



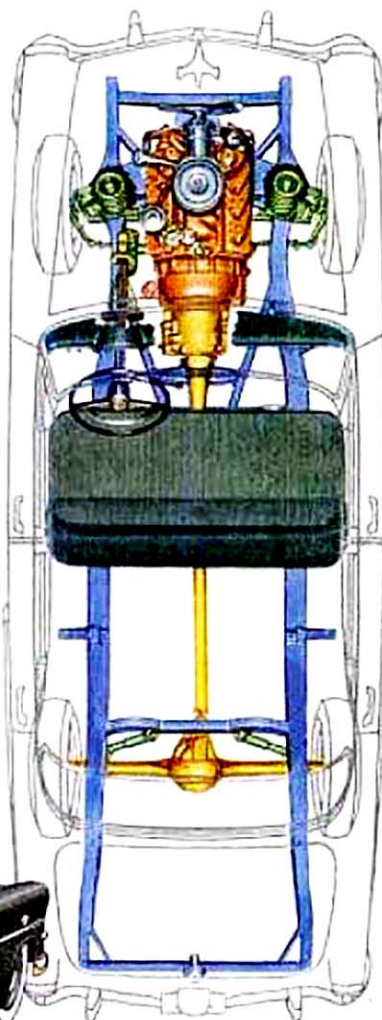
Miracle Ride of the American Road

It's yours in the
'53 FORD

*And it's just one of the
41 "Worth More" features that make
Ford worth more when you buy it...
worth more when you sell it, too!*

● If you've thought a car has to carry gas-eating extra weight and hard-to-park length for comfort, you just ought to try the '53 Ford. For here is a road-hugging ride so level, so soft, so "shock-free" you have to experience it to believe it!

With 40 other "Worth More" features, such as your choice of two engines—110-h.p. V-8 or 101-h.p. Six—Fordomatic Drive, Center-Fill Fueling, Full-Circle Visibility and Power-Pivot Pedals . . . the '53 Ford is worth more when you buy it, worth more when you sell it!



Facts about the Ford Miracle Ride

Steady on curves

Ford's front tread is 2 inches wider than the rear. This extra width cuts down roll on curves—makes for greater roadability on the straight-aways, too.

80% less road shock

With tailored-to-model front springs, increased vertical wheel travel, improved shock absorber action, plus new rubber compression bumpers, front-end road shock is reduced up to 80%.

Day-long driving comfort

Seats, both front and rear, are of non-sag construction and heavily padded with foam rubber. Automatic Posture Control "angles" front seat as you like it.

You ride on the level

Variable-rate rear spring suspension and diagonally mounted rear shock absorbers act in complete harmony with the front suspension. Pitch and sway are controlled. Your ride is smooth, quiet and level.



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

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