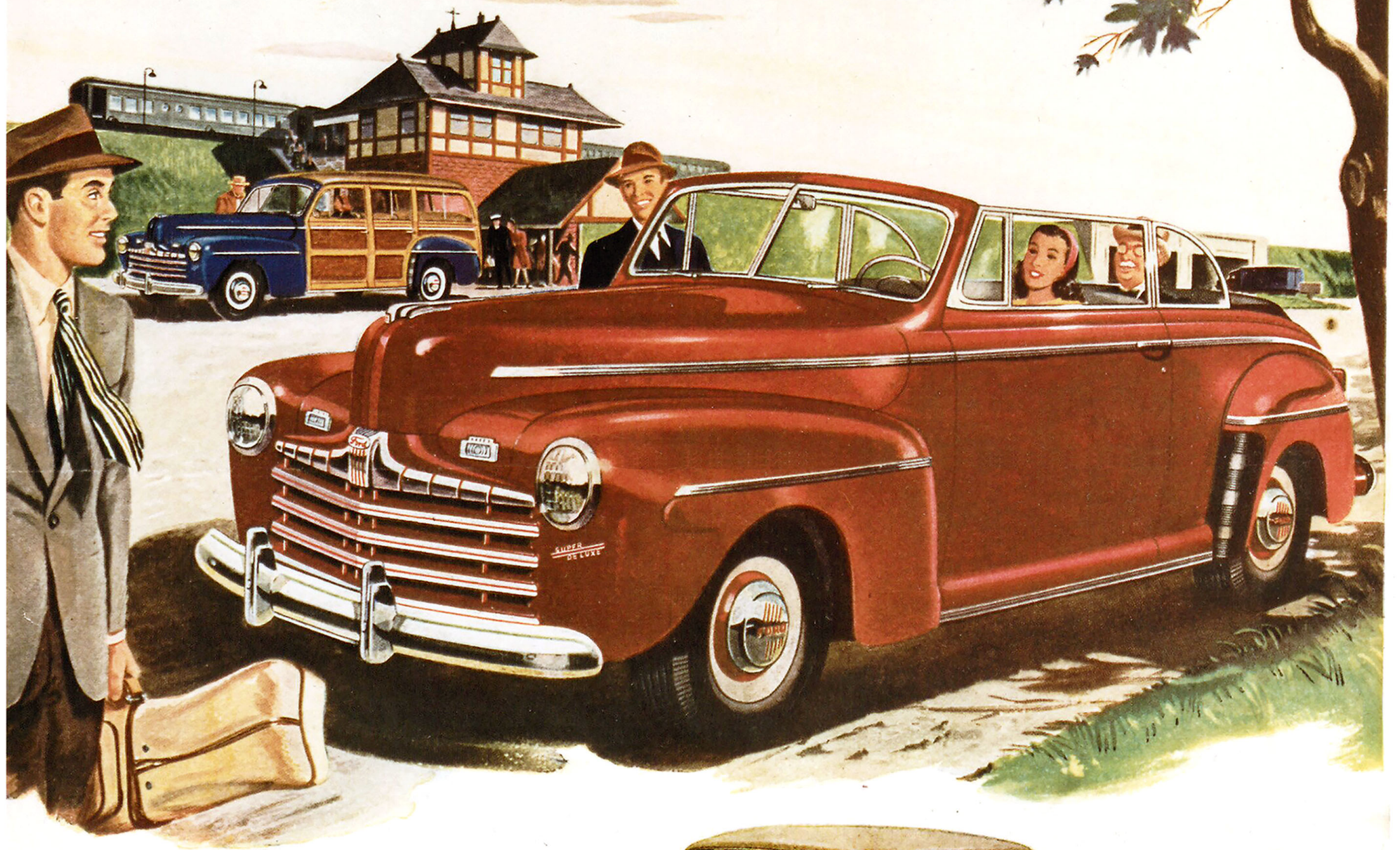


FORD'S OUT FRONT IN TOWN... AND COUNTRY!

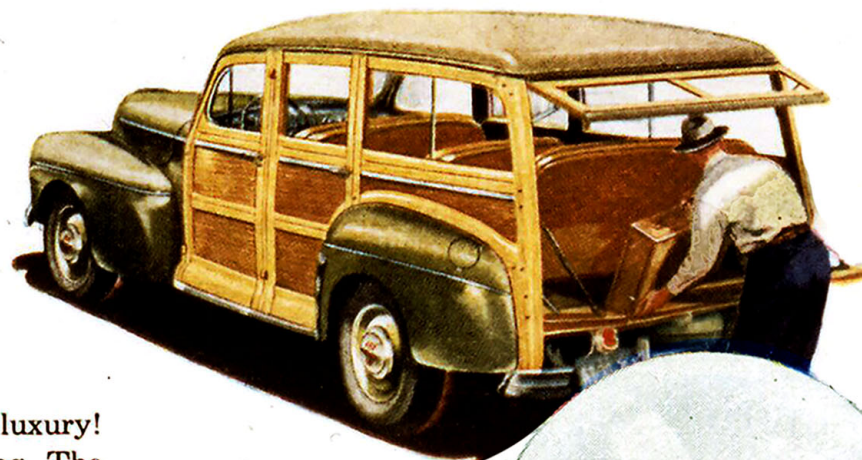


The new Ford convertible is right at home in the smartest settings! And its dashing style is combined with touch-a-button convenience . . . in just thirty seconds this open car becomes a snug "sedan"! All kinds of room for six people . . . all kinds of "go" with that lively 100-h.p. Ford V-8 engine.

The new Ford station wagon carries 8 in luxury! Seats can be removed easily for light hauling. The husky body is fashioned of rugged maple, with beautiful birch or gumwood panels. The big seat cushions are covered in smart, long wearing Vinyl plastic leather. In station wagon style, Ford's the leader. Ford has built more station wagons than all other car manufacturers combined.

TUNE IN

The FORD-Bob Crosby Show—CBS, Wednesdays, 9:30-10 P.M., E.S.T.
The FORD Sunday Evening Hour—ABC, Sundays, 8-9:00 P.M., E.S.T.



Plenty of room for luggage in the rear compartment—even when the removable seats are in place!

There's a *Ford* in your future

