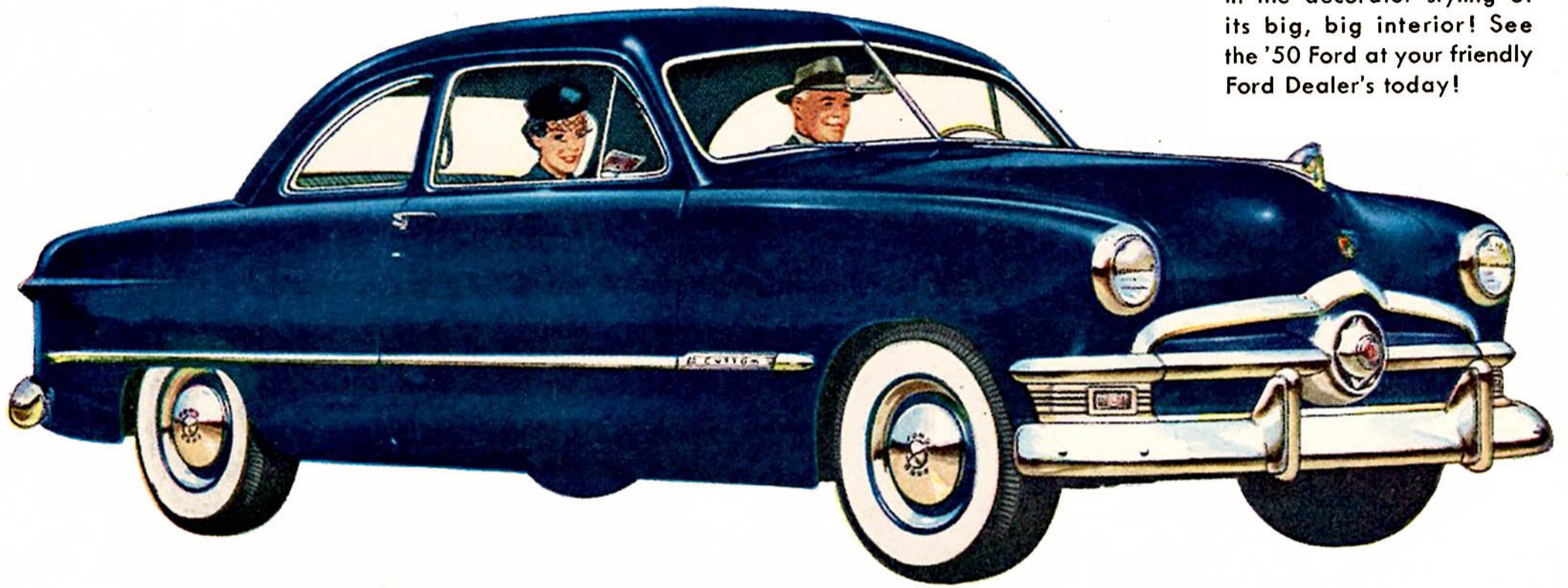


IT'S AMERICA'S BEST DRESSED CAR



Yes, it's so beautiful it was chosen "Fashion Car of the Year" again for 1950 by the Fashion Academy of New York! But beyond exterior appearance you'll find true beauty in every detail of the sound, solid coachwork of its heavy gauge steel "Lifeguard" Body . . . and in the decorator styling of its big, big interior! See the '50 Ford at your friendly Ford Dealer's today!



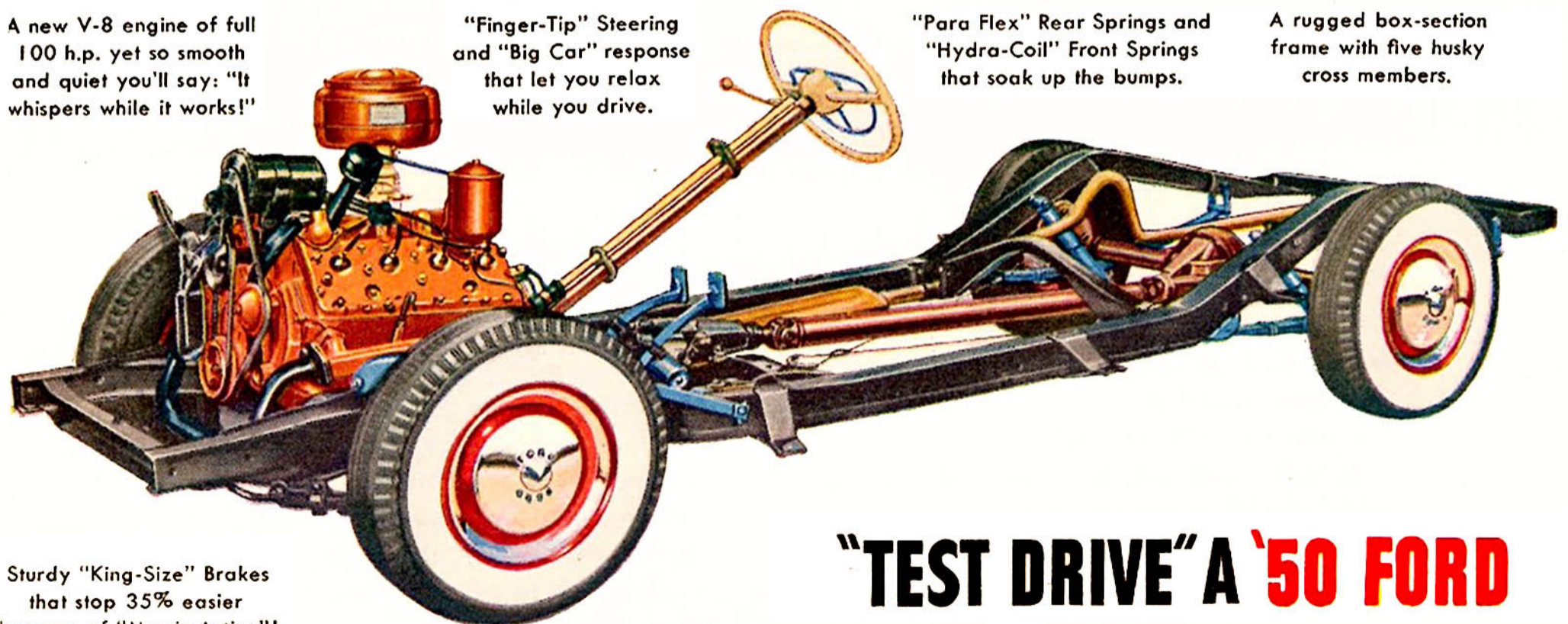
but there's **BEEF** beneath its beauty!

A new V-8 engine of full 100 h.p. yet so smooth and quiet you'll say: "It whispers while it works!"

"Finger-Tip" Steering and "Big Car" response that let you relax while you drive.

"Para Flex" Rear Springs and "Hydra-Coil" Front Springs that soak up the bumps.

A rugged box-section frame with five husky cross members.



Sturdy "King-Size" Brakes that stop 35% easier because of "Magic Action"!

Hydraulic, aircraft type shock absorbers for solid roadability.

"TEST DRIVE" A '50 FORD

IT'LL OPEN YOUR EYES!



Before you buy any car, "Test Drive" the '50 Ford at your Ford Dealer's! You'll agree it's the one fine car in the low-price field!