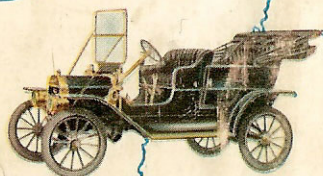
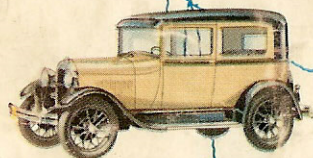


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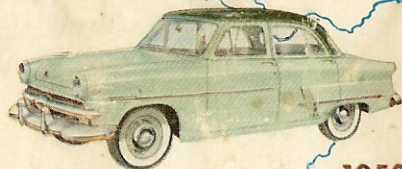
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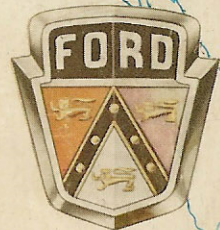
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1953

# 1953 FORD

## OWNER'S MANUAL

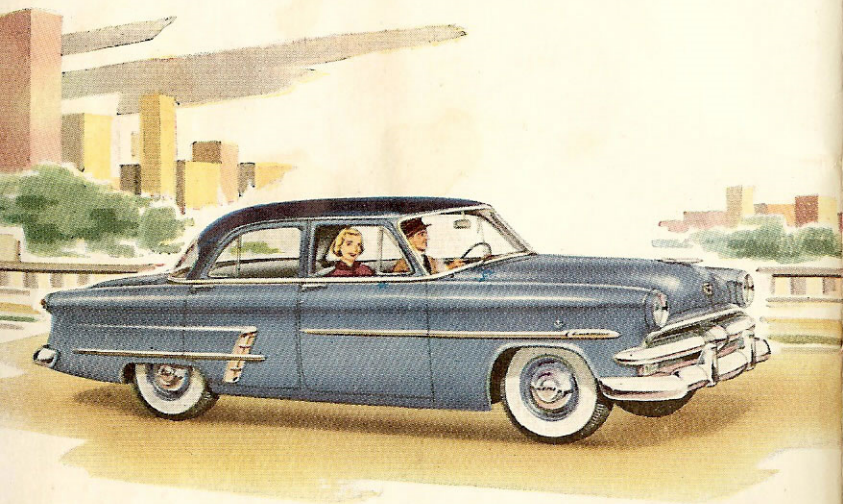


**FORD DIVISION**  
FORD MOTOR COMPANY



**'53 FORD—**

*The New Standard  
of the American Road*



**1953**

**FORD**  
**OWNER'S MANUAL**

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FORD MOTOR COMPANY



## Foreword

Many fine car features were required to make your 1953 Ford car "The New Standard of the American Road." Some of these features may be new to you and it is suggested that you read all of this manual at the first opportunity. As you do you will find that operating instructions are arranged by the type of operating condition and take into account the particular equipment you have on your car. If you are interested in reading all about a specific unit or feature (such as *Fordomatic*, *Overdrive*, *Power Steering*, etc.) turn to the index at the back of the manual. The index lists the pages containing information on a particular item under the name of the item. You will be especially interested in the "break-in" instructions (page three).

Optional equipment (available at extra cost) mentioned in this manual is identified by the name of the unit being set in *italics*. Throughout this manual key words are printed on a yellow background to indicate what is covered in the paragraph involved. These keyed words are taken into account in the index at the back of this manual.

We here at Ford, as well as your dealer, are both proud and happy that you have selected a Ford for your new car. Treat your Ford like a good friend and it should provide you with thousands of miles and many years of comfortable, dependable service.

Any time you have a question or a problem concerning your new Ford, remember your Ford Dealer is well-qualified and equipped to serve your needs.

**FORD DIVISION**  
FORD MOTOR COMPANY  
SERVICE DEPARTMENT

## Operation

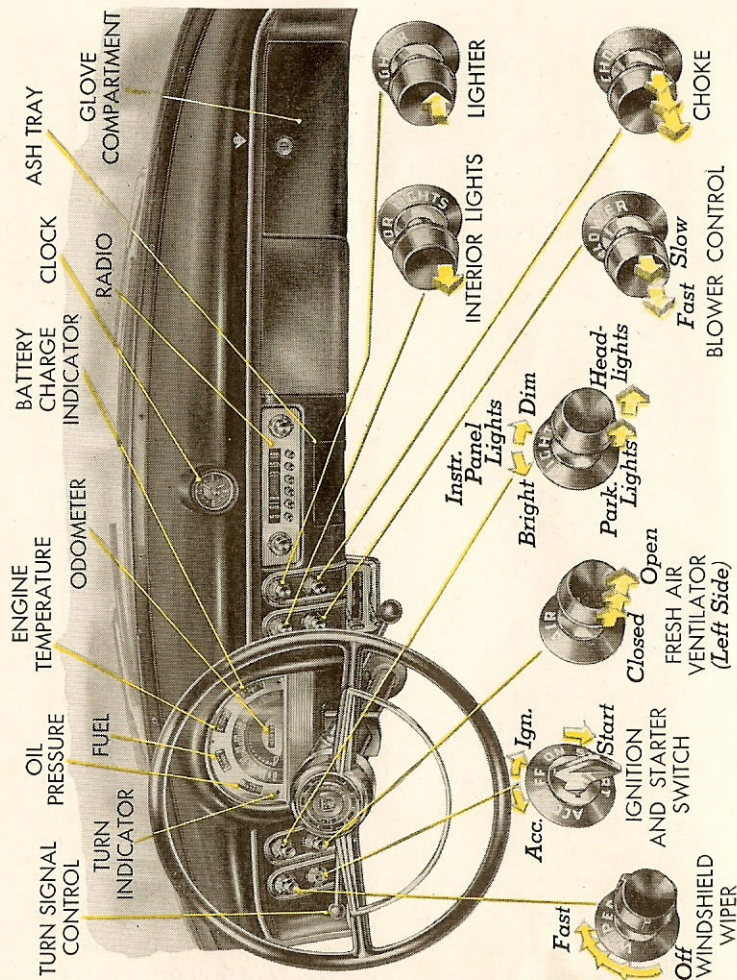
The "like new" performance of your 1953 Ford car can be perpetuated almost indefinitely, and its ultimate life can be greatly extended, by regular maintenance throughout its life. However, this fine piece of machinery deserves the good start which only you can give it. By taking a few reasonable precautions during the first few miles of driving, you will add immeasurably to your ultimate enjoyment of your brilliant and eager new Ford.

Modern machining methods and production techniques make possible the use of close manufacturing tolerances that tend to decrease the importance of the "break-in" period, but can not entirely eliminate its necessity. A carefully broken-in engine will operate more smoothly and quietly, and will give greater economy and longer life, than an engine that has not been given the opportunity to "wear-in" before maximum performance has been demanded from it.

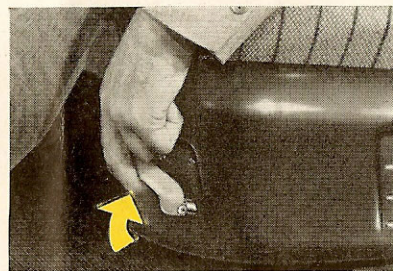
Make a few gentle stops, from various speeds, to seat the brakes before an emergency stop is demanded of them. The operation of all the working parts of your new car will be improved and their trouble-free life will be extended if given the opportunity to properly "break in."

Driving at consistently low speeds during the first few miles of operation is not the proper way to break in a new car. While speeds in excess of 50 M.P.H. should be avoided for the first 500 miles, occasional spurts up to this speed will materially assist the "breaking-in" process.





After 500 miles of driving, occasional bursts of speed up to 70 M.P.H. are not only permissible but are desirable. Your new car however, should not be operated at **top speed** until it has been driven 1000 miles.



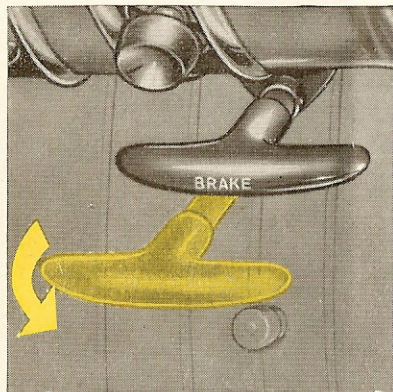
*Unlock Seat (Release to lock)*

Certain important maintenance operations are required during **the first 1000 miles** of operation. Read the Maintenance section of this manual (page 26) carefully to make sure you do not overlook some important maintenance instruction that should be followed during the critical first 1000 miles.

While proper break-in is important it doesn't need to take all of the fun out of the first 1000 miles. Take your place behind the wheel of your 1953 Ford; relax in the wide, comfortable seat, and take a moment to look around. Notice that all the instruments and controls have been conveniently placed within easy reach. Place your feet on the clutch and brake pedals, and operate the pedals a few times. Can you reach them handily and comfortably? If not, reach down and pull the lever at the left side of the seat upward, then **slide the seat forward or backward** to the desired position. Release the lever and the seat will remain in the position selected. If required, your Ford Dealer can make an additional seat adjustment for you.

The combined **ignition and starter switch** simplifies starting. When the key is in the center position, the





ignition is OFF. Turning the key to the left permits the operation of all gauges and accessories (radio, heater, etc.) when the engine is stopped. When the key is turned to the right, the ignition, accessory, and gauge circuits are ON.

To start the engine under normal conditions, pull out the **CHOKE** as required—turn the key to the extreme right, and the starter will operate. When the engine starts, release the key, then push the **CHOKE** in until the engine runs smoothly. With **Fordomatic**, the selector lever must be placed in the neutral N position before the starter will operate. This feature safeguards you against accidentally setting your car in motion. If the engine is hot or flooded with fuel and does not start promptly, push the accelerator to the floor then operate the starter. Do not use the choke.

**WARNING:** Exhaust gases contain poisonous carbon monoxide, avoid inhaling them.

Make sure the **parking brakes** are fully released before putting the car in motion. Rotate the **BRAKE** handle  $\frac{1}{4}$  turn to the left and push it in all the way.

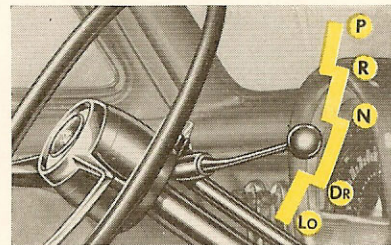
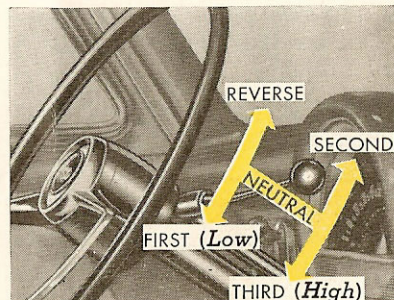
With either the standard or *Overdrive* transmissions,

just depress the clutch pedal, place the **gearshift lever** in the low position, then release the clutch as you step on the accelerator and you'll be on your way.

With the **Fordomatic** drive, move the five-position **selector lever** to the DR position, depress the accelerator pedal, and that's all there is to it.

**CAUTION:** Never move the lever to the R (reverse) position while the car is moving forward at a speed greater than 5 miles per hour. Never move the lever to the P (parking) position while the car is moving in either direction.

The **operational instruments**, grouped in a cluster directly in front of you, show how the engine and other units are operating. The habit of frequently observing these instruments, when you are driving the car, may sometime save you trouble, inconvenience, and the cost of expensive repairs. For example, should the **oil pressure gauge**, fail to show any pressure, trouble is indicated. The engine should be stopped immediately,





and the cause of the lack of oil pressure determined before it is started again.

The temperature gauge pointer rests at the H (hot) end of the scale when the ignition is off. When the engine is first started, the pointer moves to the C (cold) mark. After the engine warms up, the pointer normally settles at some point below the H mark. If the pointer rises to the H mark the engine is overheated, so stop the engine and correct the cause. Allow a few minutes for the engine to cool, then add water, slowly, to the radiator while idling the engine.

**CAUTION:** Remove the radiator cap slowly to avoid possible injury from escaping steam or hot water.

Glance at the charge indicator occasionally, when driving, to see whether the battery is being charged (C) or discharged (D). When the gauge pointer is on the discharge side of the center mark, the battery is being discharged. Continued driving without the battery charging will result in the battery running down so it will not operate the starter.

If you are economy minded, you can go a long way toward getting the most out of your gasoline dollar if you will remember that the amount of gasoline used is controlled by the amount of power you use. Needless to say, gas mileage decreases as your speed increases. Likewise, gas is also wasted by uneven highway speeds. In other words, the driver who is continually speeding up, then slowing down, then speeding up again is wasting horsepower and is spending more gasoline dollars.

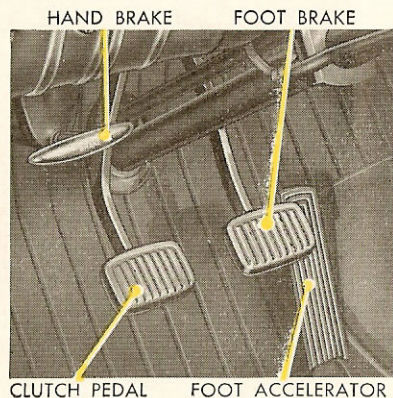
When you loaf along at 20 miles per hour you are using only 4 or 5 horsepower and a gallon of gasoline will last about an hour. At top speed and during maximum acceleration, you are using all of the power available; and gasoline will be used at a rate of 8 to 10 gallons per hour. Driving at top speed, or accelerating at maximum rate, will give you a thrill and you will get where you are going in a hurry. This may offset the cost of the extra gasoline you will use. However, for best economy, maintain a steady pace.

At night you will notice that the moment either front door of a Customline or Crestline model is opened, interior lights light your way into the car. You may also control these lights with the INTERIOR LIGHTS switch.

As a precautionary measure, you may want to leave your car standing with just the parking and taillights on. If so just pull the LIGHT switch out to the first notch. When you're ready to use the headlights, pull the LIGHT switch out to the second notch. You will notice that the instrument panel lights and taillights are on when the switch is in either position. Rotate this same light switch knob to select the degree of instrument illumination which is the least distracting to you.

A flick of the foot-operated dimmer switch discreetly dims your lights to the LOW beam for passing oncoming cars in the country, or for driving in the city. A small red light, on the face of the speedometer, is illuminated when the headlights are on HIGH beam and warns you that you may be shining your lights in the eyes of oncoming drivers.





Driving in city traffic, with all the stopping, starting, and turning, gives you a real opportunity to appreciate the handling ease of your new Ford. Notice how little foot-pressure is needed to operate the suspended clutch and brake pedals. The advanced-design of Ford's conventional steering system, together with

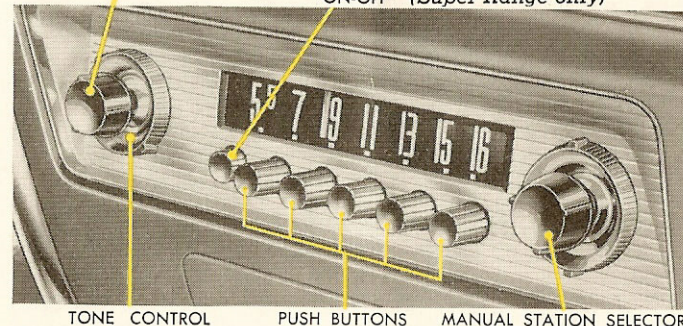
the independent front wheel suspension, makes your new Ford the "surest-footed" car in its field. You will like the smooth, effortless, control afforded by Ford's **Power Steering** when maneuvering in heavy traffic or when parking.

To signal for a right turn, lift the **Turn Indicator** handle; for a left turn pull the handle toward you. The handle will be automatically returned to the off position when the turn is completed.

To turn the Super Range **Radio** on, just push any of the tuning buttons. With the Console Range model, turn the left-hand knob to the right to turn the radio on. The ignition key, of course, must be in either the ACC or ON position.

The **Radio push buttons** have been set to your local stations by your Ford Dealer. Should you wish to change the station setting of a push button, tune in the

VOLUME CONTROL (Also "On-Off" switch on Console Range)  
"ON-OFF" (Super Range only)

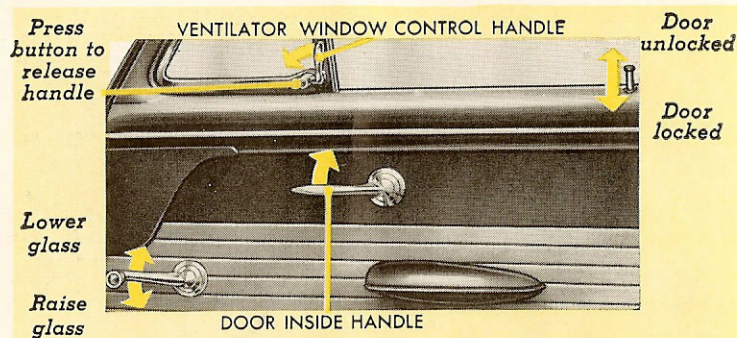


desired station with the manual tuning knob; then turn the push button one turn to the left. Next, push the button all the way in, then release it slowly. To secure the setting, turn the button to the right until tight.

Pull the **PARKING BRAKE** handle outward to set the brakes when you park. This can be done more easily if you press the foot brake pedal at the same time. When you park on a **steep incline**, you may also want to leave the car in gear and turn the wheels toward the curb. To leave the **Overdrive** transmission in gear, move the gearshift lever to the reverse position. The **Fordomatic** selector lever should be placed in the parking P position when the car is parked; but the lever must never be moved into this position while the car is in motion.

With the **door lock** buttons down the doors are



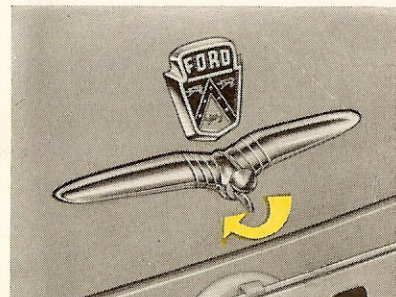


locked. The front doors must be locked from the outside with the ignition key. This arrangement reduces the possibility of locking your keys in the car. Incidentally, make a record of the numbers of your car keys. Replacement keys may be ordered at any time from any Ford Dealer by number. On Fordor models the rear doors may be locked by depressing the door lock buttons. The rear door lock buttons can be pushed down when the door is open and will stay locked when the door is closed. Raise the lock button to unlock the rear doors. When the door lock buttons are down, the rear doors cannot be opened with the inside door handle; this means that small children, or adults, riding in the back seat, cannot accidentally open the rear doors while the car is in motion.

To unlock the large luggage compartment, merely turn the key in the luggage compartment lock. When the door is raised, it is held open by counterbalanced hinges. Just lower the door and apply a little hand pressure and the compartment locks itself.

In cold weather, your new Ford engine will readily "leap into life" on the coldest day, if you follow this simple procedure when starting.

Hold the accelerator pedal about  $\frac{1}{4}$  of the way down, then pull the CHOKE out all the way.

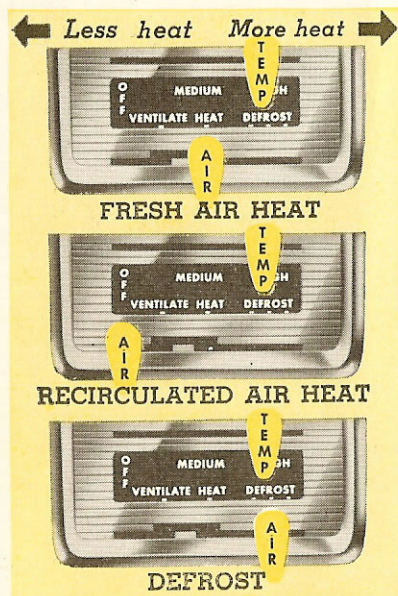


Set the transmission shift lever at neutral. Depress the clutch (except with Fordomatic) then turn the ignition switch to the extreme right. Release the key as soon as the engine starts, then push the CHOKE in as far as you can without disturbing the smooth running of the engine. Allow the engine to idle, or drive at reduced speed, until the engine is warm; then push the CHOKE in.

During cold weather, you will reduce the possibility of water condensing in the fuel tank if you keep the tank full or nearly full. This is the water that is sometimes drawn into, and freezes in, the fuel lines.

When driving through deep snow or mud put the transmission in low gear. The engine's power will then be fed to the rear wheels in a smooth, steady flow which makes it easier for you to keep going at low speed without stalling. With Fordomatic move the selector lever to the LO position. To "rock" the car in case you get stuck in snow or mud, maintain a light, steady pressure on the accelerator pedal, and shift back and forth between reverse R and low LO.





pressure from the forward motion of the car.

**RECIRCULATED AIR HEAT**—Set TEMP lever as desired, AIR lever at OFF, with BLOWER alone providing circulation of the air within the car. This position closes off outside air such as when it contains objectionable odors.

**DEFROSTING**—Set TEMP lever at HIGH, AIR lever at DEFROST, with BLOWER helping for maximum defrosting. Be sure the direct-flow door is closed.

**VENTILATING**—Set TEMP lever at OFF, AIR lever at VENTILATE, with air control knob out, and

The **Magic Air Heater** provides “living room” comfort in your car even on the coldest days. The heater controls, and the separate air control knob and two-speed BLOWER switch, can be set to provide:

#### **FRESH AIR HEAT—**

Set TEMP lever at degree of heat desired, AIR lever at HEAT, with BLOWER helping if necessary, and with the direct-flow door on the front of the heater open if quick heat is desired. This provides heated outside air under

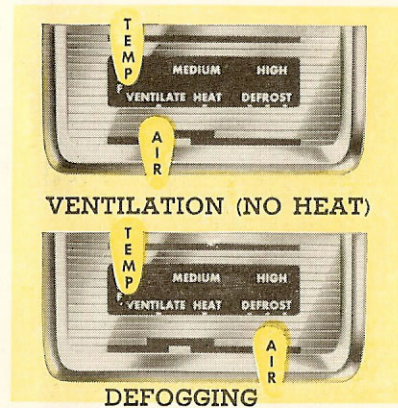
with left and right air duct deflectors raised to the degree desired.

**DEFOGGING**—Set TEMP lever at any position, AIR lever at DEFROST, with BLOWER helping for maximum defogging.

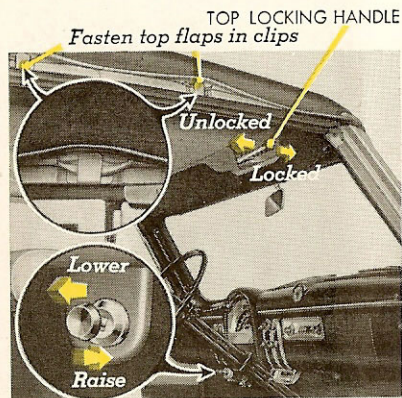
It is sometimes helpful to have a front vent or rear window opened slightly for best heating, defrosting or defogging results.

When it's raining, turn the **WIPER** knob to the right to bring the windshield wipers into action. You will notice that the speed of the wipers is controlled by the amount the knob is rotated. If your new Ford is equipped with a **Windshield Washer** simply press the foot-operated control button to send a stream of fluid onto the windshield. The action of the wipers will clean the surface. An All-weather solution is available from your Ford Dealer for use in your **Windshield Washer** reservoir. This solution not only protects the reservoir in freezing weather, but also does a better job of cleaning than plain water. It is not advisable to operate the washer when the temperature is below freezing, since the fluid may freeze when it contacts the cold windshield.

For summer driving move the heater TEMP control to







"Sunliner" the top can be put down on those nice days. To lower the top, make sure the compartment behind the rear seat is in position and empty, then pull the lock handle outward and push the top free of the three pins. Return the handle to the locked position. Pull the control button to the left of the steering column out and the top will fold back and lower into the well. When the top is lowered cover the top with the boot provided. This will keep the top material clean and dry.

**WARNING:** *Never raise or lower the top while the car is in motion.*

Proper care of the top fabric will reduce the possibility of water stains, mildew, or shrinkage. Do not keep the top folded for long periods when it is damp. If damp, the top should be raised, properly fastened, and allowed to dry.

To raise the top, unfasten the boot and push the control button IN. When the top is fully raised, unlock

OFF. You can do several things to increase your comfort: the windows can be opened; the vent windows can be set so as to either draw air out of the car or scoop air into the car; or the **Heater** controls can be set to "Ventilation" to provide screened fresh air, at floor level, while the windows are closed.

Of course if your car is a

the handle on the header board, pull the top over the retaining pins and push the lock handle inward.

Insert the inner top flap into the two clips located directly above each door glass.

The top storage compartment behind the rear seat is collapsible to provide additional space in the luggage compartment when needed. To collapse the storage compartment, just open the luggage compartment door, then push the top storage compartment forward and upward.

Driving on the open highway gives you an opportunity to appreciate the flexibility of your 1953 Ford.

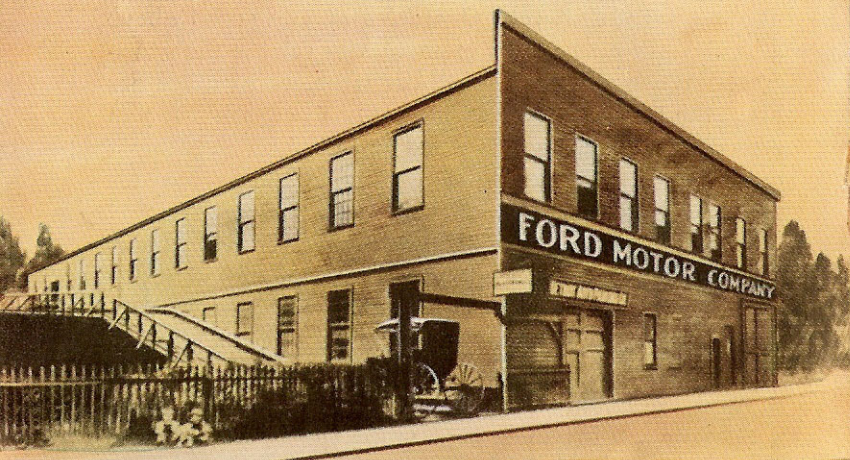
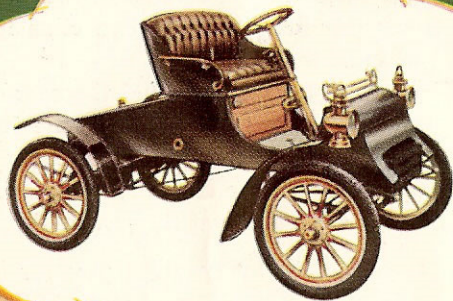
With **Overdrive**, when the control handle is pushed in, your car is equipped with an automatic fourth or cruising gear that permits you to attain medium high road speeds at greatly reduced engine speeds. The transmission will automatically shift into **Overdrive** at any speed above 27 miles per hour if you momentarily release the accelerator. When the car's speed drops below 21 miles per hour, the **Overdrive** is automatically disengaged. If you are cruising along in **Overdrive** and need an extra burst of power, simply press down hard on the accelerator pedal and the transmission will be in the conventional third gear. When the need for extra power has passed, just release the accelerator and the unit automatically shifts back to **Overdrive**. This "kick-down" action is particularly useful for climbing steep hills or for passing other cars on the highway.

With **Fordomatic**, travelling on the open highway is a pleasant and revealing experience. Once you place the selector lever in the **DR** position, you don't have to give



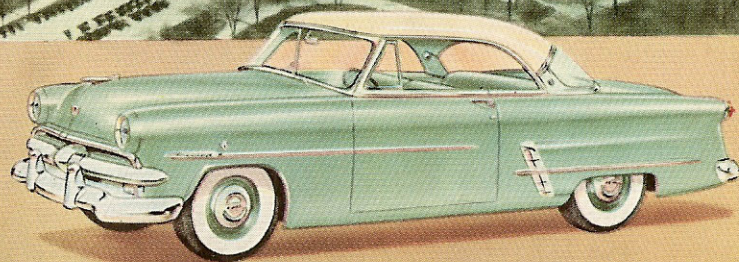
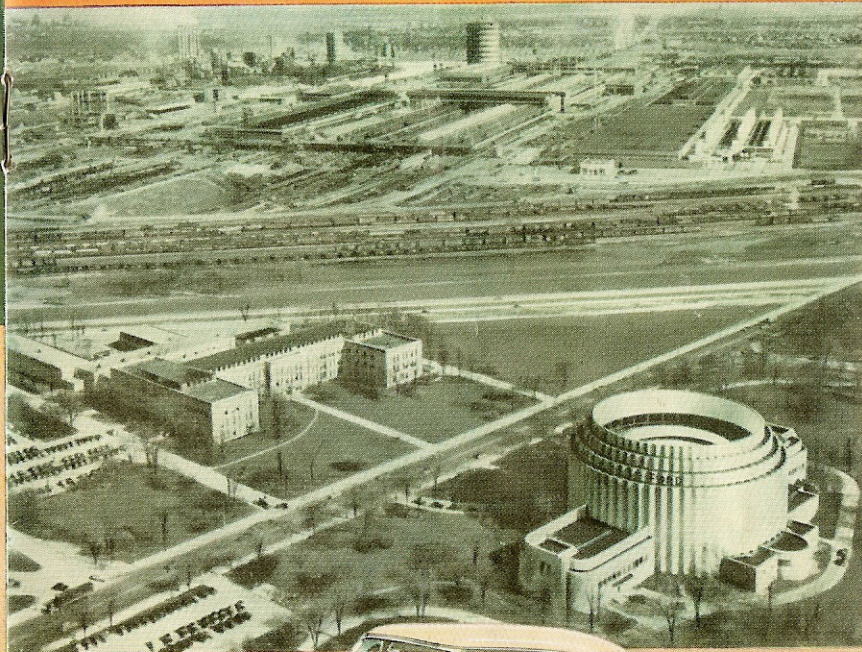
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MODEL "A" MACK AVE. PLANT

ROUGE PLANT



1953



Disengaged



Engaged

you want. When you reach the speed at which you desire to travel, ease up on the accelerator and the transmission automatically selects a gear ratio which provides economical, smooth operation for the existing load and road conditions.

When driving in the mountains, shift to a lower gear if the engine begins to labor on a hill. When descending mountain grades, use the engine as a brake and shift to a lower gear if necessary.

Your Overdrive must be "locked out," to give you full use of the braking effect of the engine. To do this while the car is in motion, press down hard on the accelerator, pull the control handle out, then release the accelerator. When the car is standing still, just pull the handle out all the way. You can "lock in" the Overdrive at any speed by pushing the control handle inward.

The LO range of the Fordomatic drive is not ordinarily used, and as previously explained, is provided for operation in deep sand, mud, or snow. However, should you want more braking action when descending a steep hill, merely move the selector lever to the LO position.

a thought to shifting. If you want fast "get away" or are passing another car, just press the accelerator down as hard as the situation requires; and the transmission will shift automatically to give you the kind of performance

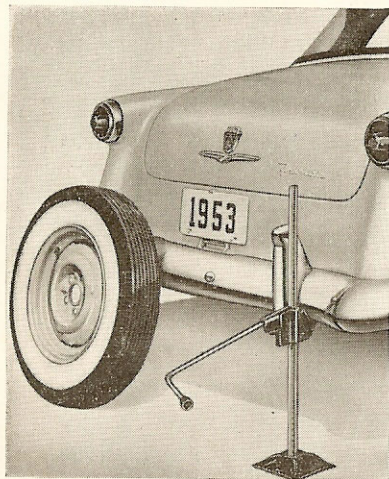
If your car is traveling over 30 miles per hour, the transmission will first shift into intermediate gear, then automatically shift to low when the car speed drops below 25 miles per hour. A flick of the wrist shifts the transmission back to DR range when the need for additional braking action has passed. You may find it advantageous to shift the selector lever to the LO position when climbing mountains, particularly if the grade is such that a speed in excess of 30 miles per hour can be maintained without endangering the safety of you and your passengers.

On an extended tour or a week-end jaunt, regardless of where or how far you go, you will find friendly authorized Ford dealers ready to serve you and anxious to perpetuate the brilliant performance, economy, comfort, and dependability that has been built in to your new Ford.

From the very beginning of your trip, you will enjoy that smoothness of operation which proves that Ford engines, either the powerful V-8 or the overhead-valve six, are far ahead in their field. As the miles roll by, you will notice that you and your passengers are enjoying the trip more than usual, and that you, yourself, have not experienced the usual strain of driving. The sense of well being and comfort is due, in part, to the long wheelbase, the wide tread, and the control of vertical motion and side-sway which adds to your sense of security when taking curves.

In case you ever have to change a tire, set the parking





UP position and operate the jack using the handle end of the wheel nut wrench. Remove the wheel nuts and wheel. Replace the wheel and tighten the nuts securely. Place the control finger in the DOWN position and lower the jack one notch at a time. Recheck the wheel nuts for tightness after the jack has been removed.

The spare tire and jack are located in the luggage compartment in most models. A tire well is provided under the rear section of the floor of the Ranch Wagon, Country Squire, and Country Sedan. To remove the spare tire on these models, lower the tailgate. Raise the hinged rear section of the floor. To hold it in the open position, swing the hook provided over the tail gate support arm. Remove the jack hold-down clamp. Remove the spare

brake and place a block or stone under the front and rear of one wheel to prevent any car movement. Pry off the hub cap with the handle end of the wheel nut wrench. Loosen the wheel nuts by turning them counter-clockwise, then place the jack base on a level spot. Insert the lift bracket under the bumper about two to six inches outside of the bumper guard. Put the control finger in the

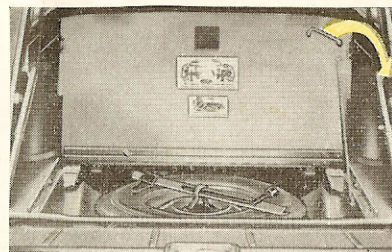
tire from the tire well.

Pushing the car to start the engine is easy. Just follow these simple directions and you will be on your way.

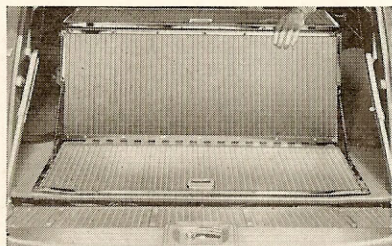
Make sure the bumpers of the two cars are the same height. Turn the ignition switch on. Place the shift lever in high gear, then depress the clutch. (With *Overdrive*, disengage the *Overdrive* by pulling the manual control handle out.) Push the car until a speed of 5 miles per hour is attained. Slowly release the clutch. Hold the foot accelerator about half open until the engine starts.

With *Fordomatic*, place the selector in the N position. Push the car until a speed of 20 miles per hour is attained. Turn the ignition switch on and move the lever to the LO position. Where road conditions do not provide good traction, use DR range. Hold the foot accelerator approximately half open until the engine starts. Towing the car to start is not recommended.

If it should ever become necessary to tow the car, make sure the transmission is in neutral. Do not tow the car faster than 40 M.P.H. If the car is equipped with a *Fordomatic* drive that is functioning properly, and the car is to be towed less than twelve (12) miles, place the selector lever in neutral and tow the car the same as if equipped with a conventional transmission.







connected and the rear of the transmission covered.

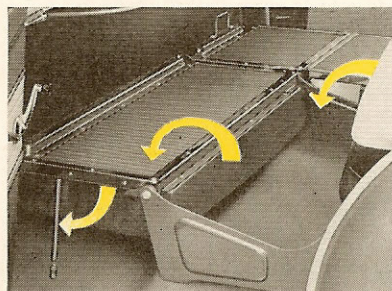
The **Country Squire, Country Sedan, and Ranch Wagon Seats** are constructed so you can convert the area behind the front seat into a spacious, level compartment, with a sturdy, long wearing linoleum covering, for transporting packages or cargo.

On the **Country Squire and Country Sedan**, raise the front edge of the auxiliary seat cushion, then remove the cushion. Unhook the seat back from the back board, then remove the seat back. Lower the back board into the open space.

If additional space is desired, swing the center seat cushions up and forward until the seats rest

on the supports at each side of the cushions. Lock the seat supports in the clamps provided on the floor. Lower the seat backs into the opening.

Notice that the seat on the right side folds forward to allow entry to the auxiliary seat.

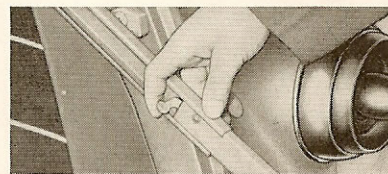
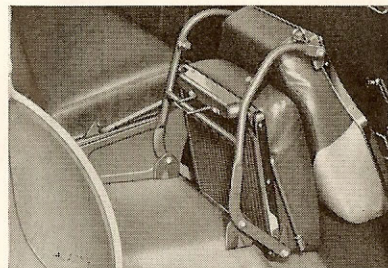


On the **Ranch Wagon**, simply swing the back edge of the rear seat cushion up toward the front seat. Lower the seat back into the seat cushion opening, and lock the seat back on the two support pins located on the underside of the seat cushion.

The **tail gate** has a push button type handle. The handle also incorporates the lock on the left-hand side. To unlock the tail gate, raise the weather protecting cover to expose the lock. The key used for

the glove compartment is also used on the **tail gate lock**. The upper part of the tail gate (rear window) has counter-balanced hinges which hold it in the open position. Pull upward on the inside handle to open the lower tail gate.

To close the tail gate, press the release lever located on the right support arm. Close the lower tail gate before lowering the upper tail gate. The upper tail gate may be closed while the lower tail gate remains open.





# Maintenance

In addition to the careful inspection given your car at the factory, your Dealer has performed a very thorough pre-delivery service. He is very much interested in seeing to it that you are completely satisfied with your new Ford not only while it is new but throughout its life as well. You will find that he is well qualified and will accept the responsibility for maintaining your car if you entrust him with this responsibility. If you ask him to, your Dealer will remind you as the various maintenance services become necessary.

The kind and frequency of the maintenance services required are controlled by: the number of miles driven, the season of the year, and the conditions under which your car is operated. Some of these maintenance operations can only be performed by a suitably equipped garage and trained personnel.

**At 300 Miles.** The break-in lubricants, used in the engine and rear axle, must be replaced. In addition, the cylinder head bolts should be tightened.

The *Fordomatic* fluid must be drained (strained and reused) and the bands adjusted. Other than having the fluid level checked every 1000 miles, your *Fordomatic* usually will not require any other maintenance service until after 15,000 miles of operation.

**At 1000 Miles.** After you have driven your car a

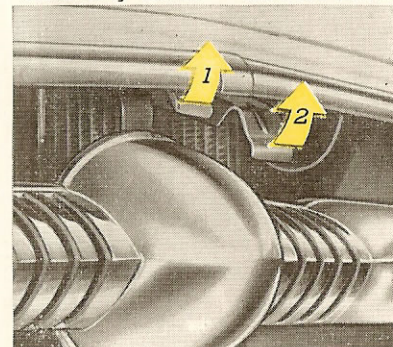
full 1000 miles, return it to your Dealer, so that he may perform a 1000 mile inspection. By this time, all the gaskets will have taken a set and all mating surfaces will be "worn" in. At this time of course, anything which you feel is not functioning properly will be checked and corrected.

**Day to Day Care.** It is advisable to have the engine oil, radiator water, and battery water levels checked each time you buy gasoline. **To open the hood,** pull the auxiliary catch lever to release the safety catch, then pull the hood lock release lever to release the hood lock. Counterbalancing hinges hold the hood in the open position. Be sure the hood is firmly latched before the car is driven.

**WARNING:** *Explosive hydrogen gas is produced in the course of normal battery operation. Do not allow flames or sparks to be brought near the vent openings of the battery.*

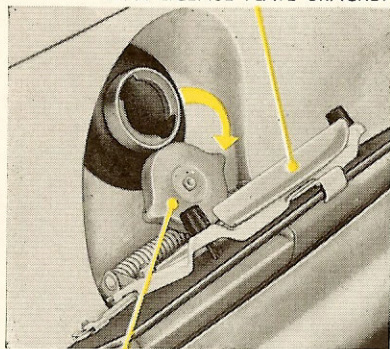
The **fuel tank filler** is located at the rear of the car behind the license plate bracket on all models except the Courier, Ranch Wagon, Country Sedan and Country Squire. The bracket is hinged to swing down and is spring-loaded to hold it in the closed position. The fuel tank filler on the Ranch Wagon, Country Squire,

*First - release  
Auxiliary Catch*      *Then - Hood Lock  
Release Lever*





REAR LICENSE PLATE BRACKET



FUEL TANK FILLER CAP

Country Sedan, and Courier models is located at the left side of the body at the taillight.

Washing the car frequently will help maintain its factory new beauty. Use either warm or cold water. Never use hot water or household soap. Do not wipe off dust and dirt when the finish is dry, as this will cause

scratches. For long lasting beauty and protection, polish your car with "FoMoCo" Cleaner-wax Polish. A good coat of wax under normal conditions will protect the metal finish for several months.

Wood trim used on the Country Squire should be re-varnished whenever it becomes dull or marred. Use FoMoCo "Rot Inhibitor" Varnish. Waxing is not recommended.

The chrome plated parts of your car require special care. The Ford Motor Company and the entire automobile industry are required to comply with the Government's program to conserve metal essential to this Country's defense. These restrictions have made it necessary to use an alternate method of chrome plating some of the bright metal parts of your car. This new plating method is of the highest quality available under

the restrictions.

All of the bright metal parts on the exterior of your car, finished by the new plating method, have been initially protected at the factory with a coating of clear baked enamel. Extra precaution and periodic care on your part will preserve the beauty and life of these finishes.

Use FoMoCo Chrome Saver, which is available at your Ford Dealer. This chrome saver can be used on any type of chrome. DO NOT use chrome cleaning and polishing compounds. If it is absolutely necessary to use such compounds to remove rust, use them sparingly! DO NOT scour chrome finish parts or polish them with abrasives. Wash with mild soaps or mild detergents using a clean soft cloth or a sponge and water. Rinse and wipe parts clean.

Clean the upholstery and trim, occasionally, with a whisk broom or vacuum cleaner. Soiled or dirty upholstery can be cleaned with FoMoCo Foam Upholstery Cleaner, which is available at your Ford Dealer. The leather and leather-type vinyl plastic surfaces should be cleaned with luke warm water and mild soap only. Rinse with clean water and dry with a clean soft cloth. Do not use cleaning fluids of any type on leather or vinyl plastic trim.





**White side wall tires** should be cleaned with FoMoCo Whitewall Tire Cleaner as necessary. Apply as directed and flush liberally with clear water.

The **Convertible top** should be washed with FoMoCo Foam Upholstery Cleaner or a mild soap at least every three months to prevent the accumulation of fine particles of dust and grit in the fabric. Before washing the fabric, remove all loose dirt with a bristle brush or a vacuum cleaner. The back window should be washed with FoMoCo Car Washing Solution or with a solution of warm water and mild detergent soap powder. Flush off the window with plenty of clean water and wipe dry with a clean, dry cloth.

**CAUTION:** *Never use a dry cloth to wipe dust, dirt, etc., off the convertible back window as the window may be scratched.*

Convertible top material that has become faded should be coated with FoMoCo **top dye** which is available in black, green, and tan colors. Your Ford Dealer is equipped and well qualified to do this for you. Top dye not only restores the top's original color but also preserves the material and acts as a sealer. If the material is allowed to remain faded for any length of time, it will become cracked and develop leaks.

**Spring and Fall.** The radiator should be drained, flushed, and refilled with clean water every spring. Be sure that a good rust inhibitor is added when the radiator is filled. In the Fall, the radiator should be drained, flushed, and refilled with the proper amount of

good **anti-freeze**. FoMoCo Anti-freeze is available at your Ford Dealer.

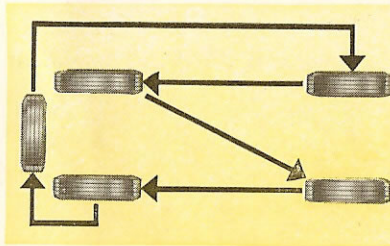
Every 1000 miles, the working parts on a car exposed to mud, road dirt, and salt should be lubricated. This is neces-

sary at the time of the original 1000 mile inspection, and every 1000 miles thereafter during the life of your car. Your Ford Dealer, or when away from home, any Ford Dealer will be glad to perform these services for you.

In addition to the units checked during the regular 1000 mile service, certain other units should be serviced at 5000, 10,000, 15,000, 20,000, and 25,000 mile intervals. The type of service they require, and the interval at which, under average conditions, the service should be performed are listed on page 32. For more severe operation, shorten the maintenance intervals.

**Cross-switch the tires** at 5000 mile intervals to equalize wear on all five tires. Use the pattern shown at the top of the page.

During the life of your car, many of its working parts will occasionally have to be readjusted to compensate for normal wear. This normal wear occurs by such a gradual process that you may not be conscious of it. Nevertheless, each time you stop the car, some wear occurs on the brakes. Likewise, each time a cylinder fires, wear occurs on the spark plugs and distributor





contact points. All working parts of your car are subject to some kind of gradual wear.

Normal wear has been anticipated, in the design of your Ford car, and means of adjustment have been provided which will permit the parts subject to such wear to be restored to "like new" operation. When your Dealer recommends such operations as "Engine Tune-up", "Wheel Alignment", "Brake Adjustment", etc., he is doing so because these service operations permit him to restore new car performance.

Feel free to consult your Dealer's Service Organization at any time. You will find that every one in the dealership is very much interested in your car continuing to give the thrilling performance that established the new standard for the American Road.

## Maintenance Guide

The operations listed in this Guide should be performed each time the indicated mileage accumulates.

### Air Cleaner

- 1000 mi.—(Dry type) Clean and oil.
- 2000 mi.—(Oil Bath Type) Clean and refill—use S.A.E. 30 above 32° F.; S.A.E. 10 below 32° F.

### Battery

- 1000 mi.—Check state of charge and electrolyte level.

### Body

- 1000 mi.—Apply S.A.E. 10 oil to Door, Deck Lid, Tail Gate, and Hood Hinge pivots.

- 1000 mi.—Apply Lubriplate to Hood Lock, Hood and Deck Lid Hinge Springs, Door Check Arms, Tail Gate Supports, Lift Gate Hinges, and Convertible Top Linkage Pivots.

### Brakes

- 5000 mi.—Minor Adjustment.

### Brake Master Cylinder

- 5000 mi.—Add Heavy Duty Brake Fluid to raise level to ½ inch from top.

## Maintenance Guide (continued)

### Breather Cap

- 2000 mi.—Clean and oil.

### Complete Dealer Inspection

- 5000 mi. intervals.

### Cooling System

- In the Spring—Drain, flush, and refill with clean water.

- In the Fall—Drain, flush, and refill. Use anti-freeze as required.

### Distributor and Generator

- 5000 mi.—Few drops of engine oil in oil cups.

### Distributor Cam

- 5000 mi.—Light film of Dist. Grease.

### Engine

- 5000 mi.—Tune-Up.

### Engine Oil

- 2000 mi.—Drain and refill. Use S.A.E. 20 or 20W above +32° F.; S.A.E. 10 or 10W from +32° F. to -10° F.; S.A.E. 5W below -10° F.

### Fordomatic

- 1000 mi.—Check level and add Auto. Trans. Fluid—Type A.
- 15,000 mi.—Drain, adjust bands, and refill.

### Front Wheel Bearings

- 10,000 mi.—Repack with Wheel Bearing Grease.

### Linkage

- Transmission, Clutch and Brake
- 1000 mi.—Apply Dripless Penetrating Oil.

### Oil Filter

- 4000 mi. or when dirty—Replace cartridge.

### Parking Brake Cables

- 10,000 mi. — Apply Graphite Grease.

### Parking Brake Handle

- 10,000 mi.—Apply Lubriplate to shaft.

### Power Steering

- 1000 mi.—Check level and add Auto. Trans. Fluid—Type A as required.
- 25,000 mi.—Replace oil reservoir filter element.

### Rear Axle

- 1000 mi.—Add Hypoid or Multi-Purpose Lubricant. Use S.A.E. 90 above 10° F.; S.A.E. 80 below 10° F.
- 10,000 mi.—Drain and refill.

### Steering Gear

- 1000 mi.—Add Mild E.P. Gear Oil as required. Use S.A.E. 90 for all temperatures.

### Suspension and Steering

- 1000 mi.—Apply Pressure Gun Grease at: Front Suspension Arms (12 fittings); Spindle Bolts (4); Steering Linkage (7); Gearshift Lever (1); Clutch Equal. Bar (2).

### Transmission (Standard or Overdrive)

- 1000 mi.—Add Mild E.P. Gear Oil S.A.E. 80.
- 10,000 mi.—Drain and refill.

### Universal Joints

- 20,000 mi.—Repack with Universal Joint Grease.



# Specifications

## FUSES

Unit	Rating
Radio	14 amp.
Heater	20 amp.
Clock	3 amp.
Turn Signal	15 amp.
Overdrive	30 amp.

## PEDAL FREE PLAY

Clutch	¾ to 1½ in.
Brake	¼ to ¾ in.

## CAPACITIES (APPROX.)

Engine Oil	†4 qt.
Transmission—Std.	3 pt.
Overdrive	4½ pt.
Fordomatic	9 qt.
Rear Axle—Car	3½ pt.
Sta. Wag.	3 pt.
Gas Tank—Car	17 gal.
Sta. Wag.	19 gal.
Cooling—6-cyl.	*15 qt.
8-cyl.	*22 qt.

\*1 qt. extra with heater.

†1 qt. extra with filter change.

## TIRE PRESSURES

Type	Front	Rear
6.70x15—4 ply	26	23
7.10x15—4 ply	24	21
7.10x15—4 ply	23*	26*
7.10x15—6 ply	25*	30*

\*When used on Station Wagon models.

## ENGINE OIL CLASSIFICATION

New Type	When to Use*	Old Type
ML	Light and favorable conditions	Regular
MM	Moderate to severe conditions	Premium
MS	Unfavorable or severe conditions	Heavy Duty

\*Your Ford Dealer will assist you in selecting the oil for your particular type of driving.

## ENGINE

	8-cyl.	6-cyl.
Horsepower	110 @ 3800 R.P.M.	101 @ 3500 R.P.M.
Firing Order	1-5-4-8-6-3-7-2	1-5-3-6-2-4
Dist. Point Gap	0.014-0.016 in.	0.024-0.026 in.
Valve Gap:		
Intake	†0.013-0.015 in.	*0.015 in.
Exhaust	†0.017-0.019 in.	*0.015 in.
Spark Plug Gap	0.029-0.032 in.	0.034-0.037 in.
Type	H-10, 14 mm	H-10, 14 mm
Pis. Displ.	239.4 cu. in.	215.3 cu. in.
A.M.A.-H.P.	32.5	30.4

†Cold setting.

\*Hot setting.

## SHIPPING WEIGHT (APPROX.)

MODELS	Mainline		Customline		Crest-line
	6-cyl.	8-cyl.	6-cyl.	8-cyl.	
Coupe	2984	3057	3048	3121	
Tudor	3077	3150	3077	3150	
Fordor	3132	3205	3132	3205	
Ranch Wagon	3326	3399			
Country Sedan				3557	
Convertible					3335
Victoria					3255
Country Squire					3604

## LIGHTS

Unit	Rating	Bulb No.
Headlight	45-35 Watts	4030
Parking	3-21 C.P.	1154
Tail and Stop	3-21 C.P.	1154
License & Dome	3 C.P.	63
Inst. Panel	2 C.P.	55
Courtesy	3 C.P.	64
Hi Beam Ind.	1 C.P.	51

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\*Includes Optional Equipment Available at extra cost.



1903

1953


 (Turner  
 Rockwell)

HENRY FORD · EDSSEL FORD · HENRY FORD II

## FIFTY YEARS FORWARD ON THE AMERICAN ROAD

This year Ford Motor Company pauses briefly to reflect on fifty years of progress which has been made possible through its continuing partnership with America—and to look forward to the many exciting, challenging years which lie ahead on the American Road.

Ford Motor Company, an industrial pioneer, helped bring about the American Road. To us, that Road is more than a highway on which we have placed more than 36,000,000 cars and trucks. It is a way toward a better life for all mankind, through the increasing use of the automobile.

FORD MOTOR COMPANY

'53 FORD—

*The New Standard  
 of the American Road*

