

No CAR in the low-price field has ar offered as

1954

EORD

many "Worth More" features as the '54 Ford.

In addition to all the features that have already established Ford as the "Worth More" car, you now get a host of brand new dividends. These include a choice of two new deep-block engines, most modern in the industry . . . new Ball-Joint Front Suspension, greatest advance in chassis design in 20 years . . . beautiful new interiors . . . and styling that will make your heart best faster.

DIVIDEND IN DRIVING EASE

Plan five optional power asolate? you might find only in America's continent ones

baids power steering door up to 75% of your steering work for you . . . makes parking a pleasure.

Swift Sere Power Brukes do up to ons-third of the work of stopping for you! Stop and go driving is easier.

Power-Lift Windows open or close smoothly, silently, electrically at the touch of a button.

4-Way Power Seat goes up or down ... forward or back at a touch of the controls.

Fordomatic Drive combines smoothness of a fluid torque converter, "go" of automatic gears.

*At extra cost.

The new 130-h.p. V-mock V/-8 OVERHEAD VALVES BOH-TURBULENCE COMPLETION CHAN SHORT-STROKE, LOW-PRICTION BOD More than ever... THE STANDARD for RIDI DIVIDEND

New Bell-Joint Front Suspension

This revolutionary new suspension allows greater up and down wheel travel for a smoother ride. Helps keep wheels in true alignment for consistently easy handling. Lubrication points are cut from sixteen to four.

The new 115-h.p. -MOOK S CUBIS-BUCK PITAKT MANPOLD 4-PORT BITAKE MANIPOLE DEP-CAN "Y"-BLOCK DEP-CAST "Y"-BLOCK

> The greatest engine advances since the original FORD V-SI

Twenty-two years ago Ford introduced to the low-price field a fine-quality, pre-THE AMERICAN ROAD cision engineered V-8 engine. This basic design quickly established a new standard of performance for low-priced cars. And now, with its 22 years' experience in building over 13,000,000 V-8's, it is only logical that Ford is first in its field to introduce a brand new type of V-8the Y-block V-8 . . . together with the most modern Six in the industry-the new and advanced I-block Six.

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* RYE GRASS	* RED TOP
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DOWNS & DOWDLE

Phone 226

Franklin, N. C.

F.D.A.F. Test Drive the 54 FORD ... worth more when you buy it, worth more when you sell it

Conley Motor Company