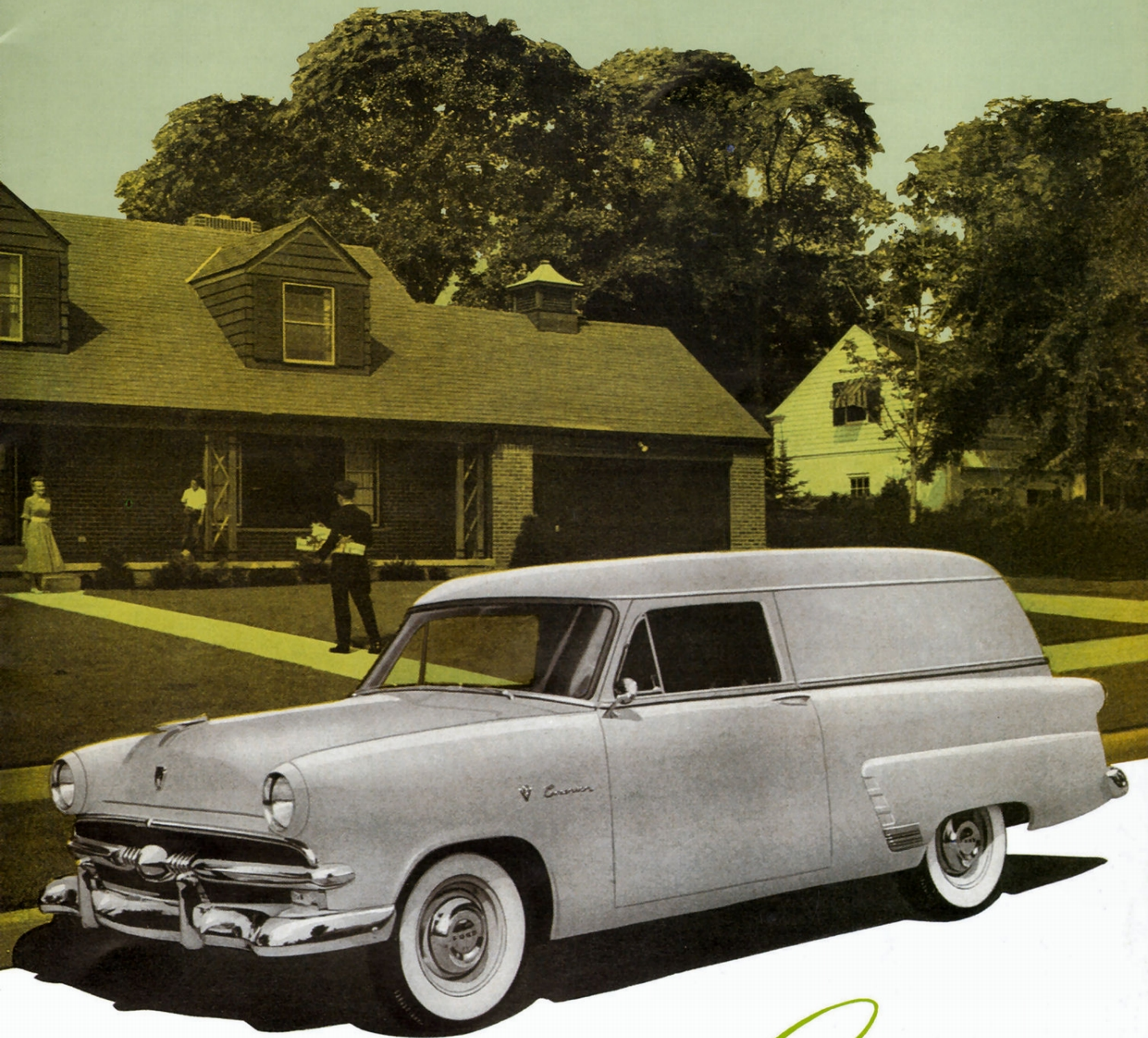


**AMERICA'S MOST DISTINCTIVE SEDAN DELIVERY**

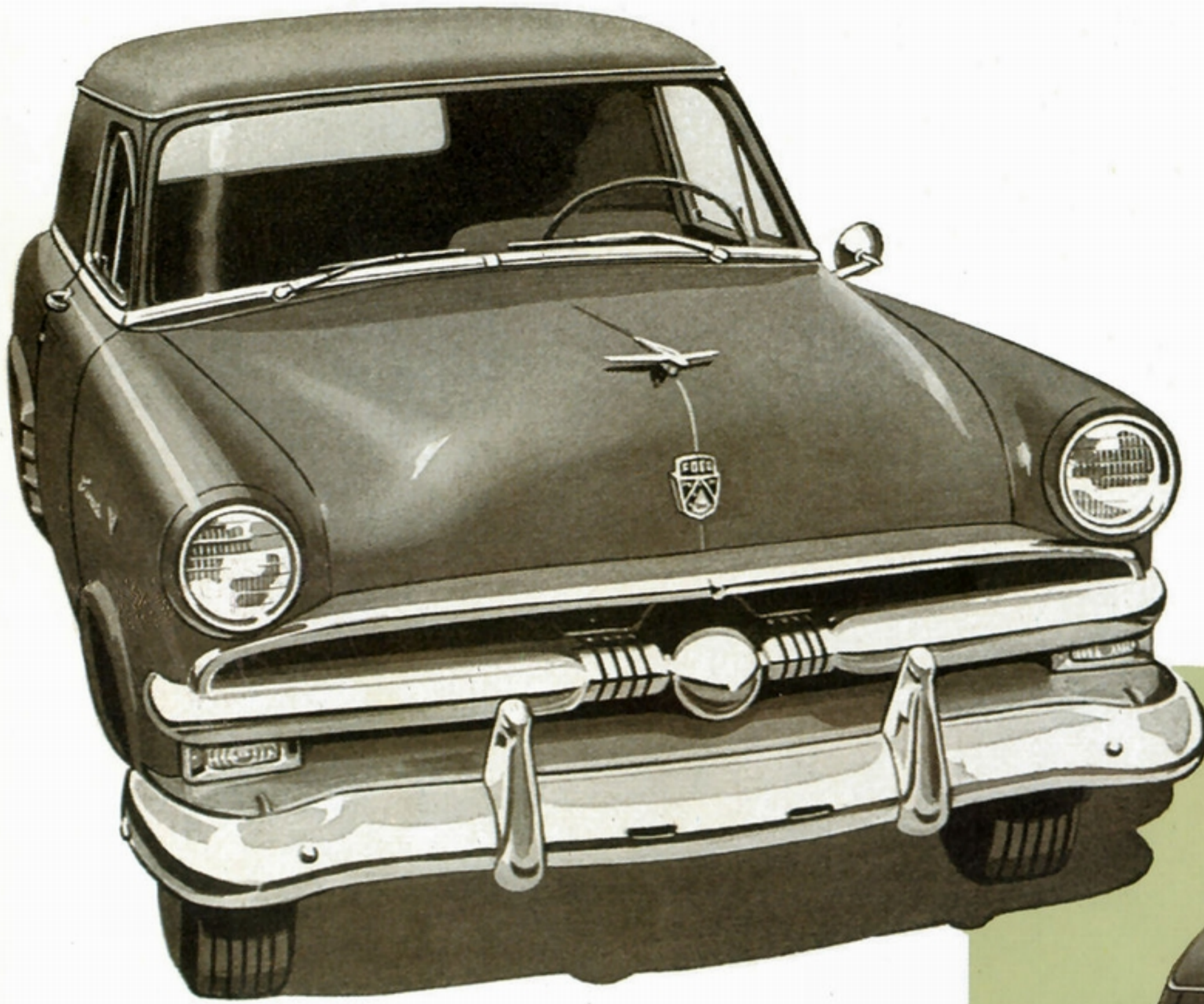
*in choice of 10 smart colors*



**THE NEW '53 FORD**

*Courier*

**EMPHASIZING  
QUALITY AND  
APPEARANCE**



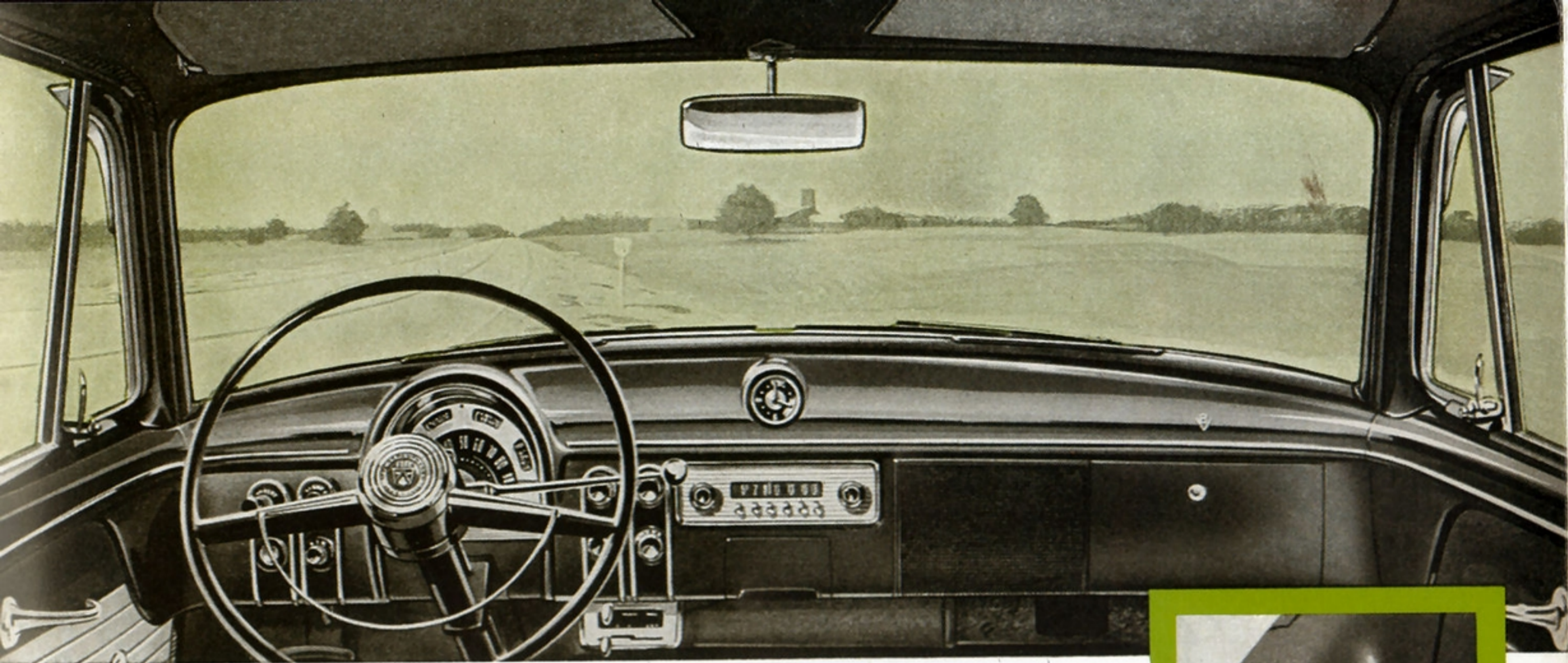
*Styled* **LIKE A  
PASSENGER CAR . . .  
DESIGNED FOR  
CUSTOM SERVICE**



Ever stop to think of all the factors that help build a business? The quality of your products or service is one means . . . the location and appearance of your business another. And with a problem of fast, dependable delivery to a clientele that appreciates these features, the addition of this smart, low-cost '53 Ford Courier Custom Sedan Delivery will surely add immeasurably to the prestige of your establishment.

Here is utility ideally combined with distinctive styling. First of all, your Courier offers maximum load space plus surprising ease in loading and unloading. But added to this is a highly efficient power plant responsive to every need of fast custom delivery and famous for its economy. With your firm name on its doors or side panels, you couldn't have a better day-in-day-out advertisement for your business.

**AN INVESTMENT THAT "DELIVERS THE GOODS"**



## Ford's unique Flight-Style Control Panel

As you have seen in the pictures of this light-delivery model, every line and detail of the Courier's exterior gives it "class." Now observe the perfect blend of style and practicality within the driver's compartment. Below that broad, one-piece curved windshield is a control panel designed with the driver's every convenience in mind. The entire grouping has been thoughtfully planned so that every instrument is logically placed for quick reading. Its details are fully described in the specifications on the back page of this folder.

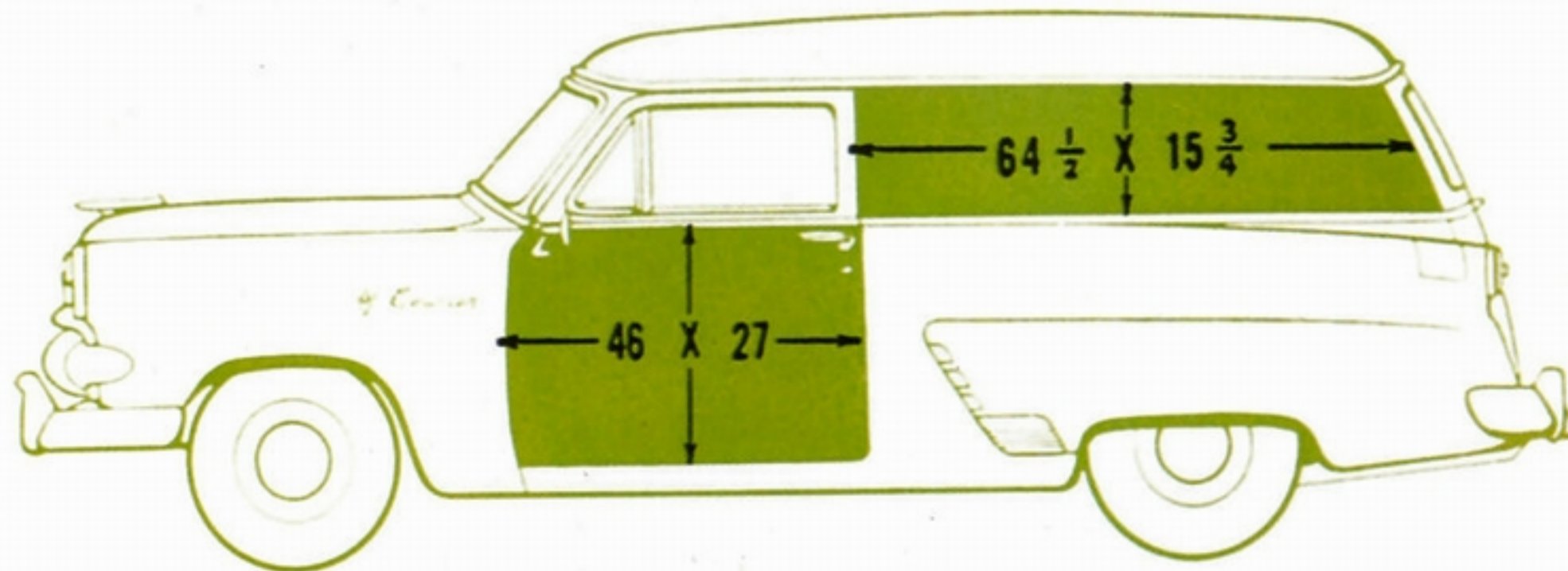
New distinctively styled "Jet-ray" taillights have also been designed for maximum visibility from both rear and sides.

Power-Pivot Brake and Clutch Pedals are suspended, eliminating openings in toe board, increasing foot room, providing almost effortless operation.

More evidence of distinctive trim features is the custom-styled lettering of Ford's Courier Sedan Delivery nameplate.



More than 15 sq. ft. of area for your firm name and nature of business is provided by the door and quarter panel on each side. These make excellent advertising spaces to be seen wherever your Courier travels.



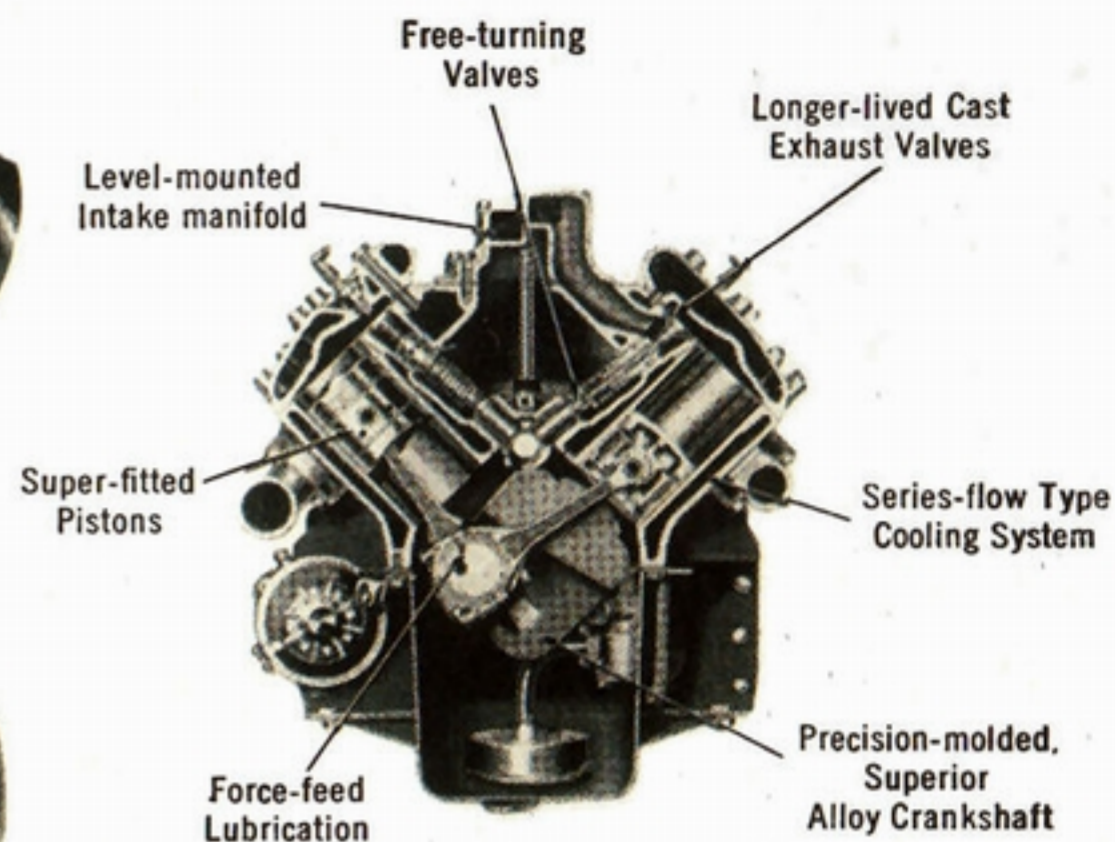
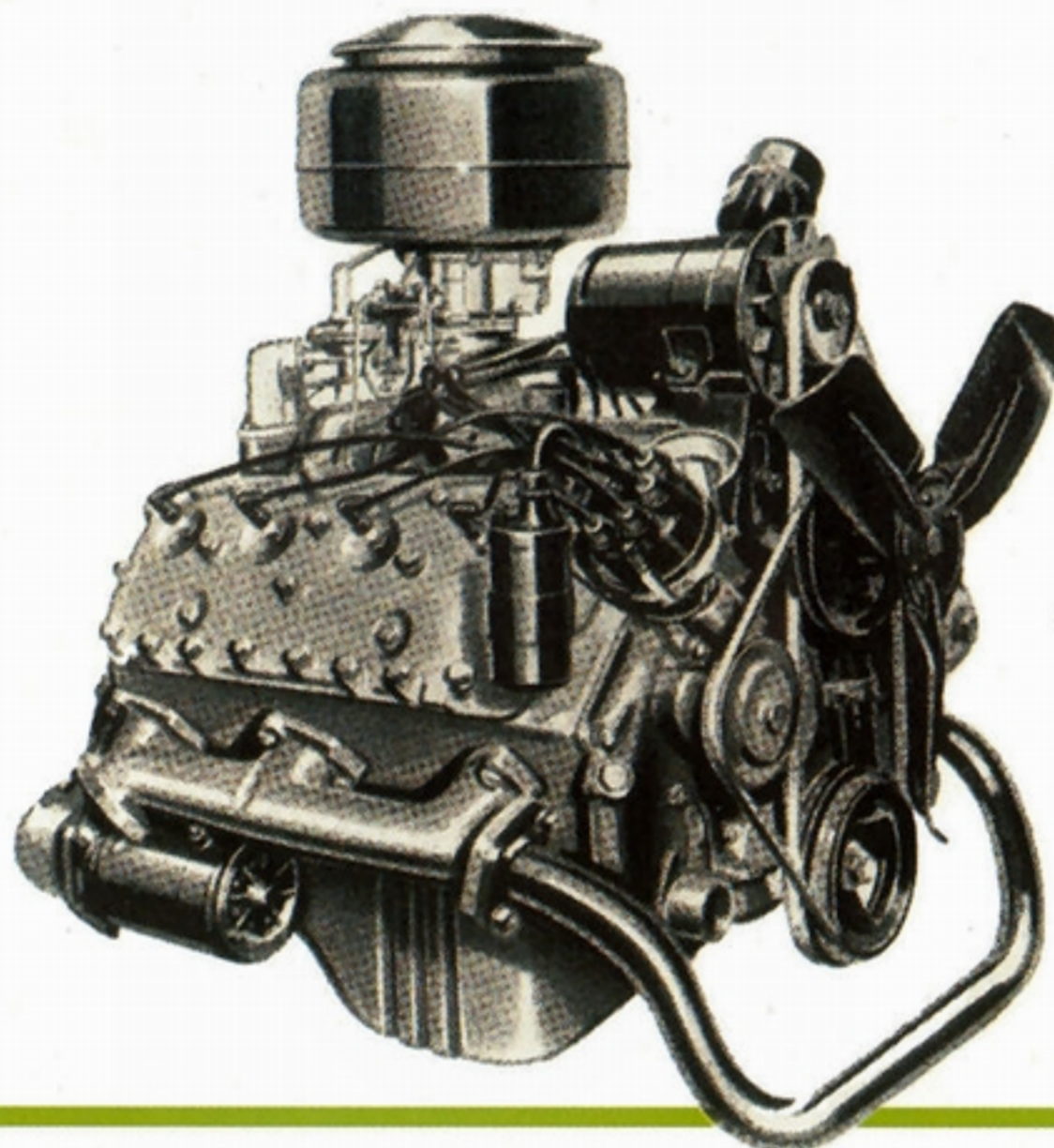
**THE** *Courier* **BUILDS PRESTIGE EVERYWHERE**

# FORD ALONE OFFERS A CHOICE OF ENGINES...

# V-8 or Six

## 110-h.p. High-Compression STRATO-STAR V-8

You can count on peak performance and traditional Ford economy from this world-famous V-8 engine with its mighty 7.2 to 1 compression ratio. Check every feature of its superior design and construction in the detailed specifications on the back page.



**STRATO-STAR V-8**

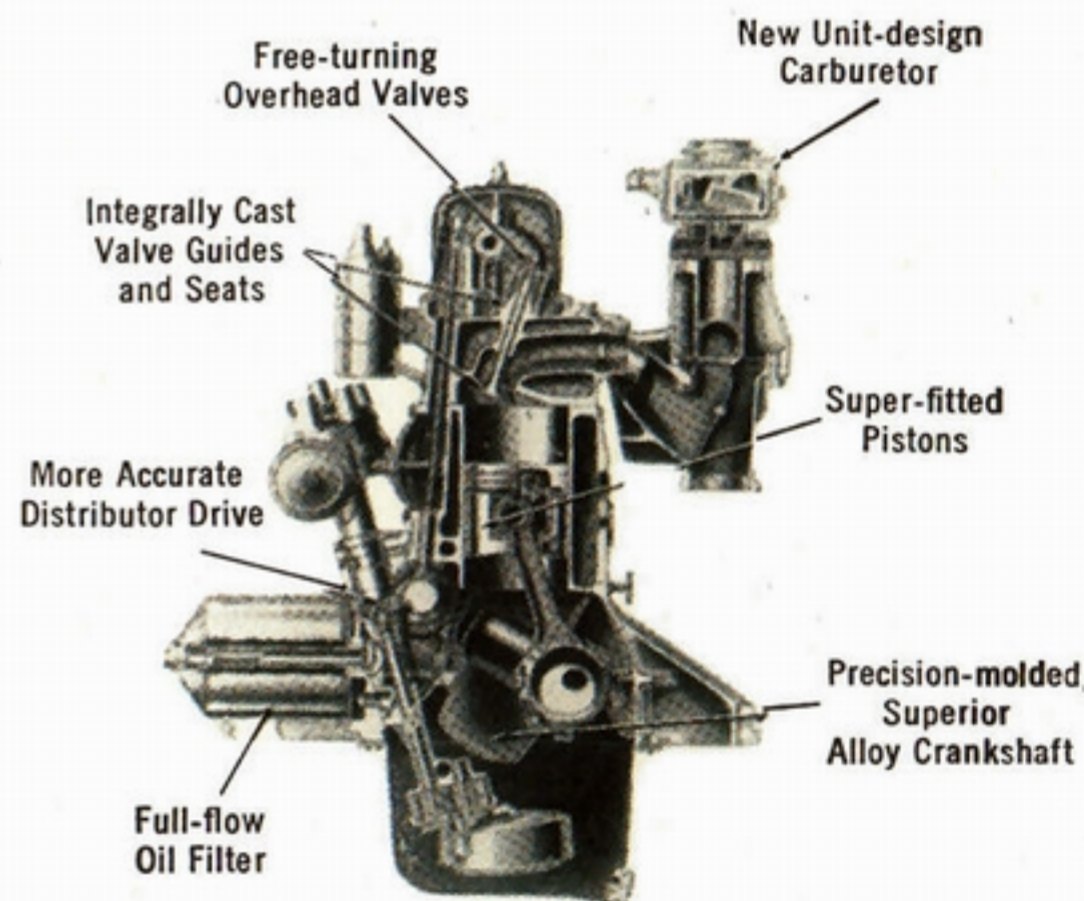
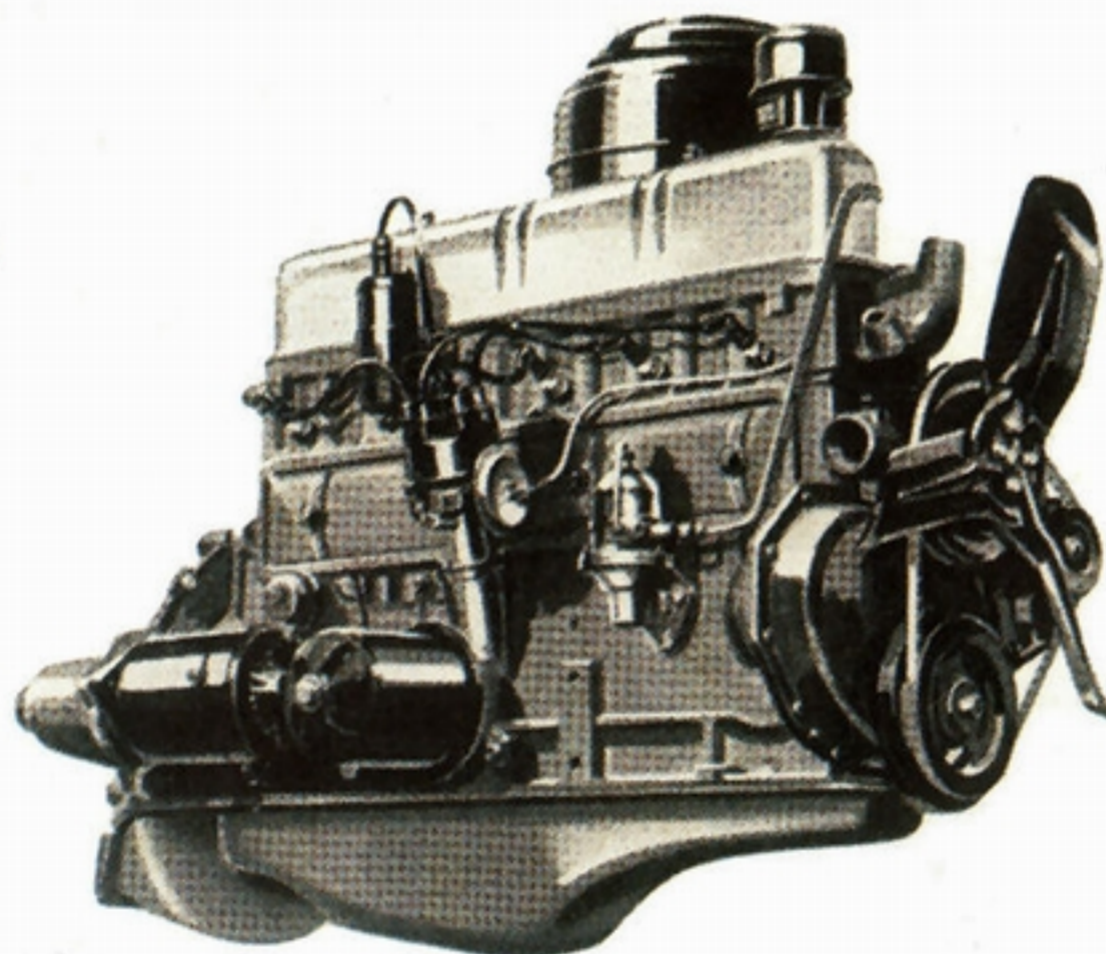
### POWER PILOT



### ECONOMY

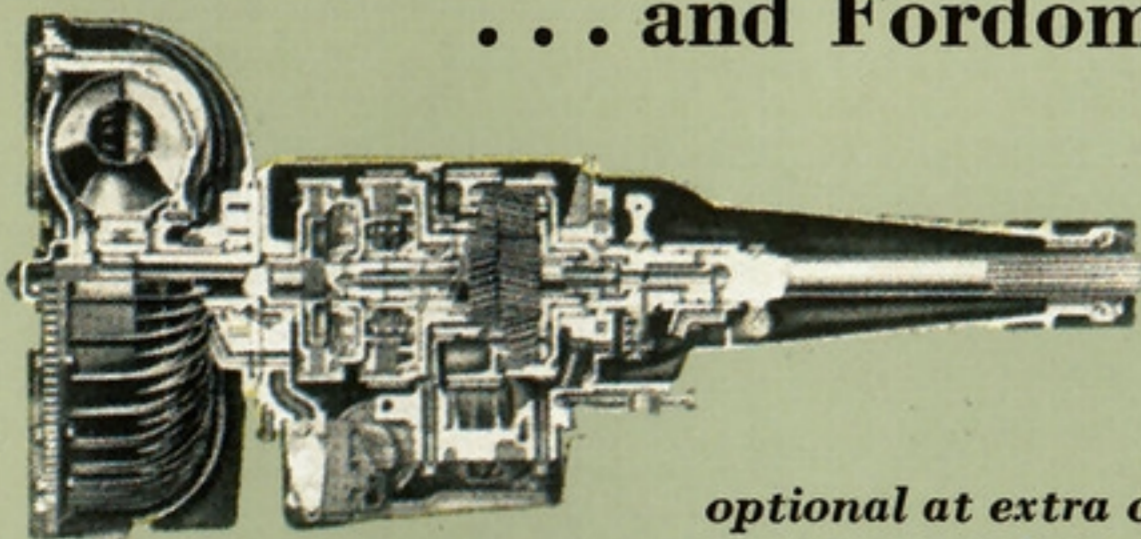
## 101-h.p. High-Compression MILEAGE MAKER SIX

Ford designed this most modern overhead valve 6-cylinder engine to give more usable power from every drop of gasoline consumed. Its high-compression, low-friction design provides high power output with outstanding economy mile after mile.



**MILEAGE MAKER SIX**

## ... and Fordomatic



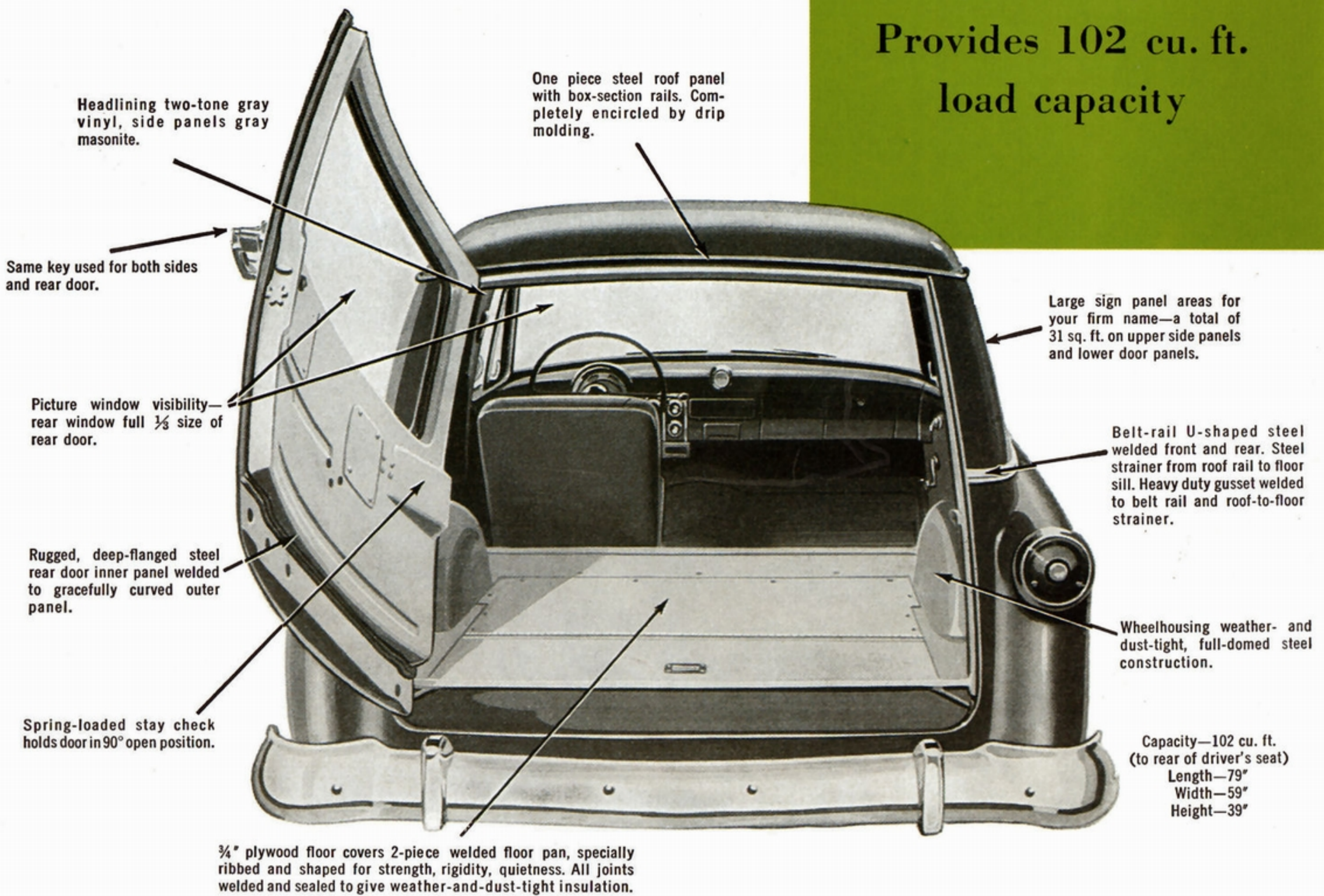
*optional at extra cost*

Fordomatic is the simplest driving imaginable . . . so effortless that it pays off in the absence of driver fatigue. What's more, this smooth transmission of power increases the life of the complete power train and cuts maintenance costs to a marked degree.

## A choice of 3 Transmissions

The Courier gives you the widest choice of power combinations in its class. With either engine, you may select Conventional Drive . . . or you may have Overdrive or Fordomatic Drive at extra cost.

Provides 102 cu. ft.  
load capacity



Headlining two-tone gray vinyl, side panels gray masonite.

One piece steel roof panel with box-section rails. Completely encircled by drip molding.

Same key used for both sides and rear door.

Large sign panel areas for your firm name—a total of 31 sq. ft. on upper side panels and lower door panels.

Picture window visibility—rear window full  $\frac{1}{2}$  size of rear door.

Belt-rail U-shaped steel welded front and rear. Steel strainer from roof rail to floor sill. Heavy duty gusset welded to belt rail and roof-to-floor strainer.

Rugged, deep-flanged steel rear door inner panel welded to gracefully curved outer panel.

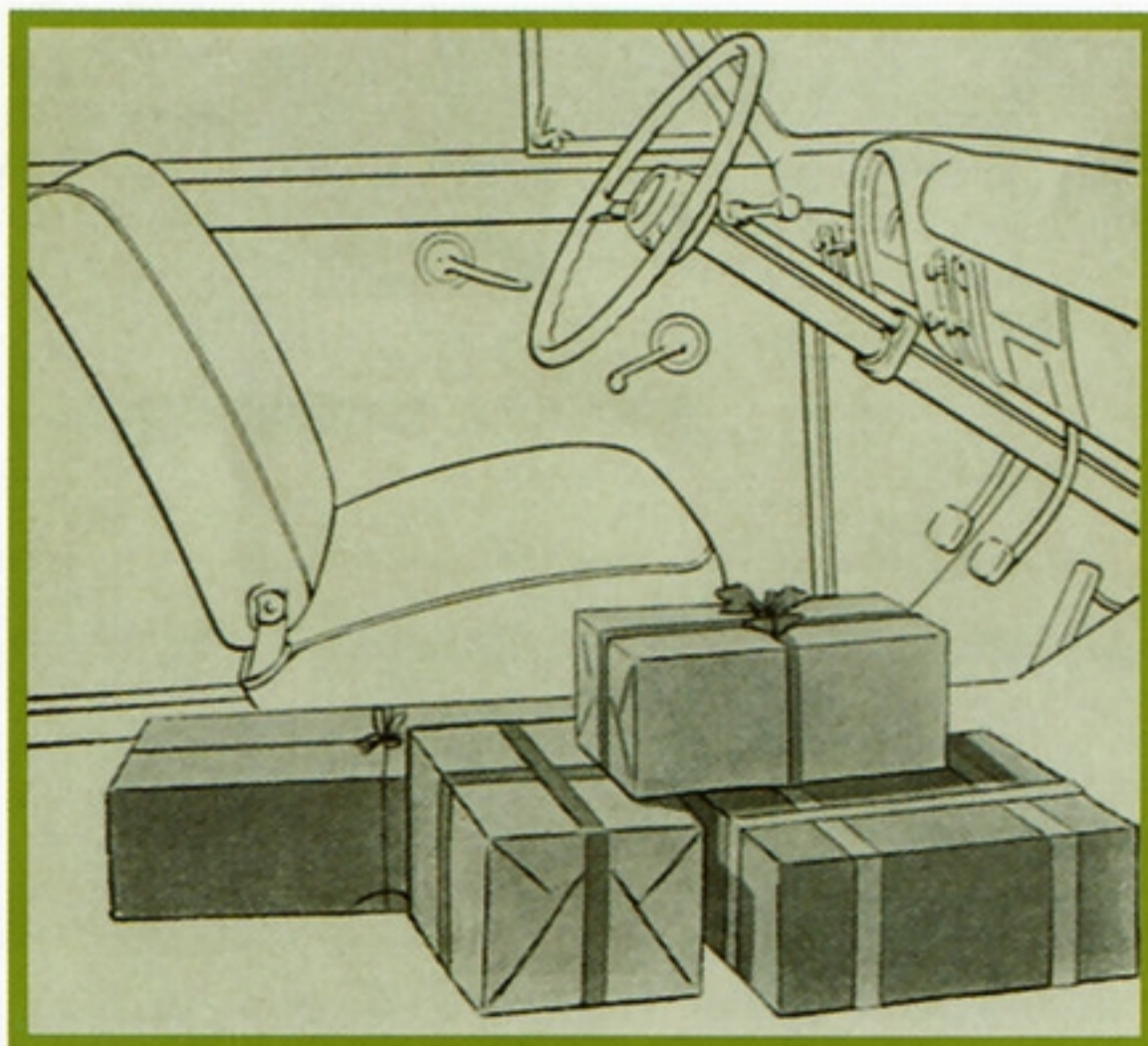
Wheelhousing weather- and dust-tight, full-domed steel construction.

Spring-loaded stay check holds door in 90° open position.

Capacity—102 cu. ft.  
(to rear of driver's seat)  
Length—79"  
Width—59"  
Height—39"

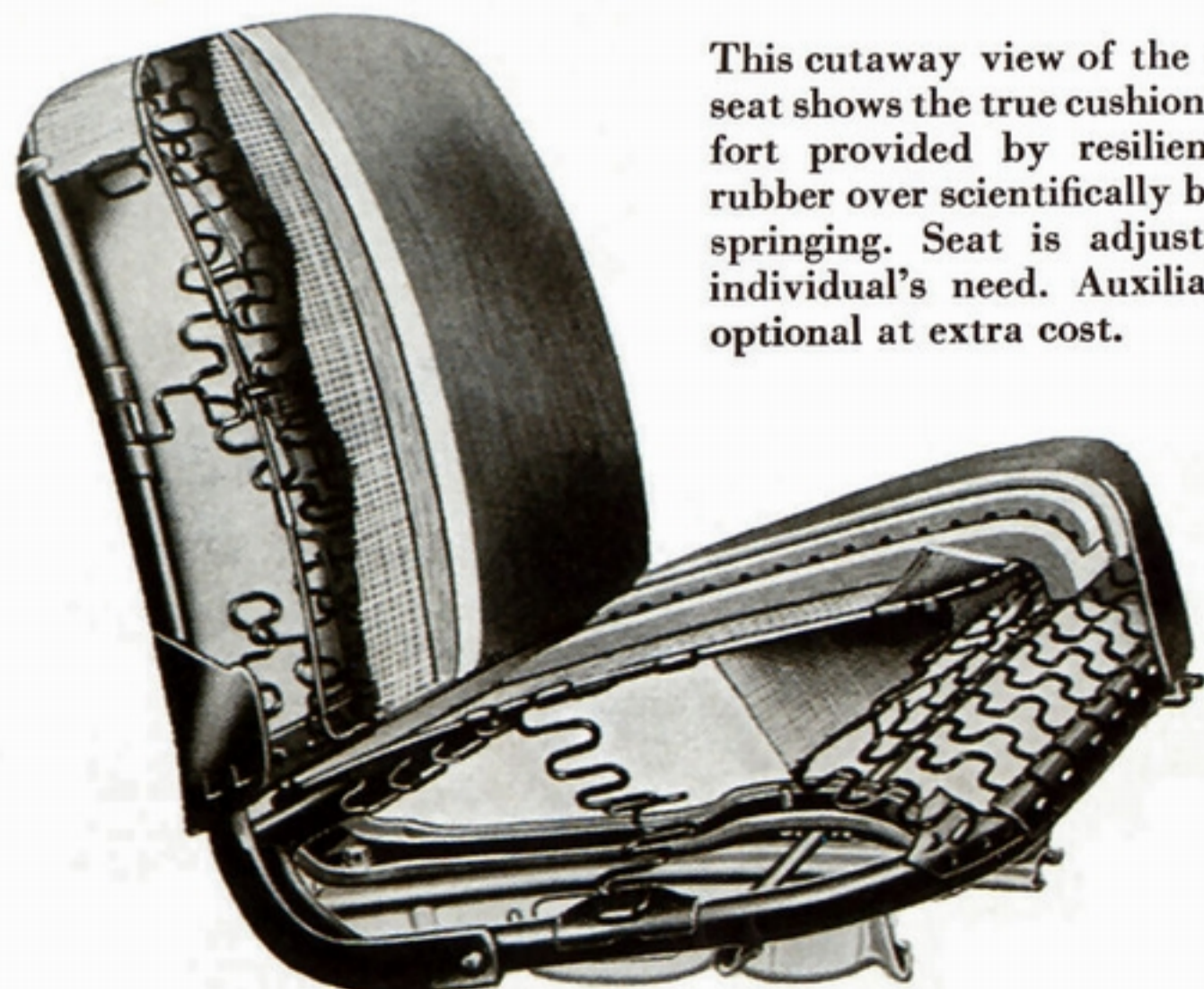
$\frac{3}{4}$ " plywood floor covers 2-piece welded floor pan, specially ribbed and shaped for strength, rigidity, quietness. All joints welded and sealed to give weather-and-dust-tight insulation.

## BUILT THROUGHOUT FOR BRAWN AND BEAUTY!



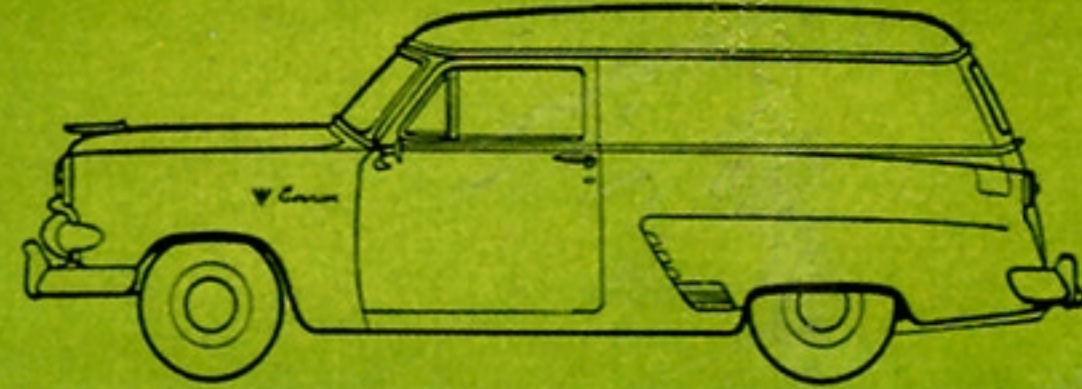
Generous storage space is provided in the driver's compartment at right of seat. This area is in addition to the interior dimensions given above.

See in the picture above the smooth, custom-like finish of the Courier's insulated interior. That's to provide safe handling for the most fragile loads. Those generous interior dimensions provide an amazingly roomy parcel area which means faster, time-saving loading and unloading. Indeed, this Sedan Delivery is built in every way to take rugged going, and still provide every desirable feature for quick stop-and-go call and delivery service.



This cutaway view of the driver's seat shows the true cushioned comfort provided by resilient foam rubber over scientifically balanced springing. Seat is adjustable to individual's need. 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 high-compression combustion chambers; integral valve seats; Controlled Quality bore surface finish. Precision-molded, alloy iron 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; precision-molded, high-alloy steel exhaust valves; high grade steel intake valves. High-Lift, Quiet-Contoured, precision-molded alloy camshaft with laminated composition timing gear. Series-flow 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 with high-lift nozzle bars; 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.; 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; 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, alloy iron 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. Free turning valves, adjustable rocker arms; precision-molded, high-alloy steel exhaust valves; high grade steel intake valves. High-Lift, Quiet-Contoured, precision-molded alloy camshaft with silent-chain drive. Series-flow 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.

**SEMI-CENTRIFUGAL CLUTCH** (with Conventional and Overdrive transmissions): dry single-plate type; 9.5 in. outside diameter; 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.

**DOUBLE-DROP FRAME:** frame is wide at front, has box-section side rails, four cross members and husky K-bar.

\*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.

**INDEPENDENT FRONT WHEEL SUSPENSION:** swinging link type with tailored-to-weight Hydra-Coil springs; tubular, double-acting Viscous Control shock absorbers; one-piece, rubber-mounted stabilizer.

**VARIABLE-RATE REAR SPRING SUSPENSION:** long, 9-leaf, semi-elliptic springs, longitudinally mounted; rubber bushings at shackles and brackets; impregnated inserts under tips of 2nd, 3rd, 4th and 5th leaves for damping control; tension type shackles; 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:** Power-Pivot pedal actuation of 4-wheel duo-servo type; double-sealed front and 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.

**STEERING SYSTEM:** symmetrical linkage with spring-loaded ball-stud and steering cross link; 90°-mounted worm and roller type gear with triple-tooth roller on needle-bearing; 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 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, 42.6"; head room, 37.1"; dash to seat back, 44.7"; windshield to back window, 125.7".

**SIGN PANEL AREA:** Side panel above belt line—length 64½", height, 15¾". Door panel below belt line—height 27", width 46". Total area (both sides) 31.2 sq. ft.

**EXTERIOR COLORS AND UPHOLSTERY:** Raven Black, Sandpiper Tan, Sheridan Blue, Timberline Green, Fern Mist Green, Woodsmoke Gray, Glacier Blue, Seafoam Green, Polynesian Bronze, Carnival Red. Seat cushion and seat back are covered with brown wolf grain vinyl. Door panels are two-tone gray pressed board. Side panels of load area are gray masonite.

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

Front and rear Bodyguard bumpers with guards; 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; bright metal shield over lower part of body side embossments; black rubber front floor mat; black rubber exterior reveal molding at windshield and rear window; gas filler tube at left rear of body.

*Fordomatic Drive, Overdrive, heater, radio, white sidewall tires 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, trim, equipment or prices without notice and without incurring obligation.*

**FORD Division of FORD MOTOR COMPANY**