

# "PARADE OF 1953 CARS"

*Here they come — the bright new models from assembly lines of the 19 motorcar makers. With an introduction by Siler Freeman, our automotive correspondent in Detroit, we present them all — from Buick to Willys*

**T**HE ARRAY of new models in this issue shows more than the usual amount of evolutionary changes on which the industry prides itself every year. One important trend is that in many lines wheelbases are getting shorter. A notable exception is Pontiac, which has added two inches. The cars that have gone to V8 high-compression engines were able to take as much as four inches from their wheelbases. Overall lengths, however, remain almost the same as last year.

Dodge uses a 114-inch wheelbase for its hardtop coupe and convertible and a 119-inch wheelbase on other body styles. Buick has brought its Roadmaster down to the same wheelbase as the Super. The Plymouth, among the smaller cars, has cut down from 118 to 114-inch wheelbase. Ford and Chevrolet remain the same, one inch longer than their rival.

Power steering shows a tremendous growth and appeal for a comparatively new and expensive device. It has been brought down to the medium-price sector of the market by Pontiac and Buick Special. Chevrolet is offering it in the low-price field. Studebaker has an all-mechanical power-steering unit in its Commander line and is planning to offer it in the Champion later. Dodge did not carry out the Chrysler

trend to power steering because its greatly shortened hood made it impossible to put the mechanism under it.

Air conditioning is something new in the luxury-accessory line. Both Cadillac and Chrysler feature it in the high-price models, as do Oldsmobile and Buick. Thus far, the other companies are watching what happens to these pioneers.

The V8 engine continues to displace the straight eight and six. Buick is the third GM division to switch. Pontiac and Chevrolet must wait another year, perhaps two, because the intricate tooling required takes a long time and the shops are full of defense work. Dodge joined the V8 lines this year. Plymouth still waits. But it won't be long before it joins the parade, too.

Despite preseason predictions about overhead-valve engines, Ford and Mercury continued to use their veteran V8. But the recent visit this observer paid to the engine plant in Cleveland disclosed signs of preparation for a new Mercury power plant. It will be late 1953 before it gets into production—and for 1954 models only.

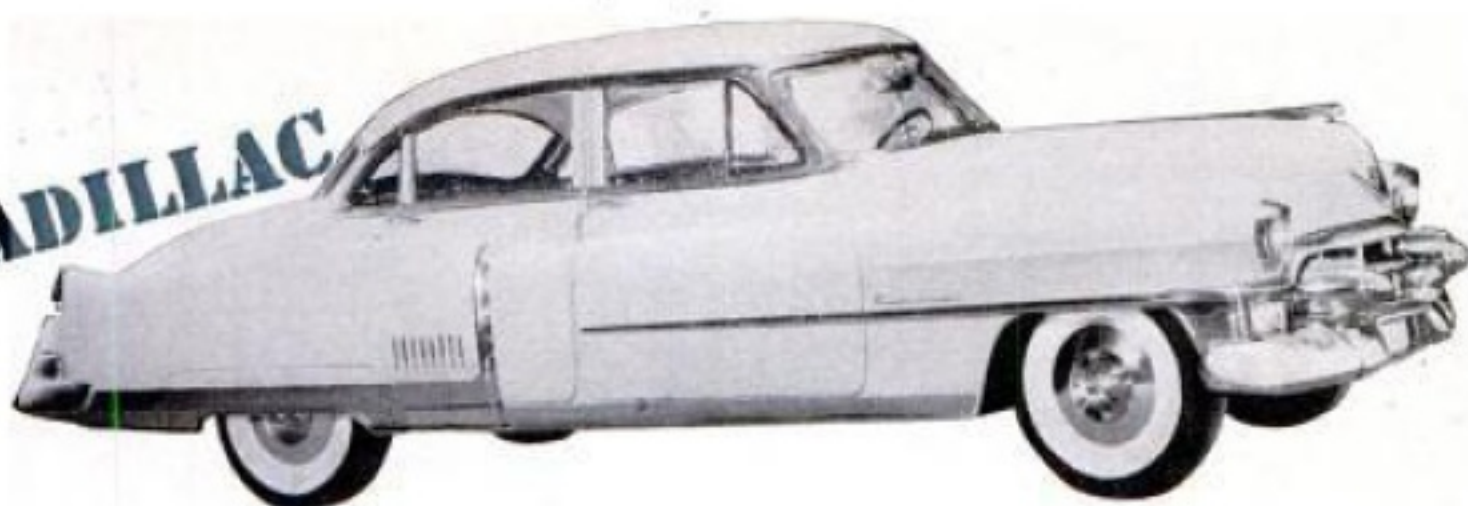
Buick has adopted power brakes while Cadillac officials turned thumbs down.

Oh, yes, one more pleasing feature: Prices are the same as for 1952 and in a few instances a little lower! ★ ★ ★

Buick has a V8 engine in its Roadmaster and Super series. The Special still uses the straight eight. Main differences between the two V8s are carburetion and compression ratios. Horsepower is 138 in the Roadmaster, 164 in the Super. Bodies are basically the same as 1952. Changes were made in the grille, rear fender and headlights. A 12-volt electrical system is used in the V8 models



## CADILLAC



Adding 20 horses, Cadillac now puts out 210 horsepower in its 1953 V8 engine. Compression ratio is up to 8.25 to 1. Strangely enough, this luxury car is talking gasoline economy with a rear-axle ratio

of 3.07 to 1. The electrical system has 12 volts for improved ignition. The body is changed slightly. Grille is more massive and protected by bullet-type guards. Also new are the "eyelids" on the headlights

## CHEVROLET



With all-new bodies, Chevrolet has also improved its Powerglide transmission and boosted horsepower for better performance. The Powerglide 115-horsepower engine has aluminum pistons and a 7.5-to-1 compression ratio. Standard engine is 108 horsepower. The Bel Air series of four luxury body styles was also introduced this year. Power steering is available

Lower and wider than previously, the Chrysler has a sleek look in its completely new body styles. Engines are virtually unchanged from last year, although the six has been given better performance. On V8 models, the electrical system is 12-volt. Emphasis this year is on the new body. Fender lines are now continuous. Power steering and air conditioning are available

## CHRYSLER





Five inches longer over-all than in 1952, the DeSoto has an all-new body that is about two inches wider and an inch lower. A reworking of the front grille has eliminated the "bucktooth" look of last year.

Designers have added sleekness by extending rear fenders and lowering the rear deck. Continued are the 160-horsepower FireDome V8 and Powermaster 6. Full power steering is available with both series



When Dodge says it has an all-new car, it means it! This year's models have complete body restyling and a 140-horsepower V8 engine that features a square design—meaning its stroke is less than its bore. That results in a sturdier block, reduced friction. Wheelbases have been shortened for easier handling, yet passenger space inside the bodies is unaffected



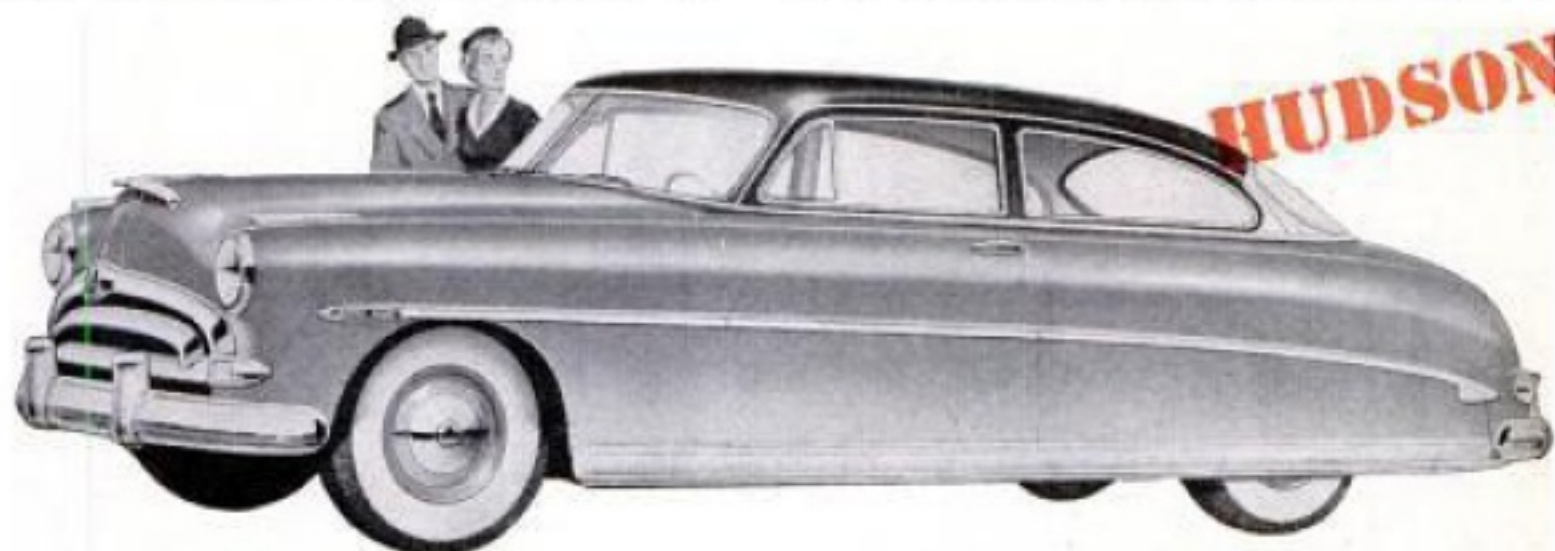
Basically, the 1953 Ford is unchanged from last year. Body changes are simply face lifting and include a cleaner front grille and a chrome strip along the rear fender. Suspension improvements in the front end have increased the comfort of the ride and are said to make the car hug the road at high speeds. Both the V8 and 6 engines are continued, of course

## HENRY J



When the Henry J first appeared, it had nary a frill. Each year refinements were added and by 1953 this low-priced car can boast a padded instrument panel, seat cushions that are softer and deeper and dome

lights that operate with the doors on all models. The cars are from 3 to 6 inches longer this year. Capacity of the oil-flow system is increased and the clutch is better. Basically, the Sears Allstate is identical



## HUDSON

Basic body styling of the 1953 Kaiser is unchanged from last year. However, engine performance has been improved by a new manifold, muffler and exhaust assembly. Kaiser continues to plug safety and has a padded crash panel and pop-out windshield. Styling changes were made in chrome and headlight treatment

For the biggest news from Hudson see page 113 and the story of the Hudson Jet, the new light car. But Hudson is still making the Wasp, Super Wasp and Hornet, famed stock-car racer. Its step-down design makes for a low center of gravity. Exterior style changes are slight. The front grille is cleaner and an air-scoop (non-functional) hood ornament is new

## KAISER



# LINCOLN



Fresh from a clean sweep of the Mexican road race, Lincoln is talking power this year. Improvements in engine "breathing" have boosted horsepower to 205. Compression ratio is now 8 to 1. The result is the

powerful automobile that took the first four places in Mexico. To power steering and braking has been added a power front seat, adjustable in four ways. Body styling is unchanged except for ornamentation



# MERCURY

Nash is emphasizing its hardtops, the Country Club models. Chrome "teeth" in the air intake below the windshield and a hood ornament are the only style changes. The Statesman has 100 horsepower, 7.45 to 1 compression ratio. Ambassador engine is unchanged, but a LeMans Dual Jetfire 140-horsepower engine is optional. The new-styled Rambler is not yet released

Like its brothers, Ford and Lincoln, the Mercury is little changed from 1952. Performance is improved by a new air cleaner and exhaust system. The straight-through muffler and larger tail pipe decrease back pressure and give faster acceleration. Horizontal bits of chrome on the rear fender are new as is the chrome side molding that makes the body look longer

# NASH



## OLDSMOBILE



Most noticeable change in Oldsmobile's styling is the higher and squarer hood line. Bumper and grille assembly is new with its clean, uncluttered design. Compression ratio on the 165-horsepower "98" engine

has been boosted to 8 to 1. Also new this year is an optional padded instrument panel. The upper part is foam rubber covered with plastic. For those who can afford it, Olds also has optional air conditioning



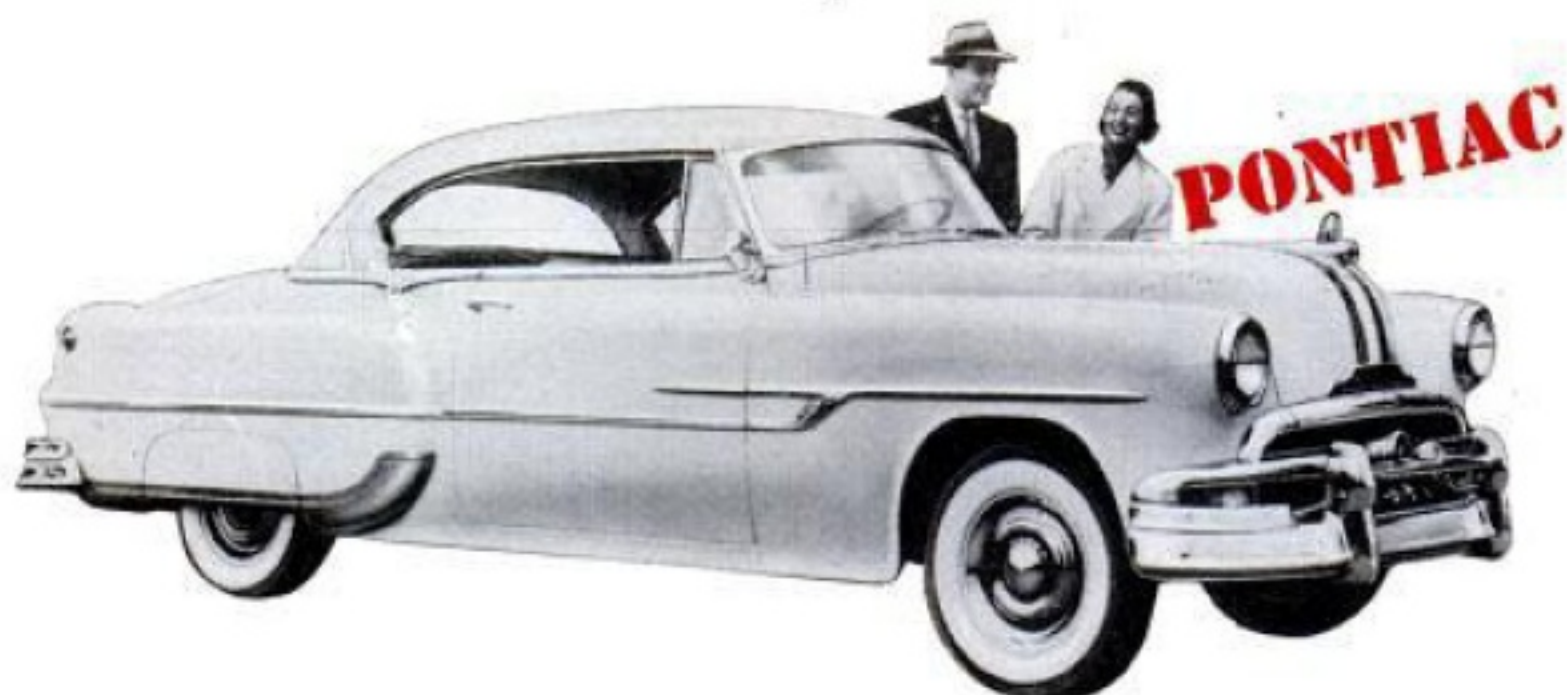
## PACKARD

Aiming for the luxury market, Packard is putting out two distinct lines—one in that high-price field and another, the Clipper, in the medium-price class. Body styling is unchanged except for minor details. Boosts have been made in horsepower and compression ratios on all models. The 180-horsepower engine has a four-barrel carburetor, chrome-plated piston rings

Wearing an all-new body, Plymouth has a sleek look that the previous cars lacked. Over-all height has been reduced slightly. By moving the engine forward, engineers increased interior space. Front and rear suspension is improved. Horsepower and compression ratio are higher. The bolt-on rear fender is gone and the fender line is continuous from front to rear



## PLYMOUTH



More knee room in the rear seat of the 1953 Pontiac is the result of its two-inch-longer wheelbase. Rear-seat cushions are deeper, too. The whole body is new although retaining the Pontiac personality. Torque

has been boosted on the six-cylinder engine which now has a dual carburetor similar to the one on the eight. Biggest change is in the front-wheel suspension which makes the car easier to handle on curves



After producing only two-door models in its first year, Willys has introduced a four-door sedan and a hardtop model. The Eagle hardtop is powered by the 90-horsepower Hurricane 6, with a compression ratio of 7.6 to 1. The four-door sedans, available in all series, have 61-inch seats, front and rear, and wide doors for easy access. Legroom has been increased

Studebaker presents two all-new bodies: One is the "family" line (shown here); the other is a hardtop, or "sports," line (see page 136). Both have a lower hood line, concave side panels, fin-type rear fenders. Sports-line wheelbases are four inches longer. This year's engines are unchanged. Mechanical power steering, rather than hydraulic, is available on the Commander now, is expected to be on Champion later





In styling, the Jet looks different from the Hudson line, but the sketch shows it has same construction

## HUDSON'S NEW LIGHT CAR—**THE JET**

HUDSON HAS JUMPED into the low-price field with a 105-inch-wheelbase car called the Jet (see cover)—the only new name introduced by the industry this year. Available only in four-door models as yet, the Jet has a 104-horsepower engine, a small version of the Hornet, with 7.5 to 1 compression ratio. An optional head boosts that to 8.0 to 1. Regular gasoline is used.

Even though it is a small car (Hudson prefers to call it a compact car), the Jet is roomy. It seats six persons, its front and

rear seats having 58-inch widths. Maneuverability is excellent as the 33-foot turning circle proves.

Construction features include the all-welded Monobilt body and frame used in the big Hudsons. Step-down design is also built into the Jet to give it a low center of gravity for safer handling at high speeds.

Optional at extra cost are such features as Dual-Range Hydra-Matic Drive, Twin-H Power and tinted glass. Various rear-axle ratios are also available.

Despite its small size, the Jet will seat three in each seat. Interiors on the Super Jet models are especially luxurious

Steering wheel has only two spokes—bent for a rakish effect. Dash design is simple





**FORD** is sporting a jet-tube taillight, below. It is said to be more easily seen from the side or rear and is even brighter than the '52 design



**CHRYSLER** trunks are 44 percent larger and have wider lids for easier loading. The gas-filler cap is in the rear, below the lower-left corner of trunk lid



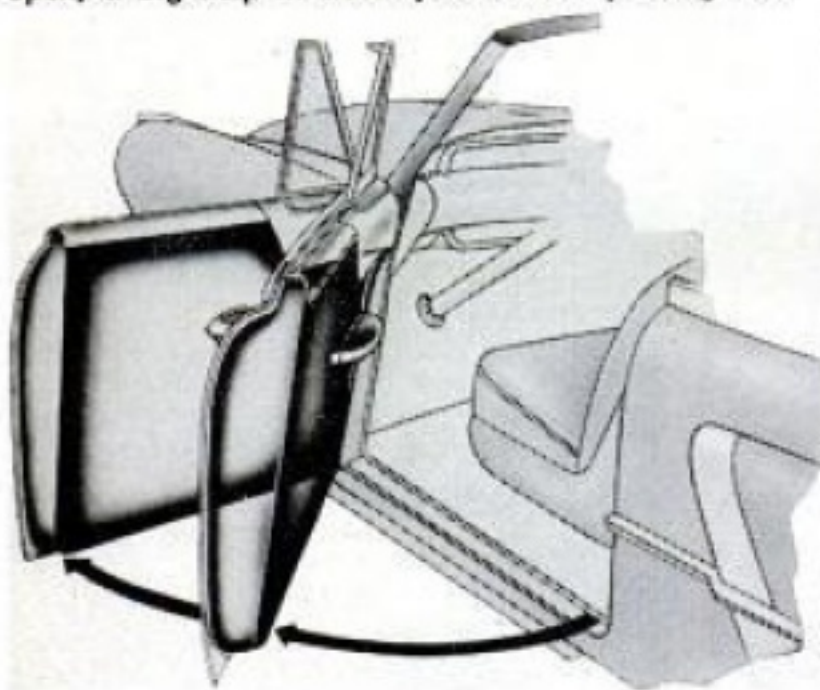
**KAISER'S** upholstery is a bright departure in styling. Doors and center posts use the fabric too

*What to See -*

**BUICK** owners who want the sporty look can get it with a set of "wire wheels" that simply bolt onto the regular wheels



**MERCURY**, Lincoln and Ford are featuring new door checks that hold the doors either fully open or half open, a big help in close quarters like parking lots



**CHRYSLER** has widened its rear doors, especially at the top, making it unnecessary to crouch when you get in and out. The rear window is much larger also



Material: Prototypes of new designs



**BUICK** has moved its parking lights from inside the bumpers to a safer position beneath the headlights



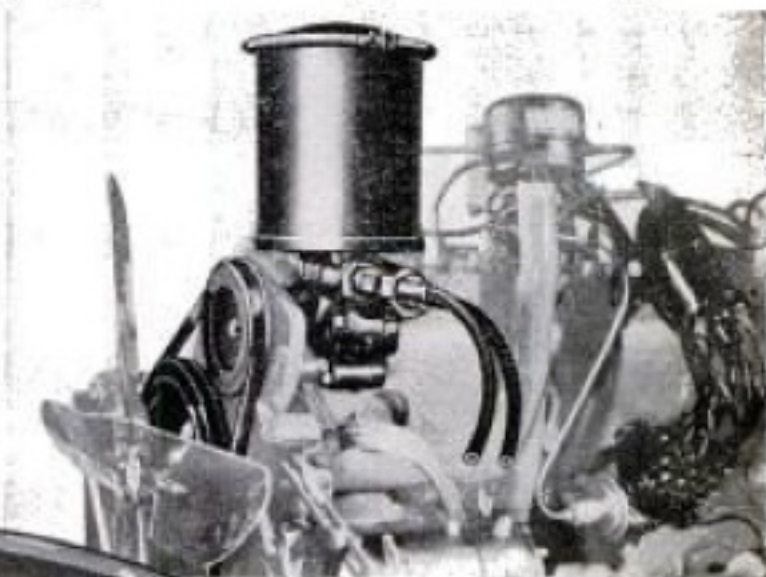
**LINCOLN** front seats move up and down as well as forward and backward. Electric motors do the work!

*in '53*



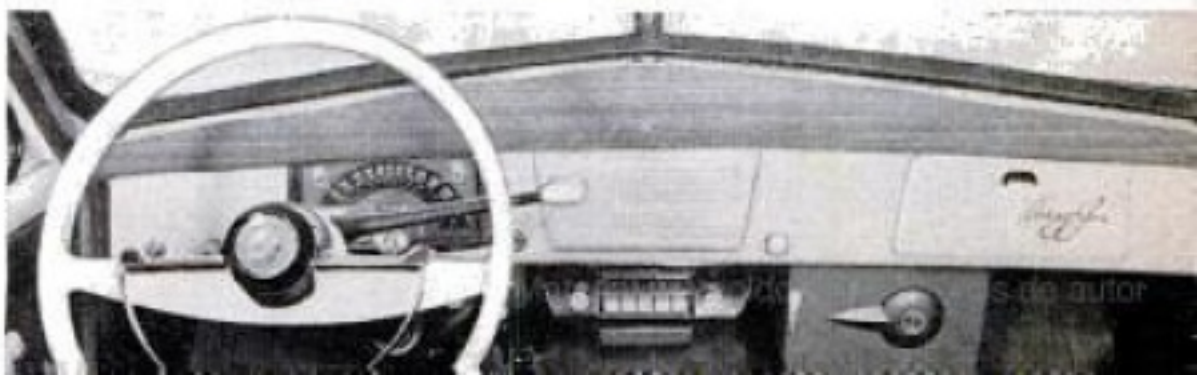
**OLDSMOBILE** moved the Hydra-Matic indicator into speedometer (see arrow)

**PACKARD** (and other lines too) has optional power steering. Providing the power is this pump and reservoir atop the Packard engine



**OLDSMOBILE** cools you with air conditioning. Condenser is ahead of radiator; compressor atop the engine; cooling unit in the trunk forces cool air into car via perforated ducts that run along roof

**HENRY J** has installed a crash pad on top of its instrument panel



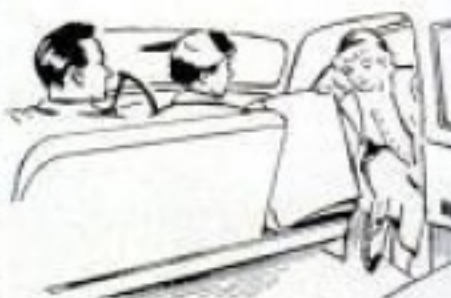


**NASH** has added chrome "teeth" to the air intake that runs full width of hood. Also new (not shown) is a Petty-girl ornament on hood

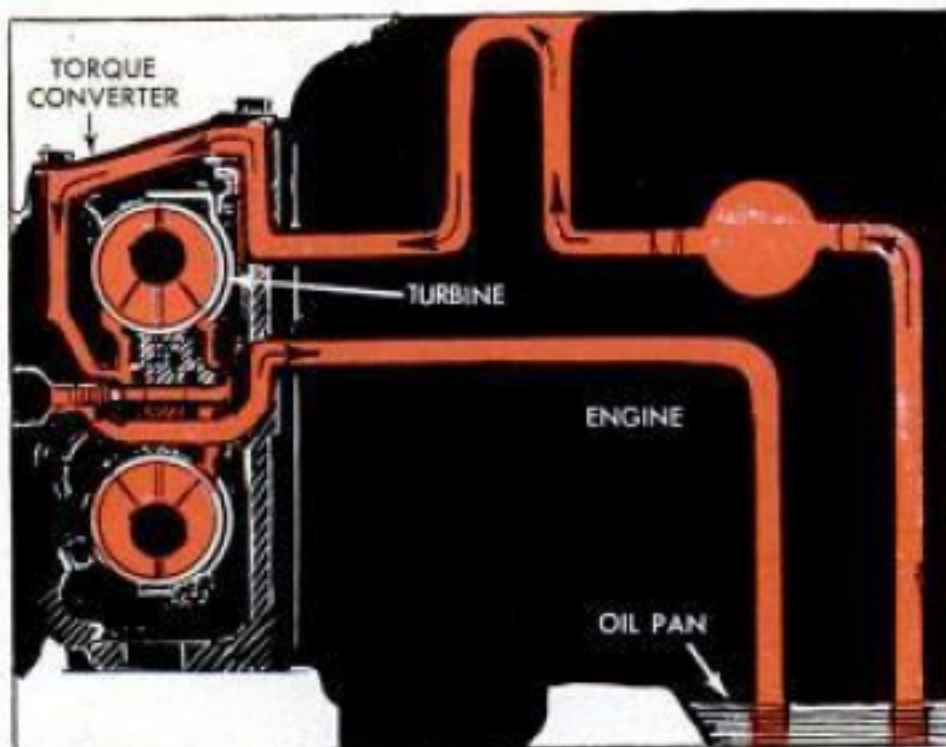
## What to See-in'53



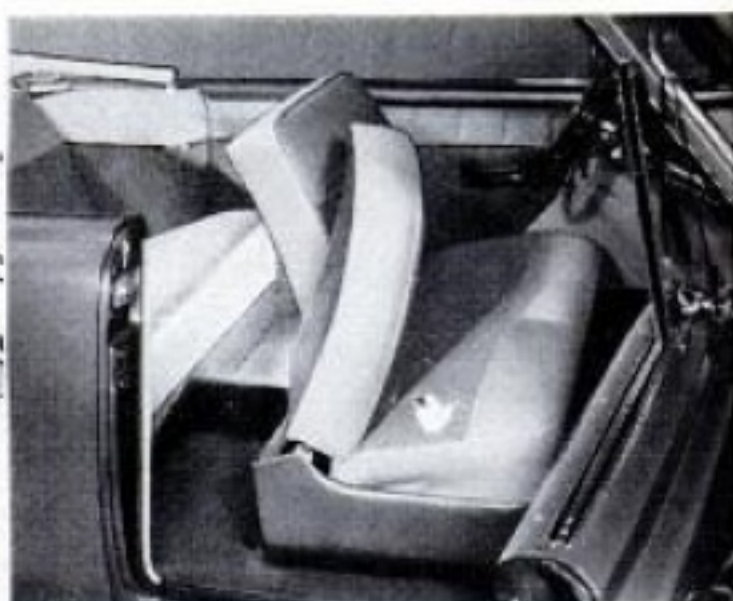
**BUICK** Roadmaster and Super two-door models have a sliding front seat that pivots forward  $4\frac{1}{2}$  inches as back is tilted down to increase the space between doorframe and seat, making access to rear easier



**PLYMOUTH** divided the front seat on its two-door models so two persons sit undisturbed while the back tilts forward for entry to rear



**DODGE** V8 engines share their oil supply with the torque converter, making it necessary to change oil only twice a year. The combined oil system takes 12 quarts. Arrows show oil flow

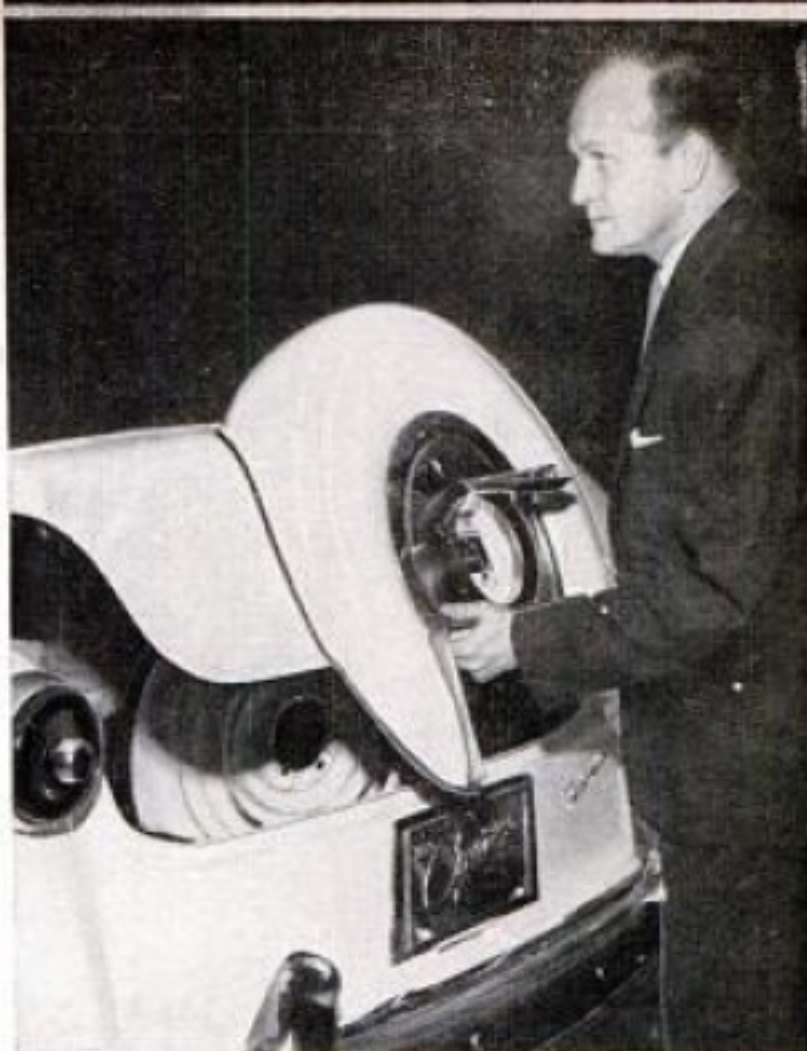


**CHEVROLET** gives its Bel Air series a distinctive look by a chrome-trimmed stripe on the rear fender. The taillight design is also new this year





**PLYMOUTH** uses a six-bladed fan this year. Diameter is smaller and fan speed decreased. Change was made necessary by lower hood line

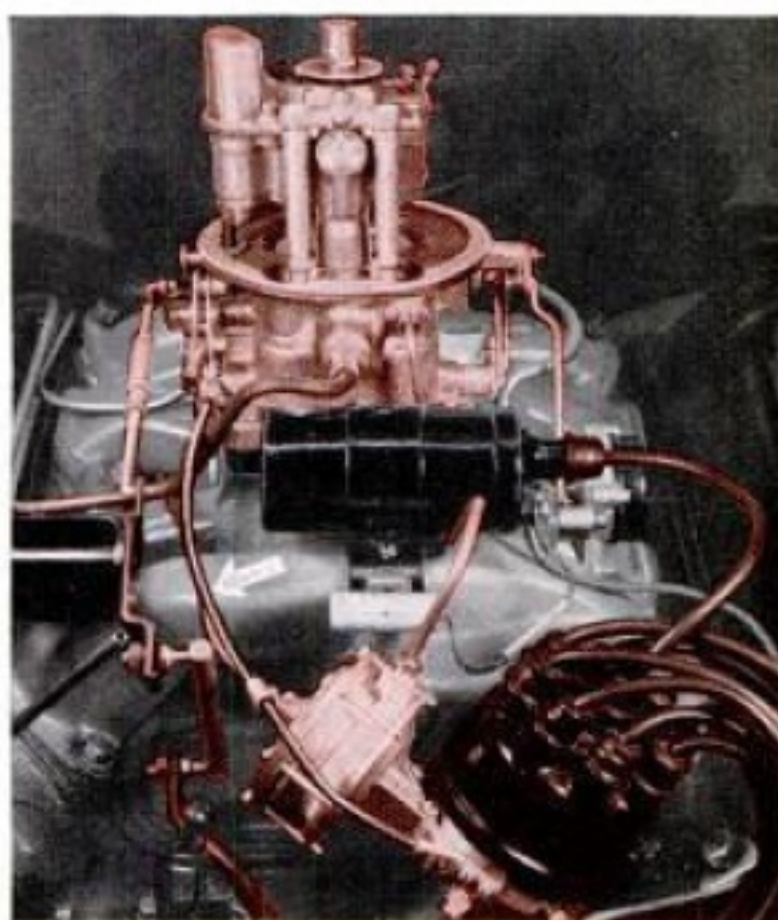


**FORD** offers as optional a false "continental" tire cover. It bolts to trunk lid and has no tire inside



**HUDSON'S** new Jet has its gas-tank cap in the back just below the trunk lid. It is concealed behind a hinged cover

**PONTIAC** has an all-new body — even to the extent that its hallmark, the chrome stripes, has been changed. Now there are six of them in groups of three each, separated by a band of body paint



**LINCOLN** increased power with a four-barrel carburetor and a fast mechanical spark control (arrow)

**DODGE** joined the hole-in-hood club (left) by using its emblem as a vent. Hudson (center) added an ornament that looks like a vent but isn't. First with a functional vent in 1952, DeSoto (right) streamlined it this year



# SPECIFICATIONS OF THE 1953 CARS

	PRICE FOUR-DOOR SEDAN	SHIPPING WEIGHT	OVER-ALL LENGTH	WHEELBASE	OVER-ALL WIDTH	STEERING RATIO	TURNING CIRCLE	FRONT-SEAT WIDTH	REAR-SEAT WIDTH	FRONT-SEAT HEIGHT	TAXABLE HORSEPOWER	BRAKE HORSEPOWER AT R.P.M.	BORE AND STROKE	DISPLACEMENT	COMPRESSION RATIO	TORQUE RATING AT R.P.M.
BUICK																
40 Special 8	N.A.	3657*	206	122	76	29.0*	40	63	63	13.5	32.5	124 at 3800	3.19x4.13	263.3	7.0	224 at 2200
50 Super V8	N.A.	3866*	212	126	80	29.0*	40	65	65	12.8	51.2	164 at 4000	4.00x3.20	322.0	8.0	286 at 2200
70 Roadmaster	N.A.	4044*	212	126	80	26.0*	40	64	64	13.9	51.2	188 at 4000	4.00x3.20	322.0	8.5	300 at 2400
CADILLAC																
Series 62	N.A.	N.A.	216	126	80	25.5*	43	64	64	14.6	46.5	210 at 4150	3.81x3.63	331.0	8.3	330 at 2700
Series 60	N.A.	N.A.	225	130	81	25.5*	44	62	63	14.6	46.5	210 at 4150	3.81x3.63	331.0	8.3	330 at 2700
Series 75	N.A.	N.A.	237	147	80	25.5*	48	64	57	13.8	46.5	210 at 4150	3.81x3.63	331.0	8.3	330 at 2700
CHEVROLET																
	N.A.	3215	196	115	75	23.1*	40	60	60	13.1	30.4	108 at 3600	3.56x3.94	235.5	7.1	200 at 2000
								Power Glide Models				115 at 3600	3.56x3.94	235.5	7.5	204 at 2000
CHRYSLER																
Windsor 6	\$2392	3760	211	126	77	25.8	42	62	60	14.9	28.4	119 at 3600	3.44x4.75	264.5	7.0	218 at 1600
New Yorker V8	3124	4000	211	126	77	25.8*	42	62	60	14.9	46.5	180 at 4000	3.81x3.63	331.1	7.5	312 at 2000
Crown V8	3925	4425	229	146	81	N.A.	N.A.	60	52	13.5	46.5	180 at 4000	3.81x3.63	331.1	7.5	312 at 2000
DE SOTO																
6	\$2279	3555	213	126	77	23.0*	42	62	60	15.0	28.4	116 at 3600	3.44x4.50	250.6	7.0	208 at 1600
V8	2543	3705	213	126	77	25.8*	42	62	60	15.0	42.0	160 at 4400	3.63x3.34	276.1	7.1	250 at 2000
DODGE																
Meadowbrook 6	\$2007	3235	201	119	74	21.4	41	61	61	14.8	25.4	103 at 3600	3.25x4.63	230.2	7.0	190 at 1200
Coronet V8	2178	3385	201	119	74	21.4	41	61	61	14.8	37.8	140 at 4400	3.44x3.25	241.4	7.1	220 at 2000
FORD																
Customline 6	\$1628	3115	198	115	74	26.3	40	59	59	13.0	30.4	101 at 3500	3.56x3.60	215.3	7.0	185 at 1300
Customline V8	1698	3193	198	115	74	26.3	40	59	59	13.0	32.5	110 at 3800	3.19x3.75	239.4	7.2	196 at 1900
HENRY J																
Corsair 4	\$1394	2405	181	100	69	24.0	35	57	57	11.4	15.6	68 at 4000	3.13x4.38	134.2	7.0	109 at 1800
Deluxe 6	1568	2455	184	100	69	24.0	35	57	57	11.4	23.4	80 at 3800	3.13x3.50	161.0	7.0	133 at 1600

HUDSON Jet Wasp Super Wasp Hornet	\$1685	N.A.	181	105	67	N.A.	33	58	58	14.3	21.6	104 at 4000	3.00x4.75	202.0	7.5	158 at 1600
	2106	3380	202	120	77	18.2	39	64	64	12.1	21.6	112 at 4000	3.56x3.88	232.0	6.7	175 at 1600
	2252	3480	202	120	77	18.2	39	64	64	12.1	30.4	127 at 4000	3.56x4.38	262.0	6.7	200 at 1600
	2530	3570	208	124	77	20.4	41	64	64	12.1	34.9	145 at 3800	3.81x4.50	308.0	6.7	257 at 1800
KAISER Deluxe Manhattan	\$2316	3210	209	118	74	25.0	38	63	63	11.2	26.3	118 at 3650	3.31x4.38	226.2	7.3	200 at 1800
	2444	3275	212	118	74	25.0	38	63	63	11.2	26.3	118 at 3650	3.31x4.38	226.2	7.3	200 at 1800
LINCOLN Cosmopolitan	\$3226	4262	214	123	78	26.1*	45	62	62	13.5	46.2	205 at 4000	3.80x3.50	317.5	8.0	305 at 2000
MERCURY V8	\$2057	3485	205	118	74	26.4	40	59	59	13.0	32.5	125 at 3800	3.19x4.00	255.4	7.2	218 at 1700
NASH Rambler Statesman Ambassador	1953 Rambler specifications not available															
	N.A.	3045	202	114	78	24.0	43	65	65	13.0	23.4	100 at 3800	3.13x4.25	195.6	7.5	155 at 1600
	N.A.	3480	209	121	78	25.5*	45	65	65	13.0	29.4	120 at 3700	3.50x4.38	252.6	7.3	220 at 1600
OLDSMOBILE "88" V8 "98" V8	N.A.	3704	204	120	77	21.3*	43	63	63	13.7	45.0	165 at 3600	3.75x3.44	303.7	8.0	284 at 1800
	N.A.	3864	215	124	77	21.3*	43	63	63	13.5	45.0	165 at 3600	3.75x3.44	303.7	8.0	284 at 1800
PACKARD Clipper Patrician 8	\$2588	3725	213	122	78	27.8*	N.A.	63	62	14.0	39.2	150 at 4000	3.50x3.75	288.0	7.7	260 at 2200
	3735	4190	218	127	78	30.9*	N.A.	63	62	14.0	39.2	180 at 4000	3.50x4.25	327.0	8.0	300 at 2000
PLYMOUTH Cranbrook	\$1772	3007	189	114	73	18.2	39	60	59	14.3	25.4	100 at 3600	3.25x4.38	217.8	7.1	177 at 1200
PONTIAC Chieftain 6 Chieftain 8	\$1843	3381	203	122	77	25.0*	40	60	61	13.9	30.5	115 at 3800	3.56x4.00	239.2	7.0	193 at 2000
	1913	3456	203	122	77	25.0*	40	60	61	13.9	36.5	118 at 3600	3.38x3.75	268.4	6.8	222 at 2200
STUDEBAKER Champion 6 Commander V8	N.A.	2790*	199	117	70	19.0	40	59	60	14.0	21.6	85 at 4000	3.00x4.00	169.6	7.0	138 at 2400
	N.A.	3150*	199	117	70	20.0*	40	59	60	14.0	36.4	120 at 4000	3.38x3.25	232.6	7.0	190 at 2400
WILLYS Aero Lark Aero Eagle	\$1580 1980	2487 2583	181 181	108 108	72 72	23.7 23.7	38 38	61 61	61 61	11.0 11.0	23.4 23.4	75 at 4000 90 at 4200	3.13x3.50 3.13x3.50	161.0 161.0	6.9 7.6	125 at 2000 135 at 1600

\* Dimensions in this column have been rounded out to nearest whole number. N.A. — Not available at press time.  
 All specifications are for four-door sedans except Henry J (Two-door sedan) and Willys Eagle (Two-door sedan).  
 Prices do not include taxes, shipping and handling charges.

\* Estimated.