



custom styled for

1953

Genuine Ford Accessories

safety

The most advanced safety features are incorporated in your Ford of Canada car—and many Genuine Ford Accessories are designed to provide still an extra measure of added protection for you and your family. They add to the safety and pleasure of driving under all conditions and in every kind of weather. They make driving more enjoyable, whether on the highway or in crowded city traffic.

comfort

Your new Ford of Canada car is designed with many fine features for comfortable motoring—and you can add *extra*, all-year-round comfort by installing Genuine Ford Accessories. They're service-engineered, tested and approved to give you and your passengers that pleasant "luxury" feeling. You'll enjoy even greater driving ease and pleasure from your new car with these new accessories, "custom-styled" for comfort.

convenience

Modern motoring demands the *full* attention of the driver. And many of the new Genuine Ford Accessories are designed to make your driving easier. Like your new Ford of Canada car, they are engineered for smooth, efficient operation . . . custom-designed for your convenience, in *your* car. Genuine Ford Accessories mean easier, more relaxed motoring—on the open road and in heavy traffic. They give you extra enjoyment, every mile.

appearance

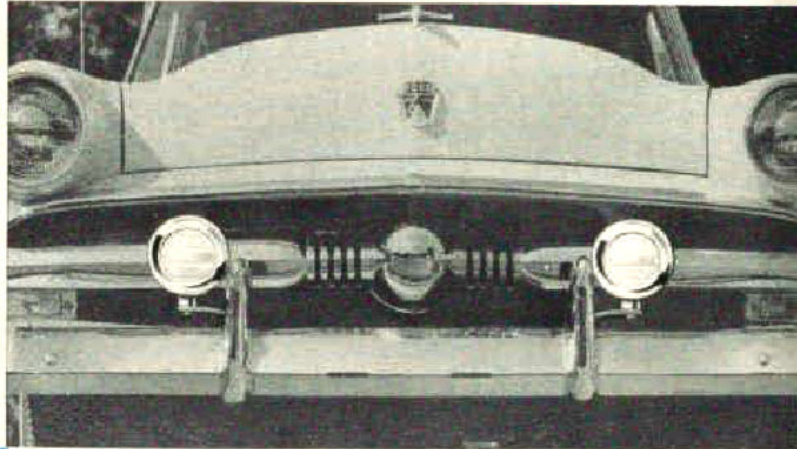
Wherever you drive, you can well be proud of the graceful styling of your new Ford of Canada car. You can enhance its fine "style-leader" appearance with the wide range of *custom-styled* Genuine Ford Accessories described in the following pages. Designed for that "built-in" look, they are made for *your* car of the finest materials . . . styled by experts to add the finishing touch that means so much in pride of ownership.

index

safety	Road Lights	4
	Back-up Lights	4-5
	Frost Shields	5
	Windshield Washers	6
	Sun Visor	7
	Anti-Glare Shade	7
	Safety Mirrors	8-9
	Turn Indicators	10
comfort	Electric Safety Flare	11
	Map and Courtesy Light	11
	Radios	12-13
	Rear Seat Speakers	12-13
	Seat Covers	14-15
convenience	Heaters	16-17
	Parking Brake Signal Light	18
	Glove Compartment Light	18
	Luggage Compartment Light	19
	Engine Compartment Light	19
	Slush Mats	20
	Curb Signals	20
	Portable Spot and Utility Light	21
appearance	Engine Heater	21
	Chrome Wheel Trim Rings	22
	Rocker Panel Mouldings	22
	Exhaust Deflector	22
	Grille Guard	23
	Licence Plate Frames	23
	Hood Ornament	23
	Fender Skirts	24
general	Coronado Deck Kit	24
	Anti-Freeze	25
	Undercoating	25
	Oil Filter, Oil Aid, Miracle Power	26
	Cleaners and Polishes	26
	Cooling System Chemicals	26-27
	Permabrite, Rubber Cement	27
	Rid-Ice	27

These sealed-beam Road Lights are a real aid to better vision under adverse driving conditions. Equipped with amber-tinted lenses for maximum light penetration in fog, driving rain or snow . . . mounted low to the road to reduce glare and throw a wide, powerful beam of diffused light nearer to the road. Lights are held rigidly in position on the front bumper guards. They will not vibrate or dazzle oncoming motorists. Gracefully styled and heavily chromed to compliment the distinctive front end styling of your new car.

road lights

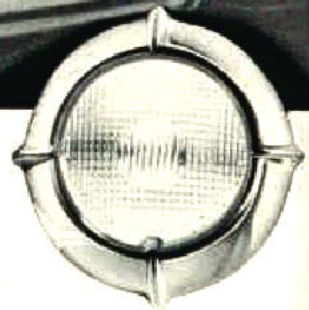


FORD-METEOR

4 safety

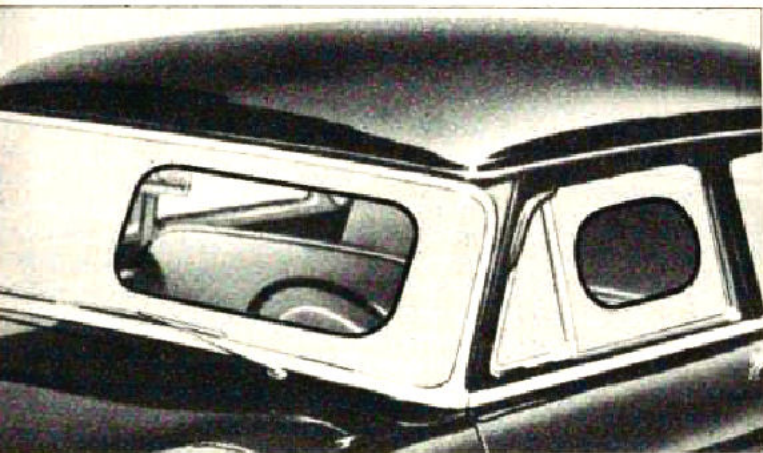
FORD-METEOR

An important contribution to driving safety is made by the new Back-Up Lights. These lights throw a wide beam of light when backing out of a parking space at night. They are mounted low on the rear of the car when in reverse gear. To enter a tight space, your car, they are held rigidly in position. They are flush and match the styling of the new 1953 models. The new Back-Up Lights contribute new ease and safety to your driving after dark.



back-up lights

frost shields



These special clear shields are sound assurance of crystal-clear vision all winter long. Easy to install . . . no tools required. Sizes are available for windshield, side windows, vent windows and rear window. Can be used over and over again. If you drive in sub zero weather you will find Genuine Ford Frost Shields indispensable.

ALL MODELS

MERCURY-MONARCH

safety

5



Custom-styled to form an integral part of the 1953 Mercury or Monarch Tail Light Assembly, these Back-Up Lights throw a wide, powerful beam to aid you in backing out of driveway or parking at night. Control is completely automatic. Shifting into reverse automatically turns Back-Up Lights on—no foot pedal or lever of reverse auto. . . . They turn them out. . . . stationary . . . permanent feature . . . guide extra night . . . necessitate no . . .

back-up lights

windshield washers

No more straining to see through a grimy, mud-spattered windshield... and finally having to stop the car and wipe it off. With a "See Clear" Windshield Washer, you just press the convenient foot control and a centrally-located nozzle automatically sprays solution from twin jets onto the windshield. The wipers do the rest, working with the solution to wash away traffic film, grime and bug splatter. Plain water may be used, but for best all-weather results use "See Clear" Windshield Washer Detergent.



FORD-METEOR

6

safety

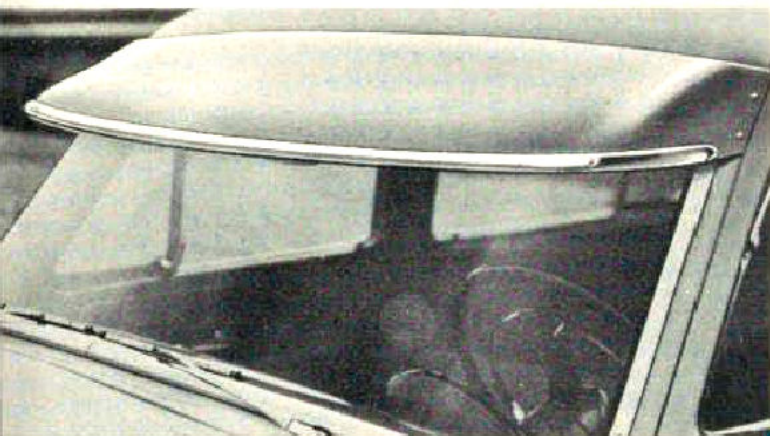
MERCURY-MONARCH

Just press the convenient button on the instrument panel and the "See Clear" Windshield Washer goes to work with your windshield wipers to wash away traffic film, grime and bug splatter, leaving windshield safety-clear. As shown at right, washer nozzles are an integral part of bracket holding windshield wiper arm. Operation is completely automatic... eliminates having to stop and wipe off the windshield by hand... ensures sparkling clear vision at all times. For best results, "See Clear" Windshield Washer Detergent is recommended.



windshield washers

sun visor



This sun visor is designed to match the new one-piece windshield. When you've had it installed, you'll agree that it provides added year-round safety and enjoyment. It shields your eyes against dazzling glare and helps cut down front seat warmth in summer . . . helps to keep windshield free from dirt, ice and snow, too. Of wrap-around design and rigidly mounted to ensure freedom from rattles and vibration, these handsome visors are available in all body colours, to harmonize with your car.

ALL MODELS

— safety

7

ALL MODELS



Enjoy safe, non-glare vision with a modern Anti-Glare Shade. This new sight-saving shade is custom-built to fit all 1953 Ford of Canada passenger cars . . . comes ready to install with complete kit supplied. Translucent green plastic shade adheres to inside of windshield glass and becomes a permanent, all-weather glare-reducing unit of your car. No cutting or fitting required. Installed in a few minutes . . . and low in price . . . an economical investment in extra safety. Easily cleaned with a dry or slightly dampened cloth.

anti-glare shade

safety mirrors

SIDE-MOUNTED TYPE—you get wider vision with this new custom-styled safety mirror. It is located for quick scanning—adjustable, and will not interfere with ventilating window.



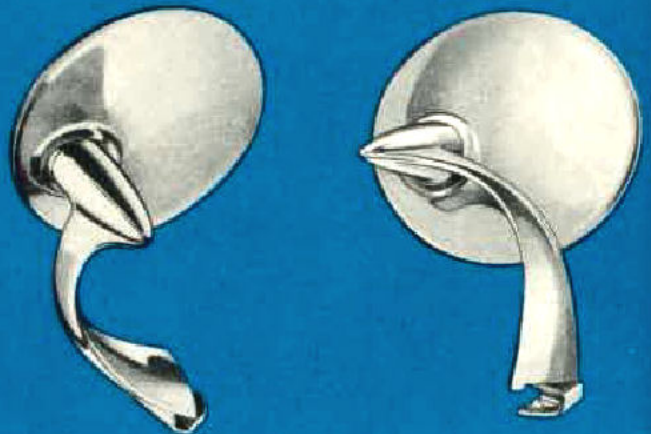
ALL MODEL

8

safety

ALL MODEL

DOOR TOP KIT—These mirrors can be purchased as a kit—one for the left hand side and the other for the right—or the left may be purchased separately. They are mounted on the door top at eye level and are fully adjustable. Mirrors are four inches in diameter and designed to give a wide range of non-glare rear visibility. Finished in gleaming chrome to provide an added touch of sparkling beauty. Dress up your car—and step up your driving safety—with a complete kit.



safety mirrors

safety mirrors



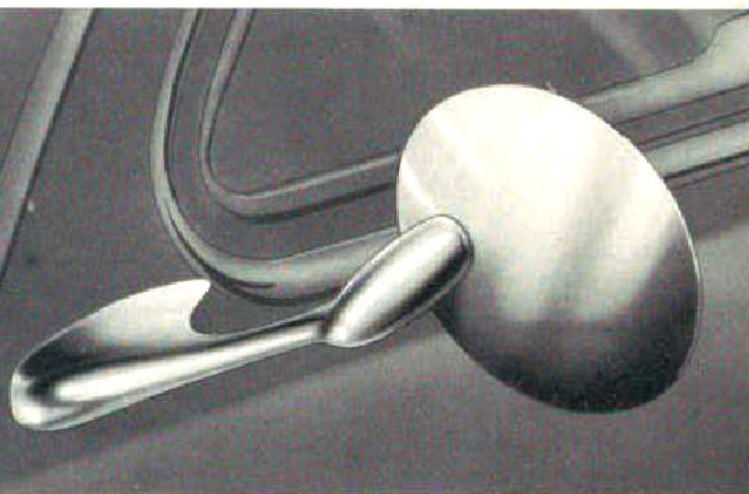
NEW TILT-TYPE SAFETY MIRROR as illustrated, is a real aid to night driving. Mounted inside the car, it is styled so that a flick of the tab on the lower edge inclines the glass to reduce glare from rear window.

ALL MODELS

ALL MODELS

safety

9



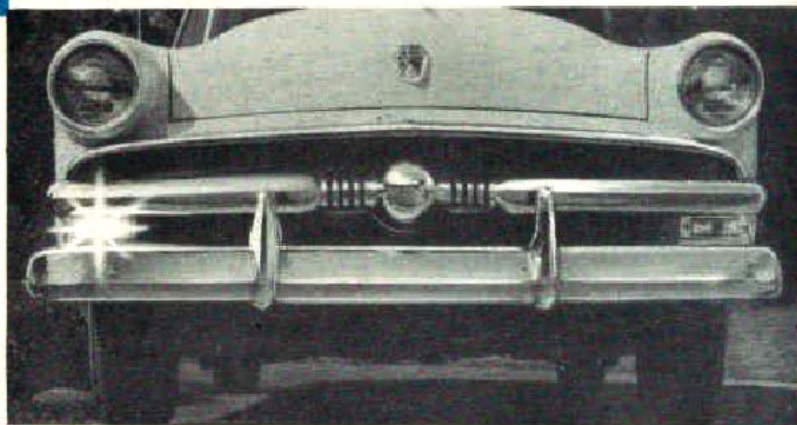
BELT RAIL SAFETY MIRROR—This popular model is especially convenient, in that it is mounted for easy adjustment from inside the car. It is equipped with a four-inch non-glare reflector and finished in sparkling chrome for lasting beauty. Easy to scan and does not interfere with driver's vision or impede operation of ventilating window . . . custom-styled to match the graceful lines of your new car . . . engineered for better vision.

safety mirrors



turn indicators

For quick signalling at night or in bad weather, you can't beat these Turn Indicators. When an ordinary hand signal is difficult to see, they provide clear, attention-arresting signals front and rear that are automatically "self-cancelling" when the turn is completed. Control lever is conveniently mounted left of steering column and matches other controls.



FORD-METEOR

10 safety

Turn indicators are also available for
MERCURY-MONARCH

Turn Indicators are an important aid to safe driving at night or in bad weather. They're a handy, easy-to-operate device permitting signalling at times when a hand removed from the wheel may endanger safety. Signal lights become an integral part of the front parking lights and tail lights. Control lever is conveniently mounted left of steering column at the driver's fingertips and designed to match other controls. Indicators are self-cancelling when turn is completed. This practical, effective accessory is a real contribution to safe driving.



turn indicators

electric safety flare



This all-purpose light is ideal for making emergency repairs or changing tires at night. Also handy when looking for articles misplaced inside the car. It plugs into the cigarette lighter outlet and has sufficient cord to reach any part of the car. Handle is styled for firm, easy grasp. Casting is magnetic and will adhere to any steel surface, freeing both hands when necessary. Light is protected by clear plastic lens. Body of lamp glows red to act as a warning light.

ALL MODELS

FORD—METEOR MAINLINE

safety

11



This light adds a touch of living-room graciousness to your car. Installed under the instrument panel, it automatically switches "on" when either front door is opened, "off" when closed. Also equipped with a separate manual switch so that it can be used to read maps, etc. Rays are directed downward and will not reflect in windshield or rear view mirror.

map and courtesy light





radio



You'll hear music of concert hall quality with this new custom-styled radio for your 1953 Ford or Meteor. The control panel is equipped with five push buttons for easy tuning of favourite stations and manual tuning to cover the broadcasting range. The chrome antenna with snap resistant tip extends to 56" and telescopes to 22".



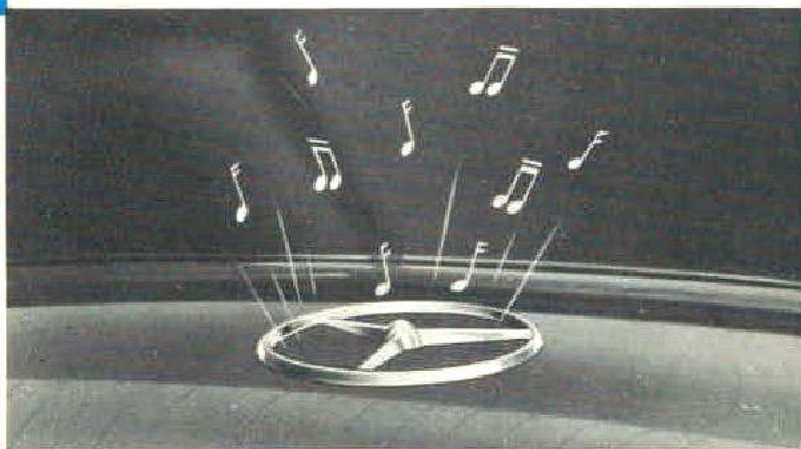
12

comfort

FORD-METEOR MAINLINE

FORD-METEOR

This rear seat speaker assures rear passengers of the same distortion-free reception that front seat riders enjoy. Speaker is installed in rear parcel shelf and has new flush-type grille mounting. Unit is equipped with a sound mixer switch so that both front and rear speakers can be adjusted for any desired tone balance. A real addition to your family's enjoyment.



rear seat speaker



radio



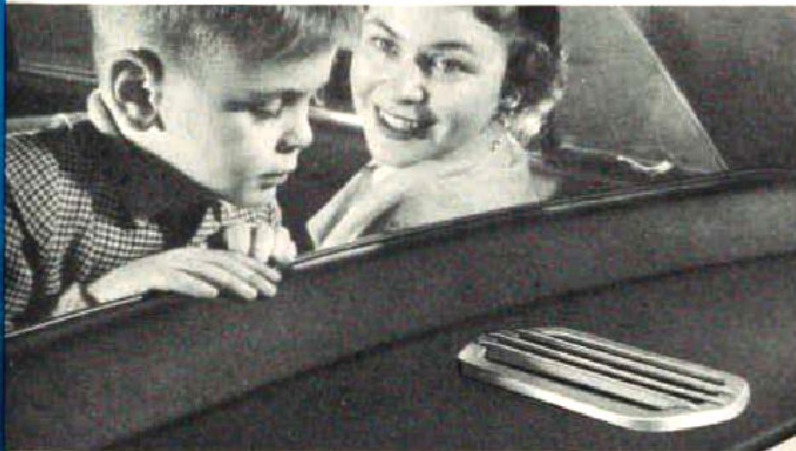
Enjoy crystal-clear reception with this powerful six-tube superheterodyne model especially designed for your 1953 Mercury or Monarch car. Radio is equipped with five push button station selectors, manual tuning and tone control. Chrome plated antenna with snap-resistant tip extends to 56" and telescopes down to 22".

MERCURY-MONARCH and
METEOR CUSTOMLINE

MERCURY-MONARCH

comfort

13



Flavour your radio listening to taste! Rear Seat Speaker is supplied as standard equipment with Mercury-Monarch radios. Conveniently located, two-way mixer control provides for balanced reception throughout car. Front and rear speakers can be operated independently or blended together as desired. For listening outside the car, at picnics and on other outdoor occasions, turn up volume on rear seat speaker and let the open trunk compartment serve as amplifier.

rear seat speaker

14 comfort



comfort 15

Custom Style Seat Covers



Protect the upholstery of your new car with custom styled seat covers. Available in a wide range of distinctive patterns, specially selected to harmonize with the interior beauty. The choice of fabrics includes fibres, plastics, rayons and nylons . . . hard wearing, crease and fade resistant, and easily cleaned with a damp cloth.

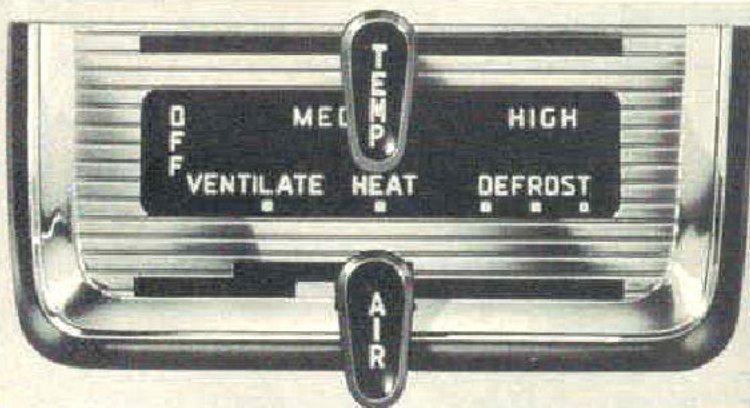
Make your selection from:

NYLON—NYLO—SILCOR—SATIN PLAID—PLAID RAYON—
SARATEX—CANDY STRIPE SARAN—BULLFIGHTER SARAN—
CANDY STRIPE FIBRE—BULLFIGHTER FIBRE—SUPERFINE FIBRE—
SANTOY—FANDANGO—GLENCHECK—TARTAN RAYON



magic air conditioning system

The Magic Air Conditioning System for Ford and Meteor cars assures all-weather comfort. In winter, you simply set the conveniently located controls on the instrument panel and the thermostatically controlled heater does the rest. Selected temperature is automatically maintained. In summer, you enjoy an abundance of cool, invigorating fresh air.

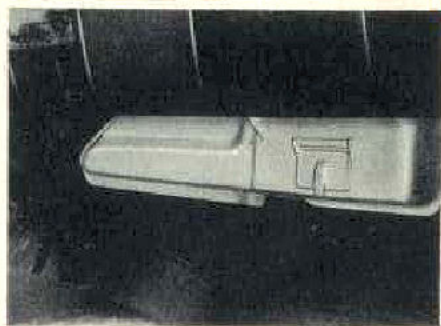
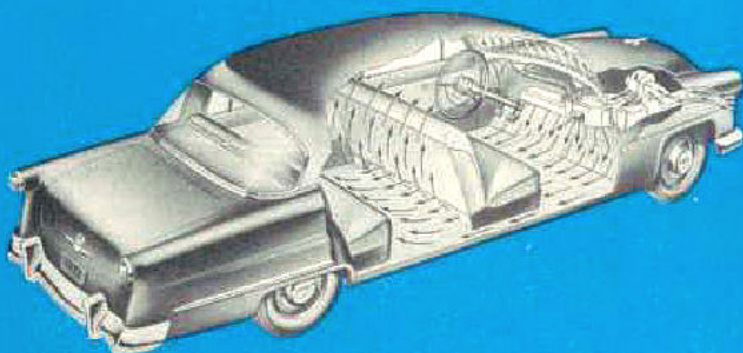


FORD—METEOR MAINLINE

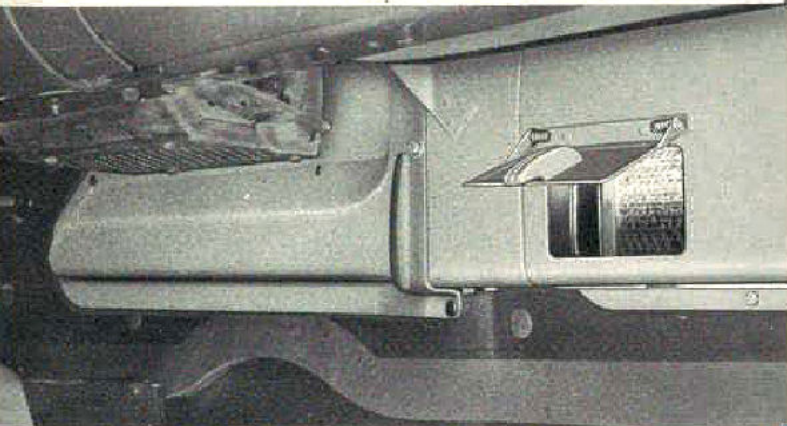
16 comfort

FORD—METEOR MAINLINE

The air inside your car is completely replaced in a matter of seconds by the Magic Air Conditioning System. Smoke and stale air are whisked away, reducing fatigue and drowsiness without annoying drafts. Magic Air means greater year-round visibility, too. A touch of the blower control and windshield fog vanishes . . . snow ice melt like magic.



magic air conditioning system



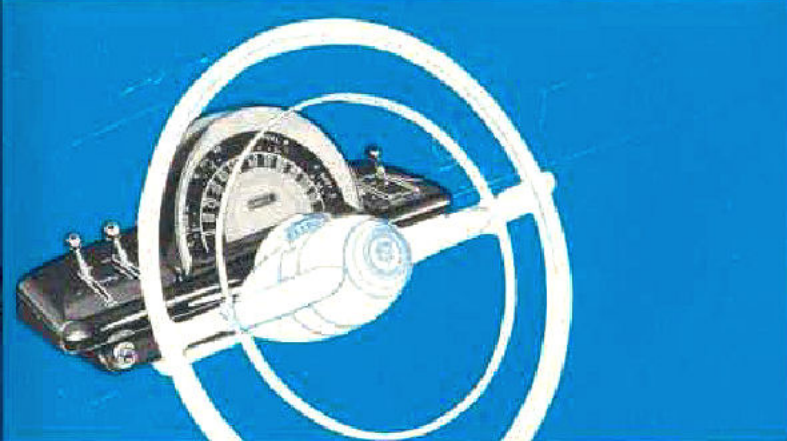
Enjoy year-round comfort with this custom-designed fresh-air heater. The under-hood mounting of the powerful blower unit provides greater front seat space—more leg room. Warm, fresh air is distributed evenly throughout car at a touch of the conveniently located control. For heating in winter or cooling in summer, you'll praise this all-weather system.

MERCURY—MONARCH and
METEOR CUSTOMLINE

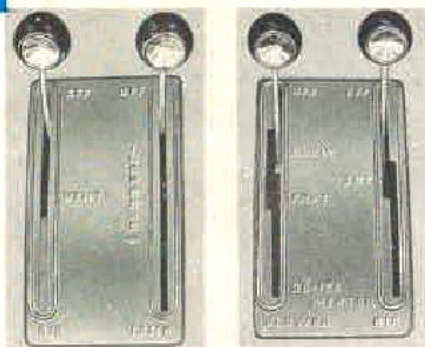
MERCURY—MONARCH and
METEOR CUSTOMLINE

comfort

17

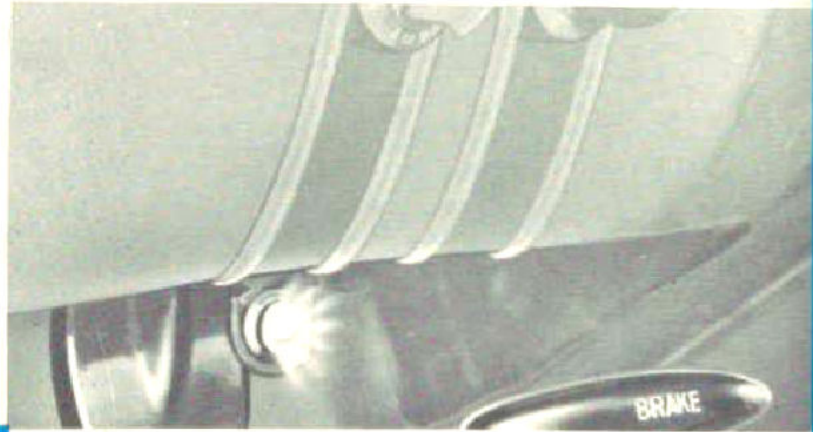


All-weather comfort at your fingertips! Custom-styled heater controls form an integral part of the new control panel. In winter, the thermostatically controlled heater maintains the selected temperature for snug, cozy comfort even in sub-zero cold. In summer, you enjoy a continuous supply of cool, fresh air. You drive in living-room comfort the year round.



parking brake signal light

This conveniently located light flashes an unmistakable warning to the driver when he has forgotten to release the parking brake. Light flashes when ignition is turned on—does not go out until the brake is released. The signal light is firmly installed beneath the instrument panel near the brake handle. Prevents damage to brake, transmission and clutch.



ALL MODELS

18 *convenience*

FORD—METEOR MAINLINE

No more groping or fumbling for maps or personal effects! This handy light is fitted inside the glove compartment and operates automatically when compartment door is opened. You see "what's inside" easily and clearly. A convenience in night-time driving.



glove compartment light

luggage compartment light



This Luggage Compartment Light is a really practical aid to the night-time traveller. It works with the parking light switch and illuminates the whole luggage compartment. Handy on vacation trips! A real boon when you have to change a tire at night.

FORD-METEOR

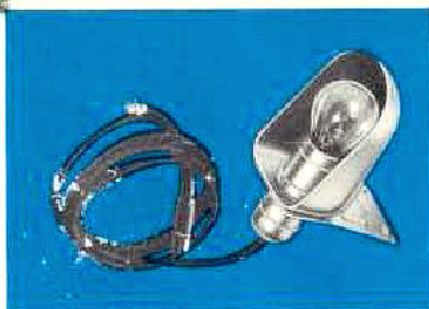
ALL MODELS

convenience

19



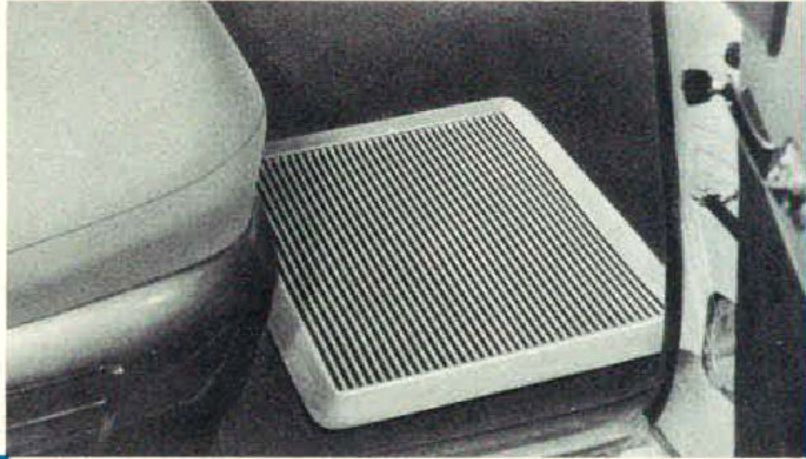
A handy aid in emergency repairs or servicing at night. Light operates automatically when the engine hood is raised, throwing a wide beam of light through the whole under-hood area, clearly illuminating all engine parts, etc. A real convenience, too, if you want to check your oil or radiator at night.



engine compartment light

slush mats

Protect the floor of your new car with a set of these handy Slush Mats in both front and rear. Obtainable in black, red and blue to match your interior colour scheme. Size: 14 inches by 18 inches. Easily whisked or shaken clean, rendering frequent floor cleaning unnecessary. These new Slush Mats are proving very popular with the motorist who likes to keep his car neat and clean inside without need for frequent scrubbing.

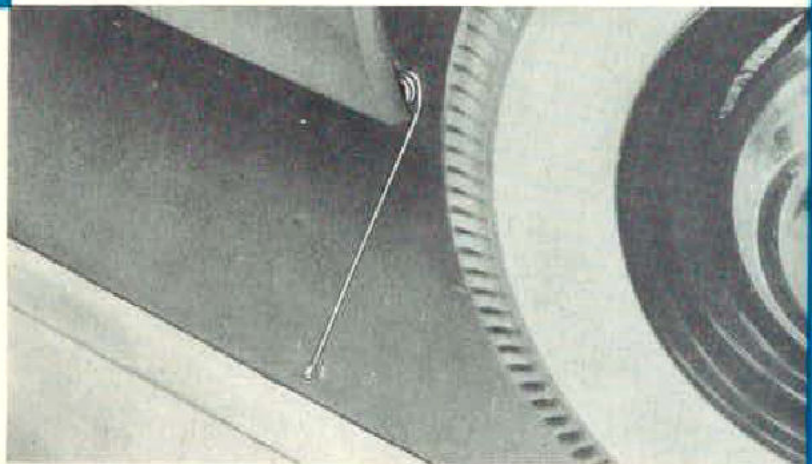


ALL MODELS

20 convenience

ALL MODELS

Parking is easier with these tire-saving curb signals. Mounted on the curb side of both front and rear fenders, they "click" against the curb and give a clear audible warning when parking. They help save wear and tear on tires and prevent unsightly scuffing of white sidewalls. An inexpensive way to "protect your investment" in whitewall smartness.



curb signals

portable spot and utility light



An invaluable all-purpose light. Powerful sealed beam is ideal for picking out street numbers or for use when making emergency repairs. Light plugs into cigarette lighter outlet and has long extension cord to reach any part of car. Handle is of pistol grip design to ensure firm grasp. It is fitted with a hook to allow for convenient use in almost any position. This handsome accessory is designed for long, efficient service.

ALL MODELS

convenience

21

ALL MODELS

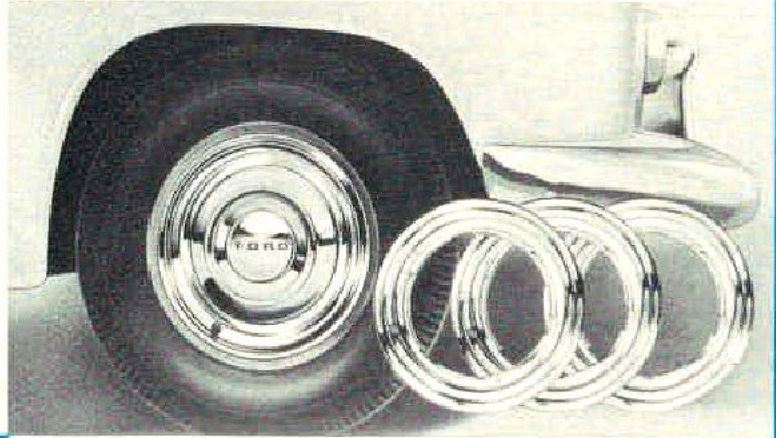


This engine heater assures quick starts in cold weather. Saves strain on the battery and engine. It is easily installed, and operates from a 120 volt outlet.

engine heater

chrome wheel trim rings

You can give the wheels of your new Ford of Canada car that solid, stylish "all-chrome" appearance with a set of these Chrome Wheel Trim Rings. Remember they are custom-styled for *your* car. Easy to install, rings are held firmly in place by the hub cap and will not rattle. Few accessories do so much to add to fine car appearance as Chrome Wheel Trim Rings.



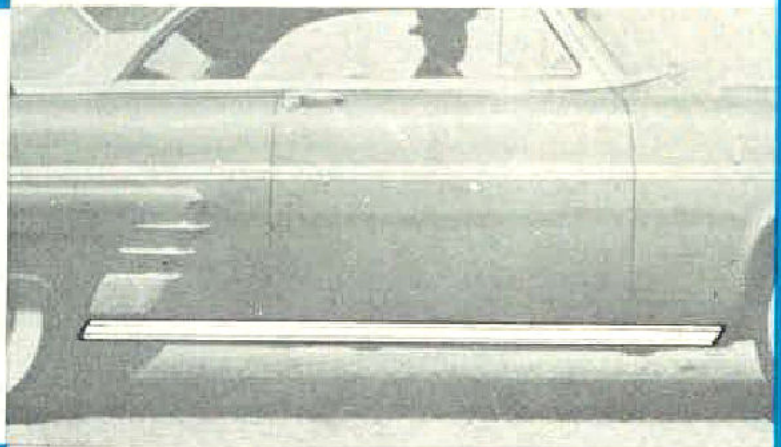
FORD—METEOR

22 appearance

MERCURY

These handsome Chrome Mouldings enhance the smooth, sweeping lines of your new car, protect the lower portion of the door frames from scuffing and scratching.

A touch of smartness to the rear end of your car, this chrome deflector keeps exhaust fumes clear of bumper and thereby eliminates the possibility of discolouration.



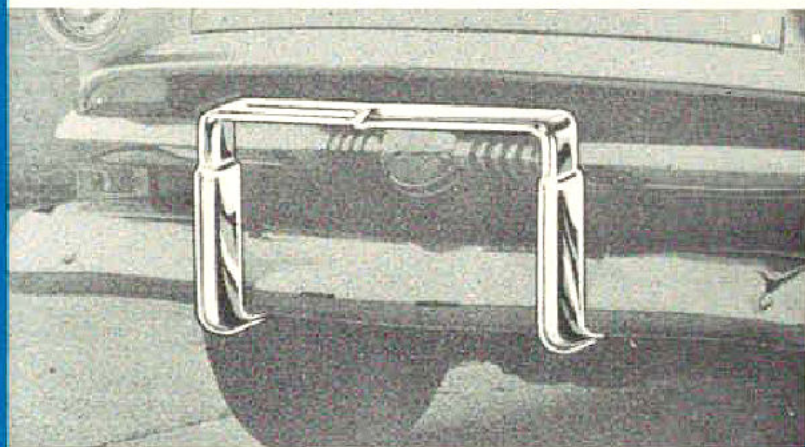
rocker panel mouldings

exhaust deflector

ALL MODELS



grille guard



FORD-METEOR

ALL MODELS

Custom-designed to match the front-end styling of your 1953 Ford or Meteor. They help prevent bumper locking if the driver happens to touch other cars when in heavy traffic or in parking. Of heavy steel construction, heavily plated in gleaming chrome, they add to the massive appearance of your car and help preserve its beauty against bumps and jars.

appearance

23



LICENCE PLATE FRAMES are chrome finished and easily adjustable to fit all sizes of licence plates. They can be purchased singly or in pairs.

This brilliant chrome ornament is styled to enhance the hood of your new car, and blend with body lines.

licence plate frames

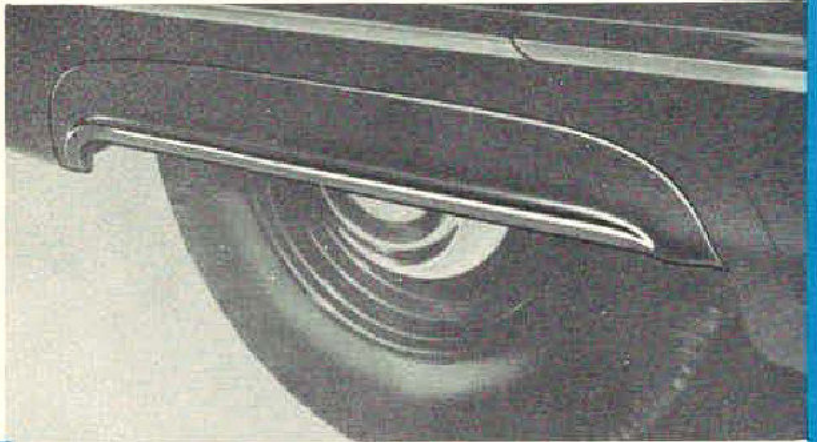
hood ornament

for FORD and METEOR



fender skirts

You can add to the lower, longer look of your new car with these attractive Fender Skirts, available for all Ford of Canada cars. Supplied in matching colours, they are built of heavy gauge steel and mounted so that they are rattle-free. Fender Skirts are very practical, too, in that they help prevent damage to the finish on doors and fenders caused by gravel thrown up by the wheels.

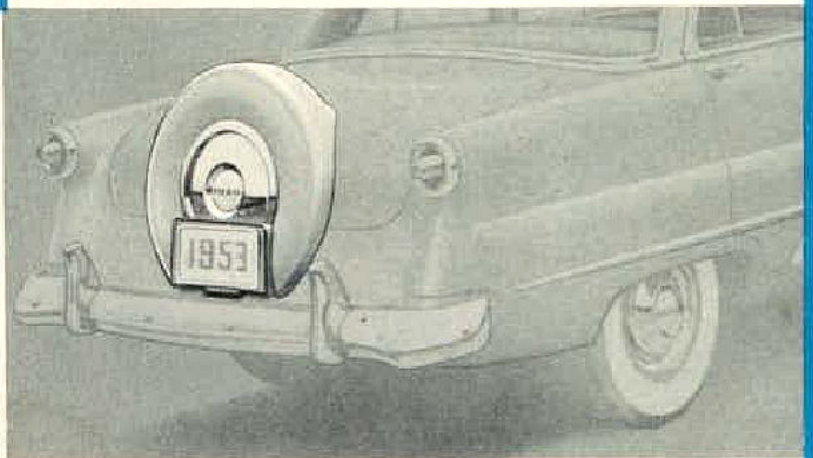


ALL MODELS

24 appearance

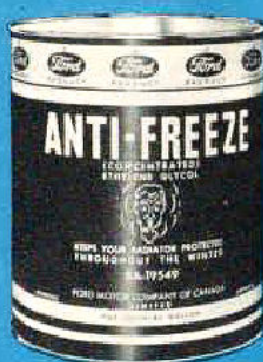
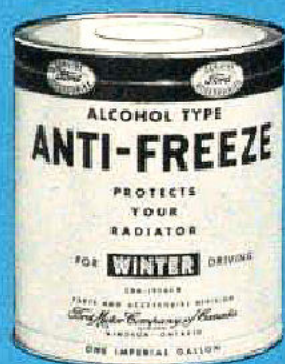
FORD-METEOR

The advanced styling of your new car will be even more distinctive with the striking addition of this "continental" rear deck treatment. It blends into the natural body lines, and does not affect the operation of luggage compartment or fuel tank filler cap.



coronado deck kit

anti-freeze



GLYCOL ANTI-FREEZE has non-evaporating ethylene glycol base. Will not boil away at high temperatures—one filling lasts all winter—harmless to car finish.

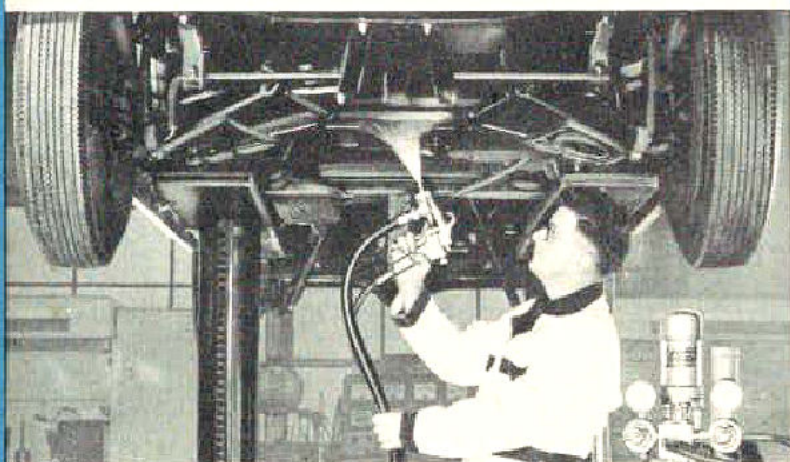
ALCOHOL-TYPE ANTI-FREEZE contains special inhibitors to retard evaporation, rust and corrosion.

ALL MODELS

ALL MODELS

general

25



undercoating

It pays to give your new car the protection of undercoating treatment. Genuine Ford Undercoating is of the mastic type, scientifically designed and compounded for efficient sound deadening and high resistance to abrasion and corrosion. It gives the under parts of the car a tough protective coating that guards against rust and road chemicals—and against the wearing effects of stones, gravel and road grit. You enjoy a quieter ride because of the efficient sound-insulating qualities of this quality Undercoating material.

MIRACLE POWER—a concentrated petroleum lubricant that maintains a controlled, protective graphite film on all frictional surfaces. Steps-up engine efficiency by providing hi-temperature lubrication—improves compression and increases engine power.

OIL FILTER—keeps engine oil clean to assure maximum lubrication efficiency. Filters out harmful deposits to prevent sludge formation.

OIL AID—a preservative oil concentrate for use in the crankcase. It protects engine parts against harmful rust and retards the accumulation of engine sludge. Intensifies oil to heavy duty performance.



26 *general*

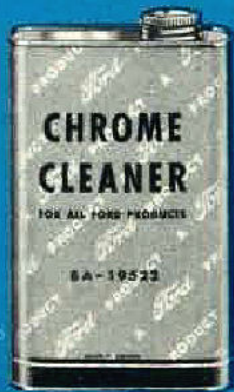
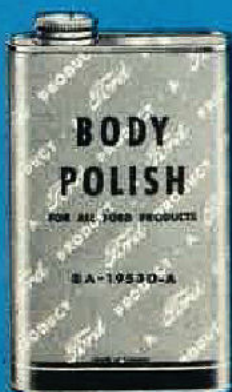
AIDS TO APPEARANCE

RUST INHIBITOR—prevents formation of rust in cooling system. Before using Rust Inhibitor, it is recommended to use Ford Cooling System Cleanser to clear radiator thoroughly.

COOLING SYSTEM CLEANSER—harmless to radiator, engine and hose, efficiently cleans out rust, scale and grease.

GENUINE FORD BODY POLISH—cleans as it polishes. No hard rubbing. Easy to apply.

GENUINE FORD CHROME CLEANER—restores chromed parts to original lustre. Recommended for *all* bright metal surfaces.





PERMABRITE KIT—A complete chrome conditioning "package".

RUST REMOVER—Cleans away corrosion—leaves bright metal sparkling.

PERMACOTE—Seals the sparkle to give lasting protection for four to six months. Easy to apply. Harmless to body finishes.

RUBBER CEMENT—A strong, quick-drying adhesive for cementing weather stripping to doors. Makes a lasting, but flexible bond.

AND MAINTENANCE

general

27



WHITE SIDEWALL TIRE CLEANER—Applied with a stiff brush or fine steel wool it removes all marks, dirt and other matter which can spoil the smart appearance of your white sidewall tires.

SILICONIZED POLISH—The latest advance in polish that gives long lasting protection without hard rubbing. Cleans and polishes in one easy operation. Just apply with cloth pad.

RID-ICE keeps fuel system clear of ice to facilitate quick, easy starting in cold weather. It has a methyl hydrate base that absorbs water from the fuel system.



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