

For '51

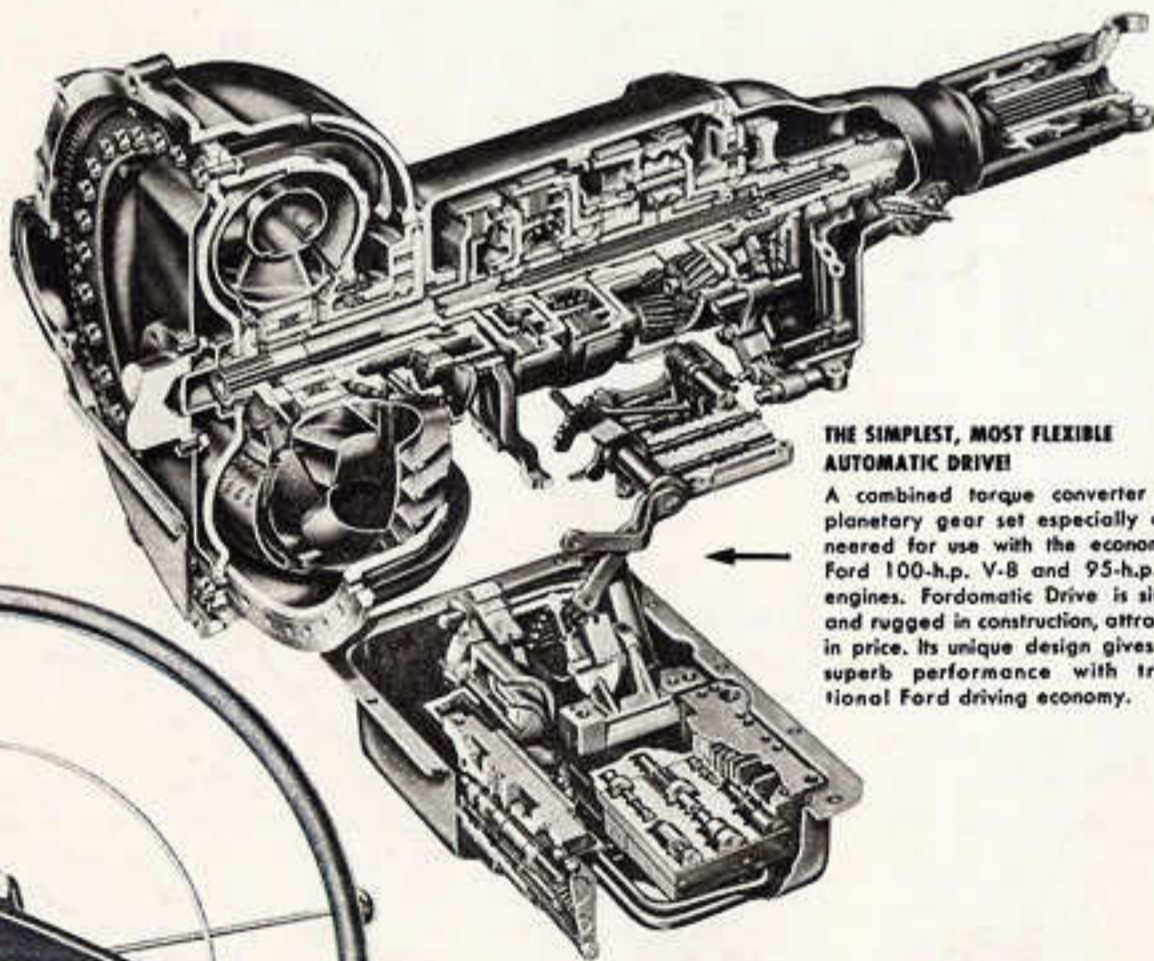


The '51 Ford is built to stay in style, to stay young in performance, to stay thrifty... for the years ahead!

FORD STEPS AHEAD

with **FORDOMATIC DRIVE... and 43**

"Look Ahead" features



THE SIMPLEST, MOST FLEXIBLE AUTOMATIC DRIVE!

A combined torque converter and planetary gear set especially engineered for use with the economical Ford 100-h.p. V-8 and 95-h.p. Six engines. Fordomatic Drive is simple and rugged in construction, attractive in price. Its unique design gives you superb performance with traditional Ford driving economy.

FORDOMATIC DRIVE*—AMERICA'S NEWEST, FINEST AUTOMATIC DRIVE!

Turn a key to start the engine—set the Selector at "Drive" and step on the gas! You shift no gears—you push no clutch! The mistake-proof Semaphore Drive Selector, a Ford exclusive, insures proper drive selection. And you are always in control!

"Step-ahead" engineering brings you the '51 Ford, designed and built from a "Look Ahead" viewpoint... to give you the finest in transportation for many years to come.

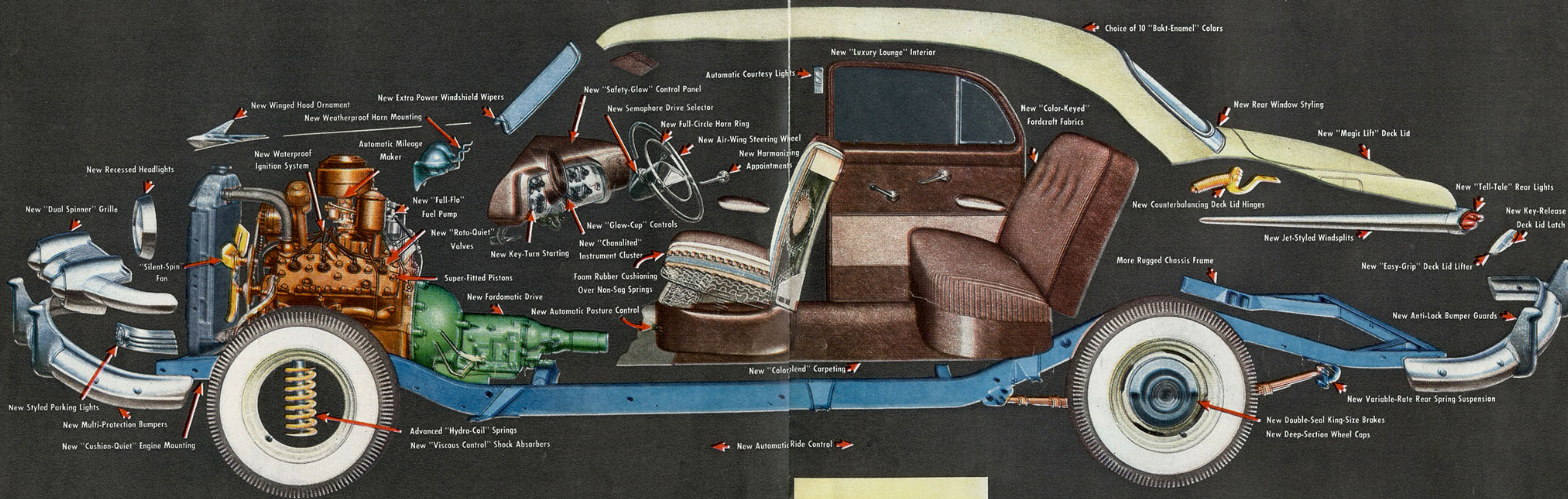
Forty-three new "Look Ahead" features have been engineered and built into the '51 Ford to meet your every need... to keep you far out front in style, performance and economy. And to top it off, the '51 Ford offers you the new Fordomatic Drive, the industry's newest, finest and most flexible automatic transmission... with flashing "jet-away" performance whether starting, in traffic or on the open road.

In the '51 Ford you will experience the brand-new comfort of Automatic Ride Control which makes roughest roads easy on you—easy on the car itself. And you will find yourself surrounded with the quiet elegance of new "Luxury Lounge" Interiors, designed for both fashion and function for the years that are ahead.

Yes, inside and out, every detail of styling, coachwork and finish of the '51 Ford is luxury that lasts because the quality is there!

*Optional at extra cost.

When you buy for the future... Buy Ford!



You can pay **more** — but you can't buy **better!**

THIS is an "exploded" view of the '51 Ford. We show it this way so you can study it part for part, feature for feature. We want you to see how, in every detail, it is built for the years ahead!

Yes, the '51 Ford is the car that *progressive planning* built. And though such significant advances as the Fordomatic Drive make their public bow for the first time, they are old friends to us, the fruit of many years of patient research, matured and tested on the road.

It's America's *easiest* driving car! The Fordomatic Drive alone banishes 92% of normal driving motions. Gone forever are gear shifting and clutching. Practically all you do is steer!

And the '51 Ford's additional "Look Ahead" features—many of which you never see—further contribute to your ease, comfort and convenience.

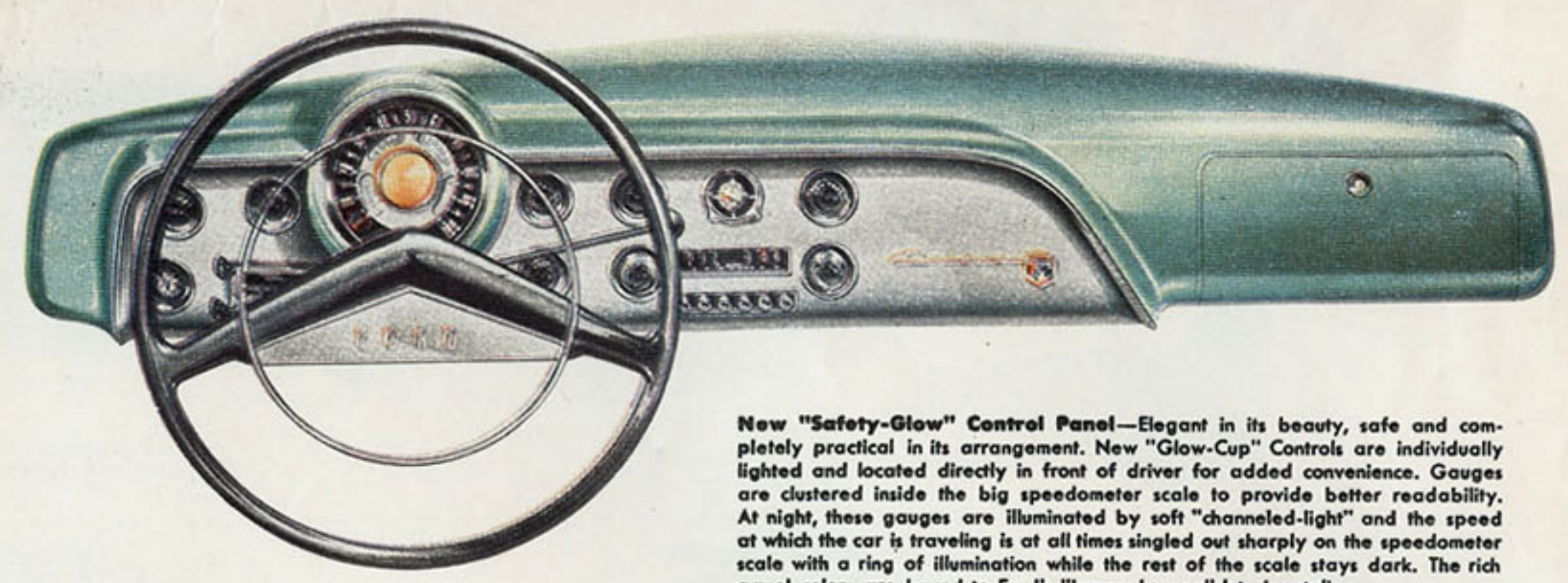
For example, your ride is always a level and an easy one because Ford's Automatic Ride Control regulates itself to all road conditions.

Your braking effort is reduced 35% by powerful King-Size Brakes—"Double-Sealed" against weather—which utilize part of the car's momentum for extra stopping power! And Ford's Automatic Mileage Maker sees to it that every drop of gasoline is used without waste—gives you high-compression performance on regular gasoline.

For the years to come, you will enjoy style that stays "right" both in line and quality. With new long-wearing "Fordcraft" upholstery fabrics, rich new appointments and fittings, new more luxurious carpeting—Ford's "Luxury Lounge" Interiors are planned and executed for the years ahead. And when you inspect and compare the sound, solid coachwork of Ford's Luxury Lifeguard Body with that of cars costing hundreds more, you'll say no car is better finished, better built!

That's why you are invited to "Test Drive" the '51 Ford. You'll see—and "feel"—for yourself that *you can pay more but you can't buy better!*

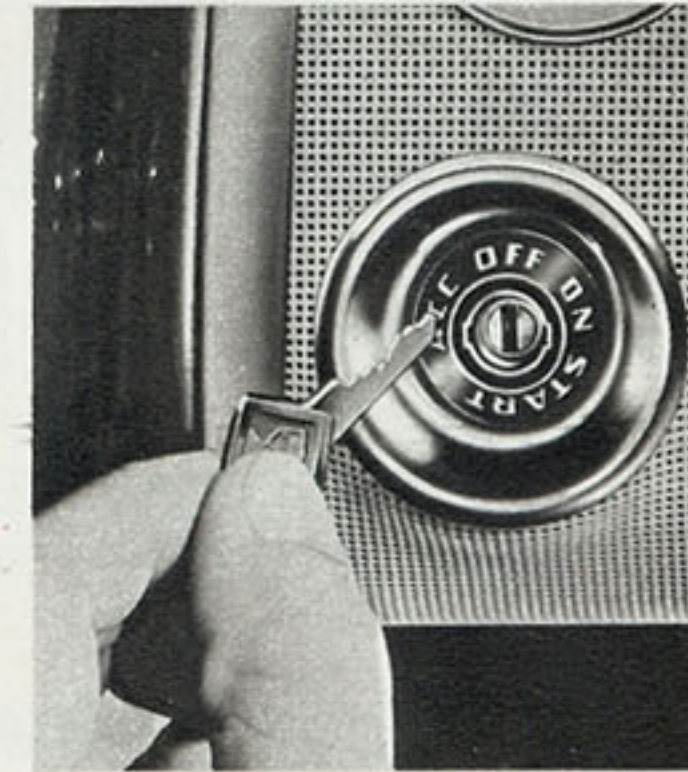
Here are a few of the 43 "look ahead" features in the '51 FORD



New "Safety-Glow" Control Panel—Elegant in its beauty, safe and completely practical in its arrangement. New "Glow-Cup" Controls are individually lighted and located directly in front of driver for added convenience. Gauges are clustered inside the big speedometer scale to provide better readability. At night, these gauges are illuminated by soft "channeled-light" and the speed at which the car is traveling is at all times singled out sharply on the speedometer scale with a ring of illumination while the rest of the scale stays dark. The rich panel colors are keyed to Ford's "Luxury Lounge" Interior styling.



Automatic Mileage Maker . . . matches timing to fuel charges so every drop of gasoline is used—none wasted. Waterproof Ignition System, including snug synthetic rubber spark plug boots, prevents engine being shorted out by moisture.



Key-Turn Starter—Just turn the ignition key past the "On" position and the engine starts! No reaching for a starter button—no stretching for a pedal. Turning the key far left allows use of heater, radio and other accessories with ignition off.



Key-Release Deck Lid Latch—Turn the key—counterbalancing hinges cause the lid to spring open as if by magic! Nothing could be easier! And the big "Deep Deck" Luggage Locker holds all the family baggage in weatherproof security!



Automatic Posture Control—"angles" the entire seat for maximum comfort at whatever "fore-and-aft" position you choose—automatically! And the front seat is cushioned with buoyant, restful foam rubber over non-sag springs for real comfort!



The '51 Ford Custom V-8 Convertible.



The '51 Ford Custom V-8 Tudor Sedan.
Tudor Sedan also available in Custom SIX, Deluxe V-8 and Deluxe SIX models.

Your choice of 16 "Look Ahead" Models



The '51 Ford Deluxe V-8 Fordor Sedan.
Fordor Sedan also available in Deluxe SIX, Custom V-8 and Custom SIX models.

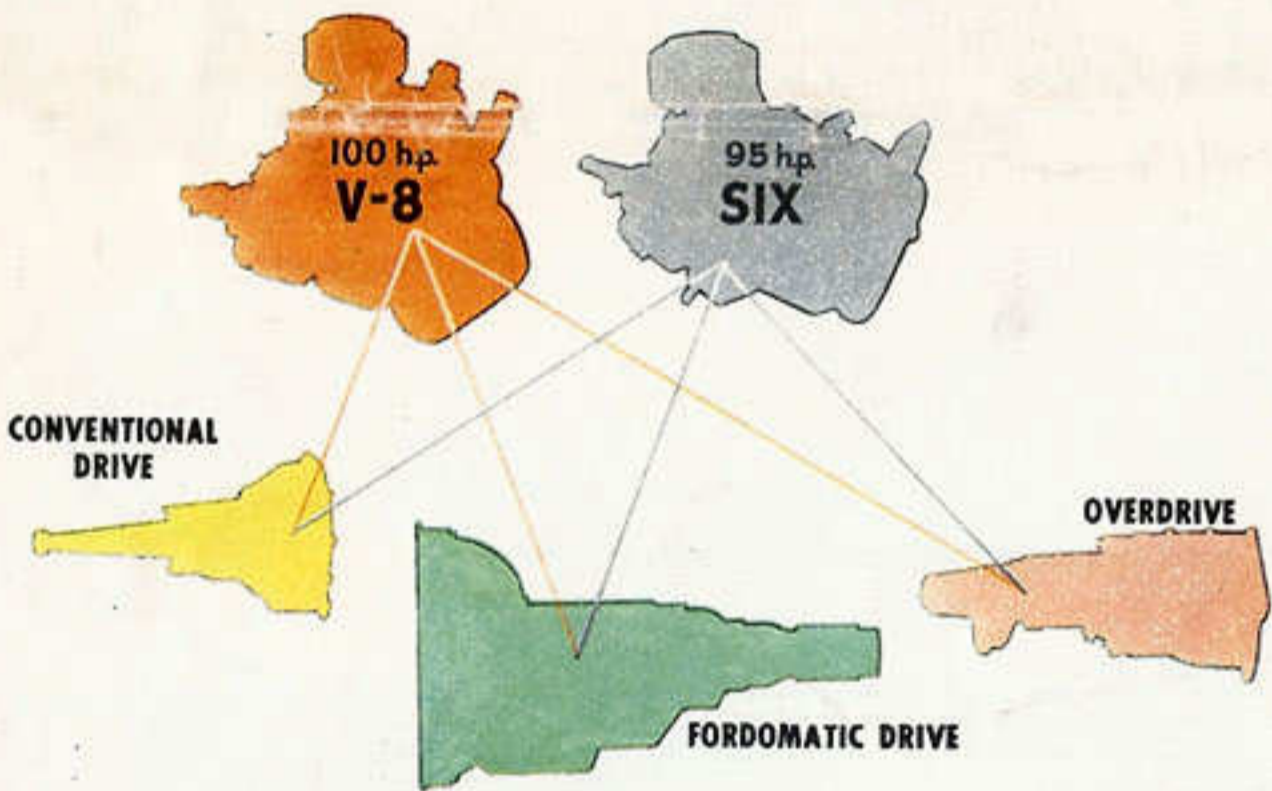


The '51 Ford V-8 "Country Squire" Station Wagon.
"Country Squire" also available with six-cylinder engine.

with 6 Big economy power packages



The '51 Ford Custom V-8 Club Coupe.
Club Coupe also available in Custom SIX model.



The '51 Ford Deluxe V-8 Business Coupe.
Business Coupe also available in Deluxe SIX model.

Take your pick of 16 models! From the sleek Convertible and popular Tudor and Fordor sedans to the roomy, economical Business Coupe, there's a big '51 Ford especially suited to your needs.

With either the famous 100-h.p. V-8 or the new 95-h.p. Six, the '51 Ford offers you a choice of three advanced transmissions—Fordomatic Drive, Overdrive, and Conventional Drive. Only Ford gives you this choice—your pick of six big economy power packages!

Fordomatic Drive, Overdrive, heater, radio and white sidewall tires optional at extra cost.



The '51 Ford V-8 Crestliner.



"TEST DRIVE" THE '51 FORD
It's Built for the Years Ahead!

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