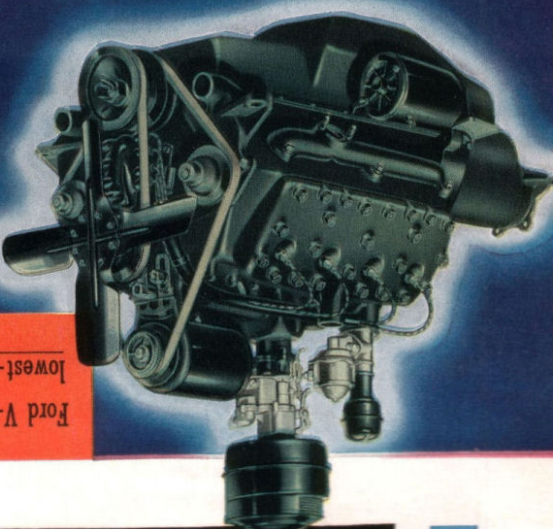


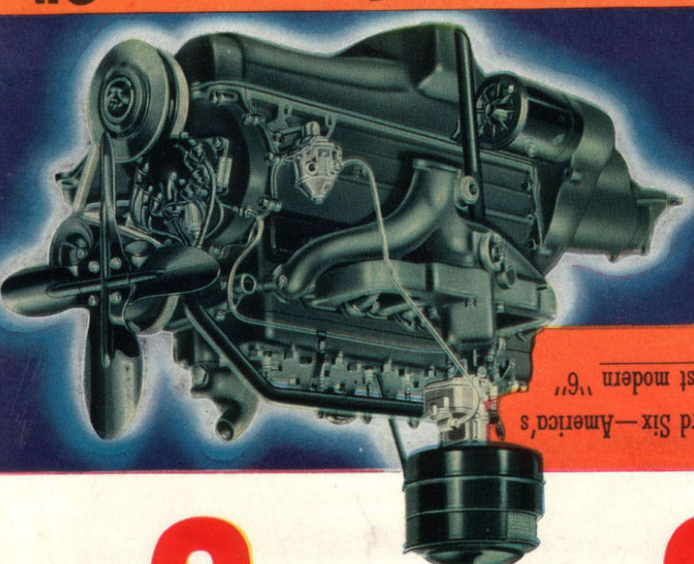
Take the wheel and ask yourself—Isn't This the car for me?



Ford V-8—America's lowest-priced "V-8"

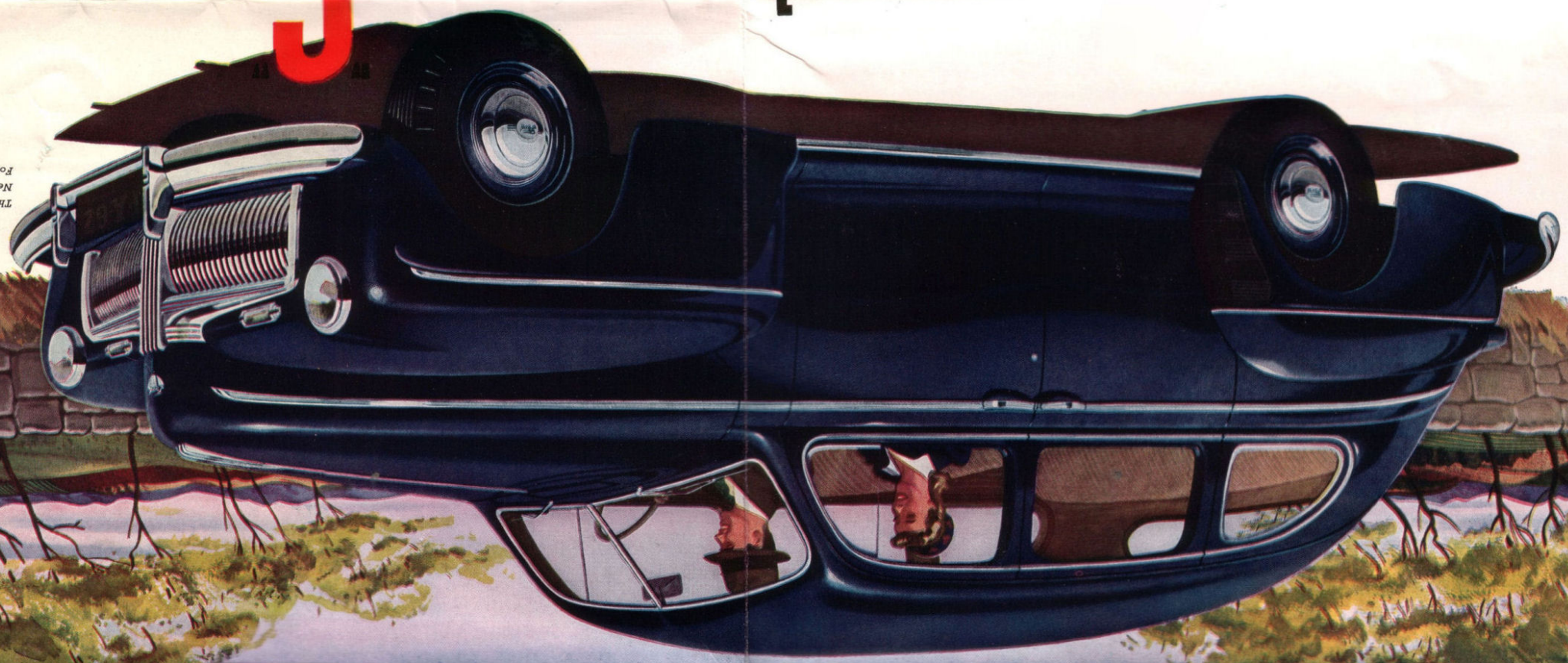
The Ford Motor Company, cooperating to the fullest extent in the conservation of vital materials for National Defense, has made the cost of necessary material replacements secondary to the maintenance of high quality standards. (The right is reserved to change specifications, design or prices without incurring obligation.)

Quality of materials? . . . Riding ease? . . . Beauty of design and appointments? . . . There's important news on all these counts for this year's new car buyer in this year's great new Ford car. But for thousands of motorists, the big item of new car news is that the Ford is now available either as a Six or an Eight. As a Six, this car offers the most modern 6-cylinder engine in America. We believe it is basically finer in design, construction and



Ford Six—America's most modern "6"

This year you may choose — a 6 or an 8!



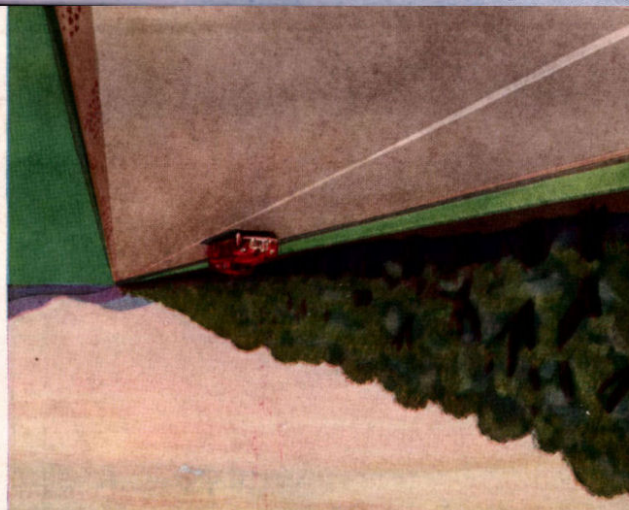
The Big and Beautiful New Super Deluxe Fordor Sedan



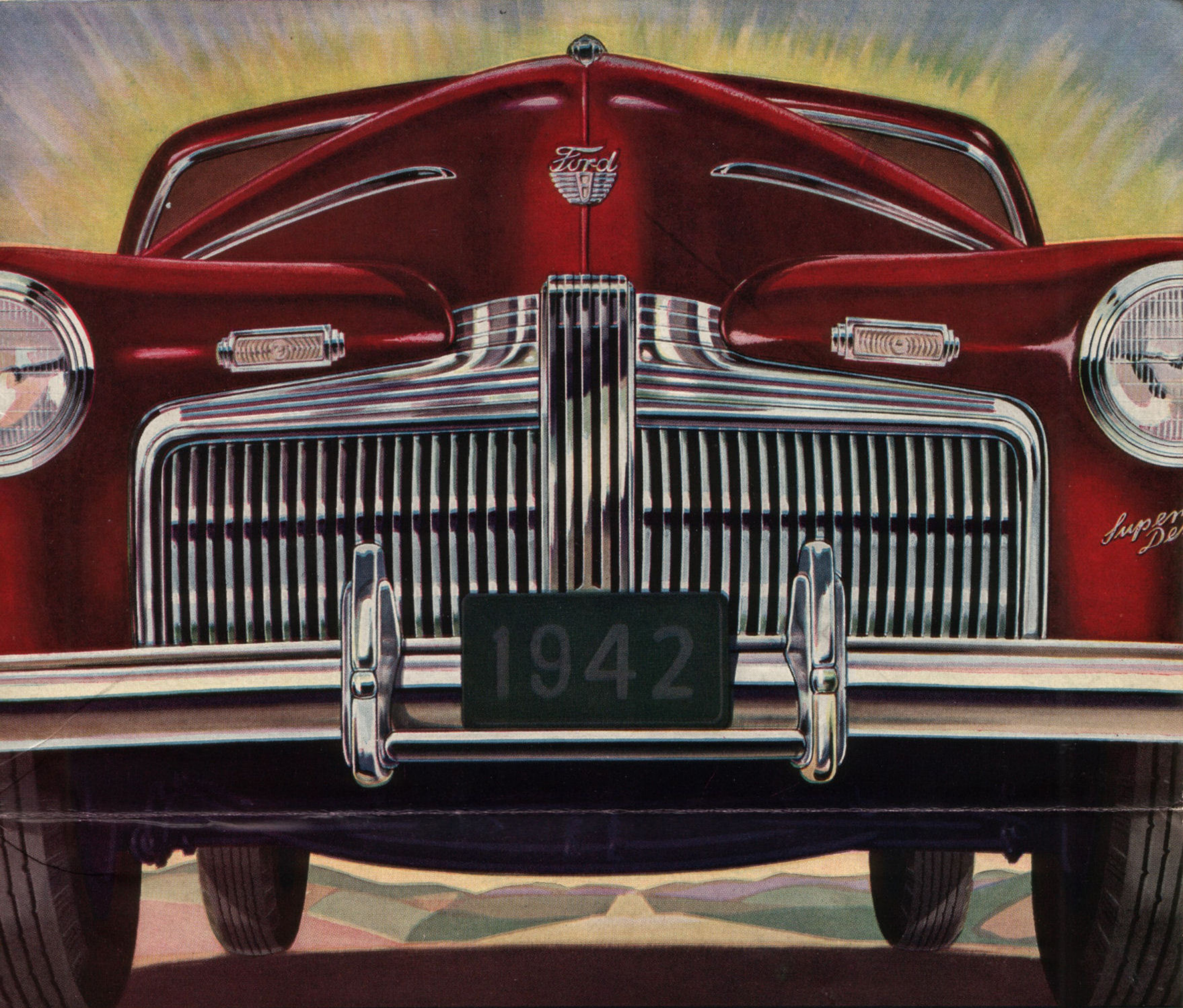
Head-on view of THE BEAUTIFUL NEW FORD FOR 1942

With massive new styling—rich, new interior beauty—choice of V-8 or Six-cylinder engines—softer, steadier, easier riding—easier steering, gearshifting, braking—greater quietness and the same high standards of Ford quality.

ISN'T THIS THE CAR YOU WANT?

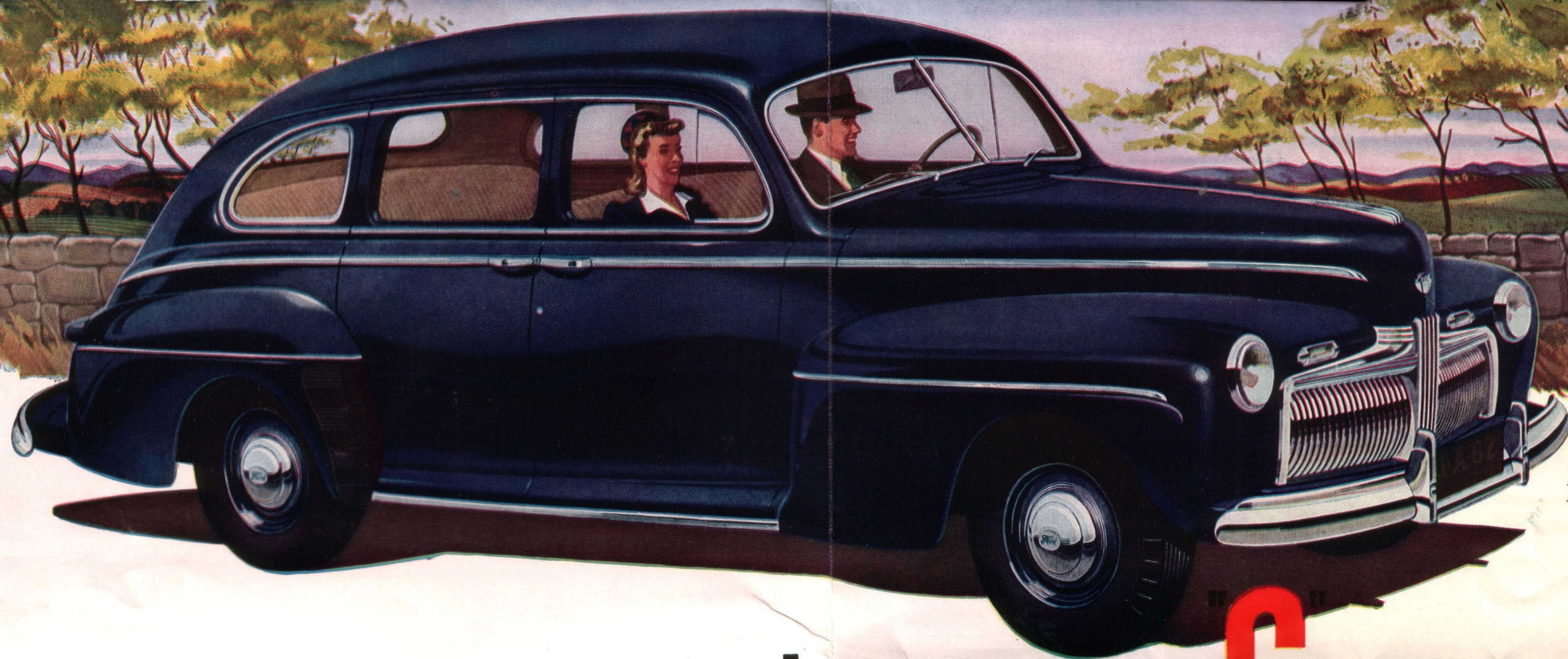


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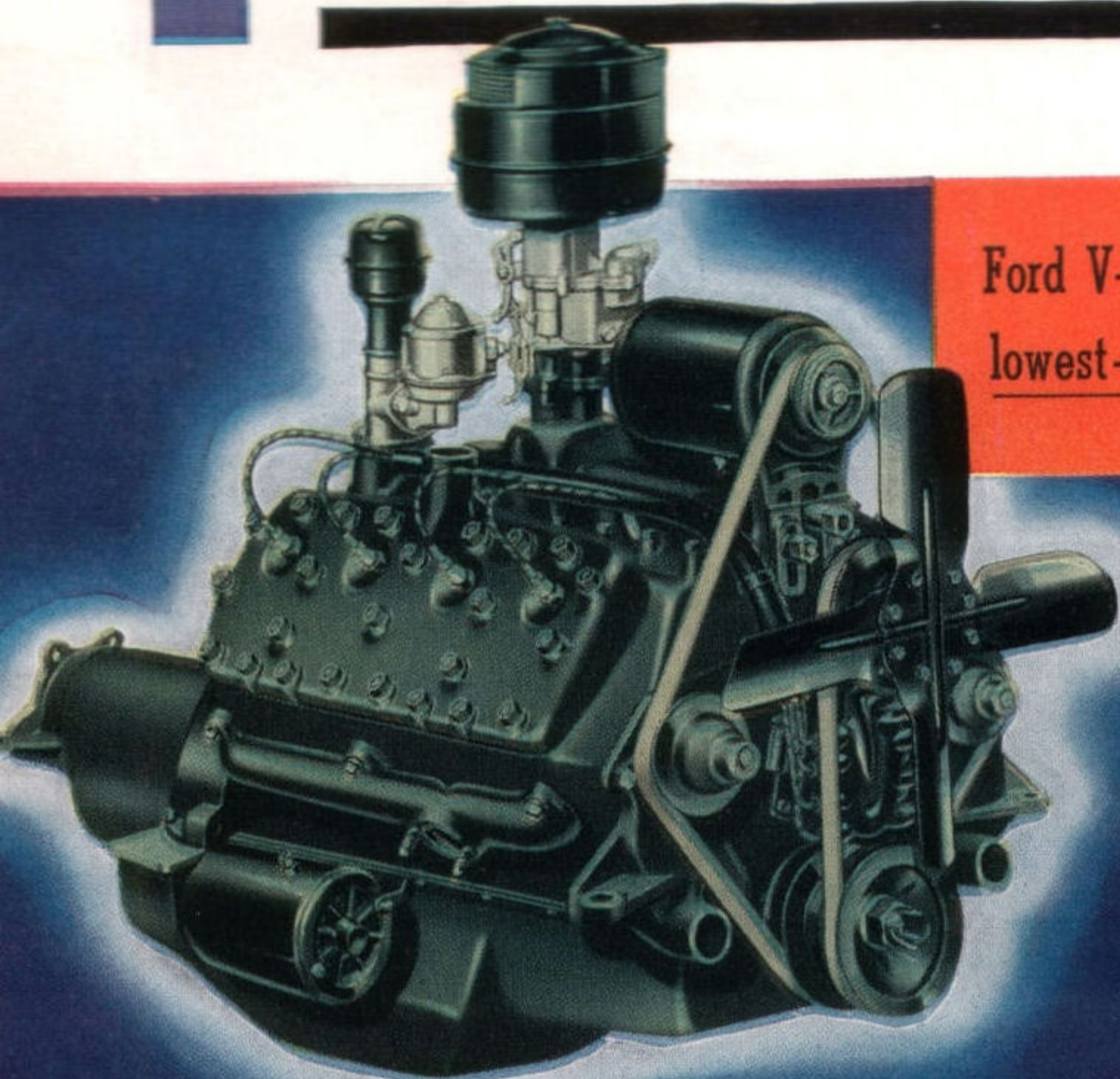
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The Big and Beautiful
New Super DeLuxe
Fordor Sedan

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Ford V-8—America's
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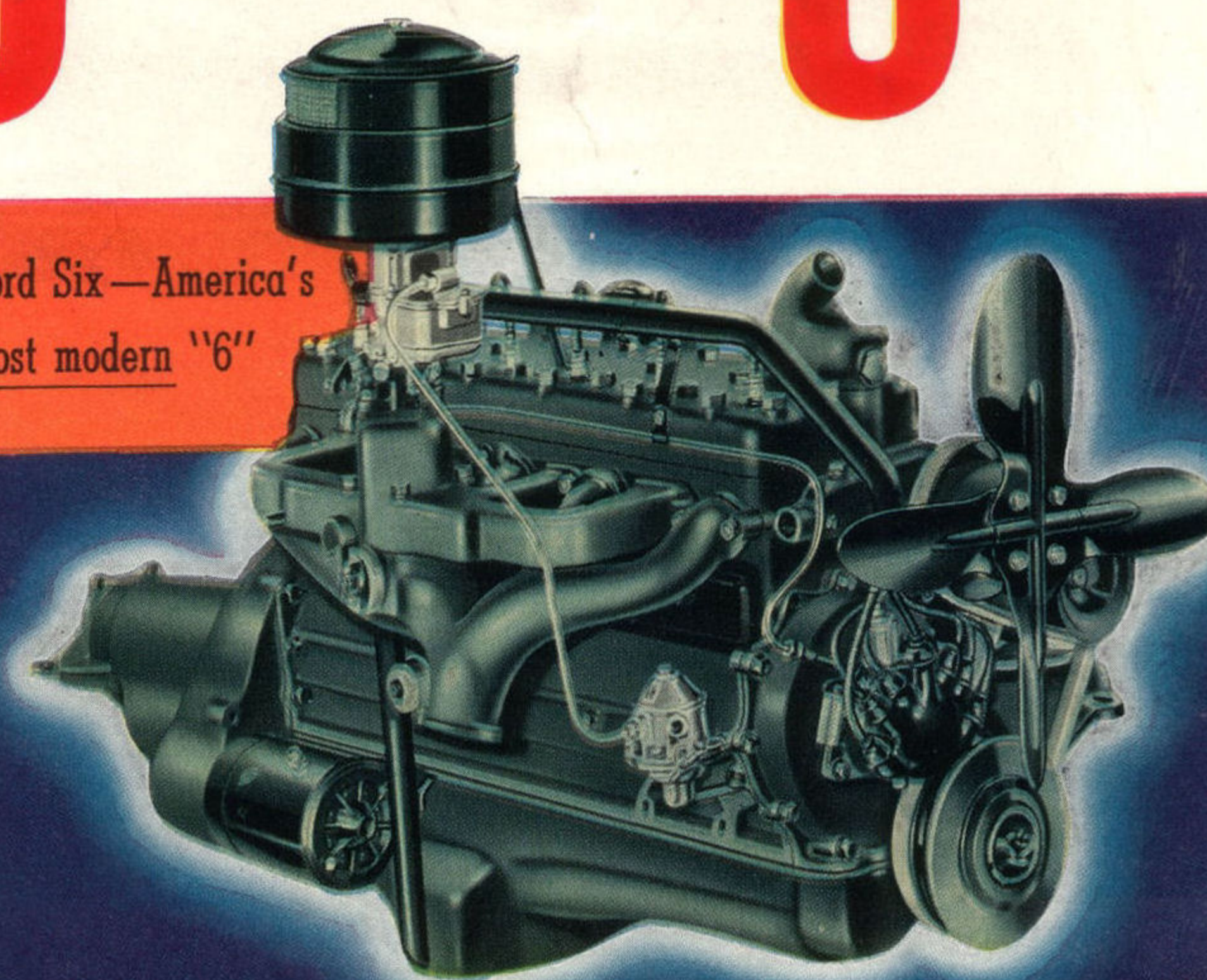
As a Six, this car offers the *most modern* 6-cylinder engine in America. We believe it is basically finer in design, construction and

performance than any Six in its field. Drivers of Sixes will find a *new* experience at the wheel of this one.

As an Eight, this car offers the only V-type engine in its price field. Backed by unequalled records for performance and stamina, the thrifty Ford V-8 stands as the greatest engine ever put into a low-priced car.

Whichever engine you prefer, take the wheel and take the road and see if *this year's great Ford isn't just the car for you!*

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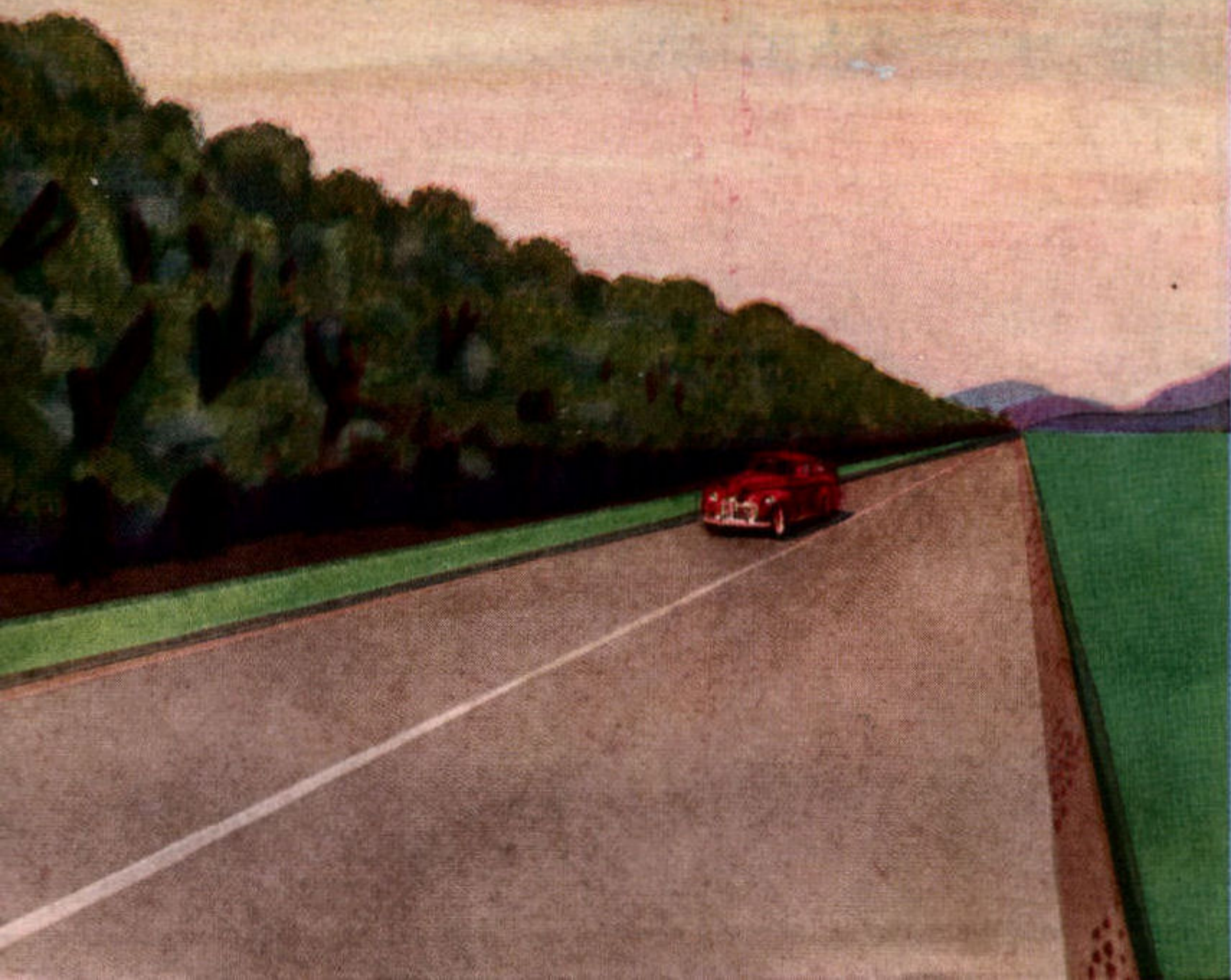
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Take the wheel and ask yourself—Isn't This the car for me?"



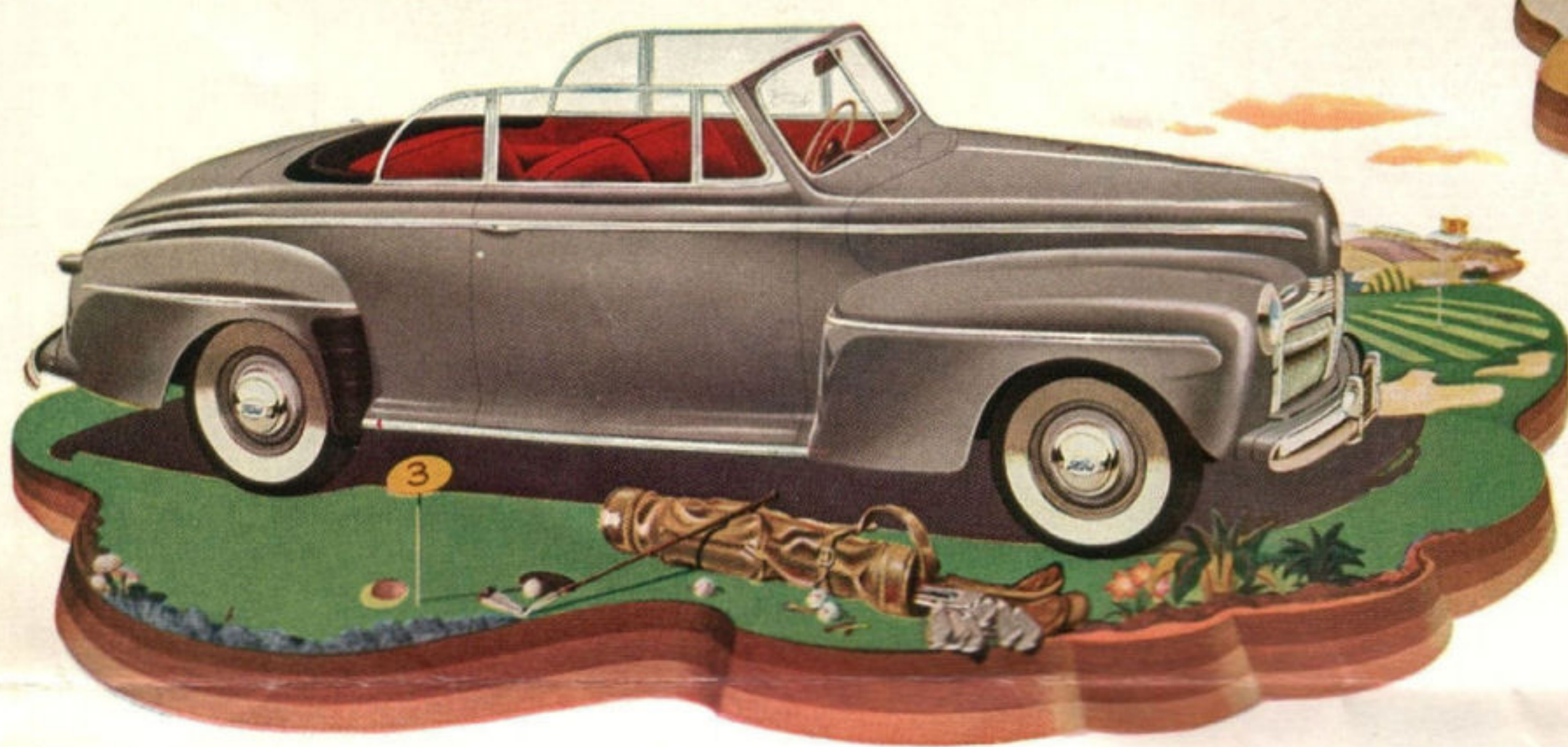
ISN'T **T** HIS THE
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Super De Luxe CONVERTIBLE CLUB COUPE

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!

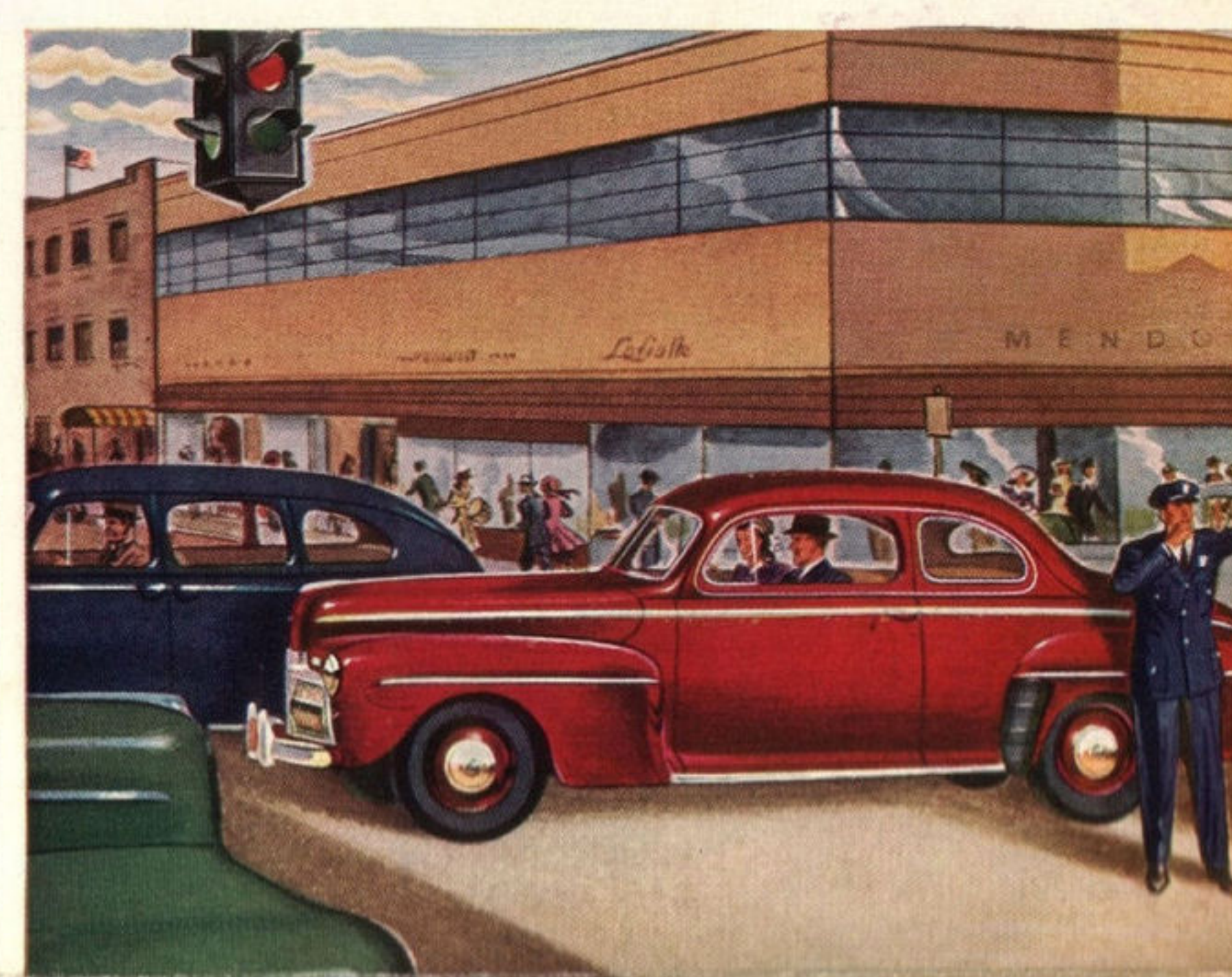
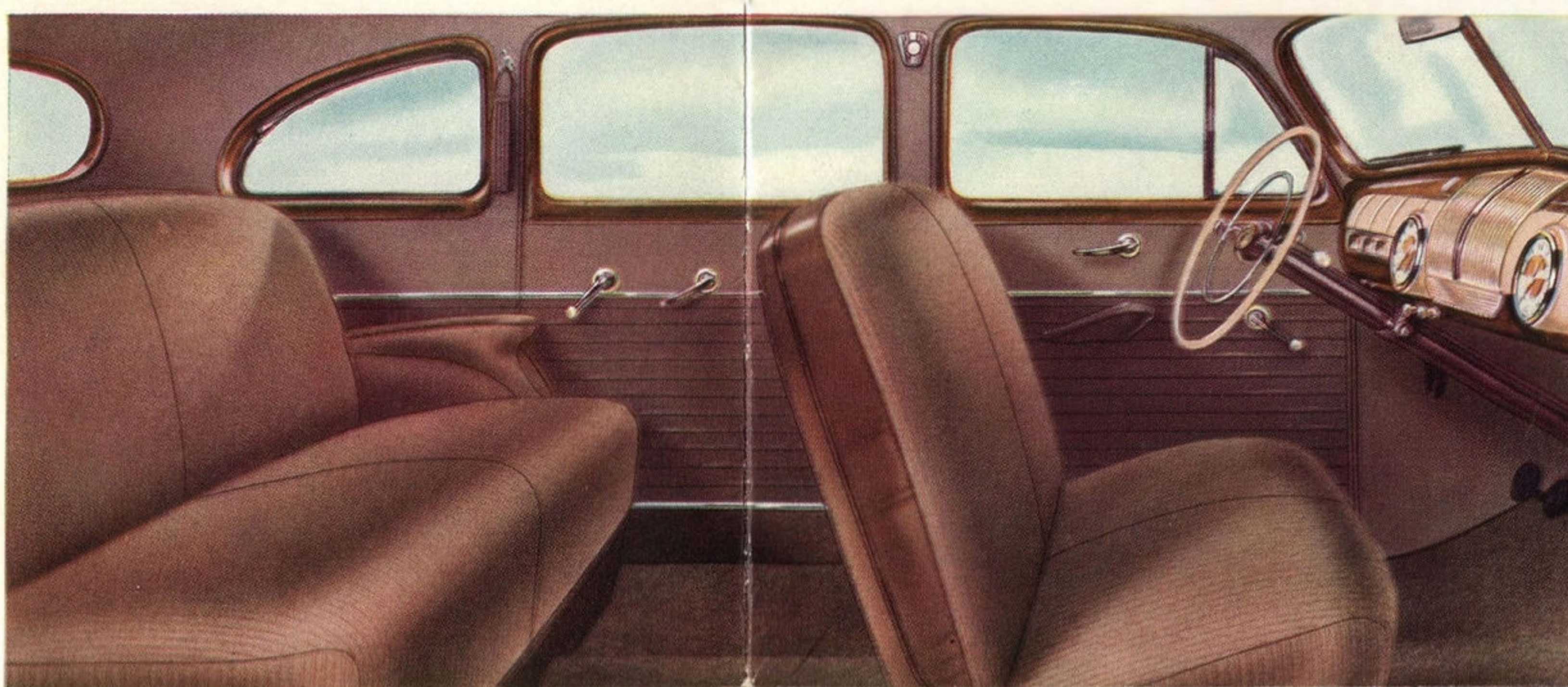
THIS YEAR, as perhaps never before, you want a new car for what it *is*—and also for what it *will be* a year or two or three from now. And the more you look ahead as you choose your new car, the more reason you will find to make it this beautiful new Ford.

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?"

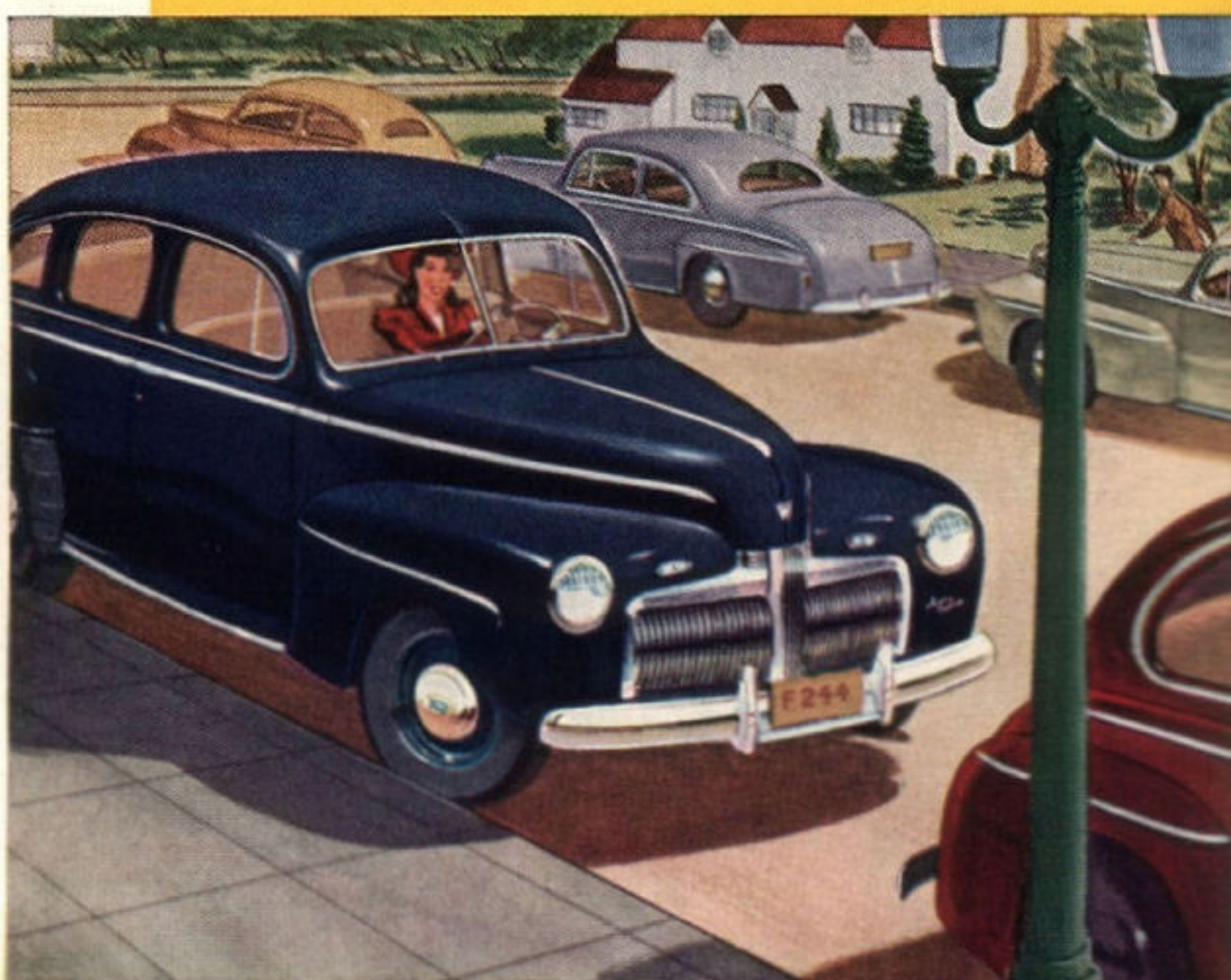


BEAUTY! In outward appearance, the beautiful new front-end design and clean body lines are enhanced by the lustrous, enduring baked-enamel finish. *Inside*, it is equally beautiful. This view of the Ford Super De Luxe Fordor Sedan gives a hint of the new finish and new dials that mark the impressive 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!

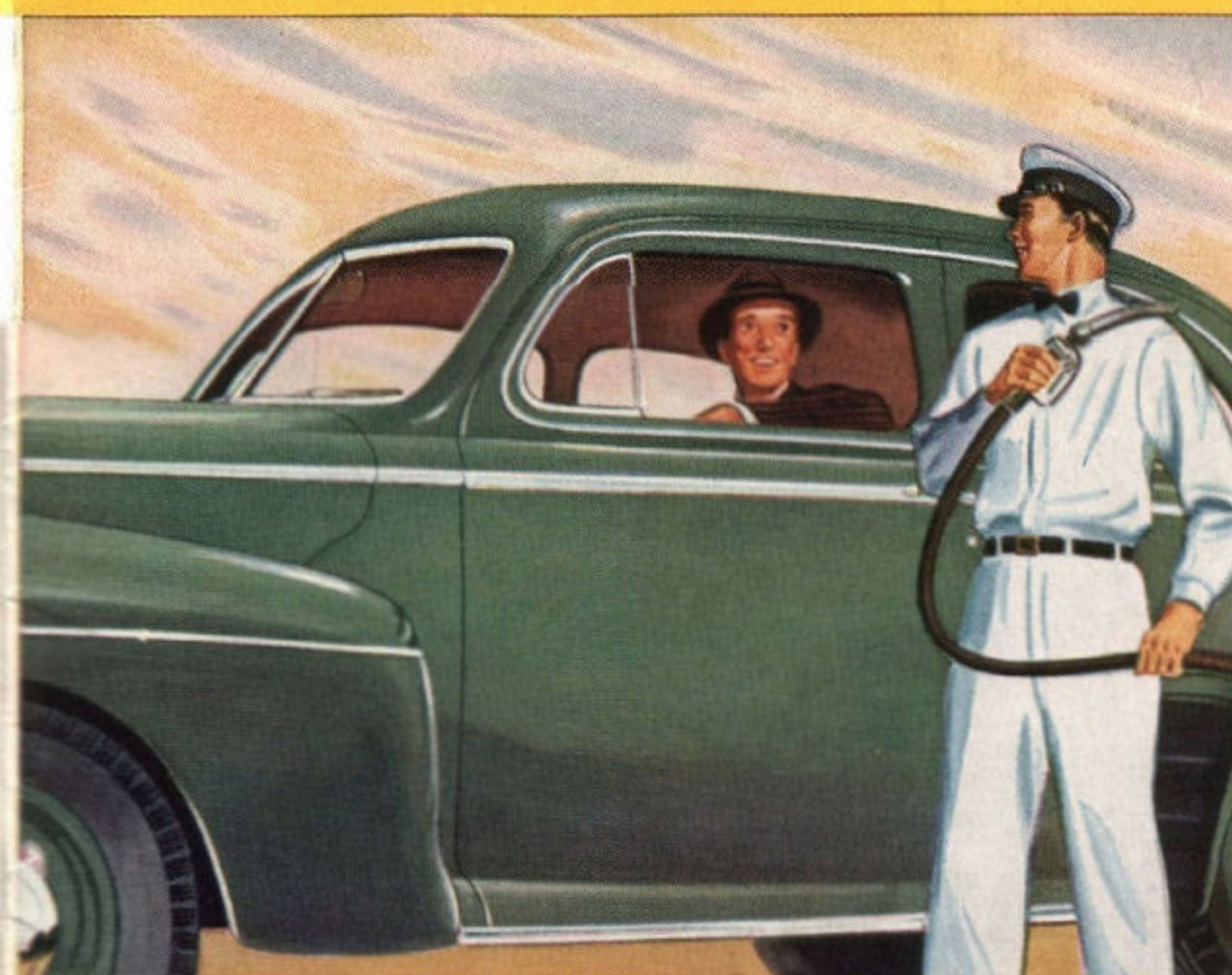
PERFORMANCE! Ford owners take just pride in the character of Ford performance which all motorists recognize as outstanding. And this year you can get it in either a six or an eight.



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!



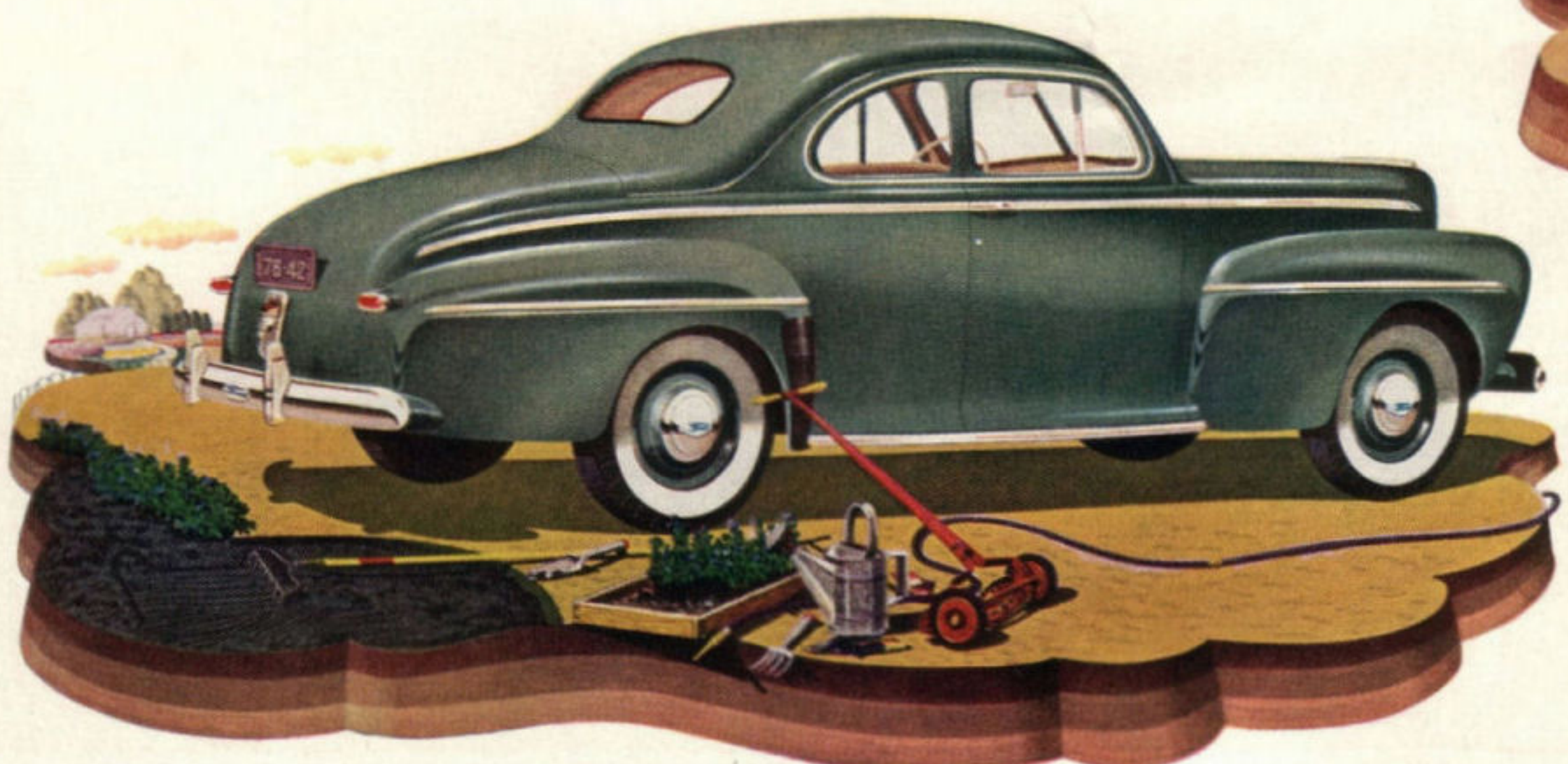
ECONOMY! Outstanding gas mileage proved time and time again in AAA-supervised economy runs. Oil economy attested by owners' reports of no oil added between changes. And economy of service from conveniently located Ford dealers!



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!

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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.



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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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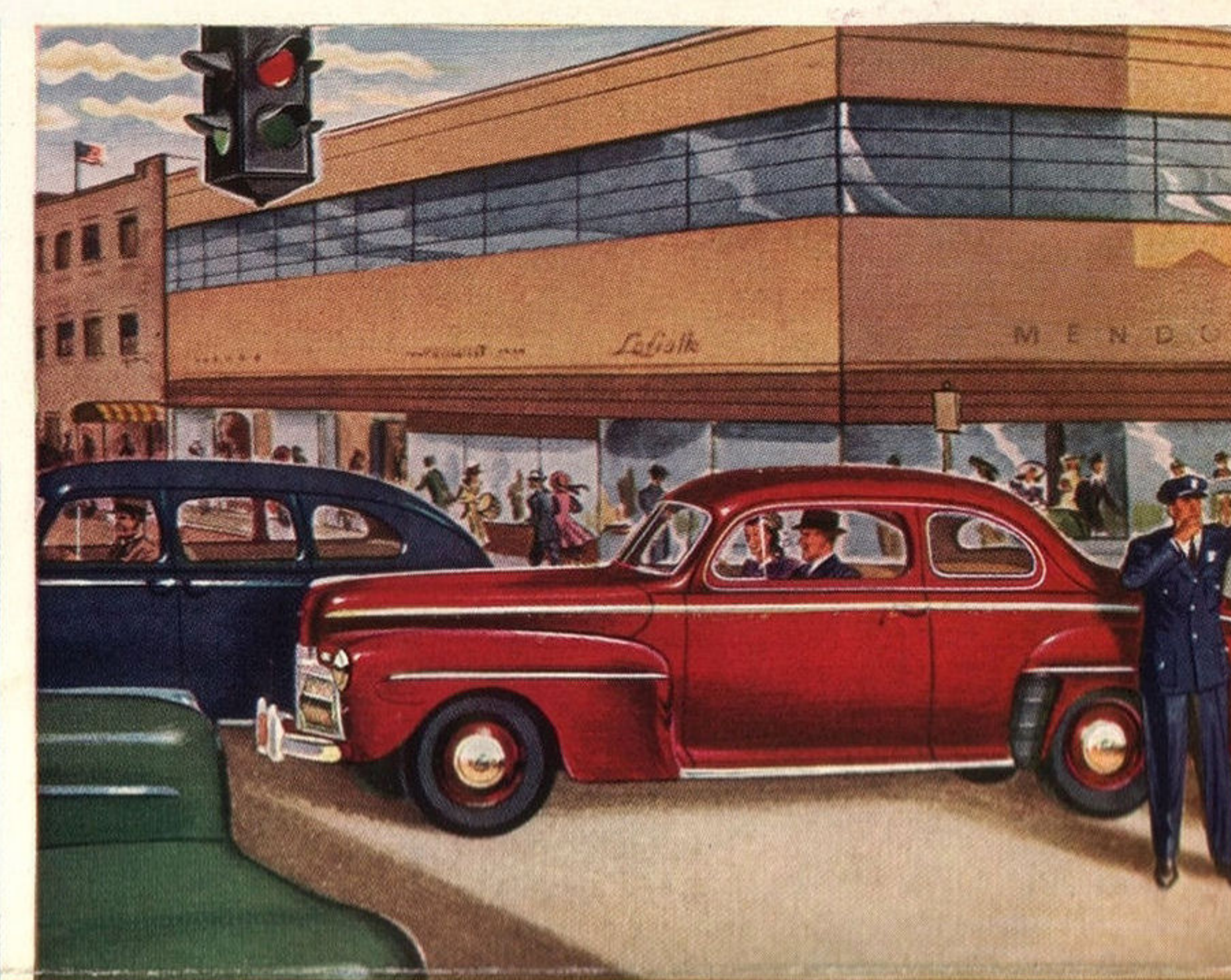
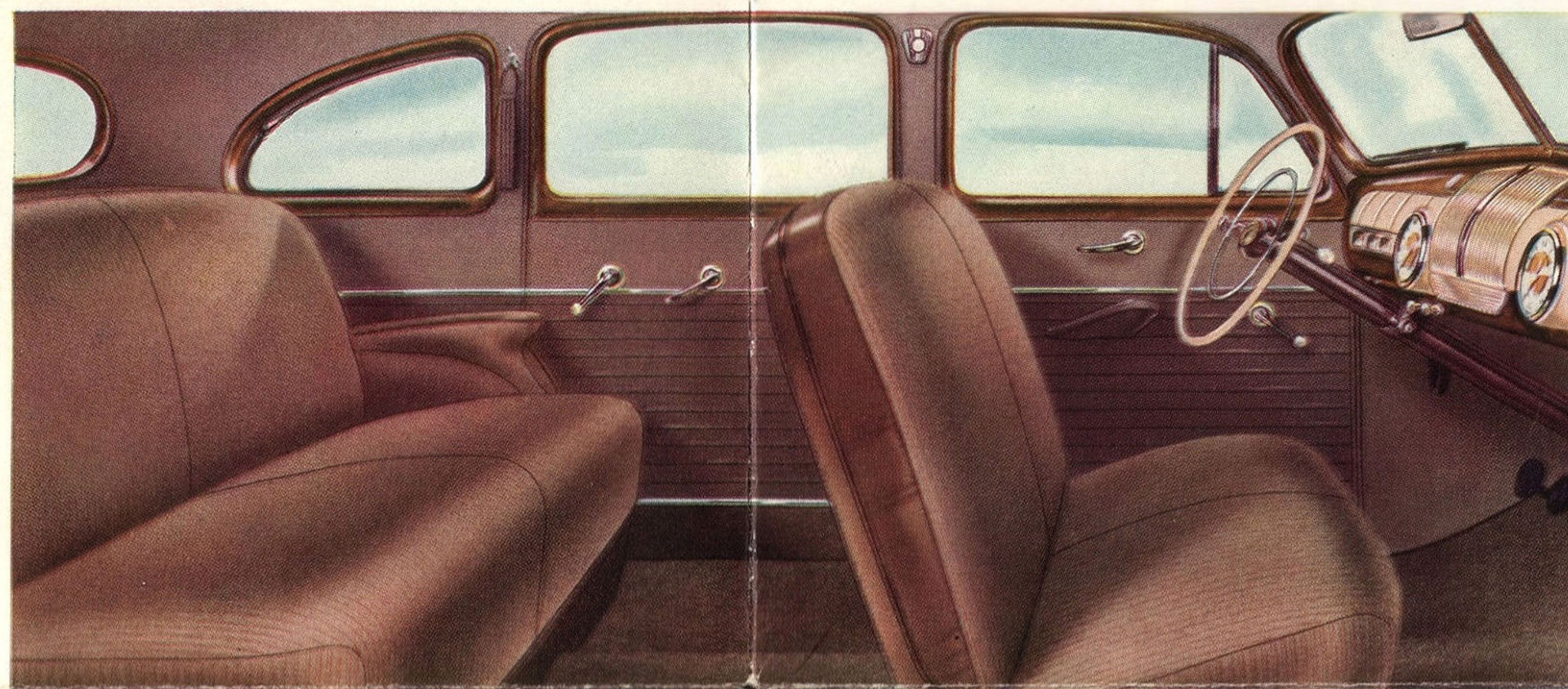
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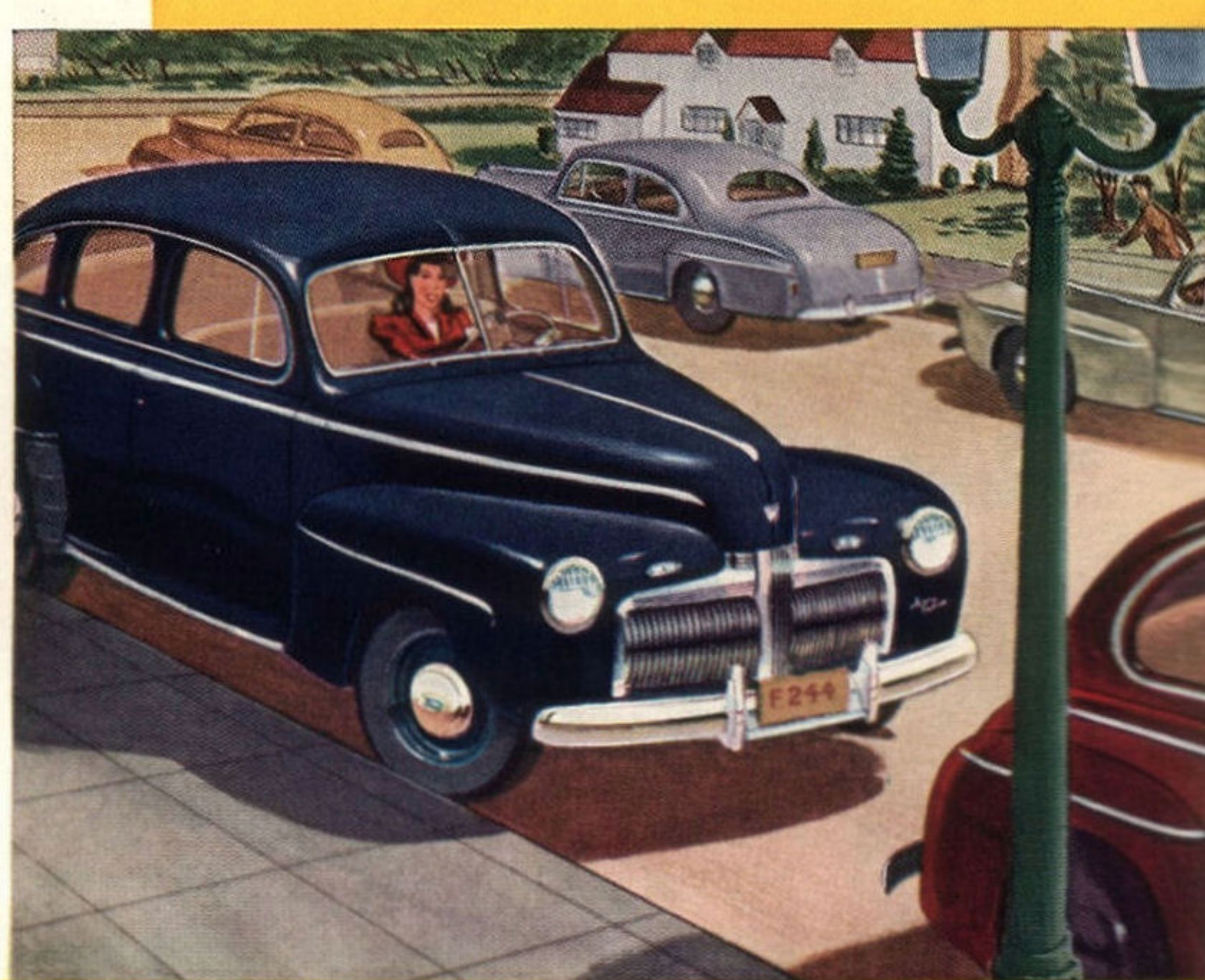


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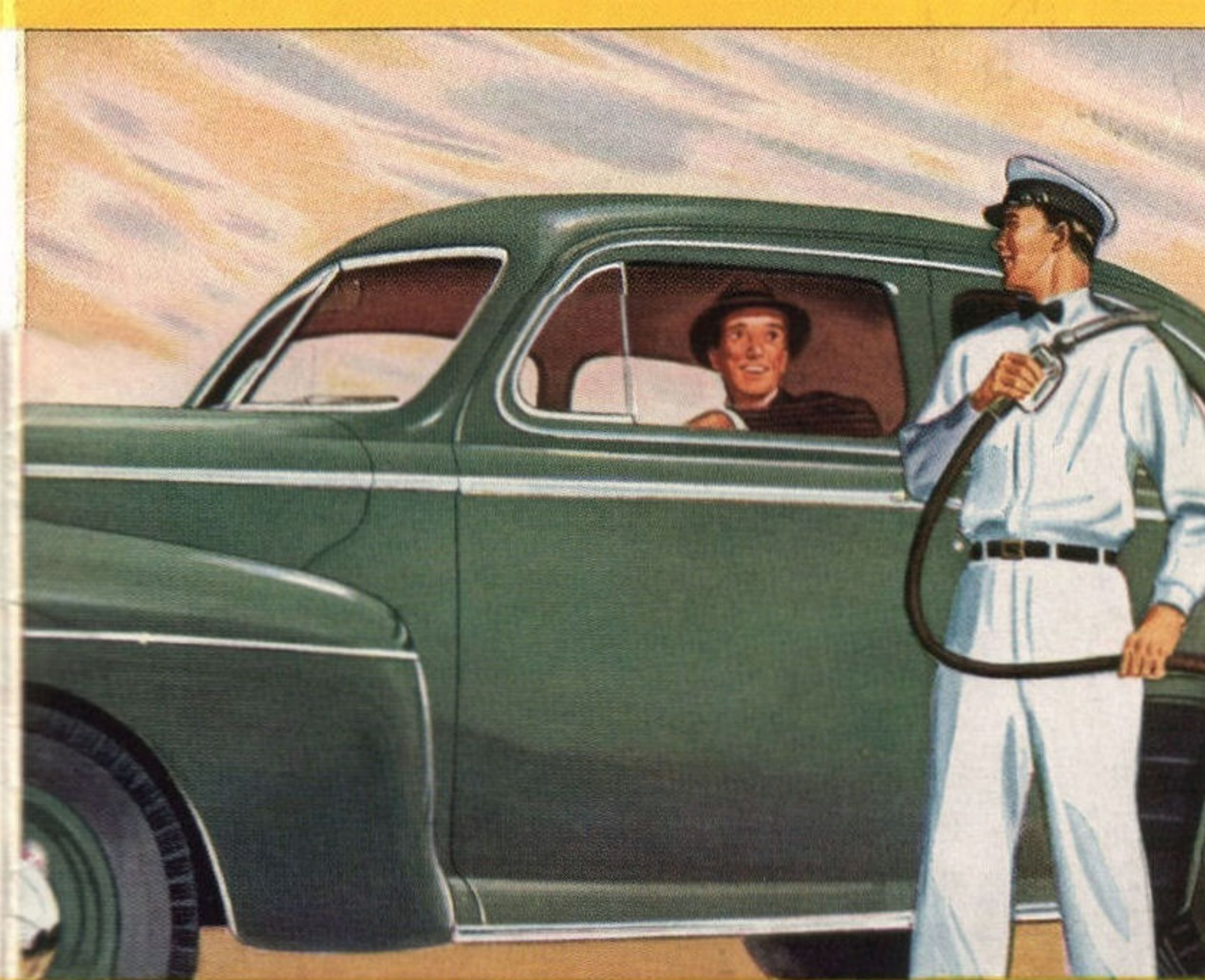
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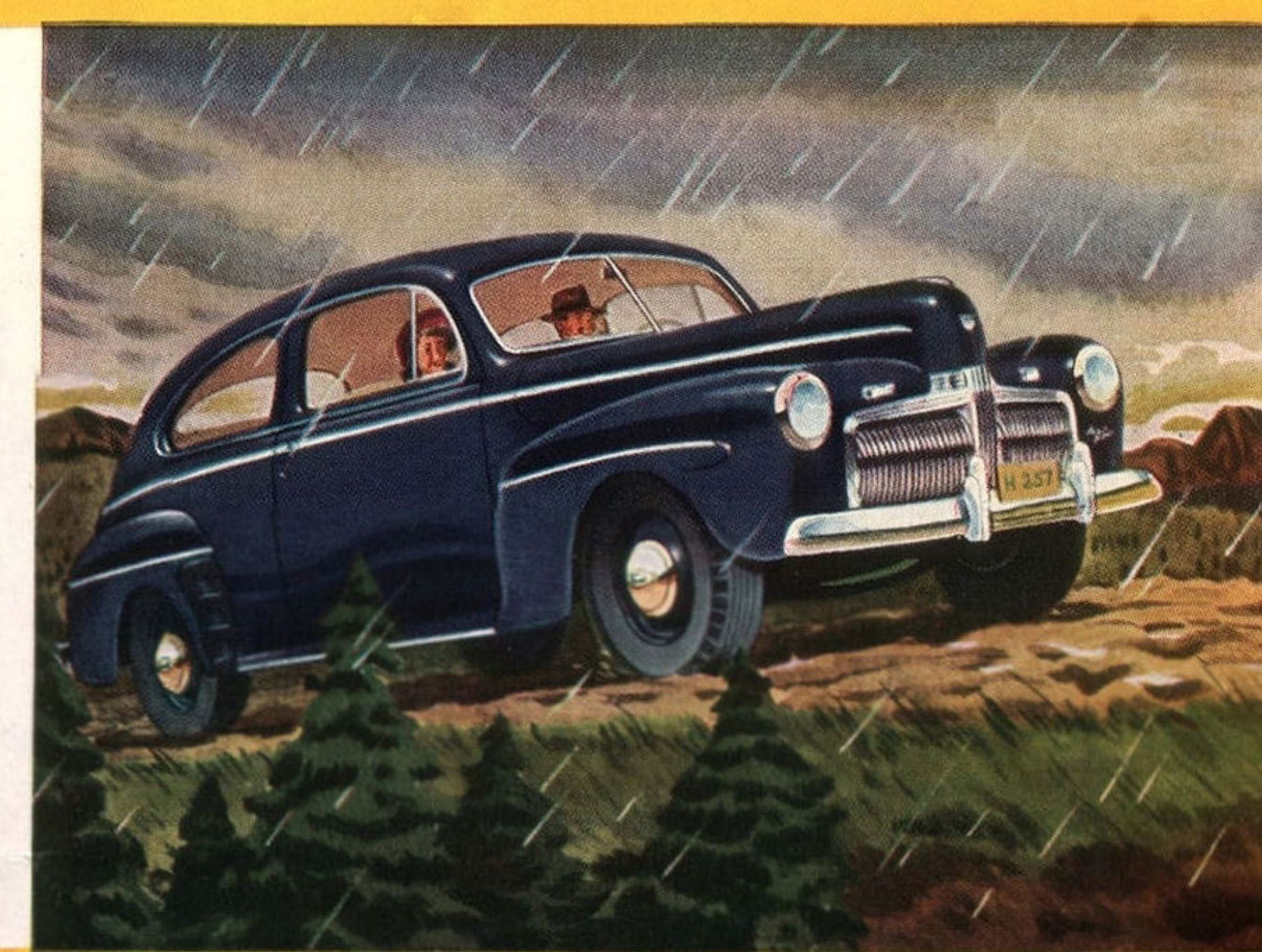
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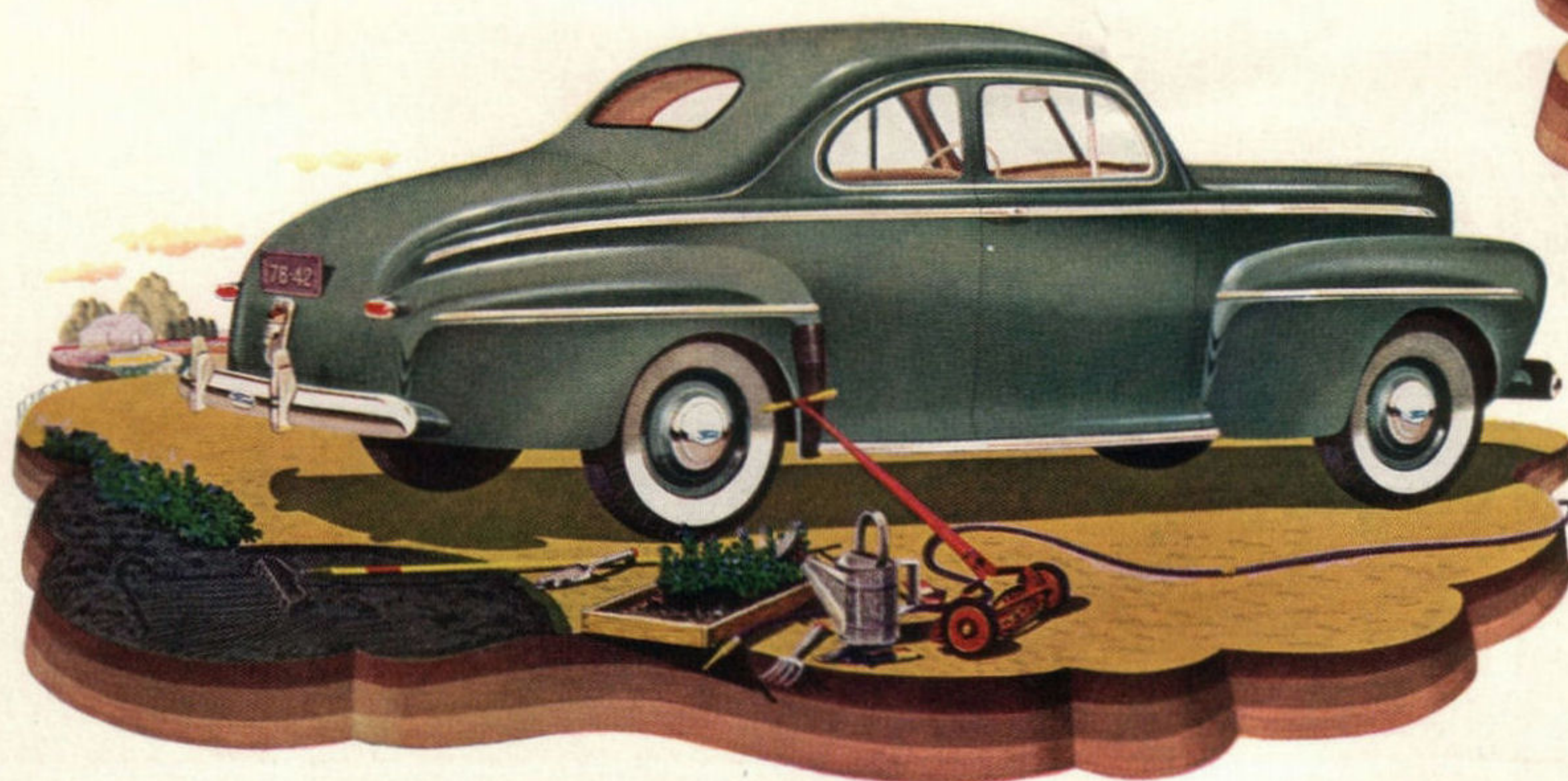
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