

QUICK FACTS

about the
'50 FORD



FORD DIVISION OF FORD MOTOR COMPANY
Dearborn, Michigan



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The Ford Division of the Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change, at any time, specifications, design or price without incurring obligation.

The '50 Ford . . . The ONE FINE CAR in the low-price field!

QUALITY has been the keynote in designing and styling the 1950 Ford. Quality is the watchword in its manufacture. As a result the 1950 Ford sets a new standard of excellence in engineering and construction—a standard that marks it as the one truly fine car in its field.

Its quiet, comfortable ride is unexcelled, even in many of the most expensive cars. Its well-balanced design provides more roominess for both passengers and luggage than in any car in its field. Many improvements in chassis and body construction result in greater safety and comfort as well as longer car life. There's a new standard of smoothness and quietness in the 100-horsepower V-8 engine. And Ford alone continues to offer a choice of either V-8 or "Six."

There are 14 models in the 1950 Ford line to suit the needs and tastes of every type of car buyer. The line is divided into two groups, the Ford Deluxe and the Ford Custom Deluxe. Corresponding body styles are identical in dimensions and general styling but the Custom Deluxe models have more of those luxury items so in demand by the more discerning buyer. The 14 models are:

THE FORD DELUXE

V-8	"SIX"
Tudor Sedan	Tudor Sedan
Fordor Sedan	Fordor Sedan
Business Coupe	Business Coupe

THE FORD CUSTOM DELUXE

V-8	"SIX"
Tudor Sedan	Tudor Sedan
Fordor Sedan	Fordor Sedan
Club Coupe	Club Coupe
Convertible Club Coupe	
Station Wagon	

This booklet is devoted to a brief presentation of facts about the 1950 Ford Car and its features. Careful analysis of the facts presented will convince you that the '50 Ford is truly the ONE FINE CAR in the low-price field!

Styling and Appointments



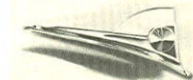
The new Ford for 1950 has that smartness and refinement in appearance that develops real pride of ownership. Ford's ultra-modern styling provides maximum usable space inside. New interior trim and new seat construction utilize this space-saving design to the fullest extent to make the '50 Ford the most comfortable as well as the most modernly styled car in its field.

EXTERIOR STYLING

The 1950 Ford retains all those features of functional styling that established the previous model as the "Fashion Car of the Year." New treatment of exterior trim, new hardware and new colors for 1950 enhance the completely modern look of the new Ford—front, side and rear.

"**AIR FOIL**" GRILLE is redesigned, presenting a lower, wider, more massive appearance. The graceful grille center bar sweeps around to sides of fenders in a clean distinctive line. Completely new rectangular parking lights are set below the new grille center bar in gleaming chrome trim panels which extend from grille opening well around sides of front fenders.

NEW HOOD MEDALLION in the form of a distinctive Ford crest provides instant identification.



Modern new hood ornament adds to rich frontal appearance.

STYLING and APPOINTMENTS

Crest is of rich, brilliantly colored design, with the word "FORD" in neat block letters across top.

REAR DECK STYLING is new with wide, solid ornamental deck lid handle and new medallion similar to crest on hood.



Streamlined rear deck hinges and handle blend neatly into deck lid.

NEW BUMPER GUARDS are of narrow, ribbed type that present a stronger, stiffer front edge with greater resistance to crushing or flattening out. "Fender Guard" bumpers sweep well around fenders, front and rear, affording extra protection and accentuating the broad, low lines of the car. A deep rib is embodied in rear bumper for extra stiffness.

NEW BODY COLORS

The '50 Ford bodies are finished with durable baked enamel in a choice of eleven sparkling new colors. Colors and their application are given in the following table:

DELUXE AND CUSTOM DELUXE MODELS

Cambridge Maroon Metallic	Sheridan Blue	Sunland Beige
Palisade Green	Dover Gray	Black

CUSTOM DELUXE MODELS ONLY

Bimini Blue Metallic	Hawthorne Green Metallic	Osage Green Metallic
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CONVERTIBLE CLUB COUPE ONLY

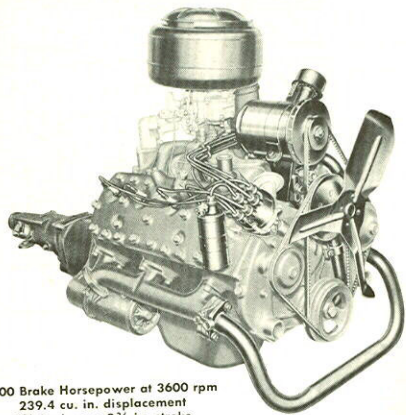
Matador Red Metallic	Sportsman's Green
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NEW INTERIOR TRIM

There's new luxury in the interior trim and upholstery of the 1950 Ford Cars. All interior trim materials are new and tastefully selected to harmonize with the 1950 body colors. Trim schemes for Sedans and hard-top Coupes are given below.

DELUXE SEDANS AND BUSINESS COUPE are upholstered in either gray and rust stripe mohair or tan broadcloth with blue and rust stripes. Mohair is used with any Deluxe body exterior color and the broadcloth with all except Palisade Green. With mohair

The V-8 Engine



100 Brake Horsepower at 3600 rpm
239.4 cu. in. displacement
3 $\frac{3}{4}$ in. bore x 3 $\frac{3}{4}$ in. stroke

Ford, alone in its field, offers a V-type 8-cylinder engine—the same type as is used to power America's most costly automobiles. The quality and excellence of design and manufacture of the Ford V-8 are the result of experience gained in building over 10,000,000 V-8 engines—more than all other manufacturers combined.

ENGINE DESIGN

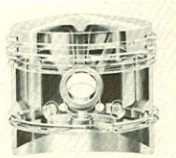
Cylinder block and heads are both cast from same special high-grade iron to eliminate distortion and gasket leakage. Block and crankcase cast in one piece provides greatest rigidity for accurate bearing alignment.

RIGID CAST CRANKSHAFT of special steel alloy with integral counterweights requires no special vibration damper. Large diameter of bearing journals give over $\frac{1}{8}$ " journal overlap.

THREE WIDE MAIN BEARINGS of replaceable, steel-backed, precision type are strategically placed to provide solid support for crankshaft and reduce tendency to whip or vibrate.

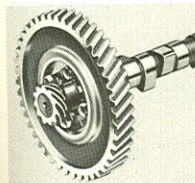
DROP-FORGED CONNECTING RODS are fitted with replaceable, steel-backed lower bearings. Diamond-bored bronze bushings permit floating fit of piston pins in upper ends of rods.

NEW SUPER-FITTED PISTONS of tin-plated aluminum alloy incorporate special steel struts in cam-ground skirts to control expansion and permit close clearances throughout operating range for quietness and long life. Four piston rings result in effective compression sealing, better cooling and close oil control.



V-8 pistons have three rings above, one below pin.

NEW CAST CAMSHAFT has special quieting ramp on cam lobes for "hushed" valve operation and even flow of power.



Laminated composition timing gear is long-lived and quiet in operation.

NEW TIMING GEAR of laminated composition material meshes with metal gear on crankshaft for practically noiseless operation. Gears are wide-faced, helical type for smooth, positive drive.

PERMA-QUIET VALVE ASSEMBLY, consisting of straight-stem valve, one-piece valve guide and shot-peened valve spring installed as precision-set unit in block, requires no adjustment.

VALVE SEAT INSERTS of special Ford alloys have great resistance to wear and corrosion at high temperatures.

NEW V-BELT ARRANGEMENT with two belts, each passing over 3 pulleys provides more efficient drive for fan, generator and water pumps. Thin, narrow V-belts are used for their quiet-operating, long-life characteristics.

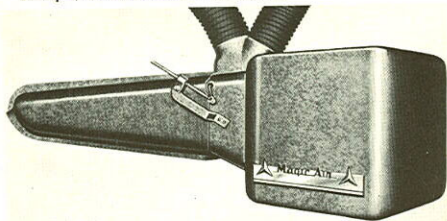
Accessories

Ford presents a complete line of quality accessories which are engineered and styled specifically to enhance the beauty, comfort and convenience of the new cars for 1950.

"MAGIC AIR" TEMPERATURE CONTROL

Ford's "Magic Air" Temperature Control is a year 'round ventilating, heating and defrosting system that provides for:

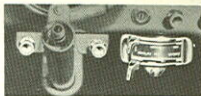
1. Forced fresh air heating for low speed driving or very cold weather operation.
2. Fresh air heating with air flow produced by motion of vehicle for milder weather.
3. Recirculation heating for quick heat in very cold weather or to keep out obnoxious fumes in traffic.
4. Forced fresh air ventilation for hot-weather driving.
5. Rapid, effective defrosting or de-icing.



Ford's "Magic Air" heating element and air distributing box are beautifully designed to harmonize with new interiors.

Higher speed blower delivers 25 per cent more air through heating element. The increased flow of air and improved design of the air distributing box result in faster, more uniform heating. Defrosting is much more rapid and complete, too, with the higher air flow rate and 44 per cent wider defroster louvers.

NEW HEATER CONTROLS are conveniently arranged, clearly marked and very simple to operate. Upper lever in control unit sets thermostat for desired temperature. Air flow circuit to provide for ventilation, fresh air or recirculation heating, or defrosting is selected by lower lever. Blower motor is controlled by switch on steering column bracket at right of column.



"Magic Air" control group is lighted for easy reading at night.

FORD RADIOS

Sparkling performance, amazing sensitivity and long distance reception are provided in both the Custom and Deluxe radios engineered for the 1950 Ford. The speaker is top-mounted in center of instrument panel for uniform distribution of sound. The Deluxe set has five tubes plus rectifier and the Custom set has two additional tubes.



Custom radio control panel adds a touch of distinction to instrument panel.

AUTOMATIC PUSH BUTTONS permit easy selection of any one of five stations on either set. Each button also serves as a starting switch on the Custom radio. Tuning on either set may be adjusted manually by easy-to-operate dial control knob.

OTHER FORD ACCESSORIES

Wheel Trim Rings . . . Electric Clock . . . Cigarette Lighters . . . Spot Lamp . . . Road Lamps . . . Back-up Lamp . . . Courtesy Lamp . . . Map Lamp . . . Visor Reading Lamp . . . Engine Compartment Lamp . . . Luggage Compartment Lamp . . . Glove Compartment Lamp . . . Winter Front . . . Turn Indicator . . . Special Steering Wheel . . . Outside Windshield Visor . . . Windshield Washer . . . Rear Window Venetian Blind . . . Rear Window Wiper . . . Window Vent Shades . . . Insect Screen . . . License Plate Frame . . . Rear Fender Shields . . . Front Fender Trim . . . Rocker Panel Trim . . . Outside Rear View Mirrors . . . Gas Filler Door Lock . . . Exhaust Deflector . . . Seat Covers . . . Vanity Mirror . . . Glare-proof Rear View Mirror . . . Special Bumper Guards . . . Rear Seat Radio Speaker . . . Recirculating Heater . . . Hydraulic Bumper Jack.

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

