

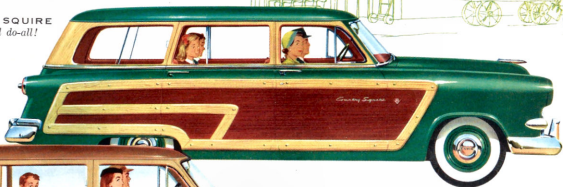


CUSTOMLINE COUNTRY SEDAN
The all-steel, 4-door haul-about!

1953 FORD STATION WAGONS

The Industry's Greatest Line!

CRESTLINE COUNTRY SQUIRE
The distinctive, wood-trimmed do-all!



MAINLINE RANCH WAGON
The 2-door "handy-man"!





SPECIFICATIONS

ENGINES

Strato-Star V-8: 110 brake h.p. @ 3800 rpm; 32.5 taxable h.p.; 7.2 to 1 compression ratio; 3.19 in. bore x 3.75 in. stroke; 239.4 cu. in. displacement; I-lead type. **Mileage Maker Six** (available on Ranch wagon only): 101 brake h.p. @ 3500 rpm; 30.4 taxable h.p.; 7.0 to 1 compression ratio; 3.56 in. bore x 3.6 in. stroke; 215.3 cu. in. displacement; overhead valves.

CHASSIS

Rear Axle, ratio (to 1): with Conventional—4.69 std., 4.27 opt.; with Overdrive—4.27 std.; with Fordomatic—3.54 std. **Magic Action Brakes:** duo-serve; 1.1 in. dia. drums; modified linings, total area 159.1 sq. in. **Tires and Wheels:** Ranch Wagon—7.10 x 13.4-tyres (two standard), 6-10 optional at extra cost; Country Sedan and Country Squire—7.10 x 13.6-tyres on 3 in. rims. **Black sidewalls standard;** white sidewalls optional at extra cost. **Independent Front Wheel Suspension,** tailored-to-weight Hydra-Coil springs with Viscous Control shock absorbers; one-piece torsional stabilizer bar. **Variable Rate Rear Suspension:** Para-Flex springs; rubber-bushed brackets and tension-type shocks; diagonally mounted Viscous Control shock absorbers. **Frame:** box-section side rails; 3 cross members.

COLORS

Ranch Wagon: Single-Tone—Woodsmoke Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Seafoam Green, Polynesian Bronze, Sandpiper Tan, Carnival Red. **Two-Tone (at extra cost)—**Carnival Red with Sandpiper Tan; Polynesian Bronze with Sandpiper Tan; Seafoam Green with Timberline Green. (1st color listed is on body below belt molding and on roof; second color is between drip and belt moldings.)

Country Sedan: Single-Tone—Woodsmoke Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Seafoam Green, Polynesian Bronze, Sandpiper Tan, Carnival Red. **Two-Tone—**Carnival Red with Sandpiper Tan; Fern Mist Green with Sungate Ivory; Sandpiper Tan with Polynesian Bronze; Sheridan Blue with Sungate Ivory. (1st color listed is on body below belt molding and on top; second color is between drip and belt moldings.)

Country Squire: Glacier Blue, Fern Mist Green, Seafoam Green, Polynesian Bronze, Sandpiper Tan, Carnival Red. Body sides and tail gate are grained to simulate mahogany and framed with beautifully grained genuine birch or maple; area between drip and belt moldings (except windshield posts) is grained to harmonize with wood framing.

INTERIORS

Ranch Wagon: Trim and Upholstery—Timberline vinyl on seat cushions and on linings of seat-backs; grained dark brown vinyl on back of front seat back with ribbed tan linoleum on Stowaway rear seat cushion bottom and back of seat back. Door and quarter panels are in mahogany-grained vinyl with headlining in harmonizing brown ivory woven plastic. Painted surfaces are in rich dark brown **Stone Pebbled** black rubber floor mats in front and rear passenger compartments; heavy ribbed tan linoleum in load space. **Fittings and Controls:** 2-spoke steering wheel with horn button; pillar light operated by knob on instrument panel; lighting of instruments and controls regulated by turning heading knob; 4-position starter-ignition switch; parking brake handle at left of steering wheel; ash tray in instrument panel; arm rests on doors.

Country Sedan and Country Squire: Trim and Upholstery—Upholstery in Mahogany and Milan Straw Vinyl; harmonizing with exterior colors; door center panels in lighter Milan Straw Vinyl; headlining in harmonizing brown and ivory woven plastic. Painted surfaces are in rich goldtone and brown metalite. **Stone Pebbled** black rubber floor mats in passenger compartments; heavy ribbed tan linoleum in load space and on bottom and back of Stowaway center seat and interior of tail gate. **Fittings and Controls:** 2-spoke vinyl arm rests on doors; 2-spoke steering wheel with horn ring; parking brake handle at left of steering wheel; 2 pillar lights operated by door exterior or knob on instrument panel; lighting of instruments and controls regulated by turning heading knob; ash tray in instrument panel and in front seat back; robe coat; 4-position starter-ignition switch; cigarette lighter; stem-wound clock; coat hooks.

EXTERIOR DIMENSIONS

Ranch Wagon: 115 in. wheelbase; 58 in. front, 56 in. rear tread; 197.8 in. long; 73.2 in. wide; 63.8 in. high (with normal load).
Country Sedan and Country Squire: 115 in. wheelbase; 58 in. front, 56 in. rear tread; 197.8 in. long; 74.3 in. wide; 63.9 in. high (with normal load).

All bath type air cleaner, optional at extra cost. Is factory-installed on all cars for delivery in East Coast. Specific fuel economy program part of extra cost. Is factory-installed on all cars sold in states requiring reservoir booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive. Radio, heater, Fordomatic Drive, Overdrive, air filter optional at extra cost. I-REST tinted safety glass on Country Squire and Country Sedan optional at extra cost.

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Shift to

FORDOMATIC

and you'll never shift again!

Fordomatic is the one automatic drive offered in the low-price field that makes all driving simpler, all driving easier on you. Whether it's city street or open highway you've got the world by the wheel with no-shift, no-clutch Fordomatic Drive. It does more things for you . . . automatically . . . than any "drive" in its field!

Ford OVERDRIVE saves you up

to 15% on fuel...gives smoother

quieter performance! Overdrive lets your engine loaf along at 35 while your car is doing 50!

you can't buy **NEWER!**



ROOM FOR EIGHT OR A HALF-TON OF FREIGHT!

COUNTRY SEDAN OR COUNTRY SQUIRE, whichever you prefer, gives you an 8-passenger pleasure car that rides as smooth as a sedan. Or the rear seat comes out in a jiffy allowing you plenty of "carrying" space plus loads of room for six big people. And, for maximum level load area, Stowaway center seat folds flush with the floor. Smart Mahogany and Milan Straw vinyl upholstery and bright woven plastic headlining are a match in beauty to the handsome, metal-trimmed, durable linoleum floor covering.

SIX PASSENGERS BIG . . . HUSKY AND ABLE!

RANCH WAGON is six-passengers big . . . and smart as can be! In 3 seconds flat, Stowaway back seat folds flush with the floor. Just swing the seat cushion *up*, fold the seat-back down. And you have flat floor load space to spare. Smart tan pigskin and dark brown vinyl upholstery blends beautifully with the Ranch Wagon's ribbed linoleum floor and smartly-finished interior trim. It's an ideal car for work . . . or play!



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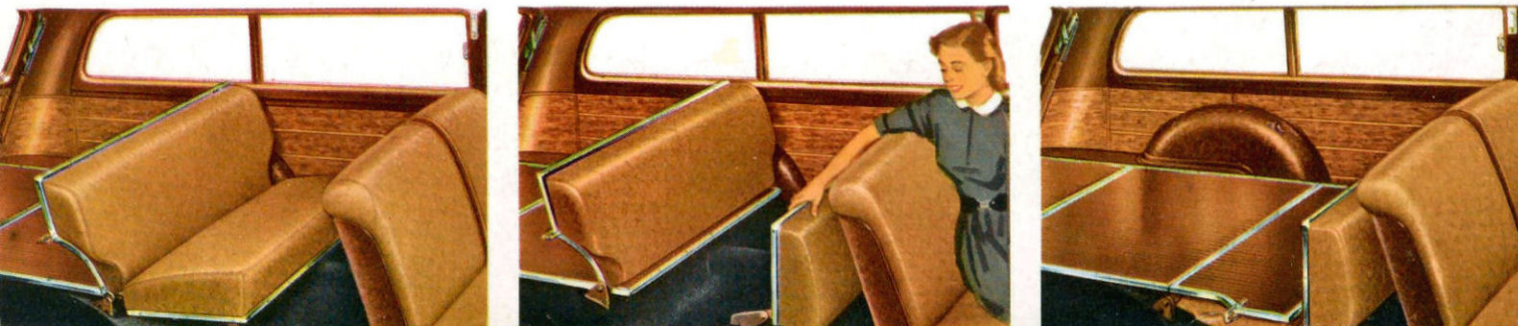


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Ford OVERDRIVE saves you up to 15% on fuel...gives smoother quieter performance! Overdrive lets your engine loaf along at 35 while your car is doing 50!

LITHO IN U.S.A.

SPECIFICATIONS

ENGINES

Strato-Star V-8: 110 brake h.p. @ 3800 rpm; 32.5 taxable h.p.; 7.2 to 1 compression ratio; 3.19 in. bore x 3.75 in. stroke; 239.4 cu. in. displacement; L-head type.
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CHASSIS

Rear Axle, ratio (to 1): with Conventional—4.09 std., 4.27 opt.; with Overdrive—4.27 std.; with Fordomatic—3.54 std. **Magic Action Brakes:** duo-servo type; 11 in. dia. drums; molded linings, total area 159.1 sq. in. **Tires and Wheels:** Ranch Wagon—7.10 x 15 4-ply tires standard, 6-ply optional at extra cost. Country Sedan and Country Squire—7.10 x 15 6-ply tires on 5 in. rims, Black sidewalls standard; white sidewalls optional at extra cost. **Independent Front Wheel Suspension:** tailored-to-weight Hydra-Coil springs with Viscous Control shock absorbers; one-piece torsional stabilizer bar. **Variable Rate Rear Suspension:** Para-Flex springs; rubber-bushed brackets and tension-type shackles; diagonally mounted Viscous Control shock absorbers. **Frame:** box-section side rails; 5 cross members.

COLORS

Ranch Wagon: Single-Tone—Woodsmoke Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Seafoam Green, Polynesian Bronze, Sandpiper Tan, Carnival Red. **Two-Tone** (at extra cost)—Carnival Red with Sandpiper Tan; Polynesian Bronze with Sandpiper Tan; Seafoam Green with Timberline Green. (1st color listed is on body below belt molding and on roof; second color is between drip and belt moldings.)

Country Sedan: Single-Tone—Woodsmoke Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Seafoam Green, Polynesian Bronze, Sandpiper Tan, Carnival Red. **Two-Tone—**Carnival Red with Sandpiper Tan; Fern Mist Green with Sungate Ivory; Sandpiper Tan with Polynesian Bronze; Sheridan Blue with Sungate Ivory. (1st color listed is on body below belt molding and on top; second color is between drip and belt moldings.)

Country Squire: Glacier Blue, Fern Mist Green, Seafoam Green, Polynesian Bronze, Sandpiper Tan, Carnival Red. Body sides and tail gate are grained to simulate mahogany and framed with beautifully grained genuine birch or maple; area between drip and belt moldings (except windshield posts) is grained to harmonize with wood framing.

INTERIORS

Ranch Wagon: Trim and Upholstery—Tan pigskin vinyl on seat cushions and on fronts of seat-backs; grained dark brown vinyl on back of front seat back with ribbed tan linoleum on Stowaway rear seat cushion bottom and back of seat back. Door and quarter panels are in mahogany-grained vinyl with headlining in harmonizing brown and ivory woven plastic. Painted surfaces are in a rich dark brown shade. Pebbled black rubber floor mats in front and rear passenger compartments; heavy ribbed tan linoleum in load space. **Fittings and Controls:** 2 sun visors; 2-spoke steering wheel with horn button; pillar light operated by knob on instrument panel; lighting of instruments and controls regulated by turning headlight knob; 4-position starter-ignition switch; parking brake handle at left of steering wheel; ash tray in instrument panel; arm rests on doors.

Country Sedan and Country Squire: Trim and Upholstery—Upholstery in Mahogany and Milan Straw Vinyls to harmonize with exterior colors; door upper and lower panels and body quarter panels in mahogany-grained vinyl; door center panels in lighter Milan Straw Vinyl; headlining in harmonizing brown and ivory woven plastic. Painted surfaces are in rich goldtone and brown metallic. Pebbled black rubber floor mats in passenger compartments; heavy ribbed tan linoleum in load space and on bottom and back of Stowaway center seat and interior of tail gate. **Fittings and Controls:** 2 sun visors; arm rests on doors; 2-spoke steering wheel with horn ring; parking brake handle at left of steering wheel; 2 pillar lights operated by door switches or knob on instrument panel; lighting of instruments and controls regulated by turning headlight knob; ash tray in instrument panel and in front seat back; robe cord; 4-position starter-ignition switch; cigarette lighter; stem-wound clock; coat hooks.

EXTERIOR DIMENSIONS

Ranch Wagon: 115 in. wheelbase; 58 in. front, 56 in. rear tread; 197.8 in. long; 73.2 in. wide; 63.8 in. high (with normal load).

Country Sedan and Country Squire: 115 in. wheelbase; 58 in. front, 56 in. rear tread; 197.8 in. long; 74.3 in. wide; 63.9 in. high (with normal load).

Oil bath type air cleaner, optional at extra cost, is factory-installed on all cars for delivery in dust areas. Special fuel and vacuum pump unit, optional at extra cost, is factory-installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive. Radio, heater, Fordomatic Drive, Overdrive, oil filter optional at extra cost. I-REST tinted safety glass on Country Squire and Country Sedan optional at extra cost.

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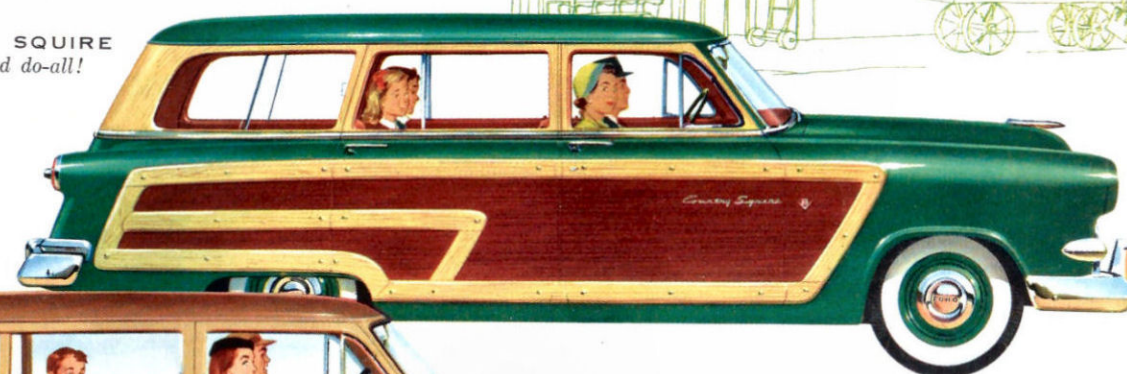


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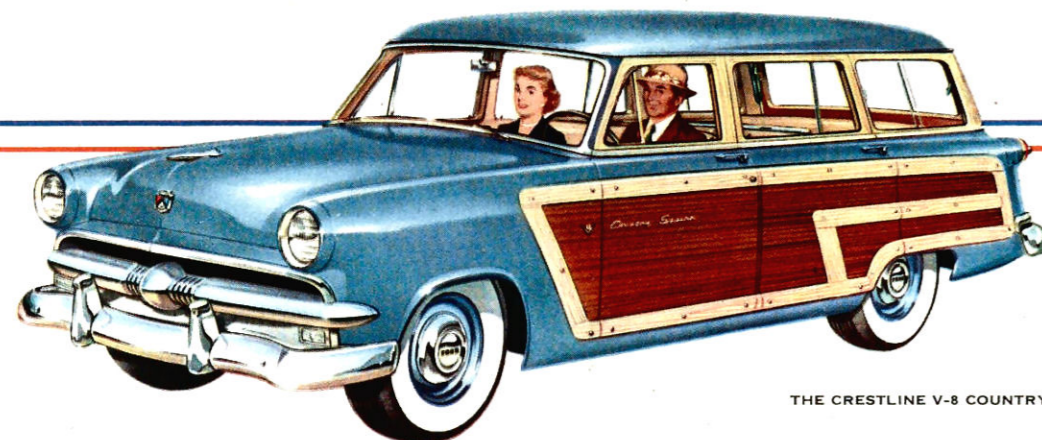
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For BEAUTY and DUTY... you can't buy BETTER than a '53 FORD STATION WAGON!



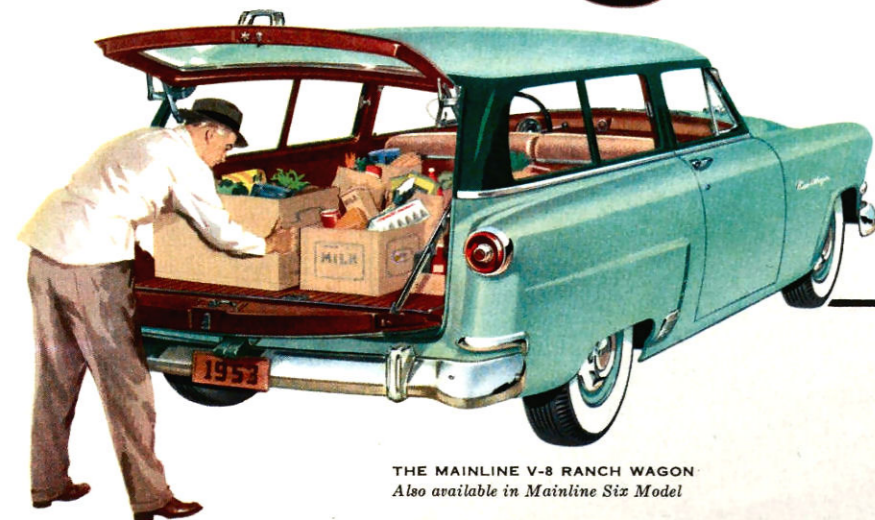
THE CUSTOMLINE V-8 COUNTRY SEDAN

For week-end calling or work-day hauling, here's a smart 4-door station wagon (in single or two-tone colors) that will fill your every need. All steel and 8-passengers big, it's a big family favorite, too!



THE CRESTLINE V-8 COUNTRY SQUIRE

This double-duty dandy puts you out front in the *smartest* circles. It's trimmed with genuine maple or birch for distinctive beauty. Like its counterpart, the Country Sedan, it's built of solid steel for greater safety.

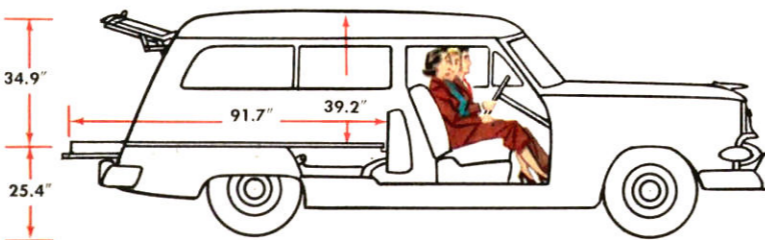
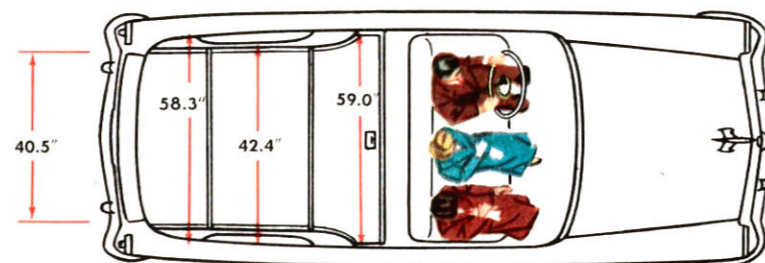
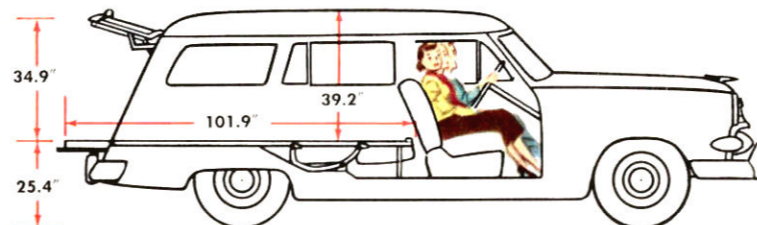
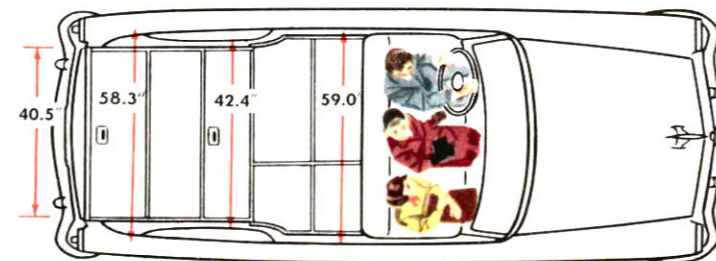


THE MAINLINE V-8 RANCH WAGON
Also available in Mainline Six Model

The '53 Ford Ranch Wagon is a car for fun . . . and to get things done! It's a 6-passenger, all-steel, 2-door that's ideal for family calling. And for handy hauling in city or country it simply can't be beat.

You'll find usable space aplenty in the new Ford COUNTRY SEDAN and COUNTRY SQUIRE STATION WAGONS!

Any way you measure these great new '53 Fords, you'll find they're the biggest station wagon values in the low-price field. Check each dimension! Value check each "worth more" feature! Then you'll know why Ford is the biggest builder of station wagons in the industry—*by far!* With Stowaway center seat folded down into the floor and rear seat out, you have almost 34 square feet of flat floor space for heavy hauling. Lift gate and tail gate have rotary latches with push-button release. Lift gate is counterbalanced and can be "locked" securely in up position with thumbscrews. Tail gate locks automatically in open position. Makes loading and unloading easy to do—easy on you! Spare tire is concealed under conveniently located rear floor section.

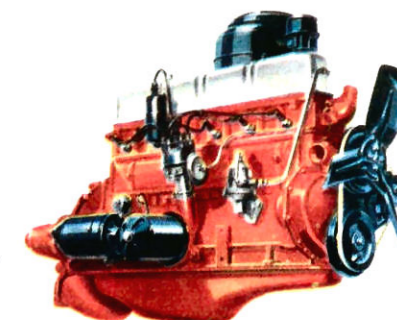
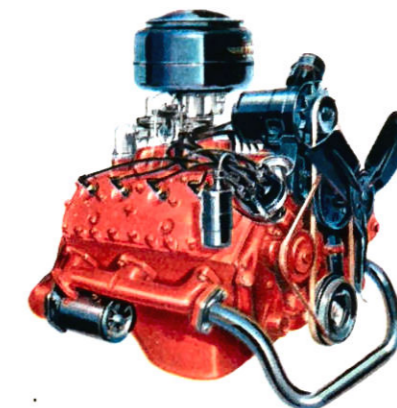


The new Ford RANCH WAGON handles bulky loads with ease!

Whether you're hauling to market or going calling in style, here's a car that will more than meet all your needs. You'll love every inch of this amazingly efficient full-sized Ford station wagon with its generous level floor storage space. The dimensions at the left will show you why the '53 Ranch Wagon is the value standard in the low-price station wagon field. And it's easy to load! Hinges are wide-set for maximum load opening. When counterbalanced lift gate is raised, it stays in "up" position automatically and hinges may be "locked" securely with wing nuts. Tail gate also *locks* in open position—*automatically* for your convenience. And the spare tire is located where you can get at it easily under a floor panel next to tail gate.

POWER TO SPARE

High-compression 110-h.p. Strato-Star V-8 is the *only* V-8 in the low-price field. Modern advantages like free-turning, high-lift valves, dual downdraft carburetion and aluminum alloy pistons give you high-spirited "go."



PROVED ECONOMY

High-compression 101-h.p. Mileage Maker Six, with free-turning overhead valves, is the finest, most modern Six in the low-price field. Its low-friction, short-stroke design gives you more usable power from every gallon of gasoline.

FORD LEADS AGAIN FOR '53 WITH ALL THESE "WORTH MORE" FEATURES!



POWER-PIVOT CLUTCH AND BRAKE PEDALS
Pedals are suspended from above for easier operation and to provide more foot space.



AUTOMATIC POWER PILOT ECONOMY

Both V-8 and Six engines have this exclusive Ford carburetion-ignition-combustion system. Gives you high-compression performance on regular gas.



AUTOMATIC RIDE CONTROL

Ford's exclusive Automatic Ride Control gives you a smoother, softer ride. It teams up ride features like Ford's low center of gravity, wide front tread and balanced front and rear suspensions. Takes bounce out of bumps . . . tilt out of turns.



BALANCED-EASE STEERING MAKES ALL HANDLING EASIER!

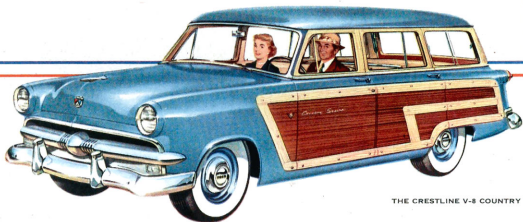
Ford's advanced steering system makes handling easy on highway or crowded city streets. Wide front tread permits short turning radius for parking in tight spots.

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For week-end calling or work-day hauling, here's a smart 4-door station wagon (in single or two-tone colors) that will fill your every need. All steel and 8-passengers big, it's a big family favorite, too!



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