

'53 FORD the new standard of the American Road!



Hill & Sanders, Inc.
1114 Vermont Ave., N.W.
Washington 5, D. C.

With 41 "Worth More" features Ford leads again for '53

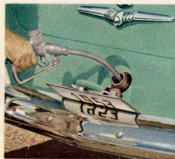
**FORD'S WORTH MORE
WHEN YOU BUY IT . . .
WORTH MORE WHEN
YOU SELL IT!**

In the 1953 Ford—in whichever model you choose—you will enjoy personal transportation expressly designed for the modern tastes and the all-round needs of today's American family.

The '53 Ford brings you the longer, lower, wider look that sets the new styling trend . . . spirited power that's more than ample to master the demands of today's fast-flowing traffic, yet genuinely economical . . . riding comfort and roominess and ease of control that make long, cross-country journeys or short,

around-town trips an equally true delight.

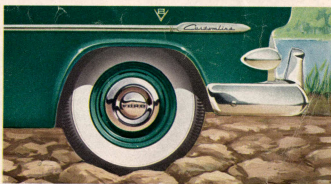
And you'll find in the '53 Ford no less than 41 "Worth More" features that contribute importantly to the new standard of value for which Ford is recognized everywhere . . . features which will give you more satisfaction when you buy your car, more to offer when you sell it . . . features which will establish the '53 Ford with you, and with all forward-looking motorists, as the New Standard of the American Road.



CENTER-FILL FUELING is a "worth more" Ford feature . . . makes filling up easier from either side of the gas pump . . . leaves more baggage space in trunk. Rear license plate hides filler cap.



POWER-PIVOT PEDALS are another Ford advantage. Brake and clutch pedals are suspended for easier operation. Make foot space of the entire floor space. Eliminate dusty, drafty floor holes.



IMPROVED AUTOMATIC RIDE CONTROL is a balanced system of advanced ride features that smooths the bumps and controls sidesway on turns. It automatically adjusts your ride to meet changing road conditions.

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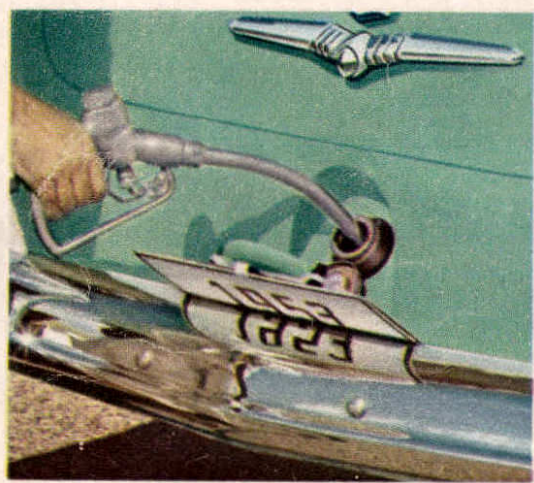
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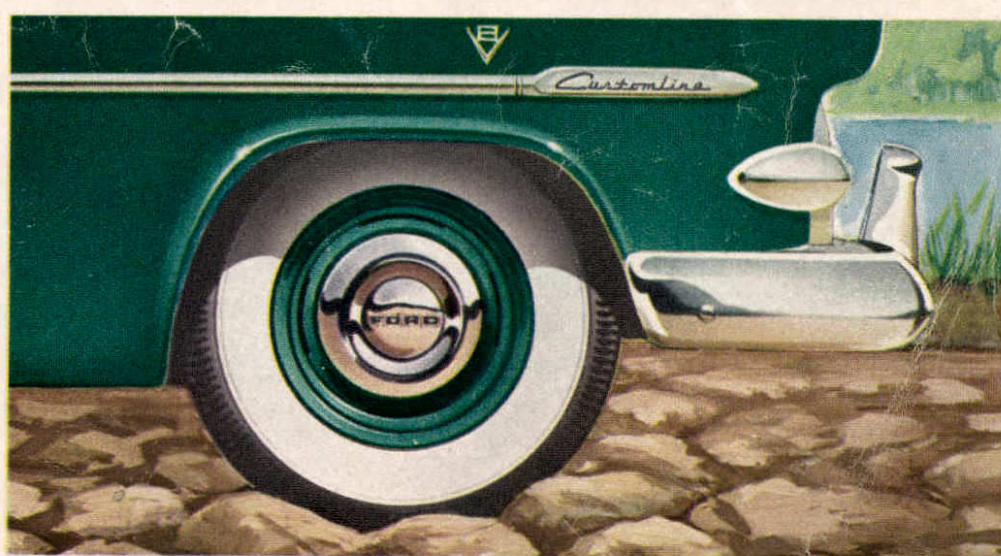
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Again for '53... Ford's out Front

WITH 3
STUNNING
NEW
LINES

Mainline

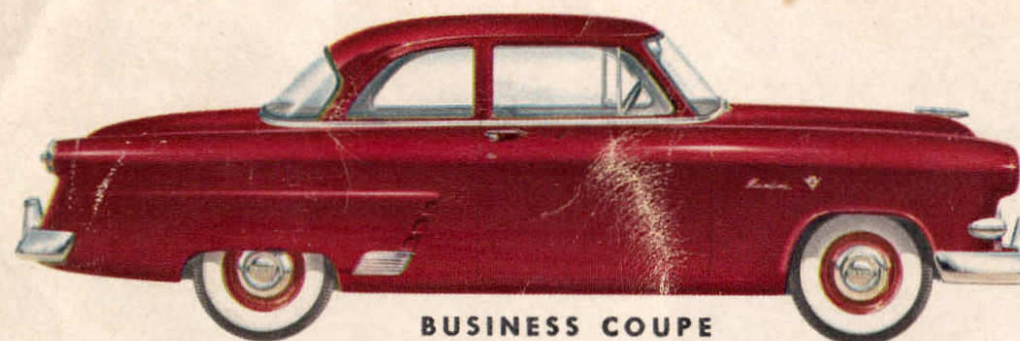
All body styles available in both V-8 and Six models.



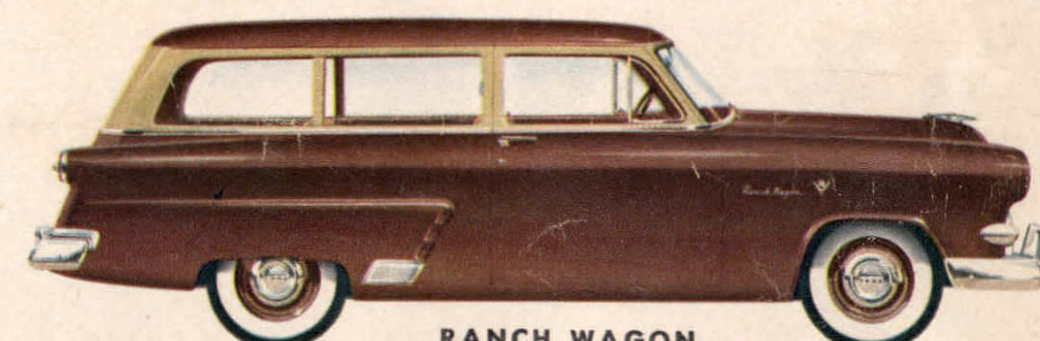
TUDOR SEDAN



FORDOR SEDAN



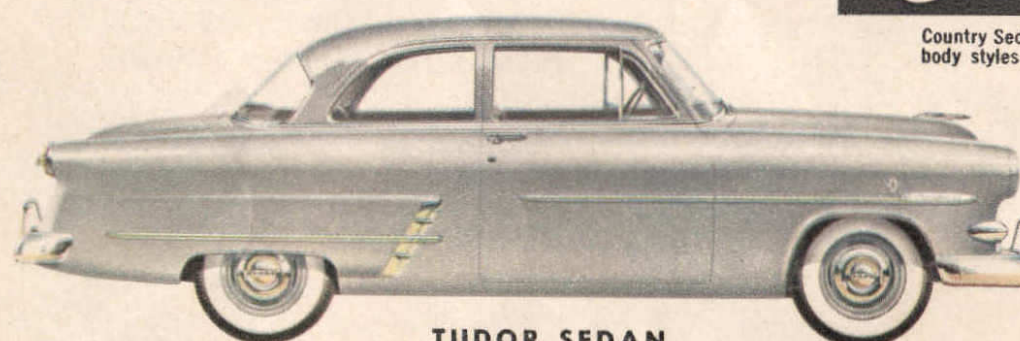
BUSINESS COUPE



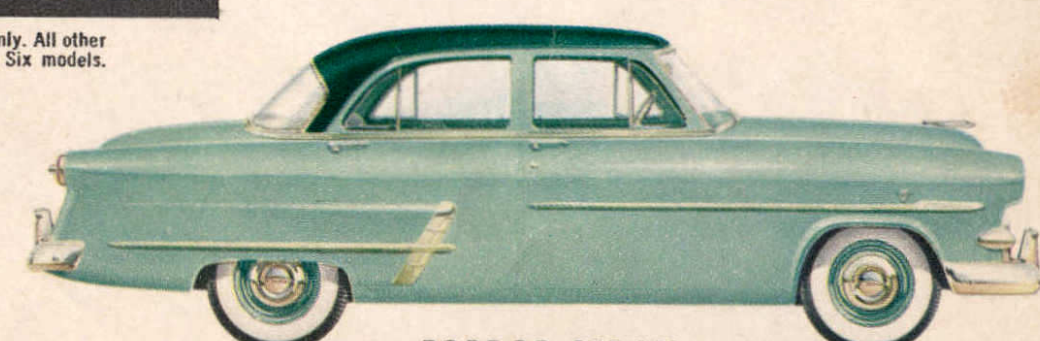
RANCH WAGON

Customline

Country Sedan available in V-8 model only. All other body styles available in both V-8 and Six models.



TUDOR SEDAN



FORDOR SEDAN



CLUB COUPE



COUNTRY SEDAN

Crestline

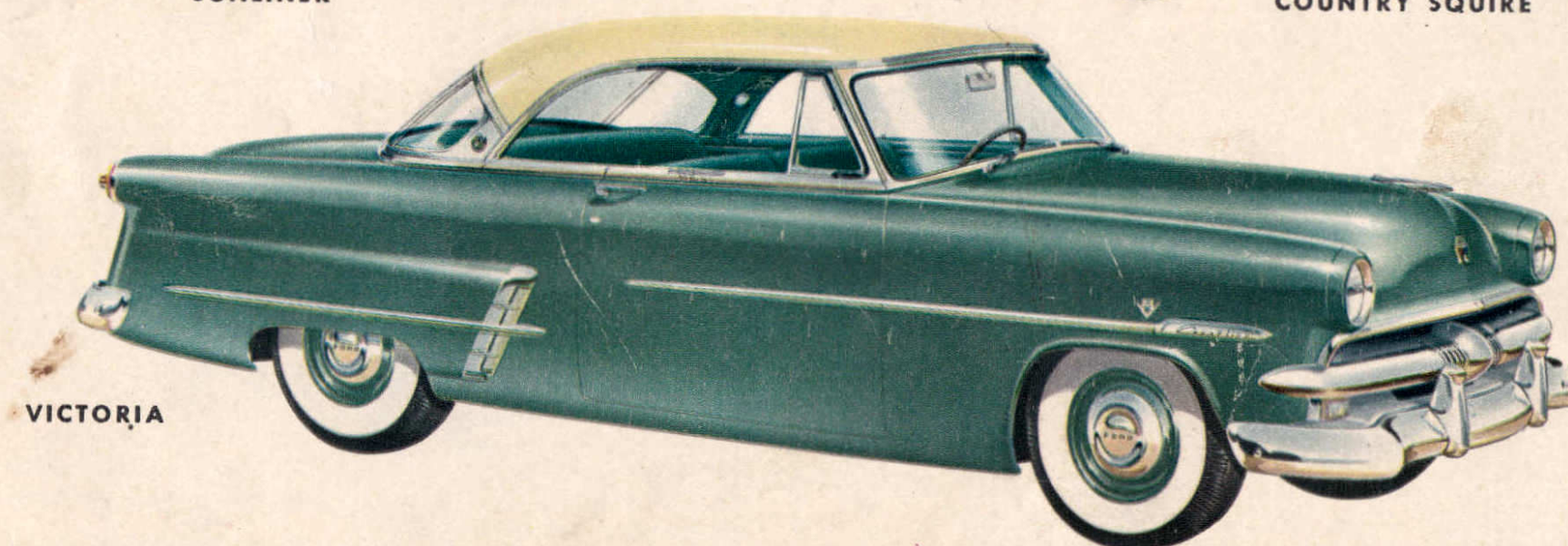
All body styles available in V-8 models only.



SUNLINER



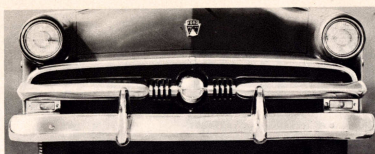
COUNTRY SQUIRE



VICTORIA

'53 FORD . . . THE NEW STANDARD OF THE AMERICAN ROAD!

You can pay more . . . but you can't buy better!



NEW BOLD AND BEAUTIFUL GRILLE is wider, lower, more massive. It's the keynote feature of Ford's sparkling new 1953 styling... a symbol of the solid quality and trend-setting beauty that puts the big 1953 Ford way out front in modern styling and design.

CHOOSE FROM 3 GREAT DRIVES



FORDOMATIC is really two automatic drives in one... a fluid torque converter for smoothness plus automatic mechanical gears for "go." This means you get away fast... and you get the exact power you need, when you need it. It also makes rocking out of sand or snow extra easy, and it gives you safe engine hold-back on hills.

OVERDRIVE lets your engine loaf along at 35 miles an hour while your car's doing 50! This gives you a bonus of up to 15¢ on every gas dollar, lengthens engine life, makes driving quieter, more relaxing.

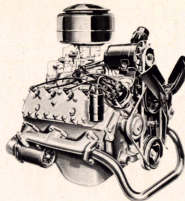
CONVENTIONAL DRIVE, teamed with Ford's semi-centrifugal clutch and Power-Pivot Clutch Pedal, gives you the finest in quiet, exceptionally easy manual shifting.



BALANCED-EASE STEERING combines an ultra-modern symmetrical linkage and triple-toe roller and worm gear to take the work out of steering... make parking in tight places unbelievably easy.

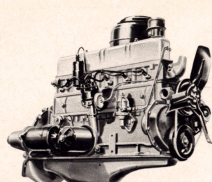
Exhaustive Drive, Overdrive, heater, radio, two-tone colors on Ranch Wagon and Customline Sedans and Coupes. 1. BEST tested safety glass, all back seat glass, no filter and white sidewall tires optional at extra cost. The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of the Ford Motor Company, whose policy is one of continuous improvement, reserves the right, however, to discontinue models at any time, or change specifications, design, or prices without notice and without incurring obligation.

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HIGH-COMPRESSION 110-H.P. STRATO-STAR V-8 is the smoothest, most spirited engine... and the only V-8... in the low-price field! It's the bigger "power package" in the low-price field with 239.4 cubic inch piston displacement, 3.19 inch bore by 3.75 inch stroke. It has free-turning, high-lift valves for more efficient operation and longer life. And with Ford's famous Automatic Power Pilot, you get high-compression performance with regular gasoline.

HIGH-COMPRESSION 101-H.P. MILEAGE MAKER SIX, with free-turning overhead valves, is the most modern six-cylinder engine in the low-price field. The bore and stroke are almost equal (3.56 inch bore by 3.6 inch stroke) so that pistons can travel a shorter distance per mile. This means low friction and high economy. Ford's Automatic Power Pilot squeezes the last ounce of "go" out of every gallon of "regular" gas. Displacement is 215.3 cubic inches.



FULL-CIRCLE VISIBILITY permits a view of widest scope. You have a huge, curved, one-piece windshield... a car-wide, one-piece rear window... narrower corner and center posts... plus side windows that are picture-window big. Easy-on-the-eyes, 1-BEST tested safety glass is available on all Customline and Customline models.

Again for '53...Ford's Your Best Buy and HERE'S WHY!



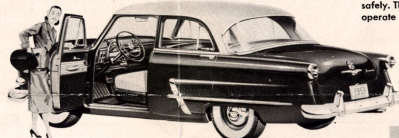
AUTOMATIC POWER PILOT is a Ford "worth more" feature in both high-compression V-8 and Six. It teams carburetion, ignition and compression for more "go" per gallon. It's a Ford exclusive that squeezes the last ounce of power out of every gallon of gas you buy... "regular" at that.



KEY-TURN STARTER automatically operates starter when you turn your ignition key past the "ON" position. No stretching for a foot pedal, no reaching for a starter button.



PRESTO-LIFT HOOD opens with a finger-clip lift. Counterbalancing hinges hold it open, too. Has an external release.



'53 FORD BODY—BUILT TO QUALITY STANDARDS... DESIGNED FOR MODERN TASTE!

Here is high style and quality construction no other car can match! Each line... each detail of design reflects the '53 Ford's modern outlook and trend-setting engineering and quality workmanship. You'll find Fordcraft upholstery fabrics that have been selected for their outstanding beauty and their ability to resist wear. And there is a wide

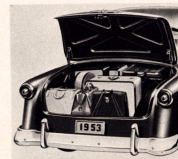
range of harmonizing interior trims in Craftloom, Craftcord, Craftweave, vinyl, and leather upholstery materials—color-keyed to outside colors. The Flight-Style Control Panel has all instruments located where they are easy to read. Controls are where they are easy to reach and all are individually lighted so they can be easily found at night.



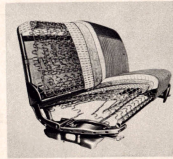
PUSH-BUTTON DOOR HANDLES with rotary latches are built to let doors open easily—stay closed safely. Their modern mechanism will operate smoothly for years.



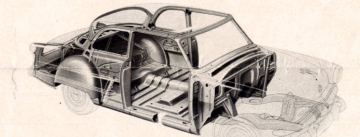
SELF-LIFTING DECK LID opens and lifts automatically when you turn the key. Wide-set Space Saver counterbalancing hinges hold it open.



DEEP DECK LUGGAGE LOCKER with a wide rear deck lid, Space Saver Hinges and shorter gas fill pipe, is at least one suitcase bigger than ordinary luggage compartments. Tools are stowed away neatly behind spare tire.



AUTOMATIC POSTURE CONTROL gives proper seat height and position automatically. Driver's seat tilts and rises as it glides forward at foot control. Front and rear seats have foam rubber cushions and non-sag springs.



HULL-TIGHT CONSTRUCTION seals out water, dust and draft. Each body member has been designed and built to give longer life... greater safety. Body bolts are rubber insulated.

Joints are welded, soldered and plastic-sealed. A variety of effective, soundproofing materials is used to reduce noise. Even under the hood there's thick glass fiber insulation.

HERE ARE FORD'S 41 "WORTH MORE" FEATURES... many of which are described on this page

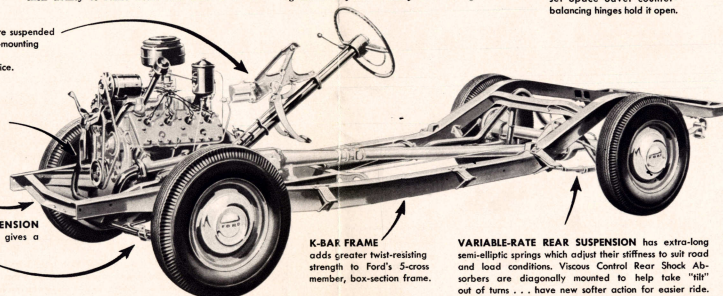
1. Trend-setting styling.
2. Ford quality body.
3. New improved ride.
4. Only V-8 in the low-price field.
5. Most modern Six in the low-price field.
6. Center-Fill Fueling.
7. Power-Pivot suspended clutch and brake pedals and dash-mounted brake master cylinder.
8. Balanced-ease steering.
9. Full-Circle Visibility, one-piece curved windshield and car-wide rear window.
10. Wide front tread.
11. Full light construction.
12. Advanced sound-and-weather body insulation.
13. Color-keyed interior-exterior combinations.
14. New 100 200 body-style, color and upholstery combinations.
15. Magnesium headlight and ventilating system.
16. Flight-Style control panel with individually lighted controls.
17. 1-BEST tested safety glass.
18. Automatic Posture Control.
19. Foam rubber cushions and non-sag springs in all seats.
20. Push-button door handles, color-type door latches and pin-tumbler door locks.
21. Silent-Doorman two-stage front door checks and free-adjustable door hinges.
22. Baked enamel finish.
23. Presto-Lift counterbalanced hood.
24. Key-Release counterbalanced deck lid with Space Saver deck lid hinges.
25. Tailored-to-weight front springs.
26. Variable Rate rear spring suspension with diagonally mounted shock absorbers.
27. Viscous Control shock absorbers.
28. K-bar frame with box-section side rails and five cross members.
29. Magic Action double-sealed brakes.
30. Free-action hand brake.
31. Power-Column semi-centrifugal clutch.
32. Safety Sequence drive selector.
33. Fordomatic Drive.
34. Overdrive.
35. Automatic Power Pilot.
36. Free-turning high-lift valves.
37. Super-tilted aluminum pistons.
38. Precision-machined superior alloy crankshaft.
39. Precision-machined high alloy exhaust valves.
40. Waterproof ignition system.
41. Key-lam starting.

POWER-PIVOT PEDALS are suspended from above... permit dash-mounting of brake master cylinder for better protection, easier service.

DOUBLE-SEAL BRAKES are double-protected from water and dust. Magic Action features use car momentum to help you stop.

2-INCH WIDER FRONT TREAD gives Ford a better "footing" on all roads for easier handling.

RUBBER-CUSHIONED FRONT SUSPENSION with tailored-to-model Hydro-Coil Springs gives a softer, smoother, more comfortable ride.



K-BAR FRAME adds greater twist-resisting strength to Ford's K-cross member, box-section frame.

VARIABLE-RATE REAR SUSPENSION has extra-long semi-elliptic springs which adjust their stiffness to suit road and load conditions. Viscous Control Rear Shock absorbers are diagonally mounted to help take "hitt" out of turns... have new softer action for easier ride.