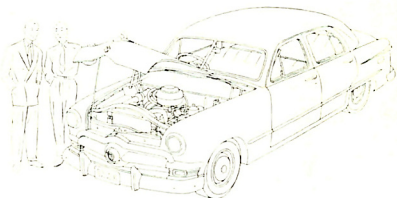


It's "Ford for '50" - and it's fine!

FORD for 1950 SPECIFICATIONS



GENERAL

Wheelbase	114"
Track (Front)	56"
Track (Rear)	56"
Turning radius (outer front wheel)	20' 6"
Maximum overall height 4-door sedan with normal load	63 1/4"
Maximum overall length over standard bumper guards	196 1/2"
Maximum width	72 1/5"
Fuel tank capacity—gal.	13
Crankcase capacity refill—pints	8
Cooling system capacity—quarts	17

V8 ENGINE

No. of Cylinders	8
Bore and Stroke	3-3/16" x 3 1/2"
Piston Displacement	
Cubic Capacity	239.4 cu. in.
Comp. Ratio	6.8—1
Taxable H.P.	32.5 R.A.C. rating
Max. B.H.P.	100 at 3,600

CHASSIS

Structure:

Five cross member, box section chassis frame of double-drop design. Frame side rails of 4" x 3 1/2" with continuous-weld box section from front suspension cross member to back of rear axle.

Front Suspension:

Type: Independent swinging links with coil springs. Coil spring diameter outside: 5.4 inches. Shock absorbers: Hydraulic double-acting tubular type. Caster and camber: Independent adjustment for each at each wheel.

Rear Suspension:

Type: Longitudinal semi-elliptic leaf springs. Method of propulsion (type of drive line): Hotchkiss drive.

Rear Axle:

Type: Semi-floating. Final drive gears (crown wheel and pinion): Hypoid. Rear Axle ratio 3.73—1

GEARBOX (Transmission)

Type: 3 speeds—forward, 1 speed reverse.

Gearbox Ratios:

First	2.819—1
Second	1.604—1
Third (top gear direct drive)	1—1
Reverse	3.625—1

FOOT BRAKE (Service Brake)

Type: Duo-Servo (self-energising) 4-wheel hydraulic.

STEERING SYSTEM

Type: Symmetrical linkage with cross link and idler arm. Steering gear: Worm and triple-tooth roller.

Steering gear ratio: 17.7—1.

WHEELS AND TYRES

5 No. 6.00 x 16 x 4-ply tyres and tubes.

FORD DEALERS KNOW FORD'S BEST . . .

Nation-wide chain of Ford Dealers give specialised Ford Service.

Wherever you go you'll always find a Ford Dealer near at hand to give your car the benefit of Ford 'know-how.' Every Ford Dealer has factory approved equipment operated by factory-trained personnel to give you fast, economical service that will keep your running costs to a minimum.

A RADIO with FORD Keynote of Quality

For the Ford for '50 there's a specially designed radio that fits in behind the new, smartly styled radio grille in the instrument panel. Longer range reception and audibility throughout the car with minimum volume bring added pleasure to motoring.



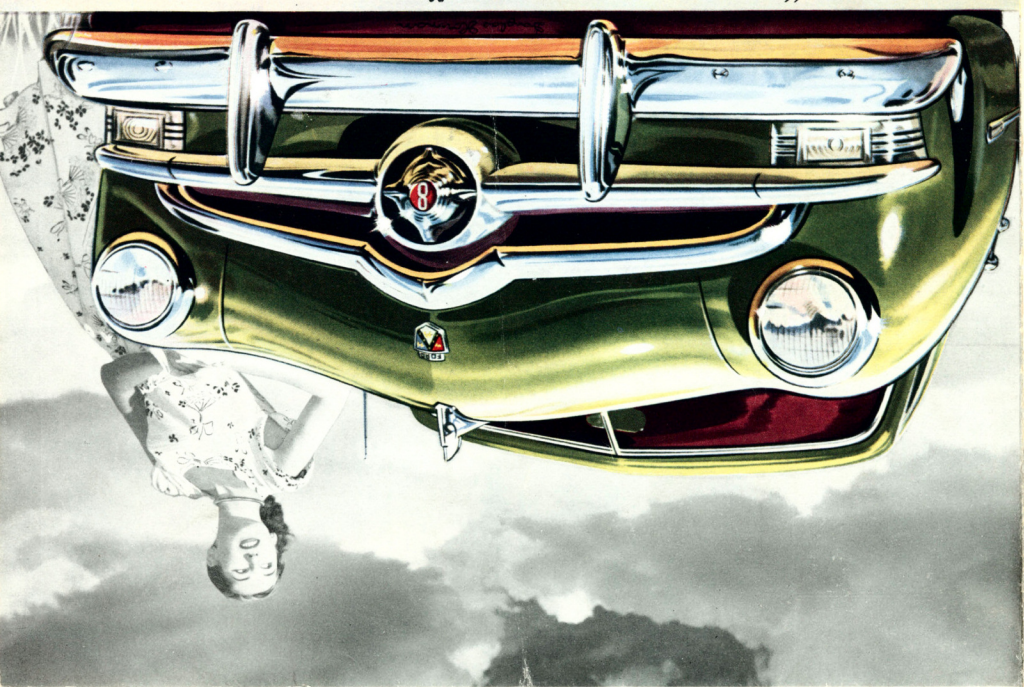
FROM
THE HOME OF FORD
MANUFACTURING IN AUSTRALIA

Ford Motor Company of Australia Pty. Ltd., whose policy is one of continuous improvement, reserves the right, subject to such regulations as may from time to time apply, to change specifications and prices at any time without notice or incurring liability to purchasers.

Ford Motor Company of Australia Pty. Ltd. (Incorporated in Victoria)

Registered Office: Geelong, Victoria

His "Ford for '50" - and it's fine!



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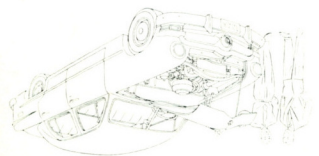
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THE FORD MOTOR COMPANY LIMITED
 MANUFACTURERS IN AUSTRALIA
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FORD for 1950 SPECIFICATIONS

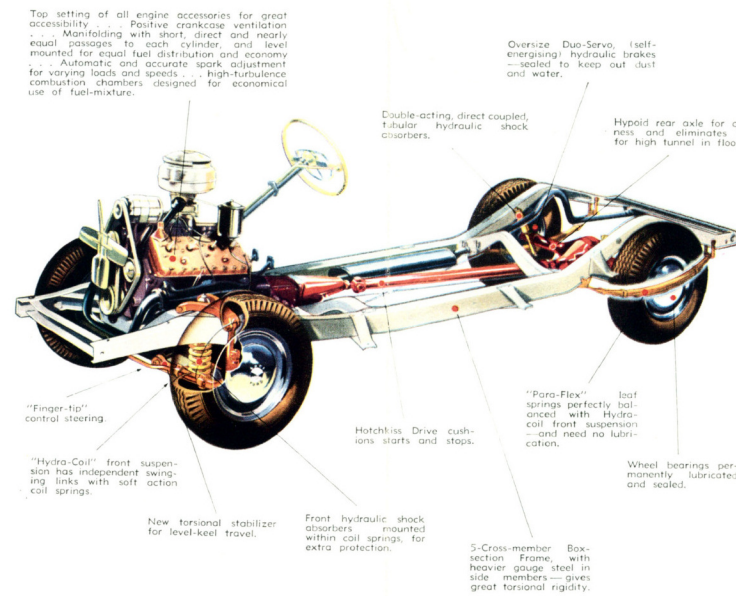
Wheelbase	111"
Track (Front)	56"
Track (Rear)	56"
Turning radius (outer front wheel)	20' 6"
Maximum overall height (hood)	63 1/2"
Maximum overall length (over standard bumper)	196 1/2"
Maximum width	72 1/2"
Fuel tank capacity—gal.	13
Crankcase capacity (with oil)	8
Maximum system capacity (oil)	8
Cooling system capacity (oil)	8
Max. BHP.	100 at 3,000 rpm
Max. R.P.M.	3,200
Comp. Ratio	6.8-1
Stroke	3.316" x 3.316"
Displacement	230.4 cu. in.
Frame side rails of 4" x 3 1/2" continuous-weld box section front and rear	177-1"
Frame of double-top design. Five cross members, box section chassis	
Front suspension: Independent swinging links with coil springs. Coil spring diameter outside 5 1/2 inches. Shock absorbers: Hydraulic double-acting tubular type. Rear axle: Semi-floating. Type: Hotchkiss drive. Method of propulsion (type of drive)	
Rear suspension: Type: Longitudinal semi-elliptic leaf carrier and axle. Method of propulsion (type of drive)	
Gearbox (Transmission): Type: 3 speeds forward, 1 speed reverse. Gearbox Ratios: First 2.819-1 Second 1.691-1 Third (top gear direct) 1.422-1 Reverse 3.622-1	
Foot Brake (Service Brake): Type: Duo-Servo (self-energising) drum. Steering gear: Worm and triple-tooth roller. Steering gear: Worm and triple-tooth roller. Wheel hydraulic. Type: Duo-Servo (self-energising) drum. Type: Duo-Servo (self-energising) drum.	

EVERY DETAIL HAS QUALITY YOU CAN SEE



The eye can see at a glance how fine in over-all style is Ford for '50—it's the fashion leader—and the closer the look, the more it reveals the fineness, beauty and usefulness of new 1950 features. At left are but a number of the refinements, typical of the quality built into every inch of 1950's Ford Custom Deluxe Sedan.

Every feature has efficiency you can feel



Top setting of all engine accessories for great accessibility . . . Positive crankcase ventilation . . . Manifolding with short, direct and nearly equal passages to each cylinder, and level mounted for equal fuel distribution and economy . . . Automatic and accurate spark adjustment for varying loads and speeds . . . High-turbulence combustion chambers designed for economical use of fuel-mixture.

Over-size Duo-Servo, (self-energising) hydraulic brakes—sealed to keep out dust and water.

Hypoid rear axle for quietness and eliminates need for high turned in floor.

Double-acting, direct coupled, tubular hydraulic shock absorbers.

"Para-Flex" leaf springs perfectly balanced with Hydro-coil front suspension—and need no lubrication.

Wheel bearings permanently lubricated and sealed.

5-Cross-member Box-section Frame, with heavier gauge steel in side members—gives great torsional rigidity.

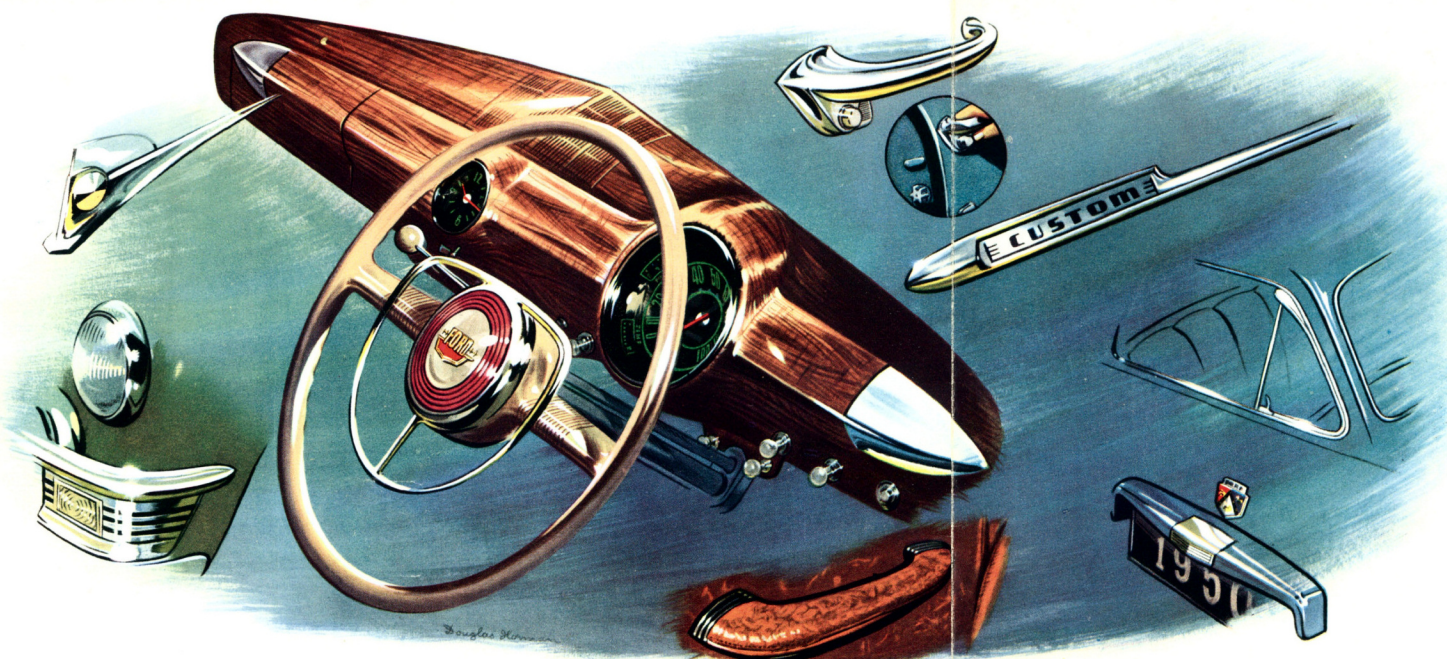
Hotchkiss Drive cushions starts and stops.

Front hydraulic shock absorbers mounted within coil springs, for extra protection.

New torsional stabilizer for level-keel travel.

"Hydra-Coil" front suspension has independent swinging links with soft action coil springs.

"Finger-tip" control steering.



Parking lights restyled into new fluted treatment at end of new grille centre bar . . . Bonnet top ornament of new and distinctive design . . . Instrument panel with new chrome treatment, ivory toned control knobs of new design, new easy-close glove compartment . . . Horn ring newly shaped—will not catch your coat sleeve or obstruct view of instruments. These and many other features make "Ford for '50" the fashion leader for '50.

Pull-to-arm-rests on all doors . . . Push button door handles with new rotary door locks—a light touch closes doors solidly and securely . . . Chrome identification ornament streamlined into body-side strip . . . Window eyes designed into front-seat window assembly for all-weather driving comfort . . . New trigger type latch opens luggage trunk door with finger-tip ease. New rear deck handle makes attractive frame for number plate.



Truly a "Living-Room on Wheels", Ford for '50 gives an entirely new conception of what travelling comfort can mean.

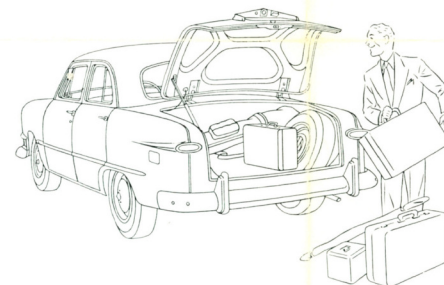
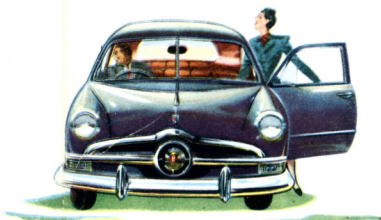


FORD is ahead again in 1950

WITH EVEN MORE BEAUTY AND ADVANCED ENGINEERING

Improving the "world's newest car" appeared impossible — but Ford has achieved it. Ford for '50 is better in many surprising ways — there's new beauty in refinement of body styling, new exciting, fashion setting exterior and upholstery colours, new practicability in the "open-at-a-touch" door locks, new sturdiness in a chassis of even heavier gauge steel, new safety in the all-steel body reinforced at 13 additional points.

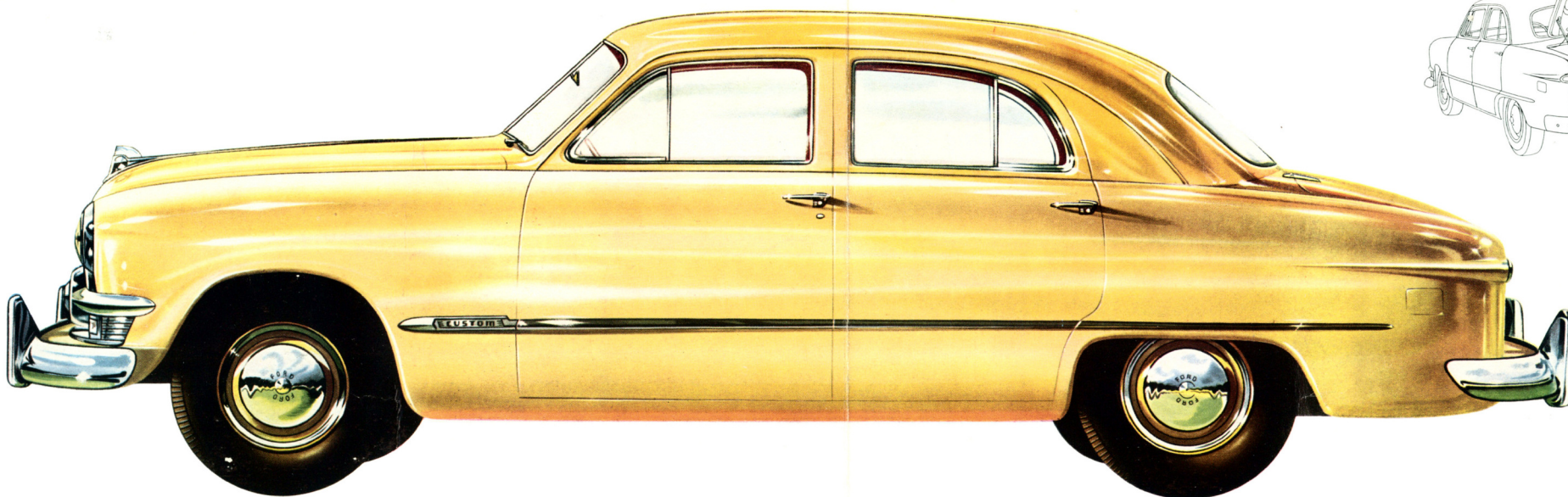
All day travelling comfort for 6 big people is provided in a living room on wheels. Sofa wide seats, draught-free ventilation controls for front and rear passengers, picture window visibility. For added convenience at night, new interior lights are operated by opening or closing either front door, or by a handy switch on the instrument panel.



The deep, spacious luggage boot has plenty of room for the whole family's baggage and to give easy access to the spare wheel and tyre.



Famous "Mid-ship" ride is preserved in Ford for '50. The going's always smooth in Ford's low centre section. "Hydra-coil" front springs, "Para-flex" rear springs, double acting Hydraulic shock-absorbers and new torsional stabiliser smooth out the roughest roads.



IT'S FORD AND IT'S FINE

Ford for '50's low line always gets a second look. But there's more to Ford for '50 than meets the eye — its low centre of gravity makes for road-hugging safety. Yet for all this, clever designing preserves airy head room and space to stretch out and relax.