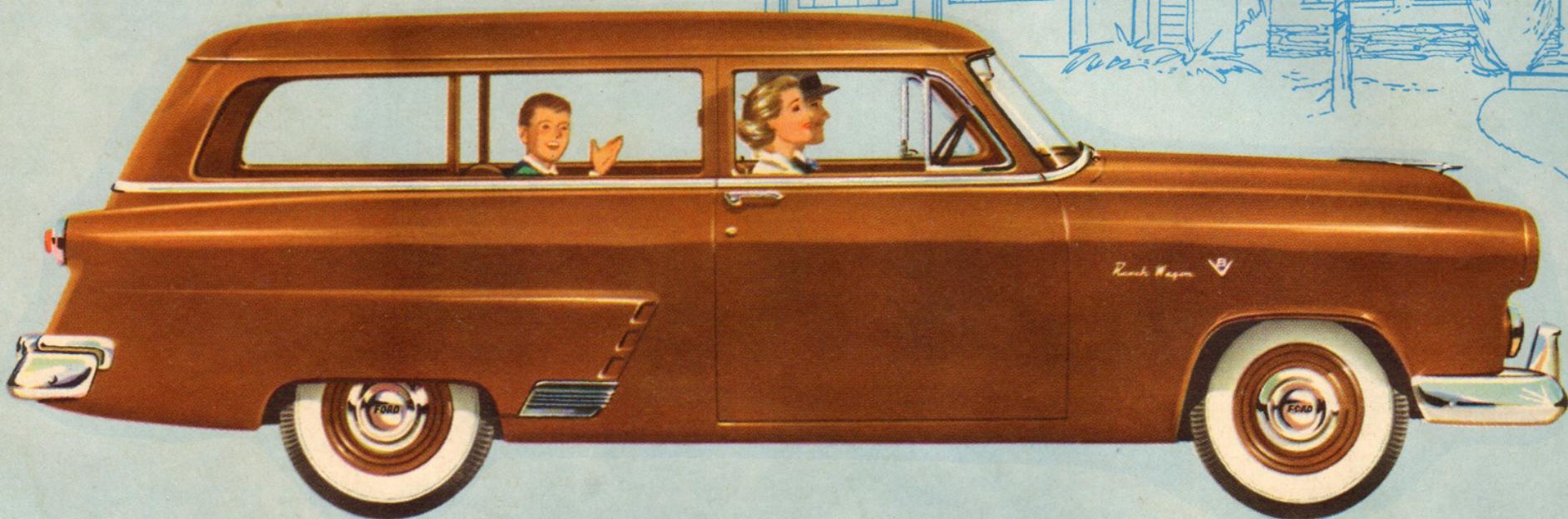


distinctive...practical...modern



a car for work...a car for play

**new '52 FORD
RANCH WAGON**

F

for the money...



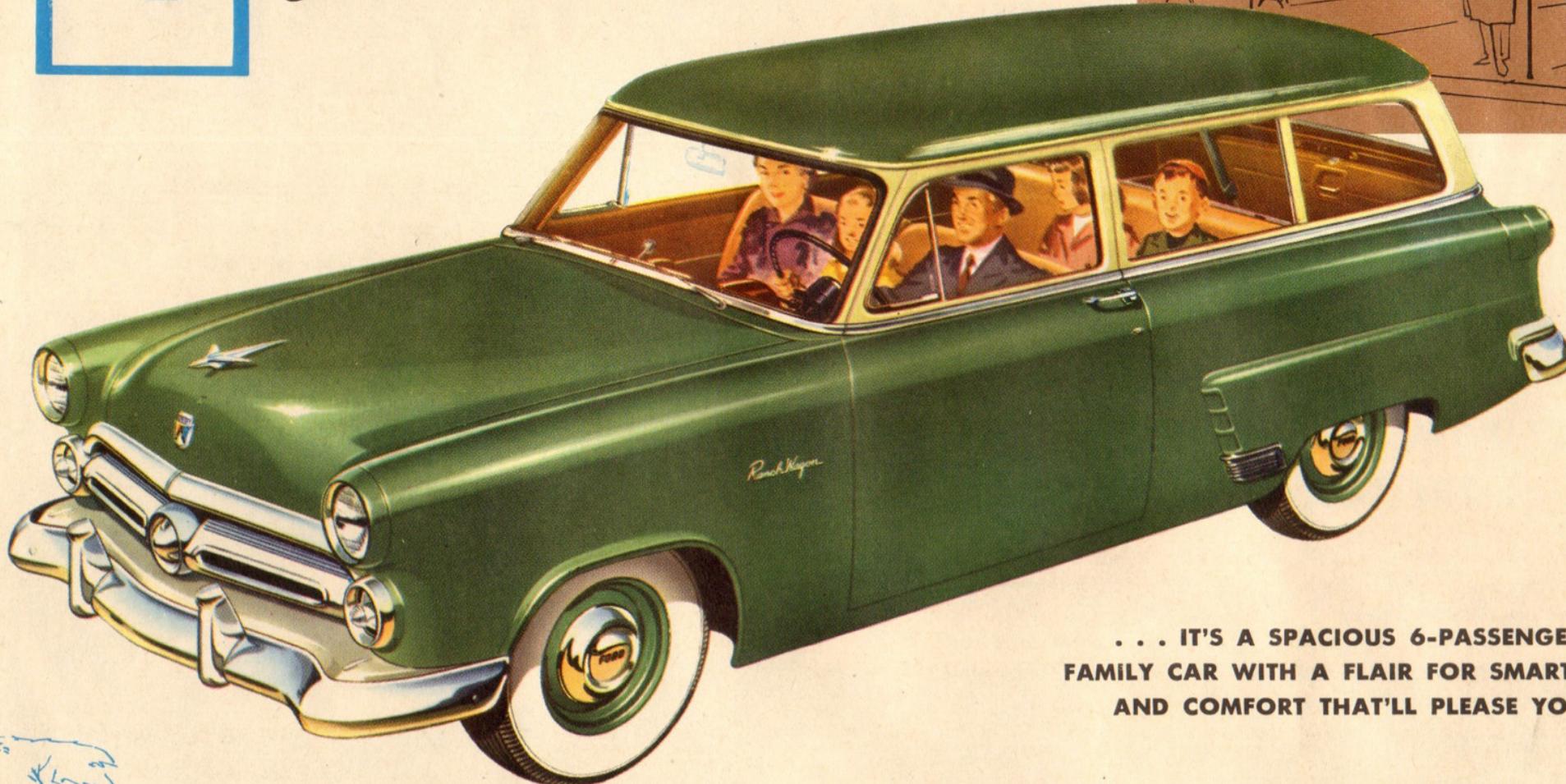
THE RANCH WAGON
A Ford *Mainline* model

**IT'S A REAL GO-GETTING BUSINESS CAR
OR A "WORKHORSE" AROUND HOME!**

One minute it's an "extra hand" around the orchard or a door-to-door delivery . . . in a matter of seconds it's ready to tote six big people in all the style and comfort to which they are accustomed. But whether you plan to use the all-metal Ranch Wagon for business or pleasure, this brand-new Ford model stands ready to *double* its value every day.

2

for the show...

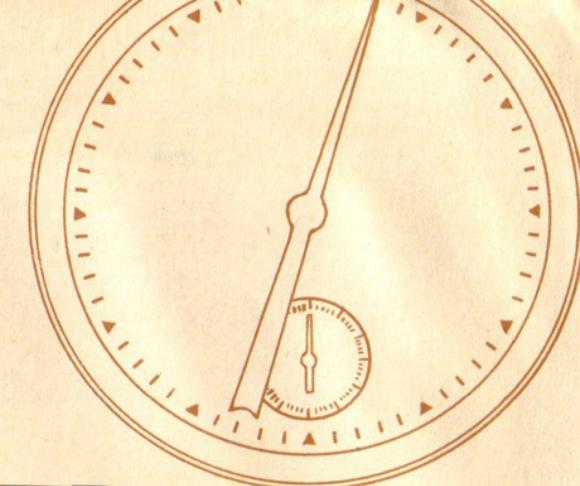
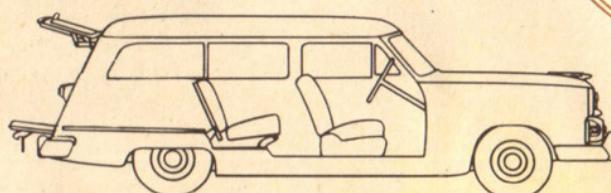
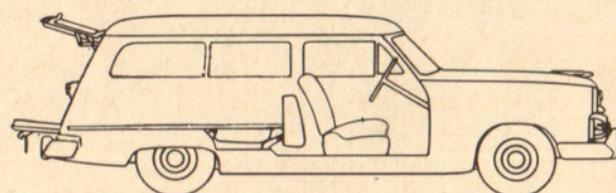


... IT'S A SPACIOUS 6-PASSENGER
FAMILY CAR WITH A FLAIR FOR SMARTNESS
AND COMFORT THAT'LL PLEASE YOU

Step out in Ranch Wagon style! The folks will love this roomy new kind of car because it has all the ability, comfort and "family" features of the other '52 Fords *plus* the many *extra* practical advantages of a dual-purpose car. New Coachcraft Body with hull-tight construction and new foam-rubber cushioned seats *plus* new "Stowaway" back seat that folds into the floor leaving space in the rear for loads of freight, combine to make the new Ford Ranch Wagon a great all-around car.

3

to get ready . . .



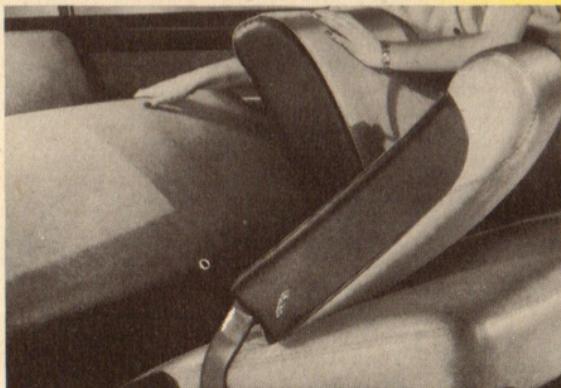
IN JUST 3 SECONDS THE NEW FORD RANCH WAGON CONVERTS TO THE CAR OF YOUR CHOICE FOR BUSINESS OR PLEASURE!

It's as easy as counting to *three* to convert the Ranch Wagon from a 6-passenger car to a roomy, flat-floored carrier of bulky loads (see illustrations below). And, for pleasure, both front and rear seats in the new Ford Ranch Wagon give you and your

passengers the same easy-chair comfort that you'll find in all Ford Cars for '52. There are thick foam-rubber pads in the smart, vinyl-covered seat cushions and the front seat has Automatic Posture Control for the driver's added comfort.

Easiest and quickest by far

HERE'S WHY!



1



seat back folds down . . .

Seat cushion swings up . . .

2

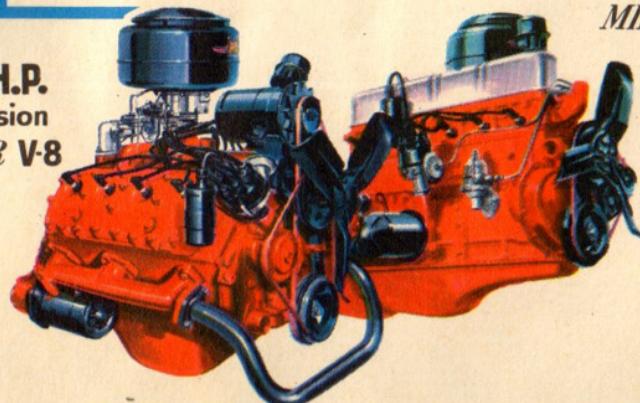


3

you're ready to load!

to go!

NOW! 110-H.P.
High-Compression
STRATO-STAR V-8



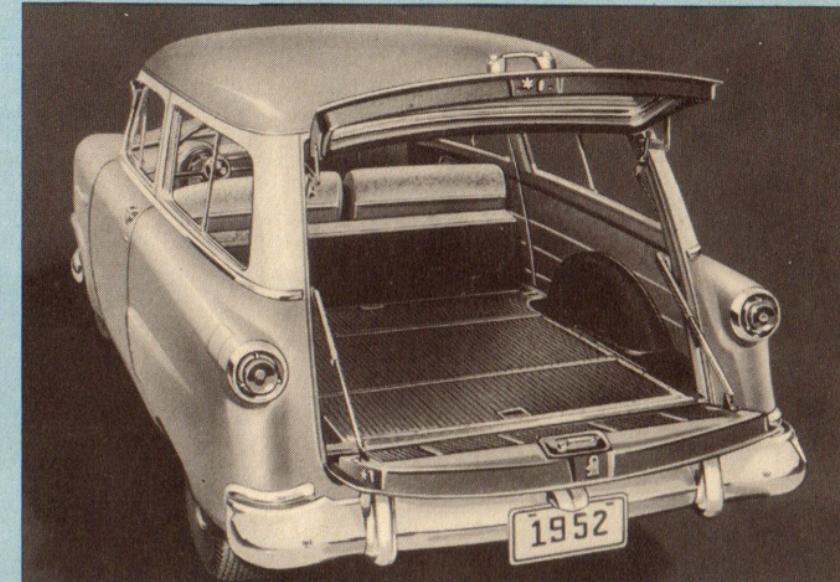
NEW! 101-H.P.
High-Compression
MILEAGE MAKER SIX

MOST POWER . . . BEST ECONOMY IN THE LOW-PRICE FIELD

Whether you choose the brilliant Strato-Star V-8, the most powerful engine in the low-price field, or the completely new, ultra-modern Mileage Maker Six, newest, finest Six in the industry . . . either is designed to outperform them all! And remember, it makes no difference which power you select, you get the benefit of Ford's Automatic Power Pilot economy!

FORDOMATIC DRIVE . . . *finest, most versatile automatic drive ever built!* Yes, with either engine the Ford Ranch Wagon is available with performance-proved Fordomatic Drive! This optional feature, at extra cost, gives you torque converter smoothness, with the "get-up-and-go" of automatic gears.

FORD OVERDRIVE . . . *saves you up to 15% on fuel!* It's smoother, quieter, too, because your engine loafed along at 35 mph while the car is doing 50!



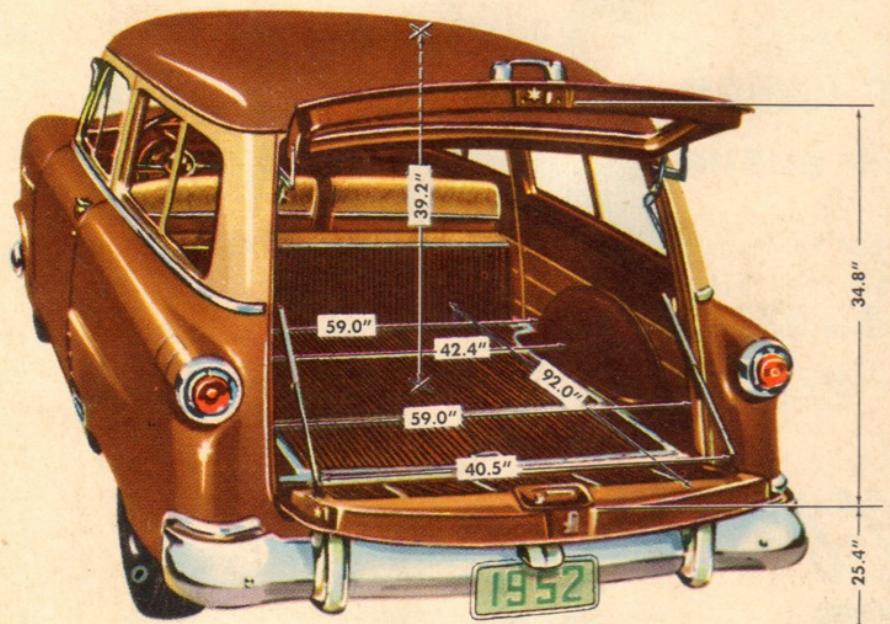
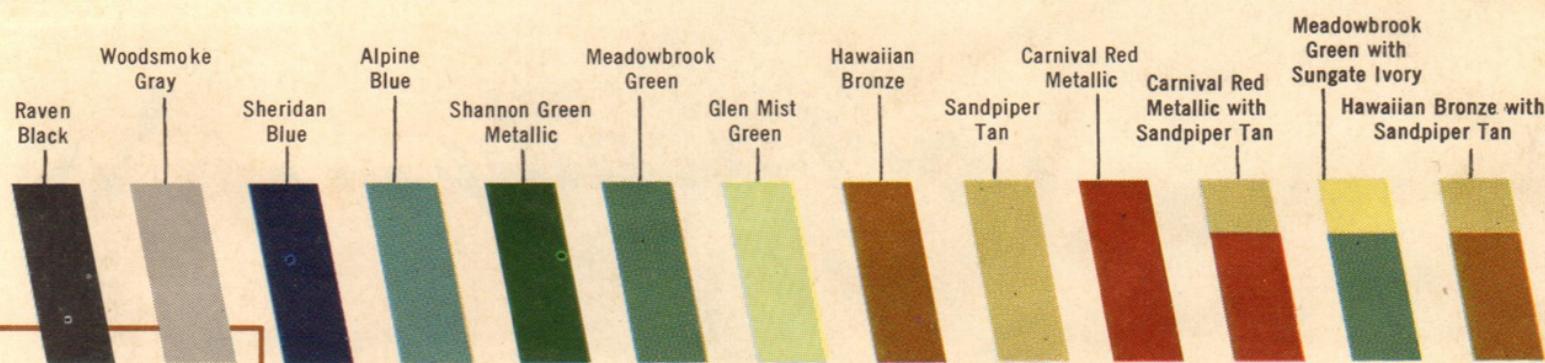
REAR COMPARTMENT OPENS WITH PUSH-BUTTON EASE!

Loaded with packages? Just press the liftgate push-button release and *up* it goes on counterbalancing hinges—lower the tailgate just as easily and quickly—all with one hand. And your cargo fits into the spacious rear compartment—slides smoothly on the level floor.



SPARE IS OUT OF SIGHT . . . YET EASILY REACHED!

Spare tire can be reached easily by raising the rear section of floorboard which is conveniently hinged. Tire-changing tools are always handy (see illustration above) and are firmly attached to wheel by a metal clamp.



LOADS OF ROOM . . . BEAUTY, TOO!

The new Ranch Wagon has nearly eight feet of roomy load space. And it's easy to load! Liftgate latches automatically in up position and locks securely with thumbscrews. An automatic lock in tailgate right support arm locks tailgate firmly in open position. The Ranch Wagon's ribbed linoleum floor covering gives an attractive, smartly-finished appearance in combination with the new two-tone vinyl upholstery.

NEW '52 FORD RANCH WAGON SPECIFICATIONS

STRATO-STAR V-8 ENGINE:* 110-brake horsepower @ 3800 rpm; 32.5 taxable h.p.; L-head, 90°-vee type; 7.2 to 1 compression ratio; 3.19 in. bore x 3.75 in. stroke; 239.4 cu. in. displacement.

MILEAGE MAKER SIX ENGINE:* 101-brake horsepower @ 3500 rpm; 30.4 taxable h.p.; overhead valve, in-line type; 7.0 to 1 compression ratio; 3.56 in. bore x 3.6 in. stroke; 215.3 cu. in. displacement.

SEMI-CENTRIFUGAL CLUTCH (with Conventional and Overdrive transmission): 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.

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.

INDEPENDENT FRONT WHEEL SUSPENSION: swinging link type with tailored-to-model Hydra-Coil springs.

VARIABLE-RATE REAR SPRING SUSPENSION: 9-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—4.09 to 1 standard, 4.27 to 1 also available; with Overdrive—4.27 to 1 standard; with Fordomatic, 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; 159.1 sq. in. lining area. Easier-action hand brake.

* 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.

EASIER STEERING: new symmetrical linkage with sprung-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: 7.10 x 15 4-ply tires on 5" rims standard; 6-ply at extra cost.

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 and choke control. Indirectly lighted instrument cluster with illumination intensity control. 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.

STANDARD EQUIPMENT: ash tray and locking type parcel compartment in instrument panel; dual windshield wipers; twin horns with weatherproof mounting; rear view mirror on windshield upper molding; integral foot rest in rear passenger compartment; interior light on left center pillar; sun visor at driver's side; Automatic Posture Control front seat mechanism; non-sag front and rear seat construction with foam-rubber pads in cushions; "Stowaway" type rear seat. Ribbed black rubber mats in front and rear passenger spaces; ribbed heavy tan linoleum in load space, on bottom of rear seat cushion, back of rear seat back and interior of tailgate. Counterbalanced-type liftgate hinges; two support arms on tailgate with manual release; rotary type liftgate and tailgate latches; spare tire and tool storage in compartment below floor at rear; 19-gallon fuel tank with filler cap at left rear of body.

Fordomatic Drive, Overdrive, heater, radio, 2-tone body colors 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