



THE WORLD'S LARGEST SELLING V-8

...and Lifeguard Design is another reason why!



This Lifeguard steering wheel has a new deep-center construction to reduce the possibility of driver being thrown hard against the steering post in case of an accident. Our Ford engineers have mounted the rim of the wheel high above the recessed steering post to help "cushion" your chest against severe injuries from impact.



Optional Lifeguard padding protects you against accident injuries by providing a "crash cushion" on both the instrument panel and sun visors. It is five times more shock absorbent than foam rubber. New Lifeguard double-swivel rearview mirror that "gives" on impact and resists shattering is standard on all '56 Ford models.

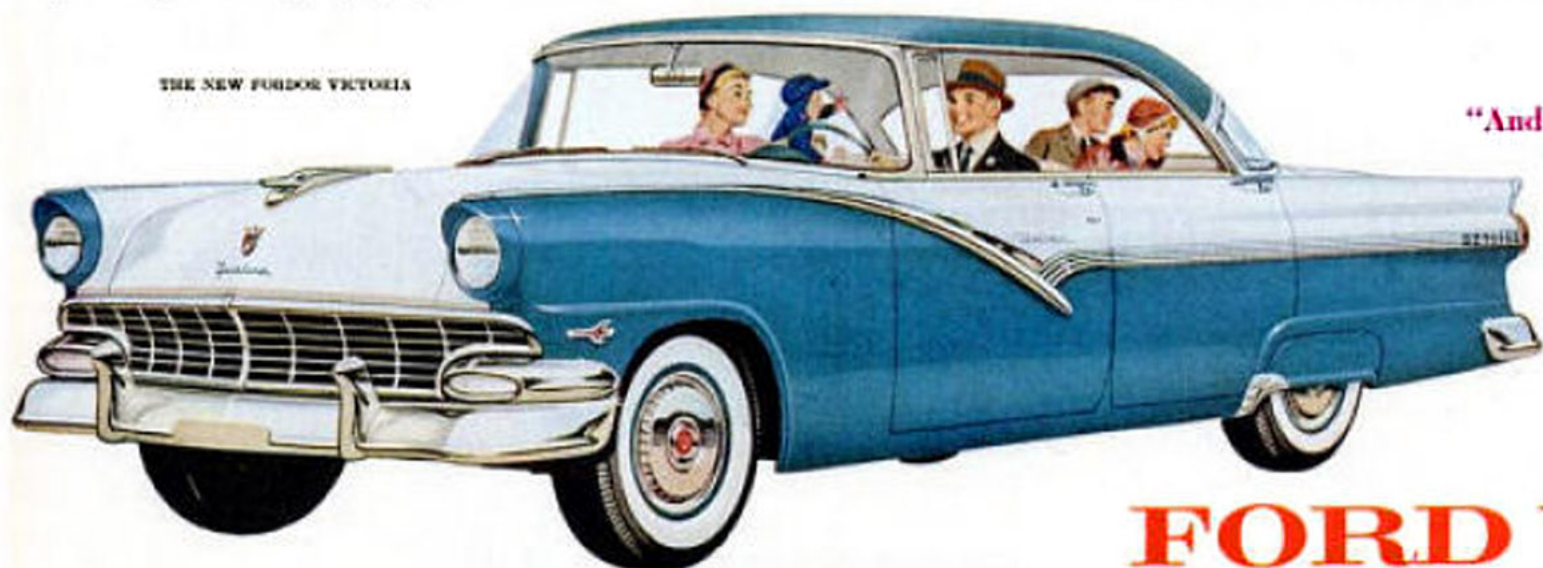


You're twice as safe if you stay inside the car in an accident. Statistics prove it conclusively. So our Ford engineers have designed these new Lifeguard door latches with a double grip to reduce the possibility of doors springing open in a collision.



Look at this Ford seat belt! One-third stronger than required for airlines, it is securely anchored to reinforced, all-steel floor structure. Optional Ford seat belts can be adjusted or released with one hand . . . are available in colors to harmonize with interiors.

THE NEW FORDOR VICTORIA



"And you'll drive safer ever after!"



FORD V-8

Sells More because it's Worth More!