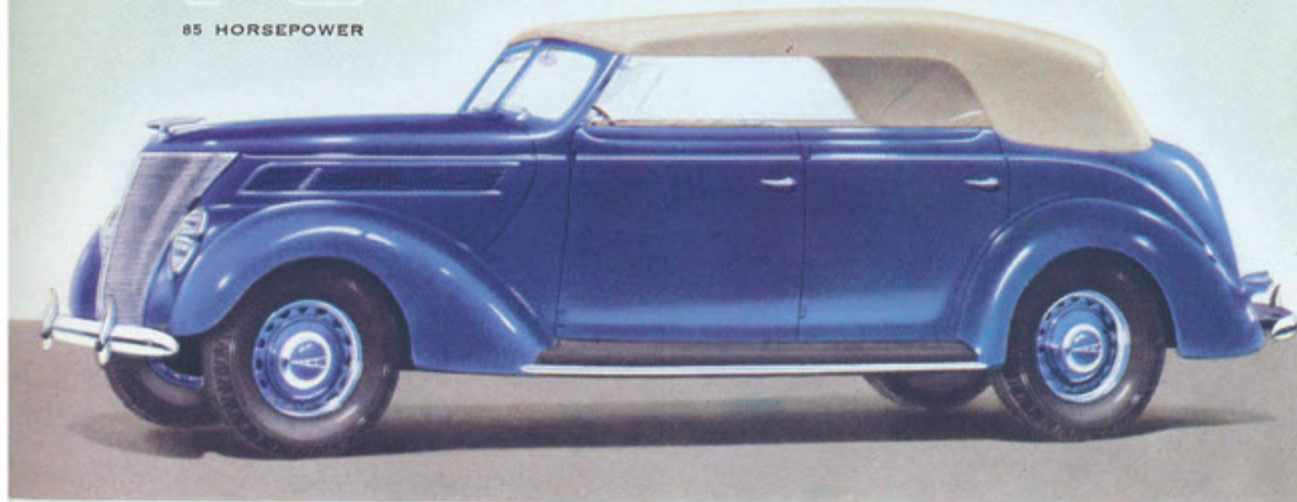
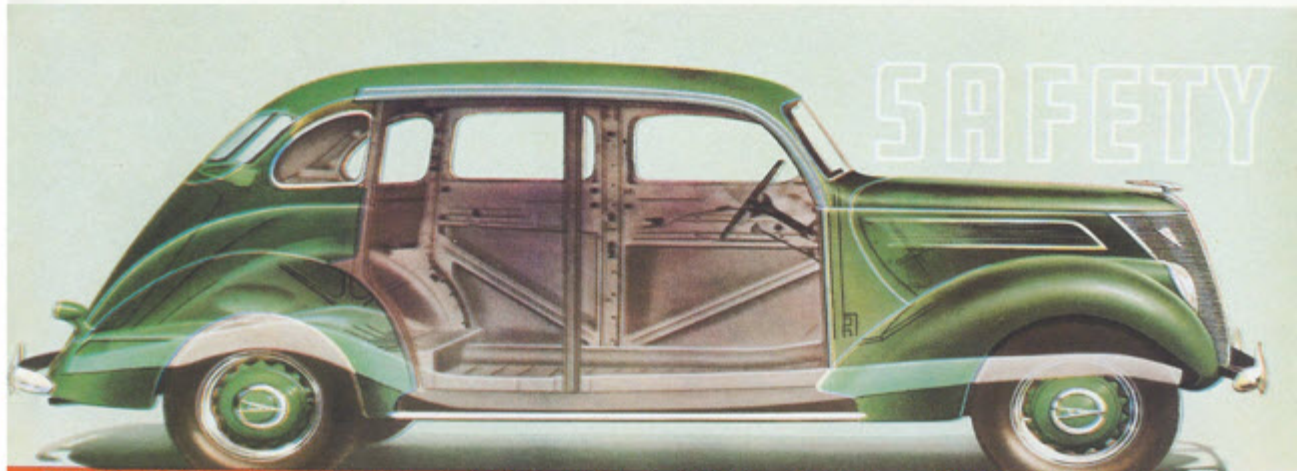


V-8 DE LUXE PHAETON 85 HORSEPOWER



The luxury of bright sky and streaming air on a fine day—but the handsome top raises easily and curtains snap quickly into place for bad weather. An unusually attractive Phaeton. Safety Glass windshield and wings. Large luggage compartment is reached from rear through wide door, and houses spare tire. Fenders of all 1937 Ford cars are deeply crowned, headlamps streamlined into fender aprons. Seat cushions Genuine Leather.



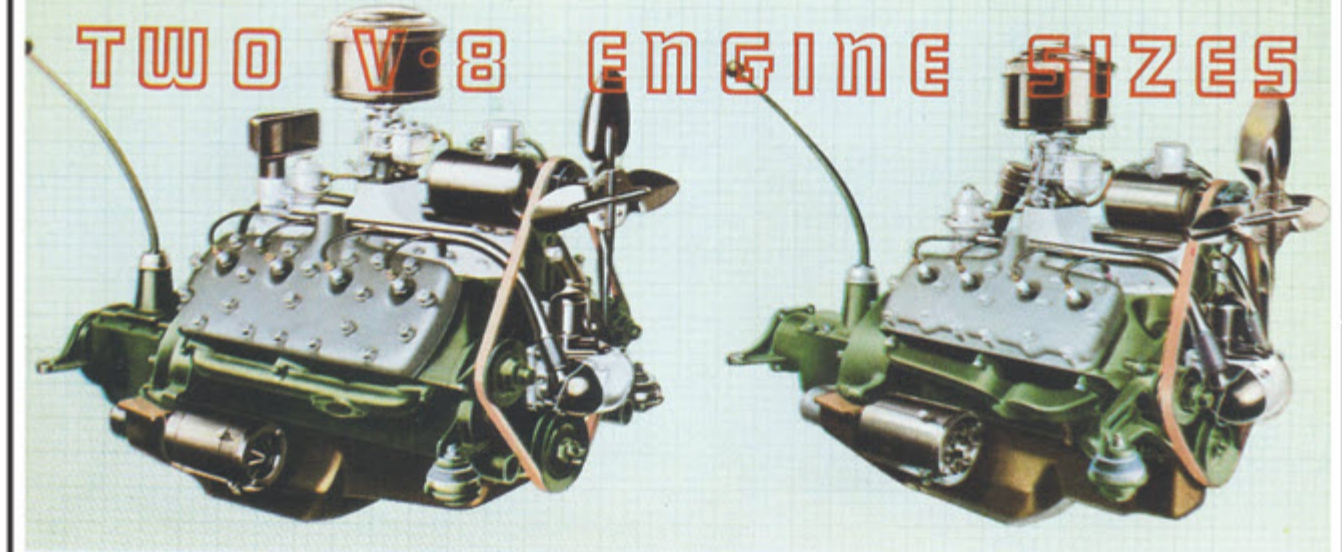
STEEL BODY STRUCTURE • STEEL TOP • STEEL FLOOR • STEEL SIDE PANELS

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. Cost has not counted in the determination to protect you and your family.

The 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.

Extra safety is in other things, too. Low center of gravity. Rugged steel wheels. Big tires which give greater traction on wet or icy pavements. V-8 acceleration. The new Easy-Action Safety Brakes. And the use of Safety Glass all around.



More than three million owners are already enjoying the superior performance of the Ford V-8 engine. The 1937 Ford broadens its service to the motoring public by offering a choice of two V-8 engine sizes—in the same size car.

The improved 85-horsepower V-8 engine delivers flashing speed and acceleration—with unusually low gasoline consumption.

The new 60-horsepower V-8 engine, optional

in five body types, delivers V-8 smoothness and quietness—even up to 70 miles per hour—with gasoline mileage so high that it sets an entirely new standard of economy in motor car operation.

The Ford V-8 engine has been refined and improved in many minor details for smoother, quieter, more efficient operation. These include new engine mounting, improved exhaust system, new self-lubricating water pumps and new fan location.

FORD EASY ACTION SAFETY BRAKES

All Ford and Lincoln-built cars for 1937 are equipped with mechanical brakes—because they are positive, direct and most reliable under all driving conditions. They give you “the safety of steel from pedal to wheel.”

Actually, you want two things in a modern braking system. Dependability—and soft pedal action. The new Ford brakes give you both. They are cable and conduit control type. Self-energizing—which means that the car’s momentum is used to help you apply the brakes. Tests show that about one-third less pedal pressure is required to stop the car.



SAFETY GLASS IN ALL WINDSHIELDS AND WINDOWS

Ford was the first manufacturer to use Safety Glass as standard equipment on a low-priced car. Every body type in the 1937 Ford V-8 line has Safety Glass all around—in all the windows as well as the windshield.

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 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 QUALITY CAR IN THE LOW-PRICE FIELD.





FRONT SEATS
New Sedan-type front seats in Tudor Sedans have full-width seat cushion, holding three. Seat-back dividers and either side tilts forward for easy entrance to rear compartment. Drivers' seats are adjustable.

LUGGAGE COMPARTMENT
Sedans have large compartment in rear deck reached through wide door opening from bottom. Provides unusual space for several good-sized pieces of luggage besides spare tire. Touring types have extra large luggage space as shown.

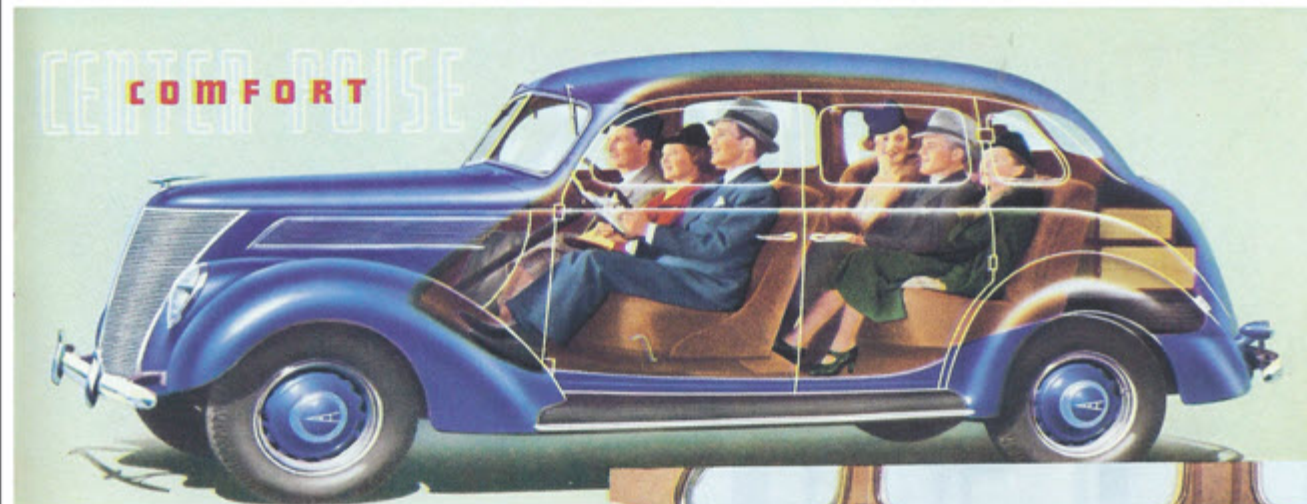
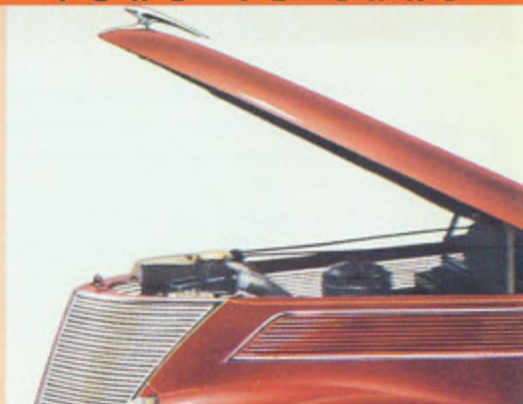


FEATURES OF THE NEW FORD V-8 CARS



EASY DRIVING
Easier steering, starter button on instrument panel, parking brake at left under dash, gauges grouped for rapid reading, and lower brake pedal pressure make the Ford easier to drive. V-type windshield cuts glare for night driving.

NEW HOOD
Modern lid-type hood of the 1937 Ford is hinged at the back. Radiator ornament fastens it when closed. Engine readily accessible for service. Battery under hood in a recess on the dash for new servicing convenience.



The restful comfort you feel in the 1937 car at any speed comes from two basic principles of Ford design.

First, the Ford Center-Poise Ride cradles passengers near the center, between the springs, away from the bumps. Long tapering spring leaves and interleaf pressure lubrication make spring action smooth and silent.

Second, the compact V-8 engine requires less space under the hood, permits more room in the body for passengers and luggage. Sliding glass Clear-Vision Ventilation in all closed body types gives added comfort.



NEW 60-HORSEPOWER ENGINE OFFERS NEW ECONOMY

It is natural to ask why a smaller engine is made optional in certain of the Ford cars for 1937. The answer is simply that the smaller 60-horsepower engine makes possible a lighter car—a lower-priced car, with lower operating costs.

The 60-horsepower engine was designed for those who want maximum economy—with good



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performance and big-car comfort and convenience.

It will appeal to large families with small budgets. To salesmen who drive their own cars and want to pare down expenses. To farmers who need a rugged, inexpensive car. To mailmen who must cover their routes economically. To fleet owners who see gasoline savings as black ink in their ledgers. To women



The Car for Business

whose cars are part of the daily round of family or business duties. To two-car families as a general utility car.

There are many more drivers to whom lower first cost and lower operating cost are important news. Perhaps you are among them. Your Ford dealer can show you the new car with the new 60-horsepower V-8 engine.



The Economy Car

FEATURES OF THE NEW FORD CARS

MODERN APPEARANCE: New streamline design. A wide roomy car. Slanting V-type windshield opens in all closed cars. Headlamps streamlined into fender aprons. Modern lid-type hood hinged at back.

NEW INTERIORS: Entirely new in design. Starter button on instrument panel, parking brake lever under panel within easy reach. Tudor Sedans have full-width front seat cushion, with divided seat back. Either half tilts forward. Adjustable driver's seat rises as it slides forward.

ALL-STEEL BODY: Steel top, sides, floor and frame are welded into a single steel unit of great protective strength. Safety Glass all around.

EASY-ACTION SAFETY BRAKES: Cable and conduit control type. "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 required.

ENGINEERED FOR QUIET: Newly-designed springs pressure-lubricated. New methods of mounting body and engine, new exhaust piping, rear axle and drive shaft improvements, all contribute to new standard of quiet.

EASIER STEERING: Steering gear ratio increased to 18.2 to 1. New worm and roller type steering gear makes the 1937 Ford easier to handle.

MODERN COMFORT: Modern design, and the compact V-type engine, provide extra space in the body for passengers and luggage. Comfort of the Center-Poise Ride increased by smoother action of long-tapering springs.

DE LUXE APPOINTMENTS: Chromium-plated radiator grille and windshield frame or head. Rustless steel running board mouldings. Two matched-tone horns behind radiator grille. Two tail lights. Mouldings and instrument panel in American walnut grain finish. Two swivel type sun visors. Glove compartment. Ash tray in instrument panel and rear compartment of sedans. Interior hardware in taupe finish. Arm rests. Choice of Mohair or Broadcloth in all closed cars. Seat cushions of convertible bodies in antique-finished Genuine Leather or Cord. Genuine Leather in open bodies. Rumble seats in artificial leather. Interior lights in Coupes and Sedans. Black tires standard on all models with white sidewall tires available at extra cost. At a specially low group price, all de luxe cars also include chromium wheel bands, dual windshield wipers, de luxe type steering wheel, glove compartment with lock and a clock.

CARS AVAILABLE WITHOUT DE LUXE APPOINTMENTS: Tudor, Fordor, Tudor Touring, Fordor Touring, Five-Window Coupe. One horn, one sun visor, one windshield wiper, one tail light. Radiator grille and windshield frame finished same color as body. Mouldings and instrument panel in grained mahogany finish. Glove compartment and ash tray in instrument panel. Arm rests in rear compartments. Bright finish interior hardware. Interior lights. Choice of Mohair or Broadcloth upholstery is offered in all body types.

GENUINE FORD ACCESSORIES: A wide range of accessories designed especially for Ford cars is available at moderate cost, including Ford 6-tube radio with adjustable windshield antenna and speaker concealed above windshield; hot-air heater available with windshield defroster; rear wheel shields; spotlight, radiator cover and other items.

WIDE COLOR RANGE: De Luxe cars in Black, Washington Blue, Autumn Brown, Green, Gull Gray, Coach Maroon Bright. Wheels and fenders same color as body. Cars without De Luxe equipment in Black, Washington Blue, Gull Gray. Fenders same color as body. Wheels black.

POWER PLANT SPECIFICATIONS (85-horsepower): Bore and stroke, 3.062 by 3.75 inches. Piston displacement, 221 cubic inches. Compression ratio, 6.12 to 1. Developed horsepower, 85 at 3800 r.p.m. Improved carburetor for greater economy. Oil capacity, 5 quarts. Cooling system capacity, 5.5 gallons. Synchronized transmission with silent type helical gears for all speeds. Rear axle gear ratio, 3.78 to 1. (60-horsepower): Bore and stroke, 2.6 by 3.2 inches. Piston displacement, 136 cubic inches. Compression ratio, 6.75 to 1. Developed horsepower, 60 at 3500 r.p.m. Entirely new standard of fuel economy. Oil capacity, 4 quarts. Cooling system capacity, 3.8 gallons. Synchronized transmission with silent type helical gears for second and high. Rear axle gear ratio, 4.44 to 1. (Both engines): Efficient cooling with new water pumps. One-piece casting of crankcase and cylinder banks. Full-length water jackets. Light alloy pistons. Non-adjustable valve lifters. Exhaust valve seat inserts. Cast alloy steel crankshaft. Crankcase ventilation. Battery located under hood for accessibility.

NEW LOW PRICE: The new 60-horsepower engine makes possible not only a car with lower operating costs—but the lowest Ford price in years.

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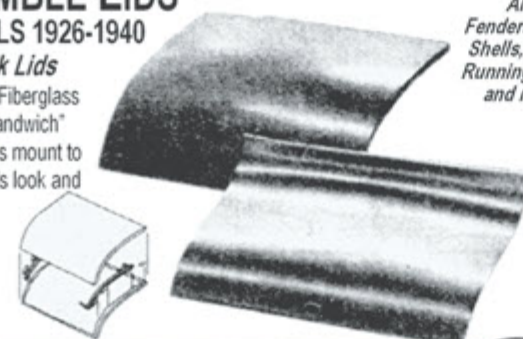
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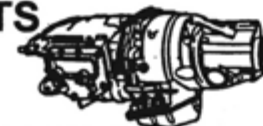
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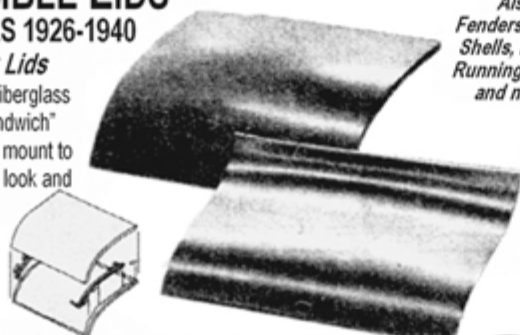
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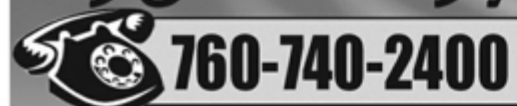
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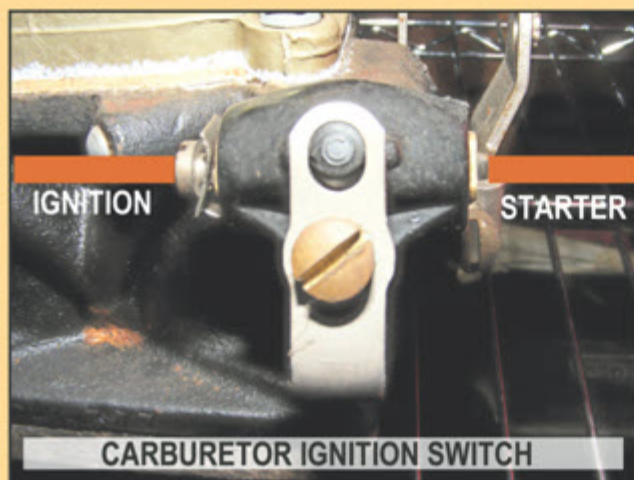
I don't own any new computer cars. I am dependent on my collection of vintage cars and it works for me. I find that the old cars run their best and won't let you down if you "Drive Them."

I am driving a different old car around 4-5 times a week. Now I keep all cars on a battery tender, brakes up, fresh gas, etc., so when I got into my '48 Packard 356 Custom 8, I turned the key, pushed the button (accelerator start had been bypassed by previous owner). The car started right up and I let it warm up to prep it for driving it the next day.

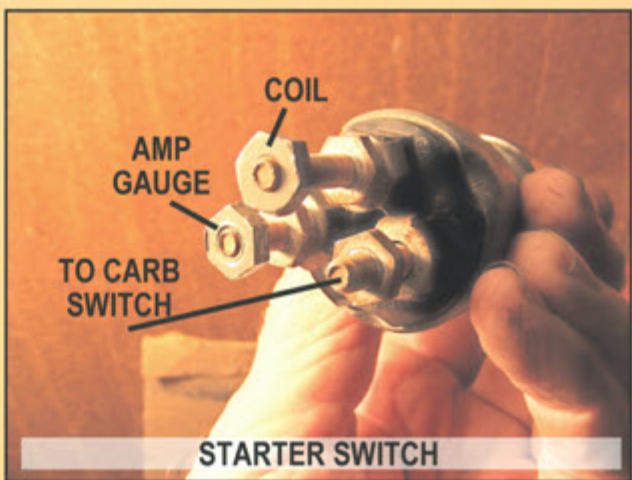
Packard's accelerator start was used in the 1940's and into the '50's and was very similar to Buick's of the same period. It's simple. The ignition



2-POLE PUSH BUTTON



CARBURETOR IGNITION SWITCH



STARTER SWITCH



OLD FRAYED WIRES

switch is wired to a switch on the carburetor, and a wire from an opposite pole to the carb switch goes to the top right pole of the starter solenoid. These carburetor starter switches work well, but are not available at a local parts store, so you have to order them from a Packard supplier, or get them online or at swap meets. They usually run \$100-\$175. So being a little bit of a problem to find, many people who shouldn't be working on old cars just disconnected the carb switch and added a 2-pole push button to make the connection between the ignition switch and starter. The push button installed by my car's previous owner worked okay, so I kept it and waited until I could go back to carb start.

The next day when I prepared to take a drive in it, I put on the hot battery cable (negative—it's positive ground), and the engine started cranking with the key off! I checked the connections and they were frayed and could be shorting out, so I pulled them apart and tried to start the car—same thing—the car cranked with the key on or off.

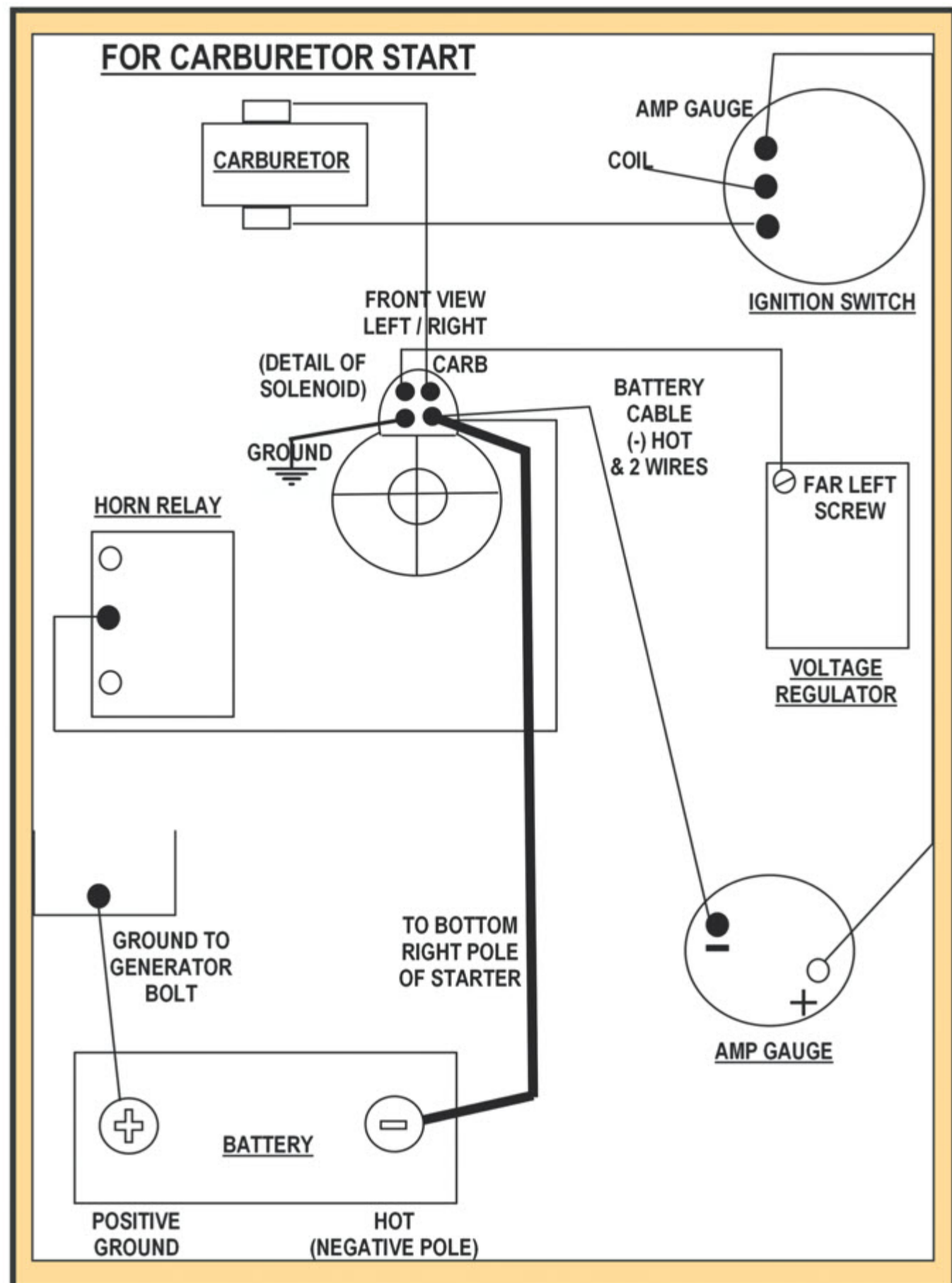
This had happened before with my '46 Packard Custom Super 8, and it happened "all at once," making battery disconnects a good idea. With my '46, the Bendix kicked in, it started the engine and the Bendix hung up in the flywheel, and with the starter turning at 400 RPM's with the engine, burned the starter up and almost the car, if I hadn't had a battery disconnect. So, knowing this, I was reluctant to keep trying to start the '48. I laid out my plan: Re-wire all wires at the starter solenoid, hook up the OEM carburetor switch, delete the dash button and put on a new starter.

Doing some basic tests, I checked continuity in my wire from the ignition switch to the carburetor switch. It was good, so I had power. So from there, I ran that hot wire to the outside pole of the carb switch, then added another wire from the inside pole of the carb switch to the top right pole of the starter solenoid, cleaned up the starter wiring and



BENDIX

CONTINUED



NEW STARTER ON CAR



WOODY COMPARING STARTERS

put on a new negative (hot) battery cable. The one on the car was a #2 cable and I like to use ought (0) cables on these 6 volt systems because the cables carry a lot of amps. With new wires, I thought I would try my old starter again. I removed the coil wire to be sure the car would not start, then hooked up the negative battery cable. Same problem—the engine cranked with the key off. Next, Woody pulled the starter and what I suspected was correct—the Bendix was locked in the out position. The spring gets weak in the Bendix and they will kick in and not back out. I had a '48 starter on the shelf that had been totally rebuilt, rebuilt solenoid, Bendix, armature. Woody put it in the car, then I hooked up the battery cable and nothing happened. So far, so good. Then I got in, turned the key on and mashed down on the accelerator and the car started! Just

as it should.

I ran through this process three times with the same positive results. Now I am going to clean up the new wires, covering them with shrink wrap and wrapping cloth tape round them to form a harness and check all terminals to make sure they are clean using non-flammable electrical cleaner. Personally, I think letting the car sit probably helped stick up the Bendix. When we take the old starter apart, we will know.

Here is where having a library of old car reference books really is helpful. I had an OEM wiring diagram and followed it. Now I am ready to take the '48 for a drive with everything back the way God intended. Keep 'em driving! 🚗

Thanks to our friends Woody Johnson and Ron Carpenter for their contributions to this project.

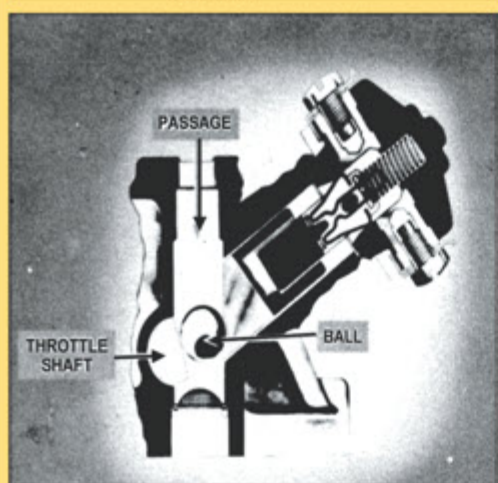
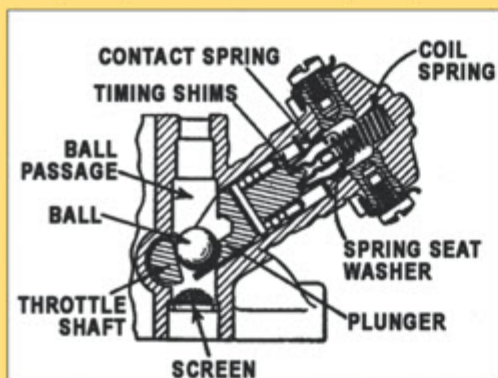


SERVICING CARBURETOR STARTER SWITCHES

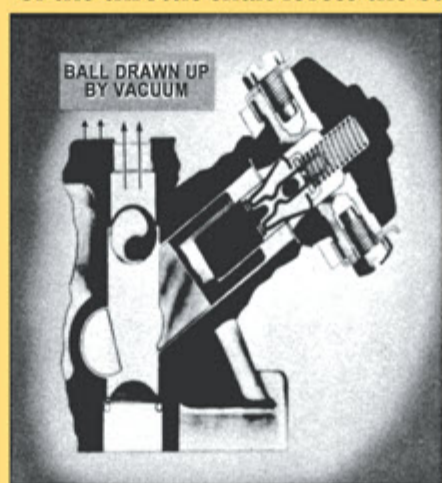
(From a previous article on *Clippers*.) These switches were used from 1941-1954.

by *Ben Johnson* Publisher

When I bought my first Packard in 1969, it was a "Clipper 8". The Clipper series started in 1941 and ran through 1947. One of the features of the newly-designed car was accelerator-activated starting. You just turned on the key, depressed the accelerator, and the car started, eliminating the push button starter on the cars of the era. Not being aware of this at the time, it didn't bother me that someone had bypassed the system when it stopped working, and had installed a push button on the dash to start the car. They had left the correct "WDO" Carter carburetor with the starter switch mounted on it. When I began to restore the car, I wanted to change back to the original starting method. I sent the carburetor to Daytona Carburetor for rebuilding and switch repair. Then, using a wiring diagram, I removed the dash button and re-wired my carburetor switch. This unique system is relatively easy to rebuild. *Here's how it works:*



The starting switch is incorporated in the carburetors of all Clipper models, so that the starter can be operated by the accelerator. The carburetor throttle shaft has a milled groove into which rests a steel ball. A short passage in the carburetor casting connects the top of the ball passage to intake manifold vacuum so that with the engine operating, the ball is drawn up into the passage away from the shaft, making the switch operate. When the engine is stopped and the accelerator is depressed, the milled portion of the throttle shaft forces the ball against a plunger, which

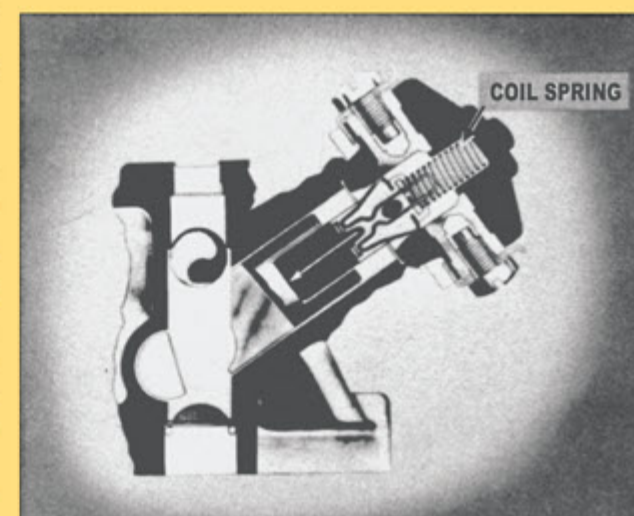
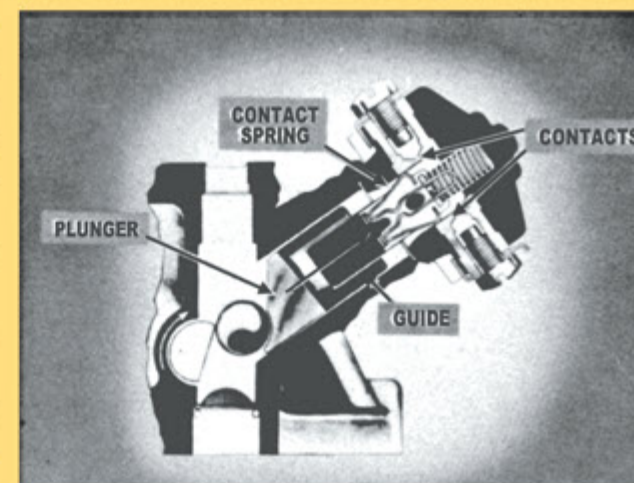


moves a bakelite guide and a contact spring (shaped like the letter "W") up to make contact between the two brass contacts molded into the bakelite switch body. This completes the circuit for the "solenoid switch" on the starter, causing the engine to crank.

As soon as the engine starts, the manifold vacuum acts upon the ball and, when the accelerator is released and the throttle shaft returns to its normal position, the ball is drawn up by vacuum away from the shaft. The ball remains in the upper position as long as the engine is running. A coil spring is provided to return the plunger guide and contact spring, thus breaking the contact between the two brass contacts in the switch body. As long as the ball remains up, any future operation of the throttle does not make switch contact until the engine is stopped. The coil spring rests on a round washer with a square hole, which provides a seat for the spring. Switch contact should be made when the throttle is opened between 30 to 45 degrees. Brass shims between the bakelite guide and contact spring are provided to adjust or determine the point at which switch contact is made. Shims are added to make contact sooner and are removed to delay the contact.

Starting the car: When starting the car, it's important to release the accelerator immediately when the engine starts. If it's held down allowing the engine to race, all of the rich starting mixture could be drawn out of the manifold, stopping the engine because of the resulting lean mixture. If flooding occurs, it might be necessary to operate the starter with the accelerator fully depressed long enough to clean out the flooded carburetor. Never pump the accelerator!

Choke operation: The choke will come into operation when the accelerator is depressed to the point of engaging the car-starter switch. When the accelerator is released, the fast idle will come into operation. The choke unloading mechanism, which automatically opens the choke valve when the throttle is fully opened, is the same as non-carburetor switch carburetors. Once the switch is rebuilt, it will be good for many more miles of service. Just remember, if you are going to pump the accelerator before starting, leave the key OFF while pumping, or you will crank the engine.



OLD CAR MATCH GAME

"Things associated with manufacturers"

(Answers on Page One)

A

B

- ☐ 1. Red Ram V-8 Engine
- ☐ 2. "Y" Block 272 cid
- ☐ 3. Nailhead V-8
- ☐ 4. Triple Turbine Turboglide
- ☐ 5. Fluid Drive
- ☐ 6. Torque-Flo V-8
- ☐ 7. B-44 (Built 1942)
- ☐ 8. Electromatic Clutch
- ☐ 9. Golden Commando V-8
- ☐ 10. Strato-Streak V-8
- ☐ 11. Commander V-8
- ☐ 12. Torpedo 8

- A- BUICK
B- CHEVROLET
C- DODGE
D- NASH
E- CHRYSLER
F- FORD
G- OLDS
H- PACKARD
I- PONTIAC
J- PLYMOUTH
K- STUDEBAKER



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1957 Pontiac Star Chief Convertible, Blk Ext, Red & white int, Blk Conv top, 347ci eng, 3x2 carb, auto, cont kit, p/steer, p/brk, p/top, radio & heater. Full body-off Resto. Award Winner. **\$95,000**



1957 tbird, blk ext, wht int, 312 eng, auto, p/steer, skirts, AM/FM radio. **\$31,500**



1956 Resto-mod tbird, tbird grn ext, grn & wte int, tan stop, wte porthol htop, p/steering, disc brk, auto, 312 eng w/FI, elec ignition, TC radio, ww radial tires on wire wheels. low #1 high #2 car. **\$65,000**



1972 Bronco Wind Blue ext, blk int, diamon plate dr & qtr pnls, 302 V8, auto, Full BodyOff by Hills **\$115,000**



1969 Honda 300 Dream. Original Condition 6,469 miles. Not running. **\$4,500**



1956 tbird. ext white, int red & wht, wht htop, blk sftop, p/steering, p/brake, p/seat, 312, 225hsp, 4v carb, Fordomatic. 100 miles since FBO restoration. **\$72,500**



1966 Dodge Dart GT Conv. Silver ext, blk int, bucket seats, blk conv top. 273ci eng, 2 barrel carb, auto. AACA 1st Jr & Sr, AACA Grand Nat'l Jr & Sr. **\$62,500**



1956 tbird ext peacock, int blue & wht, non-porthole top wht, blk sftop, full power, under dash AC, wide wht radial tires on roadster wire wheels. FBO resto. **\$95,500**



64 427 Engine 3x2, Aluminum headed 427, 1964 C4AE 6015-A cross bolt block, Edelbrock 6008 heads, Alum 3x2 in take mani, OEM fluid damper, harmonic balancer, Edelbrock water pump, Alum cobra oil pan. **\$12,500**

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