


DESIGNED FOR DISTINCTION
WITH A PRACTICAL TOUCH



FORD'S '53

Saddletex
INTERIORS

Leather-type Vinyl



Smartness...

To the lady who has developed a fine taste for smartness and style . . . to the man who knows the importance of smartness in the car he drives . . . to anyone who honestly enjoys admiring glances . . . Ford's exclusive SADDLETX Interior was designed for you. To fully appreciate its beauty and quality you must actually see it!

THAT'S PRACTICAL

And for all its distinctive beauty, the SADDLETX Interior is mighty practical—

SO EASY TO CLEAN quickly and thoroughly with just a damp cloth or sponge

SMOOTH SURFACE that makes it easy for you to slide in or out of your car

COMFORTABLE the year around, in all weather, on short or long drives

BUILT FOR KEEPS to stand hard daily usage

ONLY **FORD** OFFERS
DISTINCTIVE TWO-TONE
LEATHER-TYPE VINYL

Saddletex
INTERIORS

More popular than ever where smartness counts, this handsome, durable leather-type two-tone interior blends with the exterior color you choose. It's especially popular with families having small children, or pets, because it combines individuality with practicality. It can be cleaned quickly and easily with a damp cloth or sponge.

Saddletex Interiors are available in two color combinations. One is blue with ivory trim as shown in the illustration at the left. The other is mahogany with ivory trim of the same design shown in the blue-ivory illustration.

When you see the luxurious beauty of a Saddletex Interior, feel its comfort, you'll agree it's well worth the slight additional cost. Ask your Ford Dealer about SADDLETX, before you order your '53 Ford.



Smartness...

To the lady who has developed a fine taste for smartness and style . . . to the man who knows the importance of smartness in the car he drives . . . to anyone who honestly enjoys admiring glances . . . Ford's exclusive SADDLETEx Interior was designed for you. To fully appreciate its beauty and quality you must actually see it!

THAT BELONGS!

You can't help feeling a welcome sense of pride when your friends admire your Ford's SADDLETEx Interior. For they're admiring your good taste. You watch. Whether it's the doorman at the club, your neighbor next door, or the boy who carries the groceries—you'll get the extra attention that goes with smartness . . . smartness that *belongs!*

TWO BEAUTIFUL SADDLETEX

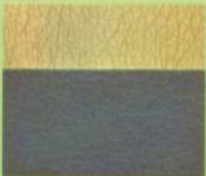
Color Schemes

to blend with the
exterior of your choice



MAHOGANY AND IVORY TRIM

This combination is available in both Mainline and Customline Sedans and Coupes finished in the following single-tone body colors: Timberline Green, Fern Mist Green, Seafoam Green, Polyeston Bronze, Sandpiper Tan and Carnival Red. Also available in Customline Sedans and Coupes with these two-tone body finishes: Carnival Red body with Seafoam Ivory top, and Seafoam Green body with Timberline Green top.



BLUE AND IVORY TRIM

This combination is available in both Mainline and Customline Sedans and Coupes finished in the following single-tone body colors: Raven Black, Woodsmoke Gray, Sheridan Blue and Glacier Blue. It is also available in the two-tone Customline Sedan and Coupe having a Glacier Blue body and Sheridan Blue top.

OPTIONAL AT EXTRA COST IN ALL MAINLINE AND
CUSTOMLINE SEDANS AND COUPES.

Equipment, accessories and trim subject to change without notice.

FORD Division of FORD MOTOR COMPANY