



FORD V-8 TRUCKS

BIG-TRUCK PERFORMANCE . . . WITH TIME-PROVED ECONOMY

Ford V-8 Trucks are rapidly replacing high-priced trucks in all types of heavy-duty service. Power is a prime consideration in this work. And until quite recently, high power meant high price. • Today it is a different story. Ford sells an 80-horsepower truck at a fraction of the price such power commanded a few years ago. Because of this saving alone, many operators change to Fords . . . and soon discover their savings have only begun. It quickly becomes apparent that Ford V-8 Trucks give big-truck performance at small-truck cost. This accounts for the increasing use of Fords for heavy-duty service. • Ford V-8 Trucks have been **PROVED BY THE PAST** and **IMPROVED FOR THE FUTURE**. Cost records of owners show reduced operating costs, less maintenance, lower fixed charges. Time sheets and scale records testify to outstanding performance. Ford V-8 Trucks are true to Ford tradition: high quality . . . low price . . . low up-keep cost. Call your Ford dealer today and set a date for an "on-the-job" test. See what a Ford V-8 Truck will do for you under your own operating conditions.

• Any new 112-inch wheelbase Ford V-8 Commercial Car can be purchased for \$25 a month, with usual low down-payment. Any new 131½-inch or 157-inch wheelbase Ford V-8 Truck can be purchased with the usual low down-payment on the new UCC ½% per month Finance Plans.