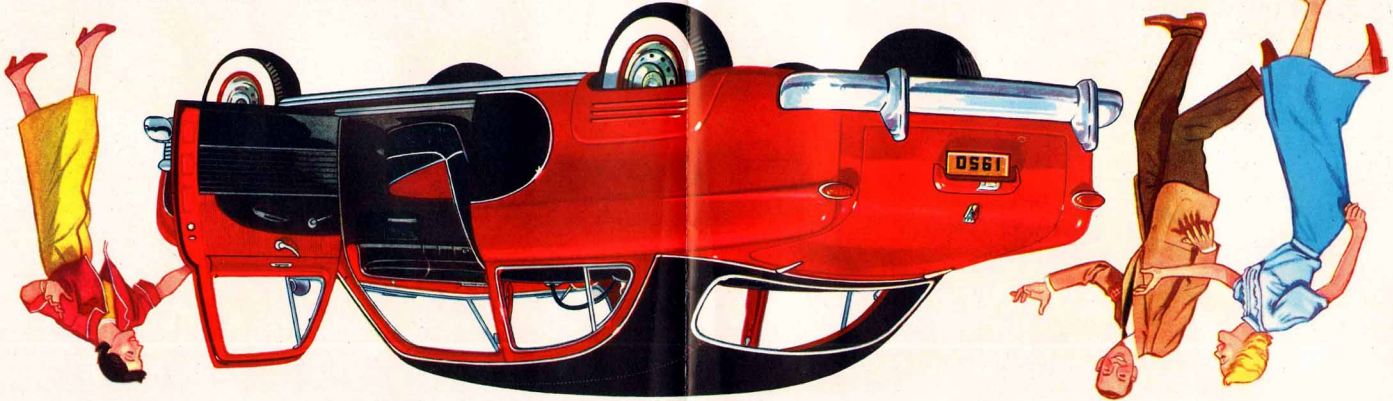


*Presenting the
Newest, brightest
star of the highways !*



Crestliner illustrated is in Coronation Red Metallic with black basket-weave designed bright metal wheel covers and rear fender shields and further distinction.



All over the country, people are talking about the new Ford Crestliner—asking each other, "Why didn't somebody design a car like this before?" That's because the Crestliner is the perfect answer for those who want to combine the smart economy of a fine sports car with the practical advantages and

It's the Smart New FORD

Crestliner!



The New FORD Crestliner!

SPECIFICATIONS

V-8 ENGINE: 160 brake h.p.; 3 1/2" bore, 3 1/4" stroke; 32.5 taxable h.p.; full-pressure lubrication; "Tomas-Flo" cooling; "Loadomatic" ignition; dry type air cleaner standard with oil bath type at extra cost for dust areas; oil filter at extra cost.

CLUTCH AND TRANSMISSION: semi-centrifugal type clutch; 3-speed helical gear transmission.

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

DOUBLE-DROP FRAME: box-section side rails and 5 cross members.

INDEPENDENT FRONT WHEEL SUSPENSION: "Hydra-Coil" springs; double-acting, tubular, hydraulic shock absorbers; one-piece stabilizer.

REAR SUSPENSION: "Para-Flex" semi-elliptic leaf springs with impregnated inserts; double-acting tubular, hydraulic shock absorbers.

REAR AXLE: semi-floating type; hypoid gears; 3.73 to 1 standard ratio; 4.10 to 1 optional; with Overdrive, 4.10 to 1 ratio.

"MAGIC ACTION" HYDRAULIC BRAKES: 4-wheel disc-servo type; composite drums; molded linings, 176 sq. in. area.

SYMMETRICAL STEERING LINKAGE: worm and roller steering gear with 17:1 to 1 ratio; over-all steering ratio, 25.2 to 1.

WHEELS AND TIRES: 6.70 x 15 4-ply black sidewall tires on 5" rims; white sidewall tires optional at extra cost.

EXTERIOR DIMENSIONS: 111" wheelbase; 56" tread, front and rear; over-all length 196.7"

INSTRUMENTS AND CONTROLS: full custom deluxe instruments and controls; black plastic knobs, chrome inserts.

BODY COLORS: Sportsman's Green or Coronation Red Metallic with black airfoil sections and black top covering.

EXTERIOR STYLING AND FEATURES: all-otted top covered with padded, fabric-grained basket-weave dull black vinyl bordered with bright metal molding; bright metal reveal moldings at windshield, side and rear windows; bright metal molding encircling airfoil sections; bright metal rocker panel trim; bright metal special full-wheel covers; gold-finished "Crestliner" nameplates on sides of front fenders; dual windshield wipers; twin horns; rear fender shield; two chromed rear view mirrors; bright metal deep molding trim.

INTERIOR STYLING AND APPOINTMENTS: special two-tone instrument panel, matching exterior colors, with bright metal break molding; special chrome "Crestliner" nameplate at lower edge radio grille; black plastic control knobs with chrome inserts; electric clock; cigar lighters; bright metal molding at windshield; two ash trays in rear compartment; ash tray and locking glove compartment door in instrument panel; two black simulated leather covered custom deluxe type seat covers bound in chamoisee or red vinyl; two interior lights operated automatically by either front door or by switch on instrument panel; special 4-spoke black plastic steering wheel with chrome full horn ring; black shifter lever and knob; chrome door lock push buttons; arm rests on front doors and at sides of rear seat in colors matching adjacent trim; two assist straps.

UPHOLSTERY AND TRIM: striped chamoisee or red bufford cord on fronts of seat backs; tops of seat cushions, upper portions of door and quarter panels; side and top facings of seat backs; deep buffed leather; back of front seat in stitched black grained vinyl; cowl panels and lower portions of door and quarter panels in stitched black simulated leather with bright metal trim strips; lustrous black carpets, front and rear with inserted heel rest at accelerator pedal; black simulated leather headlining with black rubber molding at rear window; door and quarter window garnish moldings painted to match exterior color.

OPTIONAL AT EXTRA COST: white sidewall tires; radio; "Magic Air" heater.

The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of the Ford Motor Company, whose policy is one of continuous improvement, reserves the right, however, to discontinue models at any time, or change specifications, design, or prices without notice and without incurring obligation.

CLAUDE E. RUNKEL, INC.
109-13 So. 9th Street
LEBANON, PA.

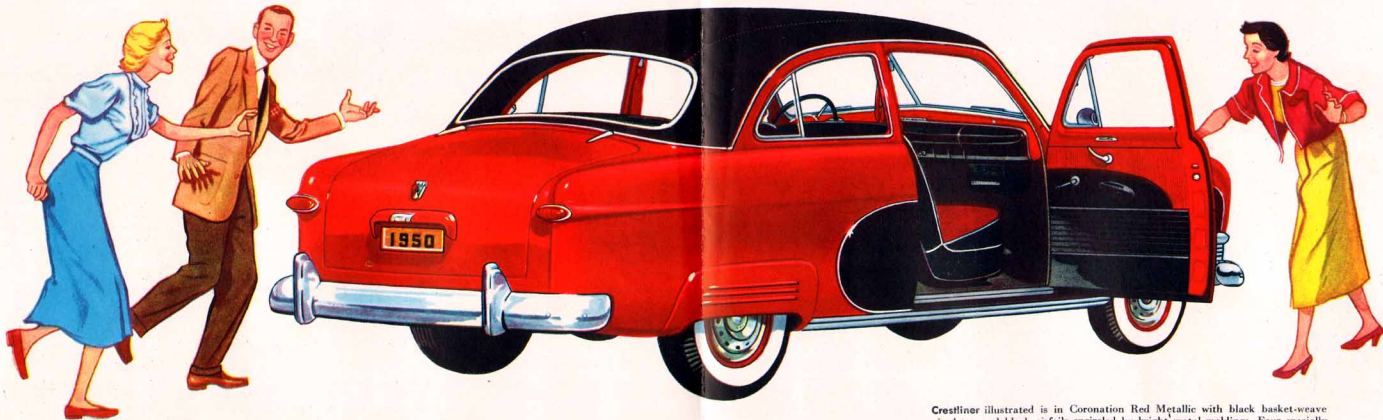
Presenting the
Newest, brightest
star of the highways!



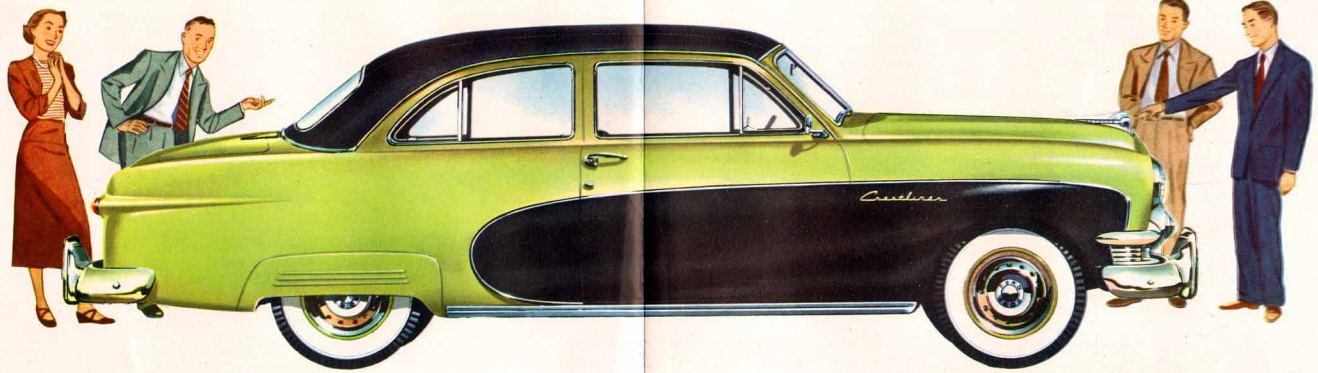
It's the Smart New FORD

ALL OVER THE COUNTRY, people are talking about the new Ford Crestliner—asking each other, "Why didn't somebody design a car like this before?" That's because the Crestliner is the perfect answer for those who want to combine the smart styling of a fine sports car with the practical advantages and economy of a conventional Ford Tudor Sedan.

Crestliner!



Crestliner illustrated is in Coronation Red Métallic with black basket-weave vinyl top and black airfoils encircled by bright metal moldings. Four specially designed bright metal wheel covers and rear fender shields add further distinction.



There's never been a car like the new

FORD Crestliner!



EXTERIOR
Choice of combination two-tone colorings: Rich Sportsman's Green with black basket-weave vinyl top and black airfoils; or Coronation Red Metallic with black airfoils and with black basket-weave vinyl top to match.

Bright metal speed line moldings encircle and accent the airfoil treatment.
Bright metal steel rocker panel molding.
Gold finished "Crestliner" insignia on front fenders at sides.

Durable basket-weave vinyl decking material with glass wool padding mounted over conventional Ford Tudor all-steel top with bright metal steel finish moldings all around.

Outside rear view mirrors, both sides.
Rear fender shields.
Four specially designed bright metal full-wheel covers.

INTERIOR
Seat backs and cushions are covered with rich, long-wearing Bedford Cord material

in neat pin striped pattern with color to match the car's exterior color. The sides and the top facing of seat backs are trimmed with black deep buffed leather; the back of the front seat is black vinyl to contrast with the car's exterior. Special headlining in rich black simulated leather.

Recycled door, quarter and cowl side panels.
Matching full front and rear carpeting.
Two-tone sun visors.
New vinyl assist straps.

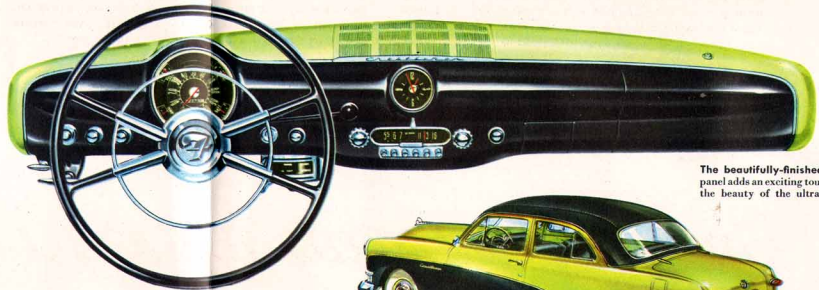
Special front carpet accelerator heel rest.
Two-tone finished instrument panel has bright finish molding and "Crestliner" nameplate on radio grille.

Special ultramodern deluxe steering wheel and steering column finished in ebony black with chrome, full horn ring.

Other trim details include bright metal windshield finish molding, chrome door lock control knobs, garnish moldings and quarter ash trays painted to harmonize with interiors.

THIS NEWEST FORD is by long odds the most beautiful and most distinctively styled car in the low-price field today . . . and it is a top contender for the most exciting car of the year! Its long, graceful lines speak of power and speed. Its superb styling—both inside and outside—provides glamorous beauty that adds so much to your pride of possession. It will give you the extra thrill that comes from driving a car that's as new as tomorrow! But no picture can do justice to this brilliant

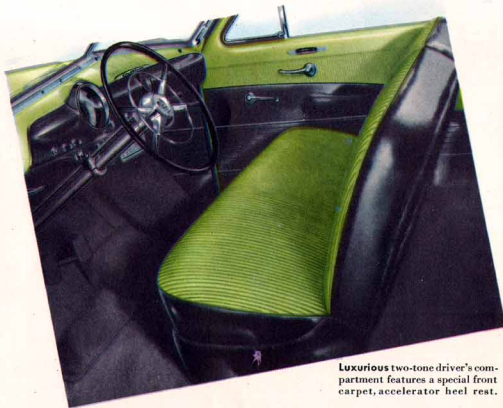
new Ford. You've got to see it to really appreciate it . . . get behind the wheel and drive it . . . to know how completely the Crestliner can give you *what you want!* And in this smart new car you'll find all the famous '50 Ford features such as sound-conditioned "Lifeguard" Body, Ford's 35% easier acting King-Size Brakes, low level "Mid Ship" Ride . . . all these plus the quiet of Ford's "hushed" 100 h.p. V-8 engine! That's why we urge you to see and "Test Drive" this sparkling beauty . . . NOW!



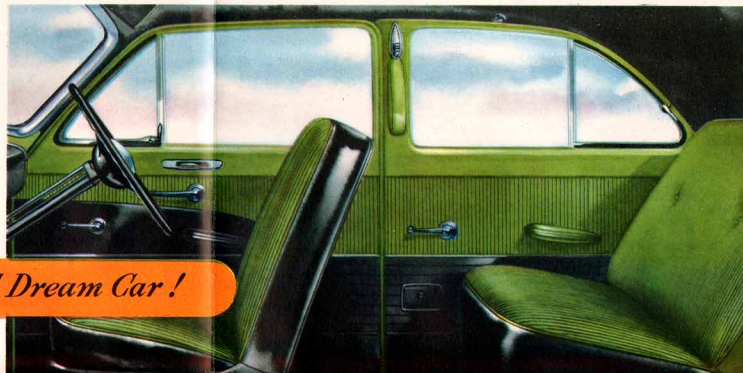
The beautifully-finished, two-tone instrument panel adds an exciting touch of color that enhances the beauty of the ultramodern steering wheel.



Inside you see extra smartness everywhere you look . . . beautiful fabrics—fine leather—exquisitely-fashioned and finely-finished appointments.



Luxurious two-tone driver's compartment features a special front carpet, accelerator heel rest.



In
Stunning
Color
Combinations

Your choice of smart, two-tone color combinations: Sportsman's Green and Black . . . Coronation Red Metallic and Black.

See it! "Test Drive" the New Ford Dream Car!



The New FORD Crestliner!

SPECIFICATIONS

V-8 ENGINE: 100 brake h.p.; 3 $\frac{1}{2}$ " bore, 3 $\frac{3}{4}$ " stroke; 32.5 taxable h.p.; full-pressure lubrication; "Equa-Flu" cooling; "Loadomatic" ignition; dry type air cleaner standard with oil bath type at extra cost for dust areas; oil filter at extra cost.

CLUTCH AND TRANSMISSION: semi-centrifugal type clutch; 3-speed helical gear transmission.

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

DOUBLE-DROP FRAME: box-section side rails and 5 cross members.

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REAR SUSPENSION: "Para-Flex" semi-elliptic leaf springs with impregnated inserts; double-acting, tubular, hydraulic shock absorbers.

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"MAGIC ACTION" HYDRAULIC BRAKES: 4-wheel disc-servo type; composite drums; molded linings, 17 $\frac{1}{2}$ sq. in. area.

SYMMETRICAL STEERING LINKAGE: worm and roller steering gear with 17.7 to 1 ratio; over-all steering ratio, 23.2 to 1.

WHEELS AND TIRES: 6.70 x 15 4-ply black sidewall tires on 5" rims; white sidewall tires optional at extra cost.

EXTERIOR DIMENSIONS: 114" wheelbase; 56" tread, front and rear; over-all length 196.7".

INSTRUMENTS AND CONTROLS: full custom deluxe instruments and controls; black plastic knobs, chrome inserts.

BODY COLORS: Sportsman's Green or Coronation Red Metallic with black airfoil sections and black top covering.

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INTERIOR STYLING AND APPOINTMENTS: special two-tone instrument panel, matching exterior colors, with bright metal break molding; special chrome "Crestliner" nameplate at lower edge radio grille; black plastic control knobs with chrome inserts; electric clock; cigar lighter; bright metal molding at windshield; two ash trays in rear compartment; ash tray and hooking glove compartment door in instrument panel; two black simulated leather covered custom deluxe type sun visors bound in chartreuse or red vinyl; two interior lights operated automatically by either front door or by switch on instrument panel; special 4-spoke black plastic steering wheel with chrome full horn ring; black shifter lever and knob; chrome door lock push buttons; arm rests on front doors and at sides of rear seat in colors matching adjacent trim; two assist straps.

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