

## NEW ECONOMY CAR

The new 8-horse Standard, cheapest of its class in the world, claims to be the best family car of today. The big Coventry factory will mass produce a thousand cars a week by the end of this year, 2,000 before very long.

62-miles-an-hour is the maximum speed, <sup>7</sup> Averaging

30 40 the big-hearted little engine will do 48 to the gallon, and ~~at~~ <sup>eg</sup> very accessible.

They can't come off the production line too quickly. The manufacturers believe that families all over the world are waiting for a car of this type. Behind the rear seats there's room for any amount of luggage. As only 60 per cent are for export, thousands of would-be motorists may soon fulfil their ambition to own a car cheap to buy and cheap to run.