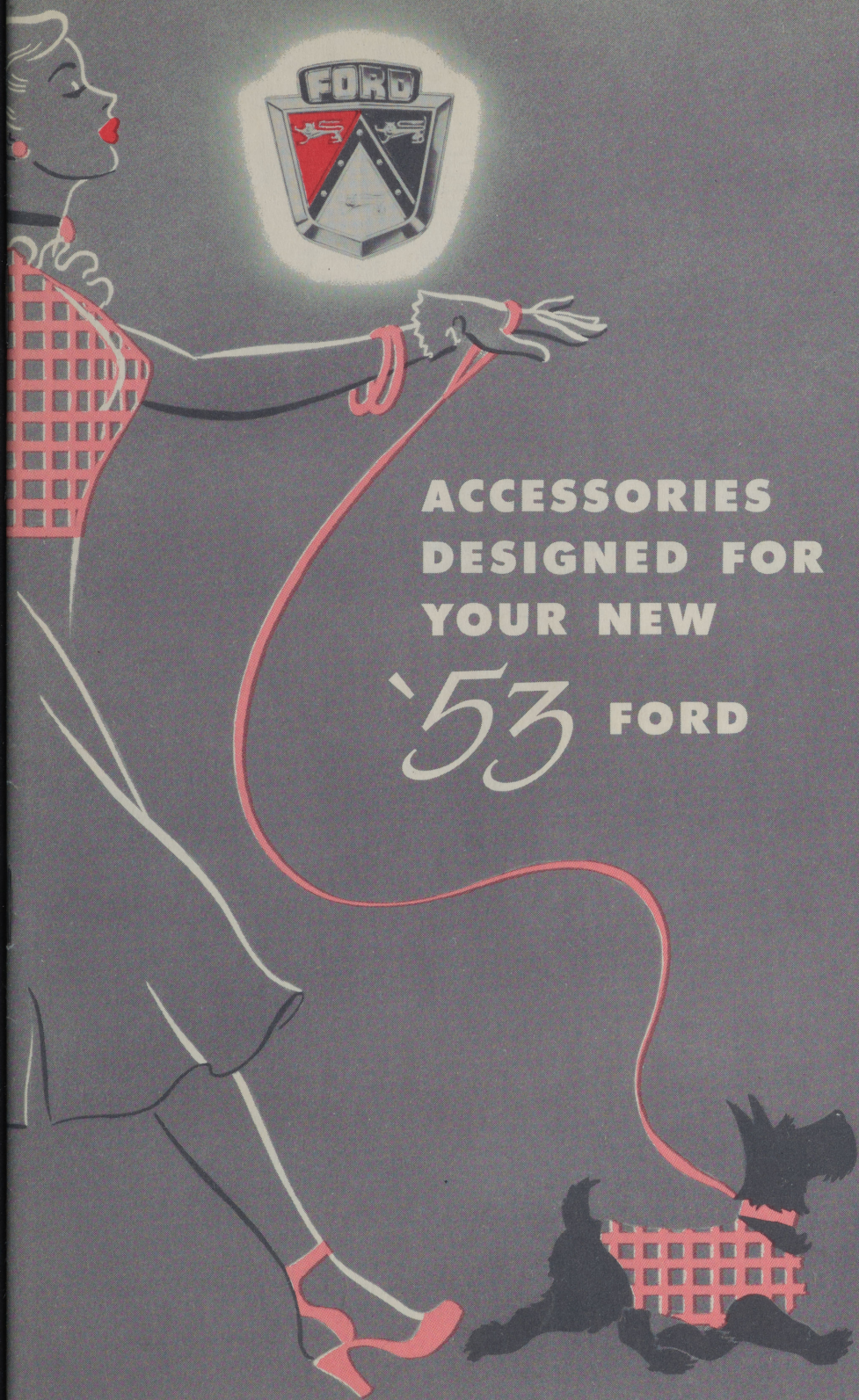
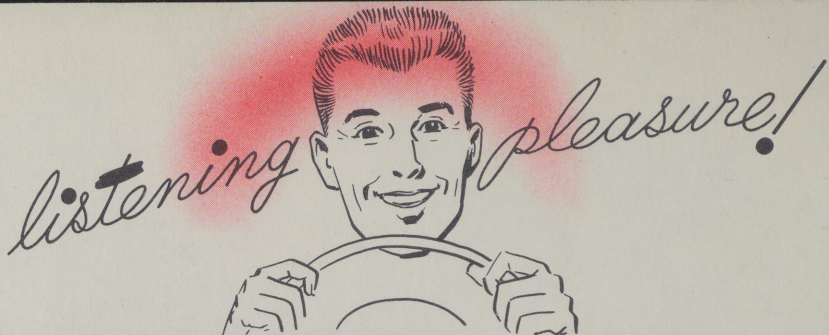


**ACCESSORIES  
DESIGNED FOR  
YOUR NEW**

**'53 FORD**



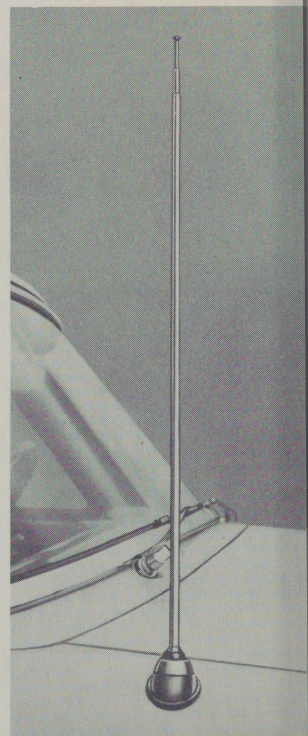


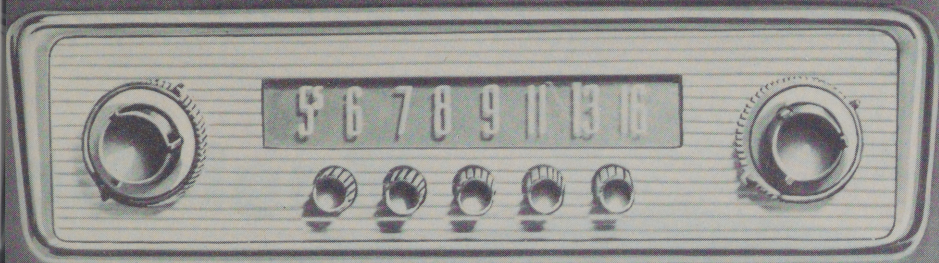
# FORD **SUPER RANGE** RADIO

You'll "pull in" distant stations with ease on this extra-powerful receiver. Seven tubes (plus rectifier)—including three dual purpose tubes—combine to give exceptional long range performance. A specially designed audio system provides outstanding clarity of tone. Automatic pushbutton tuning to five stations—manual tuning control—and four-position tone control add to your convenience and listening pleasure. Part No. FAD-18805-D.

# RADIO **ANTENNA**

Specially designed to provide maximum reception with Ford radio receivers. Sturdily constructed and chrome plated, this telescoping antenna mounts on the right-hand, front fender where it is out of the driver's line of vision and where there is less possibility of ignition interference. Part No. FAB-18813-B.





# FORD **CONSOLE** **RANGE** RADIO

Here is a dependable performer—combining the advantages of special engineering and pushbutton convenience—at moderate price. Five tubes (plus rectifier) and a big 6 by 9 inch oval speaker contribute to “console quality” reception. Automatic push-button tuning enables you to select any one of five pre-arranged stations. Also has convenient manual tuning and variable tone control. Part No. FAD-18805-C.

# REAR SEAT RADIO **SPEAKER**

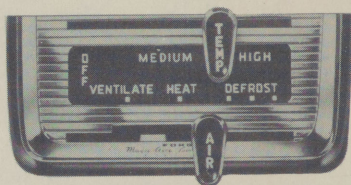
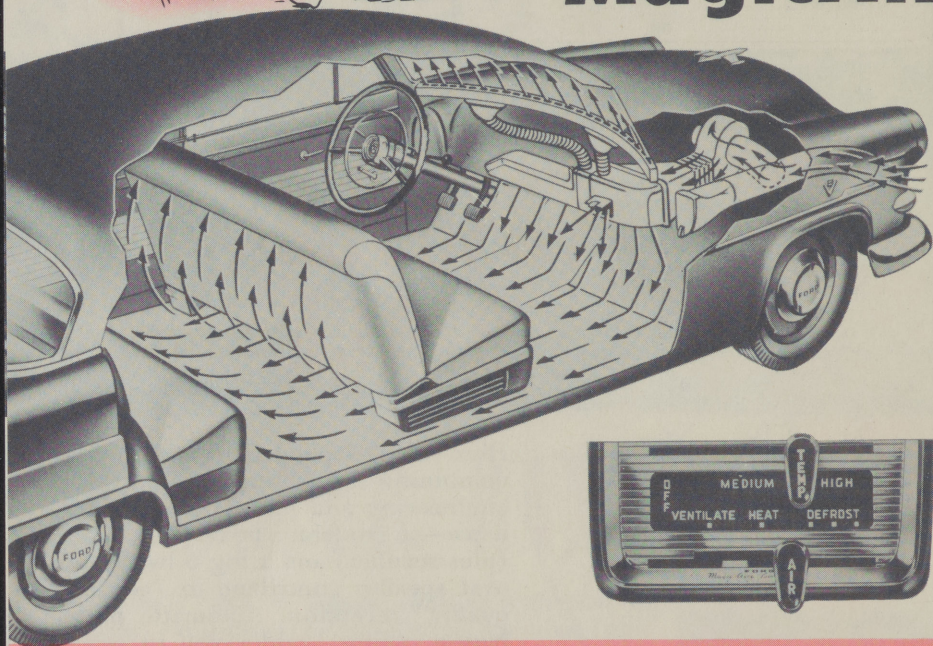
Give all of your passengers a “front seat” at the radio with this inexpensive Rear Seat Radio Speaker. It brings new listening enjoyment to everyone without requiring extra-loud volume. Convenient control knob enables you to adjust reception between front and rear speakers. Part No. CPA-18875-B.



*All Weather Comfort*

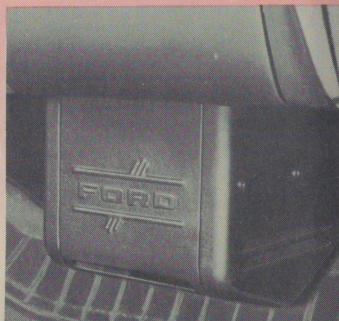


**MagicAir**



# RECIRCULATING HEATER and DEFROSTER

Combines dependable heating and defrosting with low cost. Efficient blower distributes heated air through outlets in the front and sides of the unit, as well as through defroster outlets to clear the windshield of frost and steam. The rheostat-type switch is conveniently located and easy to operate. Part No. FAH-18455-A.



# SYSTEM

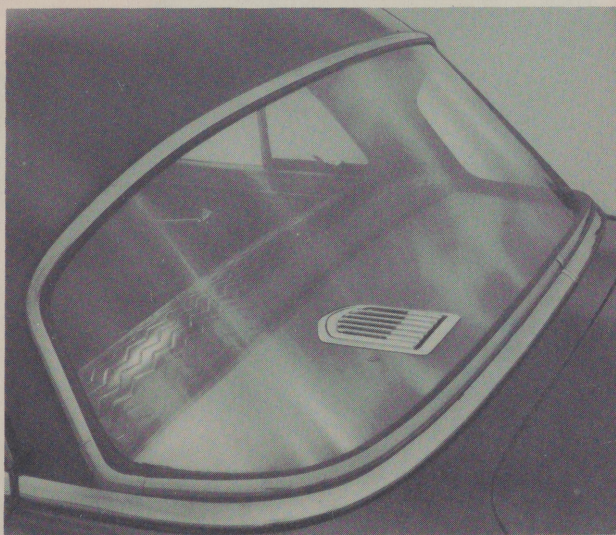
No matter what the season or weather, the MagicAire System is at your service, ready to contribute to your driving comfort, pleasure and safety. IN WINTER, it circulates fresh outside air heated to and maintained at the temperature range you have selected. For quick, efficient defrosting, simply set the controls and MagicAire directs the heated air across practically the entire width of the windshield.

IN SPRING, SUMMER and FALL, you'll particularly appreciate the extra advantages of MagicAire. On warmer days, you can use it to bring in cool fresh air, even when it's raining and windows must be kept closed. When the weather is nippy, a simple adjustment of the controls will quickly spread comforting warmth throughout the car. When it's humid, use MagicAire to keep windshield and windows clear of steam and fog for easier, safer driving. Part No. FAC-18455-F.

## REAR WINDOW DEFROSTER

Contributes to safer rear vision in all seasons. In winter, just set the fingertip control on the instrument panel and the powerful electric blower directs air across the rear window to clear away frost and steam. In rainy or humid weather, you'll find it a big convenience for keeping the rear window free of steam and fog.

PartNo.FAB-18397-A.



Comfort,  
Protection,  
Beauty



In this complete line of 1953 Ford Seat Covers you will find the latest in striking new patterns of fibre, plastic, nylon and rayon—distinctive trim materials—custom tailoring and design—coupled with quality construction in every detail. We will be glad to show you actual swatches of the many colorful materials. Another outstanding new feature is the rubber cable “quick-on” method of attachment. This type of attachment requires no rings or pins—permits fast, easy installation and contributes to a lasting smooth fit. Although usually obtainable only in the highest priced seat covers, you will find that *all* of the 1953 Ford Seat Covers have this extra-quality feature.

## ALL STAR RAYON



Lustrous and silky smooth, “All Star” Rayon is a winner in both appearance and performance. The attractive multi-colored patterns are framed in rich-looking solid color rayon of the same high quality. Fits beautifully—does not cling to clothing. Available in colorful “All Star” printed patterns on backgrounds of red, green, blue, gold and gray. Part Nos. BF-18625-K and BF-18628-K.

# FORD SEAT COVERS

## PREMIER NYLON

Wonderful—washable nylon—tailored into beautiful seat covers that offer you extra-special convenience. Most dirt and stains can be sponged off in a jiffy. For quick, over-all cleaning, the covers can be slipped off, washed—and replaced while still wet. They'll be snug fitting and ready for use in minutes. Available in distinctive striped patterns of red, green and blue. Part Nos. BA-18625-K, BA-18628-K, BA-18629-C.



## PASTEL PLAID PLASTIC

New, eye-pleasing pastel shades in a bold plaid pattern—framed in lustrous satin-finished quilted plastic—make this a standout among plastic seat covers. Custom tailored of high grade, finely woven plastic that is smooth, long wearing and easy to keep clean. Available with red, green or blue quilted plastic, contrasting piping, and harmonizing rayon trim. Part Nos. BF-18625-F and BF-18628-F.



# 1953

# FORD

## CANDY STRIPE PLASTIC



Gay "Candy Stripe" Seat Covers make a hit everywhere. The sparkling beauty of the pattern is emphasized with quilted plastic of distinctive "chevron" design and harmonizing rayon. Smooth, tough, and pliable—the high quality plastic can be counted on to give lasting satisfaction. Choice of red, green, blue or yellow quilted plastic. Part Nos. BF-18625-G, BF-18628-G, BF-18629-B.

## PARADE PLASTIC



Economically-priced "Parade" Seat Covers bring you high quality, long wearing plastic in colorful, eye-pleasing patterns, custom tailored for Ford cars. Harmonizing cloth, white piping, and smart simulated leather trim accent the distinctive plaid plastic. Available in red, green or blue patterns, each with matching trim. Part Nos. BF-18625-D and BF-18628-D.



# SEAT COVERS

## TWILL TONE FIBRE

Have extra sunshine in your car the whole year 'round with these long wearing fibre seat covers. They're cool in summer—comfortable in winter—cheerful-looking in any season. Luxurious quilted plastic and rayon trim add to their attractiveness. Besides red, green, and blue selections, "Twill Tone" is available in a distinctive black and white pattern. Part Nos. BF-18625-B and BF-18628-B.



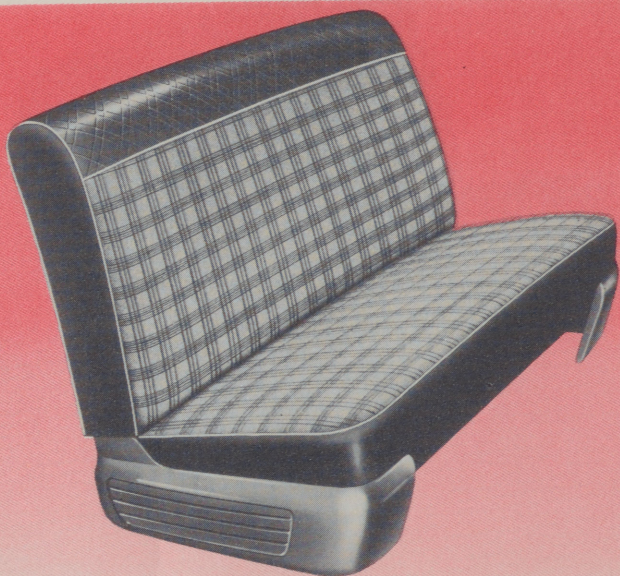
## FIESTA FIBRE

Everything about "Fiesta" promotes good cheer—from the gay, colorful striped fibre to the distinctive quilted plastic and rayon trim. Contrasting piping and vinyl-plastic coating enhance its striking appearance. Available with red, green, blue or yellow quilted plastic, and harmonizing rayon trim. Part Nos. BF-18625-C, BF-18628-C and BF-18629-A.



# 1953 FORD SEAT COVERS

## SPORTSMAN PLASTIC



Ideal if you need a cover that will withstand exceptionally hard wear. Made of tough, finely woven plastic in an attractive glen plaid pattern. Sturdy simulated leather, used for *all* trim adds to the wearability. Also available in a *front seat cover* only for Ranch Wagon, Convertible, Victoria and Courier as well as Tudor and Coupe models. Red, green or blue trim. Part Nos. BF-18625-E, BF-18628-E, BF-18627-A.

## CHECK-WEAVE FIBRE



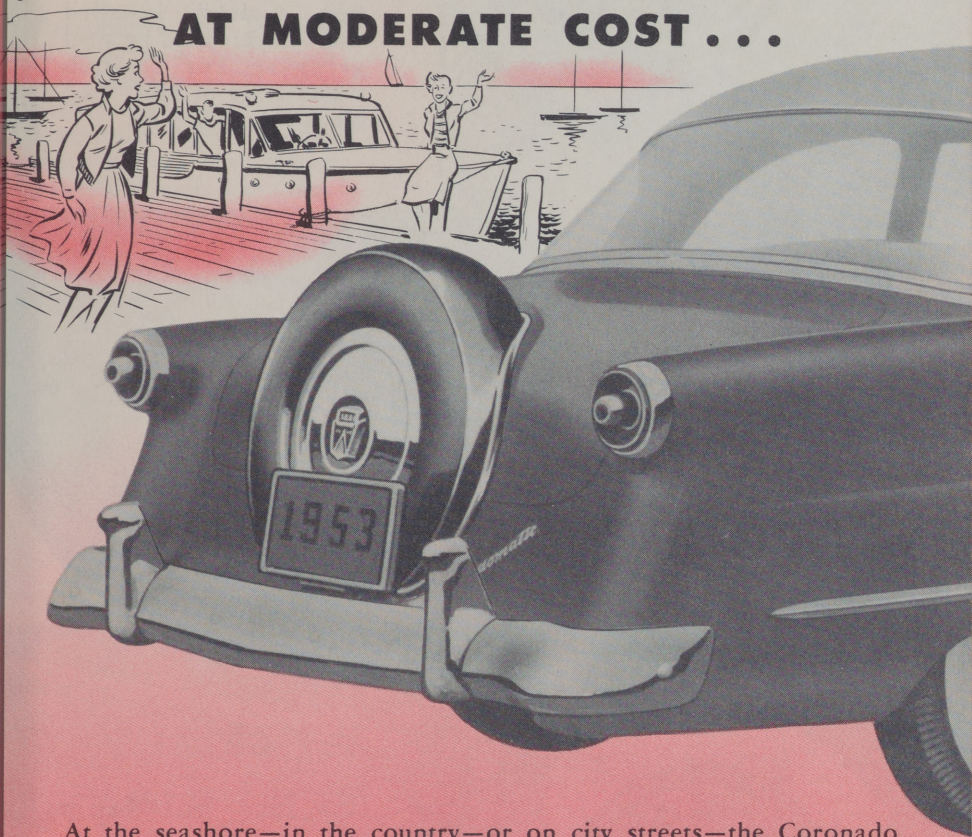
Here's an economy-priced, custom-tailored seat cover in good looking, long wearing fibre. The colorful "Check Weave" pattern adds an extra-cheerful note to your car interior. Vinyl-plastic coating on the fibre gives it a smooth glossy easy-to-clean surface. Its beauty is further enhanced by white piping, harmonizing cloth, and distinctive simulated leather. Available in red, green or blue, with matching trim. Part Nos. BF-18625-A and BF-18628-A.

# FORD CORONADO DECK

**CONVERSION . . .**

**FOR THAT "LUXURY LOOK"**

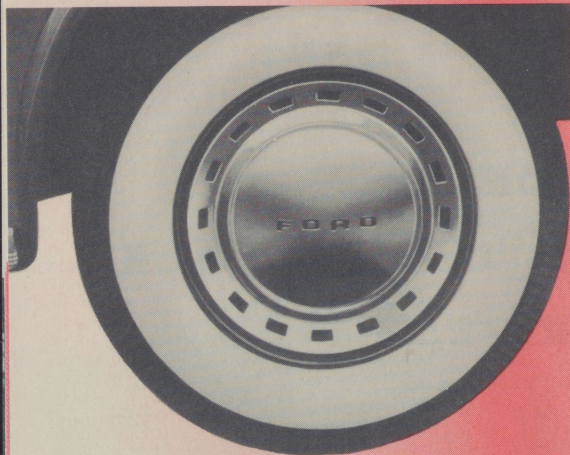
**AT MODERATE COST . . .**



At the seashore—in the country—or on city streets—the Coronado Deck wins attention and admiration. It has a distinctive “built-in” effect and combines the smart appearance of a rear wheel mount with the convenience of having the spare wheel in its regular, easily accessible location. What’s more—the Coronado Deck is constructed with the view to easy installation and lasting satisfactory service. It is sturdy yet light in weight—no extensive alterations are required to the car body or adjacent parts. The center cap, license plate frame and protective molding all are made of bright, easy-to-clean stainless steel. Yes—you’ll find that the Coronado Deck is practical as well as attractive in design—and you’ll be surprised at its moderate cost! Part Nos. BA-18255-A, BF-19164-A.

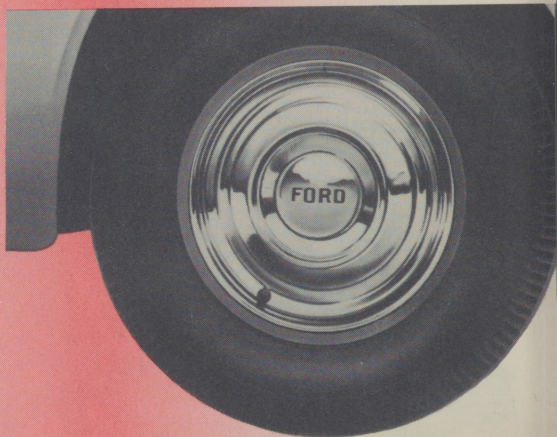
## WHEEL COVERS

Add a distinctive touch to your car with these sparkling stainless steel wheel covers. Smart appearance is highlighted by the unique border design. Quickly installed and securely held by steel grippers. For 15-inch wheels. Set of four. Part No. CPA-18303-E.



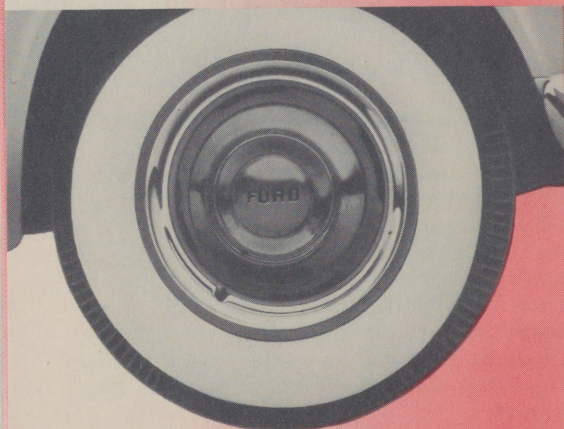
## WHEEL DISCS

Emphasize the "big car" look of your new Ford with these attractive wheel discs. They fit under the hub caps—give the appearance of complete wheel covers. Chrome plated over the stainless steel for extra brightness. For 15-inch wheels. Set of four. Part No. CPA-18303-D.



## WHEEL TRIM RINGS

These sparkling wheel trim rings will add an extra note of individuality to your car. Made of serviceable stainless steel, they retain their sparkle and are easy to keep clean. Quickly attached. Set of five. For 15-inch wheels. Part No. CPA-18303-B.



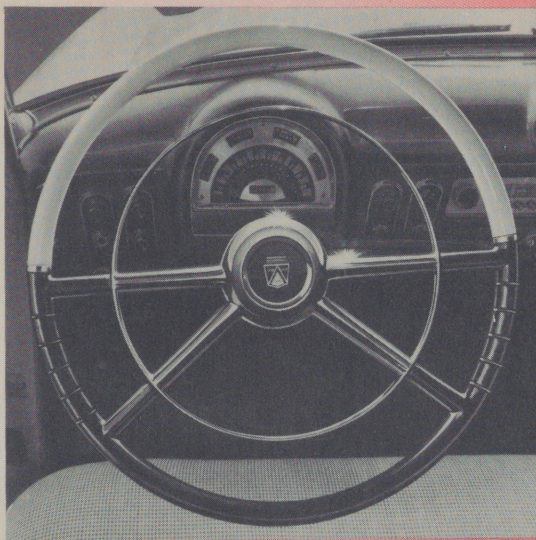
# DE LUXE

## STEERING WHEEL

Personalize the interior of your new Ford with this handsome De Luxe Steering Wheel. It is beautifully styled of two-tone black and ivory plastic—with chrome-plated easy-action full horn ring. The translucent plastic horn button features a smart, multi-colored, three-dimensional Ford crest.

The De Luxe Steering Wheel can be quickly installed in 1953 Ford passenger cars as well as the 1952 models. It's a perfect complement to the new Ford interiors—and as pleasing to use as it is to view.

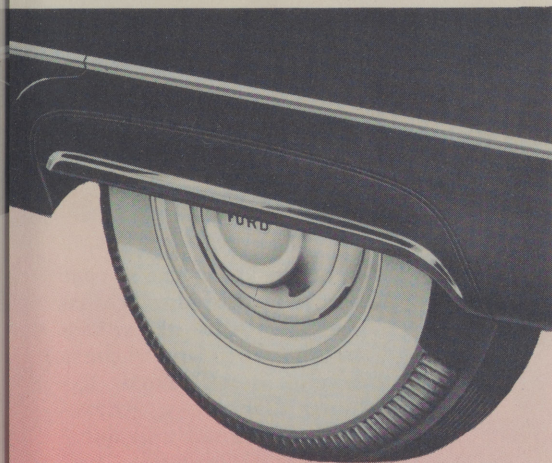
Part No. FAA-18373-C.



## REAR FENDER SHIELDS

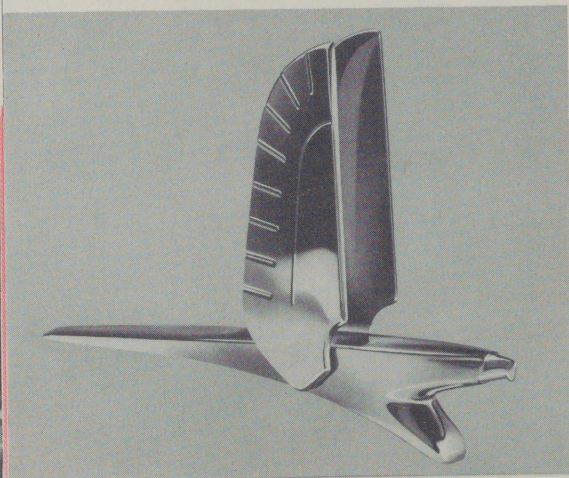
These Ford-styled Rear Fender Shields will accentuate the beauty of, and add a note of individuality to your new Ford. Durably constructed of heavy-gauge bonderized steel—finished in matching color. Rubber-insulated for silence. Easily attached.

Part No. BA-18973-A.



# DE LUXE

## HOOD ORNAMENT

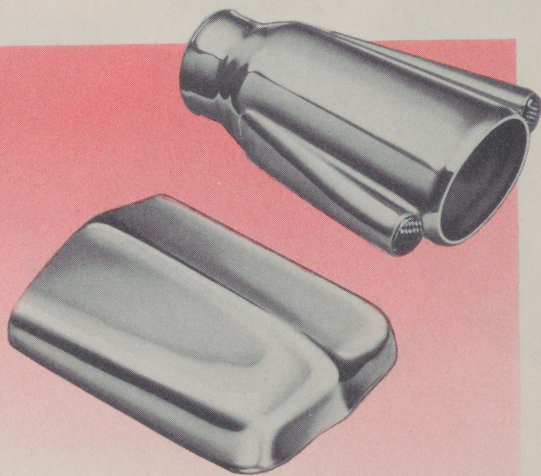


This distinctive new hood ornament will add a sparkling personal touch to your Ford. Gracefully styled, sturdy die cast construction, beautifully chrome plated. Accents the fleet lines of the car. Wings are adjustable to any one of three positions, as desired. Can be installed quickly and easily. Part No. BA-18244-B.



## ROCKER PANEL TRIM

Emphasizes the long low look of your Ford—protects the lower body edge against scratches and stone nicks. Attractive, easy-to-clean stainless steel. Part No. BA-18243-A.



## EXHAUST DEFLECTORS

Protect your car's rear bumper and paint against the possibility of exhaust smudge with one of these easy-to-install Ford Exhaust Deflectors. Attractively designed and durably chrome plated. "Jet" type (top), Part No. 1A-18259-A. "Wing" type (below), Part No. 1A-18259-B.

# Safety and Convenience



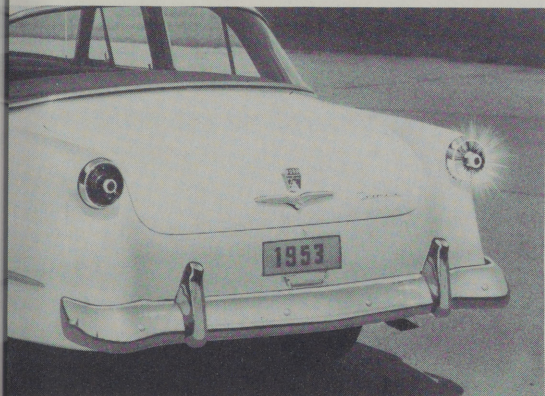
## SEE-CLEAR WINDSHIELD WASHER

For safety's sake, maintain good driving visibility with the Ford See-Clear Windshield Washer. Whenever dust or road spatter on the windshield make seeing difficult, simply press the handy foot control button. Two streams of water spray the windshield so that the wipers can clean it quickly and thoroughly. Part No. BA-18293-A.



Use FoMoCo Windshield Washer Solvent (illustrated at left) in your See-Clear Washer for maximum effectiveness. Part No. CPA-19550-A.

## TURN INDICATOR



Signal your turns safely and conveniently—night and day—in any weather. A finger touch on the steering column control starts flashing light signals in both front and rear of car. Cancels automatically when turn is completed. Part No. FAD-18440-A.

*Added Beauty  
and Protection*



## GRILLE GUARD

Give extra protection to your Ford's radiator and grille with this sturdy, good looking Grille Guard. Made of heavy, chrome plated steel, it fits over standard bumper guards, is securely braced to the car frame. Part No. BF-18412-A.

## REAR DECK GUARD

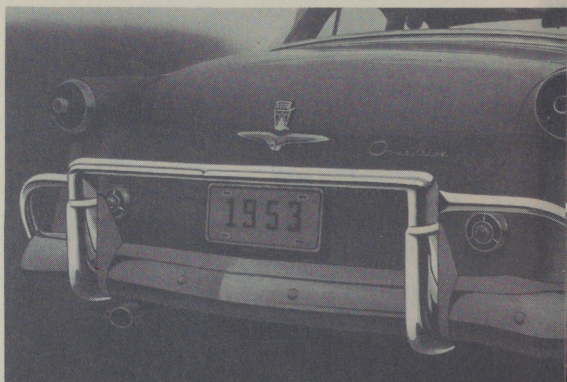
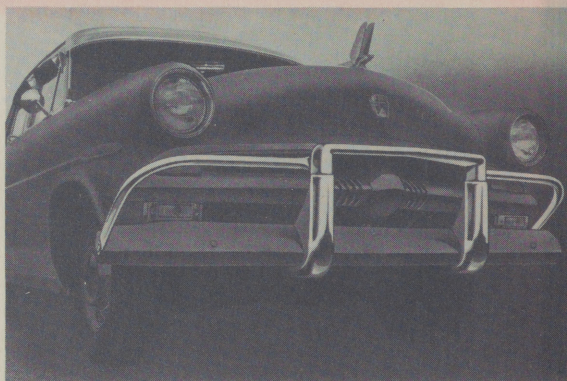
You'll feel more secure in heavy traffic and close parking areas with this Rear Deck Guard on your car. It has the same rugged qualities as the Grille Guard and matches its distinctive, modern styling. Part No. BA-18420-B.

## FRONT AND REAR

# WING

## GUARDS

For *plus* protection to fenders and lights, have these distinctive new Wing Guards installed with the Grille Guard and Rear Deck Guard. Chrome plated, heavy duty tubular steel, — gracefully styled. Part No. BF-17891-A (front); Part No. BF-17905-A (rear).







## OUTSIDE **VISOR**

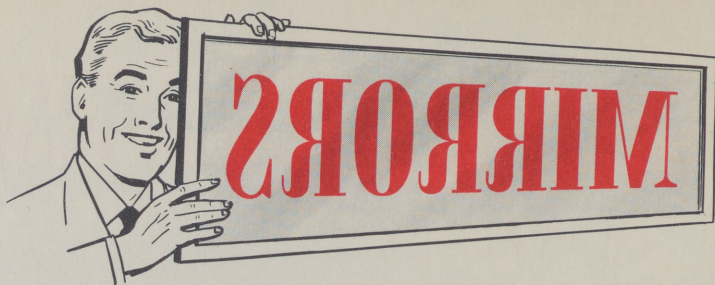
Brings you new driving comfort and safety the year 'round. Shields your eyes against dazzling sun rays winter and summer—helps keep windshield clear of rain, snow and ice. Ford-styled for harmonizing beauty. Finished to match the color of your car. Part No. BA-18236-A.



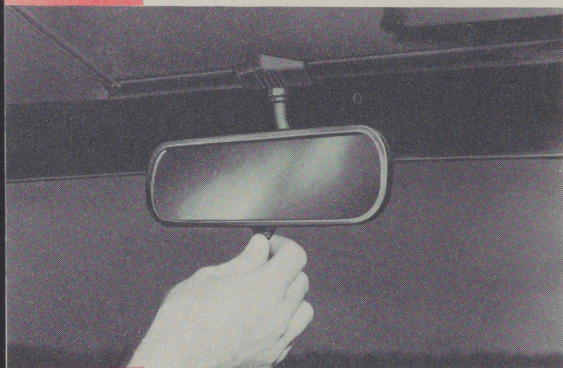
## WINDOW VENT **SHADES**



Ford Window Vent Shades protect you and your passengers against the heat and glare of the sun—enable you to drive with windows partially open in rainy weather. Made of serviceable stainless steel with soft green finish on the under side. Available for Tudor, Fordor and Coupe models. Easily installed. Part Nos. BA-18246-A, BA-18246-B, BA-18246-C.

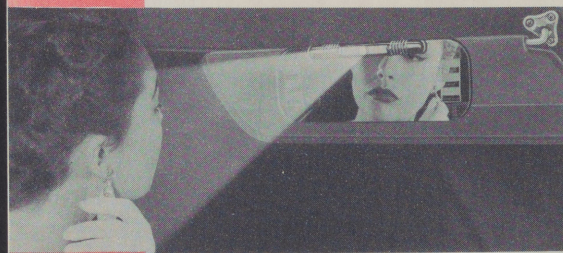


## INSIDE NON-GLARE MIRROR



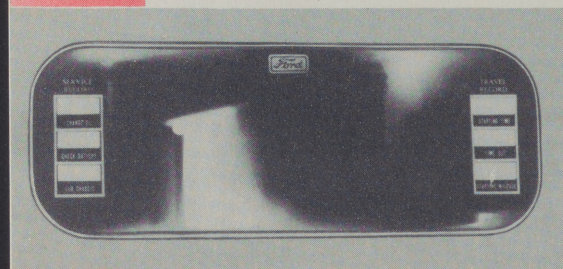
There's no need to suffer the annoyance of reflected glare from headlights behind you. You can virtually eliminate it simply by pressing on the tab at the base of this convenient mirror. Made with high grade, non-glare glass, it is excellent for daytime driving, too. Part Nos. BA-18400-C, BA-18400-D.

## ILLUMINATED VANITY MIRROR



Always convenient for appearance check-ups. "Built-in" light, powered by pencil-type batteries, has a fingertip switch. Large size (4" x 10 $\frac{3}{4}$ "). Clips on the sun visor. Part No. 1A-18208-A.

## DELUXE VANITY MIRROR



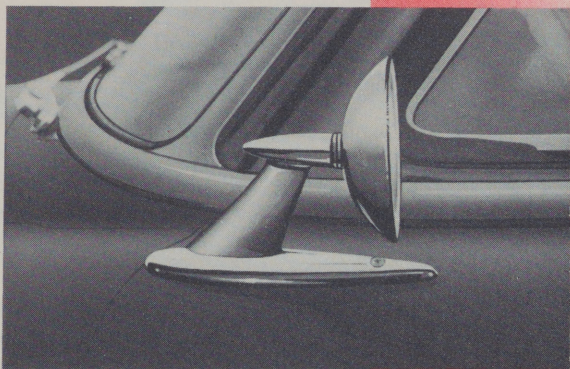
Made of the same high quality plate glass and is the same generous size as the Illuminated Vanity Mirror described above. Also has the six etched spaces for jotting down service and travel notes. Part No. OA-18208.

# MIRRORS



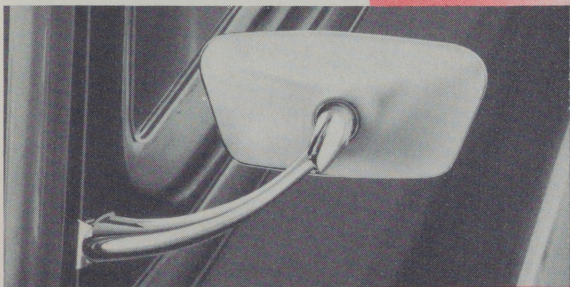
## BODY-MOUNT REAR VIEW MIRROR

In today's traffic it pays to look before you act. Be on the safe side with an Outside Rear View Mirror. This mirror gives you a sharp, clear image—and readily adjustable—and distinctively Ford-styled, too. Can be installed on either the left- or right-hand side of car. Part No. BA-18402-A.



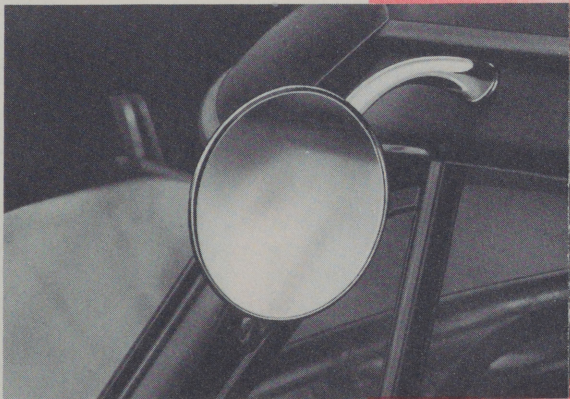
## CLAMP-ON REAR VIEW MIRROR

This extra-wide mirror gives a broader "picture"—and can be installed at the height best suited to you. Clamps on quickly—fits either side of car. Part No. 1A-18402-A.



## DOOR-TOP MIRROR

Already a favorite of many motorists. Mounted closer to the driver's eyes, it gives a more inclusive rear view. Installed in a jiffy. For left side of car—Part No. OA-18403; matching pair — APA-18402.



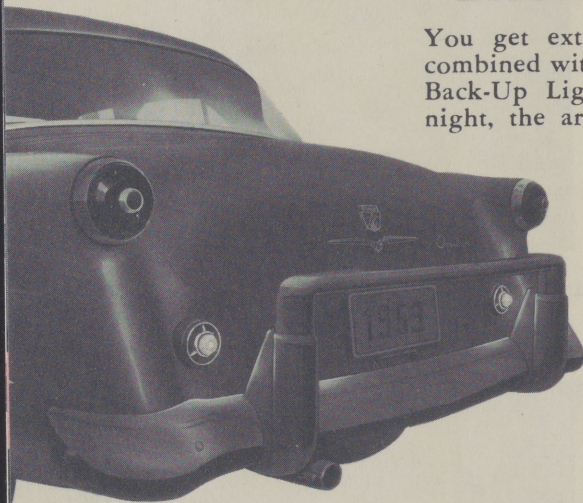
*Safety and*

**NEW FORD**

## **BACK-UP LIGHTS**

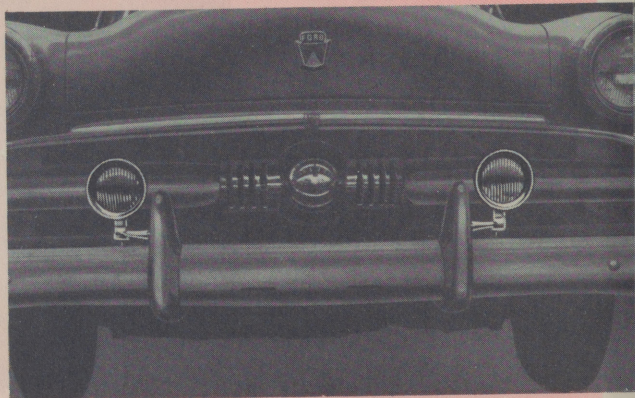
You get extra safety and convenience combined with distinctive beauty in these Back-Up Lights. When backing up at night, the area behind the car is auto-

matically flooded with light when you shift to reverse gear . . . lights are switched off when taken out of reverse. Specially designed for Fords, with an attractive built-in effect. Chrome plated. Available for both sides, or for left side only, if desired. Part Nos. FAC-18274-A, FAC-18275-A, -B.



## **ROAD LAMPS**

Here's an aid to safer night driving you'll really appreciate—especially in fog, sleet and snow. These powerful Road Lamps have wide, low beams that give you a better view of the road. Beautiful new design, with recessed amber lenses, makes these lamps an attractive addition to your Ford. Finished in brilliant chrome, over non-rusting metal. Convenient switch is located under instrument panel. Part No. FAD-18207-A.

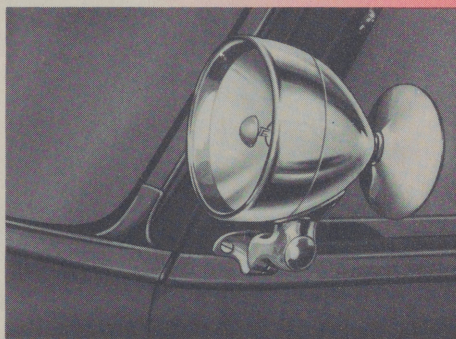


# Convenience

## ACCESSORY LIGHTS

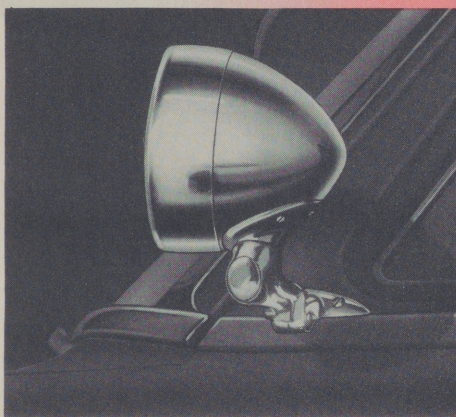
### SPOTLIGHT WITH MIRROR

It's strikingly new in design and you get night-and-day convenience with this beautiful spotlight-mirror combination. The long range spotlight has a natural-grip handle and fingertip switch. The high quality rear view mirror is easily adjustable from inside the car. Part Nos. FAA-18151-E, FAA-18154-A, -B, FAA-18155-A, -B.



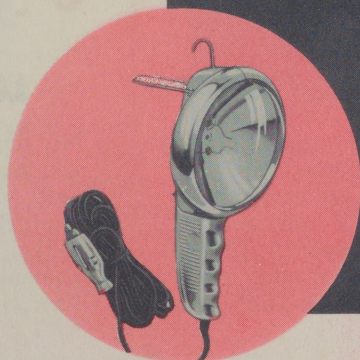
### SPOTLIGHT

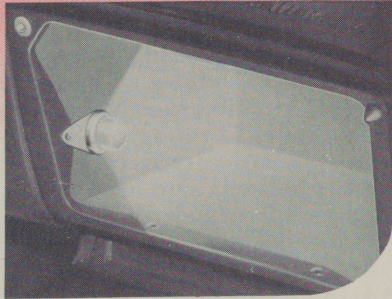
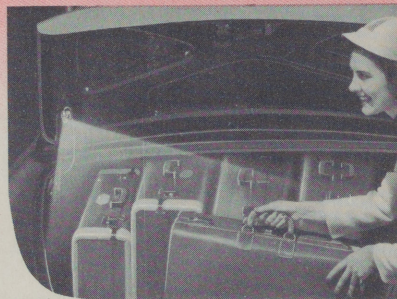
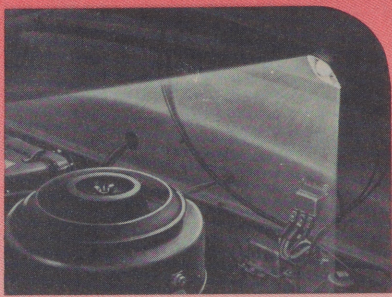
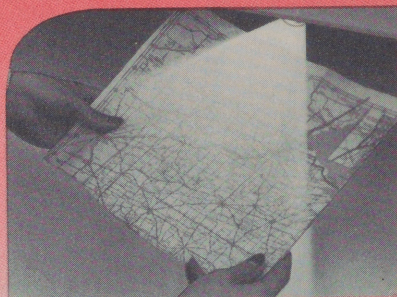
This powerful spotlight features the same new styling as the Spotlight with Mirror described above—has the same beautiful streamlined design—recessed bulb—natural-grip handle—and precision engineering for smooth action and long life. Available for either side. Part Nos. FAA-18151-F, FAA-18154-A, -B, FAA-18155-A, -B.



### PORTABLE SPOT AND UTILITY LIGHT

Gives light when you need it—where you need it—where you need it. Powerful, standard-type sealed beam bulb—10-foot extension cord. Plugs in cigar lighter socket for use—stores in the parcel locker. Bright chrome finish. Part No. 1A-18148-A.





1

## COURTESY AND MAP LIGHT

Turns on automatically when either front door is opened—lights up car floor and adjacent area. Has manual switch for use as map light when doors are closed. Part No. 1A-18295-B. Map Light only—1A-18295-A.

2

## ENGINE COMPARTMENT LIGHT

A big help when checking engine, oil level, etc., at night. Floods the engine compartment with light when hood is raised—switches off when hood is lowered. Part No. FAA-18375-B.

3

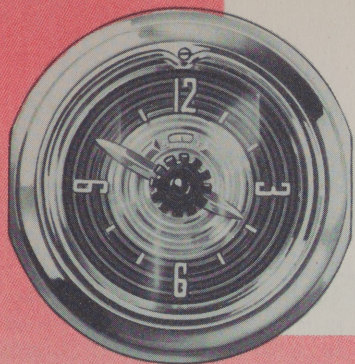
## LUGGAGE COMPARTMENT LIGHT

Illuminates the luggage compartment when headlights or parking lights are on. Makes it easy to load and unload luggage at night. Ideal for salesmen, travelers and tourists. Part No. FAA-18256-A.

4

## PARCEL LOCKER LIGHT

No need to rummage when you have this handy light to help you. It goes on automatically when you open the parcel locker door. A real convenience when traveling. Part No. FAA-18254-A.

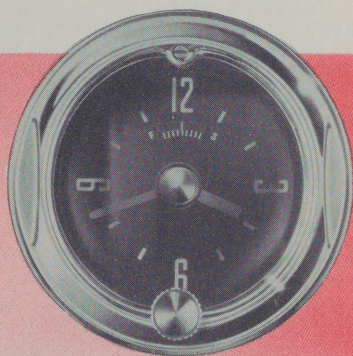


## ELECTRIC CLOCK

This handsomely styled Electric Clock needs no winding—uses current only for brief periods to wind the mechanism automatically. Part No. FAC-15000-D.

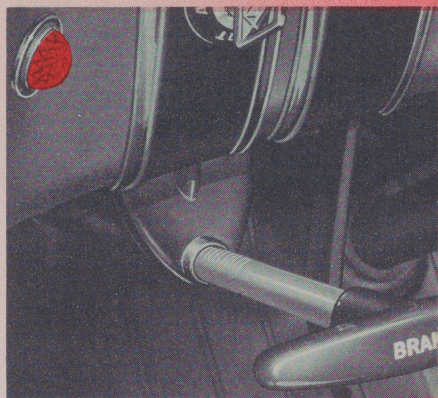
## STEM-WIND CLOCK

A precision-built, moderately priced timepiece. Dial is illuminated with non-glare light when car lights are turned on. Once-a-day winding recommended. Part No. FAC-15000-C.



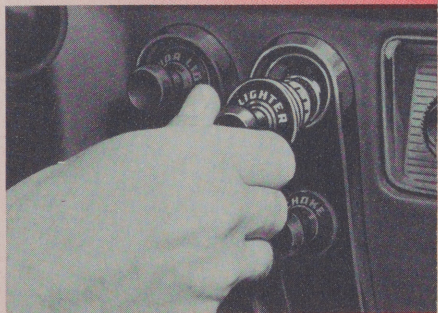
## HAND BRAKE SIGNAL

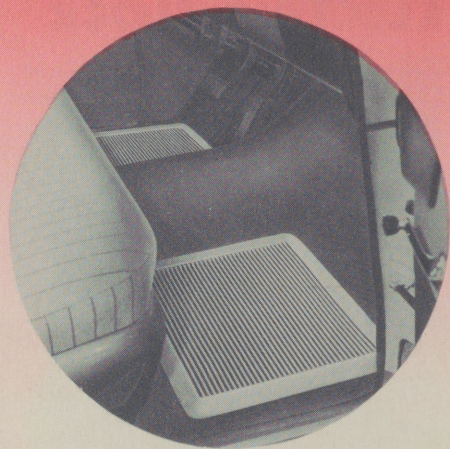
An inexpensive convenience which helps you avoid unnecessary wear and repair on the brake system. Red light on instrument panel flashes a warning signal if you start your car without having released the hand brake. Part No. FAA-18159-A.



## AUTOMATIC LIGHTER

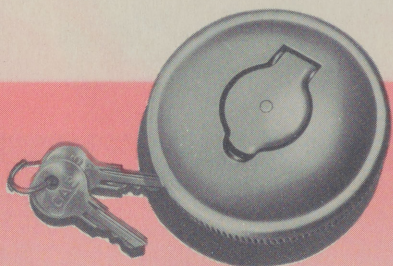
Combines safety with convenience. Just press in the knob—in about ten seconds, out pops the lighter ready for use. There's no need to take your eyes off the road. Harmonizes with instrument panel styling. Part No. FAC-18641-A.





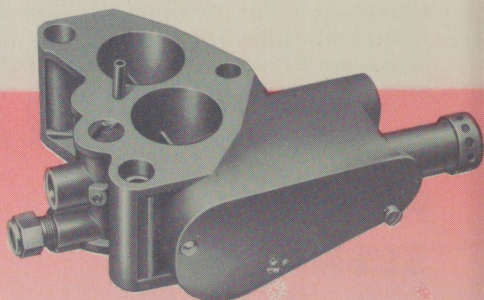
## FLOOR MATS

Protect your car floor against mud, melting snow and water with these attractive rubber mats. They are deeply grooved—will hold nearly a quart of water. Can be removed, cleaned and replaced in a jiffy. Dozens of home uses, too. Colors harmonize with car interiors. Part No. 0A-18323.



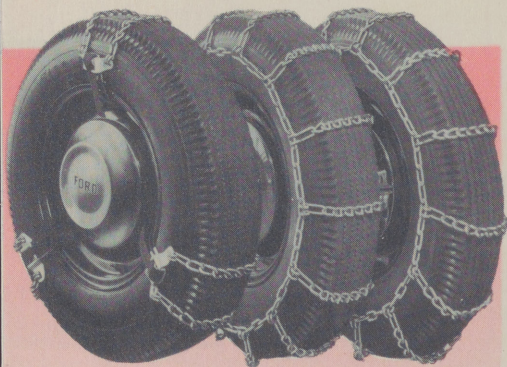
## LOCKING GAS TANK CAP

Guards your gasoline against theft and tampering. Has a dependable tumbler lock and snap-down cover. Part Nos. 8A-18168 and AB-9030-D.



## ENGINE GOVERNOR

Prevents engine speed from exceeding a predetermined maximum. Helps save on gas, oil and maintenance. Available in two R.P.M. ranges each for six and eight-cylinder cars. Part Nos. EAG-18204-A, -B, 8RC-18204-E, -F.



## TIRE CHAINS

Easy-to-attach Ford Tire Chains are available in three types: *regular weight* for average service—*bar reinforced* for extra heavy duty—and *strap-on units* for emergency use. Part Nos. AB-18136-A, AB-18136-B, and DPA-18136-A.



# APPEARANCE AND MAINTENANCE AIDS



Just a little time and attention given to your car throughout the year will preserve its good looks, contribute to its performance, and add to your pleasure in driving it. The appearance and maintenance aids shown on the following pages were designed to make it easier for you to give all-around care to your car. You may find it advantageous to review the complete line and make a note of those which you will want for spring, summer, fall and winter use.



## LIQUID CLEANER

This easy-to-use cleaner quickly removes dirt and old wax—restores finish to original color, free of cloudiness or streaks. Particularly good for use on neglected finishes and before applying wax. Pint can.



## FOAM UPHOLSTERY CLEANER

Excellent for removing dirt and stains from cloth and leather upholstery. Can be used safely on all fabrics. Contains no injurious chemical. Pint can.



## CAR WASHING SOLUTION

A fast-working liquid detergent with both cleaning and wetting properties. Quickly removes grease and road film. Works well in either hard or soft water. Harmless to hands and car finish. Quarts and gallons.



## SPOT REMOVER

Quickly removes spots and stains from upholstery, rugs, drapes, clothing, and other fabrics. It will not leave a ring if used properly. Non-inflammable. Pint can.



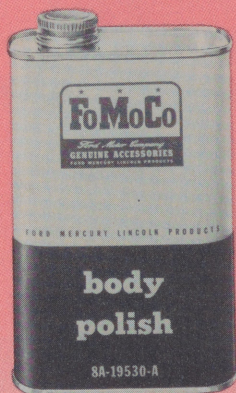
## WHITEWALL TIRE CLEANER

Brightens and cleans whitewall tires easily and quickly. Simply apply with a brush, sponge or cloth—then flush with water. In economical one-pound can.



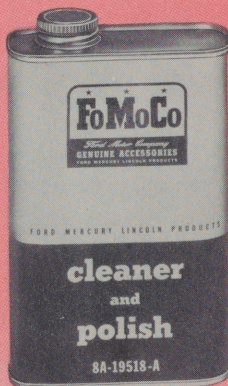
## WAX-TREATED DUSTING CLOTH

Perks up a dusty car in a jiffy—fine for furniture, too. Heavy, soft, wax-treated cloth removes and absorbs dust, leaving the finish clean and bright.



## BODY POLISH

An excellent polish for cars that get normal care. Easy to use—just spread it on, let dry and wipe off. Gives the finish a bright, lasting lustre. Pint can.



## CLEANER AND POLISH

Ideal for use when extra cleaning action is needed. Not only removes stubborn dirt quickly, but also gives a high gloss to the cleaned finish. Pint can.



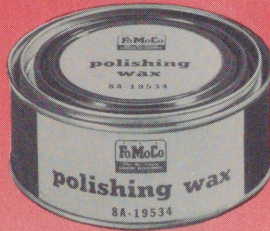
## CLEANER WAX POLISH

Cleans, waxes and polishes—all in one easy operation. Regular use will keep your new car looking "factory fresh." Excellent for use on enameled appliances. Pint can.



## FoMoCo LIQUID GLAZE CLEANER AND SEALER

Use this combination to give your car's finish durable all-weather protection. The cleaner "renews" the finish—sealer gives it a glasslike protective film. 8-oz. bottles.



## POLISHING WAX

A durable, high-lustre, paste-type wax suitable for use on all automobile finishes. Highly resistant to weather and road chemicals. Can be applied with a soft cloth. 8-ounce can.



## CHROME SAVER

Gives chrome surfaces long-lasting protection against road chemicals—keeps them looking bright. A transparent, colorless liquid, easily applied with brush or cloth. 8-ounce can.



## CHROME CLEANER

Recommended for use on chrome which has become scratched or corroded, to remove film or rust before applying Chrome Saver. Also good for cleaning copper, brass and other metals. Pint can.



## TOP DYE

Adds new freshness and color to weathered convertible tops. Sun fast—water repellent—can be applied with spray gun or paint brush. Black, tan or green. Quart can.



## WATER REPELLENT SOLUTION

A clear solution which can be brushed or sprayed on convertible tops to protect them against sun, rain, snow and salt air. Increases water repellency and durability. Pint can.



## LOCK FLUID

Protects auto door and trunk locks against sticking, freezing, rust and wear. Puts a protective film of graphite on moving parts. Makes all locks work easier. 8-oz. can.



## RUBBER CEMENT

A strong, quick-drying adhesive for cementing weatherstripping to doors, deck lid, and so on—sealing leaks around windshield and windows. Household uses, too. Five-ounce tube.



## OIL AID

Recommended for breaking-in new engines. Added to crankcase, it retards accumulation of gum and varnish—reduces possibility of sticking valves. Contributes to longer engine life.



## BRAKE FLUID

A non-mineral oil type fluid for use in Ford hydraulic brake systems. It is designed for year 'round operation in all types of weather. Mixes with original brake fluids. Pint can.



## AUTOMATIC TRANSMISSION FLUID

Specified by Ford engineers for use in Fordomatic transmissions to assure maximum efficiency. An approved type "A" fluid released under Armour Institute Qualification. Quart can.



## FIRE EXTINGUISHER FLUID

For use in vaporizing liquid fire extinguishers. Contains not less than 25% carbon tetrachloride. Will not freeze at 50° F. below zero. Meets government standards. One-quart can.

# FoMoCo

## ANTI-FREEZE



Take your choice of two types of FoMoCo Anti-Freeze—each designed to provide dependable freeze-free protection:

**REGULAR** type is a budget-priced anti-freeze which gives long-lasting protection. Evaporation losses are slight because the blend of methanol and isopropyl results in a high boiling point. Contains corrosion inhibitor. Gallon cans.

**PERMANENT** type lasts all winter in properly operating cooling systems. An ethylene glycol base serves to prevent this anti-freeze from boiling away at any temperature. Contains a corrosion inhibitor. Gallon and quart cans.



## RUST INHIBITOR

Always add Rust Inhibitor to your car's cooling system after removing anti-freeze—to guard against formation of rust and scale. Contains water softener—can be used in all localities.

## COOLING SYSTEM CLEANSER

For top efficiency, cooling systems should be cleaned at least twice a year. Regular Cooling System Cleanser is ideal for this purpose. Use Heavy Duty type for badly clogged radiators.

## STOP LEAK

Effectively seals small, seeping radiator leaks that may drain anti-freeze or water and cause overheating. Mixes with all types of anti-freeze. Resists rust and protects against future leaks.

The products shown on this page are also distributed by the Ford Division of Ford Motor Company and are handled by Ford Dealers.



## PORCELAINIZE\*

Offers all-weather, all-climate paint protection. Helps to preserve the original richness and beauty of new car finishes—and restores it in older cars. Provides a long-lasting lustre that is easy to maintain.

Porcelainize produces a tough, dry surface that is resistant to the attacks of sun and weather and to the effects of dirt and road chemicals. Plain water washing or occasional simple cleaning if all that is required to maintain the brilliance of the Porcelainize-protected surface. Since Porcelainize is a treatment for the finish, not a coating, it is especially long lasting—and gives the surface outstanding clearness, depth of lustre and smoothness.

\* T.M. Reg. U. S. Pat. Off.



## MIRACLE POWER\*

Used in gas and oil, Miracle Power forms an oil retaining graphoid film on vital engine parts. This lubricating film is especially important right after starting. In the oil—it protects vital bearing surfaces. In the gas—it helps the oil form a better compression seal and provides effective top cylinder lubrication. Eight ounce can.

\* T.M. Reg. U.S. Pat. Off.

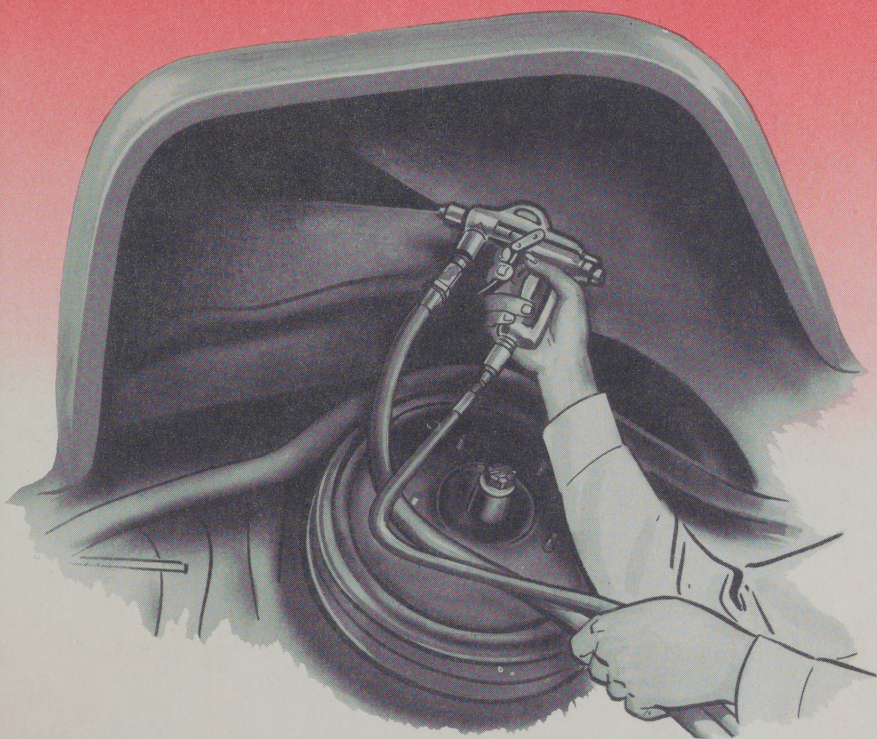


## RYMPLECLOTH\*

An excellent cloth for cleaning, dusting and polishing. Absorbs moisture and dust so that its large surface area can do the polishing. It's lintless—easy to work with—cuts through dirt film quickly. Ideal for household use, too. Soft texture will not harm delicately finished surfaces.

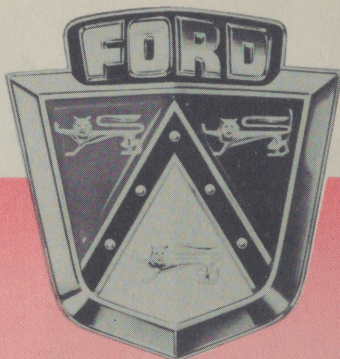
\* T.M. Reg. U.S. Pat. Off.

# FoMoCo UNDERCOATING



Get increased riding comfort from your car and preserve its trade-in value with an application of FoMoCo Undercoating. Undercoating protects the under surfaces of your car against water, salt spray, road chemicals and flying stones—keeps body bolts tight—seals metal-to-metal seams. It forms a resilient cushion that deadens sound, and acts as an insulator against heat and cold. You may also notice that it gives a heavier, more luxurious "feel" to the car.

The best time to have your car undercoated is when it is new. Undercoating does a better job, and costs you less, when metal surfaces are clean, and body bolts and screws are factory-tight. Undercoating may actually add more than its cost to the trade-in value of your car. And it is almost certain to add to your comfort and enjoyment in driving. Be sure to consider having your car treated with an application of long-lasting FoMoCo Undercoating.



**FORD** Division of FORD MOTOR COMPANY

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