

FOR 1942

# A Beautiful New FORD

6 or 8 cylinders



**IN THESE UNUSUAL TIMES** we invite you to inspect an unusual new car—new in its beauty, its comfort, its choice of two fine 90 horsepower engines, 6 cylinders or 8.

See it and you sense at once that here is new style that will *stay* good for years. On a lower, wider chassis, we have designed new long, low, wide and modern lines.

Interior treatment is entirely fresh, distinctive, pleasing. The modern beauty of this Ford, seen from inside the car or out, will more than hold its own in any company.

Inside, the car is *big* in every way—wide across the seats, generous in knee-room, leg-room, elbow-room.

On the road this year you find the "new Ford ride" still further advanced in its softness, quietness, steadiness.

At the wheel, you will find driving easier than ever. Steering, gear-shifting, action of the big and sure hydraulic brakes have all been made smoother and easier.

In quality, the car is sound to the last detail. Defense requirements have all been

met without a single reduction in the basic and lasting goodness of the Ford mechanically. 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.*



If your family needs a new car, go see and drive this Ford. *For what it is today and for what it will be through the years ahead, we believe that you will find in it more and better transportation for your money than you have ever found before.*

