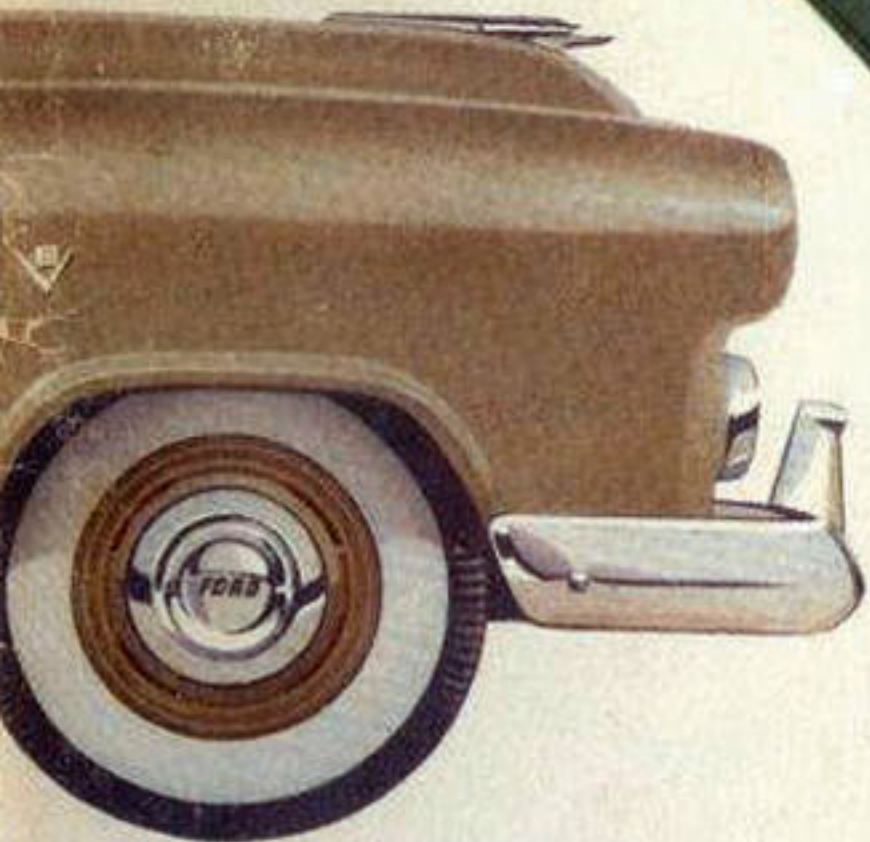


BIG '52 FORD



GREATEST
CAR EVER
BUILT
IN THE
LOW-PRICE
FIELD

IT'S THE BIG NEW '52 FORD...THE ONLY COMPLETELY MODERN CAR IN ITS FIELD!

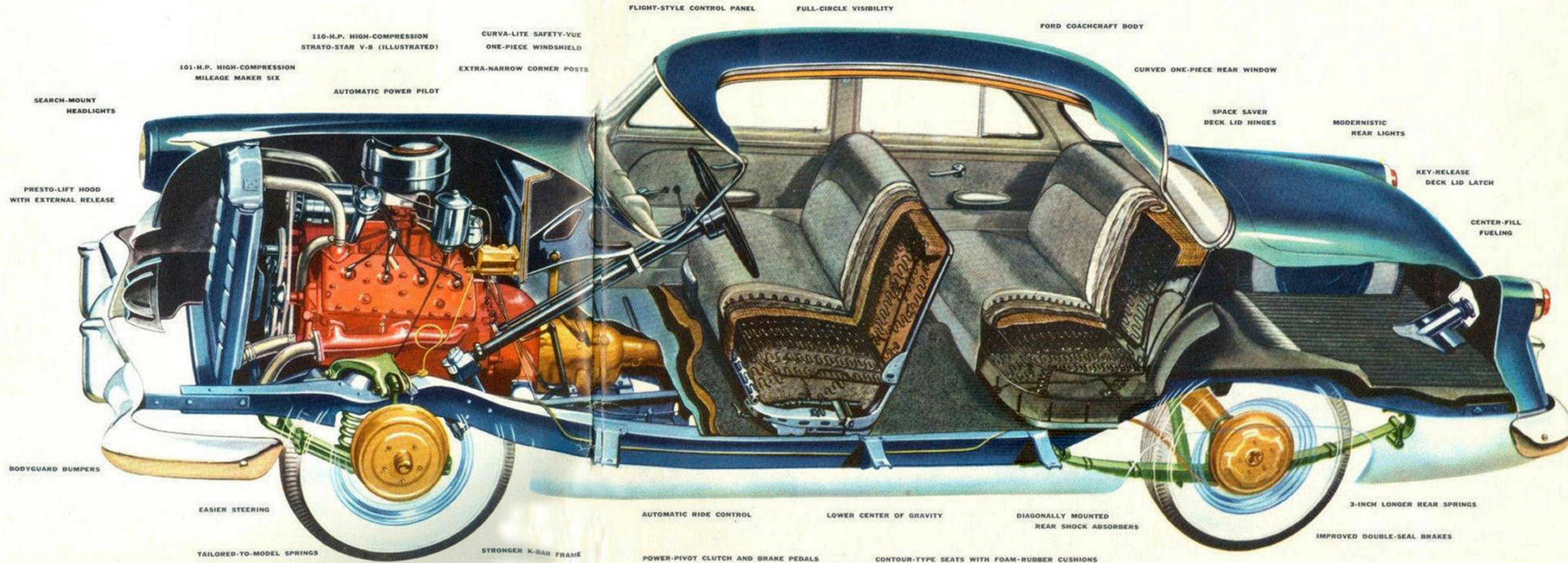
With a host of engineering and styling advances

Farsighted, long-range planning by the largest single engineering department in the motor car industry has made it possible for Ford to bring you an *all-new* car for 1952.

You'll find this big '52 Ford is designed to *outperform* . . . *outride* . . . *outlook* . . . and *outvalue* any low-priced car, bar none. In feature after feature it sets a new pace for the industry.

It has greater length and wider tread. It gives you a choice of the new 101-h.p. Mileage Maker Six, the only new high-compression, low-friction Six in its field . . . or the Strato-Star V-8 that's now a 110-h.p. high-compression *power house*, and again the only V-8 in its price class. It gives you Automatic Ride Control, now improved to reduce sway on curves and to smooth roughest roads. And it brings you new Ford Coachcraft Bodies, styled to stay beautiful, and quality-built to stay young.

Years from now, you'll find, this car will still be setting the pace for the industry.



3 GREAT NEW LINES TO CHOOSE FROM!



TUDOR SEDAN



FORDOR SEDAN



BUSINESS COUPE



RANCH WAGON

Mainline

Ford's new Mainline series gives you a choice of four body styles: Tudor Sedan, Fordor Sedan, Business Coupe, and two-door Ranch Wagon. Each body style is available with either V-8 or Six power, so that there are eight models in all. And each model is available with Fordomatic Drive or Overdrive. The beautiful Ford Coachcraft Bodies are available in 10 single-tone body colors and 2 interior trim combinations for sedans and coupes . . . 10 single-tone and 3 two-tone body colors for the Ranch Wagon.



TUDOR SEDAN



FORDOR SEDAN



CLUB COUPE

Customline

You have four smart new body styles . . . seven models . . . to choose from in Ford's Customline: Tudor Sedan, Fordor Sedan and Club Coupe, as illustrated . . . plus a new, four-door Country Sedan station wagon—a counterpart of the Country Squire station wagon in the Crestline series below, but finished in two-tone body colors without wood trim and paneling. The models illustrated offer a choice of brilliant V-8 or Six power . . . 10 single-tone and 3 two-tone body colors . . . 3 interior trim combinations color-keyed to match. The new Country Sedan is V-8 powered with a choice of 3 ultra-smart and different two-tone body colors. Ford's famous Fordomatic Drive or economical Overdrive are available with all Customline cars.



VICTORIA

Crestline



SUNLINER



COUNTRY SQUIRE

Ford's smart and distinctive Crestline models set new standards in style for the industry. The Victoria is available in 6 single-tone and 6 two-tone body colors, with 3 superbly designed interior trim motifs. The Sunliner convertible is offered in 12 single-tone body colors and 4 color-keyed interior trim combinations. And the four-door Country Squire station wagon is available in 5 single-tone body colors with two-tone upholstery and trim. All Crestline models are powered by the 110-h.p. high-compression, Strato-Star V-8 . . . and all are available with Fordomatic Drive or Overdrive.

Fordomatic Drive, Overdrive white sidewall tires (if available) and two-tone colors on Ranch Wagon and Customline Sedans and Coupes optional at extra cost.



New, Distinctive Rear-End Styling of Ford's Sedans and Coupes conceals the largest luggage compartment in the low-price field. New Space Saver Hinges allow for more obstruction-free storage space. The trunk lid lifts open at the turn of a key. Like the new Presto-Lift Hood, it's counterbalanced to lift and hold itself up.

STYLED WITH THE LOOK OF THE FUTURE

New Modernistic Rear Lights are positioned high and wide . . . protected from road splash . . . easy to see . . . define car width clearly.

New Bodyguard Rear Bumper blends perfectly with the '52 Ford's long, broad lines and gives *plus* protection at vital points.

New Center-Fill Fueling in Sedans and Coupes makes "filling-up" easier from either side of pump. Leaves more baggage space inside trunk. Prevents spilling gas on fenders. Rear license plate conceals filler neck and cap.

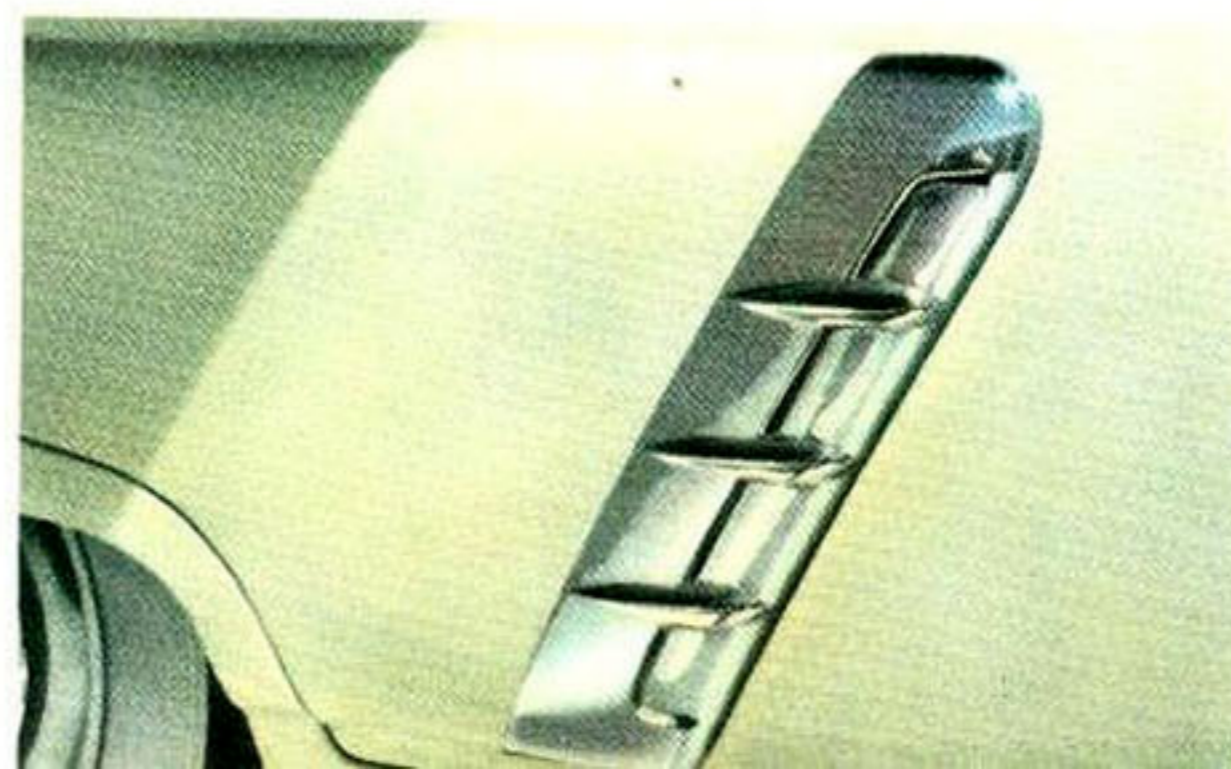
New Push-Button Door Handles with thumb-contoured push-button and free-action latch mechanism are designed for easier door opening . . . add a quality look that matches other exterior features.



New Wider Grille, with air-scoop design, gives a massive front-end appearance . . . maintains unmistakable Ford identification. Wide-set parking lights are part of its distinctive, functional design. And you'll find new hood latch release handle is concealed beneath grille top bar . . . no inside control is necessary.

New Bodyguard Front Bumper follows the contours of Ford's new front-end lines to give greater wrap-around protection . . . greater beauty.

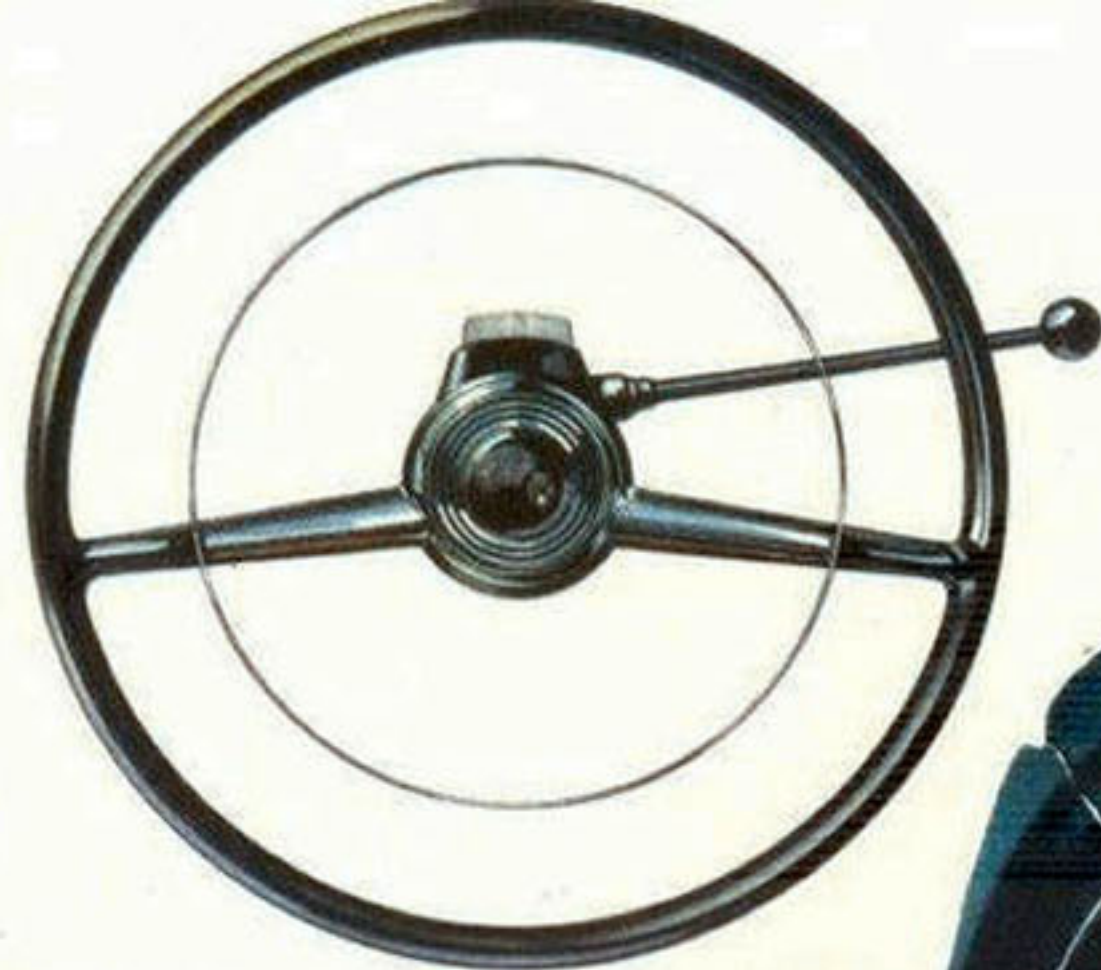
New Airstream Slash Molding of bright metal on Customline and Crestline models adds to sweeping lines of the car. Functionally, it serves as an effective gravel deflector.



New Futuristic Hood Ornament leads off the long list of smart new style-setting touches you see on the new '52 Ford.



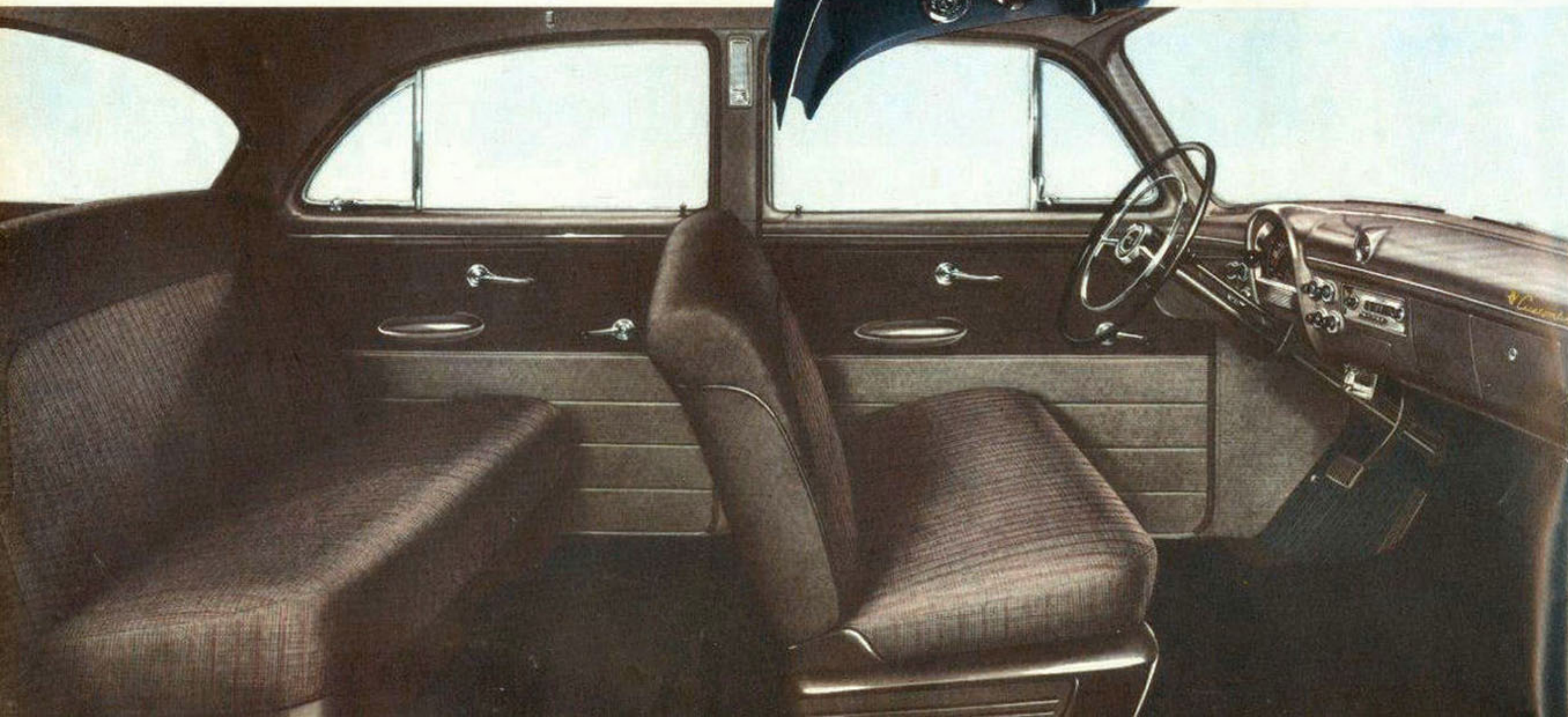
New Fordcraft upholstery and trim materials have been selected for their standout beauty and inherent ability to resist wear. Notice the new extra-large vinyl-covered door panel. Note how it complements the modern styling and quality coachwork of Ford's Coachcraft Body interiors . . . offers plus protection against scuffs and scrapes.



Instruments and controls are compactly grouped to give you greater convenience and driving safety. Instruments are easier to scan . . . controls are easy to identify . . . handy to operate.



Note the sweeping style of Ford's new Flight-Style Control Panel. Note how it blends into the doors with no interruption of the curve. And it is color-harmonized to blend with interior upholstery and exterior coloring.



NEW MORE BEAUTIFUL INTERIORS

From Ford's newly styled, easy-grip steering wheel right back to the positive-sealed rear window shelf, every detail in the spacious interiors of Ford's new Coachcraft Bodies shows the results of Ford's advanced body styling and skilled workmanship.

FULL-CIRCLE VISIBILITY



Ford's new Curva-Lite Safety-Vue one-piece windshield has no center bar to interfere with your view of the road ahead. It gives you greater clear vision area by up to 17%.



Newly designed front corner posts, center pillars, and rear corners of body are narrower and stronger. They minimize blind spots on all sides . . . give new wide-angle visibility.



Rear vision has been greatly increased in *all* models . . . with up to 48% more rear window area. Sweep-around design of window and extra-large new rear view mirror further assure maximum visibility.

MAKES
BUSINESS A PLEASURE



The '52 Ford Mainline V-8 Business Coupe
Mainline Business Coupe also available in Mainline Six model.



Just turn a key and the trunk lid lifts itself on counterbalanced Space Saver Hinges. Center-Fill Fueling does away with space-eating filler pipe in trunk. There's more baggage space in the trunk of this Ford than in any car in its field. And, for sample cases, promotional materials or merchandise, there's plenty more storage space behind the seat—easily accessible, thanks to wide doors and angle-tilting seat backs.

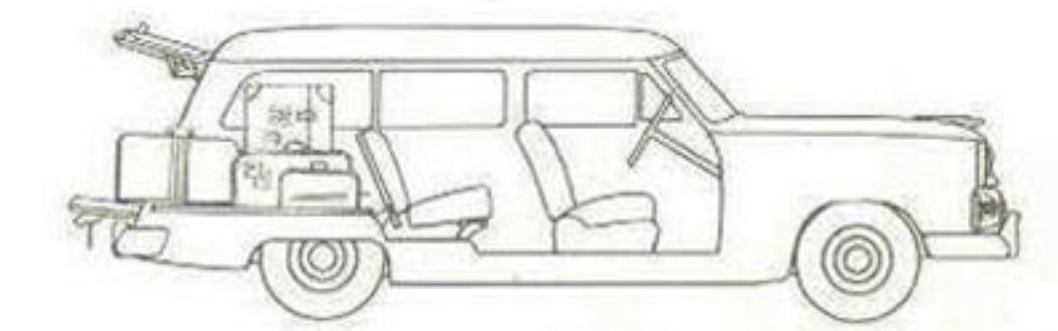
This '52 Ford Business Coupe makes trips a treat for the man who spends many hours in his car. Its exceptional ease of handling gives it a "talent for traffic." Its comfortable seat construction and exclusive Automatic Ride Control permits you to arrive relaxed.



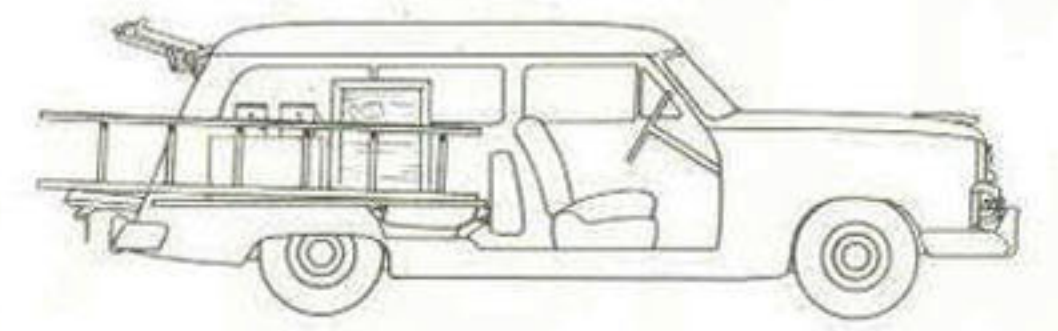
The '52 Ford Mainline V-8 Ranch Wagon
Mainline Ranch Wagon
also available in Mainline Six model.

THE DOUBLE-DUTY RANCH WAGON

You can tote six big people in style and comfort or half-ton loads with ease in this practical, roomy, new two-door Ranch Wagon. It has a rugged all-steel body . . . its long-wearing two-tone vinyl upholstery and smartly-finished interior appearance exemplify the finest in coachwork for this type of vehicle. The new Ranch Wagon provides a full measure of convenience and comfort for work or play.



The "Stowaway" back seat folds into the floor and out of the way in 3 seconds flat.



Tailgate lowers and locks securely to give you nearly eight feet of roomy loading space.



The '52 Ford Customline V-8 Fordor Sedan

The Fordor Sedan is also available in Customline Six, Mainline V-8 and Mainline Six models.

FOUR DOORS...AND BIG

You'll step out in new comfort and style in this big Ford Fordor for '52. You can measure its comfort in the miles of smooth relaxed driving you get. You can measure its style by the smiles of satisfaction its distinctive, years ahead design will capture. And your passengers will appreciate the Fordor's easy access . . . its more-than-a-yard-wide doors. There are rear door safety locks, too, so you'll have freedom of mind with children in the back seat.

Note the new offset door hinges which allow better weather-tight sealing. Note the new, easier-working Power-Pivot Clutch and Brake Pedals. They're suspended pendulum-style . . . eliminate dusty, drafty floor holes . . . allow dash mounting of brake master cylinder for easier inspection and service.



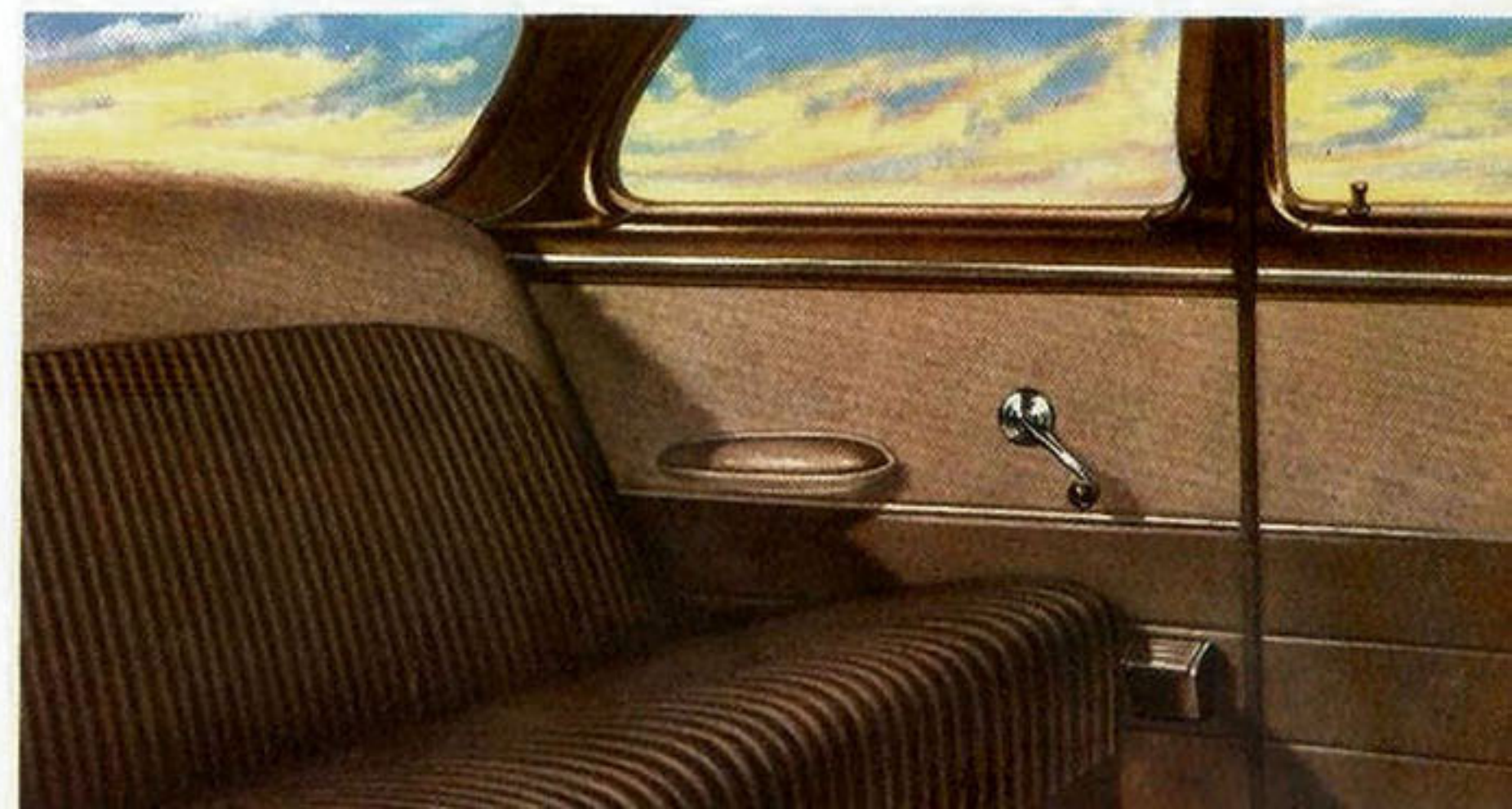
The '52 Ford Customline V-8 Club Coupe

Club Coupe also available in Customline Six model.

PERSONAL...AND PRACTICAL

You can search high and low, and never find a more practical personal car . . . yet there's seating for six. Rear seat is a full 3 passengers wide with leg and shoulder room that will surprise you. You'll find many conveniences in the Customline Club Coupe like the big wide doors and handy assist loops which allow extra-easy entrance and exit for rear seat passengers.

Interior fabrics and trim are carefully color-keyed with outside colors . . . as they are in all '52 Fords . . . giving you the widest choice in the low-price field. Note the fine taste in trim, fittings and minutest of details.



T**HE SEDAN-SNUG, CONVERTIBLE-SMART VICTORIA**

The interior styling of the Ford Victoria's Coachcraft Body reflects the ultimate in quality coachwork. Its fittings and trim are modern to the minute in every detail. And, for the last word in year 'round passenger comfort, it's a snug sedan when windows are up . . . an open air car when windows are down.

A true leader in Ford's '52 line is the beautiful new Victoria. Each detail of design, the symmetry of each line reflects the perfection of its styling. Its curved, one-piece windshield . . . the absence of a center pillar . . . its sweep-around rear window . . . make it a dream to look at. For town and country driving, here's "beauty that belongs."

**THE '52 FORD V-8 VICTORIA**

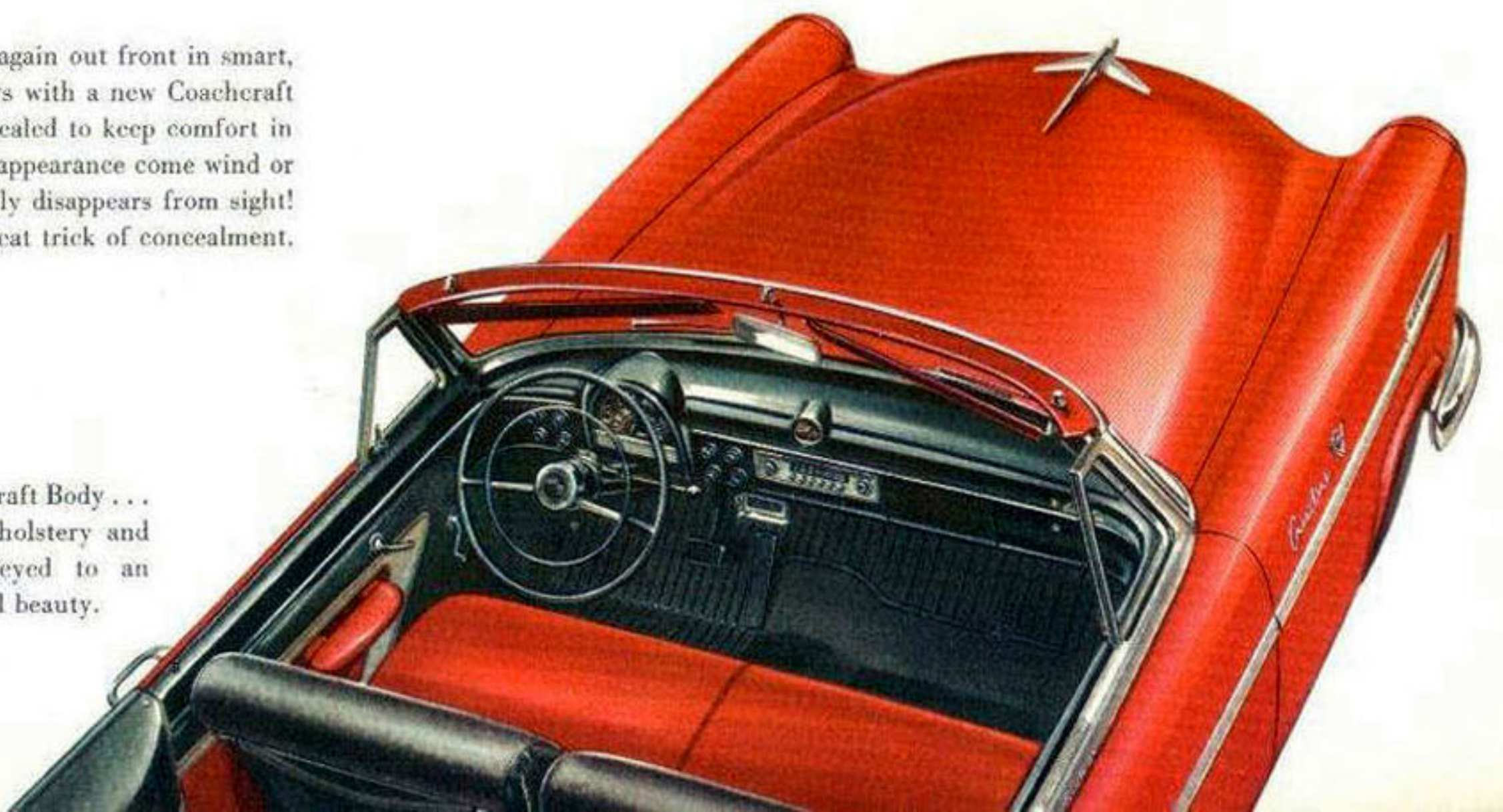


The '52 Ford Crestline V-8 Sunliner

THE STYLE-SETTING SUNLINER

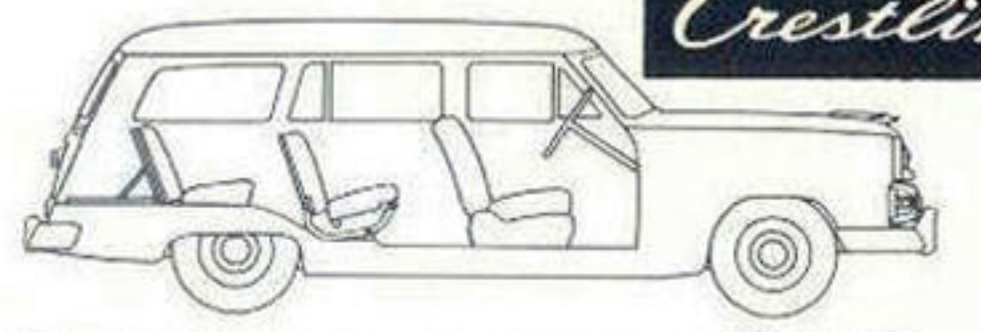
Ford continues a leader with this new convertible that's again out front in smart, distinctive styling. And, for '52, the Sunliner makes news with a new Coachcraft Body and a new electric motor driven top . . . weather-sealed to keep comfort in and weather out. Top keeps its smooth, sleek, glove-tight appearance come wind or rain. And, when tucked away on a sunny day . . . actually disappears from sight! New operating linkage and side rails make possible this neat trick of concealment.

Steal a glance inside the Sunliner's new Coachcraft Body . . . you'll find attractive new genuine leather upholstery and leather-grained vinyl trim perfectly color-keyed to an exterior finish specially selected for its practical beauty.



The '52 Ford Crestline V-8 Country Squire

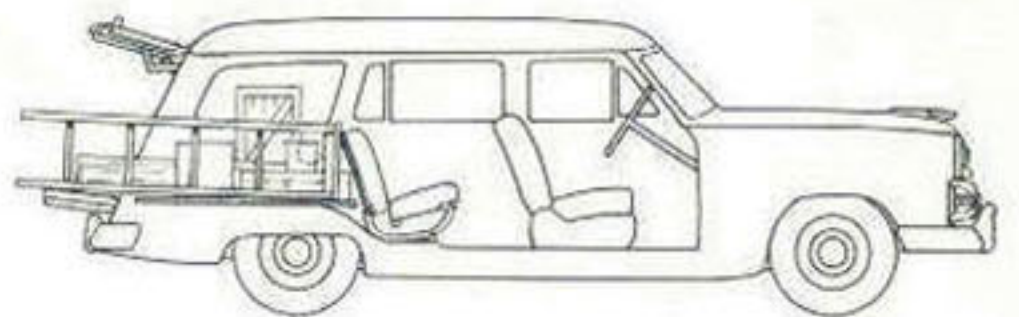
THE 8-PASSENGER COUNTRY SQUIRE



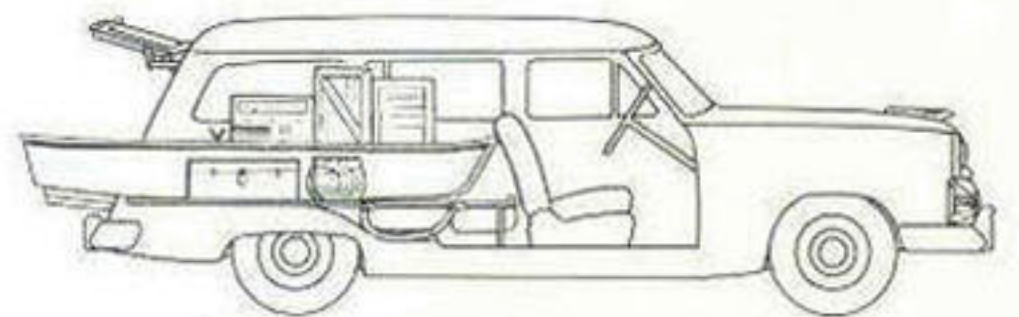
It's a roomy 8-passenger car.



3 big cars in one . . . biggest, finest station wagon in its field!



In minutes, the tailgate lowers and the rear seat lifts out. It's a 6-passenger car with space to spare.



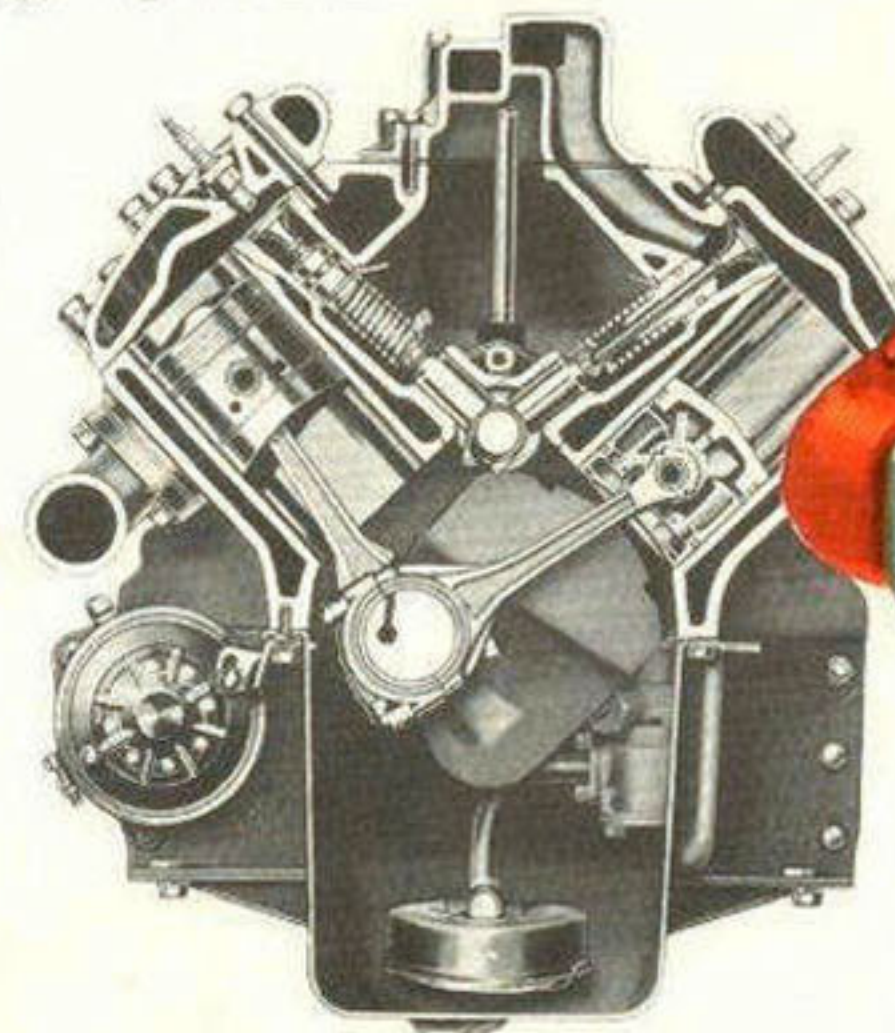
Then the "Stowaway" center seats fold into the floor — giving you plenty of level-floor loading space.

For Sunday calling or Monday hauling, you can't find a better, a more distinctive station wagon buy than this smart new four-door '52 Ford Country Squire. It carries eight passengers in comfort . . . heavy loads with ease. For extra safety, it's built of solid steel . . . for beauty it's trimmed with wood.

Now! 110-H.P. HIGH-COMPRESSION STRATO-STAR V-8

The compression ratio of the world-famous Ford V-8 has been stepped up to 7.2 to 1, and power has been increased to 110 h.p. . . . making it the most powerful engine in the low-price field! What's more you get this high-power, high-compression performance with traditional Ford economy . . . and on regular gasoline . . . thanks to Ford's exclusive Automatic Power Pilot. This pace-setting power house is backed by Ford's nearly 20 years experience in building V-8's. Ford has built over 12,000,000 V-8 engines—more than all other makers combined.

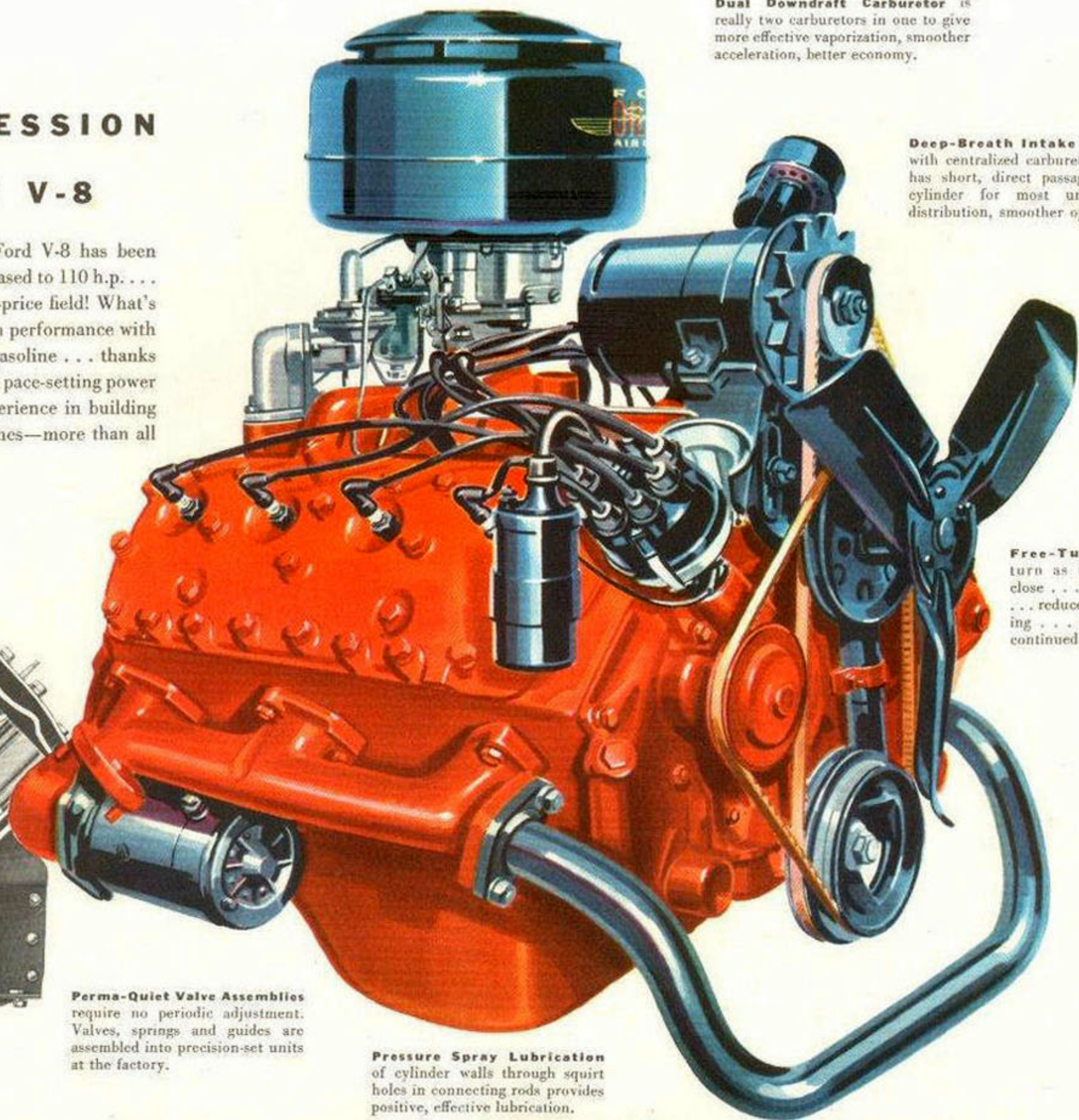
Compact V-8 Block with both banks of cylinders and the crankcase cast in one mold, provides an extra-rugged engine foundation.



Perma-Quiet Valve Assemblies require no periodic adjustment. Valves, springs and guides are assembled into precision-set units at the factory.

Pressure Spray Lubrication of cylinder walls through squirt holes in connecting rods provides positive, effective lubrication.

Dual Downdraft Carburetor is really two carburetors in one to give more effective vaporization, smoother acceleration, better economy.



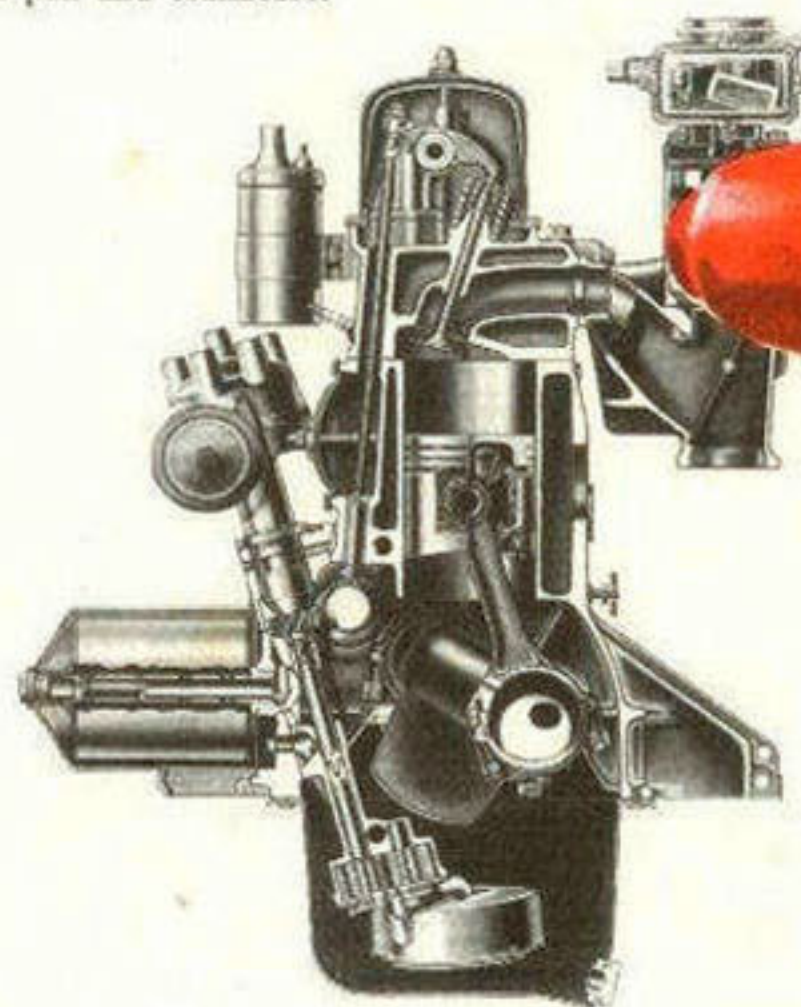
Deep-Breath Intake Manifold, with centralized carburetor location, has short, direct passages to each cylinder for most uniform fuel distribution, smoother operation.

Free-Turning Valves turn as they open and close . . . keep wear even . . . reduce chance of sticking . . . give longer life, continued high-efficiency.

NEW! 101-H.P. HIGH-COMPRESSION MILEAGE MAKER SIX

For 1952 Ford introduces a completely new, a completely modern Six—the finest high-compression type of six-cylinder engine offered in current passenger cars. Its advanced design embodies free-turning overhead valves to permit high output without excessive piston displacement. Bore and stroke of approximately equal dimensions keep internal friction low . . . and thus give you more useable power from your gasoline. And with Ford's Automatic Power Pilot you get high-compression performance without the need for premium fuel.

Unlike other engines in its field, the crankcase on the Ford Six extends below the crankshaft to provide much more rigid support for crankshaft main bearings, and to allow continuous sealing between oil pan and crankcase.



Anti-Kickout Type Starter remains in mesh until engine speed reaches 310-390 rpm . . . gives more positive drive for quicker starts.

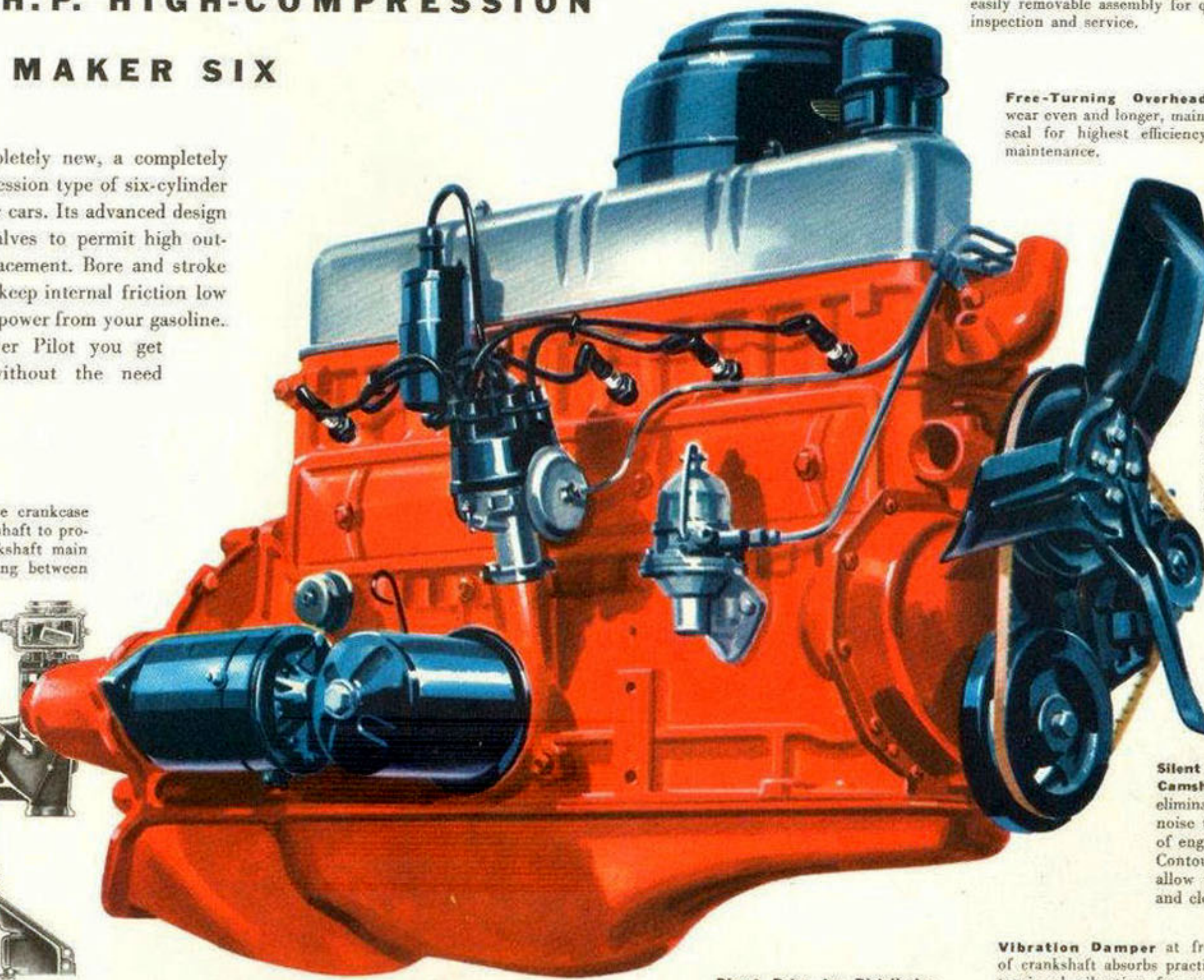
Full-Flow Oil Filter cleans all of the oil before it reaches vital bearing surfaces to assure longer engine life (filter at extra cost).

Direct Drive for Distributor gives more positive, accurate spark timing, resulting in better efficiency and greater smoothness of engine operation.

Vibration Damper at front end of crankshaft absorbs practically all torsional vibration for smoother, quieter operation.

New Unit-Design Carburetor is efficient downdraft type with jets and float mechanism contained in an easily removable assembly for quick inspection and service.

Free-Turning Overhead Valves wear even and longer, maintain tight seal for highest efficiency, reduce maintenance.

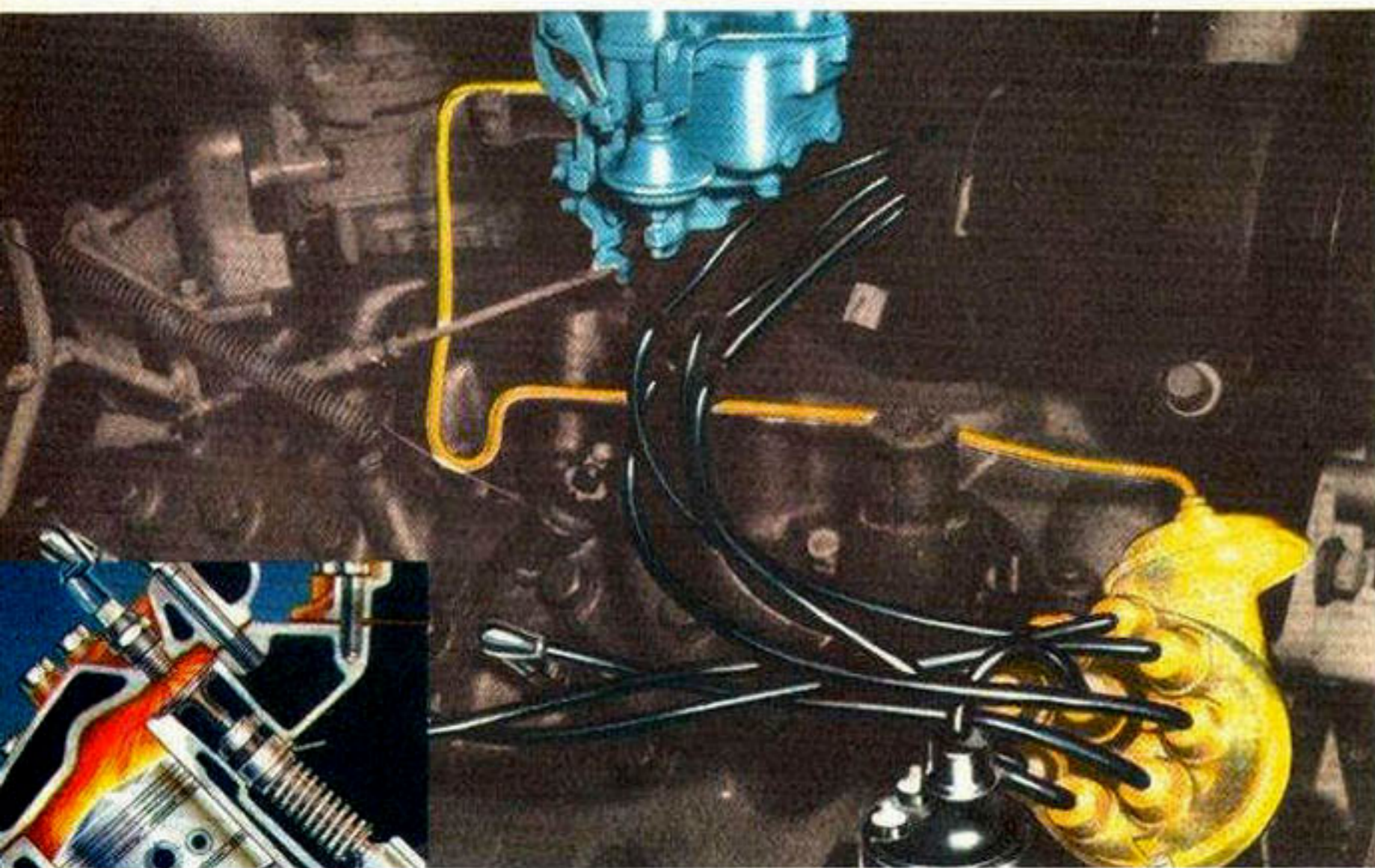


Valve Guides and Seats are cast integrally with special alloy cylinder head . . . accuracy of alignment is increased, cooling improved, wear reduced.

Silent Chain Drive for Camshaft practically eliminates timing drive noise throughout life of engine . . . Quiet-Contoured cam lobes allow valves to open and close quietly.

BOTH FORD V-8 and SIX ENGINES
 have these
ADVANCED ENGINEERING FEATURES

The proved performance, economy and durability of all Ford engines are a direct result of Ford's advanced engineering and research in the world's largest single automotive Engineering Department. Some of the more important engine design and construction features which are found in both the 110-h.p. high-compression Strato-Star V-8 and the 101-h.p. high-compression Mileage Maker Six are described here.



AUTOMATIC POWER PILOT

Automatic Power Pilot is the name given to Ford's exclusive, completely integrated carburetion-ignition-combustion system. Ford's downdraft carburetor automatically switches to an "economy" jet for idling . . . automatically supplies an extra-rich charge for fast acceleration. Ford's

exclusive Loadomatic Ignition Distributor gives just the right spark advance for every operating condition automatically, instantly. Ford's unique combustion chamber design controls combustion of fuel charge to permit efficient high-compression operation without the need for premium fuel.

EXCLUSIVE MATERIALS AND PROCESSES

The traditional long life of Ford engines . . . their ability to "take it" under the most severe operating conditions is due in large part to Ford's leadership in development of materials and methods of manufacture. For example, the cast crankshaft used in both engines is of a unique metal alloy, cast by a special precision method exclu-

sive to Ford. It has much greater strength than an ordinary cast shaft of the same size. Its resistance to wear is very much greater too. Ford exhaust valves are also precision cast of an exclusive high-grade steel alloy and intake valves are of a special chrome-silicon alloy . . . no valve seat inserts required in either V-8 or Six.



OTHER ADVANCED ENGINEERING FEATURES

Waterproof Ignition System for quick starts and top efficiency under all weather conditions.

Level-Mounted Intake Manifolds for uniform fuel distribution to all cylinders.

Equa-Flo Cooling System for uniform temperatures throughout the engine.

Full-Pressure Lubrication for positive supply of oil to all vital bearing points.

Super-Fitted Pistons for quiet, efficient operation from cold start to normal operating temperature.

Full-Flo Fuel Pump for constant, uniform supply of fuel to carburetor under all weather and operating conditions.

Automatic Heat Control for quicker engine warm-up, and for more efficient operation during cold weather.

Controlled-Quality Surface Finish to maintain an even, continuous oil film on cylinder walls for best lubrication.

Variable-Resilience Engine Mounting for more complete isolation of vibration from chassis and body to provide a smoother, more comfortable ride.



Directed-Flow Crankcase Ventilation for thorough scavenging of corrosive vapors from crankcase at all engine speeds.

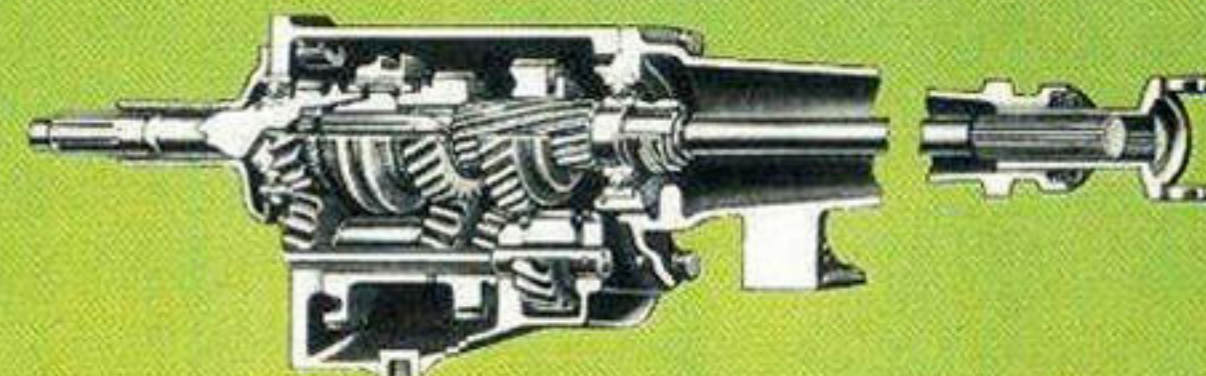
High-Torque Starting Motor for dependable, quick starting in the coldest weather.

Low Cut-In Generator for maintenance of proper battery charge during city-speed stop-and-go driving as well as during continuous operation at highway speeds.

C In all Ford models you have a choice of
CONVENTIONAL DRIVE,
OVERDRIVE OR FORDOMATIC DRIVE

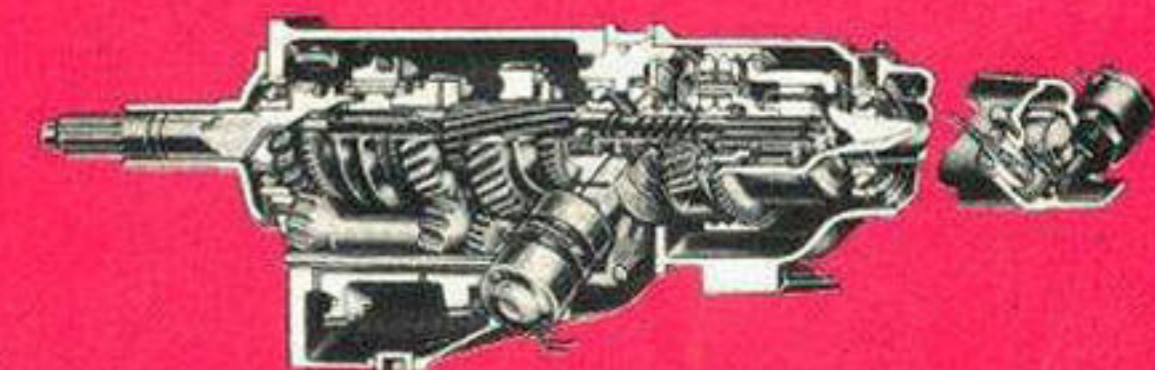
Ford, and only Ford in its field, gives you a choice of *three* great drives . . . value-proved by millions of miles of owner satisfaction. In place of Ford's easy-shift Conventional Drive your Ford is available, at extra cost, with fuel saving Overdrive or with Fordomatic, the newest, finest, most versatile of the automatic drives.

CONVENTIONAL

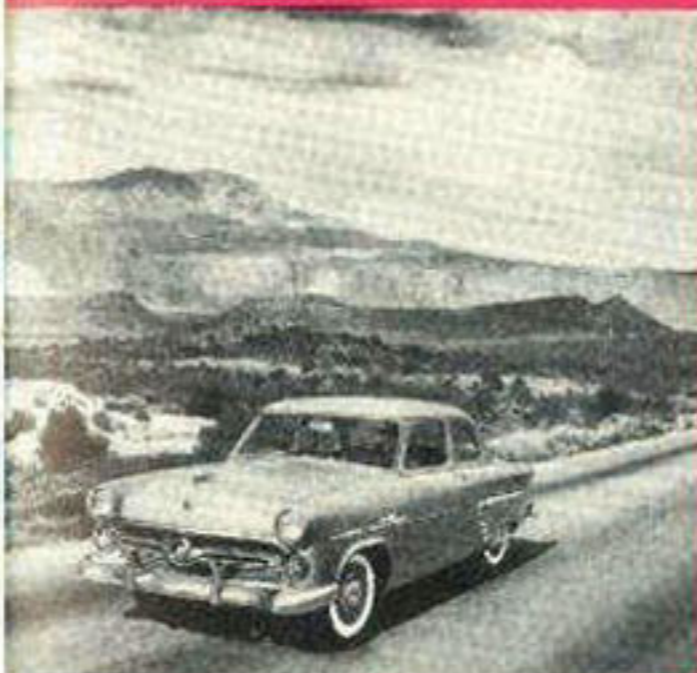


You can't beat Ford's Conventional Drive for easy manual shifting . . . smooth and quiet operation. Ford's new Power-Pivot Clutch Pedal makes this transmission easier than ever to operate.

OVERDRIVE



Only Ford in its field offers you the quiet, the safety, and the savings of Overdrive. Only you can measure its real value in the miles you drive it . . . the pleasure it gives you. Your Ford Dealer invites you to "Test Drive" it—it really speaks best for itself.



Driving is quieter, smoother, and less tiring with Ford Overdrive. It lets your engine loaf along at 35 miles an hour while your car's doing 50. Naturally, this means less engine wear and makes for longer engine life!



Driving's safer, too, with Ford Overdrive! For an extra spurt of power (for safe passing or hill-climbing) all you do is step down on the accelerator. Release your pedal pressure and you're back in smooth-and-easy Overdrive!



You get up to 15 bonus miles out of every hundred you drive, with Ford Overdrive. It's a fourth gear that engages automatically to cut engine revolutions per mile . . . to save up to 15 cents out of every gas dollar!

AND

FORDOMATIC



Most cars on the road today offer one or the other of two types of automatic drives: a Fluid Torque Converter or an Automatic Mechanical Gear Drive. But, in the Fordomatic Ford you get the best features of *both* drives combined into one. You get Fluid Torque Converter Smoothness . . . the Get-up-and-Go of Automatic Gears . . . plus the economy advantage of having the *exact* power you need when you need it!

FORDOMATIC OUTGOES THEM ALL
 WITH EITHER V-8 OR SIX
 It's more than an Automatic Drive
 It's a new thrill in driving!

P

You can park your car "in gear" with Fordomatic . . . it's an added safety measure. All you need do after car has been parked is move the selector to the park position. This locks rear wheels and prevents car from moving.



R

Rocking out of sand, mud or snow is easier in the Fordomatic Ford . . . even easier than in a car with a standard transmission. Just move the drive selector back and forth between reverse and low. Dead battery starts are easy, too!



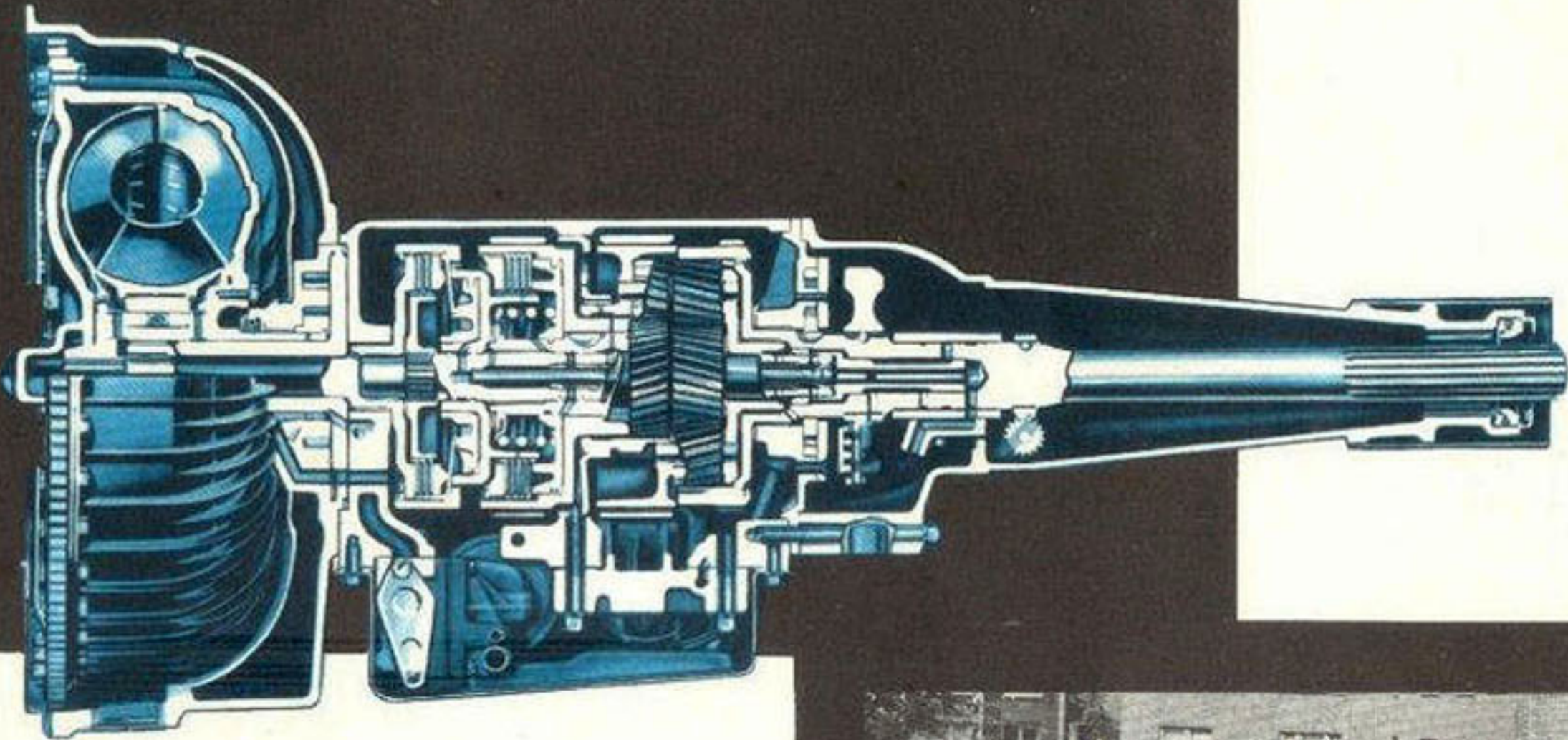
N

Another advanced Fordomatic safety feature is the automatic protection you get when starting the engine. Selector must be in neutral position before the starter will operate . . . no chance of car being suddenly set in motion as you start engine.

Fordomatic's exclusive Safety-Sequence Selector provides a safer, more convenient arrangement of the settings. The two forward positions are at the right of neutral while the settings for reverse and parking are at the left. This eliminates the necessity of passing through the forward positions when going to reverse . . . gives you greater safety and ease of operation.



Fordomatic cuts 92% of your driving motions by eliminating gear shifting and clutching to make you a better driver, automatically. It does more for you than any other automatic drive, yet you're the boss every second!



DR

You get instant "GO" with Fordomatic because you start off in a combination of torque converter plus an automatic intermediate gear. Then, at the right instant, the torque converter takes over completely to give you a smooth flow of power. For extra "GO" when passing or when the going gets steep, simply step all the way down on accelerator and Fordomatic slips back into intermediate gear.

Lo

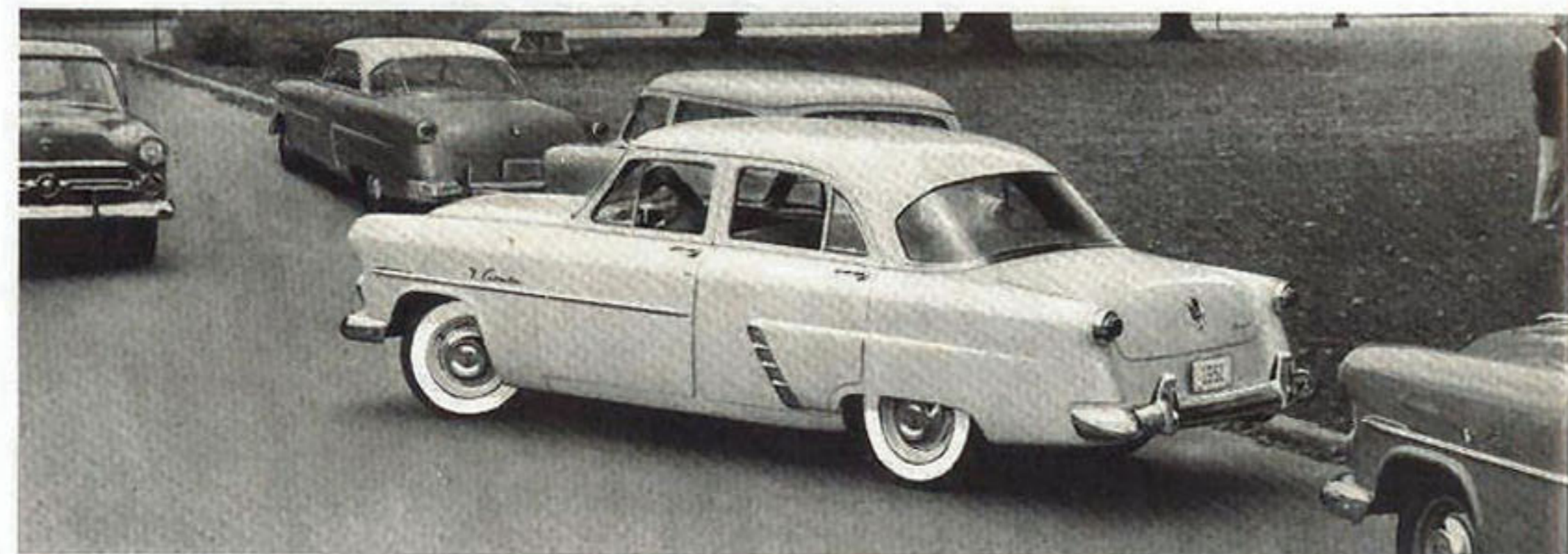
You get surer control when you want to use the engine for braking, because the Fordomatic Ford can be shifted into low safely at any speed. At speeds above about 25 mph, Fordomatic shifts you down smoothly, through intermediate gear, for safer, surer control on hills or slippery pavement.





NEW AUTOMATIC RIDE CONTROL

Ford's exclusive Automatic Ride Control is a completely integrated and balanced system of springs, shock absorbers, tires and other ride control elements. It adjusts instantly and accurately to conditions of load and road to give you a smooth, level, comfortable ride whatever the going may be. For 1952, Ford's Automatic Ride Control is more efficient than ever, because of such new and advanced features as . . . longer wheelbase (now 115 inches) . . . lower center of gravity . . . widest front tread in low-price field for greater stability . . . Hydra-Coil Front Springs now tailored-to-model . . . Para-Flex Rear Springs now 3 inches longer . . . Viscous Control Shock Absorbers now diagonally mounted at rear to control sideway on turns.



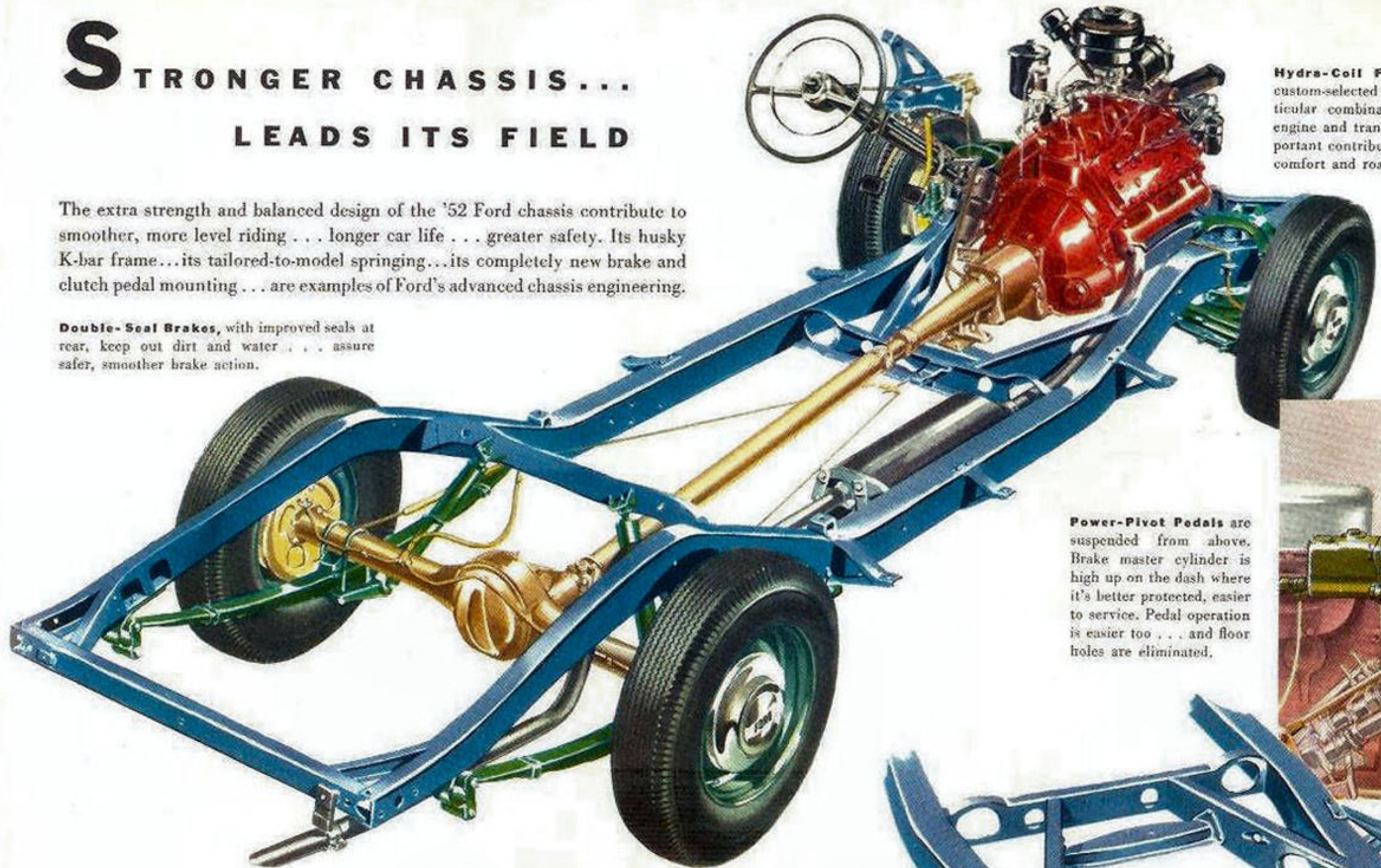
STEERING'S SO EASY in the '52 Ford. Its new, advanced-design steering system reduces effort required to turn steering wheel by as much as 25% . . . it takes the work out of steering . . .

makes parking in tight places unbelievably easy. New wider front tread permits shorter turning radius for better maneuverability . . . makes the '52 Ford more sure-footed in all kinds of going.

STRONGER CHASSIS... LEADS ITS FIELD

The extra strength and balanced design of the '52 Ford chassis contribute to smoother, more level riding . . . longer car life . . . greater safety. Its husky K-bar frame . . . its tailored-to-model springing . . . its completely new brake and clutch pedal mounting . . . are examples of Ford's advanced chassis engineering.

Double-Seal Brakes, with improved seals at rear, keep out dirt and water . . . assure safer, smoother brake action.

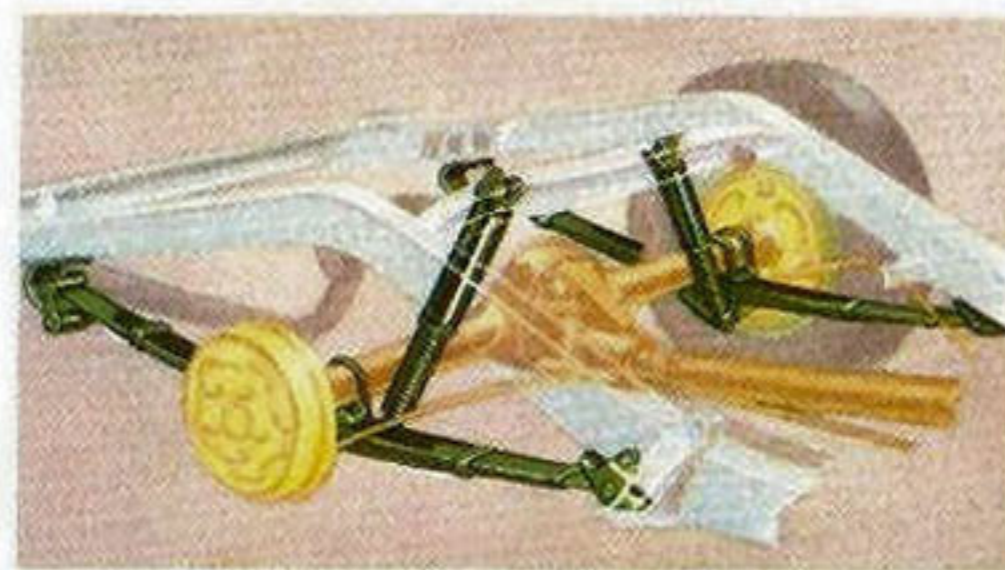


Hydra-Coil Front Springs are custom-selected for your car's particular combination of body style, engine and transmission . . . an important contribution to Ford's riding comfort and roadability.

Power-Pivot Pedals are suspended from above. Brake master cylinder is high up on the dash where it's better protected, easier to service. Pedal operation is easier too . . . and floor holes are eliminated.

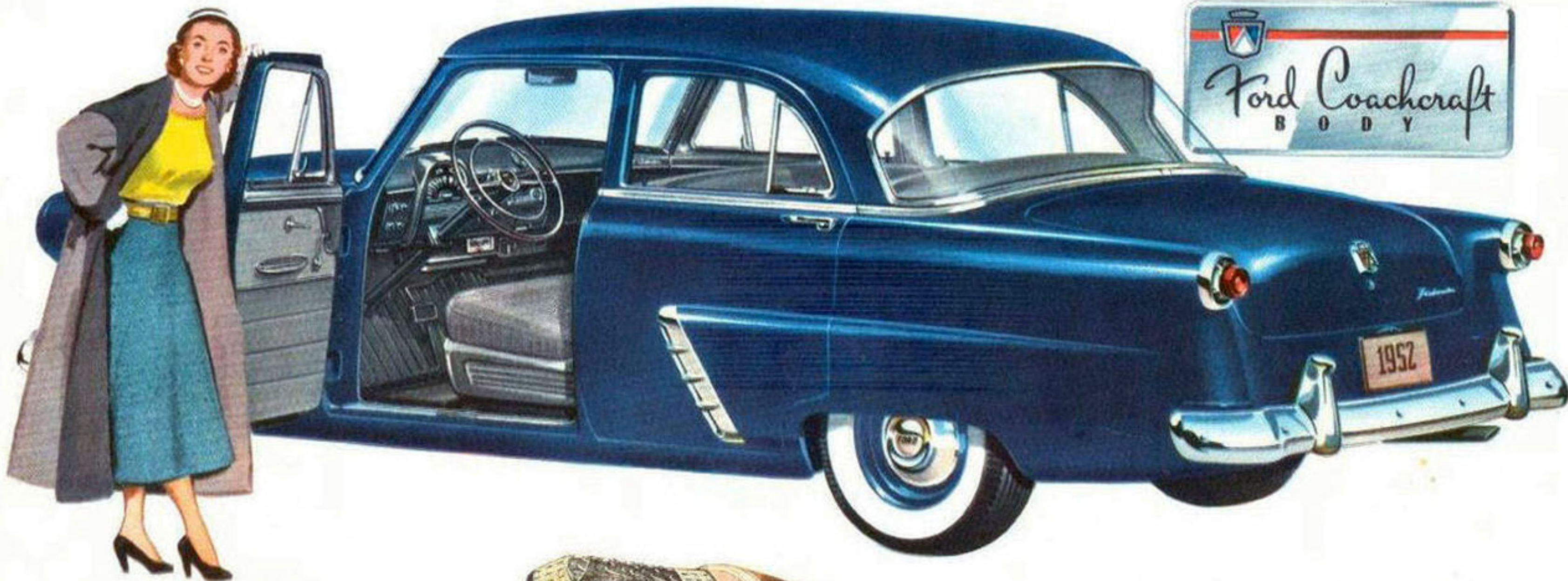


Diagonally Mounted Rear Shock Absorbers are attached at the axle and the heavy cross member of frame. Their double action controls spring movement both up and down, and their diagonal mounting helps to hold car on a level keel on curves.



K-Bar Frame Member consists of two deep channel-shaped struts welded to frame cross member and side rails. New member adds to the twist resistance of frame . . . helps maintain that "new car" quietness and smoothness.





When you open the door of the '52 Ford you'll see smart new interiors that are a match in quality and beauty for Ford's distinctive exteriors . . . from the most minute detail of stitching to the extra comfort of foam-rubber cushions . . . from the modern trim and appointments to the custom-matched interior colors and fabrics.

New pillow backs add to the comfort and beauty of Ford's contoured seats. Seats are foam-rubber cushioned, front and rear, and have non-sag springs for extra years of restful ease.



Beneath the beauty of this color-blended interior are many mechanical advances. For example, Automatic Posture Control driver's seat slides forward or back on ball bearings . . . adjusts its angle to accommodate the convenience of the driver.



New offset door hinges swing door well out of the way to allow more room for easier entry and exit. New wide-arc corners on doors plus the offset hinges permit more effective sealing between doors and body to keep out dust, water and drafts.



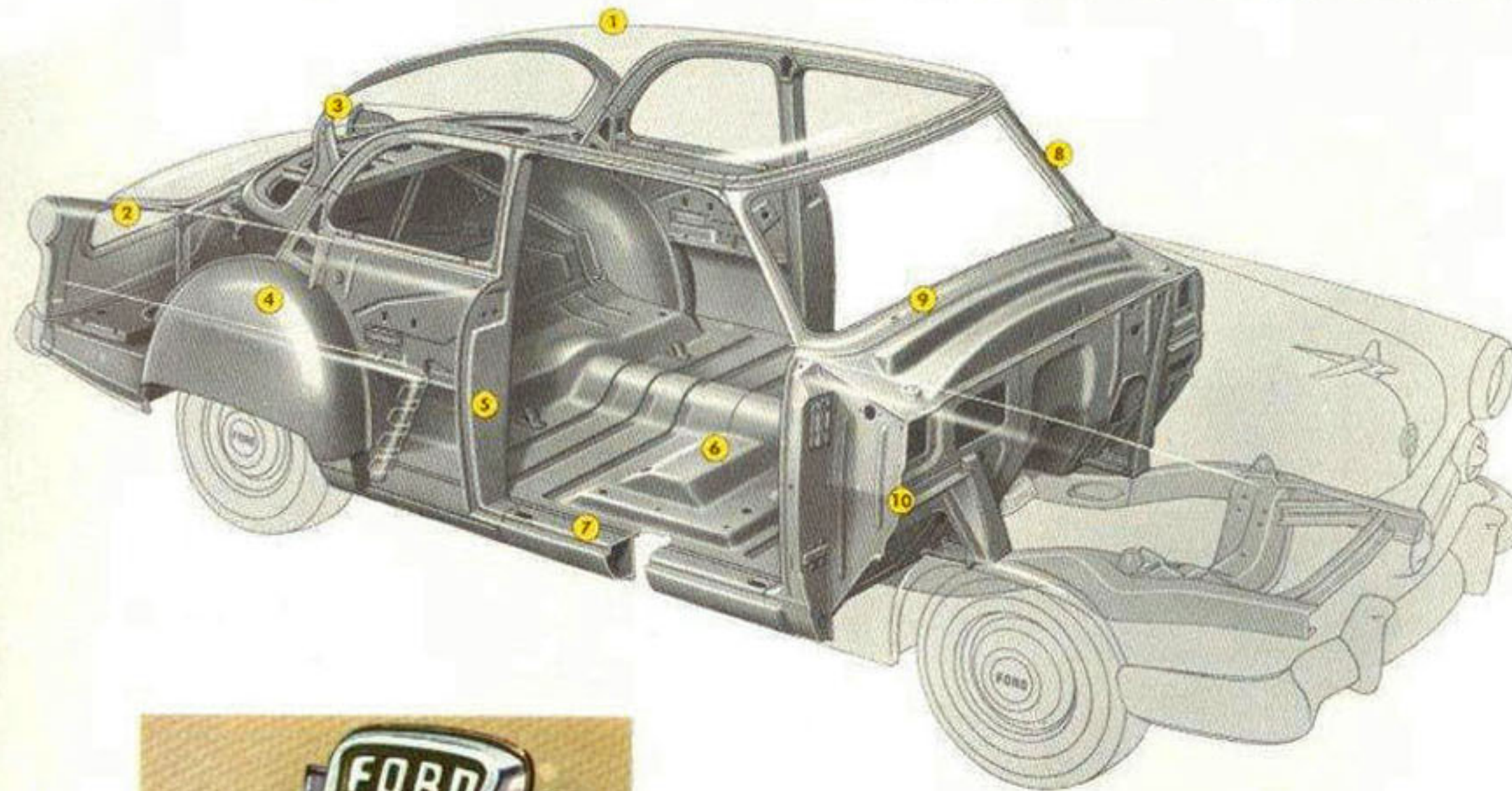
New push button door handles are designed for greater beauty and easier door opening. Rotary door latches assure you that doors will stay tightly closed even after years of operation. New rear door safety-latches on Fordors give you peace-of-mind when children are riding in rear seat . . . will not operate when door lock button is pushed down.



Here, in the 1952 Ford Coachcraft Body, is the newest, finest, most advanced body design in the low-price field! Each exterior line and contour . . . each fine interior detail . . . each smartly styled decoration and practical appointment . . . is a tribute to Ford body engineers and stylists, and to Ford body craftsmen. Ford Coachcraft Bodies are styled to stay beautiful for years to come. And they're quality-built to stay young throughout years of hard usage. Their completely new design embodies the most modern advancements in body engineering . . . their construction, the newest techniques in fine coach work. For the key to Coachcraft structural features, see cutaway drawing.

NEW FORD COACHCRAFT BODIES

... styled to stay beautiful... quality-built to stay young!



- 1 New hull-tight construction seals against dust, noise, water and weather! It's the newest, most advanced body construction in the low-price field!
- 2 All body panel joints are welded and soldered to provide extra strength and achieve clean, smooth appearance.
- 3 Husky box-section structure encircling rear window is welded to roof rails and package tray structure.
- 4 Dome-shaped wheel housings are welded to floor . . . provide solid footings for roof rails.
- 5 Body pillars are more massive below belt line . . . flared at top and bottom for extra strength.
- 6 Heavy steel floor specially shaped and ribbed for rigidity.
- 7 New Cushion-Quiet body mounts are rubber-insulated to reduce transmission of road noises to body.
- 8 Narrower, stronger, set-back front pillars decrease "blind spot" . . . improve visibility.
- 9 Windshield opening completely encircled by heavy box-section structure which also serves as full-width defroster air tunnel.
- 10 Dash and toe board welded to floor and cowl top to form rugged box-like structure.

THE KEY TO COACHCRAFT QUALITY



The familiar Ford Crest, conveniently located above deck lid lock, makes a unique deck lid handle. The turn of your key clicks the trunk lid open. Counterbalanced, the lid lifts itself part way automatically and it takes but a feather's touch to raise or lower it.

The new Ford Flight-Style Control Panel is distinguished in its convenient grouping of instruments and controls. Controls are individually lighted for quick identification at night—an exclusive Ford feature! New instrument cluster is set into control panel at just the right angle for easier reading . . . and is shaded to prevent reflection and glare.



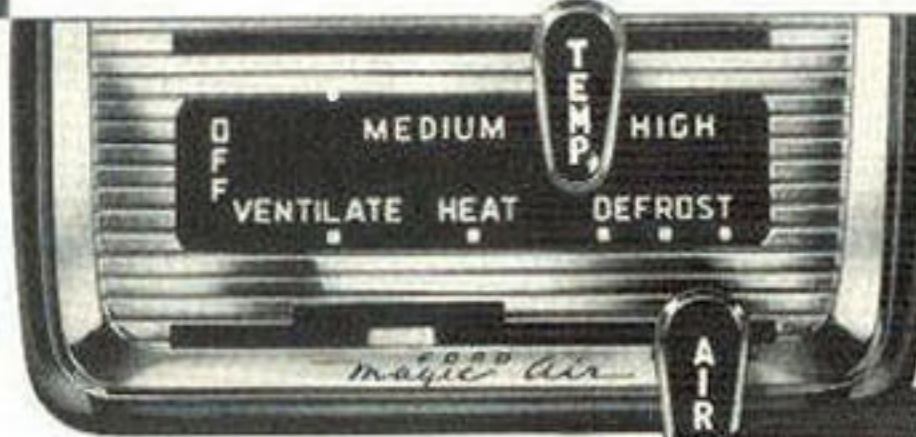
FORD CUSTOM RADIO

This powerful 7-tube (plus rectifier) radio offers convenient five-station push button tuning and four-position tone control. Brings in distant stations even in difficult reception areas. Ford Deluxe Radio, with 5 tubes (plus rectifier) and five-station push button tuning, also available.



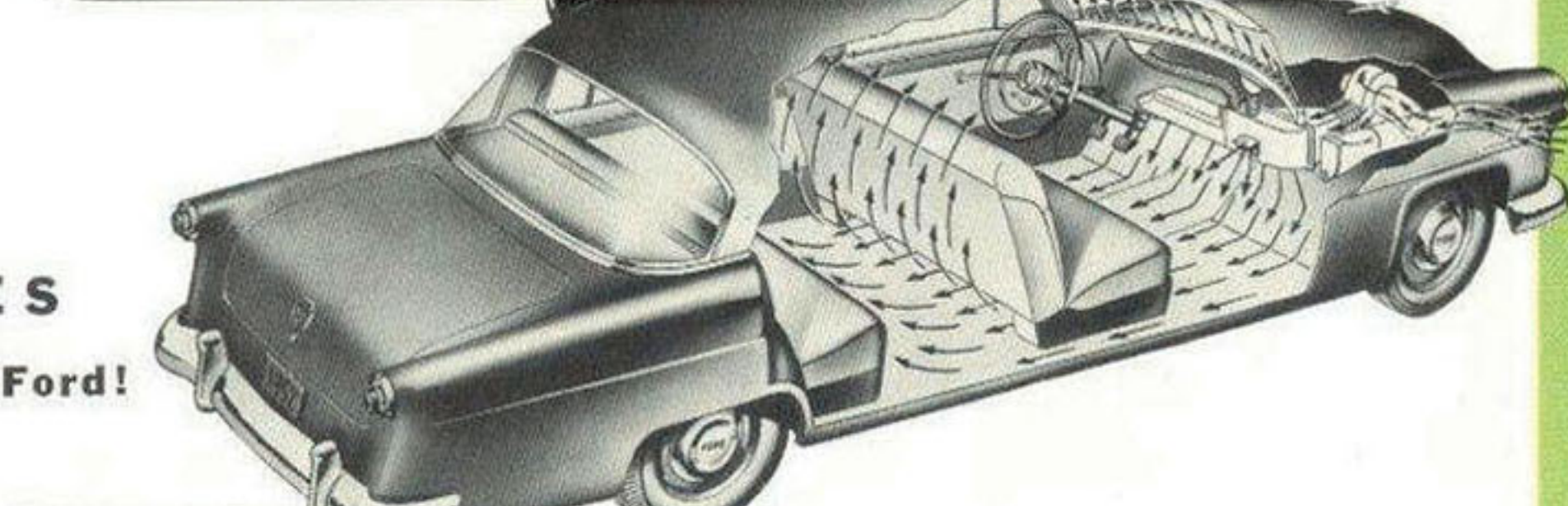
FORD "SEE-CLEAR" WINDSHIELD WASHER

Just touch foot button control and two streams are forced onto windshield . . . wipers clear dust, film, bugs and road splash. Instant action regardless of engine load. For best results use Ford All-Weather Windshield Washer Solution.



FORD MAGIC AIR SYSTEM

The '52 model of this all-season, all-climate heating, ventilating and defrosting system offers you improved heat distribution, windshield-wide defroster outlet and advanced-design heater core. New direct-flow hot air register permits quicker front seat warm-up. Efficient Ford Recirculating Heater and Defroster also available.



OTHER FORD ACCESSORIES

Safety and Protection Accessories

- Back-Up Lights
- Spotlight with Mirror
- Spotlight
- Portable Spot and Utility Light
- Outside Rear View Mirrors
- Glareproof Inside Rear View Mirror
- Engine Governors
- Floor Mats
- Full Tire Chains

Appearance Accessories

- Wheel Discs
- Wheel Trim Rings
- Rocker Panel Trim
- Rear Fender Shields
- Hood Ornament
- Exhaust Deflectors
- License Plate Frame

Comfort and Convenience Accessories

- Rear Seat Radio Speaker
- Luggage Compartment Light
- Glove Compartment Light
- Engine Compartment Light
- Map Light
- Courtesy and Map Light
- Electric Clock
- Stem Wind Clock
- Hand Brake Signal
- Automatic Cigar Lighter
- Window Vent Shades
- Vanity Mirrors

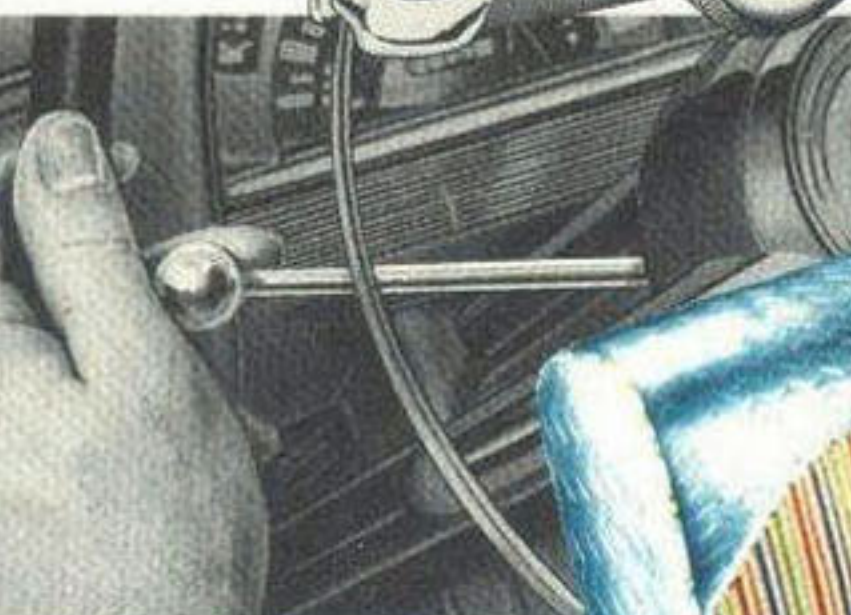
A complete selection of cleaners, waxes, polishes, and other appearance and maintenance items is also available.

GENUINE FORD ACCESSORIES

... Custom designed for your '52 Ford!

FORD TURN INDICATOR

Signal your turns without opening window or taking your hands off the wheel. Convenient fingertip control. Flashing light signals, front and rear, stop automatically when turn is completed. Tell-tale clicking reminder, and lighted arrow below speedometer.



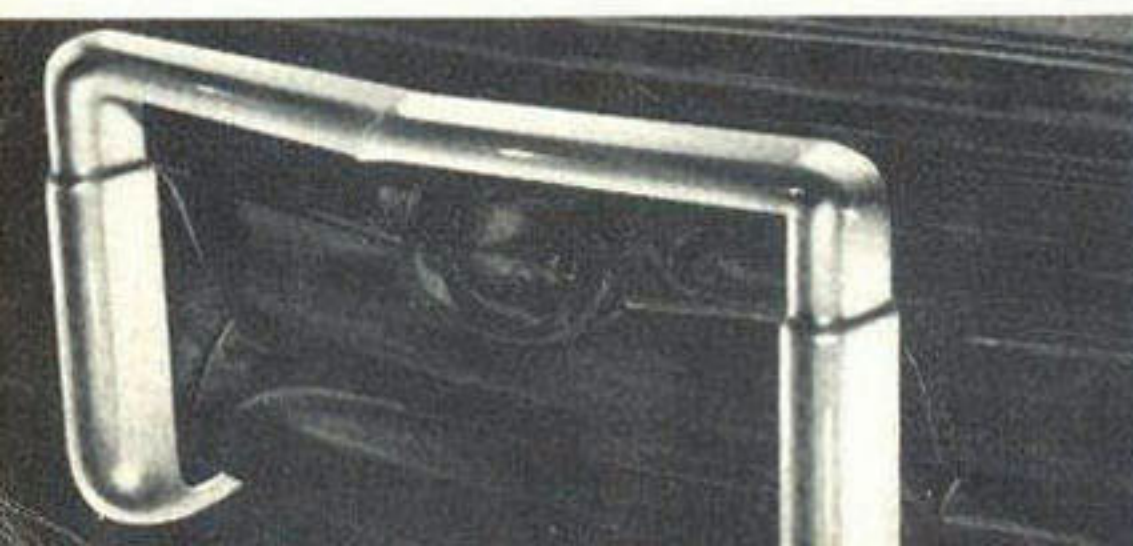
FORD SEAT COVERS

10 new styles, 34 color combinations. Available in fiber matting, long wearing plastic, colorful rayon and washable nylon.



FORD BUMPER GUARD

This beautiful chrome-plated bumper guard provides heavy duty protection to radiator and grille. Graceful yet rugged, it fits over standard guards, is braced to frame members of the car. Matching rear bumper guard protects rear deck, prevents locked bumpers.



STRATO-STAR V-8 ENGINE: 110-horsepower @ 3800 rpm; 32.5 taxable h.p.; L-head, 90°-vve type; 7.2 to 1 compression ratio; 3.19 in. bore x 3.75 in. stroke; 239.4 cu. in. displacement; 3-point variable-resilience engine mounting system.

High-grade iron block and heads with redesigned, high-compression combustion chambers; integral valve seats; Controlled Quality bore surface finish. New precision-molded, superior alloy crankshaft; 3 selectively-fitted, precision type main bearings; precision-type connecting rod lower bearings. Tin-plated, spherical-head, Super-Fitted aluminum alloy pistons, 4 rings, top 2 cadmium-plated. Precision-set free-turning valves; new precision-molded, high-alloy cast steel exhaust valves; high grade steel intake valves. New high-lift, Quiet-Contoured, precision-molded alloy camshaft with laminated composition timing gear.

Equa-Flo cooling with full-length water jackets; 2 centrifugal type pumps, permanently-lubricated double-row ball bearings; positive-action thermostats; cushion-mounted radiator core; pressure-type radiator cap; Silent-Spin fan. Full-pressure lubrication; by-pass type oil filter (at extra cost) with replaceable element; internally-mounted, helical-gear type oil pump; directed-flow crankcase ventilation. Full-Flo fuel pump* with laminated-type filter; dual downdraft carburetor; Deep Breath intake manifold; manual choke; internally-mounted exhaust heat valve; double-shell, reverse-flow muffler; dry type air cleaner;** Automatic Power Pilot.

Waterproof Ignition; low cut-in generator; high-torque starting motor, inertia-type drive with Conventional and Overdrive transmissions, anti-kickout type with Fordomatic; 4-position ignition-starter switch; 15-plate, 90 ampere-hour battery; 3-unit regulator. Narrow V-belts for driving engine accessories.

MILEAGE MAKER SIX ENGINE: 101-horsepower @ 3500 rpm; 30.4 taxable h.p.; overhead valve, in-line type; 7.0 to 1 compression ratio; 3.56 in. bore x 3.6 in. stroke; 215.3 cu. in. displacement; 3-point variable-resilience engine mounting system.

High grade iron block; deep-skirt crankcase. Special alloy iron cylinder head; steel head gasket; high-compression, wedge-shaped combustion chambers; integral valve seats and guides. Controlled Quality surface finish on cylinder bores and valve guides. Precision-molded, superior alloy crankshaft with vibration damper; selectively-fitted precision type main (4) and connecting rod lower bearings. Tin-plated, flat-head, Super-Fitted aluminum alloy pistons, 3-rings, top 2 cadmium-plated. Adjustable free-turning valves; precision-molded, high-alloy cast steel exhaust valves; high grade steel intake valves. High-lift, Quiet-Contoured, precision-molded alloy camshaft with silent-chain drive.

Equa-Flo cooling with full-length water jackets; centrifugal type pump, permanently-lubricated double-row ball bearing; positive-action thermostat; cushion-mounted radiator core; pressure-type radiator cap; Silent-Spin fan. Full-pressure lubrication; full-flow oil filter (at extra cost) with replaceable cartridge; internally-mounted, gear type oil pump; directed-flow crankcase ventilation. Full-Flo fuel pump* with laminated-type filter; unit-design downdraft carburetor; Deep Breath intake manifold; manual choke; automatic heat control valve; double-shell, reverse-flow muffler; dry type air cleaner;** Automatic Power Pilot.

Waterproof Ignition; low cut-in generator; high-torque starting motor with anti-kickout drive; 4-position ignition-starter switch; 15-plate, 90 ampere-hour battery; 3-unit regulator. Narrow V-belt for driving engine accessories.

*Special fuel and vacuum pump unit, optional at extra cost, is factory-installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive.

**Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in dust areas.

Fordomatic Drive, Overdrive, heater, radio and white sidewall tires (if available) optional at extra cost. The specifications contained herein were in effect at the time this catalog was approved for printing. The Ford Division of the Ford Motor Company, whose policy is one of continuous improvement, reserves the right, however, to discontinue models at any time, or change specifications, design, or prices without notice and without incurring obligation.

GENERAL SPECIFICATIONS

SEMI-CENTRIFUGAL CLUTCH (with Conventional and Overdrive transmissions): dry, single-plate type; 9.5 in. outside diameter; new Power-Pivot pedal and linkage for softer, easier actuation; sintered bronze pilot bearing; ball type throwout bearing.

CONVENTIONAL DRIVE: selective gear type, 3 speeds forward, one reverse; all gears helical type; forged-steel synchronizers for 2nd and 3rd speeds.

OVERDRIVE (optional at extra cost): selective gear type transmission with one reverse and three forward speeds combined with a planetary gear train which provides an automatic fourth speed gear (ratio 0.70 to 1); cuts in at 27 mph (approx.) cuts out at 21 mph (approx.); manual control below instrument panel.

FORDOMATIC DRIVE (optional at extra cost): torque converter type with automatic planetary gear train; single stage, 3-element, hydraulic torque converter; hydraulic-mechanical automatic controls with no electrical or vacuum connections; forced air cooling; power transmitted through fluid member at all times. 5-position, Safety-Sequence Drive Selector on steering column.

NEW DOUBLE-DROP FRAMES: 5 cross members welded to heavy box-section side rails; new K-bar construction. Special frame construction used on Victoria, Sunliner, Ranch Wagon and Country Squire.

INDEPENDENT FRONT WHEEL SUSPENSION: swinging link type with tailored-to-model Hydra-Coil springs; new, tubular double-acting Viscous Control shock absorbers; new, one-piece, rubber-mounted stabilizer.

NEW VARIABLE-RATE REAR SPRING SUSPENSION: new longer 7-leaf, semi-elliptic springs, longitudinally mounted; rubber bushings at shackles and brackets; impregnated inserts between tips of upper leaves; tension type shackles; new tubular, double-acting, diagonally-mounted, Viscous Control shock absorbers. Ranch Wagon and Country Squire have 9-leaf semi-elliptic springs.

REAR AXLE: semi-floating type; hypoid gears; forged axle shafts with integral flanges; welded pressed-steel banjo-type housing with rear cover welded in place. Higher capacity axle used in Ranch Wagon and Country Squire has composite type housing. Ratios, V-8 or SIX engine and Conventional Drive: all Sedans and Coupes, 3.90 to 1 std., 4.10 to 1 optional; Ranch Wagon and Country Squire, 4.09 to 1 std., 4.27 to 1 optional. Ratios, V-8 or SIX engine and Overdrive: all Sedans and Coupes, 4.10 to 1 std., 3.90, 3.31, or 3.15 to 1 optional; Ranch Wagon and Country Squire, 4.27 to 1 std. Ratios, V-8 or SIX engine and Fordomatic: all Sedans and Coupes, 3.31 to 1 standard, 3.54 to 1 optional; Ranch Wagon and Country Squire, 3.34 to 1 standard.

DOUBLE-SEAL HYDRAULIC BRAKES: new Power-Pivot pedal actuation of 4-wheel duo-servo type brakes; more effectively double-sealed rear brakes; 11" diameter composite steel and cast iron drums on Ranch Wagon and Country Squire; 10" on other models; molded linings. 159.1 sq. in. lining area on Ranch Wagon and Country Squire, 173.5 sq. in. other models. Easier-action hand brake.

NEW, EASIER STEERING: new symmetrical linkage with spring-loaded ball-stud in steering cross link; new 90°-mounted worm and roller type gear with triple-tooth roller on needle-bearing; 18.2 to 1 gear ratio; 26.3 to 1 over-all steering ratio; 18 in. diameter steering wheel.

WHEELS AND TIRES: 6.00 x 16.4-ply tires on 14 1/2" rims standard, with 6.70 x 15 4-ply tires on 5" rims optional at extra cost on Mainline Sedans and Coupes; 6.70 x 15 4-ply tires on 5" rims standard on Customline models, and on Sunliner and Victoria with Conventional or Overdrive transmission; 7.10 x 15 4-ply tires on 5" rims on Sunliner and Victoria equipped with Fordomatic; 7.10 x 15 6-ply tires standard on Ranch Wagon and Country Squire.

EXTERIOR DIMENSIONS: 115" wheelbase; 58" front and 56" rear treads; over-all width, 73.9" (Country Squire 74.3"); over-all length, 197.8".

EXTERIOR COLOR AND UPHOLSTERY COMBINATIONS: See chart showing exterior color—interior trim combinations in front portion of this catalog.

INSTRUMENTS AND CONTROLS: new Flight-Style Control Panel with illuminated bezels around 4-position combination starter-ignition switch and around control knobs for windshield wipers, main light switch, controls for ventilating air ducts, interior light switch, cigarette lighter (except Mainline) and choke control. New, indirectly illuminated instrument cluster has oil pressure, fuel level, water temperature and battery charge indicators grouped around the semicircle speedometer dial with odometer located at center. T-handle for parking brake on lower left edge of panel; head lamp beam control switch on toe board; fingertip gearshift lever on steering column; new hood latch and safety catch operated from front by separate levers.

EQUIPMENT STANDARD ON ALL MODELS: new Flight-Style Control Panel with ash tray and locking type parcel compartment; new dual windshield wipers; twin horns with weatherproof mounting; rear view mirror on windshield upper moldliner; integral foot rest in rear compartment; new two-spoke, black plastic steering wheel; interior light operated by manual switch on instrument panel.

New contour-type seats with pillow backs; new Automatic Posture Control front seat mechanism; improved non-sag front seat construction with heavier foam-rubber pad in cushion; new non-sag rear seat construction with foam rubber pad in cushion.

New bright metal belt molding; nameplate on front fenders or doors; V-8 insignia on front fenders and on instrument panels of V-8 models; Fordomatic or Overdrive nameplate on deck lid or tailgate of cars so equipped; rain shields at front vent windows; modernistic dual tail lamps.

MAINLINE STANDARD EQUIPMENT: sun visor on driver's side; horn button at center of steering wheel; ribbed-rubber shield over lower part of body side embossments; black rubber mats, front and rear (except Ranch Wagon load space); black rubber exterior reveal molding at windshield and rear window; coat hooks (except Ranch Wagon).

Ranch Wagon has "Stowaway" rear seat; counterbalanced-type lift gate hinges; two support arms on tailgate with manual release; rotary type lift gate and tailgate latches; one-piece curved window in lift gate; ribbed tan linoleum floor covering in load space; gas filler cap at left rear of body.

CUSTOMLINE STANDARD EQUIPMENT: two sun visors; full-circle horn ring with special button at center; bright metal exterior reveal molding at windshield and rear window; two interior lights operated by automatic door switches in addition to manual control; bright metal molding on body sides; arm rests, front and rear; one ash tray in rear compartment of Fordor, two in others; robe cord in Fordor, assist loops in others. Customline nameplate and bright metal molding on instrument panel; cigarette lighter; stem-wound clock; pebble-grain rubber mat in rear in colors to harmonize with interior trim; bright metal cap moldings on side embossments.

CRESTLINE STANDARD EQUIPMENT: (in addition to or in place of Customline items). Sunliner: two robe cords; arm rests in front only; Sunliner name on door molding; interior light under instrument panel, operated manually and automatically by door switches.

Victoria: two robe cords; built-in type arm rests in rear with ash trays incorporated; carpets, front and rear, in shades harmonizing with interior trim; special, bright-metal rear window exterior molding; gold-finished crest, each side; back of quarter windows; Victoria name on door molding.

Country Squire: "Stowaway" center seat; two-piece removable rear seat; arm rests on front doors only; no coat hooks; wood molding on side embossments; counterbalanced type lift gate hinges; two support arms, with manual release, on tailgate; one-piece curved window in lift gate; ribbed tan linoleum floor covering in load space; gas filler cap at left rear of body.

KEEP THE FUTURE IN YOUR FORD

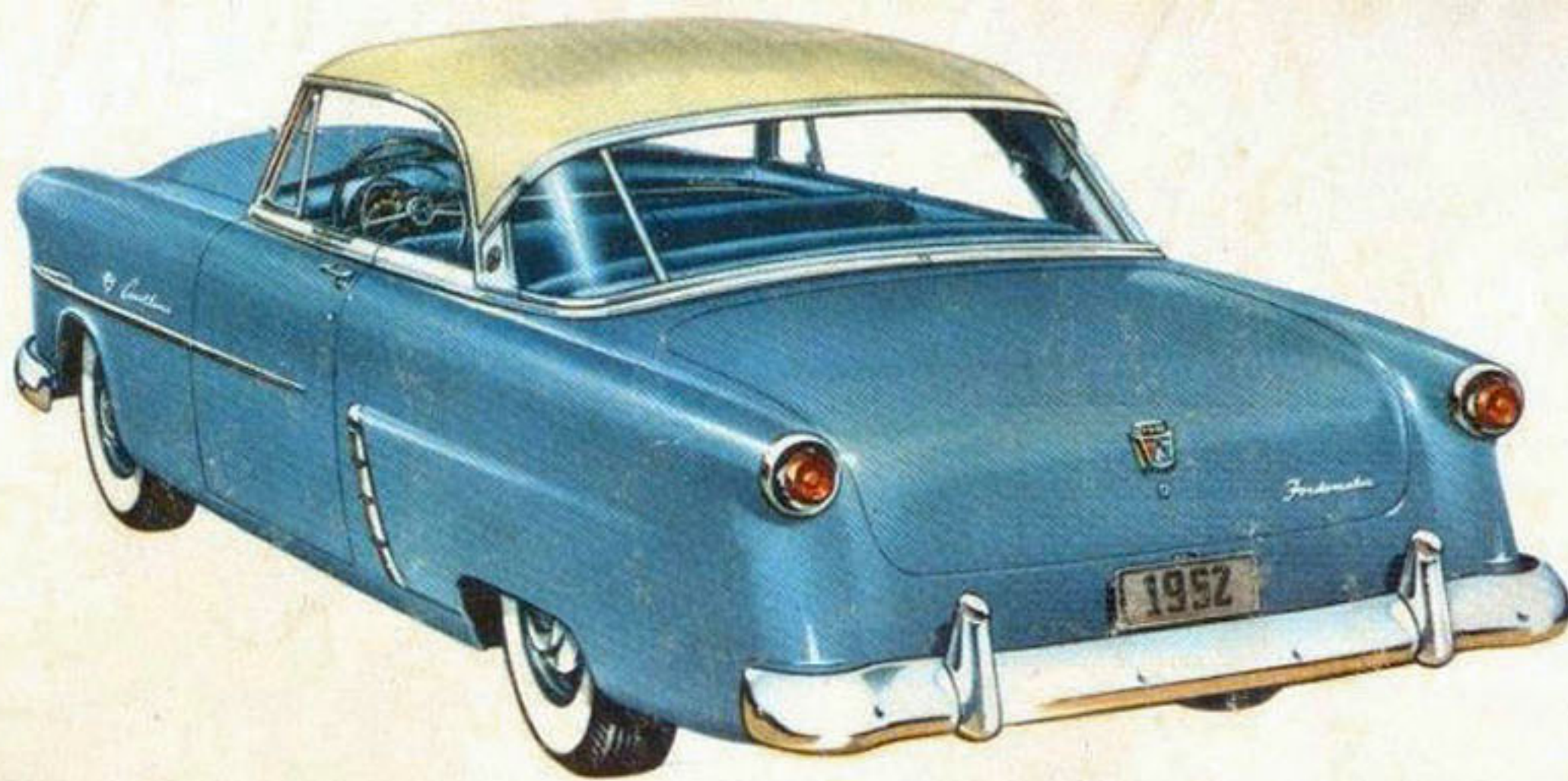
The 1952 Ford . . . with a host of new advances . . . is quality built for traditional Ford economy and low maintenance cost during its many years of life. All Ford Dealers are equipped to protect your Ford's future through the finest of service facilities, readily available in every part of the country.

With Ford-trained Mechanics, Genuine Ford Parts, Factory-approved Methods and Special Ford Equipment just right for Fords, your Ford Dealer is prepared to keep your car in finer shape and save you time, trouble and money. So, why not make it a habit to see your Ford Dealer for regular Ford care.

FORD DEALERS

KNOW

FORDS BEST



YOU CAN PAY MORE
...BUT YOU
CAN'T BUY BETTER!

BIG '52 FORD

