



Years of Good Service

The Ford V-8 is made to stand up under long, hard service. . . . Ford cars are constantly being subjected to the severest tests it is possible to make—in laboratory and factory and on the road. Whenever parts are made by one group of men, another group is bent on destroying these parts—trying to find flaws—trying to break things down. . . . The Ford policy is never to be satisfied with the work of today. Tomorrow must bring a better way. Nothing just good enough ever gets the go-ahead in the Ford plants. . . . It costs more to make a car like this—costs us more for materials and machines and inspections. But it means better service to car owners—has built the Ford reputation for reliability. . . . Each year the Ford gives you more in value and costs you less to run. Owners' records show that today's Ford V-8 is the most dependable and most economical Ford car ever built.

FORD V-8 FOR 1936

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