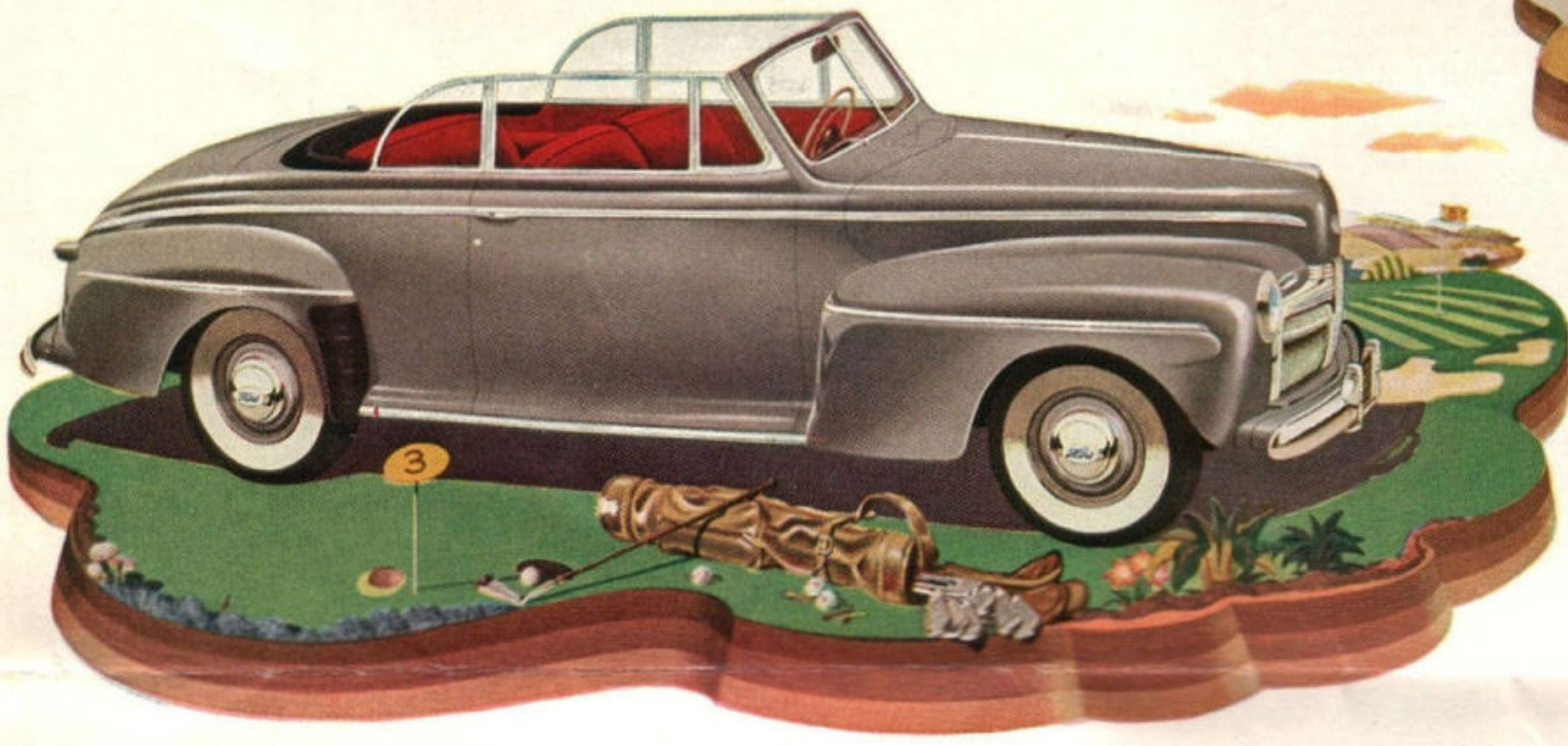


Super De Luxe CONVERTIBLE CLUB COUPE

You would have to look far and pay high for a sportier car than this new Ford Convertible . . . or for a more sensible sport car. Wide seats carry five comfortably. Side windows for rear seat, new this year, give passengers and driver alike better vision. The snug-fitting top is raised or lowered automatically at the touch of a button. White sidewall tires extra.



Super De Luxe SEDAN COUPE

If you like the compactness of a Coupe, with the six-passenger seating room of a Sedan, this is the car for you. Its long, low lines suggest the art of the custom builder. The rear seat is easily reached from either door. Luggage space is generous beneath the sweeping rear deck. The ideal car for small families with big ideas. White sidewall tires are extra.

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Super De Luxe TUDOR SEDAN

Wide doors . . . divided seat backs that pivot inward as they fold down, giving more clearance for passengers stepping into the rear seat . . . seats that accommodate six comfortably . . . door handles controlled from the front compartment . . . all help explain why the Tudor is such a popular body type, especially where there are children. White sidewall tires extra.



Features that stand out—in a car that **Stands Up!**

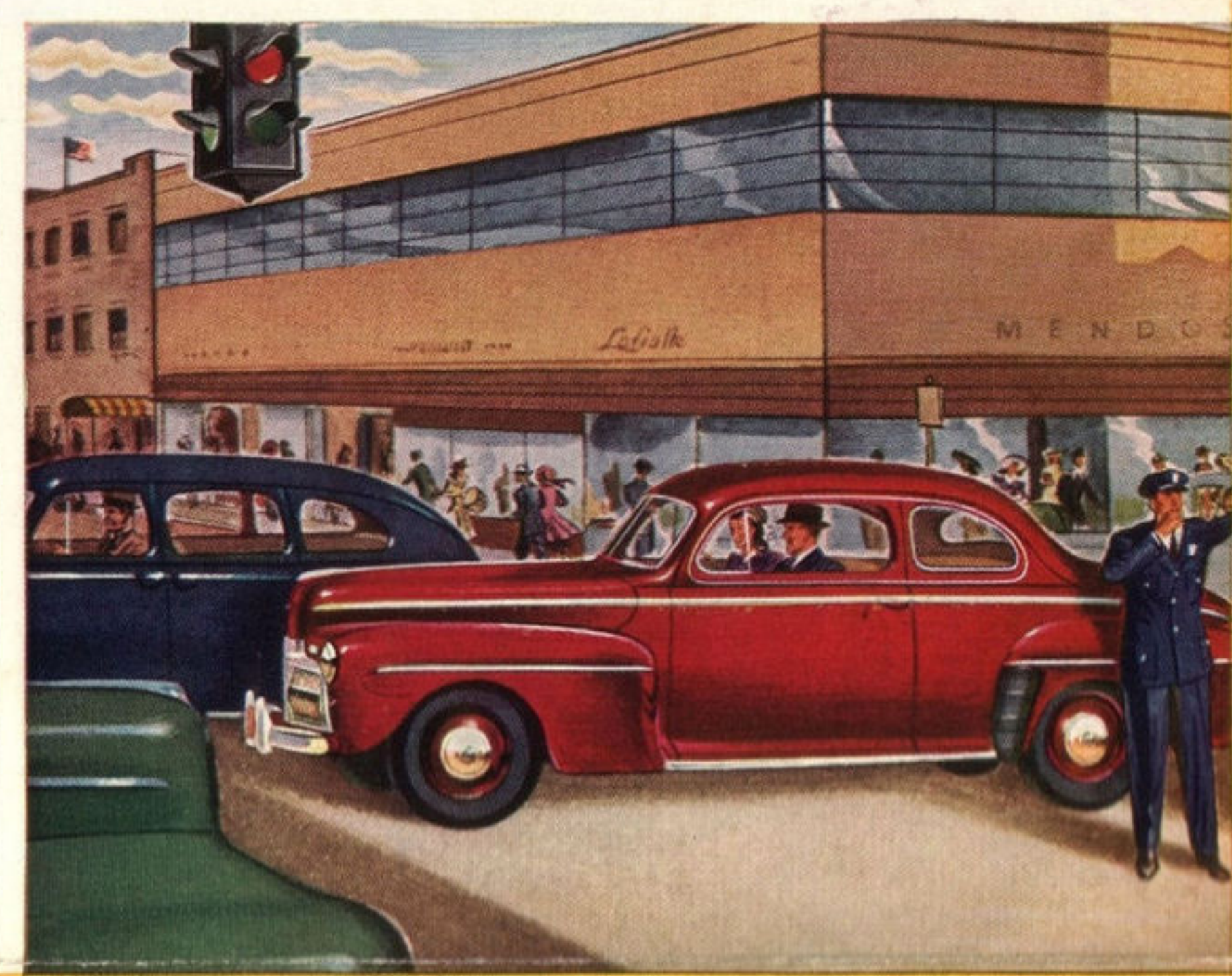
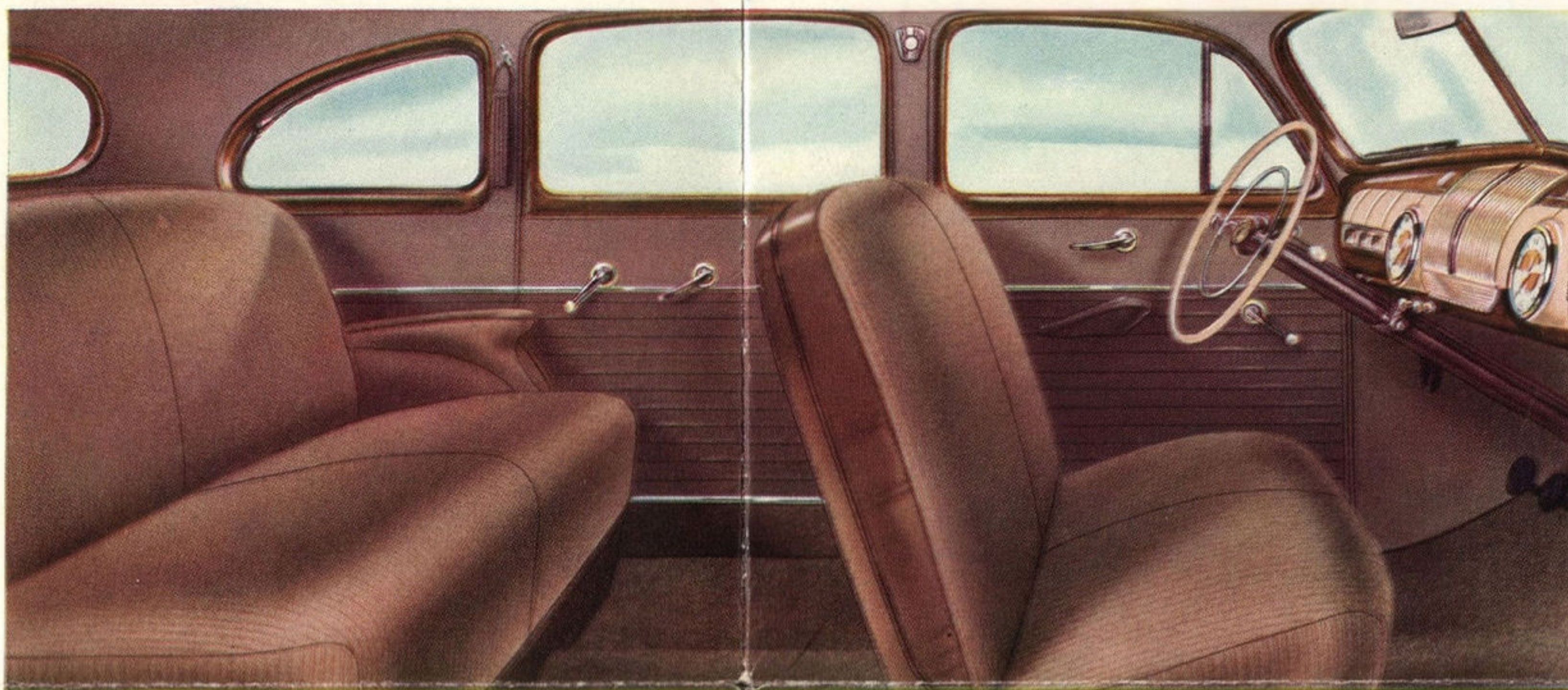
THIS YEAR, as perhaps never before, you want a new car for what it *is*—and also for what it *will be* a year or two or three from now. And the more you look ahead as you choose your new car, the more reason you will find to make it this beautiful new Ford.

We have met defense requirements without a single reduction in the basic and lasting mechanical goodness of our car. Some new materials have replaced old ones; usually at greater cost to us but, in every case, the new is equal to or better than the old.

More than ever before, the Ford is the *quality* car in the low-price field.

Its style, its comfort, its power, its large, quiet and sturdy body . . . these are features that stand out as you compare it with cars at its price today. And the Ford *quality* *beneath* tells you that these features will stand up.

Take the wheel and ask yourself, "Isn't this the car for me, both now and for the future, too?"

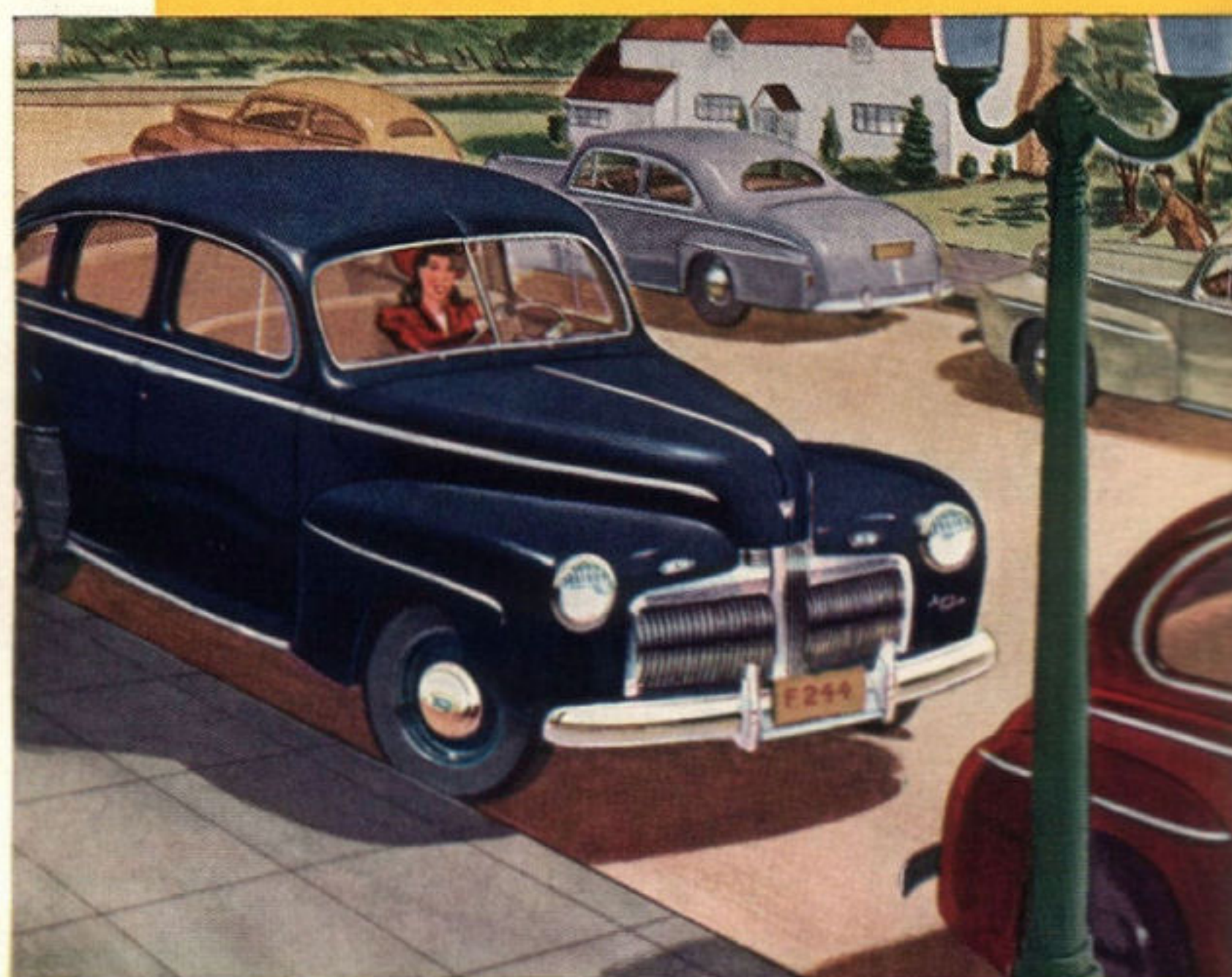


BEAUTY! In outward appearance, the beautiful new front-end design and clean body lines are enhanced by the lustrous, enduring baked-enamel finish. *Inside*, it is equally beautiful. This view of the Ford Super De Luxe Fordor Sedan gives a hint of the new finish and new dials that mark the impressive new instrument panel, and of the distinctive new upholstery handling which combines fine cloth with harmonizing trim including genuine leather arm rests. Note also the generous 6 passenger *roominess!*

PERFORMANCE! Ford owners take just pride in the character of Ford performance which all motorists recognize as outstanding. And this year you can get it in either a six or an eight.



COMFORT! Room to spare for six persons, even if all six are big ones! 57 inches of front seating width—big doors and windows in proportion—and that great "new Ford ride"—softer, smoother, quieter still for 1942!



HANDLING EASE! The famous easy-parking, easy-driving Ford outdoes itself this year. Its over-size hydraulic brakes respond to still gentler pedal pressure, gears shift more easily than ever, steering is almost effortless!



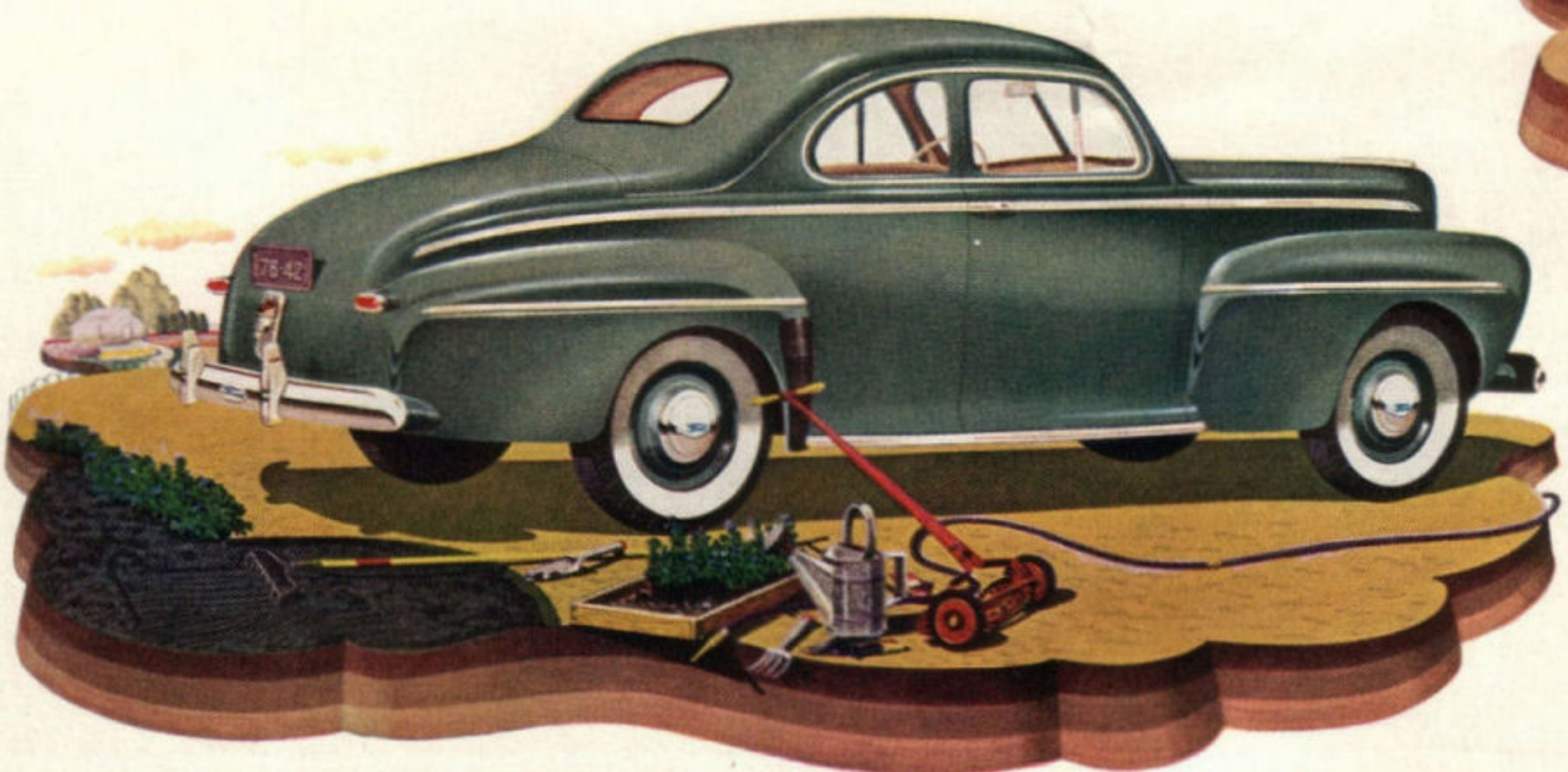
ECONOMY! Outstanding gas mileage proved time and time again in AAA-supervised economy runs. Oil economy attested by owners' reports of no oil added between changes. And economy of service from conveniently located Ford dealers!



STAMINA! More important today than ever before, and yours to the limit in a Ford! From rigid, X-braced frame to sturdy clutch and extra-big brakes, your Ford is built "tough" inside where toughness counts!

Super De Luxe COUPE

This is the car for the professional man or woman. It is also the logical "extra" or second car for the active family with diversified interests. The wide seat accommodates three full-sized passengers comfortably. In addition to the regular luggage compartment, there's a smaller one inside the car, reached by lifting the seat back. White sidewall tires are extra.



Super De Luxe STATION WAGON

The Ford Station Wagon holds a special place of its own in the American motoring scene. Wide seats carry eight, including the driver. The quick removal of rear and center seats gives a light utility hauling unit of great capacity. Safety Glass is used all around. Doors and tail gate can be locked.

NOTE: Also available are the De Luxe Fordor, Tudor, Sedan Coupe and Coupe. Still lower in price is the Ford "Special" line, available with 6-cylinder engine only in Fordor, Tudor and Coupe.

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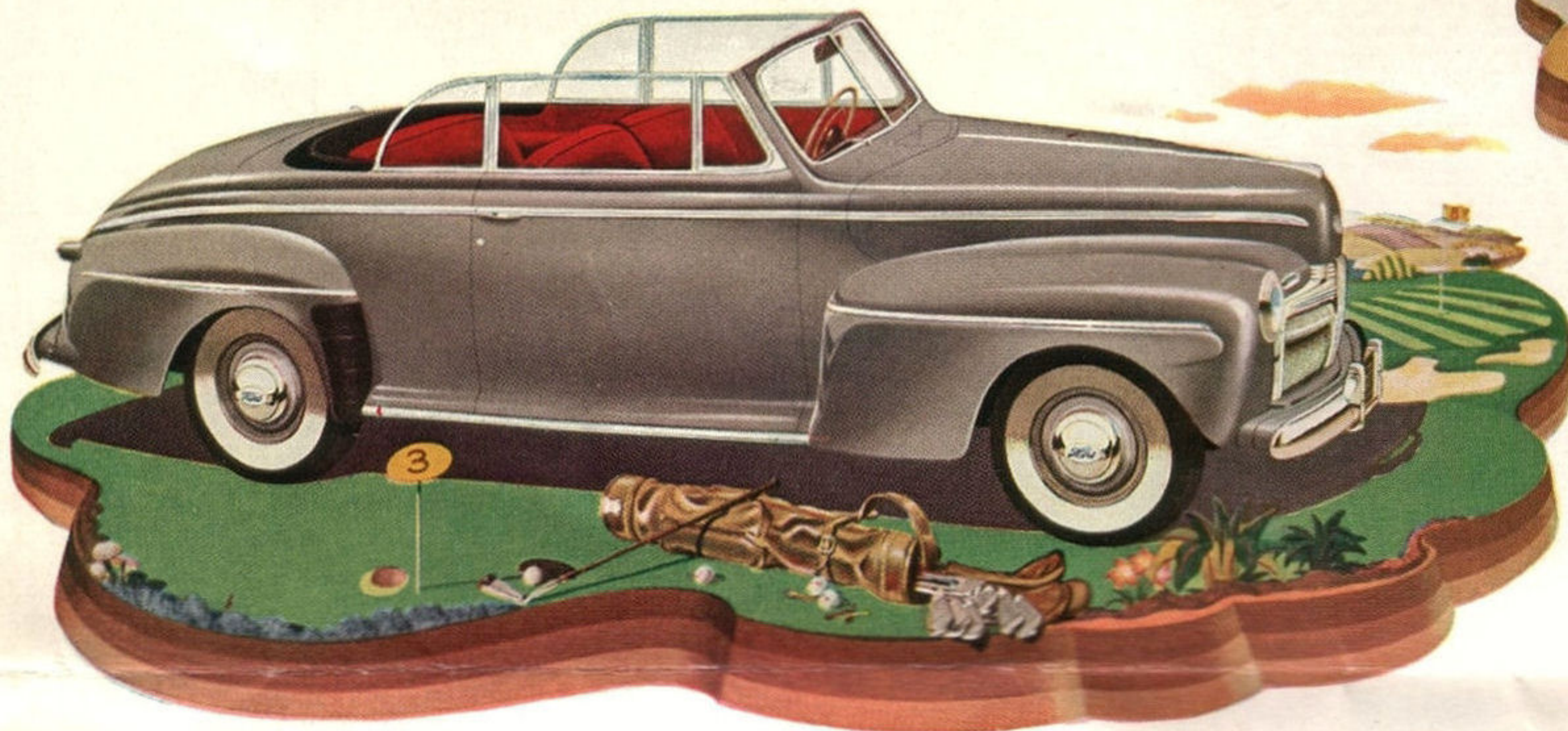
A good place to sit and ask yourself, "Why pay more for any car?" is at the wheel of this big, beautiful, easy-riding Fordor Sedan. Six people can ride with plenty of room—even when they're *big* people! A long, wide, low car, with lines shrewdly calculated to make the most of its bigness by gracefulness in motion! 6 or 8 cylinders, you have your choice.



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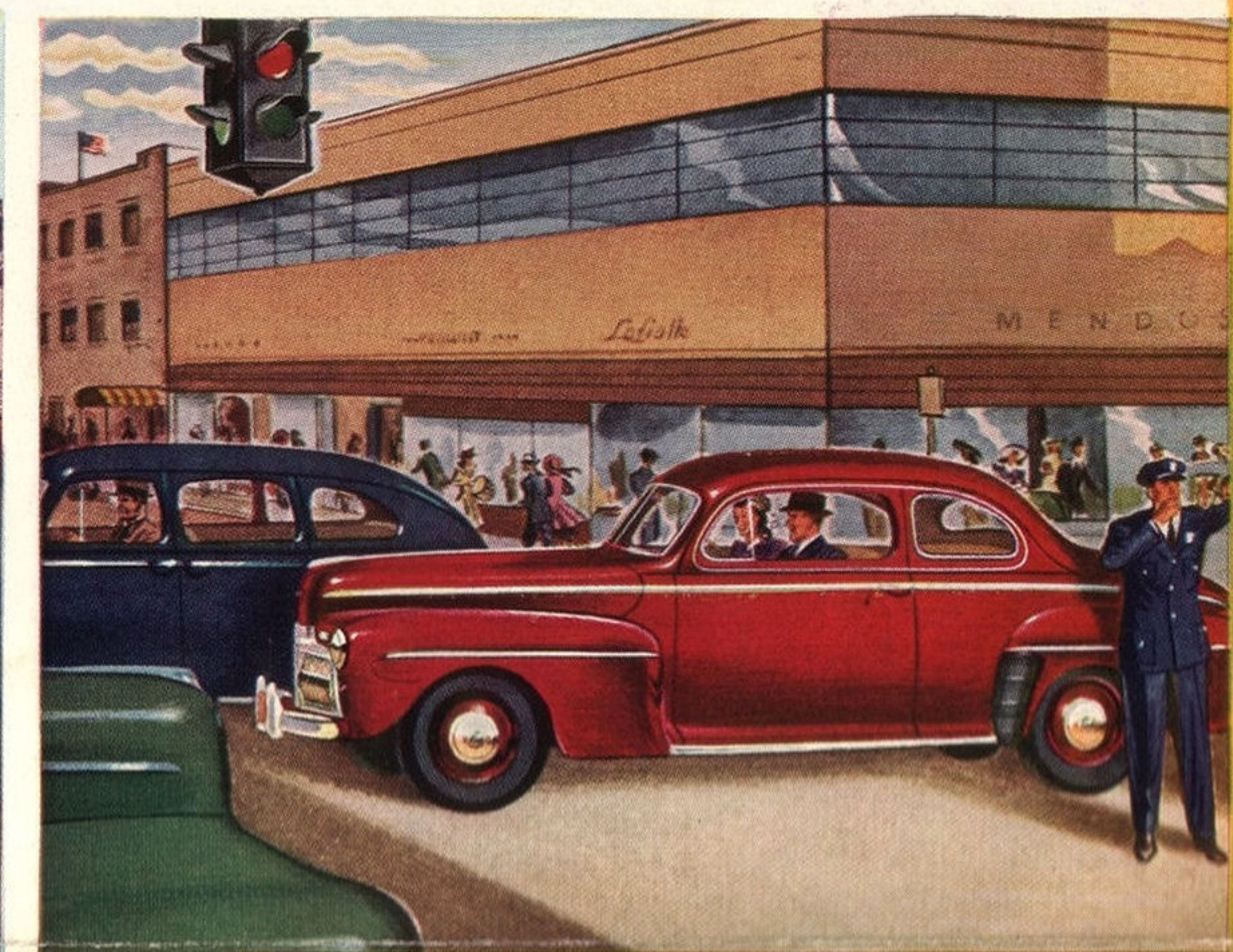
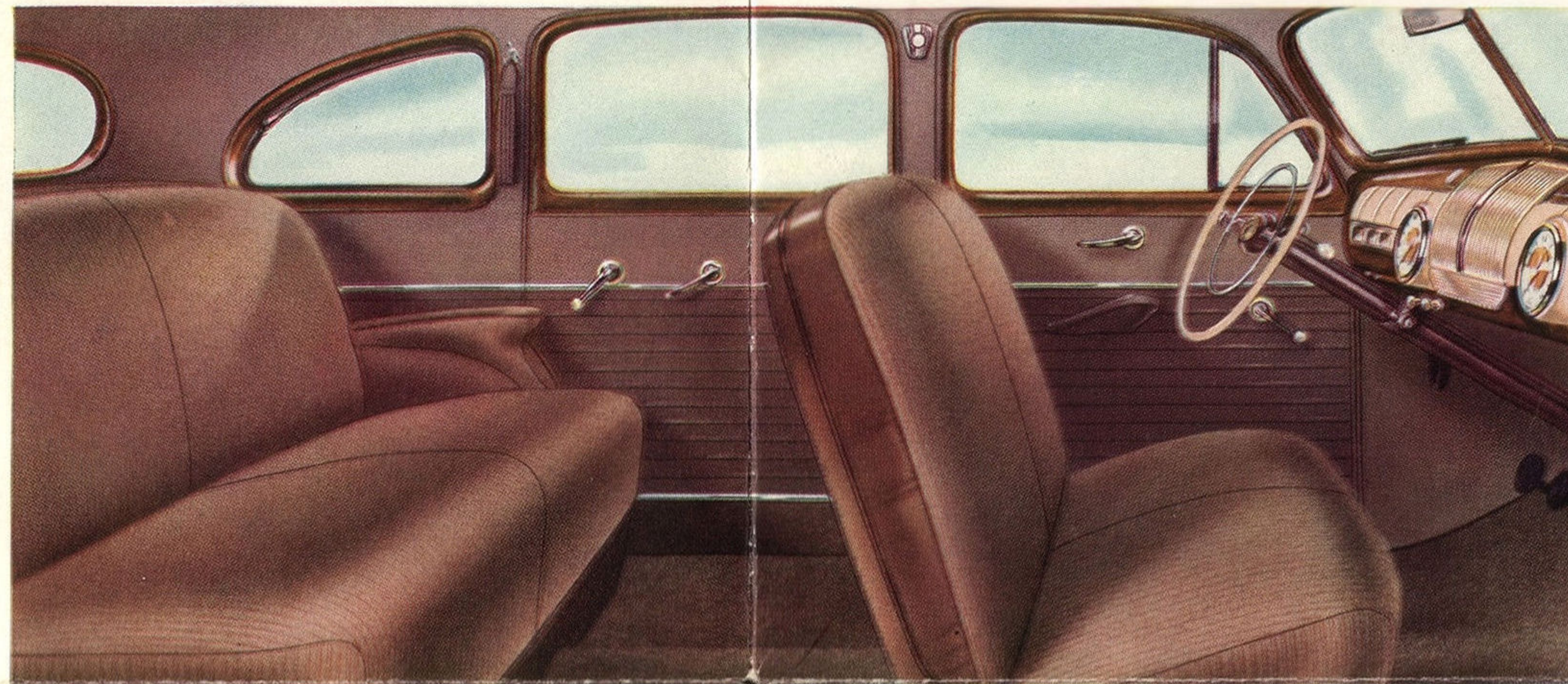
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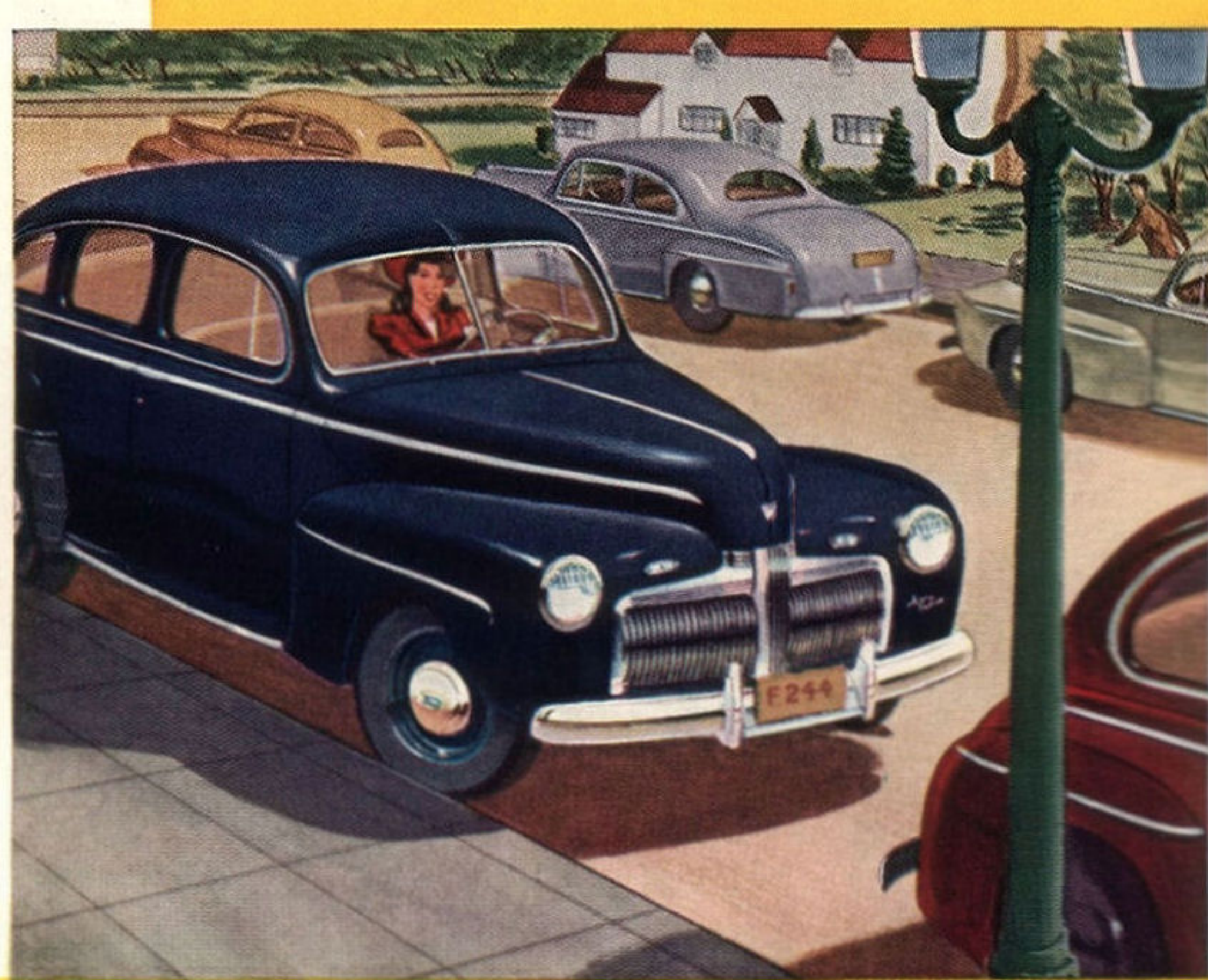


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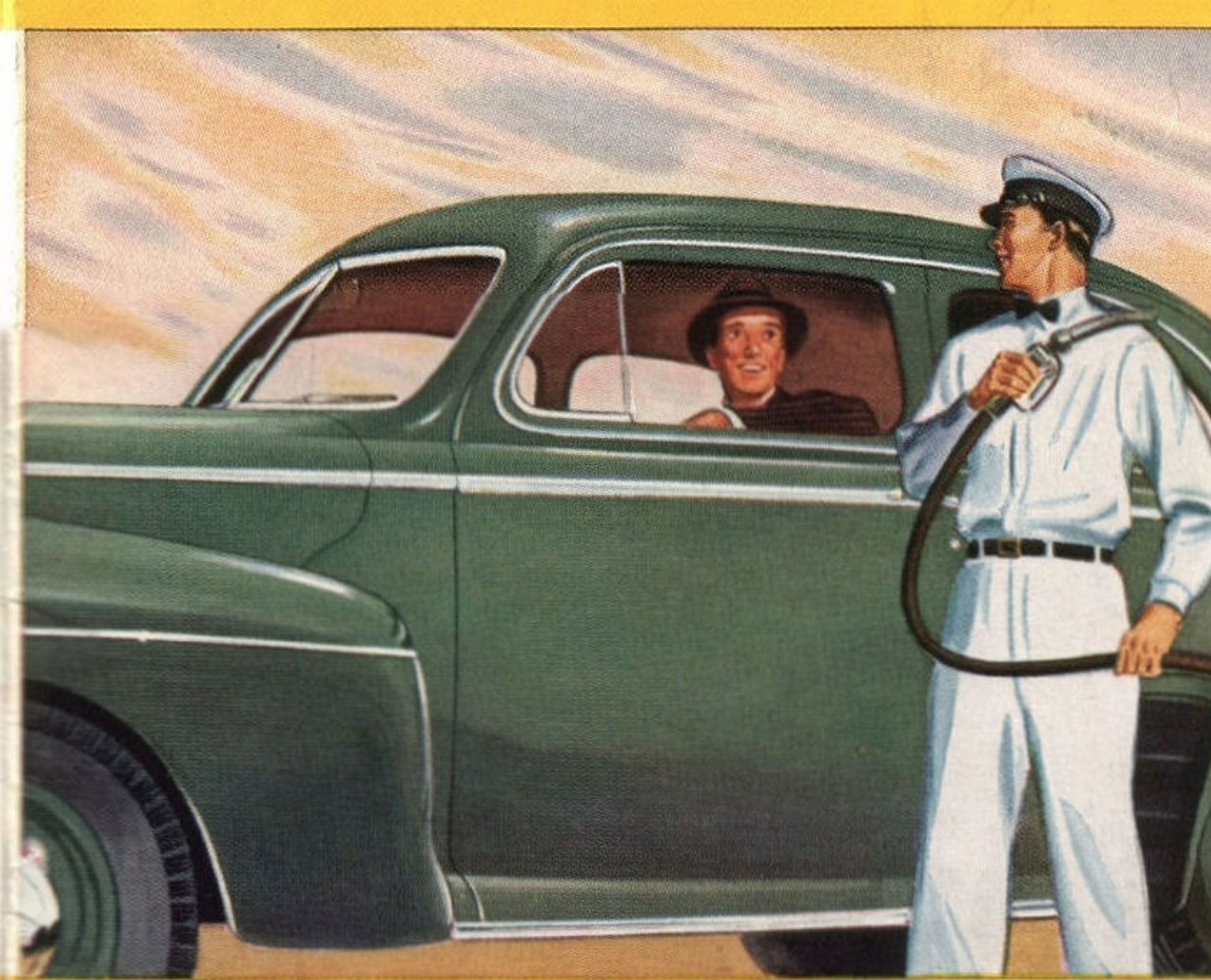
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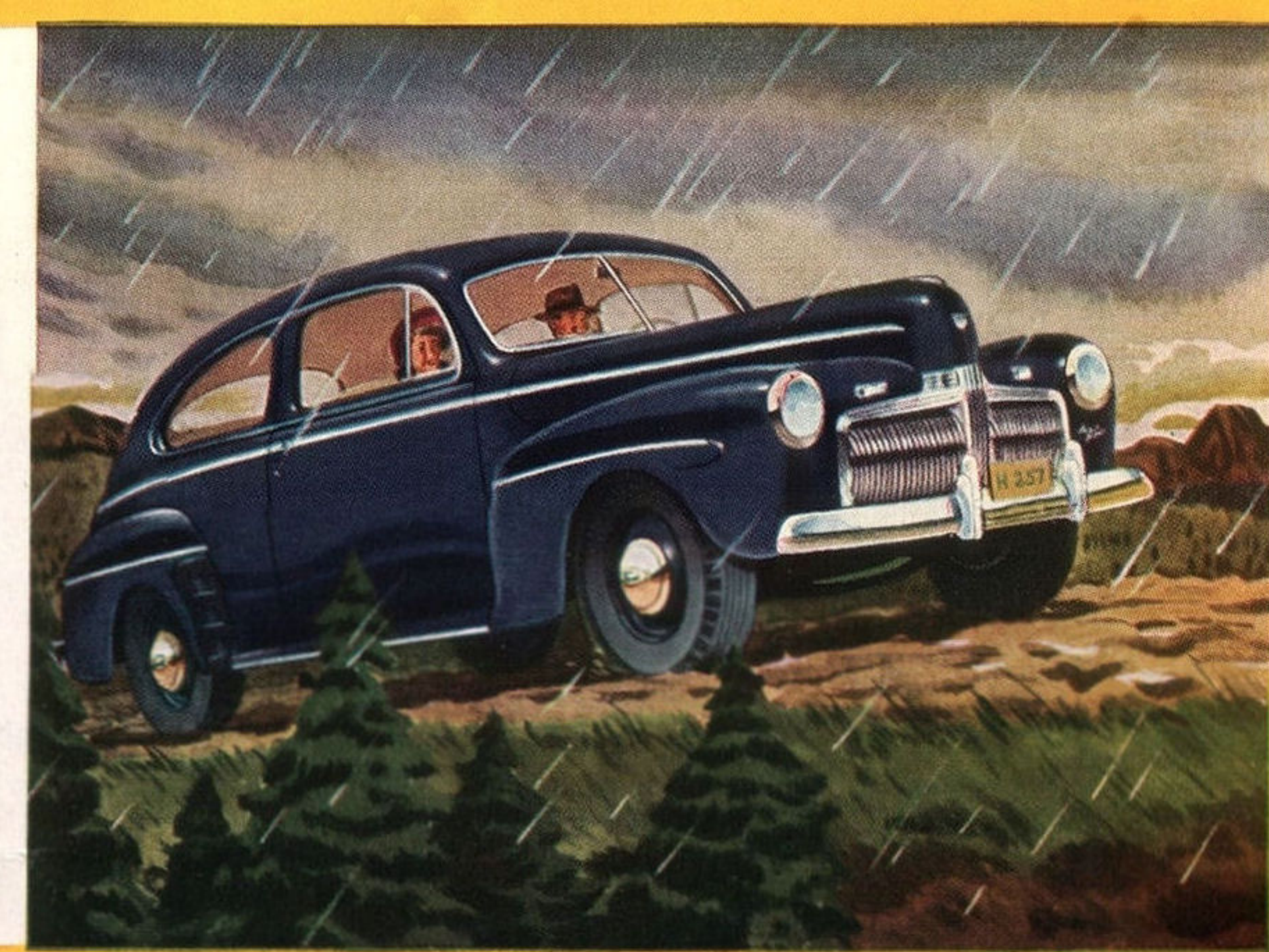
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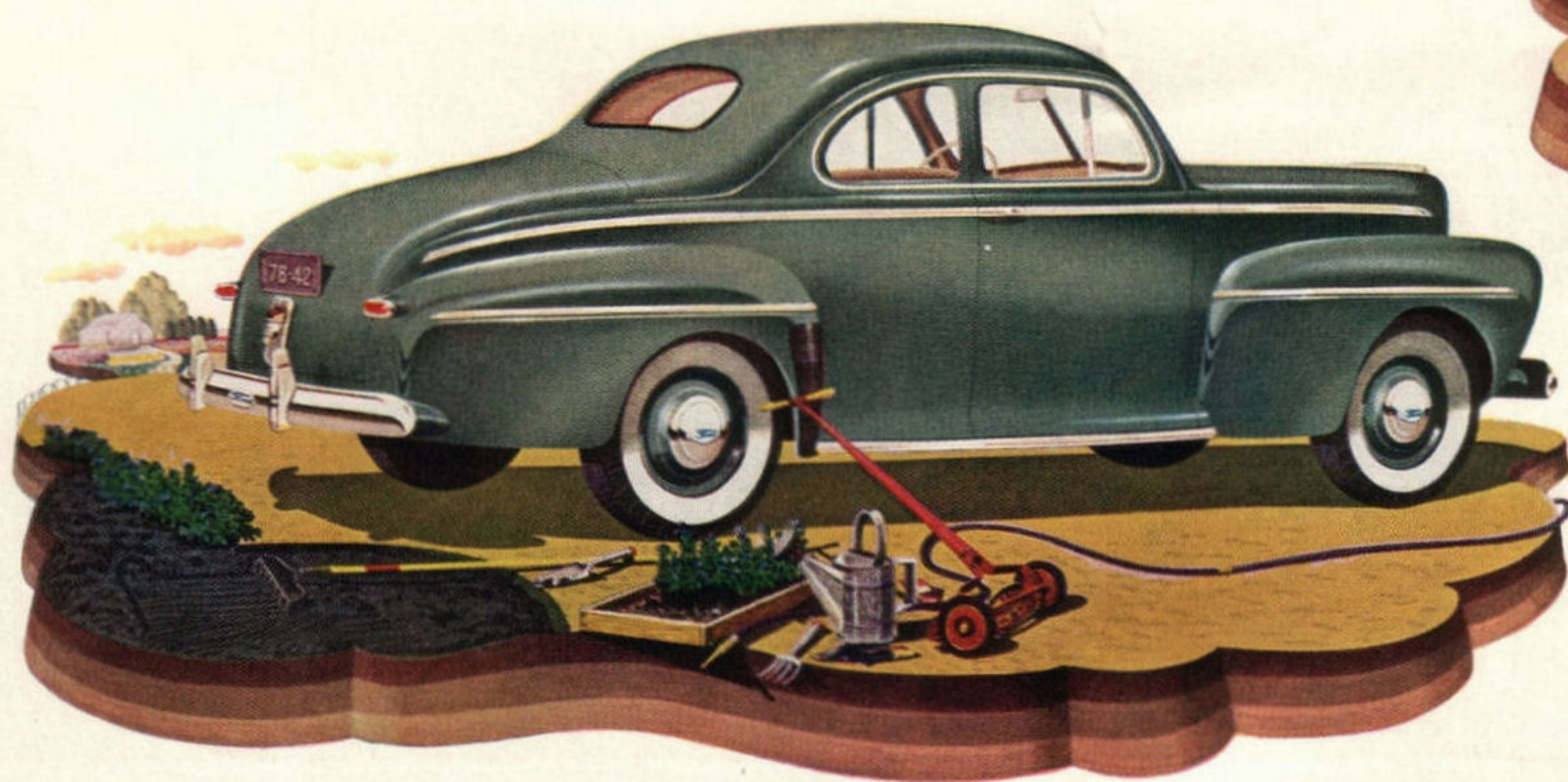
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