

POWER

CHOICE OF 85 OR 60 HP.

TWO V-8 ENGINE SIZES

In the 1937 Ford V-8 Trucks and Commercial Cars, Ford gives you a choice of TWO engine sizes . . . an IMPROVED V-8 stepped up to 85 horsepower . . . and an ENTIRELY NEW 60-horsepower V-8. The 85-horsepower V-8 features new economy for high speed or heavy-duty work. The new 60-horsepower V-8 sets a new economy standard for light delivery service.

In addition, Ford gives you the most advanced style in truck design plus many new features that assure greater economy and longer life. And you get forward load distribution, torque-tube drive, Quick-Action Safety Brakes and all the other quality features which Ford owners have enthusiastically approved for years.

This new Specialized Transportation means lower operating costs for YOU. Get the facts . . . call your Ford dealer today and set a date for an "on-the-job" test under your own operating conditions.

CONVENIENT, ECONOMICAL TERMS
THROUGH THE AUTHORIZED FORD FINANCE
PLANS OF THE UNIVERSAL CREDIT COMPANY



FORD V-8 TRUCKS