



ONLY V-8

in the low-price field

Only Ford in its field brings you the smooth, responsive "Go" of a V-8 engine. What's more, Ford's 130-h.p. Y-block V-8 is the most modern engine in the industry. Yet a V-8 Ford costs less than any other V-8 . . . even less than most sixes. And because more and more car makers are swinging to V-8's (seven more in the past six years alone), you can be sure V-8 power will be the most wanted type of power when you are set to sell.

ONLY BALL-JOINT RIDE *in the low-price field*

With new Ball-Joint Front Suspension, Ford not only rides and steers easier but actually lasts longer, too. For this completely new system of suspension eliminates 12 of the 16 wear points found in conventional suspensions.



ONLY MODERN STYLING *in the low-price field*

Because Ford brings you tomorrow's clean uncluttered look *today* . . . because it brings you so many future features . . . it will still be in style years from now. And all of Ford's 28 beautiful models offer (at extra cost) power steering, power brakes, Fordomatic or Overdrive . . . many, a 4-Way power seat and power windows, front and rear. See your Ford Dealer *now* . . . Test Drive the car that brings you the modern features *today!*

*Worth More
when you buy it . . .*

*Worth More
when you sell it!*

Ford