



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.

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*safety*

*comfort*

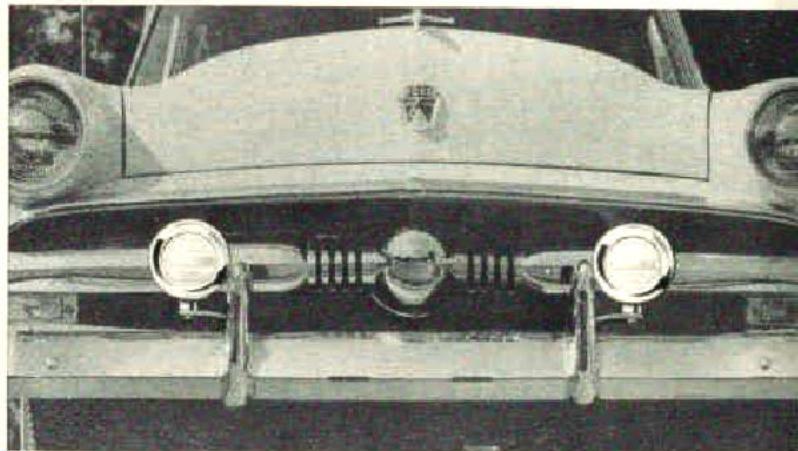
*convenience*

*appearance*

*general*

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

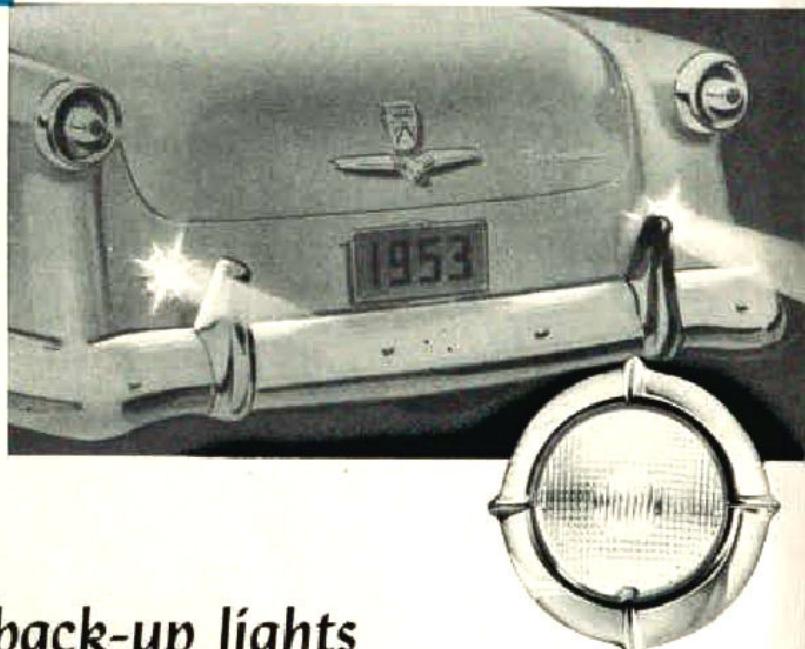


FORD-METEOR

## 4 safety

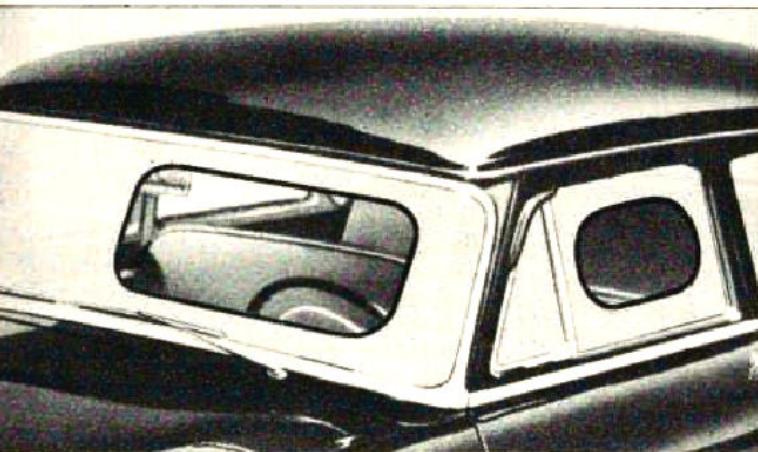
An important contribution to driving safety is the use of lights that throw a wide beam when backing out or driving at night. These lights are easily seen when the car is in reverse gear. To enhance the safety of our car, they are mounted flush and inconspicuously on the front of the new 1953 models. They eliminate irritation from bright lights in personal safety. Find Back-Up Lights as an important safety addition to your car. They contribute new ease and safety to your driving after dark.

FORD-METEOR



## 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 F<sub>ord</sub> Frost Shields indispensable.

ALL MODELS

safety

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MERCURY-MONARCH

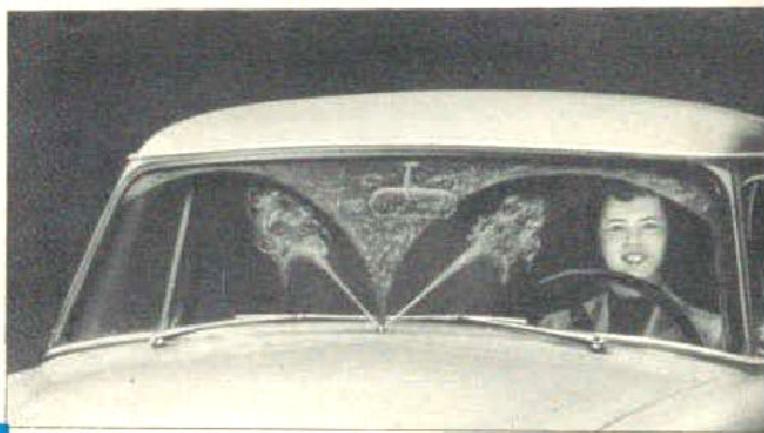


Custom-styled to form an integral part of the 1953 Mercury or Monarch Tail Light Assembly, these Back-Up Lights throw a wide, powerful beam to aid you in backing out of driveways or parking at night. Control is completely automatic. Shifting into reverse automatically turns Up-Lights on—automatically off when you shift into forward. Extra lighting is not necessary for night driving.

## 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

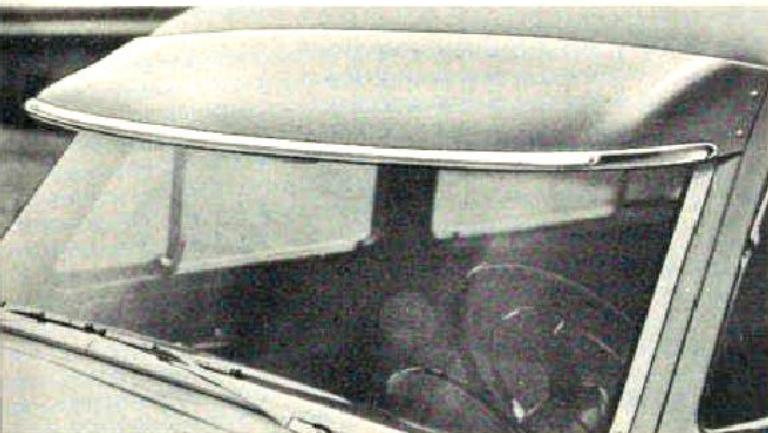
Just press the convenient button on the instrument panel and the "See Clear" Windshield Washer goes to work with your windshield wipers to wash away traffic film, grime and bug splatter, leaving windshield safety-clear. As shown at right, washer nozzles are an integral part of bracket holding windshield 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.



MERCURY-MONARCH

## 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

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ALL MODELS



anti-glare shade

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.

## *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.



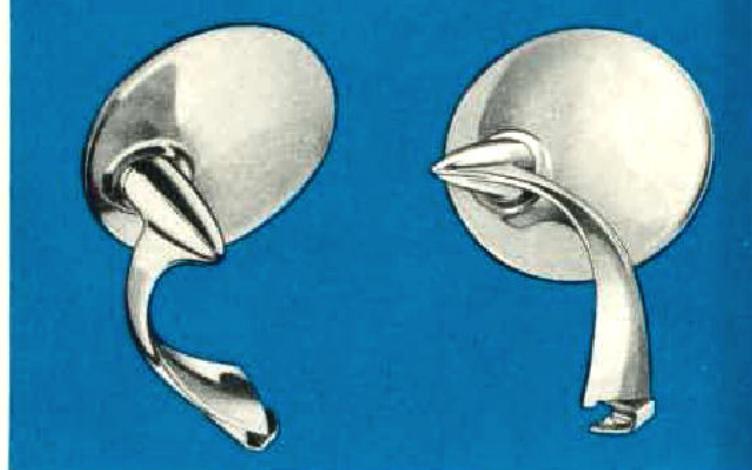
ALL MODELS

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*safety* —

ALL MODELS

**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*



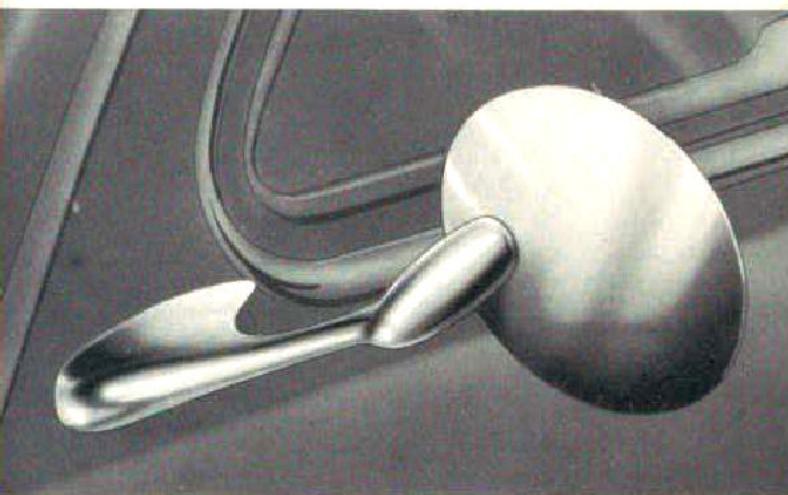
NEW TILT-TYPE SAFETY MIRROR as illustrated, is a real aid to night driving. Mounted inside the car, it is styled so that a flick of the tab on the lower edge inclines the glass to reduce glare from rear window.

ALL MODELS

*safety*

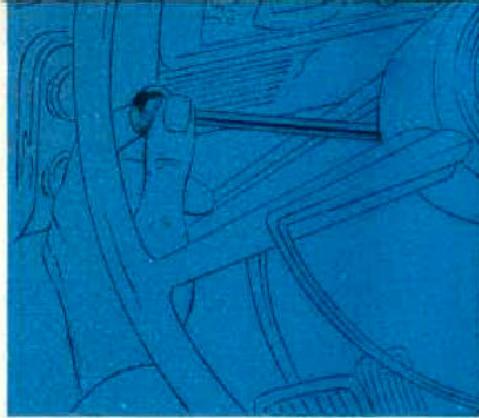
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ALL MODELS



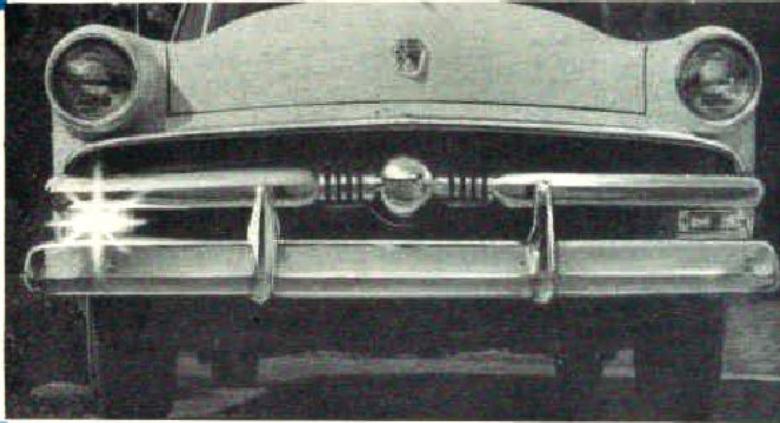
BELT RAIL SAFETY MIRROR—This popular model is especially convenient, in that it is mounted for easy adjustment from inside the car. It is equipped with a four-inch non-glare reflector and finished in sparkling chrome for lasting beauty. Easy to scan and does not interfere with driver's vision or impede 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 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 are also available for  
MERCURY-MONARCH



## 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



map and courtesy light



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.



## 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".

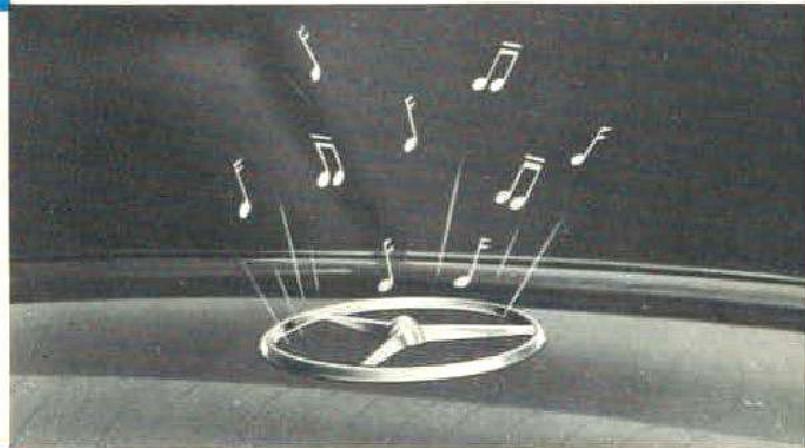


FORD-METEOR MAINLINE

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## comfort

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.



FORD-METEOR



## 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



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.

comfort 13

## rear seat speaker

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comfort



## Custom Styled Seat Covers

comfort

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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.

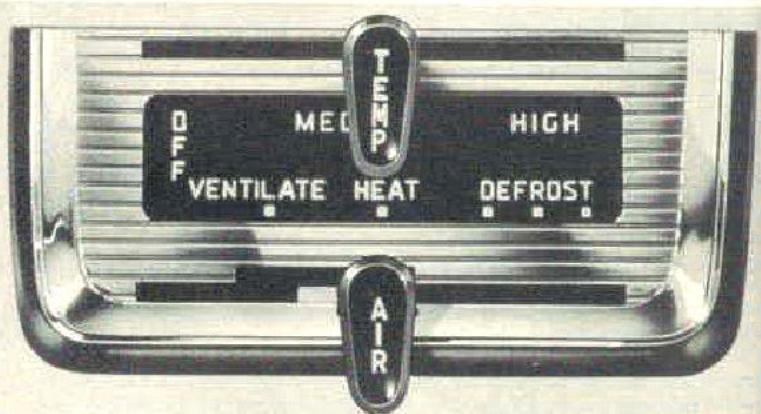
Make your selection from:

NYLON—NYLO—SILCORA—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.

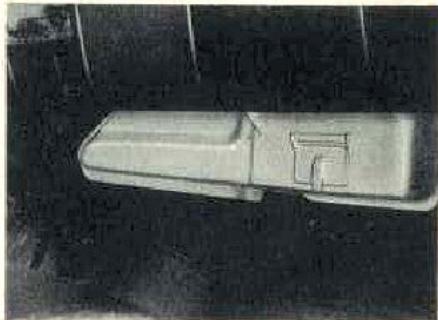
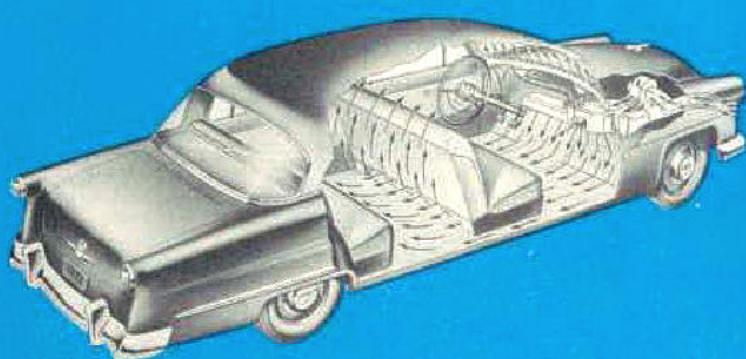


FORD-METEOR MAINLINE

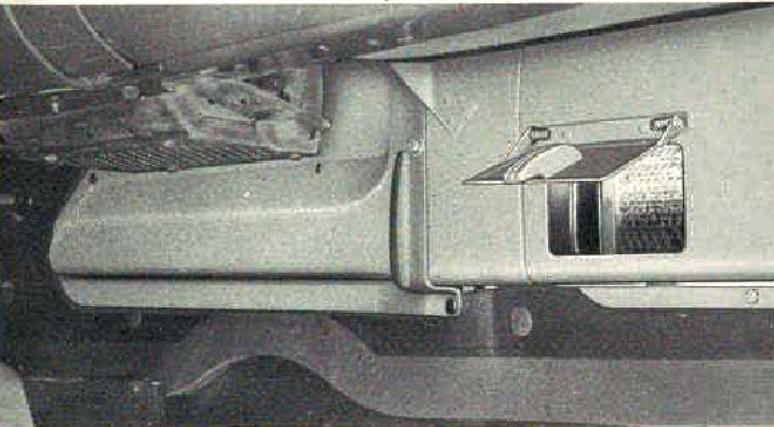
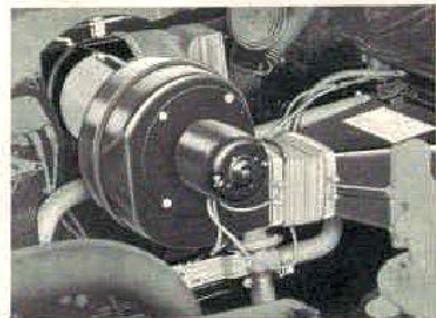
16

comfort —

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*



MERCURY-MONARCH and  
METEOR CUSTOMLINE

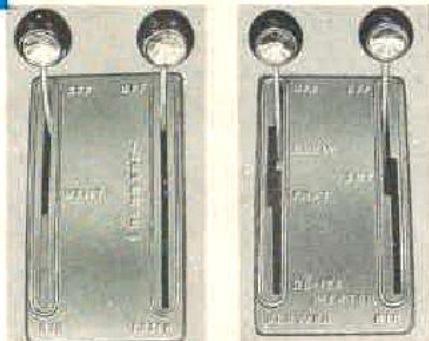
MERCURY-MONARCH and  
METEOR CUSTOMLINE

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.

*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, fine 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**

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.

FORD-METEOR MAINLINE



## *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

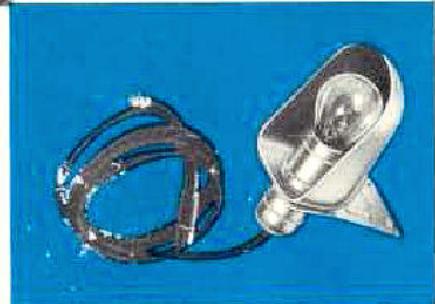
**convenience**

**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

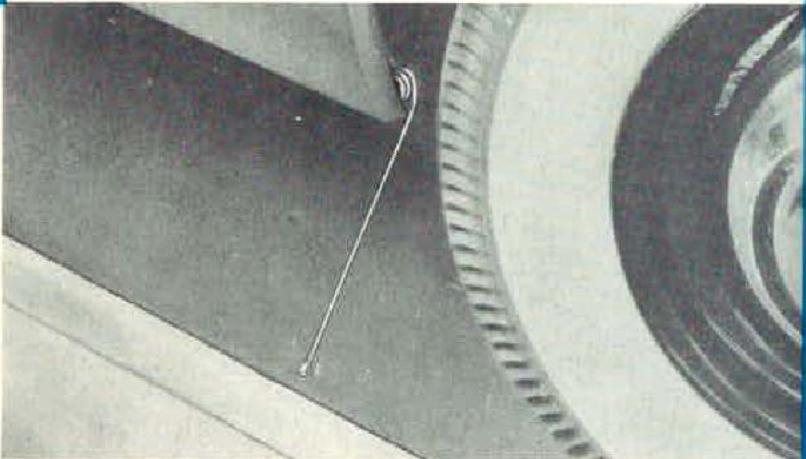
Protect the floor of your new car with a set of these handy Slush Mats in both front and rear. Obtainable in black, red and blue to match your interior colour scheme. Size: 14 inches by 18 inches. Easily whisked or shaken clean, rendering frequent floor cleaning unnecessary. These new Slush Mats are 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

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. Help save wear and tear on tires and prevent unsightly scuffing or white sidewalls. An inexpensive way to "protect your investment" in whitewall smartness.



ALL MODELS

## 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

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ALL MODELS

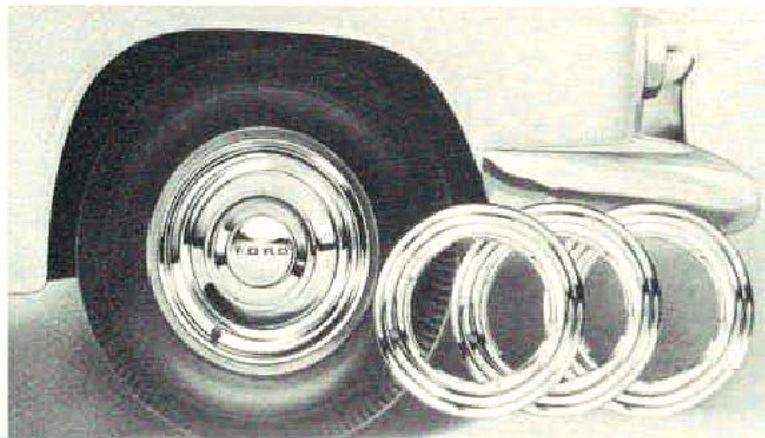


This engine heater assures quick starts in cold weather. Saves strain on the battery and engine. It is easily installed, and operates from a 120 volt outlet.

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.

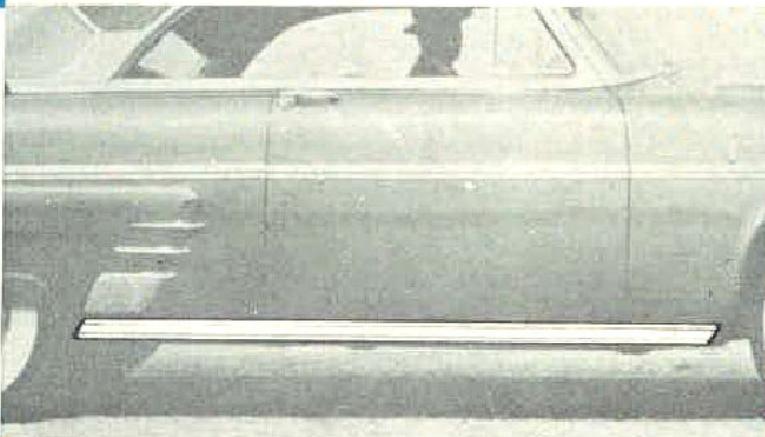


FORD-METEOR

## 22 appearance

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.

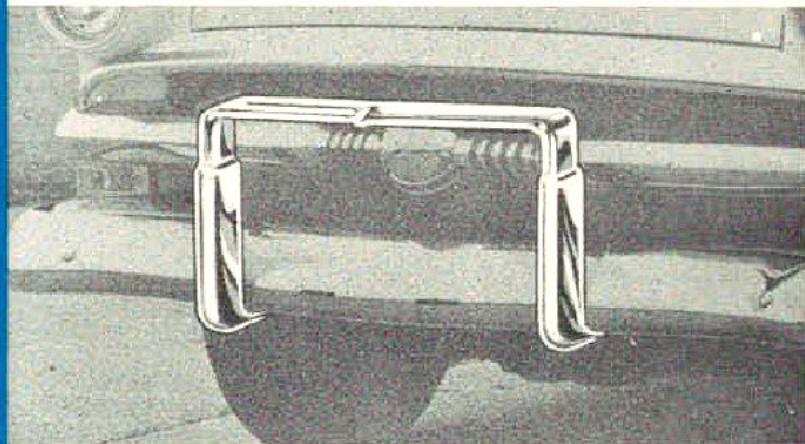


## rocker panel mouldings

## exhaust deflector ALL MODELS



## grille guard



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.

FORD-METEOR

appearance 2

ALL MODELS



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.

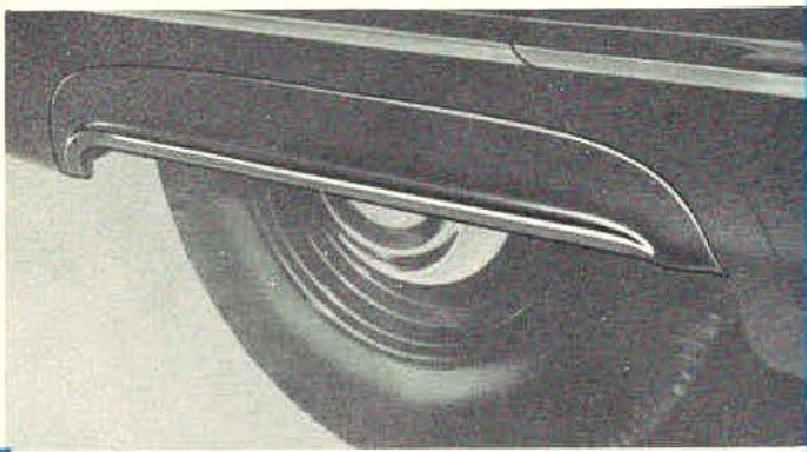
## licence plate frames

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.



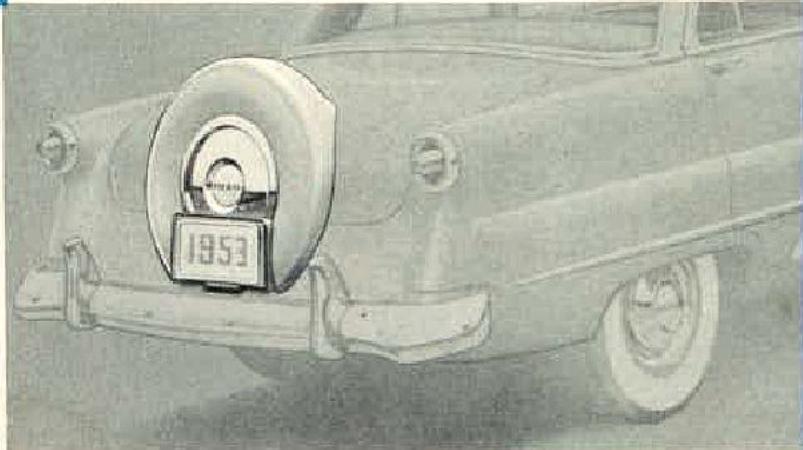
ALL MODELS

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appearance

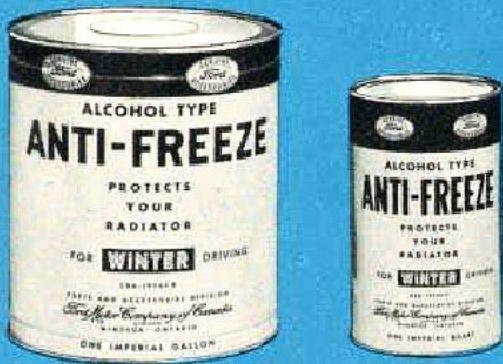
FORD-METEOR

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



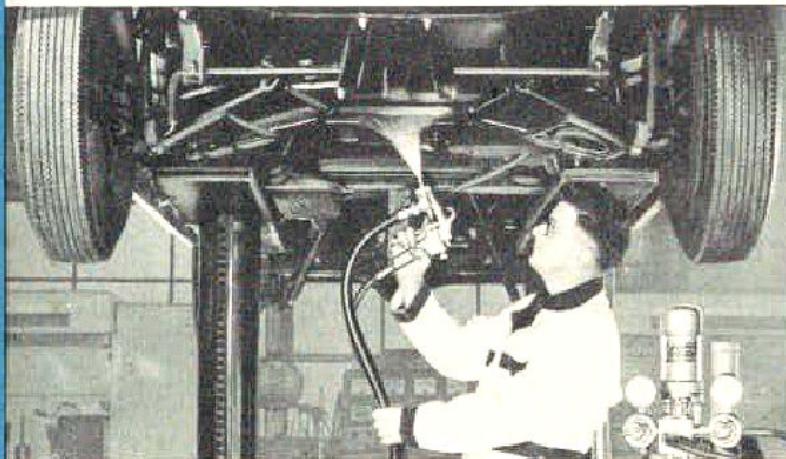
GLYCOL ANTI-FREEZE has non-evaporating ethylene glycol base. Will not boil away at high temperatures—one filling lasts all winter—harmless to car finish.

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

ALL MODELS

general 25

ALL MODELS



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

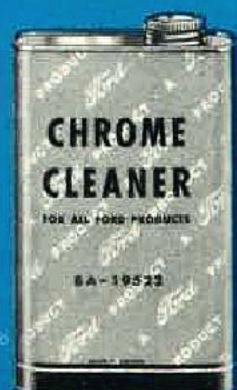
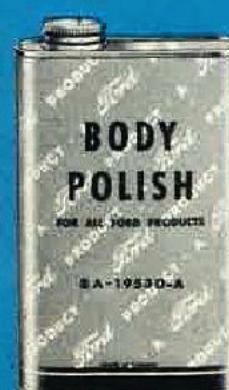
### AIDS TO APPEARANCE

**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.





## AND MAINTENANCE



**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.

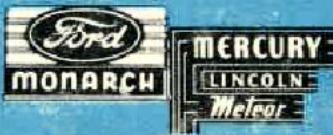
**general**

**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.



1100 DEALERS ACROSS CANADA  
TO SERVE YOU



Parts and Accessories Division

FORD MOTOR COMPANY OF CANADA, LIMITED

WINDSOR, CANADA

7 Parts and Accessories Depots  
from coast to coast.