

*victoria*



**FORD'S FINEST FOR '53 !**



*sunliner*



*For a season  
in the sun  
or year 'round fun  
you can't match the  
snug comfort  
and smart beauty  
of these  
two  
distinguished  
Fords!*

*For 1953 . . .*



# Ford Victoria *Styled for show . . . built for go!*

New Fordcraft nylon Craftloom upholstery fabrics with contrasting vinyl trim . . . new ultra-fashionable fittings . . . and new harmonizing color combinations are an "open" invitation to step out in style. Hull-tight body construction . . . built-in full-length arm rests in back . . . thick foam-rubber cushioned seats, front and rear . . . mean snug comfort and smooth going anywhere!



**THE ALL-YEAR ALL-'ROUND FAVORITES !**



Top is held securely to windshield by lever-action latch for a perfect weather seal. An easy pull and top is unlocked.



A pull on this conveniently located button switch and top goes *down* swiftly, smoothly. A push and top's *up* in a jiff!

# Ford Sunliner *"Top-downer's" delight!*

The 1953 Sunliner's new electric motor driven top mechanism is far faster . . . for quick conversion, come rain or shine!

An exclusive feature in Ford's field is the new top well which folds out of way when top is up.

Gives you 3 cu. ft. of *extra* luggage space.

The new Sunliner's car-wide rear window section zips out for *extra* openness in warm weather. Gives you unlimited visibility in back, too. On sunny days, top folds down into well . . . completely out of sight.



*Ford leads again for '53 with all these "worth more" features!*

**FORDOMATIC DRIVE** is the finest, most versatile, completely automatic drive in its field! Traffic or country driving is simpler, smoother, safer.

All you do is steer and step on the gas pedal . . . you never push a clutch . . . you never shift a gear!



**OVERDRIVE** saves you up to 15% on fuel. Gives you smooth, quiet performance, longer engine life.



**POWER TO SPARE! 110-H.P. HIGH-COMPRESSION V-8 ENGINE** makes you the "leader" from the word go! Ford's brilliant Strato-Star V-8 is the smoothest, most spirited engine . . . and the only V-8 . . . in the low-price field! And with Ford's famous Automatic Power Pilot, you get high-compression performance without the use of premium fuel.



**FORD'S AUTOMATIC RIDE CONTROL** is a balanced system of advanced, coordinated ride features that takes tilt out of turns, bounce out of bumps . . . gives you a smoother, softer ride.



**EASY STEERING . . . EASY PARKING!** Slip in and out of tight spots effortlessly with Ford's balanced-ease steering system. Wide front tread allows short turning radius for greater maneuverability.

**VISIBILITY UNLIMITED!** Huge one-piece curved windshield gives you wide-angle vision where you need it most. I-REST tinted safety glass rests your eyes night and day. Controls on instrument panel are individually lighted.



**EASY ENTRY!** Offset hinges permit wide, clear door opening.



**CENTER-FILL FUELING!** Eliminates gas pump "jockeying." Permits filling from either side of car because fuel pipe opening is located at center rear. Leaves more baggage space inside trunk. License plate conceals filler cap . . . and folds down for easy fueling.

**POWER-PIVOT PEDALS** are suspended for easier operation, more floor space



**NEW BOLD AND BEAUTIFUL GRILLE** is wider, lower, more massive . . . distinctive as well as functional. Hood latch release is conveniently located beneath grille top bar.



## Ford Victoria

Outdoor *smart*—indoor *sung*—this new '53 Ford Crestline Victoria is truly the trend-setting car for '53! Its every line says *leader* . . . each detail smartly reflects its "out front" design. From its curved one-piece windshield . . . its open-car styling with no center posts to obstruct your view . . . to its huge sweep-around rear window, it's a dream to look at. And with its smooth, spirited 110-horsepower V-8, new Automatic Ride Control and balanced-ease steering . . . it's a real treat to drive!



## THE STYLE WINNERS IN THE "OPEN" CLASS

## Ford Sunliner

It's easy to see why Ford's the *all-time* convertible favorite! And for '53 the new Ford Sunliner brings even more advanced open-car features to the low-price field. At the touch of a button, Breezeway Top with new operating mechanism glides up or down in seconds. Even on cold, damp days the Sunliner's weather-sealed body makes driving a delight. And you ride on two-tone leather and vinyl upholstered seats that color-blend with inside trim and outside colors. And 'neath this new Ford Sunliner's beauty, there's brilliant V-8 "go"!



## CRESTLINE VICTORIA



### World-Famous V-8 Engine

**Strato-Star V-8:** 110-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.

### Beautiful Body Colors

**Single-Tone:** Sungate Ivory. **Two-Tone:** Glacier Blue with Sungate Ivory top; Fern Mist Green with Sungate Ivory top; Raven Black with Sungate Ivory top; Flamingo Red with Sungate Ivory top; Sungate Ivory with Fern Mist Green top; Sungate Ivory with Carnival Red top; Sungate Ivory with Sheridan Blue top; Seafoam Green with Timberline Green top.

### Modern Interiors

**3 Color-Harmonized Interiors:** Mahogany Vinyl and Brown Nylon Craftloom, Blue Vinyl and Blue Nylon Craftloom and Green Vinyl and Green Nylon Craftloom to harmonize with exterior colors; seat bolsters and headlining in darker shades; 3-tone vinyl door and quarter panel trim. Carpets, front and rear, are in harmonizing colors.

**Fittings and Controls:** 2 sun visors; arm rests in front, built-in type at sides of rear seat; light back of each quarter window and under instrument panel operated by door switches or knob on instrument panel; 2 robe cords; ash tray in instrument panel and in rear arm rests; cigarette lighter; stem-wound clock; coat hooks.

### Rugged Chassis

**Frame:** special design box-section side rails; 5 cross members; center cross member and diagonal struts form rigid K-bar.

**Rear Axle,** ratio (to 1): with Conventional—3.90 std., 4.10 opt.; with Overdrive—4.10 std., 3.90 or 3.31 opt.; with Fordomatic—3.31 std., 3.54 opt.

**Magic Action Brakes:** duo-servo type; 10 in. dia. drums; molded linings, total area 173.5 sq. in. Double seal between drum and backing plate. Power-Pivot pedal mounting; master cylinder on front of dash.

**Tires and Wheels:** 6.70 x 15 4-ply on 5 in. rims with Conventional Drive or Overdrive; 7.10 x 15 4-ply on 5 in. rims with Fordomatic Drive. Black sidewalls standard; white sidewalls optional at extra cost.

### Exterior Dimensions

115 in. wheelbase; 58 in. front, 56 in. rear tread; 197.8 in. long; 74.3 in. wide; 60.7 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. L-REST tinted safety glass, Fordomatic Drive, Overdrive, oil filter, heater, and radio optional at extra cost.*

## SPECIFICATIONS

## CRESTLINE SUNLINER

### World-Famous V-8 Engine

**Strato-Star V-8:** 110-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.

### Exterior Colors

**Body Colors:** Raven Black, Woodsmoke Gray, Sheridan Blue, Glacier Blue, Timberline Green, Fern Mist Green, Seafoam Green, Polynesian Bronze, Sandpiper Tan, Carnival Red, Sungate Ivory, Coral Flame Red. **Top Colors:** harmonize with body color—black with black binding, black with red binding, gray-tan with gray-tan binding and green with dark green binding.

### Modern Interiors

**4 Color-Harmonized Interiors:** Black Leather and Red Vinyl, Dark Brown Leather and Ivory Vinyl, Dark Green Leather and Ivory Vinyl or Dark Blue Leather and Ivory Vinyl upholstery to harmonize with exterior colors; vinyl seat bolsters in lighter shades; 3-tone vinyl door and quarter panel trim. Pebbled surface rubber mats—black in front, colored in rear.

**Fittings and Controls:** 2 sun visors; arm rests on front doors; top control switch at left of steering wheel; light under instrument panel operated by door switches or knob on instrument panel; 2 robe cords; ash tray in instrument panel and at sides of rear seat; cigarette lighter; stem-wound clock.

### Rugged Chassis

**Frame:** box-section side rails; 4 cross members with rugged I-beam X-member.

**Rear Axle,** ratio (to 1): with Conventional—3.90 std., 4.10 opt.; with Overdrive—4.10 std., 3.90 or 3.31 opt.; with Fordomatic—3.31 std., 3.54 opt.

**Magic Action Brakes:** duo-servo type; 10 in. dia. drums; molded linings, total area 173.5 sq. in. Double seal between drum and backing plate. Power-Pivot pedal mounting; master cylinder on front of dash.

**Tires and Wheels:** 6.70 x 15 4-ply on 5 in. rims with Conventional Drive or Overdrive; 7.10 x 15 4-ply on 5 in. rims with Fordomatic Drive. Black sidewalls standard; white sidewalls optional at extra cost.

### Exterior Dimensions

115 in. wheelbase; 58 in. front, 56 in. rear tread; 197.8 in. long; 74.3 in. wide; 61.1 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. L-REST tinted safety glass, Fordomatic Drive, Overdrive, oil filter, heater, and radio 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.