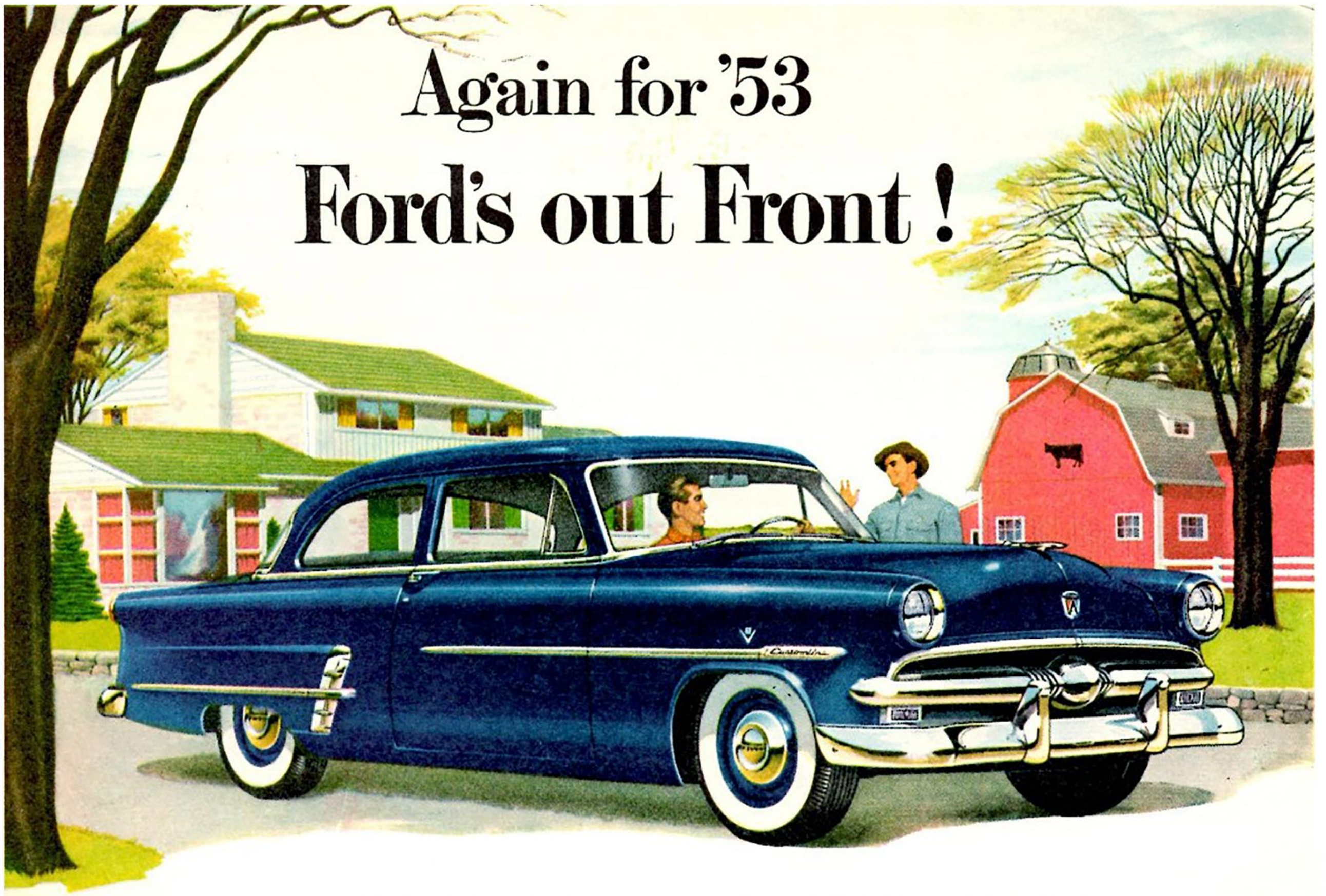


# Again for '53 Ford's out Front!



It's the New **STANDARD** of the **AMERICAN ROAD!**

With 41 "Worth More" features, Ford's worth more when you buy it...worth more when you sell it.

What you want in a car . . . this '53 Ford *has!*

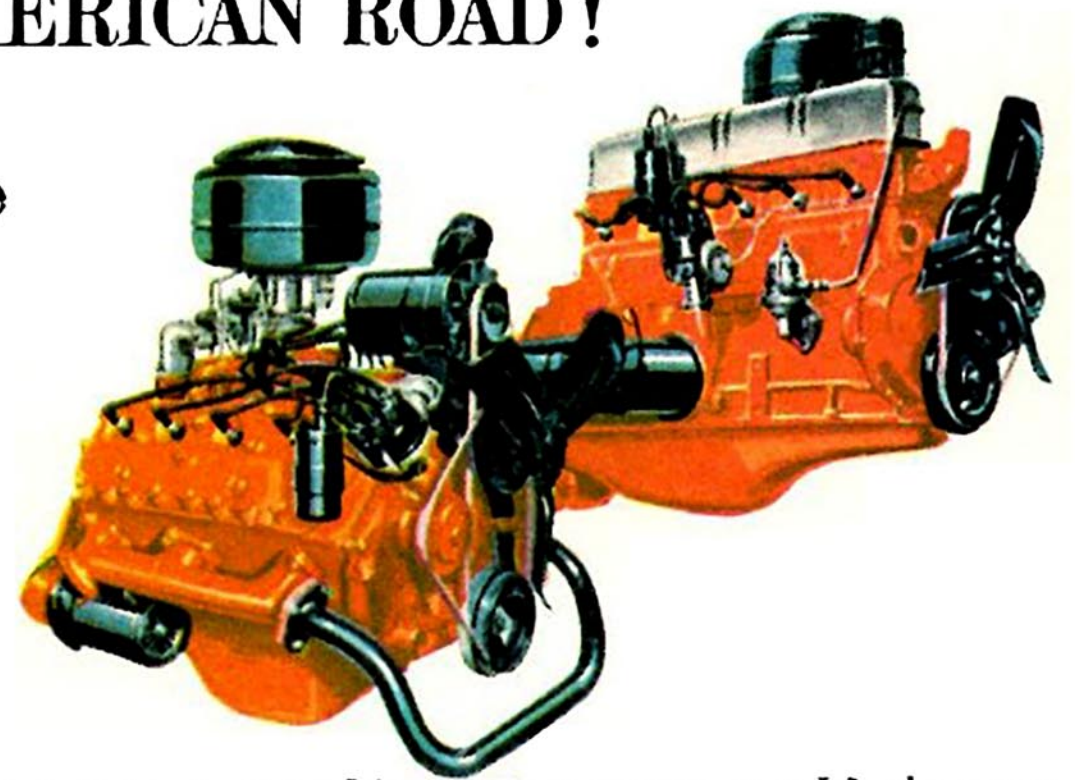
In the country, you drive longer distances . . . so you need a car with real "Go." You "live" more in your car . . . so it must have more living *room* . . . more carrying space.

Good roads are better, bad roads are worse. So you need riding qualities that set an entirely new standard of soft, quiet smoothness . . . plus extra easy handling and braking.

And, of course, you want the *style* setter . . . a car that belongs wherever you may drive.

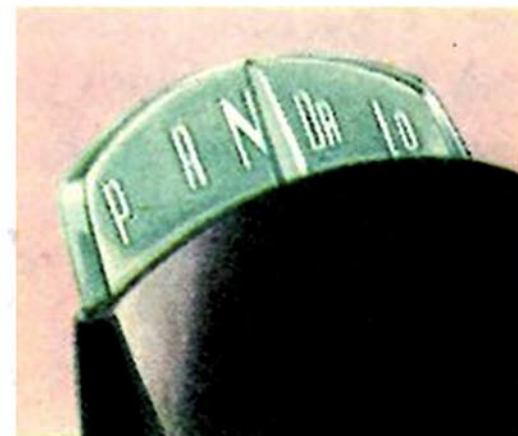
Only the 1953 Ford can give you so many things you need and want for so little money!

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. Test Drive it. Then you'll agree that *here* is the new standard of the American Road.

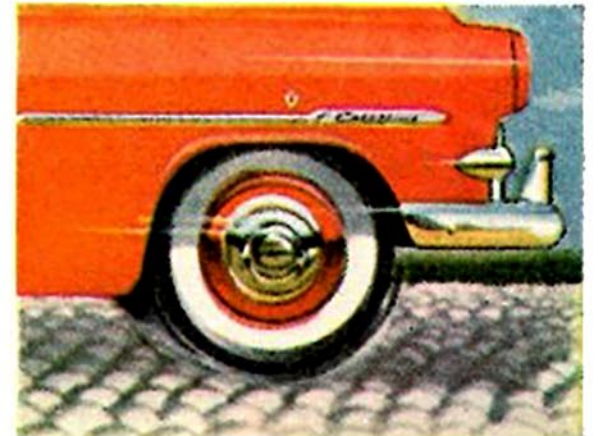


**The Only V-8 In Its Field!** It's a smooth, spirited high-compression 110-h.p. V-8 engine . . . it's the type of "eight" used in America's finest cars.

**Most Modern Six!** It's the most modern Six engine in the industry. It has 101 economical, high-compression, low-friction horsepower.



**Fordomatic Drive** is the finest, most versatile automatic drive you can own. And remember, Ford also offers Overdrive and Conventional.



**New Miracle Ride!** Not just softer springs and new "shocks," but a balanced ride which gives you an entirely new concept of smooth, quiet comfort.

'53 **FORD**

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

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