

The new "Lifeguard" Body is part of the new Ford "Feel"

Fords feel safe—Fords ARE safe. Ford bodies are "Lifeguard" bodies—heavy-gauge steel bodies. Together with Ford's own 5 cross-member box-section frame you get a structure that's 59% more rigid—and wonderfully quiet to drive!

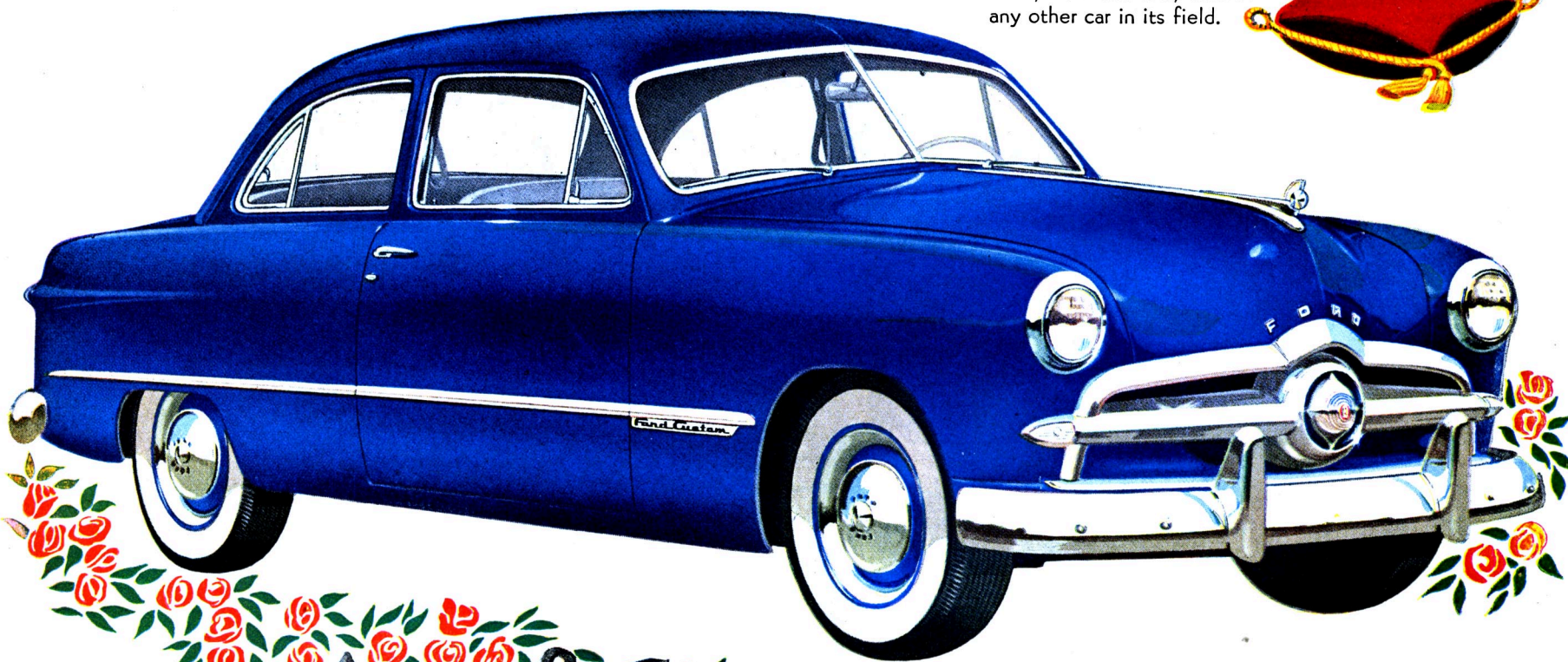
Take the wheel—try the new Ford "Feel." Ford's "Finger Tip" Steering and Shifting give you positive, effortless control!



Try the brakes—feel that 35% easier stopping action! Yes, Ford's King-Size "Magic Action" Brakes are brakes you love to touch!



Feel those sofa-soft, sofa-wide seats! More hip and shoulder room, front and rear, than in any other car in its field.



NEW
There's a **Ford** in your future

Feel that "Mid Ship" Ride softly cushioned by new "Hydra-Coil" Springs in front, new "Para-Flex" Springs in rear!

Yes, the new Ford "Feel" adds up to a brand-new kind of driving—with new ease of control, new performance, new roadability, new security. Try it!

White side wall tires optional at extra cost.

Awarded The Fashion Academy Gold Medal as the "Fashion Car of the Year."