

Ford Showing 2 New V-8s for 1937

Virtually new from bumper to bumper and characterized by a new smartness of appearance together with many mechanical improvements, the new 1937 Ford V-8s are on display at MacKenzie Motor Co., Hillsboro.

The first is the new V-8 60-horsepower motor which has been developed by the Ford Motor company for motorists wishing maximum economy yet good performance. The second will undoubtedly be the new easy-action, feather-touch safety brakes which utilize the cable and conduit principle providing the safety of steel from the pedal to the wheel.

Strikingly modern in appearance, the new beauty of the exteriors has been developed from a complete restyling of the radiator grille with new sweeping fenders into which the headlights are streamlined to the new all-steel top that slopes gracefully back from the new V-shaped windshield. Hood louvers, too, have been redesigned and there is a marked elimination of abrupt curves in the smoothly contoured bodies.

Inside Tire Compartment

This effect is enhanced materially by removal of the spare tire and wheel from the rear quarter to its compartment inside the car.

To the right of the new dials are a large ash receiver and a small removable panel for installation of the radio dial, with control knobs of plastic material and cigar lighter on either side. The rear compartment of the sedans in deluxe equipped models has an ash receiver, conveniently located. There is a spacious glove compartment on the right of the instrument panel.

Another innovation is the new location of the starter button which now is directly in front of the driver on the instrument panel instead of on the floor, as in previous models.

One of the most important advancements in the new Ford line is the optional choice of a V-8 "60" or a V-8 "85" on the standard models. Cars equipped with either motor have the same wheelbase—new all-steel tops and bodies—new easy-action safety brakes. Both share a new beauty of advanced streamline design—easier steering, smoother operation, improved rear axles, better cooling facilities, new comfort and quietness, and more luxurious interiors.

New Power Plant

The engine of the V-8 "60" is an entirely new power plant. Yet it incorporates all the fundamental characteristics of design found in the "85," of which more than 3,000,000 have been built.

The "85" continues to be the leader in the Ford line. The "60" has been designed to meet the requirements of exceptional economy. A smaller engine than the "85," it develops 60 horsepower compared with 85 for the larger engine.

The instrument panel is in complete harmony with the interior finish and appointments. As in the window moldings, it is finished in natural wood grain walnut in de luxe equipped cars and mahogany in other models. A new dial for fuel gauge and engine records and a 100-mile speedometer are grouped directly in front of and in plain view of the driver.

The bodies of the new Ford V-8s are roomy and exceptionally comfortable for driver and passenger. Removal of the handbrake lever from the floor position to a more convenient place under the cowl on a level with the driver's left hand, together with unusually wide front seats, adds appreciably to front compartment comfort.

Increased riding comfort has resulted from the improved "Center-prise Ride" introduced by Ford two years ago. The taper of the spring leaves has been increased in length to give even smoother spring action.

The new V-type windshield not only increases visibility materially, but gives added ventilation when necessary.

Eleven Body Styles

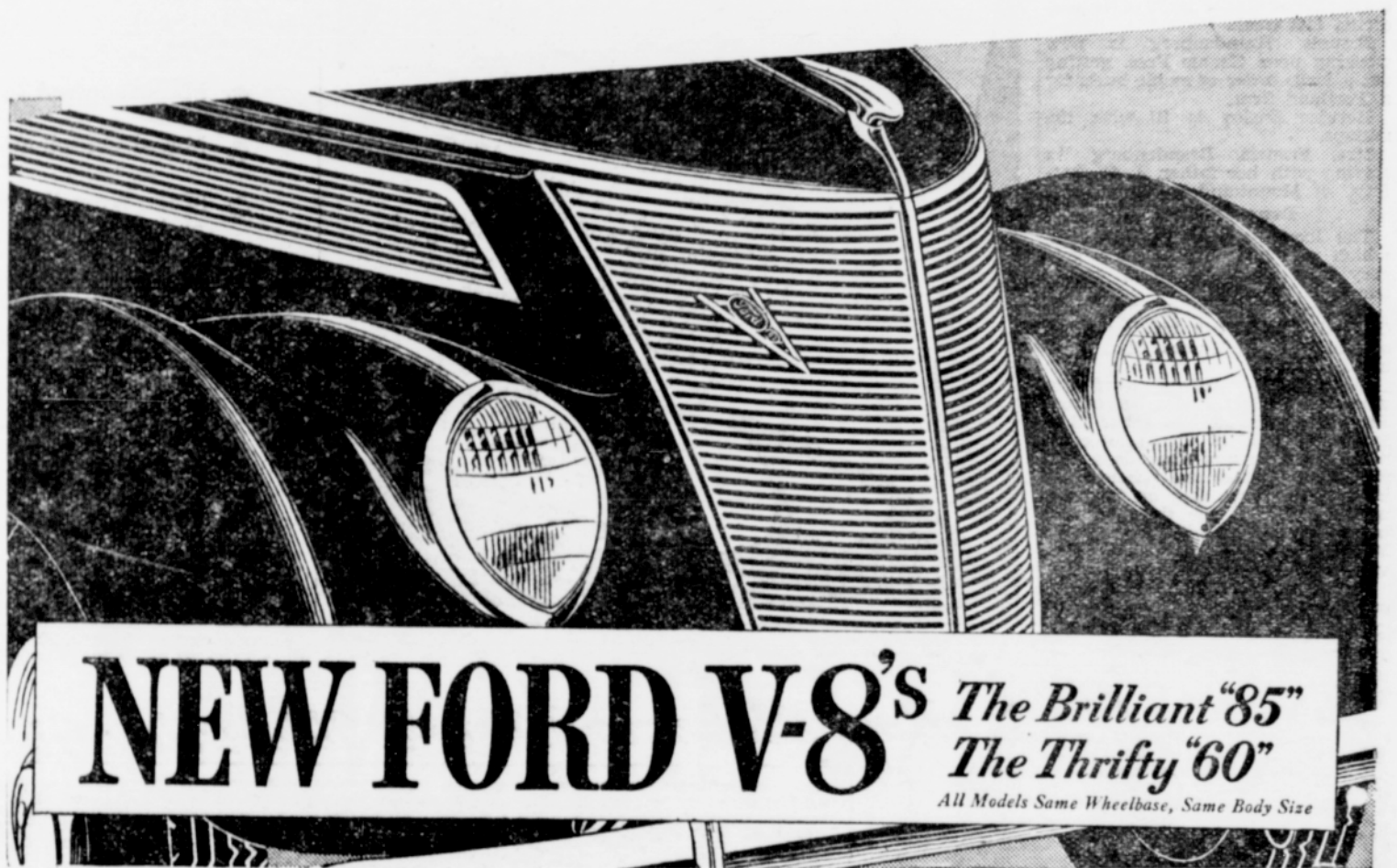
The motorist will have 11 different body styles to choose from in the new line. Those with de luxe equipment are the tudor sedan, tudor touring sedan, fordor sedan, fordor touring sedan, five-window coupe, club coupe, cabriolet, club cabriolet, convertible sedan, roadster and phaeton.

All of these body styles are available with the 85-horsepower engine.

The tudor sedan, tudor touring sedan, fordor sedan, fordor touring sedan and five-window coupe are offered without de luxe equipment with either the 60-horsepower or 85-horsepower engine at the option of the customer.

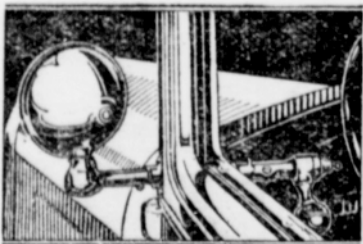
The club coupe is a new body style in the 1937 line, having the same seating arrangement as the 1936 club cabriolet.—Pd. Adv.

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