

FORD V-8 FOR 1937

Introducing Also Two Entirely New Body Types

THE CLUB COUPE ★ THE CLUB ROADSTER

FORD V-8 FOR 1937

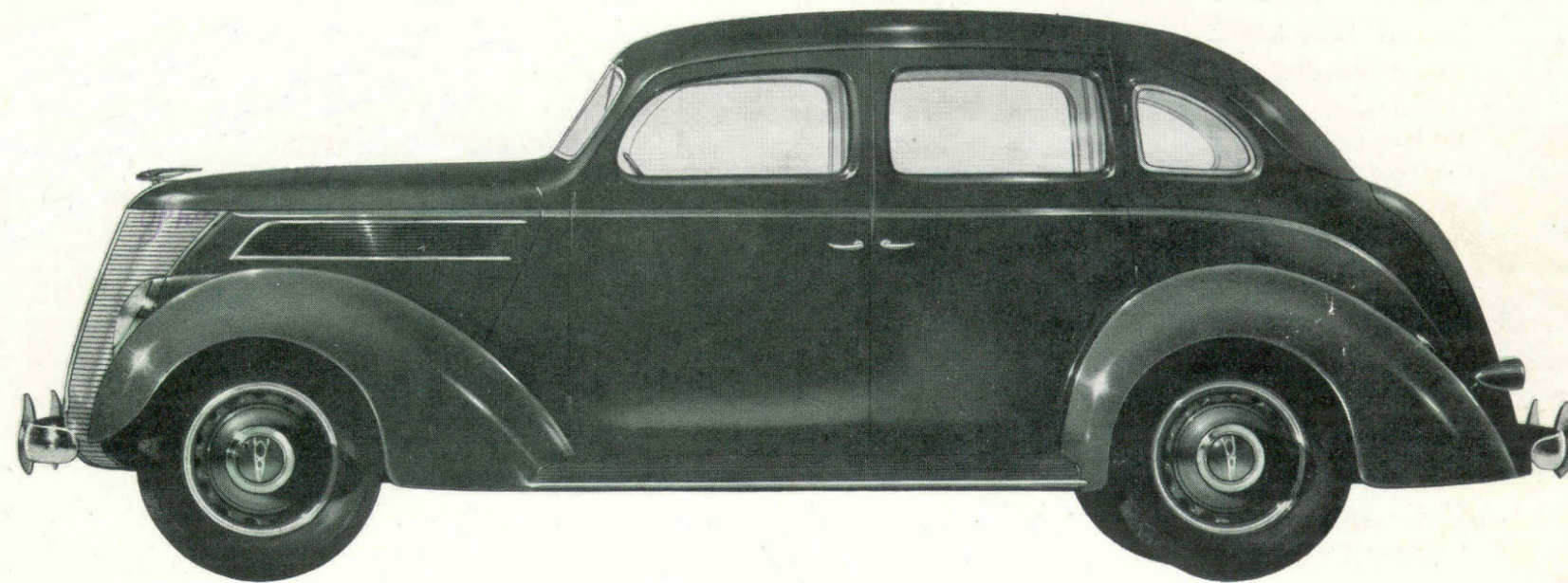
This brilliant new car still further enhances Ford reputation for outstanding quality and value. Ford built that reputation with a series of V-8 models which brought a new conception of fine-car, economical motoring to more than 3 million owners throughout the world. And now for 1937, Ford presents a 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 start 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 SAFETY CABLE AND CONDUIT BRAKES. LUXURIOUS COMFORT AND EQUIPMENT.

A PRODUCT OF THE BRITISH EMPIRE

FORD V-8
FOR 1937

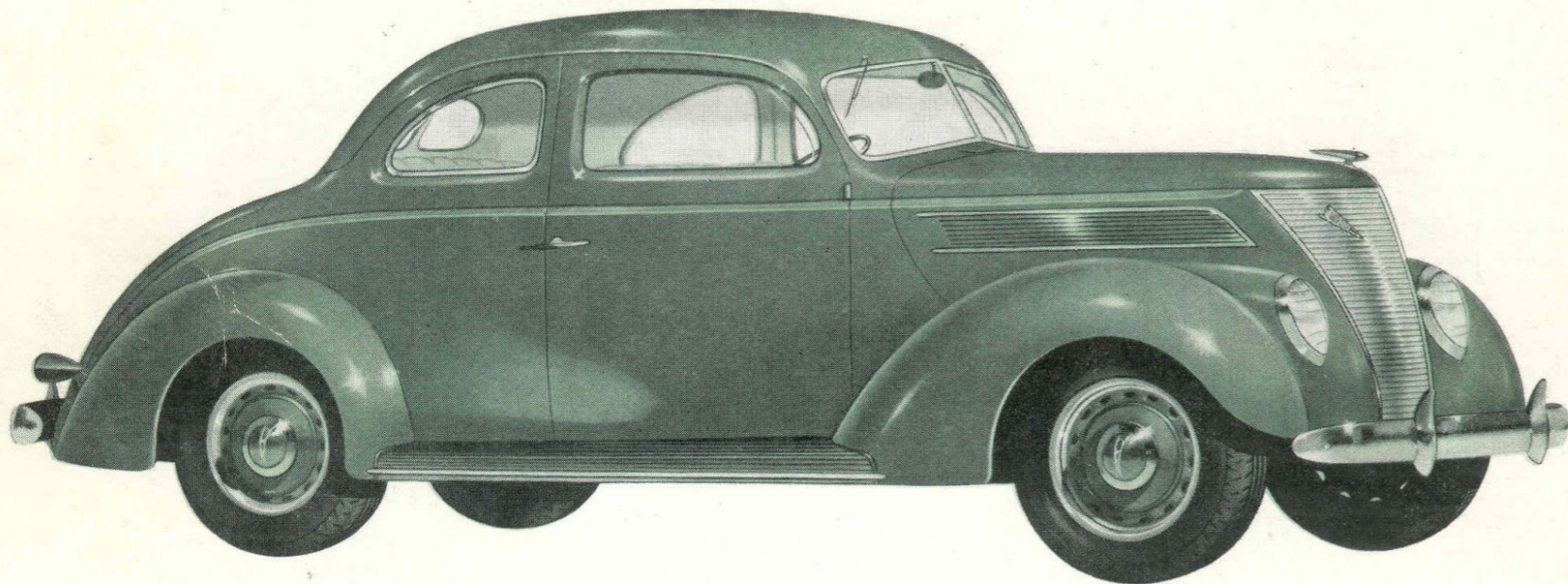


DE LUXE TOURING SEDAN

A thoroughly modern car—from its streamlined beauty to the brilliant performance of its V-8 engine. All-Steel body. Safety Glass all round. New larger capacity luggage trunk. New V-Type windscreen. New flexible type steering wheel with rustless steel spokes, two matched horns and dual windshield wipers. A Touring Sedan without De Luxe equipment is also available.

FORD V-8

FOR 1937

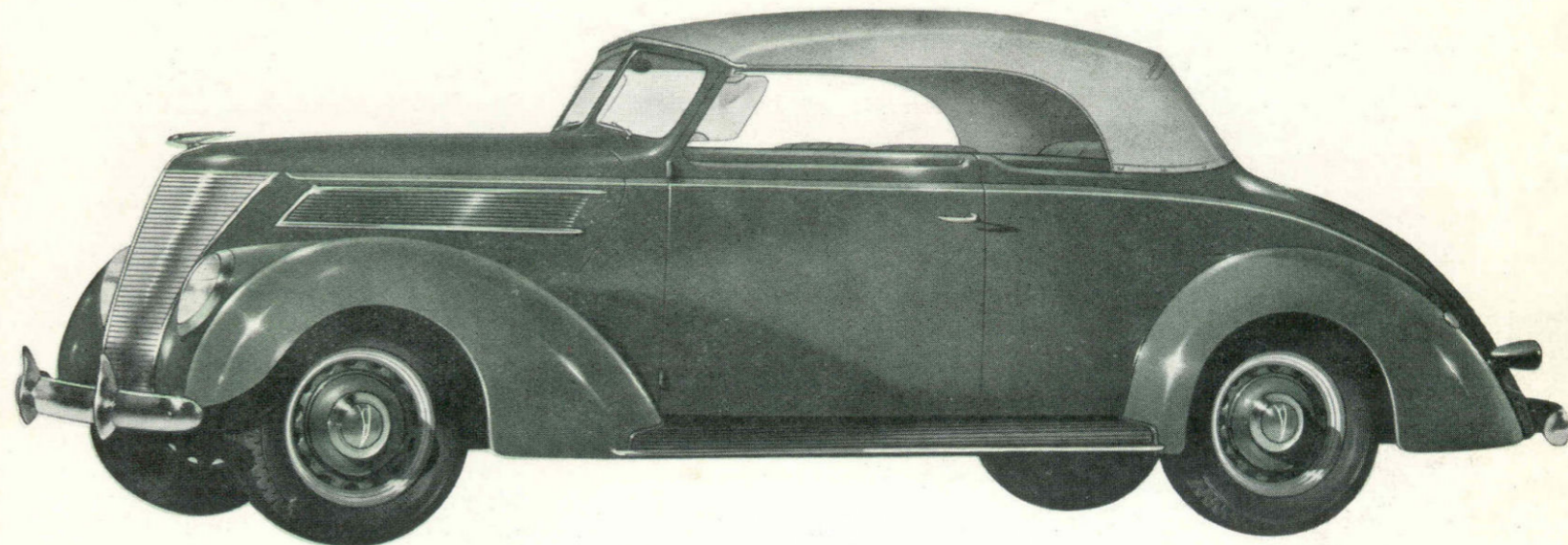


DE LUXE CLUB COUPE

One of the new body types—a coupe in appearance with room inside for six passengers. Front seat is full width, the back being split to tilt forward allowing easy access to rear compartment. Rear seat is removable, providing exceptionally commodious luggage or carrying space. All-Steel body. Safety Glass all round. The Club Coupe is available with or without De Luxe equipment.

FORD V-8

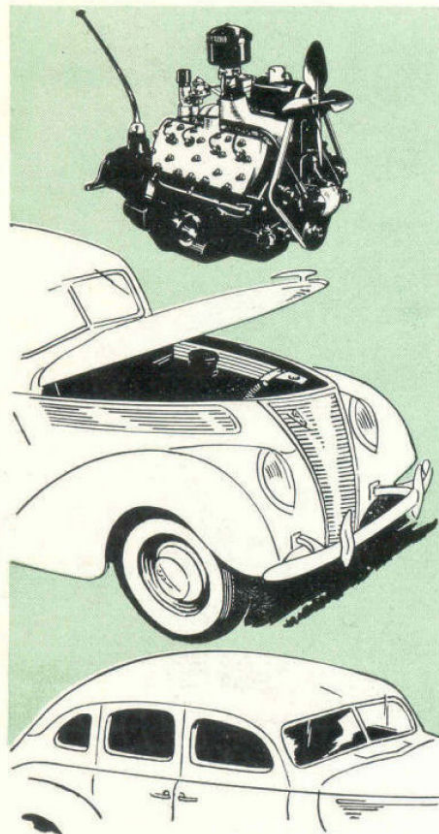
FOR 1937



DE LUXE CLUB ROADSTER

This new type roadster seats six and provides new comfort for rear seat passengers by accommodating them under the handsome tan hood. The wide front seat is adjustable, and is split to allow access to rear seat. Rear seat removable, providing large carrying space. Safety Glass windscreen and wings. The Club Roadster is available with or without De Luxe equipment.

FEATURES OF FORD V-8 FOR 1937



V-8 ENGINE GIVING NEW OPERATING ECONOMY.

Mechanical refinements make possible a new standard of economy in this famous Ford V-8 engine. V-8 smoothness, acceleration and dependability are other important features.

ALL STEEL CLOSED BODY.

The frame structure in Ford V-8 closed bodies is all steel. Frame is sheathed with steel panels—sides, floor and roof—all welded into a single unit of greatest protective strength. The steel roof is a single stamping from windscreen to below rear window.

NEW STREAMLINE STYLE.

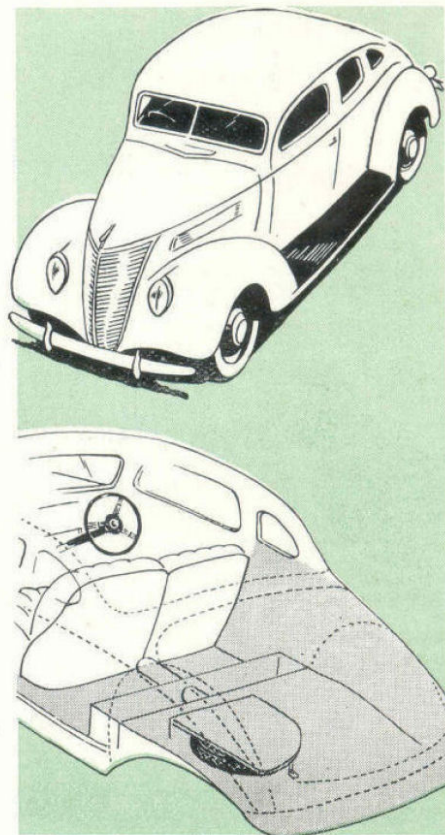
Brilliant new design that strikes the modern note in streamlined style. Distinctive front end with recessed headlamps, modern lid-type bonnet hinged at back and a slanting V-type windscreen which *opens* in closed models.

TWO NEW BODY TYPES.

For 1937 Ford introduces the Club Coupe and the Club Roadster—new body types which will appeal to a wide circle of motorists. All passengers are seated *inside*. Rear seat may be removed providing exceptional carrying space.

SAFETY GLASS ALL ROUND.

Ford was the first economically priced car to adopt safety glass as standard equipment. All 1937 V-8 models have Safety Glass all round—in every window as well as windscreen.



ENGINEERED FOR QUIET.

Ford V-8 for 1937 is designed and engineered throughout for the quiet you expect of a quality car. New design springs are pressure lubricated for quiet operation. New method of engine mounting, the mounting of body on rubber, body insulation, new arrangement of exhaust piping and muffler mounting, refinements in rear axle and drive shaft all contribute to greater quietness.

NEW DESIGN LUGGAGE TRUNK.

By every standard the 1937 V-8 is a big, roomy car—with ample space for passengers and luggage. The newly designed luggage trunk, which forms an attractive part of Sedan body, is larger and even more accessible.

EASY ACTION SAFETY BRAKES.

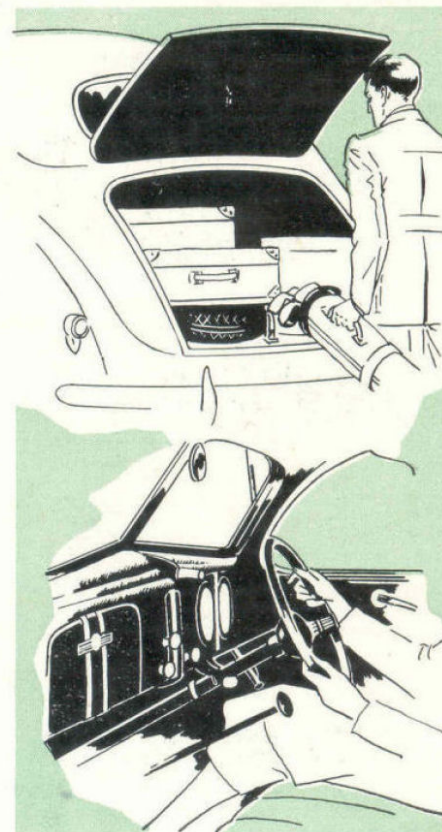
The new Ford brakes give you dependability and soft pedal action. They are self-energising cable and conduit control type—steel cables supply the braking force between pedal and wheel. Cables pass through flexible "conduit" tubes between frame and wheel. Less pedal pressure is required.

COMPLETE EQUIPMENT.

All models have arm rests, ash trays, enclosed glove compartment, sun visors. Starter button mounted on instrument panel. Hand brake lever conveniently placed under dash.

MODERN COMFORT.

New interior design makes the V-8 for 1937 even roomier and more comfortable. Upholstery is deep and restful. Long tapering springs, low centre of gravity and the famous Ford Centre-Poise Riding are other refinements which ensure maximum comfort.



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

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

ENGINE.

V-8 90° I. Head. Piston displacement 221 cubic inches. Bore $3\frac{1}{16}$ in. Stroke $3\frac{3}{4}$ 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 $12\frac{1}{2}$ gallons.

COOLING.—Tube and fin type radiator. 362 sq. ins. cooling surface. Capacity $4\frac{1}{2}$ gallons. 4 Blade, $15\frac{3}{4}$ 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 of chrome alloy steel front and rear. Controlled by adjustable double acting hydraulic shock absorbers. Spring leaves grooved to take pressure-gun lubrication, fitting 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 $5\frac{1}{2}$ ins.

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.— $\frac{3}{4}$ 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 $1\frac{1}{8}$ 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.