# HERE'S WELCOME NEWS 

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ONe name comes quickly to mind when you think of "The Universal Car." The description is distinctively Ford. No other car is used by so many millions of men and women in every part of the world. Everywhere it is the symbol of faithful service. . . . That has always been a Ford fundamental. Something new is constantly being added in the way of extra value. Each year the Ford has widened its appeal by increasing its usefulness to motorists. . . .Today's Ford V-8 is more than ever "The Universal Car" because it encircles the needs of more people than any other Ford ever built. It reaches out ad up into new fields because it has everything you need in a modern automobile. . . . The Ford V-8 combines fine-car
performance, comfort, safety and beauty with low first cost and low cost performance, comfort, safety and beauty with low first cost and low cost of operation and up-keep. There is no other car like it.

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