



Newest new kind of Ford now in production

THE BIRTH OF A MECHANICAL MIRACLE

The amazing story behind a startling new advance in cars, the car with the hide-away steel top—how Ford developed it and made it . . . and at low Ford prices

It all began with the misuse of a couple of words back in 1948.

Just shortly after the war ended, automobile manufacturers started making two-door sedans without center posts. They called these cars "hardtop convertibles." Remember?

Only they wouldn't convert!

That was challenge enough for the engineers at Ford. "Why not," they asked, "build an all-steel hardtop that really *would* convert?"

Most of the automobile industry said it couldn't be done. A *true* hardtop convertible couldn't be built.

Well, the car that "couldn't be built" is at Ford dealerships across the land—today!

It's a steel-top sedan with all its snugness and safety. But it's *also* a convertible—with all the wide-open freedom that any sun worshiper ever could want!

Ford built it. And it's just about the most

revolutionary change in transportation since the Ford replaced the horse on the American Road.

When you first watch this all-metal top retract into the rear deck of Ford's new Skyliner it looks like a miracle. But it's no miracle to the Ford engineers who built it.

The same kind of miracles are daily routine for these master planners. They're the kind of miracles that go into every Ford car. Now turn the page and see how this miracle car works . . .