

Tailored Fibre SEAT COVERS

Enjoy your vacation trip with cool, comfortable Fibre Seat Covers. The porous weave allows air circulation for extra comfort, Moderately priced,



DON'T MISS A THING



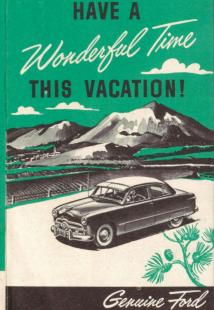
with a handsome FORD SPOTLIGHT!

Ideal for spotting crossroads, street signs, house numbers, "Pisto Grip" handle enables you to quickly direct beam to any point.



TAKE A TIP FOR A TRIP-FROM YOUR FORD DEALER!





WITH THE CORRECT ACCESSORIES ON YOUR CAR!



EVERY MILE YOU DRIVE MEANS added PLEASURE

with these GENUINE FORD ACCESSORIES





Rear Fender Shields for distinctive appearance! Styled especially for the '49 Ford. Rear Fender Shields add an extra touch of fleetness and style that

See-Clear Windshield

Washer for safer driving!

Foot-operated windshield washer

every owner wants.

Outside Sun Visor cooler driving, less eye strain!

An indispensable comfort on a summer trip. Adjustable, attractive in a finish to match your Ford. Quickly installed.



Courtesy and Map Light -invaluable on trips!

Lights automatically when either front door is opened. Has added convenience of "off-on" switch for using light when doors are closed. Wonderful for reading maps.



Two Fine Radios of exceptional tone quality! Whether you buy the Ford Custom or the Ford DeLuxe Radio, you're

ready for many thousands of pleas-

ure-packed miles!



Luggage Compartment Light makes traveling a pleasure!

Fully illuminates the luggage compartment automatically. Turns off





Glare-proof Rear View Mirror

for greater highway safety!

Makes driving safer, more pleasant

for you. Eliminates glare from headlights of cars approaching from

the rear. A touch of the finger does

it! Attractive appearance.

Gives every member of the family a "front seat" at the radio. All passengers can enjoy the entire program without raising volume. Convenient for picnics, too!



Back-Up Lamps convenient in unfamiliar areas!

Styled especially for the '49 Ford, these safety lights automatically switch on when car is shifted to reverse-off when taken out of gear. Light up wide area in rear



Road Lamps for safer driving in rain and fog!

Efficient lighting with a minimum of glare, Easily installed, Brilliant chrome plating. Sealed beam lamp units. Wide, low beams cover the road.

