



SPECIFICATIONS 53

CUSTOMLINE AND CRESTLINE ENGINES

RATING: The '53 Customline and Crestline Meteor L-head, 90° V-8 engine develops 120 maximum brake horsepower at 3600 r.p.m. Taxable horsepower 32.5. Piston displacement 255 cubic inches; bore/stroke 3.187" x 4.0". Compression ratio 6.8 to 1. Three point variable resilience engine mounting system. High-grade iron block and heads with redesigned high-compression combustion chambers; Controlled-Quality bore surface finish. Special cast alloy steel counterbalanced crankshaft; 3 selectively-fitted, precision-type main bearings; precision-type copper-lead connecting rod lower bearings. Tin-plated, spherical-head, Super-Fitted aluminum alloy pistons, 4 rings, phosphate coated. Precision-set free turning valves for smoother quieter engine operation and longer life: high chrome nickel alloy exhaust valves; high-grade steel intake valves. High-lift, quiet-contoured, special cast alloy iron camshaft with fibre timing gear.

LUBRICATION: Full-pressure lubrication to all main, connecting rod and camshaft bearings. Heavy-duty, by-pass type oil filter (optional at extra cost) with replaceable element. Internally-mounted, helical-gear type oil pump. Directed-flow

crankcase ventilation. Oil capacity, 9 Imp. pts. with filter.

COOLING SYSTEM: Full-flow cooling system, with full-length water jackets; 2 high-velocity, centrifugal-type water pumps, permanently-lubricated double-row ball bearings. Balanced Butterfly-type thermostats for quick warm-up. Cushionmounted radiator core; pressure-type radiator cap. Silent-Spin fan. Coolant capacity, 19 Imp. qts.

FUEL SYSTEM: Dual-downdraft, concentric-bowl carburetor of simplified design, mounted inside oil bath air cleaner. Automatic idling control. Improved "Loadomatic" Economy, Automatic choke with manifold-mounted heat control. Deep-Breath intake manifold; internally-mounted exhaust heat valve. Special fuel and vacuum pump unit, optional at extra cost, is factory installed on all cars equipped with Overdrive or Automatic. Double-sheet reverse-flow muffler. Oil bath air cleaner. Fuel tank capacity 14.5 Imp. gals.

ELECTRICAL SYSTEM: Waterproofed ignition with neoprene coverings for spark plugs and hi-tension wirings. Low cut-in generator; high-torque starting motor, inertia type drive with Standard and Overdrive transmissions, Bendix follow through type with Automatic Transmission. High-speed, single breaker-arm distributor with full-pressure type automatic spark control. 17-plate, 100 ampere-hour battery; 3-unit regulator. Narrow V-belts for driving engine accessories.

MAINLINE ENGINE

RATING: The '53 Mainline Meteor L-head, 90° engine develops 110 maximum brake horsepower at 3800 r.p.m. Piston displacement, 239.4 cubic inches; bore/ stroke 3.187" x 3.75". Compression ratio 7.2 to 1. High chrome nickel alloy exhaust valves; high-grade steel intake valves.

FUEL SYSTEM: Full-Flo fuel pump* (optional at extra cost) with laminated-type

filter. Manual choke. *Std. with Touch-O-Matic Overdrive or Merc-O-Matic Drive.

FRCURY

ELECTRICAL SYSTEM: 4-position ignition-starter switch. (Other specifications identical to Customline and Crestline engine.)

> These specifications were in effect at the time this catalogue was approved for printing. Ford Motor Company of Canada, Limited, Windsor, Ontario, whose policy is one of continuous improvement, reserve the right, however, to discontinue or change at any time, specifications, design, or prices without notice and without incurring any obligation to purchaser.

MOTOR COMPANY CANADA, LIMITED WINDSOR, ONTARIO

FRAME: Double-drop design; 5 cross members welded to heavy box-section side rails; K-bar construction. Special X-member construction used on Crestline

Victoria and Convertible-and Mainline Ranch Wagon. CLUTCH: Semi-centrifugal, dry, single plate type (with Standard and Overdrive transmissions). Outside diameter, 9.5 ins. Total friction area, 85.2 ins. Oil impregnated, sintered bronze pilot bearings. Permanently lubricated, ball-type throwout bearing.

REAR AXLE: Semi-floating type; hypoid gears; Hotchkiss drive. Forged axle shafts with integral flanges; welded pressed steel, banjo-type housing with rear cover welded in place. Ratios-Standard transmission, 3.90 to 1 optional. Ratios-Overdrive, 4.10 to 1 std., 3.90 to 1 optional. Ratios-Automatic transmission; 3.31 to 1 std., 3.54 to 1 optional. Higher axle capacity used in Mainline Ranch Wagon has composite type housing. Ranch Wagon ratios-Standard Transmission, 4.09 to 1 std., 4.27 to 1 optional; Overdrive, 4.27 to 1 std.; Automatic transmission, 3.54 to 1 std.

FRONT SUSPENSION: Independent, swinging link type with tailored-to-model Hydra-Coil springs. Double-acting Viscous-Control shock absorbers. One-piece torsion rod, rubber-mounted stabilizer. Elliott-type steering knuckles. Opposed tapered roller wheel bearings.

REAR SUSPENSION: Variable-rate suspension; 7-leaf, semi-elliptic springs, longitudinal mounted; rubber bushings at shackles and brackets; impregnated inserts between tips of upper leaves; tension type shackles. Tubular, double acting, diagonally-mounted, Viscous-Control shock absorbers. Mainline Ranch Wagon has 9-leaf, semi-elliptic springs.

SERVICE BRAKES: Double-seal, self-energizing, 4-wheel duo-servo type hydraulic brakes. 10" diameter composite steel and cast iron drums; moulded linings. Pendant foot control, Effective braking area 173.52 sq. ins. Easier-action hand brake. Mainline

Ranch Wagon has 159.1 sq. ins. effective braking area.

STEERING SYSTEM Customline and Crestline: Worm and roller type steering gear with equal length tie rods. This design reduces steering effort by as much as 25%, Gear ratio, 18.2 to 1. Over-all steering ratio 26.4 to 1. Steering wheel diameter 18 ins. Turning radius, centre of outer front wheel, 20 ft. (approx.). Mainline: Symmetrical linkage with spring-loaded ball-stud in steering cross link; 90° mounted worm and roller type gear with triple-tooth roller on needle bearing. Over-all steering ratio 26.3 to 1.

WHEELS AND TIRES Customline and Crestline: 6.70 x 15 4-ply tires on 5" rims standard; 7.10 x 15 4-ply tires on 5" rims on Crestline models with Automatic transmission. Mainline: 6.70 x 15 4-ply tires on 5" rims standard: 7.10 x 15

4-ply tires standard on Ranch Wagon.

EXTERIOR DIMENSIONS: 115" wheelbase; 58" front and 56" rear treads, over-all width 74.68"; over-all length 197.8"; over-all height (loaded) 62.3", (curb) 64.1". BODY COLOURS AND UPHOLSTERIES: Eleven single-tone enamels and metallics, and twenty-four two-tone colour combinations. Tone-blended upholstery fabrics, vinyls and nylons.

WINDSOR, ONTARIO FORD MOTOR COMPANY OF CANADA, LIMITED MERCURY - LINCOLN - METE

ELECTRICAL SYSTEM: 4-position ignition-starter switch. (Other specifications identical to Customline and Crestline engine.) ilter. Manual choke. Std. with Touch-O-Matic Overdrive or Merc-O-Matic Drive.

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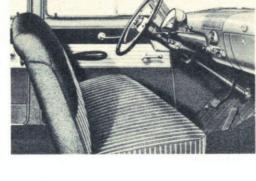
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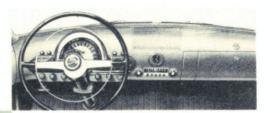
Meet the sensational new '53 Meteor . . . more than ever miles ahead in beauty, comfort, and performance! Meteor for '53 offers you the thrilling choice of three distinctive series-two distinctly-styled instrument panels-two great V-8 engines and three performanceroven transmissions. No other car in the low price field offers this outstanding combination of features and advantages!

Incorporating a host of new styling and mechanical features, the superb Customline models offer more exterior beauty, more interior styling than ever before. The special Crestline Series-Victoria and Convertible models-are more luxurious than ever! The beautiful new '53 Meteor offers the greatest value in the low price field. See it, road test it!

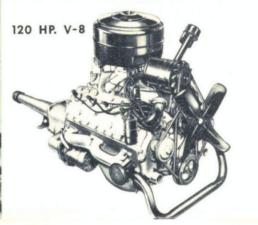


MOST BEAUTIFUL INTERIOR IN THE LOW PRICE FIELD! There's superb riding comfort for the whole family in Customline's luxurious interior. Fine craftsmanship is evident in every detail of upholstery and trim that is specially chosen to tone-blend with exciting new body colours. Foamrubber, car-wide seats provide restful comfort on even the longest trips. Elegant appointments include ash travs, robe cords. appointments include ash trays, robe cords, interior sun visors, cigarette lighter and electric clock. "Automatic Ride Control" gives you the smoothest ride of any car in the low price field.

exclusive in customune and crestline

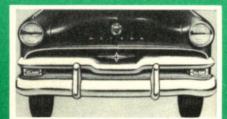


"CONTROL-CENTRE" DESIGN OF THE INSTRUMENT PANEL. Instruments are grouped for at-a-glance vision, with adjustable lighting for night driving ease. Built-out controls are positioned at your fingertips. Set on the instrument panel, a specially designed anniversary medallion marks the half century of automotive achievement. Pendant foot pedals give smoother clutch and brake operation



HERE'S THE SUPREME POWER THRILL IN THE LOW PRICE FIELD! Built especially for the '53 Meteor Customline and Crestline Series, by the world's largest manufacturer of V-8 engines, this exclusive 120-Hp. V-8 engine embodies four outstandingly superior engine features. Free-turning valves, increasing valve life up to 50%—Full pressure lubrication—Aluminum pistons—and Leadomatic Feonomy, a feature that meters Loadomatic Economy, a feature that meters and fires exactly the right amount of gas for all speeds, load and power

FEGTURE BY FEGTURE - '53 METEOR OFFERS MORE



NEW FRONT-END STYLING features a new "gull wing" grille . . . new rectangular park-ing lamps . . . massive wrap-around bumper. Above the recessed headlamps, chrome "windsplits" add extra streamlining to the fenders.



CAR-WIDE CURVED WINDSHIELD gives more vision ahead. The new '53 Meteor has safe-vision sideways and rearwards, too . . . more than 3,200 sq. ins. of glass area. New sea-tinted glass is optional at slight extra cost.



STREAMLINED "WINDSPLITS" on the rear quarter panel serve to place extra emphasis on Meteor's sleek, sweeping body lines, giving the impression of movement even when the car is stationary. '53 Meteor is miles ahead.



The new '53 Meteor with the strongest chassis in the low price field offers a host of advanced engineering features. Heavy box-section side rails are strengthened by five welded crossmembers and a K-bar construction. Designed on a 115-inch wheelbase, the new Meteor has a short turning radius. Hydra-coil front springs, custom-selected for each model . . . combine with "sea-leg-mounted" double-acting shock absorbers, and improved front and rear suspension to give smooth riding over all types of roads. An improved steering system reduces steering effort by as much as 25%. Extra large brakes, with more than 173 inches of effective braking area, operate with only light pressure on the pendant foot pedal. The new '53 Meteor is a rugged, safe-riding car-precision engineered . . . and backed by fifty years of automotive



FILL UP FROM EITHER SIDE of gas pumps. Filler cap is centred at the back of the car and concealed by the hinged license plate. This trend-setting feature enhances body styling, means more convenience and trunk space.



EASY-ACTION PENDANT PEDALS provide better leverage for braking, smoother clutch operation. There's more foot room for the driver. Absence of floor holes eliminates



MORE ROOM FOR LUGGAGE in the new '53 Meteor! There is up to 30 cubic feet of usable trunk space. Counterbalanced trunk lid springs open at the turn of a key; raised by a finger, it stays balanced in any position.



MERC-O-MATIC DRIVE: Performanceproven—the finest automatic transmis-sion ever built for any car. Simply start the engine, set the selector and away you go! No gear changing—no clutch work. Optional at extra cost.



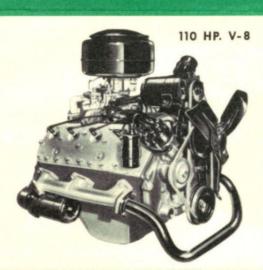
TOUCH-O-MATIC OVERDRIVE: Enjoy amazing gas economy—savings up to 15%. Fewer engine revolutions at all speeds means a smoother, quieter ride, less engine wear, and tireless driving mile after mile. Optional at extra cost.

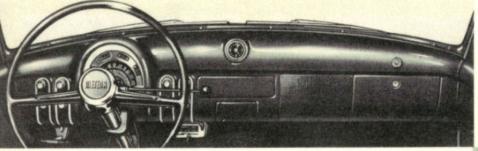


SILENT-EASE: Precision-built to func-tion quietly and smoothly, Meteor's Standard Transmission is designed for easy hand shifting and trouble-free per-formance. Additional ease of operation is provided by the pendant clutch pedal.

BRILLIANT, THRIFTY V-8 PERFORMANCE

Meteor's Mainline V-8 engine sets new high standards of performance for '53. The result of over 20 years' research and development by the world's largest manufacturer of V-8 engines, this powerful, high compression engine develops 110 Horsepower at 3800 r.p.m. and has a compression ratio of 7.2:1. It incorporates new advancements in carburetor design. Amazingly economical, it gives greater efficiency at all speeds.





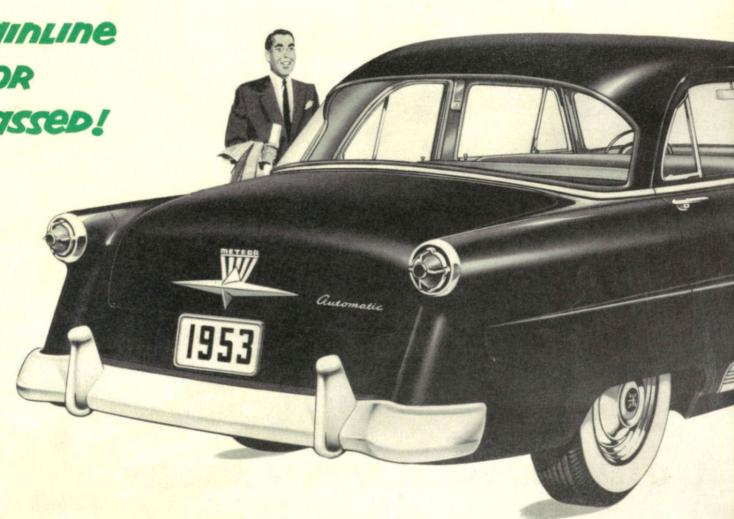
SUPERB CONVENIENCE AND DRIVING EASE

In the new '53 Meteor Mainline Series, this full-width instrument panel is gracefully curved to blend into the doors and harmonize with Meteor's exceptional interior beauty. Grouped on one dial for easy vision, the instruments have indirect lighting, adjustable to suit your night driving needs. Plastic control knobs, positioned for easy access, are enhanced by special trim. Above the glove box there's an attractive fiftieth anniversary medallion



See the flowing beauty of the new '53 Meteor's rear end styling! An immense "wrap-around" rear window gives un-matched visibility. Jet-style tail lamps flank the rear deck which sweeps down to the massive wrap-around bumper. Counterbalanced trunk lid opens automatically when key is turned. Luggage compartment provides up to 30 cubic feet of usable space. For '53, the Meteor Mainline Series offers a host of new body styling and engineering features...
distinctive tone-blended treatment of exciting new body colours harmonizes with interior beauty. Before you decide on any other car in the low price field, see the new '53 Meteor and road test its power and performance. No other car offers so much more of everything that means most for you!





'53 Meleor

HEADS THE LOW PRICE FIELD WITH PRICES







CRESTLINE 120 HP. V-8

DYnamic... Beautiful... Youthful!

1953 METEOR CRESTLINE CONVERTIBLE

Mainline

SMART NEW FEATURES! THRIFTY V-8 POWER!

1953 METEOR MAINLINE TWO DOOR SEDAN





53 Meleor