

1946 FORD



with many advancements -now in production!

**More advances than offered in many
pre-war yearly models! . . . Massive, rich new styling.**

New power and economy. New comfort, safety.

This 1946 Ford shows a thorough newness.

Everywhere you look there are advancements. And deep-down inside, some very vital changes that have been four years in the making.

It's the smartest looking Ford in history. And under its trim, broad hood, there's more lively power than ever before. Longer life—greatly improved economy in both oil and gasoline.

Swing open the wide doors, and colorful new fabrics and plastics invite you to relax in luxury. Plenty of elbow-room, knee-room, head-room.

Multi-leaf springs of a new design will assure you a full-cushioned, level ride.

For increased safety, hydraulic brakes are extra-large and self-centering—soft yet positive in action. Less toe pressure gives quicker, smoother, sound-proofed stops.

This youthful new Ford gives you *more* on every count.

Today, these cars are rolling off the production lines in limited numbers. Next month and the month after there'll be more new Ford cars available . . . and still more in 1946.

So hold to your plan—don't settle for less. There *is* a Ford in your future.

F O R D M O T O R C O M P A N Y

SOME HIGHLIGHT SURPRISES IN THE NEW FORD . . .

More streamlined than ever, with a wider hood and massive, bright, horizontal grilles. A real beauty!

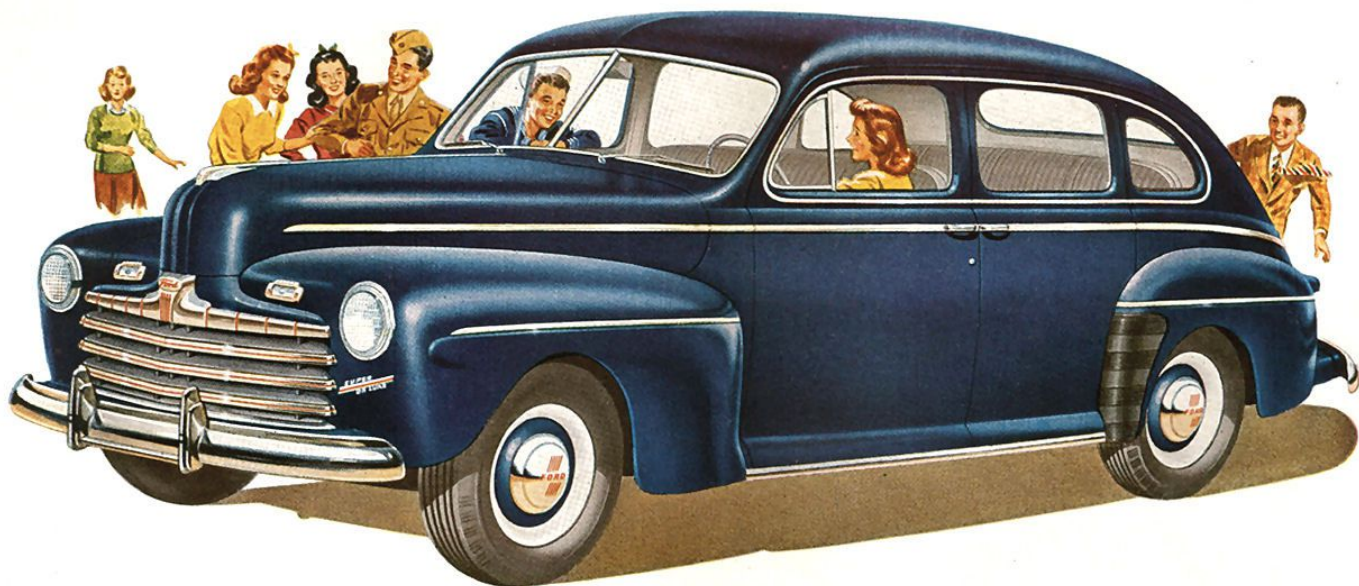
Select your power! Two great engines: the new 100 horsepower V-8, the most efficient ever used in a Ford car—and the lively, improved 90 horsepower Six . . . and new "silvaloy" bearings that last up to three times as long.

Two-tone interiors. Colorful, new fabrics, rich plastics, simulated leather trim.

New springing. Thinner leaves—and more of them—are used in these long, slow-action springs. They keep you *on the level*—assure a real luxury ride.

New extra-big brakes. They could stop a car twice the weight. These self-centering hydraulics give smooth, quiet stops with less pedal pressure.

Bigger savings on gas and oil. Four rings on each piston. Specially hardened inserts on both intake and exhaust valves. Dual automatic spark control suits the spark to the load—lets you burn standard grades of gas efficiently.



There's a Ford in your future!