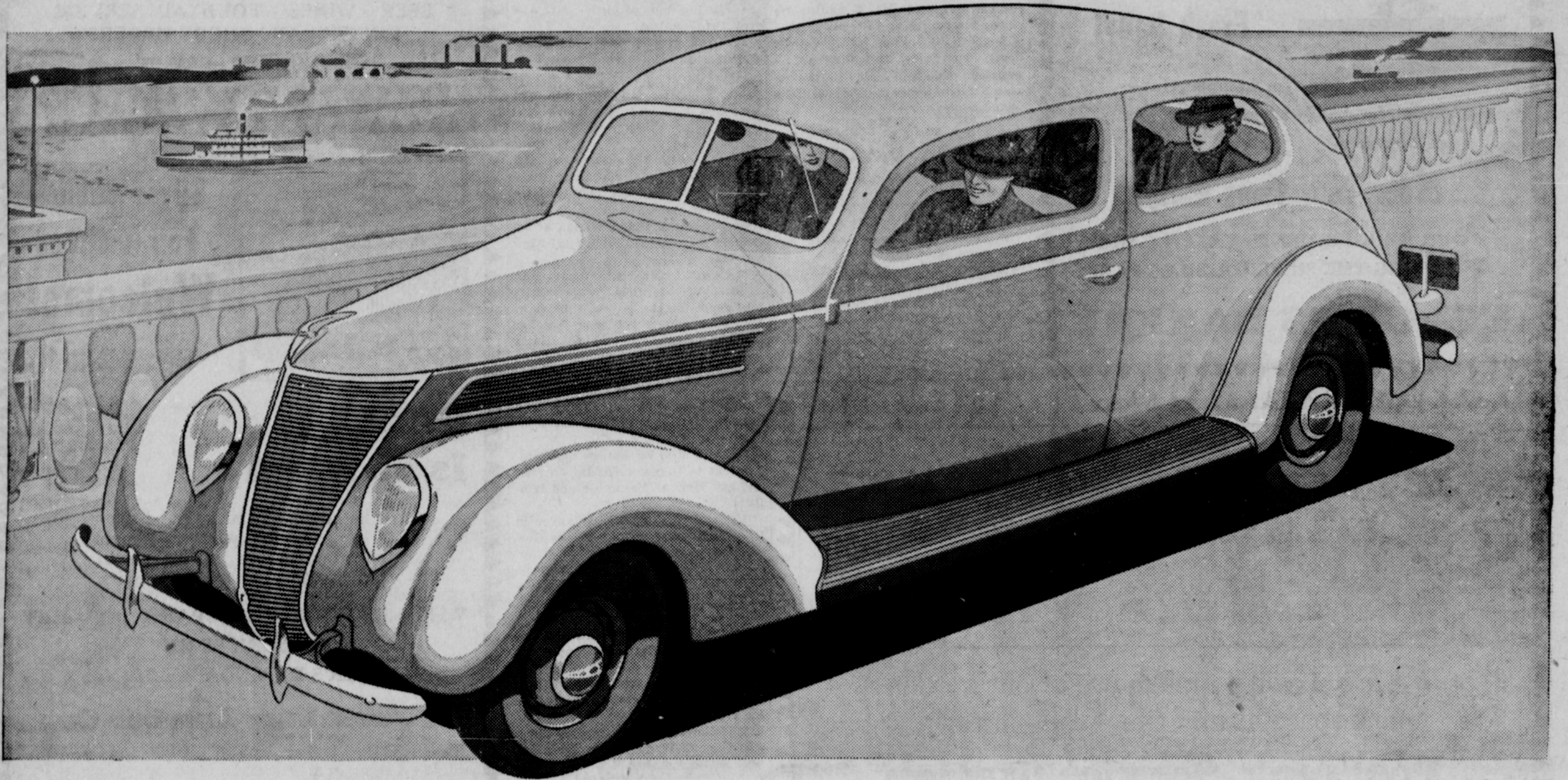


The Economy Car in the Low-Price Field



THE NEW 60-HORSEPOWER FORD V-8

It is natural to ask why a 60-horsepower engine is added to the Ford line for 1937. The answer is simply that the smaller engine makes possible a saving in weight—a car that costs less to run—and a lower price.

The 1937 Ford with the new 60-horsepower engine is for those who want maximum economy with good performance. It offers the smoothness and quietness you expect of a V-8—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.

New "60" Meets Many Needs

This Economy Car in the Low-price Field makes the Ford more than ever The Universal Car. It will appeal to families with small budgets. To salesmen who drive their own cars and want to pare expenses to the last penny. To farmers who need a rugged, inexpensive car for bad roads in all weathers. To fleet owners who must hold mileage costs down. To women whose cars are a part of the daily round of family or business duties. To two-car families as a general utility car . . . and to many others.

Improved 85-horsepower V-8

For those who want maximum performance with good economy, there is the improved 85-horsepower V-8 engine. It delivers the flashing speed and acceleration for which the Ford V-8 engine is

famous. Yet improved carburetion enables it to give its thrilling performance with unusually good gasoline mileage.

Beyond the choice in engines, the 1937 Ford car is one size—one wheelbase. Its appearance is modern and streamlined. Body-structure is all steel. New Easy-Action Safety Brakes give faster stops with about one-third less pedal pressure. It is big, roomy and engineered throughout for the quiet you expect of a quality car.

You are invited to see the New Ford V-8 Cars for 1937—in two engine sizes—at the showroom of the **Rohrman Motor Co.**

Ask any of the great number of local owners how they like their new Ford "60".

Owners report from 21 to 28 miles per gallon

FEATURES OF THE 1937 FORD V-8 CARS

APPEARANCE—Distinctive modern design. Headlamps streamlined into fender aprons. Modern lid-type hood. Larger luggage space and spare tire concealed within body. Interiors entirely new in design. Slanting V-type windshield opens in all closed cars.

BRAKES—You want two things in a modern braking system. Dependability—and soft pedal action. The Easy-Action Safety Brakes in the new Ford give you both, with "the safety of steel from pedal to wheel." Cable and conduit control type. Self-energizing—car momentum is used to help apply brakes. About one-third less pedal pressure is required to stop the car.

SAFETY—All-steel. Top, sides, floor and frame welded into a single steel unit of great protective strength. Safety Glass throughout at no extra charge.

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

Now on Display

ROHRMAN MOTOR COMPANY

Our Shop is Modern — Our Service Guaranteed