



*Top up—Top down—it's tops in style!*

**crestline convertible**

Take this style-setting convertible—or any '53 Ford—for a Test-Drive! See for yourself why Ford is tops in its field. Look at the Full-Circle Visibility and all the other extra features in Ford. Check what you're missing . . . you'll make the change to Ford in '53.

why take less than the best?

*Fashion favourite—5th year in a row!*

**customline fordor sedan**

Ford's a favourite, too, for the relaxing comfort of its deep, foam rubber seats—the ease with which it handles—the way its "Wonder Ride" levels out the roughest road . . . and for its choice of three drives, Fordomatic\*, Overdrive\*, or Synchro-Silent Shift.



'53 **FORD** *V-8* POWERED with the finest PRICED with the lowest

*Built for looks—Built for keeps!*

**mainline tudor sedan**

And, best of all, you'll find a V-8 difference in performance and smoothness. For Ford is powered with the 110-Hp. Sazo-Star V-8, the kind of engine you find in the finest cars. When Ford offers you so much more . . . WHY TAKE LESS THAN THE BEST?



\*Fordomatic Drive . . .  
Overdrive and white sidewall tires optional at extra cost.

FORD'S 50TH ANNIVERSARY OF THE CHEVROLET HUNDRED



YOUR FORD DEALER WILL GLADLY ARRANGE FOR YOU TO... TEST-DRIVE

**FORD**

