



America says **YES** to the '51 FORD



YES

IT'S BUILT FOR THE YEARS AHEAD! with 43 "Look Ahead" features and FORDOMATIC Drive*

YES

for styling!

There's the trend of the future in the broad clean lines of the '51 Ford from the new Multi-Protection Bumper to the new "Tell-Tale" Rear Lights. It's "Fashion Car" styling that's "good" today and years from today!

YES

for economy!



Dear to the thrifty heart is the Automatic Mileage Maker! It matches timing to fuel charges so that not a drop of gas is wasted!



You get high-compression performance on regular gas! New Waterproof Ignition System prevents engine "shorts" from moisture!

YES

for performance!



Place the Semaphore Selector of Ford's new Fordomatic Drive at DR (drive), and your take-off is instant-quick and liquid-smooth! It's the newest, it's the most flexible automatic transmission in the industry and it gives you traditional Ford economy!

YES

for comfort!

You can sit back and relax in the new Ford Luxury Lounge Interiors! Seats are wide, windows are big and every mile is a smooth mile because of Ford's new Automatic Ride Control!



YES

for safety!

Ford's all-steel body is a Luxury Life-guard Body, for the kind of safety you must have! And the brakes are King-Size, double-sealed against the weather!

The '51 Ford is designed and built not just for this year and next, but for the years ahead. Your Ford Dealer invites you to "Test Drive" it today. Get to know the 43 "Look Ahead" features—the many other Ford advantages—which make it the one fine car in the low-price field.

*Optional at extra cost

'51 FORD

You can pay more but you can't buy better

