



*"Well, Doc—my Ford '60' gives me everything I need, but with the stork so close I'm glad you've got the '85!"*

**HIGH MILEAGE, LOW PRICE AND  
A CHOICE OF TWO V-8 ENGINES**

FORD is making motoring history in 1937 by offering a choice of two V-type 8-cylinder engine sizes in the same big modern car. They give you top performance or top economy, according to your needs.

The 85-horsepower engine provides flashing power and pick-up at low prices, plus greater fuel economy than ever. . . . The 60-horsepower engine, first developed for

*Ford V-8*  
**FOR 1937**

Europe, delivers smooth V-8 performance and more miles per gallon than any Ford ever built. It comes in five body types at the lowest Ford prices in years.

Because more than 25 million Fords have been built, because of familiar Ford ideals, people always expect more of a Ford car—and get it. The 1937 Ford V-8 is unmistakably **THE QUALITY CAR IN THE LOW-PRICE FIELD.**

