

The Arthritis Foundation Celebrates the Birth of a Legend.....



From the day it made its debut, the revolutionary 1932 Ford became a legend. Any Ford produced in 1932 soon came to be known as a “Deuce,” referring to the “2” in 1932. In celebration of the Deuce’s 75th Anniversary, on July 6th, the Arthritis Foundation’s Cruise-In will host “Deuce Day” to honor hot rodding’s greatest icon. A special area will be reserved near the stage where many significant examples will be displayed including both original examples and hot rods. The next landmark anniversary of the Deuce will not take place until 2032 when the Deuce will be a century old, so you won’t want to miss this year’s featured Deuce celebration that will take place at the Arthritis Foundation’s 25th Annual Classic Auto Show & Cruise-In.

The V-8 engine was previously a hallmark reserved only for expensive luxury automobiles; that is until Henry Ford introduced his revolutionary V-8 engine on April 2, 1932, answering the call for more power. Almost instantly nicknamed the “flathead” V-8, this engine was a revolutionary design that could be mass-produced cheaply by using a single casting. Its displacement was 221-cubic inches and it packed 65 horsepower at 3,400 RPM. The stock version of the Deuce was offered in 14 models, and with a top speed of 76 mph, it was as fast as almost any other vehicle on the road. The powerful Deuce was an instant hit with hot rodders. Deuce roadsters became especially desirable because they were affordable and easy to modify. To this day, the 1932 Ford Deuce is considered the quintessential hot rod.

The “Deuce” was boldly introduced by Henry Ford during an economic depression. It symbolizes his innovation, inspiration and spirit which revolutionized the automobile industry. On July 6th, we look forward to paying homage to Henry’s 1932 Ford “Deuce” and its revolutionary Flathead V-8 at our Cruise-In, and we hope you will join us!

Deuce Trivia

1. Henry Ford’s “flathead” V-8 engine was the world’s first low cost, mass-produced V-8 engine.
2. The flathead V-8’s block was cast as a single unit, reducing manufacturing costs.
3. In 1932, the automobile industry was revolutionized by the flathead V-8.
4. Early dry lakes racers preferred the ‘32 Ford Roadster, nicknamed the “hot roadster.” Over time, this was shortened to “hot rod,” which is the origin of the term.
5. The 1932 Ford was offered in 14 models, including a Standard and Deluxe trimmed station wagon.
6. Henry Ford’s flathead V-8 engine was produced for 21 years.