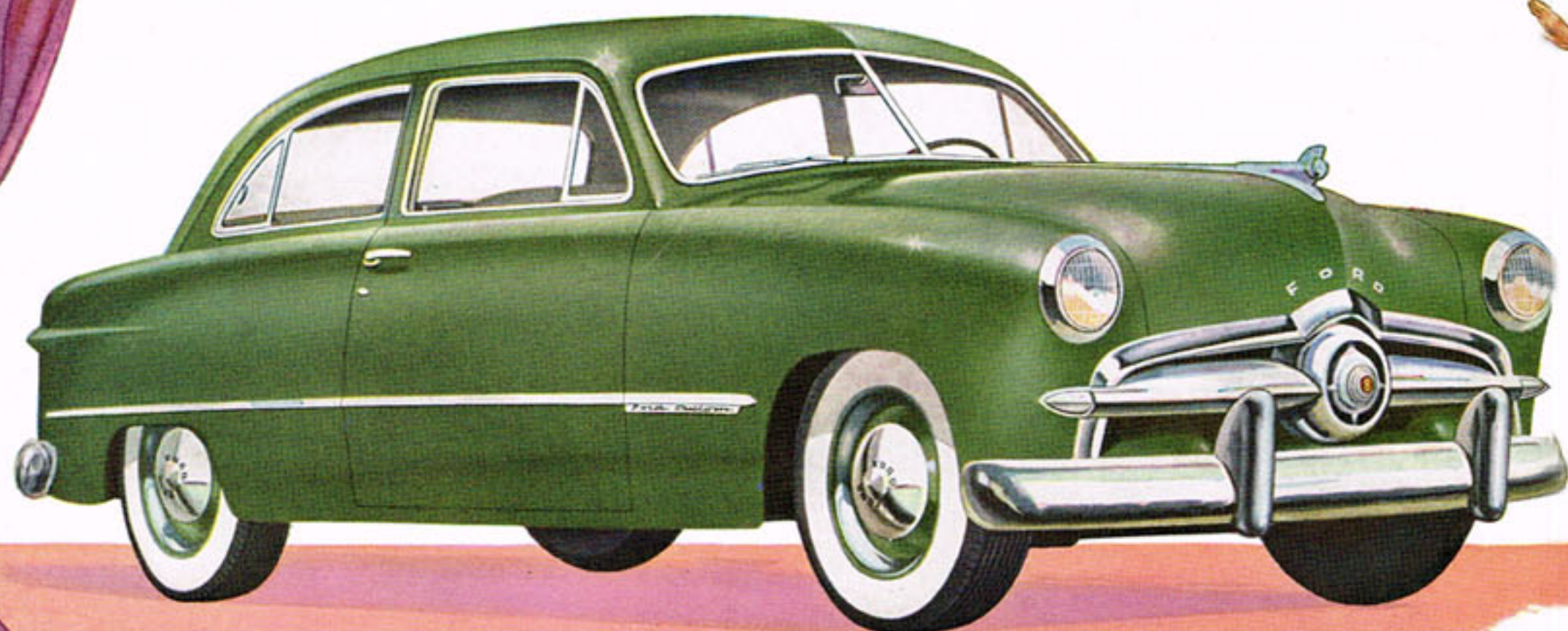


The Ford Tudor

You've never seen a Tudor with such up-in-the-clouds styling and down-to-earth usefulness! Plenty of room for six to ride in regal comfort—assurance of safety for the children—real driving pleasure for the entire family! It's the car of the year that marks you as a smart buyer.



FORD'S OUT FRONT WITH

Modern Design



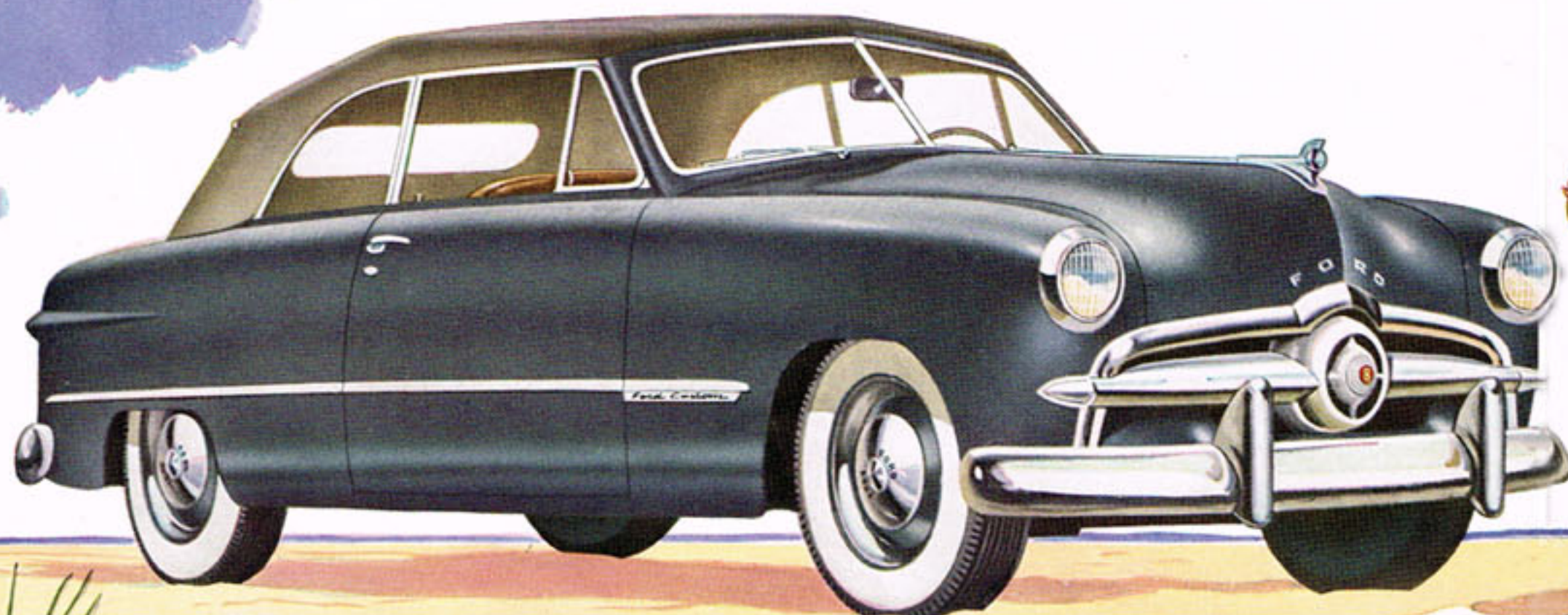
Ford designers, engineers and stylists have worked wonders in combining safety, utility and downright beauty in the '49 Ford. For example, they've given you "Picture Window" Visibility—front, sides and rear, more than 20 square feet of "see-ability."



The new "Mid Ship" Ride lets you travel in the low, level center section of Ford's "Lounge Car" Interior where the going's smoothest. Extra long "Para-Flex" Rear Springs and "Hydra-Coil" Front Springs cradle you in comfort. It's a joy to ride on any road.

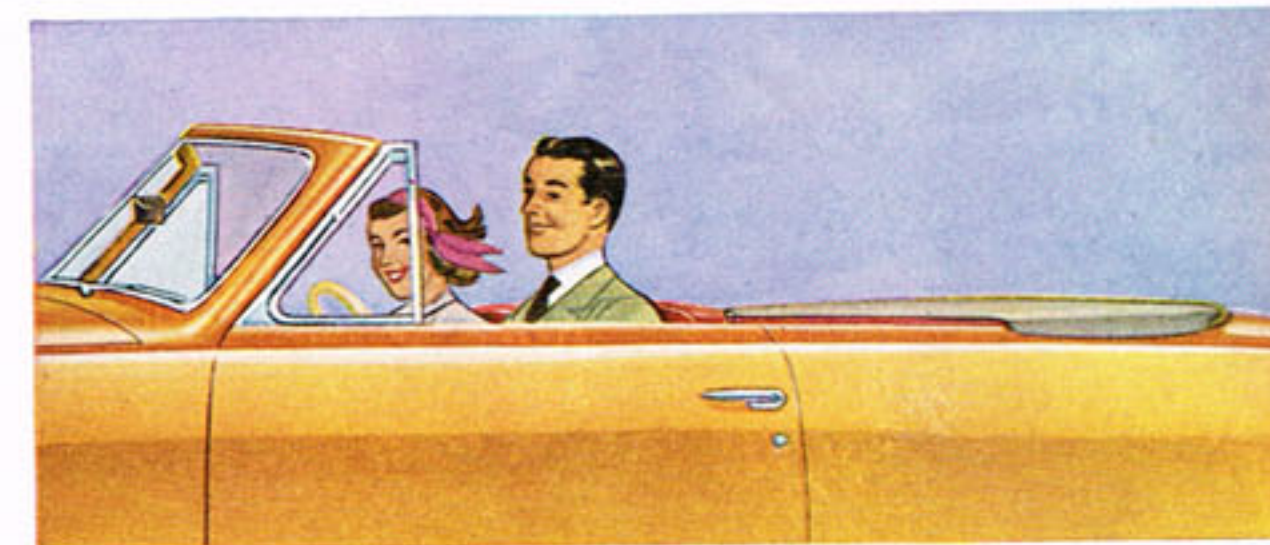
The Ford Convertible

Here's the car of the year to make you feel and look like a million! You'll get the lift of your life in this convertible! Just take the wheel and your blues roll away. Touch a button and the top rolls away—and there you are, sailing along with the freedom of all outdoors!



FORD'S OUT FRONT WITH

The Body Beautiful



Ford's out front in styling, with the look of the year! Long, low graceful lines that invite envious glances. With its low center of gravity and a "dream-car" silhouette, it's a road-hugging beauty... in any of 10 smart new colors that keep their "Showroom Complexion"!



Business or pleasure, you'll appreciate the "closet space" of Ford's new "Deep Deck" Luggage Locker. 19 cubic feet of usable space, plus spare wheel room... 57% larger than ever before!



Doors open easily with "Pull-out" handles, shut solidly at a mere touch.



Right side of graceful name plate lifts easily with one hand to open trunk. Key fits in protected lock under letter "R" in Ford.