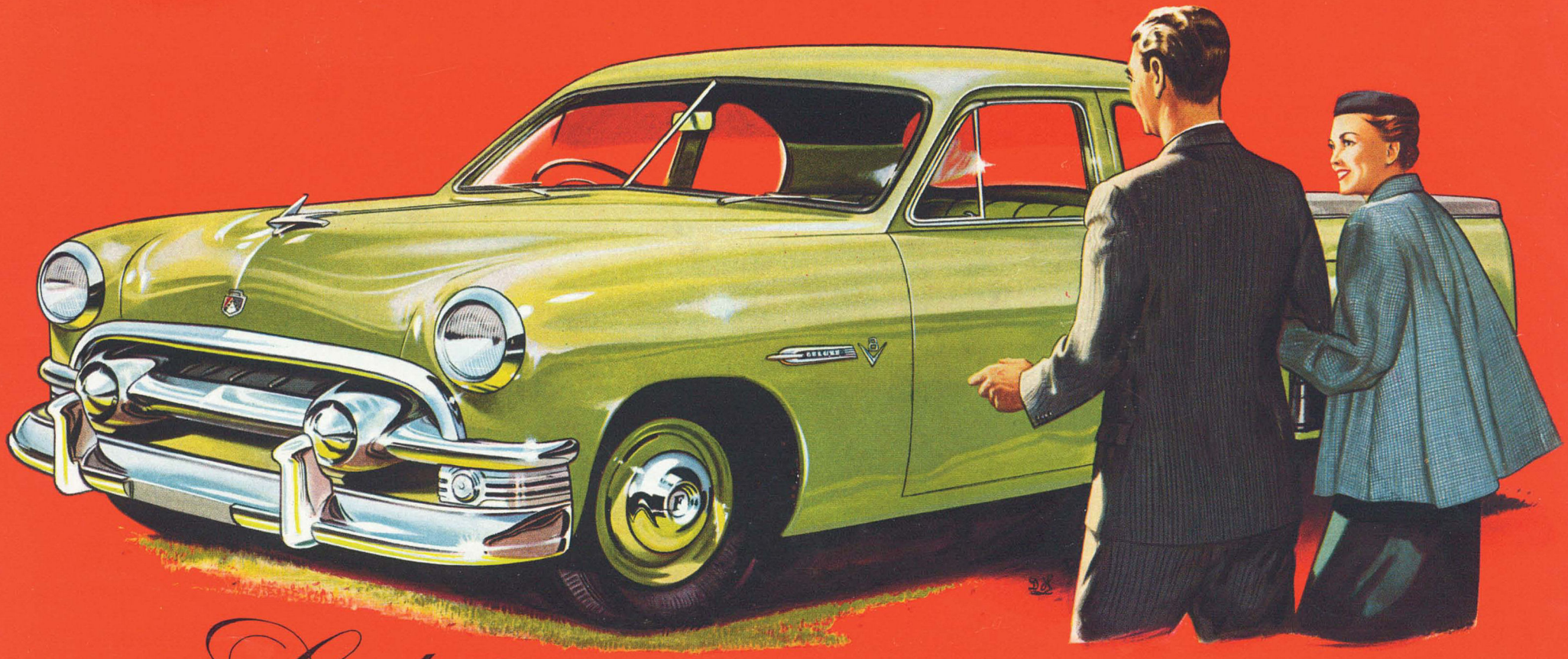
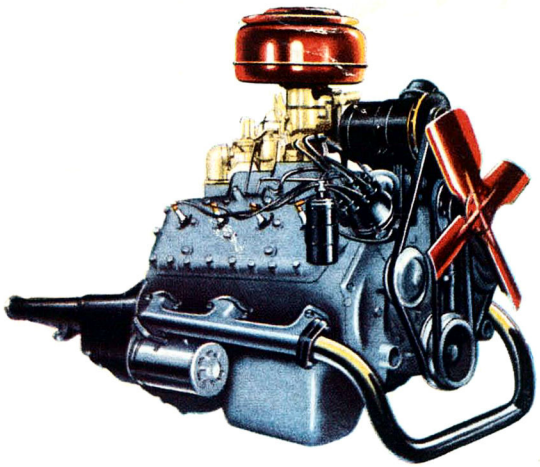
New 1951 FORD DE LUXE *Coupe Utility*

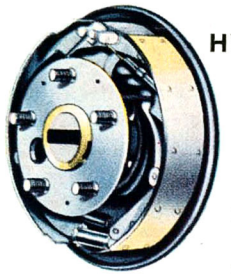


Styled FOR A LIFE OF LUXURY



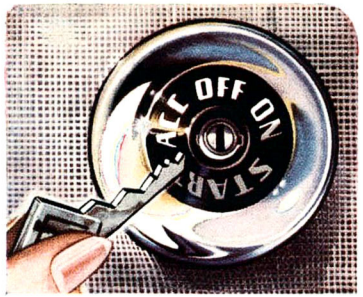
100 H.P. V8 ENGINE

The result of Ford's unequalled experience gained by producing more V-type 8-cylinder engines than all other manufacturers combined. The Ford V8 is unmatched for power, silence, dependability and economy.



OVERSIZE DUO-SERVO (Self-energising) HYDRAULIC BRAKES

The 1951 Ford Coupe Utility halts fast and smoothly with only a tip-toe touch on the pedal. Double seals provide protection against dust and water.



NEW "KEY-TURN" STARTING

A turn of the ignition key past the "ON" position and the V8 engine automatically springs to life. In the 1951 Ford De Luxe Coupe Utility the conventional starter button has been eliminated.

SPECIFICATIONS

No. of Cylinders—8. **Bore and Stroke**—$3^{5}/_{16}$" x $3^{3}/_{4}$".
Piston Displacement—Cubic Capacity—239.4 cub. in.
Compression Ratio—6.8 to 1.
Taxable H.P.—32.5 R.A.C. Rating. **Max. B.H.P.**—100 at 3600 r.p.m.
Cylinder Block—90° V-type cast iron. Block and crankcase cast in one piece for greatest rigidity and accurate bearing alignment.
Crankshaft—Short, rigid, steel-alloy casting.
Pistons—Split skirt aluminium. Alloy plated for anti-scuff. Cam ground for quiet operation.
Piston Rings—2 compression and with 2 oil control adjacent to piston pin.
Camshaft—Cast alloy iron. Cam contours have quieting ramp for quieter valve action.
Valves—Silichrome intake, nickel-steel chrome alloy exhaust. Valves precision set, require no adjustment.
Valve Guides—One piece. Valve assembly removable as one unit.
Valve Seat Inserts—Intake and exhaust of Moly-chrome steel.
Lubrication System—Full pressure to main, connecting rod and camshaft bearings, with positive lubrication to timing and distributor drive gears.
Oil Pump—High capacity, quiet and positive. Screened inlet located deep in crankcase. Crankcase capacity refill, 9 pints.
Oil Filter—Externally mounted above L.H. cylinder head. Replaceable type cartridge.
Engine Ventilation—Inlet location left of generator to valve chamber. Outlet location tube extension from left front of intake manifold into slip stream.
Engine Cooling—4-blade fan. Series flow full length water jackets, thermostatic temperature control with continuous by-pass tubular radiator, pressure cap and 2 self-sealing water pumps.
Fuel System—Dual down-draught carburettor. Hand control choke.
Induction Manifold—short, direct, nearly equal passages to each cylinder and level-mounted for uniform fuel distribution.
Fuel Tank—Capacity, $13\frac{1}{2}$ gallons. Indicator gauge on instrument panel.
Ignition—Distributor mounted in front of R.H. cylinder block and is readily accessible for servicing when required. Distributor spark advance utilises difference between vacuum in manifold and carburettor throat for more accurate spark advance for varying loads and speeds.

CLUTCH

Type—Semi-centrifugal, dry, single plate.
Dimensions—Outside diameter, 9". Total frictional area, 85.2 sq. ins.

GEARBOX (Transmission)

Type—3 speeds forward, 1 speed reverse.
Gearbox Ratios—
First—2.819 to 1.
Second—1.604 to 1.
Third—(Top gear direct drive)—1 to 1.
Reverse—3.625 to 1.
Type of Gears—All helical.
How Engaged—Gear change lever on steering column. First and Reverse—Sliding gear. Second and Third—Constant mesh with blocker type synchroniser.

CHASSIS

Structure—
Five cross member, box section chassis frame of double drop design, with reinforced X member of I beam construction.
Frame side rails of 4" x $3\frac{3}{4}$" and now with continuous weld box section for full length.

Front Suspension—
Type—Independent swinging links with coil springs.
Shock Absorbers—Hydraulic double-acting tubular type.
Castor and Camber—Independent adjustment for each at each wheel.
Stabiliser Bar—One-piece, linkless type.

Rear Suspension—
Type—Longitudinal semi-elliptic leaf springs.
Number of leaves—10.
Spring Shackles—Tension type.
Spring bracket and shackle bushings—Rubber concentrated—pressure type.
Lubrication required—None.
Method of propulsion (type of drive line)—Hotchkiss drive.

Rear Axle—
Type—Semi-floating.
Final drive gears (crown-wheel and pinion)—Hypoid.
Rear axle ratio—3.91 to 1.
Axle shafts—Integral flanged steel forgings.
Wheel bearings—Sealed permanently. Lubricated single row ball.

FOOT BRAKE (Service Brake)

Type—Duo-Servo (self-energising), 4-wheel hydraulic.
Drum type—Composite cast iron and steel. Labyrinth seal between backing plate and drum.
Front drum diameter—10 in.
Rear drum diameter—11 in.
Front lining width—$2\frac{1}{4}$ in.
Rear lining width—$1\frac{3}{4}$ in.

HAND BRAKE

Type—Mechanical application to rear brakes.
Actuation—T-handle on dash through lever and equalising cable.

STEERING SYSTEM

Type—Symmetrical linkage with cross link and idler arm.
Steering gear—Worm and triple-tooth roller.
Steering gear ratio—17.7 to 1.

ROAD WHEELS

Ventilated type steel disc wheels.

TYRES

5 No. 6.00 x 16 x 6-ply tyres and tubes.

GENERAL

Wheelbase—114". Track (Front)—56". (Rear)—60".
Maximum overall length (with tailgate shut)—16' 1".
Maximum height—ground to top of cab roof—5' $6\frac{1}{2}$".
Maximum width of vehicle—6' 3".
Maximum length along loading floor—7' $2\frac{1}{4}$".
Maximum width across loading floor—5' $1\frac{1}{2}$".
Maximum width above wheel arches across loading floor—5' $0\frac{1}{2}$".
Maximum width inside wheel arches across loading floor—48".
Maximum height of sides from loading floor to tonneau cover level—Front 21"; Rear, $19\frac{1}{4}$".
Width of tailgate opening—48".
Height of tailgate opening—$19\frac{1}{4}$".
Width across front seat—54".

MANUFACTURER'S MAXIMUM GROSS VEHICLE WEIGHT, I.E., THE VEHICLE, THE DRIVER, THE PASSENGERS, AND THE PAYLOAD, IS NOT TO EXCEED 4,500 LBS.

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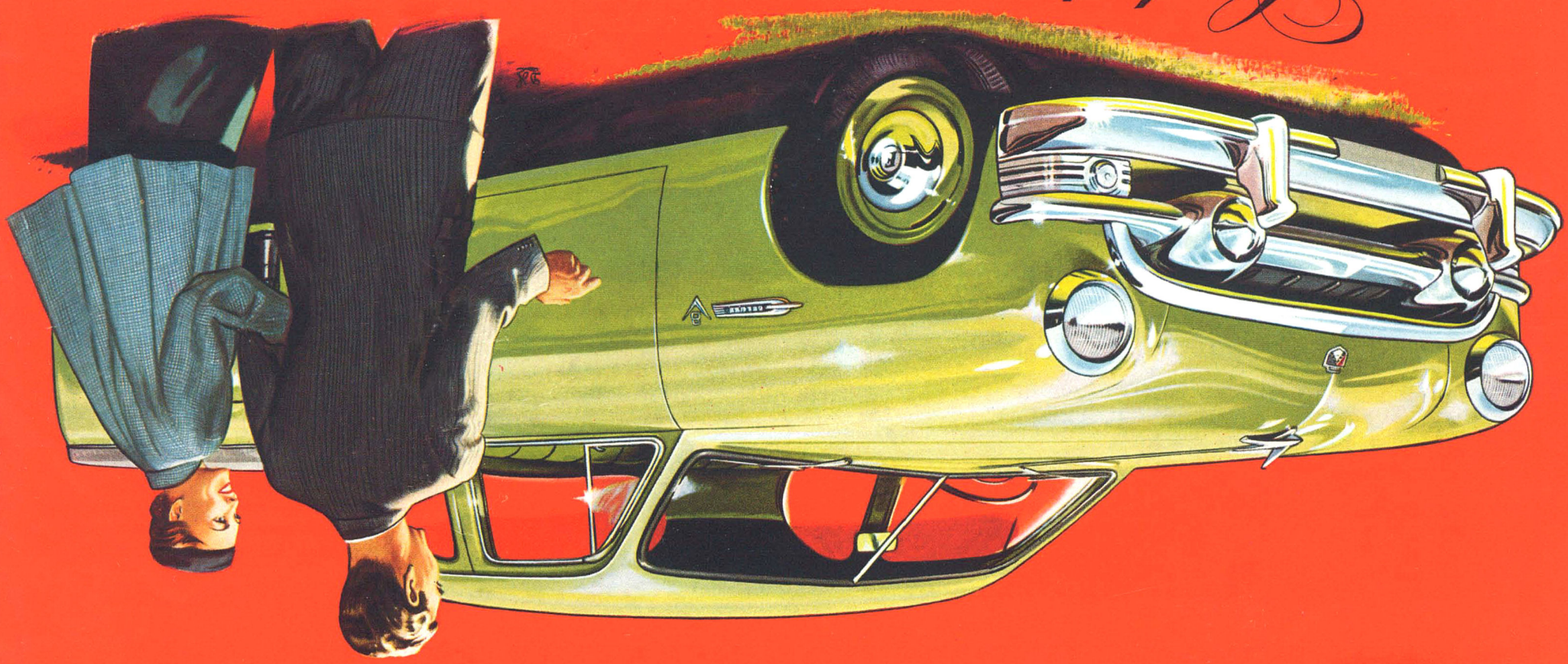

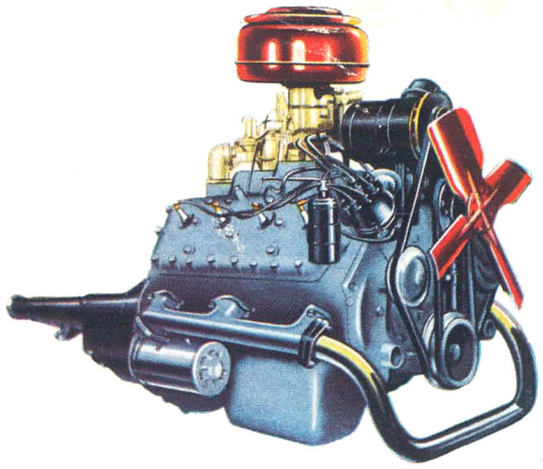

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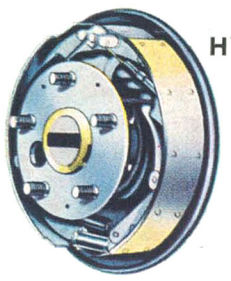

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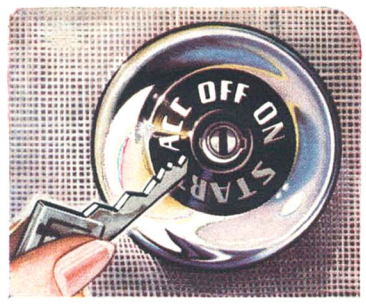

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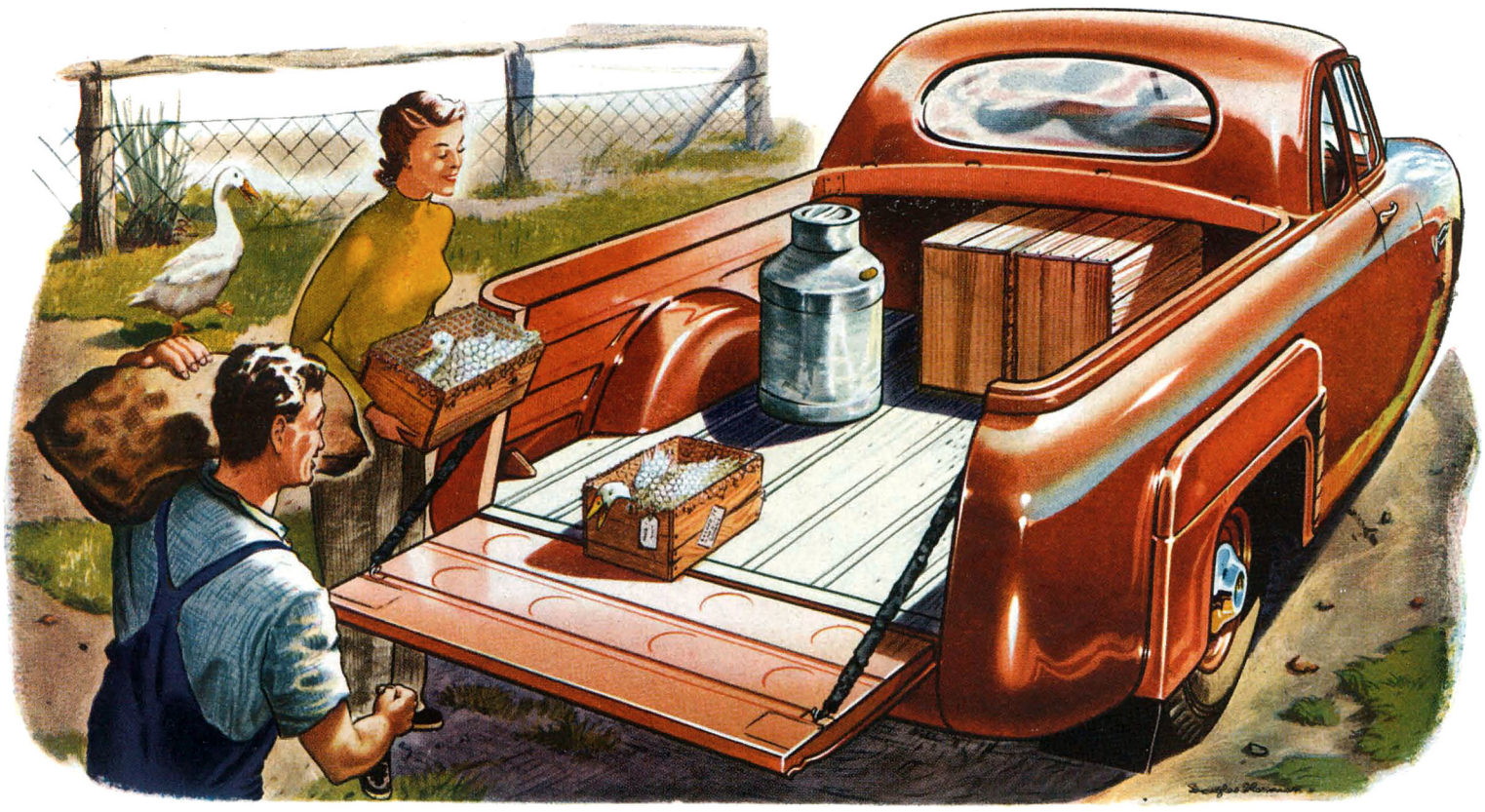
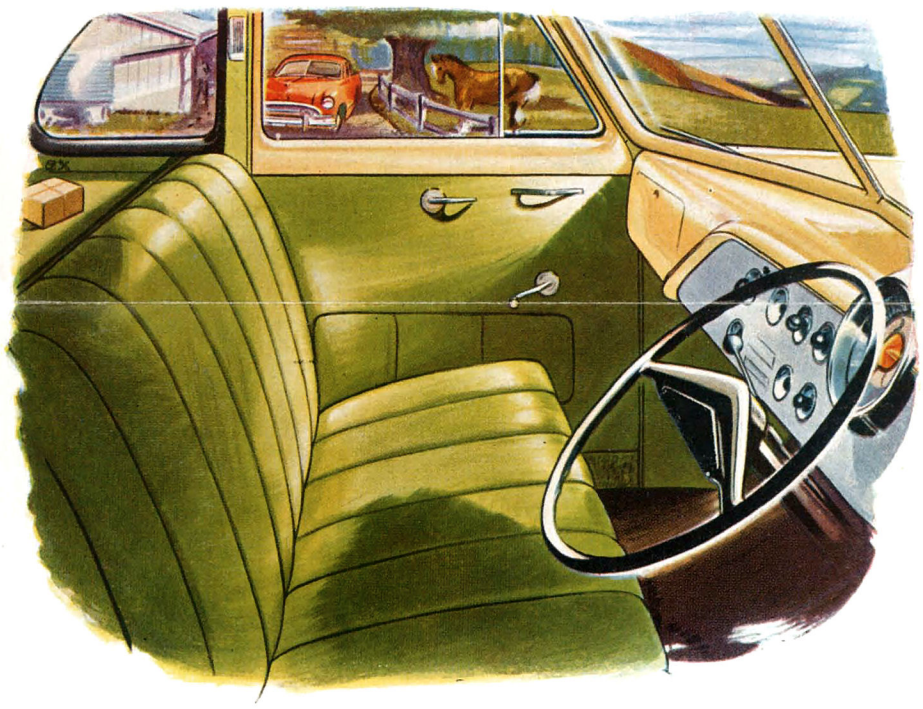
STACKS OF SPACE FOR LOADS UP TO 10 CWT.



S-P-A-C-E! The keynote of this well-proportioned, all-steel Utility is its unexpected Load Space. Shrewd, experienced buyers realised they had hit on the ideal dual-purpose vehicle as they ran the tape over the 1951 Ford De Luxe Coupe Utility. They measured a floor length of 7 ft. 2½ in., with a width of 5 ft. 1½ in. . . . room and to spare for bulky loads up to 10 cwt.! Here also a low floor for easy loading made easier still by a 4 ft. wide tailgate. Matching such welcome features were the safety of big 10 inch, 4-wheel hydraulic brakes . . . . the extraordinary power and economy of the 100 H.P. Ford V8 Engine and all those meaningful improvements and practical-value features listed below and overleaf.

WHEN THE WORK IS FINISHED — HERE THE COMFORT STARTS



Smart styling with inbuilt strength makes Ford the most practical of all Coupe Utilities. Inside, three adults may literally relax in the lap of luxury . . . on soft-cushioned, highest quality leather upholstery . . . surrounded by the protection of an all-steel body . . . the safety of better visibility . . . the beauty of interiors and harmonising features such as the two-tone instrument panel enhanced by its modern satin-silver finish surpanel, new "Chanalited" instrument cluster, "Glow-Cup" controls and the convenience of "Key-turn" starting. In Coupe Utility design, too—Feature for feature, Ford is finer by far.

LOTS OF GOOD THINGS . . .
NEW FEATURES . . . LOVELY APPOINTMENTS

- **New** Multi-Protection Bumper.
- **New** Styled Parking Lights.
- **New** "Dual Spinner" Grille.
- **New** Winged Hood Ornament.
- **New** "Key-Turn" Starting.
- **New** Two-tone Instrument Panel.
- **New** Read-at-a-glance Instrument Cluster.
- **New** "Glow-Cup" Controls.
- **New** "Air-Wing" Steering Wheel.
- **New** Baked Enamel Body Colours.
- **New** Double Seal for Hydraulic Brakes.
- **New** Deep-Section Wheel Caps.
- **New** Strength in Chassis Frame.
- **New** "Cushion Quiet" Engine Mounting.
- **New** Quiet-in-Operation Valve Assembly.

1. **The 100 h.p. V8 engine has the extra power for smooth, effortless performance and that extra economy that makes profitable the working hours. Features include: Manifolds with short, direct and nearly equal passages to each cylinder and level mounted for equal fuel distribution and economy; Dual down-draught carburettor (really two carburettors in one); Automatic Mileage Maker, which is self-regulating and combines ignition, carburetion and "Power Dome" combustion and matches timing to fuel charges to give maximum economy.**

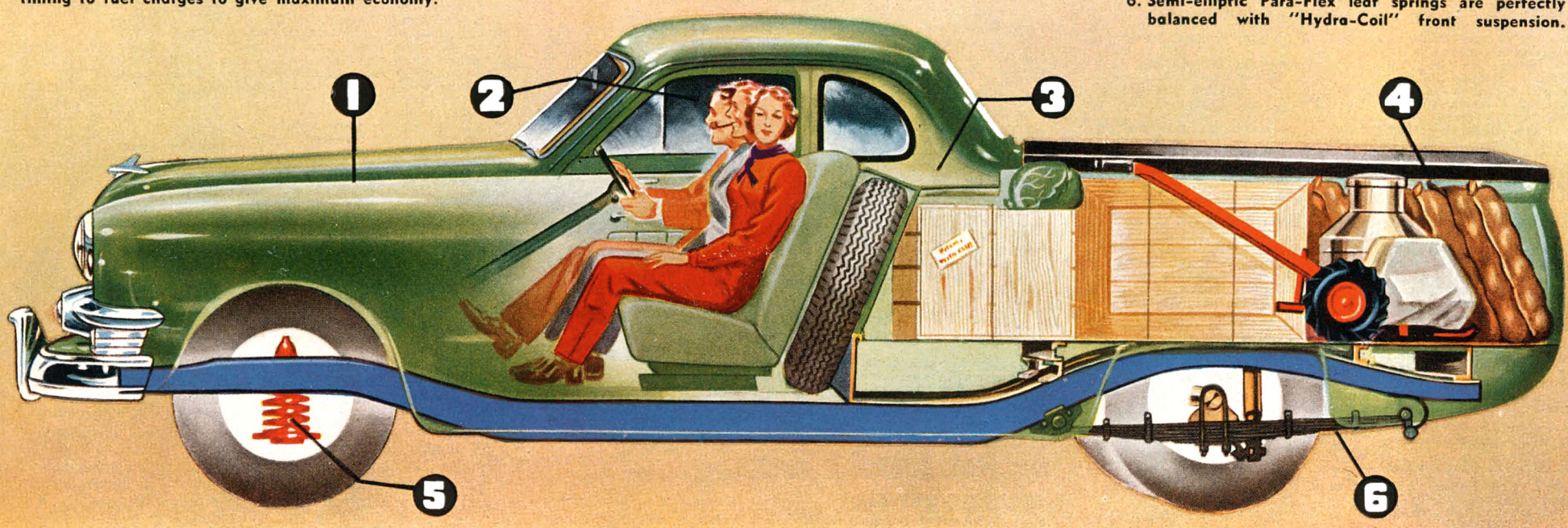
2. **Restful comfort for three adults—a gliding "Mid-Ship" ride on cushioned leather upholstery. With "picture-window" visibility and smart appointments, you're virtually riding in a modern sedan!**

3. **Load space is ingeniously engineered to make every inch count! Good balance of the load improves road stability and contributes to smooth riding. With all its smartness, this is first and last a true utility—the best ever to take the road!**

4. **It's long AND wide, this utility body, and built with steel inner and outer panels. The lower floor, with its steel skid strips and wide tailgate, means easier load handling. The framed and curved tonneau cover ensures weather-proof protection.**

5. **"Hydra-Coil" front suspension has independent swinging links with soft-action coil-springs. Direct-acting tubular shock absorbers at all four wheels have instant damping effect on road shocks.**

6. **Semi-elliptic Para-Flex leaf springs are perfectly balanced with "Hydra-Coil" front suspension.**



BUILT FOR A LIFE OF HARD WORK