

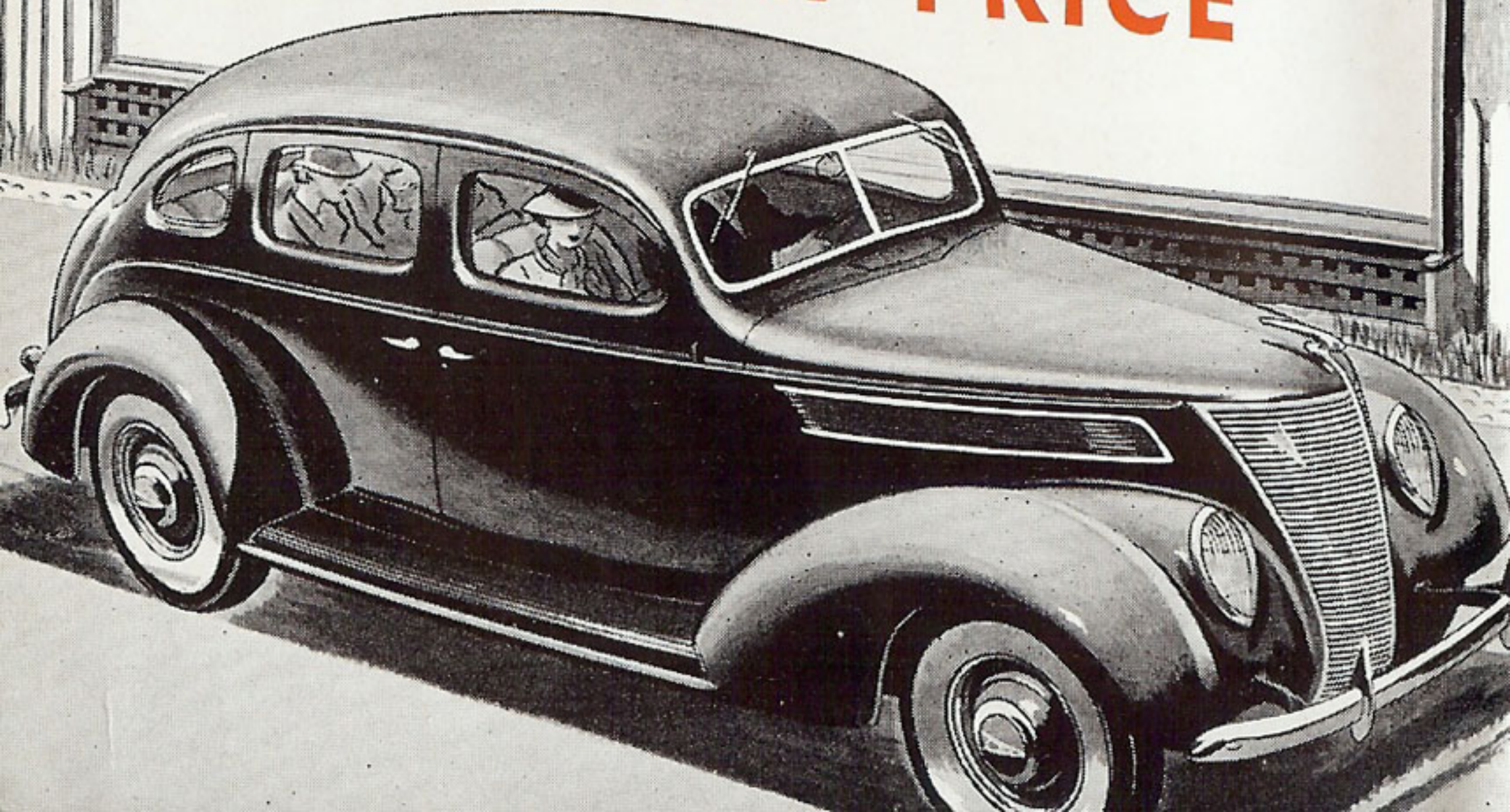
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**WHAT'S NEW**  
*about the*  
**FORD V-8**  
**FOR 1937**






**TWO V-8 ENGINE SIZES**  
**NEW DESIGN**  
**ALL-STEEL BODY**  
**EASY-ACTION SAFETY BRAKES**  
**NEW QUIET**  
**MORE COMFORT**  
**NEW ECONOMY**  
*and*  
**NEW LOW PRICE**







WHAT'S new about the New Ford V-8 for 1937? It is entirely new in appearance—new in safety, quiet and comfort. It is one car, built in only one wheelbase, one chassis size. But it is offered with two engine sizes—to broaden its usefulness and make Ford V-8 ownership possible for even a greater number of people. You may choose either the improved 85-horsepower V-8 for maximum performance with good economy—or the new 60-horsepower V-8 for good performance with maximum economy. Prices for the 1937 Ford V-8 begin at the lowest figure in years. Examine it in detail—and see how The Quality Car in the Low-Price Field is more than ever The Universal Car.

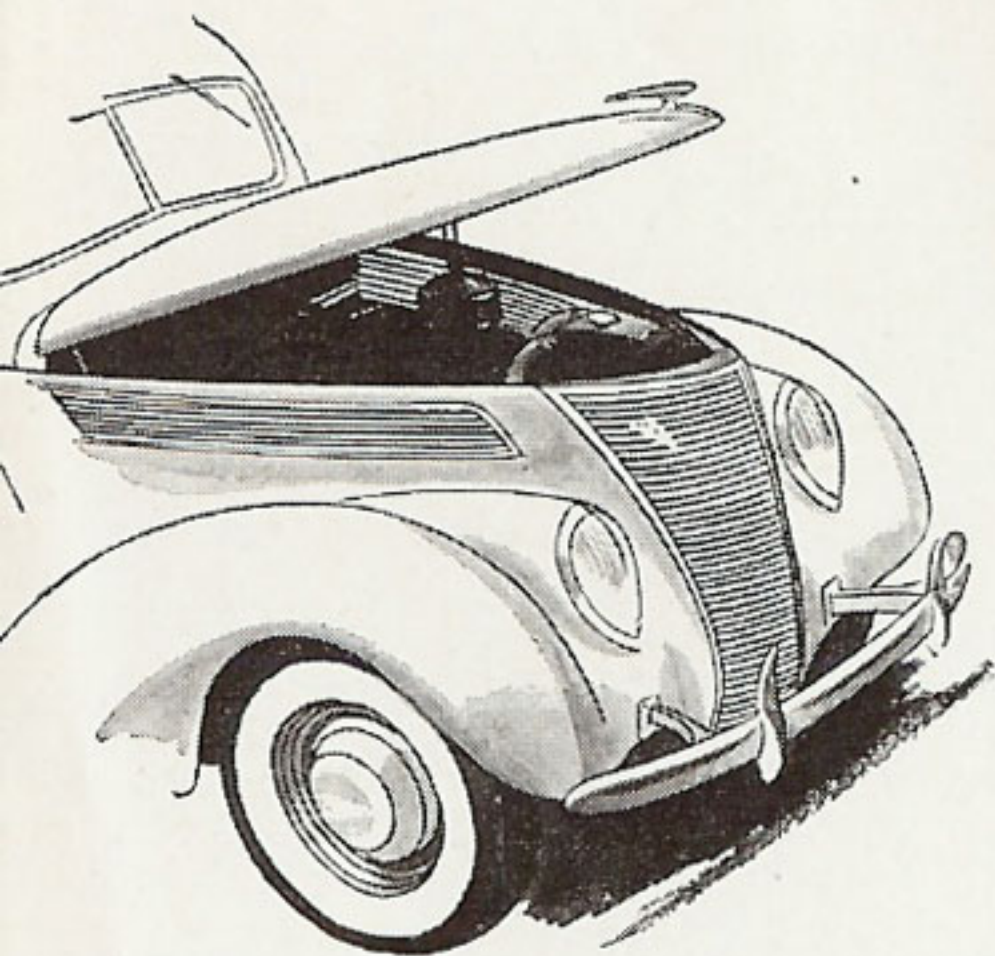


# Two V-8 Engine Sizes

Choice of two V-Type 8-cylinder engines. Improved 85-horsepower delivers the flashing speed and acceleration for which the Ford V-8 engine is famous—with unusually low gasoline consumption.

New, 60-horsepower V-8 engine, optional in five body types, makes possible a lighter car—a lower priced car, with lower operating costs. Delivers V-8 smoothness and quietness—even at speeds up to 70 miles an hour—with gasoline mileage so high that it creates an entirely new standard of economy in modern motor car operation.

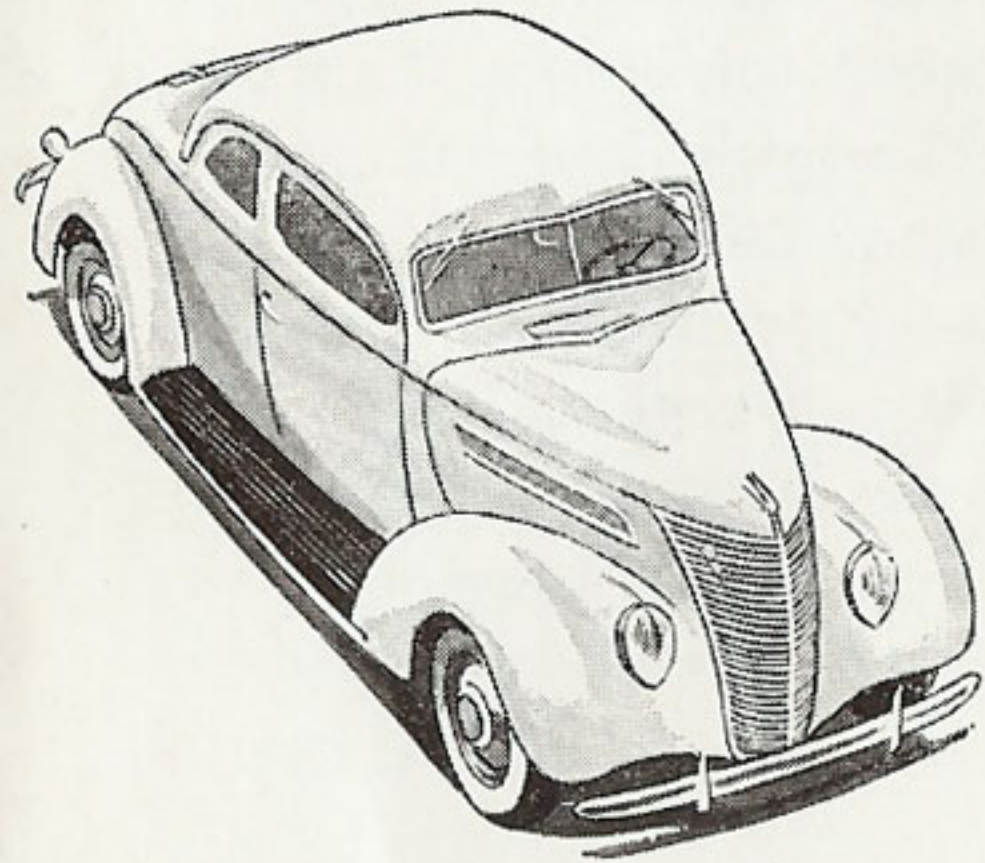
## New Design



Brilliant new design that strikes the modern note in streamlined beauty. A wide, roomy car with a low center of gravity—curves flowing fast from front to back and from side to side. Distinctive front end, with headlamps recessed in fender aprons, and modern lid-type hood hinged at the back. New all-steel top sweeps back from the windshield in an unbroken line. Interiors tailored to the minute. And a slanting V-type windshield that opens in all closed body types.



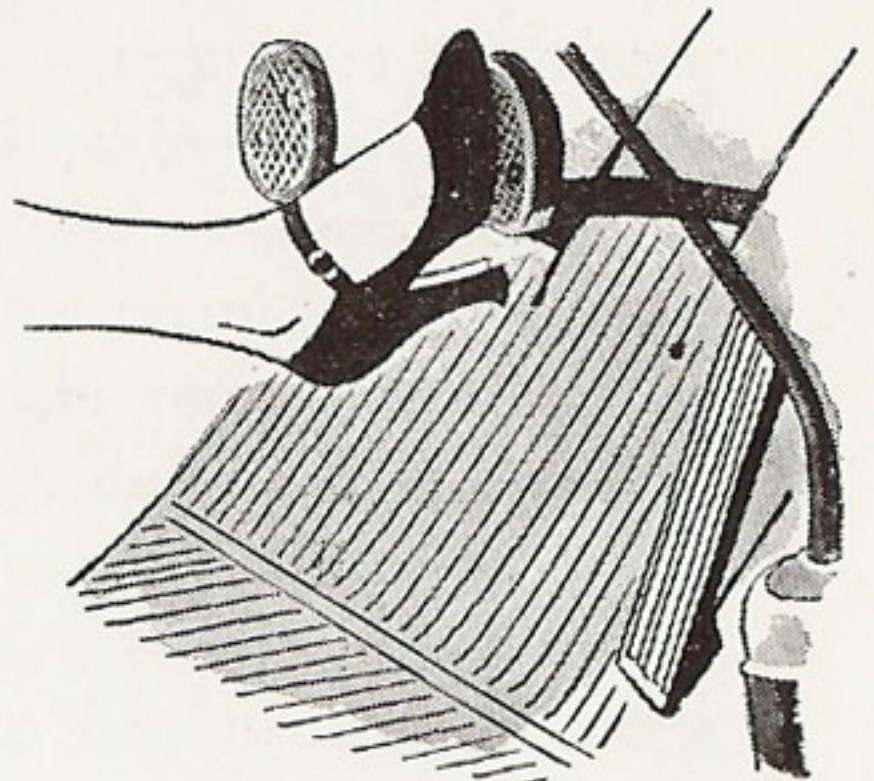
## All-Steel Body



Not an ounce of wood is used to attain the structural strength of the 1937 Ford V-8. The frame structure is all steel. It is sheathed with steel panels—top, sides and floor. All are welded into a single steel unit of great protective strength. Such a body is more costly to build, but safer. Safety Glass is provided in the windshield and all windows, at no extra charge.

## Easy-Action Safety Brakes

You want two things in a modern braking system. Dependability, and soft pedal action. The new Ford brakes give you both, with “the safety of steel from pedal to wheel.” They are cable and conduit control type. Self-energizing—car momentum is used to help apply the brakes. Thorough tests show that about one-third less pedal pressure is required to stop car.





## *New Quiet*



Engineered and built throughout for the quiet you expect of a quality car. The newly-designed springs are pressure-lubricated for quiet operation. New methods of mounting body and engine, body insulation, new exhaust piping and muffler mounting, improvements in rear axle and drive shaft all contribute to a new standard of quiet.

## *More Comfort*

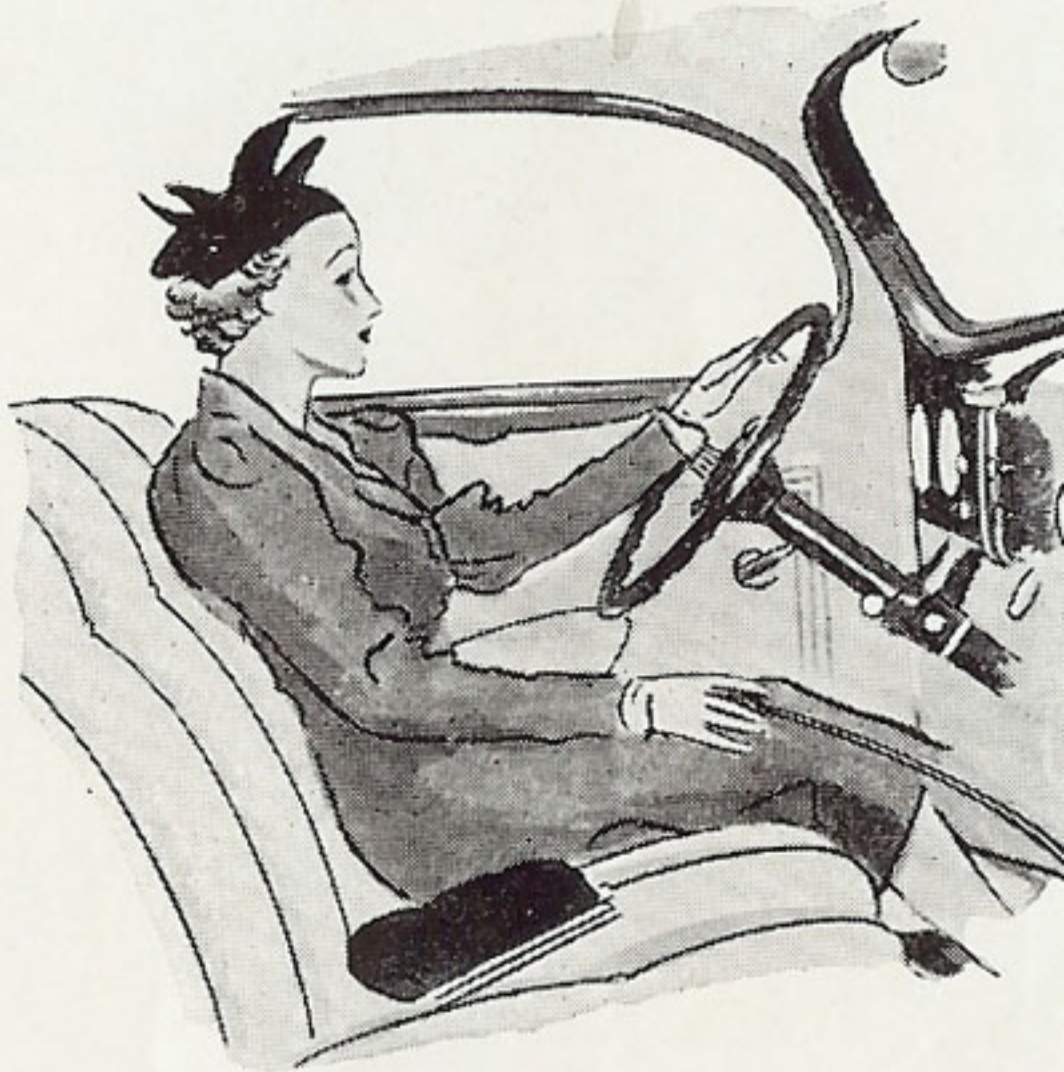
By every modern standard of design, the 1937 Ford V-8 is a big, roomy car—with extra space in the body for passengers and luggage. The modern, compact V-type engine is responsible for that. Comfort of the Center-Poise Ride is further increased by smoother action of the long-tapering springs with new pressure lubrication. Larger, more accessible luggage space enclosed within the body. Wide, roomy seats, large tires and low center of gravity also contribute to comfort.



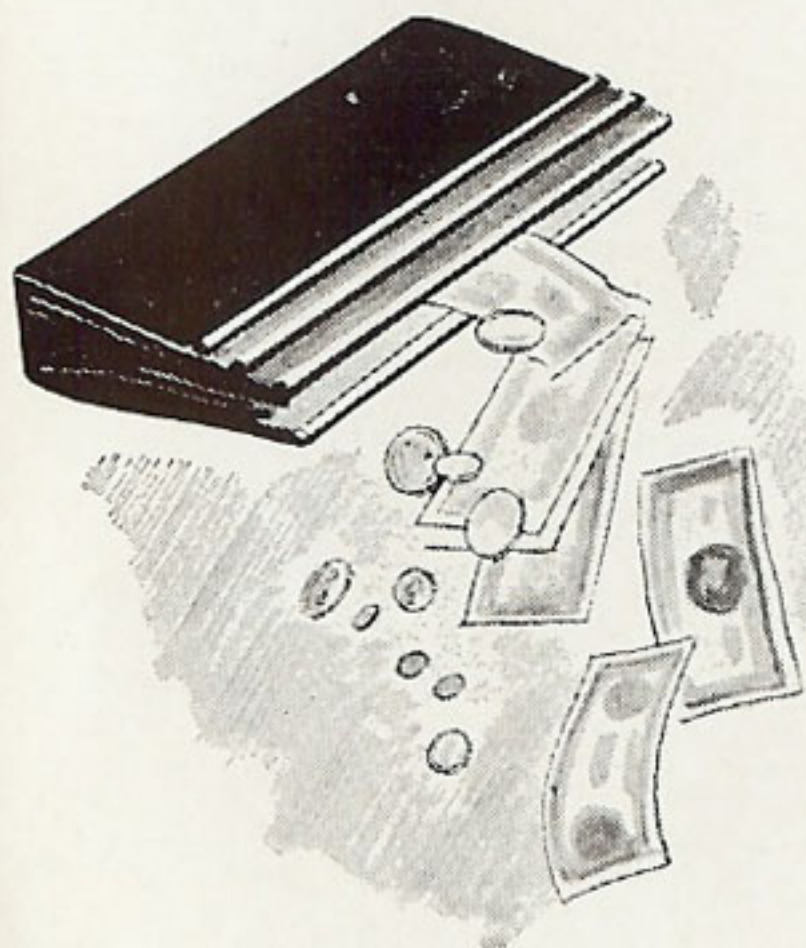


## *New Interiors*

Interiors of the 1937 Ford V-8 are entirely new in design. Upholstery has the dressy, tailored look that sets the modern fashion note in quality cars. New instrument panel is smart and practical, with all gages grouped for rapid reading. Starter button on instrument panel. Parking brake lever at left under instrument panel. Adjustable driver's seat rises as it slides forward.



## *New Low Price*



The lowest price for a Ford car in years — and by far the lowest price for a car with a quality V-type 8-cylinder engine! Perhaps the most surprising news of all — considering the quality of its features, and the Ford quality standards to which this car is built. Ford pioneered the low-price field — and now brings the most modern kind of motoring within the means of still more people.



