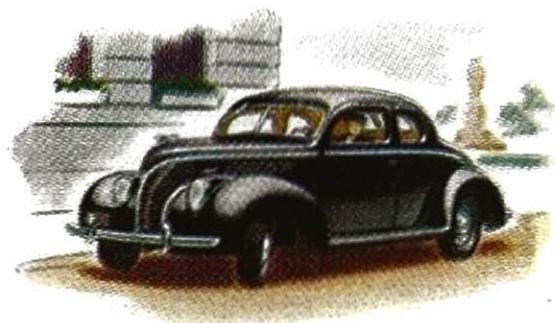




## DELUXE COUPE

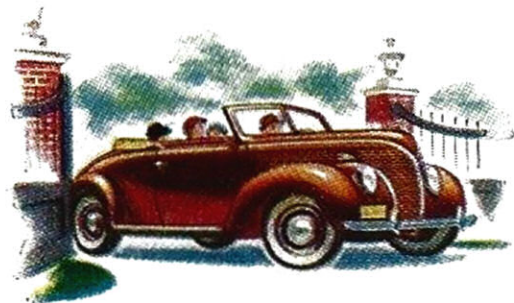
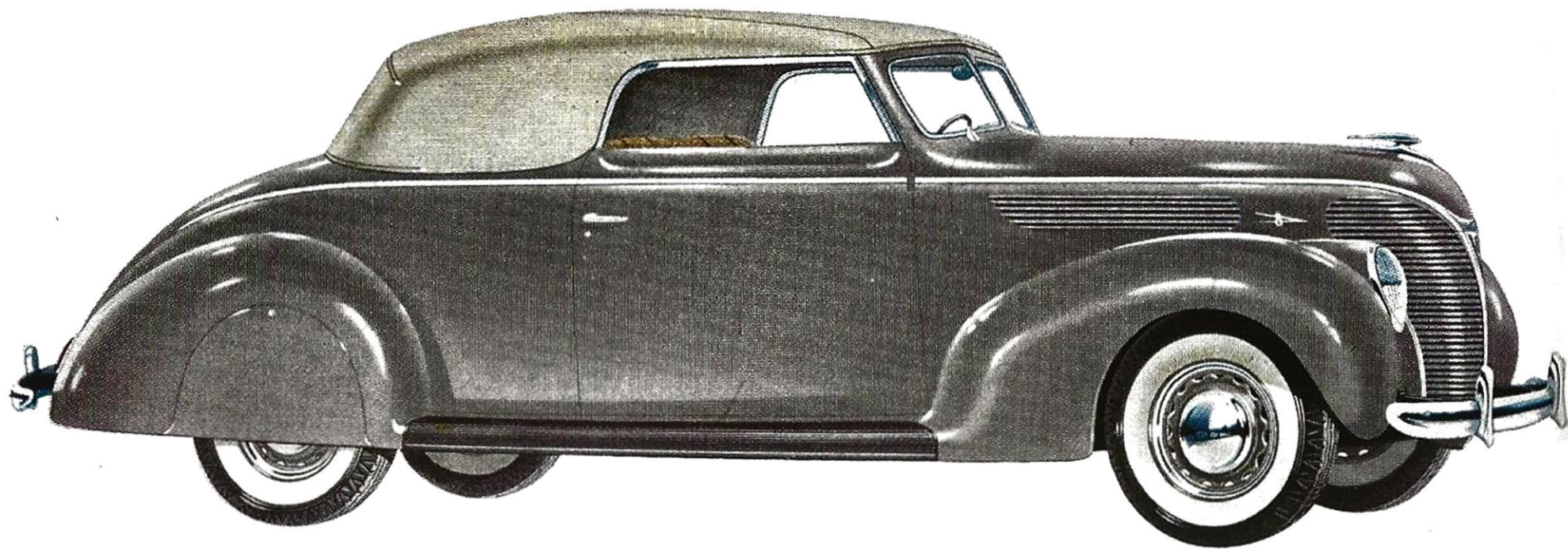


A convenient, modern car that carries three comfortably. Especially popular for business and professional use. Interior light over rear window. Like all closed body types, the Coupe has Clear-Vision Ventilation that is simplicity itself. One handle raises and lowers window, and opens ventilating slot.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





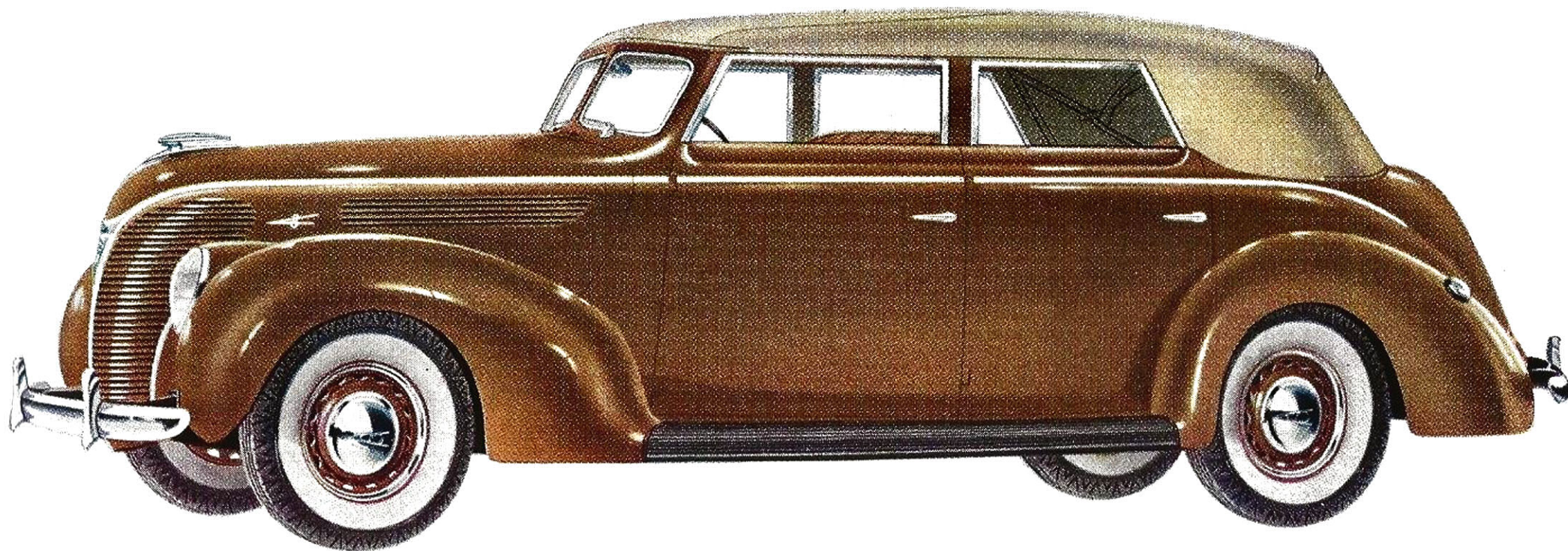
## DE LUXE CONVERTIBLE CLUB COUPE



This ingenious convertible body type provides unusual comfort for extra passengers 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 are available at slight extra cost.



## DELUXE CONVERTIBLE SEDAN

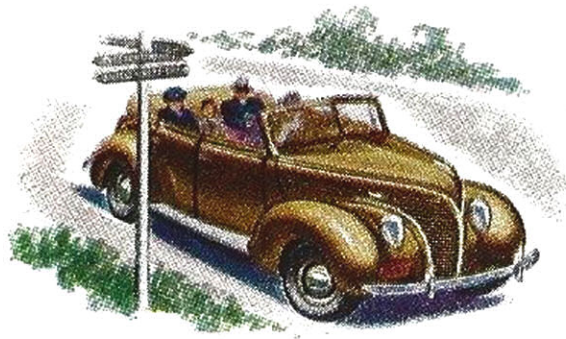
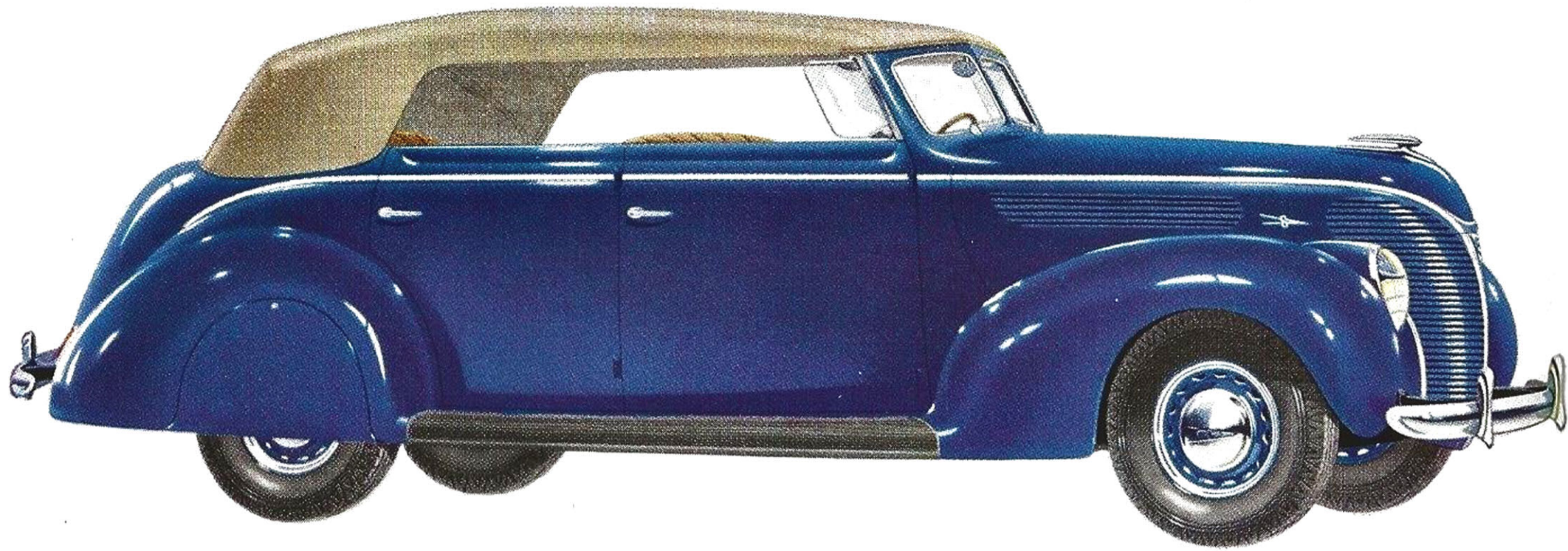
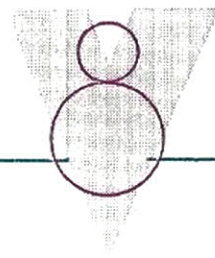


An exceptionally luxurious body type provided by the Quality Car in the Low-Price Field. Combines the advantages of an open and closed car. Top folds flat and is covered by a neatly fitting boot. Safety glass windows, in chrome-plated frames, lower into doors. Door pillars easy to remove. Windshields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



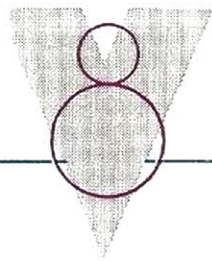


# DELUXE PHAETON

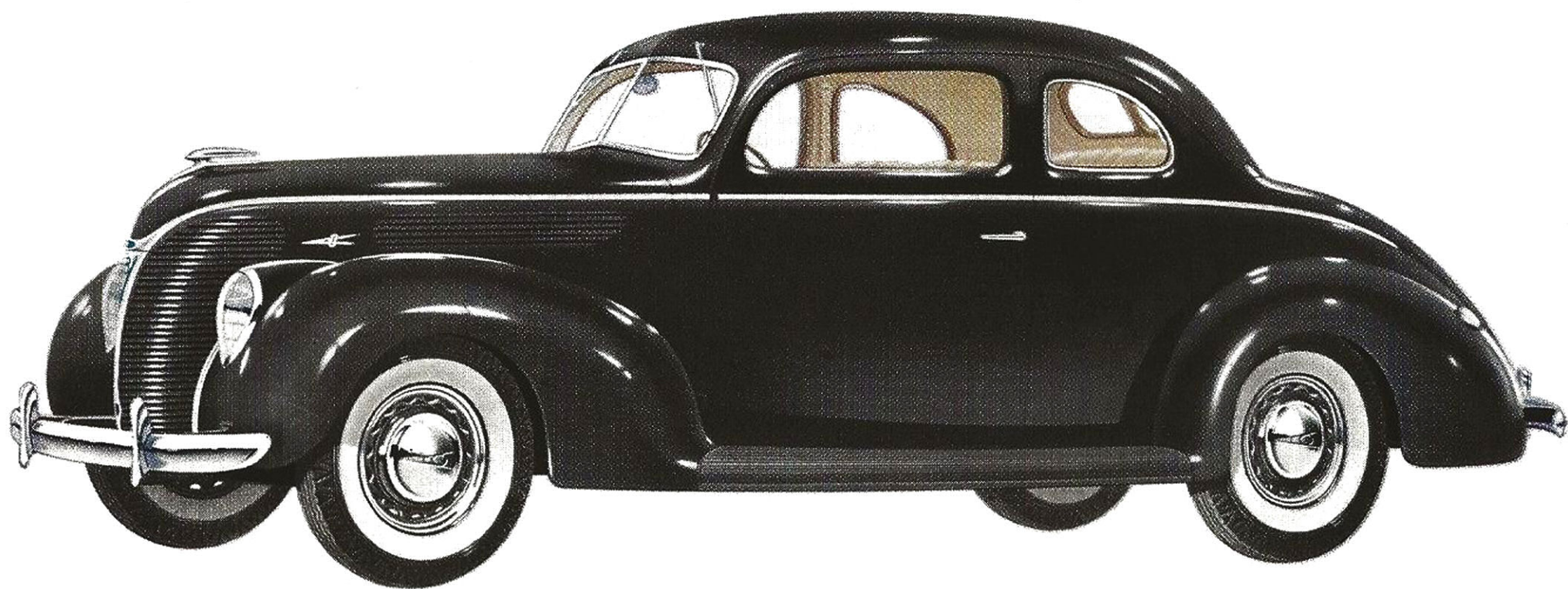


Built with a bow to youth and young ideas. Bright sun and blue sky when you want them, but the handsome tan top raises easily and curtains can be snapped quickly into place for bad weather. Safety Glass windshield and windshield wings. Large luggage compartment, reached through a wide door in the rear,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





## DE LUXE CLUB COUPE

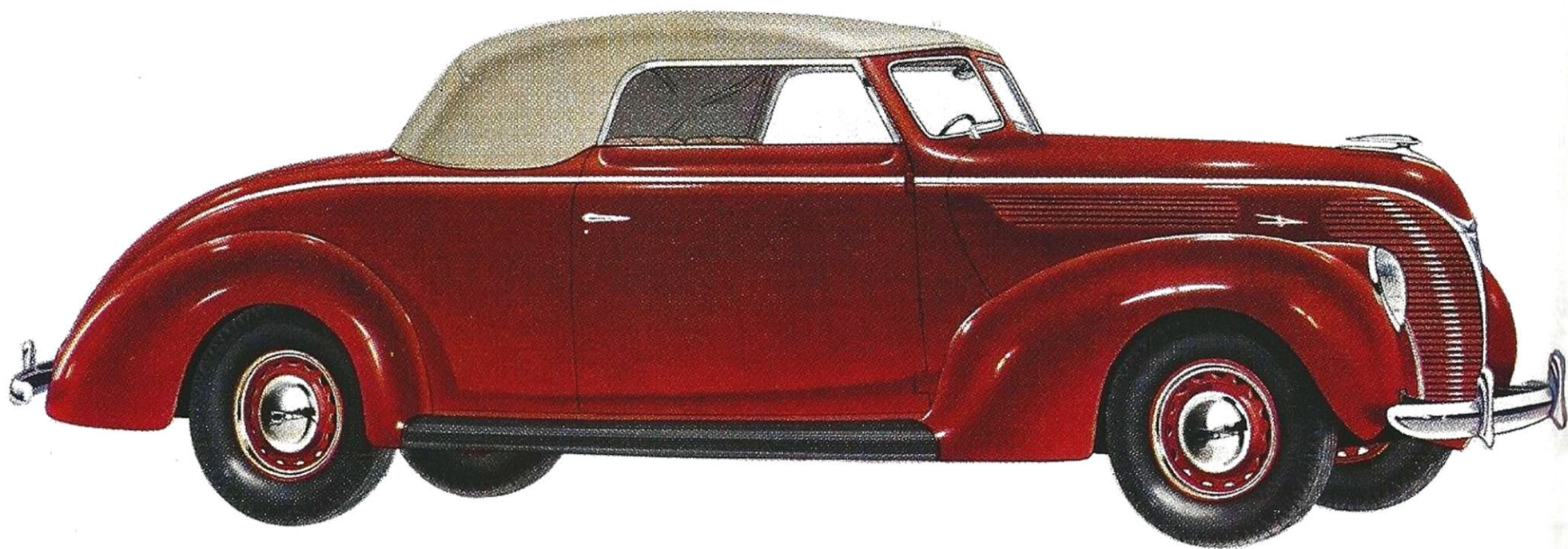


This distinctive body type was introduced in the Ford line last year and became immediately popular. A grand car for couples. It looks like a coupe but carries five or six passengers. The wide front seat holds three, and there is ample room for two or three passengers in the rear seat. Front seat cushion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





## DELUXE 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 Genuine Leather or Cord. Rumble seat standard equipment. When you see it, you'll want to jump in and GO!





**DE LUXE INTERIORS**— the most luxurious Ford has ever created. Fine Mohair or Broadcloth upholstery, beautifully tailored. Soft, cushioned edge on back of front seat. Big arm rests in rear, with ash trays. Walnut-finished window moldings. Bronzed metal and plastic fittings.

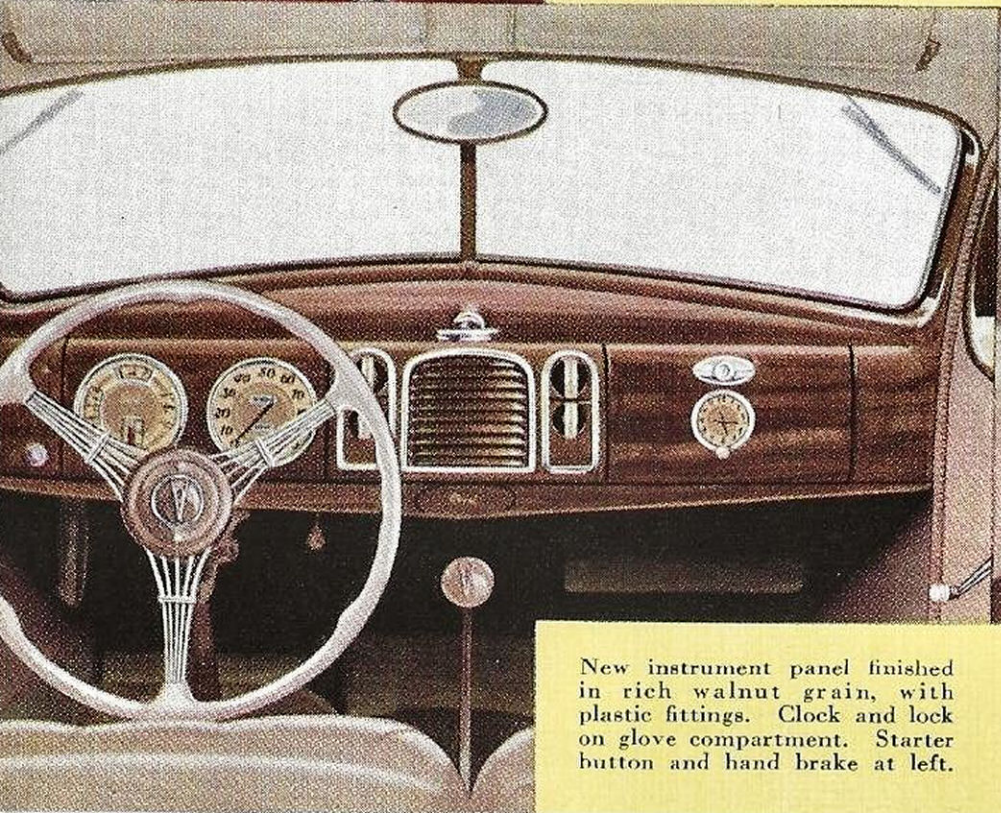




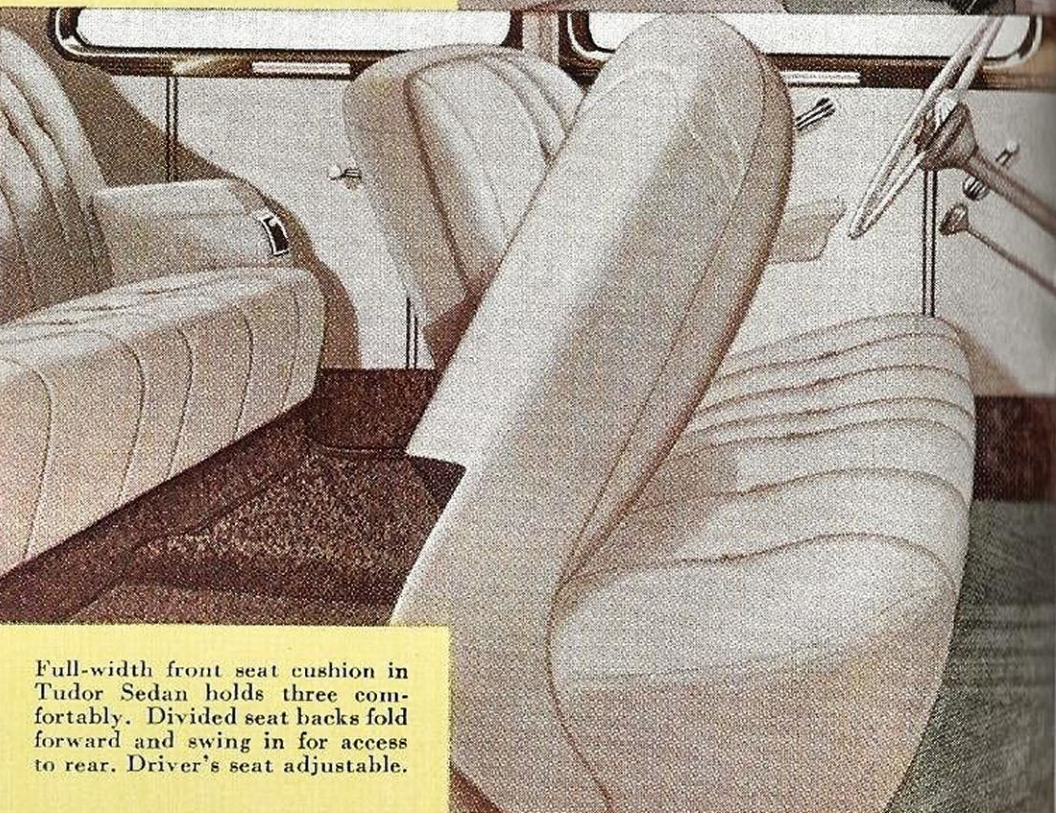
De Luxe Sedans have larger luggage compartment in rear deck. Easy to pack or unload. Provides room for lots of luggage, in addition to the spare tire.



More leg room for driver because compact V-8 engine takes less room under hood. Easy steering, and improved Easy-Action Safety Brakes. *Clear-Vision* Ventilation.



New instrument panel finished in rich walnut grain, with plastic fittings. Clock and lock on glove compartment. Starter button and hand brake at left.

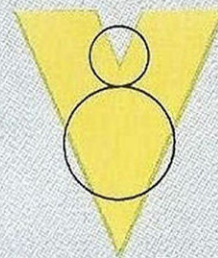
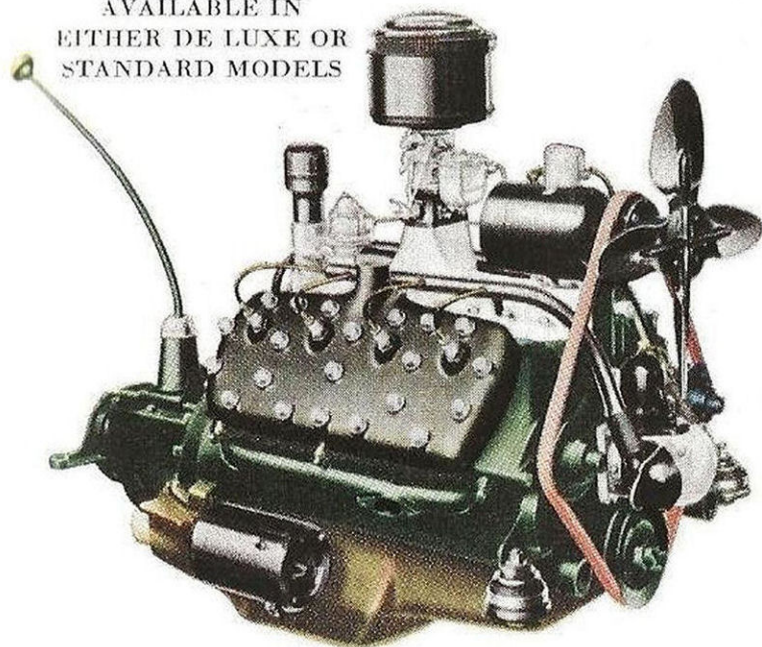


Full-width front seat cushion in Tudor Sedan holds three comfortably. Divided seat backs fold forward and swing in for access to rear. Driver's seat adjustable.



## 85 HORSEPOWER

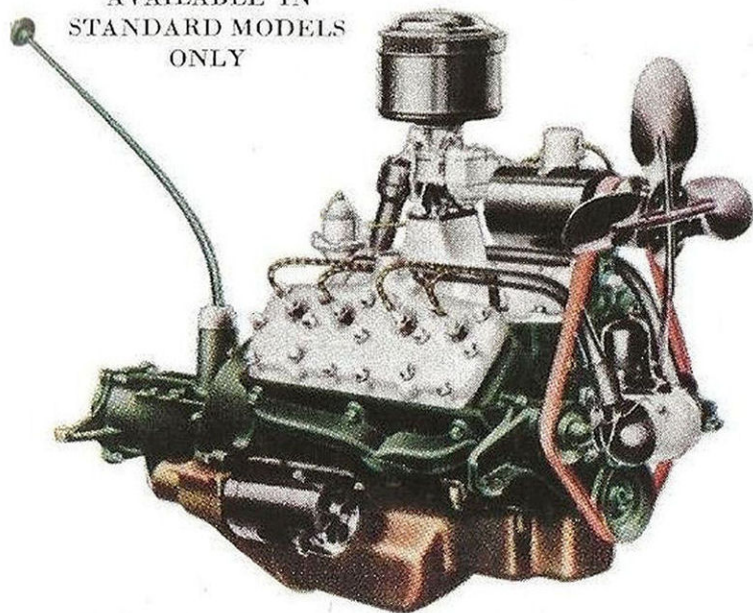
AVAILABLE IN  
EITHER DE LUXE OR  
STANDARD MODELS



## A CHOICE OF POWER IN STANDARD MODELS

## 60 HORSEPOWER

AVAILABLE IN  
STANDARD MODELS  
ONLY



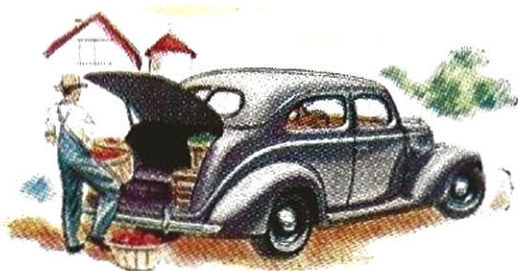
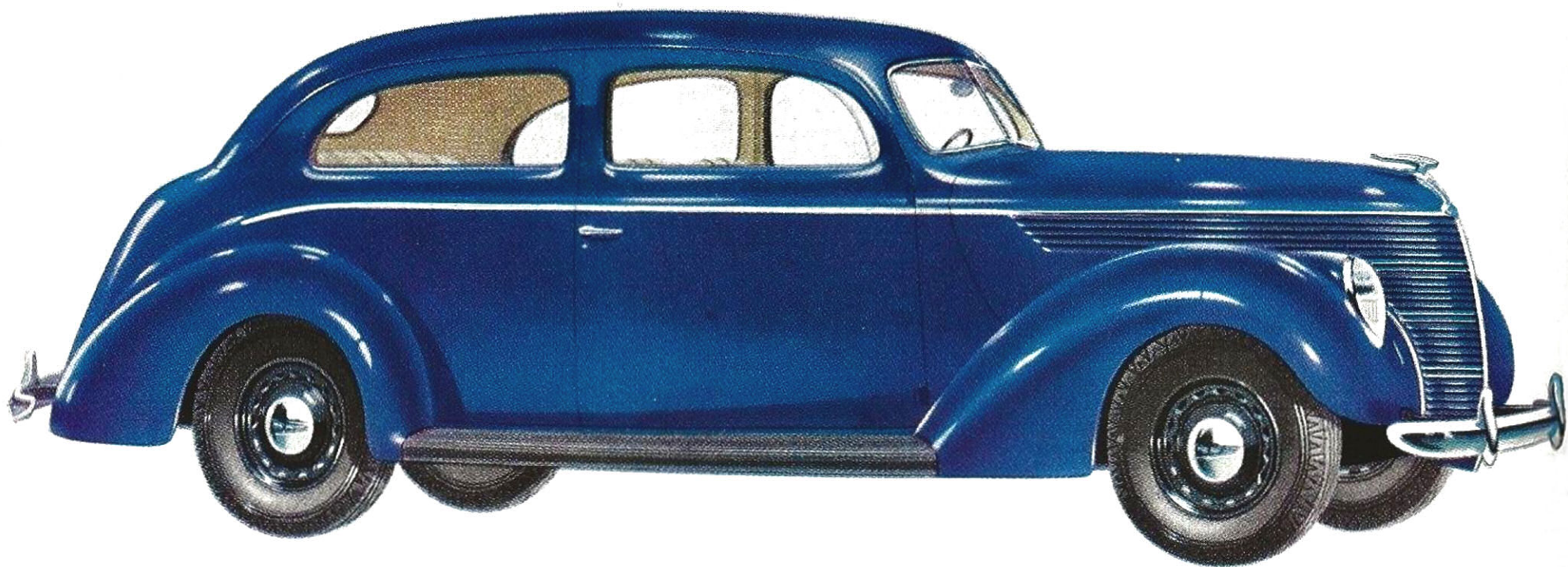
A choice of two V-8 engine sizes is offered again for 1938 in the three Standard body types.

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

The 60-horsepower engine was built for economy. It makes possible a very low price and remarkably low operating costs. Hundreds of owners are reporting averages of 22 to 27 miles per gallon—some even higher. With all its thrift, the "60" has plenty of power for normal driving.

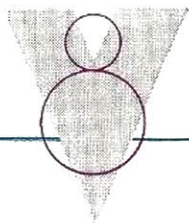


## TUDOR SEDAN

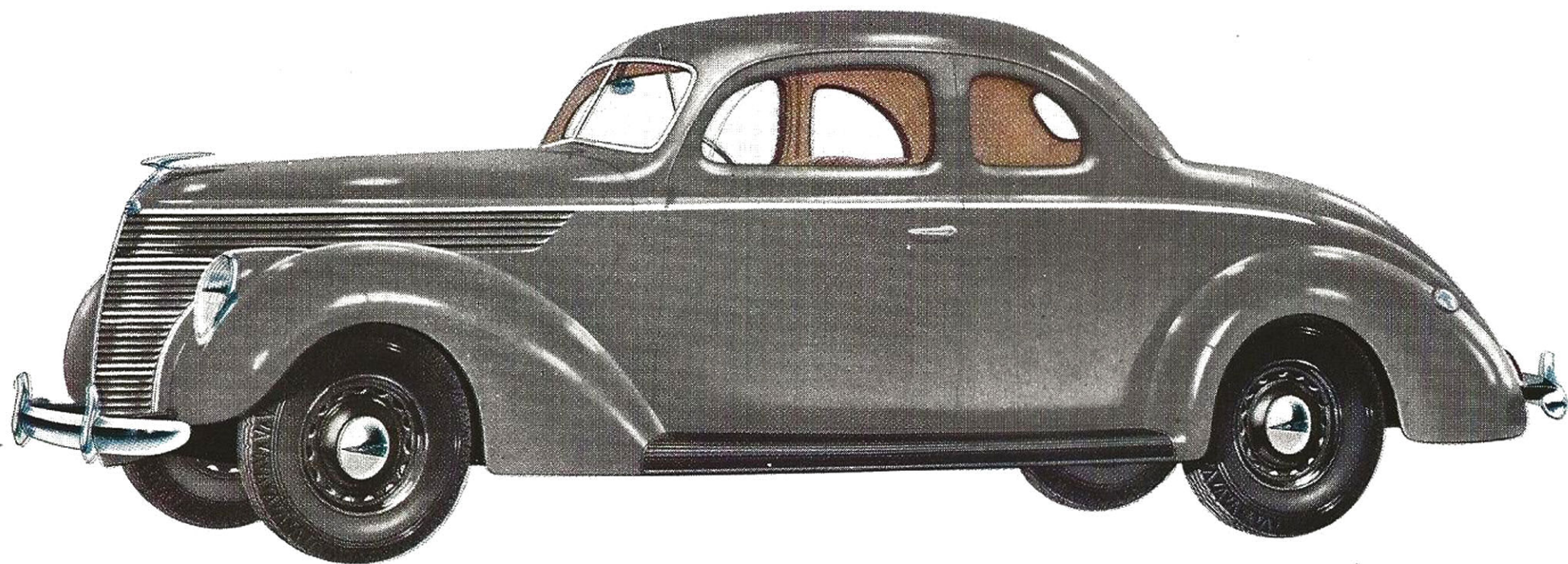


A longer hood and more sweeping streamlines give new grace and beauty to the 1938 Standard Ford V-8. All Standard types have big built-in luggage compartments. This Tudor Sedan has full-width front seat cushion with divided, folding seat back. Mahogany finished interior moldings. Chrome fittings. Comfortable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

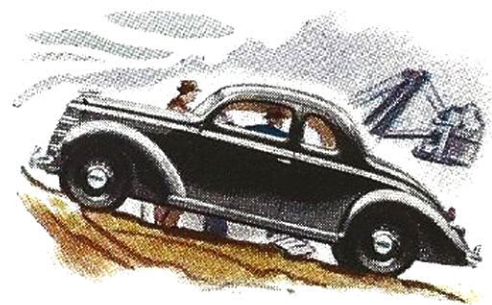




## COUPE

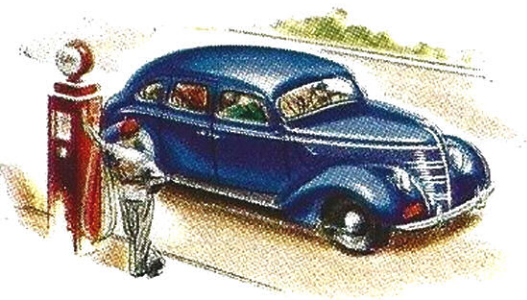
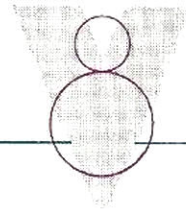


An ideal car for salesmen, or for men and women whose cars play a part in the daily round of personal or business duties. As in all standard types, choice of 85 or 60 horsepower engine for top-notch performance or rock-bottom economy. Wide seat holds three comfortably. There are two luggage compartments—a 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



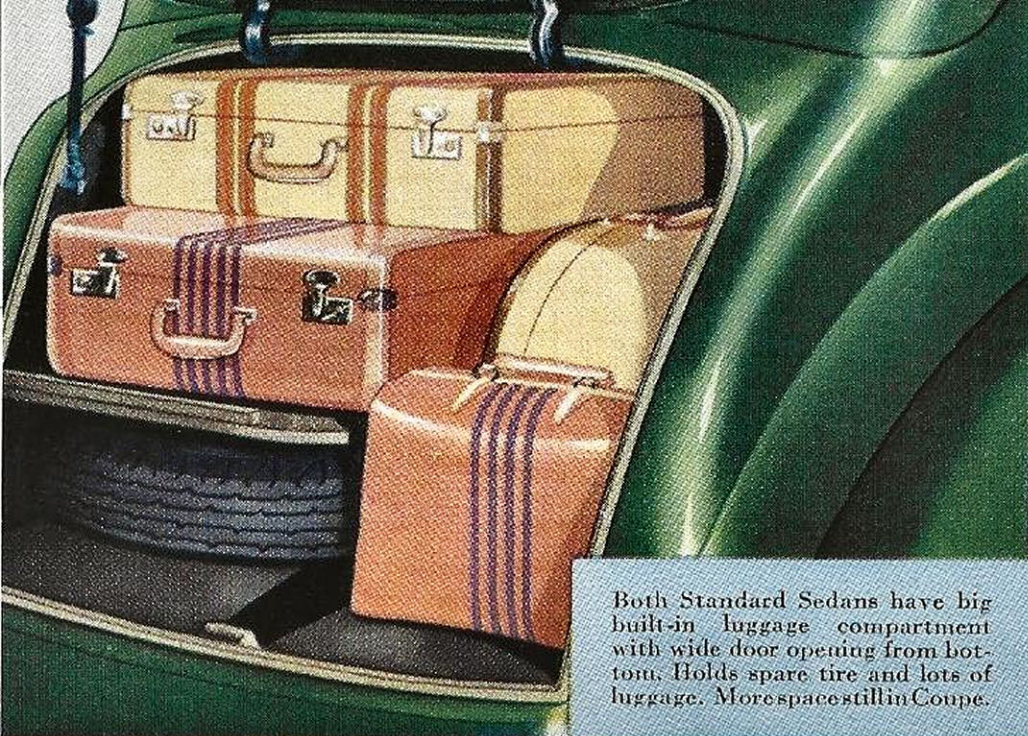
A roomy family car, priced low with the 85-horsepower engine and still lower with the 60-horsepower engine. Brings the pleasure of V-8 motoring within the reach of all who can afford any new motor car. Foot rest and arm rests in rear compartment. Pillar light. Adjustable driver's seat. New, modern instrument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



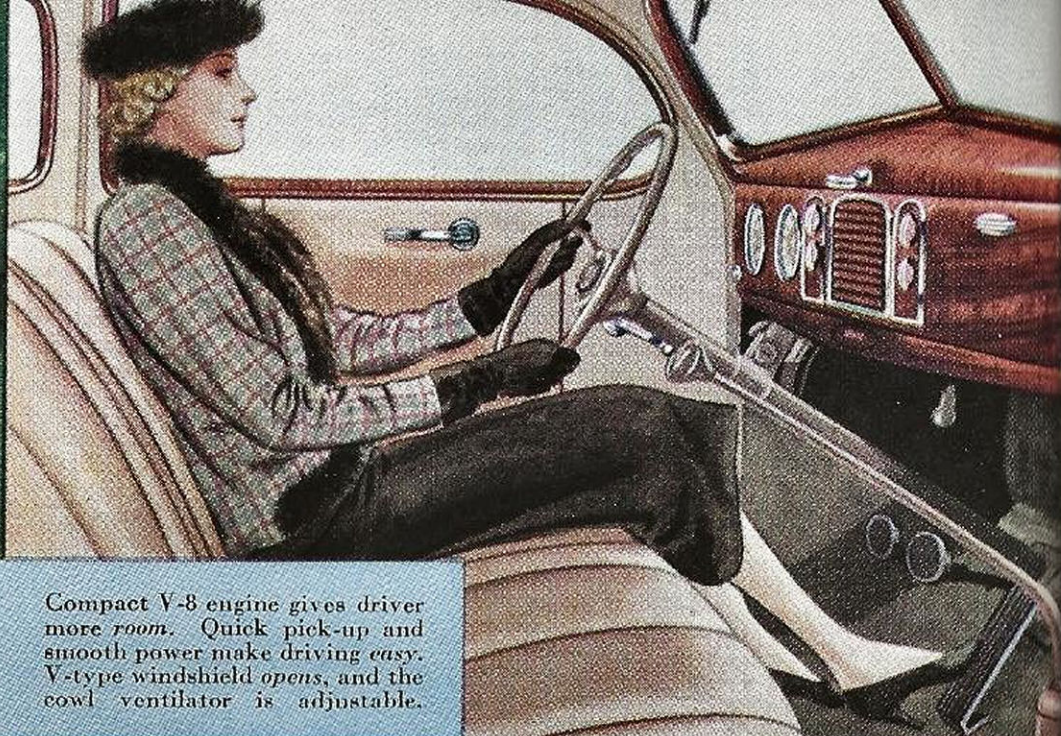


**STANDARD INTERIORS** are neatly tailored in every detail. Deep, comfortable cushions, upholstered in attractive fabrics. Mahogany-finished door and window moldings. Chrome fittings of modern safety design. Arm rests in rear of sedans. Foot rest in Fordor Sedan.

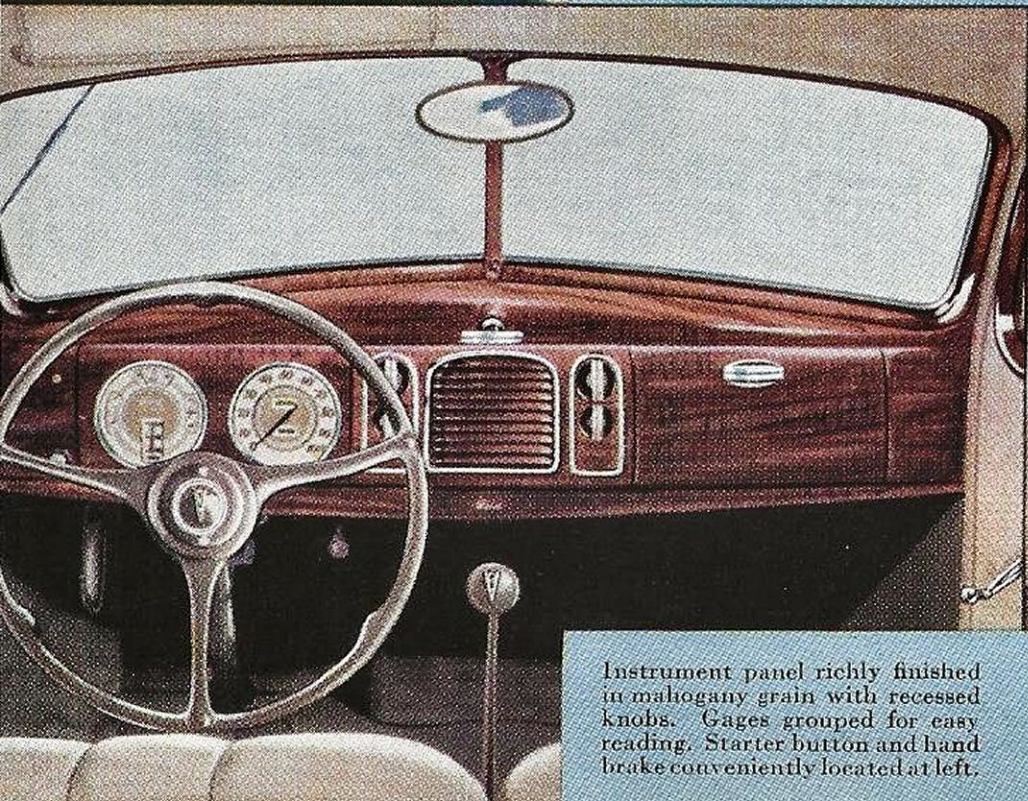




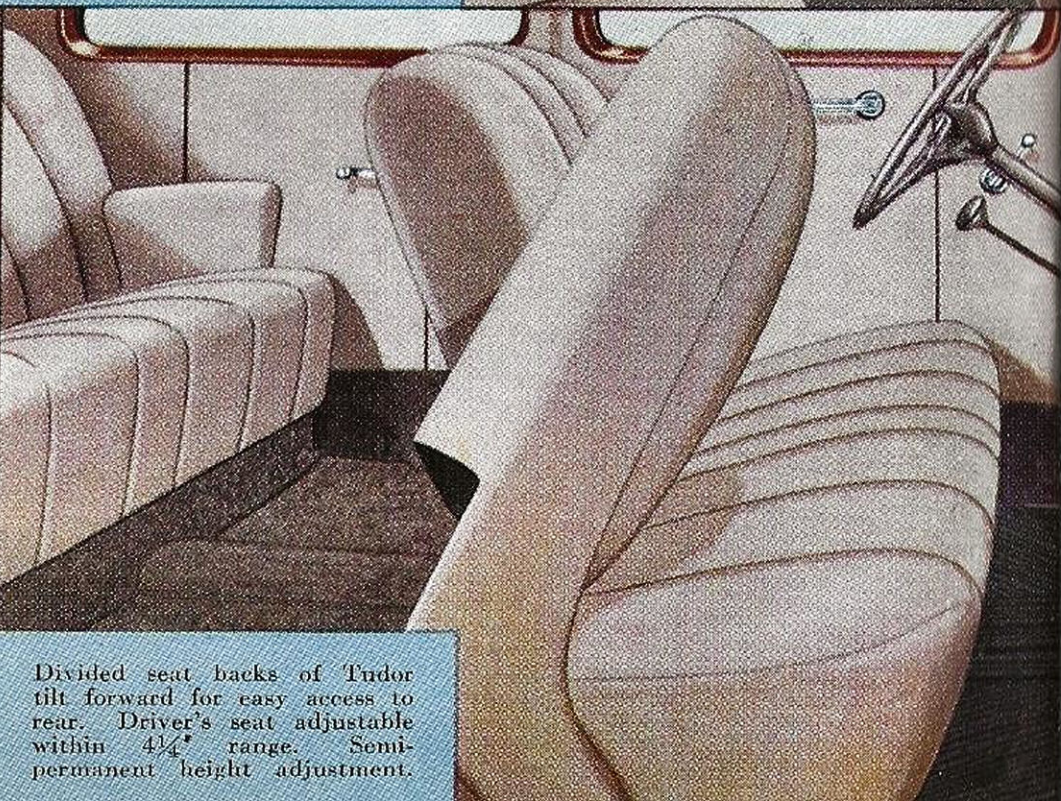
Both Standard Sedans have big built-in luggage compartment with wide door opening from bottom. Holds spare tire and lots of luggage. More space still in Coupe.



Compact V-8 engine gives driver more room. Quick pick-up and smooth power make driving easy. V-type windshield opens, and the cowl ventilator is adjustable.

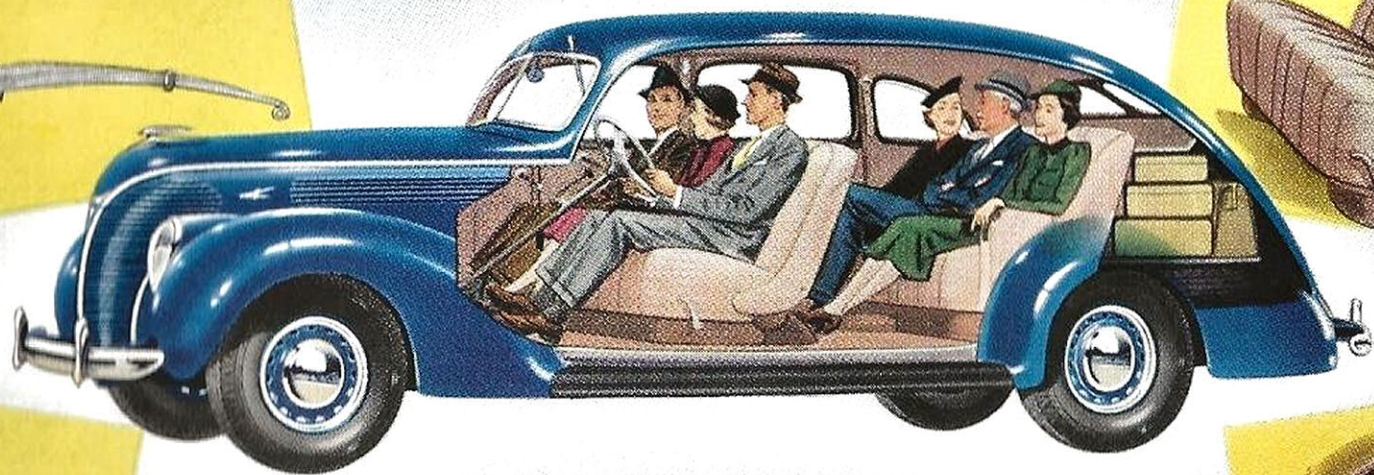


Instrument panel richly finished in mahogany grain with recessed knobs. Gages grouped for easy reading. Starter button and hand brake conveniently located at left.



Divided seat backs of Tudor tilt forward for easy access to rear. Driver's seat adjustable within 4 1/4" range. Semi-permanent height adjustment.





# 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

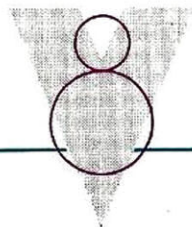
A combination of features, exclusive with Ford in the low-price field, contributes to the luxurious comfort of the 1938 Ford V-8. Foremost is the Ford Center-Poise principle, by which passengers ride near the center of the car, between the axles instead of over them, cradled by flexible transverse springs.

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

**NEW DE LUXE LINE:** Most luxurious Ford cars ever built. Longer hood, more massive fenders. More room and larger luggage compartments in closed sedans. Eight body types, available with 85-hp. V-8 engine only.

**NEW STANDARD LINE:** Newly streamlined, longer hood, larger fenders. Big built-in luggage compartment. Deck lid handle, and license-bracket light neatly grouped on back panel. Three body types. Choice of brilliant 85-hp. or thrifty 60-hp. V-8 engine.

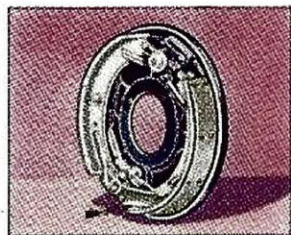
**NEW INTERIORS:** Both lines have modern instrument panels with knobs recessed—and with starter button and handbrake at left of panel for convenience. Both are styled and tailored in rich, good taste, but differ in details of finish, upholstery and appointments. Both have headlight beam control button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

**ALL-STEEL BODY:** Frame structure all steel, sheathed with steel panels—top, sides and floor. All are welded into 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 new standard of quiet operation.

**EASY STEERING:** Steering gear ratio is 18.2 to 1. Worm and roller type steering gear makes 1938 Ford cars easy to handle under all conditions.

### 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 reliable *always*, and "self-energizing"—which means that the motion of the wheels helps you apply them. A light pedal pressure gives fast, straight stops. The separate parking brake system also operates the brakes on *all four wheels*.

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

**APPROVED FORD ACCESSORIES:** Wide range of accessories designed especially for Ford cars available at moderate cost, including Ford 6-tube radio with speaker concealed in instrument panel, and adjustable windshield antenna; heater with or without windshield defroster; rear wheel shields; spotlight; road light; side mirror; visor vanity mirror; license plate frames; windshield wings; gas tank locking cap; radiator and seat covers, and other items.

**WIDE COLOR RANGE:** Enduring baked enamel finish. *De Luxe* cars in Black, Blue, Tan, Green, Gray, Maroon. Wheels and fenders same color as body. Black tires regular equipment, white sidewall tires at slight extra cost. *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.

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