



F O R D V - 8 F O R 1 9 3 7



"WE SAY THIS FORD V-8 IS THE
BEST CAR WE HAVE EVER MADE"

—HENRY FORD.

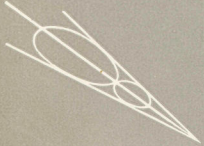
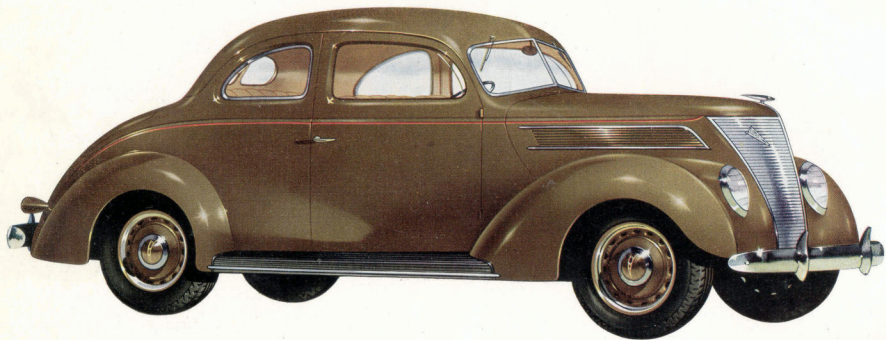


V - 8 P E R F O R M A N C E W I T H A N E W O P E R A T I N G E C O N O M Y

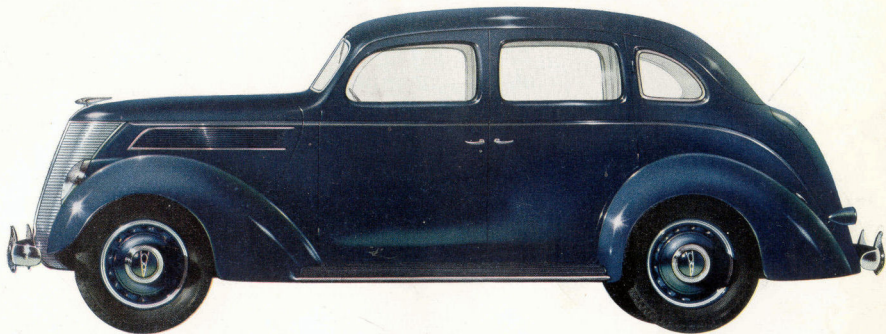
This brilliant new V-8 still further enhances Ford reputation for outstanding quality and value. Ford built that reputation with a series of V-8 models which brought a new conception of fine-car, economical motoring to more than 3 million owners throughout the world. And now for 1937 Ford presents a model which in every respect, is *the* car for 1937. Also presented for the first time are two entirely new body types, the Club Coupe and the Club Roadster—models which are destined to set a new fashion in motoring. The V-8 for 1937 is fundamentally the same as those Ford V-8's which have

won the world's approval . . . it has all the advantages so long exclusive to V-8 performance *plus* new Operating Economy and many mechanical and body refinements which bring an even higher degree of general excellence. Ride in this splendid Ford V-8 for 1937 — study and compare these value features: V-8 Engine giving New Operating Economy. All Steel Closed Bodies — Steel Frame, Roof, Sides, Floor. Safety Glass All Round. New Streamlined Style. New Quietness in Operation. New Large-capacity Luggage Trunk. Easy-action Cable and Conduit Brakes. Luxurious Comfort and Equipment.

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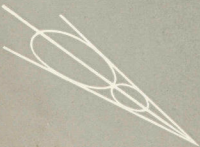
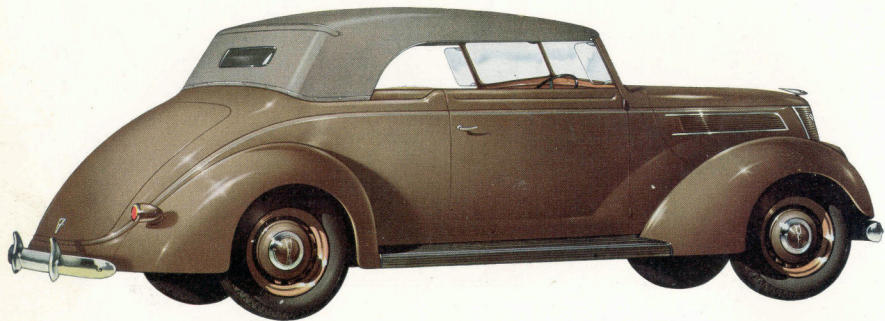


THE DE LUXE CLUB COUPE One of the new body types—an unusually handsome Coupe with room *inside* for six passengers. Luxurious interior appointments. The wide front seat is adjustable and back divides to give access to rear seat. Rear seat is removable providing exceptionally commodious luggage or carrying space. De Luxe equipment, including new flexible steering wheel with rustless steel spokes, two matched tone horns, two screen wipers.

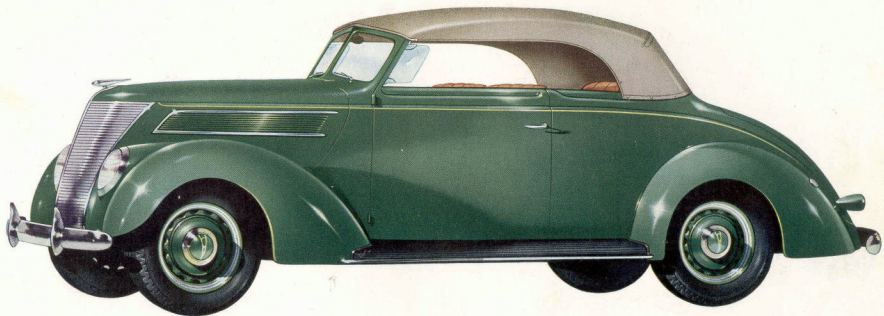


THE DE LUXE TOURING SEDAN A thoroughly modern car from its streamline beauty to the brilliant performance of its V-8 engine. All-Steel body with one piece steel roof, steel sides and floor. Safety Glass all round. Luxurious upholstery and interior style. New design large capacity luggage trunk. New V-type windscreen. De Luxe equipment includes new flexible type steering wheel, two matched tone horns and two independently operated screen wipers.

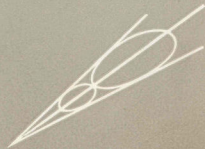



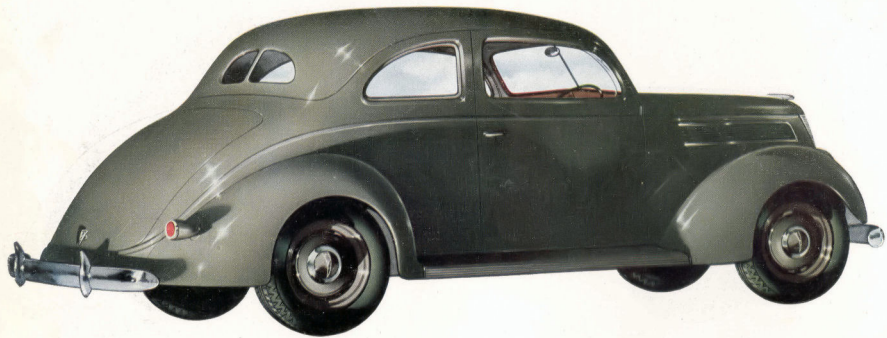


THE CLUB ROADSTER An adaption of Phaeton and Roadster types into a new model having the advantages of both. With the increased usefulness of its new-type body which seats six under the hood, this spirited roadster is ideal for the owner who combines business and pleasure driving. Rear seat is removable providing extra luggage space. Safety Glass windscreen. Wings optional at extra cost. Handsome tan hood completes the smart appearance of this fine Roadster.

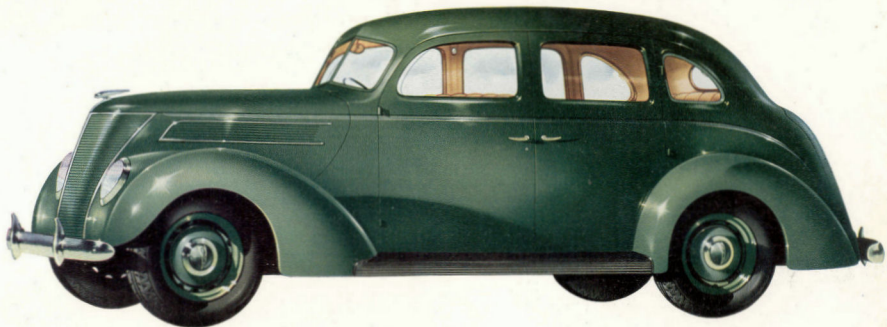


THE DE LUXE CLUB ROADSTER New in design and style, this smart Roadster will appeal to a wide circle of motorists. It has seating for six passengers, all accommodated under the hood. The wide adjustable front seat is divided for easy access to rear seat. Rear seat is removable providing exceptional luggage space. Safety Glass windscreen and wings. De Luxe equipment includes flexible type steering wheel, two matched tone horns, dual screen wipers.





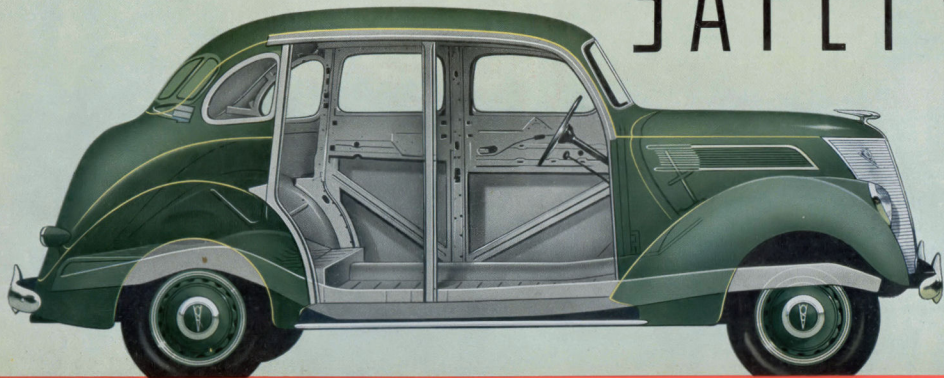
THE CLUB COUPE A splendid car for business or professional use. The new-type body accommodates six passengers inside and with the rear seat removed is easily converted into a single seater commercial type Coupe with maximum luggage carrying space. All Steel Body—one-piece steel roof, steel sides, and floor. V-type windscreen and all windows of Safety Glass. A rising type front seat with a dual range of adjustments. An ideal Business Coupe—smart, comfortable, efficient.



THE TOURING SEDAN A big, roomy, comfortable sedan with the stylish 1937 V-8 line. All-steel body with one-piece steel roof, steel sides and floor. Safety Glass in the new V-type windscreen and all windows. New design large-capacity luggage trunk. Interiors designed for maximum riding ease with deep restful upholstery. Front seat is adjustable. This V-8 model will appeal to business executives, salesmen and other commercial users as well as private owners.



SAFETY



ALL STEEL BODY STRUCTURE — FRAME, ROOF, SIDES, FLOOR

With the safety of driver, passenger and pedestrian a matter of national concern today, no one can afford to choose a car without asking whether it provides every possible safeguard. In building the Ford V-8 for 1937, safety has been studied from every angle. The result is the safest Ford car ever offered. Closed bodies are of all steel structure. The steel frame is sheathed with steel panels—roof, sides and floor. The whole is welded into a single steel unit of greatest protective strength. The steel roof is a

single stamping from windscreen to below rear window. Extra safety is built into every feature of body and chassis. Safety Glass All Round. New Easy-Action Cable and Conduit Mechanical Brakes. Centre of gravity is low. Big tyres give greater traction on any road surface. The rugged steel wheels have tremendous strength and in addition you have the dependable safety of V-8 performance. Cost has not counted in the determination to make Ford V-8 for 1937 a thoroughly safe car.

IS FIRST IN THE FORD V-8 . . .

FORD EASY-ACTION SAFETY BRAKES

You want two things in a modern braking system — absolute dependability and soft pedal action. Ford V-8 for 1937 gives you both. It is equipped with mechanical brakes because they are positive, direct and dependable under all driving conditions. These new easy-action safety brakes are cable and conduit control type. Steel cables supply the braking force between pedal and wheel, the cables passing through flexible “conduit” tubes between frame and wheel. Ford brakes are self-energizing—the momentum of the car is used to help apply the brakes. Less pedal pressure is required and you have “the safety of steel from pedal to wheel.”



SAFETY GLASS ALL ROUND — WINDSCREEN AND ALL WINDOWS

Ford was the first economically-priced car to adopt Safety Glass as standard equipment. All models in the 1937 Ford V-8 range have Safety Glass All Round—in every window as well as windscreen. Ford emphasis on safety is further stressed by the new V-type windscreen which gives greater visibility and reduces glare from oncoming headlights at night.

Safety Glass, like the all-steel body and the quality V-8 engine, is typical of the added *value* constantly being built into the Ford V-8 car. This policy of continuous improvement—of always giving you more for your money—is the policy which has established the Ford V-8 as the outright leader in motor car value.



FEATURES OF FORD V-8 FOR 1937



FRONT SEAT IN NEW CLUB MODELS

New full-width front seat in the Club Models holds three. Seat-back divides and either side tilts forward for easy entrance to rear compartment. The rising type front seat has a dual range of adjustments.

LUGGAGE COMPARTMENT

All 1937 Sedans have spacious new-design lock-up luggage trunk at rear fitted with full-width door opening from bottom. The new trunk provides unusually roomy space for several good-sized pieces of luggage. Special compartment also provided in trunk for spare tyre and tools. In the new Club Coupe and Club Roadster types rear seat is removable providing extra carrying space from back of front seat to rear of boot.

EASY DRIVING

Easier steering, starter button on instrument panel, hand-brake lever at right under dash, gauges grouped for rapid reading, softer brake pedal pressure make the new Ford V-8 even easier to drive. De Luxe models have new flexible type steering wheel.

NEW BONNET

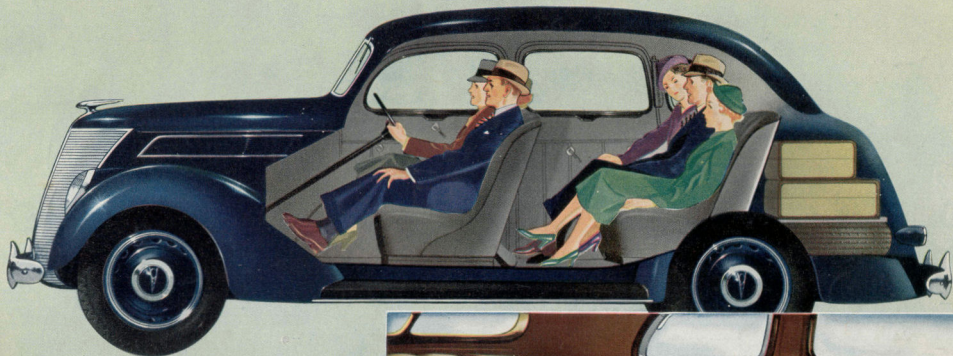
Modern lid-type bonnet of the 1937 V-8 is hinged at back. Smartly styled radiator ornament fastens it when closed. Engine readily accessible for service. Battery is now located in dash recess under bonnet.

FORD-PHILCO RADIO

Designed especially for the Ford V-8, this fine receiver gives performance equal to a 9-valve set. Perdynamic speaker, mounted above windscreen has flawless, mellow tone. Controls fit neatly into centre of instrument panel. Optional equipment at extra cost.



FORD CENTRE-POISE COMFORT

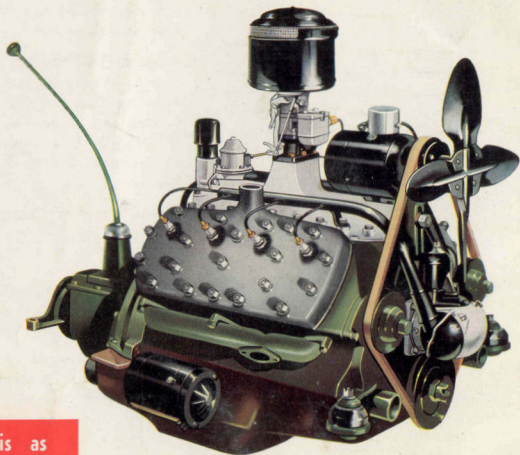


The restful comfort which is a feature of the 1937 V-8 at any speed comes from two basic principles of Ford design. First, the Ford Centre-Poise Ride cradles passengers near the centre, *between* the springs. Greater spring leaf taper and positive spring leaf lubrication make spring action smooth and silent. Second, the compact V-8 engine requires less space under the bonnet, permits *more room in the body* for passengers and luggage. Sliding glass Clear-Vision Ventilation in all closed body types gives added comfort. In all V-8 models a new rising type front seat provides a dual range of adjustment for people of different stature. The normal position gives greatest comfort for taller people. Moved forward the seat automatically is also raised, back becomes more vertical giving equal comfort for shorter persons.



ONLY FORD AND THE WORLD'S FINEST CARS HAVE A V-TYPE ENGINE

More than three million owners are already enjoying the superior performance of the Ford V-8 Engine. Service records have proved the V-8 the most economical of all Ford engines. And now for 1937 further refinements in this engine bring even greater economy. No engine is built to a finer quality standard than the famous Ford V-8. The simplicity and precision of its design mean long trouble-free life, and genuine operating economy. Other refinements in the 1937 Ford V-8 engine which ensure still smoother, quieter, more efficient operation are new engine mounting, improved exhaust system, new self-lubricating water pumps and new 15 $\frac{3}{4}$ " diam. fan.



"We say that our 8-cylinder engine is as economical to operate as any lower number of cylinders" HENRY FORD

3 MILLION OWNERS HAVE PROVED THE FORD V-8 ENGINE

S P E C I F I C A T I O N S

ENGINE.

V-8 90° L Head. Piston displacement 221 cubic inches. Bore 3 1/16 in. Stroke 3 3/4 ins. H.P. Rating R.A.C. 30.00. B.H.P. 85 at 3,800 R.P.M. Lubrication—forced feed to all Main, Connecting Rod and Camshaft bearings. Capacity 4 quarts. Cylinder head material De Luxe Models—Aluminium. Non De Luxe models Cast Iron.

CRANKSHAFT.—Special Ford cast alloy steel. Weight 63.5 lbs.; 3 main bearings; total main bearing surface. 40.5 sq. inches. Statically and dynamically balanced.

CARBURETTOR.—Dual down-draught carburettor with oil bath type air cleaner.

FUEL SYSTEM.—Engine driven fuel pump. Terne plate steel fuel tank mounted at rear; capacity 12 1/2 gallons.

COOLING.—Tube and fin type radiator. 362 sq. ins. cooling surface. Capacity 4 1/2 gallons. 4 Blade, 15 3/4 in. fan. Centrifugal water pumps, at front of each cylinder block.

IGNITION.—Battery coil and distributor. Distributor driven directly off end of camshaft. Full automatic-vacuum control.

PASSENGER CAR CHASSIS.

CLUTCH AND TRANSMISSION.—Dry Single Plate Clutch with plate pressure increased by centrifugal force. Diameter 9 in. Surface 75 sq. in. 3 Speed selective gear transmission. All gears silent helical type. Synchronised second and high gears.

BRAKES.—Four wheel cable and conduit operated internal expanding. 2 shoe type with controlled self-energising brake shoes. Adjustment by outside stud on each brake plate. Total braking area, 186 sq. in. Hand lever location—right side of steering wheel under instrument panel. Hand brake operates on all four wheels.

SPRINGS.—Ford transverse cantilever front and rear of chrome alloy steel. Controlled by adjustable double acting hydraulic shock absorbers. Spring leaves grooved to take pressure gun lubrication through lubrication nipple on tie bolt.

FRAME.—Special Ford design. Pressed carbon steel. Double drop, with X members. Channels extending to ends of frame. Main side members, depth 5 1/2 ins., width 2 in.

STEERING GEAR.—Worm and Roller. Ratio 18.2 to 1. Worm mounting—Two tapered roller bearings. Wheel diameter 17 in.

FRONT AXLE.—Special Ford carbon manganese steel. "I" beam reverse Elliott. Adjustable tapered roller wheel bearings.

REAR AXLE.—3/4 floating type. Spiral bevel gear with straddle mounted pinion. Material of Ford carbon manganese steel. Roller bearings throughout. Gear Ratio 3.78 to 1. Shafts 1 1/8 in. diameter.

ROAD CLEARANCE.—8.5 in. TYRES 6.00 x 16. Pressure 30 lbs.

TURNING CIRCLE.—40 ft. right or left.

WHEELBASE 112 in. Springbase 123.13 in.

Ford Motor Company of Australia Pty. Ltd., whose policy is one of continuous improvement, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.



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OF THE BRITISH
EMPIRE**