

'53 FORD

FOR TAXI SERVICE

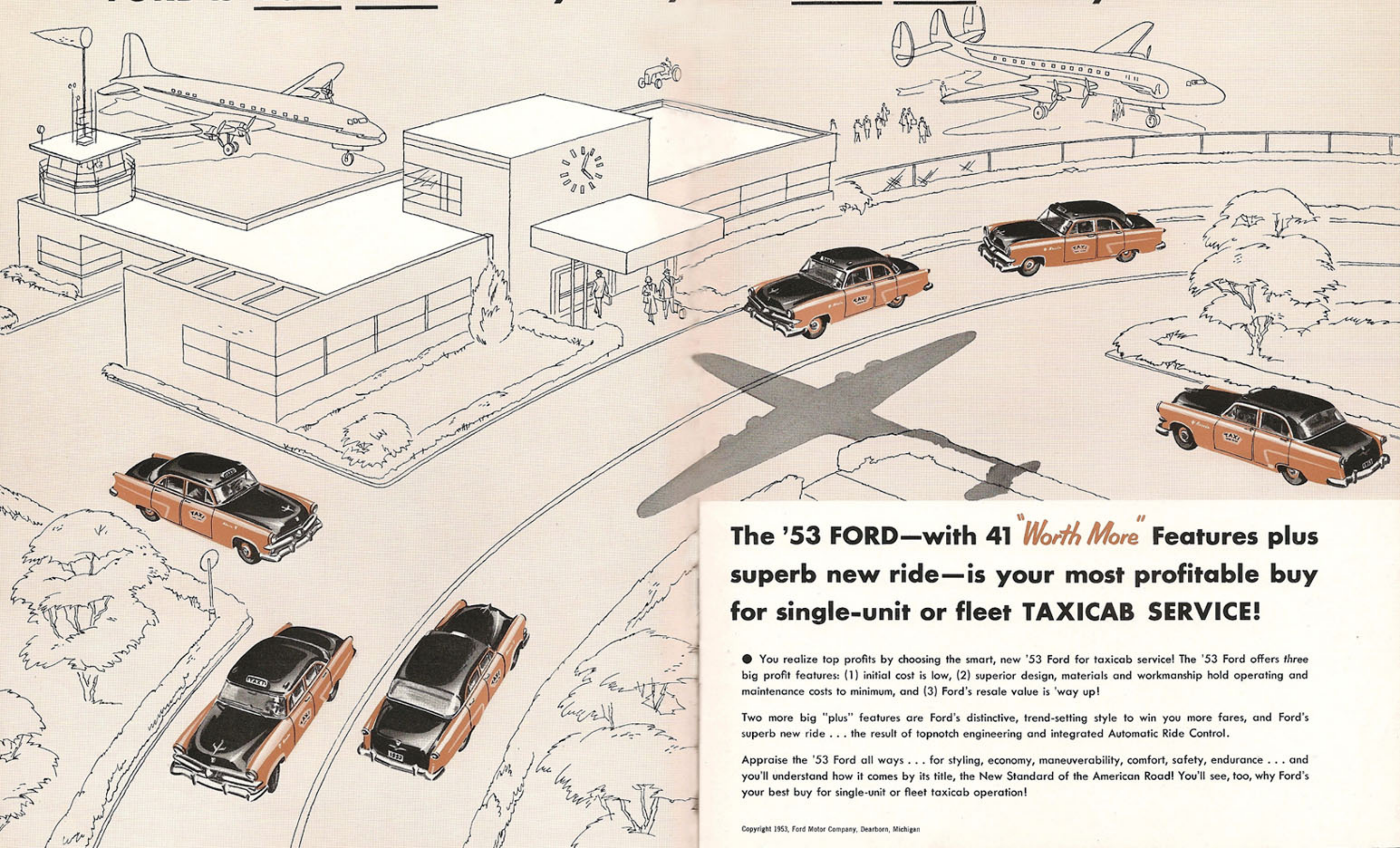
STYLED TO ATTRACT MORE FARES!

BUILT TO DELIVER MORE PROFIT!



'53 FORD . . . the New Standard of the American Road!

FORD is worth more when you buy it . . . worth more when you sell it!



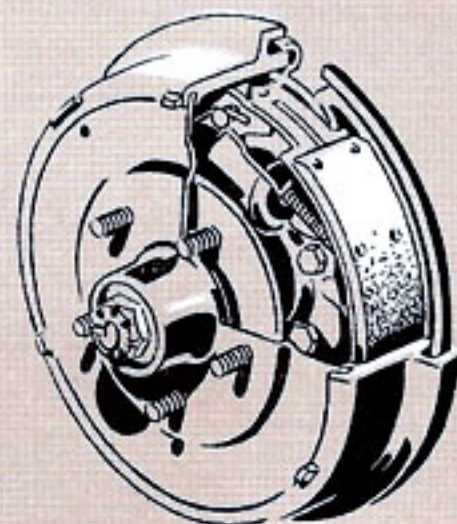
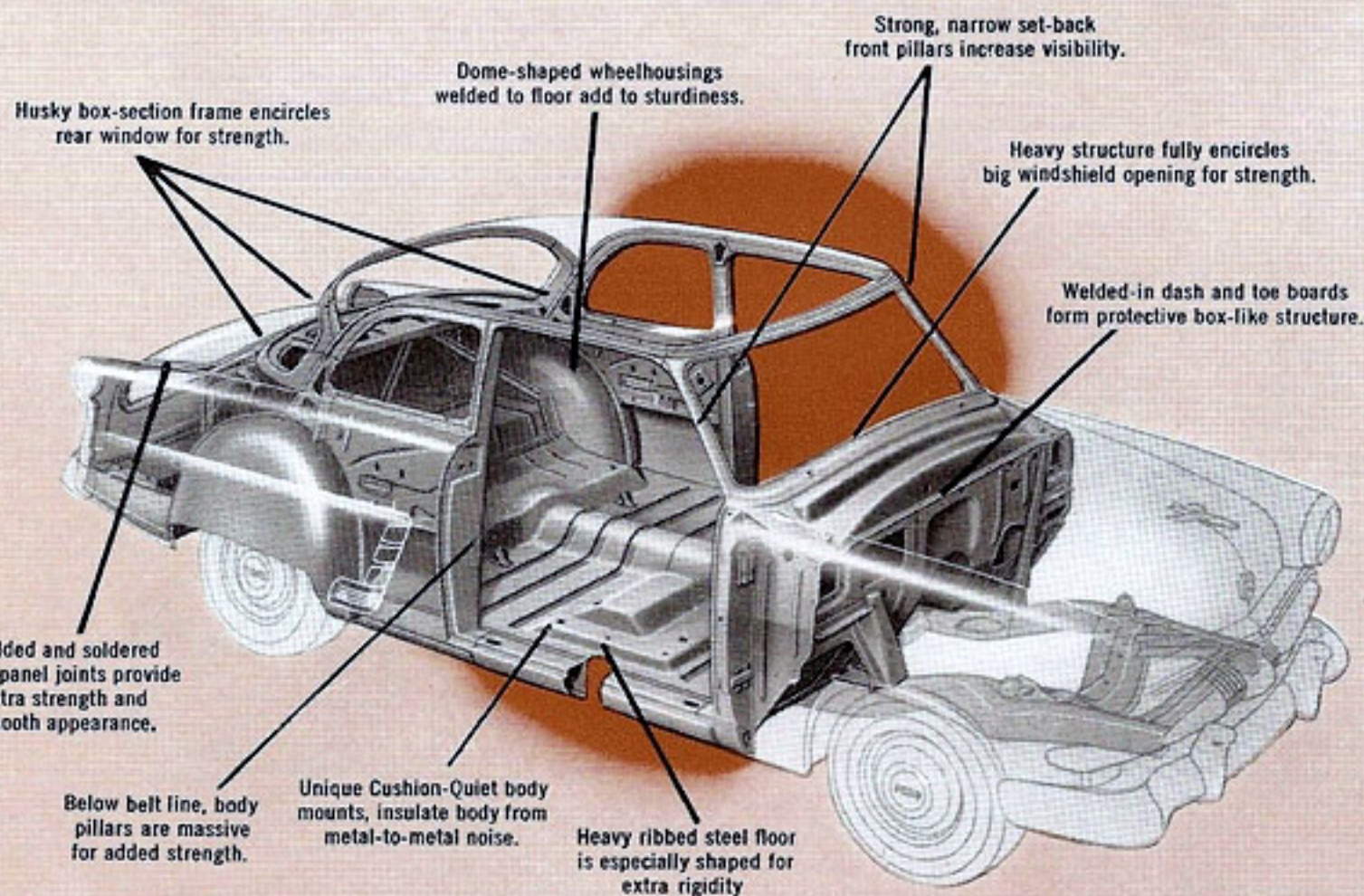
The '53 FORD—with 41 *Worth More* Features plus superb new ride—is your most profitable buy for single-unit or fleet TAXICAB SERVICE!

● You realize top profits by choosing the smart, new '53 Ford for taxicab service! The '53 Ford offers three big profit features: (1) initial cost is low, (2) superior design, materials and workmanship hold operating and maintenance costs to minimum, and (3) Ford's resale value is 'way up!

Two more big "plus" features are Ford's distinctive, trend-setting style to win you more fares, and Ford's superb new ride . . . the result of topnotch engineering and integrated Automatic Ride Control.

Appraise the '53 Ford all ways . . . for styling, economy, maneuverability, comfort, safety, endurance . . . and you'll understand how it comes by its title, the New Standard of the American Road! You'll see, too, why Ford's your best buy for single-unit or fleet taxicab operation!

FORD'S BUILT TO TAKE THE PUNISHMENT OF 24-HOUR SERVICE!

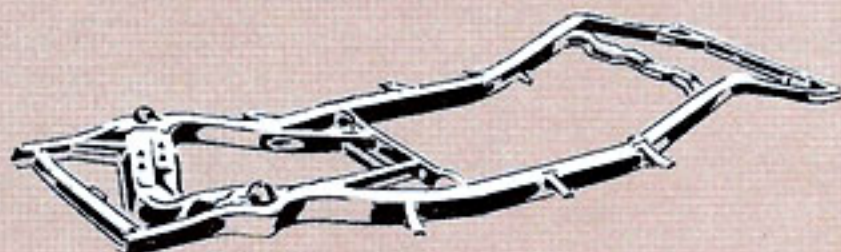


BIG, DOUBLE-SEAL HYDRAULIC BRAKES

Ford Sedans have 173.5 sq. in. of brake lining area! Applying the uniquely suspended Power-Pivot brake pedal takes less effort because Ford's hydraulic brakes are self-energizing. Special "lip-and-groove" construction, both front and rear, is designed to seal weather, dust and water out of brake assembly.

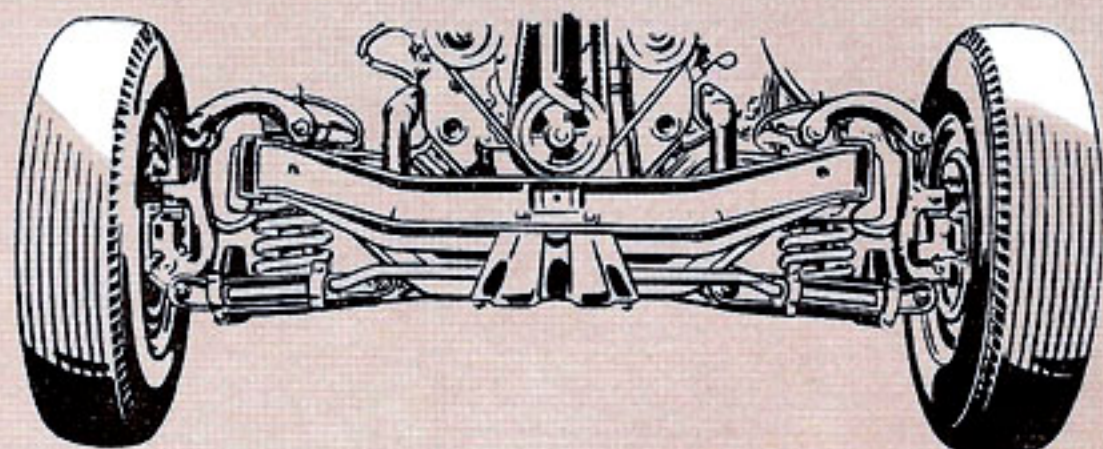
HULL-TIGHT CONSTRUCTION

Ford's Hull-Tight Body Construction seals out dust, noise, water and weather for full comfort and protection. Advanced quality insulation is applied over wide areas for increased comfort in all weather conditions, and to deaden transmission of noise.



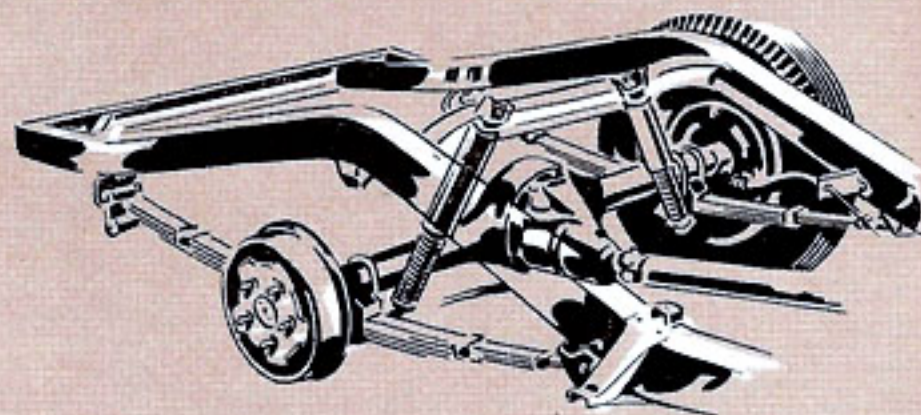
5 CROSS MEMBER FRAME

Ford's husky K-bar frame has great stiffness and superior torsional rigidity. It is made with not four, but five cross members securely attached to box-section side rails. The "K-bar" is formed by the third cross member and two diagonal struts, to increase rigidity.



HEAVY DUTY FRONT SUSPENSION

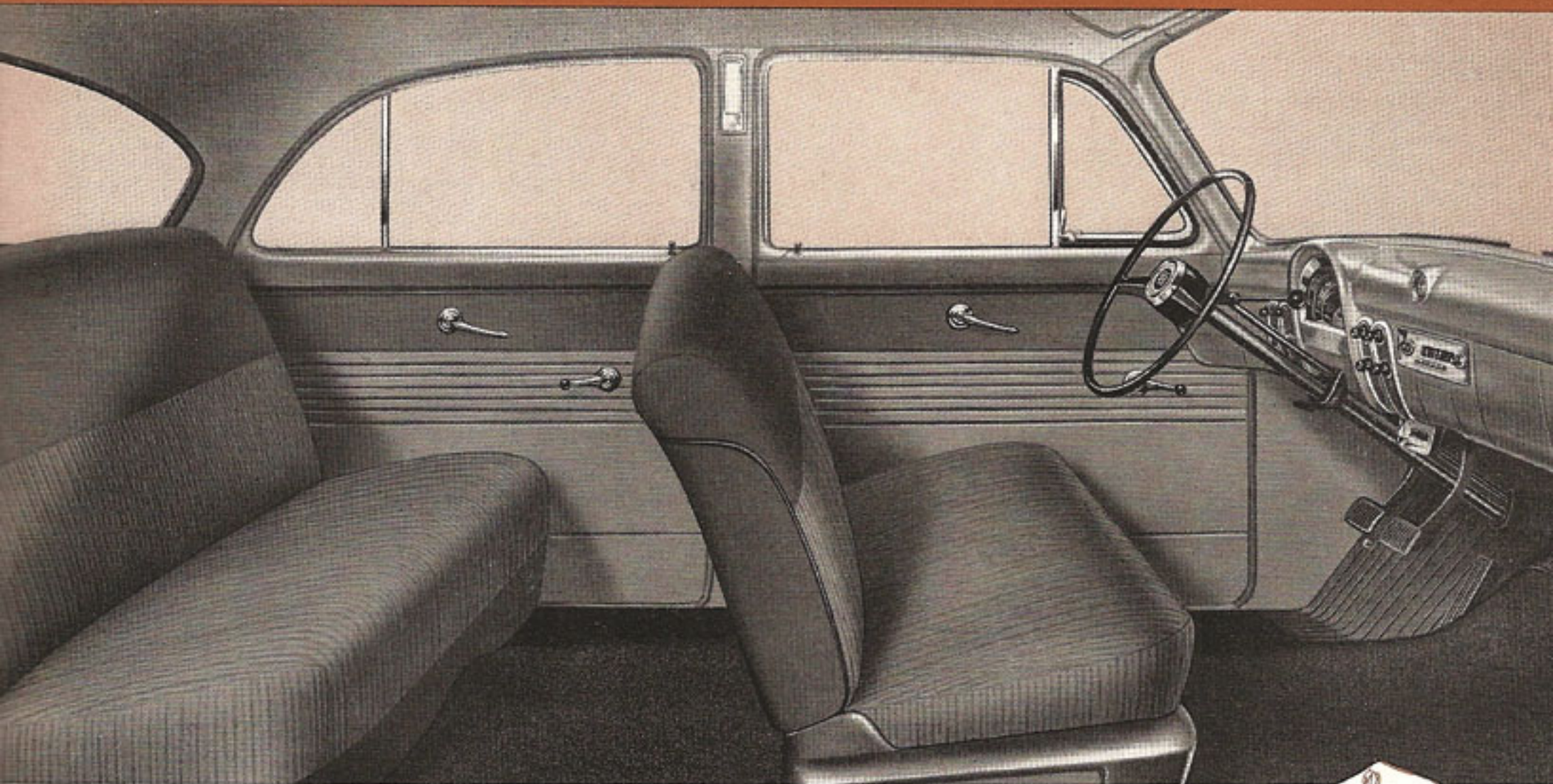
This sturdy front suspension incorporates many features of the integrated Automatic Ride Control and thus contributes to the finest development in riding comfort . . . Ford's superb new ride. Major features are tailored-to-weight springs . . . extra-wide front tread for easier parking . . . new, softer "compression" action . . . new ribbed steel skid plate to guard undersection against damage in deep ruts, sand, mud, etc.



STURDY REAR SUSPENSION

Built to deliver smooth, comfortable rides throughout a long lifetime. Ford rear suspension has long, improved Para-Flex Springs and diagonally mounted shock absorbers. Tension type shackles automatically soften action for smooth roads, stiffen springs in rougher going. New, impregnated inserts between spring leaves control friction. Inserts and rubber bushings offer quiet spring action without need for lubrication.

Loads of Driver and Passenger Comfort, Too!



FORD CRESTMARK BODY INTERIORS ... FINEST IN THEIR FIELD!

Loads of passenger room . . . and driver room, too . . . for comfortable riding. Ford's spacious interiors attract the eye with beautifully harmonizing upholsteries in a variety of choices. They're long-wearing, easy to keep clean. And listed below are many other "Worth More" features that are yours when you "go Ford."



The '53 FORD Presents 41 "Worth More" FEATURES . . .

- | | | | |
|--|---|--|---|
| 1. Trend-setting styling. | 11. Flight-Style control panel, individually lighted controls. | 21. Tailored-to-weight front springs. | 31. Fordomatic Drive.* |
| 2. Baked enamel finish. | 12. Full-Circle Visibility. | 22. Variable-Rate Rear Spring suspension. | 32. Overdrive.* |
| 3. Presto-Lift counterbalanced hood. | 13. I-REST tinted safety glass.* | 23. Viscous Control Shock Absorbers. | 33. Only V-8 in low-price field. |
| 4. Key-Release counterbalanced deck lid, Space Saver hinges. | 14. Automatic Posture Control. | 24. K-bar frame, box-section side rails, 5 cross members. | 34. Most modern Six in low-price field |
| 5. Ford Quality Crestmark Body. | 15. Foam rubber cushions, non-sag springs in seats. | 25. Magic Action Double-Seal Brakes. | 35. Automatic Power Pilot |
| 6. Hull-tight construction. | 16. Push-button door handles, rotor type latches, weatherproof locks. | 26. Power-Pivot suspended foot pedals, dash-mounted brake master cylinder. | 36. Free-turning, high-lift valves. |
| 7. Advanced quality body insulation. | 17. Silent-Doorman door checks, free-entree offset door hinges. | 27. Free-action hand brake. | 37. Super-fitted aluminum pistons. |
| 8. Color-keyed interior-exterior combinations. | 18. Center-Fill Fueling. | 28. Power-Cushion semi-centrifugal clutch. | 38. Precision-molded superior alloy crankshaft. |
| 9. Widest choice of models in the low-price field. | 19. Automatic Ride Control. | 29. Balanced-ease steering. | 39. Precision-molded high alloy exhaust valves. |
| 10. MagicAire Heating-Ventilating System.* | 20. Wide front tread. | 30. Safety-Sequence Drive Selector. † | 40. Waterproof Ignition System. |
| | | | 41. Key-turn starting. |

*Optional at extra cost.

†Standard with Fordomatic.

FORD'S *Worth More* WHEN YOU BUY IT . . . *Worth More* WHEN YOU SELL IT!

For Extra Safety, Comfort and Efficiency... Factory-Installed Options* for '53 Ford Taxicabs!

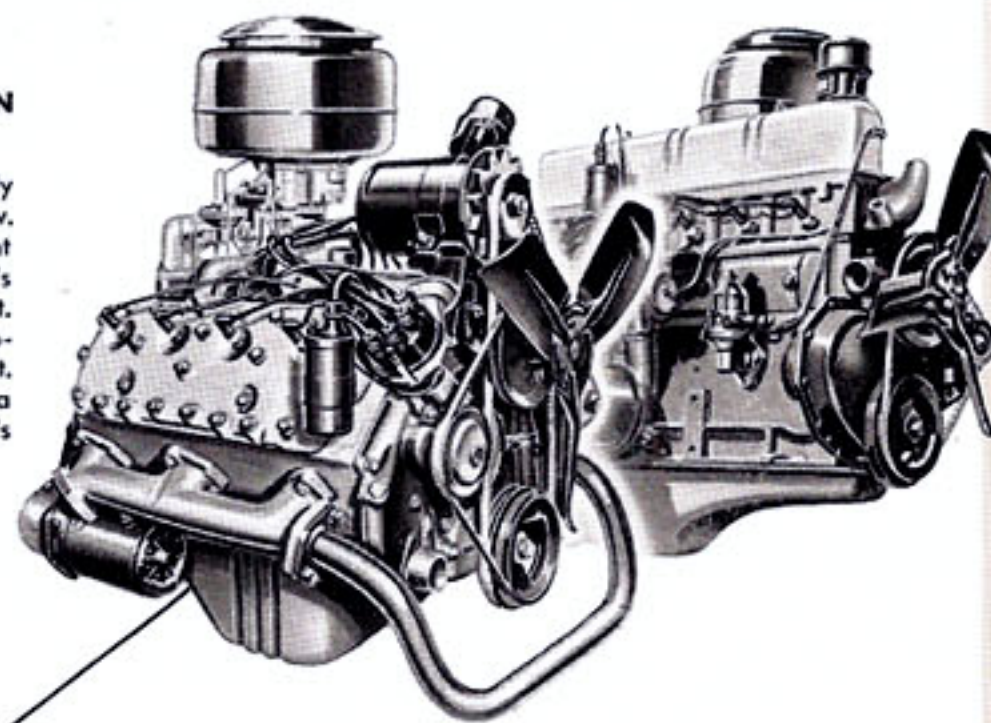
*Available at traditionally low Ford prices.

There's no extra effort involved in putting your new '53 Fords into taxicab service with these special options. Just specify what equipment you want, at the time you place your new car order for Fordors in Mainline or Customline models. You also have a choice of three great Ford drives: Conventional, or at extra cost, Overdrive or Fordomatic Drive.

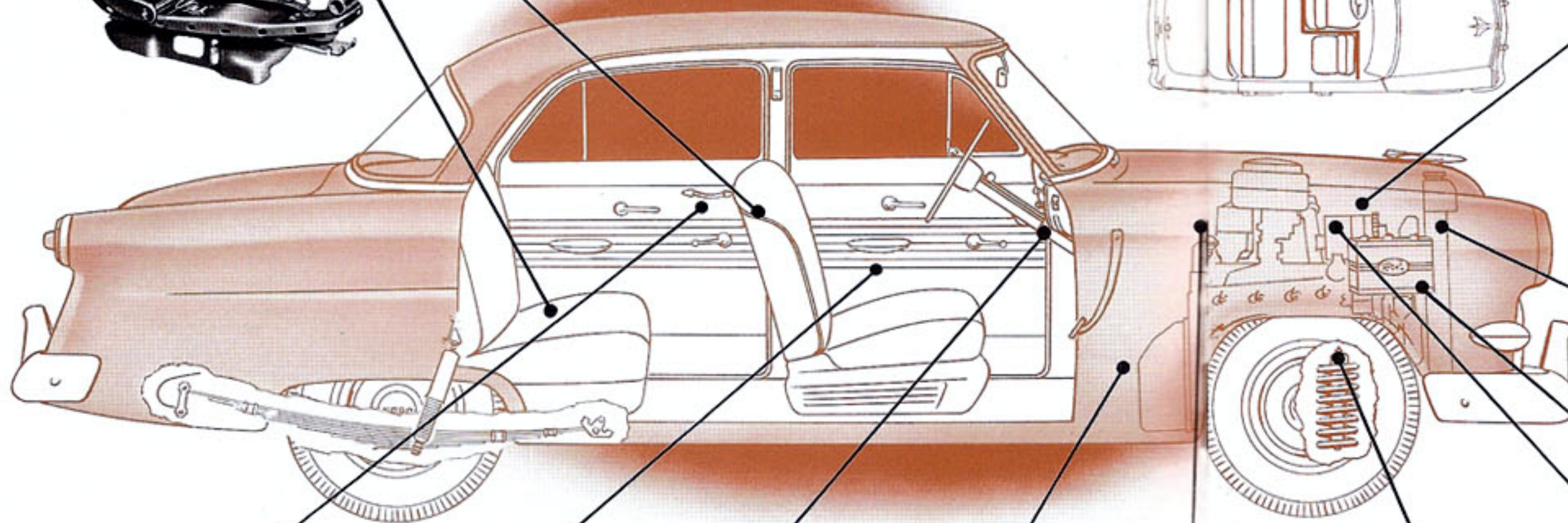
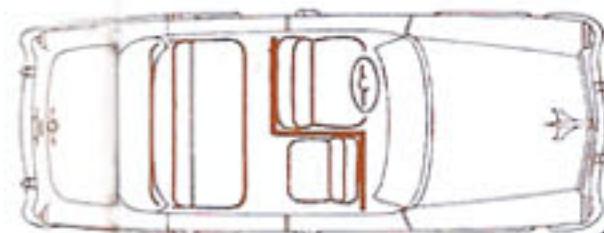
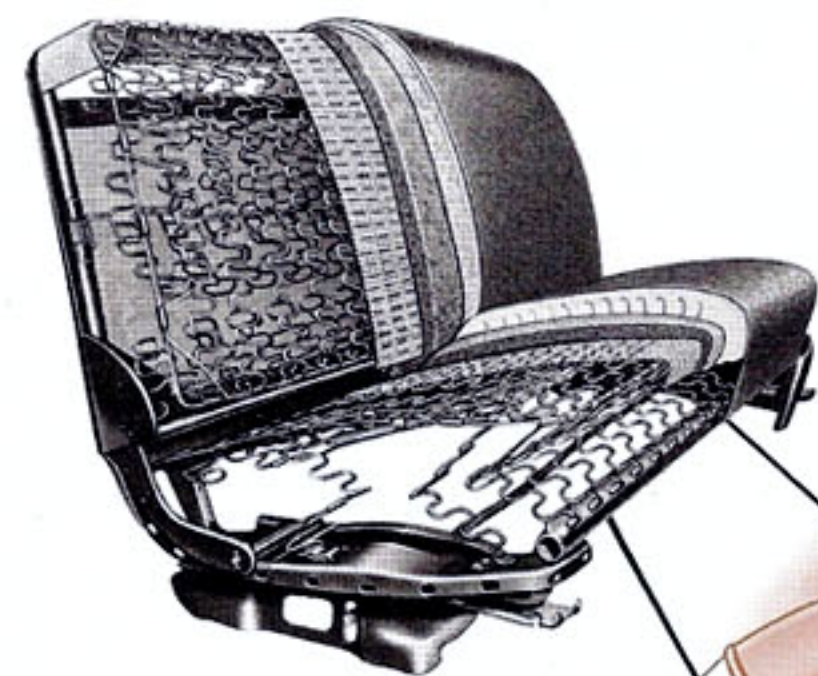
Order your '53 Ford equipped with these special "24-hour Duty" front and rear seats. They have heavy-gage springs in cushions and seat backs, in addition to the standard foam rubber pad, in cushions, to increase riding ease. Washable, long-wearing Brown or Green Vinyl upholstery and interior trim, in place of standard upholstery and trim, are available in Mainline and Customline Fordor models at slight extra cost.

MORE ELABORATE CONVERSION IS EASY, TOO!

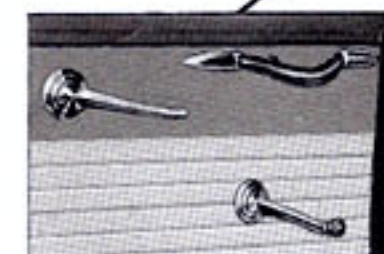
The '53 Ford Fordor is quickly, easily converted as shown in diagram below. Just remove the car's full-width front seat and add a bucket-type driver's seat, partition, meter and folding seat. Before resale, merely remove this equipment and install the original front seat. At minimum expense, you then have a used car that's worth more because it's a Ford!



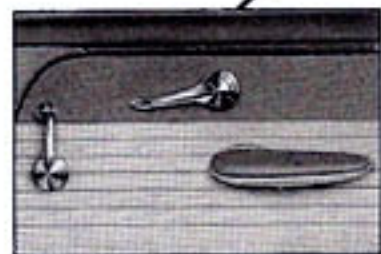
You get reliable performance and low-cost operation from either Ford's modern-to-the-minute 101-h.p. Mileage Maker Six with overhead valves, or Ford's big, famous 110-h.p. Strato-Star V-8! To give finest performance under all operating conditions, these Ford engines have Waterproof Ignition System, Full-Fluo Fuel Pump, Super-fitted Aluminum Pistons, free-turning type valves and Ford's exclusive, gas-saving Automatic Power Pilot that matches timing to fuel charge so that every drop of gas is used for all requirements. Get Ford's superior power in taxi service! Choose the Ford V-8 or Six with any of Ford's three drives: Conventional, or at extra cost, Overdrive or Fordomatic Drive!



Specially designed Heavy Duty Genuine Ford Radiator, with thick core for improved cooling and long life under extremes of operating and temperature conditions.



These strap type vinyl rear door pull cords for Fordor Sedan models offer greater ease and convenience, give longer wear and better leverage from a sitting position. They retain their neat appearance, protect door hardware, too!



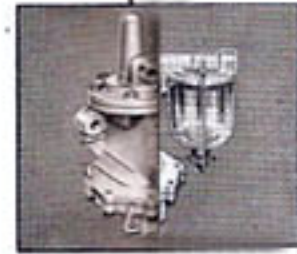
Arm rests (standard equipment in Customline models, available at slightly extra cost in Mainline models), function as heavy duty door pull handles. Available in standard or special vinyl trim. A popular Ford Cab "extra."



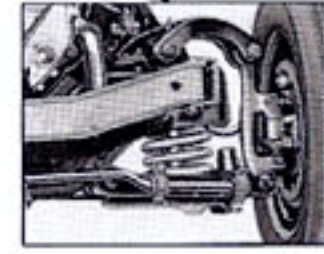
Ford's MagicAire Heating-Ventilating system provides controlled heat distribution for warmth and defrosting, reduces window fogging. Recirculating type heater-defroster also available.



Taxicab service demands a clutch that can take a constant beating. That's why Ford offers a heavy duty, semi-centrifugal, 10" diameter clutch for V-8 or Six cylinder engines.



Combination wiper and vacuum pump is available for the Strato-Star V-8 and Mileage Maker Six engines, for positive windshield wiper operation under all driving conditions.



Heavy Duty tailored-to-weight front springs, heavy duty shock absorbers give longer life. Heavy duty Variable-Rate rear springs (7 leaves), extra heavy duty rear shock absorbers.



Extra Heavy Duty, 7.1 V, 40 amp., 7.1 V, 60 amp. or 45 amp. Generators prolong battery life by extra output. 80-, 60- or 50-amp. alternator rectifier systems also available.



Extra Heavy Duty 6-V Batteries with 120, 130 or 135 ampere-hour capacities, offer greater dependability for 24-hour operation where electrical system is subjected to heavy loads.

GET THESE VALUABLE ACCESSORIES AND OPTIONS THROUGH YOUR FORD DEALER...

- ★ ONE-QUART FIRE EXTINGUISHER
- ★ SPOTLIGHT
- ★ FULL TIRE CHAINS
- ★ TURN INDICATOR*
- ★ BACK-UP LIGHTS*
- ★ WINDSHIELD WASHER*
- ★ GLARE-PROOF INSIDE REAR VIEW MIRROR
- ★ OUTSIDE REAR VIEW MIRROR
- ★ BUMPER GUARD
- ★ ENGINE COMPARTMENT LIGHT
- ★ COURTESY AND MAP LIGHT
- ★ GLOVE COMPARTMENT LIGHT
- ★ LUGGAGE COMPARTMENT LIGHT
- ★ ELECTRIC CLOCK*
- ★ AUTOMATIC CIGAR LIGHTER
- ★ I-REST TINTED SAFETY GLASS*

*Also Factory-installed options.

LOW-COST OPERATION IS A FORD TRADITION!

'53 FORD CAR SPECIFICATIONS

110-H.P. STRATO-STAR V-8: L-head, 90° V-type; 3.19 in. bore x 3.75 in. stroke; 239.4 cu. in. displacement; 7.2 to 1 compression ratio. Precision-molded, superior alloy crankshaft; selectively-fitted, steel-backed, thin shell main and crankpin bearings. Tin-plated, Super-Fitted aluminum alloy pistons, 4 rings—top 2 cadmium plated. Precision-set free-turning valves. Series-flow cooling system, 22-quart capacity (plus 1-qt. for heater); pressure-type radiator cap; thermostatic-capsule type thermostats. Dual downdraft carburetor; manual choke; automatic heat control valve; diaphragm-type fuel pump; oil bath air cleaner.* Full-pressure lubrication; by-pass type oil filter* with replaceable element; positive crankcase ventilation; oil capacity (including filter) 5 qts. dry—4 qts. refill. Automatic Power Pilot; Waterproof Ignition System; 35-amp. generator; 3-unit regulator; high-torque starting motor; 17-plate, 90 amp. hr. battery.

101-H.P. MILEAGE MAKER SIX: low-friction, overhead valve, in-line type; 3.56 in. bore x 3.6 in. stroke; 215.3 cu. in. displacement; 7.0 to 1 compression ratio. Precision-molded, superior alloy crankshaft with vibration damper; selectively-fitted, steel-backed, thin shell main and crankpin bearings. Tin-plated, Super-Fitted aluminum-alloy pistons, 3 rings—top 2 cadmium plated. Adjustable free-turning valves. Series-flow cooling system, 15-quart capacity (plus 1-qt. for heater) pressure-type radiator cap; thermostatic-capsule type thermostat. Unit-design downdraft carburetor; manual choke; automatic heat control valve; diaphragm type fuel pump; oil bath air cleaner.* Full-pressure lubrication; full-flow type oil filter* with replacement element; positive crankcase ventilation; oil capacity (including filter), 5 qts. dry—4 qts. refill. Automatic Power Pilot; Waterproof Ignition System; 35-amp. generator; 3-unit regulator; high-torque starting motor; 17-plate, 90 amp. hr. battery.

†Combination fuel and vacuum pump, optional at extra cost is factory-installed on all cars sold in states requiring positive action windshield wiper operation and on all cars equipped with Overdrive or Fordomatic drive.

*Equipment included at extra cost.

CLUTCH (with Conventional and Overdrive transmissions): 9½ in., dry, single-plate, semi-centrifugal type; new Power-Pivot pedal and linkage; sintered bronze pilot bearing; ball type throwout bearing. Heavy duty 10" clutch at extra cost.

CONVENTIONAL DRIVE: Selective gear type, 3 speeds forward, one reverse; all gears helical type; forged-bronze synchronizers for second and third speeds. Ratios: 1st—2.779 to 1, 2nd—1.614 to 1, 3rd—1.000 to 1, Reverse—3.635 to 1.

OVERDRIVE (optional at extra cost): 3-speed selective gear type transmission combined with planetary gear train which provides automatic fourth speed gear that cuts in at 27 mph (approx.), cuts out at 21 mph (approx.); ratio 0.70 to 1.

FORDOMATIC DRIVE (optional at extra cost): single-stage torque converter type with automatic planetary gear train; hydraulic-mechanical automatic controls with no electrical or vacuum connections; forced air cooling. 5-position, Safety-Sequence Drive Selector.

DOUBLE-DROP FRAME: 5 cross members and heavy box-section side rails; K-bar construction.

INDEPENDENT FRONT WHEEL SUSPENSION: swinging link type with Hydra-Coil springs; tubular double-acting Viscous Control shock absorbers; one-piece rubber-mounted stabilizer. Heavy duty springs and extra capacity shock absorbers at extra cost.

VARIABLE-RATE REAR SPRING SUSPENSION: long 7-leaf, semi-elliptic springs, longitudinally 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. Heavy duty 7-leaf rear springs and extra capacity shock absorbers at extra cost.

REAR AXLE: semi-floating type; hypoid gears; forged axle shafts with integral flanges. Ratios: with Conventional Drive, 3.90 to 1 std., 4.10 to 1 optional; with Overdrive, 4.10 to 1 std., 3.90 to 1 optional; with Fordomatic, 3.31 to 1 std., 3.54 to 1 optional.

DOUBLE-SEAL HYDRAULIC BRAKES: Power-pivot pedal actuation of 4-wheel duo-servo type brakes; 10" composite steel and cast iron drums; 173.5 sq. in. molded lining area. Hand brake is T-handle on dash actuating rear brakes. Heavy duty brakes with extra long-wearing lining available at extra cost.

SYMMETRICAL STEERING LINKAGE: steering has spring-loaded ball-stud in steering cross link; worm and roller steering gear with triple-tooth roller on needle-bearing; 18.2 to 1 gear ratio; 26.3 to 1 over-all steering ratio; 18 in. diameter steering wheel. Turning diameter (center of outer front wheel) approx. 40 feet.

WHEELS AND TIRES: 6.70 x 15 4-ply tires on 5" rims standard on Mainline and Customline Sedans. Black sidewalls standard, white sidewalls optional at extra cost. 6.70 x 15 6-ply tires also available at extra cost.

EXTERIOR DIMENSIONS: 115" wheelbase; 58" front and 56" rear treads; 73.2" over-all width of Mainline Sedans, 74.3" over-all width of Customline Sedans; 197.8" over-all length; 62.3" over-all height with normal load.

INTERIOR DIMENSIONS: front seat—42.8" leg room (seat in rearmost position—4.1" to total adjustment), 58.9" hip room, 55.2" shoulder room, 35.4" head room; rear seat—41.5" leg room (to integral foot rest), 58.9" hip room, 54.7" shoulder room (Fordor Sedans), 34.2" head room.

INSTRUMENTS AND CONTROLS: Flight-Style Control Panel with illuminated bezels around 4-position starter-ignition switch and around control knobs for windshield wipers, main light switch, ventilating air ducts, interior light switch, cigarette lighter (except Mainline) and choke control. Indirectly illuminated instrument cluster has oil pressure fuel level, water temperature and battery charge indicators grouped around semi-circle speedometer dial with odometer located at center. Control Panel illumination intensity controlled by rheostat. T-handle for parking brake on lower left edge of panel; head lamp beam control switch on toe board; finger-tip gearshift lever; hood latch and safety catch operated from front by separate levers.

MAINLINE STANDARD EQUIPMENT: sun visor on driver's side; two-spoke black rubber steering wheel with horn button at center; ash tray and locking type parcel compartment in instrument panel; dual windshield wipers; twin horns; rear view mirror on windshield upper molding; interior light on left center pillar operated by manual switch on instrument panel. Contour-type seats with pillow backs, non-sag construction with foam rubber pad in cushions; Automatic Posture Control front seat mechanism.

Gray and Gold Stripe Craftcord upholstery material black rubber mats, front and rear; coat hooks; integral foot rest in rear compartment. Rain shield, at front vent windows; black rubber exterior reveal molding at windshield and rear window; bright metal shield over lower part of body side embossments. Center-fill fuel tank in rear, capacity 17 gallons (U.S.). Optional at extra cost: Customline type arm rest(s), horn ring, two sun visors, cigarette lighter, stem-wind clock.

CUSTOMLINE STANDARD EQUIPMENT (in addition to or in place of Mainline items): two sun visors; horn ring; interior light on each center pillar operated by automatic front door switches in addition to manual control; cigarette lighter; stem-wind clock. Choice of Green and White Diagonal Craftweave, Two-Tone Gray Stripe Craftcord or Two-Tone Tan Check Craftweave upholstery material; black rubber mat in front and pebble-grain rubber mat in rear in colors to harmonize with interior trim; assist loops in Tudor, robe cord in Fordor; arm rests, front and rear; one ash tray in rear compartment of Fordor, two in Tudor. Bright metal exterior reveal molding at windshield and rear window; bright metal body speedline molding with spear ornament; bright metal cap moldings on side embossments with speedline moldings.

OPTIONAL EQUIPMENT (extra cost items in addition to those listed above): Heavy duty front and rear seats with extra heavy springs in cushions and seat backs; brown or green vinyl upholstery and interior trim; rear door pull cord; electric clock; heavy duty front and rear floor mats; heavy duty 40-amp. generator and regulator; heavy duty 60-amp. generator with either 45-amp. or 60-amp. regulator; 80-, 60- or 50-amp. alternator rectifier system; heavy duty batteries; heavy duty radiator core and extra capacity fan; governor.

Equipment, accessories and trim subject to change without notice. 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.

FORD Division of FORD MOTOR COMPANY

