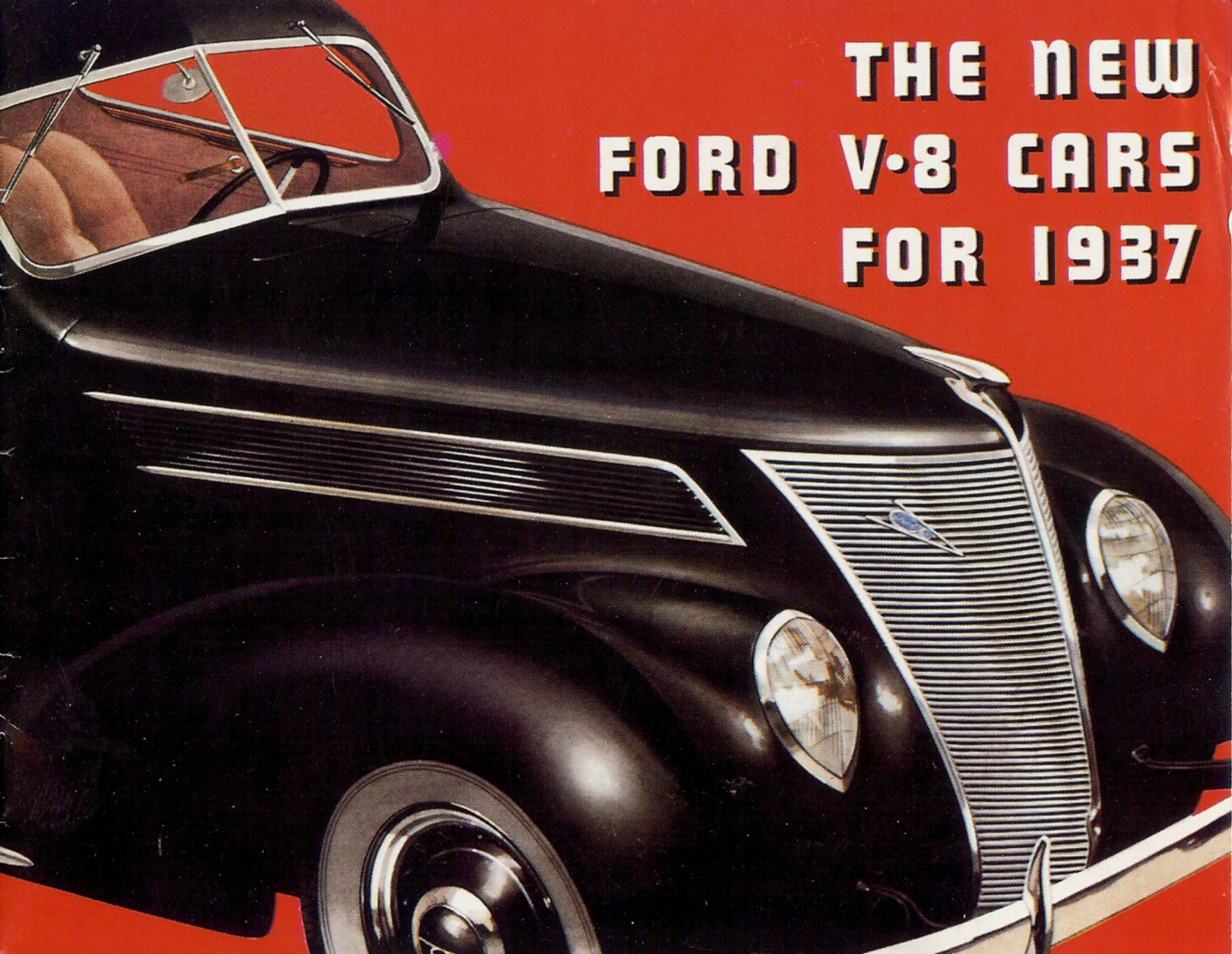


**THE NEW  
FORD V-8 CARS  
FOR 1937**



**A BRILLIANT NEW CAR...A CHOICE OF TWO  
V-8 ENGINE SIZES...AND A NEW, LOW PRICE!**

1937

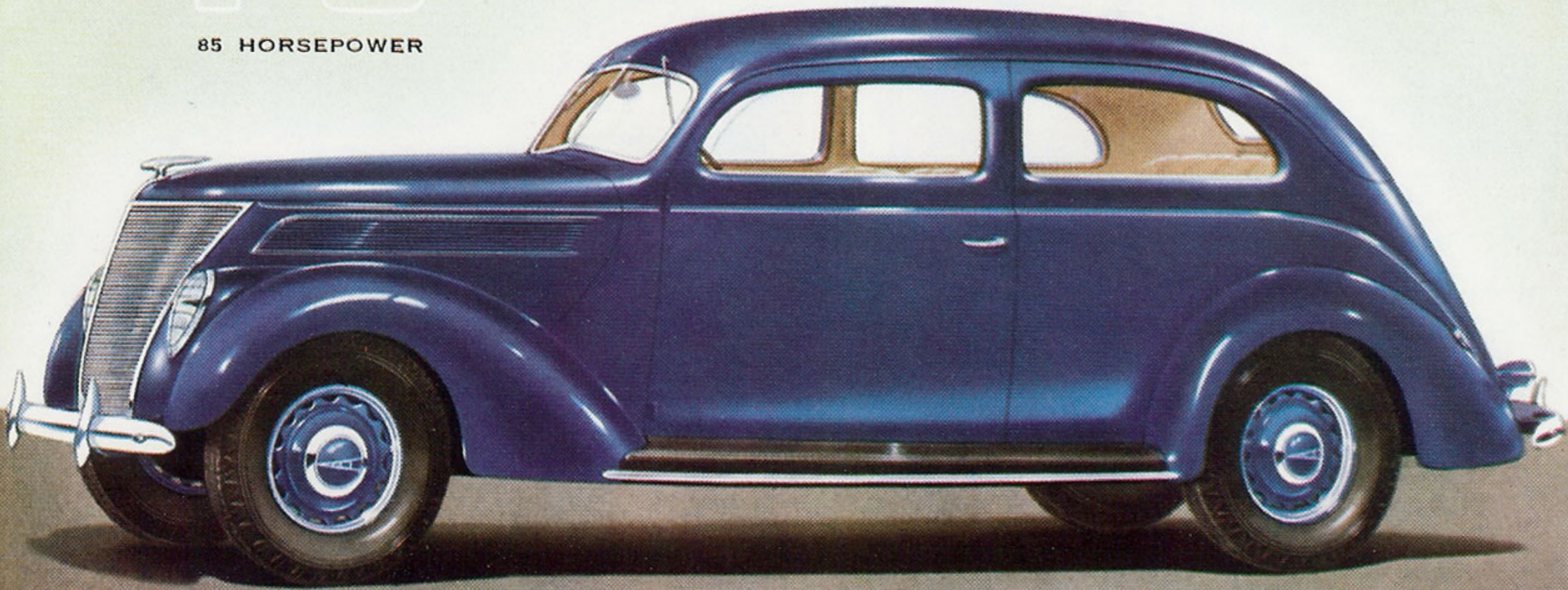
The Ford V-8 has established itself among fine cars as an outstanding value. It provides the qualities which people desire most—safety, riding comfort, roominess, appearance, power—to a degree uncommon in a car of low price. That is why it has been rightly called “The Quality Car in the Low-Price Field.”

To make Ford V-8 ownership possible for still more people, the 1937 car is offered with two engine sizes. 85-horsepower for maximum performance. 60-horsepower for maximum economy. The smaller 60-horsepower V-8 engine brings to the Ford line lower operating costs, and the lowest Ford price in years. It is optional in the 5-window Coupe and in closed sedan types without De Luxe equipment.

Beyond the choice of power plants, the 1937 Ford V-8 is one car—in size, appearance, comfort, all-steel body, Easy-Action Safety Brakes and mechanical excellence. Its wider range of usefulness makes it more than ever The Universal Car.

DE LUXE  
TUDOR  
SEDAN

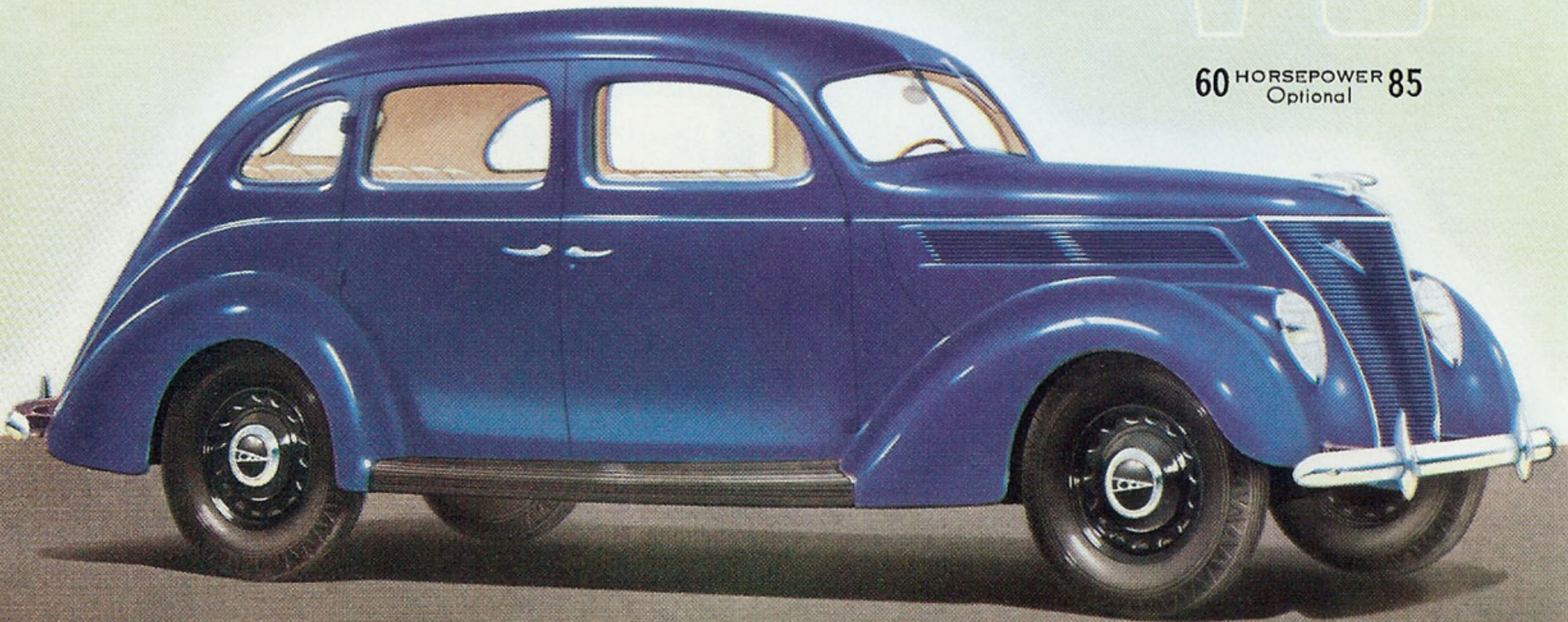
85 HORSEPOWER



An excellent example of the advanced streamline design for 1937. Larger, more accessible luggage space carries spare tire, and is reached from the rear through a large door. Front seat cushion is full-width sedan type, seating three. Seat back is divided, either side tilting forward. Fine upholstery, fashionably tailored, with new wide piping. Pillar lights. Arm rests. Ash tray in rear compartment. This car also available without De Luxe appointments.

# FORDOR SEDAN

60 HORSEPOWER 85  
Optional

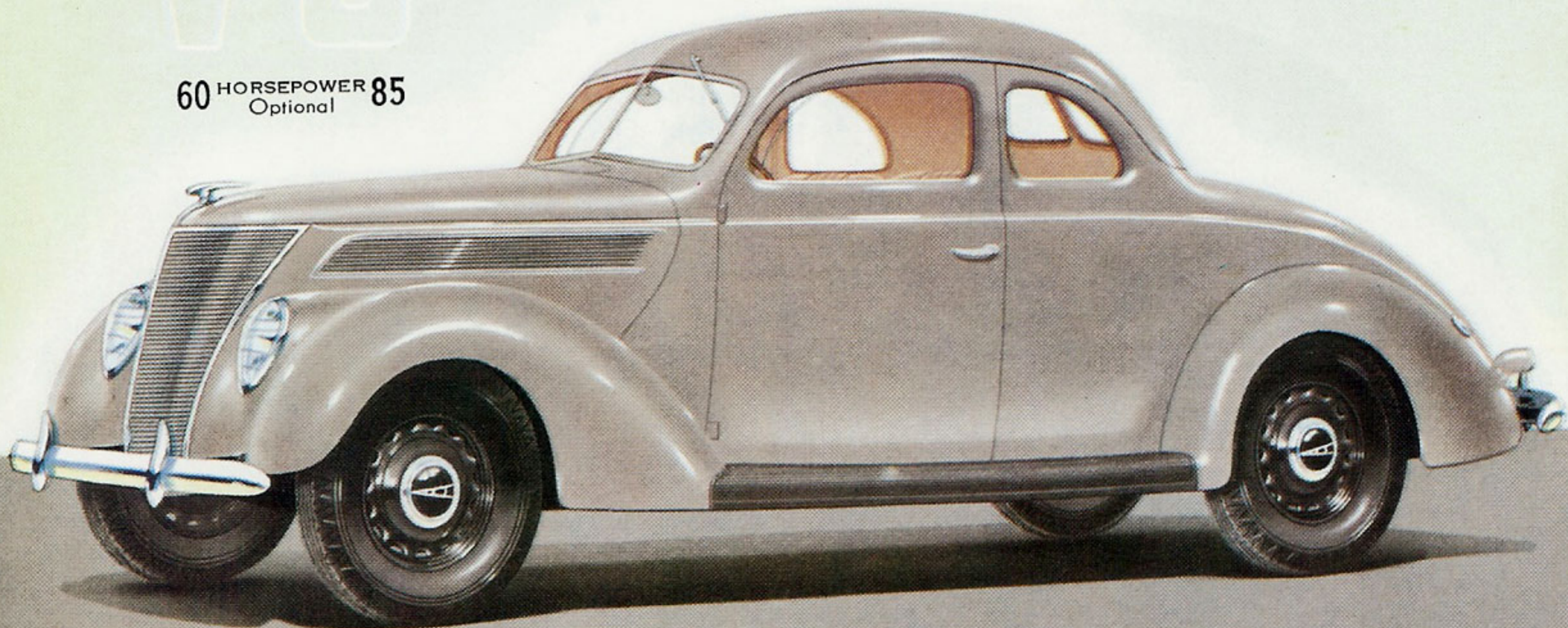


A roomy car, with every stylish line and inch of space that the De Luxe Fordor Sedan provides . . . but lower in price with the 85-horsepower engine, still lower with the 60-horsepower engine. Brings the pleasure of V-8 motoring within the reach of more people. Pillar lights. Comfortable foot rest and arm rests in rear compartment. A choice of Mohair or Broadcloth upholstery is offered. This car also available with De Luxe appointments.

# W8

**COUPE**  
**Five Windows**

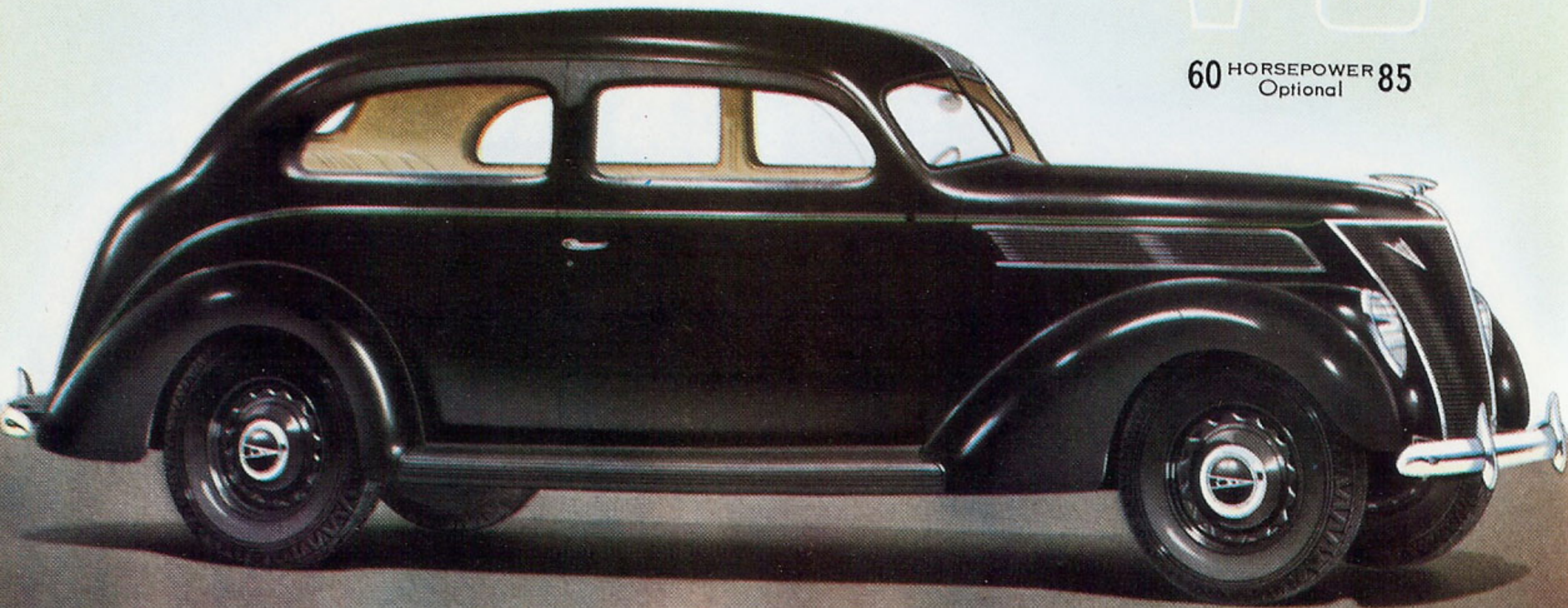
60 HORSEPOWER 85  
Optional



An ideal car for salesmen, or for women who use a car in the daily round of family or business duties. Option of 85 or 60-horsepower engine gives opportunity for choice between maximum performance or maximum economy. Generous space for sample kits or luggage, accessible from the rear, or from inside car by tilting forward the right half of seat back. Spare tire behind driver's seat. This car also available with De Luxe appointments.

**T U D O R**  
**T O U R I N G**  
**S E D A N**

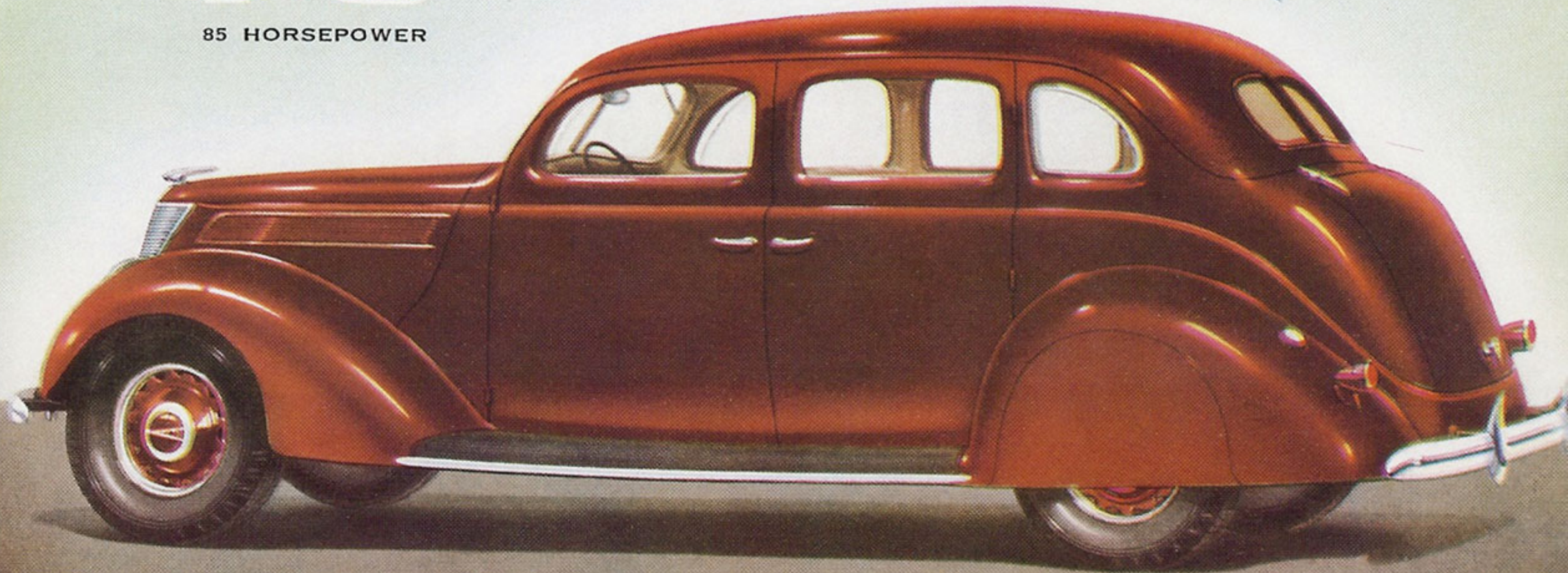
60 HORSEPOWER 85  
Optional



In design and dimensions, this car is identical with the De Luxe Tudor Touring Sedan. For economy, it is offered as shown above without De Luxe equipment, and with either the 85 or 60-horsepower engine. A great car for touring. The extra large luggage compartment accents the length of the car. Equipped with pillar lights. Comfortable arm rests in rear compartment. A choice of Mohair or Broadcloth upholstery is offered.

DE LUXE  
FORDOR  
TOURING  
SEDAN

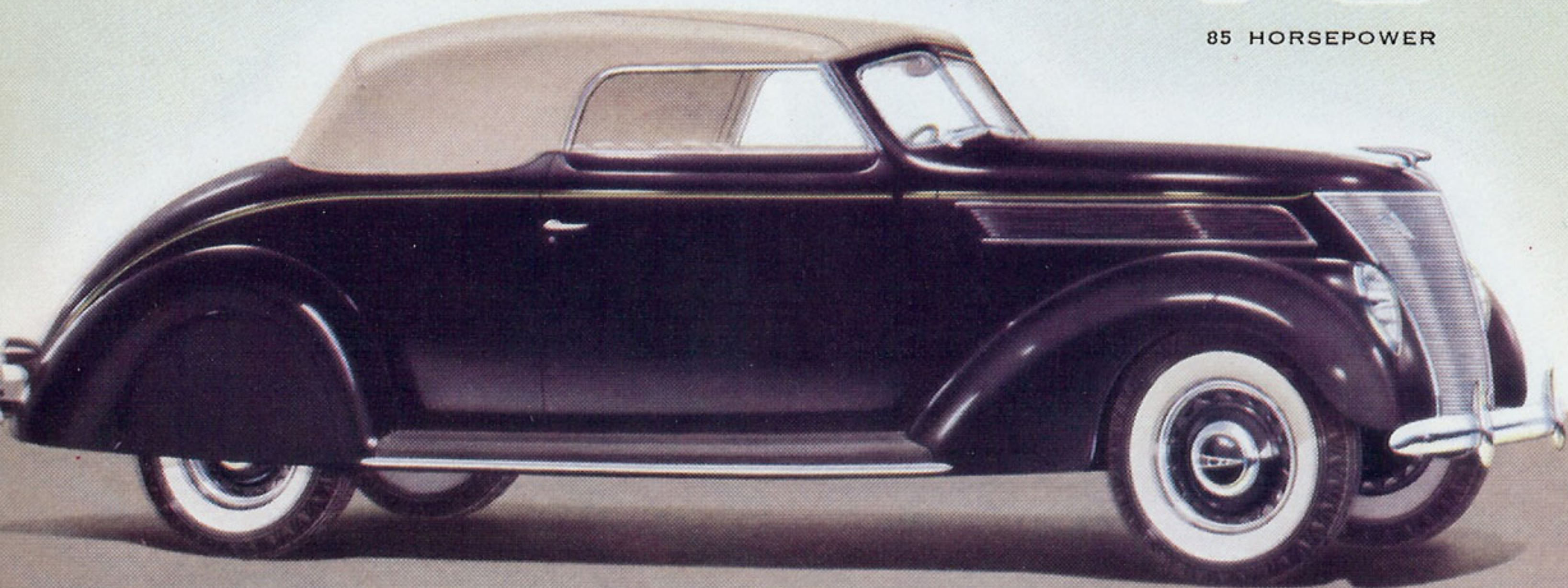
85 HORSEPOWER



A splendid car for long trips. The extra-sized luggage compartment leaves the interior of the car free for passengers. Rear quarter trim is recessed above the arm rests for more room and greater comfort. Carpet on rear compartment floor. Pillar lights. Robe rail and foot rest in rear. Left front and rear seat arm rests. Rear wheel shields are an attractive accessory, at extra cost. This car also available without De Luxe appointments.

# V8 CLUB CABRIOLET

85 HORSEPOWER



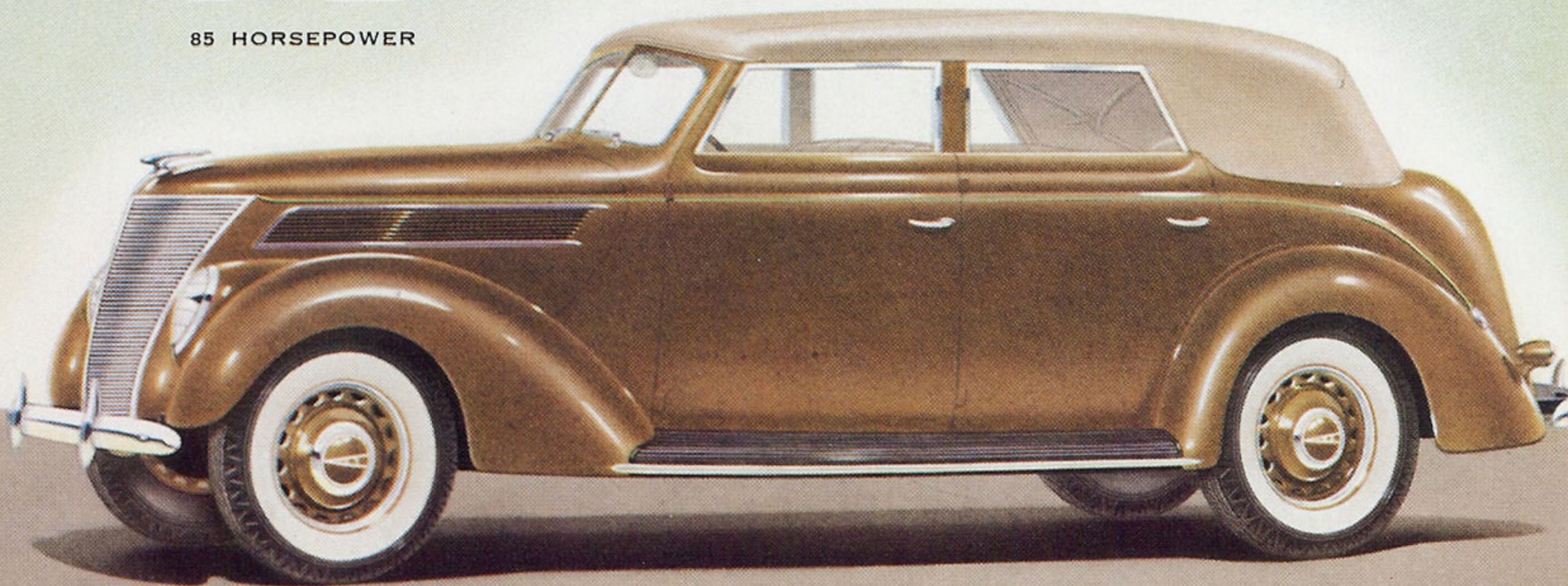
This convertible body type provides comfort for extra passengers by moving them under cover of the top. The movable front seat in 1937 Ford cars provides a range of adjustment for people of different stature. When slid forward it raises from the floor and the back becomes more nearly vertical—a position appreciated by short persons. Genuine Leather or Cord upholstery. White side-wall tires and rear wheel shields at additional cost.



CONVERTIBLE

SEDAN

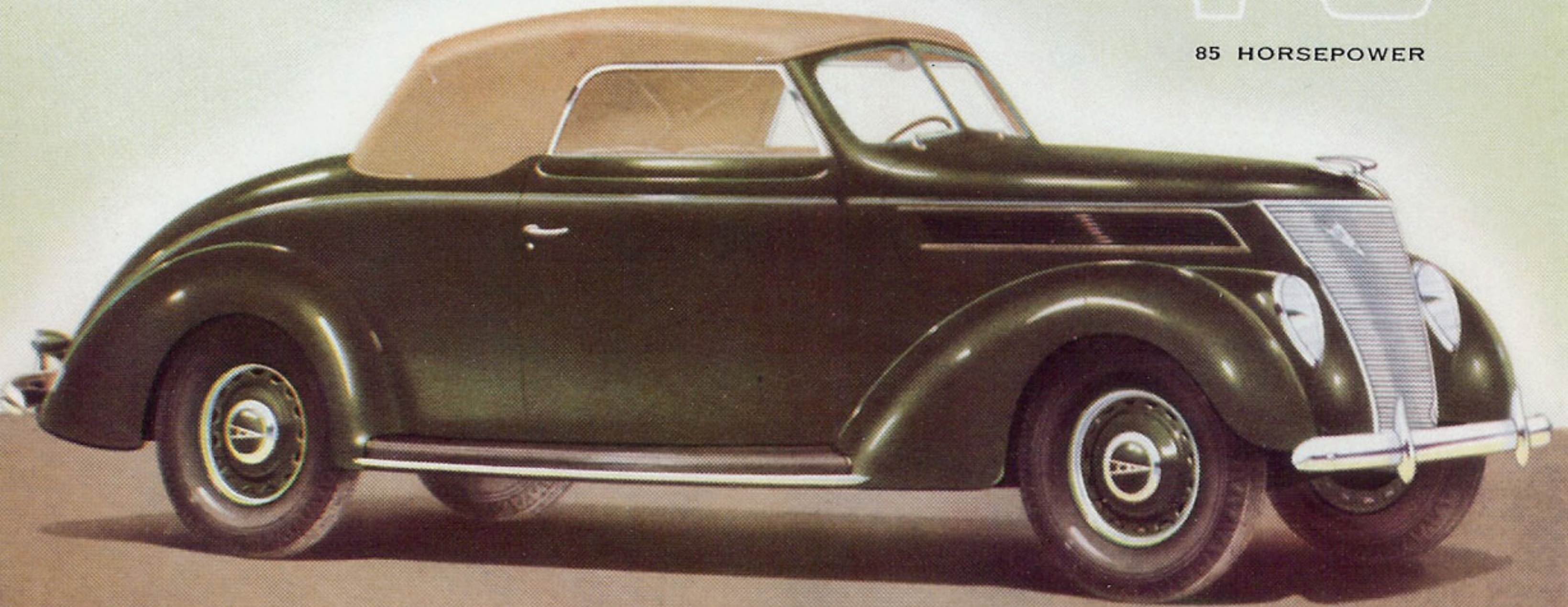
85 HORSEPOWER



A distinctive body type that suggests a high-priced automobile, offered by the Quality Car in the Low-Price Field. Combines the advantages of an open and closed car. The smart Continental top folds flat and is covered by a neatly fitting boot. Safety Glass windows, in chrome-plated frames, can be lowered inside the doors. Door pillars are easy to remove. Foot rest and robe rail. Windshields of open and convertible models are stationary.

CONVERTIBLE  
CABRIOLET

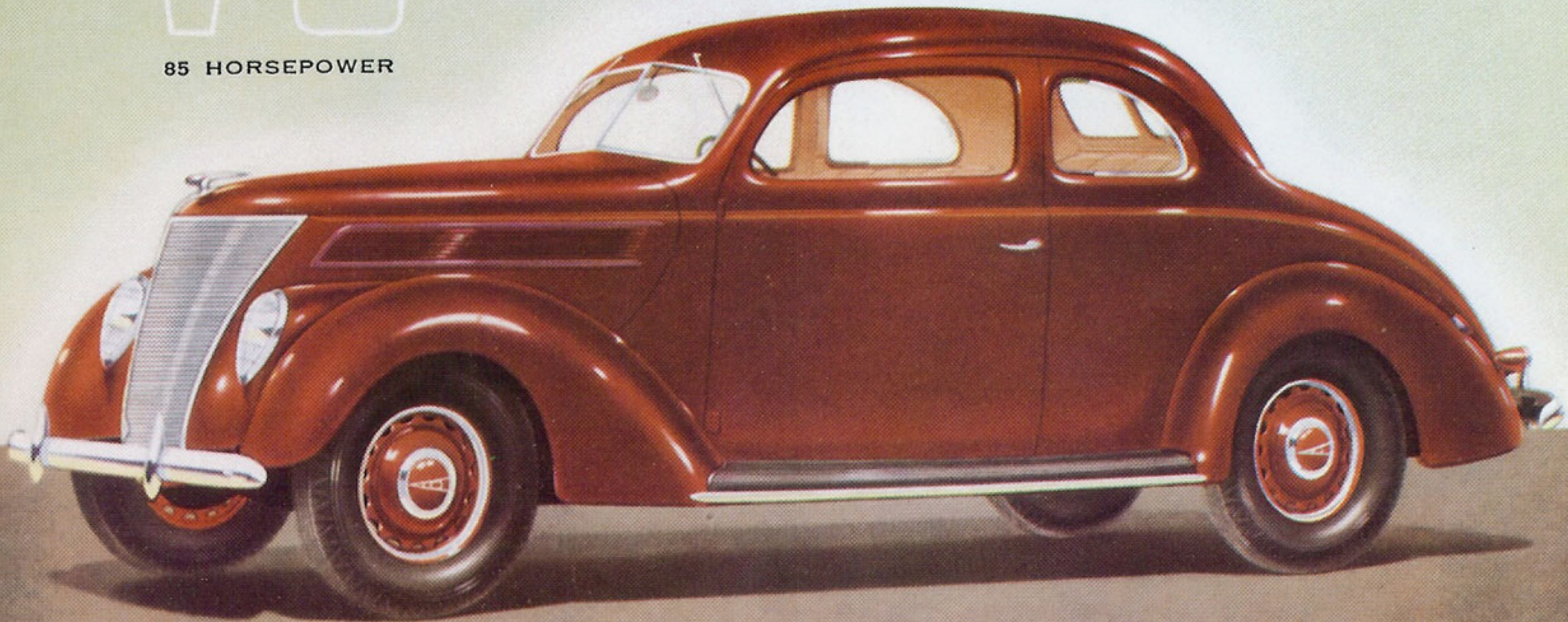
85 HORSEPOWER



The smartly tailored top of this beautifully designed convertible car is easy to lower—folds neatly into recessed compartment flush with the body. Wide seat holds three. Either side of seat back tilts forward, to reach spare tire behind driver's side, opening to rear deck behind right side. Front seat cushions upholstered in Genuine Leather or Cord. Rumble seat standard. As in all De Luxe models, roomy glove compartment has lock.

# W8 CLUB COUPE

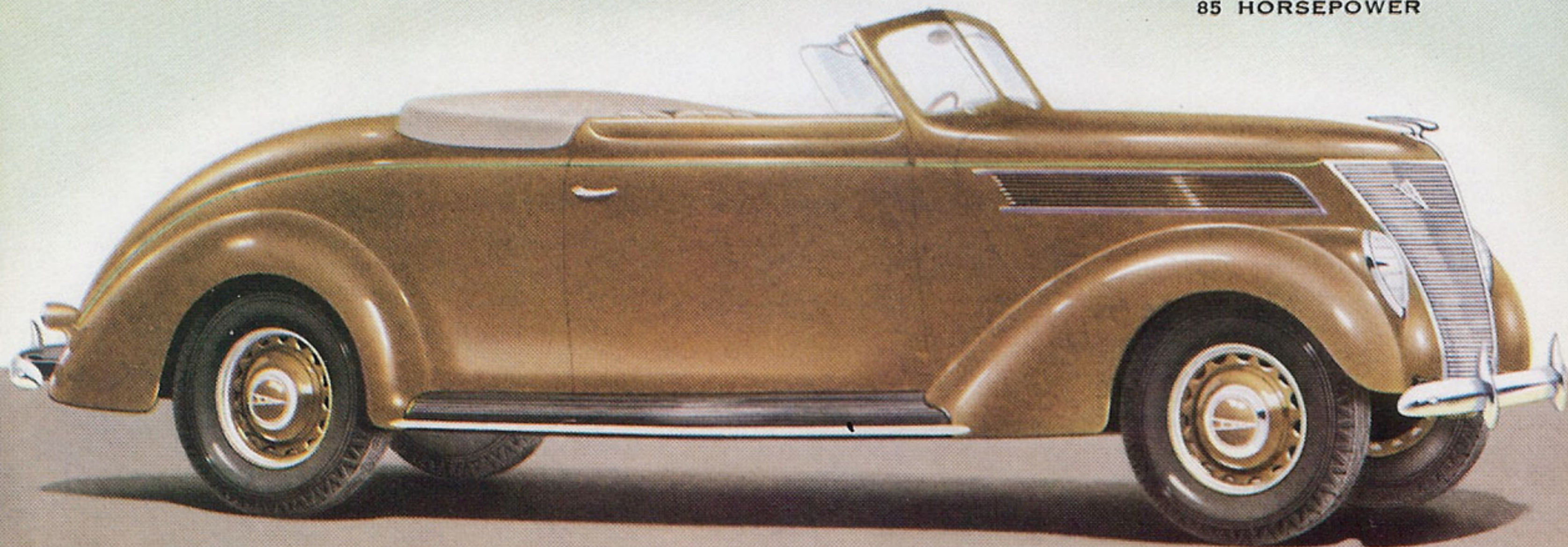
85 HORSEPOWER



An entirely new body type—a coupe in appearance, with room for five passengers. The wide front seat accommodates three, and there is ample room for two passengers in the rear seat. Front seat cushion is full-width; either side of the split seat back tilts forward for easy access to rear seat. Spare tire carried in luggage compartment, reached from the rear. Arm rests. Interior light over rear window. Rear curtain of semi-transparent material.

# V8 DELUXE ROADSTER

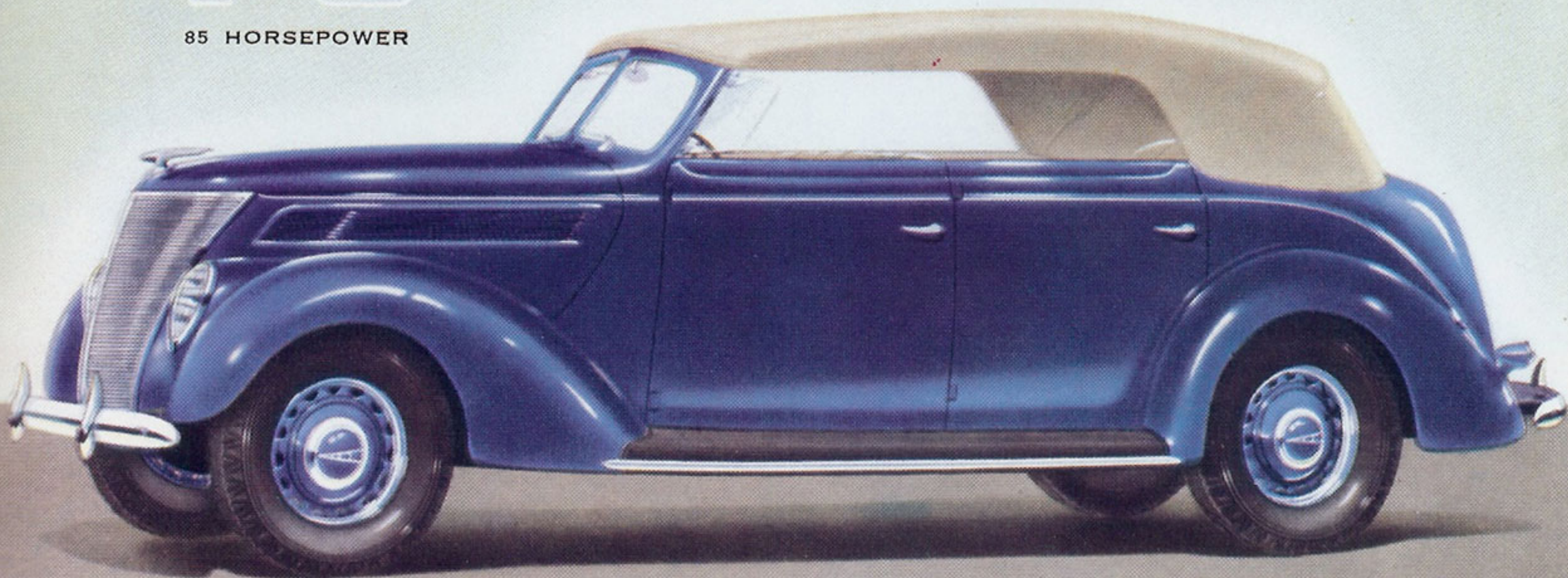
85 HORSEPOWER



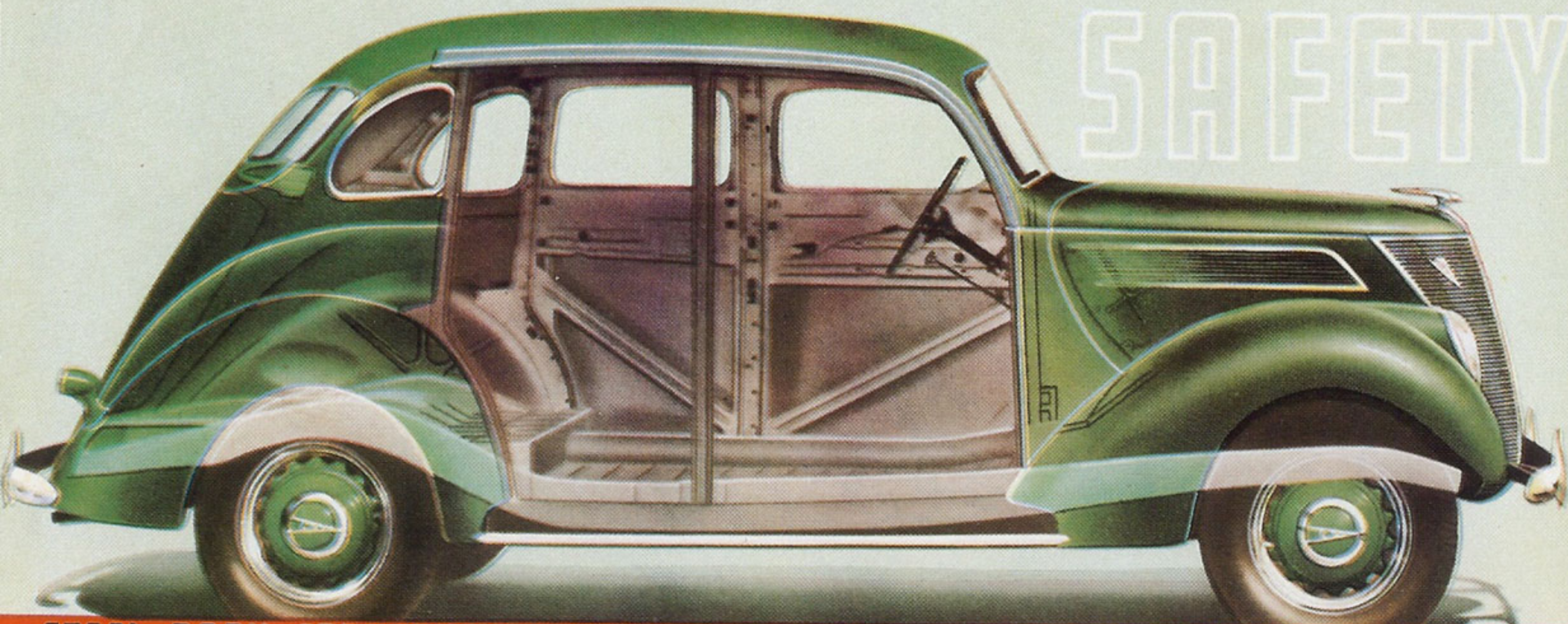
A car for the young person or the person with young ideas. The flashing performance of an 85-horsepower V-type 8-cylinder engine—lines in the spirit of a modern age. Rumble seat and Safety Glass windshield wings are standard equipment. Wide single front seat holds three. Split seat backs tilt forward, for access to spare tire on left behind driver's seat, to rear compartment on right. Windshield wipers operate from bottom of shield.

# W8 DELUXE PHAETON

85 HORSEPOWER



The luxury of bright sky and streaming air on a fine day—but the handsome top raises easily and curtains snap quickly into place for bad weather. An unusually attractive Phaeton. Safety Glass windshield and wings. Large luggage compartment is reached from rear through wide door, and houses spare tire. Fenders of all 1937 Ford cars are deeply crowned, headlamps streamlined into fender aprons. Seat cushions Genuine Leather.



**STEEL BODY STRUCTURE • STEEL TOP • STEEL FLOOR • STEEL SIDE PANELS**

With the safety of driver, passenger and pedestrian a matter of national concern today, no one can afford to choose a car without asking whether it provides every possible safeguard.

In building the Ford V-8 for 1937, safety has been studied from every angle. The result is the safest Ford car ever offered. Cost has not counted in the determination to protect you and your family.

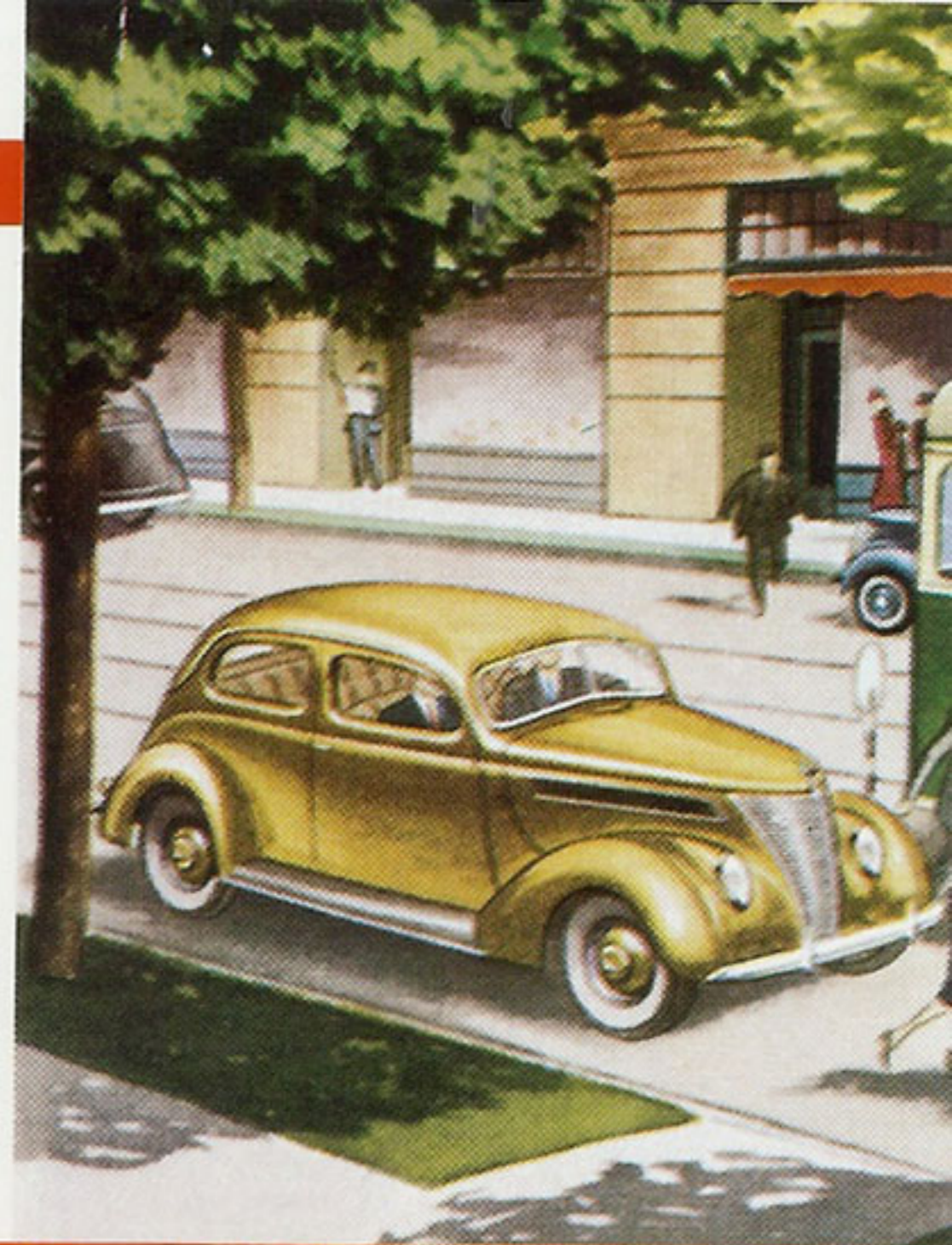
The frame structure is all steel—sheathed with steel panels, top, sides and floor. All are welded into a single steel unit of great protective strength.

Extra safety is in other things, too. Low center of gravity. Rugged steel wheels. Big tires which give greater traction on wet or icy pavements. V-8 acceleration. The new Easy-Action Safety Brakes. And the use of Safety Glass all around.

## FORD EASY ACTION SAFETY BRAKES

All Ford and Lincoln-built cars for 1937 are equipped with mechanical brakes—because they are positive, direct and most reliable under all driving conditions. They give you “the safety of steel from pedal to wheel.”

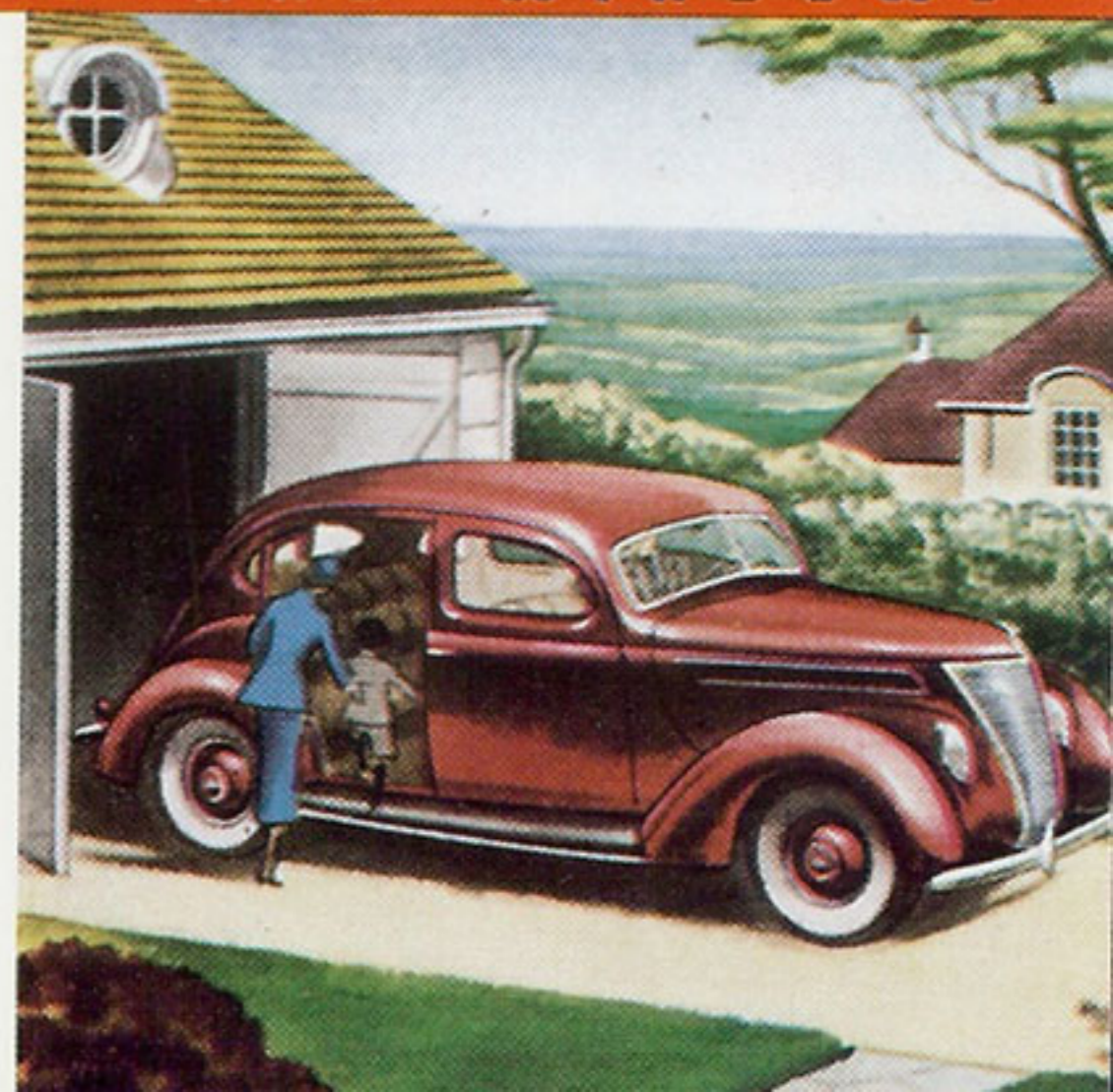
Actually, you want two things in a modern braking system. Dependability—and soft pedal action. The new Ford brakes give you both. They are cable and conduit control type. Self-energizing—which means that the car’s momentum is used to help you apply the brakes. Tests show that about one-third less pedal pressure is required to stop the car.

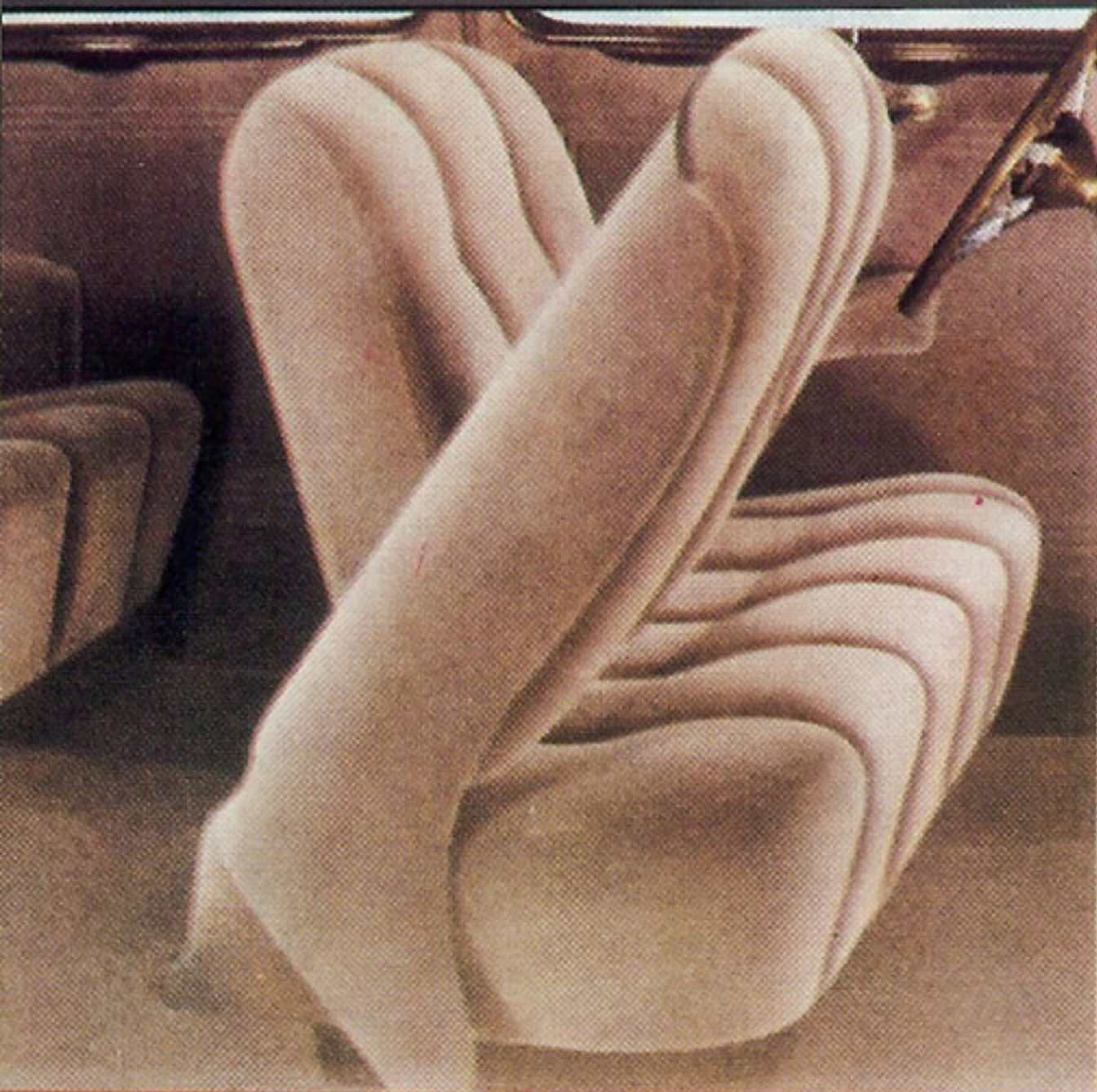


## SAFETY GLASS IN ALL WINDSHIELDS AND WINDOWS

Ford was the first manufacturer to use Safety Glass as standard equipment on a low-priced car. Every body type in the 1937 Ford V-8 line has Safety Glass all around—in all the windows as well as the windshield.

Safety Glass, like the all-steel body and the quality V-8 engine, is typical of the added value constantly being built into the Ford car. This policy of continuous improvement—of always giving you more for your money—is the policy which has established the Ford V-8 as the **QUALITY CAR IN THE LOW-PRICE FIELD.**





#### FRONT SEATS

New Sedan-type front seats in Tudor Sedans have full-width seat cushion, holding three. Seat-back dividers and either side tilts forward for easy entrance to rear compartment. Drivers' seats are adjustable.

#### LUGGAGE COMPARTMENT

Sedans have large compartment in rear deck reached through wide door opening from bottom. Provides unusual space for several good-sized pieces of luggage besides spare tire. Touring types have extra large luggage space as shown.



## FEATURES OF THE NEW FORD V-8 CARS

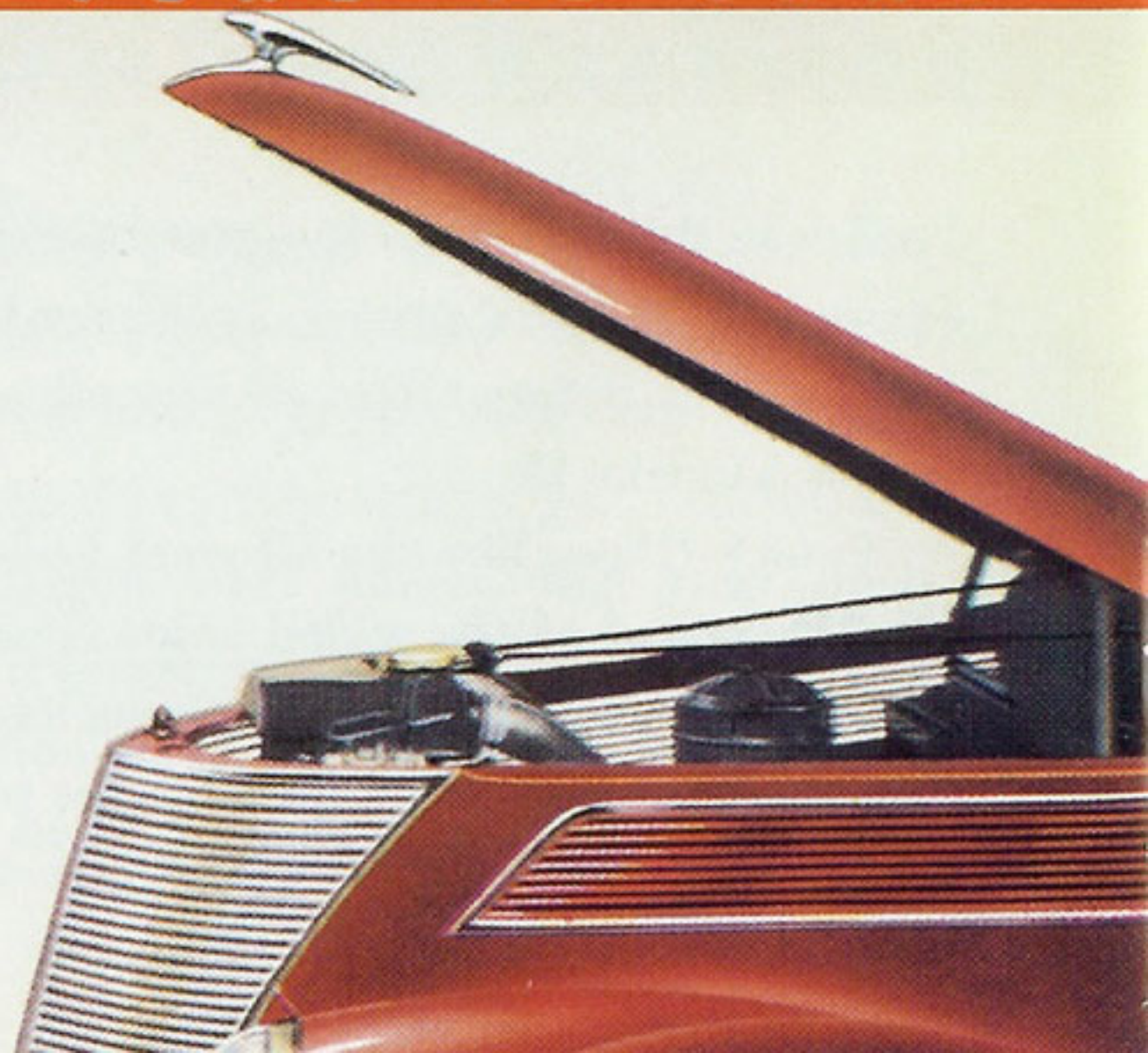


#### EASY DRIVING

Easier steering, starter button on instrument panel, parking brake at left under dash, gages grouped for rapid reading, and lower brake pedal pressure make the Ford easier to drive. V-type windshield cuts glare for night driving.

#### NEW HOOD

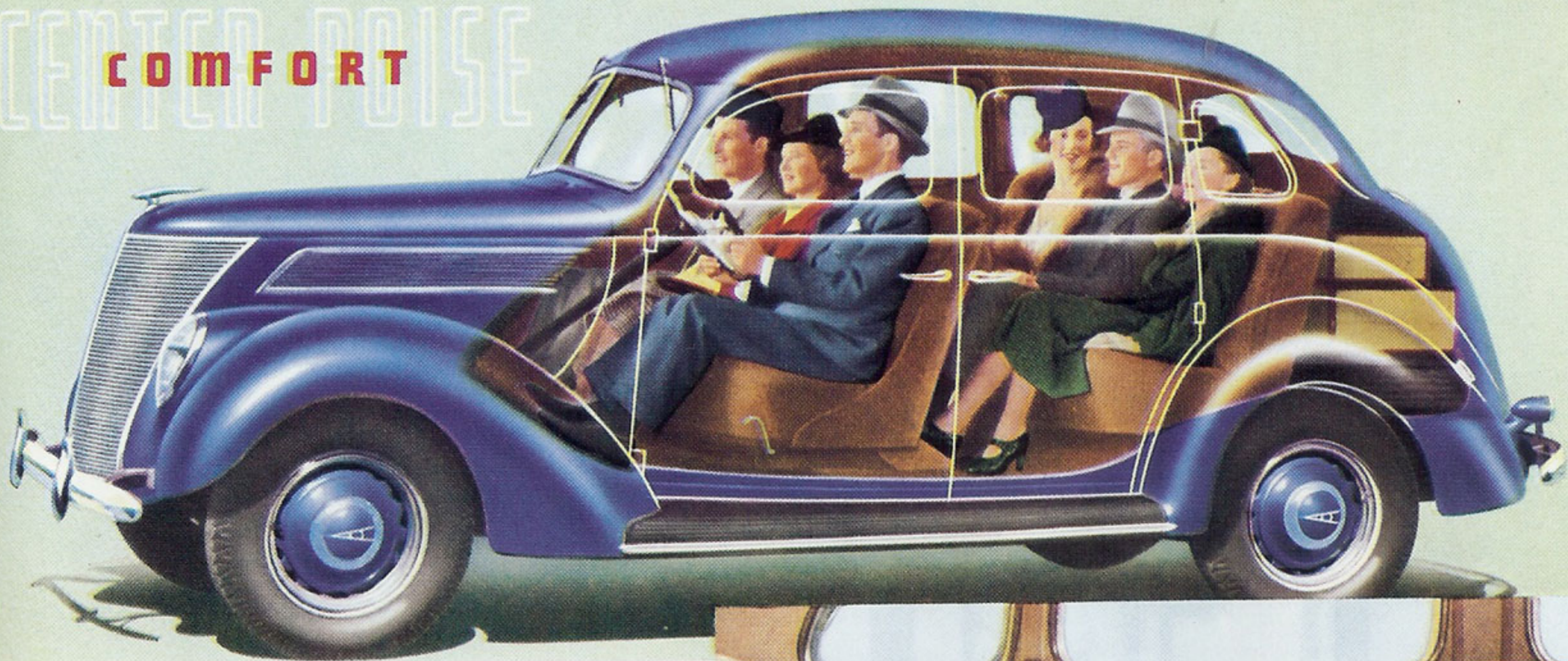
Modern lid-type hood of the 1937 Ford is hinged at the back. Radiator ornament fastens it when closed. Engine readily accessible for service. Battery under hood in a recess on the dash for new servicing convenience.





# CENTER POISE

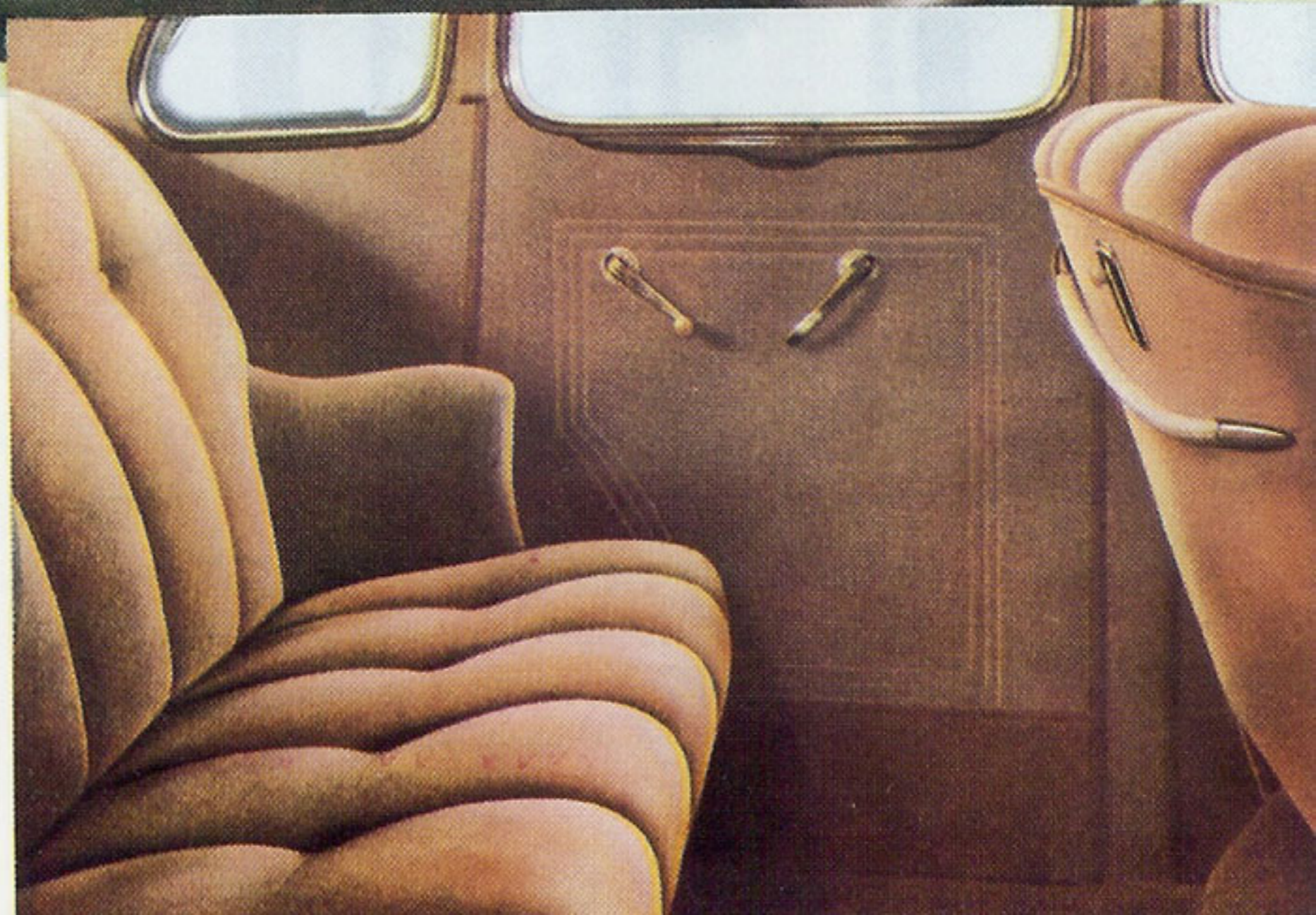
## COMFORT



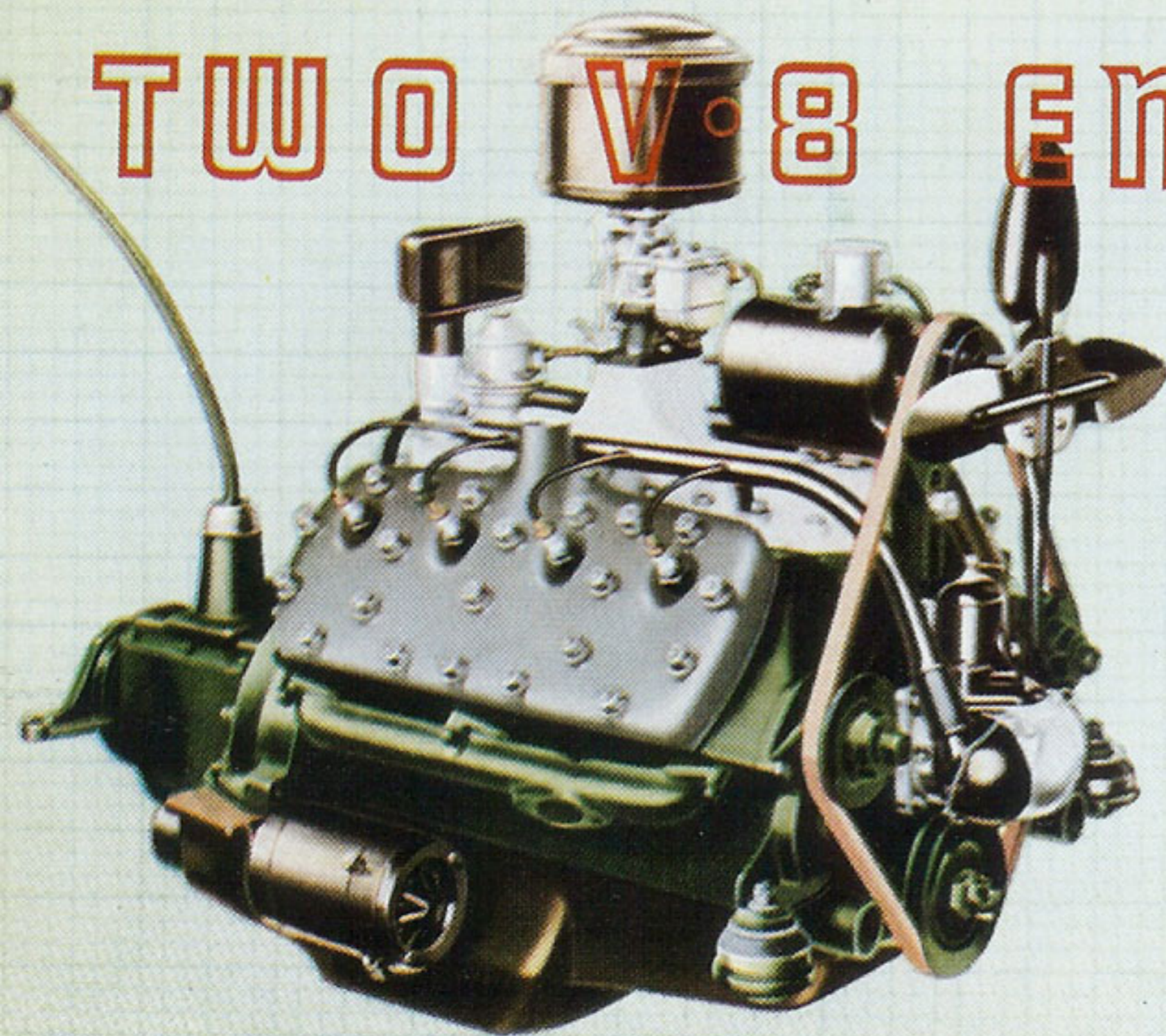
The restful comfort you feel in the 1937 car at any speed comes from two basic principles of Ford design.

First, the Ford Center-Poise Ride cradles passengers near the center, between the springs, away from the bumps. Long tapering spring leaves and interleaf pressure lubrication make spring action smooth and silent.

Second, the compact V-8 engine requires less space under the hood, permits more room in the body for passengers and luggage. Sliding glass Clear-Vision Ventilation in all closed body types gives added comfort.



# TWO V-8 ENGINE SIZES



More than three million owners are already enjoying the superior performance of the Ford V-8 engine. The 1937 Ford broadens its service to the motoring public by offering a choice of two V-8 engine sizes—in the same size car.

The improved 85-horsepower V-8 engine delivers flashing speed and acceleration—with unusually low gasoline consumption.

The new 60-horsepower V-8 engine, optional

in five body types, delivers V-8 smoothness and quietness—even up to 70 miles per hour—with gasoline mileage so high that it sets an entirely new standard of economy in motor car operation.

The Ford V-8 engine has been refined and improved in many minor details for smoother, quieter, more efficient operation. These include new engine mounting, improved exhaust system, new self-lubricating water pumps and new fan location.

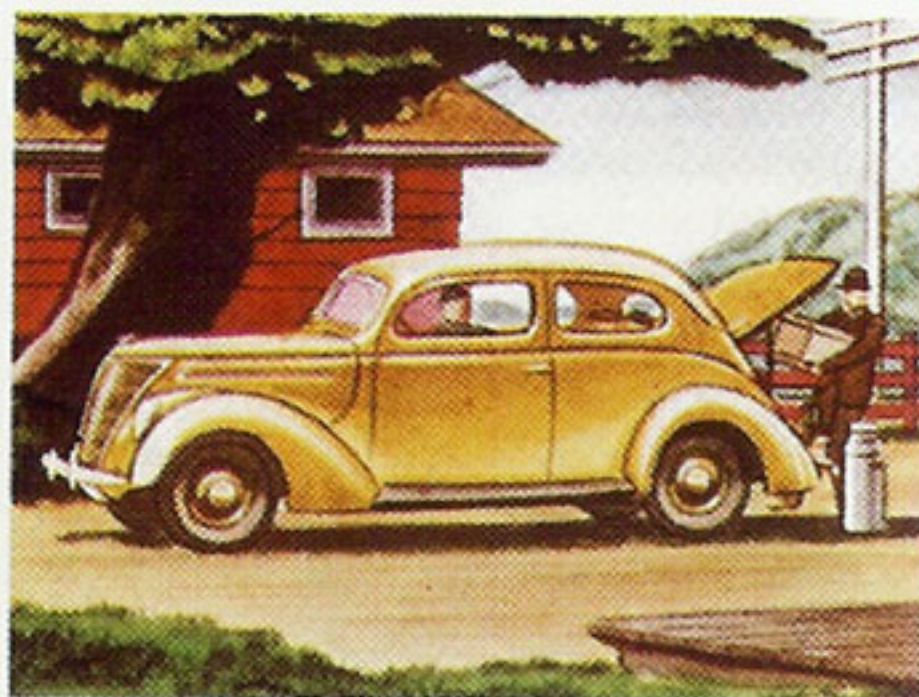
## NEW 60-HORSEPOWER ENGINE OFFERS NEW ECONOMY

It is natural to ask why a smaller engine is made optional in certain of the Ford cars for 1937. The answer is simply that the smaller 60-horsepower engine makes possible a lighter car—a lower-priced car, with lower operating costs.

The 60-horsepower engine was designed for those who want maximum economy—with good



*The Car for Business*



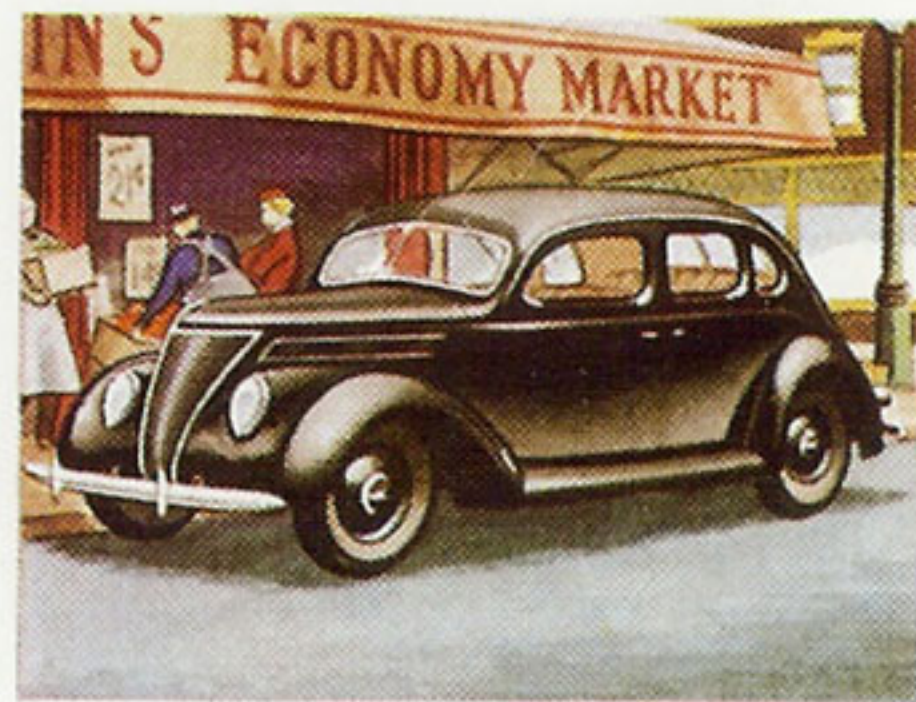
*The Car for the Farmer*

performance and big-car comfort and convenience.

It will appeal to large families with small budgets. To salesmen who drive their own cars and want to pare down expenses. To farmers who need a rugged, inexpensive car. To mailmen who must cover their routes economically. To fleet owners who see gasoline savings as black ink in their ledgers. To women

whose cars are part of the daily round of family or business duties. To two-car families as a general utility car.

There are many more drivers to whom lower first cost and lower operating cost are important news. Perhaps you are among them. Your Ford dealer can show you the new car with the new 60-horsepower V-8 engine.



*The Economy Car*

# FEATURES OF THE NEW FORD CARS

**MODERN APPEARANCE:** New streamline design. A wide roomy car. Slanting V-type windshield opens in all closed cars. Headlamps streamlined into fender aprons. Modern lid-type hood hinged at back.

**NEW INTERIORS:** Entirely new in design. Starter button on instrument panel, parking brake lever under panel within easy reach. Tudor Sedans have full-width front seat cushion, with divided seat back. Either half tilts forward. Adjustable driver's seat rises as it slides forward.

**ALL-STEEL BODY:** Steel top, sides, floor and frame are welded into a single steel unit of great protective strength. Safety Glass all around.

**EASY-ACTION SAFETY BRAKES:** Cable and conduit control type. "The safety of steel from pedal to wheel." Self-energizing—car momentum is used to help apply the brakes. About one-third less pedal pressure required.

**ENGINEERED FOR QUIET:** Newly-designed springs pressure-lubricated. New methods of mounting body and engine, new exhaust piping, rear axle and drive shaft improvements, all contribute to new standard of quiet.

**EASIER STEERING:** Steering gear ratio increased to 18.2 to 1. New worm and roller type steering gear makes the 1937 Ford easier to handle.

**MODERN COMFORT:** Modern design, and the compact V-type engine, provide extra space in the body for passengers and luggage. Comfort of the Center-Poise Ride increased by smoother action of long-tapering springs.

**DE LUXE APPOINTMENTS:** Chromium-plated radiator grille and windshield frame or bead. Rustless steel running board mouldings. Two matched-tone horns behind radiator grille. Two tail lights. Mouldings and instrument panel in American walnut grain finish. Two swivel type sun visors. Glove compartment. Ash tray in instrument panel and rear compartment of sedans. Interior hardware in taupe finish. Arm rests. Choice of Mohair or Broadcloth in all closed cars. Seat cushions of convertible bodies in antique-finished Genuine Leather or Cord. Genuine Leather in open bodies. Rumble seats in artificial leather. Interior lights in Coupes and Sedans. Black tires standard on all models with white sidewall tires available at extra cost. At a specially low group price, all de luxe cars also include chromium wheel bands, dual windshield wipers, de luxe type steering wheel, glove compartment with lock and a clock.

**CARS AVAILABLE WITHOUT DE LUXE APPOINTMENTS:** Tudor, Fordor, Tudor Touring, Fordor Touring, Five-Window Coupe. One horn, one sun visor, one windshield wiper, one tail light. Radiator grille and windshield frame finished same color as body. Mouldings and instrument panel in grained mahogany finish. Glove compartment and ash tray in instrument panel. Arm rests in rear compartments. Bright finish interior hardware. Interior lights. Choice of Mohair or Broadcloth upholstery is offered in all body types.

**GENUINE FORD ACCESSORIES:** A wide range of accessories designed especially for Ford cars is available at moderate cost, including Ford 6-tube radio with adjustable windshield antenna and speaker concealed above windshield; hot-air heater available with windshield defroster; rear wheel shields; spotlight, radiator cover and other items.

**WIDE COLOR RANGE:** De Luxe cars in Black, Washington Blue, Autumn Brown, Green, Gull Gray, Coach Maroon Bright. Wheels and fenders same color as body. Cars without De Luxe equipment in Black, Washington Blue, Gull Gray. Fenders same color as body. Wheels black.

**POWER PLANT SPECIFICATIONS (85-horsepower):** Bore and stroke, 3.062 by 3.75 inches. Piston displacement, 221 cubic inches. Compression ratio, 6.12 to 1. Developed horsepower, 85 at 3800 r.p.m. Improved carburetor for greater economy. Oil capacity, 5 quarts. Cooling system capacity, 5.5 gallons. Synchronized transmission with silent type helical gears for all speeds. Rear axle gear ratio, 3.78 to 1. **(60-horsepower):** Bore and stroke, 2.6 by 3.2 inches. Piston displacement, 136 cubic inches. Compression ratio, 6.75 to 1. Developed horsepower, 60 at 3500 r.p.m. Entirely new standard of fuel economy. Oil capacity, 4 quarts. Cooling system capacity, 3.8 gallons. Synchronized transmission with silent type helical gears for second and high. Rear axle gear ratio, 4.44 to 1. **(Both engines):** Efficient cooling with new water pumps. One-piece casting of crankcase and cylinder banks. Full-length water jackets. Light alloy pistons. Non-adjustable valve lifters. Exhaust valve seat inserts. Cast alloy steel crankshaft. Crankcase ventilation. Battery located under hood for accessibility.

**NEW LOW PRICE:** The new 60-horsepower engine makes possible not only a car with lower operating costs—but the lowest Ford price in years.

**CONVENIENT TERMS:** Convenient, economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.

*We reserve the right to make changes, without notice, in prices, specifications and equipment, at any time, without incurring any obligation . . . Ford Motor Company.*