

**THE ONLY COMPLETELY
MODERN CAR IN ITS FIELD !**



BIG '52 FORD

**...IT'S YEARS AHEAD OF THE INDUSTRY
WITH A HOST OF ADVANCES LIKE THESE**

• 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 . . . outside . . . outlook . . . and outvalue any low-priced car, bar none. It has greater length and wider tread . . . greater power, both V-8 and Six. In feature after feature it sets a new trend for the industry.



NEW POWER-PIVOT PEDALS are so-called live shoes. Clutch and brake pedal operation is easier and there are no footboard hules for dirt, drafts and moisture to seep through.



NEW CENTER-FILL FUELING makes gas filling easy from either side of pump. Access now through rear inside luggage compartment. Rear license plate attachment gets filler pipe back and easy.



NEW FULL-CIRCLE VISIBILITY includes a new, extra-large, one-piece, Corvair-like Safety-Van Windshield plus a new one-piece, cut-wide rear window plus picture windows on all sides.



NEW AUTOMATIC SIDE CONTROL is a completely integrated and balanced system of springs, shock absorbers, rear and other side control elements. It allows instantly and constantly to conditions of load and road to give you a smooth, level, comfortable ride whatever the going may be. For 1952, Ford's Automatic Side Control is more efficient than ever, because of such new and advanced features as . . . longer wheelbase (now 115 inches) . . . lower center of gravity . . . wider front track to low-price field for greater stability . . . Hydra-Coil Rear Springs now rationalized to model . . . Para Flex Rear Springs now 3 inches longer . . . Visco Control Shock Absorbers now diagonally mounted on rear to control sideways on turns.

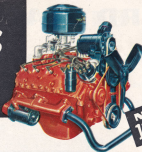
NEW EASIER STEERING is one of the many live features you will find in the '52 Ford. Ford's advanced, design steering system reduces effort required to turn steering wheel by as much as 25% . . . it takes the work out of steering . . . makes parking in tight places unbelievably easy. New wider front track gives sharper turning radius for better maneuverability . . . makes the '52 Ford now sure-footed in all kinds of going.



FOR '52 FORD LEADS ITS FIELD

WITH ...

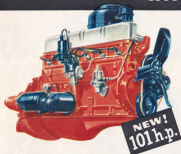
**MOST
POWER**
High-Compression
Strato-Star
V-8



**NOW!
110 h.p.**

BEST ECONOMY

High-Compression
Mileage Maker
Six



**NEW!
101 h.p.**

The '52 Ford is designed to outperform all cars in its price class, with either the brilliant high-compression, 110-h.p. Strato-Star V-8—most powerful engine in its field . . . or the completely new, high-compression, low-friction 101-h.p. Mileage Maker Six—newest, finest six in the industry! Both bring you the economy of Ford's Automatic Power Pilot which squeezes the last ounce of power out of every drop of gas! Both bring you high-compression performance without the use of premium fuel.

FORD OVERDRIVE



Saves you up to 15% on gas!

Ford Overdrive is an extra-smooth "fourth" gear. While your car is going 50 mph, your engine is loading along at 35. This means extra savings . . . and extra-quiet, smooth performance. Available at extra cost on all Ford models.

FORDOMATIC DRIVE

... finest, most versatile
automatic
drive ever built!



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! Available at extra cost on all Ford models.

STRONGER CHASSIS

NEW diagonal mounting of rear shock absorbers (shown side view) . . . They're double-acting to control spring movement back up and down.

NEW movement shock mounting of brake master cylinder in engine compartment for better protection . . . easier service.

NEW more effective rear brake (each wheel) against water and dirt. King Size Shoes for extra most and long life. New master-cylinders brake system.

NEW longer and stronger Pan-Flex Rear Springs maintain a smoother, more level ride even on rougher roads.

NEW individually tailored to model Hydro-Cool Front Springs give you a rarer, deeper, lower vibration that's just right for each Ford model.

NEW E-bar frame with its greater strength and rigidity is the backbone of the '52 Ford chassis. All five body cross members are welded to the non-sway flexion side rails.

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

Exhaustor (drive, overdrive, power, radio and white sidewall tires (if available) optional at extra cost. The specifications outlined herein vary to effect at the time this book 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, details or prices without notice and without incurring obligation.

PRINTED IN U.S.A.

1-52 FORDEN NO. 1033

"TEST DRIVE" A BIG '52 FORD TODAY!

3 GREAT NEW LINES

FOR '52 11 smart new body styles...

18 new models... widest choice in the low-price field!

Mainline

All body styles available in both V-8 and I-6 models.



TUDOR SEDAN



FORDOR SEDAN



BUSINESS COUPE



RANCH WAGON

Customline

Coupe bodies available in V-8 model only.
All other body styles available in both V-8 and I-6 models.



TUDOR SEDAN



FORDOR SEDAN



CLUB COUPE



COUNTRY SEDAN

Crestline

All body styles available in V-8 models only.



SUNLINER



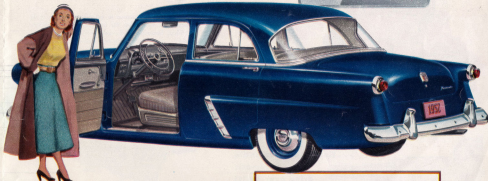
VICTORIA



COUNTRY SQUIRE

NEW FORD COACHCRAFT

BODY sturdiest, quietest, most comfortable in its class!



It's styled to stay beautiful ... quality-built to stay young!

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 coachwork.

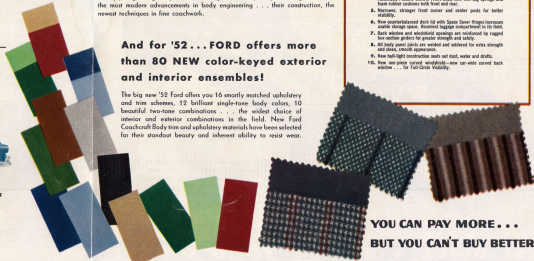
And for '52... FORD offers more than 80 NEW color-keyed exterior and interior ensembles!

The big new '52 Ford offers you 16 smartly matched upholstery and trim schemes, 12 brilliant single-tone body colors, 10 beautiful two-tone combinations... the widest choice of interior and exterior combinations in the field. New Ford Coachcraft Body trim and upholstery materials have been selected for their stand-out beauty and inherent ability to resist wear.



THE KEY TO COACHCRAFT QUALITY

1. Advanced styling that will stay beautiful for years to come.
2. Quality craftsmanship that will keep Ford Coachcraft Bodies young throughout years of hard usage.
3. New engine-aligning and roadworth that sets a new high standard for the industry.
4. Unsurpassed seating comfort, with new contour-type seats. Automatic Pressure Control Front Seat, new non-sag springs and foam rubber cushions both front and rear.
5. Sturdier, stronger front corner and center posts for better stability.
6. New counterbalanced deck lid with Space Saver Hinges increases usable storage space. Insulated luggage compartment in its field.
7. Back windows and windshield openings are reinforced by rugged box-section grilles for greater strength and safety.
8. All body panel joints are welded and soldered for extra strength and close, smooth appearance.
9. New half-light construction seals out dust, water and drafts.
10. New one-piece curved windshield - new car-wide curved back window... for full-Glass Visibility.



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