

THE BEAUTIFUL NEW

**"Thrifty
Sixty"**

FORD V-8 FOR 1938



The economy car that brings modern performance to the lowest-price field

The 1938 Ford "60" puts 8-cylinder performance and "4-cylinder" economy under the same sleek hood—in a car you'll be proud to drive. Its clean new curves carry unbroken to the rear of the body. Interiors have been smartly re-styled too. The "60" is a beautiful car as well as an economical car.

And its economy—its comfort—its smooth, quiet performance were thoroughly proved in 1937, when America gave the "60" an enthusiastic welcome. More than 300,000 Ford V-8 60-horsepower cars were bought during their first year of production in this country.

Ford "60" owners drove the car over all kinds of roads in all kinds of weather. Hundreds who kept careful records reported averages of from 22 to 27 miles per gallon—some even more.

Today, the "60" holds a high place in the lowest-price field. It is stylish, roomy and comfortable—built on the same sturdy chassis as the De Luxe Ford cars, to the same high standards of mechanical excellence. But it costs less to buy and less to run.

If you want big car performance, comfort and appearance at small cost, drive a 1938 Ford "Thrifty Sixty."

DRIVE IT AND SAVE

A THRIFTY CAR FOR THRIFTY FOLKS !

SALESMAN



"I have 1700 miles on my V-8 '60' right now, and have been getting an average of 26 miles per gallon on regular gasoline. I'm a traveling salesman covering an average of 2000 miles per month. At this rate, I will be able to save \$12.50 a month on gasoline alone. My cruising speed is 55 to 60 miles per hour. The V-8 '60' does 60 miles an hour all right with speed and power in reserve."
R.M.C., Macon, Ga.

HOUSEWIFE



"I have a fairly good allowance every week, but my husband expects it to cover gas and oil when I use the car. Driving the children to school and the regular round-town errands used to take my last nickel. Since we got a Ford '60,' though, I've been able to tuck away enough cash to buy an extra hat or pair of shoes—or even a dress occasionally."
Mrs. W. P., Detroit, Mich.

FARMER



"I purchased a 60-horsepower Ford Tudor, and on several trips my average has been 27 miles per gallon of gas. I certainly like the luggage compartment to use in hauling produce. I can put a ten-gallon can of cream and a thirty-dozen case of eggs in this compartment. This car drives and rides fine and the brakes are very easy to apply and very effective."
C.W.D., Gowrie, Iowa

FLEET OWNER



"The ability of the Ford V-8 to 'take it' convinced us that ours should be an all Ford fleet. We have had no reason to regret our choice. In the Ford '60' we find all the features that cab service demands. Passengers ride in comfort; ease of handling in traffic and improved brakes provide greater safety. Add to these the extremely low fuel cost—and we have the answer to our problem."
J.R., President, City Car Co., Madison, Wis.

MAILMAN



"My regular run on my mail route is 65 miles, with 216 mail boxes. Driving my '60' Tudor Touring Sedan, I stop at most of these boxes every day. Starting off with a full tank regularly, it takes just three gallons to fill the tank again when I get back. That's 22 miles on the gallon under the worst possible road conditions. The size and convenience of the rear trunk are a great help to me."
W. E. S., Easton, Maryland

AVERAGE AMERICAN

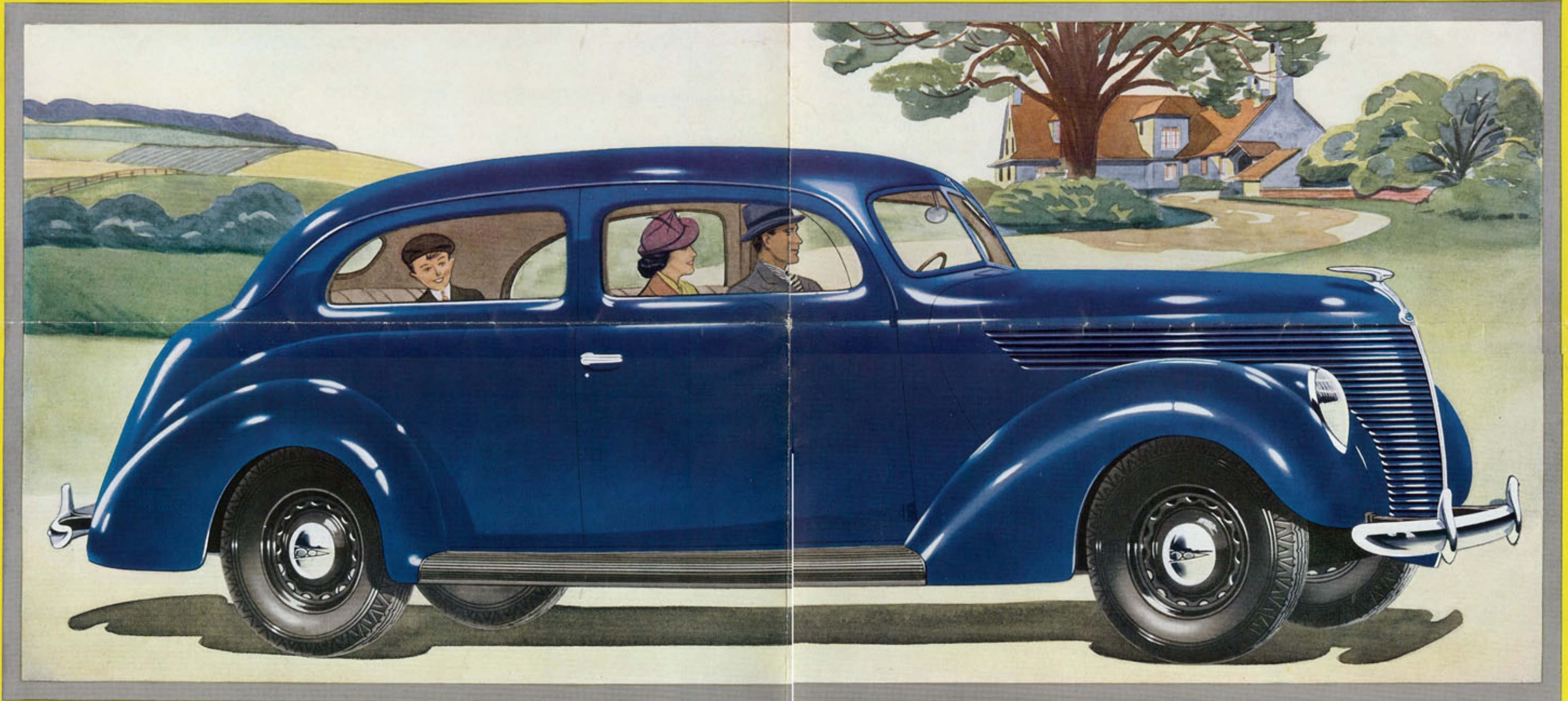
WHO HAS GOOD USES FOR THE MONEY A FORD "60" SAVES HIM



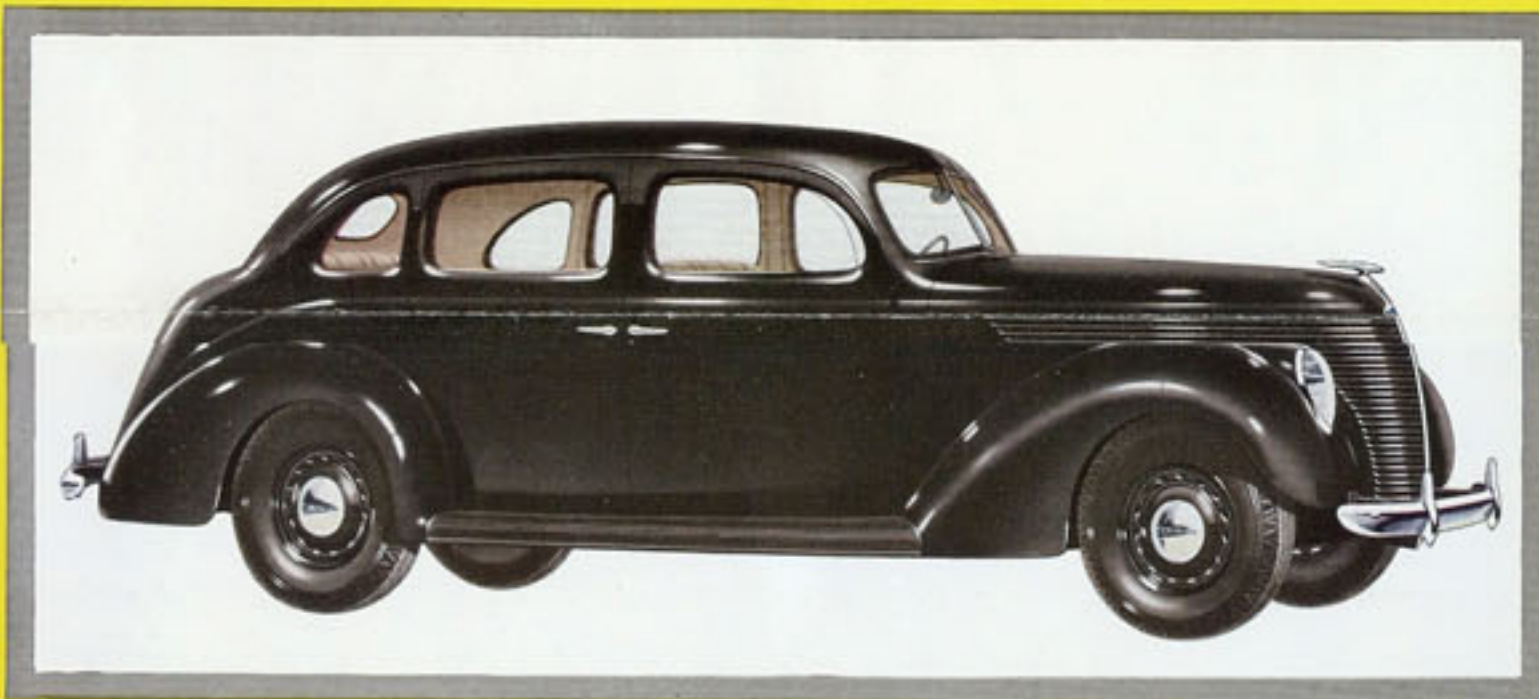
"It gives me pleasure to report that our Ford V-8 '60' is giving us marvelous performance and satisfaction. The economy of operation is the outstanding feature, and one of the main reasons that sold us on the car. On longer trips we are getting approximately 25 miles to the gallon. But another reason we like it so much is because we feel so safe in allowing our children to drive it."
J.O.C., Scranton, Pa.

And

THE FORD V-8 "60" FOR 1938



The Tudor Sedan is typical of the spirited modern styling that distinguishes the 1938 Ford "60." It seats six comfortably, with full-width front seat cushion and divided seat backs that fold forward for easy entrance to the rear seat. There's a BIG built-in luggage compartment, too.

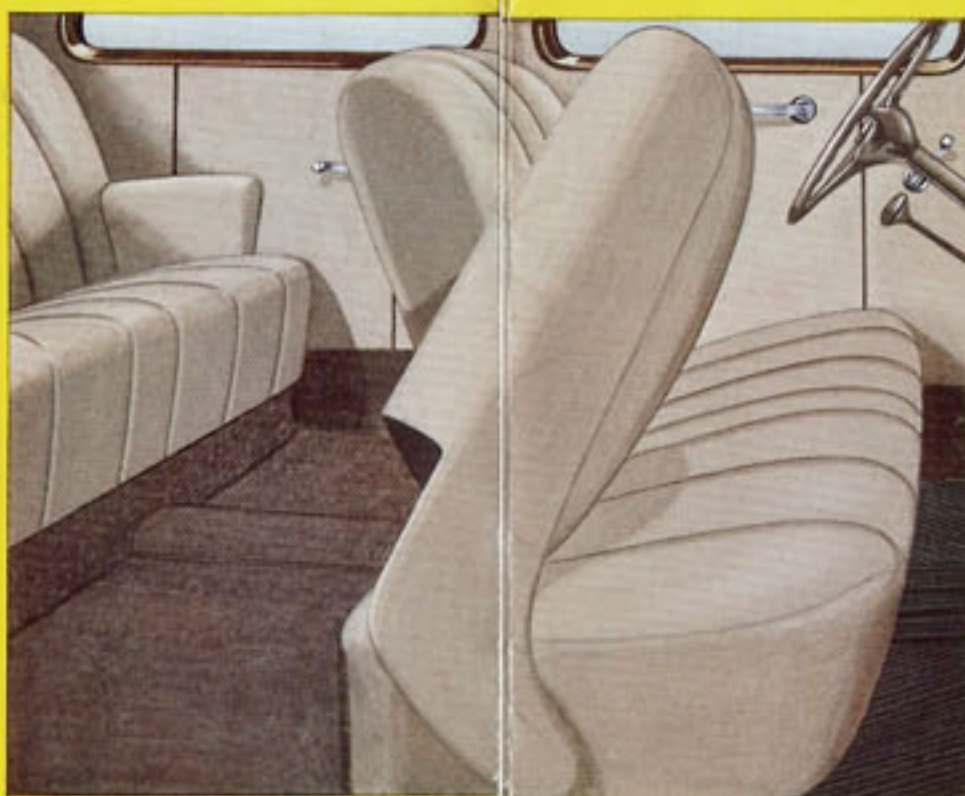
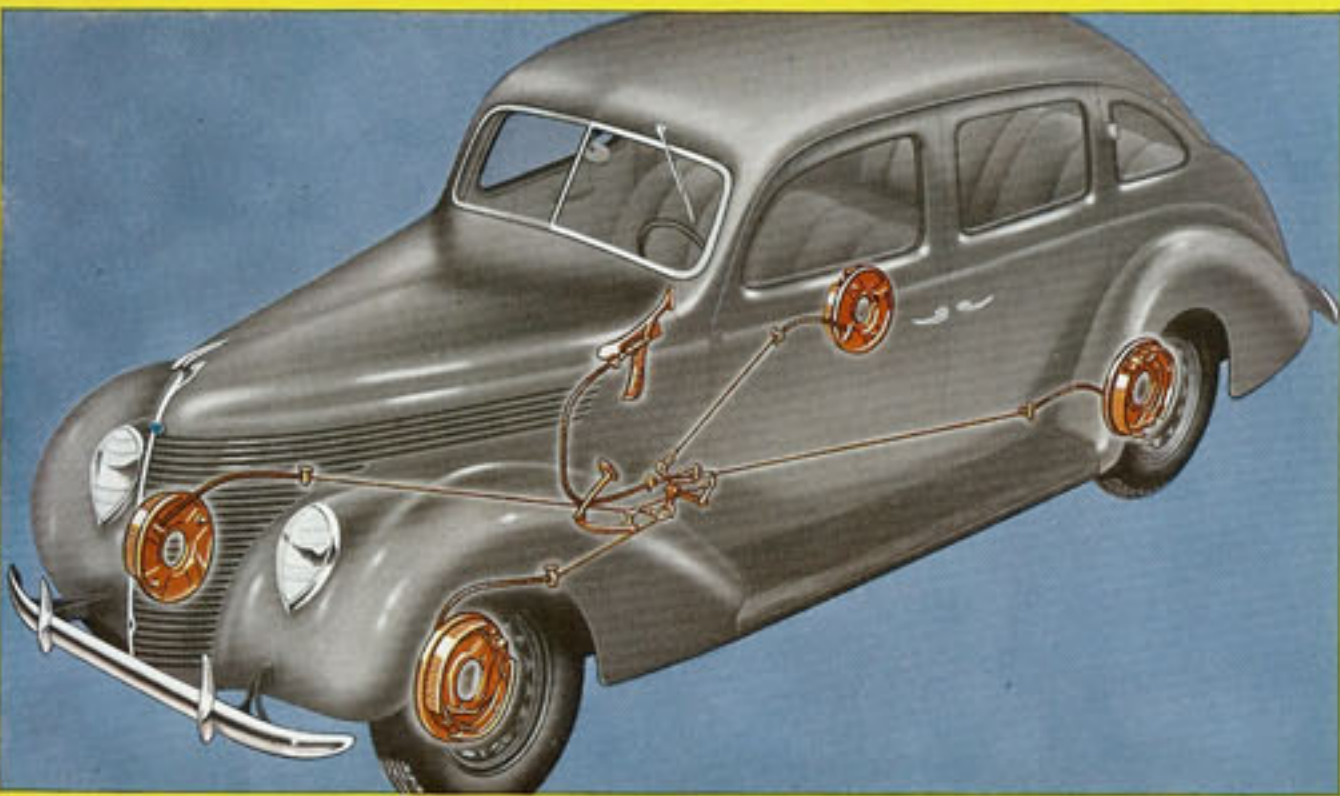


It's a long way between filling stations in these roomy Ford V-8 "60" cars. You can fill the tank once and drive all day—300 or 400 miles. The Fordor, illustrated above, like the Tudor, has an unusually large luggage space and an easily adjustable driver's seat. Foot rest in rear compartment.

NEW BEAUTY
added to
PROVED
PERFORMANCE
and
ECONOMY



Ideal for either personal or business use, the Coupe carries three passengers comfortably. There is abundant space for luggage under the huge rear deck—accessible from back of car—and a second smaller compartment, reached from inside, by lifting seat back.



Above: Improved Easy-Action Safety Brakes, of the cable and conduit control type, give you "the safety of steel from pedal to wheel." Always positive and reliable. Self-energizing—forward motion of wheels helps apply them. Fast, smooth stops with exceptionally light pedal pressure.

Center Above: The front seat cushion in the Tudor Sedan is full width, and holds three passengers comfortably. The seat back is divided, and either side folds forward and swings toward the center, for easy access to the rear. All drivers' seats are adjustable.

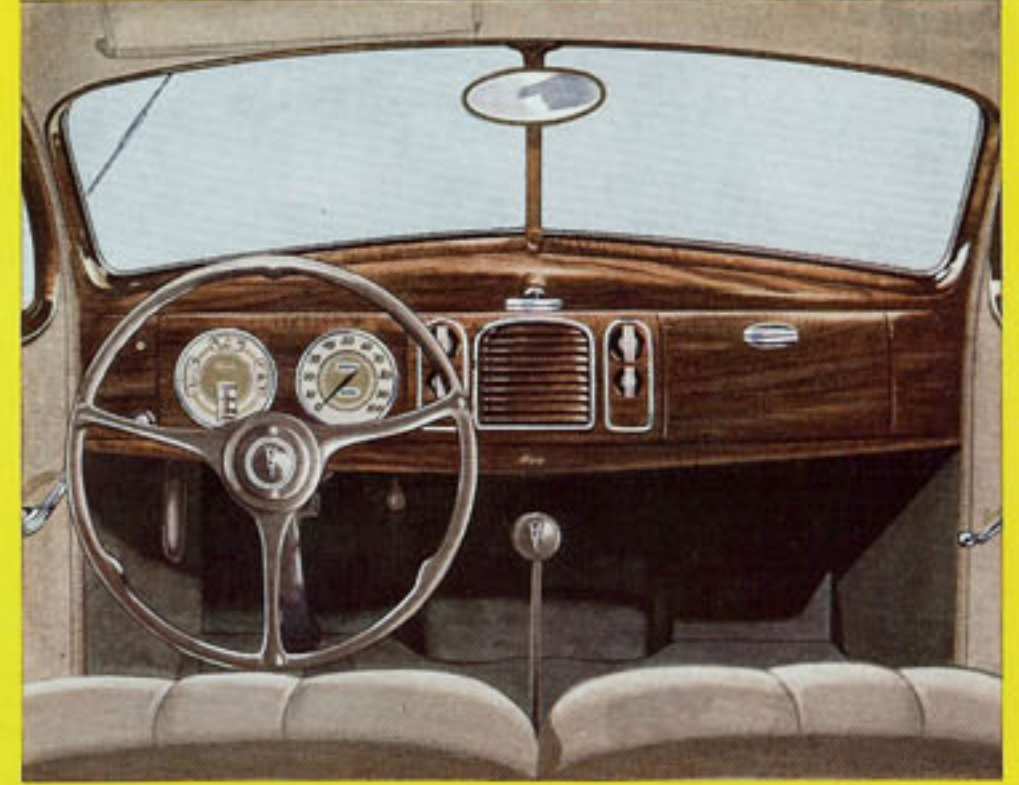
Left: A wide door, opening from the bottom, makes the big Sedan luggage compartments easy to pack or unload. Room for spare tire and a lot of luggage. Leaves the body of the car free for passenger comfort. Even more space under the Coupe rear deck.



Above: Interiors are trimly tailored in every detail. Deep, comfortable cushions. Mahogany-finish door and window moldings, chrome fittings, pillar lights, rear arm rests—a modern car for modern people.

Left: More leg room for the driver because the compact V-8 engine takes up less space under the hood. Seat is deep, comfortable and adjustable. Clear-Vision Ventilation. Nothing to block your view or hamper hand signals. The V-type windshield opens.

Right: Completely redesigned, the modern instrument panel is conveniently arranged, and attractive in rich mahogany finish. All dials are grouped for easy reading. There is provision for radio and speaker. Starter button and hand brake are located at the left, and a handy glove compartment at the right.



85 HP. ENGINE OPTIONAL IN SAME MODELS

AT SLIGHTLY HIGHER PRICES . . . IF YOU NEED MORE POWER FOR HIGH SPEEDS OR HEAVY DUTY, CHOOSE THE BRILLIANT 85-HORSEPOWER FORD V-8 ENGINE THAT FOUR MILLION OTHER OWNERS HAVE ENJOYED. IT'S AVAILABLE IN THE THREE STANDARD BODY TYPES SHOWN ABOVE—AS WELL AS IN THE DELUXE FORD LINE

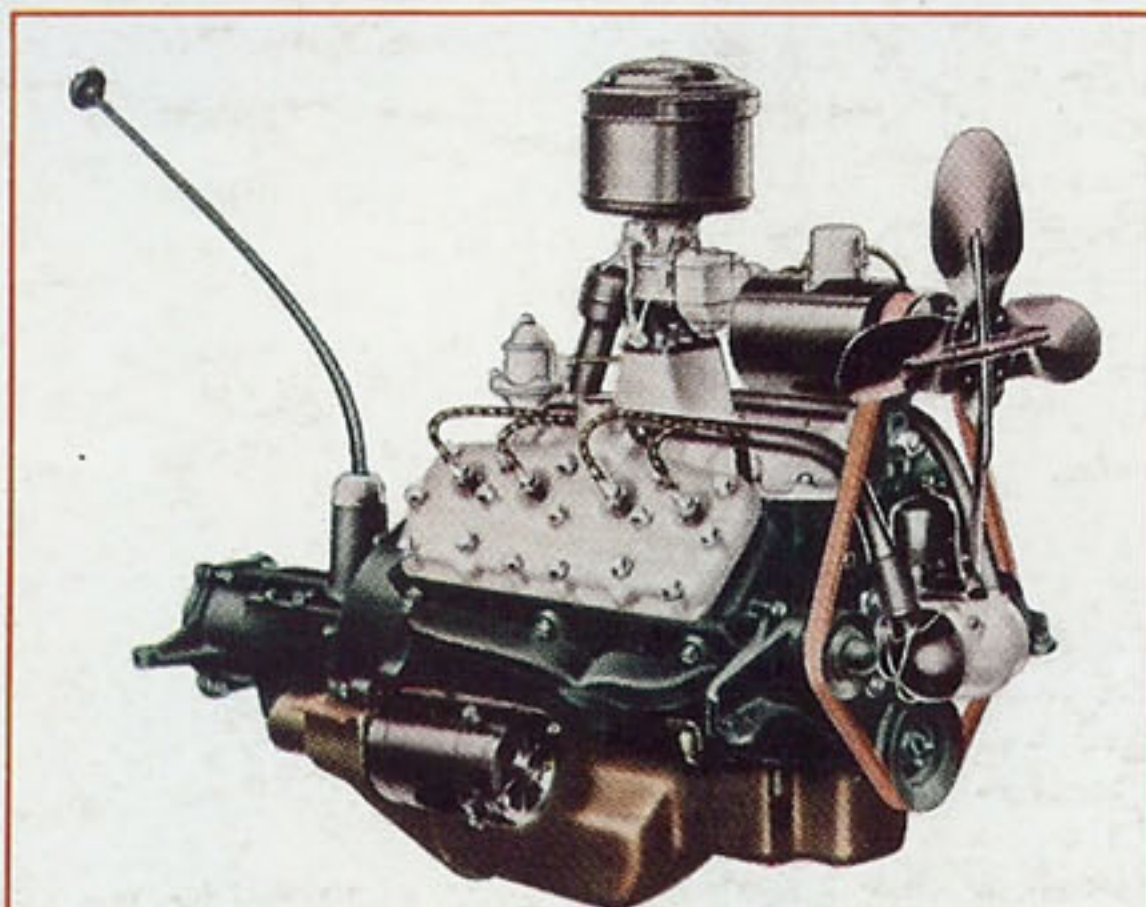
QUICK FACTS ABOUT THE STANDARD FORD V-8—"60" AND "85"

NEWLY STYLED: Sweeping streamlines with longer hood for greater grace and beauty. 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 or thrifty 60-horsepower V-8 engine.

NEW INTERIORS: Big arm rests in rear of Sedans. Modern instrument panel in grained mahogany finish, with ivory plastic knobs recessed. Glove compartment and ash tray in panel. Starter button on left of instrument panel with hand brake just under it for convenience. Foot-control for deflecting headlight beams. Chrome-finished fittings. Interior lights. Every detail designed for good service and good *taste*.

ALL-STEEL BODY: Body 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.

IMPROVED EASY-ACTION SAFETY BRAKES: Easy-action brakes, of the cable and conduit control type. Positive and direct—"the safety of steel from pedal to wheel." Self-energizing—the forward motion of the wheels is used to help apply the brakes. Light pedal pressure stops the car swiftly, smoothly, surely.



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 "85" gives top performance; the thrifty "60" rock-bottom economy.

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.

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.

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

LOW PRICE: All Ford prices have always been low and represent maximum value. The prices of the thrifty 60-horsepower Standard Ford V-8 are exceptionally low.

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.