



And you'll even like the price tag!

You'll like the 1938 Standard Ford V-8. It's a better car in many ways than the 1937 Ford V-8 which was bought by more people than any other make.

You'll like its clean, new curves . . . its neatly tailored interiors . . . the easy way it starts and steers and stops. You'll like the privilege of picking the V-8 engine size you need . . . 85 horsepower for unusually high performance . . . 60 horsepower for unusually low operating cost. (Hundreds of "thrifty 60" owners report averages of 22 to 27 miles a gallon—or even more.)

Best of all, your liking for the Standard Ford will include the price tag! It is priced low—even for 1938—and its prices cover equipment for which you have too often had to pay extra. . . . You'll save money the day you buy your Standard Ford V-8 and every mile you drive it. You can bank on that.



The De Luxe Ford V-8 is built on the same chassis as the Standard, with the same basic Ford features. It has richer appointments and a little more room in the sedans. Above is the Club Coupe, a popular model, which seats five people inside.

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