

1938 V-8 ON DISPLAY AT LOCAL DEALER

Ford V-type 8-cylinder cars for 1938 go on display today at the Rohrman Motor Co. showrooms in Hermiston. They are offered this year as two distinct lines, differing in appearance and price. Both are in the lowest price field.

One is a newly-styled standard Ford line, in coupe, Tudor and Fordor body types, powered either with the 85 or the 60 horsepower V-8 engine. The standard cars are designed to meet requirements of the many motor car owners, whose means dictate maximum economy in first cost, as well as in maintenance and operating costs.

The other is a newly-designed de luxe line for owners who desire additional style and appointments. Powered only with the 85 horsepower V-8 engine, the line includes eight body types, the coupe, Tudor and Fordor sedans, as well as the club coupe, convertible cabriolet, club convertible cabriolet, convertible sedan and the phaeton.

The two lines of cars have the same improved V-8 chassis, but their styling is distinctly different.

The de luxe cars are larger in appearance. The hood has been lengthened. Its nearly vertical front is carried in a "V" well down into the radiator grille, with the familiar V-8 emblem at the tip of the "V". Horizontal lines of the grille bars and the louvers are echoed in a bright rustless steel band which is carried along the belt to the rear.

The new standard line cars also present a larger appearance, with a newly designed front end, grille, hood and fenders. The front end is formed in a "V", with the horizontal grille bars extending unbroken along the hoodside to form the louvers.

Fenders in both cars are massive, formed lower to provide more complete coverage of the running gear and extending farther back. Headlamps are again recessed in front fender aprons, new type tail lamps in the tips of rear fenders.

Interiors of the two cars are roomy and attractive, styled in keeping with the exteriors. The de luxe sedan interiors are larger.

A new instrument panel adds measurably to the beauty of the front compartment. The panel of the de luxe line cars is in walnut grain finish, that of the standard line cars in mahogany finish.

Instruments are arranged in two groups directly in front of the driver. In the middle of the panel is a grille, for radio speaker installation when specified. At the right is a glove compartment. In de luxe cars a lock is provided for the compartment and a clock is recessed in the compartment door.

Instruments in both cars are lighted by improved fringe illumination, designed to provide safer lighting for night driving. Interior lights are located on the right and left pillars of the sedans and over the rear windows of coupes.

Steering wheels of the de luxe cars are of flexible multiple steel spoke type, with hubs of rich brown bakelized material and rims of lighter contrasting color. Standard car steering wheels are of three-spoke type, finished in beige. The upper spokes are widely spaced to give the driver unobstructed view of the instrument dials.

Night driving safety is also increased by addition of a headlamp beam control on the toe-board of both lines. The control is operated by the foot. A tell-tale light on the instrument panel indicates the posi-

tion of the beams, whether high or depressed.

Both front and rear seats are wide enough for three persons. Seat cushions and backs are finished in piping and pillow treatment. In the de luxe cars the finish is set off with rows of ornamental buttons. Ash trays are recessed in rear seat arm rests of the de luxe closed sedans.

Light taupe mohair or broadcloth is optional in the closed de luxe cars, tan hand buffed antique finish genuine leather or taupe bedford cord in the convertibles and tan leather in the phaeton. The seat cushion and back of the rumble seat in the convertible cabriolet is finished in artificial leather.

In the standard line, mohair and broadcloth are optional in cars equipped with the 85 horsepower engine. The mohair is available only on special order in the 60 horsepower cars.

The driver seats of all cars except the phaeton are adjustable and the amount of adjustment has been increased.

One of the unusual new features is the front seat of Tudor sedans. The seat cushion is full width. Seat backs are divided, each being hinged diagonally so as to swing inward as it is tipped forward. This provides a wide passageway on either side for entrance to the rear compartment.

Clear vision ventilation is continued in all closed bodies. Rear quarter windows of de luxe Fordor sedans and club coupes are pivoted for additional ventilation.

Bodies of both car lines are all-steel. There is no metal-to-metal contact between body and frame, the result of thorough use of insulation. Safety glass is used throughout in windshield, doors and windows.

The luggage compartments in all cars is closed off by a wall from the passenger space, and locked with a separate key. The compartment door hinges are concealed, the doors opening from the bottom.

A new feature of the rear deck design is a combination handle, license bracket and light, formed in the shape of an airplane propeller hub. Spare wheel and tire are carried in all compartments except in the convertible cabriolet. In this type, because of the rumble seat, the extra wheel and tire are mounted back of the seat.

The V-8 112-inch wheelbase chassis has been improved. Its features include "centerpoise" construction, rubber-suctioned engine, easy steering, softer springs, improved cable-controlled brakes, semi-centrifugal clutch, full torque tube drive and straddle-mounted rear axle driving pinion.

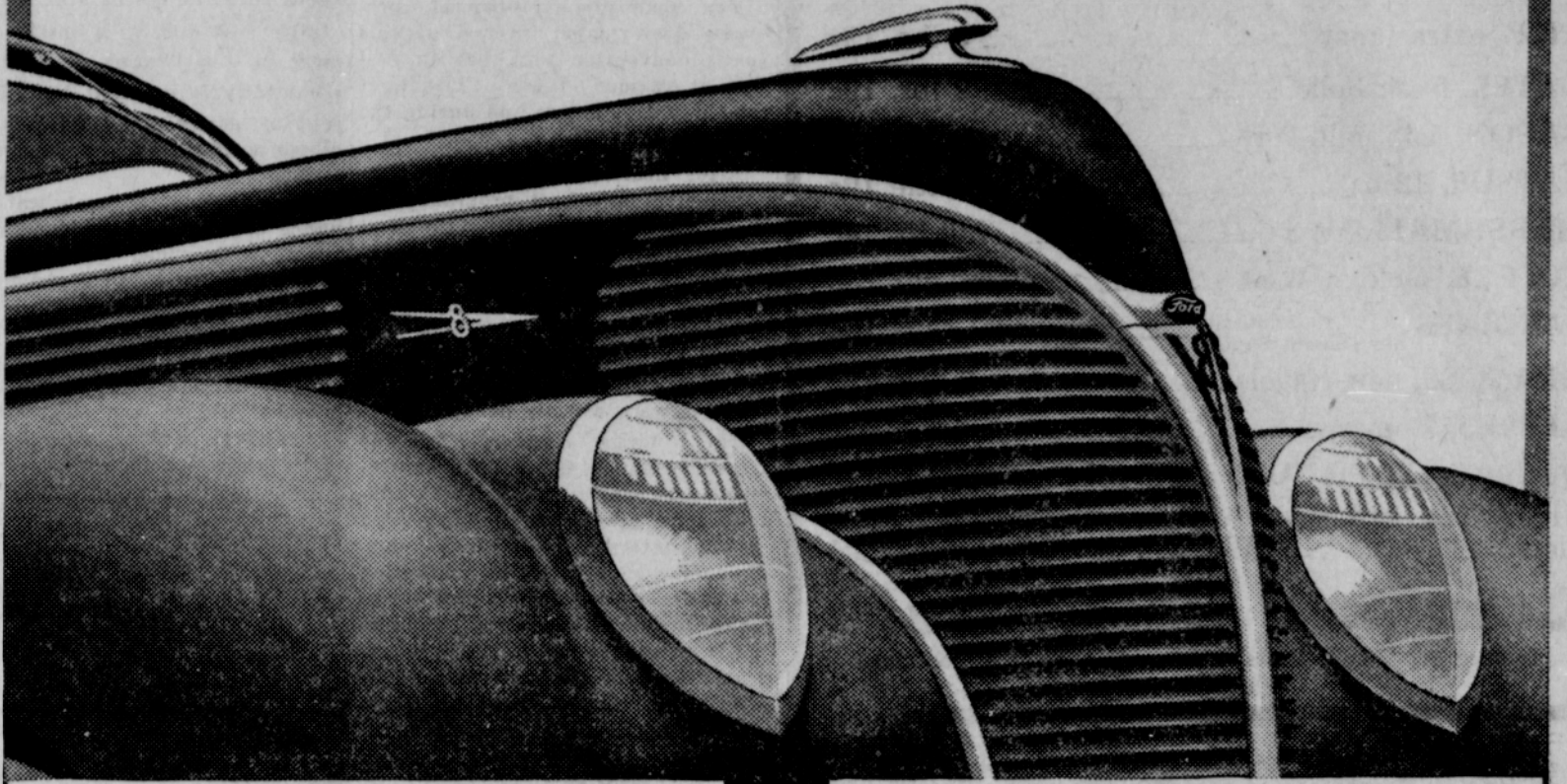
Refinements in the V-8 engines to provide better performance, particularly at lower car speeds, and brake improvements increase the ease of control by the driver. Riding is made more comfortable by the improved springs.

4-H CLUB NEWS

By Robert Bensel

A. E. Rugg was again elected leader of the Progressive 4-H club. The other officers elected Sunday, November 28th, for 1938 are: Richard Rugg, president; James Rugg, vice president; Eugene Rugg, secretary; and Robert Bensel, reporter. Other members are Frank and James Bensel and Joseph Cooney. The local leader expressed his wish of making a strong judging team from the club and also have it in shape for some of the earlier shows. The first practice was set for December 11th.

Announcing TWO NEW FORD V-8 CARS FOR 1938

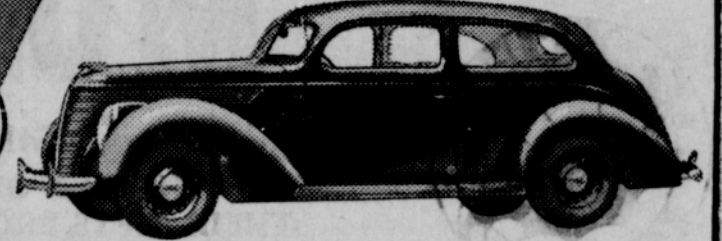


THE DE LUXE 85 HORSEPOWER



DE LUXE FORD V-8 . . . 112" wheelbase; 85-horsepower engine; Improved Easy-Action Safety Brakes; Center-Poise Ride; All-steel body; Mohair or Broadcloth upholstery; Walnut-finished trim; Twin horns, tail lights, sun visors; Clock; 6.00" black tires, white side-walls are extra; 8 body types; 6 colors.

THE STANDARD 60 OR 85 HORSEPOWER



STANDARD FORD V-8 . . . 112" wheelbase; 85 or 60 horsepower engine; Improved Easy-Action Safety Brakes; Center-Poise Ride; All-steel body; Broadcloth or Mohair upholstery, Mohair extra in "60"; Mahogany-finished trim; One tail light, sun visor; Twin horns; 3 body types; 3 colors.

FORD offers two new cars for 1938—the Standard Ford V-8 and the De Luxe Ford V-8. They are different in appearance—but built to the same high standard of mechanical excellence—on the same chassis.

Because people liked our 1937 car so well, they bought more than of any other make. They liked its looks, its smooth performance, and the way it handled. We have improved on that car in the newly styled Standard Ford V-8.

But some folks wanted still more size and style, with the same Ford advantages. For them, we designed a new De Luxe line.

The De Luxe Ford V-8 Sedans are longer with more room, larger luggage space, and finer appointments all around.

De Luxe cars are equipped with the 85-horsepower engine only.

The Standard is even lower priced than the De Luxe. It has graceful new lines and well-tailored interiors—with a choice of engine sizes—85 or 60 horsepower.

Before Ford made V-type 8-cylinder engines available to every one, they were used only in expensive cars. Since then, four million Ford owners have learned the genuine enjoyment of driving an eight-cylinder car with all-around economy. The thrifty "60" engine, especially, makes possible in Standard models a very low first cost and equally low operating cost. With two distinct designs, two engine sizes and two price ranges, you'll find a 1938 Ford car to fit your needs exactly.

PRICES FOR CARS DELIVERED IN DETROIT—TAXES EXTRA

Standard Ford V-8 (60 hp.)—Coupe, \$599; Tudor, \$644; Fordor, \$689. Standard Ford V-8 (85 hp.)—Coupe, \$629; Tudor, \$669; Fordor, \$714. De Luxe Ford V-8 (85 hp. only)—Coupe, \$689; Tudor, \$729; Fordor, \$774; Convertible Coupe, \$774; Club Coupe, \$749; Convertible Club Coupe, \$804; Phaeton, \$824; Convertible Sedan, \$904.

Standard and De Luxe cars equipped with bumpers, bumper guards, spare wheel, tire, tube, tire lock and band, cigar lighter, twin horns, and headlight beam indicator on instrument panel, at no extra charge.

In addition, De Luxe cars are equipped with extra tail light, windshield wiper, sun visor; also de luxe steering wheel, glove compartment lock, clock, and chrome wheel bands, at no extra charge.

These Beautiful New Cars

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