

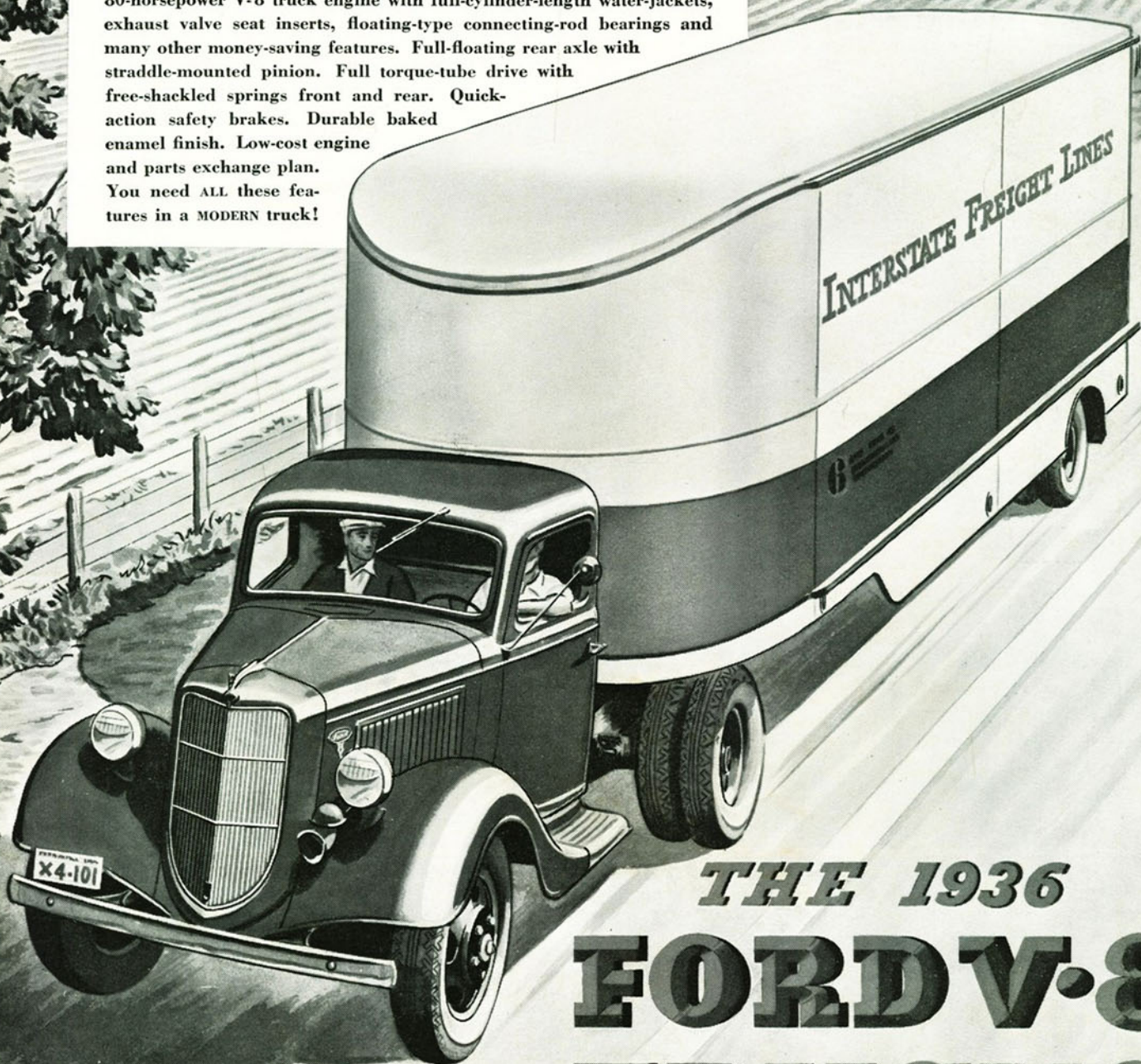
## *A Question of Dollars...and Sense*

Haulers are using Ford V-8 Trucks as tractors with semi-trailers because they haul more tons more miles at lower cost. With them, it is simply a question of dollars . . . and sense! These units are fast replacing slow, heavy, high-cost trucks because they offer truck operators the combined advantages of lower investment, lower depreciation write-offs, faster operations, lower operating and maintenance costs.

There is nothing experimental about the Ford V-8 Truck. Billions of miles of service have proved its economy, reliability and performance on all types of work over all kinds of roads. It has been PROVED BY THE PAST and now IMPROVED FOR THE FUTURE. Ford dealers invite you to make your own "on-the-job" test with your own loads.

### **The Only Truck at Any Price That Gives You All These Features**

80-horsepower V-8 truck engine with full-cylinder-length water-jackets, exhaust valve seat inserts, floating-type connecting-rod bearings and many other money-saving features. Full-floating rear axle with straddle-mounted pinion. Full torque-tube drive with free-shackled springs front and rear. Quick-action safety brakes. Durable baked enamel finish. Low-cost engine and parts exchange plan. You need ALL these features in a MODERN truck!



**THE 1936  
FORD V-8  
TRUCKS**