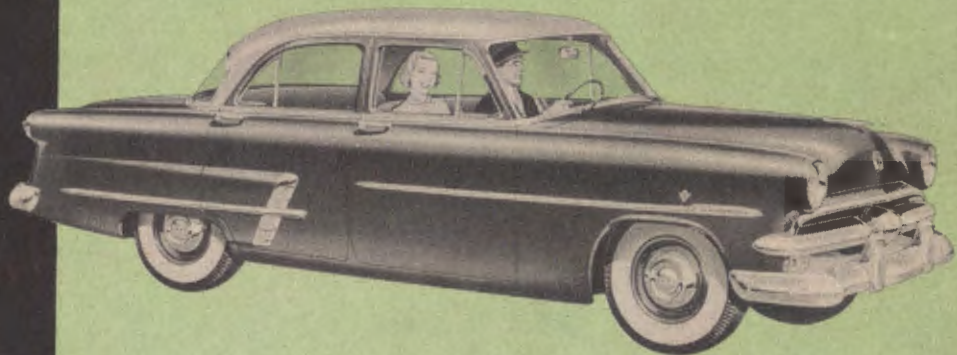


all  
the  
facts



about the

**'53 FORD**

**... the new Standard of  
the American Road!**

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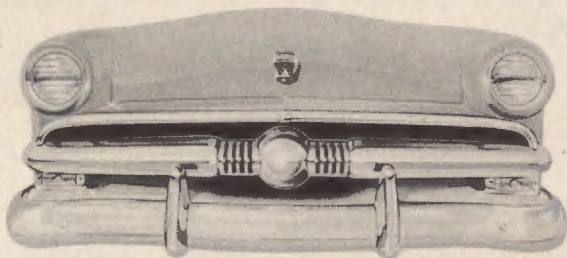
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## THIS BOOK TELLS WHY THE '53 FORD IS THE NEW STANDARD OF THE AMERICAN ROAD!

The 1953 Ford offers your prospects more than an advanced automobile . . . for here is a car designed specifically for modern tastes and the all-around needs of the American family. It gives the owner everything he wants in personal transportation, and much more that he never expected.

From this book, you'll learn the factual, feature-by-feature reasons why the big, new 1953 Ford is the New Standard of the American Road. And, in addition to learning how this new standard of performance, comfort and styling is achieved, you'll see—listed on the back cover—the 41 "Worth More" features that make Ford "worth more when you buy it . . . worth more when you sell it!"

Study these pages. They're packed with selling features. They contain all the facts you'll use in convincing your prospects that this 1953 Ford is the biggest value on the automotive market!

IN THE LOW-PRICE FIELD, THE 1953 FORD PRESENTS

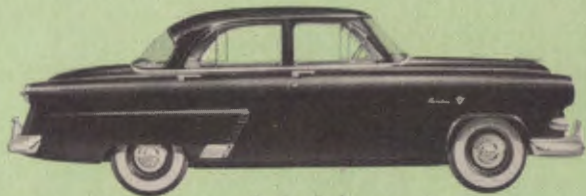
# 3 Pace-Setting Lines—// Popular

*Mainline*

All body styles available in both V-8 and Six models. Overdrive or Fordomatic optional at extra cost.



**Tudor Sedan**



**Fordor Sedan**



**Business Coupe**



**Ranch Wagon**

ENTS THE WIDEST CHOICE ...

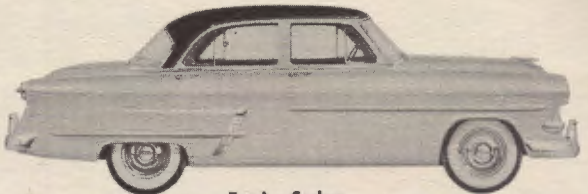
# r Body Styles—18 Big, New Models!

*Customline*

Country Sedan available in V-8 model only. All other body styles available in both V-8 and Six models. Overdrive or Fordomatic optional at extra cost.



**Tudor Sedan**



**Fordor Sedan**



**Club Coupe**



**Country Sedan**



**Sunliner**



**Country Squire**

# *Crestline*

All body styles available in V-8 models only. Overdrive or Fordomatic optional at extra cost.



**Victoria**

# NEW '53 FORD BODY COLORS

... Color-keyed to beautiful upholstery combinations

Famed for lasting, baked-on enamel Showroom Complexion "built to live outdoors," Ford's 12 basic single-tone and 14 two-tone body colors are offered with tastefully matched patterns of Fordcraft upholstery fabrics, leather and vinyl, and Saddletex (vinyl). In all, there are more than 200 body-style, color and upholstery combinations. The single-tone exterior body colors are listed at left side of chart (x); the two-tone exteriors, at right (●). Upholstery choices and interior trims available with various models are indicated in the vertical columns. Depending upon the line and model selected, there is a choice of three woven fabrics: (1) Craftloom, a deep luxurious pile material, (2) Craftweave, a rich sturdy broadcloth, and (3) Craftcord, an exceptionally heavy, long-wearing bedford cord . . . all in exclusive check or stripe patterns.

The chart designates by letters (A through F), the shades of interior paint accompanying each upholstery material. A separate book of 1953 "Color and Upholstery Selections" has samples of body colors and swatches of upholstery materials enabling every customer to visualize the combinations available.

	MAINLINE				
	Sedans & Coupes			Ranch Wagon	Two-Tone Tan Check Craftweave
	Gray and Gold Stripe Craftcord	Blue and Ivory Saddletex (Vinyl)	Mahogany and Ivory Saddletex (Vinyl)	Pigskin Vinyl	
A	D	C	C		
Raven Black	X	X			
Woodsmoke Gray	X	X		X●	
Sheridan Blue	X	X		X	
Glacier Blue	X	X		X	
Timberline Green	X		X	X	
Fern Mist Green	X		X	X	
Seafoam Green	X		X	X	
Polynesian Bronze	X		X	X	X
Sandpiper Tan	X		X	X	X
Carnival Red	X		X	X	X
Sungate Ivory					●
Coral Flame Red					

**INTERIOR PAINT LEGEND** (instrument panel, garnish moldings and seat side shields): **A**—Light Gray; **B**—Dark Green; **C**—Dark Brown; **D**—Dark Blue; **E**—Raven Black; **F**—Goldtone (with dark brown seat side shields).

**TWO-TONE BODY COLOR APPLICATIONS:** Sedans and Coupes—body color below roof drip molding; top color on roof, including drip molding (except Victoria). Ranch Wagon and Country Sedan—body color below belt molding and on roof (including drip molding); "top" color between roof drip molding and belt molding.

CUSTOMLINE					CRESTLINE							
Sedans & Coupes			Country Sedan	Victoria			Sunliner				Country Squire	
Green and White Diagonal Craftweave	Two-Tone Gray Stripe Craftcord	Blue and Ivory Saddletex (Vinyl)	Mahogany and Ivory Saddletex (Vinyl)	Mahogany and Milan Straw Vinyls	Mahogany Vinyl and Brown Nylon Craftloom	Blue Vinyl and Blue Nylon Craftloom	Green Vinyl and Green Nylon Craftloom	Black Leather and Red Vinyl	Dark Brown Leather and Ivory Vinyl	Dark Green Leather and Ivory Vinyl	Dark Blue Leather and Ivory Vinyl	Mahogany and Milan Straw Vinyls
B	A	D	C	F	F	D	B	E	C	B	D	F
	X	X				●		X <sup>2,3</sup>				
	X	X		X●				X <sup>2</sup>			X <sup>1</sup>	
	X	X		X●			●	X <sup>2</sup>			X <sup>1,3</sup>	
	X	X		X			●	X <sup>2</sup>			X <sup>1,3</sup>	X
X	●	●	X	X						X <sup>3,4</sup>		
X			X	X	●					X <sup>3,4</sup>		X
X			X	X●					X <sup>3</sup>	X <sup>1,4</sup>		X
			X	X			●		X <sup>3</sup>			X
			X	X		●		X <sup>2</sup>	X <sup>1,3</sup>			X
			X	X	●			X <sup>2</sup>				X
			●				X	X <sup>2</sup>	X <sup>3</sup>	X <sup>1,4</sup>	X <sup>1</sup>	
●			●	●			●	X <sup>2</sup>				

Upholstery Combinations

TWO-TONE EXTERIOR COLORS (●)

**NOTE:** Two-tone body color combinations optional at extra cost on Ranch Wagon and Customline Sedans and Coupes. Saddletex (Vinyl) upholstery optional at extra cost on Mainline and Customline Sedans and Coupes.

BODY TOP

Glacier Blue	Sungate Ivory
Carnival Red	Sandpiper Tan
Fern Mist Green	Sungate Ivory
Raven Black	Sungate Ivory
Glacier Blue	Sheridan Blue
Flamingo Red	Sungate Ivory
Sandpiper Tan	Polynesian Bronze
Sungate Ivory	Fern Mist Green
Sungate Ivory	Sheridan Blue
Sungate Ivory	Carnival Red
Carnival Red	Sungate Ivory
Sheridan Blue	Sungate Ivory
Seafoam Green	Timberline Green
Polynesian Bronze	Sandpiper Tan

**COUNTRY SQUIRE EXTERIOR COLOR APPLICATION:** "body" color below belt molding, on windshield header, body front corner posts and roof (including drip moldings). Balance of body between belt molding and roof drip molding is grained to simulate maple framing. Areas on sides and tail gate enclosed by the genuine maple or birch framing are finished in grained mahogany.

**SUNLINER TOP BOOT** is vinyl of same shade as dark portion of upholstery with binding of some shade as lighter portion of upholstery. Thus, with Black Leather—Red Vinyl upholstery, boot is black with red binding.

- SUNLINER TOPS:**
- 1—black with black binding
  - 2—black with red binding
  - 3—gray-tan with gray-tan binding
  - 4—green with dark green binding

## NEW '53 FORD EXTERIOR STYLING



Blending with the new, massive-looking, 1953 Ford grille and front end styling are the powerful styled, rectangular parking lights. Headlights extend well beyond fender line and, along with newly designed flare-bright taillights, give entire silhouette greater length. Headlight lenses are recessed, with a broad, bright metal band around inner edge. New parking lights also have distinctive bright metal trim.

Again, Ford paces the field with style features setting the trend in motor cars. The hood sweeps wide and low for greater visibility ahead and to the sides. Hood lines flow smoothly into the massive, sparkling new 1953 grille. The recessed rectangular parking lights and the heavy Body-guard Bumper blend to produce a pleasing unit. Other harmonizing features are the new, jet plane hood ornament and bright metal-framed crest, the flanged fender wheel openings and bright metal hub caps with tasteful new block lettering, "Ford." These features, shown at left on a new 1953 Customline Sedan, are common to all new '53 Ford models.

Other front-end styling features found on the Customline and Crestline Sedans and Coupes are the bright metal windshield molding and bright metal rub-rail molding along each side. Mainline models have black rubber molding around windshields. On Customline and Crestline Sedans and Coupes, bright metal spearheads on front fenders carry the script-lettered name "Customline," or "Crestline." Ranch Wagon, Country Sedan, Country Squire, Sunliner and Victoria all bear their own name plates. Models equipped with V-8 engine, Overdrive or Fordomatic are also identified.

STANDARD EQUIPMENT CHART ON PAGES 54 AND 55



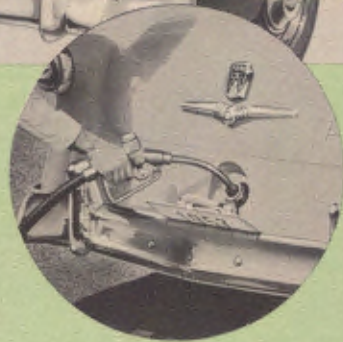
## SETS THE INDUSTRY TREND

This rear view of the 1953 Customline Sedan reveals the handsome new lower-to-road look. It also shows how the speed styling of all Sedans and Coupes is complemented by graceful embossments on sides. The smart new, plastic-lensed, jet-styled taillights are now brighter from the rear, more visible from sides. New design adds to safety, enhances the beautiful styling. A brand new, hand-fitting bright metal deck lid handle with lock cylinder and dust shield graces the rear deck lid just below the distinctive Ford Crest. The specially shaped and rugged Bodyguard Bumper completes this ultra-modern styling.

Rear deck and quarter panels blend into flowing contours with no unsightly joints or seams. Main-line models carry a bright metal plate on body side embossments. Customline and Crestline models (except Country Squire) have bright metal cap molding on body side embossments, and also have a new bright metal speed-line molding breaking through the center of the cap and extending rearward to the end of the fender. Lid opening joint behind rear window is neat and skillfully fitted junction. Sturdy Space Saver counterbalancing hinges are concealed within Deep Deck Luggage Compartment at extreme sides.



An outstanding feature of all '53 Ford models, except station wagons, is the exclusive Center-Fill Fueling with gas tank filler cap in center rear of car. The specially designed, spring-loaded license plate bracket conceals the tank filler opening and swings downward so that cap may be removed and gas hose nozzle inserted. Its central position saves space in luggage compartment, lets gas hose reach filler opening conveniently from either side, makes filling easier to watch and helps prevent gas spillage in refueling.



**PROVIDES COMPLETE EXTERIOR TRIM INFORMATION**

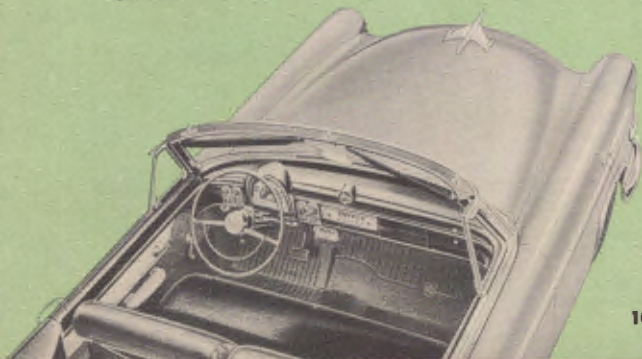
## EXTERIOR FEATURES UNIQUE TO THE



Victoria



Sunliner



### VICTORIA

The '53 Victoria has the open freedom of a convertible combined with the snugness of a sedan. Absence of center posts allows full visibility on sides when windows are down. The large, sweep-around rear window is framed by distinctive, bright metal molding. Bright metal panels inset at sides of rear window bear Ford Crests. Efficient, extended rainshields keep out water when vent windows are partly opened in rainy weather. Handsomely serrated bright metal belt molding carries Victoria name. All-steel top is specially designed for extra strength.

### SUNLINER

The '53 Sunliner is out front with many advancements. The large, clear rear window is set in wide fabric panel that zips out easily to provide wide-open breezeway. Sturdy, automatic top retainer maintains tight, weatherproof joint between top and quarter panels. Top folds down far into well to accentuate sleek body lines. Long rainshields over front vent windows. Vent door and quarter windows double-sealed. Handsomely tailored top fits snugly over top of windshield header. Belt molding is sparkling bright metal.

## NEW '53 FORD SPECIAL BODY TYPES

### RANCH WAGON

The '53 Ranch Wagon has an all-steel body in two-door design, and carries six adults. The lift gate is counterbalanced to allow "fingertip" lifting with minimum effort. The same type of secure, rotor push-button latch used on all Ford Car doors is used on lift gate. Drip molding completely encircles top of body. New stone deflectors on rear fender decor are bright metal. License plate and its light remain upright, in visible position, whether tail gate is up or down. Fuel tank filler is concealed beneath a door just forward of left taillight.



Ranch Wagon

### Country Sedan

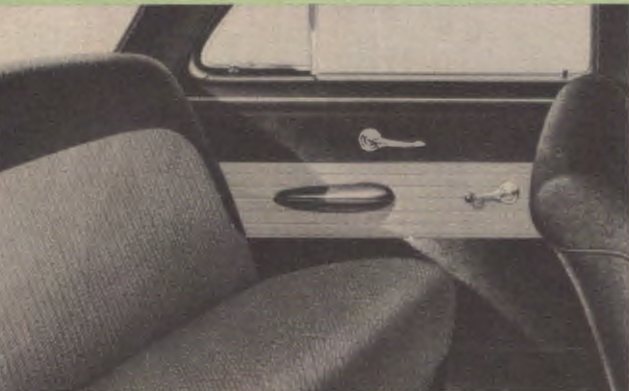
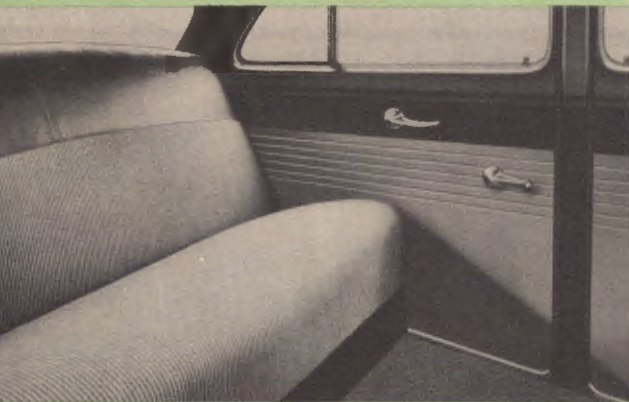


Country Squire

### COUNTRY SEDAN and COUNTRY SQUIRE

Here's a choice of two 4-door, 8-passenger station wagons . . . all-steel Customline Country Sedan, in any of 9 single-tone body colors or 4 two-tone combinations; and Crestline Country Squire, identical in all-steel body construction but with genuine maple or birch framing around beautiful mahogany-grained areas along the body sides and tail gate. Simulated wood framing around windows completes the luxurious effect. Combination of tail gate and lift gate makes loading easier. Gas tank filler tube concealed in body side at left.

## SMART, NEW TRIM AND APPOINTMENTS FOR



### MAINLINE

Skilled craftsmanship, exquisite materials and tasteful tailoring bring a blend of richness to the Mainline Interiors. The beautiful gray and gold Craftcord upholstery fabric harmonizes with the new body colors. There are 2 two-tone Saddletex (vinyl) interior trims available at extra cost. Superb new headlinings are neatly tailored. Distinctively patterned black rubber coverings are used on floors, both front and rear. Rear floor covering is designed to give the appearance of carpeting. Bright metal appointments blend with over-all decorative scheme.

### CUSTOMLINE

The interiors of the new '53 Customline Fords are smart "on-the-road living rooms." Expert styling combined with fine materials and appointments provides an air of refinement. There is a choice of two beautiful Craftweave and one two-tone Craftcord upholstery materials to harmonize with new body colors. There are 2 two-tone Saddletex (vinyl) interior trims available as extra-cost options. New, rich-looking, fine-woven headlinings blend with other materials used. Rear floor covering is blue-gray, green or brown pebbled rubber to blend with upholstery choice. Front floor covering is ribbed black rubber mat with pebbled insets. Interior fittings are smartly styled and finished in gleaming bright metal.

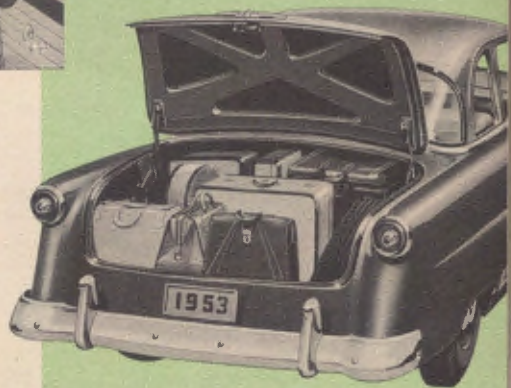
## '53 FORD SEDANS AND COUPES

**Power-Pivot Clutch and Brake Pedals**, conveniently suspended from above, eliminate holes in toe board and allow greater foot room. This unique mounting arrangement makes both pedals easier to operate.

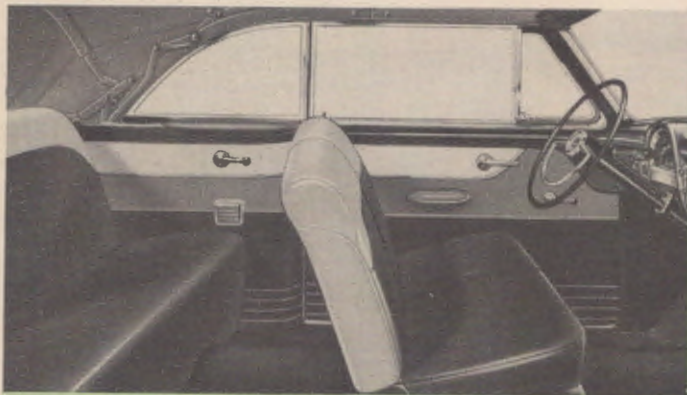


**New Flight-Style Control Panel** blends into doors. Dials are modern, easy to read. Cluster's indirect illumination is varied from "bright" to "off" by turning headlight control knob. Smart, new cluster bezels, or shields, are satin finished. New, twin-set control knob trim plates are black enamel with satin finish bezels. Rich, plastic knobs are identified and illuminated. Bright metal bead molding runs along top of instrument panel and continues along garnish molding in Customline and Crestline models. New Ford 50th Anniversary horn button.

**The big Deep Deck Luggage Locker** has Space Saver Counterbalancing Hinges, with new reinforced mountings, at extreme sides of deck lid to gain more usable space. Convenient Center-Fill Fueling eliminates long, space-eating gas filler pipe in trunk.



## INTERIOR DETAILS OF THE NEW '53 SUNLINER



The new '53 Sunliner interiors are designed for all convertible model enthusiasts. There are 4 rich, two-tone leather-and-vinyl upholstery combinations color-keyed to the new '53 body colors. Top boot matches upholstery. Side panels and doors are trimmed with leather-grained vinyl. Control panel is color-harmonized with interior scheme. Front floor covering is ribbed black rubber mat with pebbled insets. Color of rear pebbled rubber floor mat harmonizes with interior. Interior appointments add sparkle to over-all effect. When top is up, fabric top well (at front of luggage compartment) can be folded up and forward to give over 3 cu. ft. more luggage space.



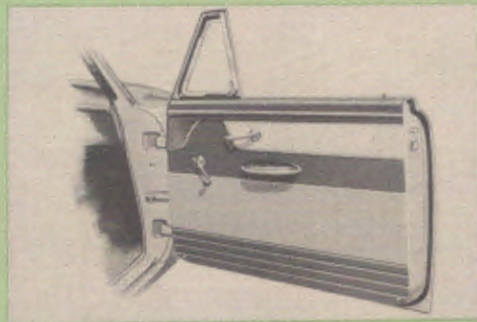
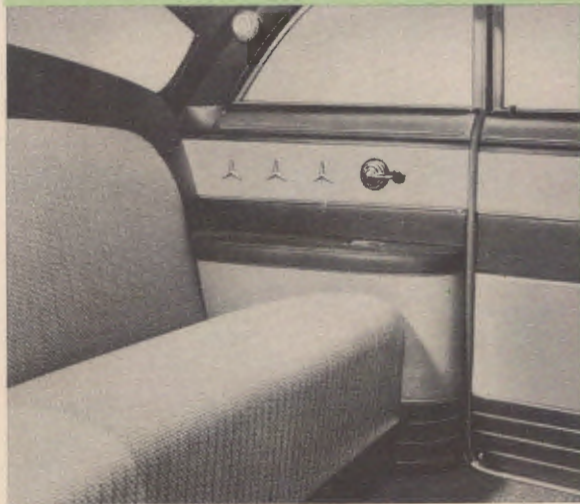
A new com-type lock for clamping the top to windshield is lever-actuated and, with the 3 new tee-type dowels on windshield upper header, provides smoother action and a tighter seal between top and windshield.



Handy switch on control panel operates the electrically powered, newly improved top raising and lowering mechanism smoothly, and now over 50% faster on 1953 models!

## INTERIOR DETAILS OF THE NEW '53 VICTORIA

Wherever you look inside the Victoria, you see beauty . . . in rich color, smart appointments, imaginative designing. Interior styling tastefully blended with exterior beauty makes the new '53 Ford Victoria the car of distinction in town or country.

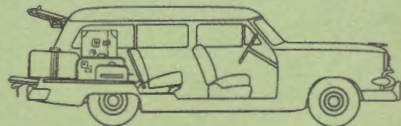


The interior of the new '53 Ford Victoria sets a new high in styling and craftsmanship. Available are 3 stunning new, block-weave upholstery fabrics of longer-wearing Craftloom wool and nylon combination, with high-lustre viscose interwoven to produce smart-looking stripe patterns. New headlinings blend with interior colors and control panel and garnish molding hues. Interior schemes are chosen to harmonize with exterior body colors. Front and rear floors are covered in deep, rich carpeting of hues to harmonize with interior colors.

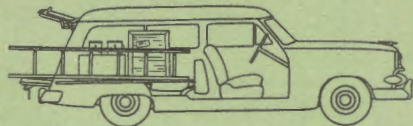
## INTERIOR DETAILS OF THE NEW '53 RANCH WAGON.



The '53 Ranch Wagon is a smart, two-door, six-passenger station wagon. Adjustable front seat has divided back. Full-width, 3-passenger rear Stowaway seat is specially hinged. Cushion swings forward, back swings down, to form part of level load space when converting the Ranch Wagon into cargo carrier, *without use of tools*. New, woven plastic headlining and overhead insulation to deaden sound, add comfort. Heavy, ribbed tan linoleum covers entire load space floor area. Hinged door permits access to spare tire well.



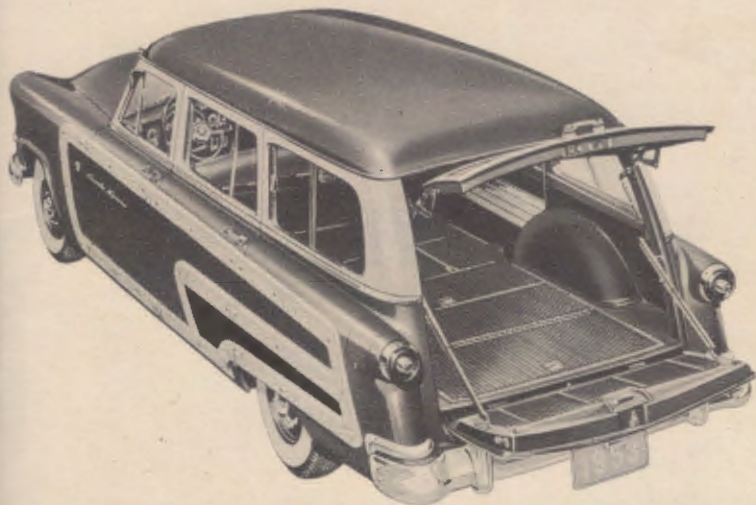
The Ranch Wagon seats 6 adults with plenty of head room, hip room, elbow room . . . plus big storage capacity in rear.



Note the exceptionally generous length of cargo space . . . almost 8 feet . . . from front to end of tail gate.



## COUNTRY SEDAN AND COUNTRY SQUIRE



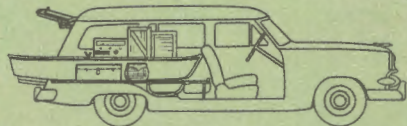
The new '53 Country Sedan and Country Squire are the finest station wagons produced in Ford's field! They are converted from ultra-smart 8-passenger vehicles to big, level-floored cargo carriers in 3 minutes, *without tools*. Center seats are divided. Smaller right-hand section tilts forward for easy access to rear seat. Center seat folds into floor for level load space. Rear seat is made in 2 sections for easy removal. Heavy, ribbed tan linoleum covers load space floor. New, woven plastic headlining and overhead insulation add to comfort, reduce noise.



With all seats in place, there is roomy seating space for 8 adults.

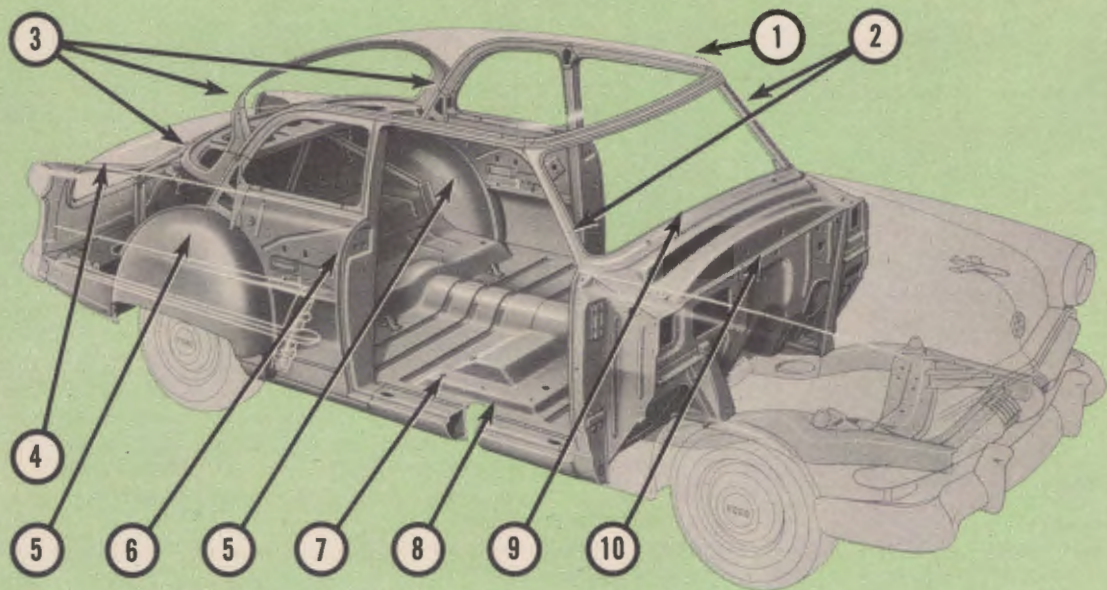


With rear seat out, it holds 6 passengers plus plenty of cargo.



Center Stowaway seat folded to floor and rear seat removed for maximum load gives load space 8½ feet long.

## THE STURDY, NEW '53 FORD BODY ...



Beneath the style-setting exterior lines of the new '53 Ford is strong quality construction in a body that leads the field in durability, roominess and genuine comfort. Skillful engineering has incorporated advanced features with a box structure that is inherently

the most rigid and durable in the field of ultra-modern automotive design. The features pointed out above, and keyed to the details at right, are the major features of this up-to-the-minute body construction. Other outstanding features follow.

# A TRIUMPH OF ENGINEERING AND CRAFTSMANSHIP!

## HIGHLIGHTS OF BODY

1. Complete hull-tight construction seals out dust, noise, water and weather. It's the biggest body construction value in the low-price field.
2. Strong, narrow, set-back front pillars minimize dangerous "blind spots" and increase visibility.
3. Husky box-section structure encircling rear window is welded to roof rails and package tray structure.
4. Body panel joints are welded and soldered to provide extra strength and achieve clean, smooth appearance.
5. Dome-shaped wheel housings are welded to floor . . . provide solid footings for roof rails.
6. Below belt line, body pillars are massive . . . flared at top and bottom for added strength.
7. Durable Cushion-Quiet body mounts are rubber-insulated to reduce the transmittal of road noises to body.
8. Heavy steel floor is especially shaped and ribbed for extra rigidity.
9. Windshield opening is completely encircled by heavy box-section structure which also serves as full-width defroster air tunnel.
10. Dash and toe board welded to floor and cowl top to form box-like structure.

## OTHER HIGH-QUALITY CONSTRUCTION FEATURES

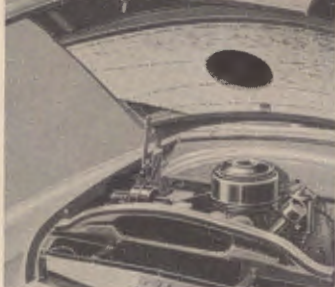
The heavy one-piece steel roof panel is welded to box-section around windshield opening, to roof side rails and to rear window structure. Foundation for the sturdy '53 Ford Body is the floor pan which is specially shaped and ribbed for proper rigidity and quietness. Pan extends from toe board to rear of body and from rocker panel to rocker panel. Skillful engineering and quality workmanship has produced a floor pan that is proof against weather, dust and water. Specially shaped dash and toe board is one-piece construction and welded to the ribbed cowl side panels, the body floor and cowl top panel, forming one single unit of great rigidity and structural strength.

Body pillars are scientifically designed with slender portion formed above belt line for greater visibility and with more massive portion below belt line for correct over-all strength and rigidity. Flared bases and pillar tops provide solid connections to rocker panels and roof rails to distribute stresses over greater areas. Pillars are substantially reinforced at hinge points.

New, easily engaged Silent-Doorman door stay checks are positive-action, compression spring type. They hold doors securely in "open" position for greater safety and convenience. Front door stay checks are two-position type. They hold doors in either "two-thirds open" or "fully open" position, as desired.

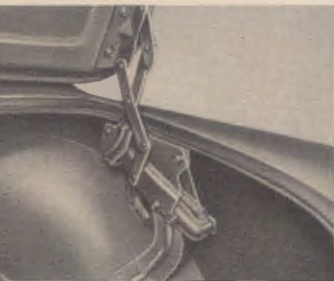
Drip molding extends across front and along sides.

FOR ADDITIONAL BODY DETAILS, SEE THE NEXT 8 PAGES.

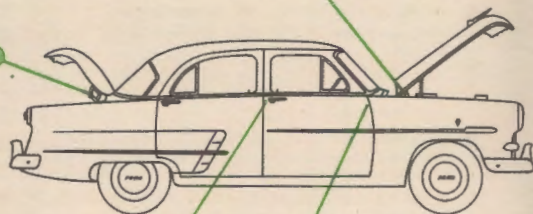


## ADDITIONAL IMPORTANT

**NEW, MORE RIGID PRESTO-LIFT HOOD** is mounted on spring-loaded counterbalancing hinges for fingertip operation. Hood front cross member carries hood locking catch released from outside by a lever. Separate safety latch keeps hood from opening if not closed completely.



**STURDY SPACE SAVER DECK LID HINGES** are counterbalancing scissors-type, mounted at extreme top corners to avoid scuffing luggage and to give more usable storage space. Counterbalancing springs permit raising and lowering lid with fingertip ease. Mounting points are newly strengthened for greater rigidity, longer life.



### FINEST DOOR LATCH ON ANY CAR!

Sturdy, 100% functional door latch of simple rotor design meets the most exacting requirements of load and road conditions. Push-button and mechanism shielded from rain, snow, sleet and dust. Tests prove that the Ford latch outperforms and outlasts latches of many different types now in use.



### HEAVY OFFSET TYPE FREE-ENTREE HINGES

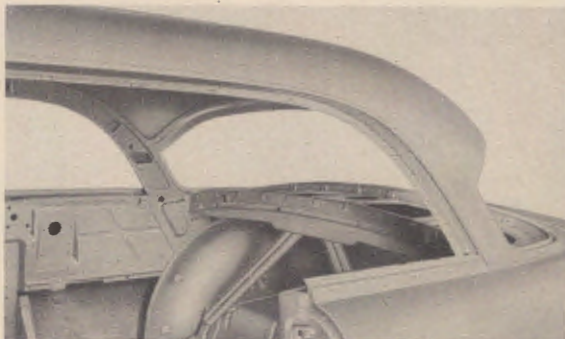
on front doors, in combination with the scientifically rounded-corner inner panels, permit use of effective weather and dust seals. These hinges move the open door farther outward for greater foot room when entering and leaving car. New, Silent-Doorman stay checks hold front doors  $\frac{2}{3}$  or fully open as desired.



## FEATURES OF FORD'S ADVANCED BODY DESIGN

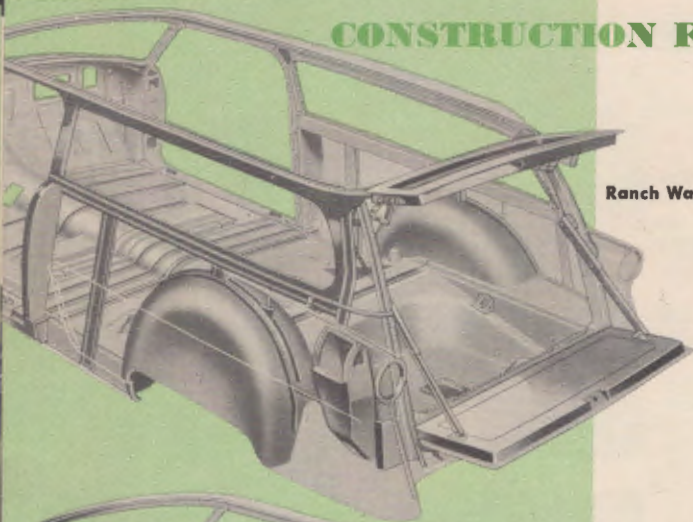
The '53 Victoria differs in construction from the regular Sedan and Coupe bodies by its wide-open side construction. A special extra-heavy windshield header, large, rigid roof rails and specially constructed package tray provide the additional strength necessary to compensate for absence of center pillars. The big rear window, framed in an attractively designed bright metal molding, is approximately 14% larger than the rear windows of other Sedans and Coupes.

The '53 Sunliner has a new, automatic mechanism to lower and raise top over 50% faster! New "low-friction" mechanism is powered by sealed, permanently lubricated electric motor protected by a circuit breaker. Switch is convenient "push-pull" type on control panel. Should power fail, top can be hand-operated, by disconnecting flexible drive cable. Design allows top to sink deeper into well, improving lines of car when top is down. Extra-strong auxiliary top bows preserve neat roof lines, reduce possibility of top sag and flutter.

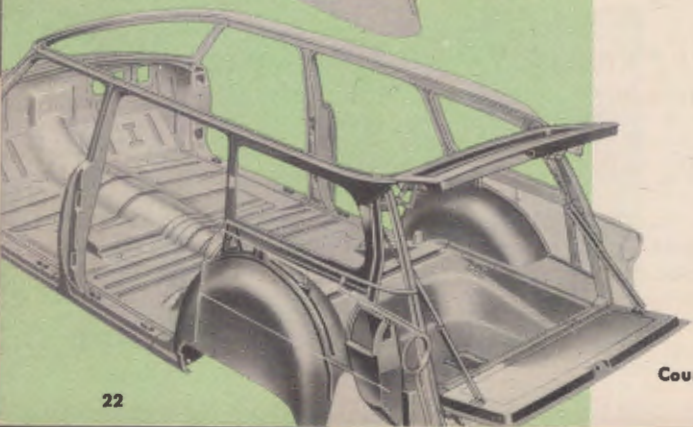


## CONSTRUCTION FEATURES OF THE '53 FORD

- ★ **RANCH WAGON**
- ★ **COUNTRY SEDAN**
- ★ **COUNTRY SQUIRE**



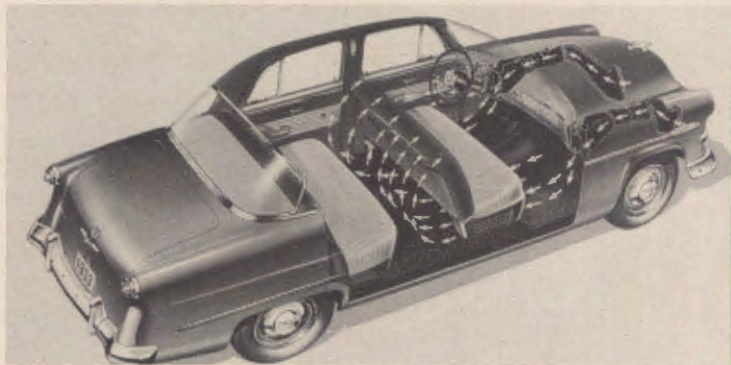
Ranch Wagon body



Country Sedan and Country Squire body

The all-steel bodies of the new '53 Ranch Wagon, Country Sedan and Country Squire are ruggedly built and similar in construction except for detail differences in 2-door and 4-door construction. Steel posts at the rear extend from roof rail to body rear sills and serve as supports for the scissors-type counterbalancing lift gate hinges. Hinges are equipped with wing nuts which may be tightened to hold gate securely in "up" position. Operating handle is at lower edge of gate, incorporating push-button release on right and lock on left. Two husky sliding-type arms support the tail gate when open. Right arm has automatic lock to keep tail gate in "open" position. Sturdy, efficient rotor-type locks on each side hold tail gate in "up" position. Recessed handle in inner panel releases locks to open tail gate. The all-steel floor pan, covered with  $\frac{3}{4}$ " plywood, is specially ribbed for rigidity and quietness. Tire well is provided in floor pan and has a special steel clip to hold jack and tire wrench. Gas tank has capacity of 19 gallons.

## FULL-CIRCULATING BODY VENTILATION SYSTEM



### FORD'S BALANCED SYSTEM PROVIDES COMPLETE CIRCULATION OF FRESH AIR THROUGHOUT THE BODY

Air pours through two screened air scoops, one at each side of radiator, back of grille. Ducts carry this air to registers in dash under each side of instrument panel. Hinged register covers permit air flow to be deflected as desired. All models have adequate clearance between bottom of front seat cushion and floor to permit fresh air to flow along floor to rear compartment. Two push-pull type knobs on the instrument panel, one at each side of instrument cluster, regulate the air-flow dampers in the ducts. See Ford MagicAire Heating-Ventilating System description, Page 52, for heater details.

The ventilation system of the new 1953 Ford is standard in all models. No motor-driven fans are needed, as the forward motion of the car forces fresh outside air through the system. In wet weather this continuous flow of air builds up a slight pressure within the body which permits opening vent windows sufficiently for circulation without rain entering. Fogging is thus reduced to minimum.

Pivoting Type Vent Windows, with rain shields, are standard front door equipment in all models. Pivoting vent windows are also provided in the rear doors of the Custom-line Fordor Sedans.



## ADVANCED SOUND AND WEATHER INSULATION

The '53 Ford Body is outstanding in its quality-proved insulation against sound, heat and weather. Even more areas than before are protected by superior insulation, to assure the new Ford models real *hull-tight* construction.

The materials used have all been proved by the most exhaustive tests. Resin-bonded glass fiber is used for its high sound-absorbing qualities as well as insulation against heat and cold. Asphalt-impregnated waffled felt pads and sprayed-on mastic deadener are used to damp out mechanically induced sounds. A special plastic sealer is used in spot-welded joints that are exposed to the elements or to dust leakage, making the joints in effect solid connections. A special high-grade cement bonds all insulating materials to body structure.

In addition to the above materials, Cushion-Quiet body mountings, grommets, plug buttons, special pads and rubber seals are used at all points where there is friction or possibility of weather and dust leakage.



**Hood**—New, one-inch thick glass fiber pad sealed to rear portion of hood underside.

**Roof Panel**—All models but Sunliner have heavy asphalted felt pad cemented to inner surface of roof PLUS thick layer of glass fiber covering about same area.

**Floor Panel**—Front portion has asphalted felt cemented to floor with ribbed rubber mat backed by heavy layer of jute. Rear compartment has carpet or rubber mat backed by heavy layer of jute. Station wagons have new, more thorough insulation of floor pan road side surfaces.

**Dash Panel**—On passenger side, steel dash has thick layer of glass fiber, heavy

asphalted felt deadener and asphalted finish board.

**Luggage Compartment**—Ribbed rubber floor mat. Waffled felt pad on inner surface of deck lid. Rubber seal encircles deck lid opening.

**Door Sealing**—Door inner panel design permits use of continuous rubber sealing strip.

**Door and Quarter Panels**—A heavy layer of mastic sound-deadener is sprayed on inner surfaces.

**Wheelhousings**—Underside of rear wheelhousings, rear portions of front fenders, sprayed with heavy mastic.

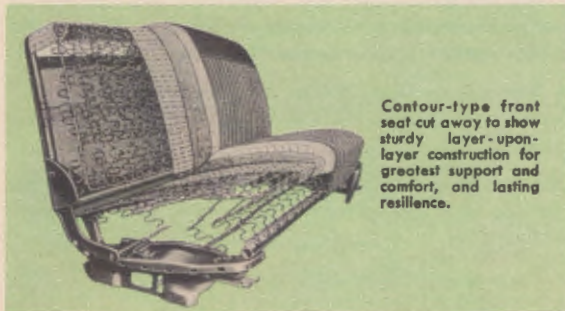


## FORD SEATS ARE DESIGNED FOR FULLEST COMFORT

High standards of built-in, relaxing comfort are achieved in the seating of the new 1953 Ford Bodies. This is due to a combination of thoroughly tested features. Wide seats provide generous hip and shoulder room for three adults, front and rear. Footrest at rear of front seat is integral with body floor in all models.

### CONTOURED NON-SAG FRONT SEATS

In all 1953 Fords, the scientifically designed contour-type seats with "pillow-roll" backs add greatly to riding comfort. Resilient zig-zag spring construction uses special tension wires in seat cushions for a softer feel and more stabilized ride action. A generously thick foam rubber pad extends over the edges of the cushions



Contour-type front seat cut away to show sturdy layer-upon-layer construction for greatest support and comfort, and lasting resilience.

for added leg support. A cotton felt pad cemented to a wire-reinforced burlap base covers the springs. Seat back has zig-zag springs with a thick cotton felt pad extending over top edge for additional cushioning.

Automatic Posture Control allows seat to move fore and aft to accommodate size of driver. Moved forward, seat is higher for short drivers. Moved back, seat lowers and seat back inclines slightly for taller drivers. Sturdy assist springs make seat adjustment simple and easy.



Strong side supports are positioned for greater foot room in rear, better circulation of air. Both front seat tracks are ball-bearing type. Sturdy assist springs make seat adjustment almost effortless. Total fore-and-aft adjustment on seat track is 4.1 inches during which seat back tilts approximately 1.8 inches.

### FORD NON-SAG REAR SEAT CONSTRUCTION

In all 1953 models, zig-zag spring construction is used in cushions and backs of rear seats. Foam rubber pads over heavy cotton felt pad is used in cushion, with cotton felt pads in seat back.

## FORD'S FAMOUS FULL-CIRCLE VISIBILITY

Ford Safety Glass is carefully manufactured to meet the rigid automotive code requirements.

Adding to visibility in every '53 Ford is the adjustable rear view mirror mounted eccentrically on two ball-swivel joints so proper adjustment can be made.

New Ford I-REST tinted safety glass\* of soft greenish hue cuts glare of sun, sky, snow and bright lights, reduces solar heat.



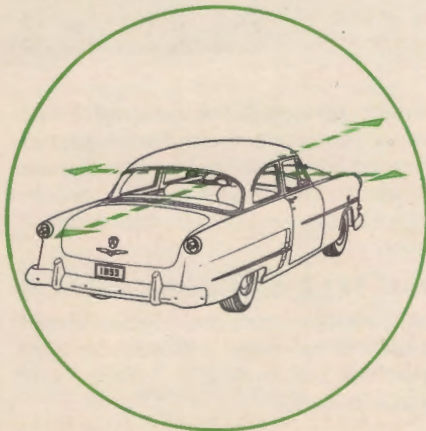
Ford was first to bring the greatest visibility to a car in the low-price field! The new 1953 Ford claims an extremely high degree of visibility because:

**Glass areas are generously big, especially through use of the huge, obstructionless Curva-Lite Safety-Vue Windshield and the big, curved one-piece rear window.**

**Narrow but strong body posts minimize "blind spots." Front corner posts are set back and the roof panels narrow at the rear.**

**Front seats are forward, placing the driver well to the front where he can best command the view over hood and both front fenders.**

\*Optional at extra cost on Customline and Crestline models (not available for rear window of Sunliner).



## EXPOSED GLASS AREAS

(Square Inches)

MODELS	Wind- shield	Side Windows	Back Window	Total
<b>Mainline Models</b>				
Tudor Sedan . . . . .	940	1379	978	3297
Fordor Sedan . . . . .	940	1293	978	3211
Business Coupe . . . . .	940	1181	978	3099
Ranch Wagon . . . . .	940	2341	508	3789
<b>Customline Models</b>				
Tudor Sedan . . . . .	940	1379	978	3297
Fordor Sedan . . . . .	940	1293	978	3211
Club Coupe . . . . .	940	1209	978	3127
Country Sedan . . . . .	940	2165	508	3613
<b>Crestline Models</b>				
Sunliner . . . . .	835	1092	576*	2503
Victoria . . . . .	835	1092	1111	3038
Country Squire . . . . .	940	2165	508	3613

\*Breezeway Rear Window of Sunliner is of durable vinyl.

**Door windows** in all models are operated by regulator handles which actuate special cross-arm type regulators for positive operation.

**Quarter Windows** on the Mainline Business Coupe are stationary. Ranch Wagon, Country Sedan and Country Squire have sliding windows with positive-type latches at forward ends. On Tudor Sedans and Customline Club Coupe, windows move up or down. Sunliner and Victoria windows rotate up or down, and new regulating mechanism is sturdier, provides faster, easier window operation.

**Vent Windows** in front doors of all models and in rear doors of Customline Fordor Sedans are pivoting push-out type with positive latches and safety lock buttons.

## HOW THE SUPERIOR FORD BODY FINISH IS ACHIEVED

The outstanding beauty and remarkable durability of the Ford exterior finish are the result of painstaking craftsmanship, careful inspection and the use of highest quality materials. Briefly, the process consists of cleaning the metal, applying a corrosion inhibitor, a double priming coat and finally a double-spray application of enamel which is baked on to provide that hard, durable showroom complexion which is "built to live outdoors."

**Protection Against Corrosion.** This precaution is in itself a five-step process which consists of cleaning the metal, hot rinsing, treating with phosphate, cold rinsing, and finally a chromic-phosphoric acid application to neutralize reactions and seal the coating.

Even the inner surfaces of such box-section members as rocker panels, pillars, etc., are protected prior to body assembly; and then after fabrication, an additional primer coat is applied through access holes.

**The Painting Process.** After the coating process, the bodies are metal glazed for smoothness and sprayed with two primer coats. This is followed by baking and wet sanding, drying and a final two-spray application of synthetic enamel. The resulting finish is a hard-surfaced, gleaming enamel coat of high quality.

See Color Chart, Pages 6 and 7, for Color Selections Available

## THE '53 FORD CHASSIS . . .

### IT'S BIG, IT'S HUSKY!

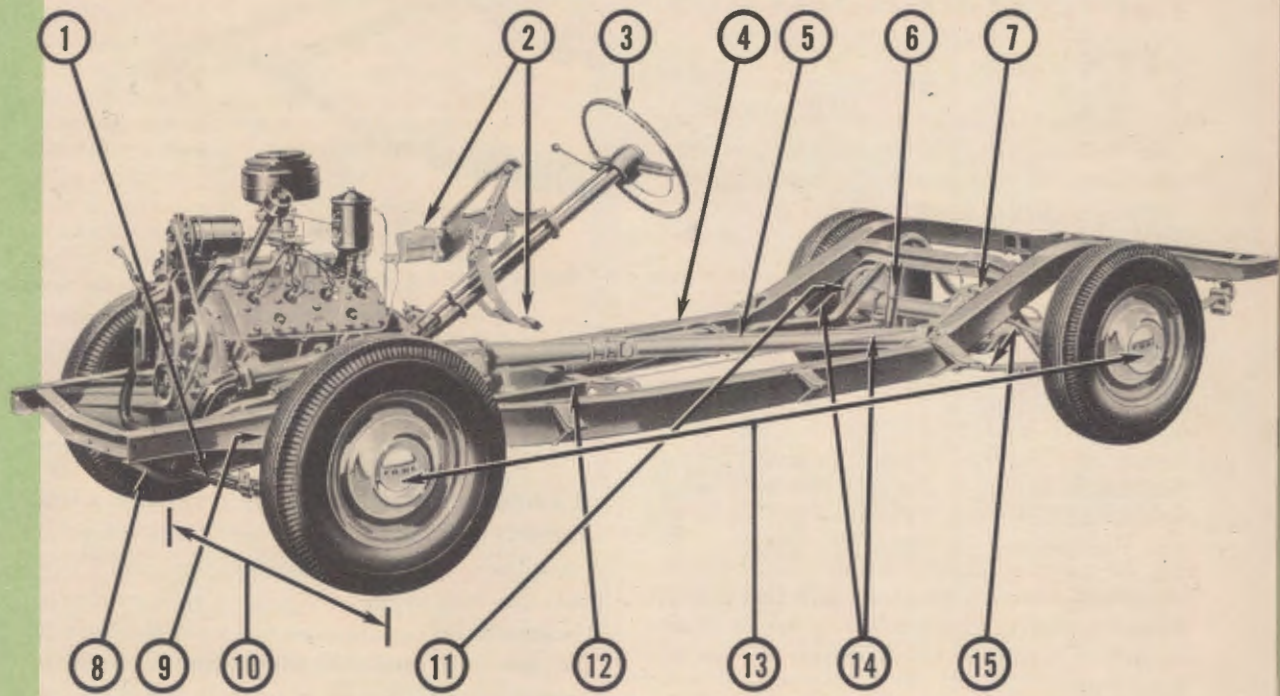
Listed at right are the many advanced features that make the 1953 Ford Chassis strong and durable, truly a product of the most modern automotive engineering. The rigid K-bar design materially increases the torsional strength of the frame. The K-member is welded to the side rails, not merely bolted or riveted. The result is a completely integrated and exceptionally rugged structure of great rigidity. In addition, frames are specially designed for the various body types, providing just the right degree of strength without excessive weight.

Combining these factors with the many other features mentioned here and on Page 30, Ford engineers have achieved *exceptionally fine roadability*. The ride is noticeably smooth and altogether comfortable and relaxing. Most of the individual features in some measure contribute to Ford's Automatic Ride Control which you'll find described more fully on Page 31.

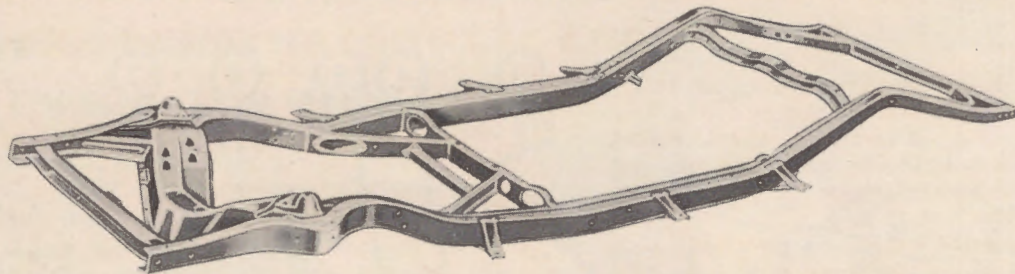
Be sure to read and absorb the chassis details on the following pages. They will prove decidedly useful and impressive in discussing the great '53 Ford with prospective purchasers.

## OUTSTANDING FEATURES

1. Large front stabilizer to control sidesway.
2. Ultra-modern Power-Pivot Clutch and Brake Pedal Suspension for easier pedal action. Brake master cylinder mounted on dash.
3. Symmetrical steering linkage to reduce steering effort and provide better maneuverability, with unique spring-loaded ball stud to insulate steering wheel from road shock.
4. Husky box-section frame side rails.
5. Hotchkiss Drive for greater riding comfort.
6. Newly valved Viscous Control Shock Absorbers synchronized with springing . . . diagonally mounted at rear for greater lateral stability.
7. Quiet, semi-floating axle in husky banjo housing.
8. New, heavy-duty, ribbed steel skid plate to protect front cross members and car undersection in deep ruts, sand and mud.
9. Tailored-to-weight Hydra-Coil Front Springs for a more level ride.
10. Wide, 58-inch front tread for better stability and easier parking (rear tread is 56 inches).
11. Double-Seal, Magic Action Hydraulic Brakes.
12. Heavy K-bar construction for increased torsional rigidity and strength.
13. Long, 115-inch wheelbase for more comfortable, more stable ride.
14. Mechanical hand brake with easy-action, pulley-type mechanism.
15. Variable-Rate Rear Suspension incorporates long, newly improved Para-Flex Springs for smoother riding and a new "long, low" appearance.



## FORD FRAMES ARE DESIGNED FOR SPECIFIC MODELS



The K-bar frame for Mainline and Customline Sedans and Coupes

The new 1953 Ford possesses a frame of great stiffness and superior torsional rigidity.

**ALL MODELS** (except the Sunliner)—Husky K-bar frames have five rugged cross members securely attached to box-section side rails, forming a strong, ladder-type frame. The “K-bar” is formed by the third cross member and two diagonal struts.

**SUNLINER**—Has the same basic box-section side rails as in the other models, but with a rugged I-beam X-member in place of the third cross member and K-bar struts.

**VICTORIA**—Has the same basic K-bar frame as that

used in the conventional Sedans and Coupes, plus a steel capping plate welded to the underside of the frame side rails to give it the extra rigidity required in this body style.

**RANCH WAGON, COUNTRY SEDAN AND COUNTRY SQUIRE**—Same basic K-bar frame is used, but with specially shaped and positioned fourth and fifth cross members. The fourth cross member is located farther back to allow rear shock absorbers to be mounted in back of the axle. Rear cross member is specially formed channel to accommodate body and spare tire.

## KEY TO SMOOTHER RIDES . . .

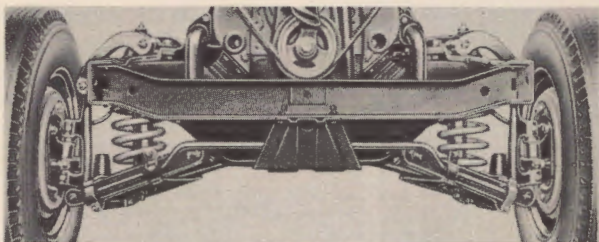
### FORD'S AUTOMATIC RIDE CONTROL

Automatic Ride Control is an integrated system which adjusts automatically to conditions of load and road to give you a smooth, level ride. Besides the details described below, a long wheelbase and low center of gravity contribute to Ford's superior riding comfort.

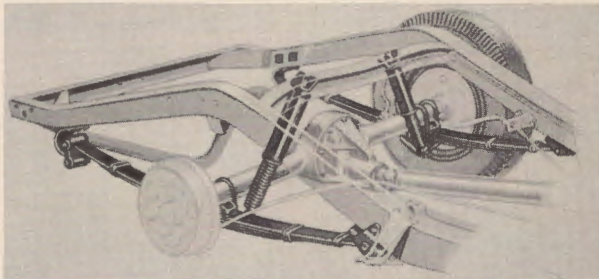
**Front Suspension** has tailored-to-weight springs to match each car's combination of body style, engine and transmission. The extra-wide front tread gives greater stability and shorter turning radius. New front rubber compression bumpers provide softer action. A new, ribbed steel skid plate guards undersection against damage in deep ruts, sand, snow and mud.

**Rear Suspension** has long, improved Para-Flex Springs, diagonally mounted shock absorbers to soften ride. Tension type shackles automatically soften spring action for smooth roads, stiffen springs in rougher going. New, longer-lived one-piece fabric inserts control friction between spring leaves and, with rubber bushings, provide quiet spring action without need for lubrication.

**Viscous Control Shock Absorbers**, front and rear, are improved to self-adjust their "give" as road conditions vary. Hydraulic, double-acting. Have new rubber insulators top and bottom for proper control throughout longer life.



Swinging-link type front suspension with heavy torsion bar stabilizer; Hydra-Coil tailored-to-weight front springs; new ribbed steel skid plate for added protection; new, soft-action compression bumpers, and extra-wide front tread for greater stability, better maneuverability.



Variable-Rate Rear Suspension includes long, newly improved Para-Flex Springs plus double-acting, Viscous Control Shock Absorbers with improved damping effect. Shock absorbers are diagonally mounted to help level the car on curves.

## FORD'S POWERFUL BRAKES AND POWER-PIVOT PEDALS



Hand brake cable reverses direction by running back over a free-turning pulley for easier operation, longer life.



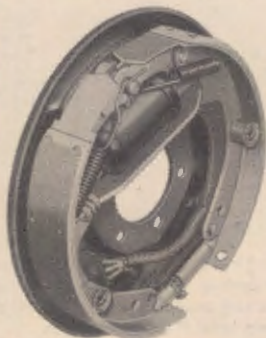
Foot pedals are suspended, avoiding holes in toe board, increasing driver's foot room, reducing effort required to operate.

Braking system features in the '53 Ford include effective sealing of brake assemblies and a specially designed, easy-acting hand brake operating mechanism.

The backing plates and drums of both front and rear brake assemblies are designed with grooves and lips so that when assembled, they form effective double seals against weather and road conditions. The backing plates and drums of rear brakes have deeper grooves and longer lips, to compensate for the fact that rear brakes are subjected to more dirt and water than the front brakes.

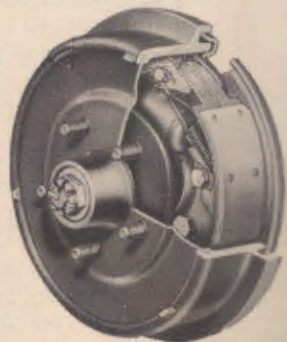
The hand brake operates the car's rear brakes through a cable attached to a T-handle at lower left edge of instrument panel. Instead of the usual conduit, a free-turning pulley is used to change direction of cable as it passes through the dash panel. This makes hand brake operation easier, provides longer cable life.

Ford's Magic Action Hydraulic Brakes are fully "self-energizing" which means that the brakes use the vehicle's energy of motion to help in their own application. This is accomplished by design of brake shoe mechanism. The arrangement is such that friction between shoes and drums produces a "wrapping effect" which actually



◀ Ford Magic Action brakes are self-energizing for safer, easier stopping.

Lip-and-groove double seal design of drum and backing plate keeps weather and dirt out of brake mechanism. ▶

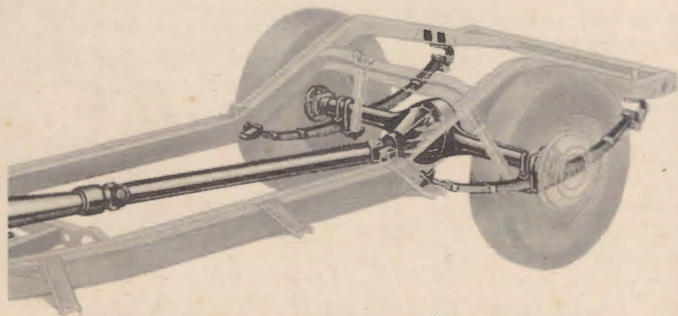




increases pressure of shoes against drums. The result is a reduction in the amount of pressure which driver must apply at pedal. This self-energizing acts in either direction of motion.

Exclusive to Ford in its field are the Power-Pivot Brake and Clutch Pedals suspended from a heavy bracket attached to both dash and instrument panel. This eliminates the holes in the floor board, leaves more space for driver's feet and makes both the brake and clutch pedals easier to operate.

With the unique Power-Pivot Brake and Clutch Pedal suspension, the brake master cylinder is firmly mounted on the dash within the engine compartment, where it is better protected, easier to service.

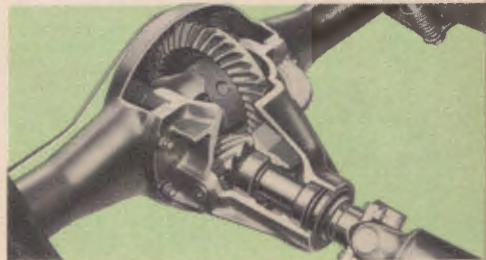


In Ford's Hotchkiss Drive, driving and braking forces are transmitted through rear springs for vibration-free, level-riding comfort.

## THE FORD HOTCHKISS DRIVE AND REAR AXLE

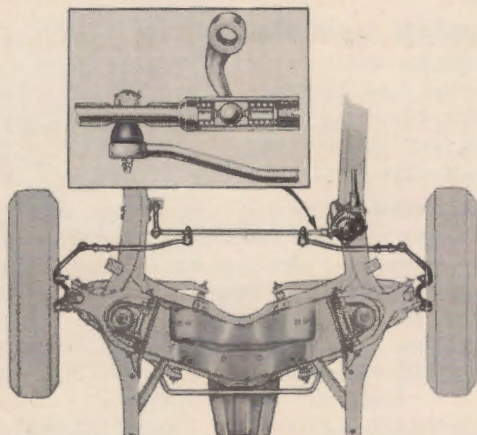
**HOTCHKISS DRIVE** eliminates excess weight, has no rigid connections between axle and chassis frame. Ford's rubber-mounted, long, flexible, improved rear springs absorb and cushion power transmission vibration, giving more relaxing rides, smoother starts and stops than common torque tube or radius rod drives.

**REAR AXLE** in Sedans and Coupes is semi-floating type with hypoid ring gear and pinion, forged axle shafts with integral flanges and welded pressed steel banjo type housing for great strength with minimum weight. Differential cover is welded in place for increased rigidity. Special rear axle in station wagons has larger wheel bearings to bear the heavier loads these vehicles frequently carry.



Ford's differential assembly is in self-contained carrier bolted to front of axle housing.

## FORD'S SYMMETRICAL LINKAGE FOR EASIER STEERING



Ford's symmetrical steering linkage is a balanced design for easier steering. Close-up is diagram of spring-loaded ball stud in steering cross link to insulate steering wheel against road shock.

The 1953 Ford steering system allows great maneuverability with well-balanced, exceptionally easy steering. It minimizes the effort required to turn the big, 18-inch steering wheel.

**Steering Gear Assembly** is a roller and worm gear type with a ratio of 18.2 to 1. This ratio, combined with symmetrical steering linkage, provides an over-all steering ratio of 26.3 to 1, for easier steering. The large, triple-tooth roller is mounted on needle bearings. Turning diameter, measured to center of outer front wheel, is approximately 40 feet.

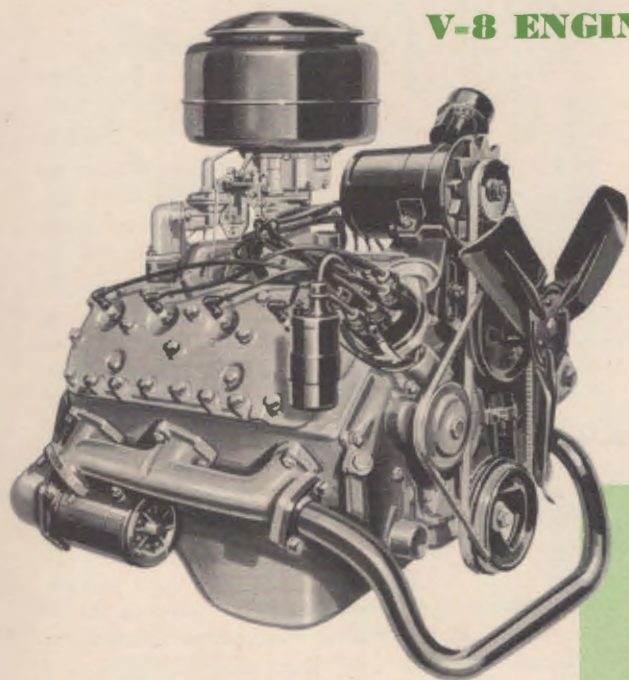
### WHEELS AND TIRES

On all 1953 Ford models, five-stud, demountable steel disc wheels are standard. Tire and rim sizes are listed in Specifications Section, Page 61. Super-balloon type tires are standard on all models. All models are equipped with black sidewalls. White sidewall tires are optional at extra cost.

**Wide Base Rims** are used for maximum safety and longer tire life. These rims reduce tire running temperature by helping decrease flexing to which tire sidewalls are subjected. They also give the tire treads full road contact when properly inflated. This makes for more uniform tire wear.

# FORD 110-H.P. HIGH-COMPRESSION **STRATO-STAR**

## **V-8 ENGINE . . . the only V-8 in its field!**



Ford's famous Strato-Star V-8 Engine is a leader in performance, delivers top economy and has been service-proved throughout the world. It is the only V-8 in the low-price field!

The compression ratio of the world-famous Ford V-8 Strato-Star Engine is a mighty 7.2 to 1, and it produces a big 110 horsepower at 3800 rpm!

The outstanding power and efficiency of the '53 Ford V-8 Engine comes from the use of the high compression ratio and the high-lift valves which allow a greater volume of fuel mixture to enter cylinders—and permit easier escape of exhaust gases.

The '53 Ford Strato-Star 110-h.p. V-8 is available with all Ford models, all Ford body styles, and with any one of the Ford transmissions . . . Conventional, Overdrive or Fordomatic. (For details on these transmissions, see Pages 48 through 51.)

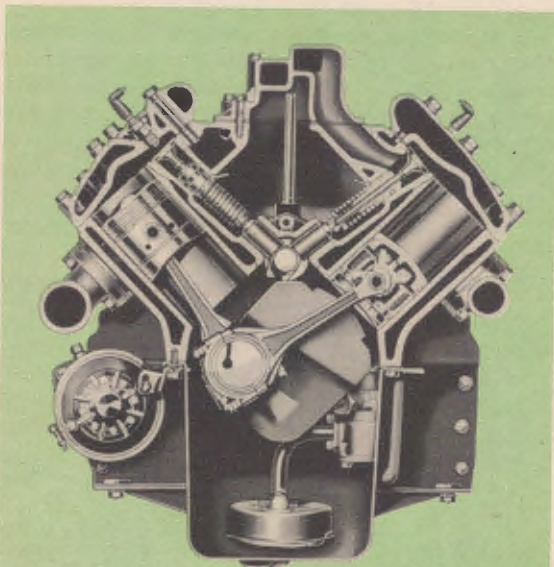
### BASIC SPECIFICATIONS

Brake h.p.	110 h.p. at 3800 rpm
Displacement	239.4 cu. in.
Bore	3.19 in.
Stroke	3.75 in.
Type of Engine	L-head, 8-cyl., V design
Compression ratio	7.2 to 1

*(For other specifications, see Specifications Section, Page 57)*

## ENGINE DESIGN

**Cylinder Block and Heads** cast from high-grade iron for superior resistance to distortion and wear. Combustion chambers have 7.2 to 1 compression ratio. Controlled Quality surface finishing process provides for



Ford's efficient, compact V-8 design has been proved through years of smooth, economical performance. It's the only V-8 in its field!

correct degree of smoothness to maintain uniform, unbroken oil film in cylinder bores and valve guides.

**Precision-Molded, Superior Iron Alloy Crankshaft** is exclusive to Ford in its field! Materials provide excellent wearing qualities; crankshaft is accurately counter-balanced and requires no special vibration damper.

**Three Wide Main Bearings** are selectively fitted for better performance and longer life. Bearings have thin, steel-backed lead-base-babbitt inserts which are exceptionally resistant to wear.

**Drop-Forged Connecting Rods** are high-quality carbon steel with precision-type, 2-piece lower bearings. Bearing inserts are steel-backed with thin lead-base-babbitt linings. Diamond-bored bronze bushings permit floating fit of piston pins.

**Super-Fitted, 4-Ring, Aluminum Alloy Pistons** maintain proper clearance between piston and bore under all operating conditions for more efficient, quieter performance and longer life. Pistons are tin-plated and both top compression rings are cadmium-plated. Lower rings provide close oil control.

**Automatic Power Pilot** is the name given to Ford's exclusive, completely integrated carburetion-ignition-combustion system.

Ford's downdraft carburetor automatically switches to an "economy" jet for idling . . . automatically supplies an extra-rich charge for fast acceleration. Ford's exclu-



Precision-set valves require no adjustment.

sive Loadomatic Ignition Distributor gives just the right spark for every operating condition automatically, instantly. Ford's unique combustion chamber design controls combustion of fuel charge to permit efficient high-compression operation using standard fuel.

## VALVE MECHANISM

**High-Lift, Quiet-Contoured Camshaft** is precision-molded alloy iron. Cam lobes are designed to lift valves high for greater efficiency. Quiet, laminated composition timing gear.

**Free-Turning Valves** employ unique low-friction valve keepers that permit rotation of valves to minimize warp, wear and sticking. Intake valves are made from special high-grade steel. Exhaust valves are precision-molded high alloy cast steel, designed to

better withstand high temperature and impact. Valve seats are integral with block for better cooling.

## COOLING SYSTEM

The efficient series-flow type cooling system provides uniform flow of coolant throughout the engine. Full-length water jackets completely surround each cylinder.

**Two High-Capacity Water Pumps** of the centrifugal type provide high-velocity circulation of coolant. Pump shafts are mounted on wide, double-row ball bearings, which are permanently lubricated and sealed.

**Positive-Action Type Thermostats** are unaffected by pressure—reliably and accurately maintain proper coolant temperatures.

**Large Radiator Core** is cushion-mounted to relieve twisting and weaving strains. Pressure-type radiator cap allows cooling system to operate up to approximately 7 pounds per sq. in. higher pressure and 19 degrees higher temperature than ordinary cooling systems, without boiling or loss of coolant.

**Silent-Spin, 3-Blade Fan** is mounted on double-row ball bearing—provides needed air flow with minimum noise and power loss.

## BELT DRIVES

A double pulley on the crankshaft operates two narrow belts . . . one drives the fan and the right-bank water pump, the other drives the generator and left-bank

water pump. The thin, narrow belts employed are less affected by continual flexing than are wider, thicker belts. As a result, belt life is much longer.

### LUBRICATION SYSTEM

Full pressure is supplied to camshaft, crankshaft main and connecting rod lower bearings through passages in block and crankshaft. Cylinder walls, pistons, piston pins and valve mechanism are lubricated by pressure spray from holes in lower ends of connecting rods and from oil throw-off from crankshaft. Timing and distributor drive gears receive pressure oil-spray from drilled passages in end of camshaft. Efficient by-pass type oil filter, with replaceable element, is provided at extra cost.

**High-Capacity Oil Pump** is helical-gear type for long life and quiet operation.

**Directed-Flow Crankcase Ventilation** removes corrosive vapors by continuous circulation of clean air through crankcase.

### FUEL SYSTEM

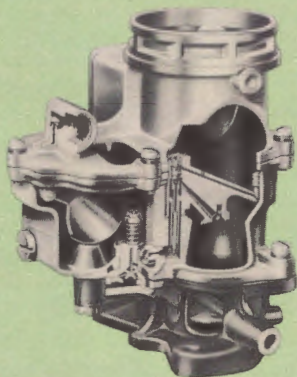
The Ford V-8 fuel system employs the following components to achieve high economy, easy starting and reliable performance under all operating conditions.

**Full-Flo Fuel Pump** is high-pressure diaphragm type with large air dome and valves that, together with free-flow fuel passages, provide superior anti-vapor-lock characteristics. Removable sediment bowl houses laminated composition type strainer. A combination fuel and

vacuum booster pump is factory-installed at extra cost in cars sold in states requiring vacuum-booster windshield wiper operation, and in cars equipped with Fordomatic and Overdrive. This equipment is available at extra cost on all cars.

**Dual Downdraft Carburetor** is two carburetors combined into a single unit to provide most efficient fuel-air mixtures under varying operating conditions. Choke control is manual type. Dry type air cleaner is standard; oil-bath type is optional at extra cost.

**Deep-Breath Intake Manifold** has short, almost equal passages to each cylinder and is level-mounted for uniform fuel distribution.



Dual downdraft carburetor has high-lift nozzle bars for better hot-weather performance.

**Fuel Tank** has short filler neck below deck lid directly back of hinged license plate at rear center of car in all models except station wagons. Location is accessible from either side of car.

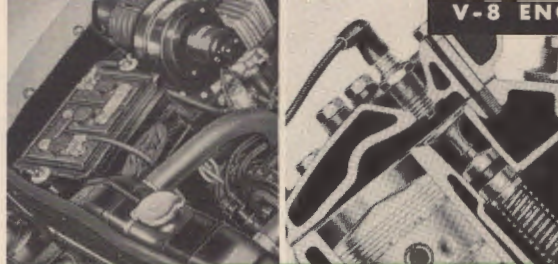
**Exhaust System** employs a special heat control valve which diverts hot gases to chamber below carburetor to provide easier starting and quicker warm-up. Reverse-flow muffler quiets exhaust noise effectively, operates with low back pressure.

## ELECTRICAL SYSTEM

The '53 Ford V-8 electrical system is 6-volt type. The following components of the Ford electrical system combine to produce efficient performance under all weather and road conditions.

**Waterproof Loadomatic Ignition** is built around a single-breaker-point distributor. Spark regulation is entirely by combination of vacuums at the carburetor throat and throttle, acting upon a diaphragm connected with the distributor. Ignition wiring has oil-resistant, waterproof sheathing with integral synthetic rubber boots over spark plugs. Metal-can type ignition coil is located close to distributor for best efficiency.

**Low Cut-in Generator**, with shuttle-wound armature, is designed for maximum output at low car speeds. Large fan and special armature insulation permit continuous operation at high charging rate. Shaft has double-sealed ball bearing at front and porous bronze bushing at rear.



Battery at front is easily accessible and effectively cooled.

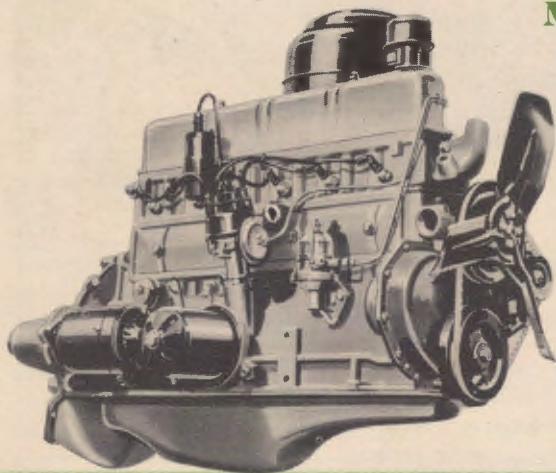
Heat-resistant synthetic rubber boot keeps out moisture.

**High-Torque Starting Motor** develops high torque even at low battery voltage for quick, dependable starts. Shaft has porous bronze, permanently-lubricated bushings. Conventional inertia-type starter drive is used with Conventional Drive and Overdrive. Special anti-kickout drive is used with Fordomatic Drive.

**90-Ampere-Hour Battery** provides quick starting and ample reserve capacity. Battery has 15 plates and is mounted in right front corner of engine compartment for accessibility and effective cooling.

**3-Unit Regulator** accurately controls the electrical system for best performance. A cut-out relay prevents battery from discharging through generator when generator is not operating or when generator voltage is less than battery voltage. A voltage element determines maximum voltage output and adjusts generator output to suit electrical loads and battery condition. A current relay limits current output to prevent overloading and overheating of generator.

# FORD'S COMPLETELY MODERN 101-H.P. HIGH-COMPRESSION MILEAGE MAKER SIX ENGINE



It's the completely modern, fully proved, exceptionally efficient Ford Six Engine for '53! This 101-h.p. high-compression Ford Mileage Maker Six is the finest type of six-cylinder engine offered for passenger cars in the low-price field. And it's the one that leads the field! It is a product of skilled engineering from the largest single engineering department in the industry.

The high power output and superior economy of this ultra-modern, fully balanced Six engine are due mainly to its high-compression, low-friction design.

This advanced design embodies free-turning overhead valves to permit high output without excessive piston displacement. Bore and stroke of approximately equal dimensions keep internal friction low, and thus make more power available for useful work.

## THE '53 MILEAGE MAKER FORD SIX IS . . .

- ✓ Designed to utilize modern fuels most efficiently and smoothly.
- ✓ Precision-built in the finest and most modern engine plant in the world.
- ✓ Made from high-grade materials by the most advanced manufacturing techniques.
- ✓ Designed to operate with less internal friction because its short stroke reduces piston travel.
- ✓ Modern in design with power-contoured combustion chambers and overhead valves for high power output and more miles per gallon without the need for premium fuels.
- ✓ Available in all Mainline and Customline cars (except Country Sedan) with any of Ford's 3 great drives: Conventional — Overdrive — Fordomatic.



## ENGINE DESIGN

### BASIC SPECIFICATIONS

Six-cyl., in-line, overhead-valve type

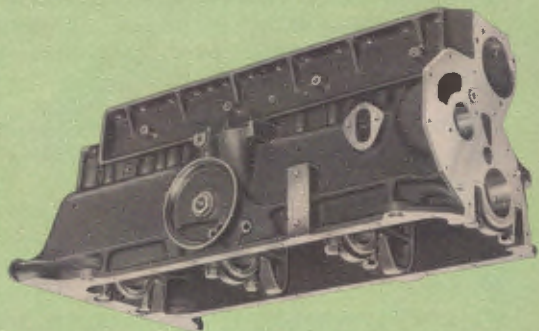
101 brake-horsepower at 3500 rpm; 30.4  
rated h.p. (SAE-AMA)

3.56" bore x 3.6" stroke—215.3 cu. in. displacement

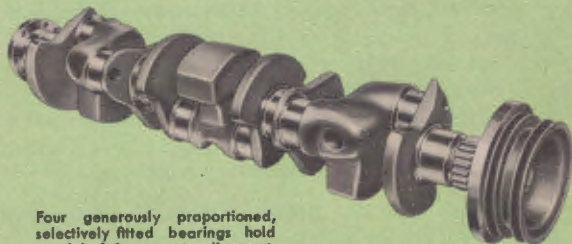
7.0 to 1 compression ratio

**Modern Stroke-Bore Ratio** takes advantage of the optimum relationship between length of stroke and diameter of cylinder bore for most efficient performance. The shorter stroke results in greatly reduced piston travel per engine revolution. In traveling one mile, pistons actually travel up and down over 2400 feet less! This obviously means less internal friction and the production of a greater proportion of usable energy.

**Automatic Power Pilot** is the name given to Ford's exclusive, completely integrated carburetion-ignition-combustion system. Ford's downdraft carburetor automatically switches to an "economy" jet for idling . . . automatically supplies an extra-rich charge for fast acceleration. Ford's exclusive Loadomatic Ignition Distributor gives just the right spark advance for every operating condition automatically, instantly. Ford's Power-Contoured Combustion Chambers control combustion of fuel charge to permit efficient high-compression operation without the need for premium fuel.



One-piece block has deep-skirt crankcase for increased rigidity and more accurate bearing alignment.



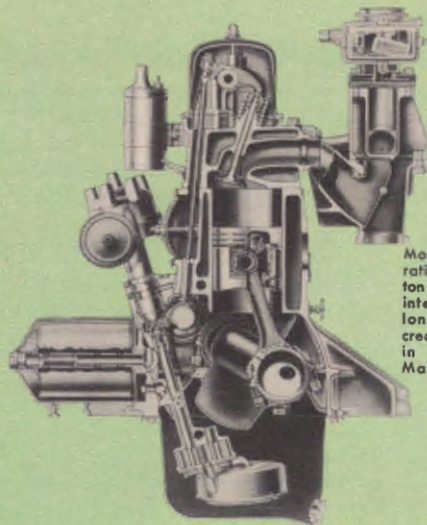
Four generously proportioned, selectively fitted bearings hold crankshaft in accurate alignment.

**Variable-Resilience Mounting System** consists of three rubber-insulated mounts that provide soft cushioning action with rigidity needed to prevent excessive engine movement under severe conditions.

**High-Grade Iron Block and Special Alloy Iron Head** are precision-matched for top performance. Iron block with integral crankcase has greater rigidity, tighter oil pan and crankcase sealing. Controlled Quality surface finish gives bores greater oil-film retention. Cylinder head has excellent ratio of water cooling passages to metal mass, for maximum stability and cooling efficiency. Great stability permits use of steel cylinder-head gasket for tighter seal. Specially contoured passages allow full flow of fuel charge to all combustion chambers equally, for smoothest performance, unhampered discharge of exhaust gases.

**Modern Power-Contoured Combustion Chambers** are uniquely designed for efficient combustion and high power output using regular fuels. Ideal relationship between placement of spark plugs and intake and exhaust overhead valves reduces surface needed to enclose chamber, contributes markedly to high efficiency and economical operation.

**Precision-Molded, Superior Alloy Crankshaft** is a Ford exclusive in its field. This most modern type of alloy crankshaft material has high strength, excellent wearing qualities, better inherent dampening characteristics and high resistance to dynamic stresses.



Modern stroke-bore ratio means less piston travel, minimized internal friction for longer life and increased power output in Ford's Mileage Maker Six engine

Vibration dampener keyed onto front of crankshaft eliminates almost all torsional vibration.

**Drop-Forged Connecting Rods** have precision-type, selectively fitted, 2-piece lower bearings for easy replacement. Diamond-bored bronze bushings allow floating fit of piston pins. Four precision-type main bearings have thin, steel-backed, lead-base babbitt inserts and hold crankshaft in accurate alignment.

**Super-Fitted Aluminum Alloy Pistons** are 3-ring, flat-head design. Pistons are specially constructed with integral steel struts to control expansion accurately within themselves. This feature results in longer engine life, better economy, quieter performance. Pistons are tin-plated. Both top compression rings are cadmium-plated for added protection against wear and scuffing. The bottom ring provides close oil control.

## VALVE MECHANISM

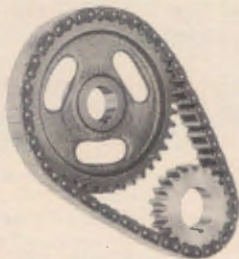
The overhead valve design of the Ford Six has a number of inherent characteristics that result in more efficient use of fuel—two of which are:

- **Simple, direct fuel and exhaust passages for more complete charges of fuel-air mixture and for easy discharge of burned gases.**
- **More energy from combustion is converted into usable power—less is lost to the cooling system—because overhead valves permit use of combustion chambers with less area exposed to the cooling system.**

**High-Lift, Quiet-Contoured Camshaft** is precision-molded alloy. High-lift cams open valves wide to allow full charges of fuel-air mixture to enter cylinders—and for easy escape of exhaust gases.

**Silent Chain Camshaft Drive** is used for its quietness

of operation and long life. Thrust loads are absorbed by a sintered iron pad bolted to engine block.



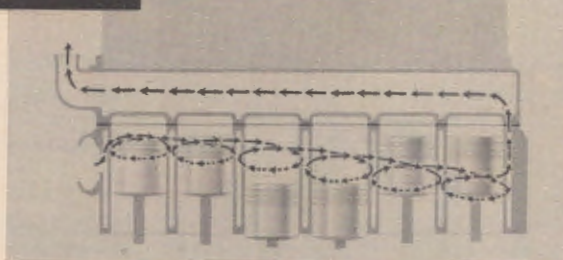
Steel gear on crankshaft drives cast iron camshaft gear through silent chain.

**Free-Turning Intake and Exhaust Valves** have unique, low-friction type valve keepers that permit rotation of valves. This minimizes valve warpage and sticking and prolongs valve life. Precision-molded, high-alloy cast steel exhaust valves, and high-grade alloy steel intake valves are used for best performance and longer life.

**Valve Guides and Seats** are cast integrally with head for greater accuracy, better cooling and longer life.

## COOLING SYSTEM

The efficient series-flow type cooling system of the Ford Six is built so that flow of coolant is uniform throughout the system, resulting in the maintenance of uniform metal temperatures. As a result, higher coolant temperatures are permissible, which allows the engine to



Equal flow of coolant throughout every part of system maintains uniform engine temperatures.

operate more efficiently. Full-length water jackets surround each cylinder to minimize distortion, reduce internal friction, increase efficiency and decrease wear.

**High-Capacity Water Pump** is the curved-impeller, centrifugal type. Develops high-velocity coolant circulation. Shaft is supported by a wide, double-row ball bearing which is permanently lubricated and sealed. Integral by-pass allows continuous recirculation of coolant when thermostat is closed.

**Positive-Action Type Thermostat** is horizontally mounted to minimize fouling. Thermostat element is unaffected by varying pressures within cooling system.

**Large Radiator Core** is cushion-mounted to protect it against weaving strains. Corrugated fin-and-tube construction increases transfer of heat to atmosphere.

**Pressure-Type Radiator Cap** allows cooling system to operate up to approx. 7 lbs. per sq. in. higher pressure

and 19 degrees higher temperature than ordinary systems, without boiling or loss of coolant.

**Silent-Spin Fan** is unique, 3-blade design which provides efficient cooling at low speeds and is very quiet. Mounted on water pump pulley.

## BELT DRIVE

Fan, water pump and generator are driven from a pulley on front of crankshaft by a single V-belt. Narrow, thin belt lasts longer because it is less affected by continual flexing than are heavier, wider types.

## LUBRICATION SYSTEM

**High Capacity Oil Pump** is efficient gear type for positive discharge, quiet operation and long life. Mounted inside oil pan, pump has integral spring-loaded valve to regulate discharge pressure. Large, stationary, screened inlet allows adequate oil supply.

**Full-Flow Oil Filter** cleans all oil before it reaches bearing surfaces. Cleaning element is replaceable cartridge type and by-pass valve permits circulation if element becomes clogged. Base-mounting of assembly eliminates all oil lines. Filter optional at extra cost.

**Directed-Flow Crankcase Ventilation** removes corrosive vapors by continuous circulation of clean air through crankcase. Air blast from fan is directed into valve mechanism, sweeps down into crankcase and out through the road-draft tube.

## FUEL SYSTEM

The fuel system of the Mileage Maker Six employs the components described below to provide utmost reliability and high efficiency.

**Full-Flo Fuel Pump** is high-pressure diaphragm type with large air dome and valves that, together with free-flow fuel passages, provide superior anti-vapor-lock characteristics. Removable sediment bowl houses laminated composition-type strainer. A combination fuel and vacuum booster pump is factory-installed at extra cost on cars sold in states requiring vacuum booster windshield wiper operation and in cars equipped with Overdrive or Fordomatic. Vacuum booster is available at extra cost on all cars.

**Unit-Design Carburetor** is of downdraft type with jets and float mechanism in an easily-removable assembly for quick adjustment and servicing. Choke is manually controlled by a knob on the instrument panel. Carburetor is mounted on a riser at center of intake manifold. The riser is surrounded by a cored passage through which a portion of the hot exhaust gases are deflected by balanced-type, thermostatically controlled heat valve in exhaust manifold, to assist fuel vaporization during warm-up period and in cold weather operation. Dry type air cleaner is standard—oil-bath type is available at extra cost.

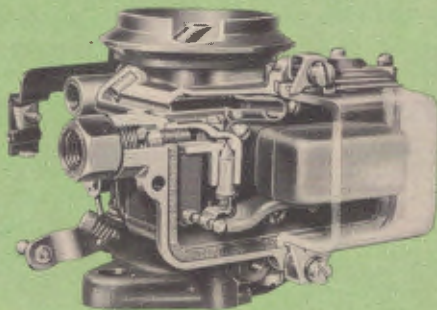
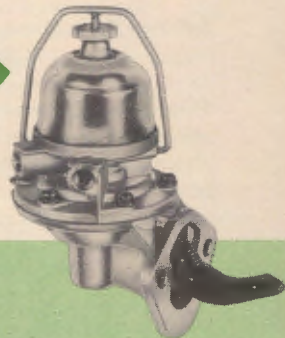
**Deep-Breath Intake Manifold** is 4-port design, level-mounted for better cold-weather starting and smoother

idling. Balanced-flow design provides uniform distribution of fuel-air mixture to each cylinder under all operating conditions.

**Fuel Tank**, located under rear of body, has short filler neck extending out through the body panel below deck lid (except on Ranch Wagon, Country Sedan and Country Squire), where it is concealed by a

Fuel pump has built-in strainer to keep system clean.

Unit-Design Carburetor is unique for its compactness and efficiency.



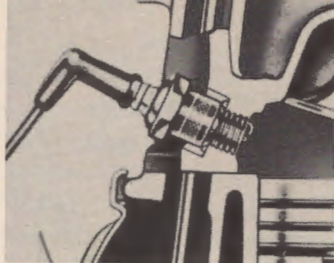
special, hinged license plate bracket. This convenient Center-Fill Fueling provides easier gas tank filling from either side of car. An external vent tube allows air to escape when tank is being filled and permits use of tight-fitting, gasketed filler-tube cap to prevent fuel leakage.

**Exhaust System** employs a special heat control valve which diverts hot gases to chamber below carburetor to provide easier starting and quicker warm-up. Double-wall, reverse-flow muffler quiets exhaust noise effectively, operates with low back pressure. Muffler and tail pipe are attached to left side of chassis frame by flexible mountings.

## ELECTRICAL SYSTEM

The electrical system of the '53 Mileage Maker Six is 6-volt type, with positive terminal of battery grounded to car structure. The system includes the components described here.

**Waterproof Loadomatic Ignition** is built around a single-breaker-point type distributor. Precision spark timing is secured by driving the distributor rotor with a solidly-connected shaft and gear in mesh with driving gear on camshaft. In addition, the "drag" or resistance in the oil pump keeps gear teeth properly in contact, preventing any backlash or "play" from



Heat-resistant rubber boot keeps out moisture.

causing "spark scatter" or irregularity in timing. Spark regulation by the distributor is effected entirely by a combination of vacuums created at the carburetor throat and throttle, acting on a diaphragm. This eliminates need for complicated, centrifugally operated weights and springs. Molded composition distributor cap has extra long terminal towers for greater resistance to shorting. Rubber boots effectively seal out moisture.

High-tension ignition wiring insulation consists of a two-layer covering or jacket—the inner layer a synthetic compound having high resistance to electrical breakdown and leakage; the outer layer a sheathing of tough, heat-resistant and waterproof synthetic rubber. Boots integral with outer sheathing fit tightly over spark plug insulators to prevent shorting by moisture.

High-output, permanently sealed, can-type metal ignition coil is mounted close to distributor to cut down dielectric loss and to improve reliability.

**Low Cut-in Generator** is designed for maximum output at low car speeds. Because of evenly distributed windings, the shuttle-wound armature inherently

is dynamically balanced for quieter operation and longer life. Armature assembly is thoroughly impregnated with a tough, heat-resistant varnish for greater structural stability at high rotational speeds. Extra-large generator fan and special insulation on armature windings permit continuous operation at high charging rate. Generator shaft is mounted in a double-sealed ball bearing at front and porous bronze bushing at rear.

**High-torque Starting Motor** is designed with low internal resistance and superior magnetic circuits to develop high torque even at low battery voltage for quick, dependable starting. Brushes of a special copper-graphite composition have double leads for greater efficiency. Shaft is mounted in permanently lubricated porous bronze bushings. Motor assembly is splash-proof.

Anti-kickout type drive, used with the Mileage Maker Six, provides more positive engine starting. This specially designed unit keeps starter gear in mesh with gear on flywheel until engine reaches 310-390 rpm, at which speed the gears are automatically disengaged.

An integral, over-running clutch prevents engine from driving starter motor.

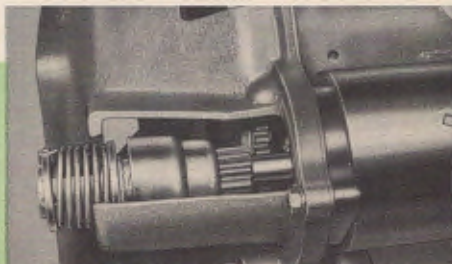
**Efficient 90-Ampere-Hour Battery.** Ford's 15 plate, 90-ampere-hour battery provides quick starting and ample reserve capacity. Positive and negative terminals have permanent type lead seals between cover and posts for greater corrosion resistance. Battery is mounted in upper front right-hand corner of engine compartment for easy accessibility and more effective cooling.

**3-Unit Regulator** accurately and dependably controls the electrical system for best performance and longer life of all electrical components. A cut-out relay prevents battery from discharging through generator when generator is not operating or when generator voltage is less than battery voltage. A voltage element determines maximum voltage output and adjusts generator output to suit electrical loads and battery condition. A current relay limits current output to prevent overloading and overheating of generator.



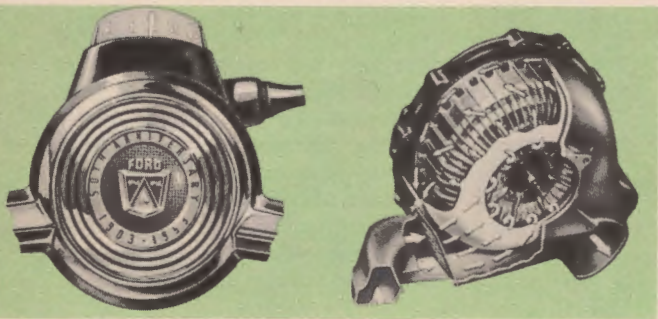
← Battery located at front right for easy accessibility and better cooling.

Anti-kickout starter drive provides more positive starting. →



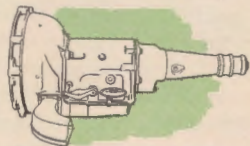
# MOST VERSATILE AUTOMATIC DRIVE BUILT TODAY...

The **Fordomatic Safety-Sequence Drive Selector** is easier and safer to operate because drive positions are arranged in natural order. It is never necessary to pass through forward positions when moving the selector from Neutral to Reverse. As an additional safeguard, it is necessary to lift the drive selector lever slightly when moving it from Neutral to Reverse, Park, or Low positions.



The **Efficient Fordomatic Torque Converter** provides an infinite number of drive ratios which are varied automatically, instantly, to suit changes in driving conditions. This maintains a perfect power-balance between the engine and rear wheels of the car to give smoothest performance. The Ford car's Fordomatic torque converter is completely cooled by air and has no complicated water hoses and connections.

## FORDOMATIC DRIVE



Fordomatic Drive combines both a torque converter and an automatic gear system to deliver a wider range of transmission ratios than is practical with a torque converter alone. Fordomatic is smooth because engine power is always transmitted to the driving wheels through a cushion of oil in the torque converter. At no time is there ever any mechanical linkage between the engine and the driving mechanism.

Fordomatic does not require a larger engine—as is the case with some competitive drives. It gives the owner many operating advantages, among which are: (1) An automatic intermediate gear for faster acceleration; (2) Braking power of engine through high, intermediate or low gear, depending upon speed of car and driver's wishes; (3) Shift to intermediate (below 58 mph) for extra power and speed by pressing accelerator all the way down; (4) Easy rocking of car to get out of snow or sand; and (5) Push starts at relatively low speed. Oil level is checked merely by lifting the hood of the car and using new oil-level dip stick in engine compartment, on right side near dash.

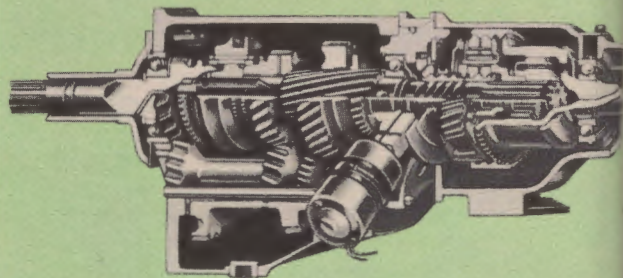


# FEATURE BY FEATURE, FORDOMATIC LEADS THE FIELD!

FEATURES	FORDOMATIC DRIVE	CHEVROLET POWERGLIDE	STUDEBAKER AUTOMATIC DRIVE	BUICK DYNAFLOW	PACKARD ULTRAMATIC	HYDRA-MATIC DRIVE
Combination of torque converter and automatic transmission to provide a wide range of fully automatic power transmission—for extremely flexible, smooth performance.	YES	NO	YES	NO	NO	NO
Automatic intermediate gear plus torque converter—for smooth, rapid starting and acceleration without excessive engine speeds.	YES	NO	YES	NO	NO	NO
Numerically low rear axle ratio—for economical performance, quiet operation, long engine life.	YES	NO	NO	NO	NO	YES
Engine braking (with selector in "LO") thru intermediate gear above 25 mph, thru low gear below 25 mph—for maximum control on deceleration.	YES	NO	NO	NO	NO	YES
Torque converter always available—for instant acceleration in every speed range when necessary.	YES	YES	NO	YES	NO	NO
Instant return to intermediate gear at speeds below about 58 mph (by depressing accelerator all the way down)—for extra hill climbing or accelerating ability.	YES	NO	YES	NO	NO	YES
Safety selector sequence to eliminate necessity of passing through forward speed positions when shifting to reverse—for greatest safety and convenience.	YES	NO	NO	NO	NO	NO
Simple three-element torque converter—for high efficiency without unnecessarily complicated construction.	YES	NO	NO	NO	NO	NO
Air cooled torque converter (or fluid coupling)—for effective cooling with no complicated water-cooled heat exchanger or water lines.	YES	NO	YES	NO	NO	YES
Complete hydraulic-mechanical operation and control, requiring no vacuum or electrical connections—for greatest reliability.	YES	NO	NO	YES	YES	YES

## FORD OVERDRIVE

The Ford Overdrive is a combination of a 3-speed selective-gear type transmission and a planetary gear train, which provides an automatic fourth gear. In Overdrive, engine speed is reduced 30% while road speed is unchanged. Overdrive is engaged by releasing accelerator for an instant after car reaches a speed of about 27 mph. When extra power is needed for passing or hill-climbing, car can be returned to conventional third gear by simply pressing accelerator all the way down for an instant. When car speed drops below 21 mph, Overdrive is disengaged and car returns to conventional third gear automatically. A manual lock-



Efficient, economical Overdrive is available at extra cost in all 1953 Ford models.

out is operated by a convenient T-handle at bottom of instrument panel. When handle is pushed in, Overdrive operates automatically—when handle is out, Overdrive does not function.

CAR EQUIPPED WITH:	Combined Ratio	ENGINE SPEED (rpm) at:			
		30 mph	40 mph	50 mph	60 mph
<b>CONVENTIONAL DRIVE</b> Operating in third gear	3.90-1	1465	1955	2445	2935
<b>OVERDRIVE</b> Operating in Overdrive	2.87-1	1080	1440	1800	2150
<b>OVERDRIVE</b> Not operating in Overdrive	4.10-1	1540	2055	2570	3085

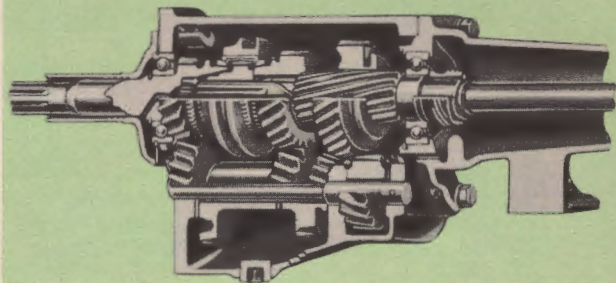
This table shows the engine speeds at various road speeds for cars with and without Overdrive (with 6.70 x 15 tires).

CAR EQUIPPED WITH:	Combined Ratio	ROAD SPEED (mph) at:			
		1465 rpm	1955 rpm	2445 rpm	2935 rpm
<b>CONVENTIONAL DRIVE</b> Operating in third gear	3.90-1	30	40	50	60
<b>OVERDRIVE</b> Operating in Overdrive	2.87-1	41	54	68	81
<b>OVERDRIVE</b> Not operating in Overdrive	4.10-1	29	38	47	57

This table shows the road speeds in relation to various engine speeds for cars with and without the Overdrive (with 6.70 x 15 tires).

## CONVENTIONAL DRIVE

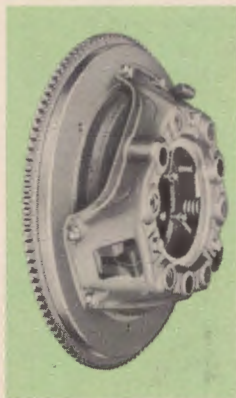
Quietness, easy operation and a long life of dependable service is assured in the Ford Conventional Drive by simplicity in design and precision manufacturing methods. It has all helical gears which are much quieter than regular spur-type gears. Synchronizers are forged bronze. Provides three forward speeds and reverse. Handy fingertip shift lever is mounted on steering column and is extremely easy to operate.



Cutaway view showing construction of Ford's efficient, 3-speed Conventional Drive.

## SEMI-CENTRIFUGAL CLUTCH

Ford's 1953 semi-centrifugal clutch is easy to operate. The unique Power-Pivot clutch pedal suspension with over-center assist spring and simple linkage combine to make the clutch smooth and sure in operation. The clutch employs centrifugal force to increase its power-transmitting capacity and to reduce the tendency to slip. Clutch is single dry-plate, cushion-disc type. The cushion-disc construction consists of spring-steel segments between facings, plus damper springs between clutch disc and hub to avoid grabbing, vibration and chatter. A prelubricated, sealed ball bearing is used for the throw-out bearing and an oil-impregnated sintered bronze bushing is used as the pilot bearing.



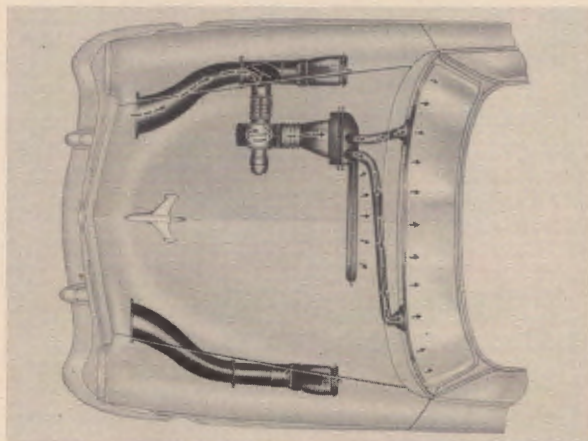
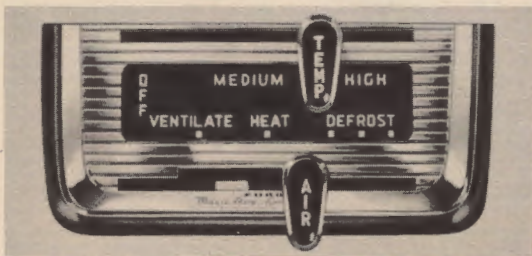
Semi-centrifugal Power-Cushion Clutch.



Unique Power-Pivot pedals are easy to operate.

## FORD'S **MagicAire** HEATING-VENTILATING SYSTEM

The Ford MagicAire Heating-Ventilating System is an all-climate, all-season, heating, ventilating and defrosting system that offers many advantages to the owner of a 1953 Ford. A high-efficiency heating core and powerful blower deliver a huge volume of warm air. Heating element is inside engine compartment to allow more leg room in car. A door for direct air flow is incorporated in distributor chamber, for quick warm-up. Defroster air-openings extend practically the full width of the windshield. In summer, Ford's MagicAire System brings in an abundance of clean, cool air which can be enjoyed as a direct blast or as a diffused flow. Winter and summer, air is distributed throughout the car for comfort of all passengers. It drives out stale air and odors, and also reduces windshield fogging in all seasons.



The Convenient MagicAire Control Panel is designed for easy operation. The top lever, marked "TEMP" in illustration at left, controls temperature and works in a manner similar to the heat regulator on your home furnace. The bottom lever, marked "AIR," regulates the right-hand air intake and controls the fresh air flow for ventilating, heating, and defrosting. For added driver convenience, panel is indirectly illuminated at night.

## FORD SUPER RANGE and CONSOLE RANGE RADIOS

Ford Radios are specially engineered for Ford Cars. They are well known for their bell-clear tone, high selectivity and long-distance reception. The Super Range receiver has 7 tubes plus rectifier; the Console Range has 5 tubes plus rectifier. Both receivers have push-button tuning for 5 stations. The push buttons on the Super Range also act as "on" switches except the extra button on the extreme left, which serves as an "off" switch. Both models have easy-to-use manual control for tuning in any additional stations.



## OTHER POPULAR GENUINE FORD ACCESSORIES

Back-up Lights  
Spotlight with Mirror  
Spotlight  
Portable Spot and  
Utility Light  
Outside Rear View Mirrors  
Glareproof Inside Rear  
View Mirror  
Engine Governors  
Floor Mats  
Full Tire Chains

Turn Indicator  
Bumper Guard  
Coronado Rear Deck  
Conversion  
Wheel Discs  
Wheel Trim Rings  
Rocker Panel Trim  
Rear Fender Shields  
Hood Ornament  
Exhaust Deflectors  
License Plate Frame

Recirculating Type Heater  
Rear Seat Radio Speaker  
Luggage Compartment  
Light  
Glove Compartment Light  
Map Light  
Courtesy and Map Light  
Electric Clock  
Stem Wind Clock  
Hand Brake Signal  
Automatic Cigar Lighter

Window Vent Shades  
Vanity Mirrors  
"See-Clear" Windshield  
Washer  
Seat Covers

A complete selection of cleaners, waxes, polishes, and other appearance and maintenance items is also available.

STANDARD  
EQUIPMENT  
FOR THE  
1953  
FORD  
MAINLINE  
CUSTOMLINE  
and  
CRESTLINE  
MODELS!

DESCRIPTION	MAINLINE		CUSTOMLINE		CRESTLINE		
	Sedans and Coupes	Ranch Wagon	Sedans and Coupes	Country Sedan	Sun-Rear	Victoria	Country Squire
Air cleaner†: Dry type .....	std.	std.	std.	std.	std.	std.	std.
Arm rests:							
On each front door, hand-grip type .....	—	std.	std.	std.	std.	std.	std.
On rear doors, hand-grip type .....	—	—	std.	std.	—	—	std.
At sides of rear seats (built-in type on Victoria) .....	—	—	std.	—	—	std.	—
Ash trays:							
In instrument panel .....	one	one	one	one	one	one	one
In front seat back .....	—	—	one*	one	—	—	one
In quarter panels, each side of rear seat (in arm rests on Victoria) .....	—	—	two	—	two	two	—
Assist loops: Tudor and Club Coupe .....	—	—	two	—	—	—	—
Bumpers: front and rear (with two guards each) .....	std.	std.	std.	std.	std.	std.	std.
Cigar lighter: automatic pop-out type .....	—	—	std.	std.	std.	std.	std.
Clock, stem-wound .....	—	—	std.	std.	std.	std.	std.
Coat hooks .....	two	—	two	two	—	two	two
Door locks on both front doors (inside push knobs on all doors) (see Locks)†† .....	std.	std.	std.	std.	std.	std.	std.
Door stay checks (2-position type on front doors) .....	std.	std.	std.	std.	std.	std.	std.
Emblems: V-8 on front fenders and on instrument panel of eight-cylinder cars .....	std.	std.	std.	std.	std.	std.	std.
Ford crest on hood; also on deck lid or tail gate .....	std.	std.	std.	std.	std.	std.	std.
Ford crest, each side back of quarter windows .....	—	—	—	—	—	std.	—
Foot rest: integral with floor at rear of front seat .....	std.	std.	std.	std.	std.	std.	std.
Hood latch: outside control with safety catch .....	std.	std.	std.	std.	std.	std.	std.
Horns: twin electric type mounted forward of radiator .....	std.	std.	std.	std.	std.	std.	std.
Ignition switch: four-way type (see Locks) .....	std.	std.	std.	std.	std.	std.	std.
Instrument panel, Flight-Style: plain .....	std.	std.	—	—	—	—	—
With bright metal bead molding .....	—	—	std.	std.	std.	std.	std.
Lights, exterior: sealed beam headlights, parking lights, dual stop and taillights, license plate light .....	std.	std.	std.	std.	std.	std.	std.
Lights, instrument panel: indirectly illuminated cluster, illuminated bezels on knobs, all on rheostat control; headlight high beam indicator in instrument cluster .....	std.	std.	std.	std.	std.	std.	std.
Lights, interior (operated by manual switch on instrument panel of all models; also by automatic front door switches on Customline and Crestline models):							
Pillar lights .....	one	one	two	two	—	—	two
Light under instrument panel .....	—	—	—	—	one	one	—
Lights at rear of quarter windows .....	—	—	—	—	—	two	—
Locks: ignition lock and front door locks operated by one key, parcel compartment and luggage compartment locks operated by another key .....	std.	—	std.	—	std.	std.	—
Ignition, front door, parcel compartment and lift gate locks operated by same key ..	—	std.	—	std.	—	—	std.
Mirror, rear view, double swivel type .....	std.	std.	std.	std.	std.	std.	std.

## DESCRIPTION

DESCRIPTION	MAINLINE		CUSTOMLINE		CRESTLINE		
	Sedans and Coupes	Ranch Wagon	Sedans and Coupes	Country Sedan	Sunliner	Victoria	Country Squire
<b>Moldings, bright metal (exterior):</b>							
Windshield reveal molding.....	—	—	std.	std.	std.	std.	std.
Rear window reveal molding.....	—	—	std.	std.	—	std.	std.
Front fender speedline molding with spear ornament.....	—	—	std.	std.	std.	std.	—
Large cap molding on body side embossments with speedline moldings.....	—	—	std.	std.	std.	std.	—
Small cap molding on body side embossments.....	std.	std.	—	—	—	—	—
Belt molding.....	std.	std.	std.	std.	std.	std.	std.
Top drip molding.....	—	—	—	—	—	std.	—
<b>Name plates:</b>							
Mainline on front fenders.....	std.	—	—	—	—	—	—
Ranch Wagon or Country Sedan on front fenders, Country Squire on front doors.....	—	std.	—	std.	—	—	std.
Customline on front fenders.....	—	—	std.	—	—	—	—
Crestline on front fenders.....	—	—	—	—	std.	std.	—
Fordomatic or Overdrive on deck lid or tail gate of cars so equipped.....	std.	std.	std.	std.	std.	std.	std.
Sunliner or Victoria on door belt molding.....	—	—	—	—	std.	std.	—
<b>Oil filter, by-pass type on V-8, full-flow type on Six (at extra cost).....</b>	yes	yes	yes	yes	yes	yes	yes
Parcel compartment in instrument panel, locking push-button latch.....	std.	std.	std.	std.	std.	std.	std.
Rainshields, at front ventilating windows.....	std.	std.	std.	std.	std.	std.	std.
Roof rack.....	—	—	std.°	std.	std.	std.	std.
Seat cushions: non-sag springs, with foam rubber pad, front and rear.....	std.	std.	std.	std.	std.	std.	std.
<b>Shock absorbers: double-acting type, with rear diagonally mounted.....</b>	std.	std.	std.	std.	std.	std.	std.
<b>Starter: automatic with turning of ignition key.....</b>	std.	std.	std.	std.	std.	std.	std.
<b>Steering wheel, two-spoke type:</b>							
With horn button.....	std.	std.	—	—	—	—	—
With half-circle horn ring.....	—	—	std.	std.	std.	std.	std.
<b>Sun visors, swivel-mounting:</b>							
Driver's side only.....	std.	—	—	—	—	—	—
Both sides.....	—	std.	std.	std.	std.	std.	std.
<b>Tires and rims:</b>							
6.70 x 15 4-ply on 5 K rims.....	std.	—	std.	—	std.(1)	std.(1)	—
7.10 x 15 on 5 K rims (4-ply on Ranch Wagon, 6-ply on others).....	—	std.	—	std.	—	—	std.
<b>Tools: bumper jack, combination wheel wrench and tire iron.....</b>	std.	std.	std.	std.	std.	std.	std.
<b>Ventilating windows, push-pull pivoting type:</b>							
Front doors (all models).....	std.	std.	std.	std.	std.	std.	std.
Rear doors.....	—	—	std.°	—	—	—	—
<b>Ventilation air ducts and controls.....</b>	two	two	two	two	two	two	two
<b>Windshield wipers:* Dual, vacuum operated.....</b>	std.	std.	std.	std.	std.	std.	std.

†Oil-bath type air cleaner automatically installed at extra cost on cars for delivery in dust areas.

\*Fordor only.

††Safety-type latch on rear doors of four-door models.

(1)7.10 x 15 4-ply on 5 K rims with Fordomatic.

\*Vacuum booster for windshield wiper available as factory-installed option at extra cost on models with standard transmission; automatically factory-installed at extra cost on all cars equipped with Overdrive or Fordomatic Drive.

# 1953 FORD BODY DIMENSIONS...ALL MODELS

(All dimensions in inches)	MAINLINE				CUSTOMLINE				CRESTLINE		
	Tudor Sedan	Fordor Sedan	Business Coupe	Ranch Wagon	Tudor Sedan	Fordor Sedan	Club Coupe	Country Sedan	Sunliner	Victoria	Country Squire
Wheelbase.....	115	115	115	115	115	115	115	115	115	115	115
Tread, Front.....	58	58	58	58	58	58	58	58	58	58	58
Rear.....	56	56	56	56	56	56	56	56	56	56	56
Length, Over-all.....	197.8	197.8	197.8	197.8	197.8	197.8	197.8	197.8	197.8	197.8	197.8
Width, Over-all.....	73.2	73.2	73.2	73.2	74.3	74.3	74.3	74.3	74.3	74.3	74.3
Height, Over-all (with design load).....	62.3	62.3	61.9	63.8	62.3	62.3	61.9	63.9	61.1	60.7	63.9
Leg Room, Front Seat †.....	42.8	42.8	42.8	42.8	42.8	42.8	42.8	42.8	42.8	42.8	42.8
Rear Seat.....	41.5*	41.5*	—	42.5*	41.5*	41.5*	38.6*	38.1	38.0*	38.0*	38.1
Center Seat.....	—	—	—	—	—	—	—	40.0*	—	—	40.0*
Hip Room, Front Seat.....	58.9	58.9	58.9	58.9	58.9	58.9	58.9	58.9	58.9	58.9	58.9
Rear Seat.....	58.9	58.9	—	59.0	58.8	58.9	59.0	42.8	48.6	48.6	42.8
Center Seat.....	—	—	—	—	—	—	—	58.7	—	—	58.7
Shoulder Room, Front Seat.....	55.2	55.2	55.2	55.2	55.2	55.2	55.2	55.2	55.2	55.2	55.2
Rear Seat.....	55.0	54.7	—	53.6	55.0	54.7	55.3	51.5	44.9	54.3	51.5
Center Seat.....	—	—	—	—	—	—	—	55.2	—	—	55.2
Head Room, Front Seat.....	35.4	35.4	35.0	36.8	35.4	35.4	35.0	36.8	34.8	33.8	36.8
Rear Seat.....	34.2	34.2	—	37.8	34.2	34.2	33.8	34.1	33.1	33.0	34.1
Center Seat.....	—	—	—	—	—	—	—	36.7	—	—	36.7
Front Door Width.....	46.4	39.8	46.4	46.4	46.4	39.8	46.4	39.8	46.4	46.4	39.8
Rear Door Width.....	—	38.9	—	—	—	38.9	—	38.9	—	—	38.9
Front Door Entrance Width (pillar to door).....	37.6	31.7	37.6	37.6	37.6	31.7	37.6	31.7	37.6	37.6	31.7
Rear Door Entrance Width (pillar to door).....	—	30.5	—	—	—	30.5	—	30.5	—	—	30.5
Body Length:											
Dash to Rear Seat Back.....	82.6	82.6	—	83.4	82.6	82.6	79.3	112.5	78.5	78.5	112.5
Dash to Front Seat Back †.....	44.8	44.8	44.8	44.8	44.8	44.8	44.8	44.8	44.8	44.8	44.8
Windshield to Back Window.....	100.3	100.3	92.7	125.7	100.3	100.3	92.7	125.7	95.8	97.3	125.7
Ground Clearance: ‡											
At Front Suspension.....	8.0	8.0	8.0	8.1	8.0	8.0	8.0	8.2	8.0	8.0	8.2
At Clutch Housing.....	8.8	8.8	8.8	8.9	8.8	8.8	8.8	9.0	8.8	8.8	9.0
At Frame Side Rail.....	8.0	8.0	8.0	8.1	8.0	8.0	8.0	8.2	7.5	7.4	8.2
At Differential Housing.....	8.1	8.1	8.1	7.9	8.1	8.1	8.1	8.0	8.1	8.1	8.0
Load Space Length, (back of front seat to end of open tail gate).....				92.6				102.8			102.8
Load Space Width, (between inner body side panels, forward of wheelhousings).....				59.0				59.0			59.0
(between wheelhousings).....				42.4				42.4			42.4
(between tail gate support arms).....				40.5				40.5			40.5
Load Space Height, (maximum, floor to headlining).....				38.7				38.7			38.7

\*Measured to position of ball of foot on integral foot rest.

†With front seat in rearmost position (4.1 total adjustment).

‡Measured with vehicle under design load.



## SPECIFICATIONS

## ENGINES

## GENERAL

Type.....	L-head, 90° "V"
No. cylinders—bore x stroke, in.....	8—3.19 x 3.75
Piston displacement, cu. in.....	239.4
Taxable horsepower (SAE, AMA).....	32.5
Brake horsepower at rpm.....	110 @ 3800
Compression ratio.....	7.2 to 1

## CYLINDER BLOCK AND HEADS

Head material.....	High-grade iron
Block material.....	High-grade iron

## PISTONS

Type.....	Closed, cam-ground
Material.....	Tin-plated, aluminum alloy with steel struts
Compression rings, number.....	2
material.....	Cadmium-plated cast iron
Oil rings, number and material.....	2, cast iron

## CRANKSHAFT

Material.....	Precision-molded superior alloy
Counterweights.....	6, cast integrally
Main bearings, number and type.....	3, replaceable insert
material.....	Steel-backed babbitt
End thrust taken by.....	Rear main bearing
Torsion damper type.....	None

## CONNECTING RODS

Type.....	Forged I-beam
Lower bearings, type.....	Replaceable inserts
material.....	Steel-backed babbitt
Upper bushings.....	Diamond-bored, bronze

## CAMSHAFT

Type.....	Quiet-contoured, high-lift
Material.....	Precision-molded alloy

## SIX

Overhead valve, in-line	6—3.56 x 3.6
	215.3
	30.4
	101 @ 3500
	7.0 to 1

Special alloy iron  
High-grade iron

Closed, cam-ground  
Tin-plated, aluminum  
alloy with steel struts  
2  
Cadmium-plated cast iron  
One, cast iron

Precision-molded superior alloy  
7, cast integrally  
4, replaceable insert  
Steel-backed babbitt  
No. 3 main bearing  
Rubber-floated

Forged I-beam  
Replaceable inserts  
Steel-backed babbitt  
Diamond-bored, bronze

Quiet-contoured, high-lift  
Precision-molded alloy

**CAMSHAFT (cont.)**

Bearings, number and type.....3, replaceable bushing  
 material.....Steel-backed babbitt  
 Drive type.....Helical gear

**VALVES**

Type.....Free-turning  
 Material, intake.....High grade alloy steel  
 exhaust.....Precision-molded, high alloy steel  
 Valve guides.....One-piece  
 Valve seats.....Integral  
 Tappet type.....Precision-set

**LUBRICATION SYSTEM**

Lubrication to: main bearings.....pressure  
 connecting rod lower bearings.....pressure  
 connecting rod upper bearings.....splash  
 cylinder walls.....pressure stream  
 camshaft bearings.....pressure  
 camshaft drive.....pressure stream  
 tappets.....splash  
 push rods.....—  
 rocker arm bearings.....—  
 Oil pump type.....Gear with non-floating screened inlet  
 Crankcase oil capacity, quarts:  
 dry, including filter.....5  
 refill.....4  
 Oil filter (extra cost item).....By-pass, replaceable element  
 Crankcase ventilation, type.....Combination pressure and vacuum

**FUEL SYSTEM**

Carburetor, type.....Balanced, dual downdraft  
 air cleaner.....Dry type  
 choke control.....Manual, with fast idle  
 Fuel pump, type.....Diaphragm  
 Manifold heat control, type.....“Duck bill”  
 actuation.....Internal, bi-metal  
 Exhaust muffler, type.....Reverse-flow  
 Fuel tank capacity, gal.,  
 Sedans and Coupes:.....17  
 Other models.....19

**SIX**

4, replaceable bushing  
 Steel-backed babbitt  
 Silent chain  
  
 Free-turning  
 High grade alloy steel  
 Precision-molded, high alloy steel  
 Integral  
 Integral  
 Adjustable  
  
 pressure  
 pressure  
 splash  
 pressure stream  
 pressure  
 pressure stream  
 splash  
 splash  
 pressure stream  
 Gear with non-floating screened inlet  
  
 5  
 4  
 Full-flow, replaceable element  
 Combination pressure and vacuum  
  
 Unit-design, single downdraft  
 Dry type  
 Manual, with fast idle  
 Diaphragm  
 Butterfly valve  
 External, bi-metal  
 Reverse-flow  
  
 17  
 19

**V-8**

**COOLING SYSTEM**

Type.....	Series flow
Pump, type and number.....	Centrifugal, 2
capacity (gal/min @ rpm).....	75 @ 4000
Thermostats, number and type.....	2—Positive-action
opening temp. range (deg. F.).....	157-162
Radiator, type, mounting.....	Vertical tube and fin, cushioned
Radiator cap, type.....	Pressure-valve
nominal opening press. (lb./sq. in.)...7	
Recommended system cap'y., quarts:	
without heater.....	22
with heater.....	23
Fan type.....	3-blade

**ENGINE ELECTRICAL**

Distributor, type.....	Single breaker point
spark advance.....	Vacuum differential
firing order.....	1-5-4-8-6-3-7-2
Generator, type.....	Air-cooled, shunt wound
maximum rating.....	35 amperes @ 7.1 volts
regulator.....	3-unit type
Starter, motor type.....	High-torque
drive type, with Fordomatic.....	Anti-kickout
drive type, other transmissions.....	Inertia
control.....	Ignition-starter switch
Spark plugs, size.....	14 mm.
gap, inches.....	.029—.032
Battery, type.....	6 volt
no. cells and plates per cell.....	3, 15
capacity, amp. hrs. @ 20 hr. rate....90	

**CLUTCH**

Type.....	Semi-centrifugal, dry, single plate
Outside diameter, in.....	9.5
Total frictional area, sq. in.....	85.2
Pilot bearing.....	Oil impregnated sintered bronze
Throwout bearing.....	Permanently lubricated, ball

**SIX**

Series flow
Centrifugal, one
50 @ 4000
1—Positive-action
157-162
Vertical tube and fin, cushioned
Pressure-valve
7
15
16
3-blade

Single breaker point
Vacuum differential
1-5-3-6-2-4
Air-cooled, shunt wound
35 amperes @ 7.1 volts
3-unit type
High-torque
Anti-kickout
Anti-kickout
Ignition-starter switch
14 mm.
.029—.032
6 volt
3, 15
90

**TRANSMISSIONS**

**CONVENTIONAL DRIVE**

Type.....	Selective gear, 3 speeds forward, one reverse			
Type of gears.....	All helical			
Gear positions... First	Second	Third	Reverse	
Ratios (to 1).. 2.779	1.614	1.000	3.635	

**OVERDRIVE**

Type.....	3-speed, selective gear type transmission combined with automatic planetary type fourth speed gear				
Gear positions....	First	Second	Third	Fourth	Reverse
Ratios (to 1)....	2.779	1.614	1.000	0.700	3.635
Cut-in of fourth speed gear, above.....	27 mph (approx.)				
Return to third speed gear, below.....	21 mph (approx.)				
Manual control.....	T-handle below instrument panel				

**FORDOMATIC DRIVE**

Type.....	Torque converter with automatic planetary gear train				
Torque converter type..	Single stage, 3-element, hydraulic				
Planetary gear train positions.....	Low	Intermediate	Direct	Reverse	
Ratios (to 1)....	2.44	1.48	1.00	2.00	
Converter stall torque ratio.....	2.1 to 1				
Power transmitted through fluid member at all times.....	Yes				
Automatic controls, type.....	Full hydraulic valving (no electrical or vacuum controls)				
Manual control.....	Selector lever on steering column				
Positions....	Parking	Reverse	Neutral	Drive	Low
Cooling, converter and transmission oil.....	Forced air				
Capacity, oil, quarts (approx.).....	9				

**CHASSIS****FRAMES**

Type, all except Sunliner.....	Double-drop, 5 cross members* with third cross member incorporated in K-bar	
Sunliner.....	Double-drop with 4 cross members and X-member	
Side rails, type and size..	Box section, 4" deep x 3 $\frac{3}{4}$ " wide †	

\*Ranch Wagon, Country Sedan and Country Squire have specially designed No. 4 and No. 5 cross members.

†Victoria has capping strip welded to bottom of side rails.

**FRONT SUSPENSION**

Type.....	Independent, swinging link	
Springs, type.....	Helical coil, rubber insulated at top; springs matched to particular body style—engine—transmission combination	
coil inside diameter, in.....	4.0	
Shock absorbers.....	Hydraulic, telescopic, double-acting	
location.....	Inside coil springs	
Stabilizer.....	One piece torsion rod, rubber mounted	
Steering knuckle, type.....	Elliott	
Wheel bearings.....	Opposed tapered roller	

**REAR SUSPENSION**

Type.....	Longitudinal semi-elliptic leaf spring	
Springs, material.....	Alloy steel	
length x width, in.....	53 x 2	
number of leaves.....	7 ‡	
inserts.....	impregnated spacers at tips of leaves; no lubrication required	
mounting... ..	Rubber-bushed bracket at front; rubber-bushed, tension-type shackle at rear	
Shock absorbers.....	Diagonally mounted, hydraulic, telescopic, double-acting	

**REAR AXLES**

Type.....	Semi-floating	
Housing.....	Welded pressed steel, banjo type* ‡	
Drive.....	Hotchkiss	
Final drive gears.....	Hypoid	
Differential type.....	2 pinion	
Axle Shafts.....	Integral flanged steel forgings	
Wheel bearings.....	Ball, double-sealed, permanently-lubricated	

‡9 leaves on Ranch Wagon, Country Sedan and Country Squire.

\*Banjo type having malleable iron carrier with steel tubular extensions used on Ranch Wagon, Country Sedan and Country Squire.

**REAR AXLES (cont.)**

Gear ratios (V-8 or Six):	Sedans and Coupes	Station Wagons
Conventional Drive—		
standard ratio . . . . .	3.90 . . . . .	4.09
other ratio available . . . . .	4.10 . . . . .	4.27
Overdrive—		
standard ratio . . . . .	4.10 . . . . .	4.27
other ratios available . . . . .	3.31, 3.90 . . . . .	—
Fordomatic—		
standard ratio . . . . .	3.31 . . . . .	3.54
other ratio available . . . . .	3.54 . . . . .	—

**BRAKES**

Type . . . . . Double-seal, self-energizing, 4-wheel hydraulic

Total lining area, sq. in., Sedans and Coupes . . . . . 173.5

  Station Wagons . . . . . 159.1

Drum type . . . . . Combination cast iron and steel

Drum diameter, in., Sedans and Coupes . . . . . 10

  Station Wagons . . . . . 11

Hand brake, type . . . . . Mechanical application of rear brakes

Actuation . . . . . T-handle on instrument panel

**STEERING SYSTEM**

Type . . . . . Symmetrical linkage with cross link and idler arm

Steering gear . . . . . Worm and triple tooth roller

Gear ratio . . . . . 18.2 to 1

Over-all ratio . . . . . 26.3 to 1

Diameter of steering wheel, in. . . . . 18

Turning dia., center of outer frt. wheel, ft. . . . . 40 (approx.)

**PROPELLER SHAFT**

Type . . . . . Tubular, forged steel yokes

Universal joints, no. and type . . . . . 2, needle roller bearing

*Fordomatic Drive, Overdrive, heater, radio and white sidewall tires optional at extra cost. Two-tone body color combinations optional at extra cost on Ranch Wagon and Customline Sedans and Coupes. Saddletex (vinyl) upholstery optional at extra cost on Mainline and Customline Sedans and Coupes. I-REST tinted safety glass available as option, at extra cost on all Customline and Crestline models (except Sunliner rear window). The specifications contained herein were in effect at the time this book 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 obligations.*

**WHEELS AND TIRES (Black sidewall tires are standard)**

Mainline and Customline Sedans and Coupes . . . . . 6.70 x 15 4-ply on 5" rims, std.

Crestline Sunliner and Victoria:

  with Conventional Drive

    or Overdrive . . . . . 6.70 x 15 4-ply on 5" rims, std.

  with Fordomatic . . . . . 7.10 x 15 4-ply on 5" rims, std.

Ranch Wagon . . . . . 7.10 x 15 4-ply on 5" rims, std. (6-ply opt. at extra cost)

Country Sedan and Country Squire . . . . . 7.10 x 15 6-ply on 5" rims, std.

**BODY ELECTRICAL DATA**

Headlights . . . . . Sealed-beam, glass reflector type; switch on instrument panel and beam selector on toe board

Parking lights . . . . . At outer ends of grille below headlights

Taillights . . . . . Two combination stop and taillights

Body interior lights:

  Mainline models . . . . . One light on left center pillar

  Customline models . . . . . One light on each center pillar

  Sunliner . . . . . One light under instrument panel

  Victoria . . . . . One light under instrument panel and one light each side back of quarter windows

  Country Squire . . . . . One light on each center pillar

  Control . . . . . All models have manual switch on instrument panel; Customline and Crestline models also have automatic front door jamb switches

Instrument panel lighting:

  Instrument cluster and clock . . . . . Indirect

  Control knob bezels . . . . . Illuminated lettering

  Intensity control . . . . . All may be dimmed from full "on" to "off" by rotating headlight switch knob

# FORD LEADS AGAIN FOR '53

with 41 "worth more" features!

- 1 Trend-setting styling—p. 8.
- 2 Ford quality body—p. 18.
- 3 New improved ride—p. 31.
- 4 Only V-8 in low-price field—p. 35.
- 5 Most modern Six in low-price field—p. 40.
- 6 Center-Fill Fueling—p. 9.
- 7 Power-Pivot suspended foot pedals, dash-mounted brake master cylinder—p. 32.
- 8 Balanced-ease steering—p. 34.
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