

It's in the '51 FORD— **new** FORDOMATIC AUTOMATIC TRANSMISSION



*Now Borg-Warner and the Ford Motor Company,
working hand in hand, bring you Fordomatic Drive
... the newest of all automatic transmissions.*

Today you enjoy the crowning benefit of the Borg-Warner-Ford association that began long before the famed Model "T". It's *Fordomatic Drive*, the no-shift transmission that creates a new standard of driving enjoyment.

Engine power is translated into a new kind of ride, luxurious in its hushed smoothness. 92% of the work of driving is done for you. It's pleasure all the way. Command with the gas pedal—Fordomatic response is positive, *instant*, whether you want to take off, cruise, or climb hills.

There's sure, solid braking by the

engine for safe hill descents. Rocking in mud or snow is even easier than with standard transmissions. And to top it all—you get real gas economy.

Fordomatic gives you traditional Ford quality, the result of specialized Ford skills. In addition, you benefit from famous B-W engineering and production that have served the fast-growing auto industry steadily since its infancy. Today, in 19 out of the 20 makes of cars you'll find B-W parts such as transmissions, overdrives, clutches, universal joints, propeller shafts, radiators, and timing chains.



new "JET-AWAY"
PERFORMANCE

You sweep out smooth and fast with Fordomatic Drive. No hesitation, no need to race the engine. For steep grades, for fast passing, this new drive lets you summon a super-power range at a touch of the gas.

new FULL MILEAGE
FROM EVERY
GALLON

Fordomatic automatically selects the right drive ratio for you on the instant to give you maximum driving efficiency and economy at all times.



new SAFETY
DOWN HILLS

With this drive, the engine can actually help to slow the car on down-grades. For extra safety, go into "low" at any time you desire.

**ALMOST EVERY AMERICAN BENEFITS
EVERY DAY FROM THE 185 PRODUCTS MADE BY**

BORG-WARNER

These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGHOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARION • MAYHEL-SCHNEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.