

Take the wheel Try the new Ford "Feel"

She I love the "feel" of the Ford—the way it handles. You don't drive it—you aim it!

Us Thanks, lady, that's because Ford's special steering geometry gives you true "Finger-Tip" control!

She And on rough roads my Ford feels like a Pullman!

Us Ford's "Mid Ship" Ride is so comfortable because new "Hydra-Coil" Front Springs and new "Para-Flex" Rear Springs soak up the bumps before they get to you!

She The whole car feels so solid, too!

Us Yes, Ford's heavy-gauge steel "Lifeguard" Body combined with our new frame is 59% more rigid!

She I've never felt such easy-acting brakes, either!

Us Actually, they operate 35% easier because part of the car's forward motion is used for stopping power!



She A woman always feels safer, too, when there's such wonderful visibility!

Us Ford's "Picture Windows" give you up to 20 square feet of "see-ability"—the rear window alone is 88% larger!

She I love Ford's "feel" of power!

Us Ford has plenty! You get your choice of two great "Equa-Poise" engines—100 h.p. V-8 or new 95 h.p. Six!

Us again Why don't YOU see YOUR Ford Dealer today . . . take the wheel . . . try the new Ford "Feel."

White side wall tires, optional at extra cost.