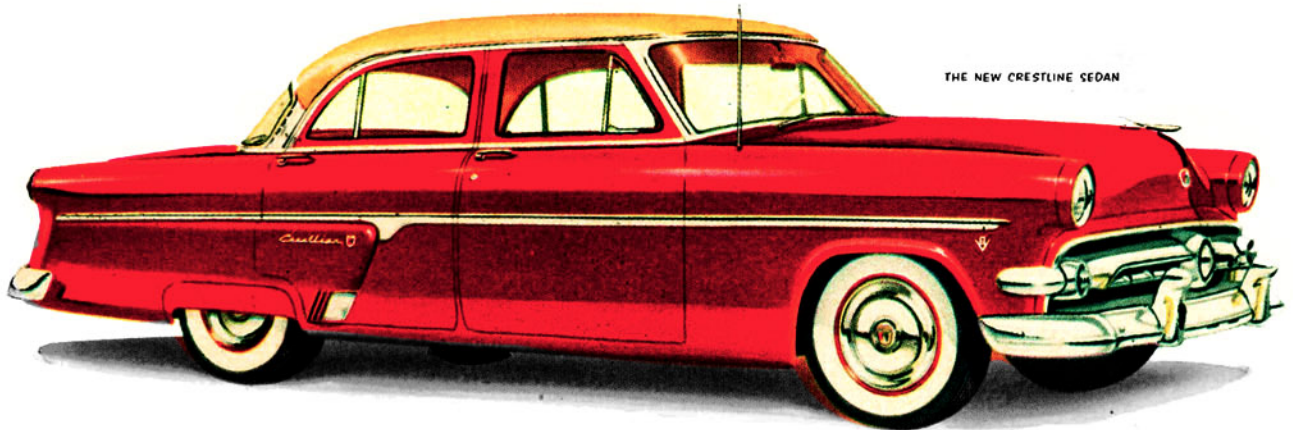


# WORTH STILL MORE IN '54



THE NEW CRESTLINE SEDAN

(Whitewall tires, fender skirts and radio optional at extra cost on certain models.)

More V-8 power!  
More style-leader beauty!

'54 **FORD**



with more and more fine-car features  
to swing more buyers to FORD in '54

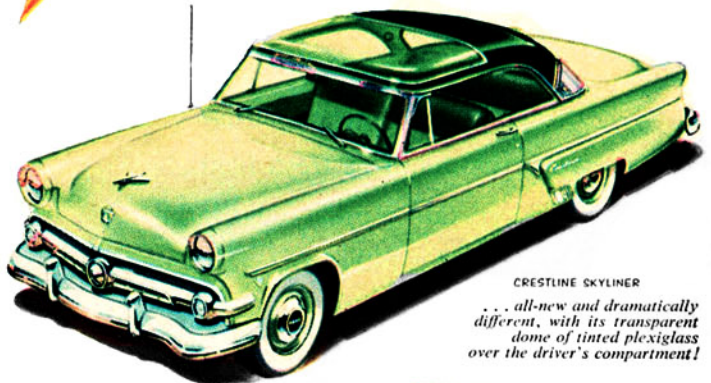
More than ever Ford sets the pace with new fine-car features, new fine-car styling in '54. The new 120-Hp. V-8 engine in all Customline and Crestline models is the finest, most advanced V-8 ever to power a Ford. The famous 110-Hp. Strato-Star in Mainline models combines smooth, dependable V-8 power with amazing economy. Both engines are the products of 20 years' experience gained in building V-8 engines . . . more than all other manufacturers combined!

Again Ford sets the pace with new beauty of styling, inside and out . . . with new high-fashion models to interpret today's new ideas of motoring!

Ford for '54 offers new power features to take all effort out of driving . . . as well as deep-down riding-comfort that rivals far more costly cars.

Test-drive Ford for '54 . . . check all the features that make this new fine car *worth still more in '54.*

3 great new lines



CRESTLINE SKYLINER

*. . . all-new and dramatically different, with its transparent dome of tinted plexiglass over the driver's compartment!*

CUSTOMLINE FORDOR SEDAN



MAINLINE FORDOR SEDAN



**POWER STEERING\***

Ford's "Master-Guide" Power Steering, the most efficient on the road, puts hydraulic power at your service in exactly the degree you need it, takes all effort out of turning and parking . . . yet lets you retain the steering "feel" that means perfect road control.

**POWER BRAKES\***

Ford's new Power Brakes do over half the work—relieve strain on leg muscles . . . add a big bonus of safety to your driving.



(\*Power Steering and Power Brakes optional at extra cost on certain models.)



**YOUR FORD DEALER INVITES YOU TO TEST-DRIVE FORD**