



THE NEW FOUR-PASSENGER CLUB CABRIOLET

## *“Watch The Fords Go By”*

Most often “it’s a Ford” that steps out ahead at the traffic light. And does it so easily! No fuss or effort. Seems to just glide away in a smooth-flowing surge of power. . . . There’s no surprise at this alert acceleration—you’ve come to expect it of a V-8. For many months, motorists have seen the Ford set the pace in traffic, on hills and on the open road. Frequently, you have heard it said—“The V-8 engine is the finest engine Ford has ever built.” . . . Today’s Ford gives you modern V-8 performance, with outstanding reliability and low cost. Its economy has been proved on the road by nearly three million Ford V-8 owners. . . . Each year the Ford brings you more in value—each year it costs less to run.

## *THE FORD V-8*

\$25 A MONTH, WITH USUAL DOWN-PAYMENT, BUYS ANY NEW FORD V-8 CAR ON NEW UCC ½% PER MONTH FINANCE PLANS