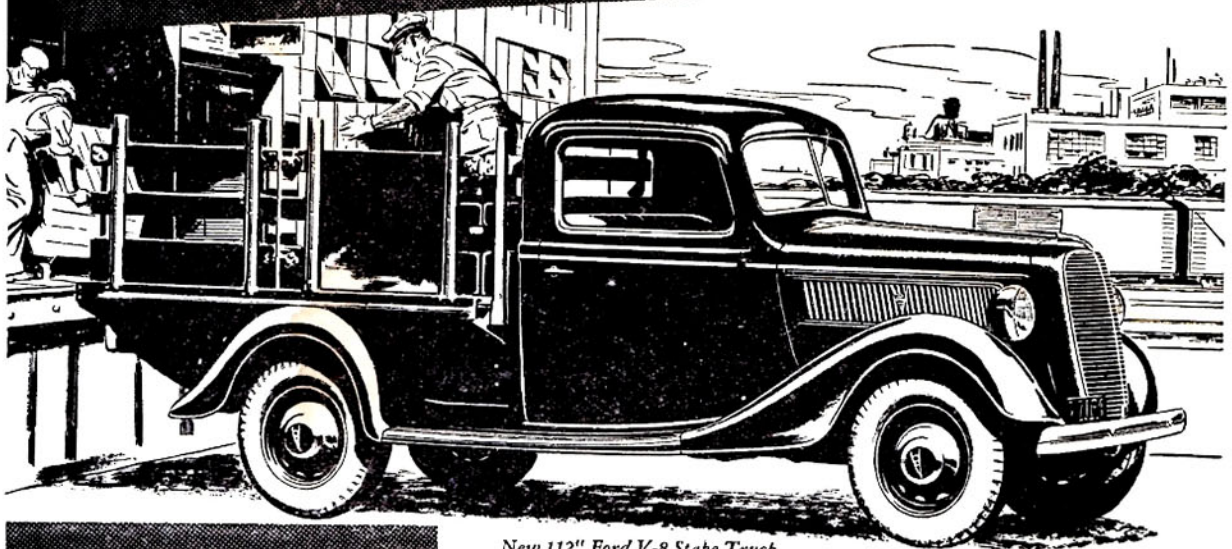


# POWERED TO CUT YOUR HAULING COSTS



*New 112" Ford V-8 Stake Truck*

## ENGINES TO FIT YOUR JOB

- 1 An improved 85 h. p. V-8 engine for extra power
- 2 A new 60 h. p. V-8 engine for extra economy

## NEW 1937 FORD V-8 TRUCKS

FORD brings you trucks with a choice of *two* great V-8 engines—each designed by Ford engineers specifically for the work you want it to do. The V-8 which established entirely new standards of performance with economy in the low-price truck field has been increased to 85 H.P. and gives even greater gasoline economy than last year's thrifty engine. And there is a new 60 H.P. V-8 engine built to handle lighter jobs with outstanding gasoline economy!

You will also find many other improvements which insure increased economy of operation and upkeep. Every part is ruggedly built to deliver the maximum number of ton-miles at minimum expense.

Let us lend you a 1937 Ford V-8 hauling unit for an "On-the-job" demonstration. Prove to yourself what Ford has done to cut your trucking costs this year!

**AUTHORIZED FORD DEALERS**

### OUTSTANDING FEATURES OF FORD V-8 TRUCKS AND COMMERCIAL CARS:

- Improved, self-centering brakes that have greater stopping ability with easier pedal action.
- Improved Centri-Force clutch, easier operation, longer life.
- Improved rear axle with optional gear ratios for increased power application and economy.
- Improved cooling system and crankcase ventilation.
- New styling inside and out. More streamlined appearance.
- New driver conveniences and comforts. V-type ventilating windshields. Regrouped instruments and electric gasoline gauge for greater accuracy.
- All models available with or without De Luxe equipment.