



They're talking about Ford's modern body construction! And no wonder! Not only are Ford bodies sealed against dust, draft and weather, they're longer, wider and insulated for quiet! What's more—Ford offers more models and more body, color and upholstery combinations than any other car in the low-price field!

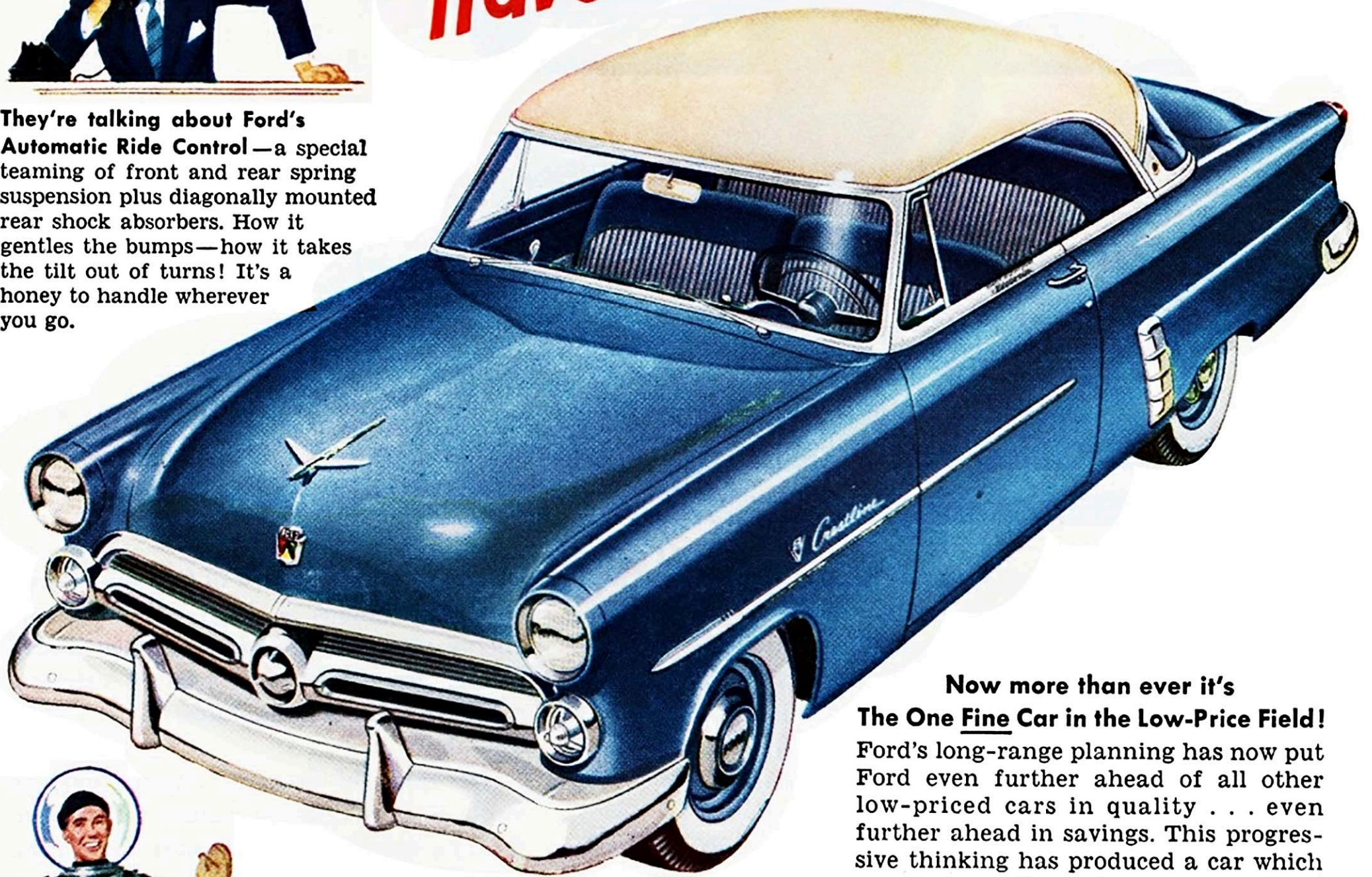


Good news travels fast!

They're talking about Ford's new "go"— the "go" of its 110-h.p. Strato-Star V-8, the only V-8 in Ford's price field. You get high-compression power on "regular"—thanks to the Automatic Power Pilot. And it's yours with Fordomatic Drive, Overdrive or Conventional Drive.



They're talking about Ford's Automatic Ride Control— a special teaming of front and rear spring suspension plus diagonally mounted rear shock absorbers. How it gentles the bumps—how it takes the tilt out of turns! It's a honey to handle wherever you go.



Now more than ever it's The One Fine Car in the Low-Price Field! Ford's long-range planning has now put Ford even further ahead of all other low-priced cars in quality . . . even further ahead in savings. This progressive thinking has produced a car which can do more things for more people at lower cost . . . the ablest car on the American Road. Your Ford Dealer invites you to "Test Drive" it today!



He's talking about Full-Circle Visibility! In the new Ford Victoria you get a huge, curved one-piece windshield, a car-wide rear window and side windows which leave no center post when lowered. No other car in Ford's class gives you so much vision. It's another "extra" . . . at no extra cost.

'52 FORD

You can pay more . . . but you can't buy better!

"Test Drive" it today!

Fordomatic Drive, Overdrive and white sidewall tires optional at extra cost. Equipment, accessories and trim subject to change without notice.