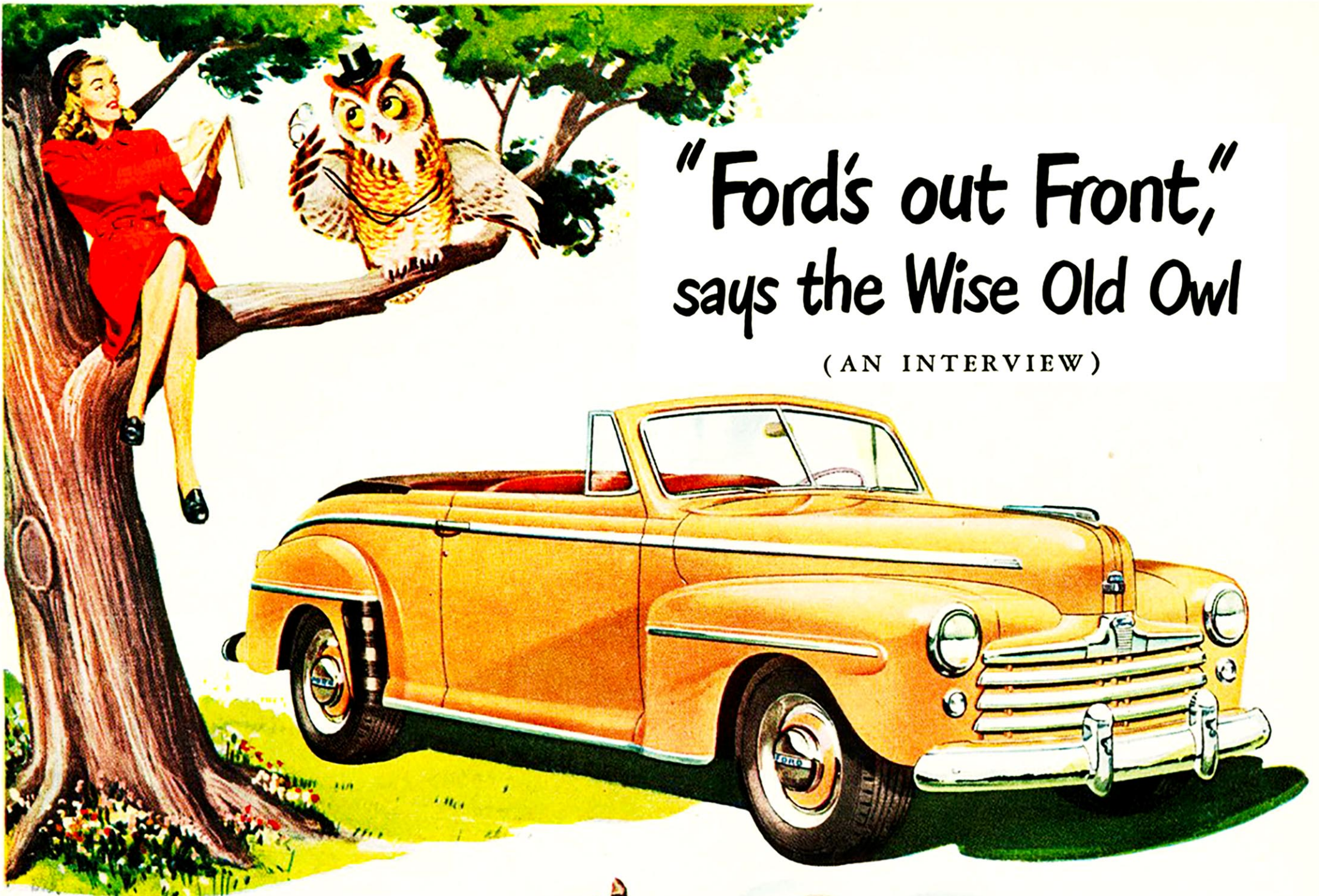


"Ford's out Front," says the Wise Old Owl

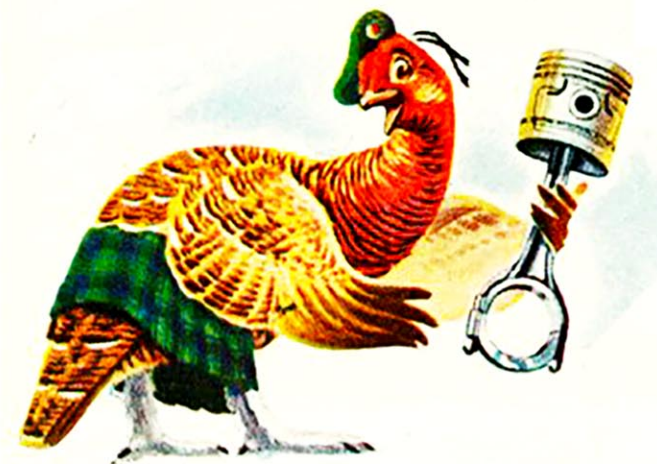
(AN INTERVIEW)



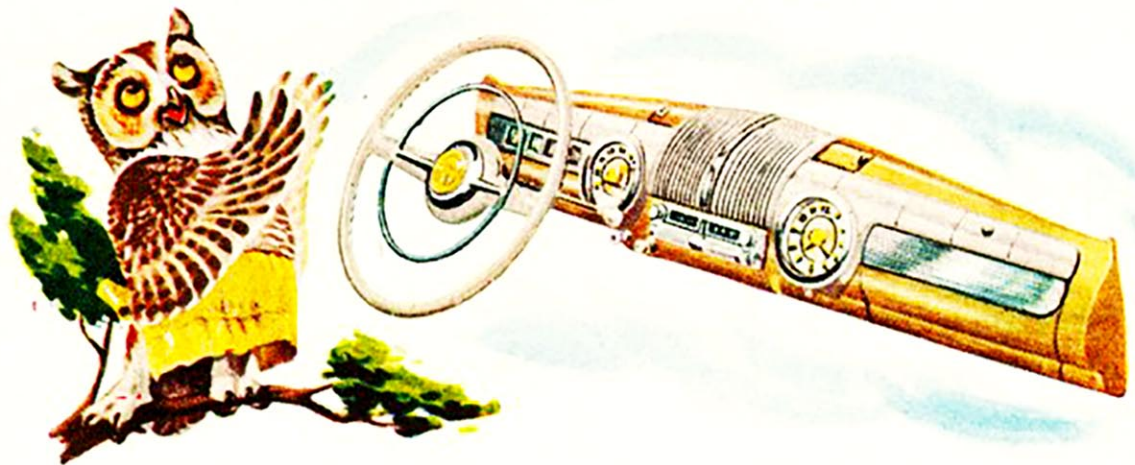
"I don't give a hoot for gimcracks," the Owl said, blinking, "I'm a practical man, I am, and I want a car that I can depend on. Now you take the 1947 Ford line—there are cars that suit me perfect and I'll tell you why.

"First, you get your choice of engines," and here he raised his eyebrows, "no other car in Ford's class lets you take your choice of either a V-8 or a Six.

"Then there's the matter of brakes," he went on. "They call 'em 'King-size' and that's what they be—with more braking area than any other car in Ford's class. The hydraulic feature makes 'em easy to apply, too!



"For savin' gas and oil ye canna beat 4-ring aluminum pistons," said the Scotch Grouse!



"I never saw a more beautiful instrument panel," said Mrs. Owl.

"And, as to economy—well, I have a Scotch Grouse friend who tells me it's Ford's 4-ring aluminum pistons and balanced carburetion that save a pretty penny on both gas and oil."

"But what about Ford BEAUTY," we asked. "Don't you have an eye for BEAUTY or are you too practical?"

"That's the wife's department," he replied solemnly, "but I can tell you she keeps me up days raving about Ford's longer, lower look, about the

glamorous interiors and such. It's enough to drive a practical man mad."

"What about safety?" we asked.

"If you are referring to Ford's 'Life-guard' body I can tell you it's sound—really sound. But that's what you'd expect from the Ford people—thoroughly practical people. That's why Ford's out Front—and if you'd ask me I'd say they're out Front to stay!"

And with that, the Wise Old Owl blinked wisely and flew away!



There's a **Ford** in your future