

*"You can take your pick
of decorator-fashion
interiors"*



*"Wait till you get the
feel of the Automatic
Ride Control!"*

*Beautiful room
with a View*

You don't have to be a Fashion Expert to pick this one! Its new "Luxury Lounge" Interior features new Craftcord and vinyl upholstery combinations, new Colorblend carpeting, a new "Safety-Glow" Control Panel—all Color-Keyed to a wide choice of beautiful two-tone

outside finishes! It gives you more head-and-shoulder room, a bigger sweep-around rear window and a bigger luggage locker than any other car of its type in Ford's field! And best of all, this spacious "million-dollar" beauty costs less than you might think.



Run the windows down—no side pillars obstruct your view. The Victoria is the closed car with the openness of a convertible. What's more, you get Ford's famous 43 "Look Ahead" features such as the Automatic Mileage Maker which helped place Ford first in its class in the Mobilgas Economy Run, Automatic Ride Control and Key-Turn Starting. And there's Ford's great 100-h.p. V-8 engine and your choice of Conventional Drive, Overdrive* or Fordomatic Drive*.

*Overdrive and Fordomatic Drive optional at extra cost. Equipment, accessories and trim subject to change without notice.

*The '51 FORD
Victoria*

It's built for the years ahead! "Test Drive" the new Ford Victoria at your Ford Dealer's today! You'll see, hear and feel the lasting quality that makes Ford your best buy not just for today but for the years to come!

See "Ford Festival" starring James Melton on NBC-TV