

for smooth GO!
for fun-packed GO!
for money-saving
GO!



GO FORD
OVERDRIVE !



**HERE'S WHAT
OWNERS SAY ABOUT
OVERDRIVE:**

"My new Ford with Overdrive gives me better mileage than I ever hoped to get. And what is almost as important to me is the feeling that the car is taking it easy, even at top speeds. My experience with Fords over the years has always been pleasant, but my latest model with Overdrive can't be topped."

PHILIP N. RAYNARD, DES MOINES, IOWA

"I have had a number of cars in my seventeen years of medical practice, but none that I've liked better than my Ford with Overdrive. This feature is definitely a gas saver. It is also my opinion that the expense of motor tune-up will be much less because fewer will be necessary with the motor not working nearly so hard to cover the same mileage at the same speeds."

M. J. BORTHWICK, M.D., SHAVERTOWN, PA.

"Ford Overdrive will satisfy the desires of any car owner who wants a smooth-riding, economical-to-operate automobile at any speed . . . plus a 'bonus' cruising range. I especially like no clutch shifting in dense traffic; but the quietness of Overdrive is a most relaxing feature, and motor life is substantially increased by the reduced engine revolutions."

ELLYSON S. ROBINSON III, ATLANTA, GA.

"We are especially pleased with the Overdrive transmission. With it we find that we are able to get the smooth performance of a larger car but at much greater savings in gasoline and naturally less engine wear. We do not hesitate to state that in the 18,654 miles we have driven our car, we have proven to our entire satisfaction that the Ford with Overdrive is the most practical and economical car available today."

FRED LEE, HUNTINGTON PARK, CALIFORNIA

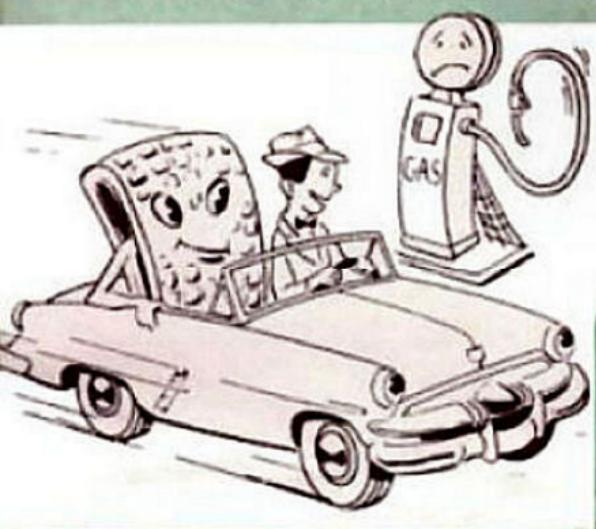
an invitation from
YOUR FORD DEALER

*You are cordially invited
to test drive
the new Ford
with overdrive*

FORD Division of FORD MOTOR COMPANY

DEARBORN, MICHIGAN

Both You and Your Pocketbook Feel the Difference!



6 Reasons Why you'll enjoy OVERDRIVE*

- Economy—gives you more miles per gallon by saving up to 15 per cent on fuel bills.
- Longer Engine Life—lessens engine wear, reduces service and repair bills.
- Reduced Driving Effort—lessens mechanical burden on engine, with less driver effort, reducing pleasant for driver and passengers.
- Flexibility—drives in fourth, fifth, sixth speed.
- Extra Power—gives extra torque of power for passing and enhanced driving needed.
- More Brake Value—on roads or motorways, Ford Overdrive represents an "extra" safety.

*Optional on extra cost extra within Ford V-8 or Six.

Yes, you and your pocketbook will enjoy Ford Overdrive. Proof of Overdrive economy is in the record—for 3 years in a row, Ford's equipped with Overdrive have come in first in their class in the annual Mobilgas Economy Run!

Ford Overdrive is a very efficient "mileage stretcher." If you're zipping along at a brisk 50 mph in Overdrive, your engine is merely loafing at a lazy 35 mph. Engine speed actually drops 30%, and this means that you save



When your car
goes 50 mph



... your engine's
going 35 mph

gasoline, and wear on moving engine parts.

Consider the added comfort, convenience and economy of Ford Overdrive. Then you'll see why this optional "extra" has contributed so much to Ford's outstanding popularity. Take a Test Drive and you, too, will agree that Ford Overdrive, teamed with either 101-h.p. Mileage Maker Six or 110-h.p. Strato-Star V-8, is a feature unsurpassed in the low-price field.

FORD OVERDRIVE is so easy, so simple to use!

TO OPERATE IN OVERDRIVE, just push the lockout handle all the way IN as shown in the picture at left. You can push the handle IN at any time. With handle IN, all you do is let up on the accelerator for an instant, any time after you've reached a speed of about 27 mph, and Overdrive engages automatically! Your car will remain in Overdrive (unless you purposely "kick it down"), until the speed drops below about 21 mph. Drive will then return to regular third gear, automatically!



TO "LOCK OUT" OVERDRIVE, when you want maximum engine braking effect, simply pull the handle OUT whenever the car is not actually traveling in Overdrive. If car is traveling in Overdrive, depress accelerator all the way down and, at the same time, pull control handle OUT as shown at right... then let up on accelerator. Driving is then the same as with standard transmission.



THE "KICK-DOWN" FEATURE is ideal for that extra spurt of power you sometimes need to pass slow-moving vehicles, or for climbing hills. When you're cruising along in Overdrive and want that extra surge of power, you merely press the accelerator down to the "floor"—and your car reverts to regular third speed, automatically! When you no longer need that additional power, you simply let up on your accelerator pedal and the drive returns to Overdrive, automatically! The "kick-down" feature, conveniently combined with accelerator pedal operation, gives you the safety of quick-surge power for those emergency situations.



FOR MAXIMUM GAS ECONOMY you'll want to use your Ford Overdrive for all driving about the city and out on the open road. You'll get real comfort and economy, too, when you make full use of Overdrive wherever you drive. The lower engine speeds thus attained mean quieter, smoother engine operation and a real savings in gasoline!