

'50 FORD

50 ways new



**the quality car in
the low-price field**

when you drive the '50 FORD



...you'll appreciate the new automatic-releasing decklid holder . . . the new hinges that move the lid up and out of the way to prevent snow and water from dripping into the compartment . . . the fully-lined interior and one-piece rubber floor mat for extra long service and maximum luggage protection.



...you'll feel the safety and security of Ford's new "Lifeguard" body. Additionally strengthened frame minimizes the twists and stresses of roughest roads. The new stabilizer bar and improved steering linkage provide an entirely new ease of control and roadability. "Magic-Action" brakes are sealed for safe, straight-line stops.



... you'll discover even greater economy—Ford's efficient fuel system features a high pressure fuel pump, dual downdraft carburetor (it's like two carburetors in one), "Deep Breath" manifold and "Power Dome" combustion chambers. Drive it to feel its quiet, smooth acceleration . . . and park it to see how easily it glides into place.

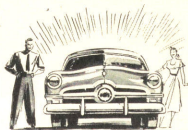


... you'll arrive fresh and relaxed after the longest trip—thanks to Ford's new "Hushed—Mid-ship" ride and "Sofa-wide" seats of new resilient spring construction. The built-in fresh air ventilating system with "Magic-Air" heater (at extra cost) lets you choose the "weather" you want for "Living-room" driving comfort all year around.



... you'll thrill to the smooth, flashing performance of Ford's powerful 100 Hp. V-8 engine. In the heaviest traffic, on the steepest hill, or on the open highway, its quick, lively get-away, its "whisper-quiet" operation will prove its fine car quality. With optional Overdrive there's an added fuel economy of 15% and longer engine life.

... you'll find a new high standard of quality and dependability in the '50 Ford that assures an ever-increasing pride of ownership with every mile you drive. The new, quiet of the 100 Hp. engine . . . the many fine-car features, luxury appointments and refinements add up to the '50 Ford—the fine-car in the low-price field.



CHOOSE YOUR 1950 FORD FROM THESE 8 NEW MODELS IN 2 SERIES

CUSTOM DELUXE—Fordor Sedan

•Tudor Sedan • Club Coupe

•Convertible Club Coupe

•Station Wagon.

DELUXE—Fordor Sedan • Tudor Sedan

•Business Coupe

There's a *Ford* in your future

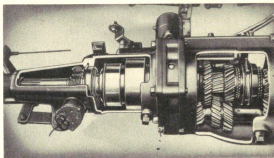


Ford's Automatic OVERDRIVE:



Ford's automatic overdrive, (optional at extra cost), is a cruising or fourth speed gear that cuts in automatically at about 27 m.p.h. reducing engine speed 30% while

road speed is unchanged. Highway operation at the lower engine speed is quieter, smoother; it increases engine life and saves up to 15% on gasoline at ordinary driving speeds. A special rear axle ratio is supplied with overdrive to provide better acceleration and greater hill climbing ability. AUTOMATIC "KICKDOWN" is a safety and convenience feature of overdrive that permits driver to return to direct drive instantly for extra power in passing or hill climbing. When operating in overdrive, driver simply depresses



accelerator all the way down and the shift from fourth to direct drive occurs automatically. A "T"-shaped handle control on instrument panel permits overdrive to be "locked-out" when desired.

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 purchaser.

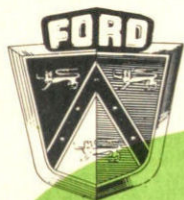


FORD-MONARCH DIVISION
FORD MOTOR COMPANY OF CANADA, LIMITED
WINDSOR, ONTARIO



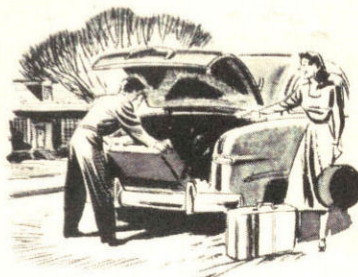
AD. 3

'50 FORD 50 ways new



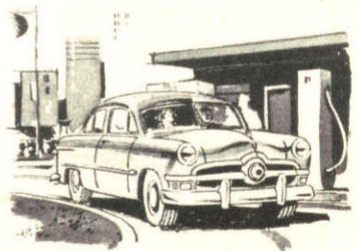
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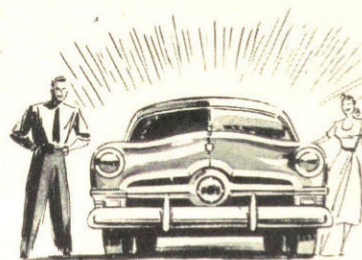
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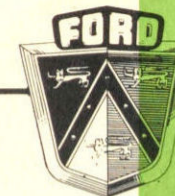


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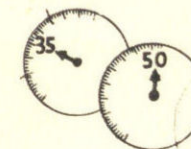
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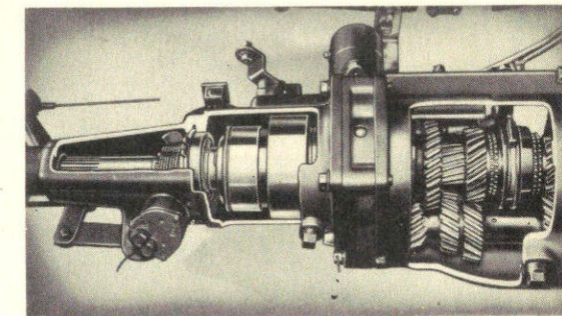
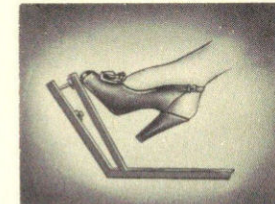
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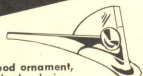


FORD-MONARCH DIVISION
FORD MOTOR COMPANY OF CANADA, LIMITED
WINDSOR, ONTARIO

50 WAYS NEW FOR QUALITY... LONG LIFE...PERFORMANCE...

ON THE SURFACE
YOU'LL SEE QUALITY

New hood ornament,
swept back design,
adds distinction to
Ford's famous beauty.



New crest in
glorious, brilliant
colors on hood
and rear deck.



New fuel filler
tube and cover
—non-spill type
vent tube.



New parking lights
in gleaming chrome
panels sweep
around sides of
front fenders.



New rain vent shields
on front ventilator
windows permit
opening of vent win-
dows on rainy days.



ON THE INSIDE
THERE'S QUALITY TOO

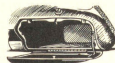
New hardware, inside
and out, has been smartly
designed to give you
more than beauty.



New courtesy lights on
Custom Deluxe Models goes
on automatically when either
front door is opened.



New glove compartment
door with double wall
has new piano-type hinge.



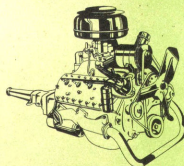
New automatic overdrive* cuts
engine speed 30 percent, saves
on engine wear, saves gasoline.



*Optional at extra cost.

NOW LIFT THE HOOD
THERE'S QUALITY AGAIN

The improved 100 Hp. Ford V-8
engine—designed for quiet operation—
greater economy. New, silent 3-blade fan,
designed to scoop in more air at slower,
quieter speed. . . New V-belt
arrangement with new, narrow
belts for quiet operation. . . New
camshaft for quiet, even flow of
power. . . all part of the '50 Ford's
New "Hushed" ride.

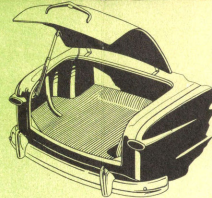


Engine mounting at
three points on rubber-
cushioned mounts,
with newly-designed
rear engine support,
isolates engine vibration.
All engine access-
ories are located on
top of engine for serv-
icing ease.

AND IN THE REAR DECK
...MORE QUALITY



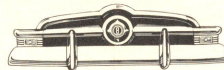
New deck-lid handle
forms attractive frame
for license plate. New
latch, concealed in
handle, opens with
finger-tip ease.



New lined luggage locker with new,
one-piece, heavy rubber mat and
new, composition lining on front
and sides gives extra protection for
luggage. Extra sealing keeps out
water and dust. New hinge mounting
prevents snow and water from drop-
ping on luggage when deck-lid is
raised. New automatic, releasing
support for easy, one-hand opera-
tion. New rear bumper ribbed for
greater strength, extra rigidity.



New push-button door handles
are anchored at both ends for
safety and to prevent snagging of
clothing.



New "Air Foil" grille presents a lower,
wider, more massive appearance.
The graceful grille centre bar sweeps around to
sides of fenders in a clean distinctive line.
New rectangular parking lights are set
below centre bar.



New rotary door-locks as on
costliest cars. Doors close
silently, securely, safely.

New custom nameplate on Custom
Deluxe Models. Bright
metal rub rail on both models
protect the finish from scratches.



New bumper guards and new
bumper support arms protect
Ford's "Air Foil" grille.



New arm-rest
door closer, on
Custom Deluxe
only, provides a
finger-fit "grip" to
close doors easier.



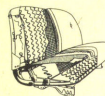
New fabrics—your
choice of rich broad-
cloth or long-wearing
moirai in sparkling col-
ours. Extra-quality broad-
cloth and moirai for Custom
Deluxe models.



New instrument panel has in-
struments "black-lighted" for
night driving. Pillar light
switch on instrument panel.
Custom Deluxe Models have
stem-wound clock as standard
equipment.

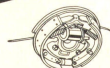


New horn ring is
smart looking and
new shape prevents
snagging of sleeves.
Needs only a light
touch.

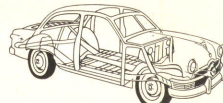


New seat springs
with unique zig-zag
construction increase
comfort and give a
relaxed ride. Foam
rubber cushion on
front seat provides
extra comfort.

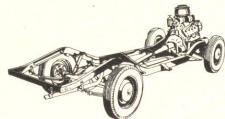
INSIDE...OUTSIDE...
EVERYWHERE YOU LOOK
THERE'S QUALITY



New water shield on front
brakes plus labyrinth seal
on all brakes assure effective
sealing against dirt and water.



New safety in Ford's famous "Lifeguard"
body with additional strengthening at 13
vital points for greater body rigidity.
Heavier sealing and improved insulation
at 41 points in doors, panels and floor for
increased areas of sound conditioning.



New side rails on Ford's ladder-
type chassis have steel of increased
thickness for greater rigidity. Ground
clearance at front suspension cross
member increased one inch.