



You "belong" in a '53 FORD



And, with its 41 "worth more" features, you'll find it is worth more when you buy it... worth more when you sell it!

One of the nicest things about owning a Ford is that it is accepted *everywhere!* Likewise, Ford owners are known and respected for their good taste and sound business judgment for selecting the car that is not only beautifully built and finished but one that returns more of its initial cost when sold!

Of course, this is perfectly natural when you realize what a '53 Ford *really* is and *does*.

Consider the Crestmark Body, for example. Only a few short years ago it would have been difficult to produce a body like it for a car selling at such a low price. The tools, the methods, the materials simply weren't that far advanced.

Think of that when you feel the elegant softness of any Ford seat cushion. (It comes from a new use of springing plus a thick pad of foam rubber.) Think of it again when you realize that Ford upholstery materials and exterior finishes are the most beautiful money can buy. Then open a door—it stays open in your choice of two positions. Now, slam the door—notice the solid "snick" of the latch—like closing the breech of a shotgun. Here's quality—Ford quality that tips its hat to no one!

Finally, remember these bodies are "hull-tight" to seal out weather and dust!

But Ford Crestmark bodies are not the whole

story by a long shot. There are, by actual count, 41 "Worth More" features—all the way from your choice of high-compression Strato-Star V-8 or Mileage Maker Six engines to a ride that reduces front-end road shock up to 80%, a ride that's a perfect wonder in smoothness and stability.

Why not let your Ford Dealer give you a complete fill-in? He wants you to see—to value check—to test drive the '53 Ford.

**FORD...worth more when you buy it...
when you sell it, too!**