BUILT TO GO PLACES!

If you're a hard driver, we invite you especially to try out a new Ford V-8. And try it out the hard way in a good long run over the open road. Beneath the brilliant styling of this year's Ford cars are some exclusive two-fisted advantages for the owner who has to cover lots of ground in the least possible time, at the lowest possible cost. Be sure you drive a Ford V-8 car! before you choose your new

ONLY V-8 ENGINES in any low-priced car.

Smoother performance at all cruising speeds.

BEST GAS MILEAGE -85 h.p. Ford v8 in this year's Gilmore-Yosemite Economy Run showed best gasoline mileage among all leading show cars.

THI S IS THE YEAR TO GO 1911

An FORD EXCELS IN THE THINGS THAT COUNT!

Learn or yourself much more quickly, more easily, more economically you got where you're going in a

FORD V-8

Stabilized CHASSIS - only low-priced car with full Torque-tubed drive 4 radius rods, transverse springs. Best roadability on rough roads, least sidesway on turns, no "squatting" starts or "bobbing" stops.

BIGGEST HYDRAULIC BRAKES ever put on a low-priced car. 12-inch drums, 162 square inches total braking surface. For extra stopping power and extra long brake lining life.