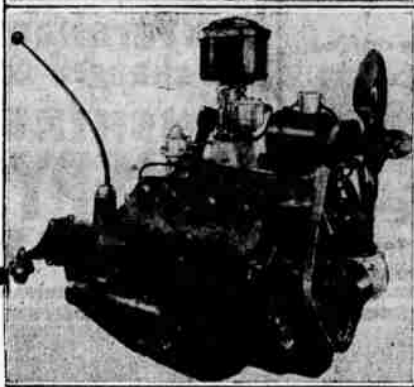


1937 FORD ARRIVES AT VALLEY MOTOR CO.

1937 Ford V-8, New Engine, Presented



THE DELUXE FORDOR touring sedan for 1937 pictured (top above) reveals the smart, speedster type front end, the new headlamps, V-type windshield and the pleasing new lines of the Ford V-8. Lower left shows the new 60 horsepower V-8 engine, announced as an optional power plant. It is a smaller counterpart of the more powerful 85 horsepower V-8 engine and is designed for maximum fuel economy. Lower right, a glimpse of the new body interiors. The new car is available in eleven de luxe body

types. Five are also offered without de luxe equipment. De luxe types are powered with the 85 horsepower engine. Either engine is optional in those without de luxe appointments. Mechanical improvements include new "finger-tip" steering and soft easy action safety brakes

1937 Ford V-8 Tudor Announced



MOST popular car in the entire Ford V-8 line for years has been the Tudor sedan. The 1937 edition is shown above. The smart new front end, new headlamps, V-type windshield and use of the "tear drop" form combine to give what those who previewed it declare to be the most beautiful Ford yet produced. The front seat is full width. Seat back is divided, either section tilting forward. Mechanical improvements include new easy action safety brakes and new "finger-tip" steering. The model above is available without de luxe appointments, with either 60 or 85 horsepower V-8 engine. De luxe types are equipped only with the more powerful engine.

Today the Ford factory branch will have as its guests more than 260 fleet truck operators from all over the state who will also see the new view.

Better Winterize the Car Now

Valley Motor Co.
Valley Motor Co.
Phone 3158

May:
Call Valley Motor: tell them to get the car and
Change Oil
Lubricate
Wash
Check Shocks
Look at transmission & axle
Get a new battery
Find out about heater - how much
"winter treat"

FORD DEALERS AT LUNCHEON

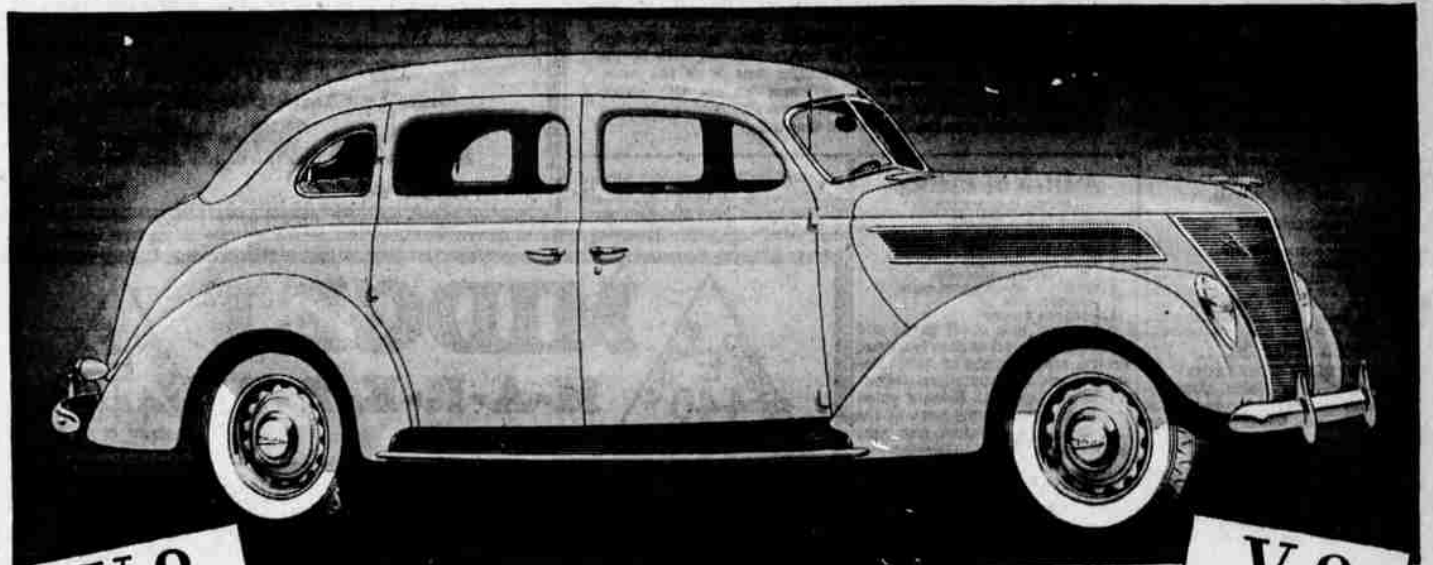
viewing for the first time as a group the new 1937 line of Ford V-8 automobiles, approximately 400 Ford dealers, sub-dealers and salesmen from all over Oregon and Southern Washington met yesterday in Portland for luncheon at the Portland factory branch of the Ford Motor company. Paul Wallace and Bill Phillips, local Ford dealers and sales and service men attended the meeting. The first public showing of the new cars will be held tomorrow.

Introduction of the Ford V-8's was made to the group by E. J. Diefenbach, assistant manager of the Portland factory branch and A. E. Filler, retail manager, both of whom have just returned from Detroit where factory officials outlined the 1937 sales plans.

"Never before have we been so enthusiastic over a new model as we are this year," stated Mr. Phillips. "One reason is that the new 1937 Ford offers motor car performance, economy and styling never before thought possible in the low price field. We are certain that locally the new line will create wide interest."

The preview meeting in addition to the buffet luncheon included a new Ford motion picture titled "Double Feature," music and entertainment.

Announcing THE FORD V-8 FOR 1937 The Quality Car in the Low-price Field



V-8

85 HORSEPOWER
Maximum Performance
with Good Economy

Bore 3.063 in. Stroke 3.75 in.
Displacement 221 cubic in.

Two Engine Sizes - One Wheelbase
AND A NEW LOW PRICE

V-8

60 HORSEPOWER
Good Performance with
Maximum Economy

Bore 2.6 in. Stroke 3.2 in.
Displacement 136 cubic in.

TOMORROW!

SEE THE 1937 FORD V-8

A New Car . . . at New Low Prices
with an entirely New Economy Idea!

On Display at Our Showrooms

See how the Ford V-8 has been completely redesigned. It's the smartest-looking car in the low-price field. It has new comfort and safety. Operation is quieter. Braking is smoother and faster. And there's a choice of two V-8 engine sizes. You'll want to drive it—let us arrange it.



VALLEY MOTOR CO.

375 CENTER ST.

TELEPHONE 3158

1937 Ford V-8 Trucks and Commercial Cars
here tomorrow also

THE New Ford V-8 for 1937 is the most beautiful Ford car ever offered. It is built in only one size—with one standard of roomy comfort and modern appearance. But you may have either the improved 85-horsepower V-8 engine for maximum performance—or the new 60-horsepower V-8 engine for maximum economy. The smaller engine makes possible a lighter car—with lower operating costs.

Improved 85-horsepower V-8 engine—Drive it and watch the speedometer!

When you drive the 1937 Ford powered with the 85-horsepower V-8 engine, you are master of a modern power plant that gives you everything you can possibly demand in speed and acceleration. It is a better engine than ever—with a better cooling system and new smoothness of operation. Yet improved carburetion enables it to deliver its thrilling performance with unusually good gasoline mileage.

New 60-horsepower engine—Drive it and watch the fuel gage!

The new 60-horsepower V-type 8-cylinder engine is almost an exact replica of the "85"—except for size, weight and power. It delivers V-8

smoothness and quietness—even at speeds up to 70 miles an hour—with gasoline mileage so high that it creates an entirely new standard of economy in modern motor car operation.

We invite you to see this new Ford car, and arrange to drive one equipped with the engine that fits your own needs.

BASE \$480⁰⁰ AND UP
PRICES At Dearborn Plant

Taxes, Delivery and Handling, Bumpers, Spare Tire and Accessories Additional

Body types available with 60 or 85 horsepower engine (without de luxe equipment): Tudor Sedan, Tudor Touring Sedan, Fordor Sedan, Fordor Touring Sedan, Five-window Coupe . . . De Luxe types, with 85-horsepower engine: Tudor Sedan, Tudor Touring Sedan, Fordor Sedan, Fordor Touring Sedan, Five-window Coupe, Roadster, Phaeton, Club Cabriolet, Convertible Cabriolet, Club Coupe, Convertible Sedan.

AUTHORIZED FORD FINANCE PLANS
\$25 a month, after usual down-payment, buys any model 1937 Ford V-8 Car—from any Ford dealer—anywhere in the United States. Ask your Ford dealer about the easy payment plans of the Universal Credit Co.

NEW FEATURES OF THE 1937 FORD V-8 CAR

APPEARANCE—A newly designed car—wide and roomy, with a low center of gravity. Distinctive front end, with headlamps recessed in fender aprons. Modern lid-type hood hinged at the back. Larger luggage space. Spare tire enclosed within body. Completely new interiors. The slanting V-type windshield opens in closed cars.

ENGINES—A choice of the improved V-8 85-horsepower engine or the new V-8 60-horsepower engine. More efficient cooling. Quieter performance. New economy.

COMFORT AND QUIET—By every modern standard of design, the 1937 Ford V-8 is a big, roomy car. Extra space is in the body, where you want it—not taken up by the engine under the hood. Comfort of the Ford Center-Poise Ride is further increased by smoother action of the long-tapering springs, with new pressure lubrication. New methods of mounting body and engine make this a quieter car.

SAFETY

BRAKES—New Easy-Action Safety Brakes, of the cable and conduit control type. Positive and direct—"the safety of steel from pedal to wheel." Self-energizing—car momentum is used to help apply the brakes. About one-third less pedal pressure is required to stop the car.

BODY—All-steel body construction. Not an ounce of wood used for structural strength. Frame structure is all steel—sheathed with steel panels, top, sides and floor. All are welded into a single steel unit of great protective strength. Safety Glass all around at no extra charge.

1937 FORD V-8—ON DISPLAY TOMORROW AT FORD DEALERS' SHOWROOMS