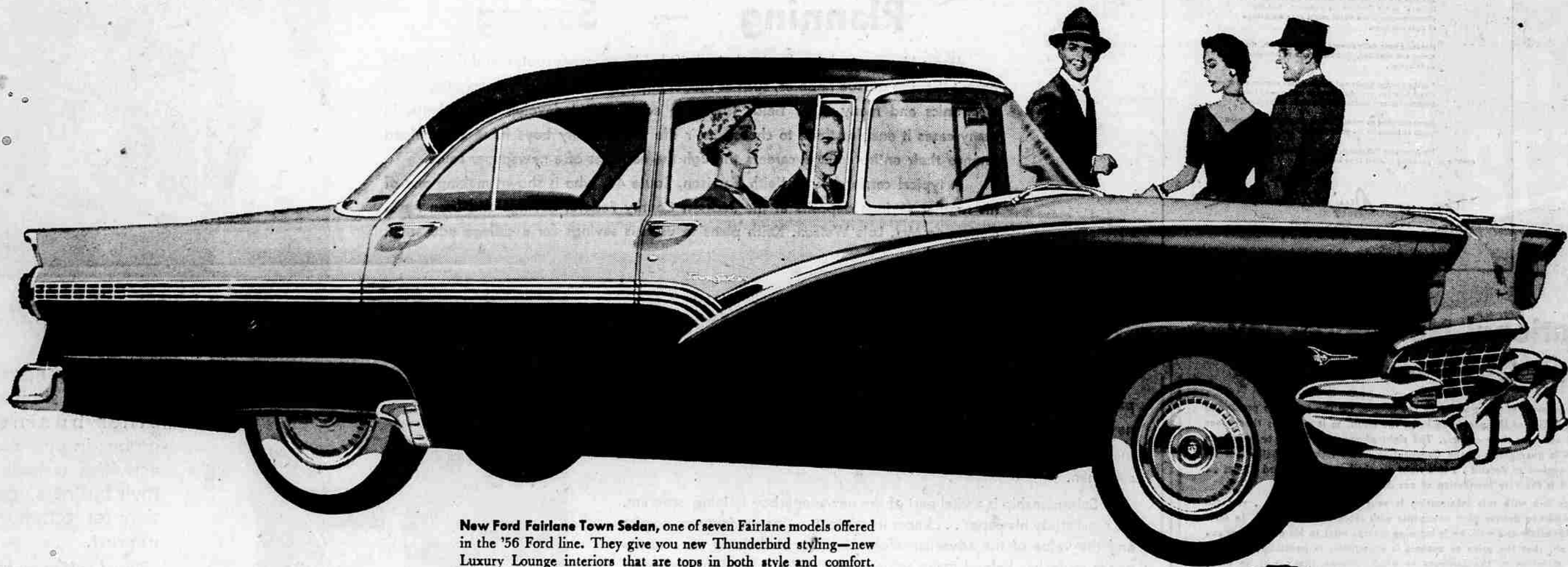


See it Now...the '56 FORD!



New Ford Fairlane Town Sedan, one of seven Fairlane models offered in the '56 Ford line. They give you new Thunderbird styling—new Luxury Lounge interiors that are tops in both style and comfort.

With *new* 202-h.p. Thunderbird Y-8!



And only Ford has it! Here's fun at the touch of your toe. Here's power to level the hills. Here's instant response for instant passing. Here's new confidence for all your driving. Here's 202-h.p.* Thunderbird "go" delivered smooth as silk, quiet as a lullaby . . . by an extra-durable, deep-block Y-8 engine!

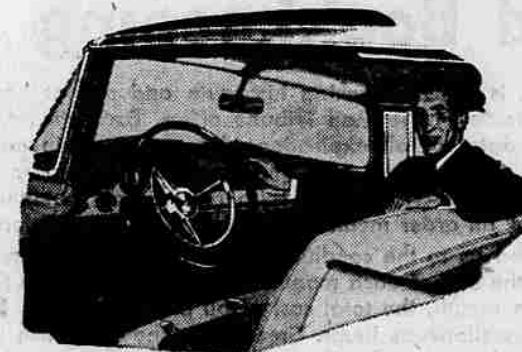
*available in Fordomatic Fairlane and Station Wagon models

With *new* Thunderbird styling!



And only Ford has it! You'll see the dash and dazzle of the Thunderbird in all 18 new Fords. You'll thrill to the beauty of the long, low lines, the broad sweeping hood, the exciting silhouette. You'll be delighted by a choice of refreshing, new body colors and exciting, new color-keyed interiors.

With *new* Lifeguard Design!



And only Ford has it! Lifeguard Design is the biggest car safety news ever. Ford's Lifeguard deep-center steering wheel, Lifeguard double-grip door latches, optional padding for control panel and sun visors and optional seat belts . . . are all designed to give added protection against accident injuries.



In 4 thrilling series...in 18 brilliant new models!

New Ford Customline Tudor Sedan. Exciting to look at—a thrill to drive! This 2-door beauty and its 4-door companion bring you Ford's new "low look", new single or two-tone colors and unique side molding. Smart new interiors are designed for comfort.

New Ford Parklane Station Wagon. Here's a handsome newcomer that's ultra-fashionable inside and out. It's one of three 2-door, 6-passenger Ford Station Wagons for '56. And, there are three 4-door models including two with room for 8.

New Ford Mainline Fordor Sedan. Appealing straightforward styling characterizes this new 6-passenger 4-door sedan. If you prefer, you may choose the Mainline's 2-door sedan or practical Business Sedan. In all three you get Thunderbird styling and smart interiors.

The fine car at half the fine car price... '56 FORD

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