



'53's leader is the '53 Ford!

With 41 "Worth More" features it's worth more when you buy it... worth more when you sell it... the new **STANDARD** of the **AMERICAN ROAD**

This '53 Ford leads them all in what you need for today's driving.

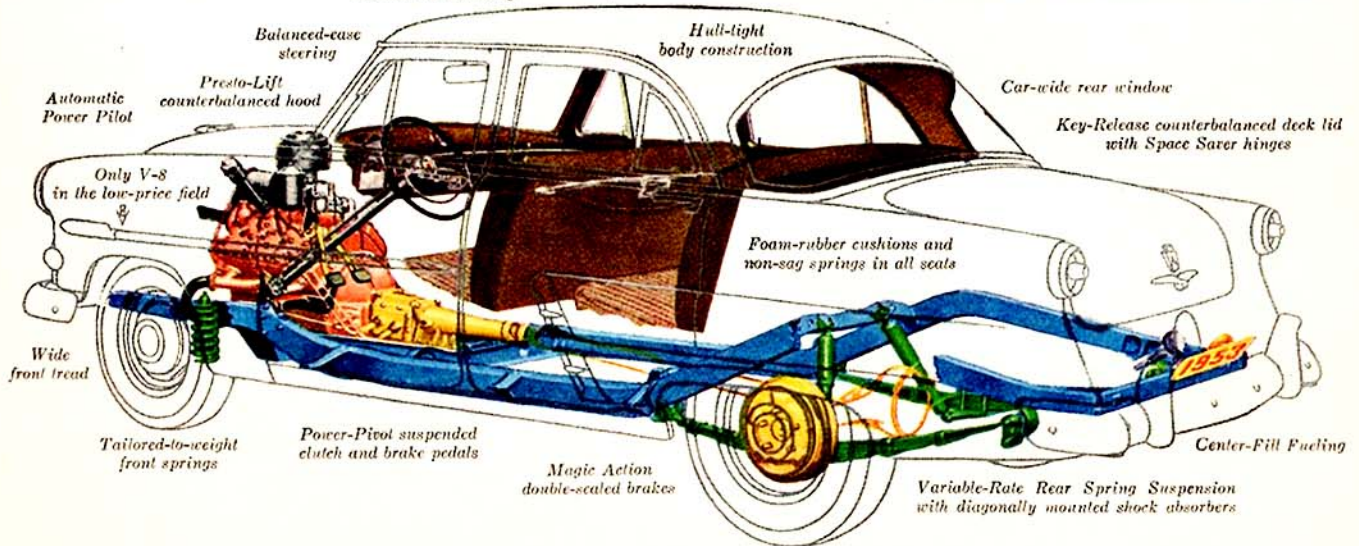
You get the "Go" you need for today's longer driving distances. You get the comfort of Ford's new, perfectly balanced Miracle Ride. You get more living room and more baggage space than in any other low-priced car.

See this beautiful new Ford. Value Check the 41 "Worth More" features that help make it worth more when you buy it . . . worth more when you sell it. You'll agree it's the new Standard of the American Road!

Here are a few of the 41 "Worth More" features that establish the '53 Ford as America's new standard of value.



- Color-keyed, interior-exterior combinations
- Widest choice of models in the low-price field
- Advanced sound-and-weather body insulation
- Full-Circle Visibility



See it...Value Check it...Test Drive it!

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