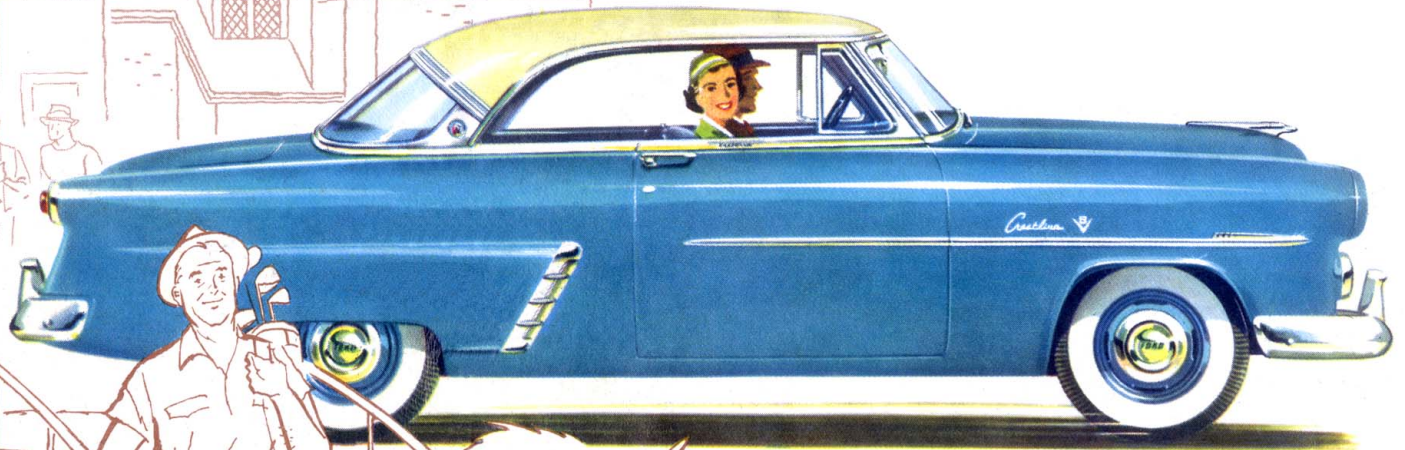


The Distinguished
NEW
FORD VICTORIA
for 1952



Beauty that belongs!

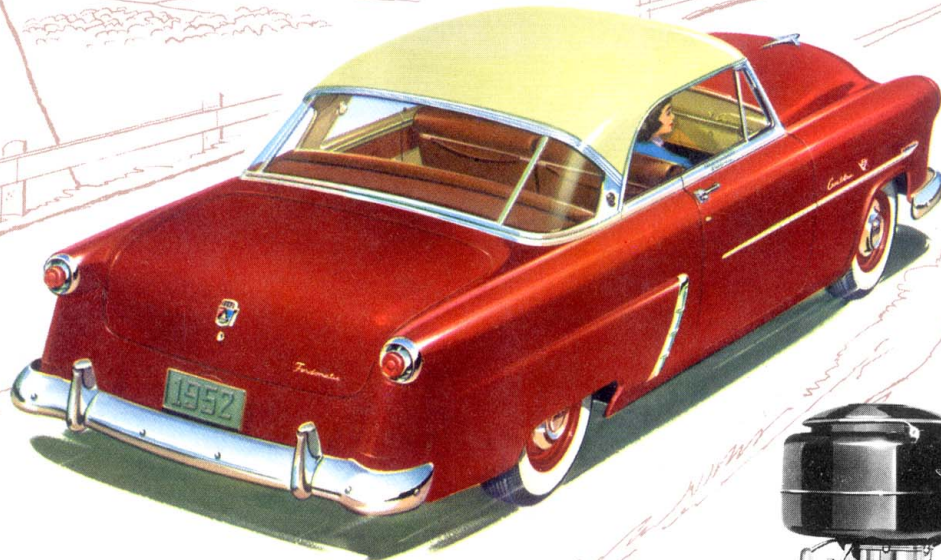
Smart as a Convertible...



THE VICTORIA
A Ford Crestline Model

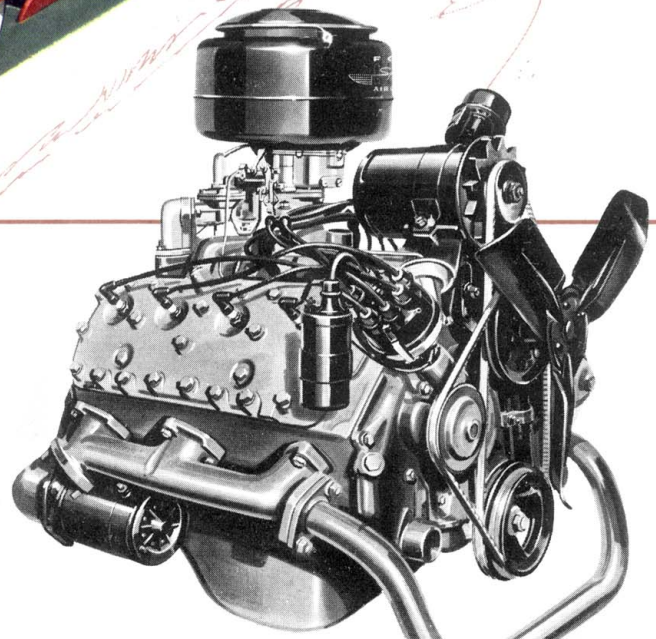
A true leader in Ford's '52 line is the beautiful new Victoria. Each detail of design, the symmetry of each line reflects the perfection of its styling. Its curved, one-piece windshield . . . the absence of a center pillar . . . its sweep-around rear window . . . make it a dream to look at. For town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

with POWER for the HILLS...

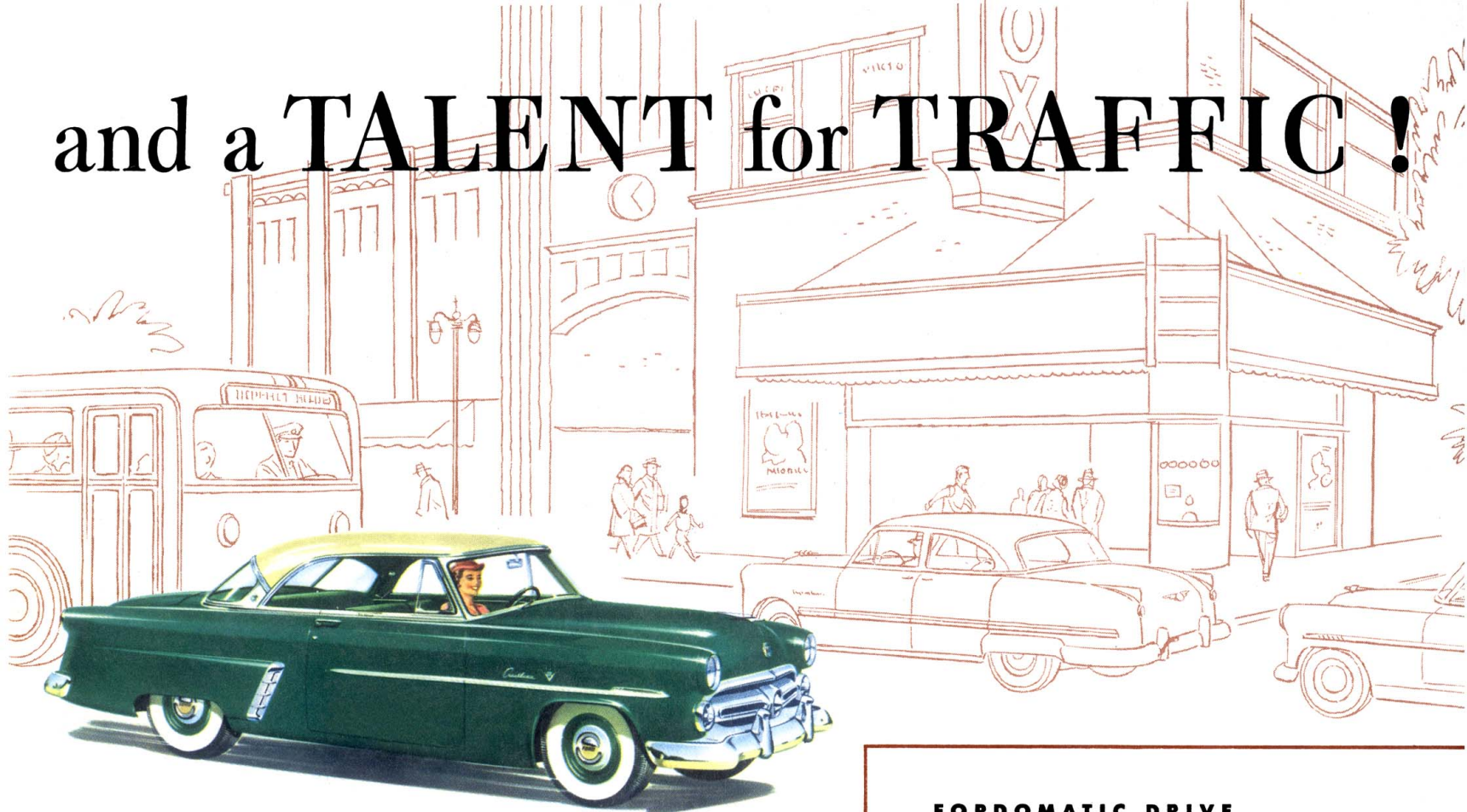


**110-H.P. HIGH-COMPRESSION STRATO-STAR V-8
PUTS YOU OUT FRONT FROM THE WORD "GO"!**

Here's the smoothest, the most powerful engine in the low-price field! It's the type of engine so many of America's car makers are turning to. And Ford has built more than 12,000,000 V-8 engines . . . more than all others combined.



and a TALENT for TRAFFIC !



New steering makes the Victoria more maneuverable in traffic, easier to park in tight places! New Power-Pivot Clutch and Brake Pedals, with pedals suspended from above, new Automatic Ride Control, new Full-Circle Visibility and Double-Sealed King Size Brakes all help make the new Ford Victoria a dream to drive!

FORDOMATIC DRIVE...

finest, most versatile automatic drive ever built . . .
with torque converter smoothness *plus* "get-going"
gears! Available at extra cost.

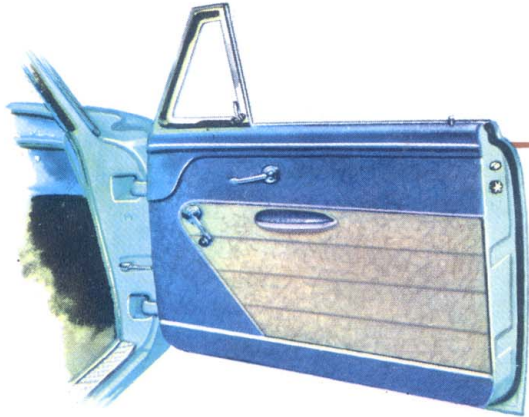
FORD OVERDRIVE...

saves you up to 15% on fuel!
Gives you smoother, quieter performance.
Available at extra cost.

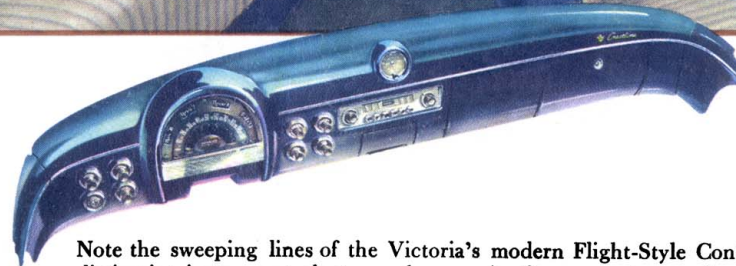
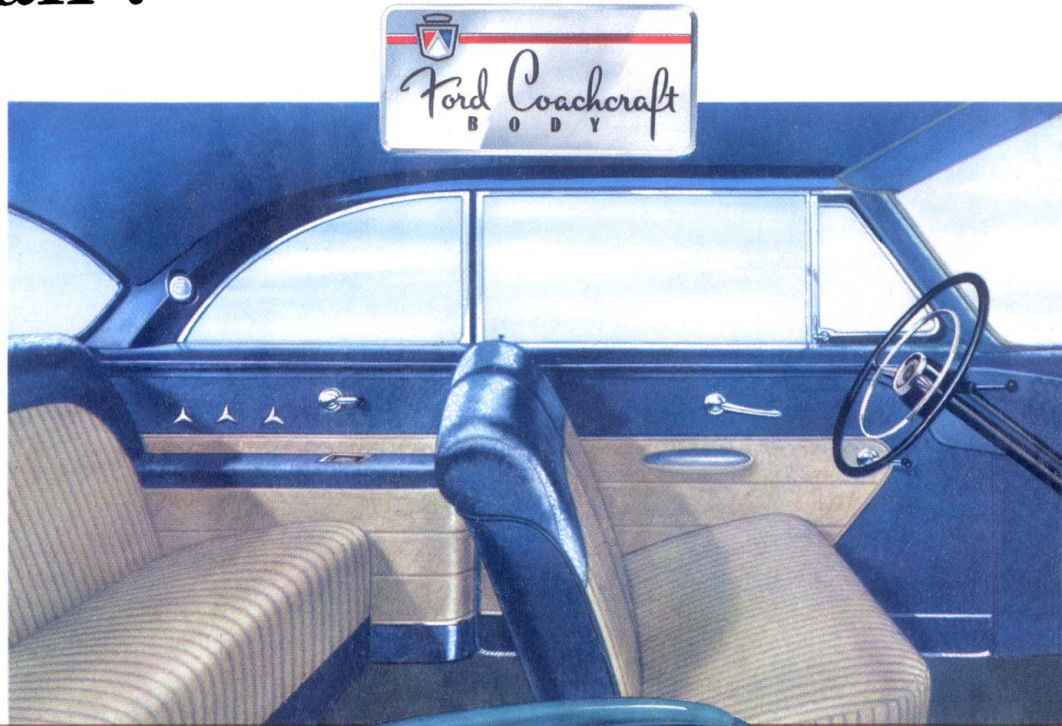
Snug as a Sedan !

*New Coachcraft Body
Styled to Stay Beautiful . . .
Quality-Built to Stay Young!*

From its smart new modern-to-the-minute interior appointments right back to its extra-large luggage compartment, every detail in the Ford Victoria's new Coachcraft Body shows its quality and the foresight and care that have gone into its design. You'll find that the Victoria's snug interiors are sealed against the weather . . . new hull-tight construction keeps out dust, water and draft.



This smartly upholstered door panel with its contrasting leather-grained vinyl trim is an example of the new harmonizing interior details featured throughout the new Victoria's Coachcraft Bodies.



Note the sweeping lines of the Victoria's modern Flight-Style Control Panel with its distinctive instrument cluster and conveniently grouped controls. It blends into the door with no interruption of the graceful curve. And it is "color-keyed" to harmonize with the over-all color scheme of the new Victoria. New nylon striped upholstery fabrics . . . new modern fittings and smart vinyl trim . . . full-length arm rests in rear passenger compartment . . . foam-rubber cushioned seats, both front and rear . . . give the new Victoria interior beauty and comfort that's hard to match in any car at *any* price.

VICTORIA COLOR AND UPHOLSTERY COMBINATIONS

Gray with Green Nylon Stripe Craftcord and Green Vinyl

Gray with Blue Nylon Stripe Craftcord and Blue Vinyl

Tan with Brown Nylon Stripe Craftcord and Mahogany Vinyl

Alpine Blue body and Sungate Ivory top

Carnival Red Metallic body and Sandpiper Tan top

Sungate Ivory body and Hawaiian Bronze top

Shannon Green Metallic body and Glen Mist Green top

Meadowbrook Green body and Sungate Ivory top

Raven Black body and Sungate Ivory top

Sungate Ivory body and Shannon Green Metallic top

Sungate Ivory body and Sheridan Blue top

Raven Black

Woodsmoke Gray

Alpine Blue

Shannon Green Metallic

Glen Mist Green

Carnival Red Metallic

NEW 1952 FORD VICTORIA

SPECIFICATIONS

STRATO-STAR V-8 ENGINE: 110-brake horsepower @ 3800 rpm; 32.5 taxable h.p.; 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; power-contoured combustion chambers; precision-molded, superior alloy crankshaft; Super-Fitted aluminum alloy pistons; precision-set free-turning valves; precision-molded, high-alloy cast steel exhaust valves; high grade steel intake valves; high-lift, precision-molded alloy camshaft with laminated composition timing gear; Equa-Flo cooling with full-length water jackets; positive-action thermostats; pressure-type radiator cap; full-pressure lubrication; by-pass type oil filter (at extra cost); directed-flow crankcase ventilation. Full-Flo fuel pump*; dual downdraft carburetor; manual choke; dry type air cleaner;** Waterproof Ignition.

SEMI-CENTRIFUGAL CLUTCH (with Conventional and Overdrive transmissions): dry, single-plate type; 9.5 in. outside diameter; new Power-Pivot pedal and linkage.

CONVENTIONAL DRIVE: selective gear type, 3 speeds forward, one reverse; all gears helical type.

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).

FORDOMATIC DRIVE (optional at extra cost): torque converter type with automatic planetary gear train; 5-position, Safety-Sequence Drive Selector on steering column.

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

VARIABLE-RATE REAR SPRING SUSPENSION: 7-leaf, semi-elliptic springs, longitudinally mounted; rubber bushings at shackles and brackets; impregnated inserts between tips of upper leaves; tension type shackles; tubular, double-acting, diagonally-mounted, Viscous Control Shock Absorbers.

REAR AXLE: semi-floating type; hypoid gears. Ratios: with Conventional Drive—3.90 to 1 standard, 4.10 to 1

* 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.

also available; with Overdrive—4.10 to 1 standard, 3.15, 3.31 or 3.90 to 1 also available; with Fordomatic—3.31 to 1 standard, 3.54 to 1 also available.

DOUBLE-SEAL HYDRAULIC BRAKES: new Power-Pivot pedal actuation of 4-wheel duo-servo type brakes; more effectively double-sealed rear brakes; 173.5 sq. in. lining area. Easier-action hand brake.

EASIER STEERING: symmetrical linkage with spring-loaded ball-stud in steering cross link; 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 Conventional or Overdrive transmission; 7.10 x 15 4-ply tires on 5" rims with Fordomatic.

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

INSTRUMENTS AND CONTROLS: Flight-Style Control Panel with illuminated bezels around starter-ignition switch and around control knobs for windshield wipers, main light switch, controls for ventilating air ducts, interior light switch, cigarette lighter and choke control. Indirectly illuminated instrument cluster; T-handle for parking brake on lower left edge of panel; head lamp beam control switch on toe board; new hood latch and safety catch operated from front by separate levers.

STANDARD EQUIPMENT: ash tray and locking type parcel compartment; dual windshield wipers; twin horns with weatherproof mounting; rear view mirror on windshield upper molding; integral foot rest in rear compartment; two sun visors; full-circle horn ring; two interior lights at rear of quarter windows and one under instrument panel all operated by automatic door switches in addition to manual control; cigarette lighter; stem-wound clock; two robe cords; arm rests on front doors and built-in type arm rests in rear with ash trays incorporated; carpets, front and rear, in shades harmonizing with interior trim; 17 gallon fuel tank; Center-Fill Fueling.

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 folder 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.

FORD Division of FORD MOTOR COMPANY