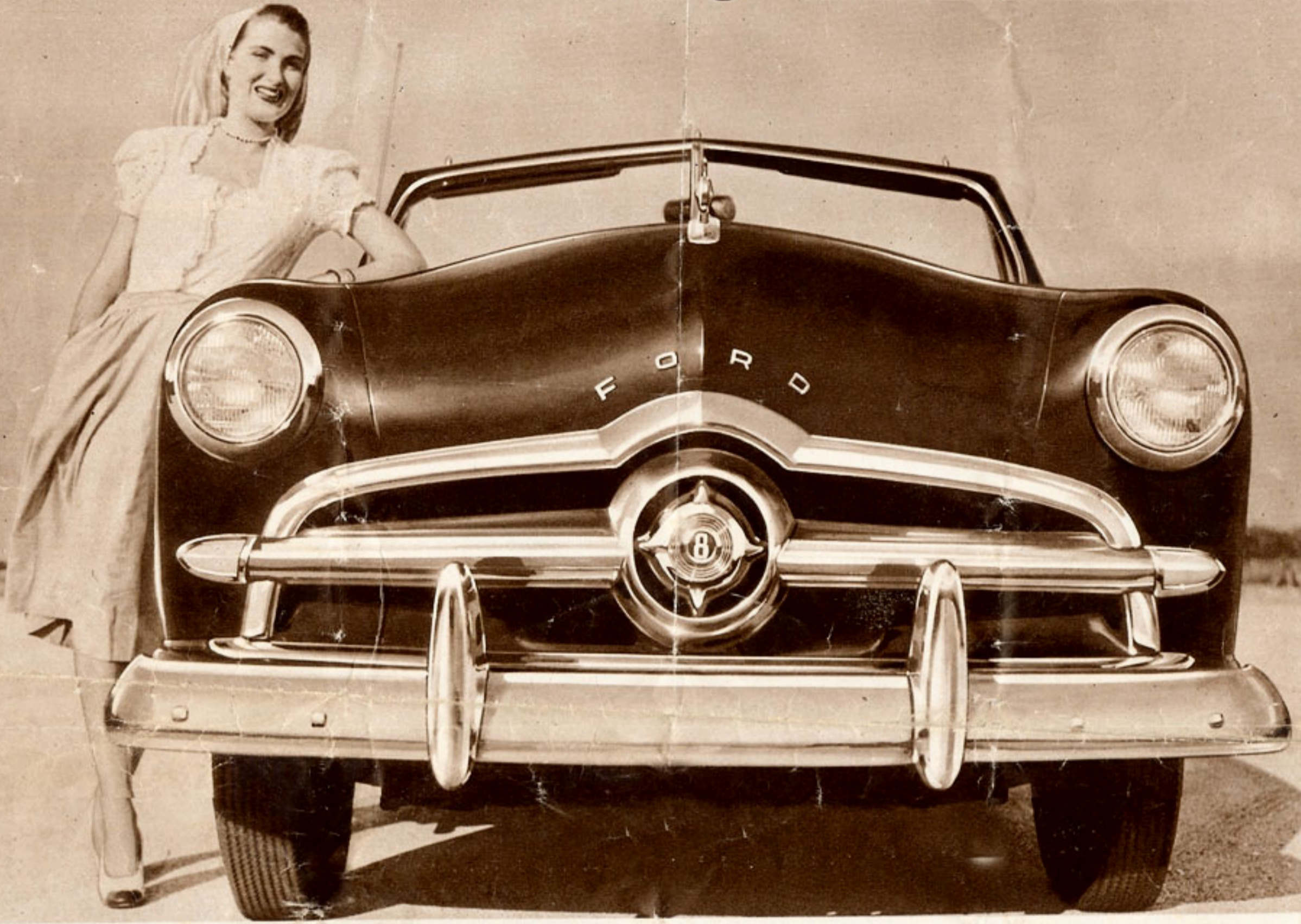


FORD NEWS GRAPHIC



THE NEW FORD IN YOUR FUTURE

The '49 Ford is here . . . the finest Ford car ever built. It's the one and only new car in its field . . . and most important of all to you, it represents your own ideas and preferences about automobiles. Yes, in letters, surveys and personal interviews, you helped design this

new Ford. You'll find in it the features you want. We're proud of these new cars, and we are confident you'll find in them a full measure of the styling, performance and "out front" values you would expect of the best Ford car ever built. Below, the Custom Fordor Sedan.



As big a change as was the Model A from the Model T



Remember the sensation the Model A caused all across the land? You see even more of a departure when you look at the '49 Ford! It's a brand new car . . . the one and only new car in its field. Sleek

new "dream car" silhouette! New, lower center of gravity! A "living room on wheels!" Yes, front to rear, road to rooftop, the '49 Ford is really new . . . designed and built to be "out front" with everyone!

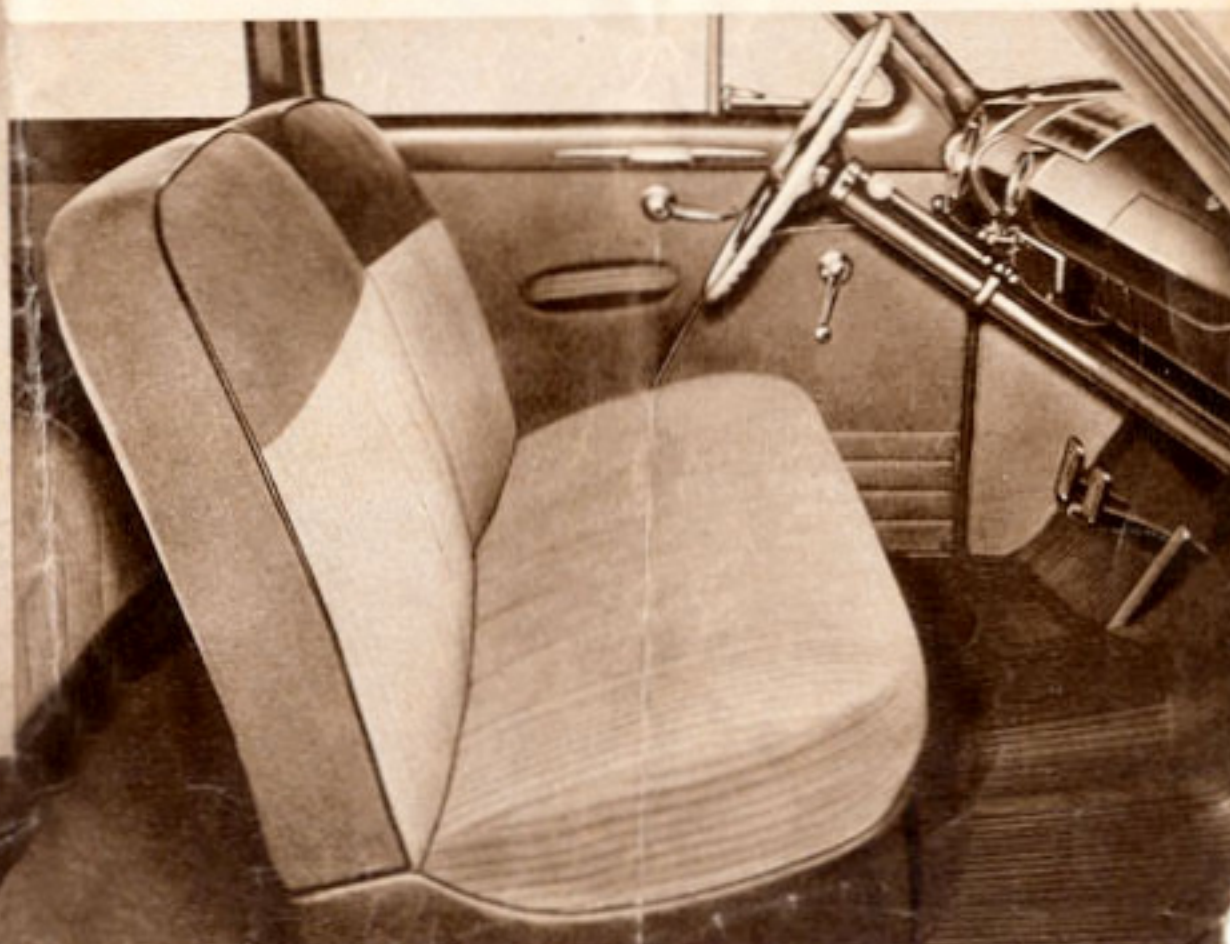


'49 FORD CUSTOM TUDOR SEDAN . . . one of six new body models, with plenty of room for six big people to ride in relaxed comfort. The divided front seats tilt forward and in for easy entrance to the rear compartment. There's real driving pleasure for all in this handsome, versatile "family car."



'49 FORD BUSINESS COUPE . . . the smartness of a sports model, in a practical, roomy car that provides plenty of space for luggage and samples. The perfect business car for modern salesmen.

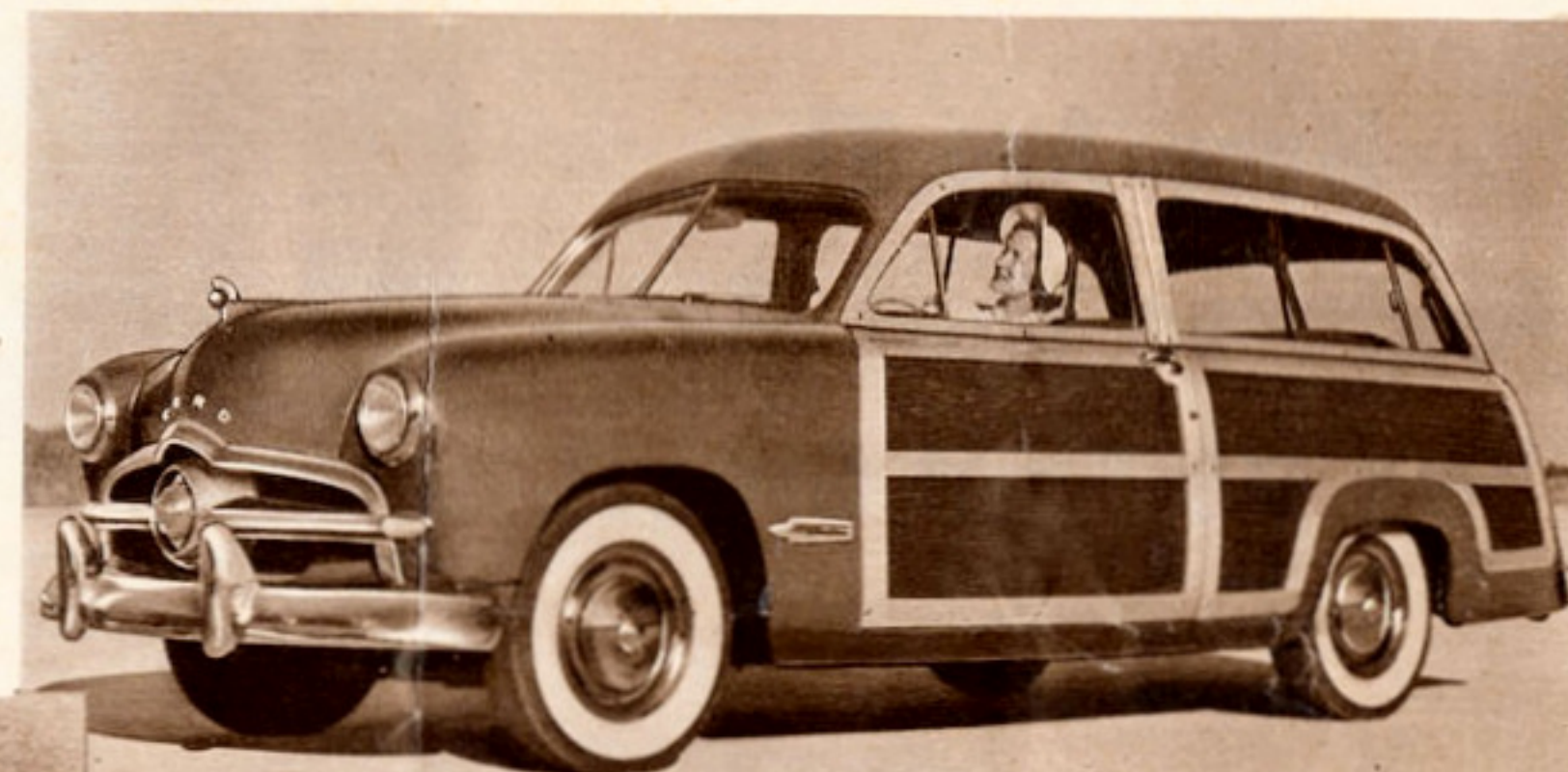
"LIVING ROOM ON WHEELS" . . . space, style, comfort. Stunning new "custom car" appointments. The '49 Ford sets a style note, inside and out!



It's Big

Whatever the model in which you are interested, you'll find that the '49 Ford is a big, roomy car in every way! For instance, this new Custom Station Wagon carries eight people in solid comfort . . . can "take" loads up to half a ton, with two rear seats removed. Two extra-wide doors permit easy access. Two door construction also makes for a stronger more rigid and quieter body. If it's a station wagon you want, it's easy to see it's Ford you want!

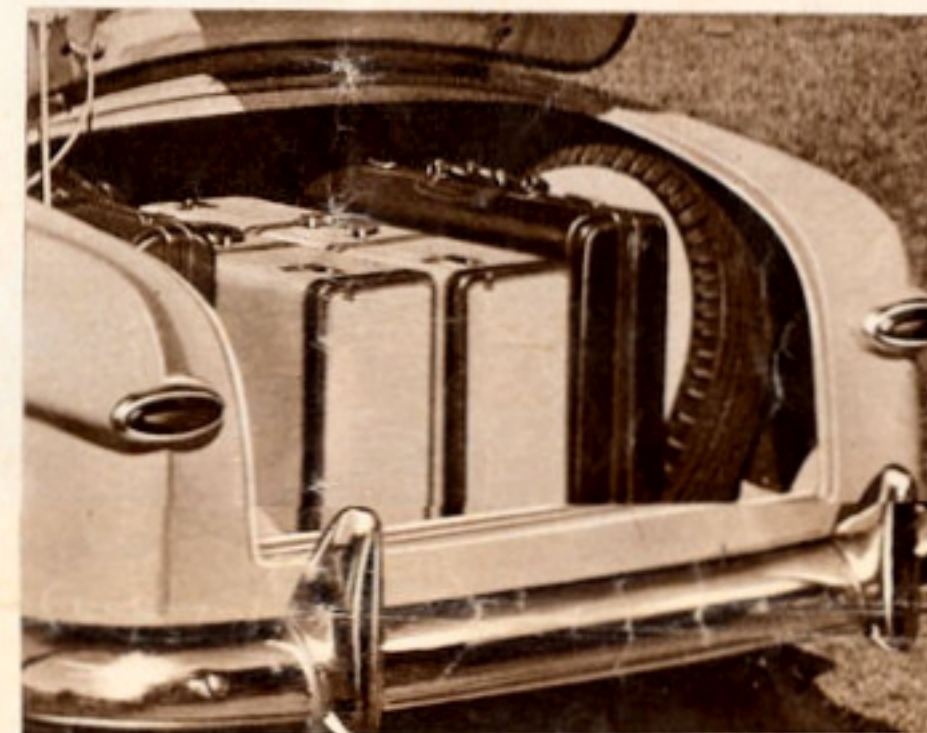
White side-wall tires, as illustrated throughout this folder, optional at extra cost.



It's Wide

The '49 Ford is wider inside, with lots wider seats. This handsome Custom Convertible interior shows you the passenger space that's typical of all models of the new Ford line.

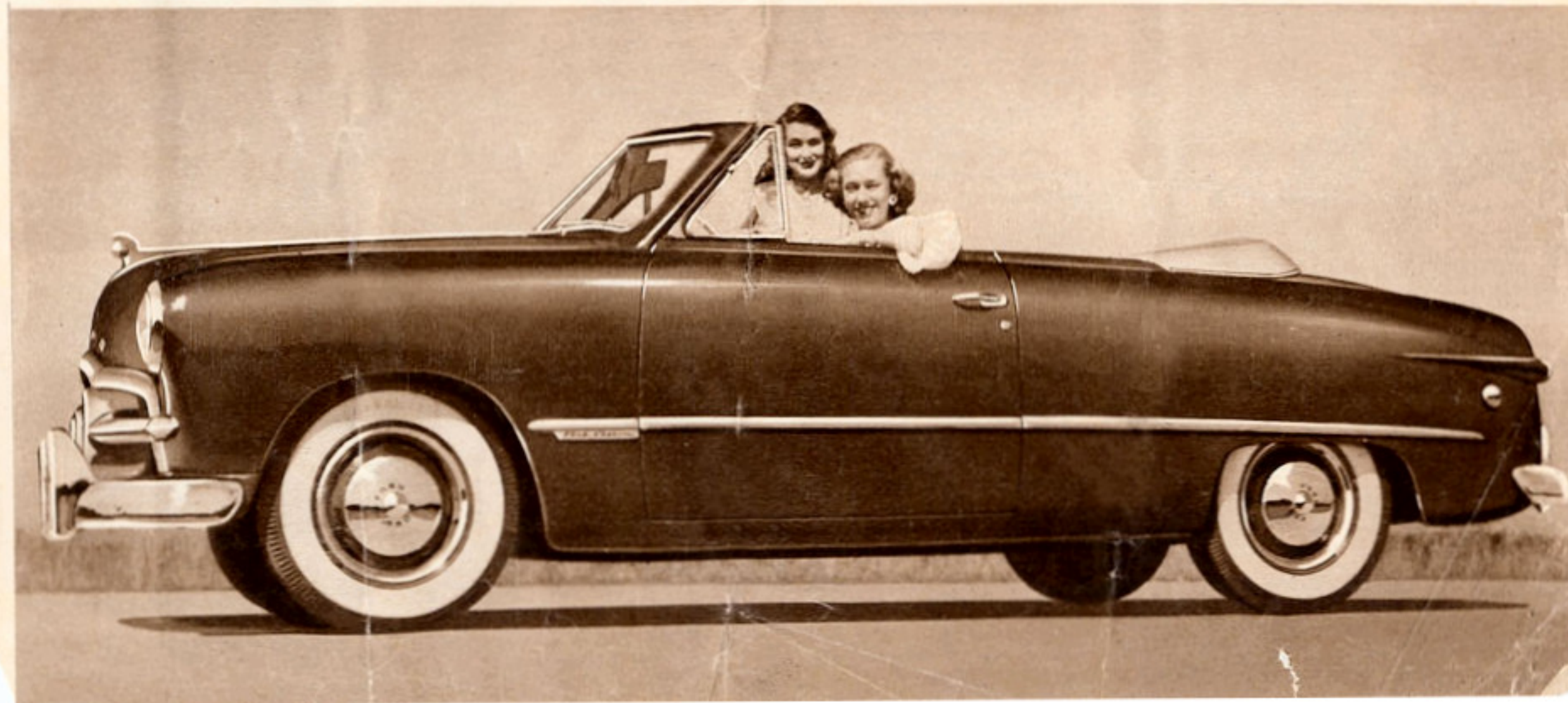
Lots more Luggage Space in the '49 Ford's "Deep Deck" Luggage Locker. And the last suitcase in can stand upright!



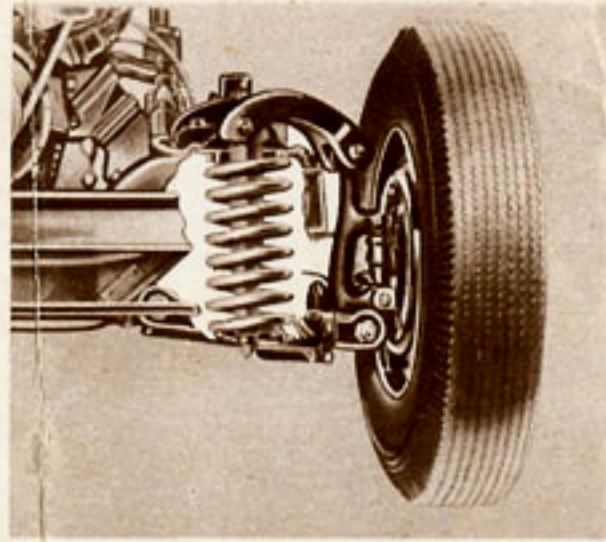
It's Sleek

You'll agree . . . the '49 Ford has "the look of the year" from any angle. Clean and low and sleek . . . as this striking Custom Club Coupe indicates . . . it's designed to stay "out front" in style in any company!

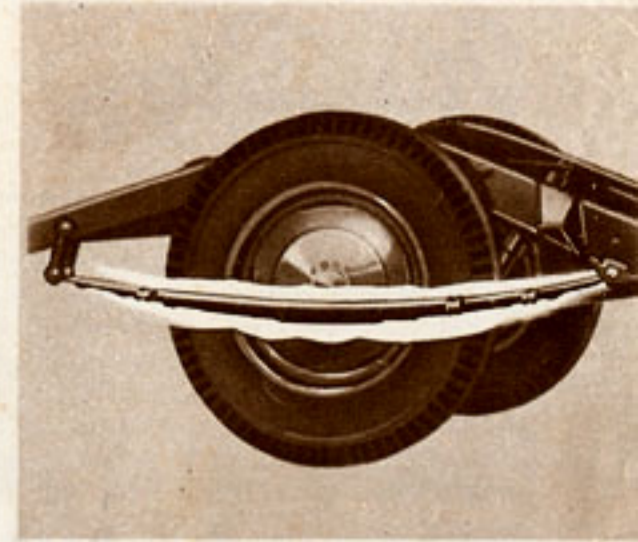
And if you're interested in the "lift of your life," just take a look at this stunning Custom Convertible. The top rolls away at the touch of a button . . . and you roll away with the freedom of all outdoors.



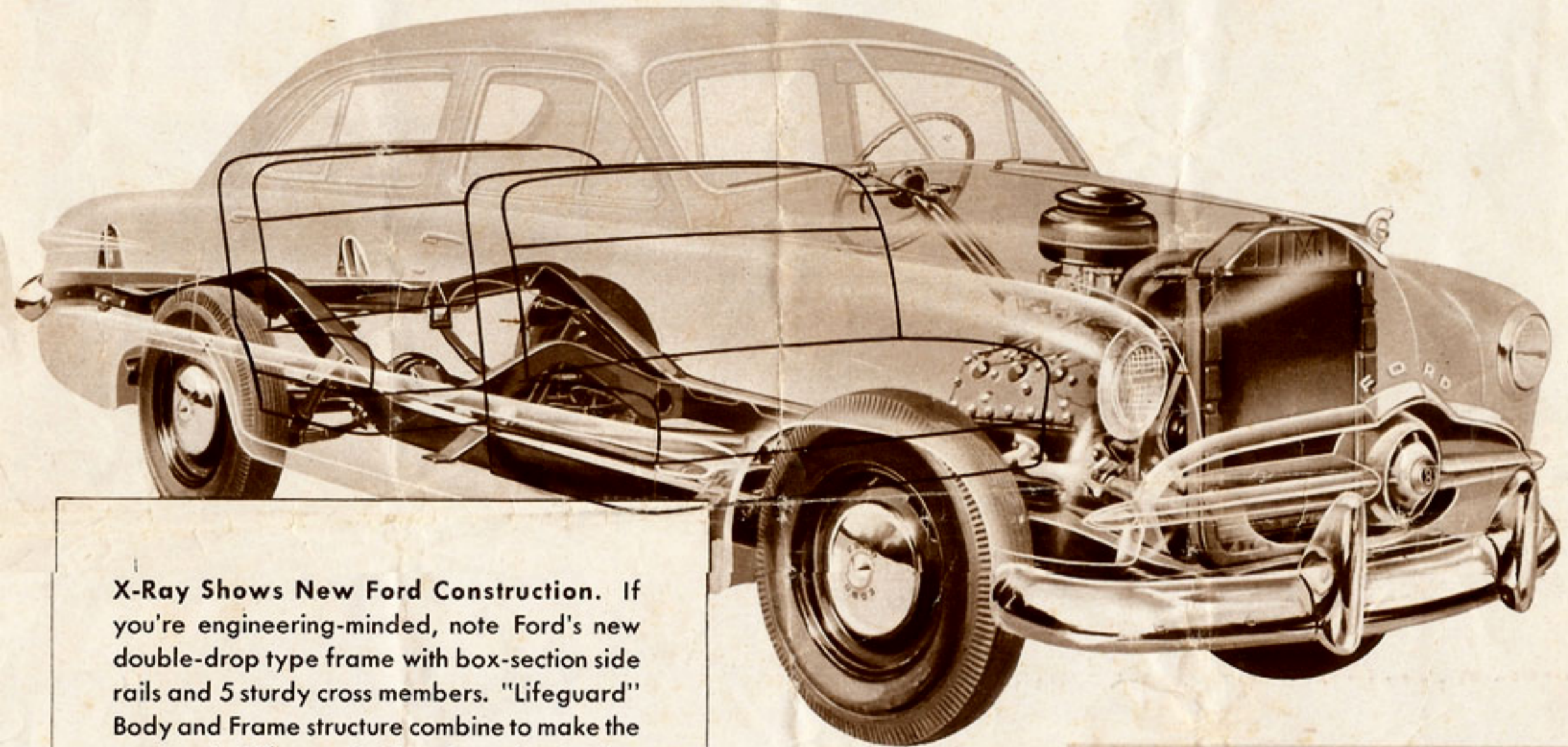
Here Are The Features That Make The '49 Ford Great!



"HYDRA-COIL" FRONT SPRINGS combine soft-acting coil springs with double-action, aircraft-type hydraulic shock absorbers for a restful ride on any road!



"PARA-FLEX" REAR SPRINGS... extra long, extra strong leaf springs mounted parallel to the frame... plus hydraulic shock absorbers... to soak up the bumps before they reach you!



X-Ray Shows New Ford Construction. If you're engineering-minded, note Ford's new double-drop type frame with box-section side rails and 5 sturdy cross members. "Lifeguard" Body and Frame structure combine to make the new Ford 59% more rigid... for safety's sake.

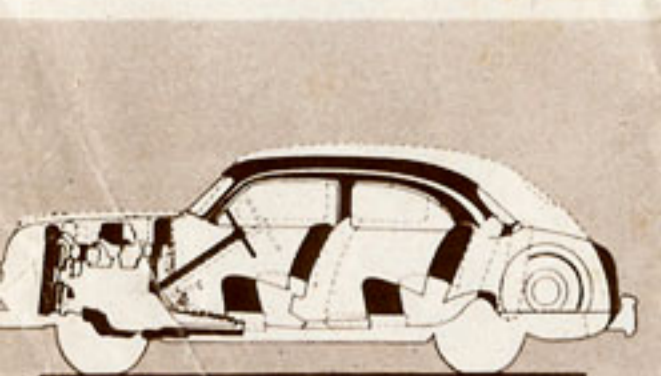
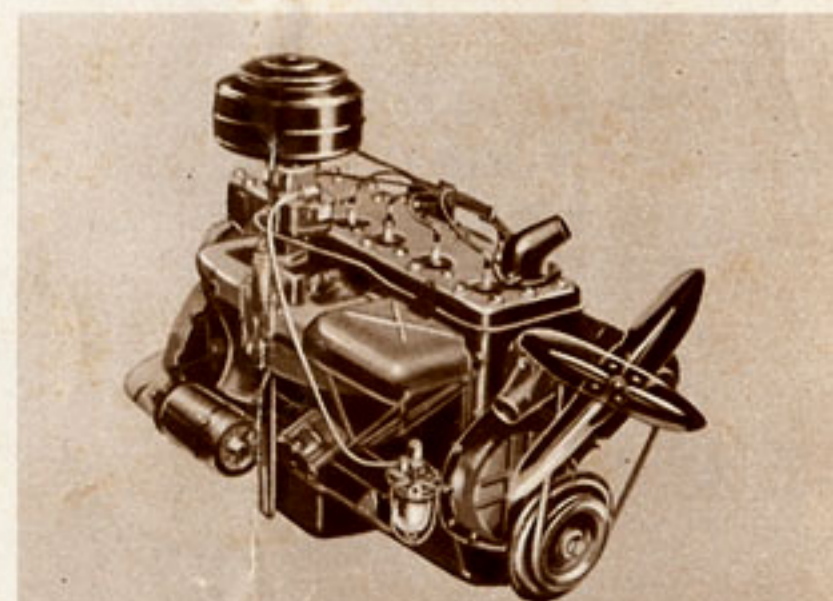


"MID SHIP" RIDE. You're cradled in the smooth-going center section of the new Ford's "Lounge Car" Interior... between the wheels. Ford's "Mid Ship" Ride... and new springs... let you drive all day and arrive fresh as a daisy!

NEW V-8 ENGINE... 100 horsepower of eager performance! New "Deep Breath" Manifolding... new "Equa-Flo" Cooling... new lubrication system. All the famous "get up and go" of Ford V-8 engineering, with real economy!



NEW SIX... 95 horsepower! Newly engineered throughout. Remember, only Ford in any field gives you a choice of V-8 or Six. What's more, you can have the "fourth gear" advantages of an Overdrive, optional at extra cost with either engine, to increase driving pleasure and gasoline economy even more!



WHAT A DIFFERENCE! Compare the '49 Ford's "dream car" silhouette... with that of its predecessor... and you'll see how this car has been made lower yet roomier; more spacious, yet with all the easy-to-handle compactness that makes it such fun to drive!

There's a **NEW Ford** in your future!