

the BIG NEW "52 FORD

*New—more than ever—you can pay more
But you can't buy better*

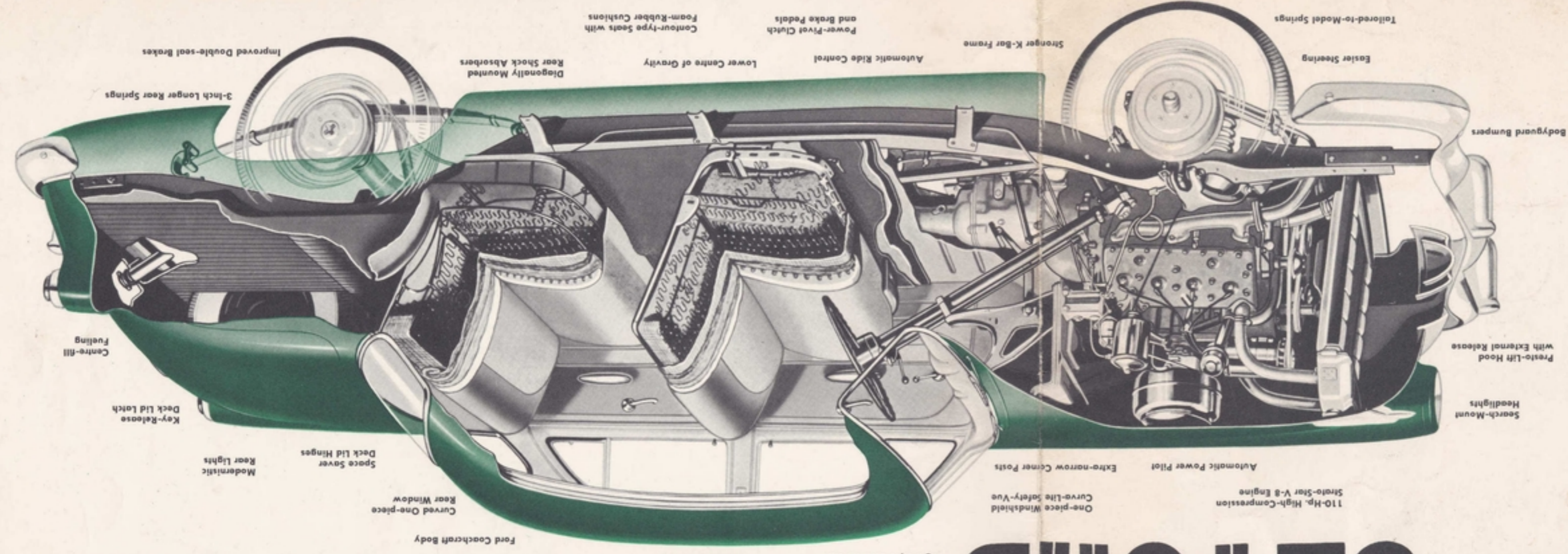
Now! The BIG new '52 Ford—big in size—big in performance—big in beauty. Here's the new car with a host of engineering and styling advances that make it completely new all through—the most completely modern car in its field.

For the first time, the '52 Ford presents the new Ford "Coachcraft" body—styled to stay beautiful—quality-built to stay young. Not a seam mars its long sweeping look of speed and grace. Here's beauty with a purpose—the new "Curv-Lite Safety-Vue" one-piece windshield is 17 percent larger—the one-piece curved rear window has been increased 48 percent. And here is something completely new and different. The gas filler pipe is safely placed behind the rear license plate for new revolutionary Centre-Fill fueling.

Inside the fashion-crafted interiors you'll see new comfort and convenience—a new curved instrument panel with "flight-style" controls—and all-new style-selected fabrics and colours.

Look to the '52 Ford for solid bigness—the wheelbase is longer—front tread wider—and there's more room inside where it counts. It gives you the new High-Compression Strato-Star V-8 Engine with new 110-HP, performance and a choice of any one of three transmissions—Conventional, Overdrive or Automatic Transmission.

You'll be ahead—away out front with the big '52 Ford. Test-Drive the best drive—you'll find—



Headlights Search-Mount
Presto-Lift Hood with External Release
Easier Steering
Bodyguard Bumpers
Tailored-to-Model Springs
Stronger K-Bar Frame
Automatic Ride Control
Lower Centre of Gravity
Power-Flex Clutch and Brake Pedals
Contour-type Seats with Foam-Rubber Cushions
Diagonally Mounted Rear Shock Absorbers
3-Inch Longer Rear Springs
Improved Double-Seal Brakes
Centre-Fill Fueling
Key-Release Deck Lid Latch
Rear Lights
Modernistic Spoak Cover
Deck Lid Hinges
Curved One-piece Rear Window
Flight-Style Control Panel
Full-circle Visibility

THE "52 FORD

Specifications

Strato-Star V-8 Engine: 110-brake horsepower at 3,800 r.p.m.; 32.5 taxable H.P.; L-head, 90° V-type; 7.2 to 1 compression ratio; 3.39 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-machined, tapered alloy crankshaft; 3 selectively-fitted, precision type main bearings; precision-type connecting rod lower bearings. Tin-plated, spherical-head, Super-Fitted aluminium alloy pistons, 4 rings. Precision-set free-turning valves; new, high-alloy forged steel exhaust valves; high grade steel intake valves. New high-lift, Quiet-Contoured, precision-moulded alloy camshaft with aluminium timing gear.

Equa-Flu 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-Flu fuel pump* with laminated-type filter; dual down-draught carburettor; Deep Breathe intake manifold; manual choke; internally-mounted exhaust heat valve; double-shell, reverse-flow muffler; oil bath 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; 17-plate, 100 ampere-hour battery; 3-unit regulator. Narrow V-belts for driving engine components.

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

Semi-Centrifugal Clutch (with Conventional and Overdrive transmissions): dry, single-plate type; 9.5 in. outside diameter; new Power-Flex 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 m.p.h. (approx.) cuts out at 21 m.p.h. (approx.); manual control below instrument panel.

Ford Motor Company of Canada, Limited, whose policy is one of continuous improvement, reserves the right to change specifications and prices, at any time, without notice or incurring liability to purchasers.

FORD MOTOR COMPANY OF CANADA, LIMITED • WINDSOR, ONTARIO

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, Convertible and Ranch Wagon.

Independent Front Wheel Suspension: swinging link type with tailored-to-model Hydrex-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; integrated inserts between tips of upper leaves; tension type shackles; new tubular, double-acting, diagonally-mounted, Viscous Control shock absorbers. Ranch Wagon has 9-leaf semi-elliptic springs.

Rear Axle: semi-floating type; hypoid gears; forged axle shafts with integral flanges; welded pressed-steel hanger-type housing with rear cover welded in place. Higher capacity axle used in Ranch Wagon has composite type housing. Ratio, Conventional Drive; all Sedans and Coupes, 3.90 to 1 std., 4.10 to 1 optional; Ranch Wagon, 4.09 to 1 std., 4.27 to 1 optional. Ratios, Overdrive: all Sedans and Coupes, 4.10 to 1 std., Ranch Wagon, 4.27 to 1 std. Ratios, Fordomatic: all Sedans and Coupes, 3.51 to 1 standard, 3.54 to 1 optional; Ranch Wagon, 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; 10" on other models; moulded linings, 159.1 sq. in. lining area on Ranch Wagon, 173.5 sq. in. other models. Easier-action hand brake.

New, Easier Steering: new symmetrical linkage with spring-loaded ball-rod 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: 6.70 x 15 4-ply tires on 5" rims standard, with 6.00 x 16 4-ply tires on 4½" rims optional on Mainline Sedans and Coupes; 6.70 x 15 4-ply tires on 5" rims standard on Customline models and on Convertible and Victoria with conventional or overdrive transmissions; 7.10 x 15 4-ply tires on 5" rims on Convertible and Victoria equipped with Fordomatic; 7.10 x 15 4-ply tires on Ranch Wagon.

Exterior Dimensions: 115" wheelbase; 58" front and 56" rear tracks; over-all width, 75.9"; over-all length, 197.8".

Exterior Colour and Upholstery Combinations: Body Colours—10 solid colours and 6 two-tone combinations. Upholstery Combinations—3 fabric combinations, 6 vinyl combinations and 3 fabric and vinyl combinations.

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 semi-circle 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 moulding; 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.

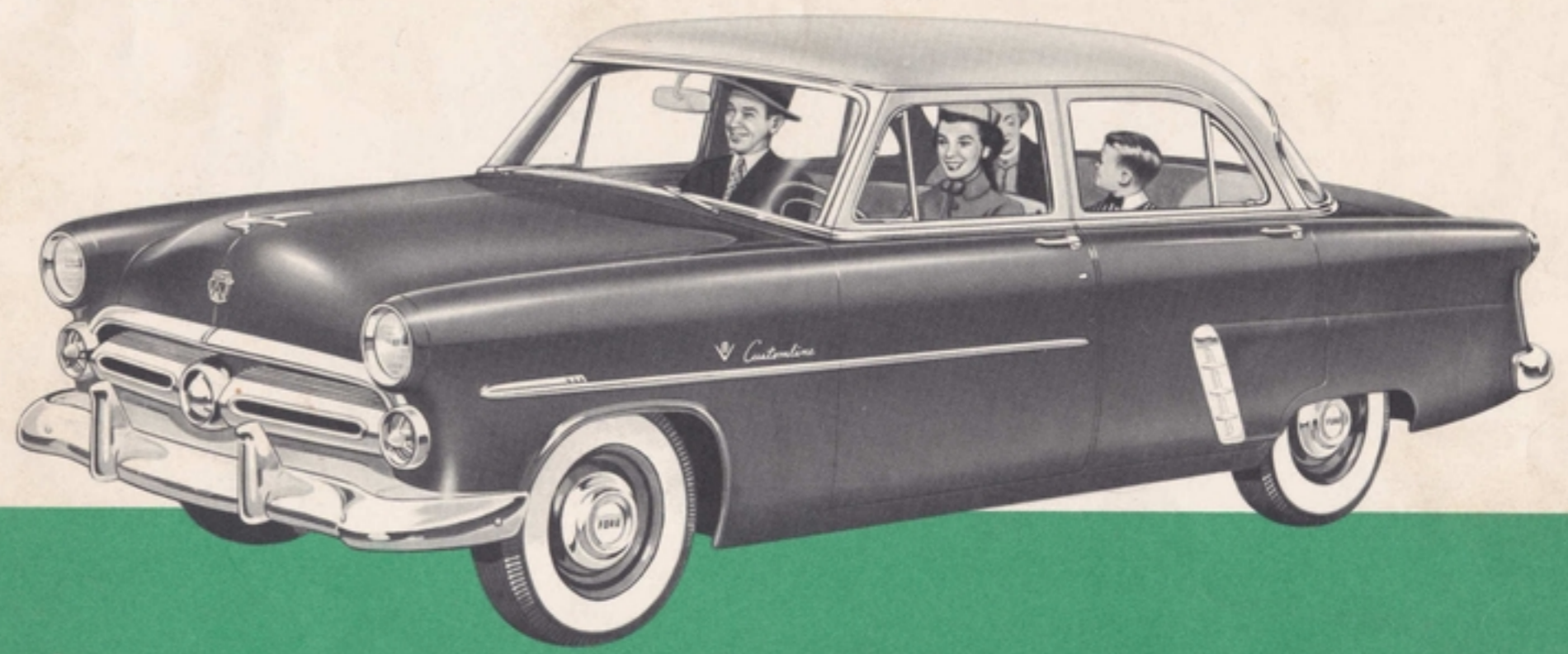
New bright metal belt moulding; nameplate on front fenders or doors; V-8 insignia on front fenders and on instrument panels; Fordomatic or Overdrive nameplate on deck lid or tailgate of cars so equipped; rain shields at front vent windows; modernistic dual tail lamps.

Mainline Standard Equipments: 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 moulding 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 Equipments: two sun visors; full-circle horn ring with special buttons at center; bright metal exterior reveal moulding at windshield and rear window; two interior lights operated by automatic door switches in addition to manual control; bright metal moulding 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 moulding on instrument panel; cigarette lighter; stem-wound clock; pebble-grain rubber mat in rear in colours to harmonize with interior trim; bright metal cap mouldings on side embossments (in addition to or in place of Customline items).

Convertible: two robe cords; arm rests in front only; 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; Rubber mats, front and rear. Front mats black; rear mats coloured to harmonize with interior trim; special, bright metal rear window exterior moulding; gold-finished crest, each side, back of quarter windows; Victoria name on door moulding.



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Specifications

Strato-Star V-8 Engine: 110-brake horsepower at 3,800 r.p.m.; 32.5 taxable Hp.; L-head, 90° V-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-moulded, 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. Precision-set free-turning valves; new, high-alloy forged steel exhaust valves; high grade steel intake valves. New high-lift, Quiet-Contoured, precision-moulded alloy camshaft with aluminum 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 down-draught carburetor; Deep Breath intake manifold; manual choke; internally-mounted exhaust heat valve; double-shell, reverse-flow muffler; oil bath 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; 17-plate, 100 ampere-hour battery; 3-unit regulator. Narrow V-belts for driving engine components.

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

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.

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New Double-Drop Frames: 5 cross members welded to heavy box-section side rails; new K-bar construction. Special frame construction used on Victoria, Convertible and Ranch Wagon.

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.

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Wheels and Tires: 6.70 x 15 4-ply tires on 5" rims standard, with 6.00 x 16 4-ply tires on 4½" rims optional on Mainline Sedans and Coupe; 6.70 x 15 4-ply tires on 5" rims standard on Customline models and on Convertible and Victoria with conventional or overdrive transmissions; 7.10 x 15 4-ply tires on 5" rims on Convertible and Victoria equipped with Fordomatic; 7.10 x 15 4-ply tires on Ranch Wagon.

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New bright metal belt moulding; nameplate on front fenders or doors; V-8 insignia on front fenders and on instrument panels; 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 moulding 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 moulding at windshield and rear window; two interior lights operated by automatic door switches in addition to manual control; bright metal moulding 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 moulding on instrument panel; cigarette lighter; stem-wound clock; pebble-grain rubber mat in rear in colours to harmonize with interior trim; bright metal cap mouldings on side embossments (in addition to or in place of Customline items).

Convertible: two robe cords; arm rests in front only; 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; Rubber mats, front and rear. Front mats black; rear mats coloured to harmonize with interior trim; special, bright metal rear window exterior moulding; gold-finished crest, each side, back of quarter windows; Victoria name on door moulding.



THE "52 FORD

Big, Beautiful, Brawny!

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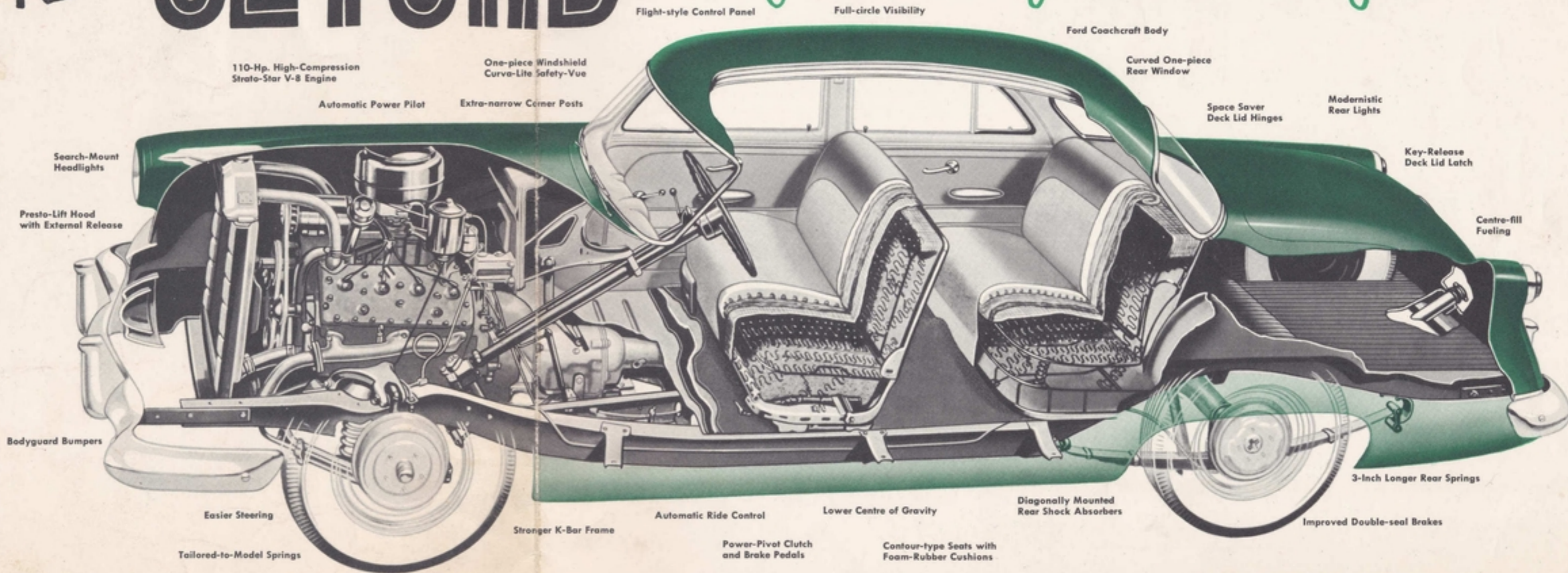
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*Now—more than ever—you can pay more
But you can't buy better*



The Biggest Most Beautiful FORD ever Built

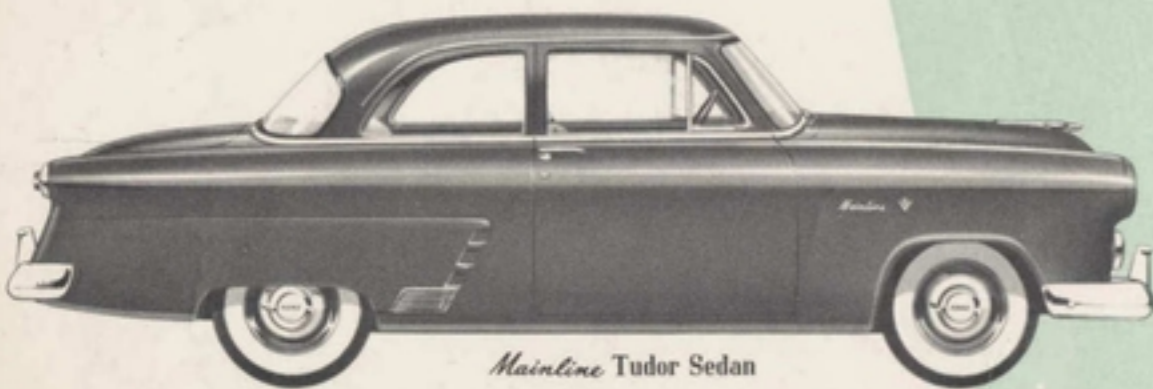
STYLED TO STAY AHEAD!



Mainline Fordor Sedan



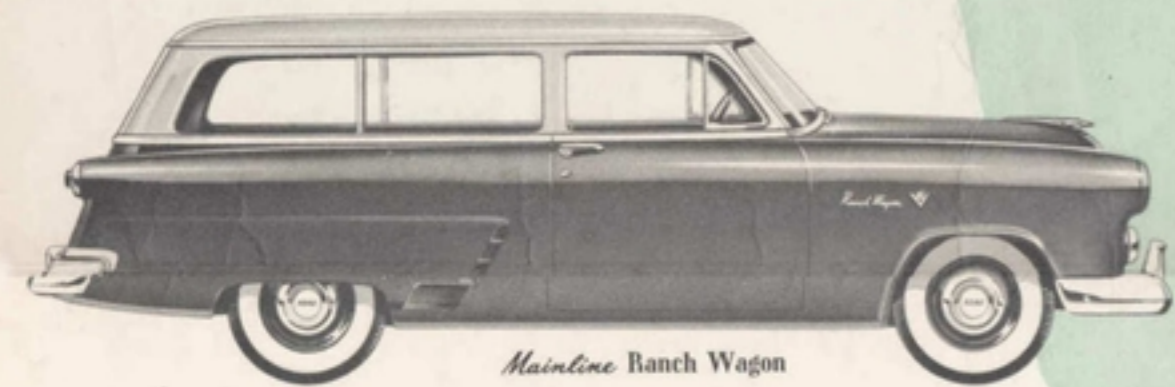
Customline Fordor Sedan



Mainline Tudor Sedan



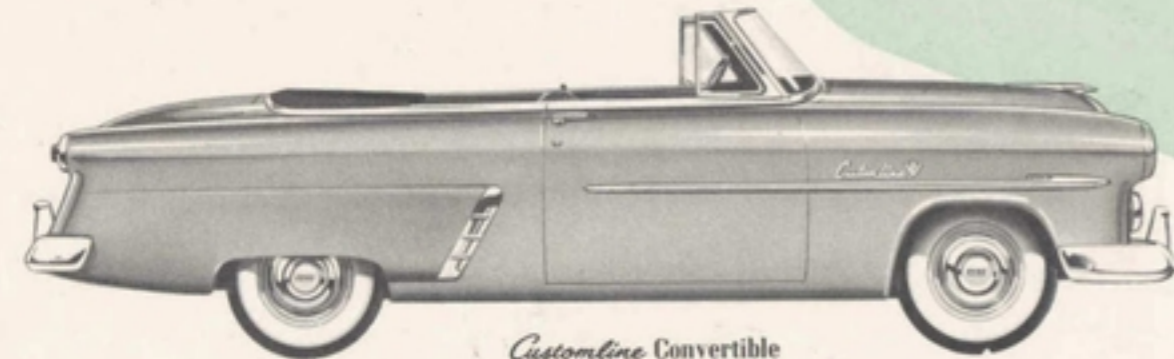
Customline Tudor Sedan



Mainline Ranch Wagon



Customline Club Coupe



Customline Convertible



Customline Victoria



Here they are! The Big '52 Ford in two new lines—Mainline and Customline . . . eight new models—including the brand new two-door versatile Ranch Wagon and the stunning new Victoria. All models feature the quality-built Ford Coachcraft bodies. Choose your favourite Ford from 10 new single-tone and 9 two-tone colour combinations with fashion interiors in striking, harmonizing colours.



Ford's newly-styled, easy grip steering wheel with full circle horn ring permits a clear view of driving instruments. And there's new driving ease with advanced design steering system which reduces steering efforts as much as 25%.



FORD'S FLIGHT-STYLE CONTROL PANEL sweeps across in a graceful unbroken line and blends into the doors. All instruments and controls are compactly grouped for greater convenience and driving safety. Instruments are easy to scan . . . controls are immediately identified.



FORD'S COACHCRAFT BODY INTERIORS show the results of advanced interior styling and quality workmanship. It's a picture of beauty and there's more room than ever in the spacious interiors—the deep, wide Contour-type seats have zig-zag springs with soft foam rubber cushions in the front and back.

YOUR CHOICE OF 3 DRIVES WITH '52 FORDS



CONVENTIONAL DRIVE for easy, manual shifting . . . smooth, quiet operation. Ford's new Power-Pivot Clutch Pedal makes it easier to operate.



FORD OVERDRIVE* pays for itself in gasoline savings. It automatically engages above 27 miles per hour—reduces engine speed 23% while car speed remains unchanged.

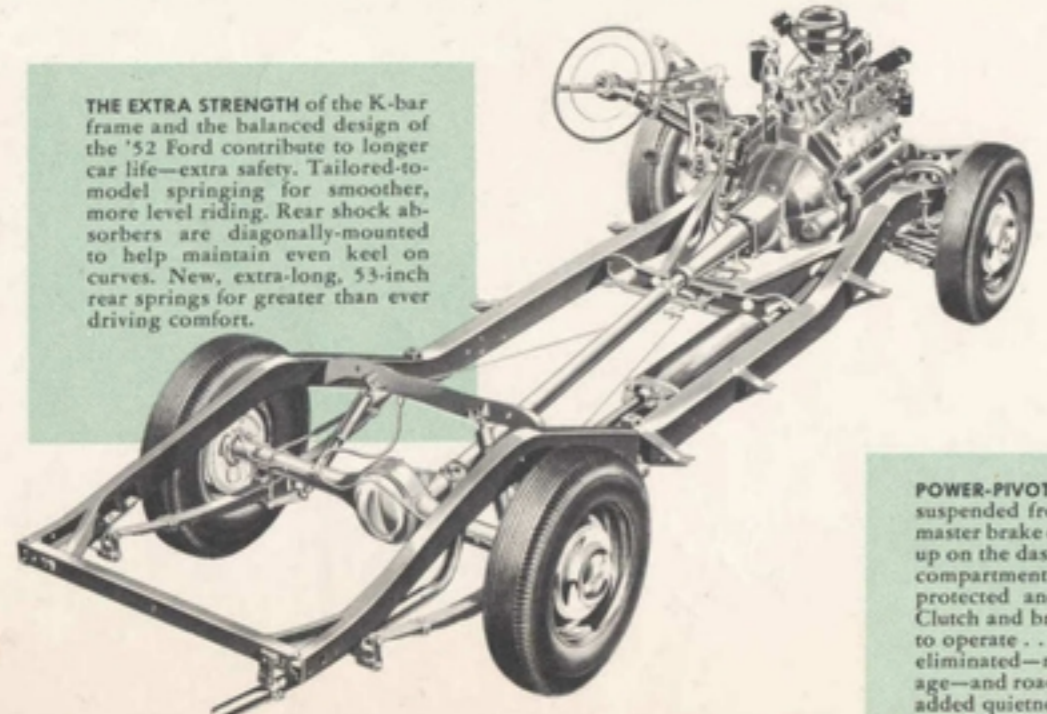


FORDOMATIC DRIVE* offers all the smoothness of a fluid torque converter plus the get-up-and-go of Automatic Mechanical Gear Drive—with the extra safety of the Safety-Sequence Selector.

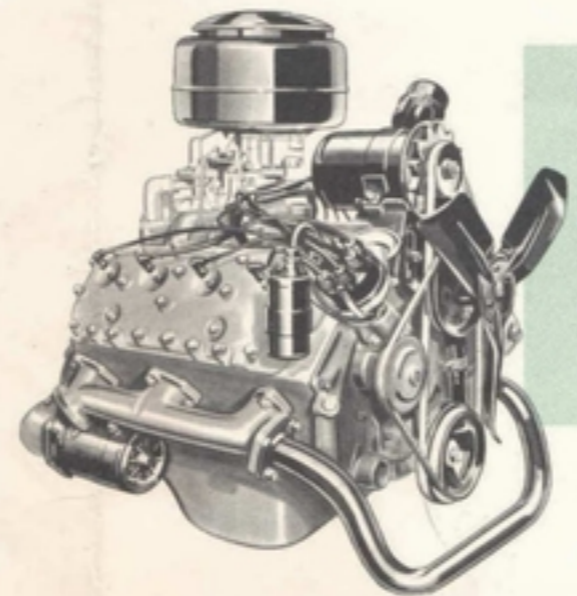
*Optional at extra cost.

ENGINEERED TO LEAD — ENGINEERED TO LAST

THE EXTRA STRENGTH of the K-bar frame and the balanced design of the '52 Ford contribute to longer car life—extra safety. Tailored-to-model springing for smoother, more level riding. Rear shock absorbers are diagonally-mounted to help maintain even keel on curves. New, extra-long, 53-inch rear springs for greater than ever driving comfort.



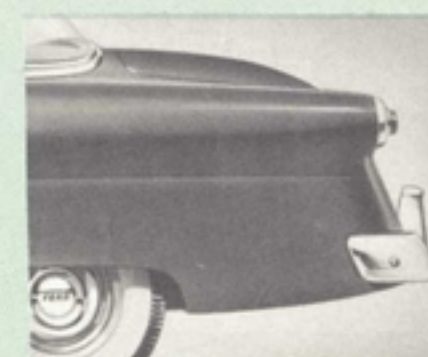
POWER-PIVOT PEDALS are suspended from above. The master brake cylinder is high up on the dash in the engine compartment where it's better protected and easier to service. Clutch and brake pedals are easier to operate . . . and floor holes are eliminated—no dust or water leakage—and road noise is reduced for added quietness.



THE STRATO-STAR 110-HP. FORD V-8 ENGINE—the most powerful Ford car engine ever built. With a new high compression ratio of 7.2 to 1, this powerhouse delivers high-power performance with traditional Ford economy. Self-regulating, Automatic Power Pilot combines ignition, carburetion and "Power Dome" combustion for maximum mileage from a minimum of fuel.



NEW CENTRE-FILL FUELING with filler neck and cap concealed by rear license plate makes "filling up" easier—prevents damage to finish.



JET TUBE REAR LIGHTS combined with Bodyguard rear bumper emphasize Ford's low, broad look of beauty.



NEW CURVA-LITE SAFETY-VUE one-piece windshield—17 percent larger—has no centre-bar to interfere with vision. Newly-designed corner posts are narrower and stronger for new wide-angle visibility.