



**THE UNIVERSAL CAR
BROADENS ITS FIELD**

Ford V-8
FOR 1937

PERHAPS you have wondered a little why the 1937 Ford V-8 offers a choice of two engine sizes. The answer is simply that it brings the advantages of V-8 ownership within the reach of many more people.

The new 60-horsepower V-8 engine, optional in several body types, makes possible a lower priced car with lower operating costs. It gives good performance—with gasoline mileage so high that it creates an entirely new standard of economy in modern motor car operation.

The improved 85-horsepower V-8 engine provides all the smooth speed and pick-up for which Ford cars are famous—with unusually low gasoline consumption.

Two engine sizes. One big car. Brilliantly modern in appearance. With all-steel body . . . Easy-Action Safety Brakes . . . and other important improvements in safety, comfort, quiet. Built of fine materials, to high precision standards, by well-paid workmen . . . and deservedly called "The Quality Car in the Low-price Field."