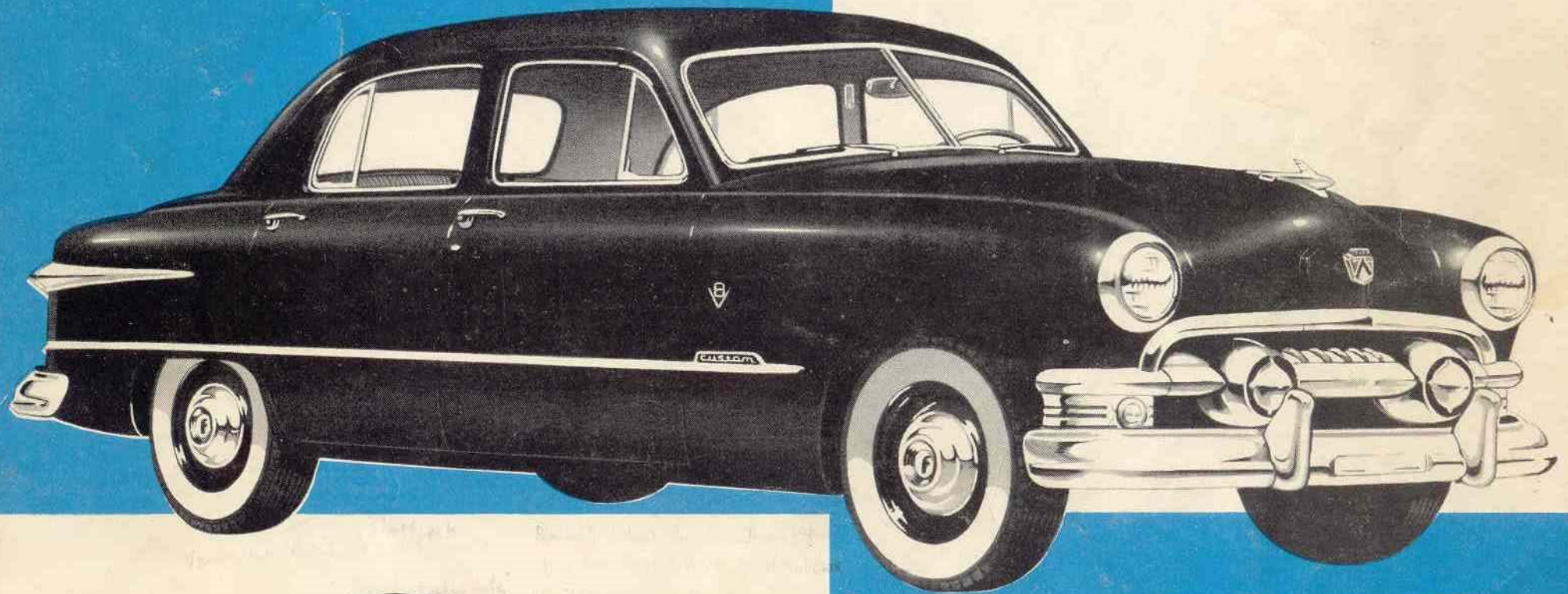
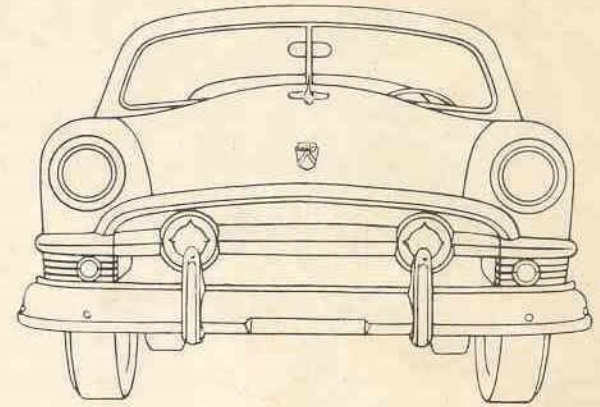


Feature for Feature
Finer by Far ...



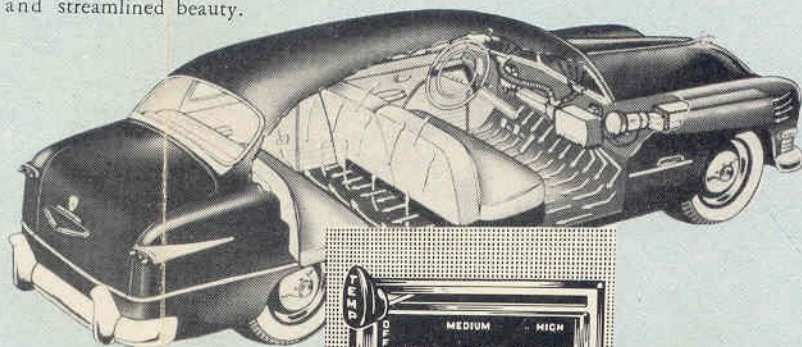
'51 FORD

Turn the key and the engine starts automatically! New 4-position starter-ignition switch gives extra convenience and safety.

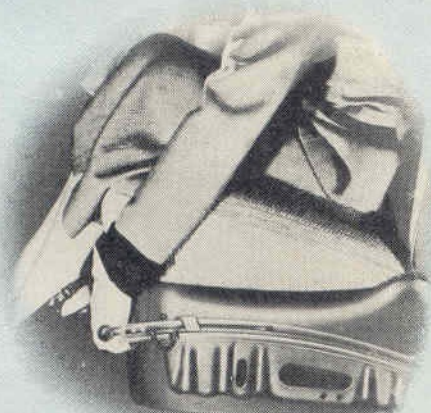
features



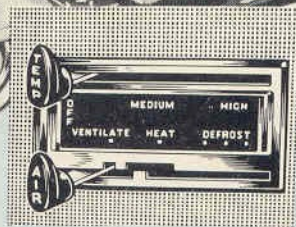
New hood ornament strikes a modern note in keeping with the '51 Ford's "fashion-car" design and streamlined beauty.



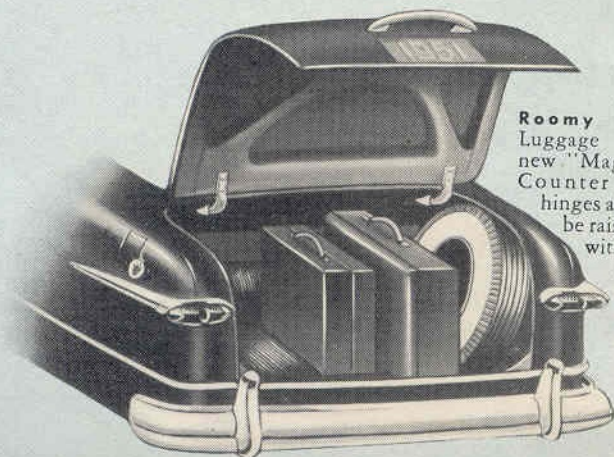
New jet-styled chrome windsplits on rear quarter-panels trim the dual tail lamps, enhancing the streamlined effect.



Front Seat Features new spring-loaded fingertip adjustment for Automatic Posture Control.



Built-in Ventilating System circulates fresh air in every kind of weather. Addition of "Magic Air" heating system (optional at extra cost) gives the ultimate in healthful all-weather comfort.



Roomy Deep Deck Luggage Locker with new "Magic Lift" Lid. Counter-balancing hinges allow the lid to be raised or lowered with one finger.

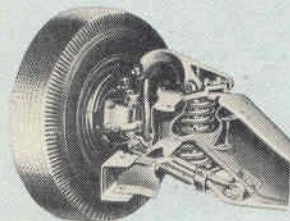
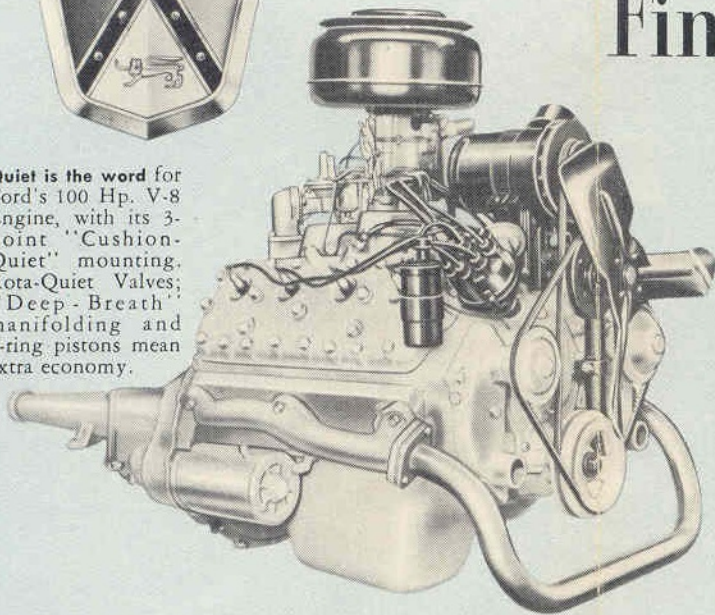


Key-Release Lid Latch. Turn the key—counter-balancing hinges cause the lid to spring open as if by magic. Nothing could be easier.



Feature for Feature Finer by Far

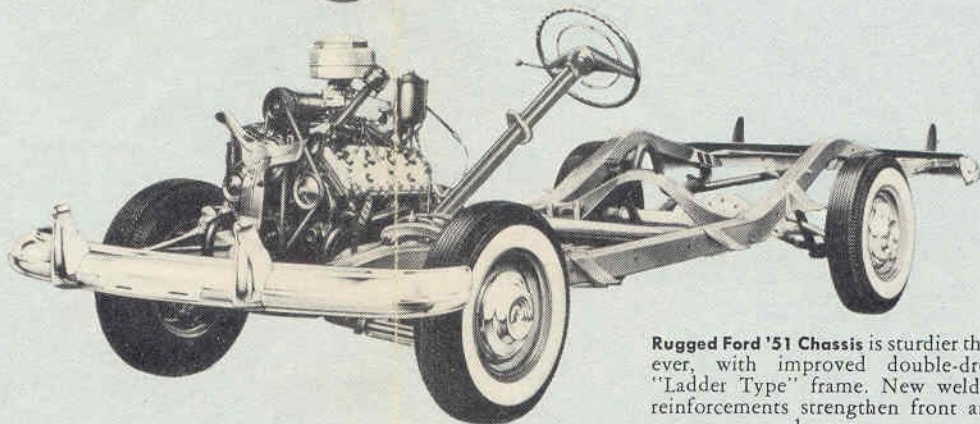
Quiet is the word for Ford's 100 Hp. V-8 Engine, with its 3-point "Cushion-Quiet" mounting, Rota-Quiet Valves; "Deep-Breath" manifolding and 4-ring pistons mean extra economy.



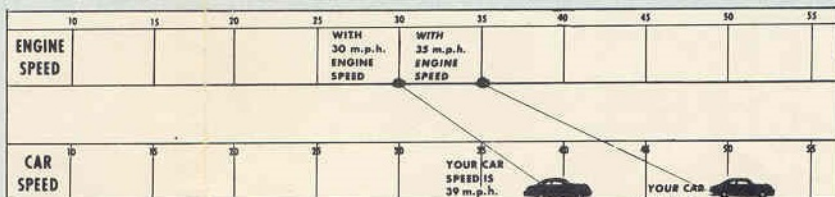
Independent front wheel suspension features "Hydra-Coil" Springs with new inside-mounted Viscous Control Shock Absorbers for the finest riding comfort.



Double seal "King Size" Brakes stop car with 35% less pedal pressure. Protected against dirt and water for extra safety and long life.



Rugged Ford '51 Chassis is sturdier than ever, with improved double-drop "Ladder Type" frame. New welded reinforcements strengthen front and rear cross members.





FORD

FORD DELUXE
FORDOR SEDAN



FORD DELUXE
TUDOR SEDAN

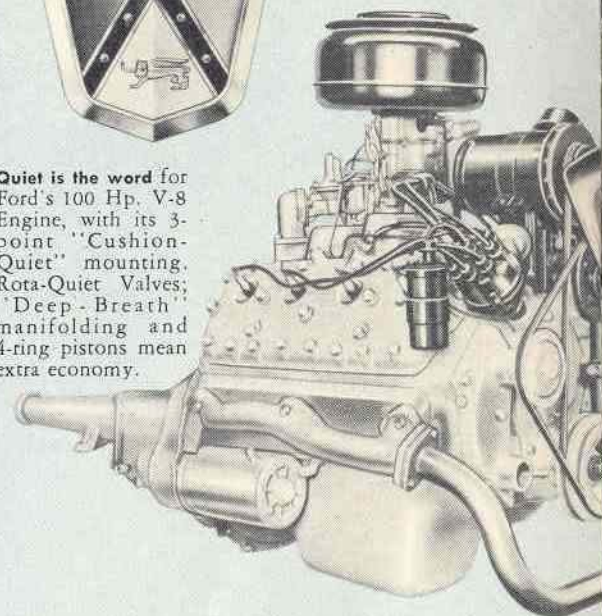
Fender skirts, white sidewall tires and chrome wheel trim rings optional at extra cost.



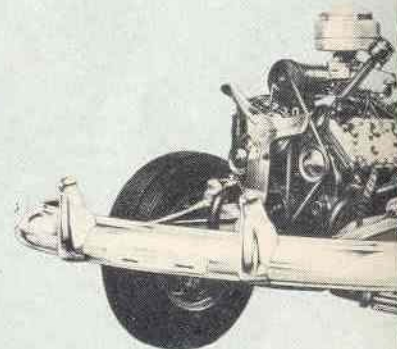
**FORD DELUXE
BUSINESS COUPE**



Quiet is the word for Ford's 100 Hp. V-8 Engine, with its 3-point "Cushion-Quiet" mounting, Rota-Quiet Valves; "Deep-Breath" manifolding and 4-ring pistons mean extra economy.



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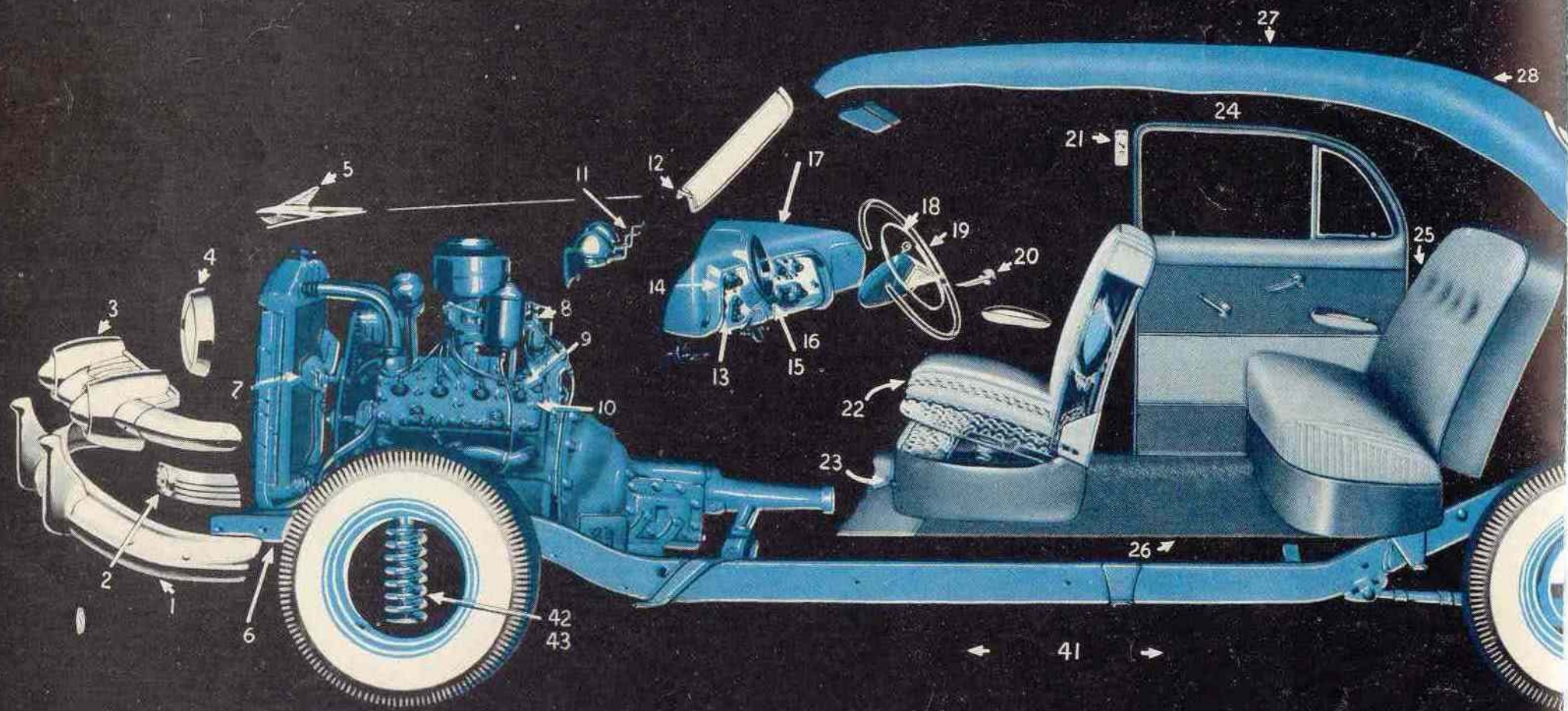


"Para-Flex" Rear Springs with tension-type spring shackles, give a new "Balanced Ride". Wax impregnated inserts eliminate need for lubrication.

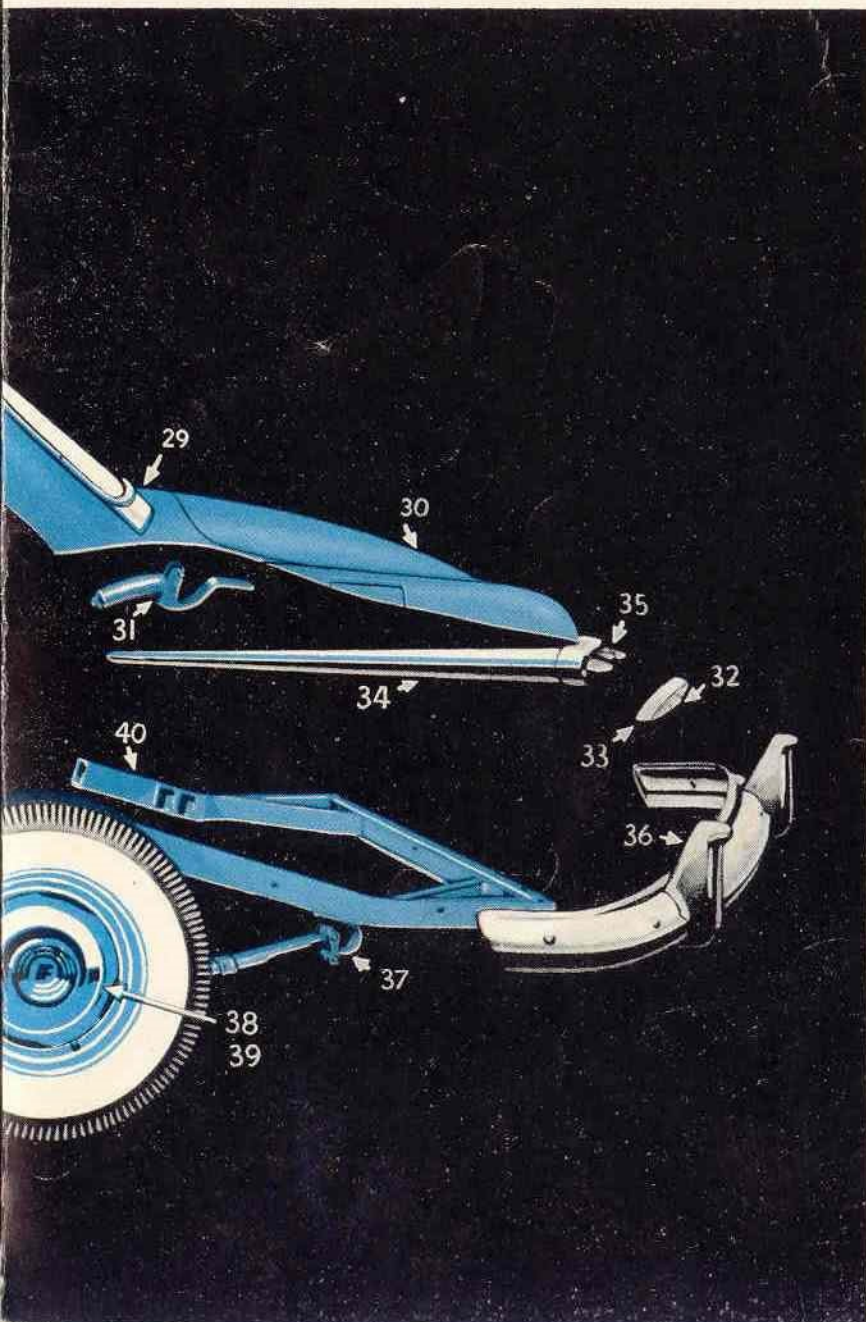
	10	15
ENGINE SPEED		
CAR SPEED		

Famous Ford line savings engine speed

Built for the years ahead with



h 43 "LOOK AHEAD" features



1. New Multi-Protection Bumpers
2. New Styled Parking Lights
3. New "Dual Spinner" Grille
4. New Recessed Headlights
5. New Winged Hood Ornament
6. New "Cushion-Quiet" Engine Mounting
7. "Silent-Spin" Fan
8. New "Full-Flo" Fuel Pump
9. New "Rota-Quiet" Valves
10. Super-Fitted Pistons
11. New Weatherproof Horn Mounting
12. New Extra Power Windshield Wipers
13. New Key-Turn Starting
14. New Light Control Switch
15. New "Chanalited" Instrument Cluster
16. New "Glow-Cup" Controls
17. New "Safety-Glow" Control Panel
18. New Full-Circle Horn Ring
19. New Air-Wing Steering Wheel
20. New Harmonizing Appointments
21. Automatic Courtesy Lights
22. Foam Rubber Cushioning Over Non-Sag Springs
23. New Automatic Posture Control
24. New "Luxury Lounge" Interior
25. New "Colour-Keyed" Fabrics
26. New "Colourblend" Carpeting
27. Improved Sound and Heat Insulation
28. Wide Choice of "Bakt-Enamel" Colours
29. New Rear Window Styling
30. New "Magic Lift" Deck Lid
31. New Counterbalancing Deck Lid Hinges
32. New "Easy-Grip" Deck Lid Lifter
33. New Key-Release Deck Lid Latch
34. New Jet-Styled Windsplits
35. New "Tell-Tale" Rear Lights
36. New Anti-Lock Bumper Guards
37. New Variable-Rate Rear Spring Suspension
38. New Double-Seal King Size Brakes
39. New Deep-Section Wheel Caps
40. More Rugged Chassis Frame
41. New Automatic Ride Control
42. Advanced "Hydra-Coil" Springs
43. New "Viscous Control" Shock Absorbers

You can pay more ... but you c



FORD
CUSTOM DELUXE
TUDOR SEDAN

FORD
CUSTOM DELUXE
FORDOR SEDAN



FORD
CUSTOM DELUXE
CONVERTIBLE
CLUB COUPE



It's built for the years ahead, with forty-three years-ahead features. That's why the new Ford is the car you hear much about as the *fine* car in the lowest price field. As from every angle, as these views so distinctively display Ford's the beauty leader *again* in '51. Choose the "Fo in your future" - built for the years ahead - from th

can't buy better

New 1951 features

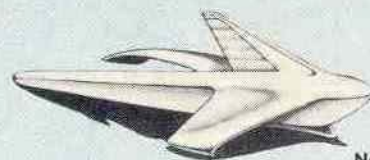


FORD
CUSTOM DELUXE
CLUB COUPE



FORD
CUSTOM DELUXE
"COUNTRY-SQUIRE"
STATION WAGON

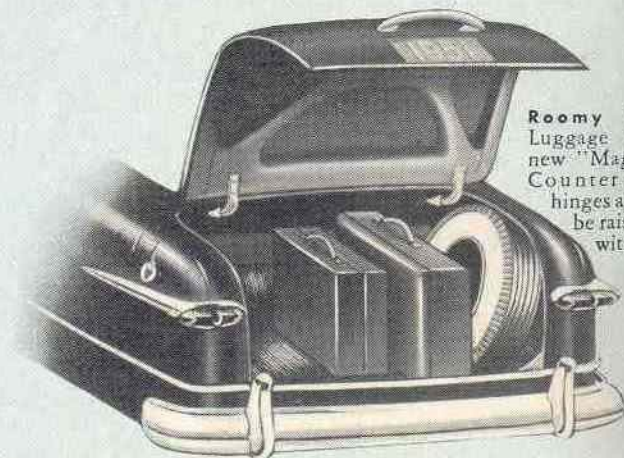
Turn the key and the engine starts automatically! New 4-position starter-ignition switch gives extra convenience and safety.



New hood ornament strikes a modern note in keeping with the '51 Ford's "streamlined" design and streamlined



Front Seat Features new spring-loaded fingertip adjustment for Automatic Posture Control.



Roomy D
Luggage
new "Mag
Counter-
hinges all
be raised
with

specifications

ENGINE: Ford V-8, 100 Hp.; 3-3/16" bore, 3 3/4" stroke; 32.5 taxable Hp.; "Cushion-Quiet" mounting; 4-ring, tin-plated aluminum alloy pistons, cam ground for quieter operation and faster break-in. "Deep Breath" manifolding; aluminum timing gear; "Loadomatic" ignition, exhaust valve seat inserts.

FULL PRESSURE LUBRICATION: crankcase capacity 7 pts. normal refill; 11 pts. when full-flow *filter installed; helical gear oil pump; directed-flow crankcase ventilation. *Filter optional at extra cost.

FUEL SYSTEM: capacity 15 1/2 gal. on Station Wagon, 14 on other models; oil bath air cleaner; dual downdraft carburetor; exhaust line thermostat for quick warm-up.

"EQUA-FLO" COOLING SYSTEM: capacity 19 qts., 20.1 qts. with heater; full-length water jackets surround each cylinder; balanced-type thermostats and recirculation by-passes; dual water pumps; unique 3-blade fan; pressure-type radiator cap.

DRIVE: Hotchkiss Drive for smoother starts and stops. Reduces unsprung weight. Semi-centrifugal type clutch, dry, single plate, 9.5 in. dia.; total area 85.2 sq. in. Three-speed helical gear transmission with synchronizers for second and third speeds.

AUTOMATIC OVERDRIVE: optional at extra cost; cuts in at 27 m.p.h. (approx.); cuts out at 21 m.p.h. (approx.).

FRAME: double drop type with box section side rails and 5 cross members on all models except Convertible. Convertible has 4 cross members with "X" type member for extra reinforcement. Side rail cross section—4 in. deep x 3 3/4 in. wide. Station Wagon has box section side rails extended to rear of frame for heavy loads.

WHEELBASE: 114 in.; Tread front and rear, all models—56 in., except rear tread Station Wagon—60 in.; minimum road clearance with normal load—7.6 in.

SPRINGING: FRONT—independent front wheel suspension with "Hydra-Coil" springs with double-action aircraft-type, hydraulic shock absorbers inside coils for greater protection. **REAR**—extra long, "Para-Flex" semi-elliptic rear springs mounted parallel to the frame. Springs have inserts between tips of leaves to eliminate lubrication; Rear shock absorbers "sealeg" mounted on Station Wagon—mounted parallel to frame on all other models.

"MAGIC ACTION" HYDRAULIC BRAKES: 4-wheel duo-servo type; composite steel and cast iron drums; moulded linings: lining area, 182.5 sq. in. on Station Wagon, 176 sq. in. on other models. Handbrake—mechanical application of rear brakes with T-handle on dash through lever and equalizing cable. Handbrake balanced to eliminate tugging.

SYMMETRICAL STEERING LINKAGE: worm and roller steering gear with needle bearing-mounted, triple-tooth roller; gear ratio, 17.7 to 1; overall steering ratio, 22.2 to 1.

control, gear ratio, 1.7 to 1, 2.0 rear steering ratio, 2.1 to 1, torsional stabilizer.

WHEELS AND TIRES: 7.10 x 15 6-ply tires on 5" rims standard on Station Wagon—6.70 x 15 4-ply tires on 5" rims on all other models. White sidewalls available at extra cost.

BODY—EXTERNAL DIMENSIONS (in inches); Sedans and Coupes—height (normal load) 63.2; length 197.3; width 71.7. Convertible—height (top up) 62.4. Station Wagon—height 68.8; length 209.4; width 76.3.

BODY—INTERNAL DIMENSIONS (in inches): HIP ROOM: Sedans and all hard-top models 61.5 front, 60.3 rear; Club Coupe 61.5 front, 61.0 rear. SHOULDER ROOM: Sedans and all closed models 57.2 front, 55.0 rear; Club Coupe 57.2 front, 55.5 rear. HEAD ROOM: Sedans and all closed models 36.1 front, 35.2 rear; Club Coupe 35.2 front, 35.5 rear*. LEG ROOM: Sedans and all hard-top models 40.0 front, 41.3 rear; Club Coupe 38.0 front, 41.8 rear. *Front seat in neutral position.

INTERIOR TRIM: *Deluxe models*—Blue and Black Stripe Broadcloth or Orange and Gray Stripe Mohair: Brown and Ivory or Blue and Ivory Vinyl at extra cost. *Custom Deluxe models*—Gray Stardot Broadcloth, Two-tone Brown Bedford Cord, or Tan and Red Stripe Mohair: Brown and Ivory or Blue and Ivory Vinyl at extra cost. *Convertible Club Coupe*—choice of Red and Black, Chartreuse and Black, and Two-tone Tan Genuine Leather combinations. *Station Wagon*—Golden Tan and Brown Vinyl.

BODY COLOURS—12 solid colours and 4 two-tone combinations: Plain enamels—Black, Sheridan Blue, Everglade Green, Sheffield Green, Mission Gray. Metallic enamels (at extra cost)—Culver Blue, Banning Blue, Starlight Green, Luxor Maroon. Two-tone combinations (at extra cost)—Sportsman's Green and Black, Mission Gray and Sheridan Blue, Sheffield Green and Everglade Green, Dune Beige and Penrod Tan. Additional Convertible colours—Sportsman's Green, Fez Red and Vermillion Red. Wheels painted to match body on all models.

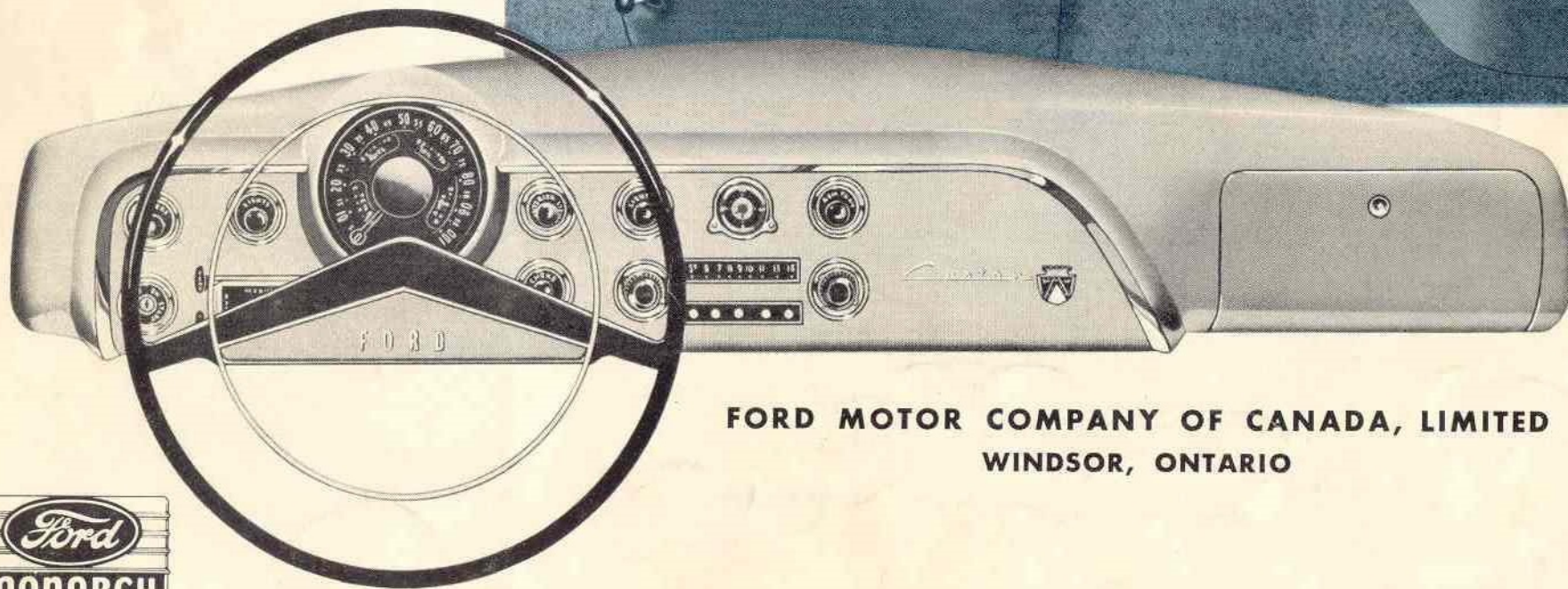
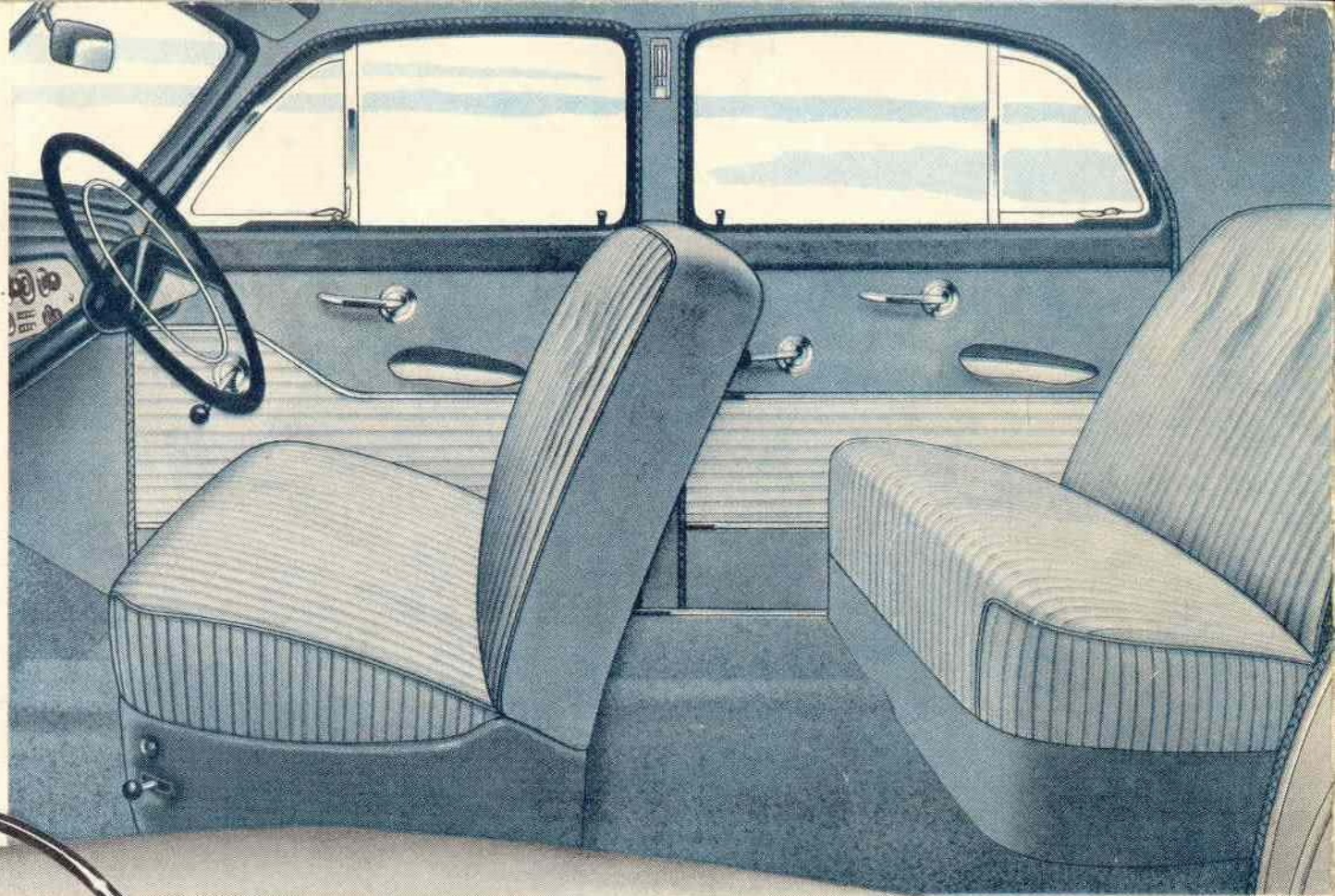
DELUXE EQUIPMENT: New Air-Wing steering wheel with horn bar at centre; dual windshield wipers; twin horns with new weatherproof mounting; ashtray and glove compartment in instrument panel; sun visor on driver's side; interior light on centre pillar. Foam rubber pad and no-sag springs in front seat; "Posture Control" front seat mechanism. Key-release deck lid with counter balancing hinges. Choice of two upholstery materials—Broadcloth or Mohair. Also choice of Brown and Ivory, or Blue and Ivory Vinyl (at extra cost).

CUSTOM EQUIPMENT: (In addition to or in place of Deluxe items.) Full circle horn ring with horn bar; two sun visors; cigarette lighter; clock; bright metal exterior reveal moulding at windshield and at rear window (except Convertible); one ashtray 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. Choice of three fabrics—two-tone Bedford Cord; Grey Star-Dot Broadcloth; Tan and Red Stripe Mohair. Also choice of Brown and Ivory, or Blue and Ivory Vinyl (at extra cost). Convertible—choice of Red and Black, Chartreuse and Black, two-tone or Tan genuine leather; choice of Black or Grey-Tan top.

Ford Motor Company of Canada, Limited, whose policy is one of continuous improvement, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.

'51 FORD FINER BY FAR

Compare the quality of Ford's restyled "Luxury Lounge" interiors. Compare the beauty of its strikingly new two-tone instrument panel—with its modern, satin-silver finish surpanel—its new "Chanalited" instrument cluster and "Glow-Cup" Controls—its advanced "Key-Turn" Starting. Then take that graceful Air-Wing steering wheel in your hands and *Test-Drive* the '51 Ford! We believe you'll decide, as thousands have, that you can pay more but you can't buy better because . . . Feature For Feature, Ford is Finer by Far.



**FORD MOTOR COMPANY OF CANADA, LIMITED
WINDSOR, ONTARIO**



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