

Watch the **FORDS** go by...



and watch the
buyers go for that new
FORD "FEEL"



Yes, almost a million buyers have already gone for the new Ford "Feel"... and this month should see more than a million '49 Fords on the road!

Buyers go for the "feel" of the great Ford engines—the famous 100 h.p. V-8 and the brilliant 95 h.p. Six! Ford's V-8, you know, is the type used in America's costliest cars. In its field, only Ford offers 8 cylinders and 100 horsepower.

Buyers also go for the "feel" of Ford's great team of "Hydra-Coil" and "Para-Flex" Springs and for Ford's superb handling ease.

And they go for Ford's beauty—the beauty that won it the New York Fashion Academy's Gold Medal as "Fashion Car of the Year." Yes, watch the Fords go by—then take the wheel and try that new Ford "Feel" today.

White side wall tires optional at extra cost.

There's a *Ford* in your future

