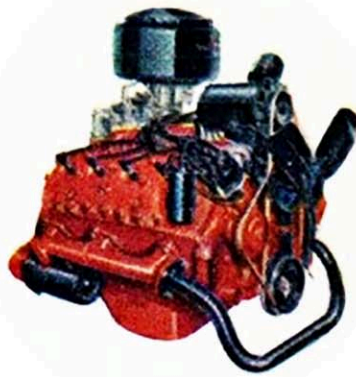


New Flight-Style Control Panel—one of the many quality features of the new Ford Coachcraft Bodies—blends into the doors in a sweeping curve. Controls are easier to reach and instruments are easier to read.



New Strato-Star 110-Hp. V-8 Engine more powerful than ever with advanced design backed by Ford's unequalled experience in building over 12,000,000 V-8 engines—more than all other makers combined. With the compression stepped-up to 7.2 to 1, you get new high-power, high-compression performance with traditional Ford economy.



New Full-Circle Visibility really lets you see where you're going and where you've been. You have the safety advantages of a huge one-piece Curva-Lite Safety-Vue Windshield, a car-wide rear window plus side windows that are really picture window big.



New Power-Pivot Pedals are suspended from above! They're easier to operate—give the driver more foot space—eliminate road noise and dust.

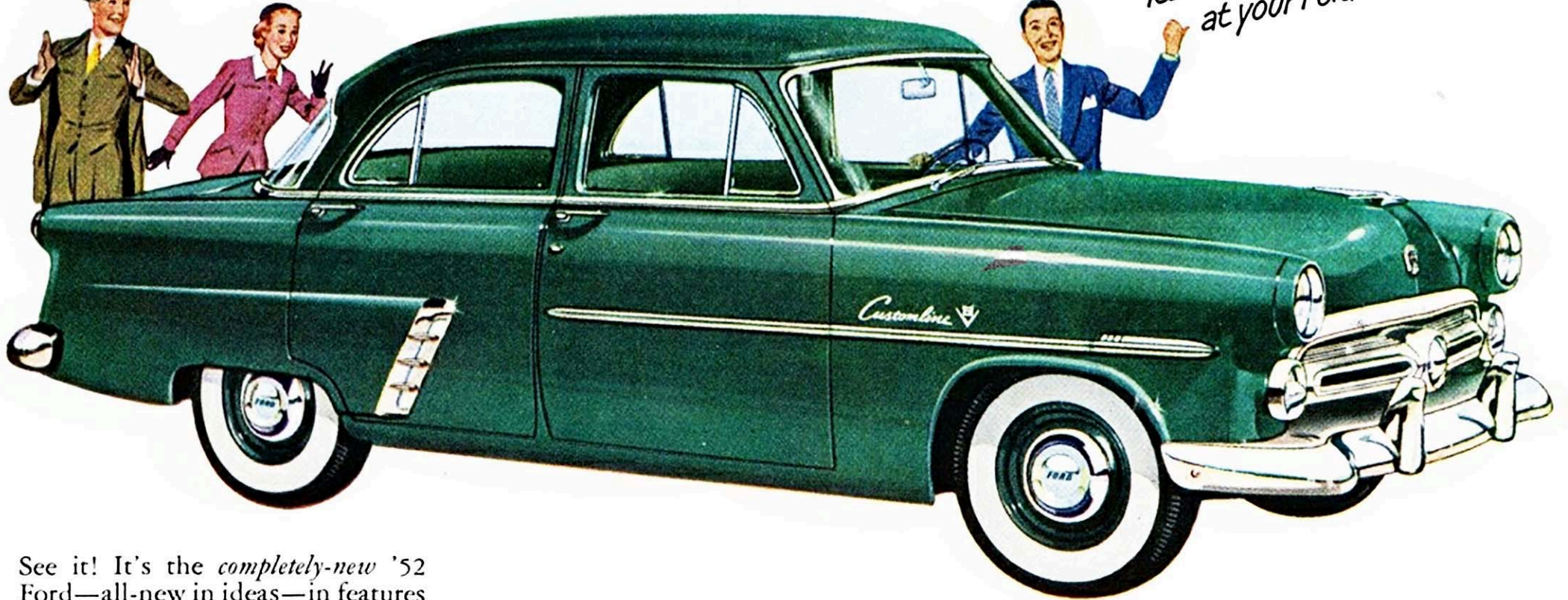
The Big NEW FORD

The most talked-about car of the year!

That rear window is as wide as the car.

Makes it easier to park.

"Test Drive" it today at your Ford Dealer's.



See it! It's the *completely-new '52 Ford*—all-new in ideas—in features—in value! Compare it! It's the Big '52 Ford—with new longer wheelbase and wider front tread—with new *Coachcraft Bodies* that are styled to stay beautiful, quality-built to stay young . . . with new *increased* power and performance. Test-Drive it with *your* choice of three transmissions—Fordomatic Drive*, the finest automatic drive of all—thrifty Ford Overdrive*—or with smooth "Synchro-Silent" Shift. You'll find you'll choose Ford first—you'll want it for keeps!

Ford's new Centre-Fill Fueling cuts down spillage.



New Centre-Fill Fueling makes "filling-up" convenient from either side of the pump. And with no long filler pipe in the way, the luggage compartment is a suitcase bigger. The rear license plate is hinged to conceal the gas cap.

*White sidewall tires, Fordomatic Drive and Overdrive, optional at extra cost.



SEE YOUR **FORD DEALER**