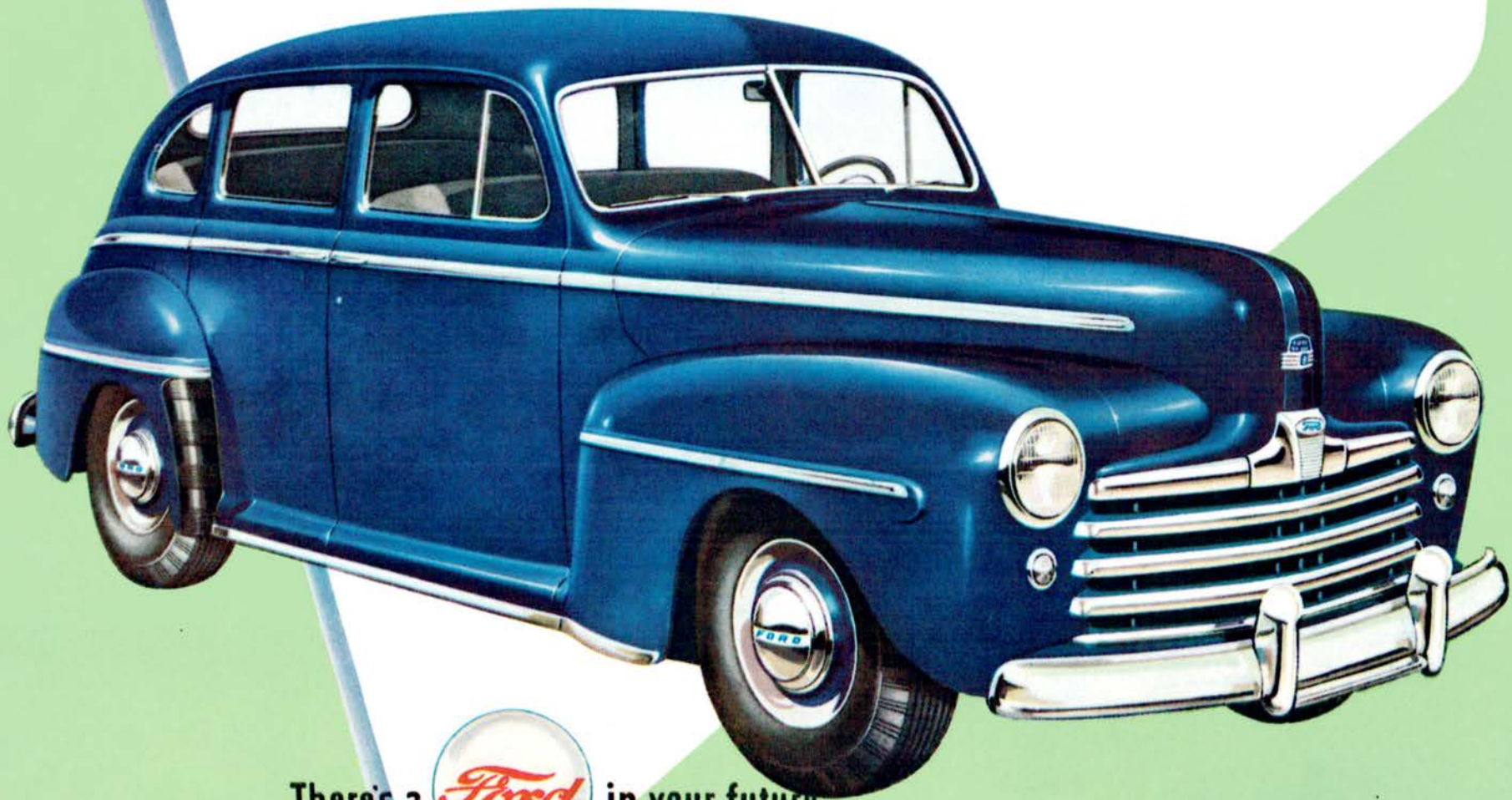


FORD'S OUT FRONT

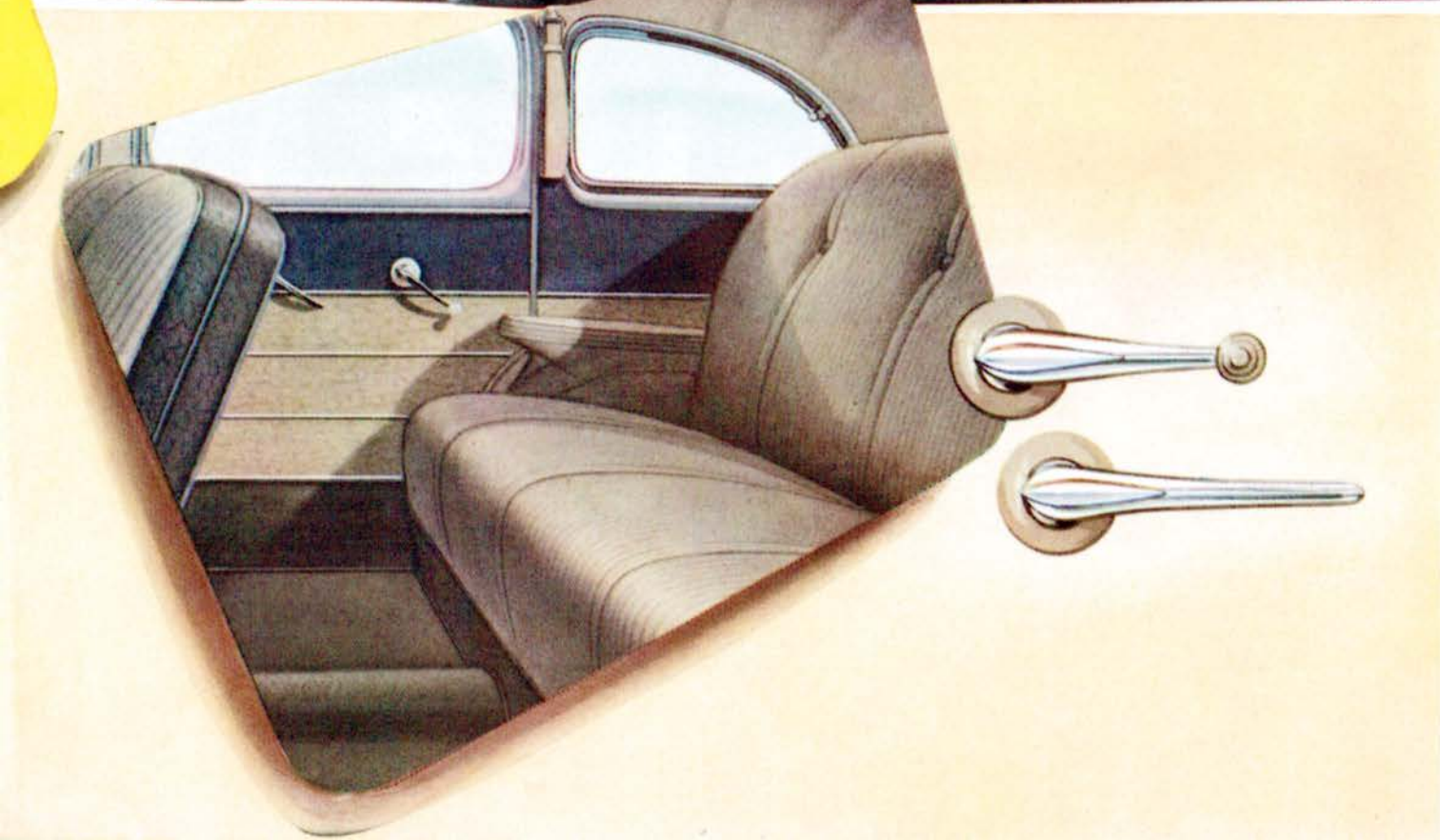
*with the Smartest Car
in the Low-Priced Field!*



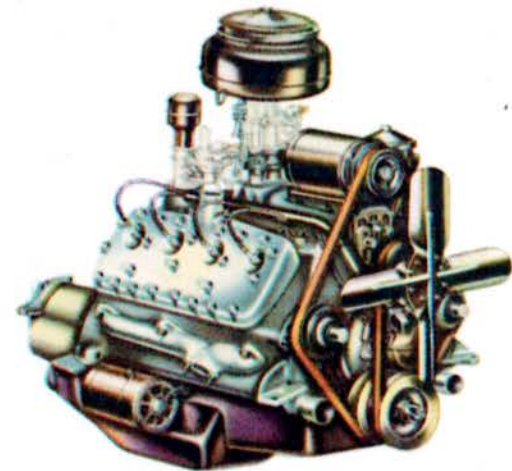
There's a *Ford* in your future



With New Beauty Inside Too!

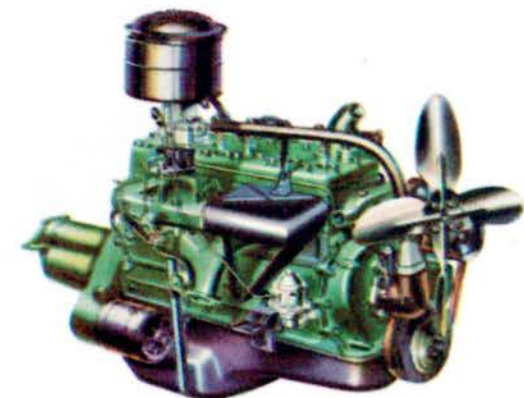


AND YOUR CHOICE OF TWO GREAT ENGINES!



FAMED FORD V-8 . . . *only* V-8 in the low-priced field . . . yours in the '47 Ford! Packed with pull-away power. New, 4-ring pistons. Balanced carburetion. Plenty of other engineering advancements that spell thrift *plus* performance!

BRILLIANT FORD SIX . . . worthy partner of the Ford V-8! Most modern power plant in its field. Has the basic engineering features of the V-8. Has smo-o-o-thness, economy, lots of "go." Take your choice. V-8 or Six . . . you'll be out front with Ford!



Ford Features To Make You Proud!



NEW FRONT. Big, strong, handsome. Smartly styled grille accents the smooth Ford lines. Parking lights set wide, for extra safety. Big, slick-as-a-whistle bumper with new guards.



LONGER, LOWER LOOK. You'll like those sleek lines. They're one of the big reasons Ford's finer in '47. It's the kind of clean styling you'll be proud to show off, anywhere!



REAL LUGGAGE SPACE. Plenty of room for luggage under that sloping rear deck. Spare tire is mounted against rear wall, out of the way, and all walls are lined for dust-protection.

There's a  in your future

specifications

NEW BEAUTY—With a longer, lower look and smart new frontal appearance, Ford's Out Front in style. Both the DeLuxe and Super DeLuxe feature massive bumpers with new bumper guards, newly styled hood ornament, flush-mounted parking lamps, bright finish, handsome stainless steel grilles, wider stainless steel body belt and lower sill moldings, new, sparkling, rust-proof wheel rims and hub caps and other exterior features that make the Ford in Your Future today's smartest car in the low-priced field!

NEW LUXURY INTERIORS—Featuring new fabrics smartly tailored in harmonizing, two-tone color combinations. Rich plastic appointments and instrument panel and window garnish moldings finished in contrasting colors give the spacious Ford interiors an inviting quality appearance usually associated with cars costing considerably more.

TEN NEW, BRIGHT COLORS—Both DeLuxe and Super DeLuxe are available in a range of ten optional colors finished in enduring hi-gloss baked enamel to keep that showroom complexion—Rotunda Gray, Black, Barcelona Blue, Monsoon Maroon, Glade Green, Feather Gray, Metallic Blue-Gray, Tucson Tan; Convertible and Sportsman also available in Pheasant Red and Maize Yellow.

FEATURE APPOINTMENTS—Instrument panel starter button, theft-proof ignition lock with keyhole light, remote control hood lock, built-in fender door concealing gas filler cap, adjustable ventilators in front door windows with inside locks. Automatic motor-lift top on Convertible and the Sportsman. Hydraulically operated window lifts on the Sportsman. Smart, new clock-type instruments with easy-to-read dials in gold finish with edge lighting for improved visibility.

YOUR CHOICE OF V-8 OR "6"—Ford, and only Ford, in the low-priced field, gives you your pick of power: the famous V-8 or the brilliant Six. Both are service-proved by millions of miles of owner driving and are out front for sparkling performance, economy and long life.

100 H.P. V-8—the same type engine that powers America's costliest cars. Incorporates such high-priced car features as 4-ring aluminum pistons, full pressure oiling system, hardened valve seat inserts, replaceable cartridge type oil filter, new dual automatic spark control, oil bath

air cleaner, full-length water jacketing and scores of other engineering features that add up to greater smoothness, flexibility and economy of operation.

90 H.P. Six—Incorporates such outstanding engineering features as 4-ring aluminum pistons, full pressure oiling system, hardened valve seat inserts, replaceable cartridge type oil filter, new dual automatic spark control, oil-bath air cleaner, full-length water jacketing, pressure cooled valves and other high-priced engineering features that make the Ford "6" the most modern in its class.

REST-RIDE—Long, slow-motion springs, of multi-leaf design, and new, airplane-type, double-acting hydraulic shock absorbers put Ford Out Front in riding comfort over any road. Fabric-lined metal covers (on Super DeLuxe) retain lubricant for uniform spring action and exclude road dirt and water. Special center bolt fitting permits inter-leaf lubrication for soft, easy spring action.

TWO-WAY STABILIZATION—Transverse stabilizers front and rear reduce side-sway, improve stability, ease of handling and safety. Torsional stabilizer on front reduces "roll," keeps car on even keel, improving stability and riding comfort.

KING-SIZE HYDRAULIC BRAKES—Oversized brakes with 12-inch drums and 162 square inches of lining area, larger than in many higher-priced cars, provide powerful straightline stopping action with long lining life. Self-centering feature results in soft pedal pressure and smooth, quiet action.

TORQUE TUBE DRIVE—The backbone of the Ford stabilized chassis. All driving and braking forces are transmitted directly to the frame, relieving springs to support the load and cushion road shocks for smoother riding comfort.

BODY TYPES—*Super DeLuxe Body Types:* Tudor Sedan, Fordor Sedan, Sedan-Coupe, Convertible Club Coupe, the Sportsman, Station Wagon. *DeLuxe Body Types:* Tudor Sedan, Business Coupe.

UPHOLSTERY—*Super DeLuxe:* Gray broadcloth in closed body types; Convertible and the Sportsman—Tan or Red leather; Station Wagon—Tan leather. *DeLuxe:* Tan broadcloth.

ACCESSORIES—Wide range, engineered and especially built for Ford cars are available at moderate cost. Adjust-O-Matic Radio with touch-bar tuning. High-efficiency heaters and defrosters.

The Ford Motor Company reserves the right to change specifications, designs or prices without incurring any obligation.

NEW BEAUTY—With a longer, lower look and smart new frontal appearance, Ford's Out Front in style. Both the Deluxe and Super Deluxe feature massive bumpers with new bumper guards, newly styled hood ornaments, flush-mounted parking lamps, bright finish, handsome stainless steel grilles, wider stainless steel body belt and lower sill moldings, new, sparkling, rust-proof wheel rims and hub caps and other exterior features that make the Ford in Your Future today's smartest car in the low-priced field!

NEW LUXURY INTERIORS—featuring new fabrics smartly tailored in harmonizing, two-tone color combinations. Rich plastic appointments and instrument panel and window garnish moldings finished in contrasting colors give the spacious Ford interiors an inviting quality appearance usually associated with cars costing considerably more.

TEN NEW, BRIGHT COLORS—Both Deluxe and Super Deluxe are available in a range of ten optional colors finished in enduring hi-gloss baked enamel to keep that showroom complexion—Round Gray, Black, Barcalona Blue, Monsoon Maroon, Glade Green, Feather Gray, Metallic Blue-Gray, Tucson Tan, Con-vertible and Sportman also available in Pheasant Red and Maze Yellow.

FEATURE APPOINTMENTS—Instrument panel starter button, theft-proof ignition lock with keyhole light, remote control hood lock, built-in fender door calling gas filler cap, adjustable ventilators in front door windows with inside locks. Automatic motor-lift top on Convertible and the Sportman. Hydraulically operated window lift on the Sportman. Smart, new clock-type instruments with easy-to-read dials in gold finish with edge lighting for improved visibility.

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100 H.P. V-8—the same type engine that powers America's costliest cars. Incorporates such high-priced car features as 4-ring aluminum pistons, full pressure oiling system, hardened valve seat inserts, replaceable cartridge type oil filter, new dual automatic spark control, oil bath air cleaner, full-length water jacketing, pressure bath air cleaner, new dual automatic spark control, oil type oil filter, new dual automatic spark control, oiling system, hardened valve seat inserts, replaceable cartridge features as 4-ring aluminum pistons, full pressure oiling 90 H.P. Six—Incorporates such outstanding engineering other engineering features that add up to greater smoothness, flexibility and economy of operation.

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KING-SIZE HYDRAULIC BRAKES—Over-sized brakes with 12-inch drums and 16.2 square inches of lining area, larger than in many higher-priced cars, provide powerful straight-line stopping action with long lining life. Self-centering feature results in soft pedal pressure and smooth, quiet action.

TORQUE TUBE DRIVE—The backbone of the Ford stabilized chassis. All driving and braking forces are transmitted directly to the frame, relieving springs to support the load and cushion road shocks for smoother riding comfort.

BODY TYPES—Super Deluxe Body Types: Tudor Coupe, the Sportman, Station Wagon, Deluxe Body Type: Tudor Sedan, Business Coupe.

UPHOLSTERY—Super Deluxe: Gray broadcloth in closed body types; Convertible and the Sportman—Tan or Red leather; Station Wagon—Tan leather. *Deluxe*: Tan broadcloth.

ACCESSORIES—Wide range, engineered and especially built for Ford cars are available at moderate cost. Adjustable O-Matic Radio with touch-bar tuning. High-efficiency heaters and defrosters.

REAL LUGGAGE SPACE. Plenty of room for luggage under that sloping rear deck. Spare tire is mounted against rear wall, out of the way, and all walls are lined for dust-protection.

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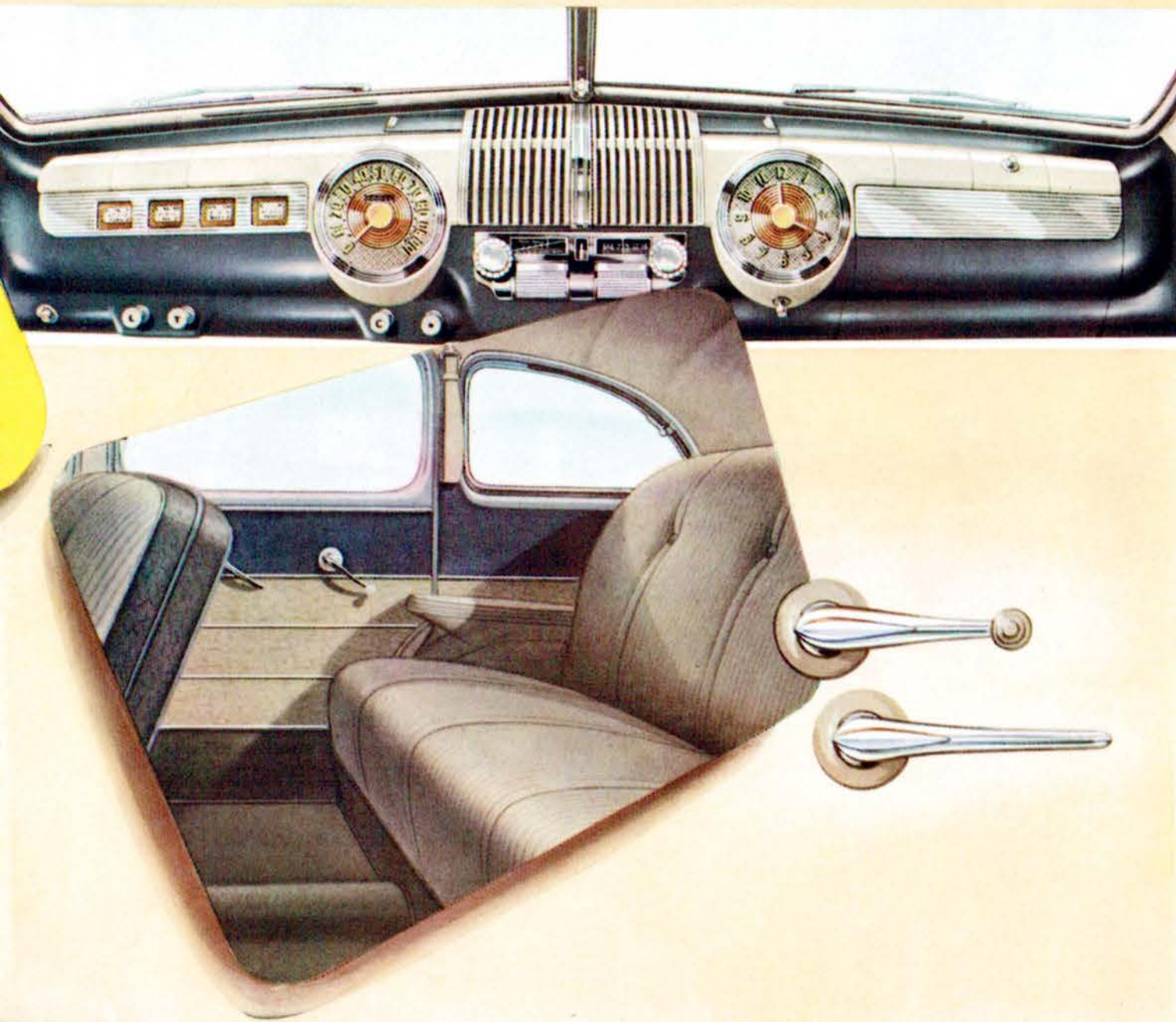
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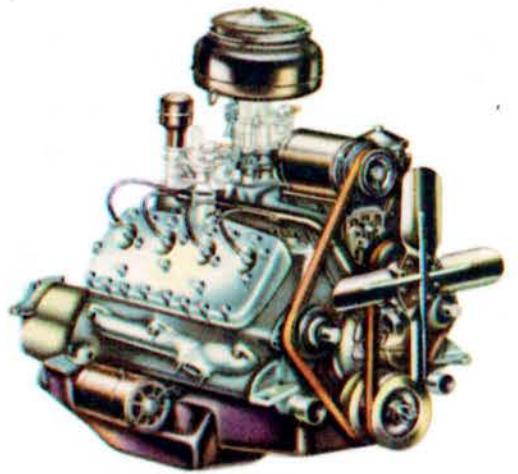
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specifications

With New Beauty Inside Too!

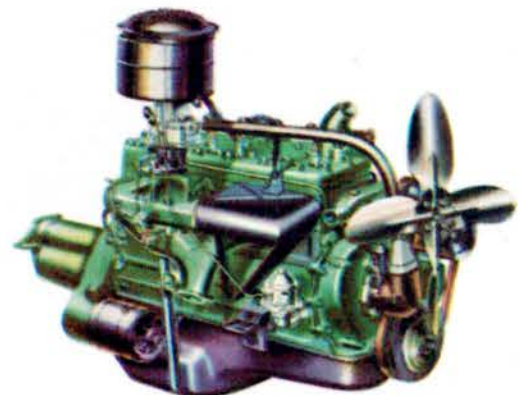


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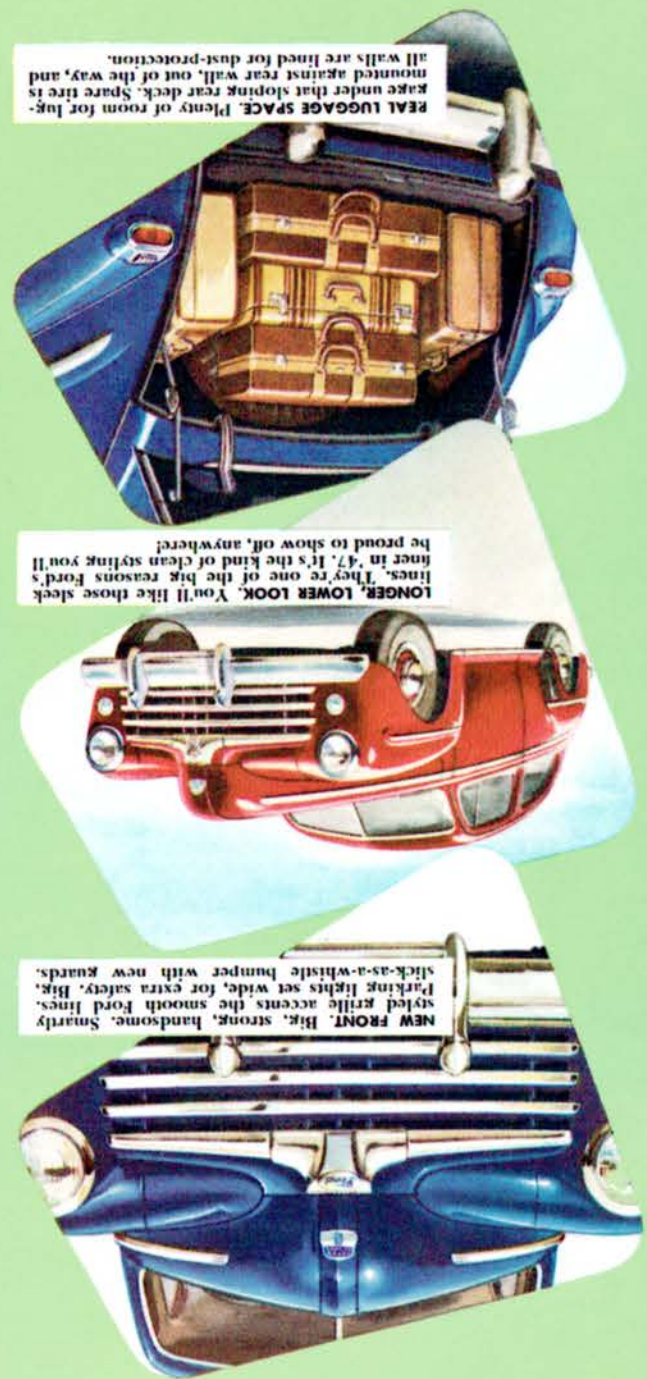


FAMED FORD V-8 . . . only V-8 in the low-priced field . . . yours in the '47 Ford! Packed with pull-away power. New, 4-ring pistons. Balanced carburetion. Plenty of other engineering advancements that spell thrift *plus* performance!

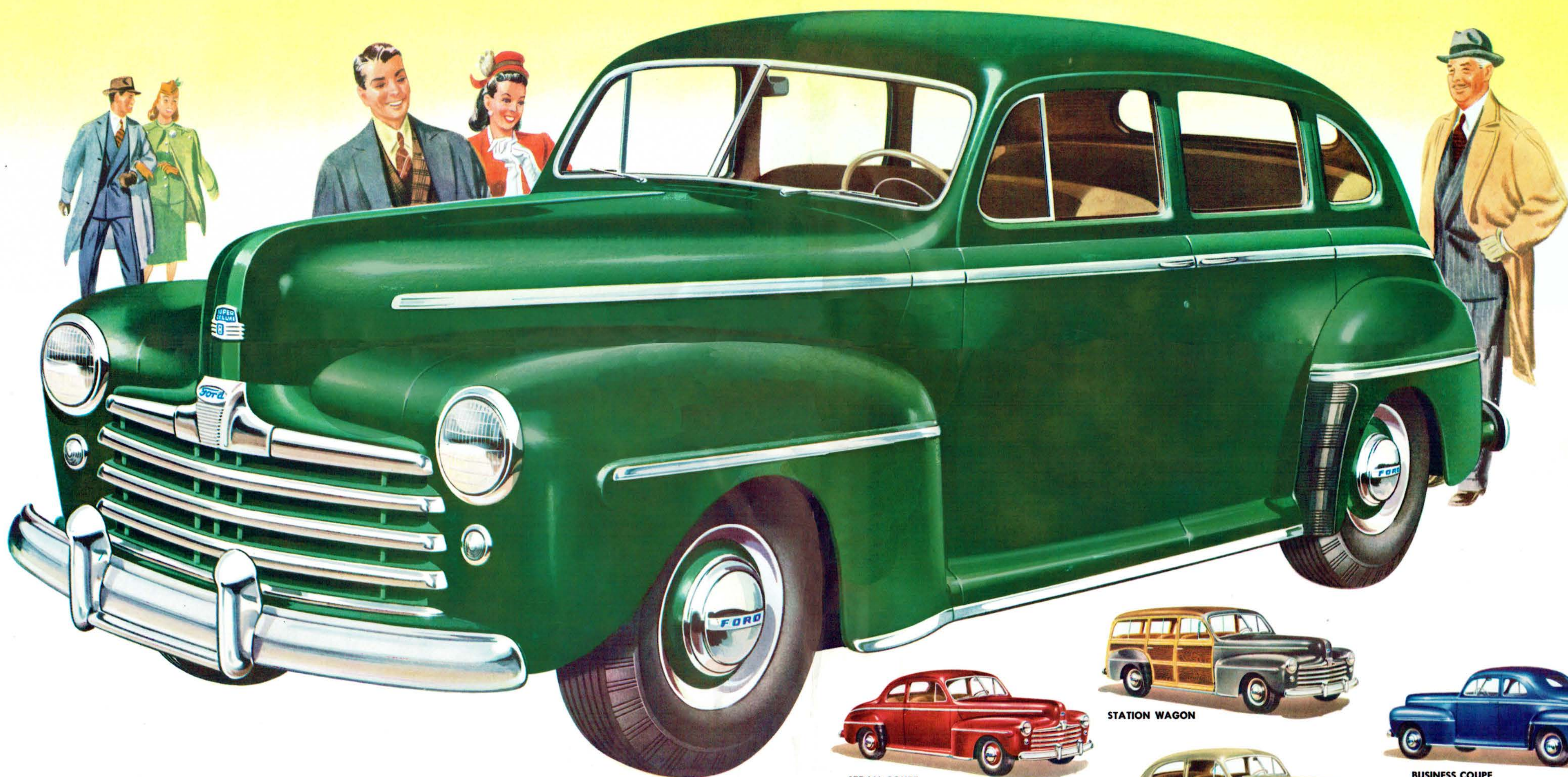
BRILLIANT FORD SIX . . . worthy partner of the Ford V-8! Most modern power plant in its field. Has the basic engineering features of the V-8. Has smoothness, economy, lots of "go." Take your choice. V-8 or Six . . . you'll be out front with Ford!



Ford Features To Make You Proud!



IN *Beauty...* **IN** *Comfort...* **IN** *Performance...*
FORD'S OUT FRONT!



FROM its longer, lower look to its deep, comfortable interior . . . today's Ford is a car you'll be proud to own! It has all the famous Ford advancements you want.

It's out front in beauty . . . with its range of new colors . . . its jewel-bright appointments . . . its *real* style features!

It's out front in comfort. It's a big car that invites you to relax on roomy, comfortable seats. That famous "Lifeguard" body . . . all-steel, all welded . . . promises real security. And Ford "Restride" springs cushion you on any road. What's more, you enjoy the easy handling

and sure responsiveness of Ford "King-size" brakes . . . oversized hydraulics that give smooth, straightline stops.

It's out front in performance. That power choice that only Ford gives you in the low-priced field means the *right* engine for your needs. Ford engines make fewer revolutions per turn of the wheels. And that means Ford engines loaf while the car hustles! And whether you pick V-8 or Six, you get the benefit of fifty years of progressive engineering. They're power partners, these two great power plants.

In style, in comfort, in performance, *Ford's Out Front!*



SEDAN COUPE



STATION WAGON



BUSINESS COUPE



TUDOR SEDAN



CONVERTIBLE



THE SPORTSMAN

FORD'S FINER IN '47

**TEN BRAND NEW COLORS!
NEW FRONT-END STYLING!
NEW, TWO-TONE INSTRUMENT PANEL!
AND . . . THE LONGER, LOWER LOOK!**

It's bright and beautiful, today's new Ford!

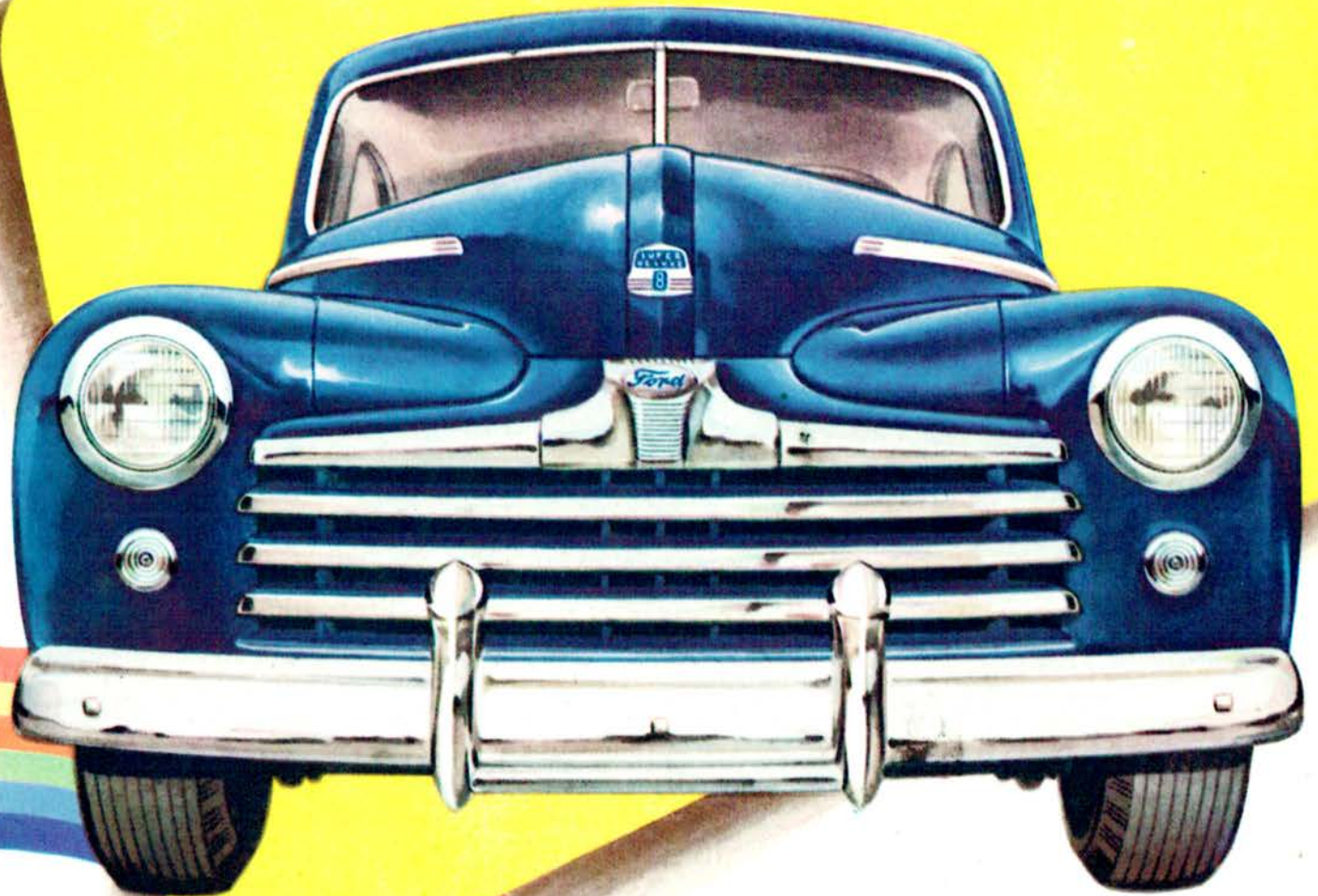
Any way you look at it, today's Ford is by far the *smartest* car in the low-priced field. It's got *style* . . . from stem to stern . . . inside and out!

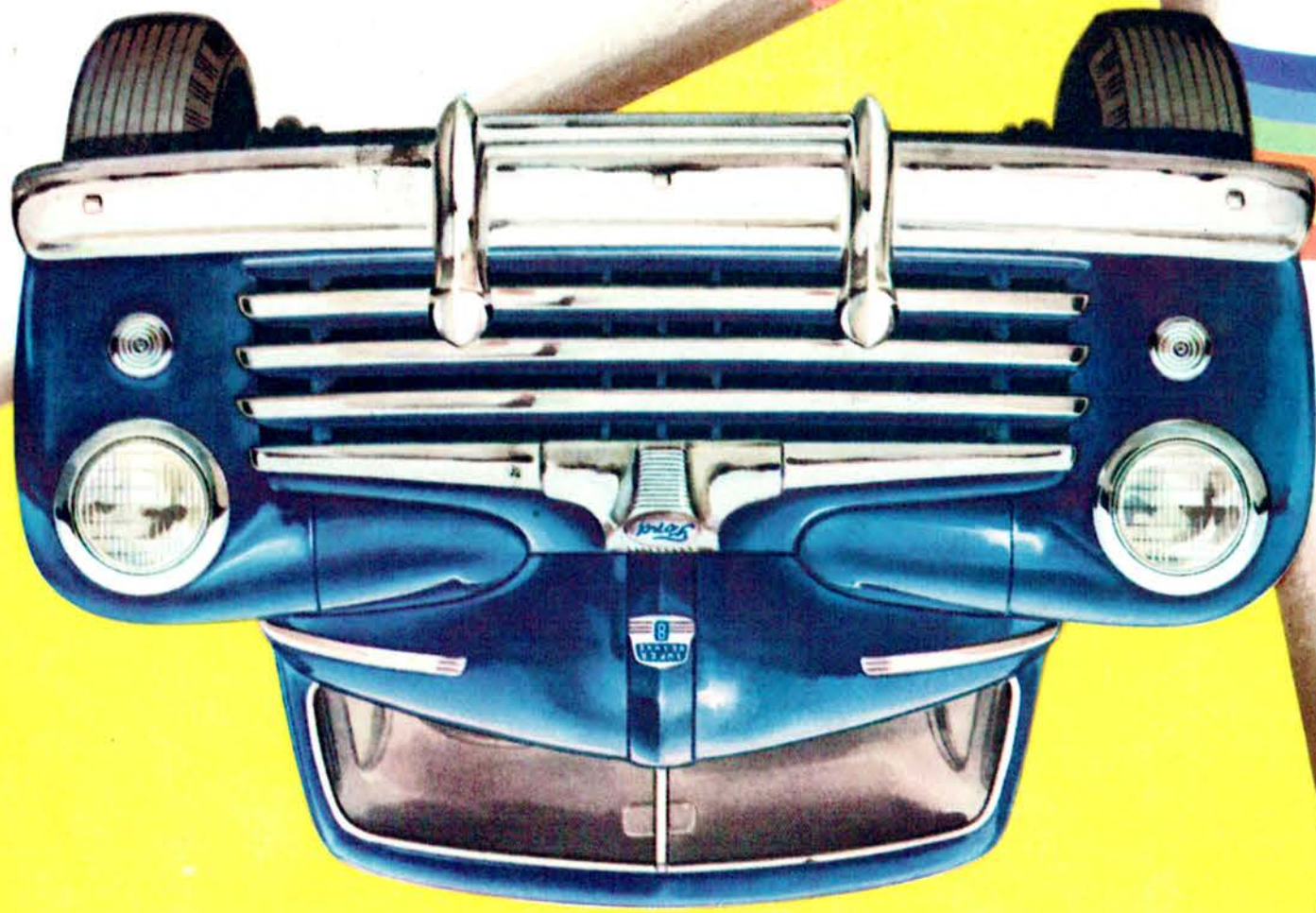
For instance: ten bright new body colors in Ford's special baked-enamel finish. Not one . . . but *ten*. A new instrument panel, with *big* dials for easy reading. A smart new front end. New, stainless steel body molding. Sparkling new wheels with special hub caps and rims. New, heavier bumper guards.

Interiors have rich, two-tone color schemes to harmonize with those brilliant outside colors. There's a choice of smart long-wearing upholstery.

And all the way through, there's a Longer, Lower Look to this new Ford that will capture your eye and your fancy.

See Ford . . . look again . . . you'll know why people say, "Ford's Out Front with the smartest car in the low-priced field!"





FORD'S FINER IN '47

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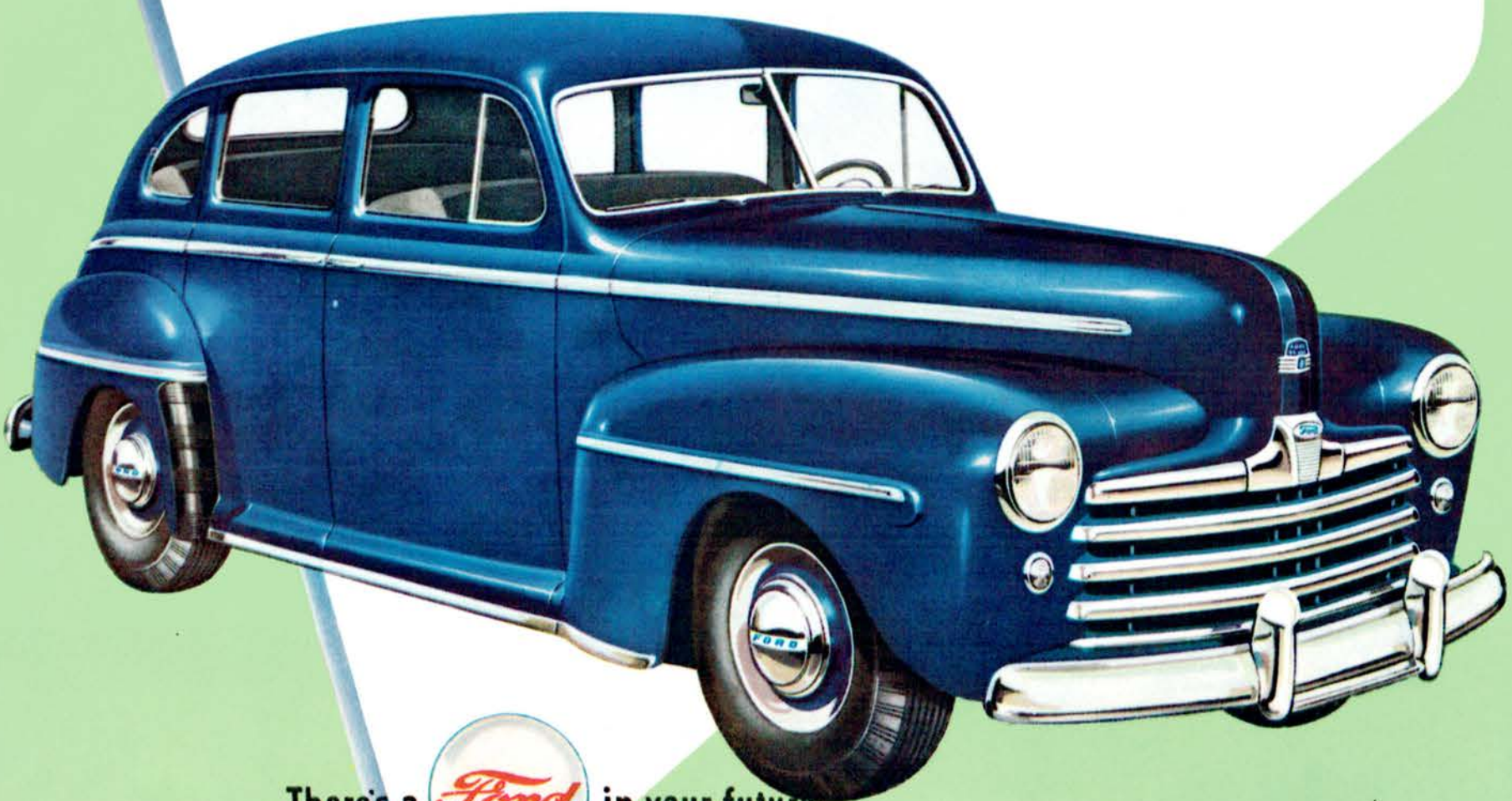
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