

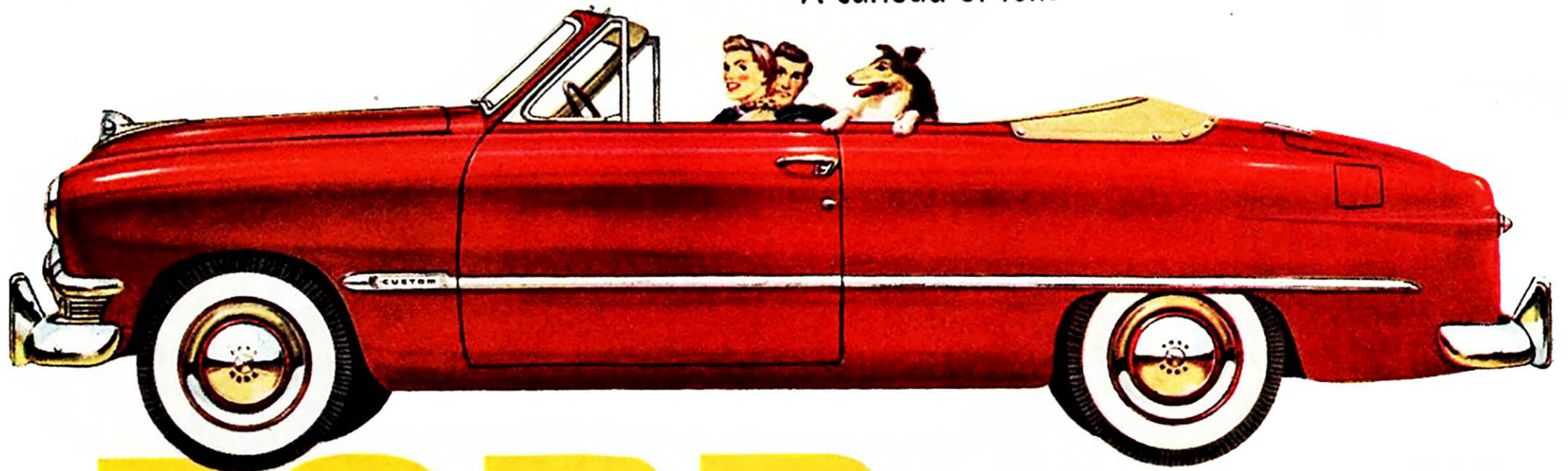


"It's a honey!"

YOU

name it!

"A carload of fun!"



FORD

has it!

- ☑ **POWER**—Choose either the new 100 h.p. V-8 or the advanced 95 h.p. Six!
- ☑ **STYLING**—"Fashion" throughout! Quality coachwork and "jewel-box" interiors!
- ☑ **ROOMINESS**—Sofa-Wide seats—room for six big people!
- ☑ **EASE OF HANDLING**—"Finger-Tip" Steering and King-Size Brakes that stop with 35% less effort!
- ☑ **LUGGAGE SPACE**—More than 24 cu. ft. in Ford's Deep Deck Luggage Locker!
- ☑ **ROADABILITY**—Rough roads, twisting roads—Ford holds a steady course! No pitch, no sway!

- ☑ **SAFETY**—Ford's famous "Lifeguard" Body is built of heavy-gauge steel!
- ☑ **LONG LIFE**—It's built into every part! Colors are baked on to keep their "Showroom Complexion"!
- ☑ **COMFORT**—Just try Ford's "Mid Ship" Ride!
- ☑ **ECONOMY**—Ford is thrifty *all the way!* Low in first cost—low in day-to-day running cost—and high in value at "trade-in" time!

There's a Ford in your future . . . with a future built in

"Test Drive"
the '50 Ford