

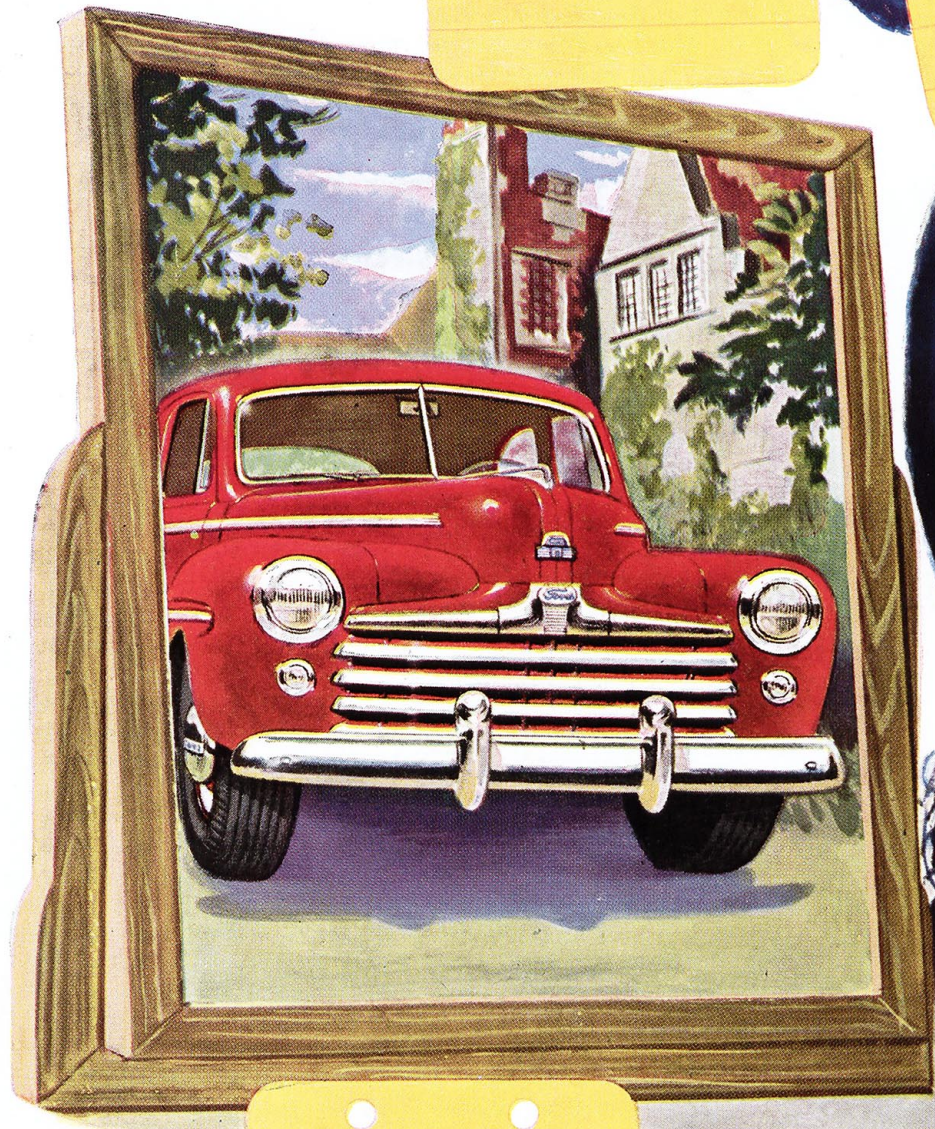
Ford's out Front
with your
"heart's desire"

that "outdoor look"

... Ford's famous complexion doesn't come off because it's baked on to stay! And those, oh so soft, springs really cushion even "back road" bumps!

Such wonderful manners

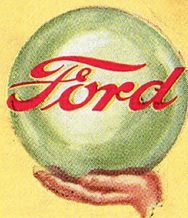
... Ford brakes are polite. Just touch them and you stop so easily and surely. They're "King-size" too—big enough for a car twice Ford's weight.



So Protective

... that's Ford's famous "Lifeguard" body. Its extra-heavy, all-steel physique is so safe! Stabilized, too, it rides on a steady keel even in a cross wind.

there's a



in
your
future

Likes to go Places

... Just try to keep your Ford at home! Ford's the only car with your choice of V-8 or Six—the favorite car with people who like the open road!

Saves money too

... yes, the Ford's a miser on gasoline and oil. It's the 4-ring aluminum pistons and balanced carburetion that give you most miles per dollar!

Listen to the Ford Theater
over NBC stations Sunday
afternoon 5 to 6 P.M., E.S.T.