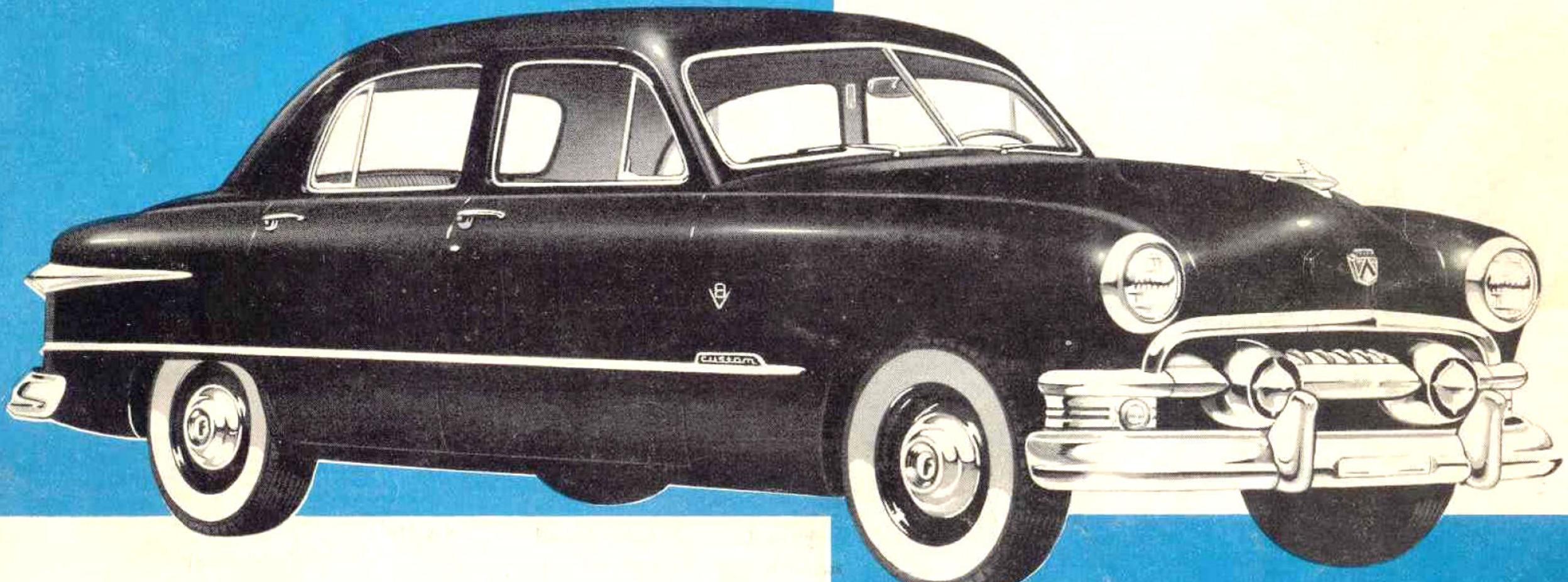
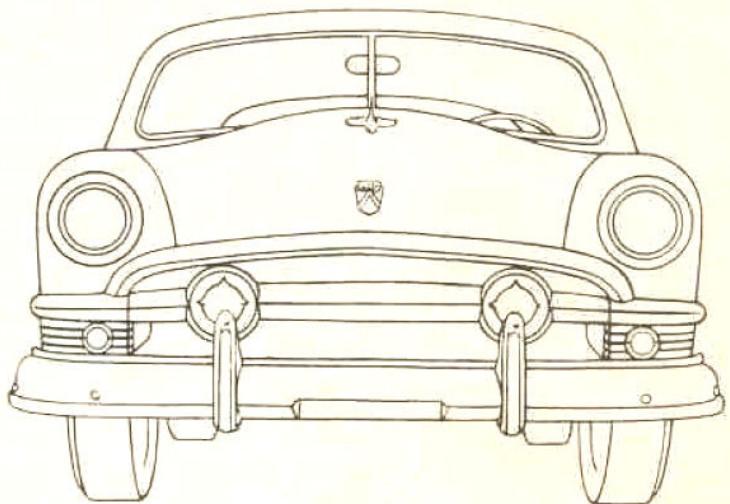
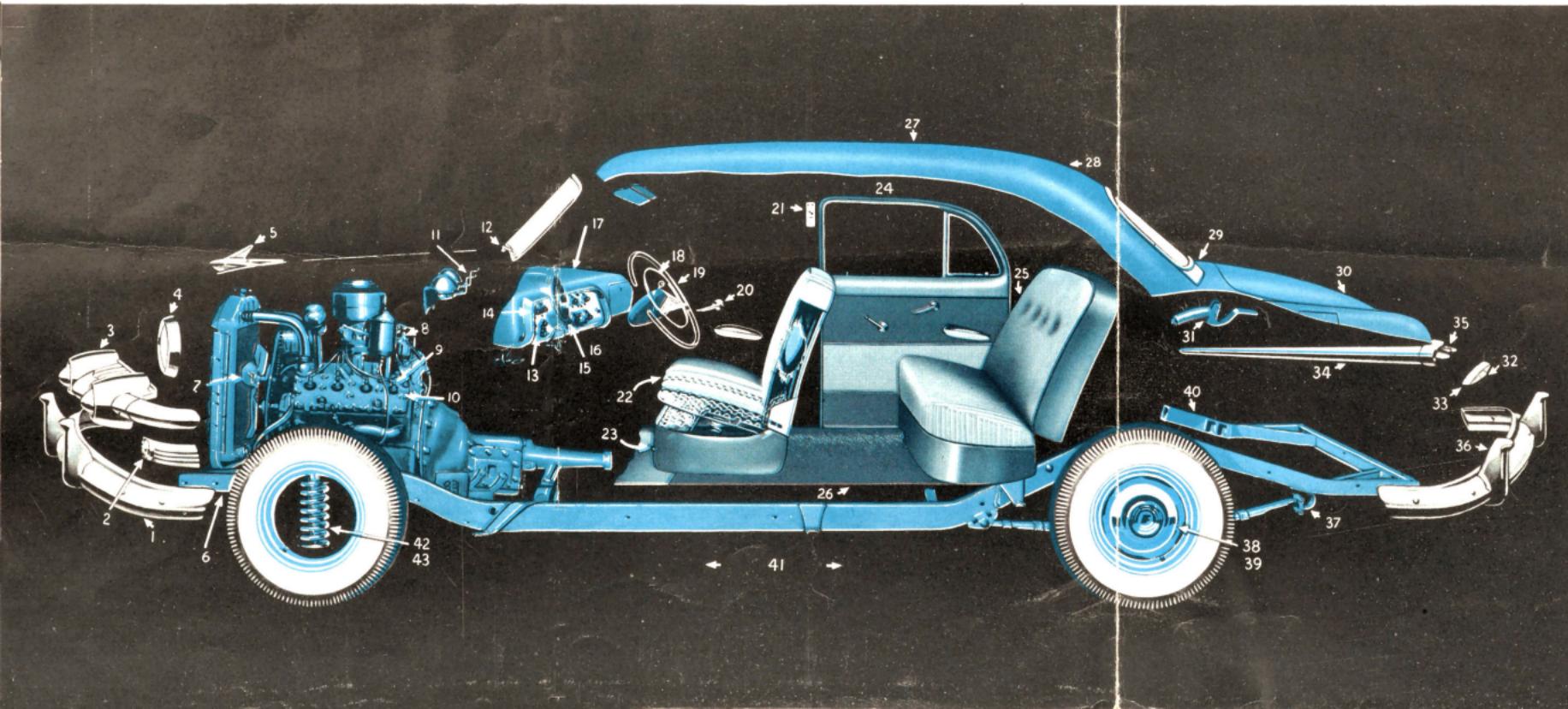


Feature for Feature
Finer by Far . . .



‘51 FORD

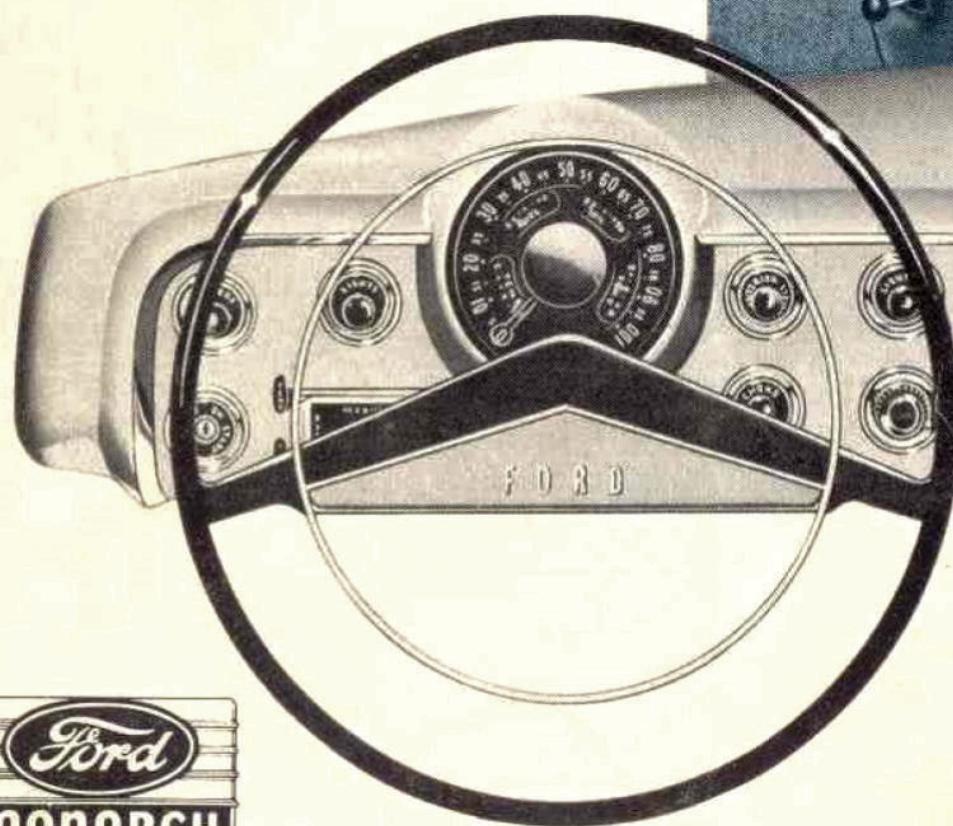
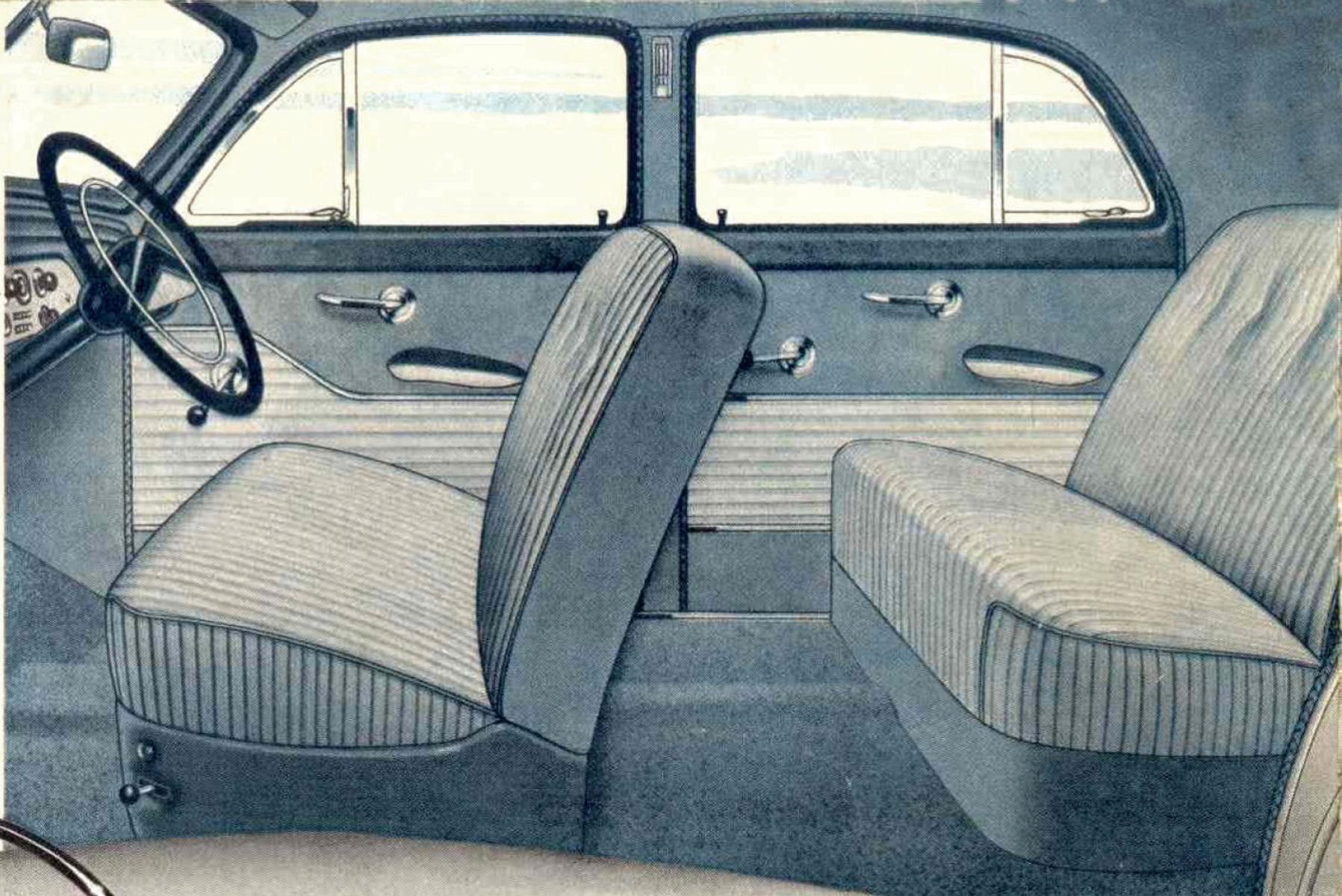
Built for the years ahead with 43 "LOOK AHEAD" features



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 "Bak-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

'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



PRODUCT OF
FORD OF CANADA

You can pay more... but you can't buy better

New 1951 specifications



FORD
CUSTOM DELUXE
FORDOR SEDAN



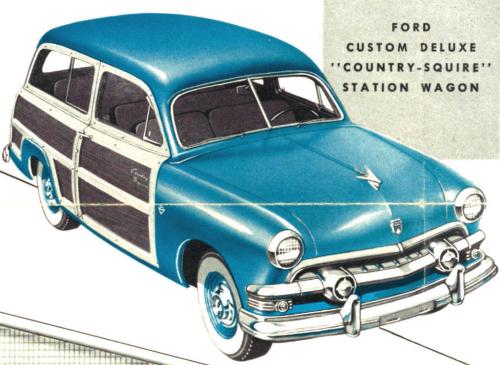
FORD
CUSTOM DELUXE
CLUB COUPE

FORD
CUSTOM DELUXE
TUDOR 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 so much about as the *fine* car in the lowest price field. And from every angle, as these views so distinctively display—Ford's beauty leader *again* in '51. Choose the "Ford in your future" . . . built for the years ahead . . . from this wider range of models for every preference and purpose.



FORD
CUSTOM DELUXE
'COUNTRY-SQUIRE'
STATION WAGON

FORD DELUXE
FORDOR SEDAN

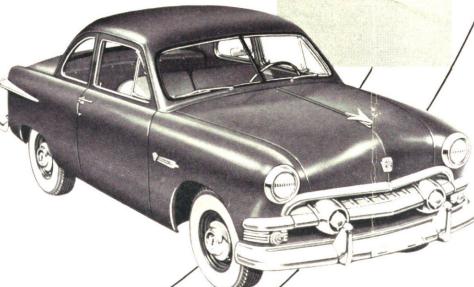


FORD DELUXE
TUDOR SEDAN

FORD



FORD DELUXE
BUSINESS COUPE



ENGINE: Ford V-8, 160 H.P.; 3-3/16" bore, 3 1/8" stroke; 32.1" intake H.P.; "Cylinder Quiet"漫游; all aluminum alloy pistons, cast iron block for quiet operation and faster break-in. "Deep Breath" manifold; aluminum timing gear; "Lodomatic" ignition, exhaust valve, and more.

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 1/2 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 full-flow. "Equa-Flo" system has two fans, each cylinder; balanced-type thermostats and recirculation by-passes; dual water pumps; unique 3-blade fan; pressure regulator cap.

DRIVE: Helical Drive for smoother starts and stops. Reduced unsprung weight; Semi-centrifugal type clutch, dry, single plate, 9.5 in. dia.; total area 89.2 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.).

FRONT: double drop type with box section side rails and 5" cross members; all models. **Convertible:** Convertible has 4 cross members; "X" type member for extra reinforcement. Side rail cross section—4 in. deep x 3 1/2 wide. **Tudor:** Station Wagon has 4 cross 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—76.5 in.

SPRINGING: FRONT—independent front wheel suspension with "Hydra-Cone" springs with double-action aircraft-type hydraulic shock absorbers; inside coil for greater protection. REAR—carries low "Equa-Flo" system; side rear springs mounted parallel to the frame. Springs have inserts between tips of leaves to eliminate lubrication. Rear leaf spring is 1 1/2 in. thick. Station Wagon—leaf spring; Wagon—mounted parallel to frame on all other models.

"MAGIC ACTION" HYDRAULIC BRAKES: 4-wheel dual 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. **Brake Mechanism:**—mechanical application of front brakes with T-handled on dash through lever and equalizing cable. Handbrake balanced to eliminate tugging.

SYMMETRICAL STEERING LINKAGE: worm and roller steering with needle bearing, bearing-cast, triple-tube roller gear ratio, 17.7 to 1; overall steering ratio, 2.5 to 10.1, torsional stabilizer.

WHEEL 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 Coups—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 76.8.

BODY—INTERNAL DIMENSIONS (in inches): **HIP ROOM:** Sedans and Station Wagon—46.0; rear Club Coupe—63.0; rear Club Coupe—61.5; front—53.5; rear—55.0. **HEAD ROOM:** Sedans and all closed models 57.2 front, 55.0 rear; Club Coupe—56.0 front, 55.5 rear. **LEG ROOM:** Sedans and all closed models 35.2 front, 35.5 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. **TRUNK:** Sedans—40 cu. ft.; Station Wagon—36 cu. ft.

BODY COLOR: **Deluxe models:**—Blue and Black, Broadcloth or Orange and Gray Stripe; Mohair, Brown and Ivory or Blue and Ivory Vinyl at extra cost. **Custom Deluxe models:**—Gray Stardust Broadcloth, Two-tone Brown and Tan, and Tan and Ivory Vinyl. **Business Coupe:**—Blue and Ivory or Blue and Ivory Vinyl at extra cost. **Convertible Club Coupe:**—choice of Red and Black, Chateuse and Black, and Two-tone Tan Genuine Leather combinations. **Station Wagon:**—Grey and Tan.

BODY COUPES: 12 solid colors 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, and Starlight Tan. Two-tone combinations (at extra cost)—Sportsman's Green and Blue, Mission Green and Sheridan Blue, Sheffield Green and Everglade Green, Dunn Beige and Peridot Tan. Additional Convertible colors—Sportsman's Green and Tan, and Peridot Tan. Red. Wheels painted to match body on all models.

DELUXE EQUIPMENT: New Air-Wing steering wheel with horn bar at center; dual windshield wipers; twin horns with new weatherstripping; ashtray and glove compartment; new instrument panel; front door locks; interior light on center pillar; Foam rubber pad and no-sag springs in front seat; "Posture Control" seat; seat mechanism; Key-type 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 equipment) (1) Full circle hood ornament; sun visors; front door locks; bright meter; exterior reveal molding at windshield and at rear window (except Convertible); one ashtray in rear compartment of Fordor, two in other models; two ashtrays in Tudor and Club Coupe. (2) Front door locks (one by master switch); Ford crest and custom lettering on instrument panel. Choice of three fabrics—two-tone Bedford Cord; Grey Star; Die Broadcloth; Tan and Red Stripe Bedford Cord. Also choice of Broadcloth; Tan and Red Stripe Bedford Cord. (3) Custom Convertible—choice of Red and Black, Chateuse and Black, two-tone Tan genuine leather; choice of Black or Ford Grey-Tan top.

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You can pay more... but you can't buy better

New 1951 features



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TUDOR SEDAN



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"COUNTRY-SQUIRE"
STATION WAGON



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DELUXE
FORDOR SEDAN



FORD
DELUXE
TUDOR SEDAN



FORD DELUXE
BUSINESS COUPE



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

Front

ignition

switch

extra

convenience

and

safety

extra