

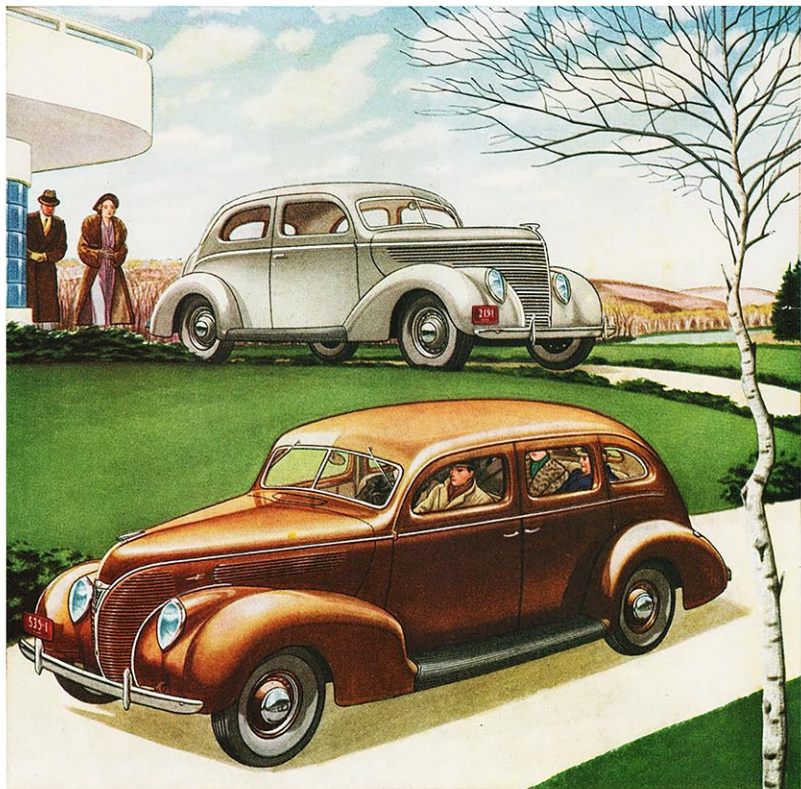
## 2 good reasons for stepping up to the V-8 class

THE two new 1938 Ford cars are different in appearance, appointments and price. But they have the same chassis, the same mechanical excellence, and the same basic Ford features.

Their modern V-8 power-plants provide smooth 8-cylinder satisfaction which only much more expensive cars can equal. 85 horsepower in the De Luxe Ford. A choice of 85 or 60 horsepower in the Standard Ford.

The De Luxe has more room in the Sedans and finer fittings. The Standard costs a little less to buy and, with the thrifty "60" engine, offers the lowest operating cost in Ford history.

Both of the new Ford cars are priced low. And both include, without extra charge, the equipment you need for driving comfort. See them both. Pick the one that meets your personal preferences, and step up to the V-8 class!



Above, the Standard Ford V-8 Tudor . . . Below, the De Luxe Ford V-8 Fordor

# THE TWO NEW FORD V-8 CARS FOR 1938