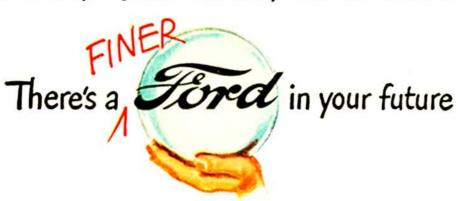


## Spring's smartest styling... inside and out!



With all these new-style features . . . A newly styled instrument panel with big new dials . . . new body colors . . . new front-end appearance . . . new stainless steel body molding . . . new hood medallion . . . newly fashioned door handles . . . new wheel rims and hub caps . . . new heavier bumper guards—And many other new features!

Listen to the Ford Show starring Dinah Shore on Columbia Network stations Wednesday evenings.





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