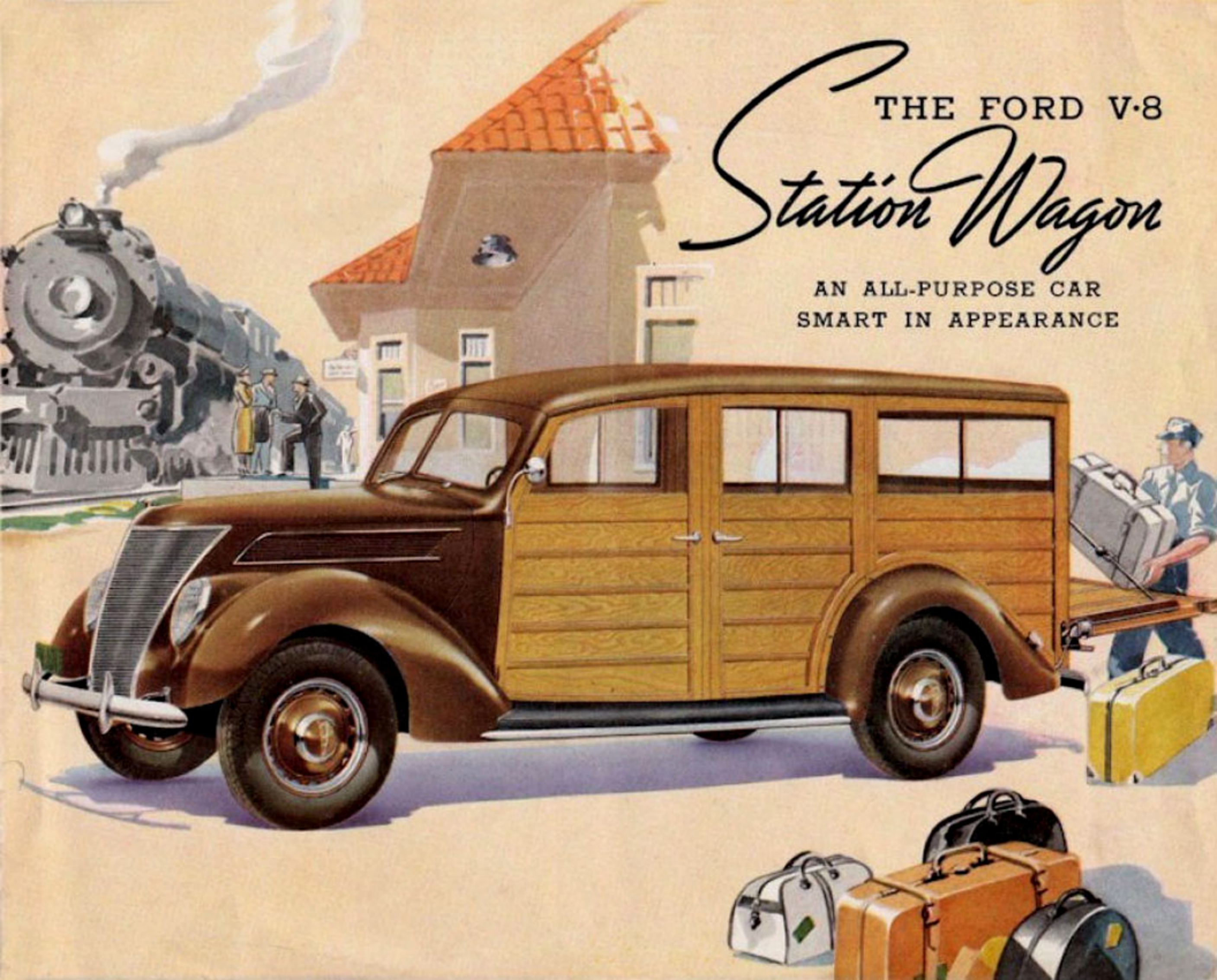


THE FORD V-8

Station Wagon

AN ALL-PURPOSE CAR
SMART IN APPEARANCE

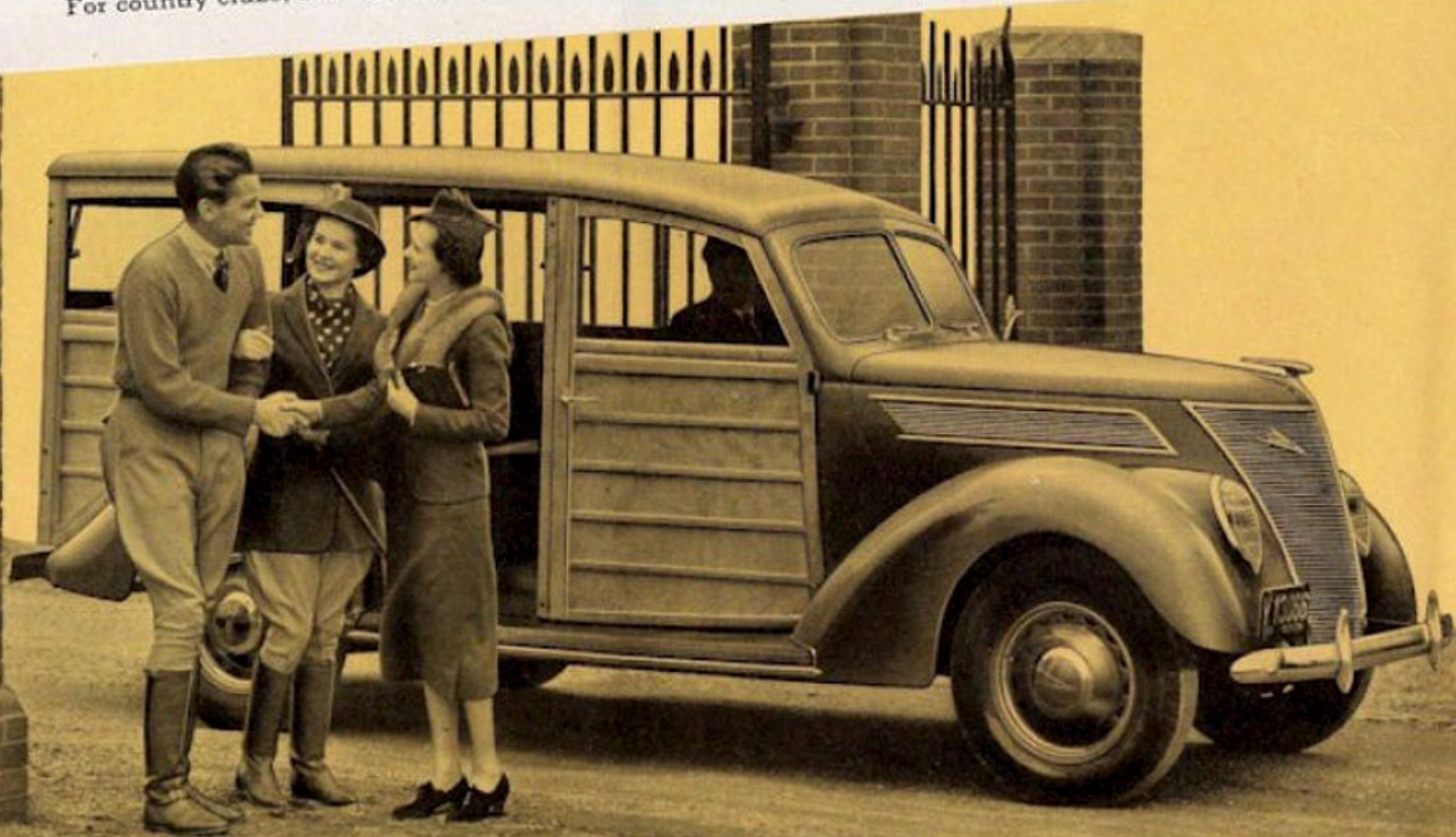


FOR DISTINGUISHED HOSTS . . .

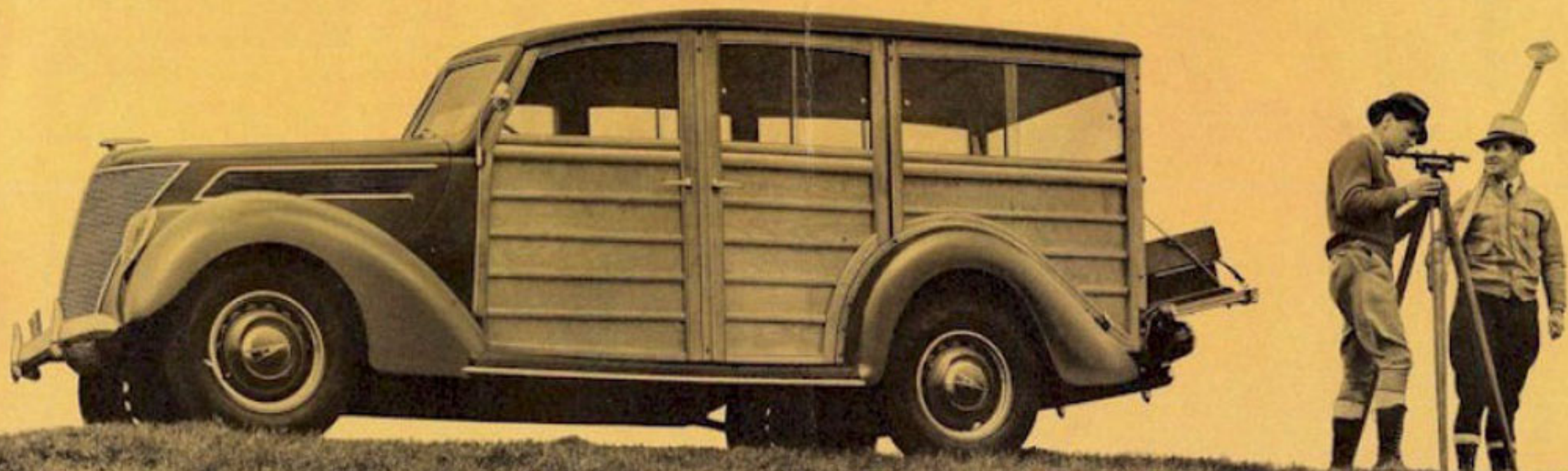
The Ford V-8 Station Wagon at the depot is a handsome representative of fashionable hotel or country estate. It forms a guest's first impression of the protecting courtesy which he looks for throughout his visit. Proprietors, who know how to play the perfect host—hosts, who know how to extend unlimited hospitality, welcome guests with a smart Ford V-8 Station Wagon.

The Station Wagon is a distinctly de luxe model. For country clubs, inns, gentlemen farmers, it is

a pattern of stylishness. There is capacity for seating eight comfortably, with ample room on the tailgate for luggage. Garages in business areas find it excellent for taking their customers to the office. Clubs use it for moving ground crews and their equipment. For transporting a week-end party to the yacht, to the stables, the lodge or to the cottage by the seashore, it is ideal since it enables the party to travel en masse, taking supplies with them in comfort.



AND FOR HOSTS OF TASKS



The sturdiness and adaptability of the Ford Station Wagon fit it perfectly for the service demanded by small expeditions which must carry both crew and tools quickly at little expense and possibly into rough country.

The center and rear seats are removable, making available a loading area of 98 cubic feet. This adaptability of the Station Wagon makes it the choice of the telephone and other public utility companies who must transport both workmen and equipment at the same time.

Ford Safety Glass is used in the windshield and front doors. Rear and side curtains are made of celluloid and can be raised into the top. Safety Glass is available in all windows, at small extra charge if desired.

The rugged construction of the

Station Wagon enables it to travel safely over rough ground. For surveying, wire-laying, and like engineering tasks, the Station Wagon fills all transportation and hauling needs. Camps and owners of summer homes also depend upon the Station Wagon for the double duty of bringing guests and supplies, and for carrying firewood and canoes.

The unique feature of the Ford V-8 Station Wagon is its complete suitability for general utility without in any way impairing passenger comfort. Although a scientific expedition could safely load a Ford Station Wagon with geological specimens from jagged canyons, its appointments and de luxe appearance give it acceptance on the finest of grounds. In fact, the Station Wagon is recognized as decidedly fashionable.

The spare tire detracts nothing from passenger space. Automatic spring fasteners lock the tailgate in closed position.



The broad tailgate is equipped with a weight-compensating spring to facilitate raising and lowering.



Front and rear seats each accommodate three. The center seat is double width, leaving ready access to rear. Rear seat can replace center seat, providing room for six with unusually large luggage space, or both center and rear seats can be removed completely.

DETAILS OF THE 1937 FORD V-8 STATION WAGON

85- OR 60-HORSEPOWER ENGINE—The Station Wagon is powered by the Ford V-type 8-cylinder engine, known for its pickup and smooth operation. The 1937 engine has improved carburetion, making it even more economical to run without sacrifice of flashing performance.

EASY-ACTION SAFETY BRAKES—The Station Wagon has the same new Safety Brakes that have evoked such enthusiasm from 1937 Ford car owners. They are cable and conduit control type, providing the safety of steel from pedal to wheel. Even if one wheel became disabled, the brakes would hold on all the others. It is next to impossible for this new braking system to fail.

A "self-energizing" principle has been employed. The rotation of the wheels increases the braking force. Tests prove that much less pedal pressure is required to stop the vehicle. That is why this new brake is called "Easy-Action."

SAFETY GLASS—Front doors and windshield are equipped with Safety Glass. Rear and side curtains are made of celluloid. They can be easily lowered or raised and carried in the top. Safety Glass in all windows is available at small extra cost.

SEATING CAPACITY—Eight. The center and rear seats are removable. The rear seat can be moved forward to replace the center seat making accommodation for six, with an extra large luggage capacity.

UPHOLSTERY—Imitation leather.

LOADING SPACE—With the rear and center seats removed the loading space is 98 cubic feet. (70.38 inches long, 52.5 inches wide, 45 inches high.)

COLOR—The body is natural wood finish—metal parts are Autumn Brown or other de luxe colors at purchaser's option.

TIRES—Five 6.00-16" 6-ply tires.

WHEELBASE—112".

EQUIPMENT—

Metal spare tire cover
Spare tire lock
Front and rear bumpers
Front bumper guards
De luxe steering wheel

Right and left windshield wipers
Chromium plated wheel bands
Chromium plated rear-view mirror
Glove compartment lock
Twin matched-tone horns