

'52 FORD TO ASTOUND ALL DOUGLAS COUNTY CITIZENS

The News-Review

LOCKWOOD MOTORS, INC.
EXTRA

Established 1873

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★ ★ 26-52

Wide Selection Available In '52 Ford Line

Gordon Smith of Lockwood Motors, Inc. has announced that the '52 Ford offers a choice of more than 80 color, trim and upholstery combinations.

"There are 12 single colors, 10 two-tone color combinations, 16 harmonizing upholstery combinations and six interior metal color schemes," Smith said.

"Two-tone Smith will be available as extra-cost options on four body styles and standard on the Country Sedan and Victoria. The Victoria also is available in six single body colors."

"I would like to personally invite every Douglas county resident to drop in at Lockwood Motors, Inc., Friday and see the colorful new Ford line," Smith said.

Colors of interior garnish mouldings, instrument panels, door trim panels and seat sidishelds vary to harmonize with upholstery fabrics and exterior colors. Ford offers two-tone leather-type vinyl interiors as standard on three station wagons and an extra-cost option on three Mainline and three Customline body styles.

To point up the fashionable quality of Ford upholstery materials, large department stores throughout the country will feature women's "Motor Mate" coats colored to match 1952 Ford Victoria exterior body finishes and lined to match upholstery designs.

Three two-tone body color combinations will be available on the Mainline Ranch Wagon, three combinations on each of the Customline Tudor, Fordor and club coupe, three on the Customline Country Sedan, and six two-tone combinations will be available on the Victoria in the Crestline series.

Solid body colors for 1952 are Raven black, Sheridan blue, Alpine blue, Woodsmoke, gray, Shannon green metallic, Meadowbrook green, Green Mist green, Carnival red metallic, Hawaiian bronze, Sandpiper tan, Sungate ivory and Coral Flame red. In addition, a choice of tan, black or green top is available on the Sunliner convertible.

Sungate ivory and Coral Flame red are special colors in 1952. Coral Flame red is an exclusive Sunliner color. As a solid color, Sungate ivory is reserved for the Sunliner, and as a combination, it is available on the Ranch Wagon and Victoria.

Two-tone body colors are Carnival red and Sandpiper tan, Alpine blue and Sungate ivory, Shannon green and Hawaiian bronze, Shannon green and Green Mist green, Meadowbrook green and Sungate ivory, Raven black and Sungate ivory, Alpine blue and Sheridan blue, Hawaiian bronze and Sandpiper tan, Hawaiian bronze and Sandpiper tan, and Hawaiian bronze.

More Powerful V-8 Engine In '52 Fords

Don Bell, service manager for Ford for 1952 offers a more powerful Ford V-8 engine. They've come out with an entirely new six-cylinder engine and the widest choice of power train combinations for passenger cars in the high volume field.

"Ford's Strato-Star V-8 has been redesigned to step up the horsepower to 110 and to increase its torque to 196 pounds feet," said Bell.

"The new six-cylinder engine for 1952 is called the Mileage Maker Six. The Mileage Maker Six, rated at 101 horsepower and 176 pounds feet torque is a high compression, low-friction overhead valve engine developed during four years of research. It was designed for adaptability to higher compression ratios to take advantage of gasolines with higher antiknock ratings when the fuels become available. However, both passenger car engines are designed to operate on regular gasoline. See the new V-8 and the Mileage Maker Six Friday at Lockwood Motors, Inc.," said Bell.

The 1952 Ford passenger car line offers the largest windshield and window glass area in the high-volume field.



SALES FORCE SOLD— Ford salesmen at Lockwood Motors will find it easy to sell the new 1952 Ford Customline Tudor sedan, pictured in the above photo. After thoroughly inspecting the new Ford, they unanimously agreed 1952 is going to be Ford's best year. From left to right, Lockwood salesmen include Gordon Smith, Frank Voyt, Frank Diver, Ed Person, Frank Murphy, Harold Raikes and Art Perreault. (Picture by Photo Lab)

Coachcraft Designed Body Is Introduced

Ford Coachcraft bodies are introduced to the public for the first time on the 1952 passenger cars. They feature completely new all-steel structure and all-new styling, with curved one-piece windshield and rear windows.

"Ford engineers designed the new bodies to obtain the maximum of rigidity and strength," says Al Sanders, body foreman for Lockwood Motors, Inc. "The welded steel joints and new moldings around windows and windshields help seal out weather, dust and corrosion."

Coachcraft bodies are available on all 18 Mainline, Customline and Crestline models, including three completely new station wagon and utility types—the two-door Ranch Wagon, the four-door Country Sedan and the four-door Country Squire.

Ford's styling identity can be observed in the lines of the hood and front end of the new cars, centering around a new triple-spinner, air-scoop grille arrangement. Body lines sweep backward from extended headlights along the hood and high fender line to the jet-tube taillight sections.

The 1952 body engineering story centers around the new steel structure. Exterior sheet metal joints on the new bodies are welded into one-piece construction. They are soldered and metal finished to provide a seamless appearance and to protect against weather, dust and corrosion.

Ford Coachcraft bodies also introduce center fueling to make the gasoline filler pipe equally accessible from either side of the car. The filler pipe was moved from the luggage compartment to a position in the rear center of the car behind the license plate.

Counter-balance mechanisms on the hinges help raise the hood and luggage compartment lid and to keep them open for loading. The deck lid hinges are side-mounted to provide more luggage space and to minimize interference with luggage.

Door openings, footings and upper joints are rounded to increase body strength and for the best possible sealing of the rubber moldings around the doors.

New door hinges permit two-way adjustment to fit door openings accurately. Locks for doors and the rear deck lid have been re-fined and safety locks for all rear doors are standard equipment.

Rubber moldings around the windshield, rear and quarter ventilation windows and around the rear windows were designed for weather-tight sealing. Window regulators are a new balanced cross-arm type.

Floor pans are welded to sills and rear wheelhouses to seal the structure, and several heavy gauge channel sections are welded

across the floor pans to provide box-section rigidity.

Primary body bolts are insulated between the body and frame. The package tray is welded to the rear window reinforcement, with welded braces running to the floor and wheelhouses.

Another structural feature is the welding of the one-piece dash and toe board to the cowl side panels to form a protective forward section of the body.

Visibility has been increased on all 1952 Ford cars by narrowing and positioning of the front pillars and by use of more glass.

The one-piece windshields of the 1952 Ford sedans and coupes have 940 square inches of glass area and the curved rear windows have 978 square inches.

The total glass area for the Customline Tudor sedan is 3,297 square inches and the total for the square inches.

Another safety factor is the full-width defroster extending across Customline Fordor sedan is 3,211 inches of the windshield.

Relocation of the gasoline filler pipe to a position in the center of the 1952 Fords behind the rear license plate and below the compartment floor also adds more usable luggage space, besides making the pipe easily accessible from either side of the car.

Hood latches are accessible from the front of all 1952 models. One lever opens the hood slightly and a second lever releases the safety catch to permit the hood to open fully.

Hood & Deck Lid Hinges

Counter-balancing springs on the hinges help to raise and hold open the hoods and rear luggage compartment deck lids on the 1952 Ford passenger cars.

Luggage compartment hinges are side-mounted, permitting use of the full height of the compartment, providing more usable space and preventing interference with luggage.

FOAM RUBBER SEATS

Ford is exclusive in the high-volume car field for 1952 with foam rubber padding in both the front and rear seats of all passenger car models.

All seats are designed with pillow-back cushioning and fit the low-back contour of the passenger. Both front and rear seats have newly-designed zig-zag springs.

Tops of the rear seats also bridge the full width of the car interiors. New vertical steel members were built into the backs of the rear seats. Front seats are adjustable for leg room and feature automatic posture control.

CENTER FUELING

There's no more worrying about which side of the gas pump to pull up to in a new 1952 Ford, for the gas tank filler pipe is located in the rear, easily accessible from either side, without dragging the hose over the car.



Lockwood Says Friday Is Open House

"The new Ford is an entirely different car," said Fred Lockwood. "From a designing and engineering standpoint, it is way ahead of the times. The new Ford has been completely re-designed. It has greater safety and greater maneuverability and is built to operate with the utmost economy."

To introduce the '52 Ford to Douglas county, Lockwood Motors, Inc. will hold open house all day Friday. Gordon Smith, Fred Lockwood and the entire sales and service staff extend invitations to Douglas county residents to drop in at Lockwood Motors, Inc. to see the revolutionary, completely different Ford!

"Style conscious women and economy minded men are going to be pleased with this new Ford," said Lockwood. "It has luxurious riding ease, built-in sturdiness and dependability. There is a wide range of color, trim and upholstery combinations to choose from in these new models."

"The entire staff of Lockwood Motors will be on hand Friday to welcome visitors. We've never been prouder of a new line than we are this year. That's just what we're all about. That's why we're all here at Lockwood Motors, Inc. Drop in Friday and let us show you the new baby, our '52 Ford!"

POWER PIVOT PEDALS

Suspended power-pivot brake clutch pedals, another Ford first, are features of the new 1952 Ford car line.

New Designed Station Wagon Introduced

Three entirely new Ford station wagons and utility passenger cars, dual purpose vehicles for the family or light hauling, are included in the 1952 line of Ford cars, according to L. W. Smead, general sales manager, Ford Division, Ford Motor Company.

The new models are the eight-passenger Crestline "Country Squire" and Customline "Country Sedan" and the six-passenger Mainline "Ranch Wagon." Their styling features identify them as members of the 1952 Ford line of passenger cars.

All three vehicles are built to perform economically and serve a dual purpose while offering vastly improved comfort and riding qualities," Mr. Smead said. "They have hundreds of uses in the city, town or country and for business or pleasure."

The new vehicles are about four inches lower, yet there is increased headroom in the rear seats. There is ample hip and shoulder room and all seats have foam rubber padding.

"A lower center of gravity and wider front tread, plus Ford's automatic ride control, contribute to their stability and easy handling. They have springs and rear axles designed both for passenger comfort and for load-carrying," Mr. Smead said.

The Country Squire is a four-door model with a three-three-two seating arrangement. It has steel mahogany-trim panels with maple on and 3,612 each for the two four-door station wagons.



The 1952 Ford Mainline "Ranch Wagon" is a six-passenger utility vehicle for business or pleasure, in city or country. It has passenger car styling and station wagon conveniences, plus six power combinations. The Ranch Wagon is available with the Ford Mileage Maker Six or Strato-Star V-8 engine with a choice of the conventional transmission, Ford overdrive or Fordomatic—Ford's automatic transmission.

Lockwood Motors Show 1952 Fords Here Tomorrow

Fred B. Lockwood, Lockwood Motors, Inc., today announced three completely new lines of Ford passenger cars for 1952. Featuring Coachcraft bodies and more powerful engines, the new models are scheduled to go on display at Lockwood Motors, Inc., Friday, Feb. 1.

There are a total of 18 models in the three new lines—eight in the Mainline series, seven in the Customline series, and three in the Crestline series.

"Ford Mainline cars are for buyers chiefly interested in lowest-cost, dependable transportation," explained Lockwood. "The Customline models incorporate many special refinements and conveniences and the Crestline series features three luxurious body styles."

"These Fords for 1952—in every respect—are the finest cars Ford has built, and their advanced styling, engineering and quality features establish them as the leaders in the high-volume field," Lockwood said.

"We are fortunate that Ford's facilities, design and tooling programs were far advanced before the Korean crisis developed, and that Ford could bring these new models to completion without interference with the defense program. In the meantime, they have sought defense contracts and have taken on all the work the government has requested."

Ford's styling identity is preserved in the low-wide lines of the hood and front-end of the new cars, centering around a triple-spinner, air scoop grille arrangement. The new cars have curved one-piece windshields and rear windows, and their body lines sweep backward from extended headlights along the hood and higher fender line to the jet-tube taillight sections.

Among the 1952 models are three completely new utility passenger vehicles, one for each of the three lines of cars. The Ranch Wagon in the Mainline series is a two-door, six passenger unit, with all-steel body. In the Customline, there is the Country Sedan, a four-door, eight passenger vehicle with all-steel body. In the Crestline is the Country Squire, another four-door, eight-passenger model, with wood trim over the steel side panels.

All three of the utility units are quickly convertible for light hauling tasks. The rear seat of the Ranch Wagon folds into the floor, and in the two four-door models, the center seat folds into the floor and the rearmost seat is removable.

Gordon Smith of Lockwood Motors, Inc., said "Ford again leads its field in offering the widest variety and choice of power combinations, safety features and fashion color selections. Fords are the only completely new cars in their field for 1952, thanks to Ford's long range planning program."

"Only Ford in the high-volume class offers both six-cylinder and V-8 engines, three transmissions, foam rubber padding on all passenger car seats, center fill gasoline fueling, suspended-type power pivot clutch and brake pedals and a dash-mounted master brake cylinder," Smith said.

"A greatly increased use of safety glass makes our cars much safer to drive, and all four-door models have rear-door safety locks as standard equipment."

Smith said the 1952 Fords are more maneuverable and have a more comfortable ride because of new "tailored-to-model" springs, a longer wheelbase, wider front tread, a more rigid frame and a new steering linkage with a higher turning ratio. The front tread is 58 inches and the wheelbase is 115 inches.

"Ford is the world's largest builder of V-8 engines and has built more than 12,000,000—more than four times as many as all other manufacturers combined. The Ford Strato-Star V-8 engine—proved over billions of miles of rugged service—is more powerful than ever, with an increase from 100 to 110 horsepower this year," Mr. Smith said.

"In addition, we are introducing the new 101-horsepower Ford Mileage Maker Six, a high-compression low-friction engine produced after four years of intensive research and testing."

Both Ford engines are designed to operate on regular gasolines and embody many features found only in more costly cars, such as aluminum autothermic pistons, full-pressure lubrication, free-turning valves and weather-tight ignition.

"The new engine is an overhead valve six that sets the pace for the industry," Smith said. "Ford's expansion program provided for the construction of a completely new engine plant at Cleveland, O., to manufacture this engine, and the facilities in this 'wonder plant' are the most advanced available."

Ford Coachcraft bodies feature weather-and-dust-tight all-steel construction, automatic posture control seats, curved front and rear glass, new insulation and sealing, curved light-style instrument panels, and insulated body bolts which dampen noise and vibrations between chassis and the passenger area.

The luggage compartment contains more than 25 cubic feet of loading space. Counter-balancing springs help to raise the luggage compartment deck lid and the hood and to hold them open for servicing or loading. The deck lid hinges are side-mounted to prevent interference with luggage.

A range of 10 two-tone exterior body color combinations is available for closed car models, and there are 12 single body colors, all with matching and harmonizing trim and upholstery, adding up to more than 80 combinations.

Operating controls, such as the key-turn starter-ignition switch, windshield wiper, light and ventilation controls, are grouped in a safety position to the left of the steering column out of the reach of children.

Controls for interior lights, choke, lighter, heater-defroster-ventilator and radio are grouped to the right of the steering column, with the clock and ash tray near the center of the panel. The heater unit itself has been moved to clear the passenger compartment and is located under the hood. An adjustable door has been added to provide warm air directly to the right front seat. The defroster slot extends over the entire interior width of the curved glass windshield.

Ford Mainline body styles for 1952 are the business coupe, Tudor, Fordor and the new Ranch Wagon. Customline units are the Tudor, Fordor, club coupe and the all-metal Country Sedan station wagon. The Crestline cars are the Sunliner, Victoria and Country Squire.

The Weather

Clearer and Warmer for Ford Sales

Colest Day this year	Jan. 19
Warmest Day this year	Feb. 1
Precip. Jan. 19	7.91
Precip. Feb. 1	None

(This is a paid advertisement)