



Designed for Dependability

The Ford V-8 engine has established an outstanding record for efficiency and reliability. Millions of owners know about this from personal experience—it is revealed in cost and performance figures. . . . The Ford V-8 engine was developed for the motor car and truck. We designed it and we build it for this purpose alone. It is interesting to note, however, that this engine has been drafted for other uses where the service is far more severe than in a motor car. Ford V-8 engines are now operating air compressors, generators, industrial locomotives, irrigation pumps and feed cutters. . . . This business has not been sought. Manufacturers of this equipment have selected the Ford V-8 engine because of its power and ability to stand up under long, hard use. . . . An engine that can make a record like this is a good engine to have in your car.

THE FORD V-8

\$25 A MONTH, WITH USUAL DOWN-PAYMENT, BUYS ANY NEW FORD V-8 CAR ON NEW UCC $\frac{1}{2}\%$ PER MONTH FINANCE PLANS