

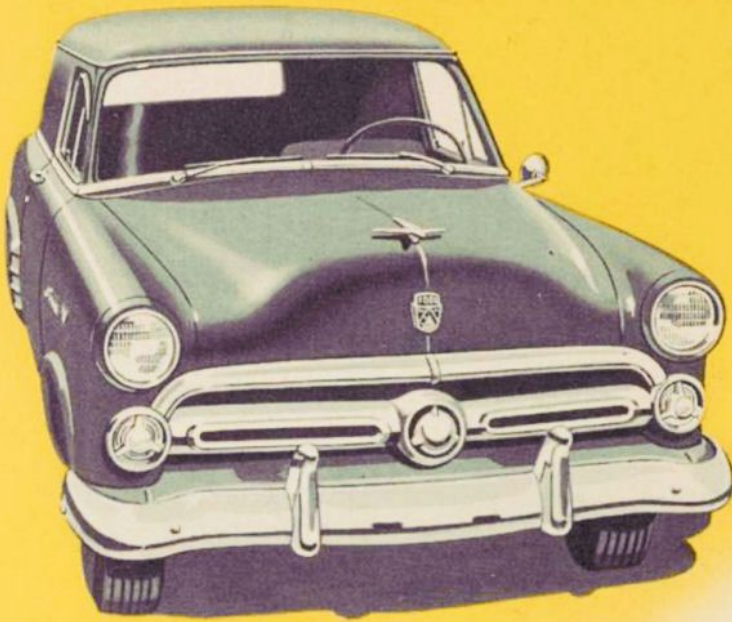


● THE SMART NEW '52 FORD *Courier* CUSTOM DELIVERY
AMERICA'S NEWEST AND MOST DISTINCTIVE PANEL

Smart

AS A TUDOR SEDAN...

Here's the panel delivery for the businessman who knows the value of appearance. It's the '52 Ford *Courier* Custom Delivery—designed and built with all the style, performance, ease of handling and economy of a passenger car. It's a traveling merchandising display for you, for it tells your customers better than any words can, that yours is the *quality* service.



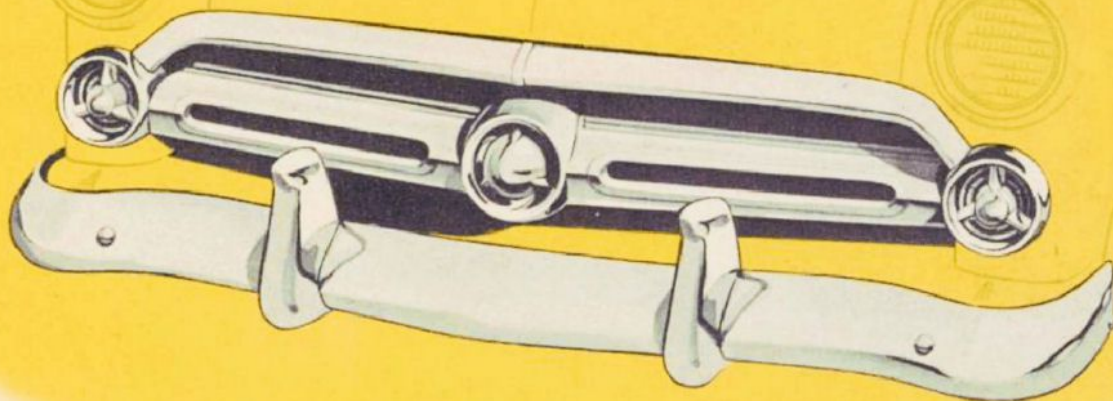
Styled

FOR CUSTOM SERVICE

And for all its passenger car smartness, your *Courier* is tops in *utility*, with maximum load space, parcel protection, loading and unloading ease. It packs plenty of power too, reliable, responsive power that builds your reputation for fast, dependable service. And nowhere else in the automotive industry is there a custom delivery that combines such smartness with such downright, low-cost usefulness! No wonder it's called "America's newest and most distinctive panel!"



Built TO BUILD BUSINESS...



You won't send the "delivery truck." You'll send your *Courier*. Yes, your *Courier* Custom commercial unit has all the dignity, distinction and ultra-smart style lines of the new Ford passenger car. And your name on its side, builds prestige for your business wherever your driver delivers. Buy it with the thought in mind that it can pay for itself in additional business . . . for it can.



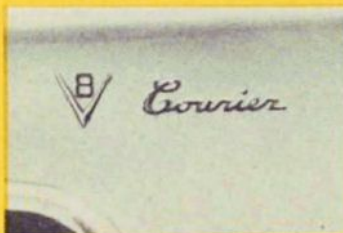
It's a beauty—coming or going! With jet-styled tail lamps, picture window rear visibility.



It will mean *prestige* when your customers see it . . . *morale* when your drivers enjoy the smart good looks, the "see-ability" of Ford's new Flight-Style Control Panel, and Curva-Lite Safety-Vue Windshield.



New, easier steering for greater driving ease gives you profit-building, fast, dependable performance.



Passenger car beauty with custom-styled lettering marks your *Courier* as the *distinctive* sedan delivery.

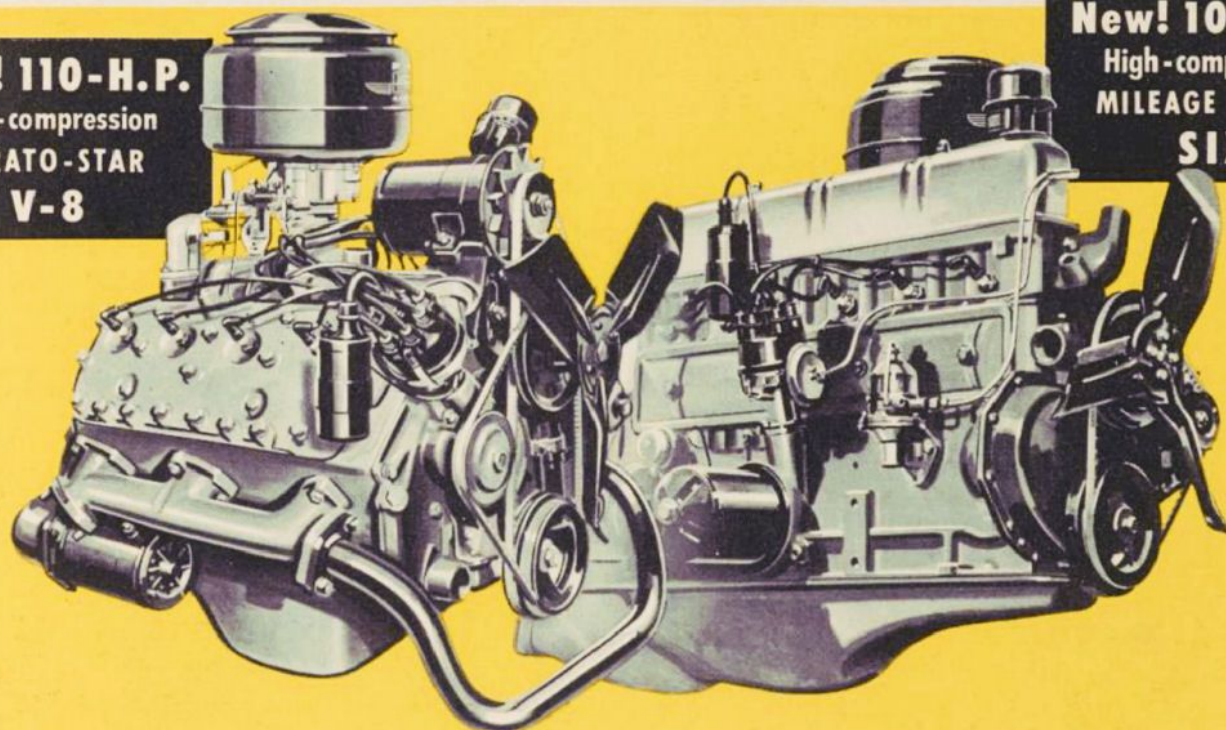


Combines the outstanding beauty of the '52 Ford Car with the utility of a deluxe panel delivery.

Powered TO BUILD PROFITS...

ONLY FORD GIVES YOU A CHOICE of V-8 or SIX

Now! 110-H.P.
High-compression
STRATO-STAR
V-8



New! 101-H.P.
High-compression
MILEAGE MAKER
SIX

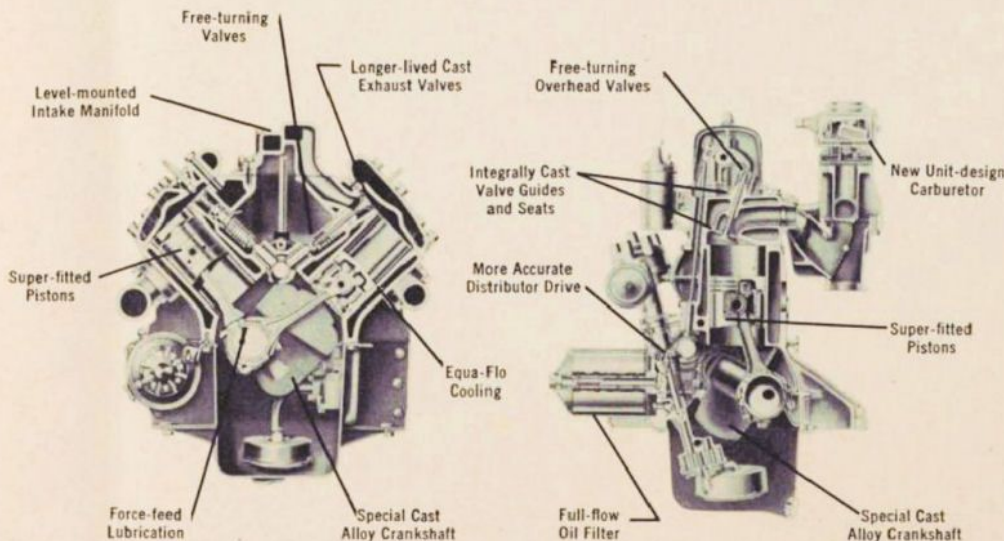
There's never been anything on the road like this new Ford power choice!—the newest and greatest power ever offered in the low-price field. Ford's world-famous Strato-Star V-8 now has 110 horsepower—the most powerful engine in its field.

Ford's brand new 101-h.p. Mileage Maker Six is the only completely new, High-compression Six in the field. Both offer the profit-saving economy of Ford's improved Power Pilot carburetion-ignition system, which gives you most power from least gas.



PLUS FORDOMATIC

(Available at extra cost)

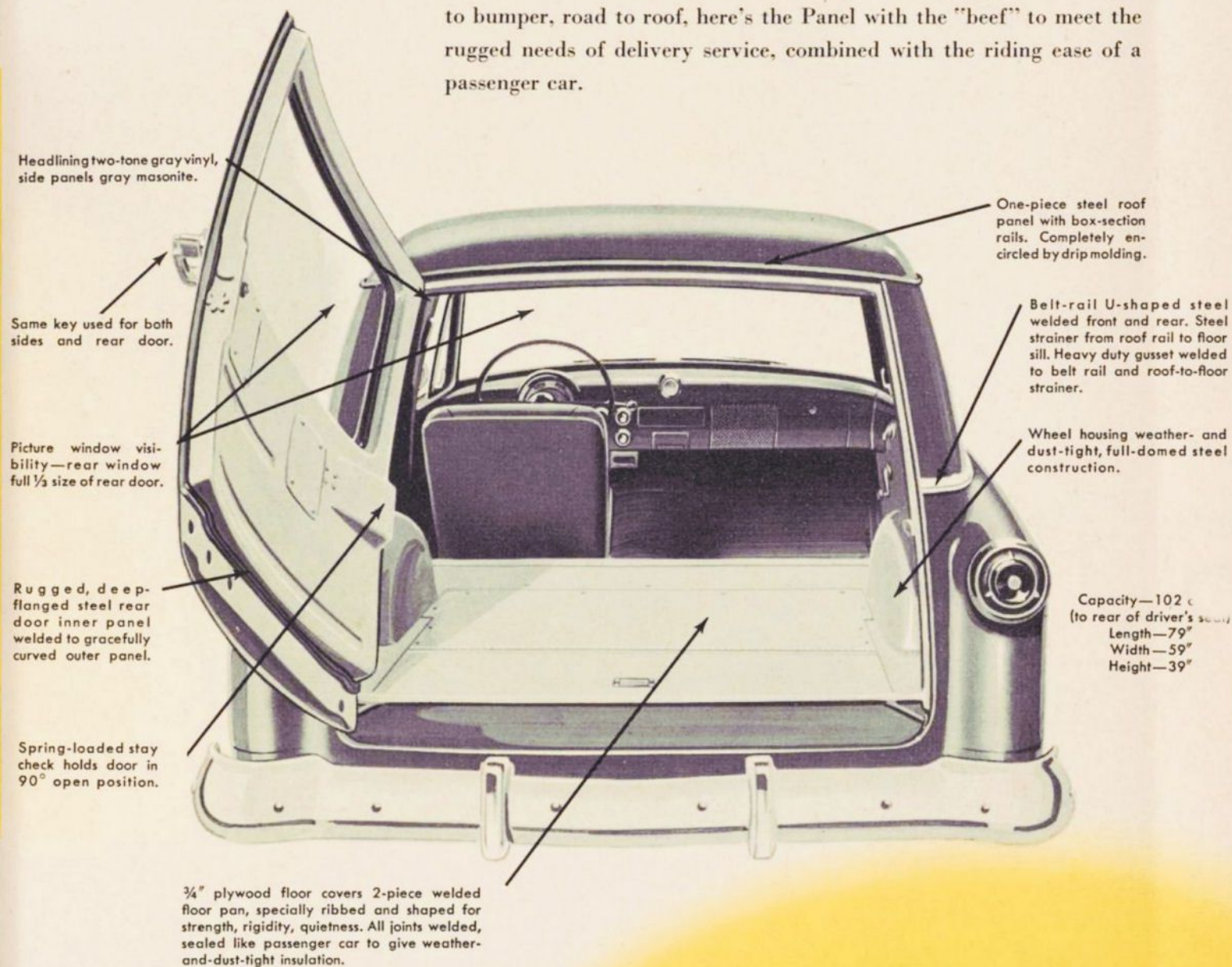


The smoothest automatic drive of them all. It pays off in effortless driving ease for long hours with less fatigue. And with all the stop-and-go of delivery operations, it cuts maintenance repairs to a minimum.

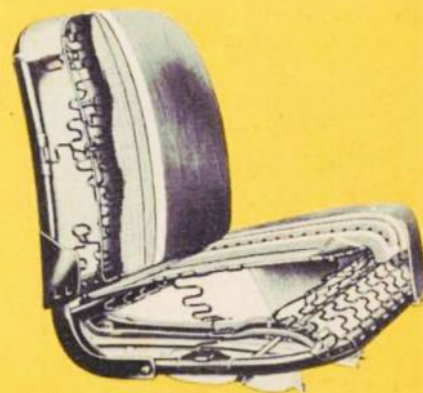
3-TRANSMISSION CHOICE with Conventional Drive, and (at extra cost) Overdrive or Fordomatic Drive, the Courier gives you the widest choice of power combinations in its class!

AND IT'S *Built* FOR KEEPS!

The '52 Ford *Courier* is built to take it—standing up! From bumper to bumper, road to roof, here's the Panel with the "beef" to meet the rugged needs of delivery service, combined with the riding ease of a passenger car.



With its 44" wide-opening rear door . . . long, flat loading deck, high, wide, unobstructed parcel area, it gives you the roomy space that lets you pack in your loads faster and easier. Automatic Ride Control for smoother, more level ride. Insulated smooth surface interior gives "Cushioned Load Protection" that takes heavy loads in stride, yet makes "Fragile . . . Handle with care" an unnecessary warning. It's built for brawn and beauty . . . and it's built for *keeps*!



"Cushioned Comfort" for the driver, too. Driver's seat is built for long lasting comfort, with a foam rubber cushion over new non-sag springs. Adjustable to individual driver's comfort. Auxiliary seat optional at extra cost.

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; 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 down-draft 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. V-8 engine available with all transmissions offered.

MILEAGE MAKER SIX ENGINE: 101-brake horsepower @ 3500 rpm; 30.4 taxable h.p.; valve-in-head, 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 down-draft 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. SIX engine available with all transmissions offered.

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

**Oil bath type air cleaner, optional at extra cost, is factory installed on all Couriers 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 throw out bearing.

CONVENTIONAL DRIVE: selective gear type transmission, 3 speeds forward, one reverse; all gears helical type; forged-bronze 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 members at all times. 5-position, Safety-Sequence Drive Selector on steering column.

NEW DOUBLE-DROP FRAME: frame is wider at front, has box-section side rails, five permanently-attached cross-members and new K-member.

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 9-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.

REAR AXLES: semi-floating type; hypoid gears; forged axle shafts with integral flanges; composite type housing. Ratios, V-8 or SIX engine and Conventional drive: 4.09 to 1 std., 4.27 to 1 optional; Ratio, V-8 or SIX engine and Overdrive: 4.27 to 1 std.; Ratio, V-8 or SIX engine and Fordomatic drive: 3.54 to 1 standard.

DOUBLE-SEAL HYDRAULIC BRAKES: new Power-Pivot pedal actuation of 4-wheel duo-servo type; new, more effectively double-sealed rear brakes; 11" diameter composite steel and cast iron drums; molded linings. 159.1 sq. in. lining area. New hand lever for actuation of rear brakes.

IMPROVED STEERING SYSTEM: new symmetrical linkage with spring-loaded ball-stud and steering cross link; new 90°-mounted worm and roller type gear with triple-tooth roller on needle-bearing; 18.2 to 1 gear ratio; 26.0 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 for 4000 lbs. G.V.W.; 7.10 x 15 4-ply tires on 5" rims optional at extra cost for 4200 lbs. G.V.W.; 7.10 x 15 6-ply optional at extra cost for 4500 lbs. G.V.W.

EXTERIOR DIMENSIONS: 115" wheelbase; 58" front and 56" rear tread; over-all width, 73.2"; over-all length, 197.8".

INTERIOR DIMENSIONS: Leg room, front, 42.6"; head room, front, 37.1"; dash to front seat back, 44.7"; windshield to back window, 125.7".

EXTERIOR COLORS AND UPHOLSTERY: Raven Black, Sandpiper Tan, Sheridan Blue, Meadowbrook Green, Glen Mist Green, Woodsmoke Gray, Alpine Blue, Shannon Green Metallic, Hawaiian Bronze, Carnival Red Metallic, (Special Order—Coral Flame Red). Seat cushion and seat back are covered with brown wolf grain vinyl. Door panels are two-tone gray cardboard. Side panels of load area are gray masonite.

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 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.

STANDARD EQUIPMENT: new Flight-Style Control Panel with ash tray and locking type parcel compartment; new dual windshield wipers; twin horns with weatherproof mounting; left-hand outside rear view mirror; new two-spoke, black steering wheel; interior light operated by manual switch on instrument panel; non-sag front driver's seat with thick foam rubber pad on cushion.

New front and rear Bodyguard bumpers with guards; new bright metal belt molding; nameplate designating model on front fenders; V-8 insignia on front fenders and on instrument panels of Couriers so equipped; Fordomatic or Overdrive nameplate on back door of Couriers so equipped; rain shields at front vent windows; modernistic dual tail lamps; Curva-Lite Safety-Vue one-piece windshield.

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 front floor mat; black rubber exterior reveal molding at windshield.

Fordomatic Drive, Overdrive, heater, radio, white sidewall tires (if available) optional at extra cost. These specifications 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, trim, equipment or prices without notice and without incurring obligation.

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