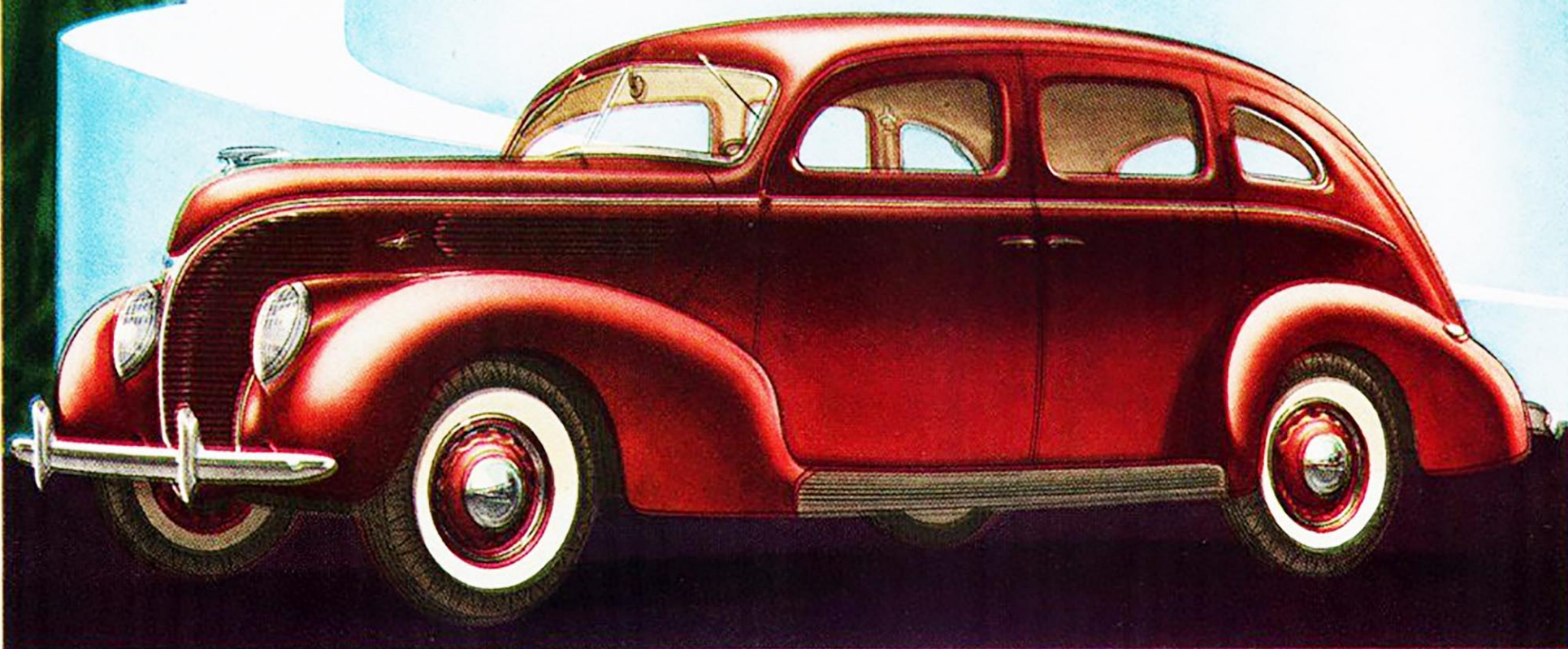
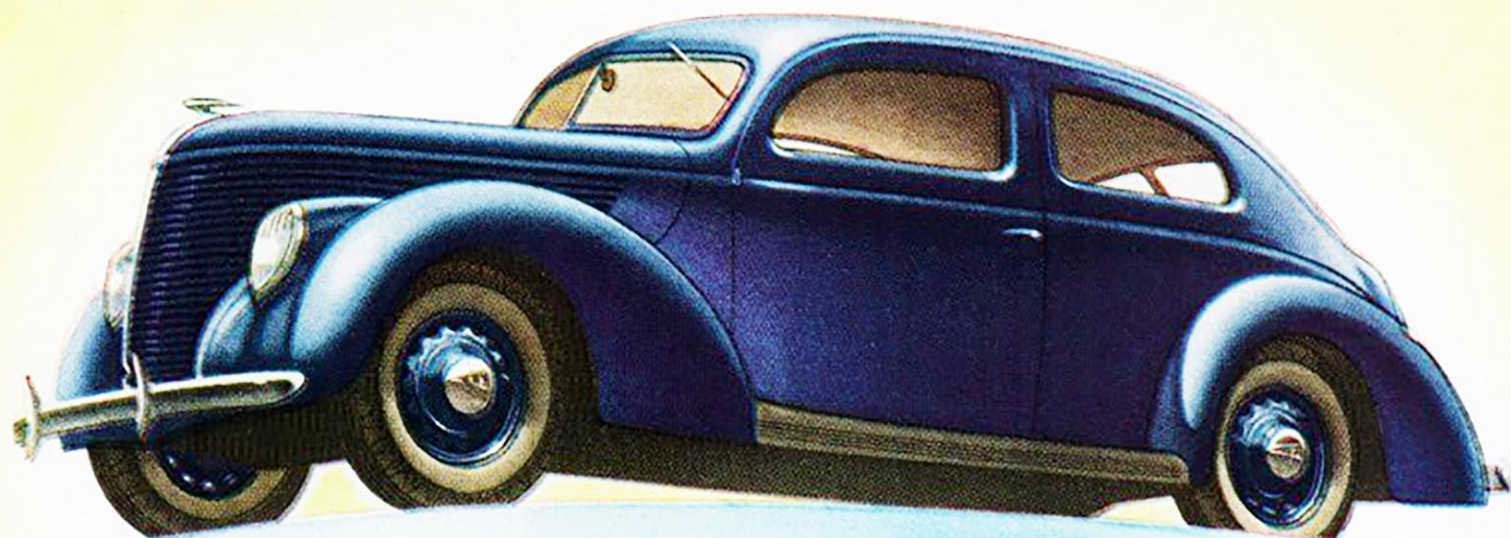


Presenting



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

THE TWO NEW FORD V-8 CARS FOR 1938

We're building two new cars for 1938—the Standard Ford V-8 and the De Luxe Ford V-8. They are different in appearance, but they have the same mechanical excellence—the same 112-inch wheelbase.

People liked our 1937 car so well that they bought more of them than of any other make. We have improved on that car in the newly styled Standard Ford V-8 for 1938.

But some folks asked also for a bigger, finer car with the same Ford advantages in it. For them, we designed the new De Luxe Ford V-8.

The De Luxe Sedans have longer bodies with more room, larger luggage space and finer appointments. De Luxe cars are equipped with the 85-horsepower engine only. They give an added measure of motoring satisfaction at low Ford prices.

The Standard is even lower priced than the De Luxe. It has pleasant new lines and well-tailored interiors. It offers again a choice of V-8 engine sizes; the powerful "85" or the thrifty "60."

Two cars, two engines, two price ranges. Whichever you choose, you get the same fundamental Ford features. Whatever you pay, you get a car built soundly to serve well.