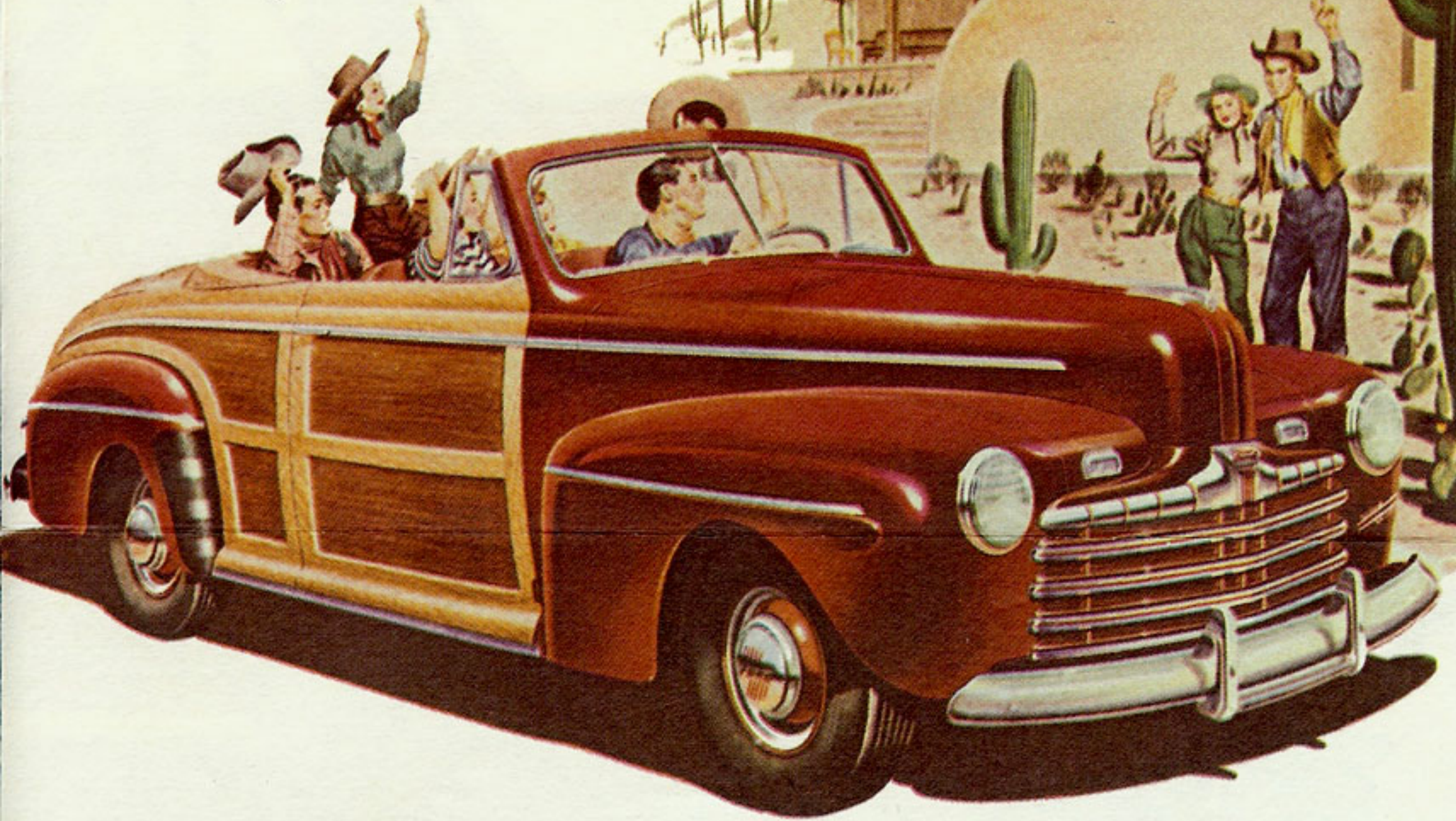


Smarter than
SMART!



Something really
NEW!



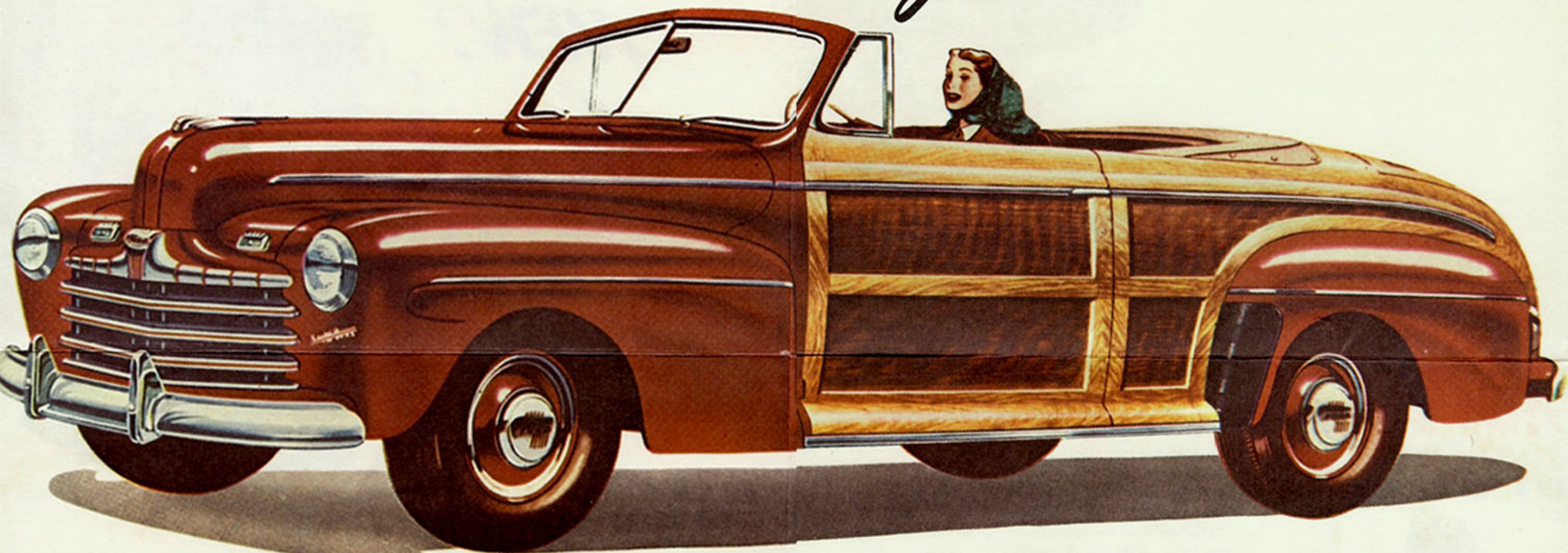
THERE'S A

Ford

IN YOUR FUTURE



The New Ford Sportsman



JUST TOUCH A BUTTON

... and in a few seconds, you have a snug coupe that's weather tight! Both the top and all four windows go up or down at the touch of a button ... and top up or top down, the new Ford Sportsman is a honey for looks!



Outside and inside, there never was a car like this before! The new Ford Sportsman is really two cars in one, for it combines all the features of a convertible coupe with the paneled smartness of the station wagon. Its vigorous, youthful styling is accented by rich mahogany panels, varnished and hand-rubbed to bring out the beauty of the wood-grain.

And inside, the spacious interior is smartly tailored and trimmed in genuine leather in a choice of golden tan, red or

blue. There's seating capacity for six to ride in perfect all-weather comfort.

This lively performer possesses the stanchness of a thoroughbred, for beneath the rich beauty of its natural wood finish is a rugged steel inner structure. Husky steel members are welded into a twistproof unit ... doors, too, have unusual strength by virtue of their steel-cored construction.

Yes, in the Sportsman you'll be out in front in style ... and performance, too!

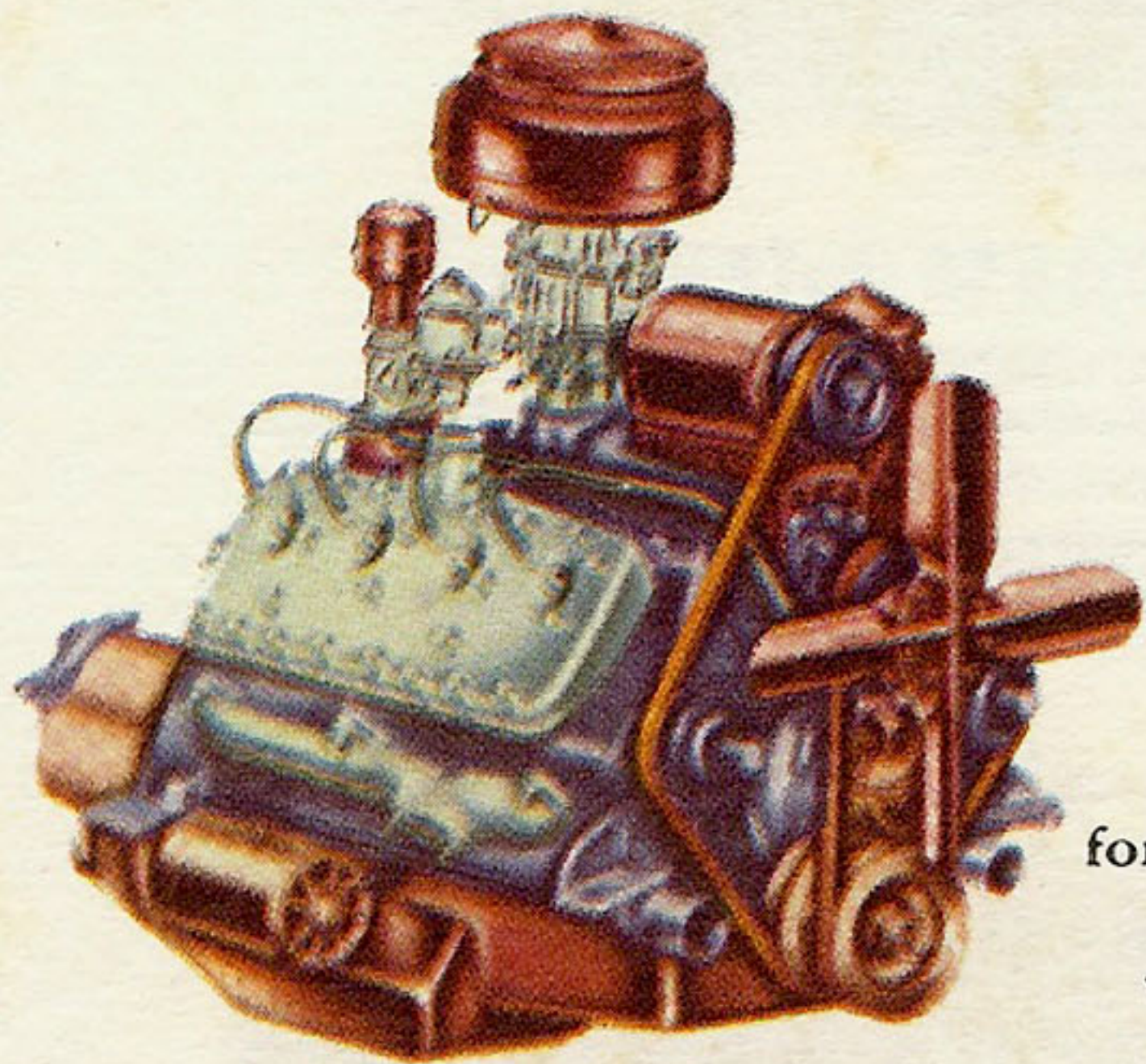
IT TAKES A TRUNK

There's room galore in this new luggage compartment ... just as there's room galore for six grownups in the wide leather seats!



Ford's Out Front in Performance!

WITH THE 100 H.P. V-8



No other car in its price class performs like the 1946 Ford because no other car has the V-8 engine . . . no other has 100 horsepower! The V-type engine, you know, is used in America's finest, costliest automobiles!

The new Ford V-8 is thrifty on gas and oil because of new 4-ring aluminum pistons and balanced carburetion.

With this engine and with many other engineering advancements including . . . two-way stabilization . . . full-cushioned ride . . . new, self-centering, oversized hydraulic brakes . . . no wonder so many people say: "Ford's out front in the low-price field!"

Ford gives you the liveliest performance in its class with unusual economy because the engine "loafs" while the car "hustles." This saves you money every mile you drive!

LITHO IN U. S. A.



FORM NO. 7057

MORE POWER TO YOU!