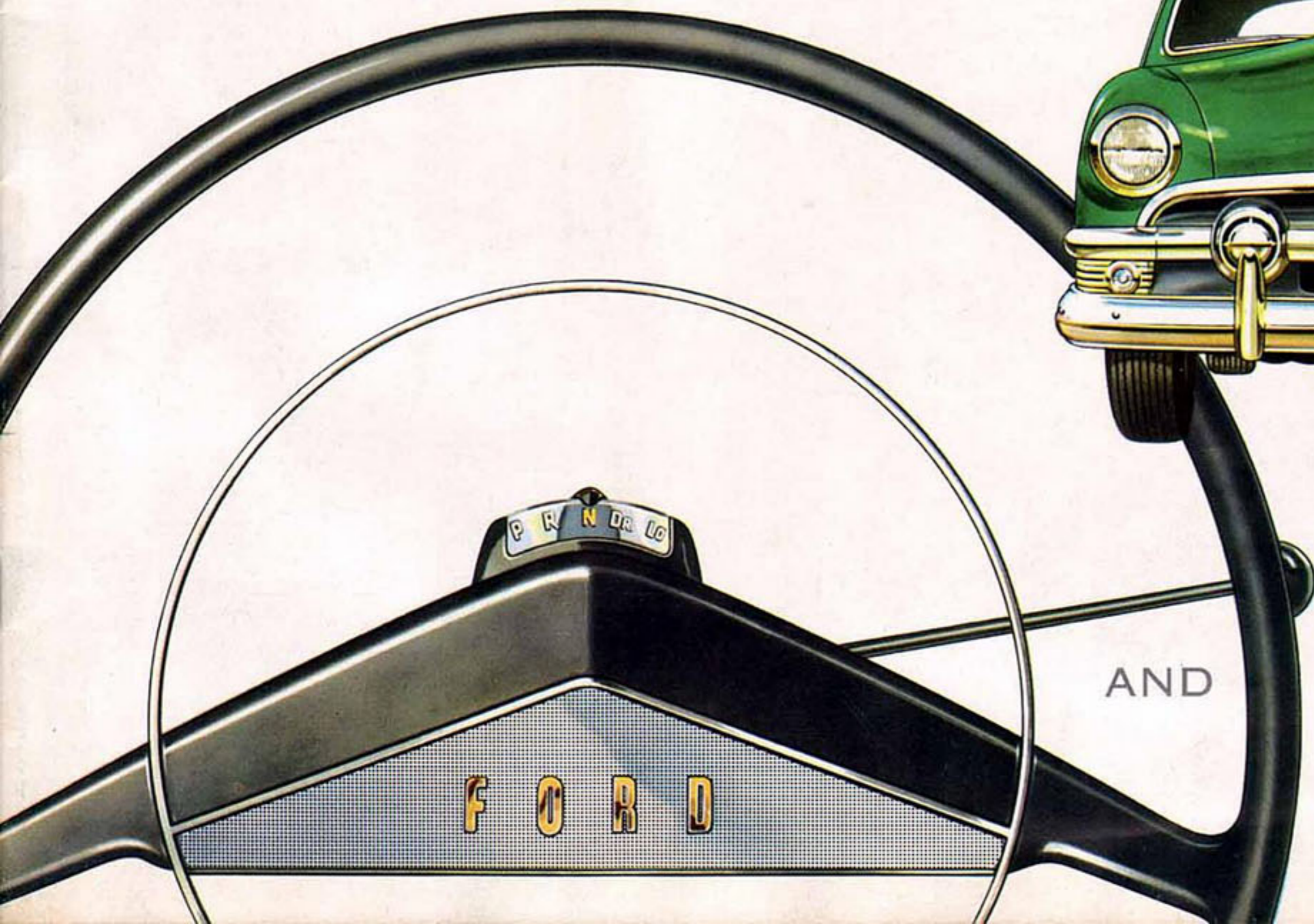
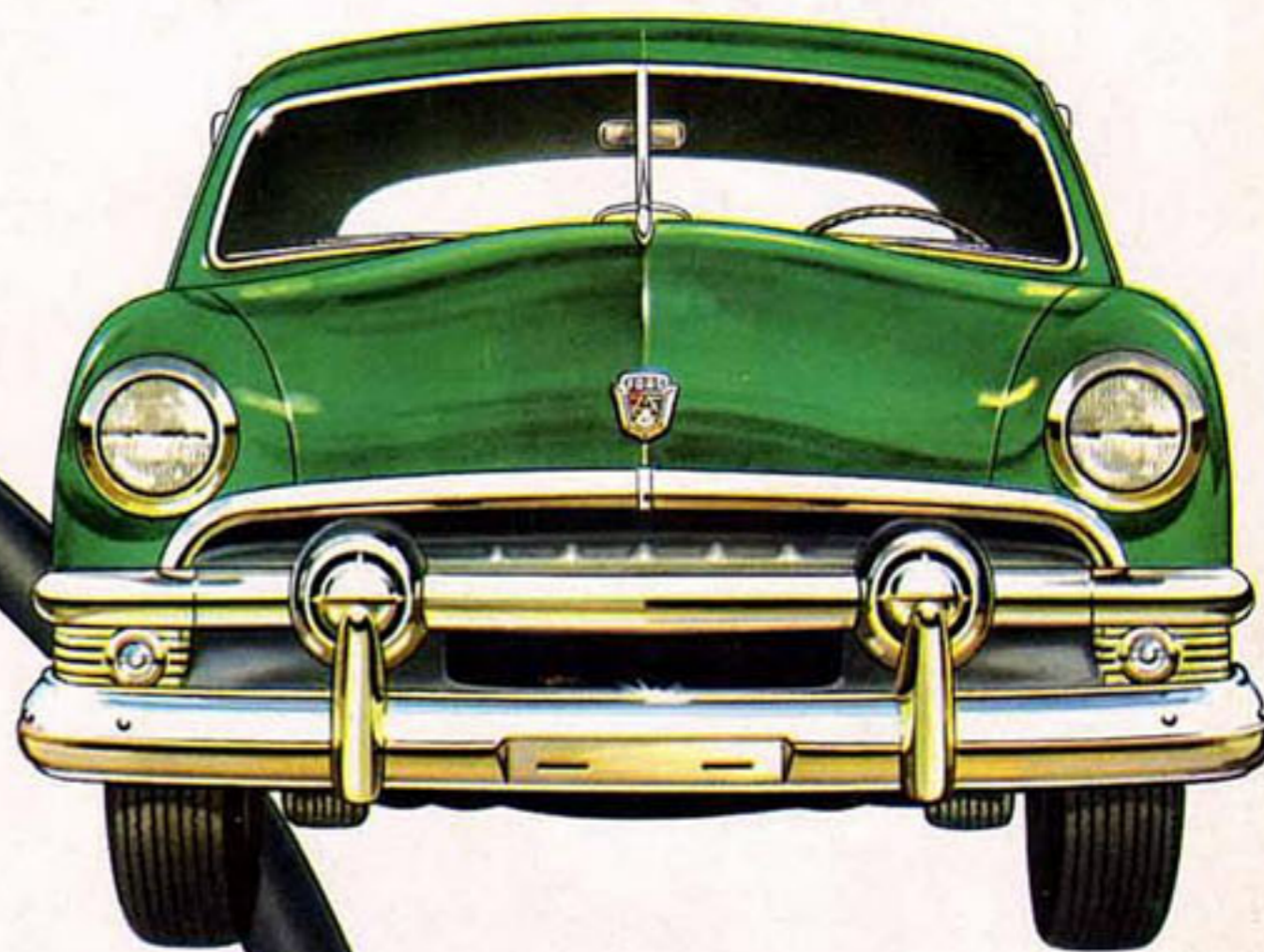


# '51 FORD

FORD STEPS AHEAD  
WITH 43 "LOOK AHEAD" FEATURES



AND

FORDOMATIC DRIVE





# PART FOR PART You can pay more but you can't buy better!



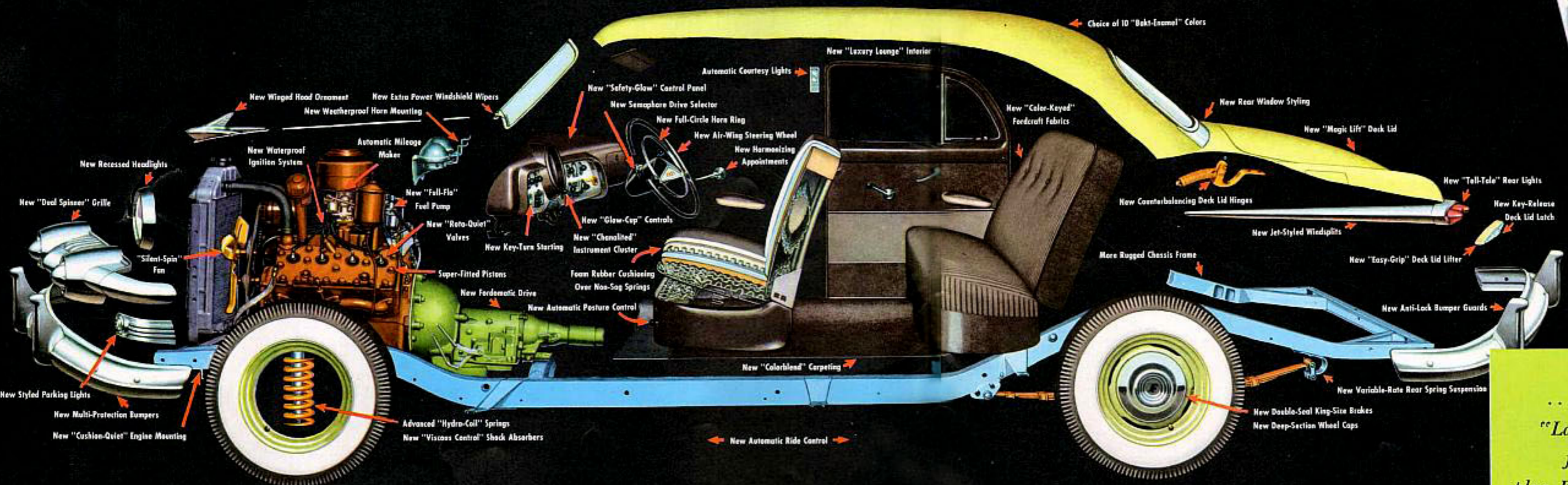
UNDER the "crest of quality," the '51 Ford steps ahead for the years ahead.

Here is the car that *progressive planning* designed, engineered, and made come true. In its every detail the '51 Ford is styled and built not just for this year and next but for the years ahead.

With new Fordomatic Drive—plus 43 new "Look Ahead" features—the '51 Ford brings you transportation that is safer, easier, more economical!

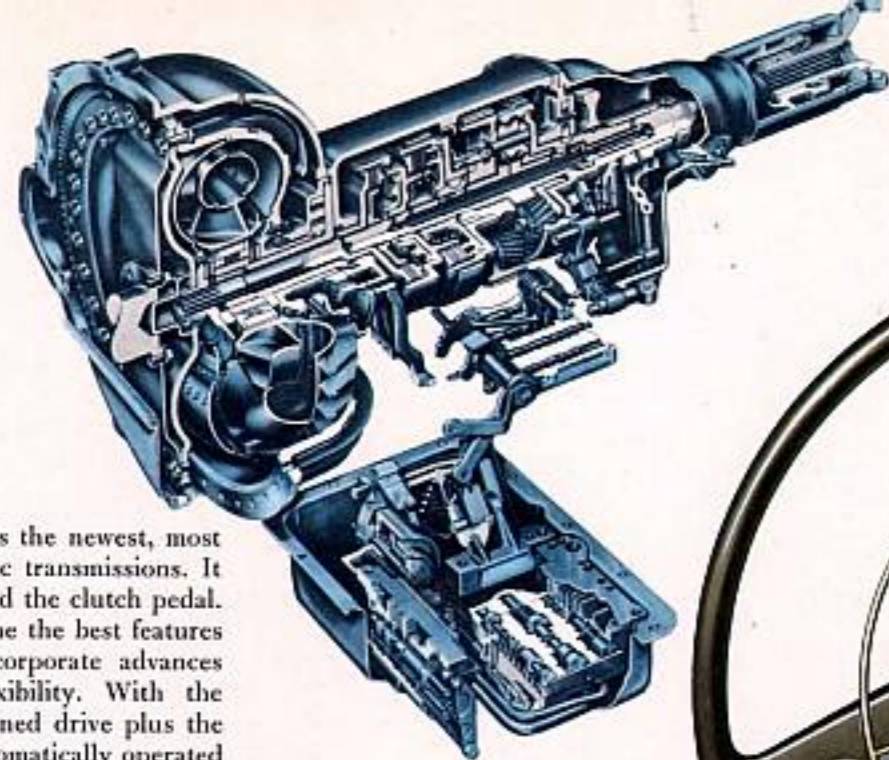
At the left is an "exploded" view of the '51 Ford. It shows in detail a number of the new "Look Ahead" features which are found in the '51 Ford for the first time, along with many other "Look Ahead" features that are traditional to "the one fine car in the low-price field."

Consider each detail of the '51 Ford in terms of styling, quality, safety, economy, and your personal comfort. Compare these details with the finest you have seen in much higher priced cars. We're sure you'll agree that "You can pay more but you can't buy better!"



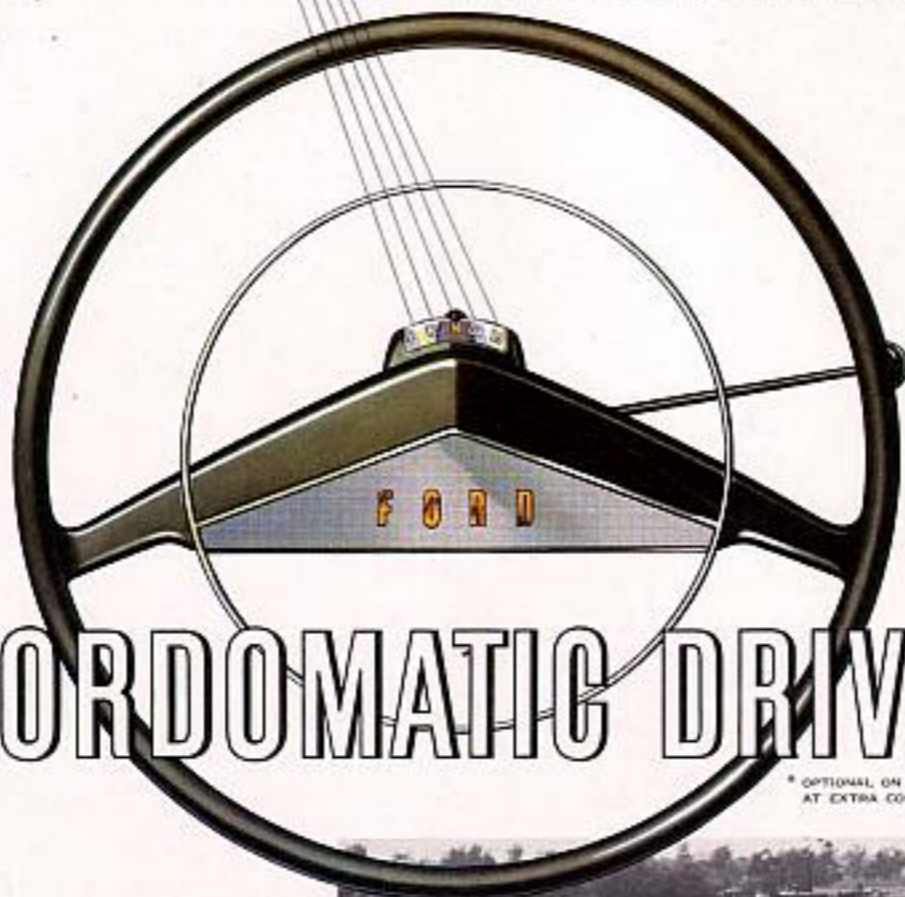
... with 43  
 "Look Ahead"  
 features  
 plus FORDOMATIC





**EXCLUSIVE SEMAPHORE  
DRIVE SELECTOR**

Forward and Reverse are separated by Neutral in the center, so as to avoid going into Forward when you want to back up. And, for further safety, when lights are on, a red light shows you're in Park or Reverse, an amber light when you're in Neutral, and the Forward positions light up green.



**FORDOMATIC DRIVE\***

\* OPTIONAL ON V-8 MODELS  
AT EXTRA COST

**T**HE FORDOMATIC DRIVE is the newest, most advanced of all automatic transmissions. It eliminates the shift lever, and the clutch pedal. It was engineered to combine the best features of previous drives and incorporate advances that provide complete flexibility. With the smoothness of an oil-cushioned drive plus the flexibility and control of automatically operated mechanical gears, Fordomatic offers you comfort, control, flashing performance and savings which are hard to match.

HERE'S THE NEW



**FLASHING  
GETAWAY**

Leave it to Ford for quick getaway! And leave it to Ford to perfect this no-lag pickup in Fordomatic. You start off smooth and fast with no need for racing your engine. That's because you have a torque converter (an automatic transmission in itself—the equivalent of a countless number of gear ratios) PLUS a fully automatic gear transmission. With Selector in drive (Dn) position you start in intermediate gear and automatically advance to high at any speed between 17 and 65 mph, depending on how far accelerator is depressed.



**INSTANT  
ACCELERATION**

You can drive all day and never move your Selector from Drive position. Yet with Fordomatic the right drive ratio is selected automatically for you . . . at just the right instant to give you the acceleration you want and to cut your gas bills. For quick pickup in passing or climbing steep hills, you press through on your accelerator and Fordomatic automatically goes back to intermediate gear. Let up on the accelerator and you're automatically back in high, so smoothly you can hardly notice the change.

... THE NEWEST, FINEST, MOST FLEXIBLE OF ALL



**CUTS 92%  
OF DRIVING MOTIONS**

Forget about clutching, forget about shifting . . . with Fordomatic! It's more automatic than most other drives, yet you have complete control with far greater flexibility. And it can't be touched in the low-price field for its economy of operation!



**PERMITS USE OF  
ENGINE FOR BRAKING**

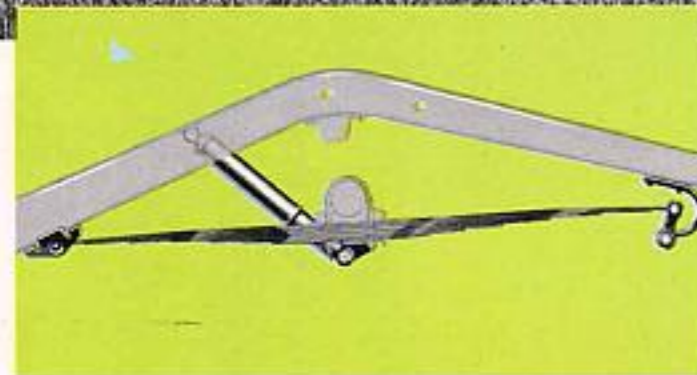
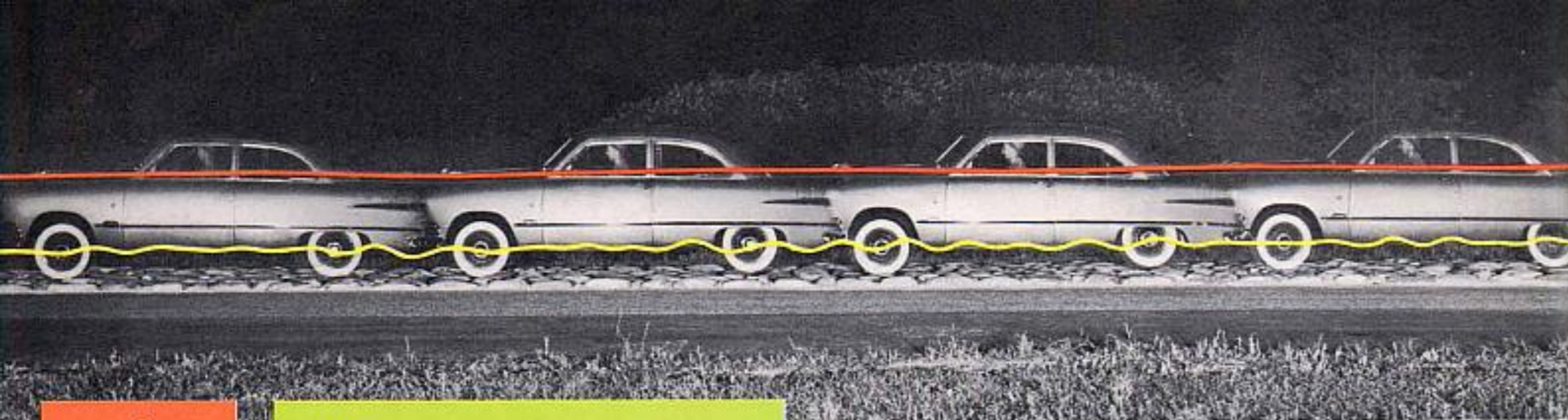
It's safer on hills or on slippery roads, too, because with Fordomatic Drive the engine actually helps to slow the car down. You can flip the selector to Low at any speed when extra engine braking is needed. If your speed is above about 25 mph, the drive automatically reverts to intermediate gear, and then drops back to Low when speed drops below about 25. This advancement in design gives you safety and convenience not found in most other automatic drives.



**EASIER ROCKING**

Fordomatic has the answer to every problem. Stuck in the mud? You can shift to Low. Want to "rock" the car out of snow or a rut? It rocks easier than a car with conventional transmission. Just move the selector back and forth from Reverse to Low. And if you ever need a push, Fordomatic can be pushed to a start at low speeds. At about 15 miles per hour you move Selector from Neutral to Low—and depress accelerator part way—and that's all there is to it.





#### AUTOMATIC RIDE CONTROL

Here's one of the truly great advances. Ford Automatic Ride Control automatically smooths the bumps, steadies your ride, keeps your car level. It compensates for road conditions through the combination of many features—such as Advanced "Hydra-Coil" Front Springs, new Variable-Rate Rear Spring Suspension and new "Viscous Control" Shock Absorbers (which self-adjust their "give" as road conditions change). This new Automatic Ride Control gives you an easy ride, a level ride—no jounce, no pitch, no roll.

THESE "LOOK AHEAD" FEATURES GIVE YOU COMFORT,



#### DOUBLE-SEAL KING-SIZE BRAKES

Ford's brakes are double-sealed against the weather and King-Size for longer life. They make full use of the car's momentum in either forward or reverse motion to give you safe, sure stops with "feather-touch" pedal pressure.

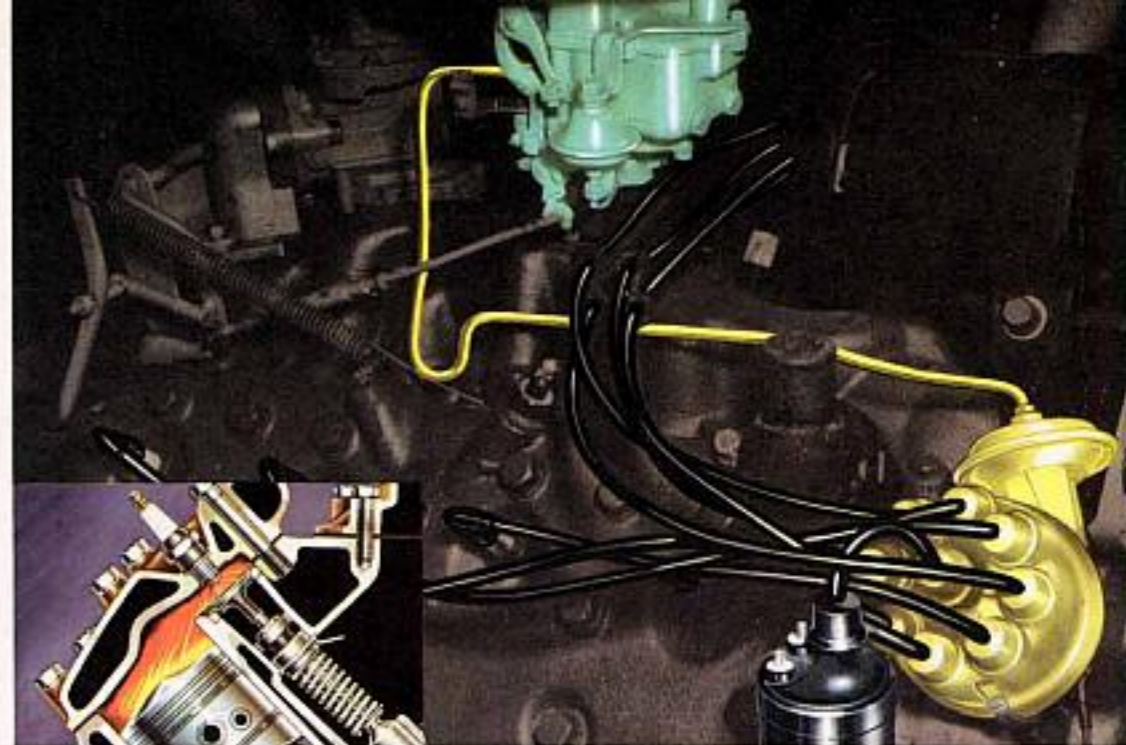


#### AUTOMATIC POSTURE CONTROL

Release the lever and front seat moves forward and rises *automatically* for shorter drivers. When seat is pushed back it lowers automatically for taller drivers. Angle of seat back changes correspondingly too, assuring correct posture for short and tall drivers alike.

## 43 "LOOK AHEAD" FEATURES NEW TO THE '51 FORD PLUS THE NEW FORDOMATIC DRIVE

- |   |   |
|---|---|
| 1. New Semaphore Fordomatic Drive Selector                | 21. New "Full-Flit" Fuel Pump                                   |
| 2. New "Viscous Control" Shock Absorbers                  | 22. New "Cushion-Quiet" Engine Mounting                         |
| 3. Advanced "Hydra-Coil" Springs                          | 23. New Level-Mounted Intake Manifold on SIX                    |
| 4. New Variable-Rate Rear Spring Suspension               | 24. New Super-Fitted Pistons in SIX                             |
| 5. New "Luxury Lounge" Interior                           | 25. New Quiet-Contoured Camshaft in SIX                         |
| 6. New "Color-Keyed" Fordcraft Fabrics                    | 26. New "Silent-Spin" Fan on SIX                                |
| 7. New Harmonizing Appointments                           | 27. New "Dual Spinner" Grille                                   |
| 8. New "Safety-Glow" Control Panel                        | 28. New Styled Parking Lights                                   |
| 9. New "Channelled" Instrument Cluster                    | 29. New Recessed Headlights                                     |
| 10. New "Glow-Cup" Controls                               | 30. New Multi-Protection Bumpers                                |
| 11. New Key-Turn Starting                                 | 31. New Winged Hood Ornament                                    |
| 12. New Built-In Heater Control Panel                     | 32. New Deluxe and Custom Name Plates                           |
| 13. New Air-Wing Steering Wheel and Full-Circle Horn Ring | 33. New V-8 Insignia  |
| 14. New Automatic Posture Control                         | 34. New Larger Body Side Molding                                |
| 15. New Front Seat Adjustment                             | 35. New Deep-Section Wheel Caps                                 |
| 16. New Key-Release Deck Lid Latch                        | 36. New "Tell-Tale" Rear Lights with New Jet-Styled Windshields |
| 17. New Counterbalancing Deck Lid Hinges                  | 37. New Rear Window Styling                                     |
| 18. More Rugged Chassis Frame                             | 38. New Extra Power Windshield Wipers                           |
| 19. New Double-Seal King-Size Brakes                      | 39. New Anti-Lock Bumper Guards                                 |
| 20. New "Rota-Quiet" Valves                               | 40. Advanced 3-Speed Transmission                               |
| 21. New Waterproof Ignition System                        | 41. New Weatherproof Horn Mounting                              |
| 22. New Chrome-Plated Top Piston Rings                    |   |



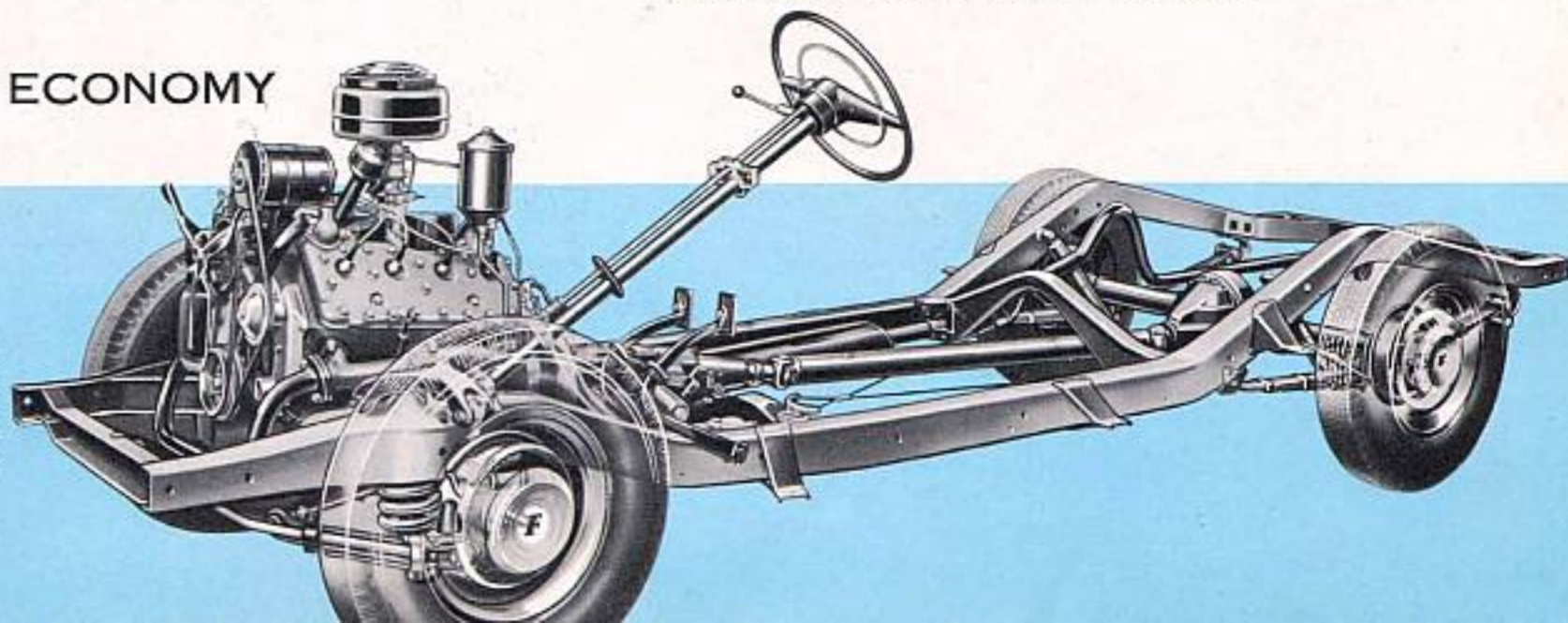
#### AUTOMATIC MILEAGE MAKER

Ford's exclusive Automatic Mileage Maker helps you get more mileage from every gallon of gasoline you buy. It is a self-regulating system, combining ignition, carburetion and "Power Dome" combustion, that matches timing to fuel charges in such a way that every drop of fuel is used—none wasted. It gives you high-compression performance on regular gasoline. And it makes Ford's famous quick starts even quicker.

SAFETY, AND ECONOMY

#### MORE RUGGED FRAME

The side-rails of the Ford chassis frame are now "box sectioned" all the way to the stiffer rear cross member, resulting in greater ruggedness, longer life and trouble-free maintenance. And Ford alone in its field uses five big cross members for greater durability.

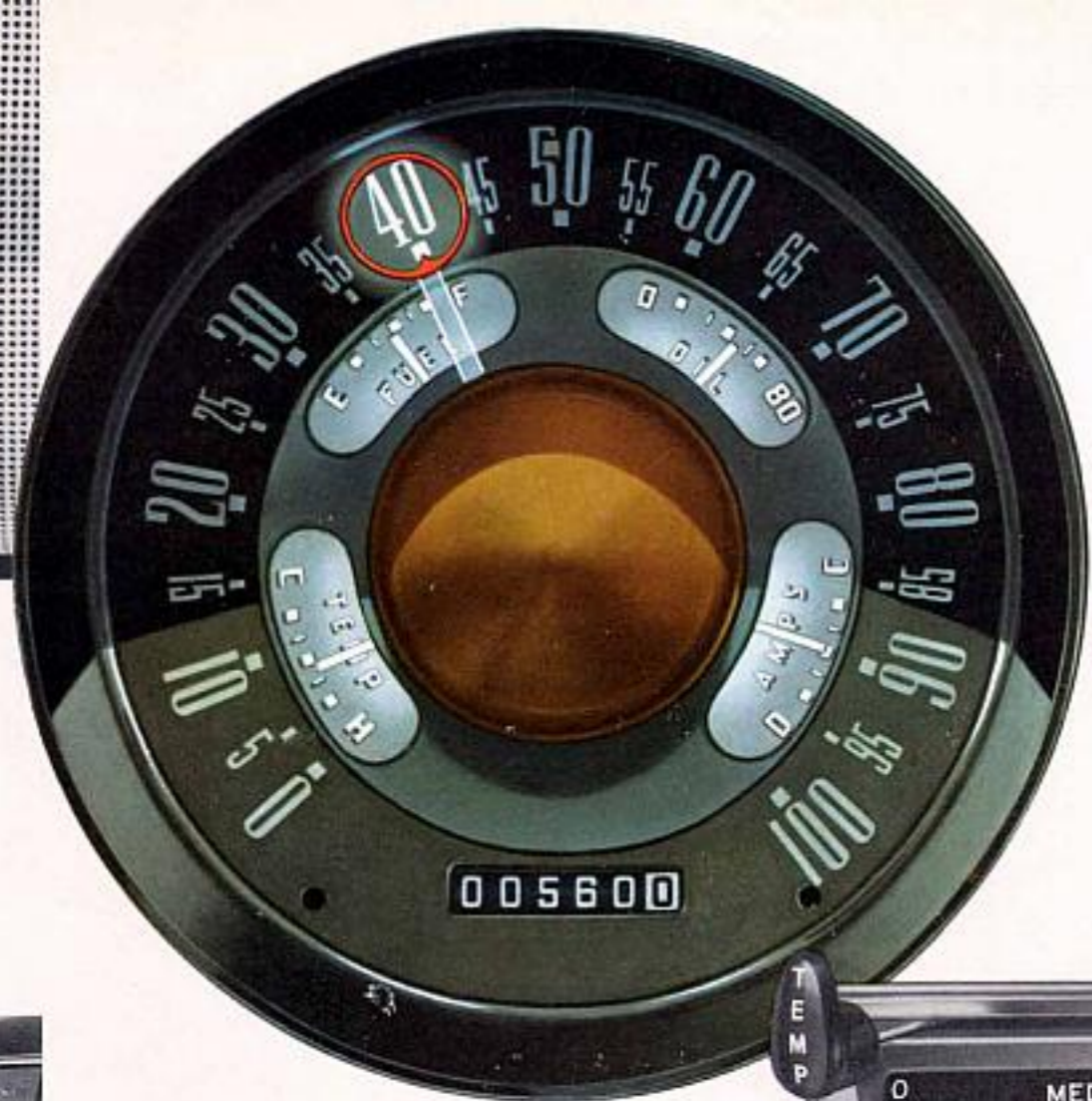






#### KEY-TURN STARTING

Just turn your ignition key past the "ON" position and it automatically operates your starter. No stretching for a foot pedal, no reaching for a starter button.



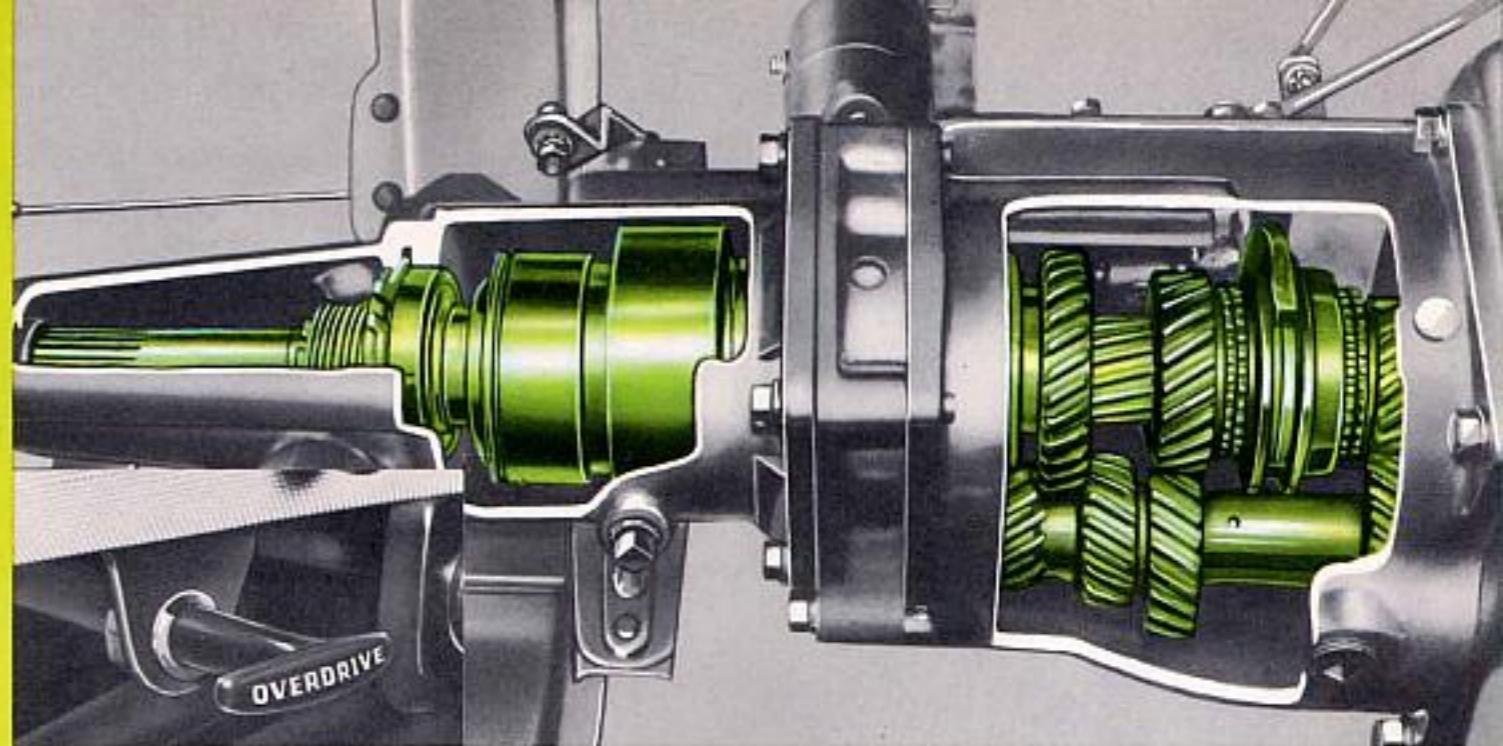
#### "CHANALITED" INSTRUMENT CLUSTER

When head or parking lights are on, car speed is singled out sharply on the speedometer scale by a soft, clear ring of "channeled light" while the rest of the scale stays dark. Gauges are clustered inside the big speedometer scale where they are easy to read. Illumination of gauges may be varied in intensity by turning the headlight switch control knob.



#### "GLOW-CUP" CONTROL ILLUMINATION

No longer is there any need to be "in the dark" as to which control knob is which, when driving at night. Ford's exclusive "Glow-Cup" illumination lights each knob and its identifying label softly from behind—for easier, safer nighttime selection. Ford's the *only* car in America to offer you this feature!



#### EXCLUSIVE OVERDRIVE

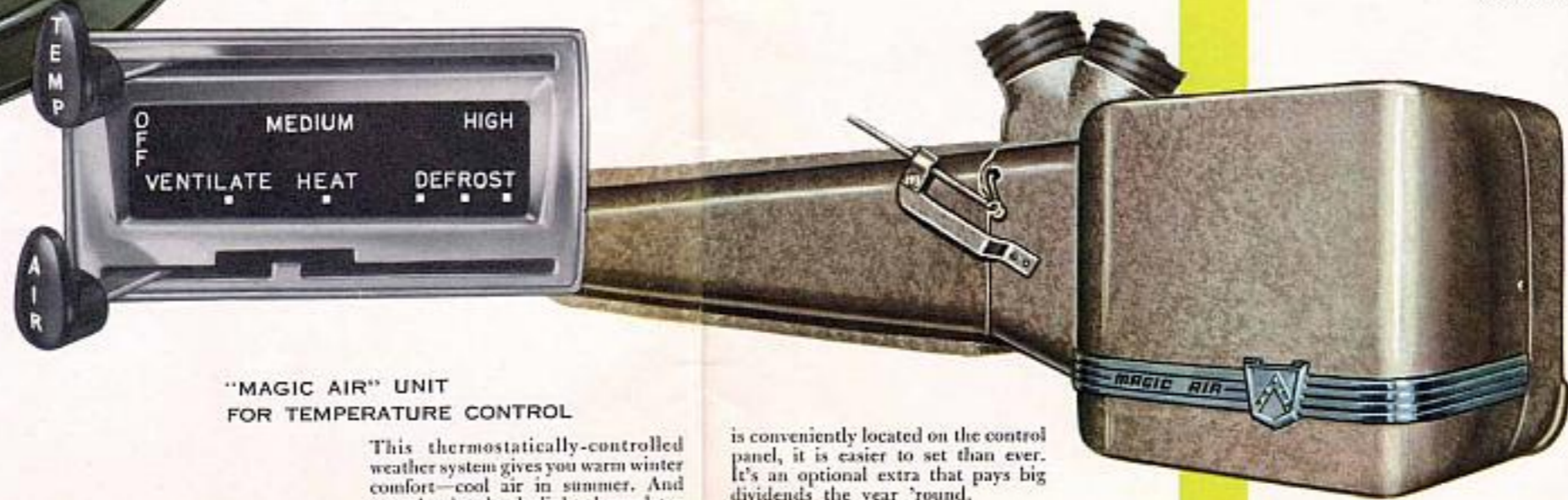
Exclusive in its field is the optional extra that gives you "fourth" gear smoothness and quiet. It brings you savings, too—with up to 15% greater gas mileage—because engine revolutions are cut 30%. (Example:

While car is doing 50 mph, engine is doing 35.) And for quick passing or quick hill-climbing power, just press through on the accelerator pedal and you go back into direct drive automatically.



#### KEY-RELEASE DECK LID LATCH

Just turn the key and the "Magic Lift" Deck Lid springs open automatically. A touch then lifts it or lowers it. And for a family's baggage you never saw a roomier "luggage locker."



#### "MAGIC AIR" UNIT FOR TEMPERATURE CONTROL

This thermostatically-controlled weather system gives you warm winter comfort—cool air in summer. And now that its clearly lighted regulator

is conveniently located on the control panel, it is easier to set than ever. It's an optional extra that pays big dividends the year 'round.

#### WATERPROOF IGNITION SYSTEM

New Waterproof Ignition System assures quick, sure starts and top efficiency in gasoline use under all weather conditions because it prevents the engine being shorted out by moisture. Each spark plug wire has a synthetic rubber boot that fits down tightly over the top half of the porcelain on the plug to effectively bar all moisture. These boots are made from heat-resistant synthetic rubber and are molded onto the ignition wire sheathing to eliminate joints through which moisture might seep. All ignition wires are covered with long-lasting synthetic rubber and are impervious both to water and oil. Distributor case is precision-fitted to exclude moisture and dust.





*Deluxe Fordor Sedan*



*Deluxe Business Coupe*



*Deluxe Tudor Sedan*



### DELUXE

Ford's Deluxe line includes six models in three popular body styles—Tudor Sedan, Fordor Sedan, and Business Coupe. Each body style is available in both V-8 and Six models. Deluxe models may be had in any of six bright new body colors and for their "Luxury Lounge" interiors there's a choice of Craftweave or Craftloom genuine Fordcraft upholstery materials with any body color.

*Custom Tudor Sedan*



### CUSTOM

Ford's Custom line sets new standards for luxurious beauty. In it are three enclosed body styles, Tudor Sedan, Fordor Sedan, and Club Coupe, available in V-8 or Six models, and a Convertible in V-8 only. Enclosed models may be had in any of ten body colors, Convertible in twelve. "Luxury Lounge" Interiors are finished in exclusive "Color-Keyed" Fordcraft materials—Craftweave, Craftloom or Craftford—to harmonize with body colors. Eight interior trim schemes are available for the Convertible, four for the enclosed models.

*Custom Convertible*



*Custom Club Coupe*



## LUXURY IN EVERY LINE

*Custom Fordor Sedan*



**"COUNTRY SQUIRE"**



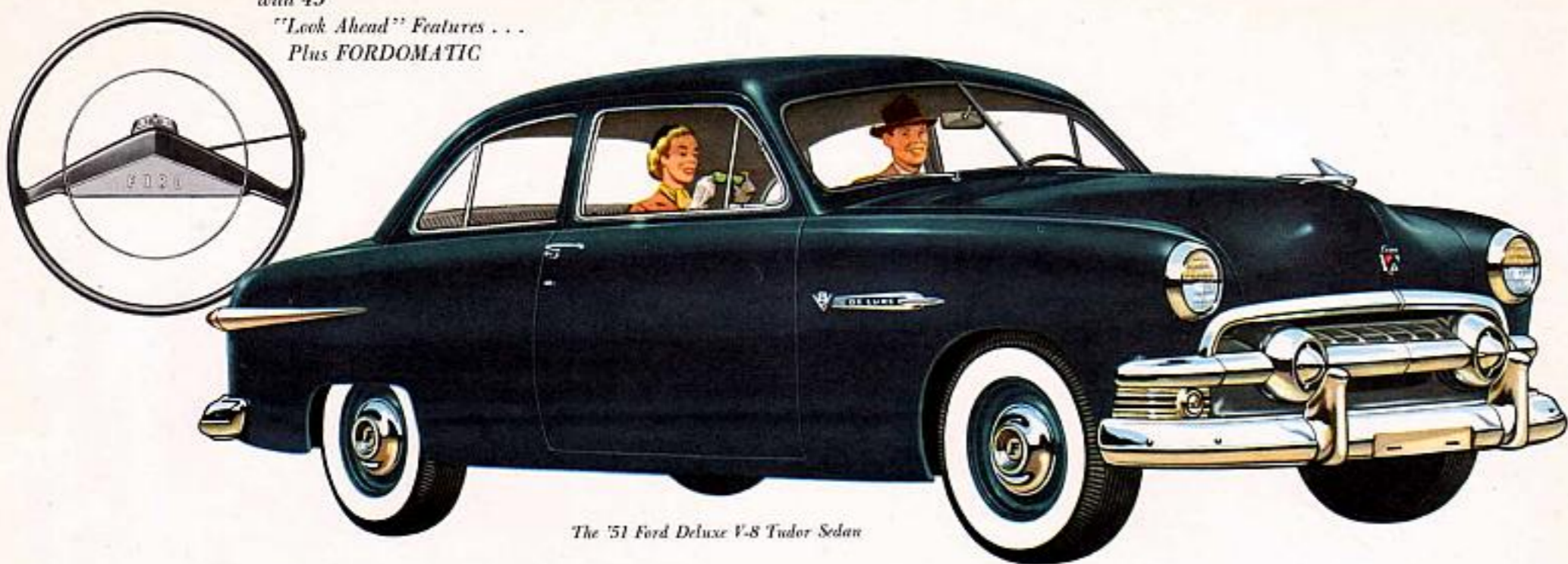
**VICTORIA**

Here's the newest and most advanced Station Wagon on the road, a "Double Duty Dandy," available in either V-8 or Six. In less than 3 minutes you convert it from a big, comfortable 8-passenger car into a "flat-decked" cargo-carrier. Ideal for Playloads or Payloads.

It's smart as a convertible—snug as a sedan . . . and six passengers big. You have a wide choice of body colors with harmonizing interior ensembles. It's powered by Ford's famous V-8 engine—and offers Conventional Drive, Overdrive or Fordomatic Drive.



with 43  
 "Look Ahead" Features . . .  
 Plus FORDOMATIC



The '51 Ford Deluxe V-8 Tudor Sedan

SIX PEOPLE BIG and safe for the little folks is this beautiful Ford Tudor! It's the body style long a favorite as the all-around family car—now with more comfort, style and value than ever!

THE FAMILY FAVORITE

*Tudor Sedan also available in Deluxe Six, Custom V-8, and Custom Six models*

with 43 "Look Ahead"  
 Features . . . Plus  
 FORDOMATIC



The '51 Ford Custom V-8 Club Coupe

SO PRACTICALLY YOURS!

"Why pay more for style, quality or quiet?" you'll ask when you "Test Drive" this "strictly personal," Ford Club Coupe, with seating for six. There's grace in every line . . . and an extra large "Deep Deck" Luggage Locker that will serve the whole family . . . with room to spare!

*Club Coupe also available in Custom Six model*





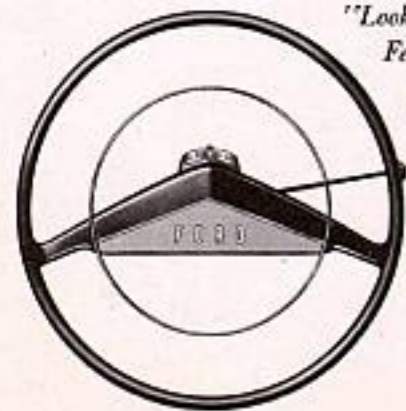


*The Fordor Sedan is available in Custom V-8 and Six Models and in Deluxe V-8 and Six Models*

*The '51 Ford Custom V-8 Fordor Sedan*

## FASHION CAR STYLE—LESS GAS PER MILE

with 43  
"Look Ahead"  
Features . . . Plus  
FORDOMATIC



THE FORDOR SEDAN, like the other '51 models, brings you "Fashion Car" Styling, along with gas savings and dozens of other outstanding features you've been looking for. Take the Automatic Mileage Maker, a self-regulating system that saves gas on every mile you drive. Take the spacious new "Luxury Lounge" Interior with a new, wide choice of

Fordcraft upholstery fabrics "color-keyed" to exterior colors. Take the Picture Window Visibility with nearly 19 square feet of glass area. Take the "Safety-Glow" Control Panel, styled for greater convenience and beauty. But, better yet, take a "Test Drive" in this '51 Fordor and you won't be satisfied with anything less than a Ford.



*The Deluxe V-8 Fordor Sedan*





The '51 Ford Deluxe V-8 Business Coupe

## WORK CAN BE FUN

BUSINESS IS PLEASURE in this fine new '51 Ford. You'll find roomy, easy-to-get-at storage space right behind the front seat and also more than 29 cubic feet of load room in the spacious "Deep Deck" Luggage Locker. With its extra economy and low upkeep cost, here's a car that's extra easy to own and to operate.



Business Coupe also available in Deluxe Six model



with 43  
"Look Ahead"  
Features . . . Plus  
FORDOMATIC



with 43  
"Look Ahead" Features  
. . . Plus FORDOMATIC



The '51 Ford Custom V-8 Convertible

## FOR THE GYPSY IN YOU

IF THERE'S A TOUCH of gypsy in your soul . . . if you like the sun and the wind and the open road . . . you'll surely thrill to this sleek, shining Convertible with specially upholstered "Luxury Lounge" Interior. A slight touch of the finger, and the snug top goes up or down automatically. A slight touch of the foot, and you're sailing off to faraway places behind Ford's smooth, easy power.





with 43  
 "Look Ahead" Features  
 ... Plus FORDOMATIC



The '51 Ford V-8 "Country Squire" Station Wagon

### IT'S A DOUBLE DUTY DANDY

YOU'LL FIND THIS bold beauty is a honey for Sunday's calling or Monday's hauling. Push, pull and the rear seat lifts out. Then fold the "Stowaway" center seat into the floor (all in less than 3 minutes) and you've converted this big, comfortable 8-passenger car into a "flat-decked" utility vehicle with more level carrying area than any other station wagon in its class. All-steel Lifeguard Body has mahogany-finished outer panels, trimmed with real birch or maple. To meet every driving need, it leads a double life.

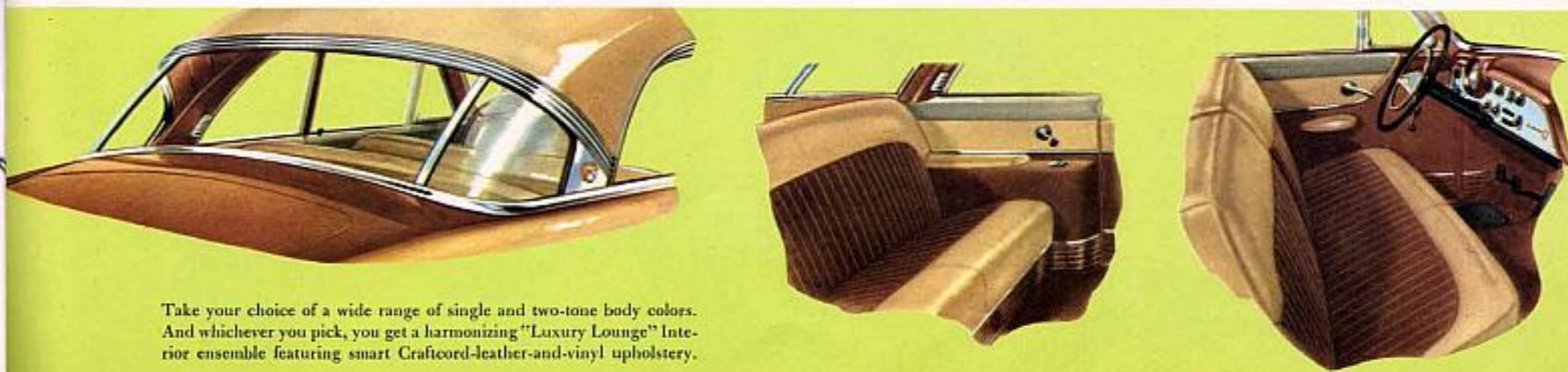


"Country Squire" also available with six-cylinder engine



### THE '51 FORD VICTORIA

CONVERTIBLE SMART . . . SEDAN SNUG! It's the last word in car design, Ford's beautiful new Victoria. From the stylish low lines of its all-steel top to the wide-angle visibility of its sweep-around rear window . . . every detail spells distinctive styling. Six passengers big, this fine new Ford model offers V-8 power with Conventional Drive, Overdrive or Fordomatic.



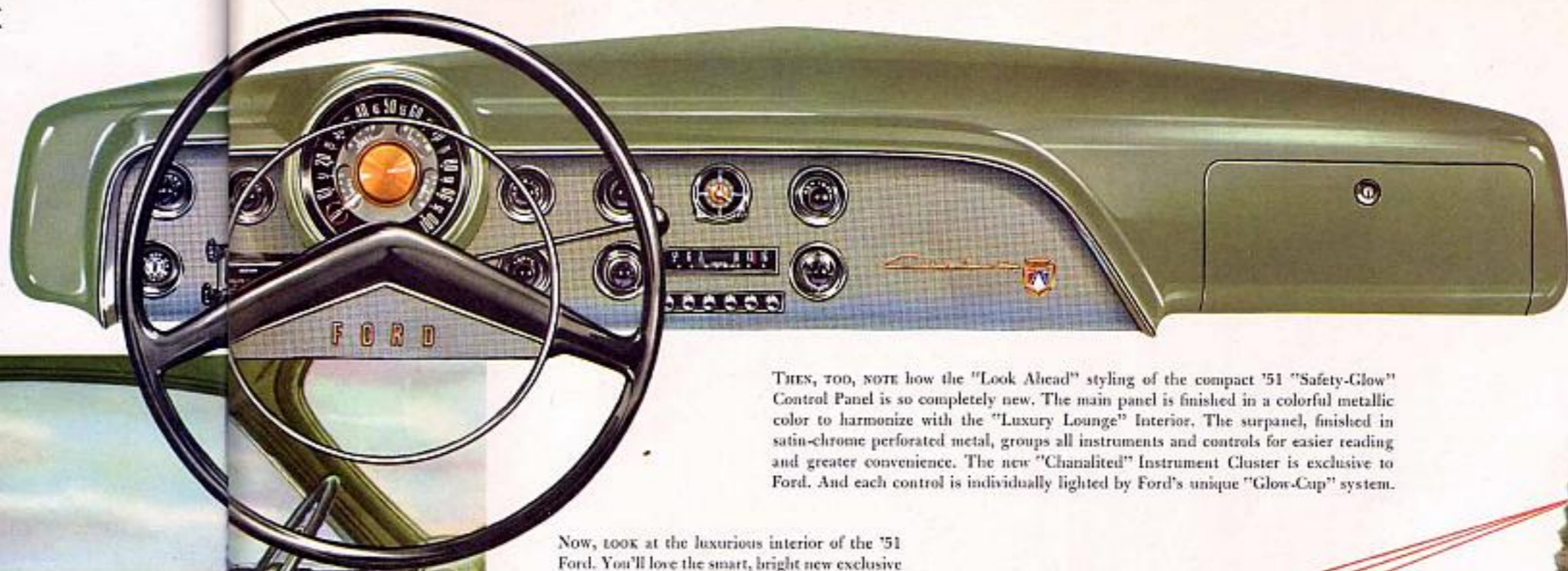
Take your choice of a wide range of single and two-tone body colors. And whichever you pick, you get a harmonizing "Luxury Lounge" Interior ensemble featuring smart Craftcord-leather-and-vinyl upholstery.





## BUILT TO LAST—BUILT TO STAY IN STYLE

LOOK INSIDE the '51 Ford—see how it is designed for both fashion and function through the years ahead. Note how all details have been designed and blended together to create an atmosphere of luxury and comfort you'll enjoy with pride.

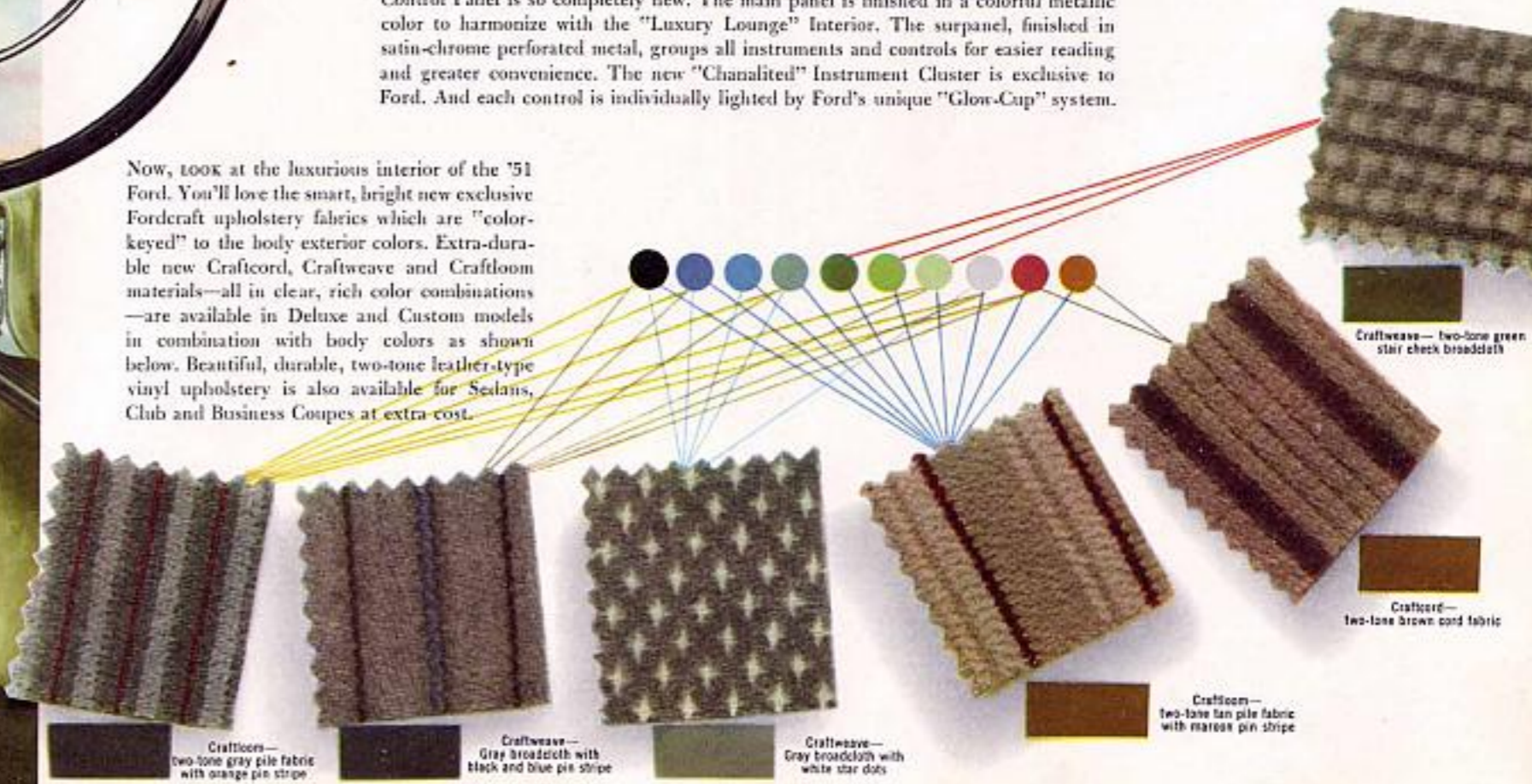


THEN, TOO, NOTE how the "Look Ahead" styling of the compact '51 "Safety-Glow" Control Panel is so completely new. The main panel is finished in a colorful metallic color to harmonize with the "Luxury Lounge" Interior. The surpanel, finished in satin-chrome perforated metal, groups all instruments and controls for easier reading and greater convenience. The new "Chanalited" Instrument Cluster is exclusive to Ford. And each control is individually lighted by Ford's unique "Glow-Cup" system.

For  
years  
to come  
you'll  
ride  
in quiet  
elegance  
in Ford's  
new  
"Luxury Lounge"  
Interior



Now, LOOK at the luxurious interior of the '51 Ford. You'll love the smart, bright new exclusive Fordcraft upholstery fabrics which are "color-keyed" to the body exterior colors. Extra-durable new Craftcord, Craftweave and Craftloom materials—all in clear, rich color combinations—are available in Deluxe and Custom models in combination with body colors as shown below. Beautiful, durable, two-tone leather-type vinyl upholstery is also available for Sedans, Club and Business Coupes at extra cost.



Craftloom—two-tone gray pile fabric with orange pin stripe

Craftweave—Gray broadcloth with black and blue pin stripe

Craftweave—Gray broadcloth with white star dots

Craftloom—two-tone tan pile fabric with maroon pin stripe

Craftweave—two-tone green stair check broadcloth

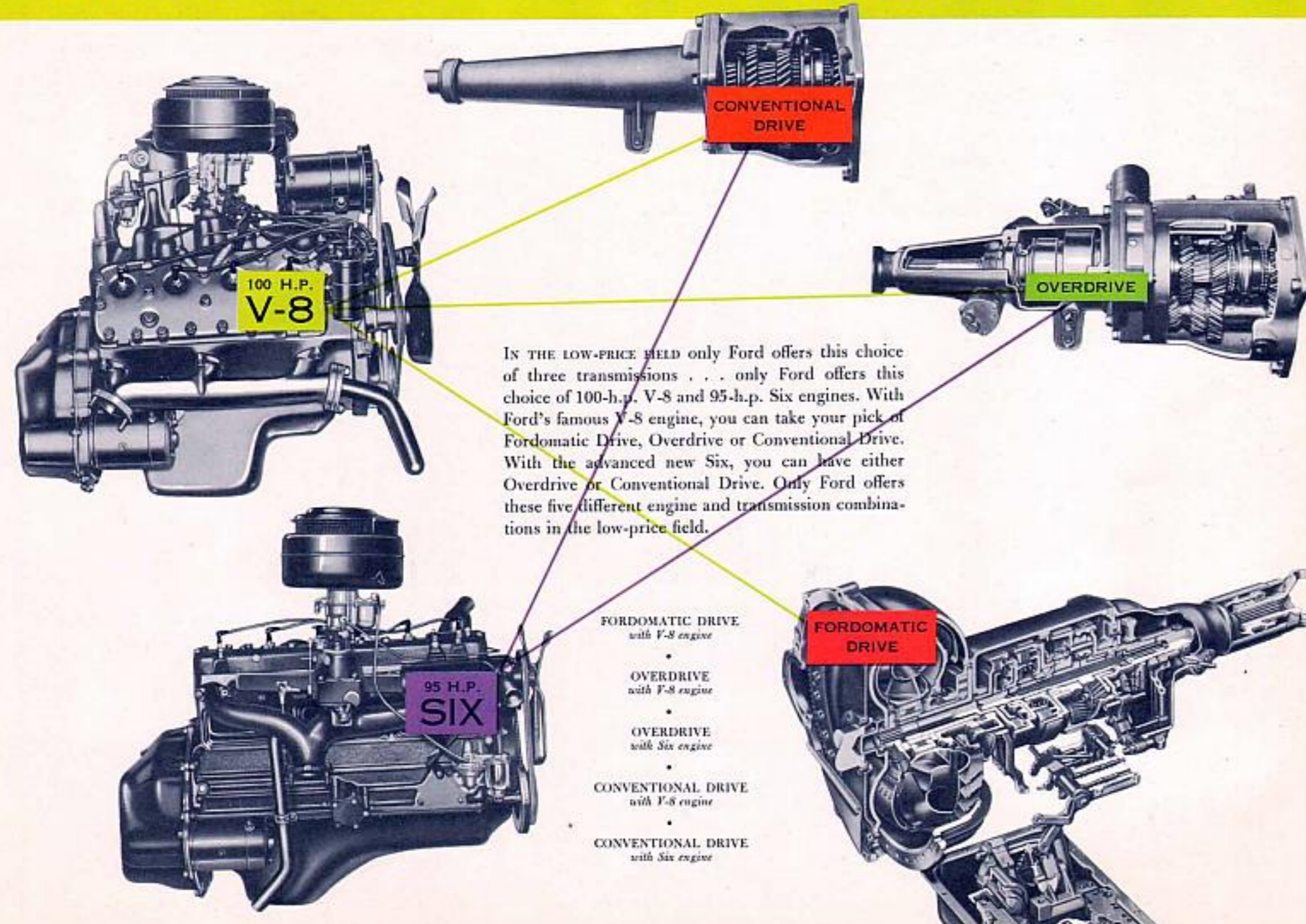
Craftloom—two-tone brown cord fabric





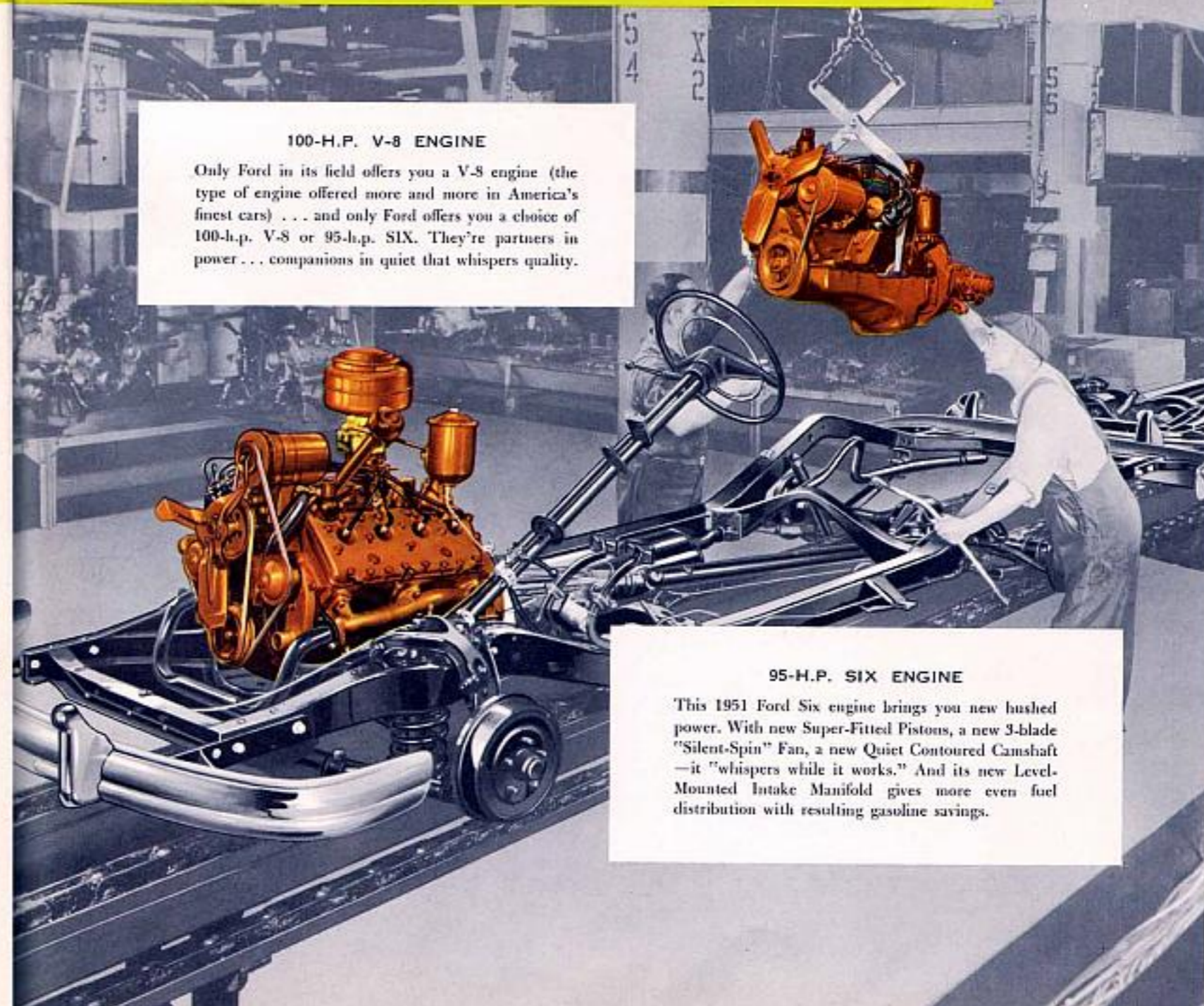


# CHOICE OF FAMOUS V-8 OR ADVANCED SIX ENGINES . . . 3 GREAT TRANSMISSIONS!



**100-H.P. V-8 ENGINE**

Only Ford in its field offers you a V-8 engine (the type of engine offered more and more in America's finest cars) . . . and only Ford offers you a choice of 100-h.p. V-8 or 95-h.p. SIX. They're partners in power . . . companions in quiet that whispers quality.



**95-H.P. SIX ENGINE**

This 1951 Ford Six engine brings you new hushed power. With new Super-Fitted Pistons, a new 3-blade "Silent-Spin" Fan, a new Quiet Contoured Camshaft—it "whispers while it works." And its new Level-Mounted Intake Manifold gives more even fuel distribution with resulting gasoline savings.

BOTH FORD V-8 AND SIX ENGINES HAVE ALL THESE BUILT-IN "LOOK AHEAD" FEATURES

- AUTOMATIC MILEAGE MAKER
- WATERPROOF IGNITION SYSTEM
- "EQUA-FLO" COOLING
- LEVEL-MOUNTED INTAKE MANIFOLD
- FORCE-FEED LUBRICATION
- "ROTA-QUIET" VALVES
- SUPER-FITTED PISTONS
- QUIET-CONTOURED CAMSHAFT
- "CUSHION-QUIET" MOUNTING
- "SILENT-SPIN" 3-BLADE FAN



## QUALITY COACHWORK

Keeps Ford Luxury Lifeguard Bodies

Safe, Quiet, and Comfortable!

TAKE THE MOST MODERN details in quality car design. Add to them the heavy all-steel Lifeguard Body construction. Put in the luxury of new, exclusive Fordcraft upholstery fabrics, and the elegance of the new instrument panel and controls. Blend with exterior styling that's fashion setting in every line . . . and you have the sound, solid coachwork that distinguishes the new '51 Ford. Rigid methods of Quality Control maintain the high standards of Ford craftsmanship to make sure every Ford is a fine Ford. The result is a car that's built not just for this year or next year, but for the years ahead!

### LUXURY LIFEGUARD BODY

You ride in "sound-conditioned" luxury in the roomy, comfortable interior of Ford's safety-sure Lifeguard Body. Add to this the new 5-cross-member frame with box-section side members extending to rear of car . . . plus the safety of low-slung design . . . and you'll agree the '51 Ford is not only super safe, but quieter, and extra comfortable to ride in!

### FORD KEEPS ITS RESALE VALUE

Built better from bumper to bumper, Fords stay young longer. Even after many thousands of miles of rough-road driving, you'll find your car has kept the looks and the "go" that give it high resale value. This is the inevitable result of quality control that follows every step in its manufacture. So, when you buy for the future . . . for future resale value, too . . . buy Ford!

**V-8 ENGINE:** 100 brake h.p.; 3.1875 in. bore, 3.75 in. stroke; 32.5 taxable h.p.; "Power Dome" combustion chambers; tin-plated Super-Fitted aluminum pistons, offset pins, 4-rings with new chrome-plated top ring; new "Rota-Quiet" valves; Quiet-Contoured camshaft; "Silent-Spin" fan; three-point accessory drive arrangement with narrow V-type belts; laminated composition material timing gear; full-pressure lubrication; new "Full-Flo" fuel pump;\* new 4-degree engine mounting angle; level-mounted "Deep Breath" intake manifold; new "Cushion-Quiet" engine mounting; "Equa-Flo" cooling with new positive-action type thermostats; new Waterproof ignition system with synthetic rubber boots over tops of spark plugs; new internally mounted exhaust heat valve; dry type air cleaner;\*\* oil filter at extra cost.

**SIX ENGINE:** 95 brake h.p.; 3.3 in. bore, 4.4 in. stroke; 26.1 taxable h.p.; new "Power Dome" combustion chambers; new tin-plated Super-Fitted aluminum pistons, new offset pins, 4-rings with new chrome-plated top ring; new "Rota-Quiet" valves; new Quiet-Contoured camshaft; new "Silent-Spin" three-blade fan; narrow V-type belt accessory drive; laminated composition material timing gear; full-pressure lubrication; new "Full-Flo" fuel pump;\* new 4-degree engine mounting angle; new level-mounted "Deep Breath" intake manifold; new "Cushion-Quiet" engine mounting; selective-fit main bearings; new torsional vibration damper; "Equa-Flo" cooling with positive-action type thermostat; new Waterproof ignition system with synthetic rubber boots over tops of spark plugs; dry type air cleaner;\*\* oil filter at extra cost.

**POWER CUSHION SEMI-CENTRIFUGAL CLUTCH:** dry, single plate type with redesigned linkage for softer, easier pedal operation.

**CONVENTIONAL TRANSMISSION:** selective gear type, 3 speeds forward, one reverse; redesigned stronger helical gears; new forged-steel synchronizers for second and third speeds.

**OVERDRIVE:** optional at extra cost; fourth-speed gear that cuts in at 27 mph (approx.), cuts out at 21 mph (approx.); ratio 0.70 to 1.

**FORDOMATIC DRIVE:** optional on V-8 models at extra cost; torque converter type with 3-speed automatic planetary gear train; single stage, 3 element, hydraulic torque converter; hydraulic-mechanical automatic controls with no electrical or vacuum connections; 5-position, Semaphore Drive Selector, with illuminated quadrant, on steering column; no clutch pedal; forced air cooling; power transmitted through fluid member at all times.

**DOUBLE-DROP FRAME:** improved box-section side rails with strengthened rear end construction; 5 cross-members. Convertible Club Coupe, Victoria and "Country Squire" Station Wagon frames specially designed.

**INDEPENDENT FRONT WHEEL SUSPENSION:** swinging link type with advanced "Hydra-Coil" springs; new tubular, double-acting "Viscous Control" shock absorbers; one-piece, rubber-mounted stabilizer.

\*Special fuel and vacuum pump unit, optional at extra cost, is factory-installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.

\*\*Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in dust areas.

*Fordomatic Drive (available on V-8 models only), Overdrive, heater, radio and white sidewall tires (if available) optional at extra cost.*

*The specifications contained herein were in effect at the time this catalog was approved for printing. The Ford Division of the Ford Motor Company, whose policy is one of continuous improvement, reserves the right, however, to discontinue models at any time, or change specifications, design, or prices without notice and without incurring obligation.*

## SPECIFICATIONS

**NEW VARIABLE-RATE REAR SPRING SUSPENSION:** new tension type shackles; 7-leaf, semi-elliptic springs, longitudinally mounted; rubber bushings at shackles and brackets and impregnated inserts between tips of upper leaves; new tubular, double-acting "Viscous Control" shock absorbers. "Country Squire" Station Wagon has 9-leaf semi-elliptic springs.

**REAR AXLE:** semi-floating type; hypoid gears; ratios for all models except Station Wagon: with conventional transmission 3.73 to 1 standard, 4.10 to 1 optional; with Overdrive 4.10 to 1 standard; with Fordomatic Drive 3.31 to 1 standard, 3.54 to 1 optional. Ratios for Station Wagon: with conventional transmission 3.92 to 1 standard, 4.27 to 1 optional; with Overdrive 4.27 to 1 standard; with Fordomatic Drive, 3.54 to 1 standard.

**NEW DOUBLE-SEAL KING-SIZE HYDRAULIC BRAKES:** 4-wheel duo-servo type; composite steel and cast iron drums; molded linings; lining area, 179.7 sq. in. on Station Wagon, 173.1 sq. in. on other models.

**CENTRIMATIC STEERING SYSTEM:** symmetrical linkage; worm and roller steering gear with needle-bearing mounted, triple-tooth roller; 17.7 to 1 gear ratio; 23.2 to 1 over-all steering ratio.

**WHEELS AND TIRES:** 6.00 x 16 4-ply tires on 4½" rims standard, with 6.70 x 15 4-ply tires on 5" rims optional at extra cost on Deluxe models; 6.70 x 15 4-ply tires on 5" rims standard on Custom and Victoria models; 7.10 x 15 6-ply tires on 5" rims standard on Station Wagon. Black sidewalls standard. White sidewalls optional at extra cost, if available.

**EXTERIOR DIMENSIONS:** 114" wheelbase; 56" tread, front and rear (Station Wagon rear 60"); over-all length 197.3" (Station Wagon 208.9").

**EXTERIOR COLORS:** Colors available as listed below:

- |                              |                              |
|------------------------------|------------------------------|
| 1. Raven Black               | 7. Culyer Blue Metallic      |
| 2. Sheridan Blue             | 8. Hawthorne Green Metallic  |
| 3. Alpine Blue               | 9. Greenbrier Metallic       |
| 4. Silverstone Gray          | 10. Hawaiian Bronze Metallic |
| 5. Sea Island Green          | 11. Sportsman's Green        |
| 6. Mexacalli Maroon Metallic | 12. Coral Flame Red          |
|                              | 13. Sandpiper Tan            |

Deluxe Models: any of colors 1 through 6.

Custom Models and Station Wagon: any of colors 1 through 10; additional colors 11 and 12 also available for Convertible.

Victoria: available in single-tone colors 1, 2, 5, 6 or 8; also in two-tone combinations as follows: 9 body with 5 top; 3 body with 4 top; 10 body with 13 top; 5 body with 1 top.

**INSTRUMENTS AND CONTROLS:** (except Station Wagon). New "Safety-Glow" Control Panel with new "Glow-Cup" control knobs with rheostat intensity regulation. New "Chantalid" instrument cluster with fuel level, oil pressure, battery charge and water temperature indicators grouped inside speedometer. New four-position combination starter-ignition switch; head lamp beam control

switch on toe board; interior light switch on instrument panel; windshield wiper control; ventilating duct controls; T-handle controls for hood latch and parking brakes; finger-tip gearshift lever. Station Wagon: restyled two-tone instrument panel with radio grille; "Black Light" instrument cluster illumination; starter push button; combination exterior light and instrument panel light switch; interior light switch on left center pillar; head lamp beam control switch on toe board; windshield wiper control; ventilating duct controls; T-handle controls for hood latch and parking brakes; finger-tip gearshift lever.

**DELUXE EQUIPMENT:** New Air-Wing steering wheel with Deluxe horn bar at center; new Extra Power dual windshield wipers; twin horns with new Weatherproof mounting; rear view mirror on windshield center bar; ash tray and locking-type parcel compartment in instrument panel; sun visor on driver's side; interior light on center pillar. Foam rubber pad and non-sag springs in front seat; new "Posture Control" front seat mechanism. New "Luxury Lounge" Interiors. New long lasting Fordcraft fabrics with choice of either Craftloom or Craftweave upholstery materials. Two-tone leather-type vinyl upholstery optional at extra cost.

**CUSTOM EQUIPMENT:** (in addition to or in place of Deluxe items). Full circle horn ring with Custom horn bar; two sun visors; cigarette lighter; stem-wound clock; bright metal exterior reveal molding at windshield and at rear window (except Convertible); one ash tray in rear compartment of Fordor, two in other models; two assist straps in Tudor and Club Coupe; robe cord in Fordor and Convertible; arm rests on front doors and at sides of rear seats (except Convertible); two interior lights (one in Convertible) operated by automatic door switches or by manual switch; Ford Crest and Custom lettering on instrument panel. New "Luxury Lounge" Interiors. New "Color-Keyed" Fordcraft Fabrics with choice of Craftloom, Craftcord or two Craftweave upholstery materials for Sedans and Club Coupe; choice of 8 trim combinations for Convertible (four deep buffed leather and four deep buffed leather and Craftcord). Two-tone leather-type vinyl upholstery optional on Sedans and Club Coupe at extra cost.

**VICTORIA EQUIPMENT:** (in addition to or in place of Custom items). Bright metal trimmed drip moldings; gold-finished Crest, each side, back of quarter windows; Victoria name plates on front fenders; bright metal belt moldings; bright metal windshield and back window interior finish moldings; simulated roof bows; robe cords; built-in arm rests along sides of rear seat with ash trays incorporated. New Victoria "Luxury Lounge" Interiors with choice of three Craftcord-leather-vinyl trim combinations; carpets front and rear.

**"COUNTRY SQUIRE" STATION WAGON EQUIPMENT:** (in addition to or in place of Deluxe items). Full circle horn ring with Custom horn bar; two sun visors; cigarette lighter; stem-wound clock; interior dome light operated by door switches or by manual switch; "Stowaway" center seat and removable rear seat; arm rests on doors; flush tailgate with skid strips and torsion bar type hinge; lift gate with one-hand release prop arm. Interior trim in tan and brown vinyl and artificial leather; back of center seat back, interior of tailgate and floor of load compartment are covered with heavy tan ribbed linoleum.

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