



WHY TWO?

Motor Sales & Service Co

Rochester, Minn.

WHY HAS FORD BUILT

TWO

NEW CARS FOR 1938?

Already there's been a lot of "shop talk" among garagemen about the big news from Ford for 1938. For the first time, there are two distinctly different cars bearing the Ford name. The natural question is, "Why?"

The answer:—To meet a definite demand for a Ford car that gives *as much extra in luxury* as the Standard Ford V-8 gives in *economy*.

That is why the entirely new De Luxe—the biggest Ford V-8 ever built—is offered as a companion for the newly styled 1938 Standard Ford V-8.

An Invitation

The two new Ford cars for 1938 are shown and described in this folder. We send it to you for several reasons:

FIRST—to give you the highlights of the news at first-hand.

SECOND—to give you an opportunity to use the inside of the folder as an attractive wall poster in your shop.

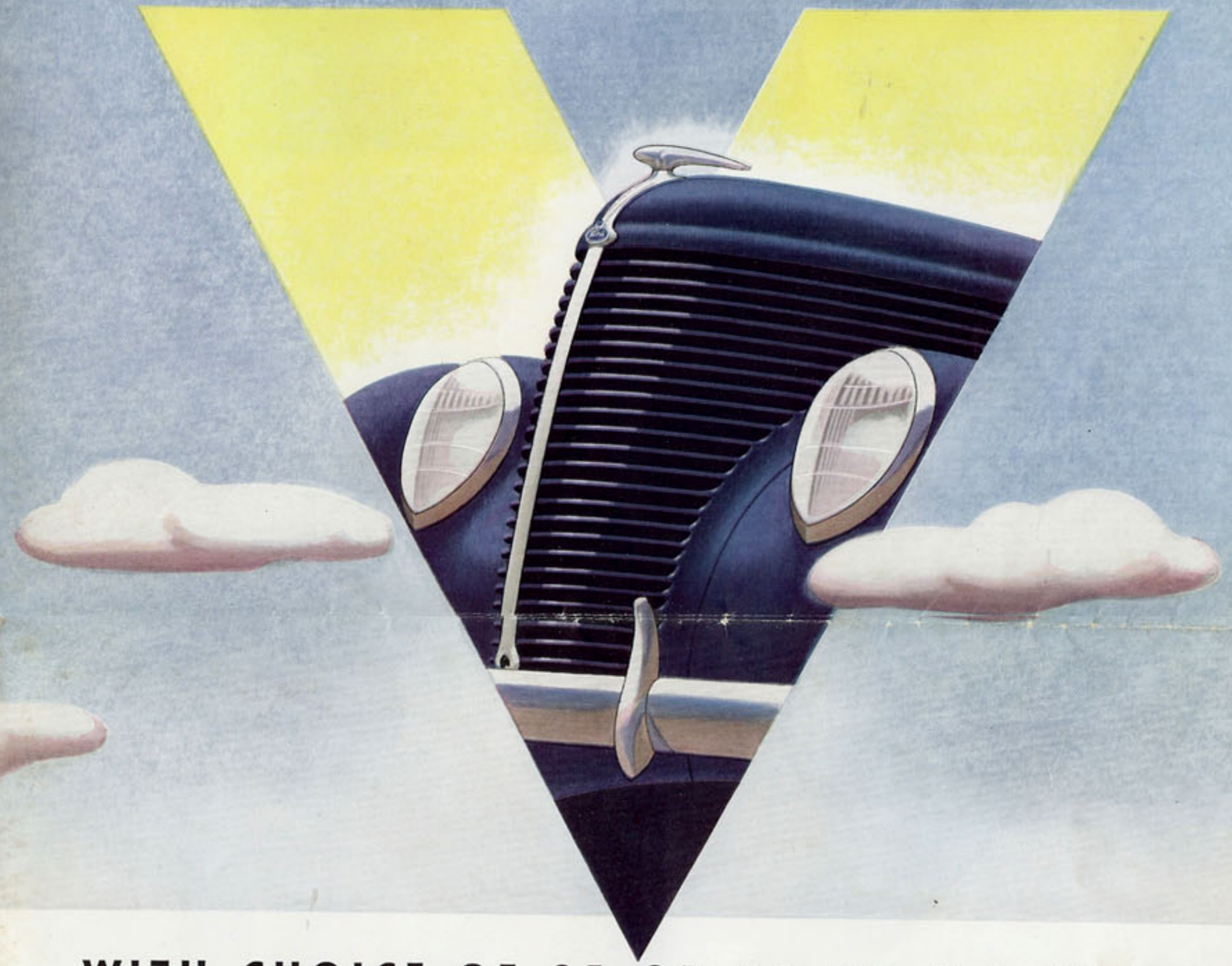
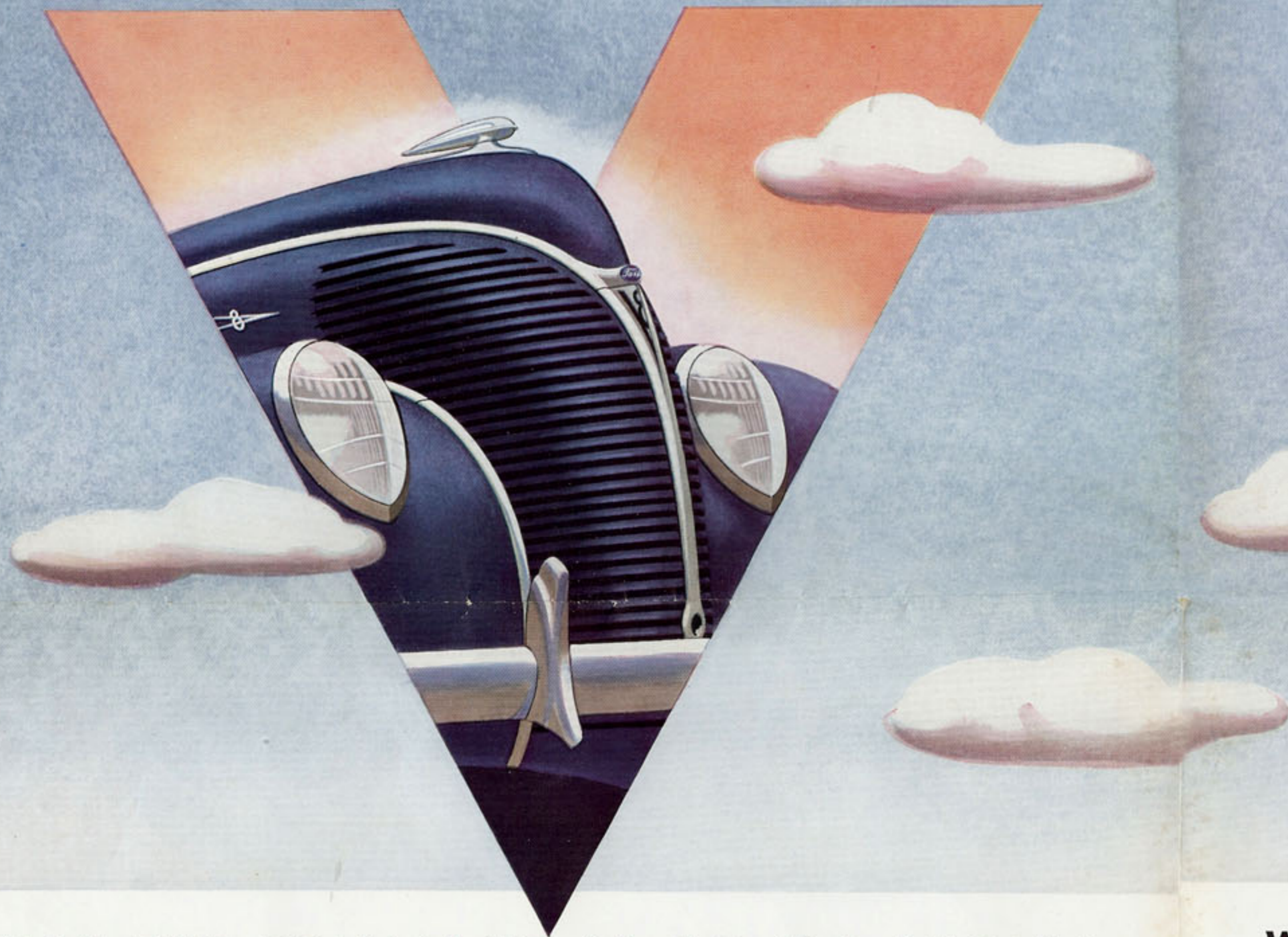
THIRD—to remind you that these two new cars will add many *new* Ford owners to the millions who already represent one of your biggest sources of business. One out of

every four cars on the road today is a Ford. Don't fail to take advantage of the Ford parts delivery service, and the engine and parts exchange plan, to get your share of this business.

FOURTH—TO EXTEND TO YOU A CORDIAL INVITATION TO VISIT YOUR NEAREST FORD DEALER AND EXAMINE THE TWO GREAT NEW FORD V-8 CARS FOR 1938 AT YOUR LEISURE.

THE NEW DE LUXE FORD V-8 FOR 1938

THE NEW STANDARD FORD V-8 FOR 1938



WITH THE BRILLIANT 85 HP. V-8 ENGINE

The 1938 De Luxe Ford V-8 cars are entirely new in appearance. They look big and are big. Closed sedans have longer bodies with more room and larger luggage space. The general appearance is longer, more streamlined. Fenders are deeper, more massive. Rich interior appointments match the outward beauty.

The new De Luxe steps right into the higher style field—in *appeal*, but not in *price*. It provides a new kind of value for those who have been paying more than the De Luxe Ford V-8 costs—gives them what they want in size and luxury at a lower price.

There are eight body types in the new 1938 De Luxe line, all powered with the brilliant 85 horsepower V-type 8-cylinder engine: Fordor Sedan, Tudor Sedan, Convertible Sedan, Phaeton, Coupe, Convertible Coupe, Club Coupe, Convertible Club Coupe.



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

In the 1938 Standard Ford V-8, the longer hood and flowing curves add a new touch of grace and beauty. Interiors are spacious, neatly trimmed and appointed. It is built on the same 112-inch chassis as the new De Luxe, to the same standards of mechanical excellence. And it offers a choice of V-8 engine sizes—85 hp. for Ford V-8 performance at its brilliant peak—60 hp. for the greatest economy in Ford history.

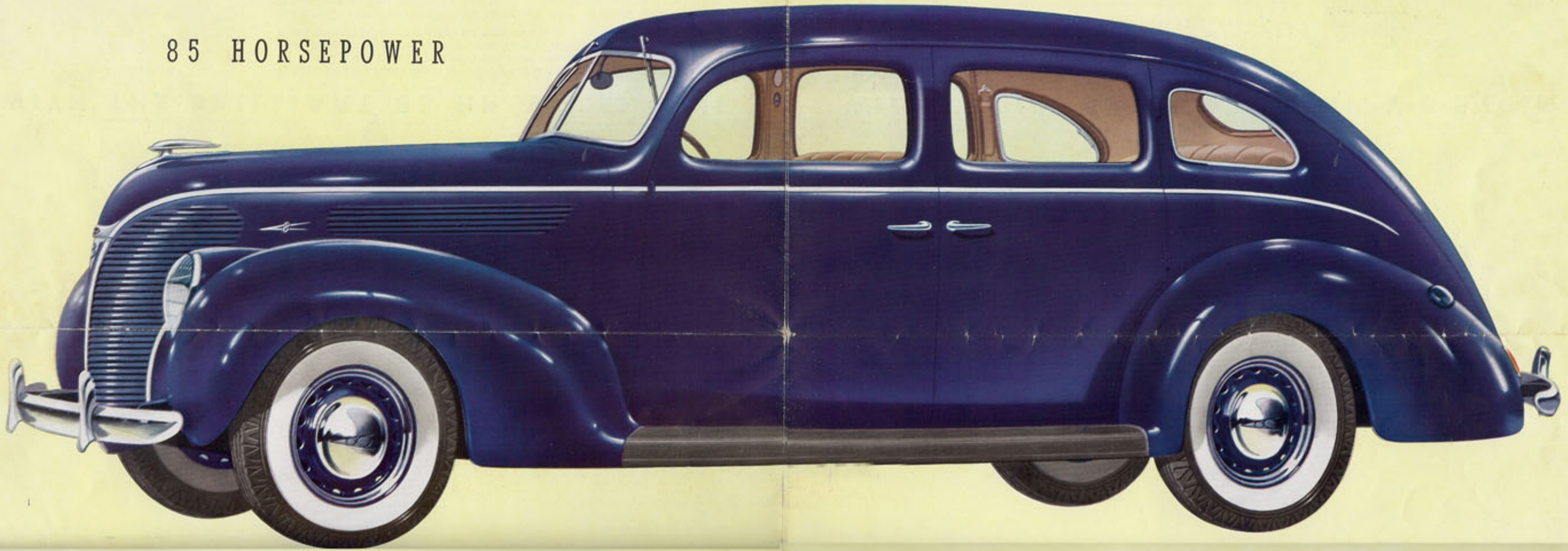
The 60 hp. Standard Ford V-8 is a big, comfortable, modern car that brings eight-cylinder enjoyment right down to the base of the low-price field—in first cost *and* operating cost. The "Thrifty Sixty" won an enthusiastic welcome from more than 300,000 owners last year. Many reported averages of 22 to 27 miles per gallon—some even higher.

There are three Standard body types—the Tudor and Fordor Sedans, and the Coupe.



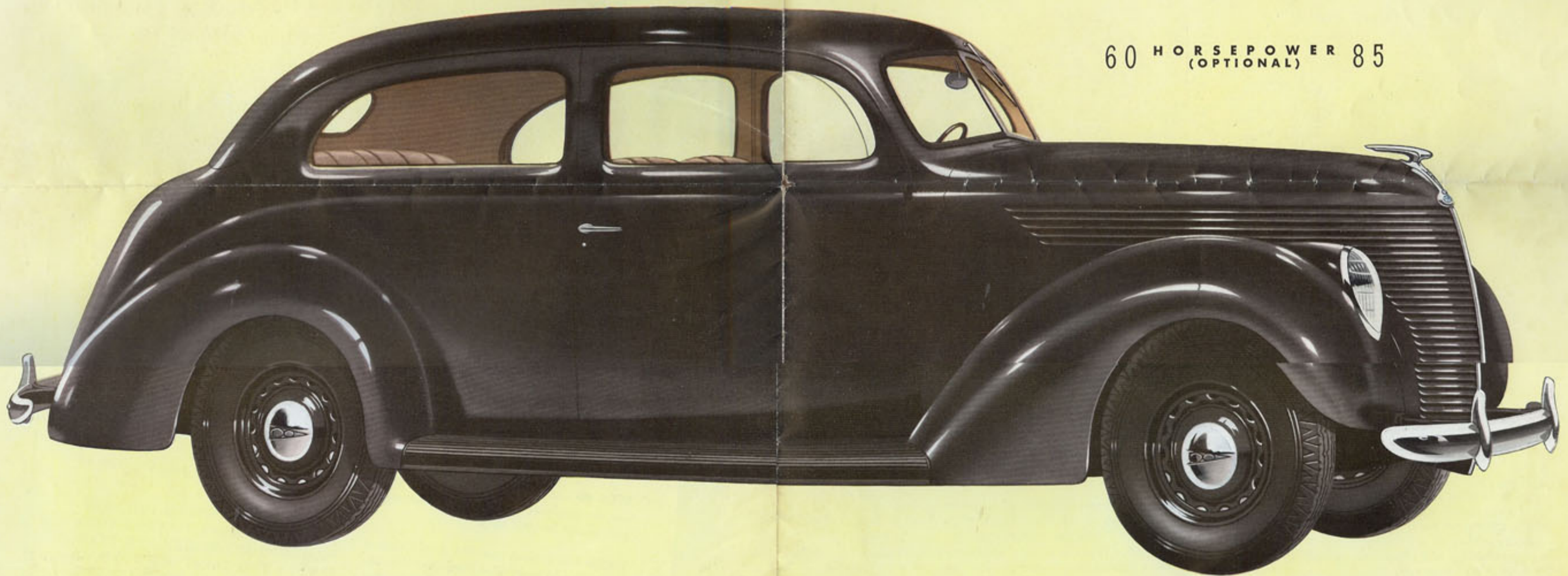
THE DELUXE FORD V-8 FOR 1938

85 HORSEPOWER

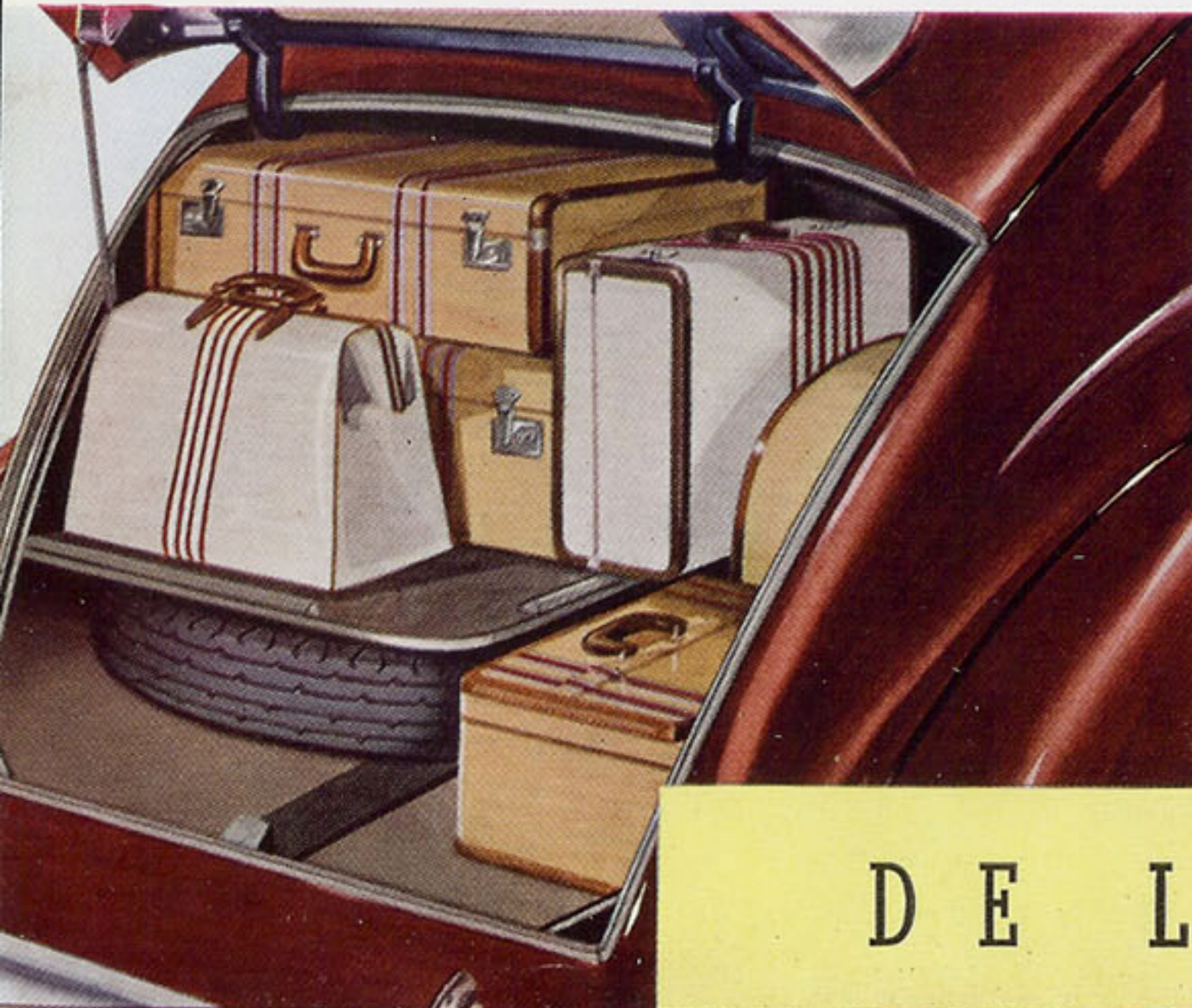


THE STANDARD FORD V-8 FOR 1938

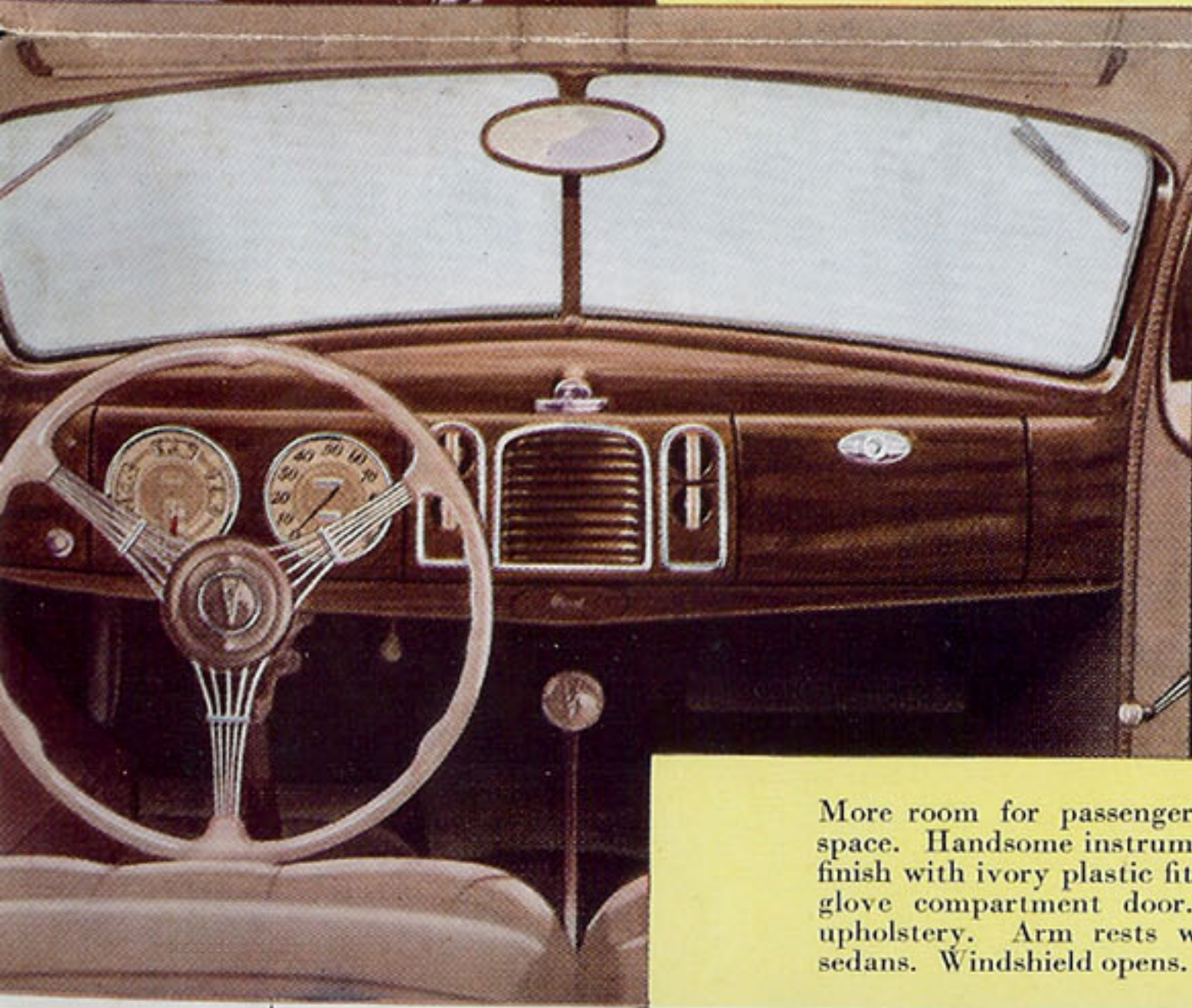
60 HORSEPOWER 85
(OPTIONAL)



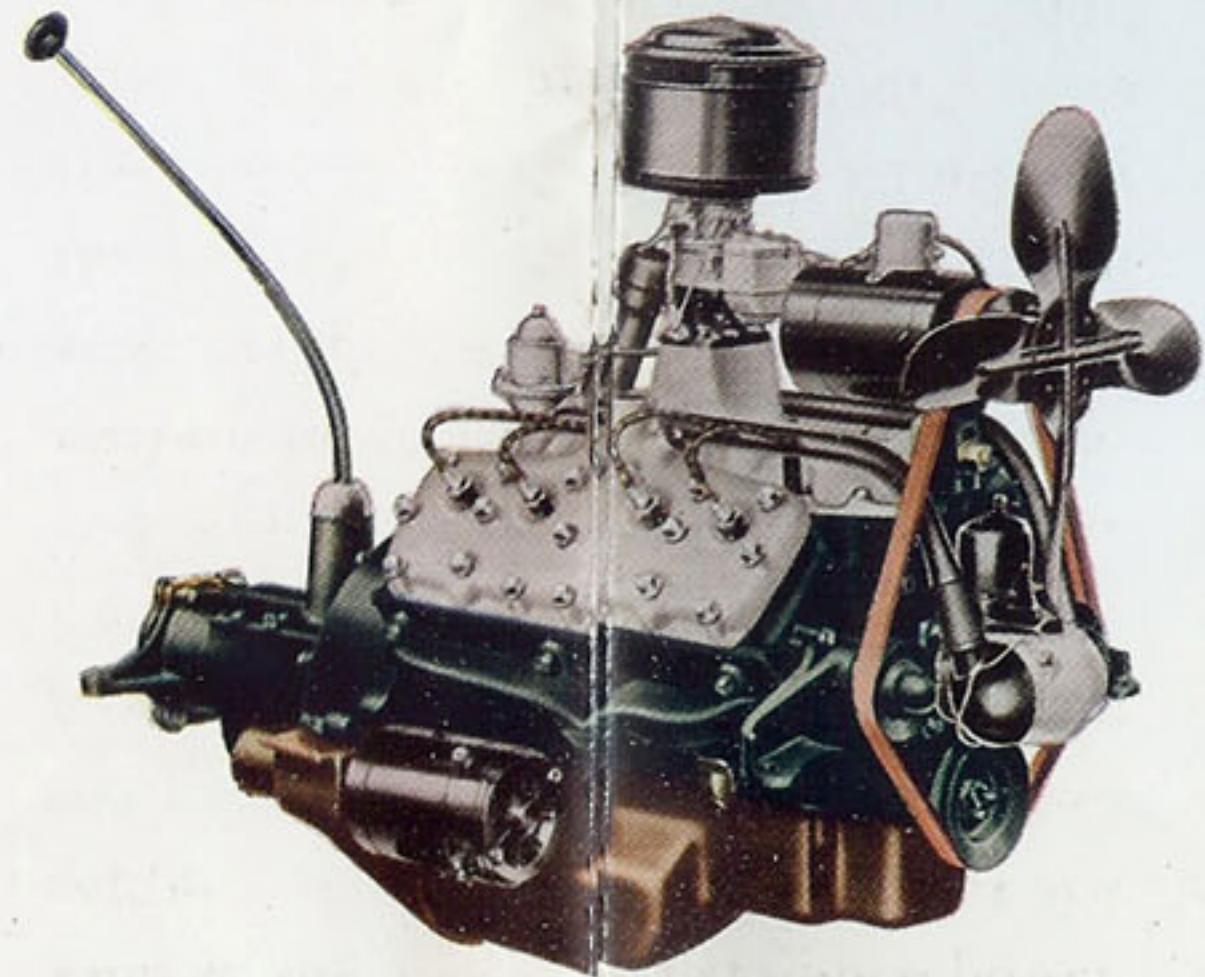
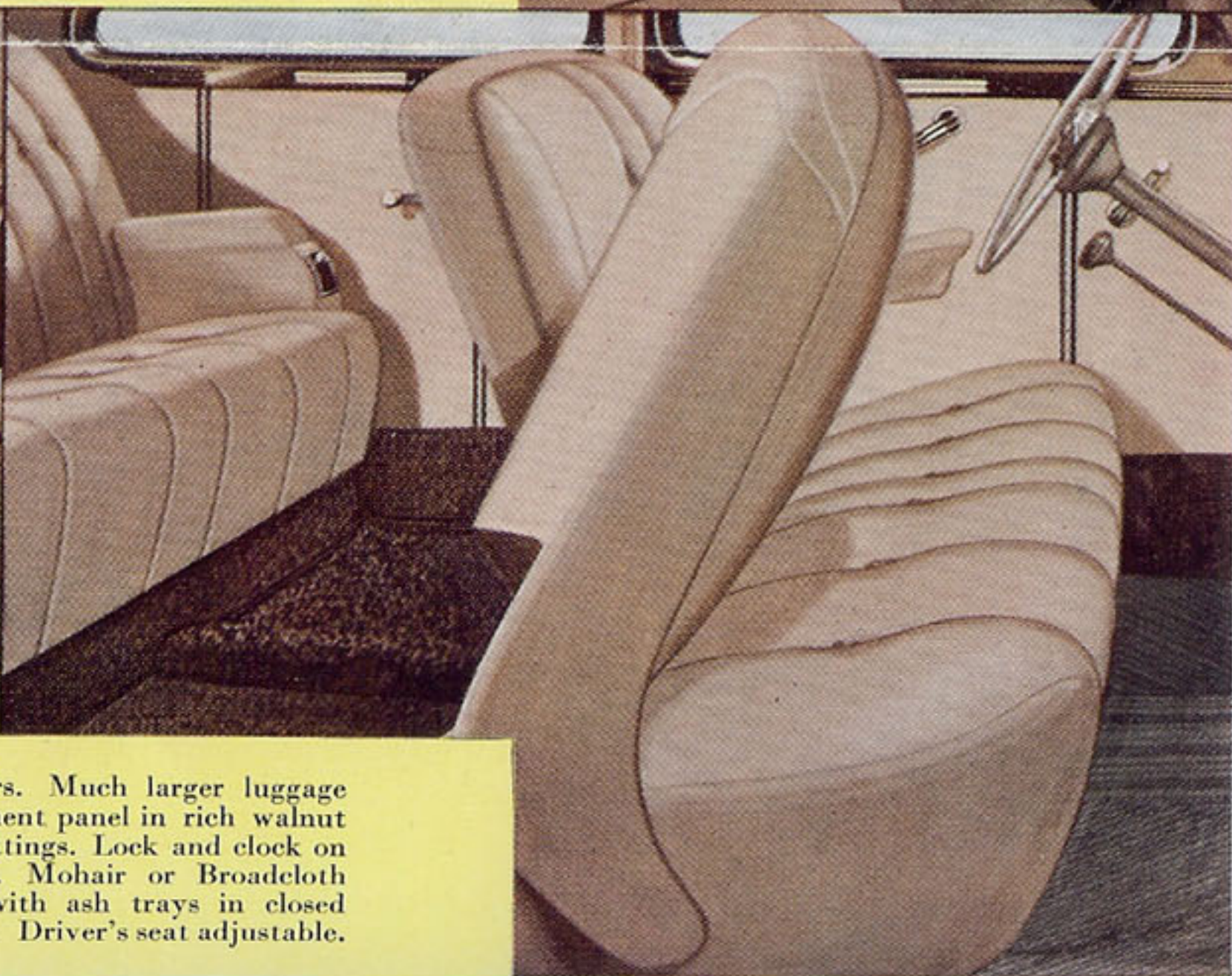
TWO NEW FORD V-8 CARS FOR 1938



DE LUXE



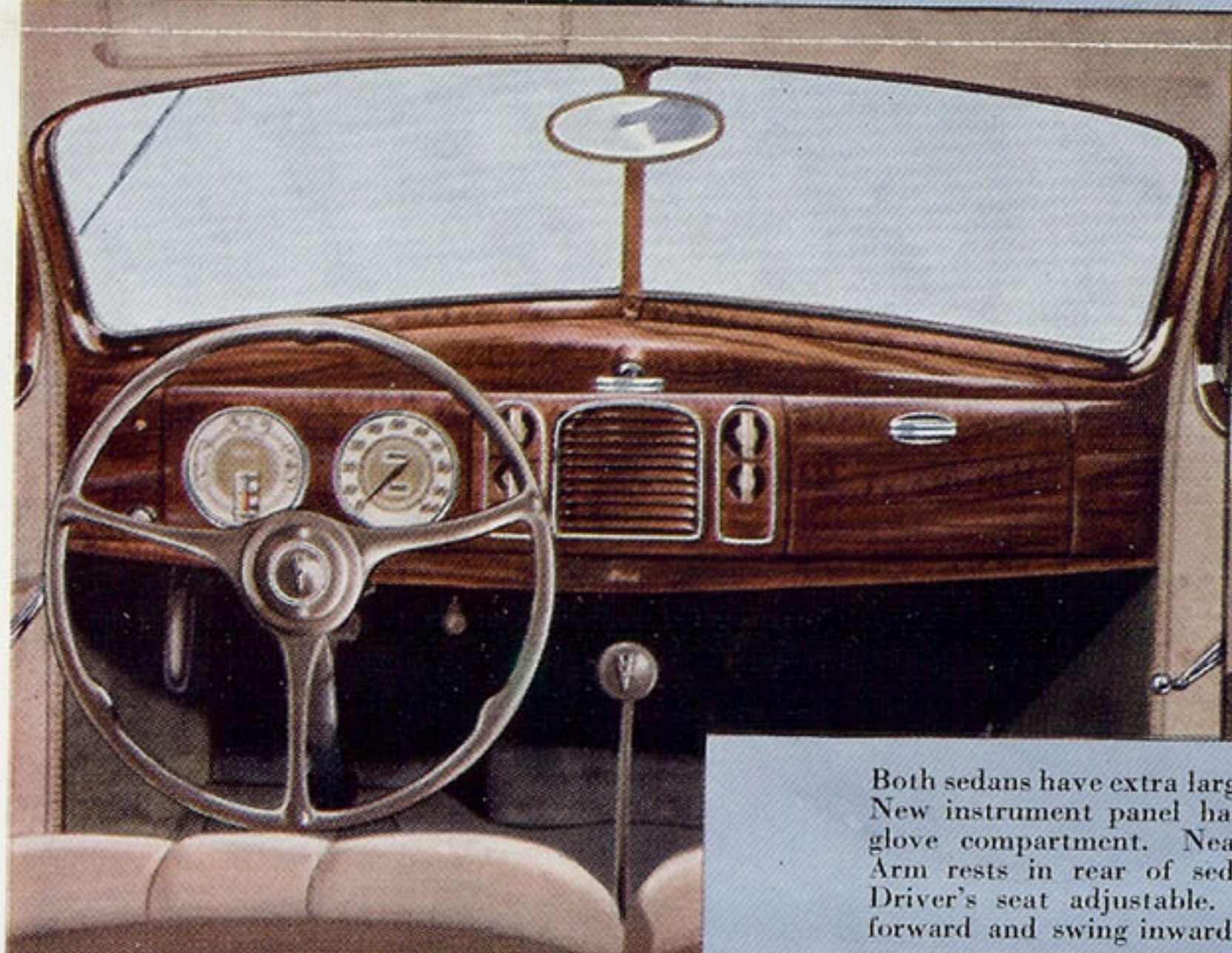
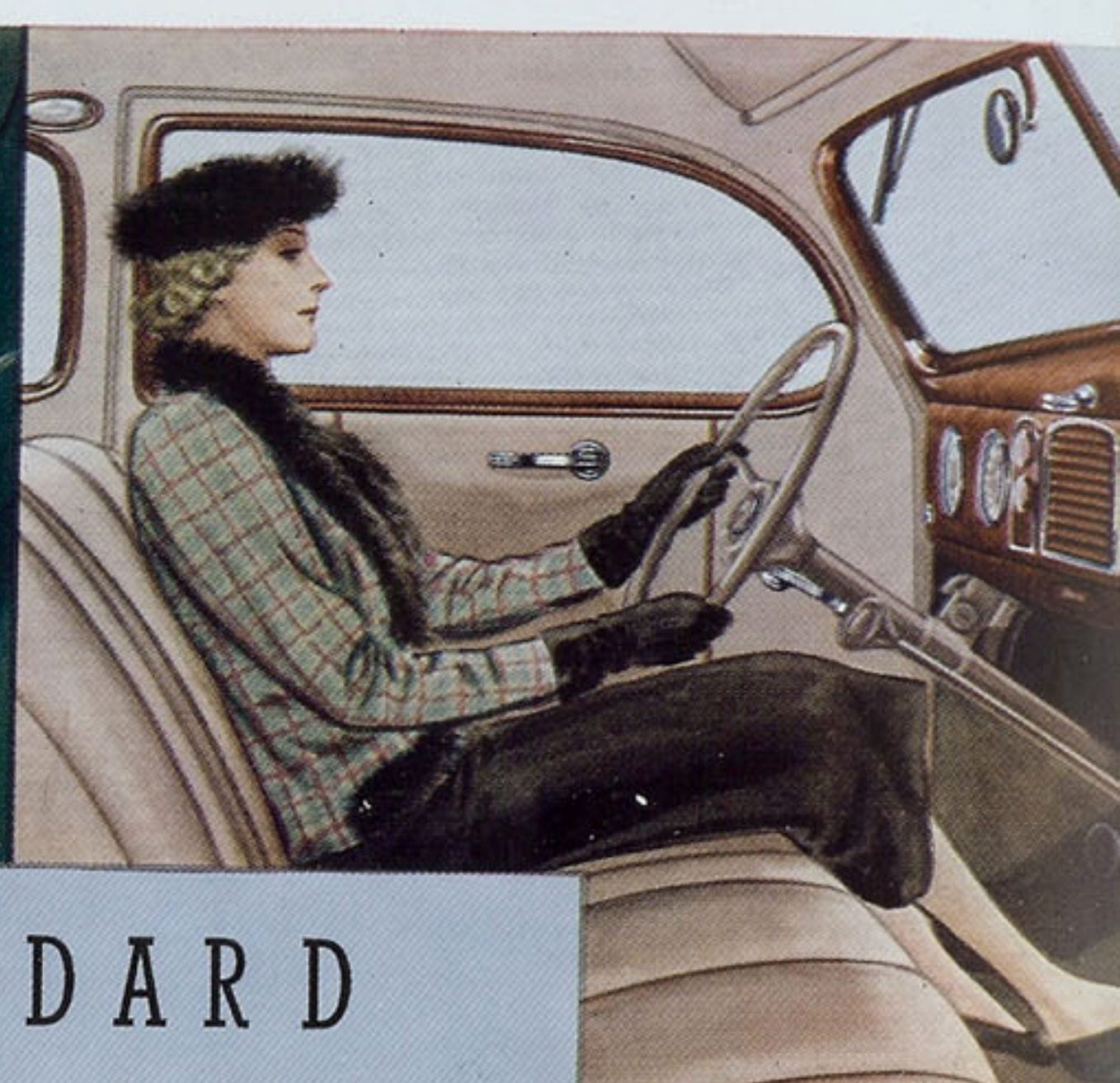
More room for passengers. Much larger luggage space. Handsome instrument panel in rich walnut finish with ivory plastic fittings. Lock and clock on glove compartment door. Mohair or Broadcloth upholstery. Arm rests with ash trays in closed sedans. Windshield opens. Driver's seat adjustable.



This is the Ford V-8 60-horsepower engine—the most economical Ford engine ever built. Except in size and power it is the same basic design as the Ford V-8 85-horsepower engine, used and approved by more than four million motorists. The Ford V-8 engine brings fine-car performance to the low-price, low-cost field—within the means of all who can afford any new car. The brilliant “85” gives top performance; the thrifty “60” rock-bottom gasoline economy.



STANDARD



Both sedans have extra large luggage compartments. New instrument panel has mahogany finish. Big glove compartment. Neatly tailored upholstery. Arm rests in rear of sedans. Windshield opens. Driver's seat adjustable. Divided seat backs tilt forward and swing inward for easy access to rear.



IT PAYS TO USE GENUINE



FORD



PARTS

It pays *you* in many ways—in better work, in faster work, in more satisfied customers, in greater volume of business. It pays Ford owners because Genuine Ford Parts are built to Ford standards of precision, because they fit accurately, provide long life and dependability and are priced in keeping with Ford standards of economy.

In manufacturing Ford cars and trucks, Ford engineers use fifty kinds of steel. Each has been developed to provide the correct hardness, toughness or tensile strength that Ford standards require of any given part. When repairs are needed on their cars or trucks, Ford owners want the dependability and long life that results from the use of such

quality materials—they want Genuine Ford Parts.

25% of all cars and 40% of all trucks on the highways today are Fords. That's your Number One market. That's the market you will tap when the "Genuine Ford Parts" sign is displayed at your shop. It's a market that is ever increasing as new V-8 cars and trucks roll off the Ford assembly lines and take their places with the millions already in use.

If you are not now using and selling Genuine Ford Parts, write for further information. We'll tell you how you can display the "Genuine Ford Parts" sign at your shop and direct the Number One market to your door. Address your request to

FORD MOTOR COMPANY, DEARBORN, MICHIGAN