



"Gee, Bill, that *eight's* the smoothest thing I ever saw!"  
 "Which eight?"

## Eight cylinders for smoothness . . . and ECONOMY

MOST people know that eight cylinders make a smoother, quieter, sweeter running engine than any lesser number of cylinders.

But not every one realizes that good design may also make eight cylinders more economical. Ford has proved the fact twice in 1937.

The 85-horsepower Ford V-8 engine — long famous for flashing performance — gives greater gas economy than ever. Owners report averages of 17-21 miles per gallon.

The 60-horsepower Ford V-8 engine — tested for two years in England and France before its American introduction—has established itself as the most economical Ford engine ever built! Careful cost records from owners show averages of 22-27 miles per gallon.

Choose between these modern engines by their power and your purse. Both are built into the same handsome, husky, comfortable car. Both, because of their compact V-type

construction, provide extra room for you and your luggage. Both are low priced. In fact, the "60" is available in five standard body types at the lowest Ford price in years!

  
 Ford V-8