

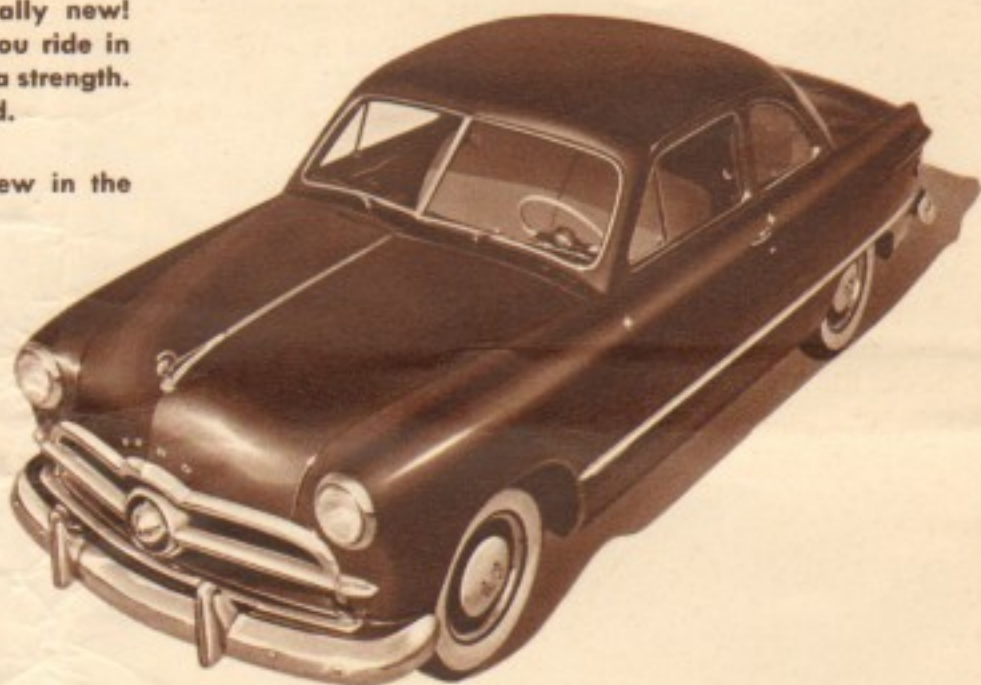
**It's Here...**  
*the '49 Ford*



**THE CAR OF THE YEAR**

**F**ront to rear, road to rooftop, the '49 Ford is really new! Its "dream car" silhouette is just the beginning. You ride in a brand new "Lifeguard" Body, built more rigid for extra strength. And you have "Picture Window" Visibility, all 'round.

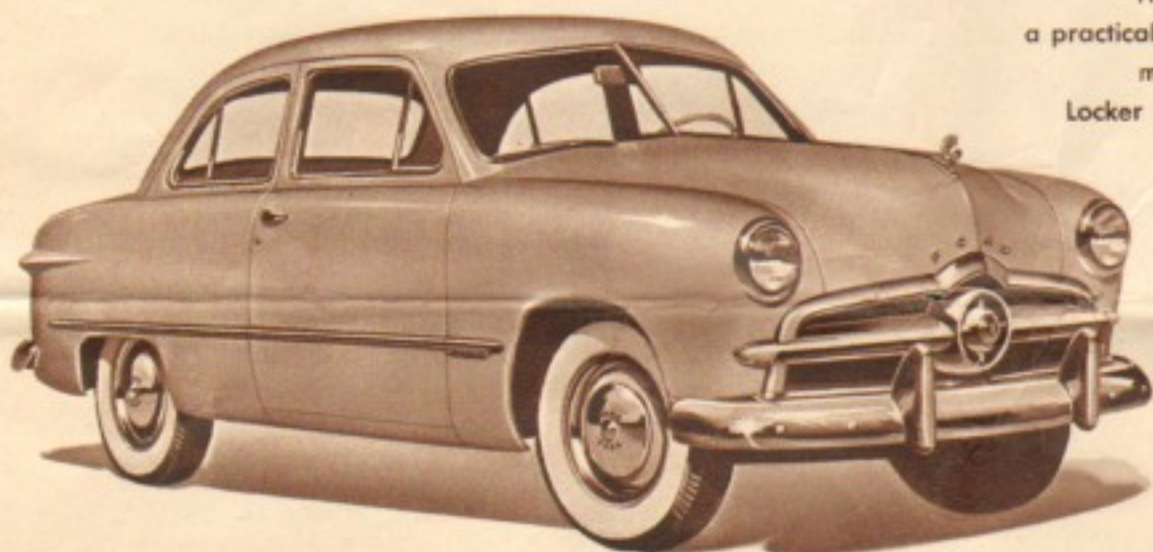
The '49 Ford is new in the way it handles, too. New in the "Mid Ship" Ride that cradles you in the level center section, over new springs, front and rear. It steers at a touch . . . stops at a touch of the "Magic Action" King-Size Brakes. And you've a choice of a new V-8 or Six. New economy, up to 10% more miles per gallon. See it. You'll agree . . . from any angle the '49 Ford is "The Car of the Year!"



### '49 FORD TUDOR SEDAN

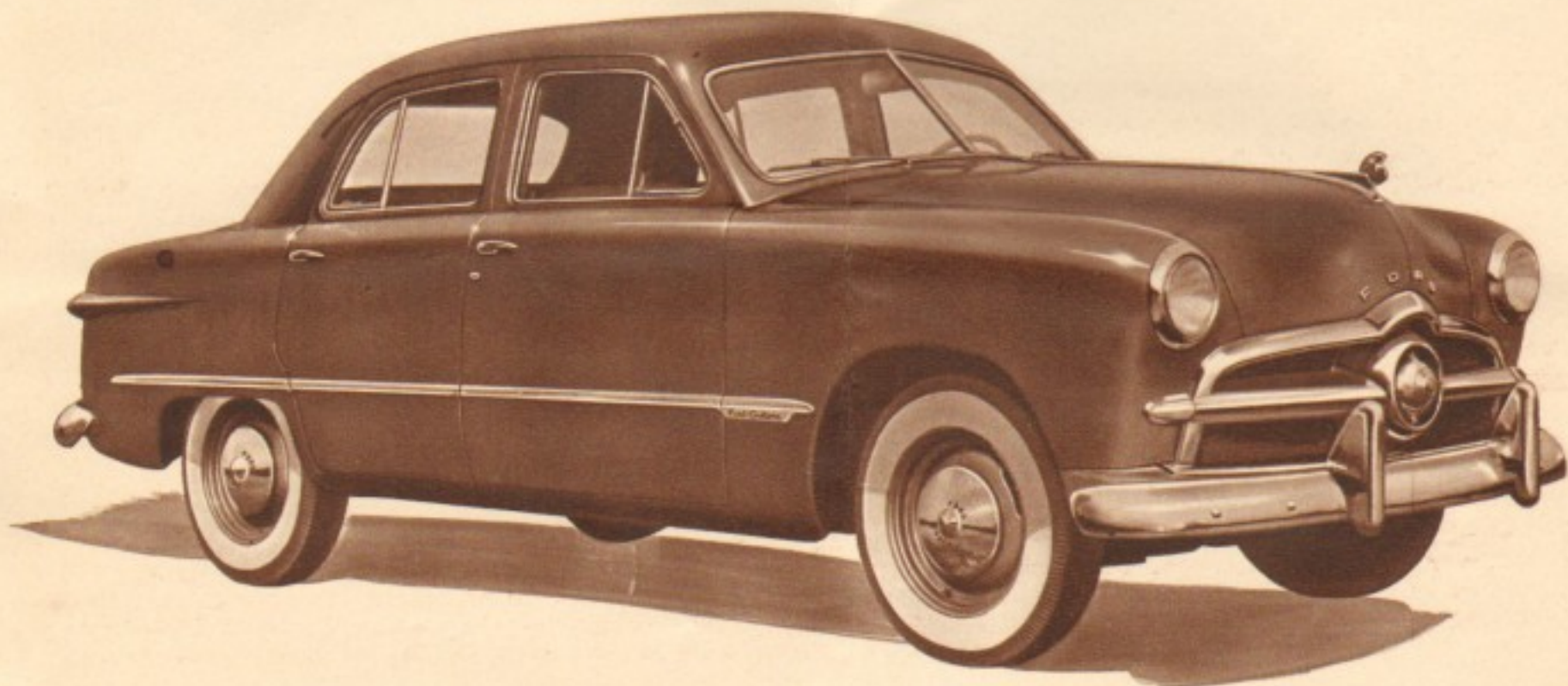
. . . one of six brand new body styles Ford offers you . . . with "the look of the year."

Here's plenty of room for six big people . . . in a practical, handsome "family car." And there's 57% more luggage space in the "Deep Deck" Luggage Locker . . . more than ample for long trips or 'round-the-town driving.

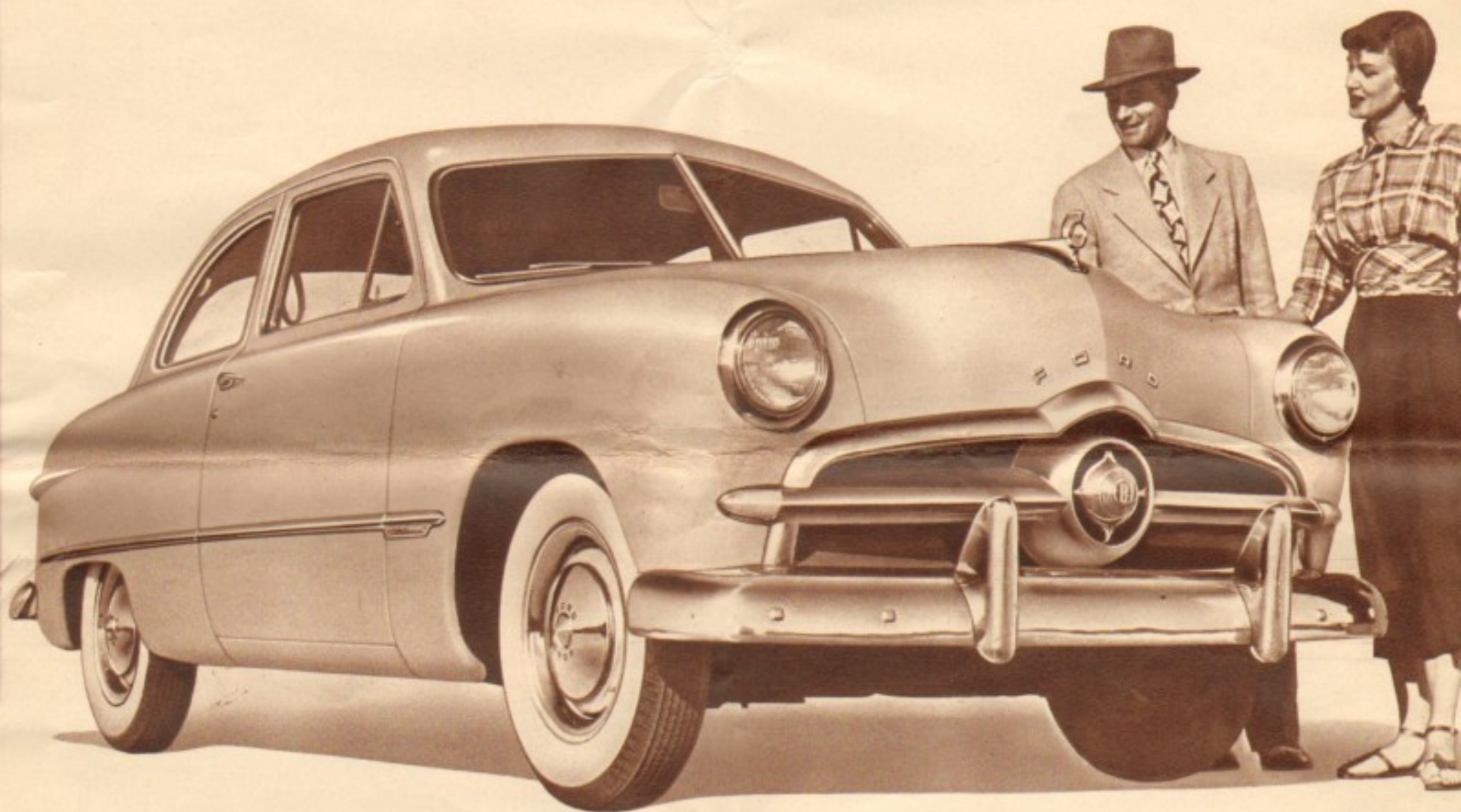
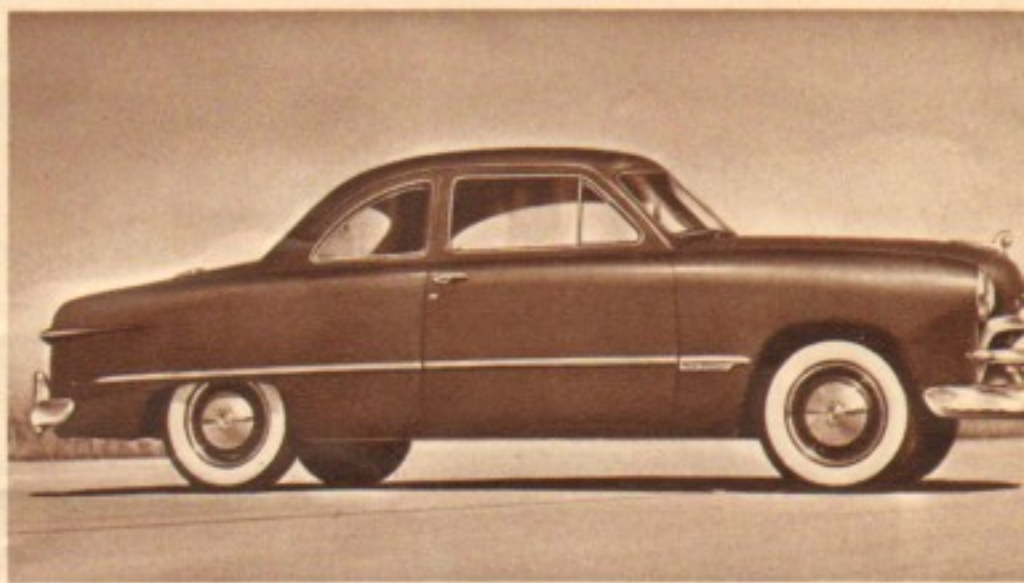


. . . a "living room on wheels!" A big car. Front and rear seats, for instance, are actually 57 and 60 inches wide . . . deep and comfortable as your sofa. New fittings, new upholstery, new appointments all the way through. It looks like a custom built car, in every detail!

### '49 FORD FORDOR SEDAN



## '49 FORD CLUB COUPE



... and isn't it a beauty! Forget all your past ideas about coupes . . . here's a roomy, smart car that's a honey to handle, a joy to own.

Like every '49 Ford, it has a 59% more rigid "Lifeguard" Body, for still more strength and safety.

Like every '49 Ford, it has new, "Magic Action" King-Size Brakes that require up to 35% less pedal pressure.

This brilliant coupe carries six people, yet keeps the lines and convenience of a personal car.

## '49 FORD BUSINESS COUPE

... mixes business with pleasure, because it's so downright practical, and so much fun to drive!

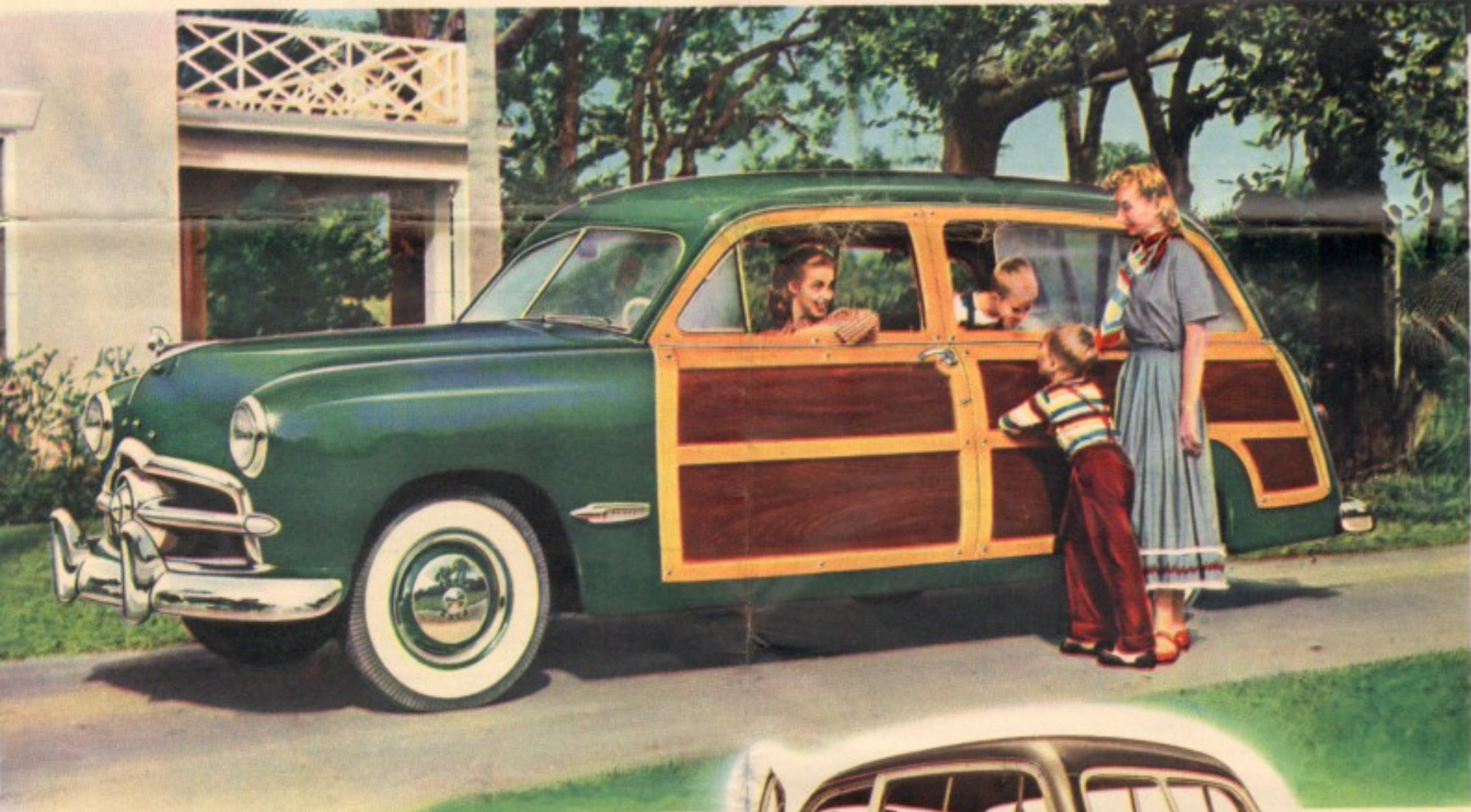
Mighty thrifty, too! Choose V-8 or Six, and you'll get new "Deep Breath" Manifolding . . . new "Equa-Flo" Cooling . . . new lubrication system. Gas economy increased up to 10%. Up to 25% with new Overdrive (optional at extra cost).

If you want a car that means business, here's the one to see!



White sidewall tires as illustrated optional at extra cost.

## '49 FORD CONVERTIBLE CLUB COUPE



## '49 FORD STATION WAGON

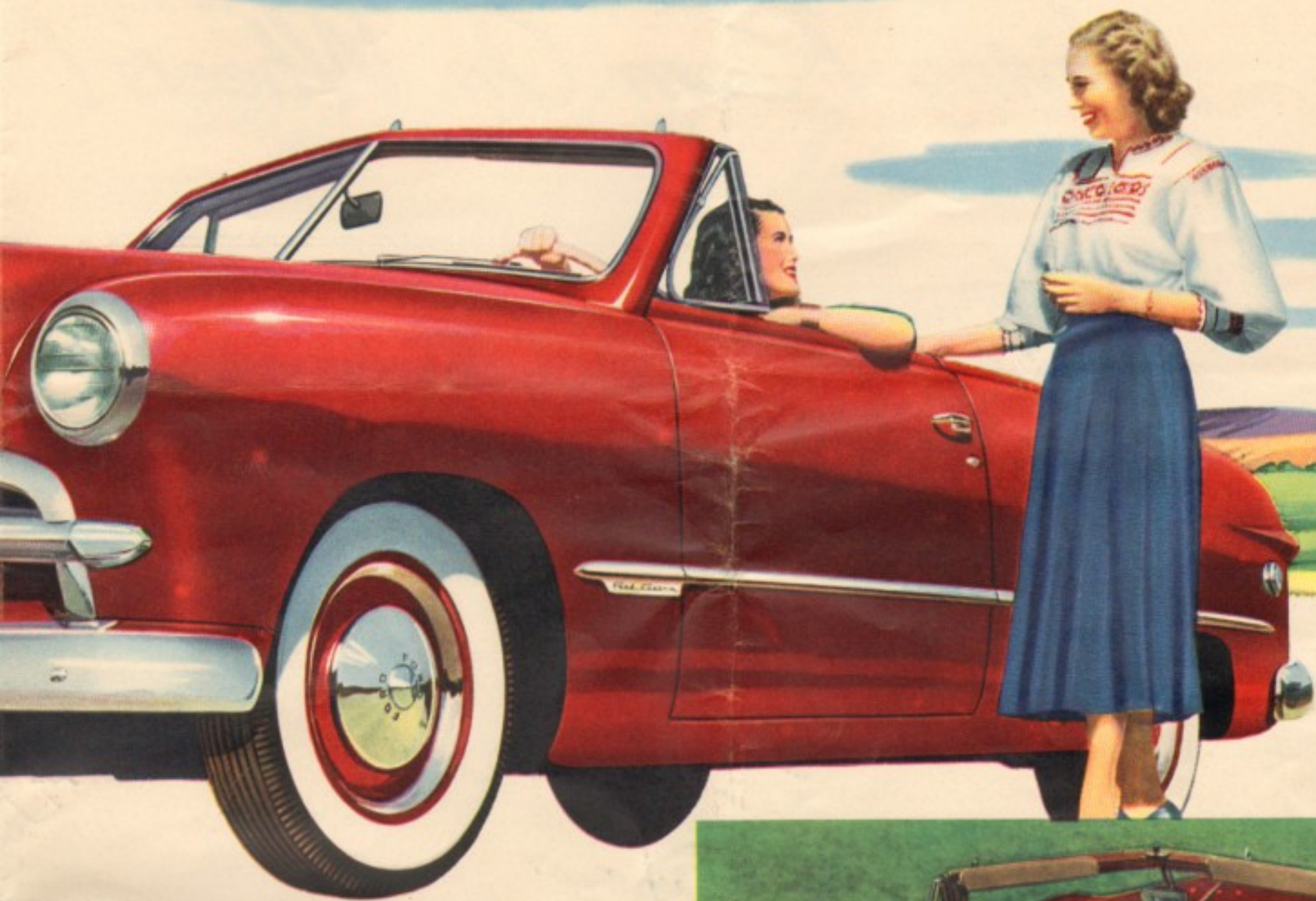


Handsome is as handsome does. You'd never think anything so good looking could be so useful! The completely new Ford Station Wagon takes eight people anywhere in style and comfort . . . or totes loads up to a half ton with ease!

That shiny hardwood body . . . built by the pioneers in station wagons . . . hides a tough steel foundation, for extra safety. The two rear seats can be removed in a matter of minutes.

If it's a station wagon you want, it's more than ever a Ford you want!

White sidewall tires as illustrated optional at extra cost.



If there's a sparkle in your eye . . . if you think an automobile is more than transportation . . . you owe it to yourself to see this sleek, stunning convertible!

Touch a button, and the snug top goes up or down. Touch the accelerator, and you're off to far places behind Ford's smooth, live power. Whether the top is up or down, the '49 Ford Convertible Club Coupe has the streamline look of year after next.



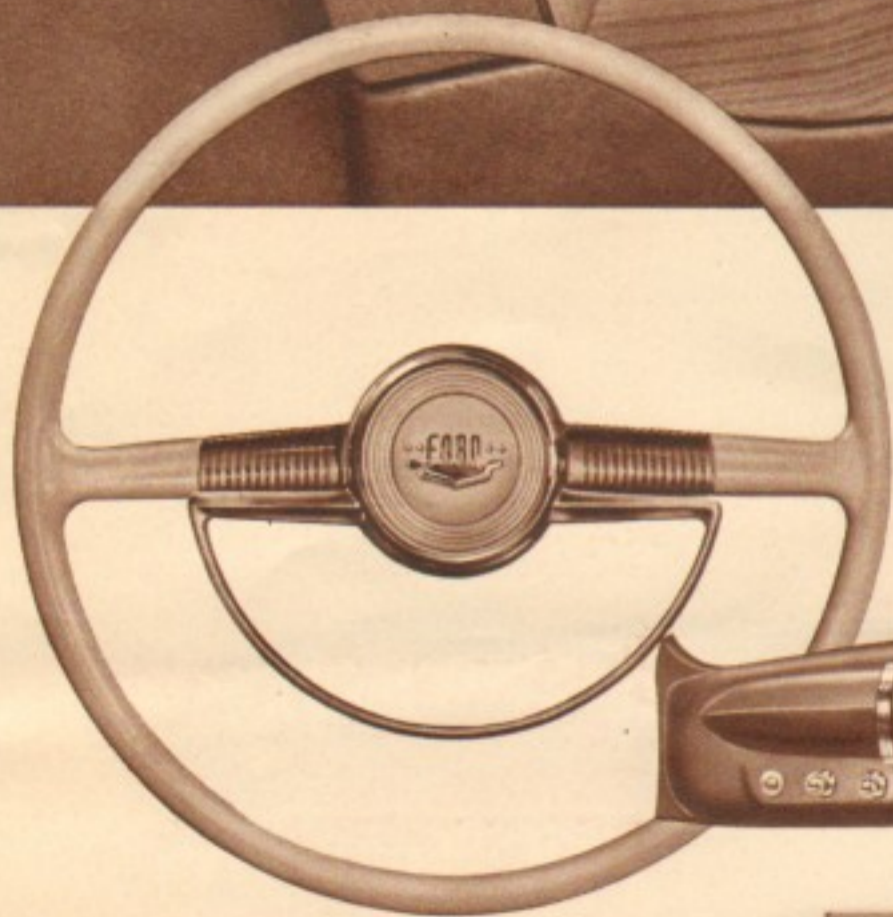
It has room and to spare for six people . . . and like every '49 Ford model, loads of luggage space. And you'll float over every road in the cradled comfort of the '49 Ford's "Mid Ship" Ride. This "Car of the Year" can make every year you own it an adventure!

THE '49 FORD IS A

# *Living Room On Wheels!*



These pictures show, as well as pictures can, the space, comfort and smartness of the '49 Ford! There's room and to spare for three people on each of those "sofa seats" . . . trimly upholstered in new, modern fabrics. And there's "Picture Window" Visibility . . . the rear window alone is 88% larger! Yes, it's a living room on wheels, this '49 Ford!



The '49 Ford's new, gleaming, two-spoke steering wheel makes driving easy. That wheel controls a new symmetrical steering linkage that keeps the car "on track" on any surface . . . at a finger touch.



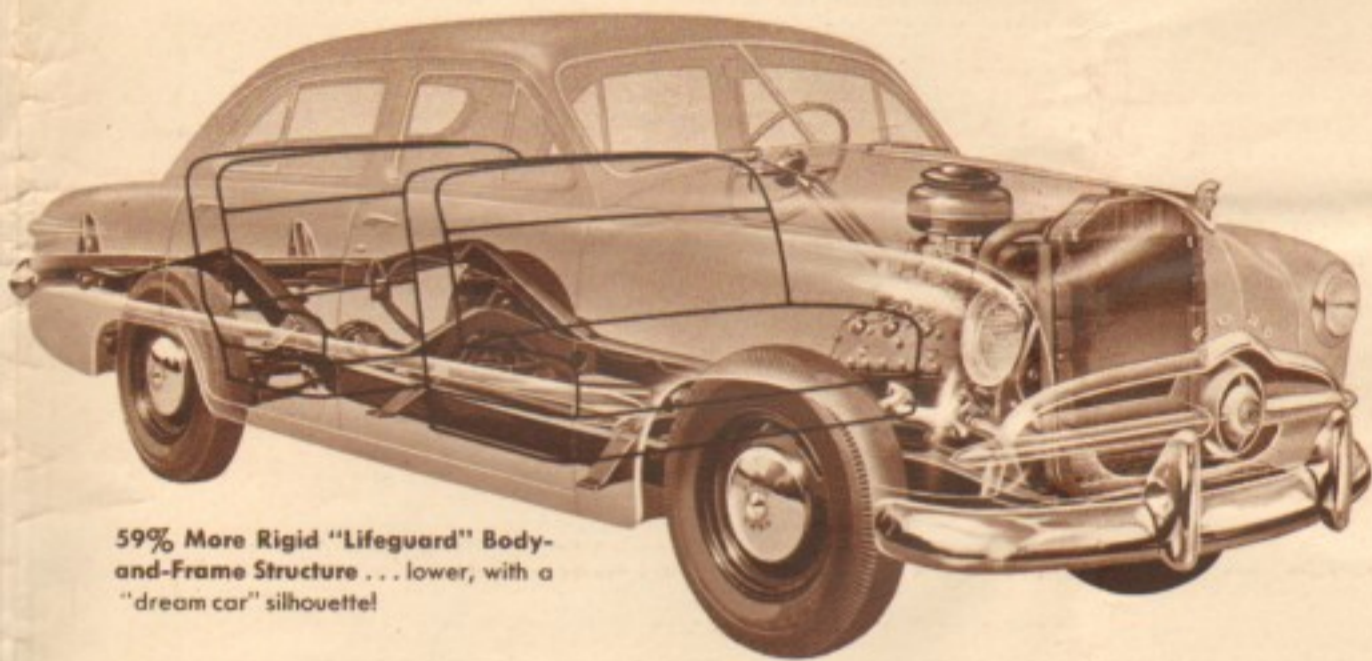
This handsome instrument panel has all the instruments grouped directly in front of the driver for greater convenience . . . and all of them are "black lighted" for no-glare night driving.



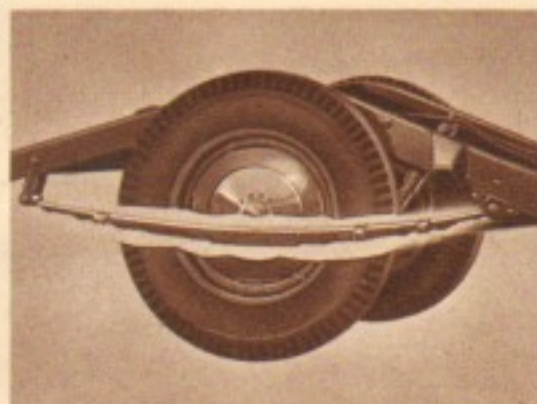
Smartest fittings you ever saw. Ford designers and stylists have given the new Ford a "custom-built" look with rich, modern interior fittings, appointments and upholstery.

LOOK AT THE BRAND NEW FEATURES YOU GET IN

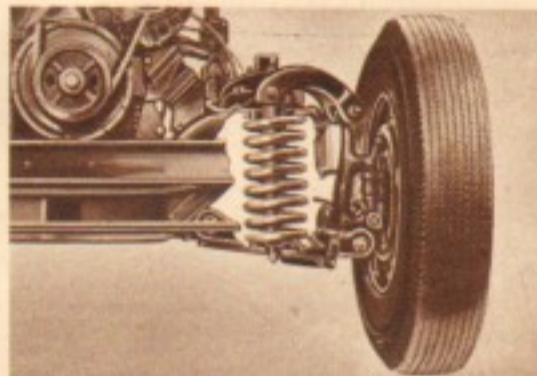
# the '49 Ford!



59% More Rigid "Lifeguard" Body-and-Frame Structure . . . lower, with a "dream car" silhouette!



New "Para-Flex" Rear Springs, extra-long, extra-strong, mounted parallel to the frame, to soak up bumps before they reach you!



New "Hydra-Coil" Front Springs combine soft acting coil springs with double action, aircraft-type hydraulic shock absorbers!



New "Mid Ship" Ride. You ride between the wheels in the new Ford, in the easy-going center section. Drive all day, and stay fresh as a daisy!



New "Picture Window" Visibility! Windshield alone is 137 square inches bigger. Real "see-ability" all around!

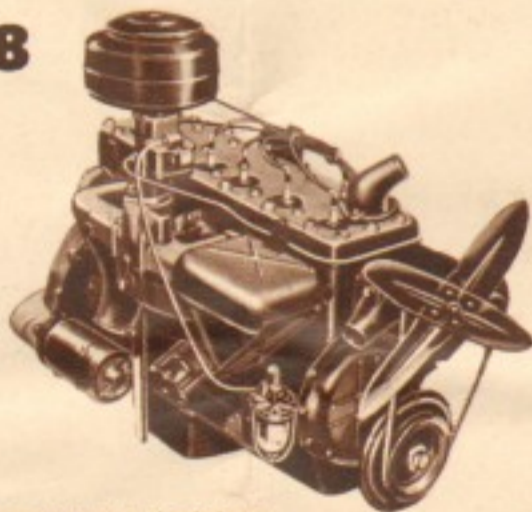


Your Pick of Power . . .

**NEW V-8**

or

**NEW SIX!**



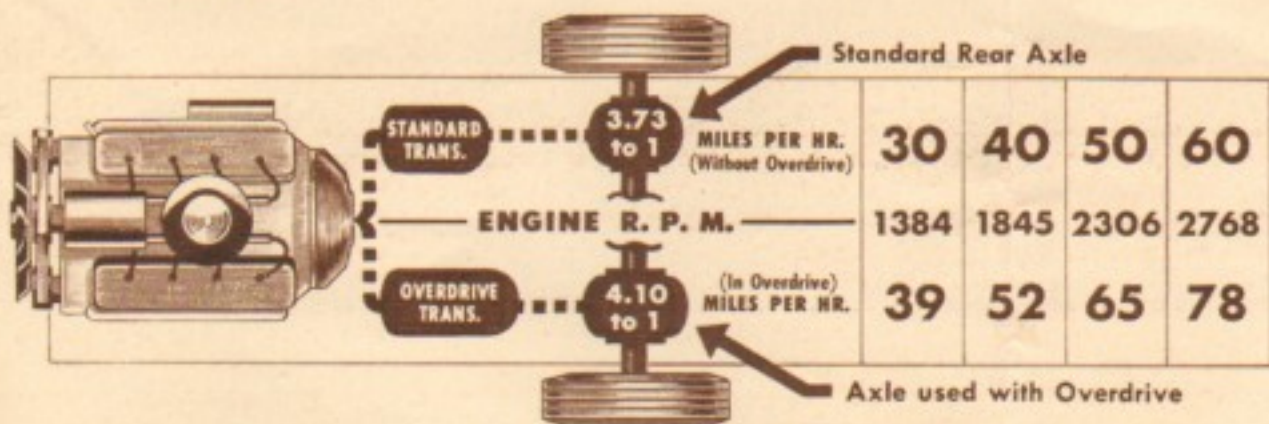
Only Ford gives you this power-choice! Both engines are new, both have new engineering features for sparkling performance! Gas economy increased up to 10%.



New "Magic Action" Brakes more King-Size than ever, that stop you on a dime at a tip-toe touch! 35% easier to apply, by test!



New Low Pressure Tires . . . 6.70 x 15 . . . available at extra cost on all models except station wagon, for an even smoother ride! (7.10 x 15 6-ply low pressure tires are standard on station wagon.)



New Overdrive, optional at extra cost, is an automatic "fourth gear" that saves up to 15% on gasoline and makes driving greater fun!

## SPECIFICATIONS

**"Lifeguard" Body.** The '49 Ford's new, rigid "Lifeguard" Body provides new security, with all-steel, welded, full-arch bridge construction. Body is bolted to frame at 22 points, to form a strong, solid unit. Overall height from road: 62.8 inches. Overall length: 196.8 inches. Width: 71.7 inches.

**5 Cross Member, Box Section Frame,** of completely new double-drop design, makes possible lower center of gravity; better roadability. 4" x 3 3/4" box-section side-rails, with continuous weld from front suspension cross member to back of rear axle. 5 husky cross members provide twist-resistant lateral bracing.

**New Suspension System.** Independently suspended front wheels have "Hydra-Coil" Front Springs which combine soft acting coil springs with double-action, aircraft-type hydraulic shock absorbers. Extra-long, extra-strong "Para-Flex" Rear Springs of leaf design are mounted parallel to frame. New inserts between leaves, and rubber bushings at shackles and brackets make lubrication unnecessary. Aircraft-type double-action, hydraulic shock absorbers at rear.

**New Symmetrical steering linkage** keeps the new Ford "on track" at a finger touch. Steering ease, security and roadability greatly increased.

**New "Magic Action" King-Size Brakes.** In forward or reverse motion, the new Ford's duo-servo, self-energizing brakes use car momentum to increase pressure of brake linings on drums, up to 35% easier to apply by actual test; mean easier, safer straight-line stops.

**Hypoid Rear Axle** means quieter operation and longer gear life . . . minimizes tunnel height in rear floor. Extra-strong, lightweight banjo-type housing gives greater service accessibility.

**Hatchkiss Drive** transmits all driving and braking forces through "Para-Flex" Rear Springs for smoother, more comfortable starts and stops. Hatchkiss Drive reduces unsprung weight; makes possible softer, more flexible engine mounting for greater smoothness.

**Your Choice of Power.** New 100 h.p. V-8—new 95 h.p. Six. Both have new combustion chambers for high-compression performance with non-premium gasoline. Both have "Deep Breath" Manifolding . . . "Equa-Fla" Cooling . . . new lubrication system. Both have new positive crankcase ventilation . . . new, exclusive "Loadomatic" ignition for accurate spark advance under all conditions . . . 4-ring, oil-saving, aluminum pistons . . . Ford cast alloy crankshaft . . . top-mounted accessories for easy servicing . . . easy-acting semi-centrifugal clutch. V-8, bore: 3 1/4 inches, stroke: 3 1/4 inches. Six, bore: 3.3 inches, stroke: 4.4 inches. Up to 10% more miles per gallon of gas.

**New Overdrive,** optional at extra cost, acts as an automatic "fourth gear" that cuts engine speed, saves plenty on gasoline, means greater driving ease and longer engine life.

**"Mid Ship" Ride.** You ride between the wheels, in the level center section of the '49 Ford's "lounge car" interior, where the going's smoothest. Seats are deep, soft, so comfortable, with ample hip and shoulder room for 3 on each. Front seat 57" wide—rear seat 60". Front seat adjustable through 4 1/4 inch range.

Special seat construction minimizes waste space, increases touring comfort. New appointments and furnishings throughout.

**"Picture Window" Visibility.** More than 20 square feet of window area in Tudor Sedans. Rear window alone is 88% larger. Narrow corner posts and body center pillars increase all-around "see-ability."

**New Instrument Panel** groups all control indicators and speedometer directly in front of driver in single large cluster for "at-a-glance" reading through new two-spoke steering wheel. All instruments illuminated by soft, non-glare "black light." Windshield wiper control, starter button and all other controls located in easy reach on panel. Ample glove compartment.

**New Hardware.** Exterior door handles are pull-out type; open doors effortlessly and surely. Interior handles specially designed so they can't snag clothing. Doors cannot open by accident, because interior handles pull up to open. Locks return to unlocked position when doors close—keys can't be locked in. Ignition key unlocks either front door, even when locked from inside.

**"Magic Air" Temperature Control,** optional at extra cost, lets you choose your own climate the year 'round. In summer, plenty of fresh, cooling outside air . . . in winter, a wealth of clean, warm air circulated without drafts through the car.

**Two Series . . . Six Models.** Ford Custom: Tudor Sedan, Fordor Sedan, Club Coupe, Convertible Club Coupe, Station Wagon. Ford: Tudor Sedan, Fordor Sedan, Club Coupe, Business Coupe.

### 10 Baked Enamel Colors.

Black • Sea-mist Green • Colony Blue • Midland Maroon Metallic • Bayview Blue Metallic • Arabian Green • Birch Gray • Miami Cream • Gun-metal Gray Metallic • Fez Red.

\*Custom models only. Station Wagon not available in Gun-metal Gray Metallic. \*\*Convertible Club Coupe only.

Your choice of fine upholstery: Custom Sedans and Club Coupe upholstered in either blue-gray tweed broadcloth, or gray-green stripe mohair. Tan leather upholstery at extra cost.

Ford Sedans and Business Coupe upholstered in green stripe broadcloth or green and red stripe mohair, tan leather at extra cost.

Station Wagon driver's seat upholstered with genuine leather, passenger seats with vinyl.

Convertible Club Coupe upholstered with combination of genuine leather and bedford cord in colors to harmonize with body exteriors. Upholstery combinations include red leather with beige bedford cord, tan leather with beige bedford cord and green leather with green bedford cord.

**Wheels and Tires:** Wide-base full drop-center rims on ventilated steel disc wheels. New 7.10 x 15 6-ply low pressure tires standard on Station Wagon, 6.00 x 16 4-ply standard on other models . . . 6.00 x 16 6-ply and new 6.70 x 15 4- or 6-ply low pressure tires available at extra cost on all models except Station Wagon . . . White sidewall tires optional at extra cost.

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THE FORD MOTOR COMPANY RESERVES THE RIGHT TO CHANGE SPECIFICATIONS, DESIGNS OR PRICES WITHOUT INCURRING OBLIGATION.

*You've read about it...*  
*You've heard about it...*

**Here it is!**

*the*  
**'49 Ford**

**"THE CAR OF THE YEAR"**

