



Out front with the finest . . . the beautiful new Ford Mainline Tudor Sedan and Crestline Victoria.

## Two Fords are a dollar and sense proposition

In today's trend toward country living, you often see *two* Fords parked in driveways where there used to be but *one* costly car. For more and more people are finding they can own two fine Fords, at costs not too different from those of maintaining one expensive car. And, they're finding in Ford everything to meet their particular tastes and requirements. The modern advantages that Ford offers will make mighty good sense to you, too.

First, there's Ford styling. Ford brings you the smooth, clean lines of the recognized style leader *plus* the smartest, most colorful interiors of any car priced so low.

Second, Ford is the only car in the low-price field that gives you a choice of V-8 or Six engine. The brilliant new Ford 130-h.p. Y-block V-8 has



an extra-deep block for smooth, quiet performance with modern high-compression power. New short-stroke design means greater gas economy, longer engine life. Ford's flashing new 115-h.p. I-block Six also has all the advantages of modern deep-block, low-friction design. And, like the V-8, this new Six has Ford's famous Automatic Pilot which squeezes *all* the high-compression "GO" from every drop of gas.

Third, only Ford of all the low-priced cars has a modern ball-joint front suspension system. This revolutionary new development allows greater shock absorbing movement of the front wheels . . . you enjoy a softer, more stable ride. And Ford's simple, sealed ball-joints help



to preserve that "new-car feel" for a far longer time.

Fourth, to take the "drive" out of driving, Ford offers *five* optional power assists: Fordomatic Drive . . . a 4-Way Power Seat . . . Swift Sure Power Brakes . . . Power-Lift Windows *all around* . . . Master-Guide Power Steering.

And last, but by no means least, Ford's worth more on the used car market. Year after year, Ford returns a higher proportion of its original cost when resold than does *any other car!*

There are many other reasons why two Fords are a dollar and sense proposition for your family. Let your Ford Dealer show you how conveniently there can be a Ford in your future . . . and maybe *two!*

'54 **Ford** Worth more when you buy it . . .  
Worth more when you sell it!