



Ford V-8 Bus Unit Equipped with Streamlined Intercity Body

FOUR IMPORTANT FACTORS IN PROFITABLE BUS OPERATIONS

1 FASTER TRIPS

Bus operators report faster schedules with the Ford V-8; enabling them to make more trips per month or longer trips in the same amount of time. Speeding up schedules on all types of bus operations has brought increased patronage, increased revenue and materially increased NET profit.

2 LOWER COSTS

Lines that are operating Ford V-8 equipment along with other types report sharp reductions in the cost of operations and maintenance. First cost of two or three Ford V-8 units is usually LESS than a single bus of same capacity. Thus, bus operators have discovered they can save money three ways by using Ford V-8's, thereby increasing NET profits.

3 CAPACITY LOADS

On many operations, the buses now in use are too large to make capacity trips. But the cost of operating the bus is practically the same, whether it is loaded or half-loaded. Many bus lines in every section of the country are changing to Ford V-8 units, making capacity trips and in this way also increasing their NET profits.

4 RIDER APPEAL

The good looks and comfort of the Ford V-8 units . . . their freedom from nauseating gases . . . their faster schedules and general popular appeal are attracting added patronage and thus increasing gross revenue and NET profits. These are also good business reasons for selecting the Ford V-8.

**FORD V-8 CHASSIS FOR
BUS BODIES**