A vintage photograph of the interior of a 1938 Ford V-8. The image shows the wooden dashboard, steering wheel, and instrument cluster. A yellow rectangular box with a blue border is superimposed on the right side of the image, containing the text "YOU ARE INVITED TO DRIVE THE 1938 FORD V-8".

**YOU ARE INVITED TO  
DRIVE THE 1938 FORD V-8**



*What to look for when you take the wheel of the...*  
**QUALITY CAR IN THE LOW-PRICE FIELD**

You can learn many things when you take the 1938 Ford V-8 out on the road: How roomy and comfortable it is . . . how the V-8 engine gives you the edge in traffic, on the open road, on hills . . . how smoothly and quietly this quality power plant performs . . . how easily the Ford rides on all roads . . . how steady it is on sharp curves . . . how smoothly the brakes

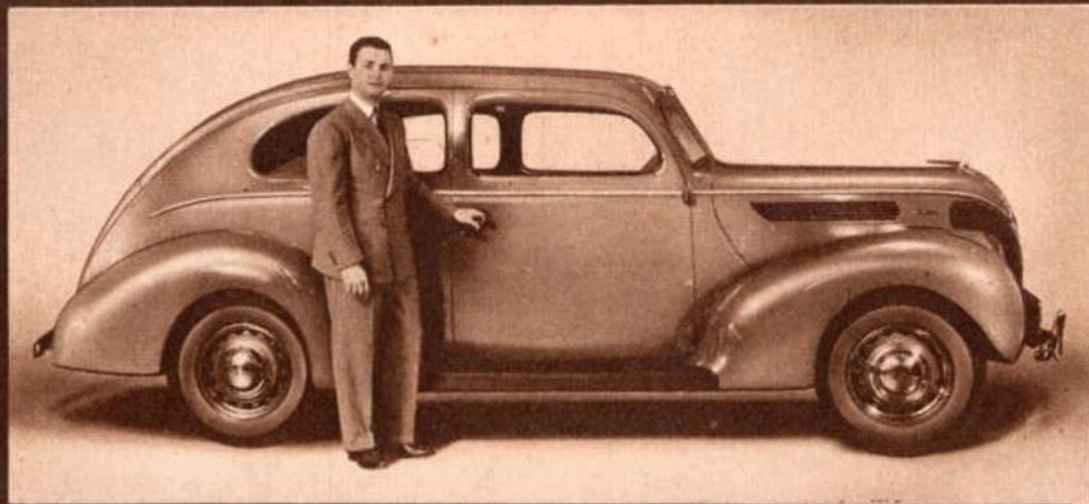


take hold and how dependably they operate under all conditions . . . how easy it is to steer and park . . . how little gasoline it uses.

We'd like to have you look through this booklet before you drive the Ford—and again *after* you have driven it. It is interesting to know some of the reasons for the pleasant experiences you will have during your drive.

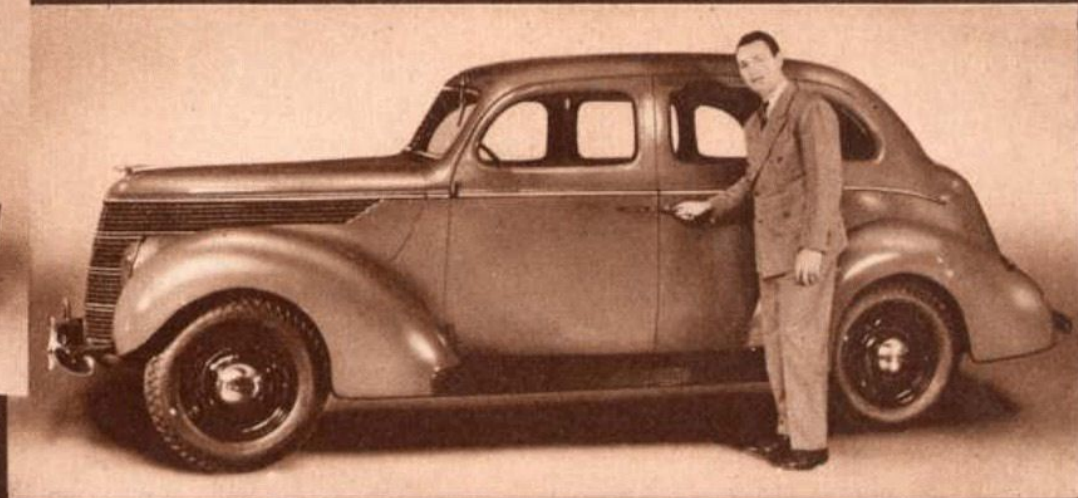


# There are *two* FORD V-8 CARS for 1938 . . . and we would like to have you drive them.



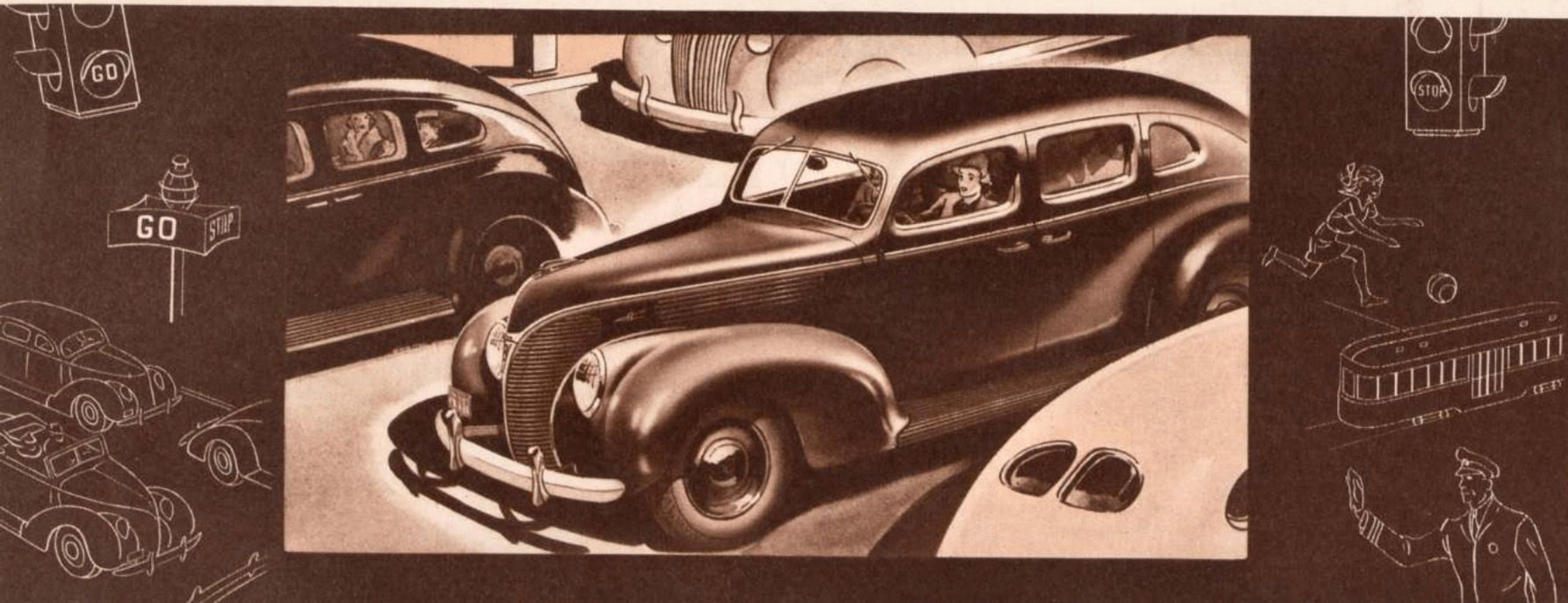
**THE DE LUXE FORD V-8:** The most luxurious Ford car ever built. Entirely new in appearance. Big, impressive—with longer hood, striking streamlines, finer appointments. Closed sedans have longer bodies with more room for passengers, larger luggage space. Powered by the 85-horsepower V-8 engine.

**THE STANDARD FORD V-8:** Newly styled. A big, roomy car with graceful new lines. Built on the same chassis, and to the same fine standards of mechanical excellence, as the De Luxe. 85 or 60-horsepower V-8 engine. Exceptionally low in price with the "85" engine—lower still with the "60" engine.



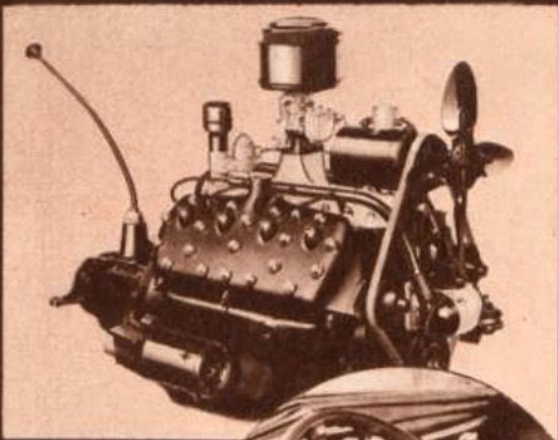


WHEN THE TRAFFIC IS THICK, AND YOU'RE IN A HURRY...

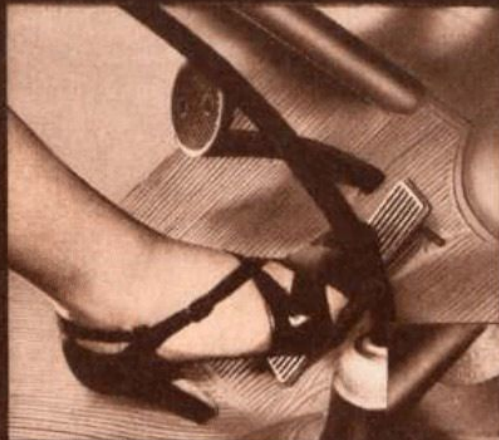




*... you'll be glad you're driving a Ford V-8*



↑ V-TYPE  
8-CYLINDER  
ENGINE



V-8 SMOOTHNESS  
AT CRAWLING  
SPEEDS →

← V-8  
ACCELERATION



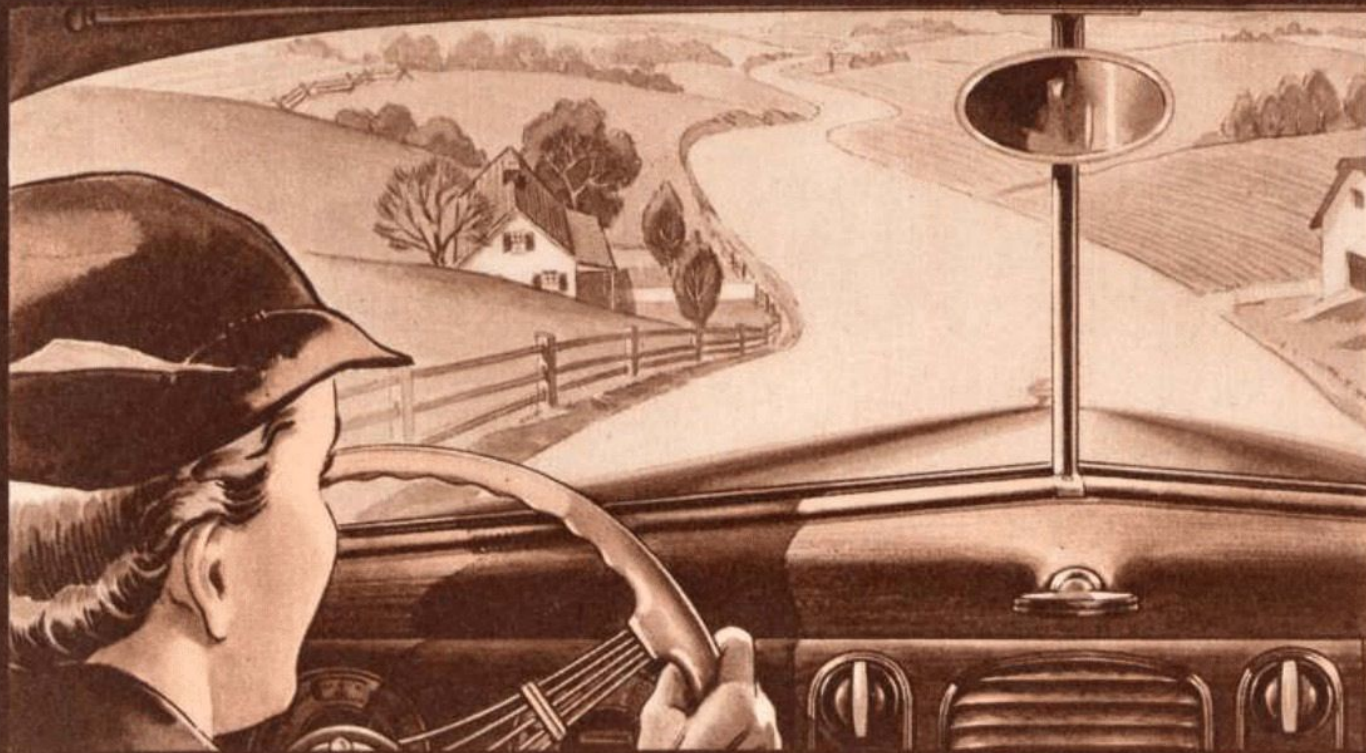
EASY PARKING ↑

EASY STEERING  
←

FAST  
STOPPING →

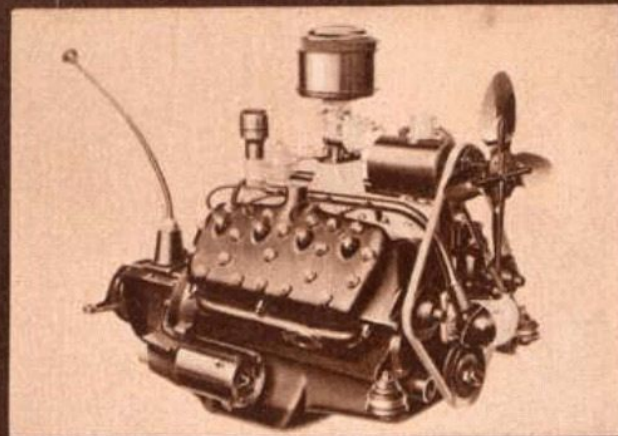


WHEN THE WAY IS CLEAR AND THE ROAD IS LONG...





*... you'll be glad you're driving a Ford V-8*



↓ A QUIET CAR

8 CYLINDERS  
RUBBER ENGINE MOUNTINGS  
RUBBER BODY MOUNTINGS  
BODY INSULATION  
INTERLEAF SPRING LUBRICATION

V-8 SMOOTHNESS  
AT ALL SPEEDS  
←



A GREAT "CLIMBER"



ALL STEEL BODY

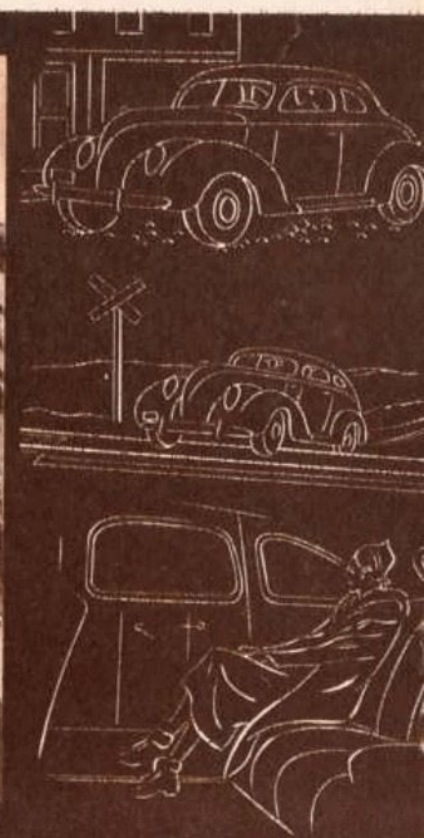
STABILITY  
ON CURVES →



TRIPLE VENTILATION



WHEN THE PAVEMENT ENDS AND THE RUTS BEGIN...



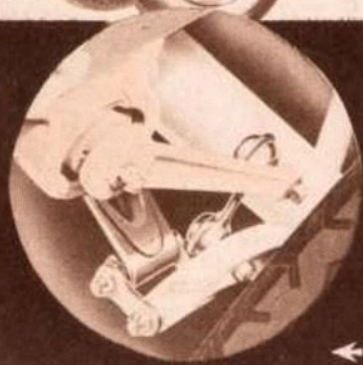


*... you'll be glad you're driving a Ford V-8*

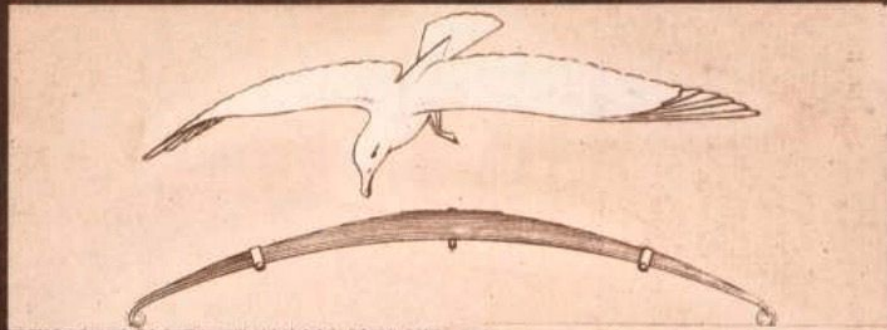


### CENTER-POISE COMFORT

Back seat placed well ahead of the rear axle. Back seat passengers enjoy a "front seat ride" because they are "Center-Poised" well forward in the car, where the ride is smoothest. In the Ford, this ideal position for passengers is achieved without sacrificing leg room.

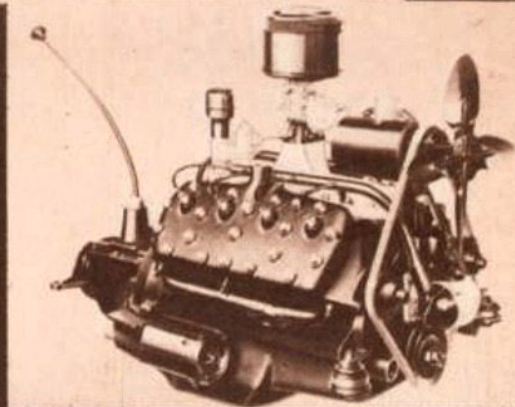


← **ADJUSTABLE SHOCK ABSORBERS**



### FLEXIBLE TRANSVERSE SPRINGS

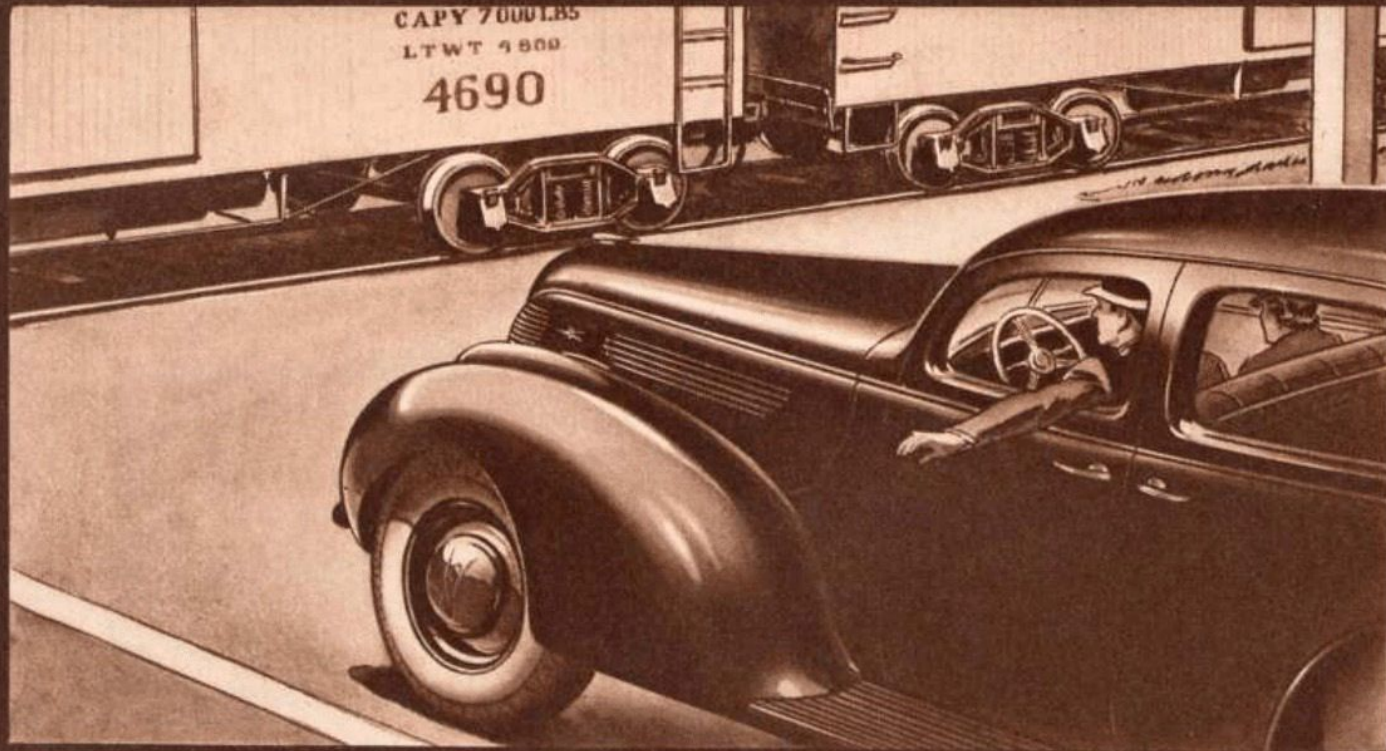
Mounted ahead of front axle and behind rear axle, providing a spring-base longer than the wheelbase. Springs are soft and flexible--and permit free action on all four wheels while body remains practically level.



**V-8 PULLING POWER** →

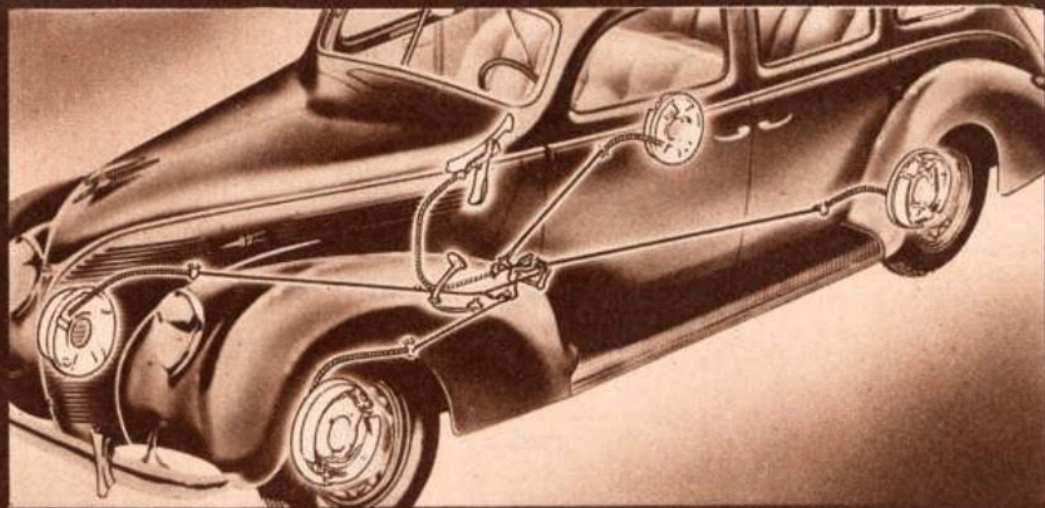


WHEN IT'S MIGHTY IMPORTANT TO "STEP AND STOP"...





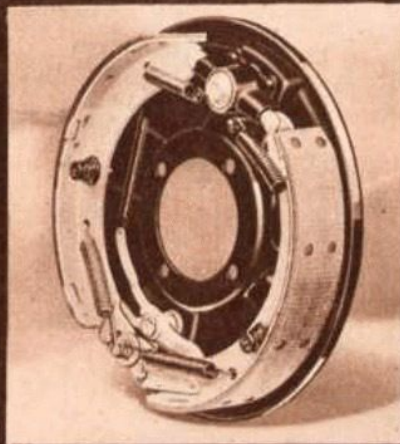
... you'll be glad you're driving a Ford V-8



## FORD EASY-ACTION SAFETY BRAKES

Improved for even smoother operation. Cable and conduit control, and self-energizing. Exceptionally easy pedal pressure. Quick, straight-line stops with little effort. Sure and reliable under all conditions. Hand brake lever at left under instrument panel.

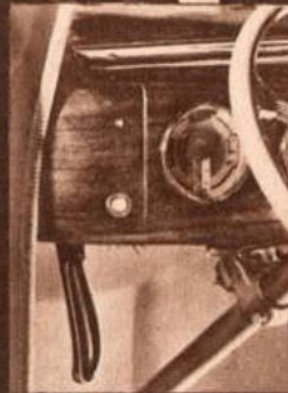
SAFETY OF STEEL  
FROM PEDAL TO  
WHEEL ➔



LARGE BRAKING AREA ⬆

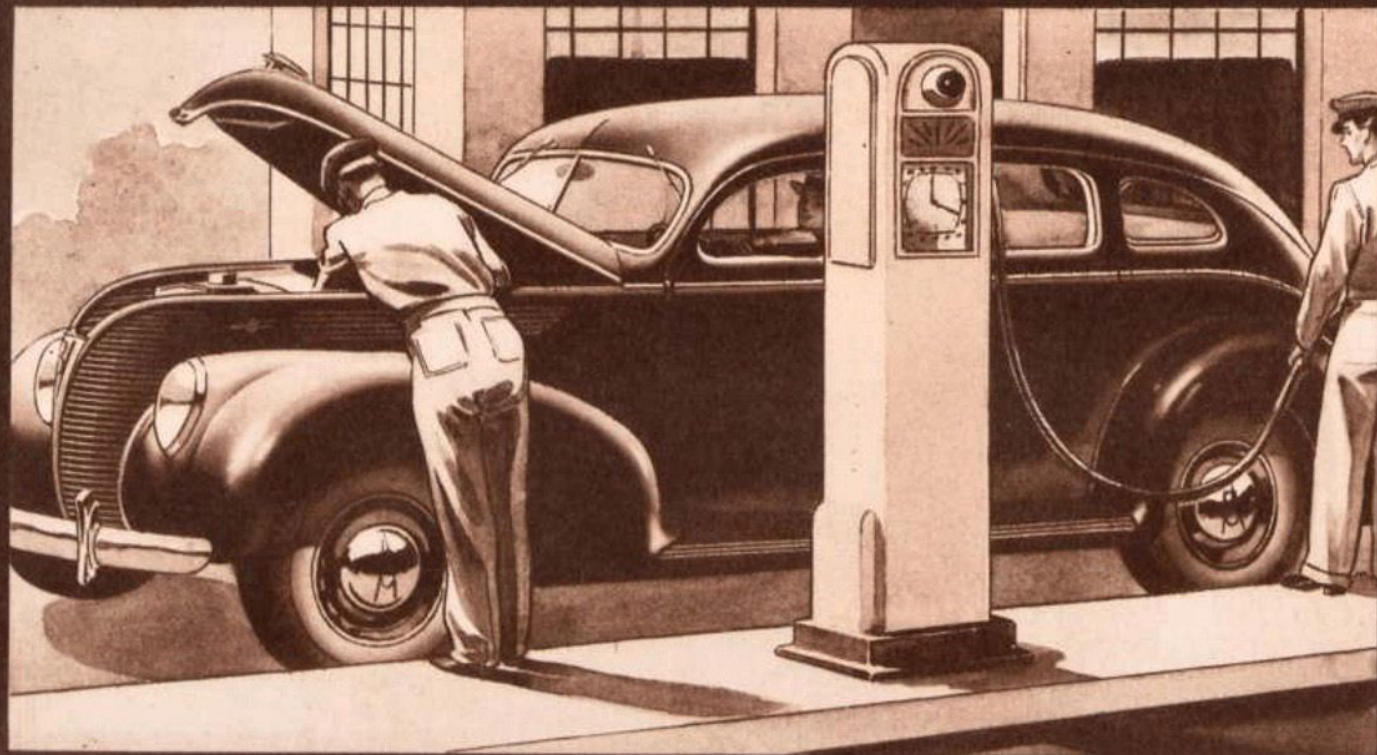


SEPARATE  
PARKING BRAKE  
WORKS ON ALL  
FOUR WHEELS ➔





WHEN YOU FILL UP THE TANK AND CHECK THE OIL...





*... you'll be glad you're driving a Ford V-8*



**OWNERS REPORT  
22 TO 27  
MILES PER GALLON WITH  
THE FORD "60"**



**... EXCEPTIONAL  
GAS MILEAGE FOR THE  
BRILLIANT PERFORMANCE  
OF THE "85"**

### **ALL-AROUND ECONOMY**

Ford savings begin with the purchase price. Ford operating economy includes high gas mileage, low lubrication cost, long tire life, long life of baked enamel finish, quality and precision manufacturing that mean a minimum of repairs, low cost of Ford service when necessary, low depreciation and high trade-in value. Economy has always been a Ford word.



# WHEN YOU CONSIDER ITS MANY FINE-CAR POINTS...

In addition to the basic fine-car features, such as V-8 engine, Center-Poise ride, improved Easy-Action Safety Brakes, modern exterior design—many quality details and refinements contribute to pride of ownership in the 1938 Ford V-8.

The Ford Motor Company makes steady advances in giving more and more value for your money. In the belief that people today want certain conveniences and equipment when

they buy a new car, Ford has pioneered again—by including in the low Ford prices all the equipment which motorists consider necessary for modern motoring satisfaction. When you get the facts about what is included in the prices you see nationally advertised by the Ford Motor Company—and do some figuring—you will find that Ford prices are even lower than they appear at first glance.



*... you'll be proud to own a Ford V-8*

## ALL THIS AT NO EXTRA CHARGE IN THE DE LUXE FORD V-8

Bumpers, and bumper guards, front and rear

Spare wheel, tire, tube, and lock

Two air electric horns

Two combination tail lights and stop lights

Two swivel type sun visors

Two windshield wipers

Safety Glass all around in all body types

Electric cigar lighter

Chromium-plate wheel bands

Foot-operated control for headlight beams

Telltale light showing position of headlight beams

Clock in glove compartment door

Lock for glove compartment door

Ash tray in instrument panel

Two ash trays recessed in rear-seat arm rests

De Luxe type steering wheel

Engine heat indicator, gas gage, oil pressure gage and ammeter

Edge-lighted speedometer with trip mileage indicator

Interior lights in all closed bodies

Grille in instrument panel to cover radio speaker when radio is installed.

## THIS EQUIPMENT AT NO EXTRA CHARGE IN THE STANDARD FORD V-8

Bumpers, bumper guards, front and rear

Spare wheel, tire, tube, and lock

Two electric vibrator horns

Electric cigar lighter

Safety Glass all around

Foot control for headlight beams

Telltale light on instrument panel

Ash tray in instrument panel

One sun visor

One windshield wiper

Interior lights in all body types

Grille for speaker when radio is installed

Engine heat indicator, gas gage, oil pressure gage and ammeter

Speedometer with trip mileage indicator

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



**WHAT IT WILL COST TO  
OWN A FORD V-8**

Delivered Price . . . \$ \_\_\_\_\_

Down Payment or  
Trade-In Allowance \$ \_\_\_\_\_

Unpaid Balance . . . \$ \_\_\_\_\_

Deferred  
Monthly Payments \$ \_\_\_\_\_

Number of Months  
to Pay . . . . . \_\_\_\_\_

**GET THE FIGURES IN BLACK AND  
WHITE . . . AND SEE HOW EASY IT  
IS TO OWN THE  
QUALITY CAR IN THE LOW-PRICE FIELD**