Memo

DESCRIPTION OF THE PROPERTY OF

FOR REAL RESULTS

AT LITTLE COST ...

USE AN

Enterprise Classified

Turn these no-longer-needed tems in your garage, basecunent and attic into ready cash. Try an Enter prise Classified this week!

Just Phone

Farmington 3000 - 3001

The Trojan Banner The Trojan Ba

OR A LONG TIME, people have recognized that Ford is the "Worth More" car. And have been expressing their preference in a great and growing volume of purchases.

The reason is simple. More and more people have found in Ford everything they want and need. They have found that Ford offers exterior beauty that has set the trend for the industry . . . interiors that are so colorful and in such good taste that just sitting in a Ford is fun.

If you're in the market for any new car, you'll be missing something if you don't you'll be missing sometime a you come in and value-check a Ford point by, point. And when you Test Drive a Ford and find out what a brilliant performer it is, you'll really understand why Ford is America's Best Seller and America's Best Buy.

In the first place: Ford offers the two most modern engines in the entire industry: the completely new 130-h.p. Y-block V-8 and the outstanding new 115-h.p. I-block Six As for comfort-Ford is the only car in its field with Ball-Joint Front Suspension. This amazing new principle provides a degree of indling and riding case that cannot be equalled in any car without this new suspension system.

Choice, too, is a department where Ford excells. You'll find just exactly the car for you among the 14 body styles and more than 100 body color and upholstery combinations in Ford's three great lines.

And consider these facts, too. Ford is a comand consider these races, too, nord is a com-pletely modern car. The advanced fine-car features that make it "Worth More" when you buy it, will also make it "Worth More" to someone else when you sell it.

Why not accept our invitation to Test Drive '54 Ford. We believe that you've never

FORD'S OUT FRONT

National new car registration figures* for a seven-month period show Ford in the lead by thousands!

*SOURCE: R. L. Polk & Company, Registration for period September through March, the latest month for which

the 54 FORD the Worth More Car!



most popular car today

BERLING - McHUGH, INC.

. 30711 Grand River Ave.

FORD SALES AND SERVICE

Phones 2690 - 1

Test Drive America's