

Take these facts with you when you look for a New Car

If you'll look at the pictures on this page you'll be in a much better position to decide what car to buy. They show you what to look for and where to look for it in body construction, a most reliable indicator of basic quality.

As the pictures show, the '53 Ford body is welded into one piece. And, being one piece, it is very much stronger . . . safer and quieter, too.

What's more, it is weatherproof.



Look here! Nowhere else in the entire low-price field will you find such smooth, careful construction . . . such freedom from rough edges . . . something you'll appreciate every time you wash your Ford . . . or even look at it.



Still another advantage of welded, one-piece construction is neater and smoother appearance everywhere you look.

And remember, the exterior of Ford bodies is only an outward expression of what you will find within. Seats are wide as sofas and cushioned with foam rubber over non-sag springs for day-long comfort. And Ford's beautiful upholstery and interior trim combinations harmonize perfectly with the exterior color you choose.

And, under the hood you have your choice of Ford's famous 110-h.p. Strato-Star V-8 or the 101-h.p. Mileage Maker Six—the engine which, with optional Overdrive, won the Economy Run Sweepstakes for 1953. But see your Ford Dealer and see for yourself what Ford quality really adds up to. It's something to know before you buy a car—any car!

Look at the side of a Ford, too. See how smooth it is—how well finished! And remember that finish is baked enamel—actually baked on to keep your car looking young far longer.



Look here, too! Ever see anything more handsome? And notice—there's not a single, solitary exposed seam to collect rust-causing water. The entire area is as smooth as a china plate—another quality "plus" that makes a Ford worth more.

