

# '53 Ford Makes Debut Friday

The 1953 Ford—marking the 50th anniversary of the Ford Motor company—will go on display in 6400 Ford dealerships across the country Friday, December 12. The new models will be introduced without any increase in present prices.

A massive new grille with a center spinner characteristic of recent Ford design and a low, road-hugging look, advance the modern Ford styling. And an outstanding improvement in suspension, termed the "miracle ride", heads a list of mechanical improvements.

L. D. Crusoe, vice president of Ford Motor company and general manager of Ford division, said: "The 1953 Ford is a worthy successor to all the millions of cars this company has built since the late Henry Ford organized it in June, 1903.

"The swing to Ford this past year is the result of only one thing—the great public appeal of our product. And the 1953 has all the features of the current model plus new beauty, comfort, performance and quality throughout."

To designate the 1953 Ford as the 50th anniversary car, a medallion has been placed on the top of the steering column in combination with a new half-circle horn ring. Around the Ford crest in the center of the emblem are the words "50th anniversary—1903-1953."

L. W. Smead, general sales manager

## HUCKLEBERRY FINN



of Ford division, said that Ford's "new miracle ride brings to the high volume field for the first time the smooth riding characteristics of much heavier, costlier cars. It is smoother, softer and permits the car to hug the road at high speeds and low, on rough roads as well as smooth pavement. It is a ride which must be experienced to be appreciated fully."

Ford again in 1953 leads its field in offering the widest variety and choice of power combinations, safety features and color selections, Mr. Smead said. Only Ford in the high volume class offers both V-8 and 6 cylinder engines with three transmissions—conventional, overdrive and Fordomatic.

Emphasizing the longer look of the 1953 Ford is a new chrome molding through the center of the rear fenderline and new jet-tube tail lights with a larger signal area more easily seen from the side or rear. A decorative chrome deck lid handle, mounted below the Ford crest, with a concealed, weather protected key-opening and key spring return, has been added to the new model. The new hub caps feature the Ford name in embossed letters.

The 1953 Fords are available in the following models: Mainline: Tudor and Fordor sedans, business coupe and two-door Ranchwagon; Customline: Tudor and Fordor sedans, club coupe and four-door Country Sedan; Crestline: Victoria, Sunliner convertible and Country Squire four-door station wagon.

Included in the three lines are 12 single-tone and 14 two-tone exterior colors. Interior fabrics and trim are new and color-harmonized interiors blend perfectly with the new body colors on all 1953 Fords. The instru-

ment panel has been redesigned with a satin-chrome finish on the mask surrounding the gauge indicators and chrome yokes around the control knobs.

Known as the world's largest builder of V-8 engines, Ford features its Strato-Star V-8 engine as the only V-8 in the high volume field. Its 110 horsepower is the highest in this field. Also available on the 1953 Ford is the Mileage Maker Six—the most modern designed 6 in the industry—with free-turning overhead valves. This 6-cylinder, high compression, low-friction engine is rated at 101 horsepower and was introduced on the 1952 Ford. It has won high praise among Ford owners for its unusual economy and powerful performance. Both engines are designed to operate on regular gasoline.

Another new feature of the 1953 Ford is the addition of thick, sound-deadening glass fiber lining under the hood, which adds to driving comfort. Other features include Ford's "hull-tight" body construction which seals out water, dust and drafts; its rubber-cushioned body bolts and joints welded, soldered and plastic-sealed. As in 1952, the clutch and brake pedals are suspended from above to do away with dusty, drafty floor holes, keep the brake cylinder away from road mud and dust, and provide unobstructed floor space for the driver.

Clear safety glass is standard in the large, one-piece windshield, the curved, car-wide rear window and on the large side windows of the 1953 Ford. As optional equipment at extra cost, Ford I-REST, soft-green tinted safety glass is available. This glass effectively cuts glare from the sun's rays and from oncoming headlights.

Additional features offered in the 1953 Ford are: check straps which hold the front doors either two-thirds or wide open; all Mainline sedans and coupes equipped with 6:70 x 15 tires as standard equipment; new jet-wing hood ornament and new oblong parking lights; and new one-piece, wrap-around rear window in the Victorias.

Ford continues to feature center-fill fueling with the gasoline cap concealed behind the license plate, easier steering, push button door handles and rotary latches and extra large luggage compartment.

Ford front seats have automatic posture control, including non-sag springs covered with a thick foam rubber seat pad and a seat track mechanism for fore-and-aft adjustment of 4.1 inches. During this adjustment the seat cushion rises one-half inch while the seat back tilts forward 1.8 inches to properly accommodate shorter drivers in the extreme forward position. Rear seats in all models also are covered with a cushion of foam rubber.



# with 'Sawdust' Rubber

## WE CAN RECAP YOUR WORN TIRES INTO WINTER TIRES WITH THE

Forget winter driving worries. Don't wait another day. Bring in your worn tires and let us put the famous deep-cleated Kraft System winter tread on them. You'll enjoy easy going thru snow, slush and mud all winter long... and you'll save money too. 8 hours service.

# PHILIPPI TIRE SERVICE

'Saving YOUR Tires Is OUR Business'

MEHAMA, OREGON

PHONE: LYONS 143



**"Suffered 7 years - then I found Pazo brings amazing relief!"**

says Mr. M. W., Los Angeles, Calif. Speed amazing relief from miseries of simple piles, with soothing Pazo! Acts to relieve pain, itching instantly—soothes inflamed tissues—lubricates dry, hardened parts—helps prevent cracking, soreness—reduce swelling. You get real comforting help. Don't suffer needless torture from simple piles. Get Pazo for fast, wonderful relief. Ask your doctor about it. Suppository form—also tubes with perforated pile pipe for easy application.

\*Pazo Ointment and Suppositories

## Salem Heavy Hauling & Equipment Co.

1465 N. Front St. SALEM, ORE.  
Salem Phones: 2-1924; Night 2-4417  
Lyons Phone: 143  
HAULING AND MOVING HEAVY MACHINERY and Mill Equipment Up To 25 Tons  
Including D8 and HD14 Cats, and 3/4-yard shovels.  
Complete Rigging Outfit, Winch Trucks, Low-bed Trailers

# Never - - a Dull Moment

"At the Bottom of the Hill"

## MILL CITY TAVERN

## "Hot flashes" of Change of Life stopped or strikingly relieved

In 63-80%\* of the cases in doctors' tests!

Those suffocating "heat waves"—alternating with nervous, clammy feelings—and accompanied often by restless irritability and nervousness—are well-known to women suffering the functionally-caused distress of middle-life "change!" You want relief from such suffering. And—chances are—you can get it. Thrilling relief! Thanks to two famous Lydia Pinkham medicines!



**How Lydia Pinkham's works**  
It acts through a woman's sympathetic nervous system to give relief from the "hot flashes" and other functionally-caused distresses of "change of life."

\*In doctors' tests, Lydia Pinkham's Compound and Tablets brought relief from such distress in 63 and 80% (respectively) of the cases tested. Complete or striking relief!

Thousands Have Benefited  
Amazing, you say? Not to the many thousands of women who know from experience what these Lydia Pinkham medicines can do!

Their action—actually—is very modern. They exert a scientifically calming, soothing effect!

Try Lydia Pinkham's on the basis of medical evidence! See if you, too, don't gain blessed relief from those terrible "hot

flashes" and weakness so common in "change of life."  
Don't put it off! Get Lydia Pinkham's Vegetable Compound or new, improved Tablets with added iron (trial size only 59¢).

Wonderful—too—for the functional pains, cramps, "dragged-out" feelings and other discomfort of monthly menstrual periods!

# BLITZ WEINHARD FOR ME!



BLITZ WEINHARD COMPANY  
PORTLAND, OREGON