

50 Ways New... 50 Ways Finer

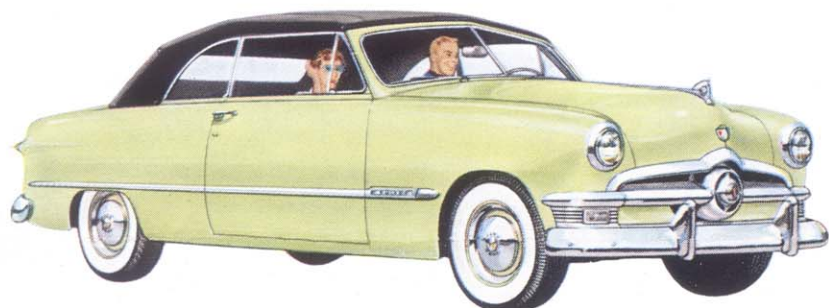


The '50 FORD!

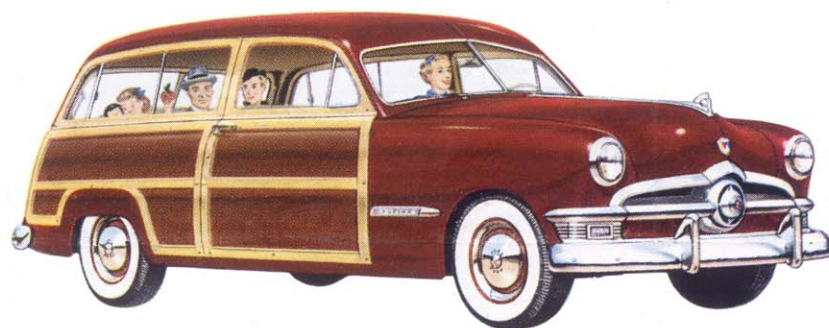
It's the One Fine Car in the low-price field
and it's **50 WAYS NEW for '50!**



CUSTOM DELUXE FORDOR SEDAN—V-8 or Six—Spacious new luxury interior and solid comfort for the entire family! Fordor also available in the Deluxe Series.



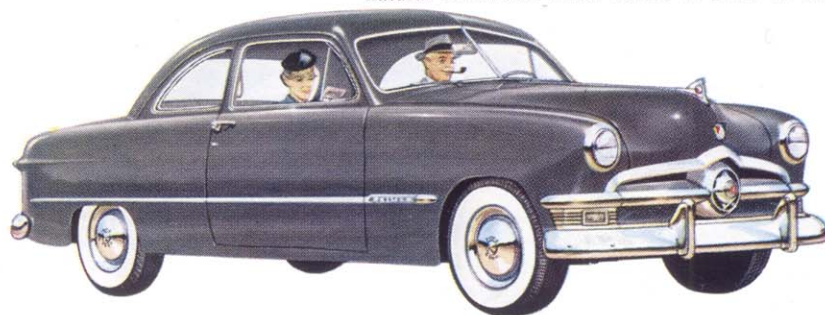
CUSTOM DELUXE V-8 CONVERTIBLE CLUB COUPE—The "Fashion Car" even more beautiful . . . sparkling new colors . . . new interior trims . . . automatic top.



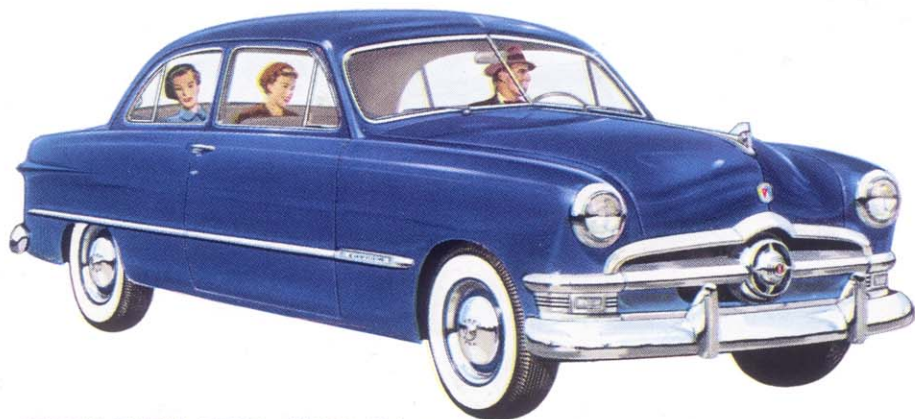
CUSTOM DELUXE V-8 STATION WAGON—Combining utility and style as never before. Beautiful natural hardwood finish covers a heart of steel!



DELUXE BUSINESS COUPE—V-8 or Six—Serves both for pleasure and business. 28 cu. ft. in luggage compartment plus loads of room behind front seat.



CUSTOM DELUXE CLUB COUPE—V-8 or Six—A smart car for personal use—ideal, too, for the smaller family. "At home" in all surroundings.



CUSTOM DELUXE TUDOR SEDAN—V-8 or Six—For those who like the smooth-flowing, uninterrupted lines of two-door design. The Tudor is also available in the Deluxe Series.

White sidewall tires, as illustrated, optional at extra cost.

ONLY FORD GIVES YOU
V-8 POWER
OR A "SIX" IF YOU PREFER



It's Ford
for '50

50 WAYS
NEW!

S P E C I F I C A T I O N S

V-8 ENGINE: 100 brake h.p.; 3 $\frac{3}{8}$ " bore, 4 $\frac{3}{4}$ " stroke; 32.5 taxable h.p.; 4-ring, tin-plated, aluminum alloy pistons with steel struts; new cam design; unique, new 3-blade fan; new accessory drive arrangement with narrow V-type belts; laminated composition material timing gear; full-pressure lubrication; "Equa-Flo" Cooling; "Loadomatic" Ignition; oil bath air cleaner and oil filter at extra cost.

"SIX" ENGINE: 95 brake h.p.; 3.3" bore, 4.4" stroke; 26.1 taxable h.p.; 4-ring, tin-plated, aluminum alloy pistons with steel inserts; crankshaft vibration damper; adjustable valves; laminated composition material timing gear; full-pressure lubrication; "Equa-Flo" Cooling; "Loadomatic" Ignition; oil bath air cleaner and oil filter at extra cost.

CLUTCH AND TRANSMISSION: semi-centrifugal type clutch; 3-speed helical gear transmission with synchronizers for second and third speeds.

AUTOMATIC OVERDRIVE: optional at extra cost; fourth-speed gear that cuts in at 27 mph (approx.), cuts out at 21 mph (approx.); ratio 0.70 to 1.

DOUBLE-DROP FRAME: box-section side rails and 5 cross members. Convertible Club Coupe and Station Wagon frames specially reinforced.

INDEPENDENT FRONT WHEEL SUSPENSION: swinging link type with coil springs, double-acting, tubular, hydraulic shock absorbers and new, one-piece, rubber-mounted stabilizer.

REAR SUSPENSION: semi-elliptic leaf springs, longitudinally mounted; rubber bushings at shackles and brackets and impregnated inserts between tips of upper

leaves; double-acting, tubular, hydraulic shock absorbers.

REAR AXLE: semi-floating type; hypoid gears; ratios without overdrive: 3.91 to 1 standard, 4.27 to 1 optional on Station Wagon; other models 3.73 to 1 standard 4.10 to 1 optional. Ratios with overdrive: Station Wagon 4.27 to 1; other models 4.10 to 1.

"MAGIC ACTION" HYDRAULIC BRAKES: 4-wheel duo-servo type; composite steel and cast iron drums; molded linings, lining area, 182.5 sq. in. on Station Wagon, 176 sq. in. on other models.

SYMMETRICAL STEERING LINKAGE: worm and roller steering gear with needle bearing mounted, triple-tooth roller; gear ratio, 17.7 to 1; overall steering ratio, 23.2 to 1.

WHEELS AND TIRES: 6.00 x 16 4-ply tires on 4 $\frac{1}{2}$ " rims standard on Deluxe models; 6.70 x 15 4-ply tires on 5" rims standard on Custom Deluxe models except Station Wagon; 7.10 x 15 6-ply tires on 5" rims standard on Station Wagon. 6.70 x 15 4-ply tires on 5" rims optional at extra cost for Deluxe models. Standard tires have black sidewalls; all tires are available with white sidewalls at extra cost.

EXTERIOR DIMENSIONS: 114" wheelbase; 56" tread, front and rear (Station Wagon rear 60"); overall length 196.7" (Station Wagon 208").

11 BODY COLORS: Cambridge Maroon Metallic, Sheridan Blue, Sunland Beige, Palisade Green, Dover Gray and Black for all models; Bimini Blue Metallic, Osage Green Metallic, and Hawthorne Green Metallic for Custom Deluxe models only. Matador Red Metallic and Sportsman's Green for Convertible only.


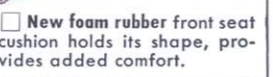






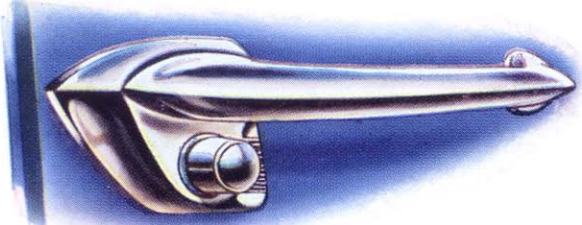
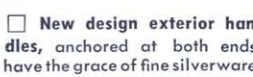

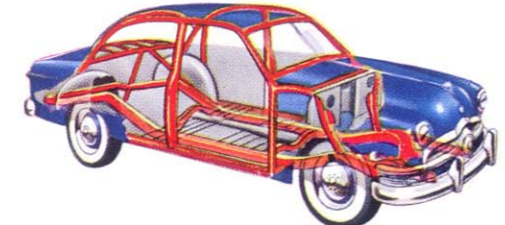
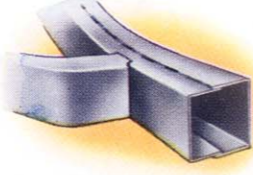
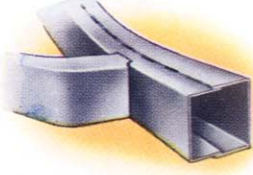

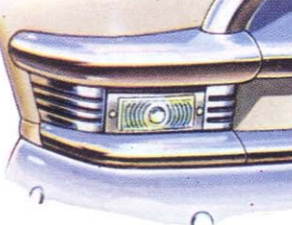


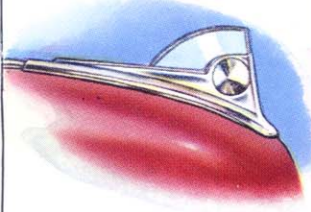

INSTRUMENTS AND CONTROLS: Fuel level, oil pressure, battery charge and water temperature indicators grouped around speedometer in single cluster. Starter push-button; combination exterior light and instrument panel light switch; interior light switch; windshield wiper control; ventilating duct controls; T-handle controls for hood latch and parking brake; finger-tip gear shift lever; head lamp beam control switch.

DELUXE EQUIPMENT: Dual windshield wipers, twin horns, one sun visor, rear view mirror, ash tray and glove compartment in instrument panel; foam rubber pad in front seat cushion; mohair or broadcloth upholstery; interior light on left center pillar with switch on instrument panel.

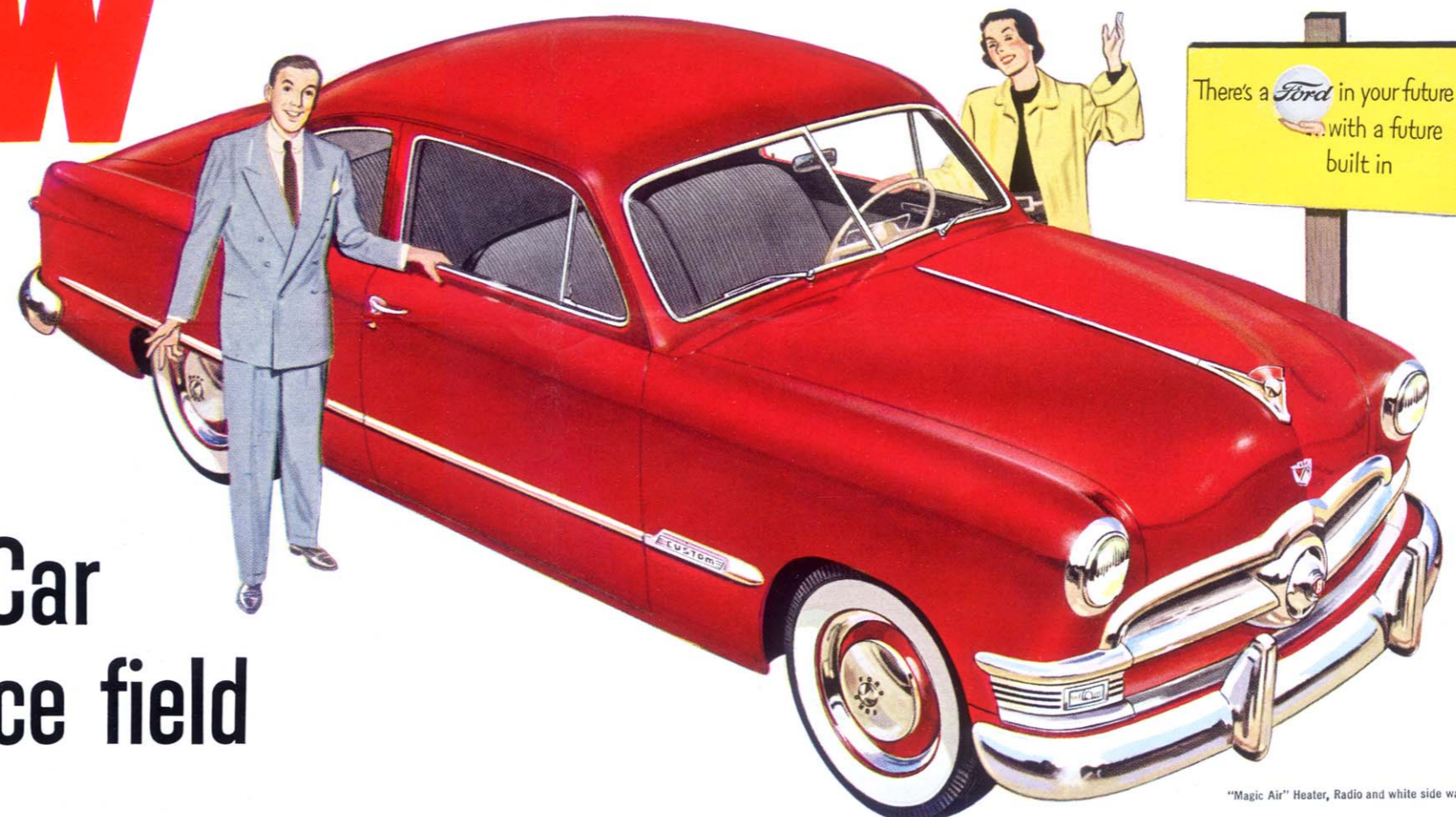
CUSTOM DELUXE EQUIPMENT: (in addition to or in place of items listed for Deluxe models). Horn ring and Custom Deluxe horn button; two sun visors; locking glove compartment door; chrome finials on instrument panel; cigar lighter; electric clock (at extra cost); chrome exterior reveal molding at windshield on all models and at rear window of Sedans and Club Coupe; wheel trim rings (at extra cost); one ash tray in rear compartment of Fordor, 2 in other models; two assist straps in Tudor and Club Coupe; robe cord in Fordor. Extra-quality mohair or broadcloth upholstery in hard-top models; seven leather or leather-and-bedford-cord upholstery combinations for Convertible; genuine leather on driver's seat, vinyl on passenger seats in Station Wagon; two interior lights (one in Convertible and Station Wagon) operated automatically by either front door or by manual switch; arm rests on front doors; arm rests at sides of rear seats (except Convertible and Station Wagon).

THE FORD DIVISION OF THE FORD MOTOR COMPANY, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT TO CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN OR PRICES WITHOUT INCURRING OBLIGATION.

✓ Check these
Fine Car Features
 at your Ford Dealer's
Today!

 □ New front-seat springs of resilient construction are firmly buoyant for restful posture.	 □ New foam rubber front seat cushion holds its shape, provides added comfort.	 □ Style note—that's the new, rich Ford medallion on hood and rear deck—it's beautiful!	 □ New rotary door locks as in costliest cars—doors close silently and securely.	 □ New ornamental deck-lid handle forms attractive frame for license plate.	 □ Deck-lid latch, too, is new. Luggage Compartment opens with finger-tip ease.	 □ New rubber seals and reveal molding on windshield and back window add new snugness.	 □ Arm-rest door closer now provides a finger-fit "grip" to close doors easier.	 □ Touch-button latch. Yes, a touch on the button is all it takes. Sleeves can't catch.	 □ New design exterior handles, anchored at both ends, have the grace of fine silverware.
 □ New colors—your choice of 11. They're baked on to keep that showroom complexion.	 □ Additional strengthening at 13 vital points increases safety of famous "Lifeguard" body.	 □ Additional heavier sealer at 41 points gives greater interior quietness and protection.	 □ Box-type frame rails have steel of increased thickness for greater rigidity.	 □ Long life has been added everywhere to the engine, frame, body. That's Ford quality!	 □ Parking lights are now repositioned and re-styled—another touch of beauty you'll like!	 □ New streamline details in good taste bring new beauty to the "Fashion Car."	 □ New bumper guards and new bumper support arms keep you safer . . . in style.	 □ Hood ornament of new design adds a touch of distinction to Ford's famous beauty.	 □ "Magic Air" Heater in the 1950 Ford has higher speed motor to increase air flow 25%.

50 WAYS NEW FORD for '50



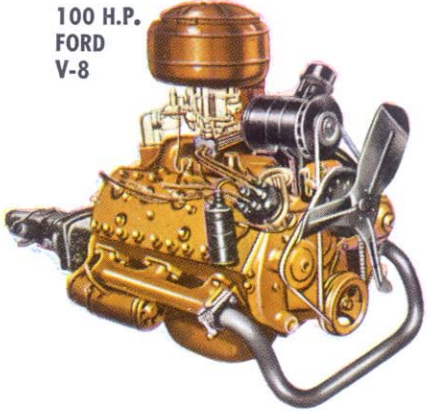
The one fine Car
 in the low-price field

Drive the '50 FORD Today! See, hear and feel the difference

□ New pistons—they're super-fitted and designed to start more quietly, run more quietly.

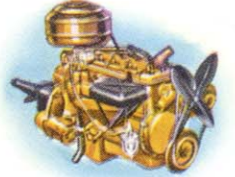


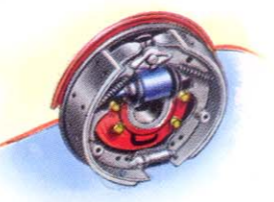



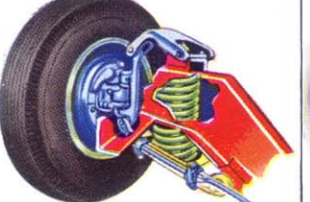
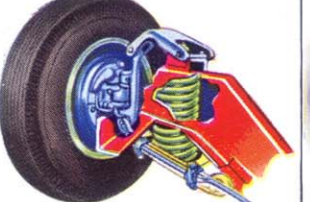
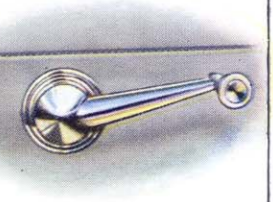
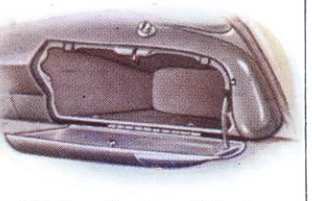
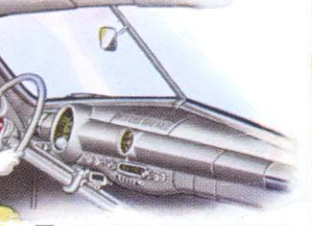


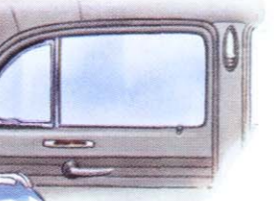




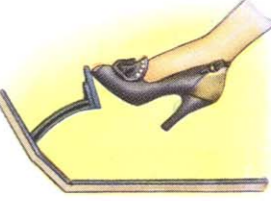

□ New 3-blade fan—it's designed to scoop in more air at a slower quieter speed.

100 H.P. FORD V-8



□ New timing gear—it's made of new hushed material for extra engine quiet. Try to hear it!

□ New camshaft—its lobes are designed for quieter, more efficient valve operation.

 □ Finer Six, too—95 h.p.—the most advanced six you can buy. Gives greater economy.	 □ Hand Brake operation is far easier because of new design and permanent lubrication.	 □ New "Magic Air" Heater control, clearly marked, lighted for easy reading, easy to operate.	 □ Sealed brakes—protected against dust and water for greater safety and longer life.	 □ New instrument panel colors are lighter—trim is smarter.	 □ New concave instrument knobs have brilliant, new contrasting colors.	 □ Pillar light switch now located on the instrument panel. It saves groping in the dark.	 □ New gas filler tube and cover—new non-spill vent tube. Closed cover blends into body.	 □ Improved front suspension with new torsional stabilizer adds to Ford's roadability.	 □ Smart hardware, inside and out, has been designed to give you more than beauty.		
 □ New double-walled glove compartment door has new piano-type hinge. Looks and works better.	 □ New color styling in a steering wheel that's a pleasure to touch. Positive grip.	 □ Improved steering linkage means even easier "Finger-Tip" control—adds to your safety.	 □ Defroster openings are 44% wider and air-flow rate is 25% higher—for wider vision.	 □ More headroom results from new bows that hold top lining across full width of roof.	 □ New interior appointments and trim. Smart ornaments. New rich treatment on door panels.	 □ Automatic courtesy light goes on when you open either of the front doors—convenient.	 □ Exclusive 100 h.p. V-8 performance for brilliant pick-up, smooth response, safe control.	 □ Increased areas of sound conditioning in doors, panels, floor. You can talk in whispers.	 □ New wider sun visors give you more protection from glare—greater safety when sun is low.	 □ Brake pedal is well away from steering column to allow greater driving freedom.	 □ New floor coverings in both front and rear, are made of rich and durable materials.

"Magic Air" Heater, Radio and white side wall tires optional at extra cost.