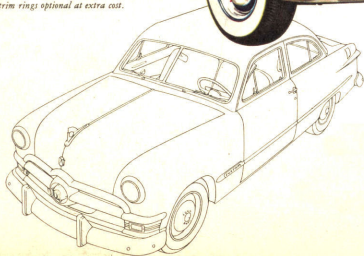


White sidewall tires and chrome wheel trim rings optional at extra cost.



FORD CUSTOM DELUXE TUDOR SEDAN

The Ford V-8 --- for 1950

**Deluxe and
Custom Deluxe**



The Fine Car in its Field

... its quiet whispers quality

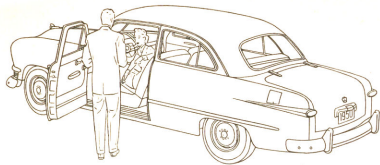
Quality is the word for the '50 Ford. With its new silent 100-Hp. V-8 engine, the new Ford is a triumph of advanced engineering. It offers the same type engine used in the highest priced cars . . . yet it sells in the low-price field. And power—a full 100 horsepower! Behind the wheel of the '50 Ford, you're master of any road.

You get a new "Hushed" Ride—a "Mid Ship" Ride with doors, roof and body panels "sound-conditioned" against road noises. You travel between the wheels, cushioned by "Hydra-Coil" Front Springs and "Para-Flex" Rear Springs. And remember, Ford's unit-welded heavy steel "Lifeguard" Body is reinforced at 13 additional points. This means long years of *quiet* driving as well as *safe* driving.

It's the "Fashion Car" even more beautiful than ever! New baked-on enamel colours keep their freshness because they're "built to live outdoors." New upholstery materials bring you sparkling new colour combinations! New colourful instrument panel groups all controls for easy access and readability. Even the door locks and push-button handles are new. A feather touch closes doors securely. But take the wheel of the '50 Ford today. When you "feel" the difference you'll be sure to agree, "It's the *fine* car in the low-price field."

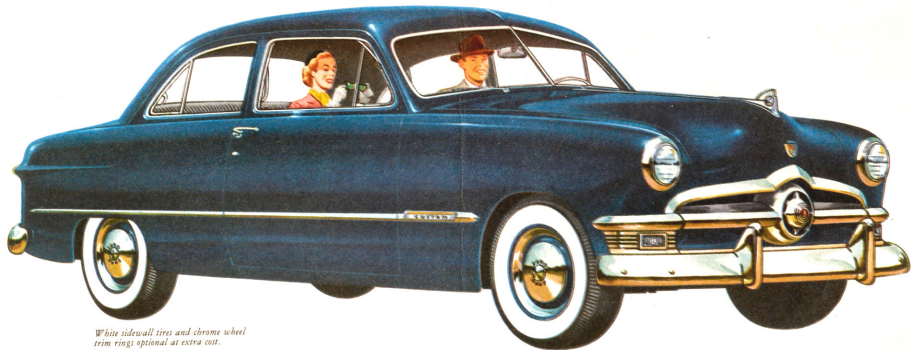
There's a *Ford* in your future...with a future built in!





The 1950

Ford Custom Deluxe Tudor Sedan

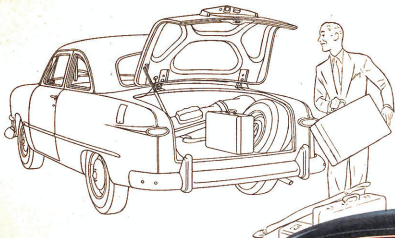


White sidewall tires and chrome wheel trim rings optional at extra cost.

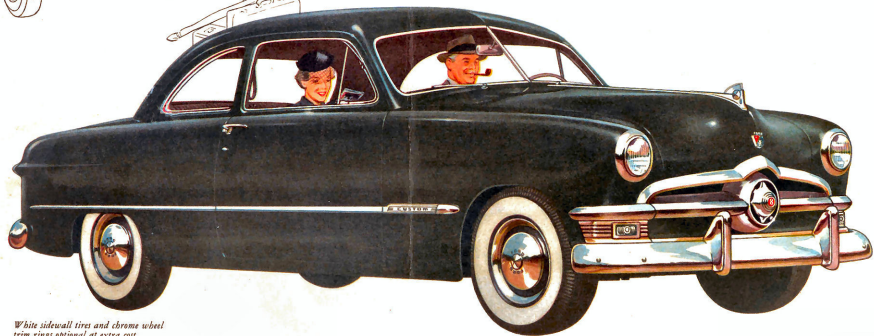


There's room for the whole family, and then some, in this beautiful Tudor. For this model, like all the '50 Fords, brings you seats with hip and shoulder room to spare—room for six big people. They're extra comfortable seats, too! With new non-sag front seat springs and foam rubber cushion to relax on, you'll drive hundreds of miles without fatigue.

The Tudor Sedan is also available in the Ford Deluxe series.

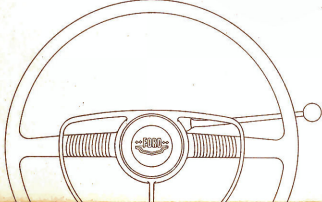


The 1950 Ford Custom Deluxe Club Coupe



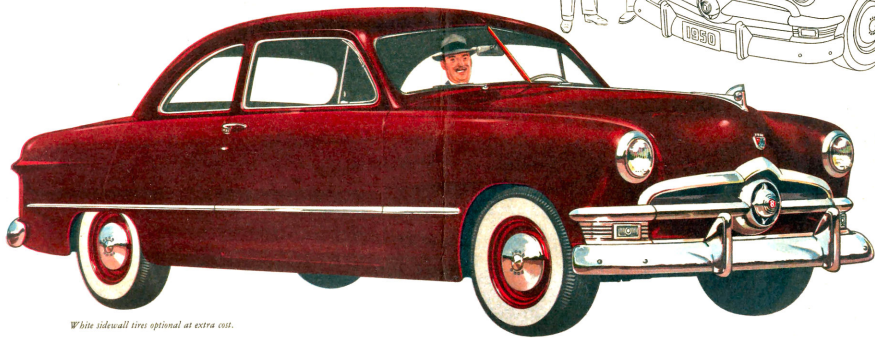
White sidewall tires and chrome wheel trim rings optional at extra cost.

Here's a roomy, smart car that's a pleasure to drive. Like every '50 Ford, it has additional heavier sealer at 41 points which gives it greater interior quietness and protection. Like every '50 Ford, it has King-Size Brakes safety-sealed against water and dust. And they're easier acting—require 35% less pedal pressure.



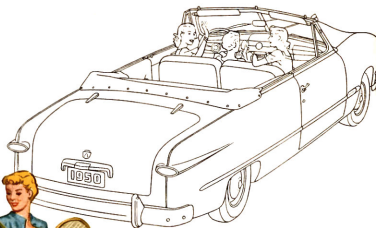
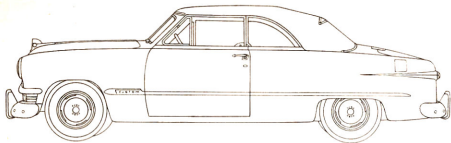
The 1950

Ford Deluxe Business Coupe



White sidewall tires optional at extra cost.

This smart-looking car serves for both pleasure and business because it's so much fun to drive and so downright practical. There's roomy, easily accessible storage space behind the front seat and over 28 cu. ft. of usable space in the luggage compartment. It's a two-purpose car, but it really means business.

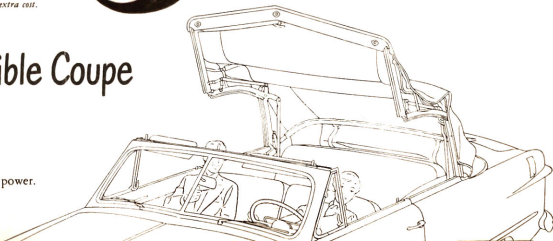


White sidewall tires and chrome wheel trim rings optional at extra cost.

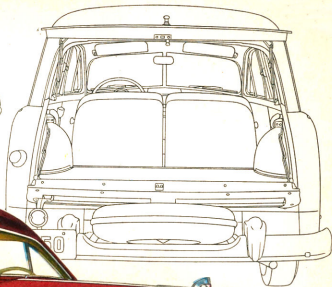
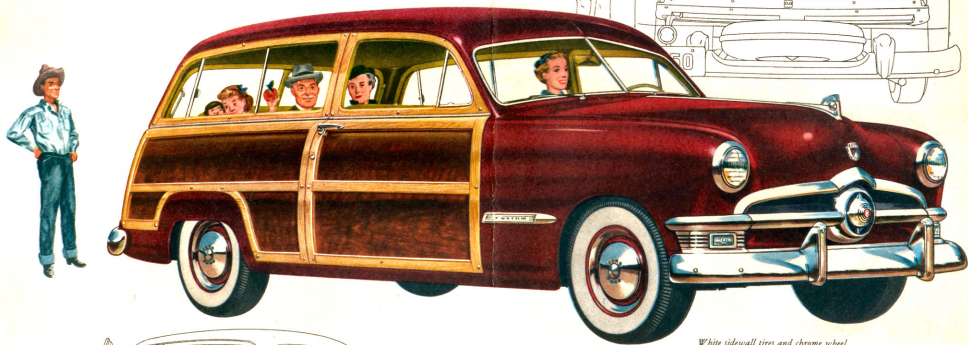
The 1950

Ford Custom Deluxe Convertible Coupe

If there's a touch of gypsy in your soul . . . if you like the sun and the wind and the open road . . . you'll surely thrill to this sleek, stunning convertible. A slight touch of the finger, and the snug top goes up or down. A slight touch of the foot, and you're sailing off to faraway places behind Ford's smooth, easy power.



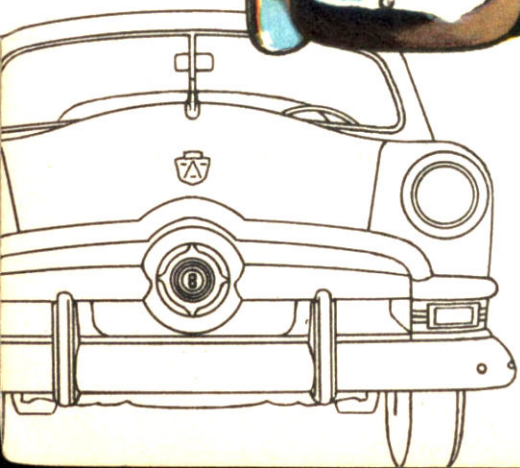
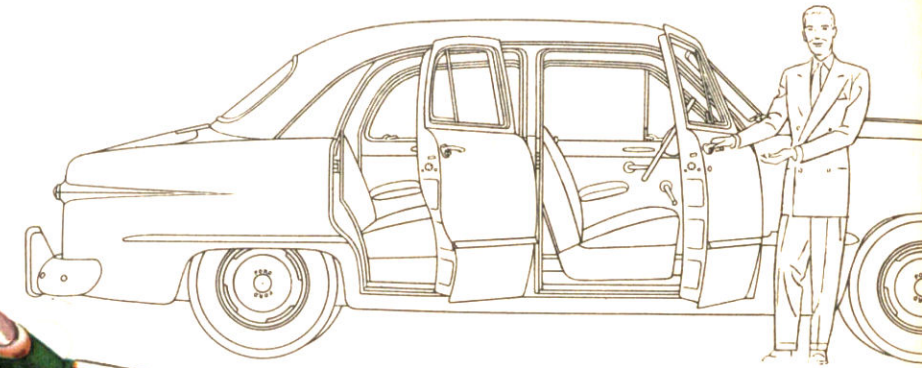
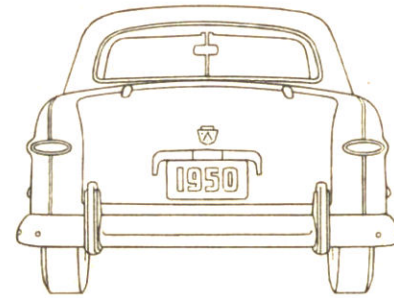
The 1950 Ford Custom Deluxe Station Wagon



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

Handsome is as handsome does. You'd never think anything so good looking could be so useful! This new Ford Station Wagon takes eight people anywhere in style and comfort . . . or totes loads up to a half ton with ease. The two rear seats can be removed in a matter of minutes. Its two-door design, and its moulded plywood panels bolted to the all-steel body, make for extra safety.

The 1950
Ford Custom Deluxe Fordor Sedan



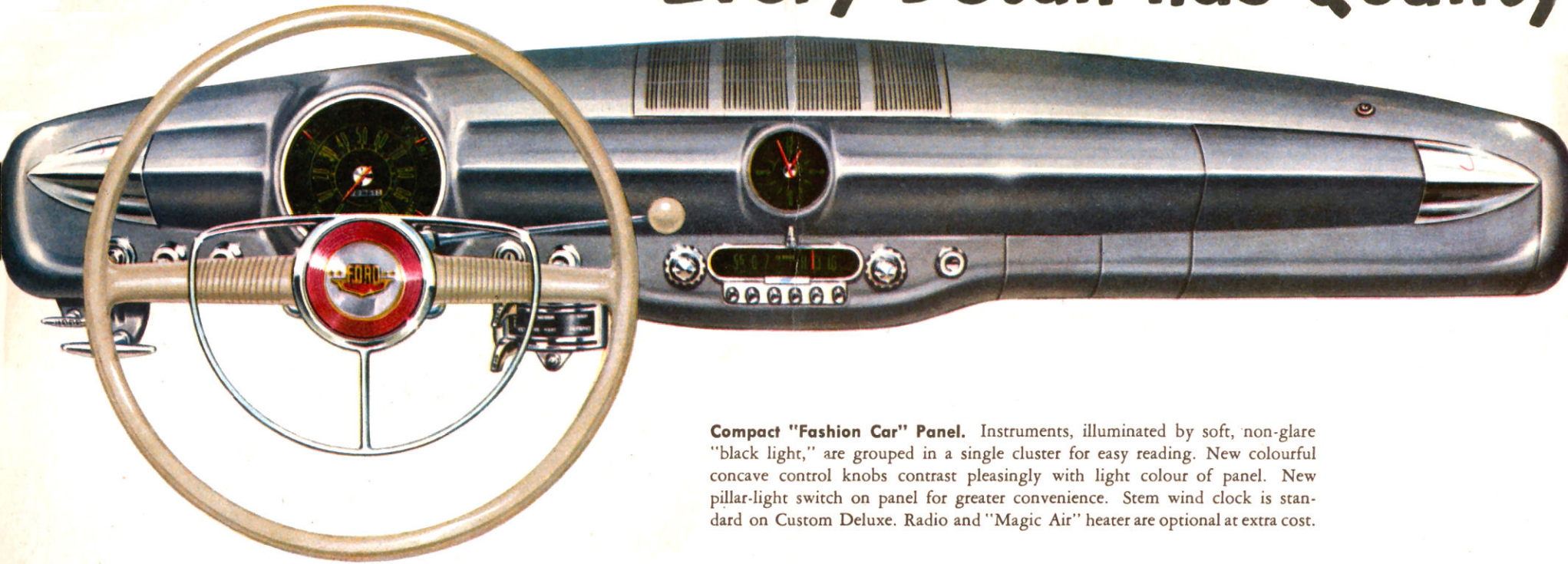
White sidewall tires and chrome wheel trim rings optional at extra cost.

Here's another Ford model that brings you dozens of outstanding features you've been looking for. Take the spacious new interior with luxurious new upholstery in clean sparkling colours. Take the "Picture Window" Visibility with over 19 square feet of glass area. Take the "Deep Deck"

Luggage Locker with its 22.9 cubic feet of usable space, opened by a trigger-type latch. Take the colorful instrument panel styled for greater convenience and beauty. But, better still, take a ride in this '50 Fordor and you won't want to take anything less than a Ford for your money.

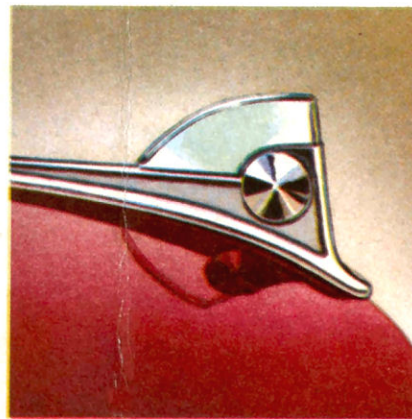
The Fordor Sedan is also available in the Ford Deluxe Series

Every Detail has Quality

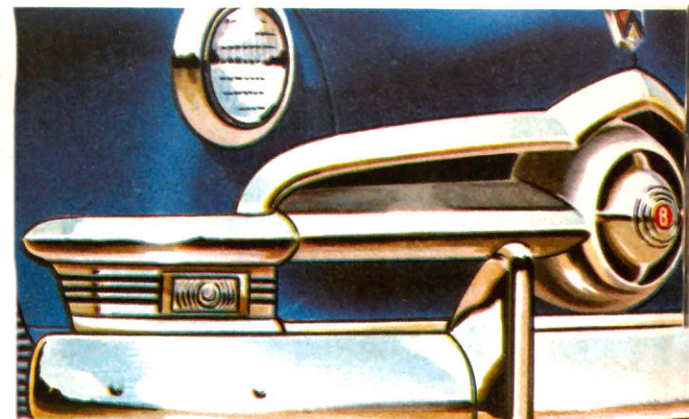


Compact "Fashion Car" Panel. Instruments, illuminated by soft, non-glare "black light," are grouped in a single cluster for easy reading. New colourful concave control knobs contrast pleasingly with light colour of panel. New pillar-light switch on panel for greater convenience. Stem wind clock is standard on Custom Deluxe. Radio and "Magic Air" heater are optional at extra cost.

Rich, New Medallion on hood and rear deck adds another note of beauty to Ford's "Fashion Car" styling.



Hood Ornament of new design gives a smart touch of distinction to Ford's broad, sweeping hood lines.



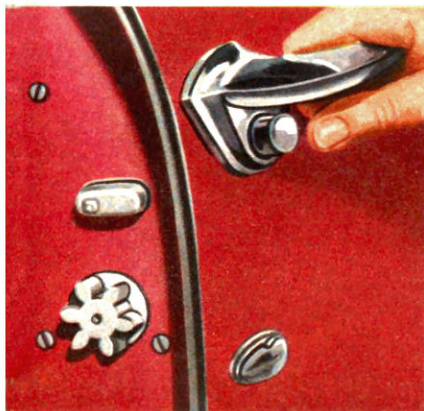
Parking lights are now re-positioned and re-styled—another touch of beauty you'll like! New bumper guards are more graceful. New front end styling makes Ford more than ever the "Fashion Car."

You can See... Hear... Feel

Yes, the 1950 Ford is 50 ways finer! You'll find a newly designed ceiling for greater head room. New non-sag front seat springs and foam rubber cushion for firm, buoyant comfort. New push-button door handles, new rotary door latches and new trigger-type rear deck handle. New colourful instrument panel and interior trim. New arm rests and finger-grip door closers. But take the wheel of this '50 Ford. Feel and hear the difference. You'll agree that it's the *fine* car in the low-price field.



New Non-sag Front Seat. New non-sag front seat springs are firmly buoyant, hold their shape. Foam rubber front seat cushion is another new feature that gives long-lived comfort.



New Rotary Door Latch—the same type as used in costliest cars. Feather-light touch closes doors solidly and securely.



Push-button Door Handle anchored at both ends. A touch of a button is all it takes—and you can't catch your sleeve.



New Fuel Filler Tube and Cover. New vent tube helps prevent spilling. Cover is flush with body when closed.



New Deck-Lid Handle incorporates new trigger-type latch. Makes attractive frame for license plate. Permits easy access to roomy, weather-sealed luggage compartment.

The new 1950 100 h.p. Ford V-8 engine

10

The '50 Ford brings you power such as you've never felt in a low-priced car. The 100 Hp. V-8 engine is the same type engine now featured in the costliest cars. It's backed by Ford's experience in building over 10,000,000 V-8's—more than all other makers of V-8's combined! It delivers its 100 horsepower so silently you can actually talk in whispers while driving at highway speeds!

Diaphragm-type Fuel Pump—top-mounted at cool rear location to help prevent vapour lock.

"Power Dome" Combustion Chambers—help fuel burn more evenly, more efficiently, for greater economy.

Economy 4-Ring Pistons—designed to start quiet and run quiet.

Positive pressure lubrication—of crankshaft main and connecting rod bearings, camshaft bearings and timing gears.

New Camshaft Design—its lobes are designed for quieter valve operation.

Gear-type Oil Pump—has helical teeth for long-lived, quiet, positive operation.

Direct Timing Gear—its wide-faced helical teeth give smooth quiet operation.

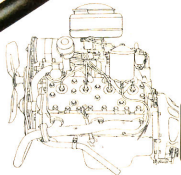
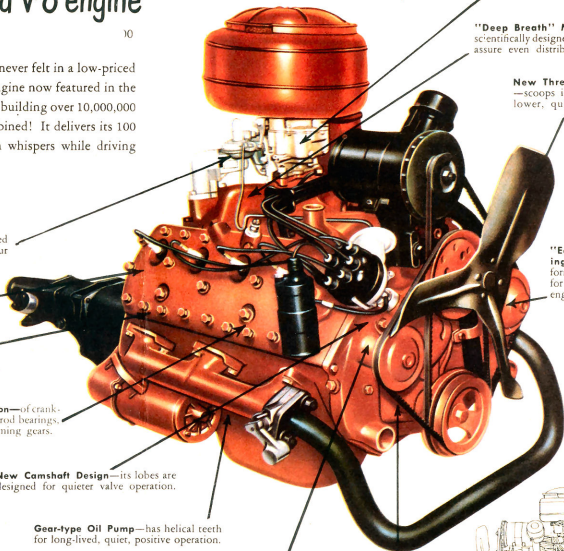
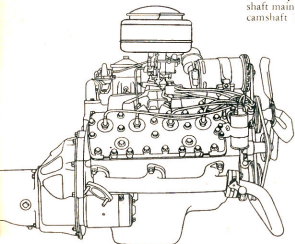
New Accessory Drive—with pulleys and belts designed and arranged for best balanced, most efficient operation.

Dual Downdraft Carburetor—it's like two carburetors in one—assures more effective vapourization, quicker, smoother acceleration.

"Deep Breath" Manifold—has scientifically designed passages that assure even distribution of fuel.

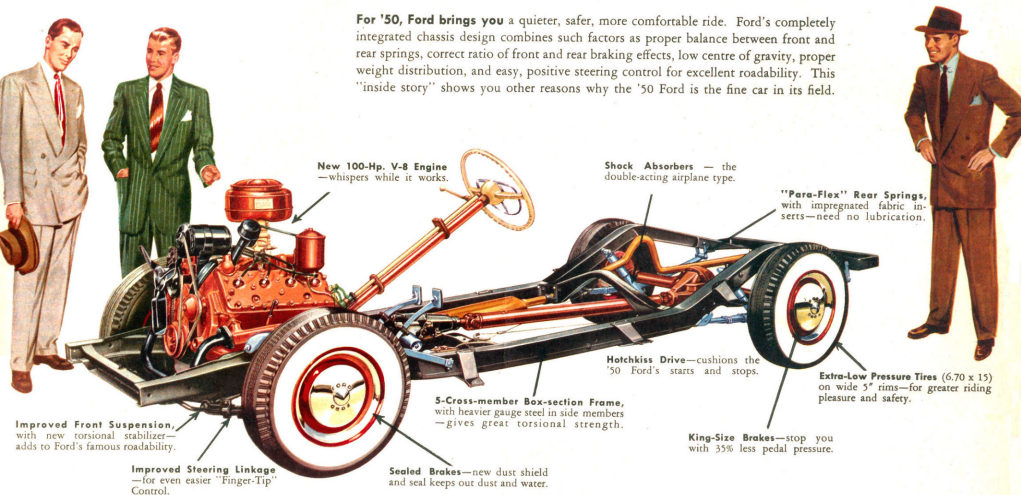
New Three-blade Fan—scoops in more air at lower, quieter speeds.

"Eque-Fla" Cooling—assures uniform temperatures for all parts of the engine.



Ford's Chassis...Quality Built for Safety and Comfort

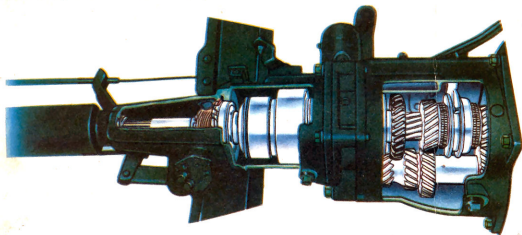
For '50, Ford brings you a quieter, safer, more comfortable ride. Ford's completely integrated chassis design combines such factors as proper balance between front and rear springs, correct ratio of front and rear braking effects, low centre of gravity, proper weight distribution, and easy, positive steering control for excellent roadability. This "inside story" shows you other reasons why the '50 Ford is the fine car in its field.



Long life has been added everywhere —to the engine, frame and body.

With the '50 Ford's "Mid Ship" ride, you sit between the wheels in the level-riding centre section. Bumps are erased by Ford's "Hydra-Coil" Springs in front and "Para-Flex" Springs at the rear. You'll enjoy the smoothest ride you've ever known!

Extra Ease . . . Ford Overdrive *



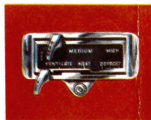
Here's an optional extra that pays off in savings and smoothness. It's an automatic fourth speed or cruising gear. Let up on the accelerator pedal at any speed above 27 m.p.h. and Overdrive engages. Engine speed drops 30% while the car speed remains unchanged. And should you require a burst of extra power, simply push through on the accelerator and you return automatically to third gear.

This table shows the engine speeds at various road speeds for cars with and without the Ford Automatic Overdrive.

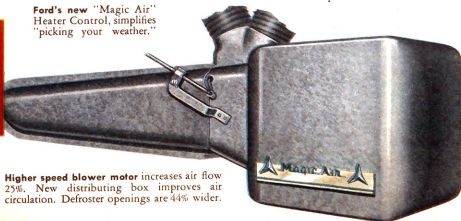
Car Equipped with:	Combined Ratio	ENGINE SPEED (r.p.m.) at:			
		30 m.p.h.	40 m.p.h.	50 m.p.h.	60 m.p.h.
STANDARD TRANSMISSION Operating in Third Gear	3.73 to 1	1385	1845	2305	2770
AUTOMATIC OVERDRIVE Operating in Overdrive	2.87 to 1	1065	1420	1775	2130
AUTOMATIC OVERDRIVE Not operating in Overdrive	4.10 to 1	1520	2025	2535	3040

Extra Comfort . . . Ford "Magic Air" Heater *

Winter or summer—driving fast or slow—Ford's "Magic Air" Temperature Control keeps you comfortable. New heater and ventilator controls are conveniently arranged, clearly marked, and simple to operate. System includes a powerful, two-speed blower with high speed circulation for fast winter warm-ups, and fast, efficient defrosting.



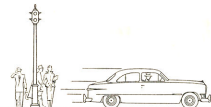
Ford's new "Magic Air" Heater Control, simplifies "picking your weather."



Higher speed blower motor increases air flow 25%. New distributing box improves air circulation. Defroster openings are 44% wider.

*Optional at extra cost.

Specifications:



V-8 ENGINE: 100 brake Hp.; 35½" bore, 3¾" stroke; 32.5 taxable Hp.; "Equa-Poise" mounting; 4-ring, tin-plated aluminum alloy pistons, cam ground for quicker operation and faster break-in. Direct timing gear; Loadomatic ignition.

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 15½ gal. on Station Wagon, 14 on other models; oil bath air cleaner; dual downdraft carburetor; exhaust line thermostat for quick warm-up.

"EQUA-FLO" COOLING SYSTEM: capacity 17 qts.; 19 qts. with heater; full-length water jackets surround each cylinder completely; balanced-type thermostats and recirculation by-passes; dual water pumps; unique 3-blade fan; pressure-type radiator cap.

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; cuts in at 27 m.p.h. (approx.); cuts out at 21 m.p.h. (approx.); ratio 0.70 to 1.

DOUBLE-DROP FRAME: box-section side rails and 5 cross members. Convertible 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 eliminate need for lubrication; double-acting, tubular, hydraulic shock absorbers.

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

"MAGIC ACTION" HYDRAULIC BRAKES: 4-wheel dual-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. Rear service brakes, actuated by dash-mounted T-handle, serve as parking brake.

SYMMETRICAL STEERING LINKAGE: worm and roller steering gear with needle-bearing mounted, triple-tough roller; gear ratio, 17.7 to 1; over-all steering wheel, 23.2 to 1; 18" diameter, 2-spoke steering wheel.

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 5" rims on all other models. Standard tires have black sidewalls. All tires available with white sidewalls at extra cost.

EXTERIOR DIMENSIONS: 114" wheelbase; 36" tread, front and rear (Station Wagon rear 60"); over-all length 196.8" (Station Wagon 208"). Width all models 72.8" (Station Wagon 76.4"). Over-all height, Sedans and hard-top coupes (normal load) 63.1 ins.

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; rubber-padded clutch and brake pedals; treadle-type accelerator pedal.

1950 FORD V-8 LINE: Tudor Sedan, Fordor Sedan and Business Coupe in Deluxe models; Tudor Sedan, Fordor Sedan, Club Coupe, Convertible Club Coupe and Station Wagon in Custom Deluxe Models.

11 COLOURS AND 3 TWO-TONE COMBINATIONS: Enamels—Black, Sheridan Blue, Forest Green, Palisade Green, Dover Grey, Alpine Blue (metallic at no extra cost). Metallics (at extra cost) Bimini Blue, Cambridge Maroon, Maywood Green. Two-tones (at extra cost) Dune Beige

and Penrod Tan, Dover Grey and Forest Green, Palisade Green and Forest Green, Matador Red and Sportsman Green for Convertible only. Wheels painted to match body on all models.

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; Grey Stripe mohair or Tan Stripe broadcloth upholstery with Deep Buff, Pleated Genuine leather or Tan Art leather upholstery available at extra cost.

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; stem wind 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. Extra-quality Blue Grey Stripe mohair or Blue Grey Stripe broadcloth upholstery in hard-top models, and at extra cost, Two-tone (Tan and Red) Genuine leather or Art leather upholstery; choice of three leather upholstery combinations for Convertible Red and Black, Two-Tone Tan or Chartruese and Black; Tan genuine leather on driver's seat, Tan art leather 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 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 Radio gives sparkling performance and amazing sensitivity. Push Button controls. Seat covers in plasticized fibre, rayon, and 100% nylon. Exterior visors. Roadlamps and back-up lamps. Chrome wheel trim rings. Cigar lighter. Turn indicator. Courtesy and lamp. Grille guards. Windshield washer. Exhaust deflector. Exterior rear view mirror.

Ford Dealers Know Fords Best

... so always bring your Ford Back Home for Service

The 1950 Ford with its built-in future will be even more economical to maintain for years and years. But you should protect your Ford by taking it regularly to your Ford-Monarch Dealer, the man who knows it best.

With Expert Servicemen, Genuine Ford Parts, Factory-approved Methods, and Factory-approved Equipment, he'll keep your Ford in finer shape and save you time, trouble and money. So, make it a habit to see your Ford-Monarch Dealer for regular care.

Look for this sign



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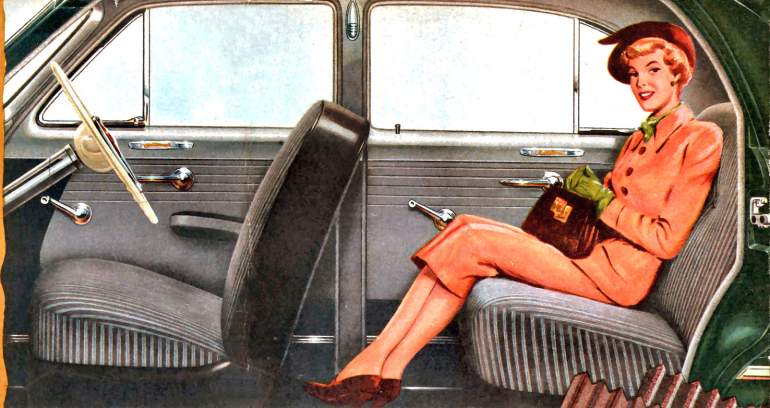
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There's a *Ford* in your future...with a future built in!



The Ford V-8 for 1950

**Deluxe and
Custom Deluxe**



Luxurious Interior has extra comfortable seats with hip and shoulder room to spare—room for six big people.

A decorator's dream - styled for comfort

Look at the **luxurious interior** of the '50 Ford. You'll love the smart, bright, new upholstery fabrics. You have your choice of longwearing broadcloth or mohair—both in new, sparkling clear colours. In addition, two-tone, pleated, genuine leather or Art leather upholstery in rich Red and Tan combinations are available at extra cost. Inside or out, you can't beat a '50 Ford for "Fashion Car" beauty or fine car comfort.



New Double-walled Glove Compartment Door has new piano-type hinge. It looks better—and it works better.

