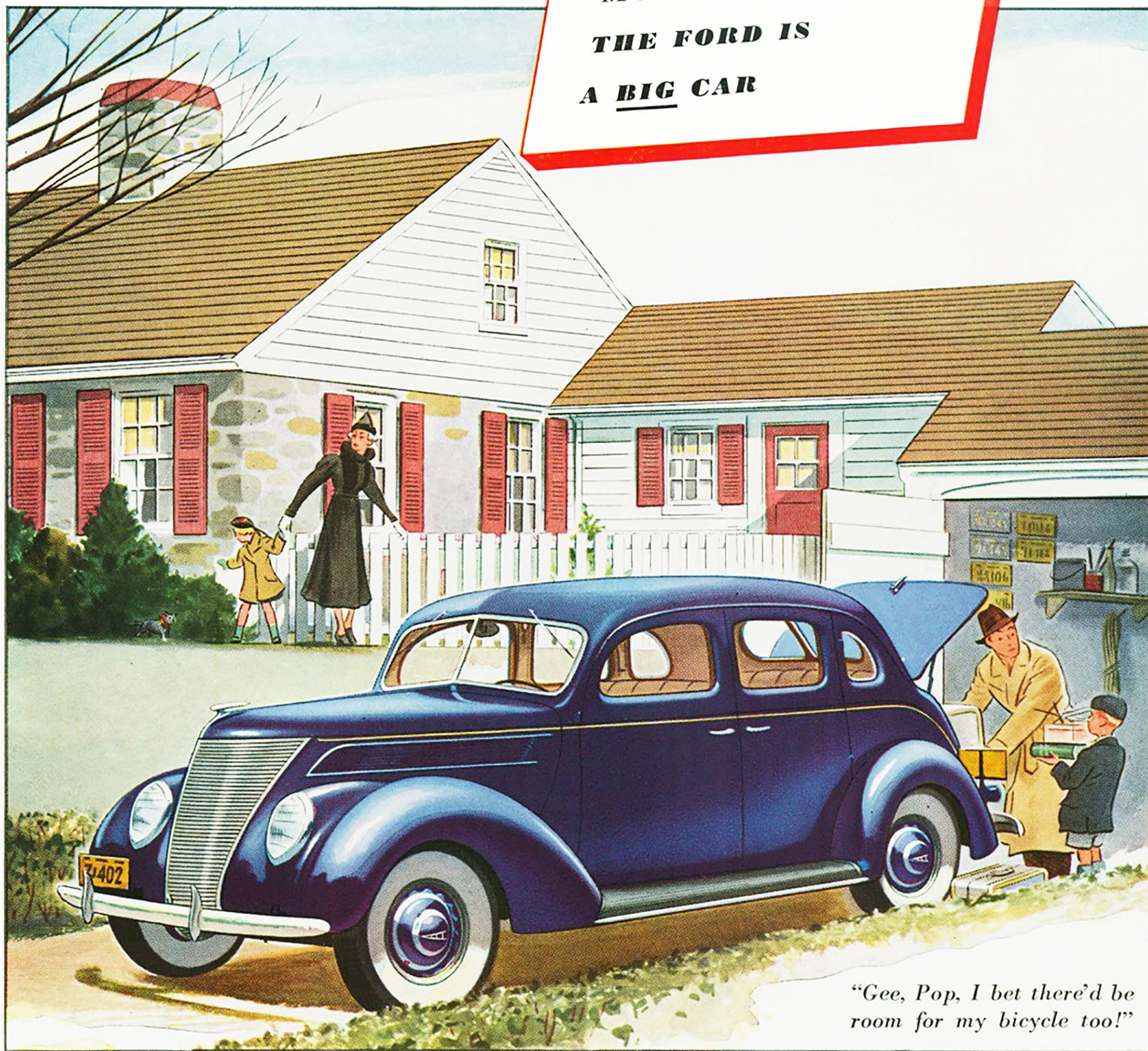


**BY EVERY
MODERN STANDARD
THE FORD IS
A BIG CAR**



"Gee, Pop, I bet there'd be room for my bicycle too!"

UP-TO-DATE buyers don't judge cars by the length of their hoods. They have learned that it is the usable space inside the body—the room it gives them—that counts.

Because of skilful design and a compact V-8 engine, the 1937 Ford V-8 has inches more body room than many higher priced cars. More room for



you—more room for your luggage—because the V-type engine requires less. (Two banks of four cylinders each, instead of one long line.)

Extra space means extra comfort. This big-car comfort and big-car performance make the Ford V-8 a really BIG car—with small-car economy. It's THE QUALITY CAR IN THE LOW-PRICE FIELD.

Ford V-8 FOR
1937