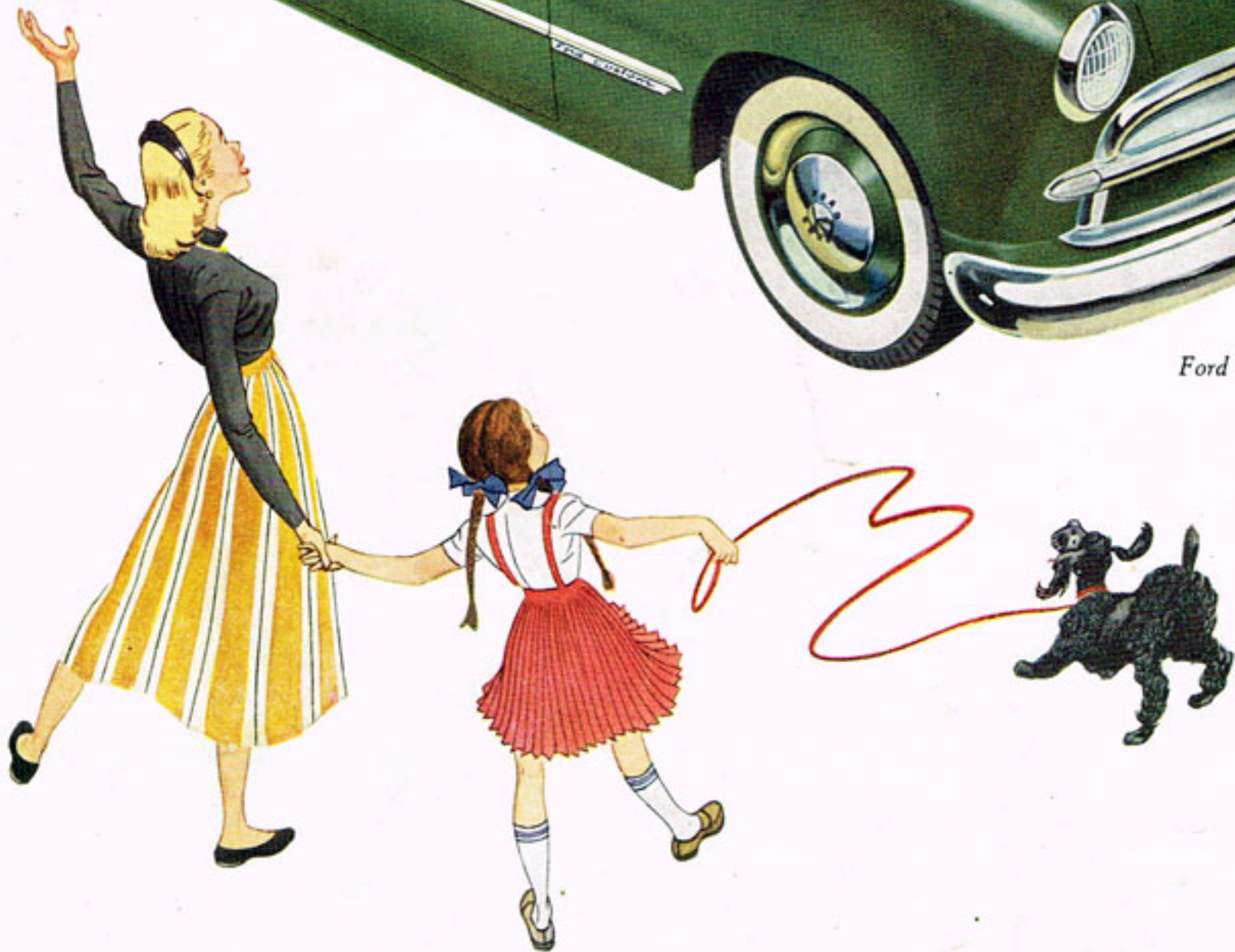


THE '49 FORD!



Ford Custom Club Coupe



WHITE SIDEWALL TIRES, AS ILLUSTRATED,
OPTIONAL AT EXTRA COST.

Ford's Out Front with "The Car of the Year"!



Ford Custom Fordor Sedan

White Sidewall Tires, as illustrated,
optional at extra cost.

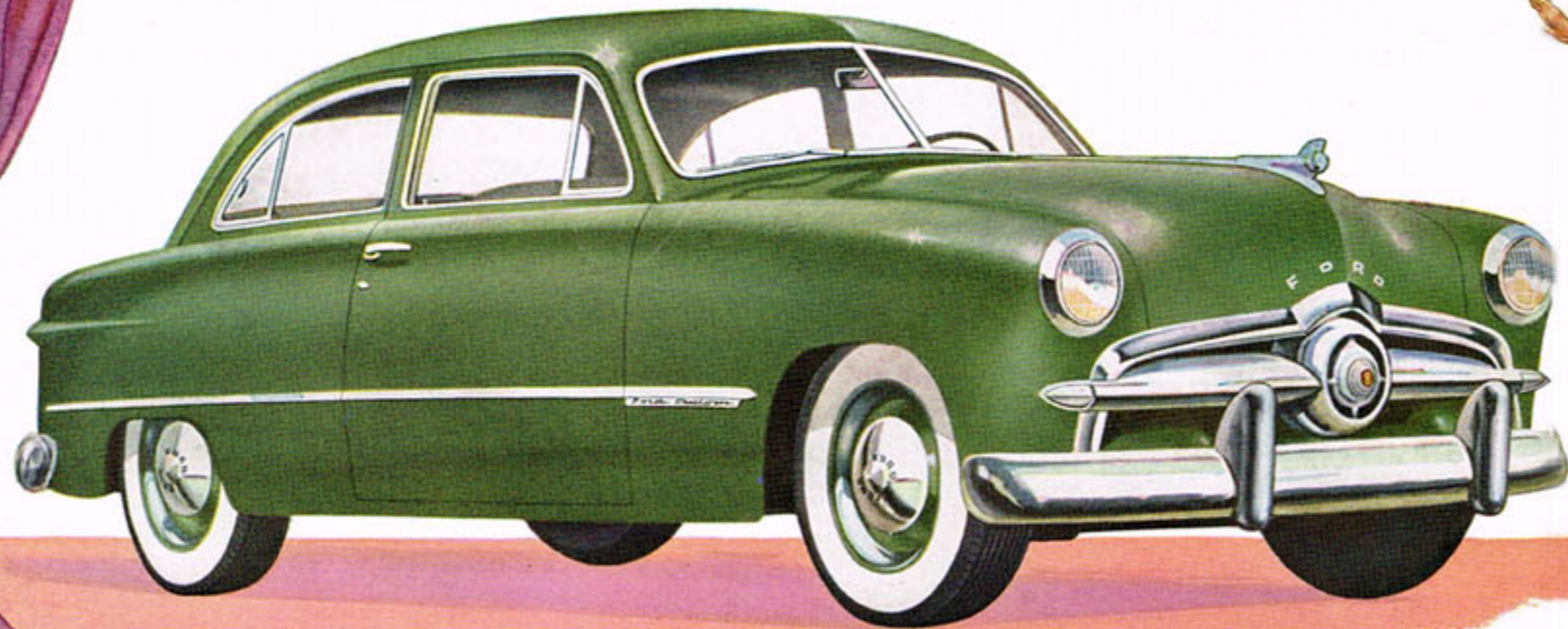
YES, it's *the car of the year*—with the look of the year! Just hold this page at arm's length. Now, take a good look! It's a real "dream-car" silhouette! It's the one and only NEW car in its field! The Ford Forty-Niner is a complete break with the past. It's new from bumper to bumper—from roof to road. It combines dozens of the new features you've been looking for.

Take a look inside, too. It's a living room on wheels! . . . Sit in the deep, wide seats—feel their day-dream comfort! . . . See the new "Flight Panel" dash—you'll be pleased that such beauty can be so practical! . . . Sit behind the wheel of this Fordor, or one of the sparkling beauties on the next page—it's *odds-on* that you'll say, "*Here's the Ford in my future!*"

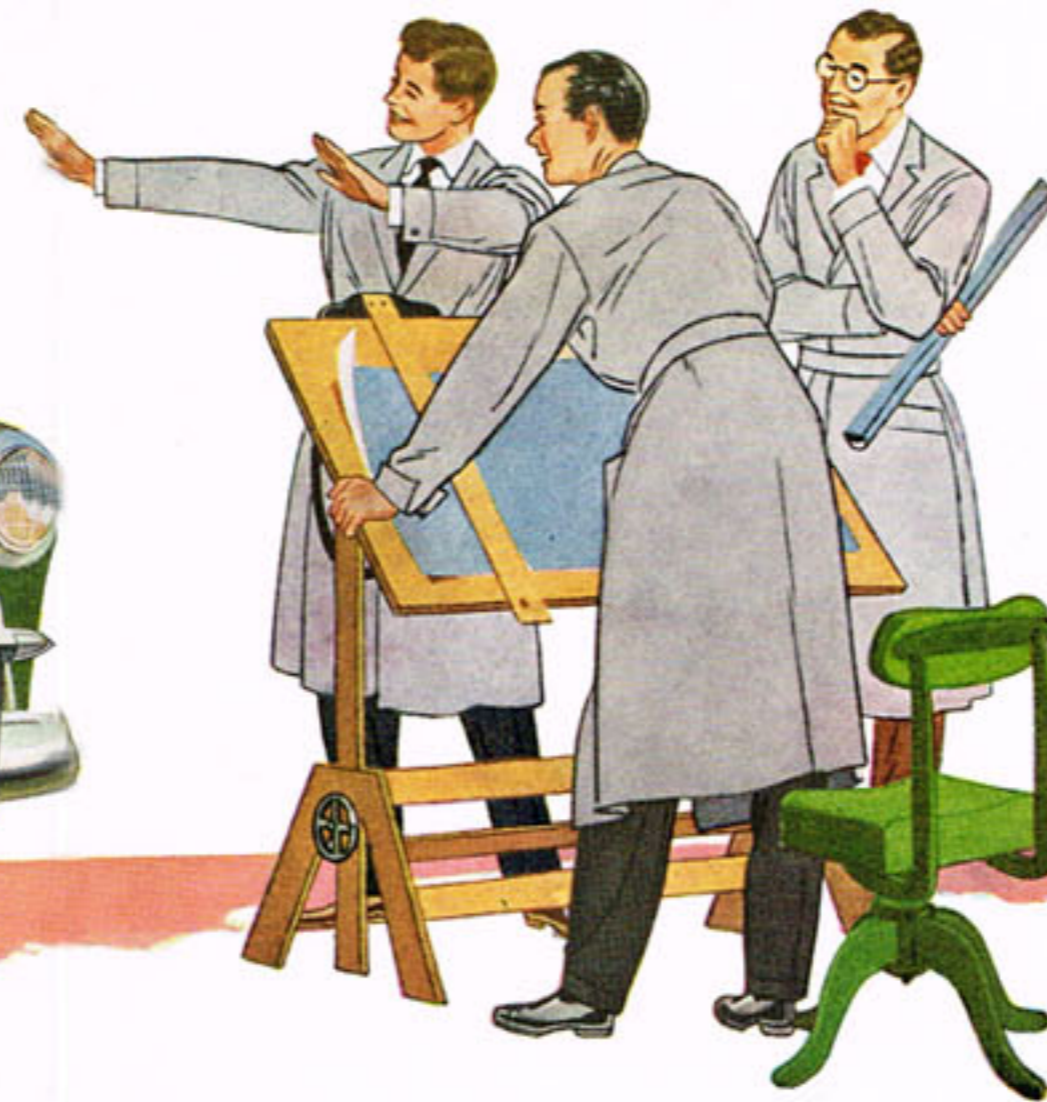
There's a ^{New}  Ford in your future

The Ford Tudor

You've never seen a Tudor with such up-in-the-clouds styling and down-to-earth usefulness! Plenty of room for six to ride in regal comfort—assurance of safety for the children—real driving pleasure for the entire family! It's the car of the year that marks you as a smart buyer.



FORD'S OUT FRONT WITH Modern Design



Ford designers, engineers and stylists have worked wonders in combining safety, utility and downright beauty in the '49 Ford. For example, they've given you "Picture Window" Visibility—front, sides and rear, more than 20 square feet of "see-ability."



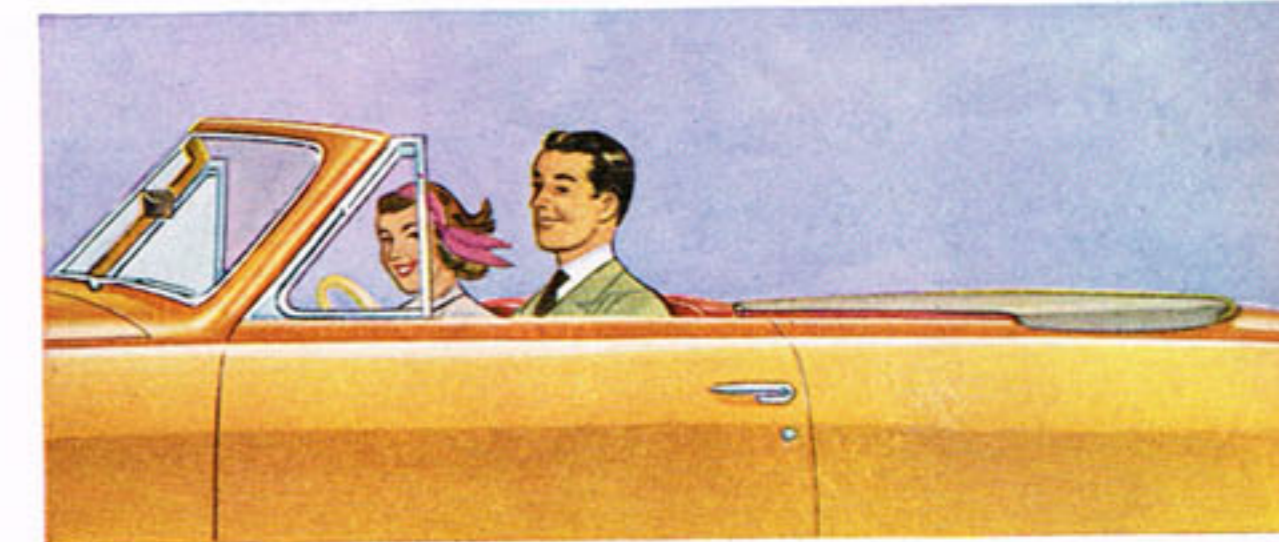
The new "Mid Ship" Ride lets you travel in the low, level center section of Ford's "Lounge Car" Interior where the going's smoothest. Extra long "Para-Flex" Rear Springs and "Hydra-Coil" Front Springs cradle you in comfort. It's a joy to ride on any road.

The Ford Convertible

Here's the car of the year to make you feel and look like a million! You'll get the lift of your life in this convertible! Just take the wheel and your blues roll away. Touch a button and the top rolls away—and there you are, sailing along with the freedom of all outdoors!



FORD'S OUT FRONT WITH The Body Beautiful



Ford's out front in styling, with the look of the year! Long, low graceful lines that invite envious glances. With its low center of gravity and a "dream-car" silhouette, it's a road-hugging beauty . . . in any of 10 smart new colors that keep their "Showroom Complexion"!



Business or pleasure, you'll appreciate the "closet space" of Ford's new "Deep Deck" Luggage Locker. 19 cubic feet of usable space, plus spare wheel room . . . 57% larger than ever before!



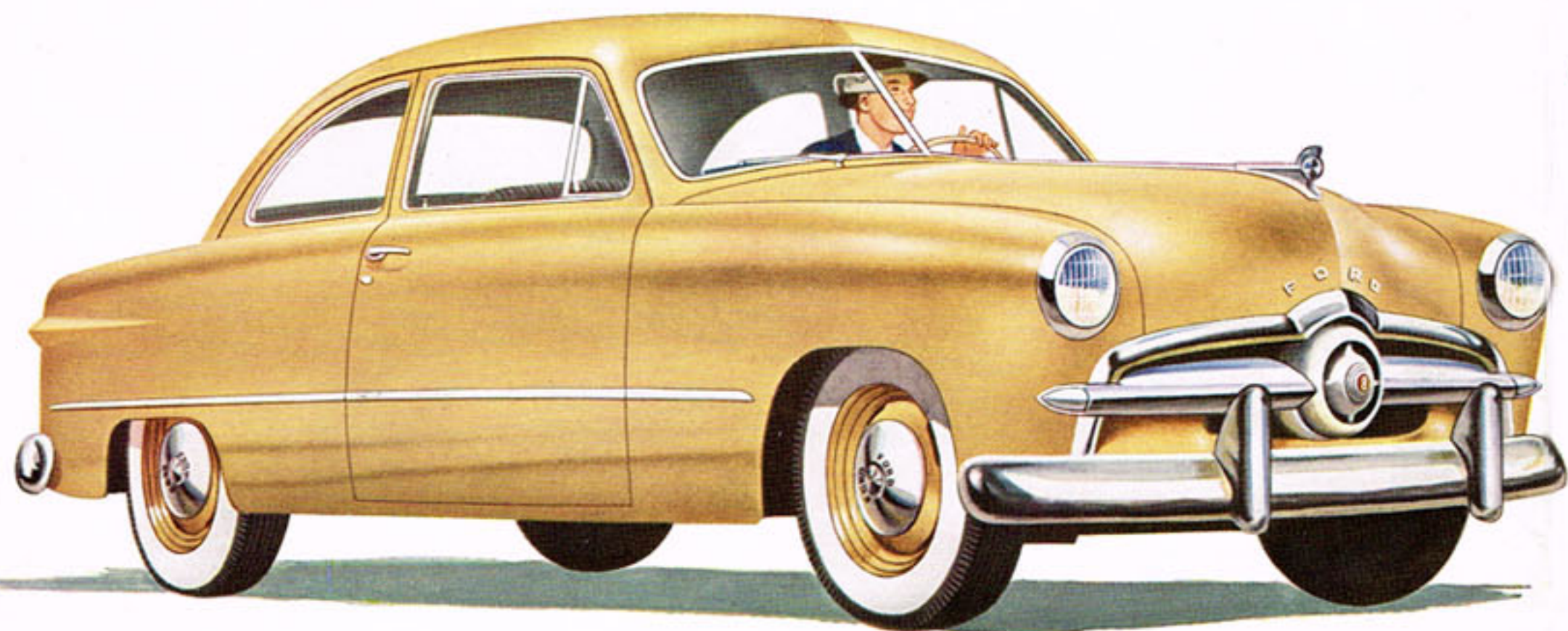
Doors open easily with "Pull-out" handles, shut solidly at a mere touch.



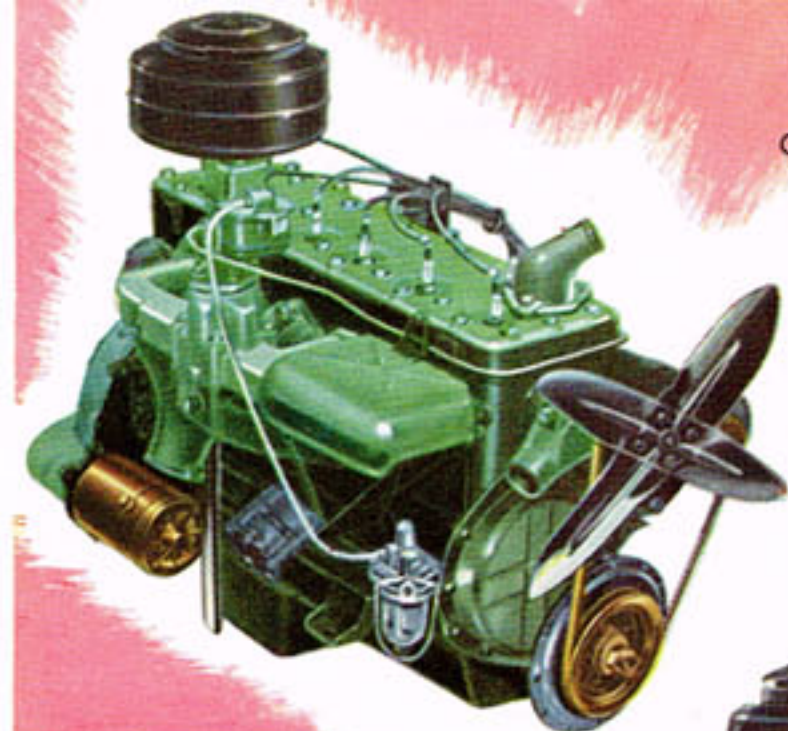
Right side of graceful name plate lifts easily with one hand to open trunk. Key fits in protected lock under letter "R" in Ford.

The Ford Business Coupe

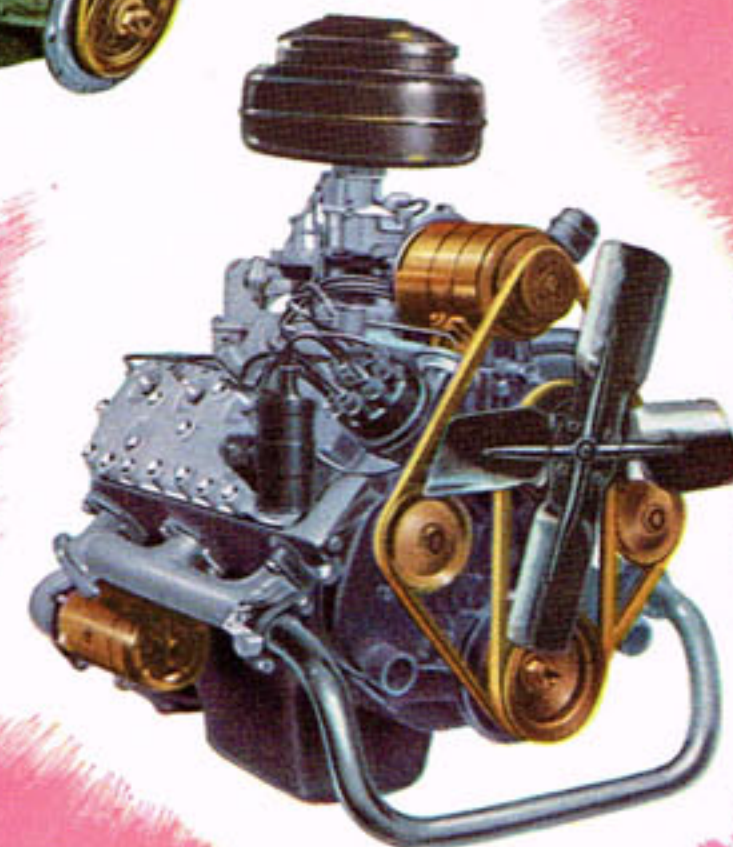
You'll be the envy of the boys down at the office when you make this Business Coupe the Ford in your Future! It's a wise choice, too, for the live-alone-and-like-its. It has the feel of a bigger car, with its roomy, deep, wide seat. And you'll love its low-cost luxury!



FORD'S OUT FRONT WITH Choice of Power



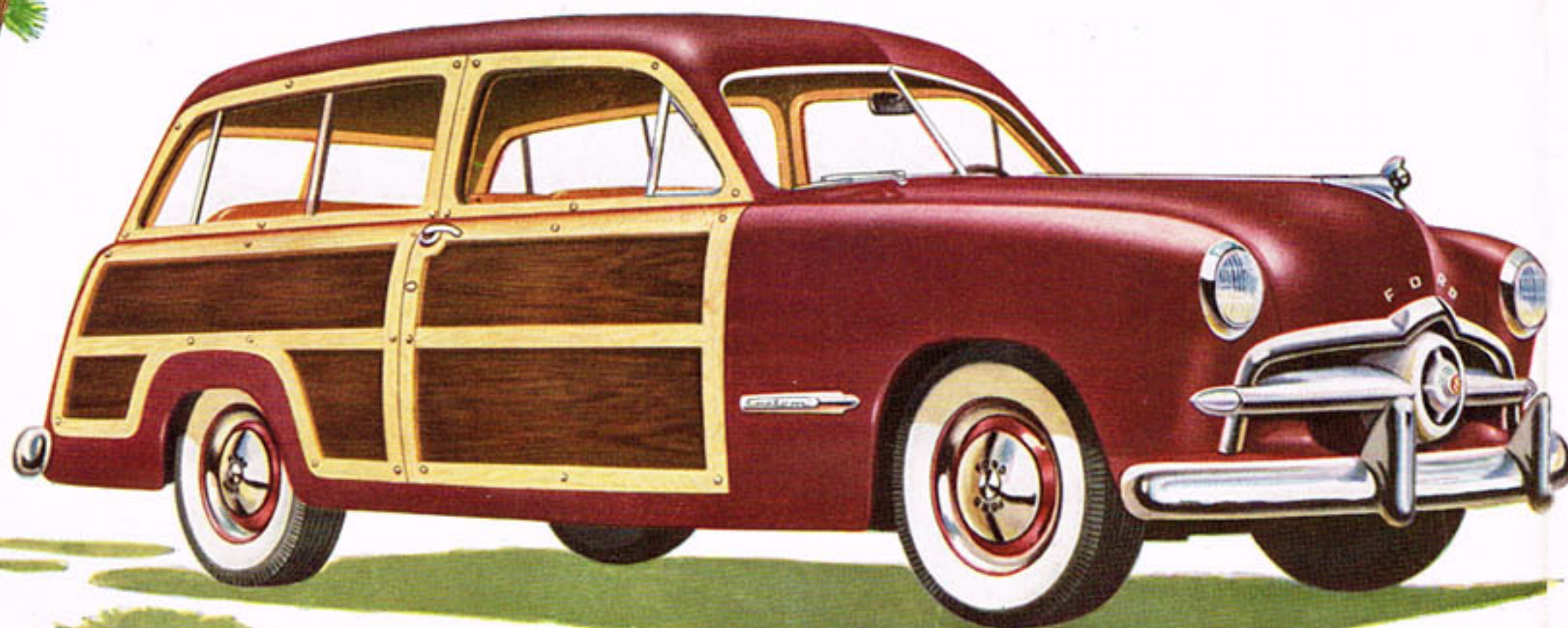
Choose either the new 100 h.p. V-8 or the new 95 h.p. SIX. They're both great on smooth power and new economy. Yes, take your choice . . .



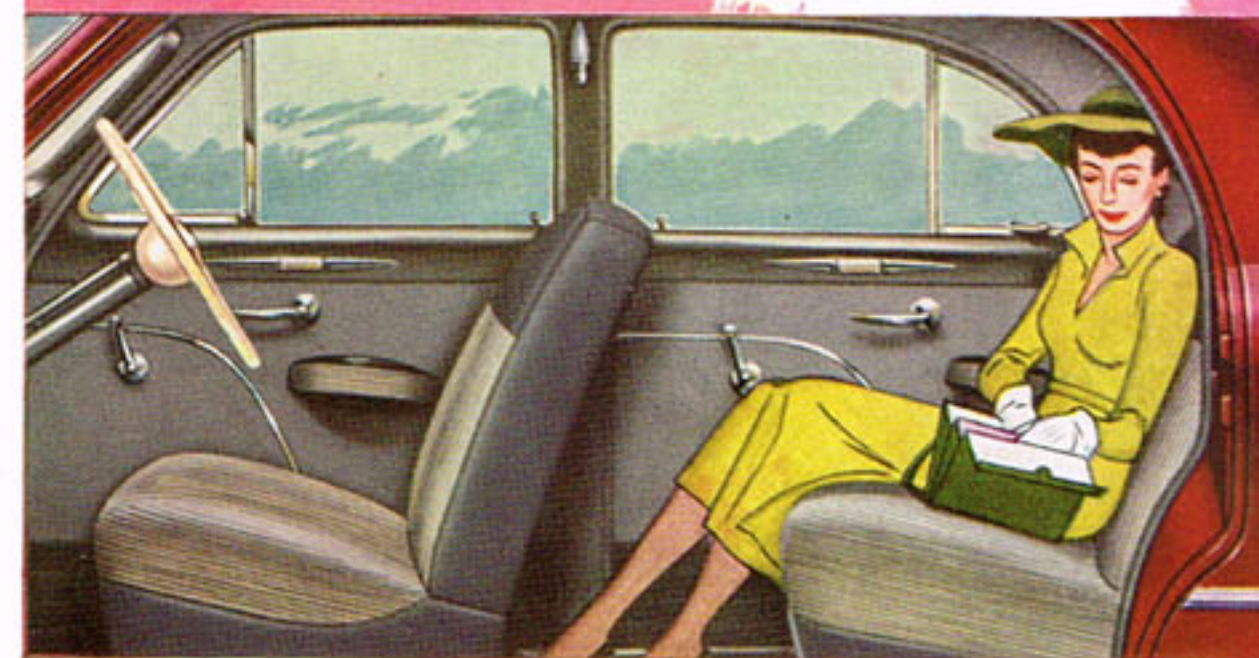
Both engines give you "Equa-Flo" Cooling, "Deep Breath" Manifolding and a new lubrication system. Up to 10% more gas economy . . . with Overdrive, available at extra cost, up to 25% more gas economy.

The Ford Station Wagon

For country estate or city home—this is the car of the year for those who demand room and smart, modern styling! Handsome, wide, roomy seats for 8. And all-around usefulness! With rear seats removed there's space to load everything—even the kitchen sink, if you like.



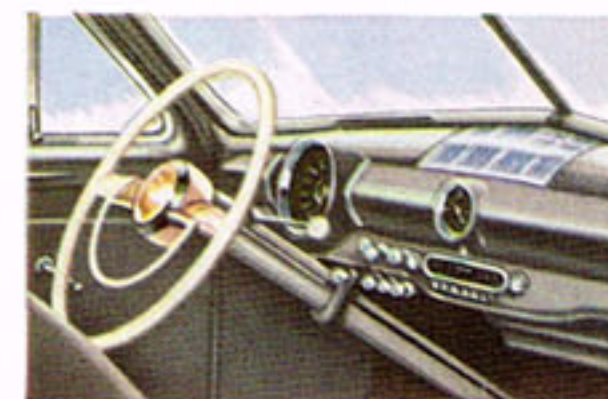
FORD'S OUT FRONT WITH Room to Spare



From Business Coupe to Station Wagon there's loads of room in Ford's big, elegant interior. Deep, wide, comfortable seats, lots of hip and shoulder space for three. Ample leg-room for all—and head-room for the ladies' most outrageous chapeaux!



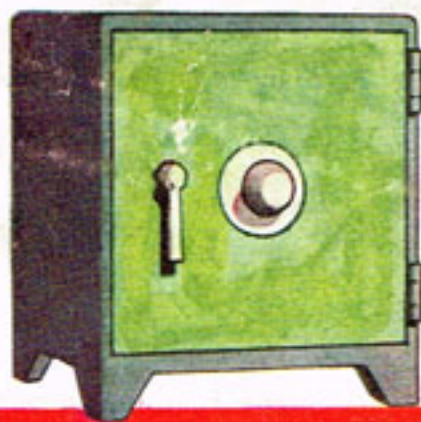
Wide doors and front seats that fold down-and-in, give you room to spare when you enter the spacious rear seat in all two-door models and Station Wagon.



New "Flight Panel" dash. Instruments grouped in a single large cluster, illuminated by soft, non-glare "black light."

White Sidewall Tires, as illustrated, optional at extra cost.

Safe— A great, new 59% stronger "Life-Guard" Body . . . box-section frame with five rugged cross-members.



New "Picture Window" Visibility

with extra-wide, deep windows, narrow corner posts and body center pillars . . . more than 20 square feet of window area in the Tudor Sedan. Rear window alone is 88% larger.

Specifications:

"Para-Flex" Rear Springs

New riding luxury with extra-long, extra-strong parallel rear springs, and double-acting hydraulic shock absorbers. New leaf liners and rubber bushings end the need for lubrication.



"Mid Ship" Ride

You ride between the wheels in the new low center section. Three-cushion engine mount plus new front and rear springs virtually end body vibration and road shock.

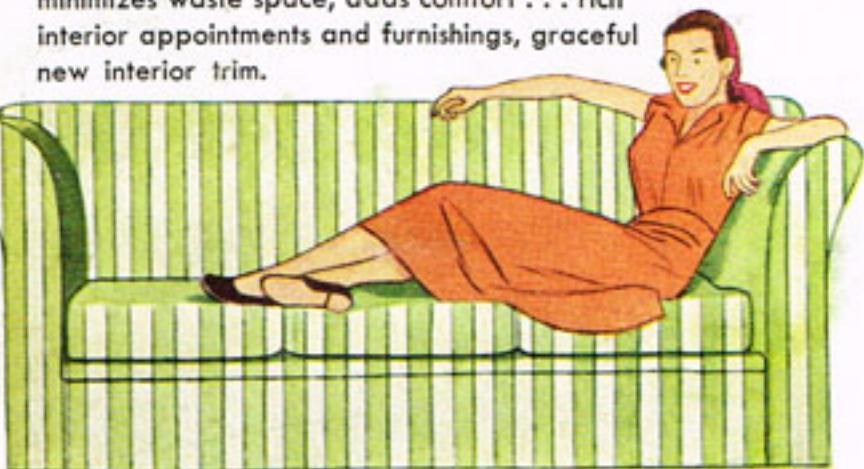
"Hydra-Coil" Front Springs

New riding comfort with independently suspended front wheels, soft, coil springs, double-action hydraulic shock absorbers. New, symmetrical steering linkage for safer, effortless steering.

Comfort . . . and quiet operation with Ford's extra-strong, lightweight hypoid rear axle. Driving and braking forces transmitted through rear springs with Hotchkiss Drive, for smoother starts and stops, reduced unsprung weight.



Seats so wide— Soft, 57" wide front, and full 60" rear seat . . . new unique seat construction minimizes waste space, adds comfort . . . rich interior appointments and furnishings, graceful new interior trim.



You stop on a dime

Forward or reverse, new, bigger "Magic Action" King-Size Brakes put car momentum to work for extra stopping power. 35% easier to apply.



Overall height of car only 63"

A "dream-car" silhouette with extra width gives Ford a lower center of gravity for real safety, and the look of the year!

Plenty of Room Overhead—

to ride in front or back without knocking your hat off. Over 35" from rear seat to roof.