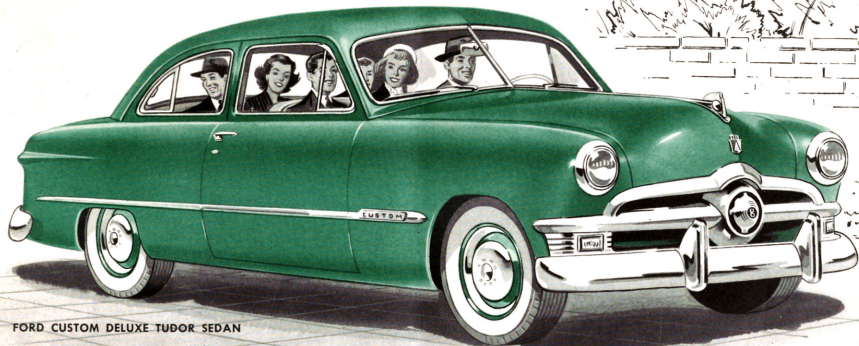


FORD

The One Fine Car
in the Low-Price Field



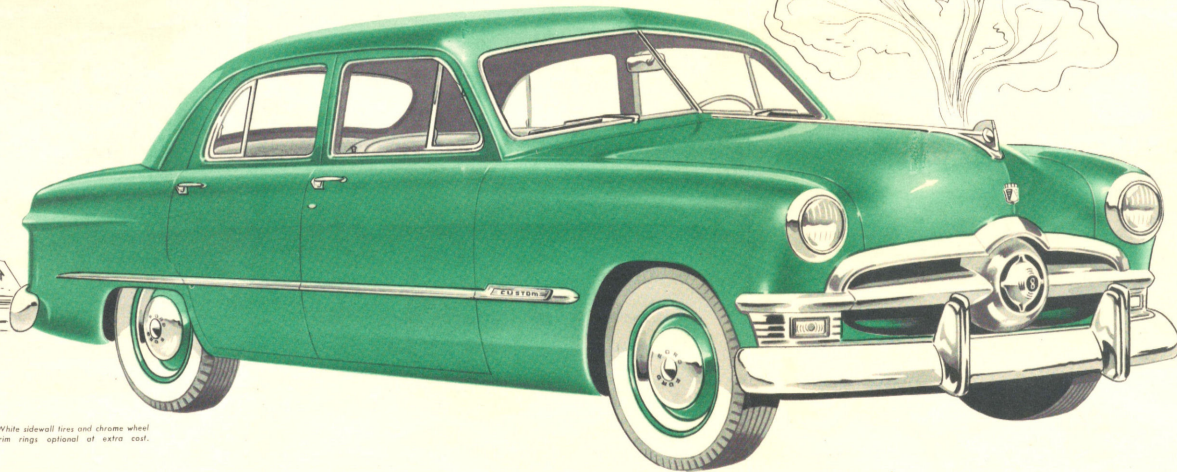
FORD CUSTOM DELUXE TUDOR SEDAN

White sidewall tires and chrome wheel
trim rings optional at extra cost.

FORD *Again the Fashion Car of the Year*



White sidewall tires and chrome wheel trim rings optional at extra cost.

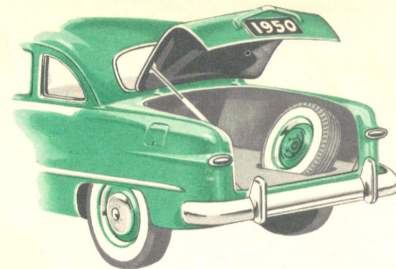


FASHIONABLE . . . DEPENDABLE . . . ECONOMICAL

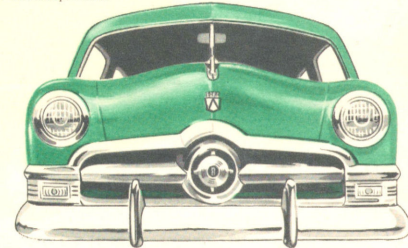
For the second straight year, the beautiful new Ford has been selected "The Fashion Car of the Year" over all makes and models in all price classes. And, no wonder! The '50 Ford has many new features that make it a natural choice—for style-setting beauty, built-in quality and economical performance. See for yourself the advanced beauty of this fine car—the rich upholstery of its wide, roomy interior. "Test-Drive" it and you'll agree it's "The One Fine Car in the Low-Price Field."

THE CUSTOM DELUXE FORDOR SEDAN

Here's a Ford model with dozens of new features you've been looking for. The wide, roomy interior is richly upholstered in your choice of Custom Mohair or Broadcloth to harmonize with the many sparkling exterior colours. Inside or out, you can't beat a '50 Ford for beauty or fine car comfort. Get behind the wheel and you'll choose Ford.



Business or pleasure, you'll appreciate the extra space in Ford's "Deep Deck" Luggage Locker. 22.9 cu. ft. of usable space plus spare wheel room. Rear deck-lid has new "trigger-type" latch—new deck-lid support—new deck-lid hinges that prevent water, dirt and snow from falling into compartment.



Ford's distinctive "Air Foil" grille is more massive, more beautiful than ever. Centre bar sweeps gracefully around the fenders . . . new, larger parking lights are set in chrome panels below the centre bar to give the '50 Ford its new look of luxurious beauty.

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

ENGINE: Ford V-8, 100 Hp.; 3-3/16" bore, 3 3/4" stroke; 32.5 taxable Hp.; "Equa-Poise" mounting; 4-ring, tin-plated aluminum alloy pistons, cam ground for quieter operation and faster break-in. "Deep Breath" manifold; new accessory drive arrangement with narrow V-type belts; aluminum timing gear; "Loadomatic" ignition, exhaust valve seat inserts.

FULL PRESSURE LUBRICATION: crankcase capacity 7 pts. normal refill; 9 pts. when filter element replaced; helical gear oil pump; directed-flow crankcase ventilation.

FUEL SYSTEM: capacity 15 1/2 gal. on Station Wagon, 14 on other models; oil bath air cleaner; dual down-draft carburetor; exhaust line thermostat for quick warm-up.

"EQUA-FLO" COOLING SYSTEM: capacity 19.2 qts., 20.3 qts. with heater; full-length water jackets surround each cylinder; balanced-type thermostats and recirculation bypasses; dual water pumps; unique 3-blade fan; pressure-type radiator cap.

DRIVE: Hotchkiss Drive for smoother starts and stops. Reduces unsprung weight. Semi-centrifugal type clutch, dry, single plate, 9.5 in. dia.; total area 85.2 sq. in. Three-speed helical gear transmission with synchronizers for second and third speeds.

AUTOMATIC OVERDRIVE: optional at extra cost; cuts in at 27 m.p.h. (approx.); cuts out at 21 m.p.h. (approx.); ratio 0.70 to 1.

FRAME: Double drop type with box section side rails and 5 cross members on all models except Custom Deluxe Convertible. Convertible has 4 cross members with "X" type member for extra reinforcement. Side rail cross section—4 in. deep x 3 3/4 in. wide. Custom Deluxe Station Wagon has box section side rails extended to rear of frame for heavy loads.

WHEELBASE: 114 in. Tread front and rear, all models—56 in., except rear tread Custom Deluxe Station Wagon—60 in.; minimum road clearance with normal load—7.6 in.

SPRINGING: FRONT—independent front wheel suspension with "Hydra-coil" springs with double-action, aircraft-type, hydraulic shock absorbers inside coils for greater protection. **REAR**—extra long, "Para-Flex" semi-elliptic rear springs mounted parallel to

the frame. Springs have inserts between tips of leaves to eliminate lubrication; 9 leaves on Custom Deluxe Station Wagon, 7 on all other models. Rear shock absorbers "sealeg" mounted on Custom Deluxe Station Wagon—mounted parallel to frame on all other models.

"MAGIC ACTION" HYDRAULIC BRAKES: 4-wheel duo-servo type; composite steel and cast iron drums; moulded linings; lining area, 182.5 sq. in. on Station Wagon, 176 sq. in. on other models. Handbrake—mechanical application of rear brakes with T-handle on dash through lever and equalizing cable. Handbrake balanced to eliminate tugging.

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; torsional stabilizer.

WHEELS AND TIRES: 7.10 x 15 6-ply tires on 5" rims standard on Station Wagon—6.70 x 15 4-ply tires on 4.5" rims on all other models. Standard tires have black sidewalls. All tires available with white sidewalls at extra cost.

BODY—EXTERNAL DIMENSIONS (in inches): Sedans and hard-top Coupes—height (normal load) 63.1; length 196.8; width 72.8. Custom Deluxe Convertible—height (top up) 63.9. Custom Deluxe Station Wagon—height 70.6; length 208.0; width 76.4.

BODY—INTERNAL DIMENSIONS (in inches): HIP ROOM: Sedans and all hard-top models 61.5 front, 60.3 rear; Club Coupe 61.5 front; 61.0 rear. SHOULDER ROOM: Sedans and all hard-top models 57 front, 55.4 rear; Club Coupe 57 front, 55.5 rear. HEAD ROOM: Sedans and all hard-top models 36.3 front, 35.5 rear; Club Coupe 35.1 front, 35.5 rear. LEG ROOM: Sedans and all hard-top models 38.0 front, 41.8 rear; Club Coupe 38.0 front, 41.8 rear.

INTERIOR TRIM: Deluxe models—choice of Grey stripe mohair or Tan stripe broadcloth; Deep Buff, plated genuine leather or Tan art leather at extra cost. Custom Deluxe models in Blue Grey Stripe mohair or Blue Grey stripe broadcloth; two-tone, Tan and Red genuine leather or art leather at extra cost. Convertible Club Coupe—choice of Chartreuse and Black, Red and Black, Two-tone Tan genuine leather combinations. Station Wagon—in a combination of tan Genuine and Art leathers.

BODY COLOURS—11 colours and 3 two-tone combinations: Plain enamels—Black, Sheridan Blue, Forest Green, Palisade Green, Dover Grey, Alpine Blue. Metallic enamels (at extra cost)—Bimini Blue, Cambridge Maroon, Maywood Green. Two-tone combinations (at extra cost)—Dune Beige and Penrod Tan, Dover Grey and Forest Green, Palisade Green and Forest Green. Additional convertible colours—Matador Red and Sportsman Green. Wheels painted to match body on all models.

INSTRUMENTS AND CONTROLS: Fuel level, oil pressure, battery charge and water temperature indicator 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; headlamp beam control switch; rubber-padded clutch and brake pedals; treadle-type accelerator pedal.

DELUXE EQUIPMENT: Dual windshield wipers, twin horns, one sun visor, rear view mirror, ash tray and glove compartment in instrument panel. Mo-air or broadcloth upholstery.

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; glove compartment door lock; chrome finials on instrument panel; cigar lighter; stemwind clock; chrome exterior reveal moulding at windshield on all models and at rear window of Sedans and Club Coupe; one ash tray in rear compartment of Fordor, 2 in other models; two assist straps in Tudor and Club Coupe; robe cord in Fordor; two interior lights (one in Convertible and Station Wagon) operated automatically by either front door or by manual switch; arm rests on both front doors; arm rests at both sides of rear seats (except Convertible and Station Wagon).

OPTIONAL EQUIPMENT AND ACCESSORIES: Ford Automatic Overdrive, "Magic-Air" Heater, Custom-built Radio with push-button controls. Seat covers in 100% Nylon, Saran, Wool, Rayon, Silcora, Plasticized Fibre or Gabardine. Exterior visor, Roadlamps and back-up lamps. Chrome wheel trim rings. Cigar lighter. Turn indicator. Courtesy and map light. Grille guards. Windshield washer. Exhaust deflector. Exterior rear-view mirrors.

Ford Motor Company of Canada, Limited, whose policy is one of continuous improvement, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.



FORD MOTOR COMPANY OF CANADA, LIMITED

WINDSOR - ONTARIO



FORD CUSTOM DELUXE
STATION WAGON

FORD CUSTOM DELUXE
CONVERTIBLE CLUB COUPE

FORD CUSTOM DELUXE
CLUB COUPE

FORD DELUXE
BUSINESS COUPE

FORD CUSTOM DELUXE
TUDOR SEDAN

FORD DELUXE
TUDOR SEDAN

FORD CUSTOM DELUXE
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FORD

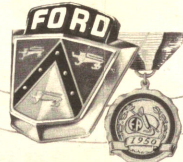
CANADA'S *NO. 1* CHOICE!

LEADER IN PERFORMANCE

For flashing, whisper-quiet performance, owners say '50 Ford's powerful 100 Hp. V-8 is tops...super-fitted pistons, quiet-contoured camshaft and silent type fan operate more quietly and efficiently. It's a leader in economy too, with dual downdraft carburetor and duplex manifold. For even greater economy and quieter performance, Ford offers optional Overdrive which saves up to 15% on gasoline. "Test-Drive" a Ford today...feel the difference.

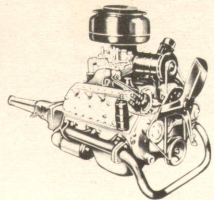
LEADER IN STYLE

Again this year, as in '49, Ford has been awarded the Fashion Academy Gold Medal as the *Fashion Car of the Year*—over all other makes, all other models, in all price classes. Never before has any car won this "twice-in-a-row" tribute. There are a host of new features and improvements for more enjoyable driving. See the '50 Ford for yourself...its finer "quality look" will open your eyes to a new kind of beauty, a new kind of pride, in the low-price field.



White sidewall tires and chrome wheel trim rings optional at extra cost.

Before you buy any car... "TEST-DRIVE" the '50 FORD



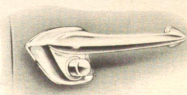
EAGER RESPONSIVE PERFORMANCE... that's Ford... its 100 Hp. V-8 engine whispers while it works. And there are other advanced engineering features that make this finer Ford a "stand-out" for long life and real economy.



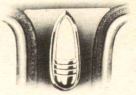
NEW FORD FOR '50 CREST in rich, brilliant colours, on hood and rear deck for added distinctive styling.



NEW "MAGIC AIR" HEATER CONTROL, clearly marked, lighted for quick reading, easy to operate.



NEW PUSH-BUTTON DOOR HANDLES have grace of fine silverware. Anchored at both ends so sleeves can't snag... doors open easily with a touch on the button.



COURTESY LIGHT on Custom Deluxe Models goes on when either front door is opened.

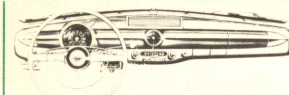


NEW ROTARY DOOR LOCKS with spring loaded nylon plastic shock absorbers, close silently and securely.

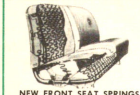


NEW DECK-LID HANDLE with new trigger-type latch opens with finger-tip ease.

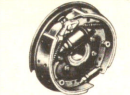
MORE ROOM ALL ROUND—head room, hip and shoulder room on "safe-wide" seats. Choice of mohair and broadcloth on both Deluxe and Custom Deluxe Models.



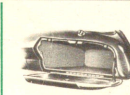
INSTRUMENT PANEL is more beautiful than ever with instruments "backlighted" for night driving. Pillar light switch on instrument panel. Custom Deluxe models have new, concave control knobs with chrome inserts, stem-wind clock as standard equipment.



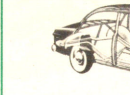
NEW FRONT SEAT SPRINGS are of "zig-zag" type for buoyant and restful riding. Foam rubber cushion holds its shape, adds to comfort.



SEALED BRAKES—protected against dust and water for greater safety and longer life.



NEW GLOVE COMPARTMENT with double wall and new piano-type hinge.



NEW AUTOMATIC OVER-DRIVE (optional) cuts engine speed 30 percent, saves on engine wear, saves gasoline.



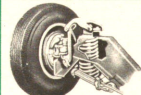
NEW WIDER SUN VISORS to give more protection from glare, for extra driving safety.



IMPROVED FRONT SUSPENSION with new torsional stabilizer assembly adds to Ford's roadability.



NEW FUEL FILLER TUBE AND COVER with redesigned non-spill vent tube. Closed cover improves sleek appearance of body.



INCREASED AREAS OF SOUND-CONDITIONING in doors, panels, floors. You can talk in whispers.