

# The Power of Economy

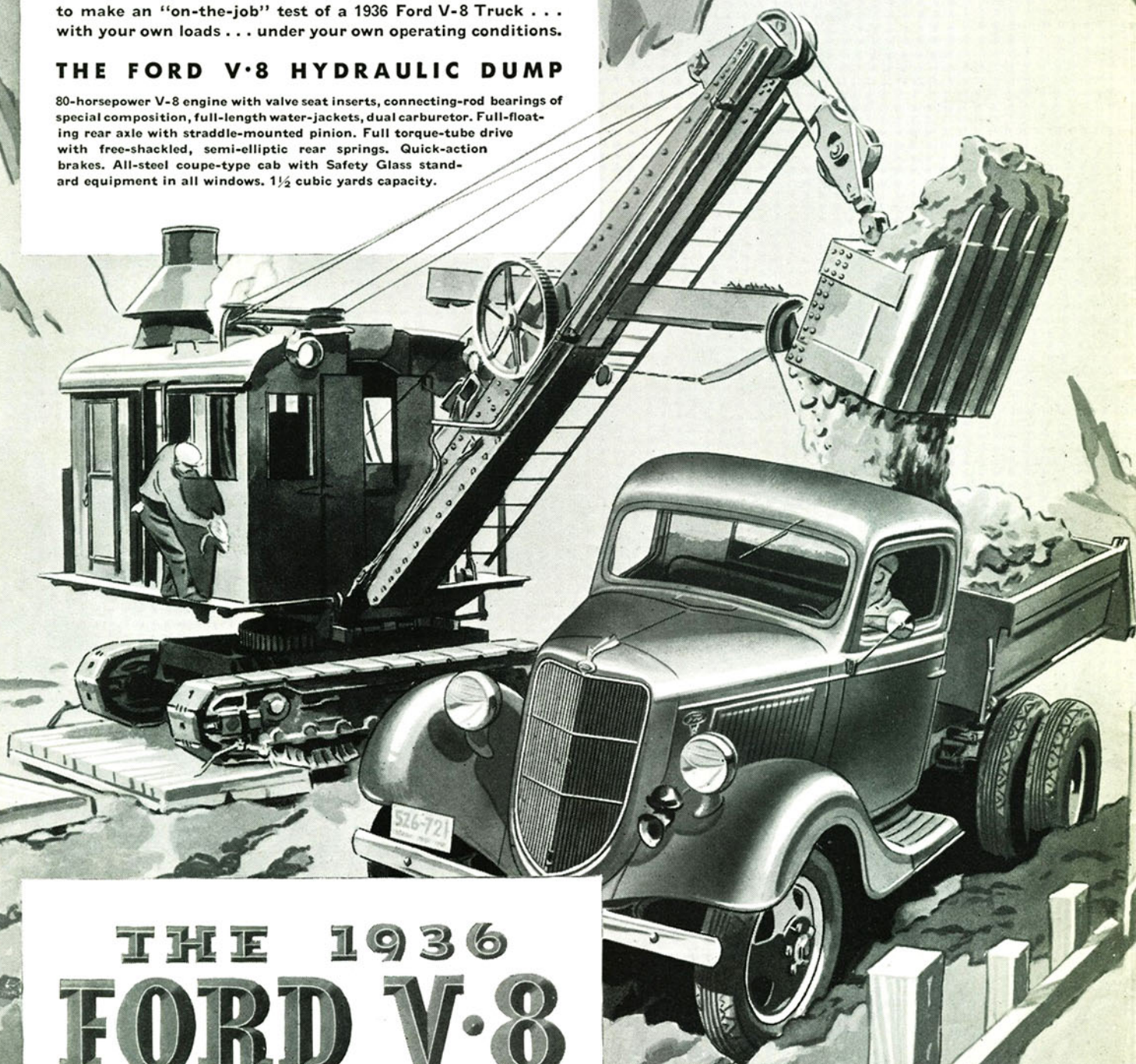
Not so many years ago, an 80-horsepower engine was a big engine . . . heavy, cumbersome, costly to operate, expensive to maintain. But Ford has changed all that. The Ford V-8 Truck engine is so efficient that it develops more than 80 horsepower . . . yet, with all this power, it is light in weight, responsive, easy on gas and oil, economical to maintain. And today's 80-horsepower Ford V-8 Truck sells for a mere fraction of the price you would have paid for that same amount of power just a few years ago.

That explains why so many operators who have always needed powerful trucks are changing to Fords and discovering the Power of Economy. It also explains why owners of lower powered trucks are buying Fords and getting the power they have always needed, but thought they could not afford.

Ford V-8 Trucks have been PROVED BY THE PAST and IMPROVED FOR THE FUTURE. Your Ford dealer invites you to make an "on-the-job" test of a 1936 Ford V-8 Truck . . . with your own loads . . . under your own operating conditions.

## THE FORD V-8 HYDRAULIC DUMP

80-horsepower V-8 engine with valve seat inserts, connecting-rod bearings of special composition, full-length water-jackets, dual carburetor. Full-floating rear axle with straddle-mounted pinion. Full torque-tube drive with free-shackled, semi-elliptic rear springs. Quick-action brakes. All-steel coupe-type cab with Safety Glass standard equipment in all windows. 1½ cubic yards capacity.



THE 1936  
**FORD V-8**  
TRUCKS