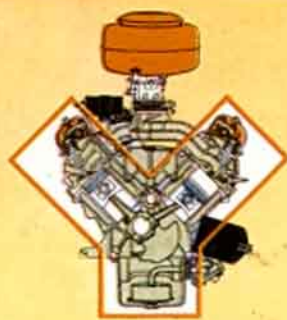
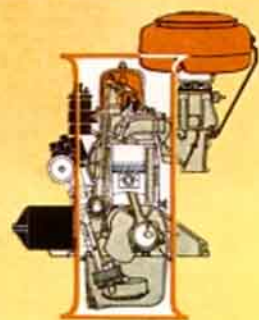


Extra Dividends at no extra cost in the '54 FORD



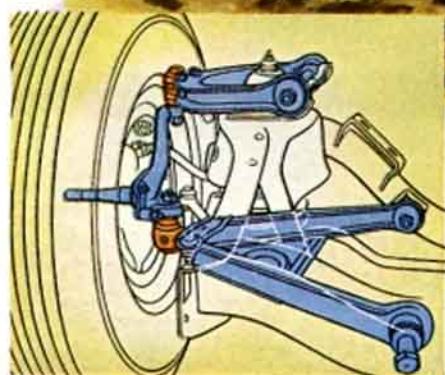
New 130-h.p. Y-block V-8



New 115-h.p. I-block SIX

Two new deep-block overhead valve engines

You get an extra dividend in performance with either of Ford's great new engines . . . thrilling new responsiveness plus greater economy than ever, thanks to modern high-compression, low-friction design. And, with new deep-block construction, operation is far smoother and quieter.



New Ball-Joint Front Suspension

This unique suspension, exclusive to Ford in its field, brings you extra dividends in more comfortable riding and consistently easier handling. Self-aligning ball-joints replace conventional hinge joints and king pins. This new system allows increased up-and-down wheel travel which smooths out even the roughest roads. And lubrication points are cut from sixteen to four.

The '54 Ford with its many "extras" is recognized everywhere as an *extra special* buy.

Note those clean, distinctive lines. Check those stunning upholsterys . . . color-keyed to smartly tailored interiors. And inspect that beautiful new Astra-Dial Control Panel. In fact, you'll find in the '54 Ford extra dividends in styling, ride and performance such as no low-priced car has ever offered before . . . and all at no extra premium in price.



Plus 5 optional power assists*

- ★ Master-Guide power steering does up to 75% of steering work . . .
- ★ Swift Sure Power Brakes do up to one-third of stopping work . . .
- ★ Fordomatic Drive does all your shifting . . .
- ★ Power-Lift Windows open and close at a button's touch. And
- ★ 4-Way Power Seat adjusts up or down, forward or back, at a touch of the controls.

*At extra cost.

Your Ford Dealer cordially invites you
to Test Drive the '54 FORD

Great TV! Ford Theater, NBC-TV, Thursday evenings.