



TURN THE IGNITION KEY—THE ENGINE GOES INTO ACTION! NO FUSS, NO FUMBLE. STARTS ARE 'INSTANT-QUICK'!

NO ROLL—NO PITCH—NO JOUNCE! AUTOMATIC RIDE CONTROL LITERALLY 'IRONS OUT' THE ROAD!



STYLE LIKE THIS WILL ALWAYS STAY 'RIGHT'!

THOSE FORDCRAFT FABRICS ARE LOOMED TO LAST AND LAST!



A KEY-TURN AND THE DECK LID PRACTICALLY LIFTS ITSELF!



A "Test Drive" will show you why the '51 Ford is the one fine car in its field! You'll find it's big where bigness counts, with the most hip-and-shoulder room in its class... largest luggage compartment, too. It gives you such advanced features as the Automatic Mileage Maker which helped place Ford first in its class in the Mobilgas Economy Run. And, you have your choice of... three transmissions—Conventional Drive, Overdrive* or Fordomatic Drive*... two great engines—100-h.p. V-8 or 95-h.p. Six!

THOSE BEAUTIFUL BAKED-ON COLORS WILL KEEP THEIR SPARKLE FOR YEARS!



See "Ford Festival" starring James Michener on NBC-TV

the '51 **FORD**

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

*Optional at extra cost. Fordomatic Drive available with V-8 only. Equipment, accessories and price subject to change without notice.