



The '49 Ford has been awarded the Fashion Academy Gold Medal as the 'Fashion Car of the Year'

It's a Dream Wagon...this '49 FORD

with its  of steel and the new FORD "FEEL"!



It's steel, steel, steel.

Yes, it's all steel—even under that gleaming molded plywood paneling. It's Ford's famous all-steel "Lifeguard" body, welded into a rigid unit for even greater strength. Truly a heart of steel, wrapped in luxury!

It's sealed against dust.

The convenient easy-opening tailgate—as well as the doors—is completely weather-sealed to guard against annoying dust and water leaks. Here's a feature you'll certainly appreciate, especially when you're touring.

Feel that safety!

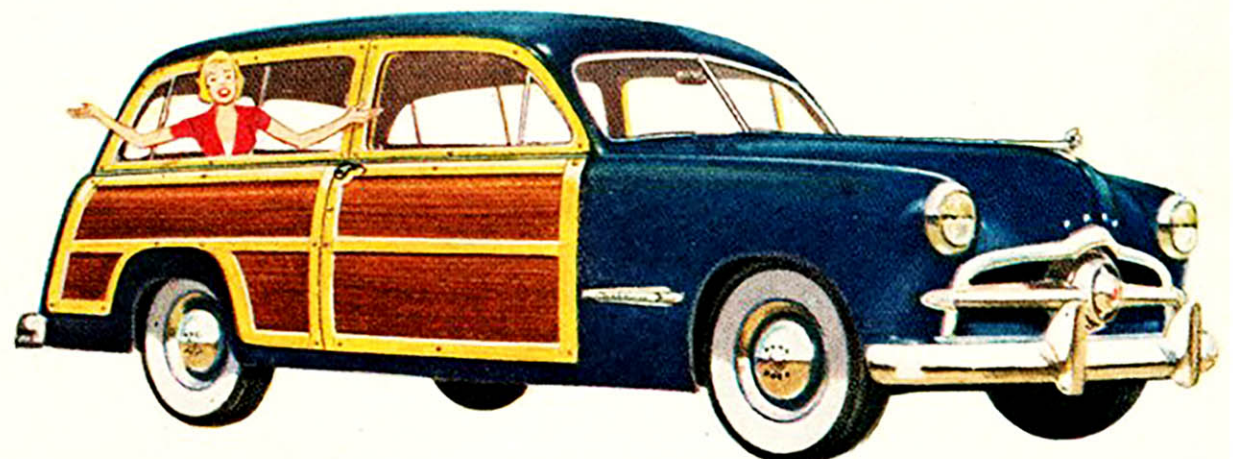
This new Ford "Dream Wagon" has two wide doors instead of four narrow doors, a blessing to parents of small children. There's more visibility all around. The new Magic-Action King-Size brakes are 35% easier acting.

And feel that comfort!

There's plenty of room for eight big people, plus a ride that's in a class by itself—thanks to new "Hydra-Coil" front springs and new "Para-Flex" rear springs that smooth out the roughest roads!

Feel that power!

You'll love this great car's performance... it's powered with the famous 100 h.p. Ford V-8, the same type of engine used in America's costliest cars. Why not see the new Ford Station Wagon today? Take the wheel—try the new Ford "Feel"!



"Take the Wheel
try the new
Ford Feel"



White side wall tires, optional at extra cost.