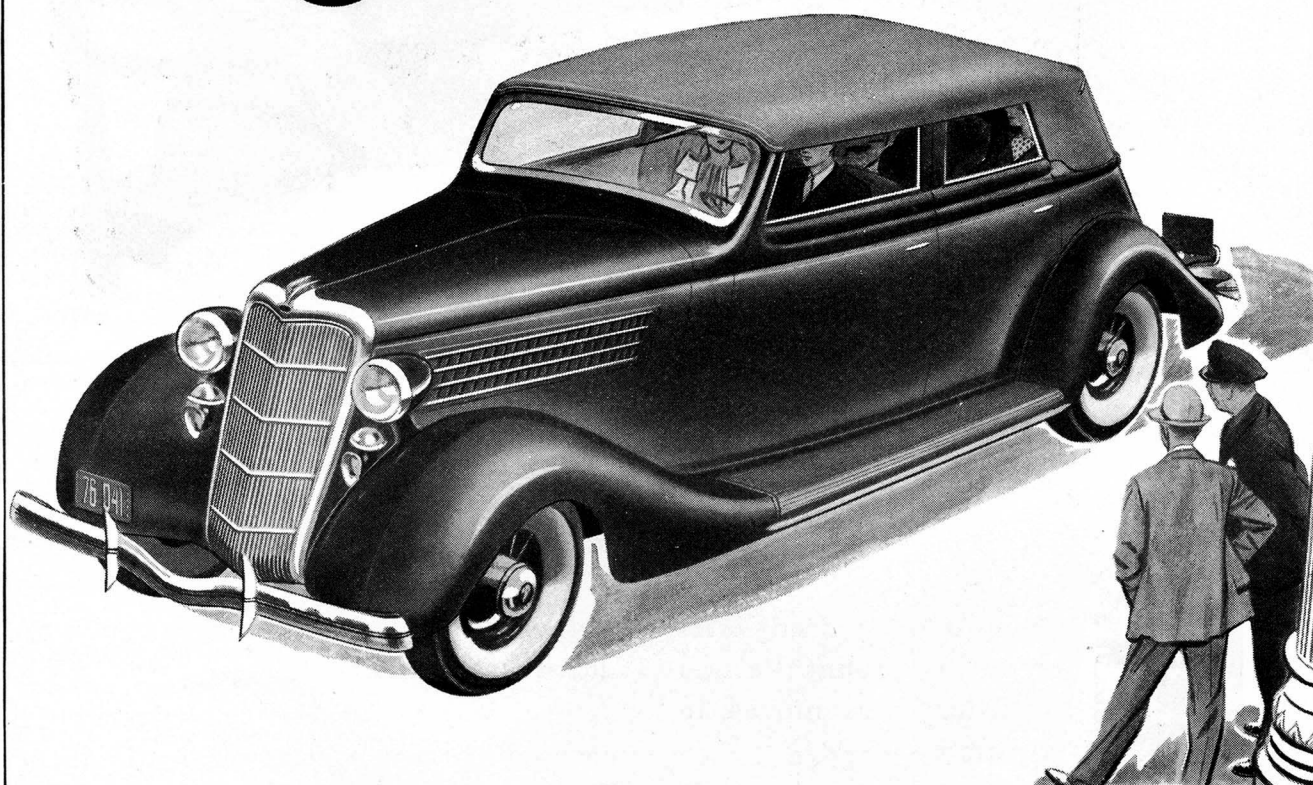
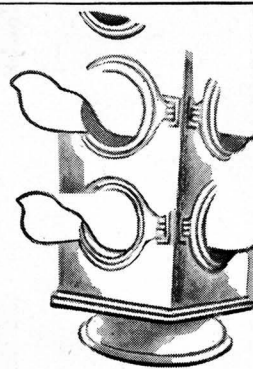
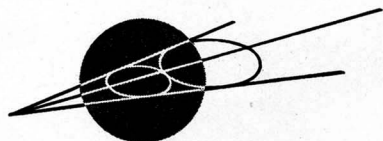


FORD V-8



"Watch The Fords Go By"

MORE THAN two million Ford V-8's have been built. You see them everywhere, in city, town and country. V-8 has come to mean Ford. . . . Yet it has not been long since the V-8 car was only for the well-to-do. Its superior performance was recognized, but the price was high. You had to pay more than \$2000. . . . So the Ford Motor Company set out to build a V-8 engine within reach of the average motorist. . . . That was something new and there were many who said it couldn't be done. But it meant better service to the public. Progress is always easier when you start with that idea. . . . Out of it came the Ford V-8—a wholly new kind of automobile for millions of drivers. Ford methods have made the full measure of performance, comfort, safety, beauty and convenience—once enjoyed only by the limited few—available to all at a low price. That is the meaning of the V-8 insignia.