



FORD CUSTOM DELUXE TUDOR SEDAN

White sidewall tires optional at extra cost

The Ford Six for 1950

**Deluxe and
Custom Deluxe**



The One Fine Car in its Field

COMBINE Ford's "Fashion Car" styling, now even more beautiful . . . the new Ford "Feel" of solid roadability . . . the impressive big-car quality of this newest Ford model . . . and you'll surely agree that the '50 Ford is the one *fine* car in the low-price field.

Then add Ford's 95 h.p. Six-cylinder Engine—the most advanced Six in the automobile industry—and you'll appreciate that the Ford Six for '50 offers car value that's definitely out front.

Ford's advanced Six-cylinder Engine gives you such outstanding features as "Equa-Flo" Cooling . . . "Deep Breath" Manifolding . . . and a full pressure lubrication system that provides real oil savings and gas economy.

In the Ford Six for '50 you get a "Hushed" Ride—a "Mid Ship" Ride with doors, roof and body panels "sound-conditioned" against road noise. You travel between the wheels cushioned by "Hydra-Coil" and "Para-Flex" 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.

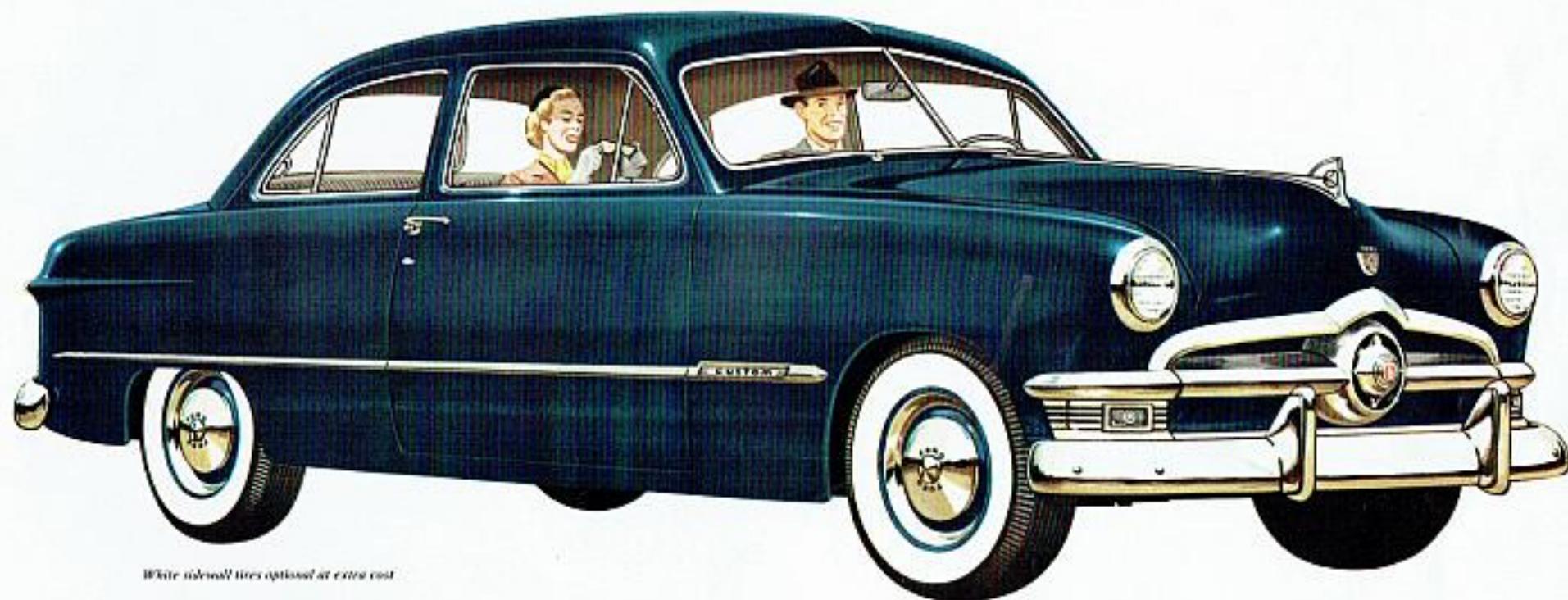
The '50 Ford's new baked-on enamel colors keep their freshness because they're "built to live outdoors." New upholstery materials bring you sparkling new color combinations. New colorful instrument panel groups all controls for easy access. Even the door locks and push-button handles are new. A feather touch closes doors securely. But take the wheel of the '50 Ford Six, today. When you "feel" the difference, you'll *know* Ford is the one *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

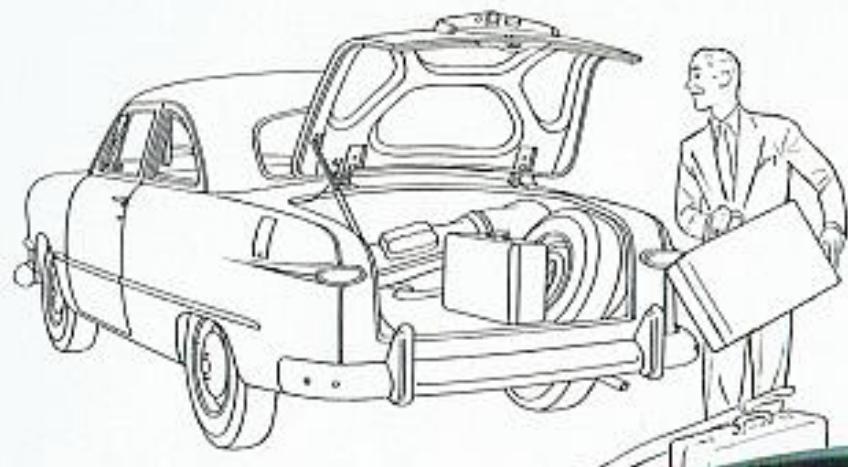


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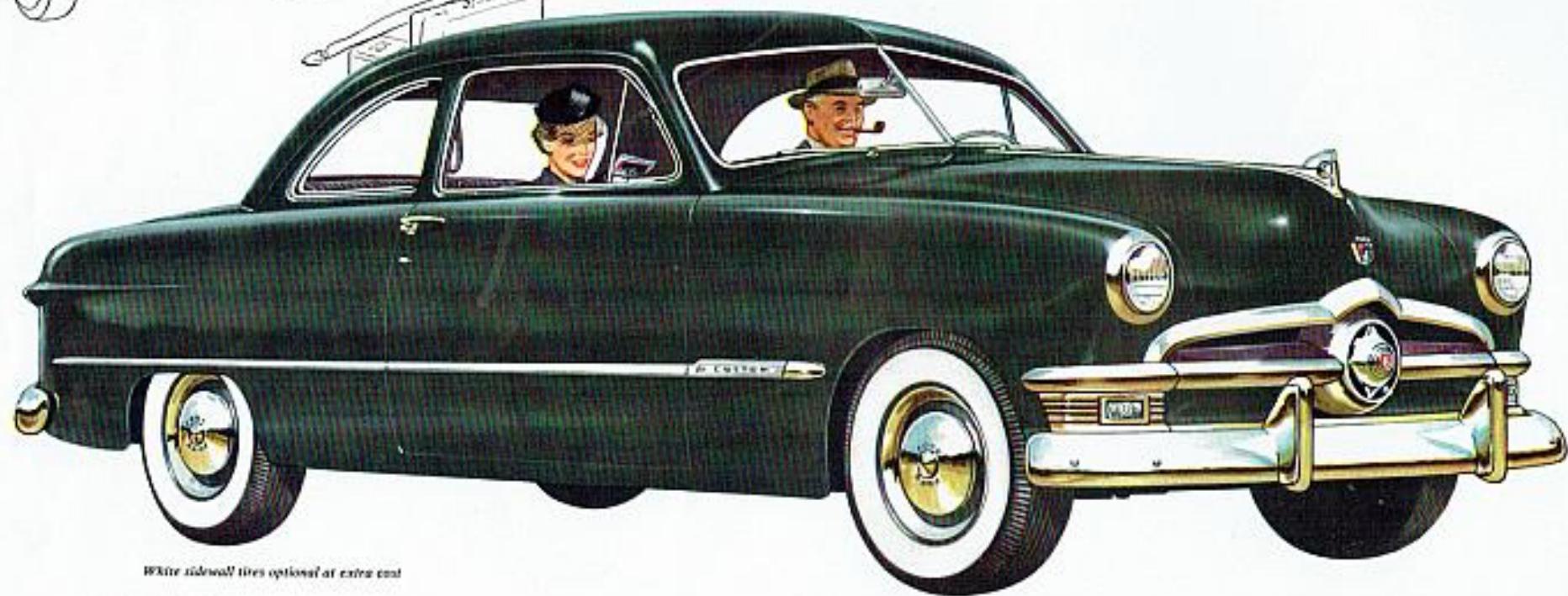


There's room for the whole family, and then some, in this beautiful Tudor. For this model, like all the '50 Fords, brings you seats with the most hip and shoulder room in the low-price field—room for six big people. They're extra comfortable seats, too! With new non-sag front seat springs and foam rubber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

The Tudor Sedan is also available in the Ford Deluxe series

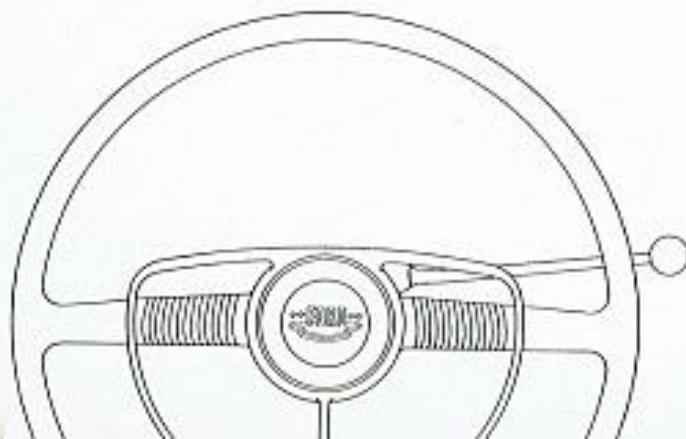


The 1950 Ford Custom Deluxe Club Coupe

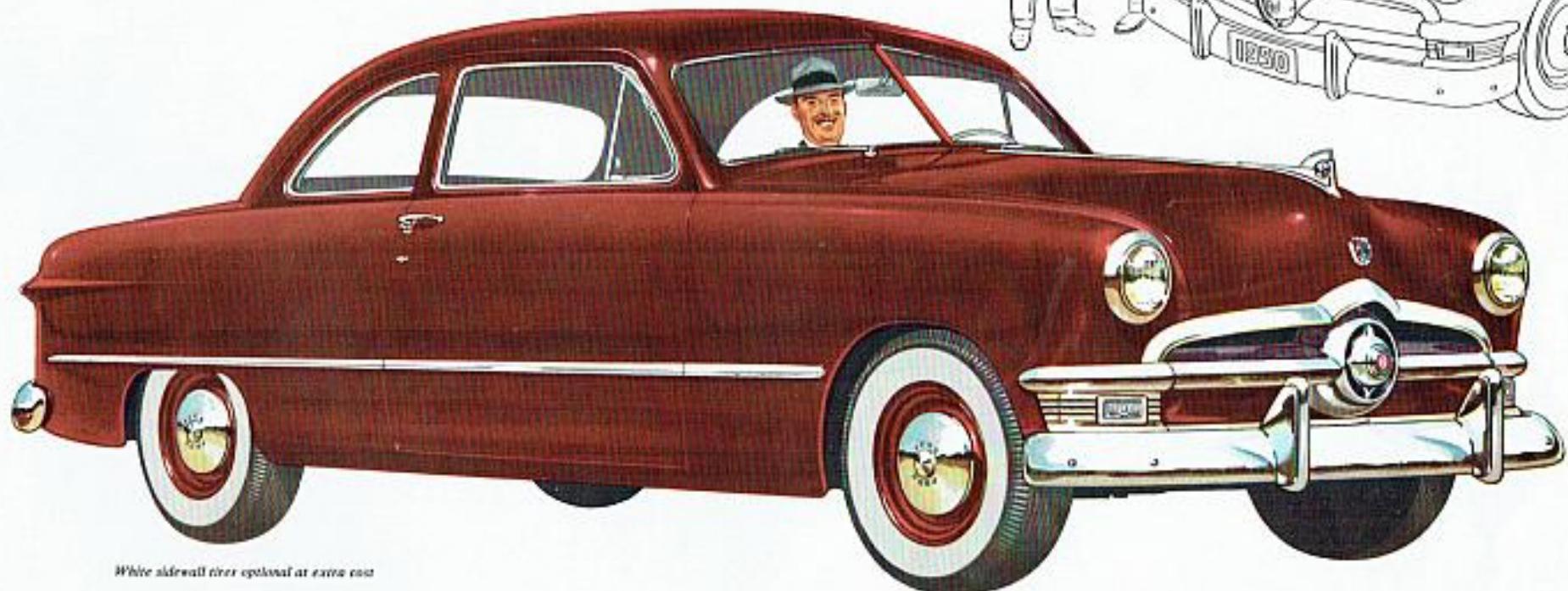


White sidewall tires optional at extra cost

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.



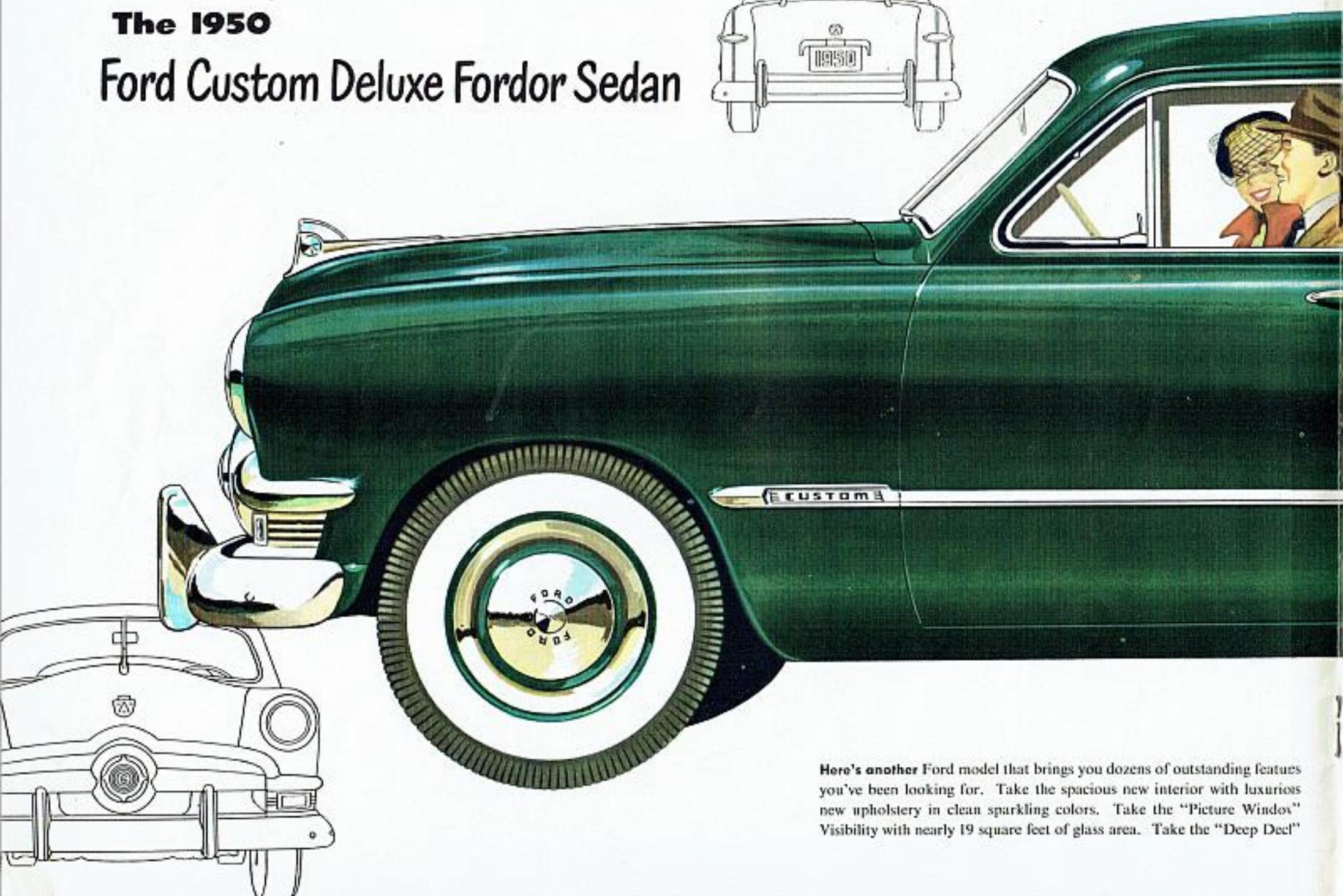
The 1950 Ford Deluxe Business Coupe



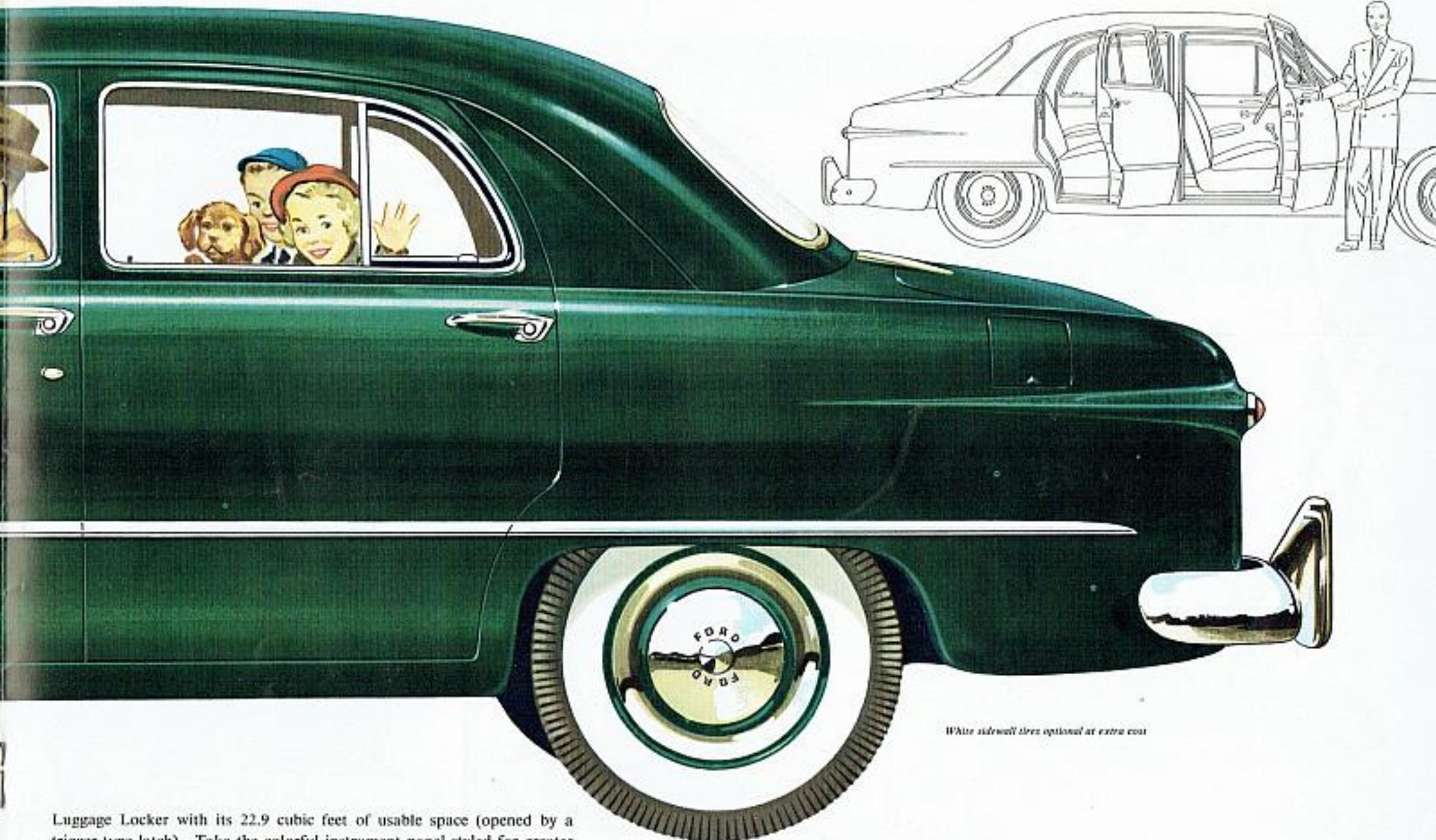
White sidewall tires optional at extra cost

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.

The 1950 Ford Custom Deluxe Fordor Sedan



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 colors. Take the "Picture Window" Visibility with nearly 19 square feet of glass area. Take the "Deep Deck"



White sidewall tires optional at extra cost

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.

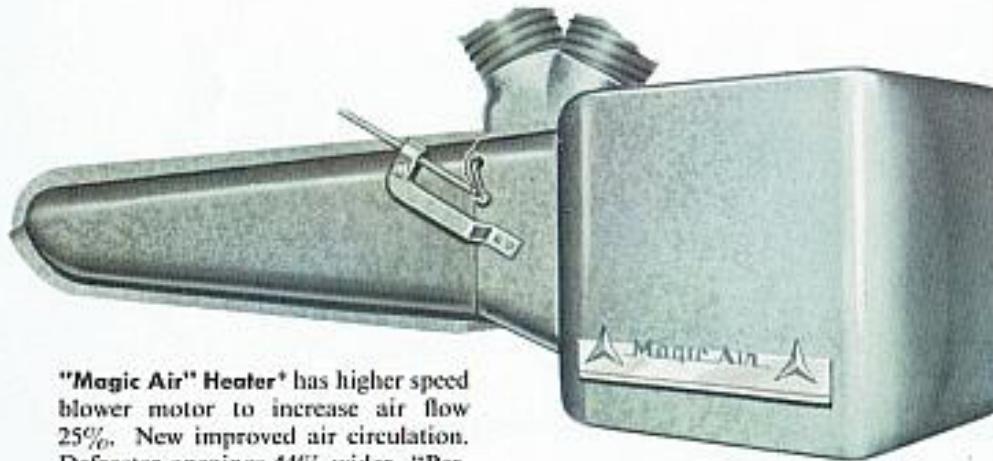
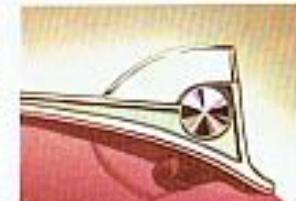
The Fordor Sedan is also available in the Ford Deluxe series

Every Detail has Quality



Compact "Fashion Car" Panel. Instruments, illuminated by soft, non-glare "black light," are grouped in a single large cluster for easy reading. New colorful concave control knobs contrast pleasingly with lighter color of panel. New pillar-light switch on panel for greater convenience.

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

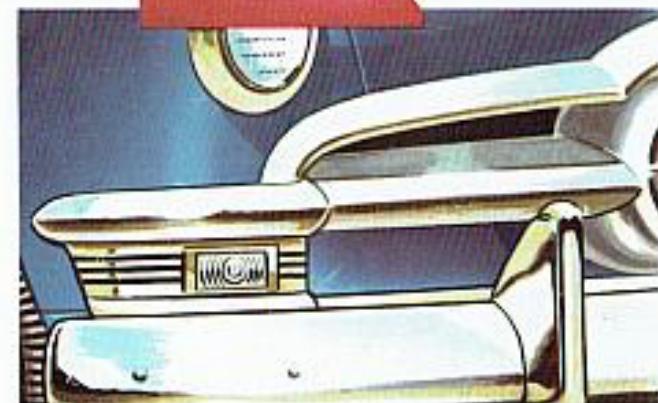


"Magic Air" Heater* has higher speed blower motor to increase air flow 25%. New improved air circulation. Defroster openings 44% wider. "Perfect climate" all year 'round!

*Optional at extra cost.



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

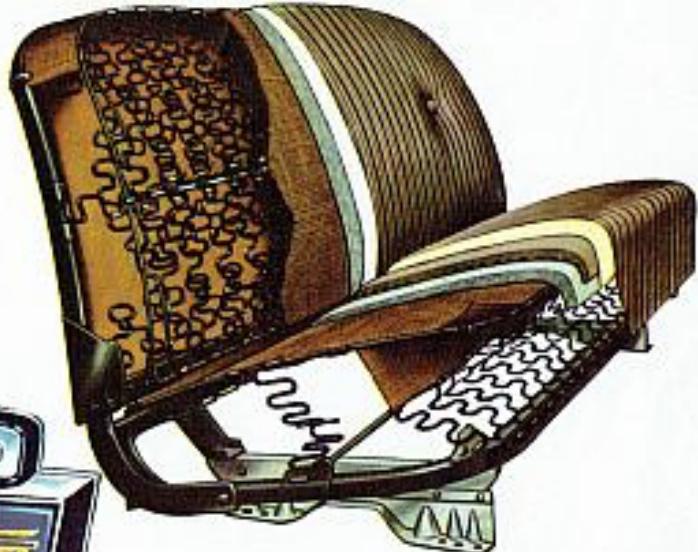
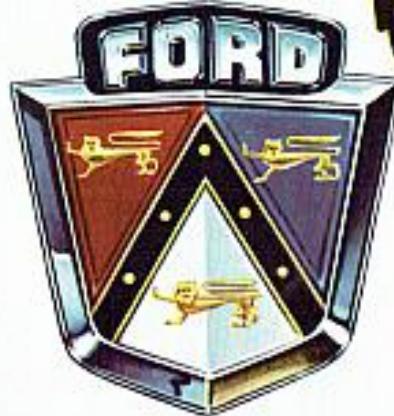


New Parking Lights are now re-positioned and re-styled—another touch of beauty you'll like! New front end styling makes Ford more than ever America's "Fashion Car."

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 colorful 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 one *fine* car in the low-price field.

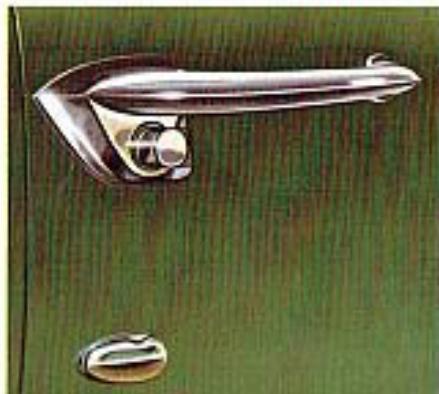
Rich, New Medallion on hood and rear deck adds another note of beauty to Ford's "Fashion Car" styling.



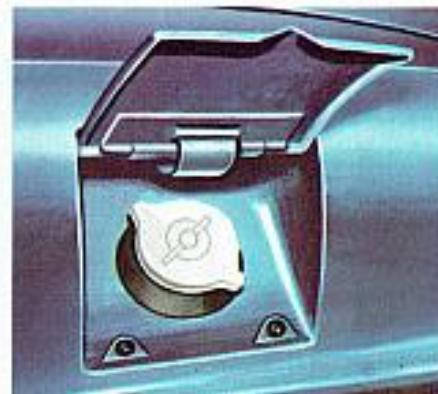
New Non-sag Front Seat. New non-sag front seat springs are firmly buoyant, hold their shape. Foam rubber front seat cushion is another feature that gives long-lived comfort.



New Rotary Door Latch—the same type 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.



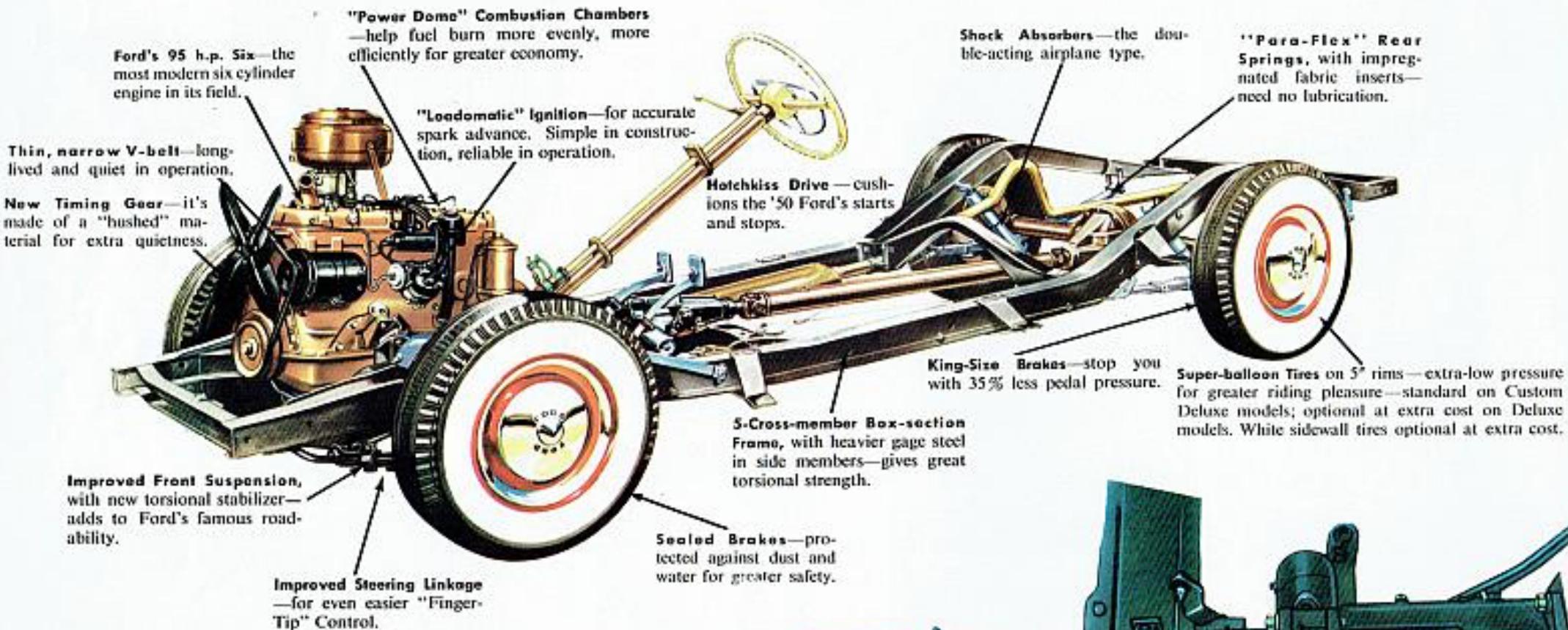
New Gas Filler Tube and Cover. New vent tube helps prevent spilling. Cover is flush with body when closed.



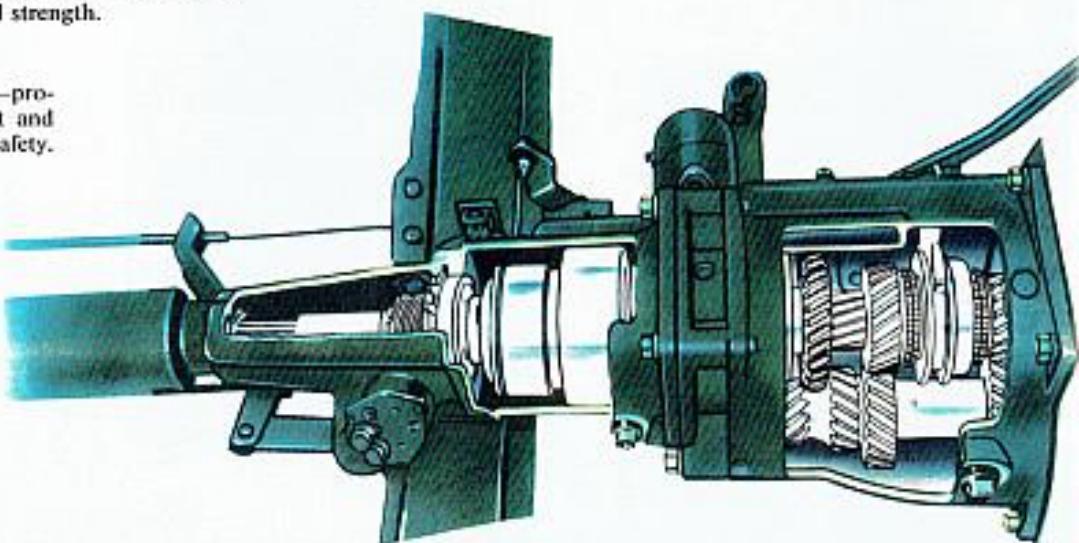
New Deck-Lid Handle incorporates new trigger-type latch. Makes attractive frame for license plate. Permits easy access to roomy, weather-sealed luggage compartment.

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

The Ford Six chassis design combines proper balance, low center of gravity, correct weight distribution and easy, positive steering control for solid roadability and extra comfort. The 95 h.p. Ford Six engine, with its many advancements, is America's most modern six-cylinder power plant. It provides superlative performance combined with exceptional economy of gas and oil.



FORD AUTOMATIC OVERDRIVE optional at extra cost, pays off in savings and smoothness of operation. It's an automatic fourth speed or cruising gear. 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 pedal and you return automatically to third gear.



Specifications :

"SIX" ENGINE: 95 brake h.p.; 3.3" bore, 4.4" stroke; 26.1 taxable h.p.; "Equa-Poise" mounting; 4-ring, tin-plated, aluminum alloy pistons with steel inserts; crankshaft vibration damper; adjustable valves; "Loadomatic" ignition; laminated composition material timing gear.

FULL-PRESSURE LUBRICATION: crankcase capacity, 4 qts. normal refill, 5 when filter element is replaced; oil filter at extra cost; rotor-type oil pump; directed-flow crankcase ventilation.

FUEL SYSTEM: capacity, 16 gals.; oil bath air cleaner at extra cost; single downdraft carburetor; automatic heat control valve.

"EQUA-FLO" COOLING SYSTEM: capacity 16 qts., 17 with heater; full-length water jackets surround each cylinder completely; positive-action thermostat; recirculation by-pass; 4-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 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: swing-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 in cars without Overdrive: 3.73 to 1 standard, 4.10 to 1 optional. Gear ratio in cars with Overdrive, 4.10 to 1.

"MAGIC ACTION" HYDRAULIC BRAKES: 4-wheel duo-servo type; composite steel and cast iron drums; molded linings; lining area, 176 sq. in. 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-tooth roller; gear ratio, 17.7 to 1; over-all steering ratio, 23.2 to 1; 18" diameter, 2-spoke steering wheel.

WHEELS AND TIRES: 6.00 x 16 4-ply tires on 4½" rims standard on Deluxe models; 6.70 x 15 4-ply tires on 5" rims standard on Custom Deluxe models. 6.70 x 15 4-ply tires on 5" rims optional at extra cost for Deluxe models. Standard tires have black sidewalls. All tires available with white sidewalls, at extra cost.

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

INSTRUMENTS AND CONTROLS: Fuel level, oil pressure, battery charge and water temperature indicators grouped around speedometer in single cluster. Starter push-button; combination exterior lights 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.

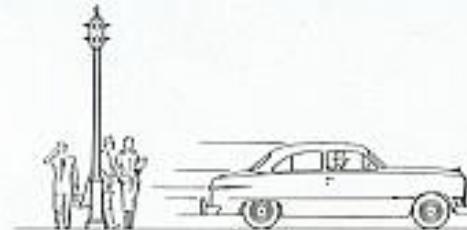
1950 FORD "SIX" LINE: Tudor Sedan, Fordor Sedan, and Business Coupe in Deluxe models; Tudor Sedan, Fordor Sedan and Club Coupe in Custom Deluxe models.

9 BODY COLORS: Cambridge Maroon Metallic, Sheridan Blue, Sunland Beige, Palisade Green, Dover Gray and Black for both Deluxe and Custom Deluxe models; Bimini Blue Metallic, Osage Green Metallic, and Hawthorne Green Metallic for Custom Deluxe models only.

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; mohair or broadcloth upholstery; interior light on left center pillar with switch on instrument panel.

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, electric clock (at extra cost); chrome exterior reveal molding at windshield on all models and at rear window of Sedans and Club Coupe; wheel trim rings (at extra cost); 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 mohair or broadcloth upholstery, two interior lights operated automatically by either front door or by manual switch; arm rests on both front doors, arm rests at both sides of rear seats.

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



**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 Dealer, the man who knows it best.

With Ford-trained Mechanics, Genuine Ford Parts, Factory-approved Methods, and Special Ford 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 Dealer for regular Ford care.

*Look
for
this
sign*

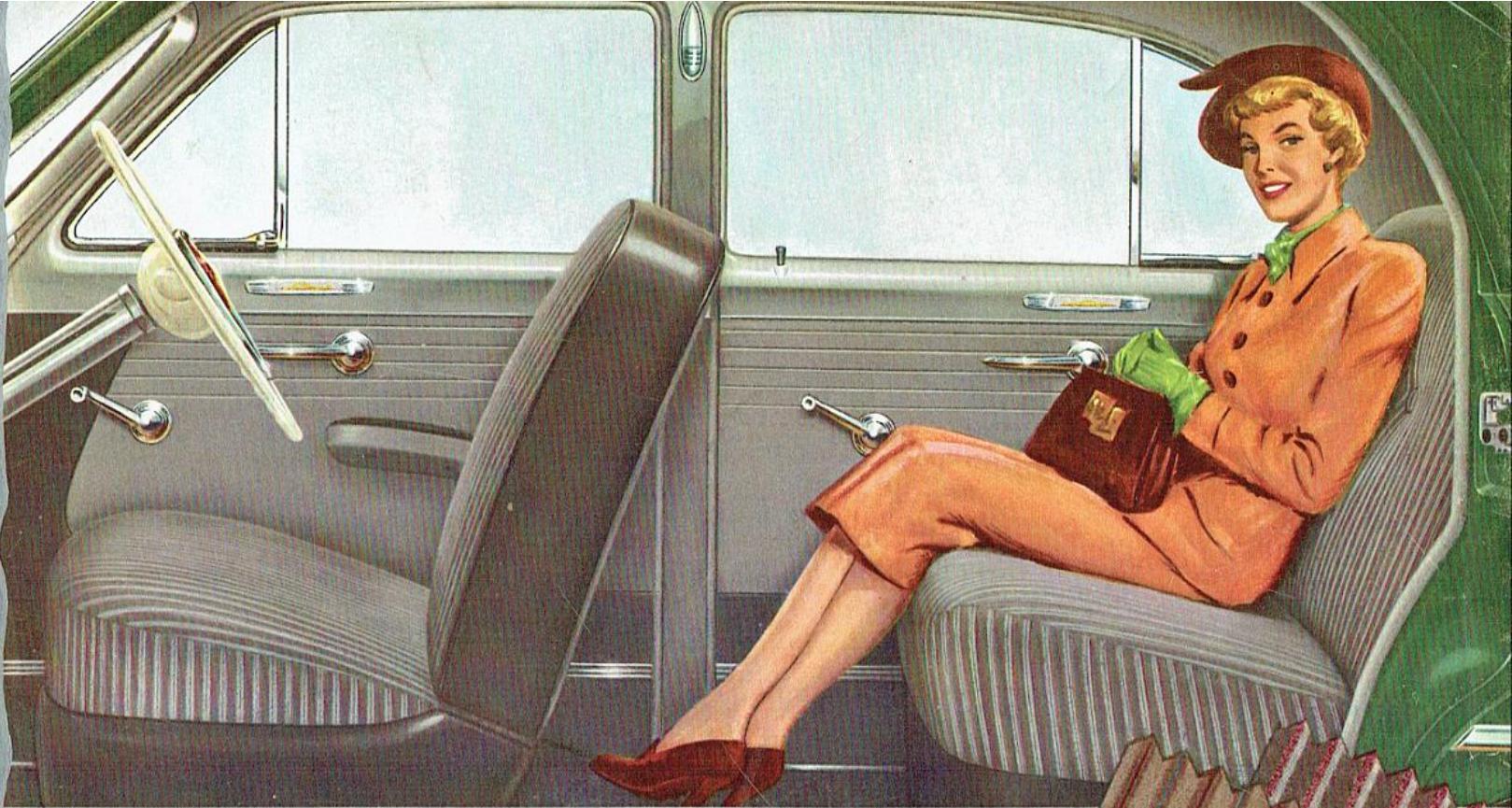


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The Ford Six for 1950

**Deluxe and
Custom Deluxe**



Luxurious Interior has room for six big people, with the most hip and shoulder room in its field.

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 long-wearing broadcloth or mohair—both in new, sparkling clear colors. 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.

