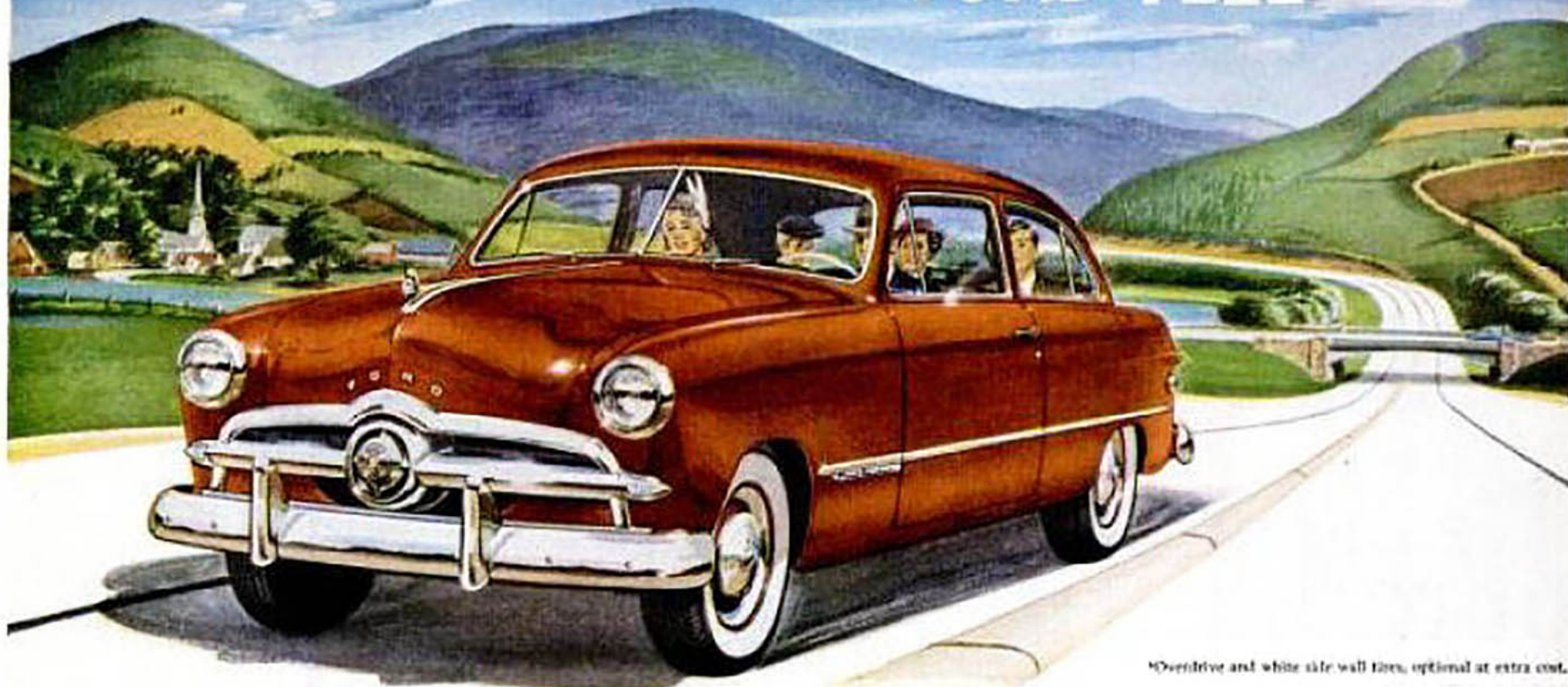


How the Ford Overdrive accents the new FORD "FEEL"



*Overdrive and white side wall tires, optional at extra cost.

Take the wheel of a '49 Ford—that's the way, the only way to get that New Ford "Feel"!

The feel of comfort you get from Ford's famous "Mid Ship" Ride... the ride that's cushioned by Ford's new "Hydra-Coll" Springs in front, new "Para-Flex" Springs in the rear! (And remember, Ford gives you more hip and shoulder room than any other car in its field.)

The feel of safety you get from Ford's 35% easier acting King-Size Brakes and the wonderful solidity of Ford's heavy-gauge steel "Life-guard" Body!

The feel of power from the new Ford engines—either the 100 h.p. V-8 or 95 h.p. Six.

Yes, you'll agree that Ford has a new "feel" unlike that of any car you ever drove.

But wait—try the new Ford equipped with

the Ford Overdrive*! Here's a new sensation that peaks up the Ford "Feel" in a way that you wouldn't believe possible!

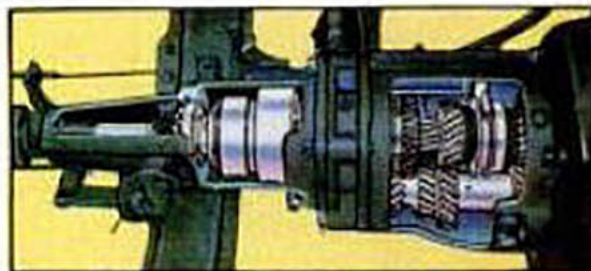
Try the new Ford with Overdrive today—it accents the new Ford "Feel" while it saves your gas, saves your oil and saves your engine!*

Engine speed \ / Car speed
42 m.p.h. / 60 m.p.h.



What it does:

When engaged it provides an automatic fourth speed, or cruising gear ratio, which permits medium and high road speeds to be attained at greatly reduced engine speeds. You feel you're flying!



What it is: You'll call it a "tip-toe miracle." Engineers call it a "simple automatic planetary transmission, combined with the regular three-speed transmission as a single unit." But read what it does!



How it works: Let up on the gas pedal at any speed above 27 miles an hour and a miracle happens! You're in fourth gear for cruising! Engine speed drops 30%, while the car speed remains unchanged! The Ford Overdrive* seems to give your car wings, it's so smooth, so quiet and so free of vibration!

And should you require a burst of extra power, simply press through on the accelerator and you return to conventional third gear. Just as simple as that!

There's a



in your
future!

Awarded the Fashion Academy Gold Medal
as the "Fashion Car of the Year"