

You get the features of the future in



Wow!

What a long lifeline
that "Inner Ford" has!

Want proof Ford's a standout
for standup? Ask them at Bon-
neville, Utah. They saw a Ford
whiz to 458 world speed and en-
durance records. It covered
50,000 miles, traveling 24 hours
a day, 20 days—at 108.16 mph.

FORD today!

The new kind of ride
is just your cup of tea!

Rough back roads are "duck
soup" for this car . . . and super-
highways are so much velvet.
New, automatic, variable-rate
rear suspension adjusts itself to
road conditions. New front sus-
pension arms are swept back 20°
to soak up "rock 'n' roll."



Ford's futurific styling
will stay on the ball!

You're looking at the
sleek, sculptured styling
of cars to come. For those
smartly canted fins, those
big, visored headlights,
those graceful compound
curves, all point to style
that will stay in style.



Ford's new V-8 "Go"
will star in the
long stretch, too!

Ford's new V-8's range
from 190 horsepower clear
up to 300 supercharged
horsepower. And each is
electronically balanced op-
erating under its own power
...an exclusive Ford pro-
cess to give smoothest
engine performance ever!



Great deal more
in the cards at resale time!

Ford has been the low-
priced field's traditional
leader in resale value. This
new Ford with all of its
years-ahead features . . .
all the extra ruggedness
built into it . . . holds even
more promise of high re-
sale value than ever.

See your local Authorized Ford Dealer



and the happiest feature of all is
the low low cost of the NEW KIND of **FORD**