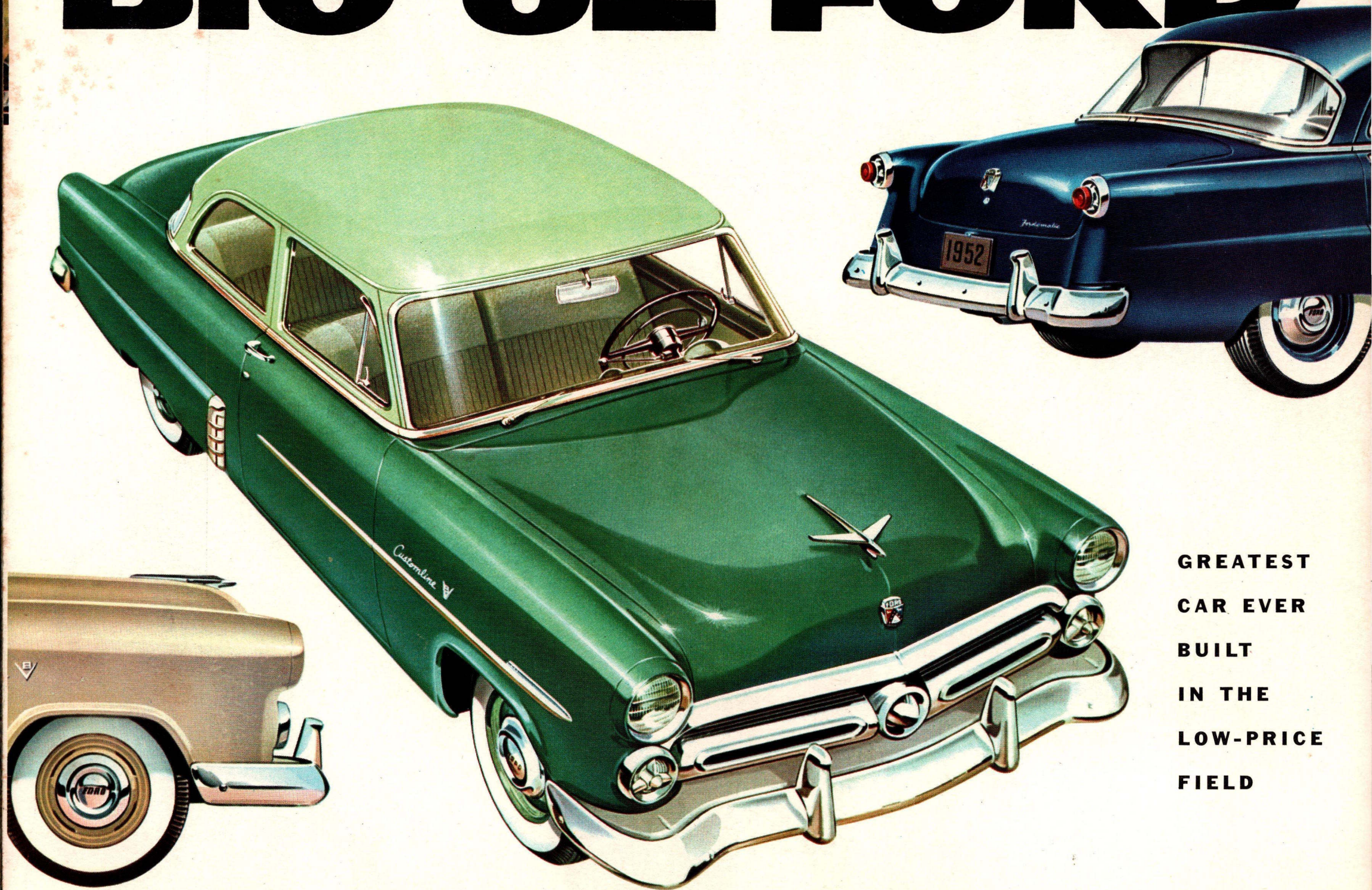


BIG '52 FORD



GREATEST
CAR EVER
BUILT
IN THE
LOW-PRICE
FIELD

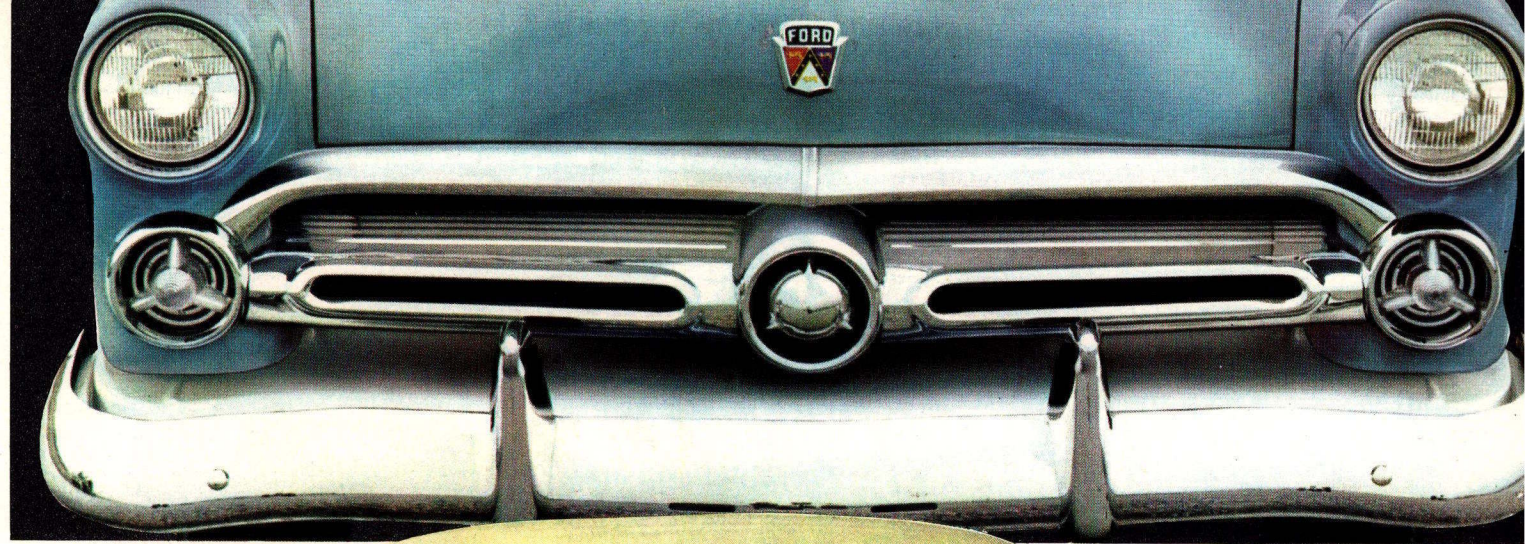
STYLED FOR THE FUTURE...

Consider, for example, style alone.

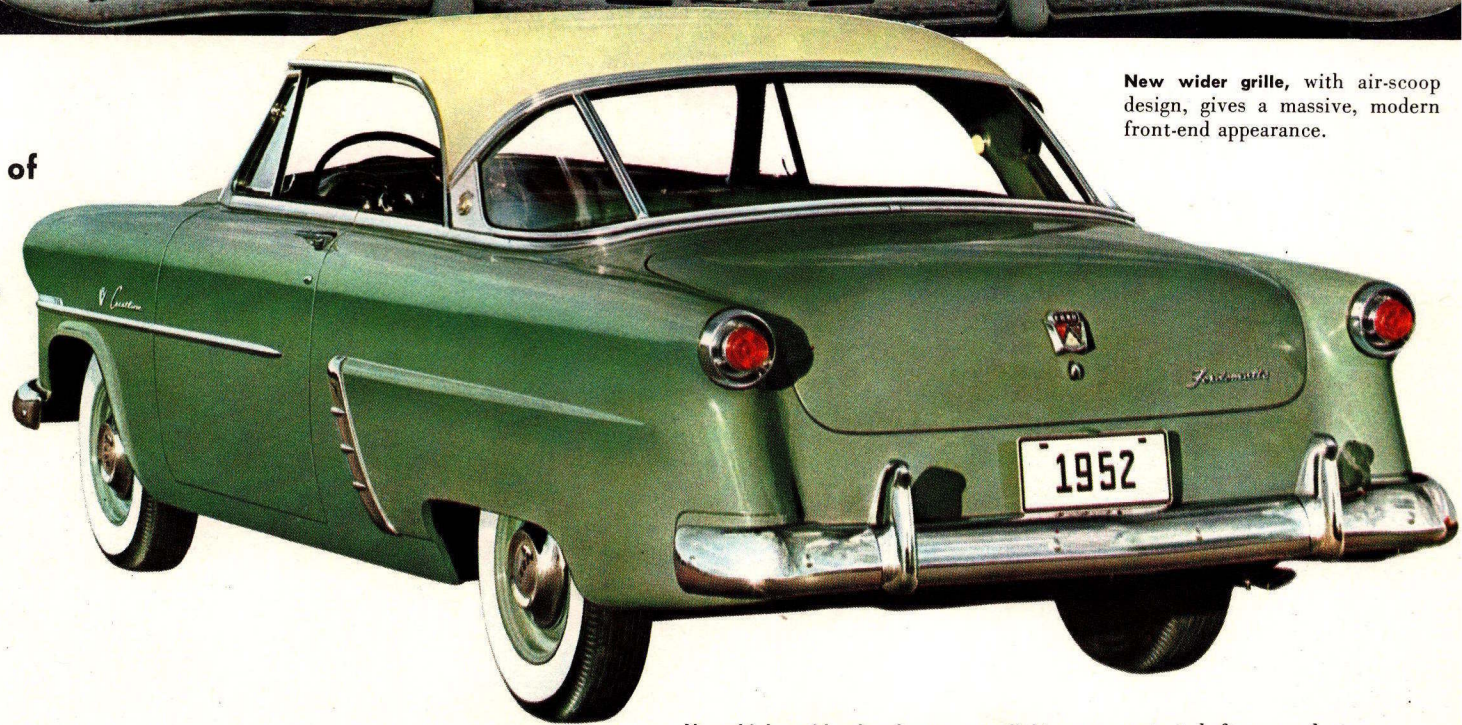
Just to look at it makes you want it. The great new '52 Ford is styled with the look of the future. Style is combined with comfort and safety in new Ford Coachcraft Bodies—styled to stay beautiful, quality-built to stay young.

One look and you'll be ready to agree—one ride and you'll be convinced—You can pay more but you can't buy better!

AND BUILT FOR KEEPS



New wider grille, with air-scoop design, gives a massive, modern front-end appearance.

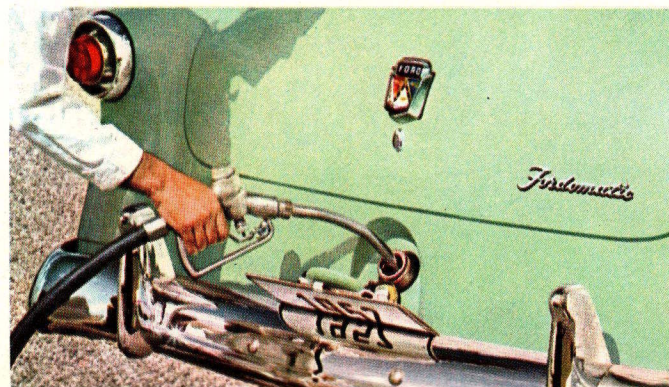


New high, wide, handsome rear lights, are protected from road splash . . . easy to see . . . define car width clearly. New Bodyguard rear bumper blends perfectly, gives *plus* protection.

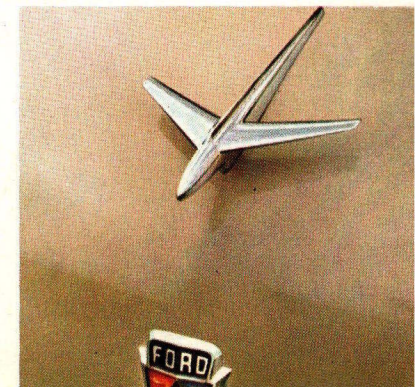


New Push-Button Door Handles operate easily with free-action latch mechanism. Smartly designed to harmonize with other exterior features.

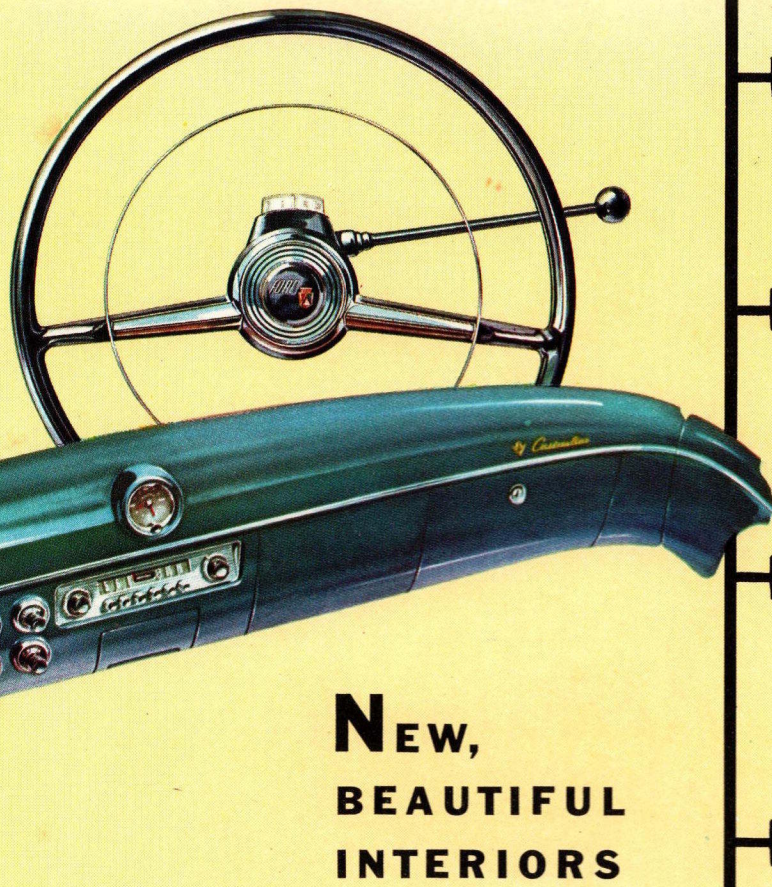
New Center-Fill Fueling makes "filling-up" easier from either side of pump. After filling, rear license plate folds up to conceal opening.



New futuristic hood ornament leads off the long list of smart new touches you see on the new '52 Ford.



Note the sweeping style of Ford's new Flight-Style Control Panel . . . note how it blends into the doors. And it is color-harmonized to blend with interior upholstery and exterior coloring.



NEW, BEAUTIFUL INTERIORS

FULL-CIRCLE VISIBILITY



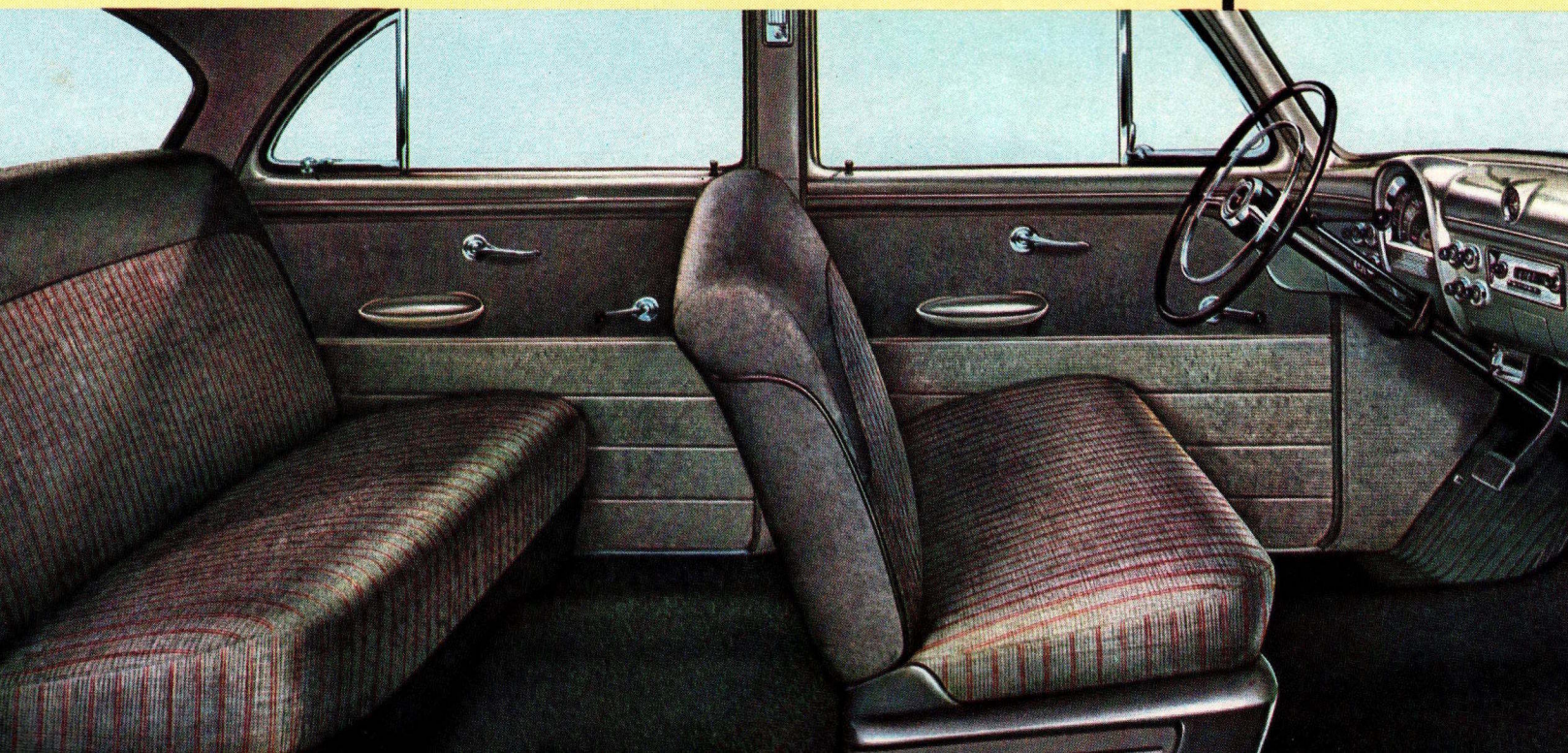
The '52 Ford's one-piece windshield has no center bar to interfere with forward view . . . gives up to 17% more clear vision area.



Newly designed center pillars and front corner posts are narrower and stronger . . . minimize blind spots . . . give wide-angle visibility.



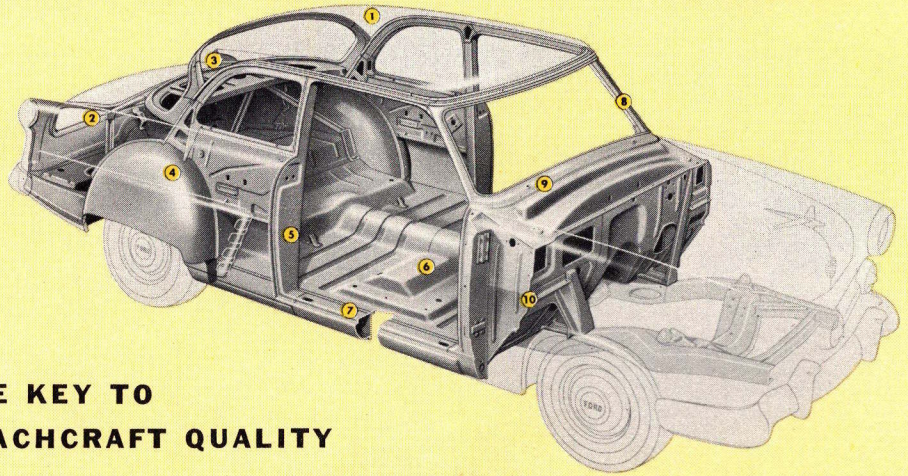
Rear vision has been greatly expanded . . . up to 48% more window area . . . sweep-around design and extra large rear view mirror.



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

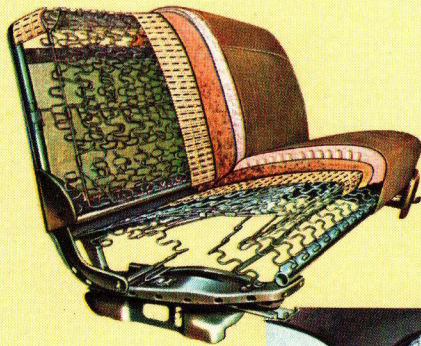
NEW FORD COACHCRAFT BODIES STYLED TO STAY BEAUTIFUL . . . QUALITY-BUILT TO STAY YOUNG!

Here, in the 1952 Ford Coachcraft Body, is a clean harmony of line and shape that will still be setting the pace for years to come. It's a practical beauty too, that provides for more interior comfort, more luggage space than any car in its field. It's styled to *stay* beautiful.

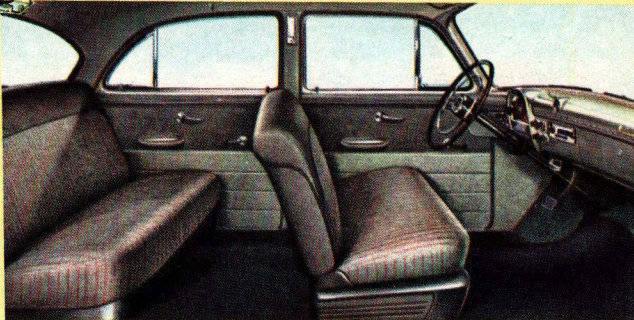


THE KEY TO COACHCRAFT QUALITY

1. New hull-tight construction seals out dust, noise, weather! Newest, most advanced body construction in its field!
2. All body panel joints are welded and soldered for extra strength and 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 body floor specially shaped and ribbed for rigidity.
7. New Cushion-Quiet body mounts are rubber-insulated to reduce transmission of road noises from frame 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.



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

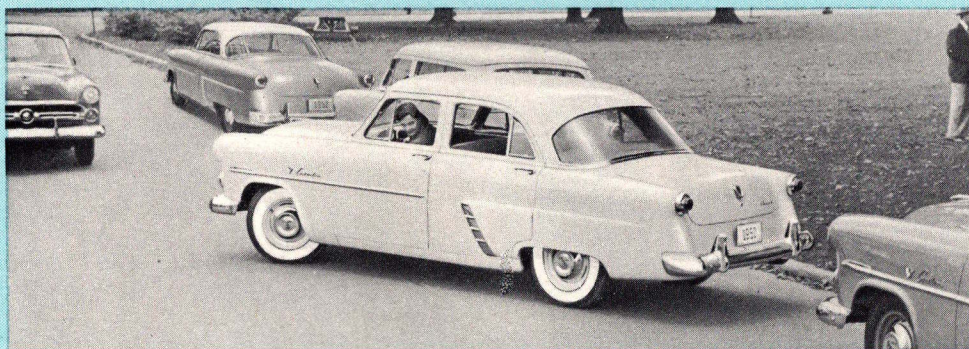


New offset door hinges swing door well out of the way to allow more room for easier entry and exit. New wide-arc corners on doors, plus the offset hinges permit more effective sealing between door and body to keep out dust, water and drafts.



NEW AUTOMATIC RIDE CONTROL

Ford's exclusive Automatic Ride Control is a completely integrated and balanced system of springs, shock absorbers, tires, seats and other ride control elements. Your ride adjusts itself instantly, automatically, to road conditions to give you "luxury car" comfort. For 1952, Ford's Automatic Ride Control is new with longer 115-in. wheelbase . . . lower center of gravity . . . Hydra-Coil Front Springs now tailored-to-model . . . longer Para-Flex Rear Springs . . . diagonally mounted shock absorbers to control sidesway.

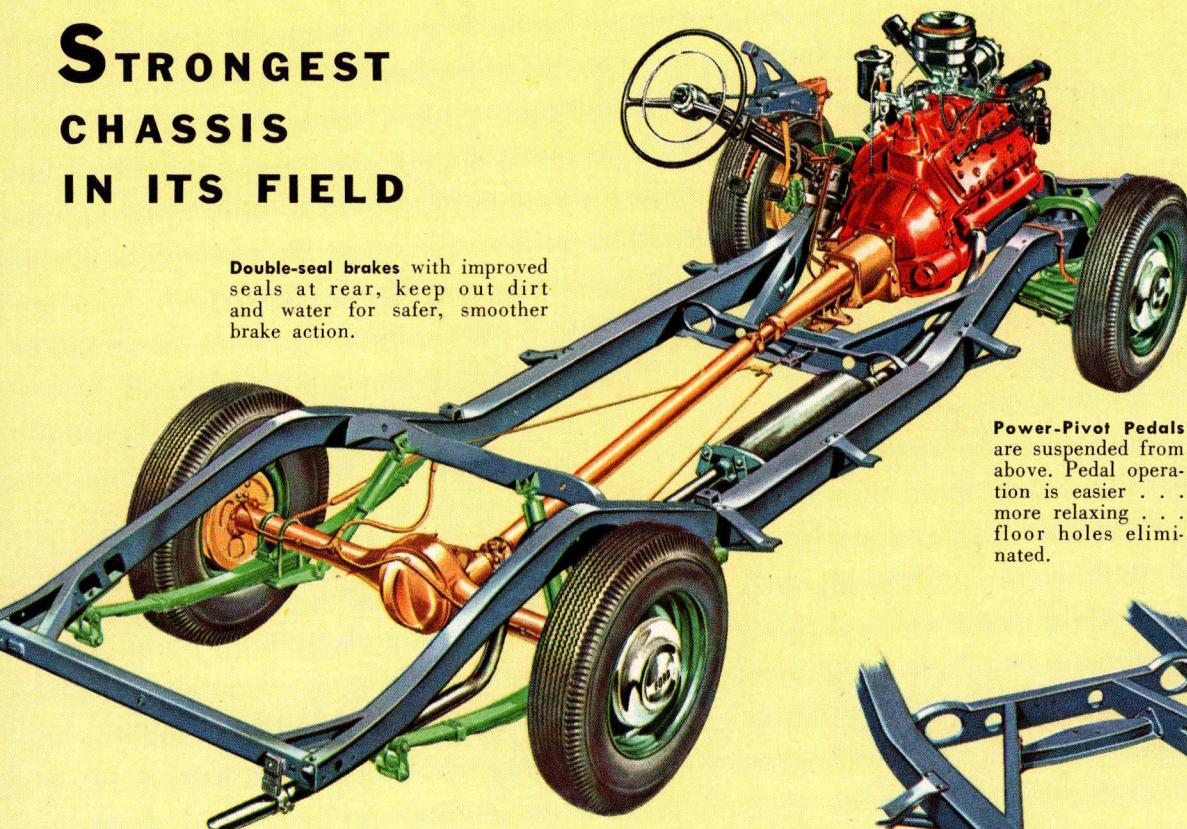


Steering's So Easy in the '52 Ford with its new, advanced-design steering system. It actually reduces the effort required to turn

the steering wheel by as much as 25%. It takes the work out of steering . . . makes parking in tight places unbelievably easy.

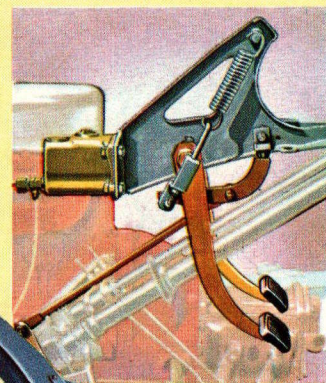
STRONGEST CHASSIS IN ITS FIELD

Double-seal brakes with improved seals at rear, keep out dirt and water for safer, smoother brake action.

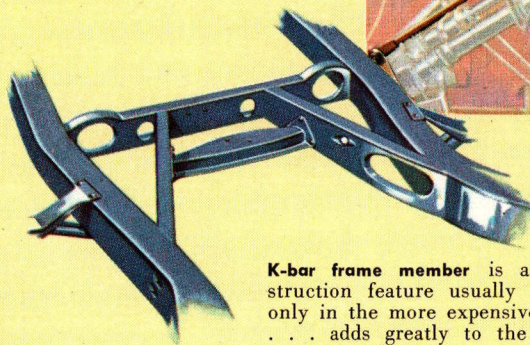
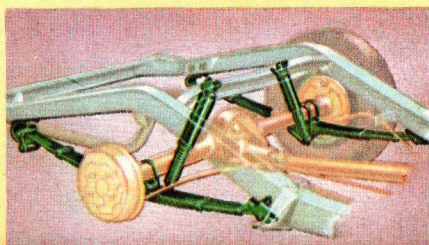


Hydra-Coil Front Springs are custom-selected for your particular body style-engine-transmission combination to give you the smoothest, most level ride possible.

Power-Pivot Pedals are suspended from above. Pedal operation is easier . . . more relaxing . . . floor holes eliminated.



Diagonally mounted rear shock absorbers. Their double action controls spring movement both up and down, and diagonal mounting holds car on a level keel on curves.



K-bar frame member is a construction feature usually found only in the more expensive cars . . . adds greatly to the twist resistance of frame . . . maintains that "new car" quietness and smoothness.

IN THE LOW-PRICE FIELD THE '52 FORD GIVES YOU...

Most Power!

NOW!
110-h.p.
high-compression
**Strato-
Star**

8

Equa-Flo cooling system—provides uniform cooling throughout engine.

Free-turning valves—turn as they open and close, keep wear even for longer life.

Super-fitted pistons—close fit for quiet operation, low friction for economy.

Special alloy crankshaft—is precision cast of exceptionally wear-resistant alloy.

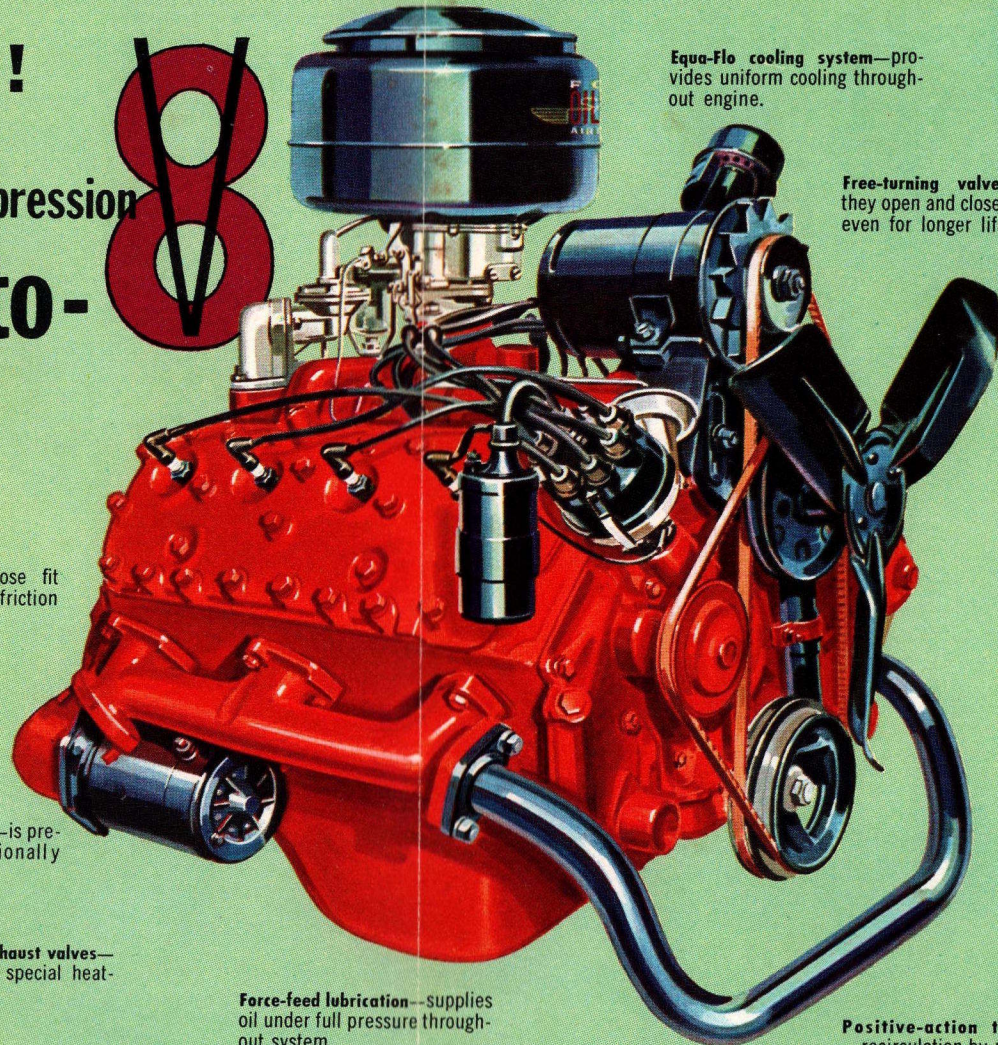
Exclusive cast exhaust valves—precision-cast of special heat-resistant alloy.

Automatic Heat control valve—for quick warm-up, better cold weather starts.

Force-feed lubrication—supplies oil under full pressure throughout system.

Full-Flo Fuel Pumps—have large valves and free-flow fuel passages.

Positive-action thermostats—recirculation by-pass assures uniform warm-up.



Best Economy!

NEW!
101-h.p.
high-compression
**Mileage
Maker**

6

Free-Turning overhead valves—maintain tight seal for highest efficiency, reduce maintenance.

Positive-action thermostat—sensitive to temperature, but not pressure, speeds warm-up.

Super-Fitted Pistons—close fit for quiet operation, low friction for economy.

Direct drive for distributor—better efficiency, greater smoothness of engine operation.

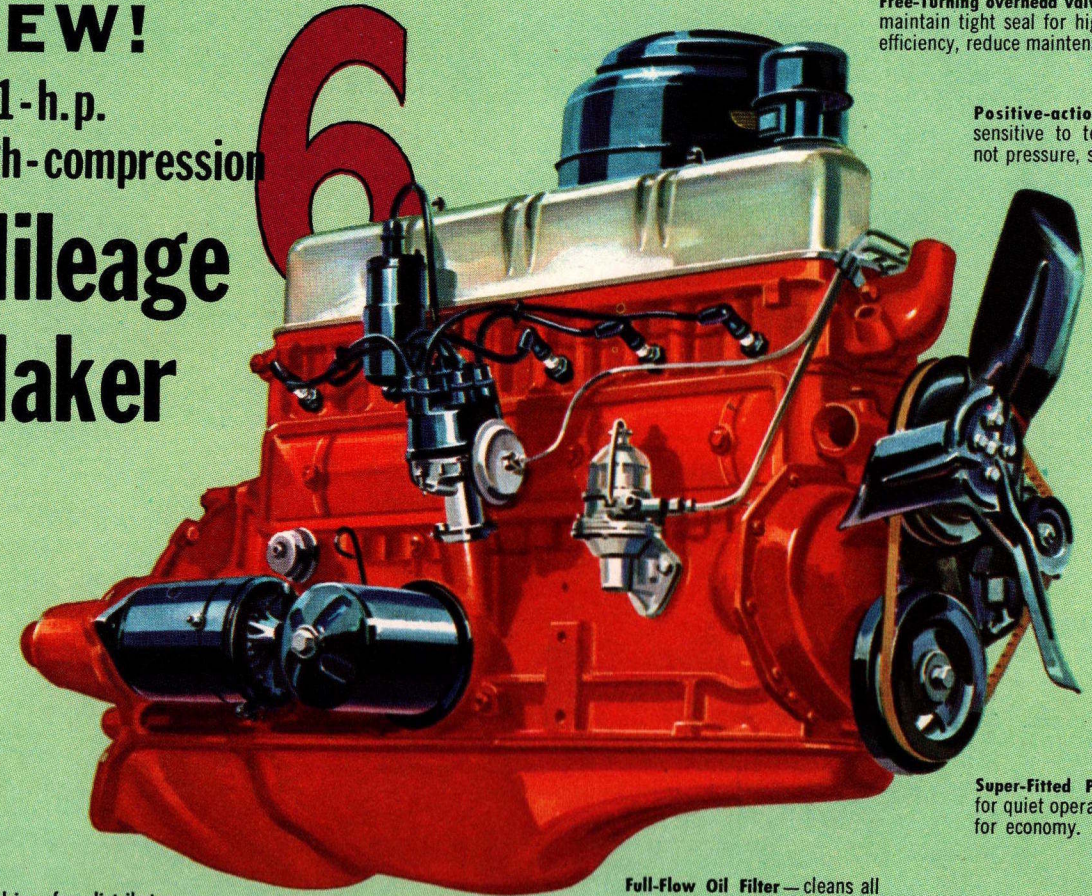
Exclusive precision-molded, special alloy crankshaft—higher strength, better resistance and more accurate balance.

Anti-kickout type starter—gives more positive drive for quicker starts.

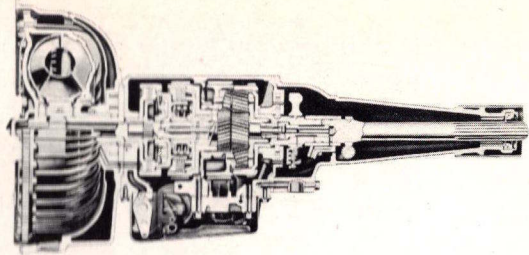
Full-Flow Oil Filter—cleans all of the oil for longer engine life (filter at extra cost).

Vibration damper—absorbs practically all torsional vibration for smoother, quieter operation.

Silent Chain-Drive for camshaft—practically eliminates timing gear drive noise throughout life of engine.

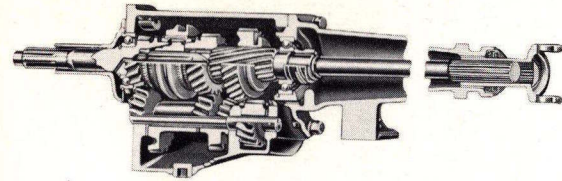


Of all the low-priced cars **ONLY FORD OFFERS ALL THREE DRIVES ...**



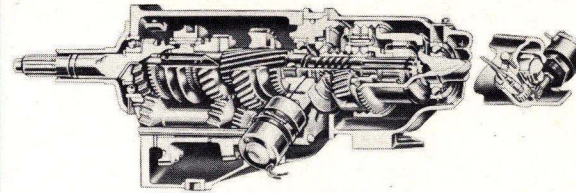
FORDOMATIC

The newest, finest, most versatile of the automatic drives (optional at extra cost).



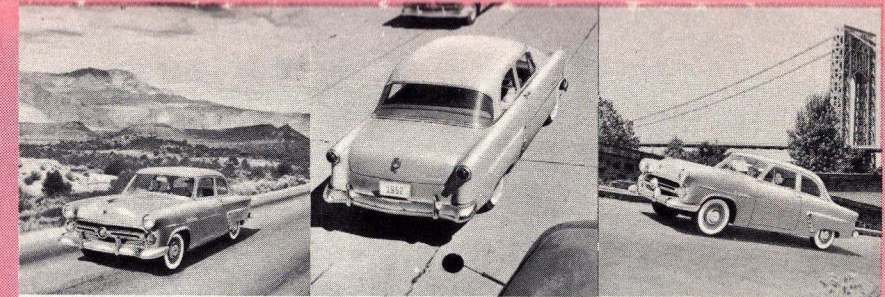
CONVENTIONAL

You can't beat Ford's Conventional Transmission for easy shifting . . . smooth and quiet operation.



OVERDRIVE

Only Ford in its field offers you the quiet, the safety, and the savings of Overdrive.



Driving is quieter, smoother, with Ford Overdrive. The engine loafs at 35 while your car's doing 50 (available at extra cost).

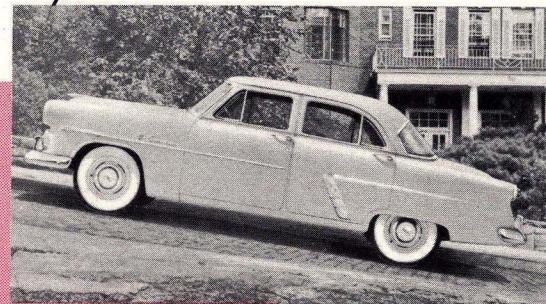
You get up to 15 bonus miles. Ford Overdrive cuts engine revolutions . . . to save up to 15 cents out of every gas dollar . . . to give longer, carefree engine life.

Driving's safer. For an extra spurt of power, just step down on the accelerator. Release pressure and you're back in Overdrive!

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.

P

To park your car "in gear" after car has been parked, move the selector to park position. This locks the rear wheels and prevents car from moving.

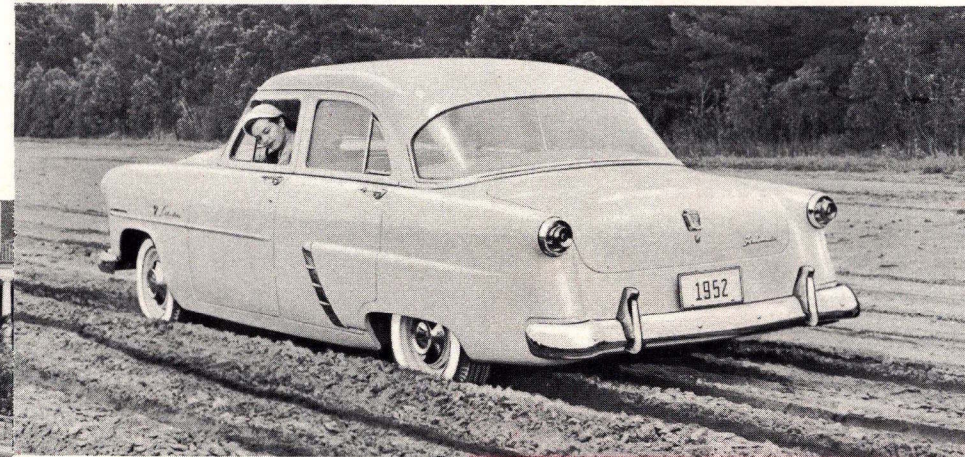


R

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

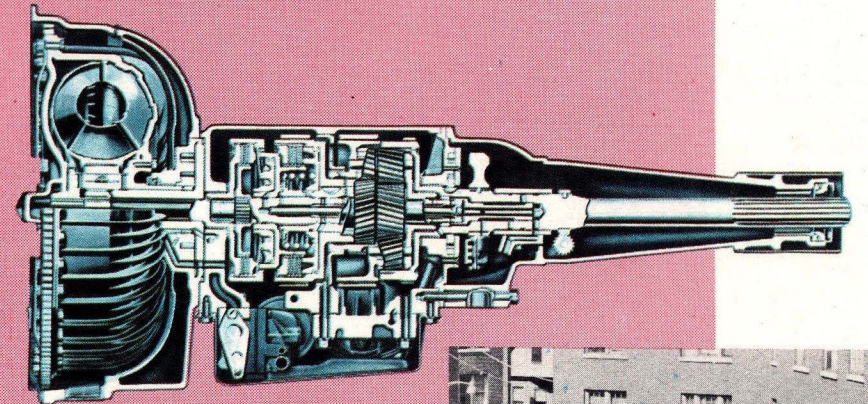
N

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



N

N



Lo

You get surer control because the Fordomatic Ford can be shifted into low (Lo) safely at any speed. At speeds above 25 mph, Fordomatic shifts down smoothly, through intermediate gear, for safer, surer control on hills or slippery pavement.

DR

You get instant "GO" with Fordomatic because you start off in a combination of Torque Converter *plus* an automatic intermediate gear. Then, at exactly the right instant, the Torque Converter takes over to give you smooth power.



FORDOMATIC OUTGOES THEM ALL WITH EITHER V-8 OR SIX

It's more than an Automatic Drive
It's a new thrill in driving

Fordomatic's exclusive Safety-Sequence Selector eliminates the necessity of passing through the forward speed positions when going to reverse . . . for greater safety and ease of operation.



Fordomatic cuts 92% of your driving motions by eliminating gearshifting and clutching to make you a better driver, automatically.



G E N E R A L S P E C I F I C A T I O N S

STRATO-STAR V-8 ENGINE: 110-brake horsepower @ 3800 rpm; 32.5 taxable h.p.; L-head, 90°-vee 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-brake 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.

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, 3.54 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 4½" 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".

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 molding; 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.

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 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.

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.

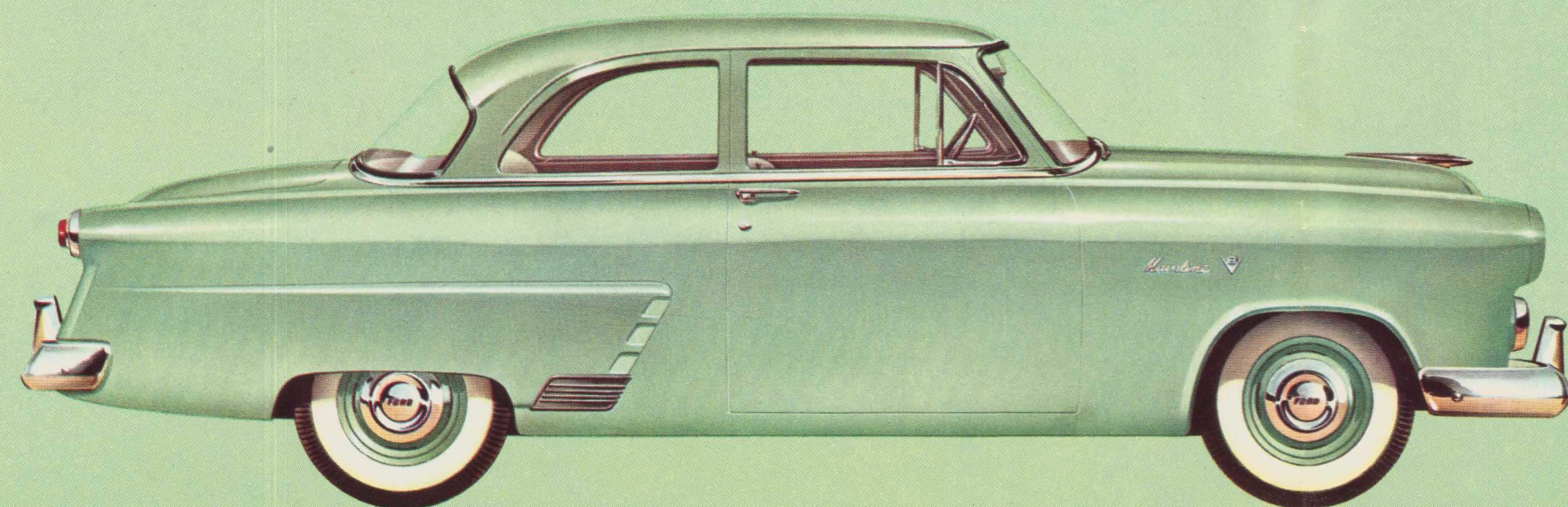
FORD DEALER
KNOW
FORDS BEST

The BIG, New '52 FORD

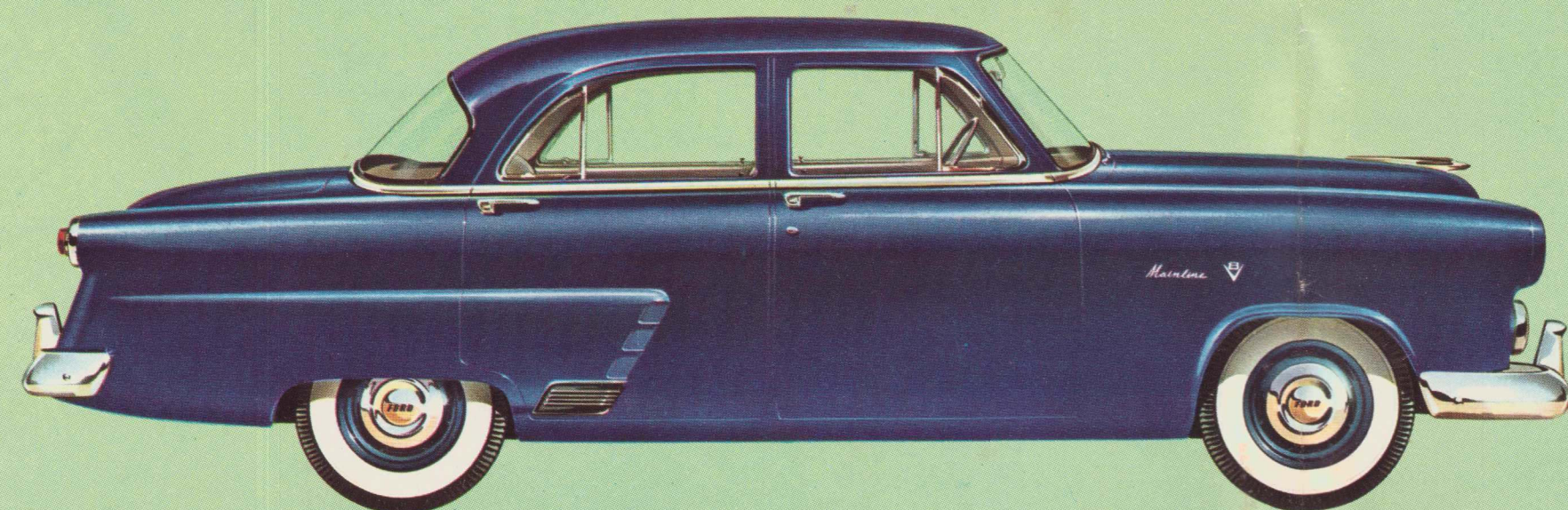
in 3 Smartly Styled New Lines!

Mainline

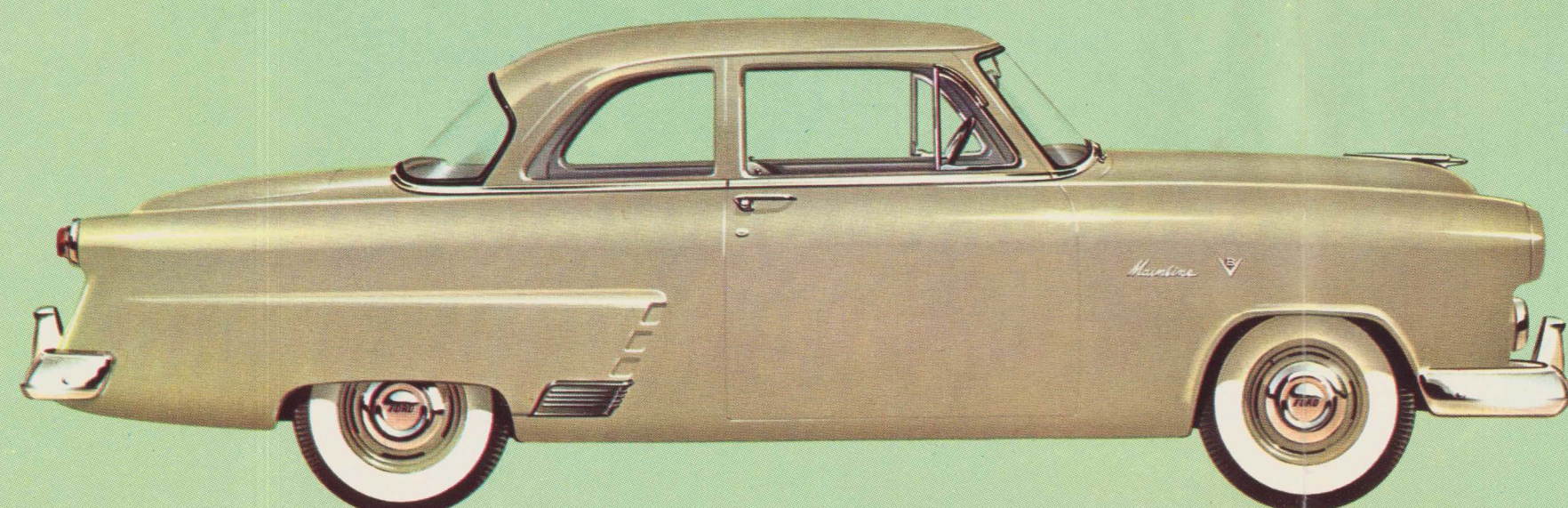
All body styles available in both V-8 and SIX models.



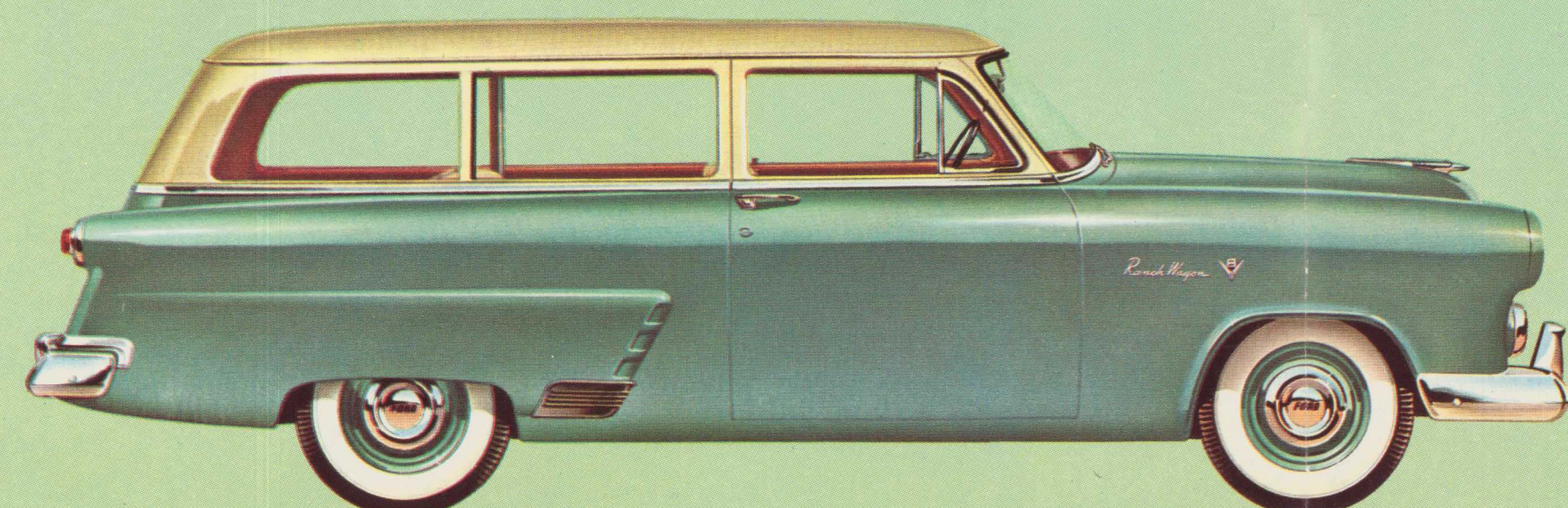
TUDOR SEDAN



FORDOR SEDAN



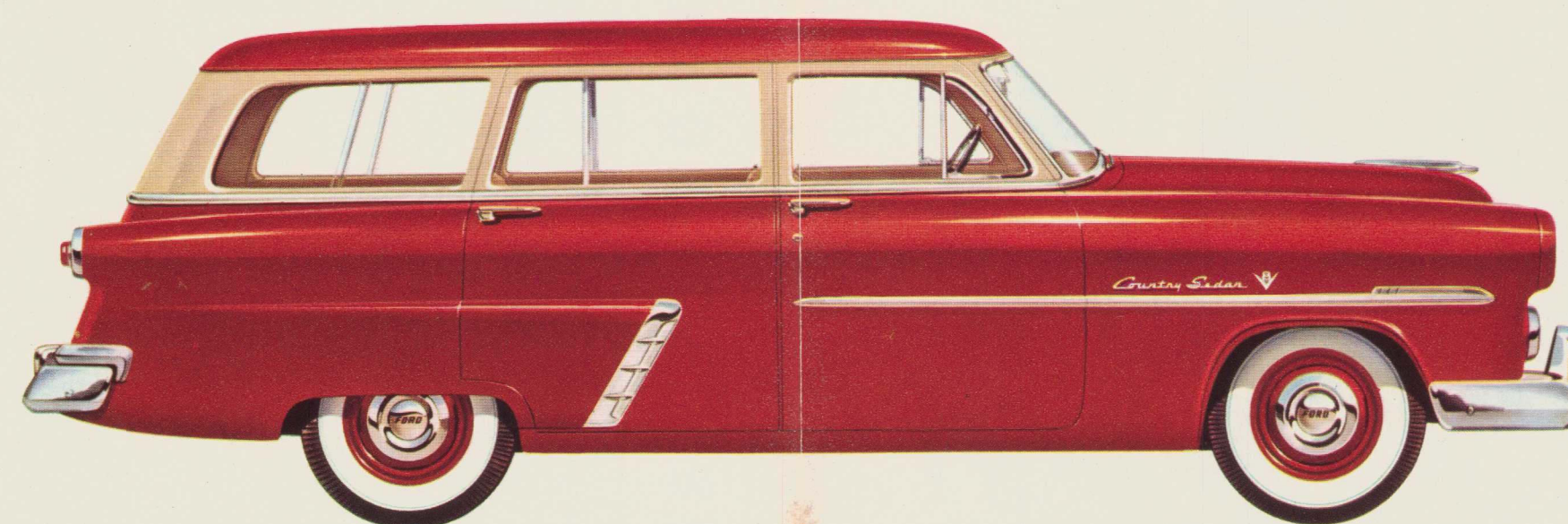
BUSINESS COUPE



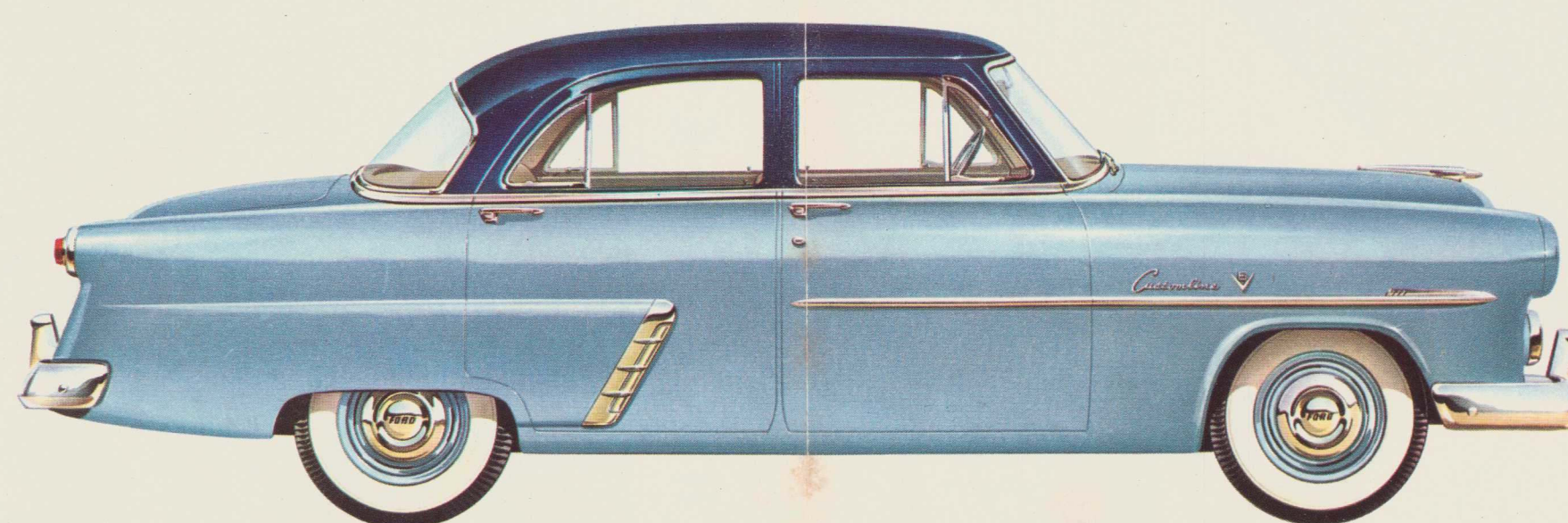
RANCH WAGON

Customline

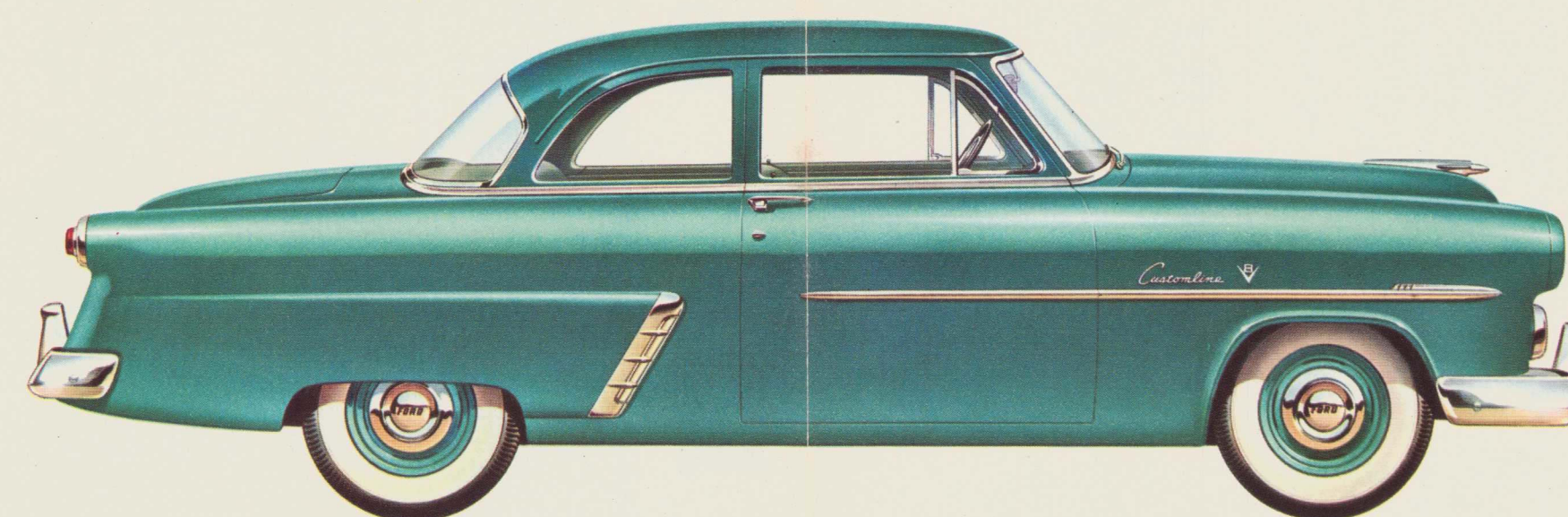
Country Sedan available in V-8 model only.
All other body styles available in both V-8 and SIX models.



COUNTRY SEDAN



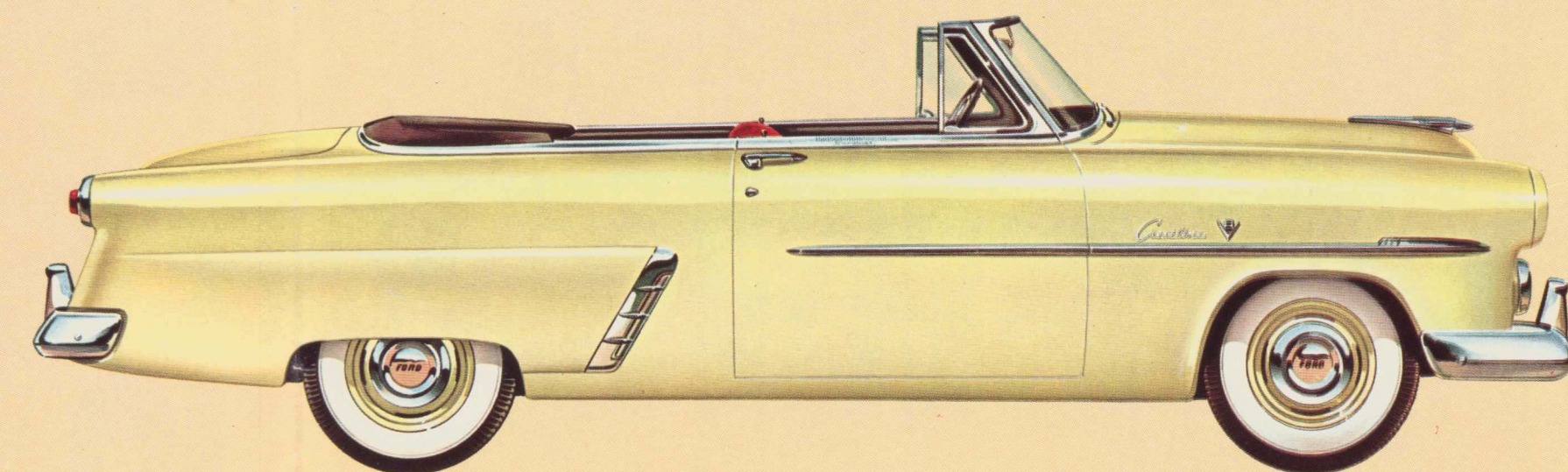
FORDOR SEDAN



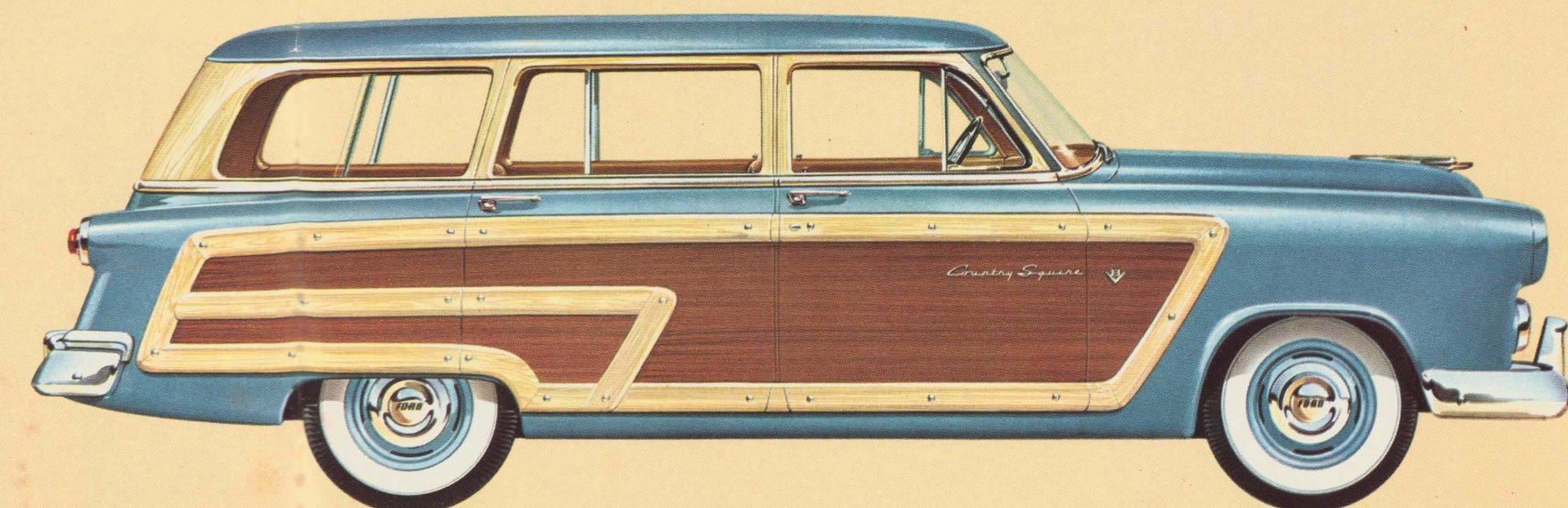
CLUB COUPE

Crestline

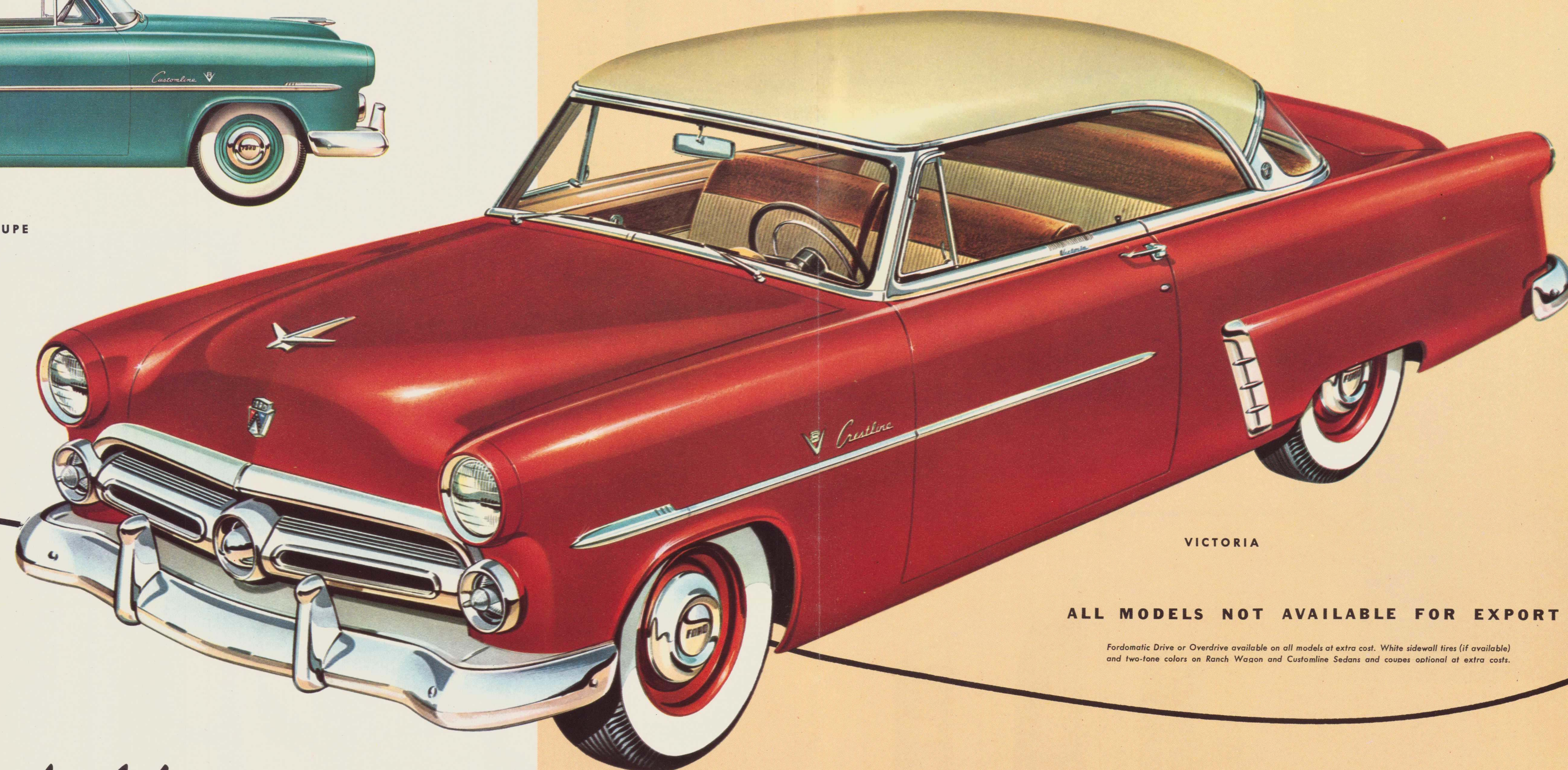
All body styles available in V-8 models only.



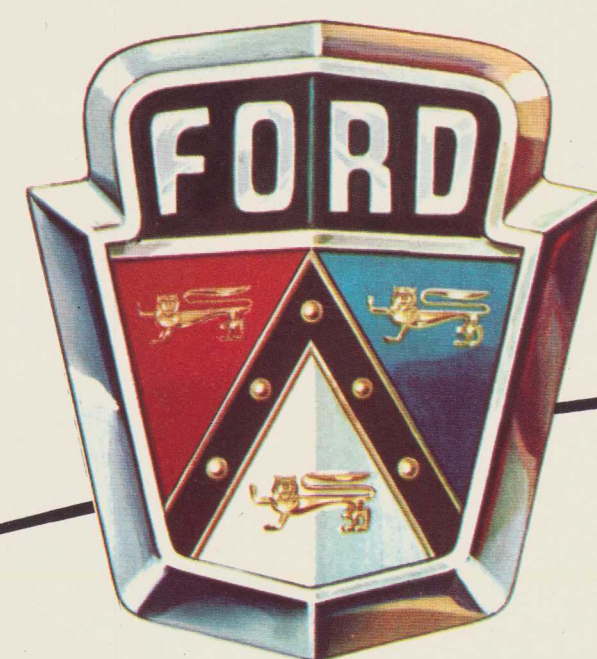
SUNLINER



COUNTRY SQUIRE



VICTORIA



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10 NEW BODY STYLES • 17 MODELS • MORE THAN 60 COLOR-KEYED EXTERIOR AND INTERIOR ENSEMBLES

ALL MODELS NOT AVAILABLE FOR EXPORT

Fordomatic Drive or Overdrive available on all models at extra cost. White sidewall tires (if available) and two-tone colors on Ranch Wagon and Customline Sedans and coupes optional at extra costs.