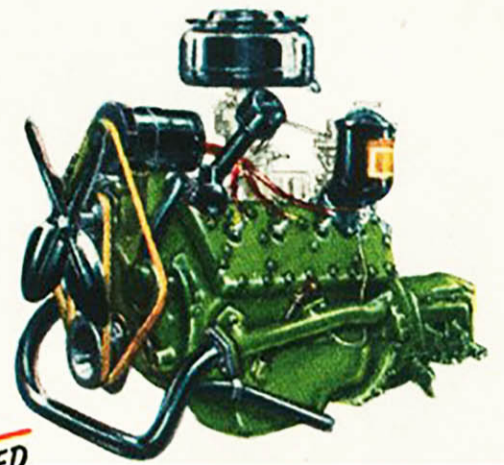


'49 Ford

OWNER-APPROVED

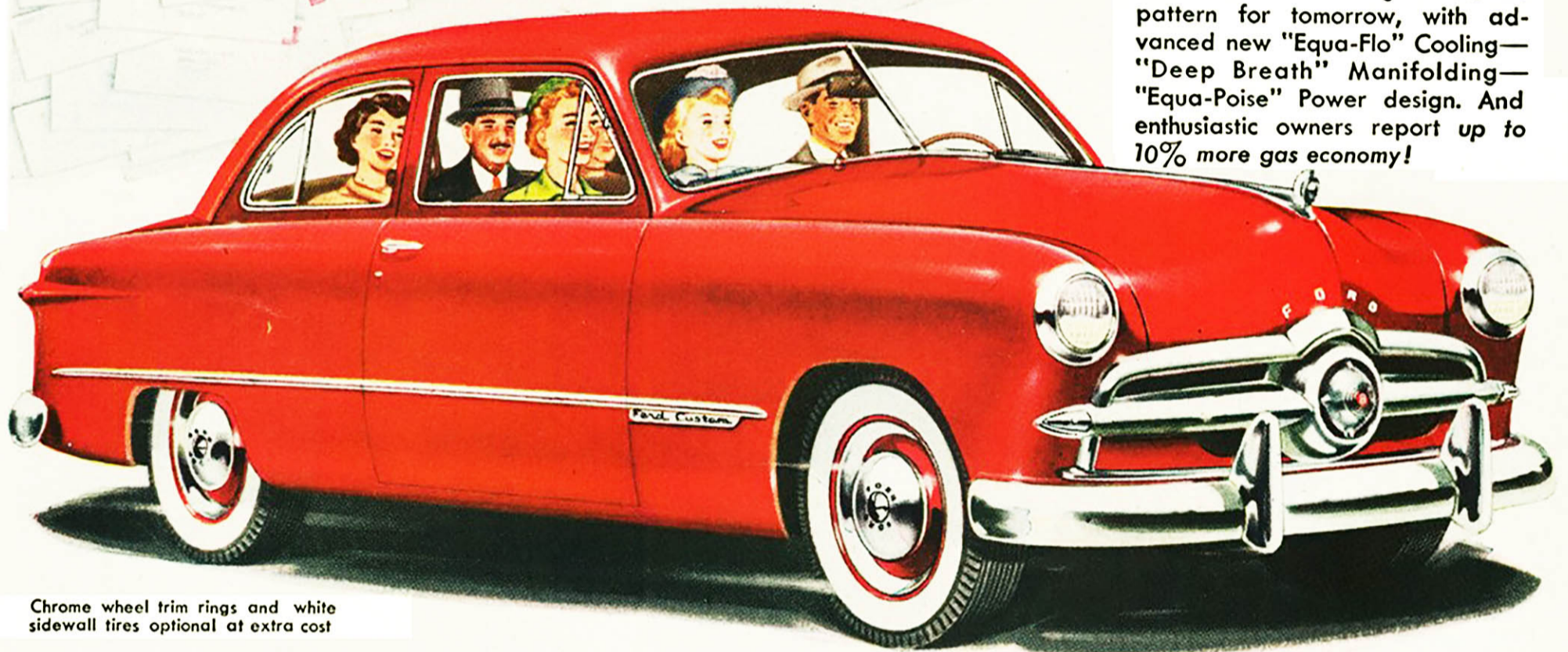
✓ Comfort ✓ Economy
 ✓ Handling ✓ Ride
 ✓ Power ✓ Springs



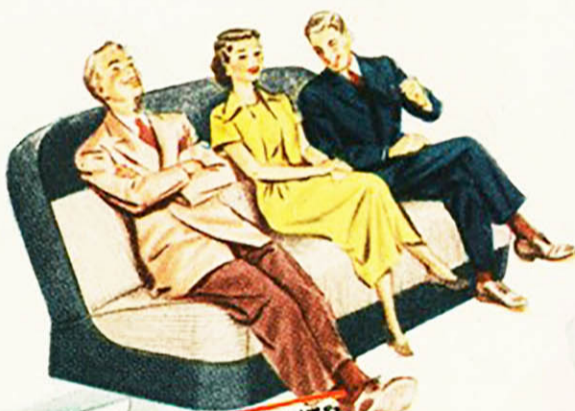
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100 HP. V-8 PERFORMANCE

Before you choose any new car ask: Is it modern, with a V-type Engine? Does it give me 100 Hp. performance? Today's more powerful Ford V-8 Engine is proved by millions of miles of owner driving. It sets the pattern for tomorrow, with advanced new "Equa-Flo" Cooling—"Deep Breath" Manifolding—"Equa-Poise" Power design. And enthusiastic owners report up to 10% more gas economy!



Chrome wheel trim rings and white sidewall tires optional at extra cost



OWNER-APPROVED

RIDE AND COMFORT

Little wonder that owners write about the comfort of the '49 Ford's new "Lifeguard" Body. There's plenty of hip and shoulder room in both front and rear seats! And how owners thrill to the '49 Ford "Mid Ship" Ride . . . so smooth, so level, so comforting, thanks to new "Hydra-Coil" Front Springs and easy-acting "Para-Flex" Rear Springs.



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HANDLING EASE

Owners like the new Ford driving "feel"! It's a feeling of big-car roadability—of sure, easy control—that comes from Fingertip Steering, from "Magic Action" Brakes that are 35% easier-acting. And the "Lifeguard" body with Picture-Window Visibility assures greater safety.

New
 There's a **Ford** in your future

Drive a Ford
 and FEEL
 the difference



EXPERTS AGREE 1949 FORD IS THE STYLE LEADER



The Fashion Academy of New York selected the '49 Ford as the fashion car of the year. The '49 Ford was chosen to receive the Gold Medal award after 1949 automobile models of all makes and in all price classes had been carefully studied from the standpoint of excellence in design and style appeal.

Owners agree . . . it's **FIRST** in everything



Enjoy a demonstration ride see your Ford dealer