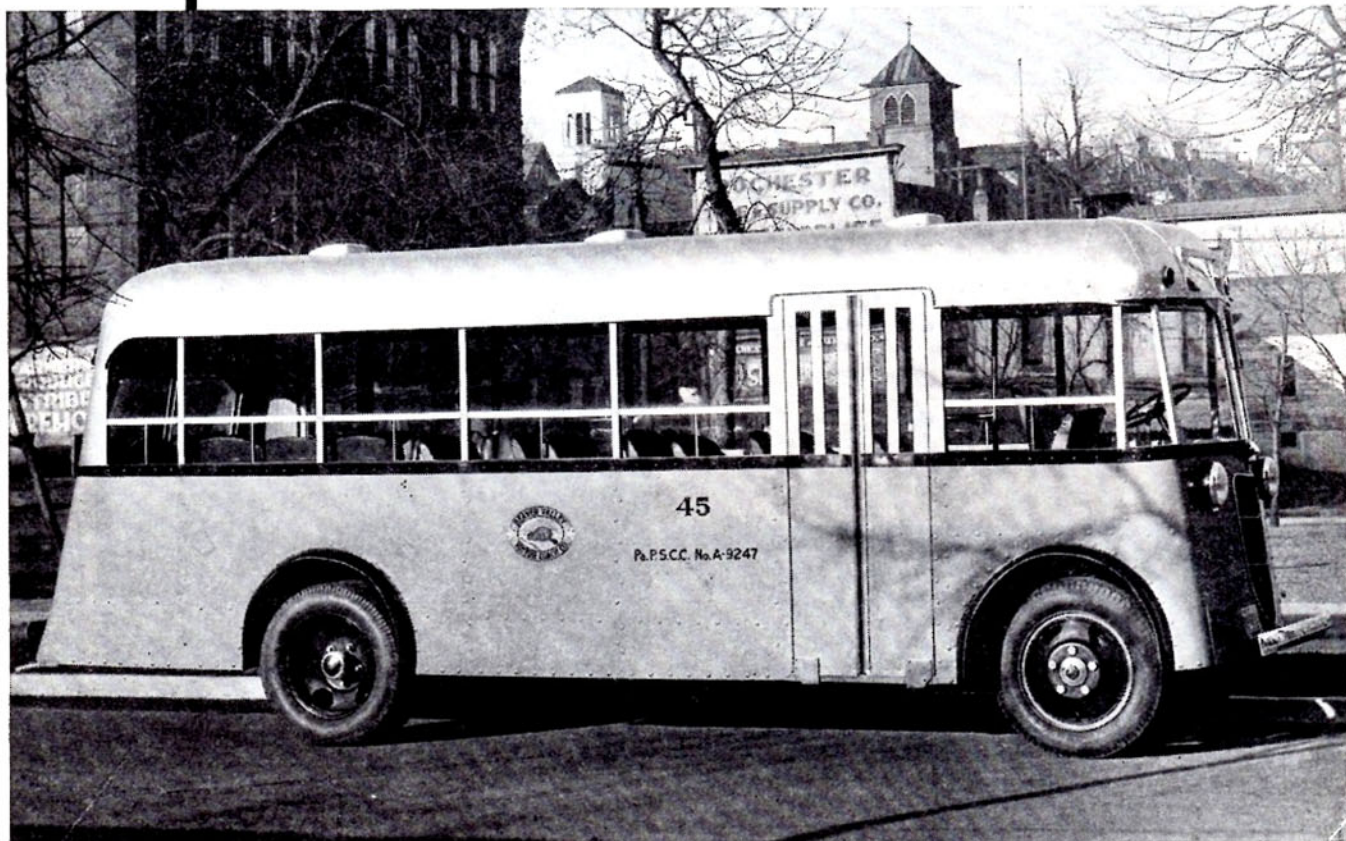


# FORD V-8 BUS UNITS ARE TURNING COSTS INTO PROFITS

*Bus lines report big reductions in operating costs*



Hundreds of bus lines have found out that profits do not depend entirely on increased income. To a large extent, they depend on reduced costs. Conclusive evidence comes from those bus lines that operate Ford V-8 Bus Units.

The cost records of owners PROVE V-8 ECONOMY. These records show over-all economy as well as savings in fuel and oil costs. Interest and depreciation charges are low because of low first cost. Maintenance expense is low because of V-8 Reliability and because of Ford's low-cost engine and parts exchange privileges. Insurance, taxes and wages are less because V-8

Performance permits faster trips and quicker turn-arounds.

PROVED BY THE PAST . . . Ford V-8 Bus Units have been IMPROVED FOR THE FUTURE. You can expect even greater economy . . . even more sensational performance . . . even more impressive reliability. And your expectations will be fulfilled!

Your Ford dealer will be glad to tell you about operations where Ford V-8 Bus Units have proved themselves "on-the-job."

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ASK ABOUT THE FORD ENGINE EXCHANGE PLAN AND OTHER PARTS EXCHANGE PRIVILEGES WHICH ASSURE LOW MAINTENANCE COSTS.