

A car that SAVES DOLLARS without PINCHING PENNIES ...

ECONOMY is one famous Ford word. *Quality* is another. And no Ford car has ever *linked the two* more clearly than the present Ford V-8! It marks a new high in *fine* transportation at *low* cost.

Its *price* is lower than Ford prices a year ago. *Operating economy* is now a matter of record with over 5 million Ford V-8 owners. *Low upkeep* cost is doubly assured—once by the stamina of Ford parts, and again by low cost Ford service.

For over-all economy, no Ford

car has ever equalled this one. And with its thrift goes *quality*.

It is big, good-looking, easy-riding. It has fine appointments, generous luggage space, big hydraulic brakes. Passengers enjoy a *quiet* ride, as well as *triple-cushioned* comfort.

The Ford V-8 comes in 3 body types, each with your choice of thrifty 60 h.p. or brilliant 85 h.p. V-8 engine. Like all Ford-built cars, the Ford V-8 includes in its price much desirable equipment which isn't listed and charged for as extra.

SEE YOUR FORD DEALER TODAY!

STYLE LEADERSHIP—The luxury cars of the low-price field.

V-TYPE 8-CYLINDER ENGINE—Eight cylinders give smoothness. Small cylinders give economy.

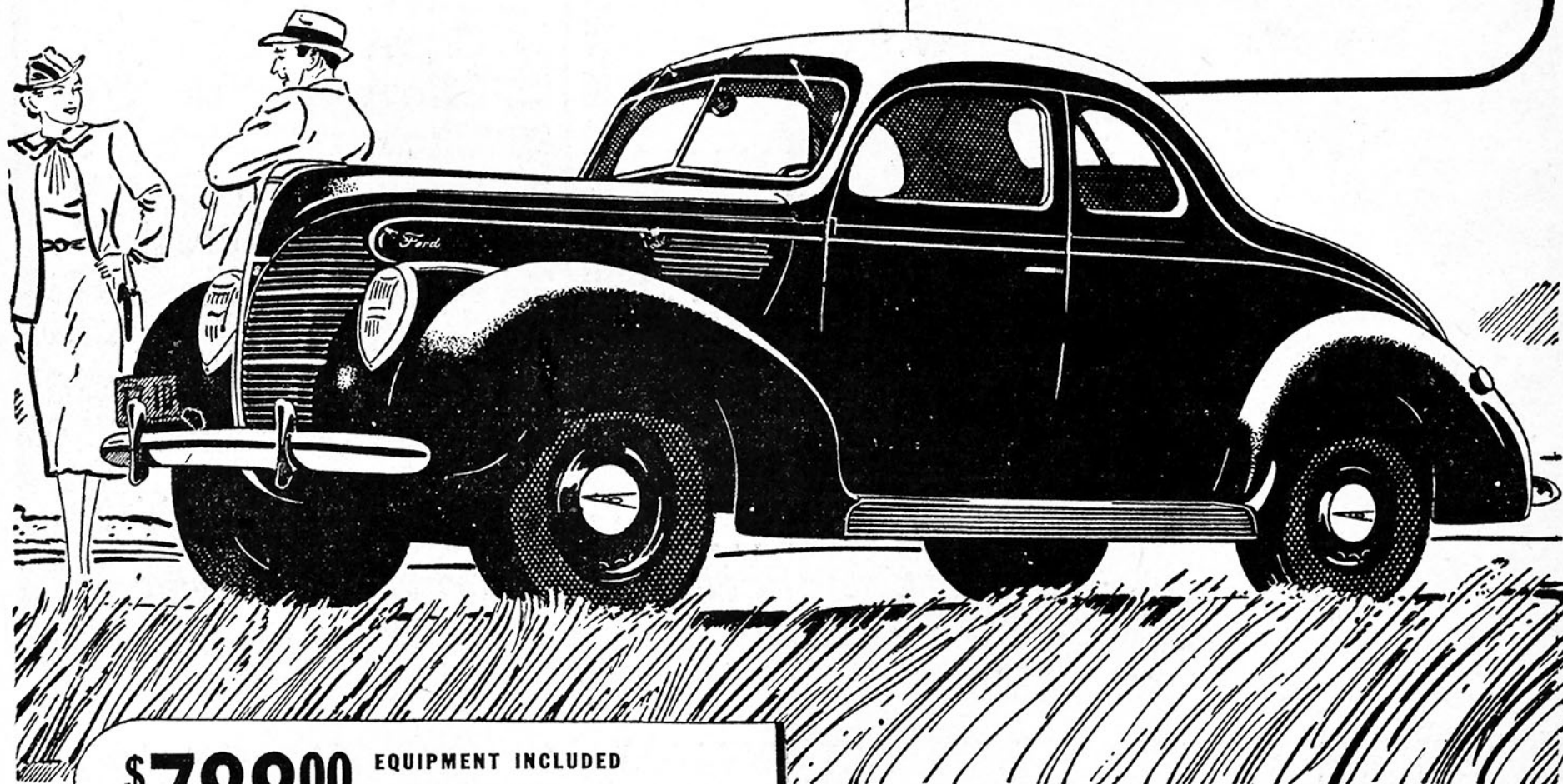
HYDRAULIC BRAKES—Easy-acting—quick; straight stops.

TRIPLE-CUSHIONED COMFORT—New flexible roll-edge seat cushions, soft transverse springs, four hydraulic shock absorbers.

STABILIZED CHASSIS—No front end bobbing or dipping. Level starts, level stops, level ride.

SCIENTIFIC SOUNDPROOFING—Noises hushed for quiet ride.

LOW PRICES—Advertised prices include many items of desirable equipment.



\$788⁰⁰ EQUIPMENT INCLUDED
State tax extra
IS THE COMPLETE DELIVERED PRICE

This is for the 60 h.p. Coupe illustrated and includes all the following: Bumpers and four bumper guards • Spare wheel, tire and tube • Cigar lighter • Twin air-electric horns • Dual windshield wipers • Sun visor • Foot control for headlight beams with indicator on instrument panel • Plus oil and full tank of gasoline.

FORD V-8

60 H. P. — 85 H. P.