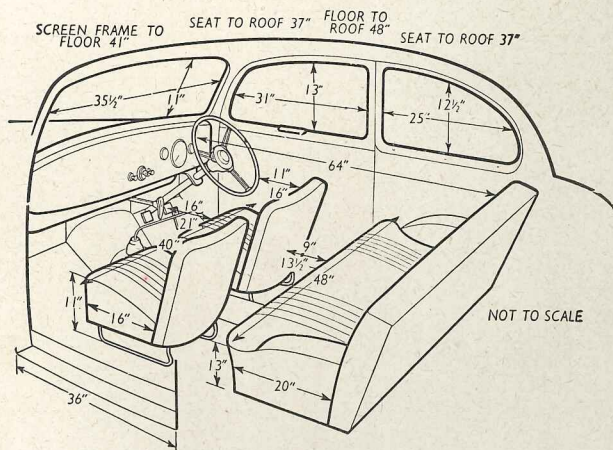
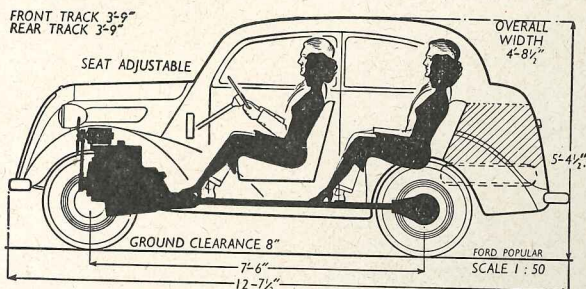


The Motor Road Test No. 15/54

Make: Ford

Type: Popular

Makers: Ford Motor Company Ltd., Dagenham, Essex



WEIGHT

Unladen kerb weight 14 1/2 cwt.
 Front/rear weight distribution 49/51
 Weight laden as tested 18 cwt.

HILL CLIMBING (At steady speeds).

Max. top gear speed on 1 in 20 50 m.p.h.
 Max. top gear speed on 1 in 15 45 m.p.h.
 Max. gradient on top gear 1 in 10.6 (Tapley 210lb./ton)
 Max. gradient on 2nd gear 1 in 6.1 (Tapley 365 lb./ton)

BRAKES at 30 m.p.h.

0.85 g retardation (= 35 1/2 ft. stopping distance) with 80 lb. pedal pressure
 0.80 g retardation (= 37 1/2 ft. stopping distance) with 75 lb. pedal pressure
 0.52 g retardation (= 58 ft. stopping distance) with 50 lb. pedal pressure
 0.20 g retardation (= 150 ft. stopping distance) with 25 lb. pedal pressure

Test Data

CONDITIONS: Mild, dry weather with light wind. Standard-grade pump fuel. Smooth tarmac road surface

INSTRUMENTS

Speedometer at 30 m.p.h. accurate
 Speedometer at 60 m.p.h. accurate
 Distance recorder accurate

MAXIMUM SPEEDS

Flying Quarter Mile
 Mean of four opposite runs 60.3 m.p.h.
 Best time equals 60.8 m.p.h.

Speed in Gears
 Max. speed in 2nd gear 41 m.p.h.
 Max. speed in 1st gear 24 m.p.h.

FUEL CONSUMPTION

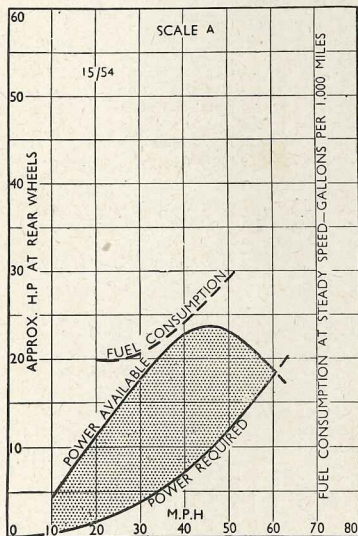
50.0 m.p.g. at constant 20 m.p.h.
 48.5 m.p.g. at constant 30 m.p.h.
 41.5 m.p.g. at constant 40 m.p.h.
 34.0 m.p.g. at constant 50 m.p.h.
 Overall consumption for 506 miles, 13.9 gallons,
 = 36.4 m.p.g.
 Fuel tank capacity 7 gallons.

ACCELERATION TIMES Through Gears

0-30 m.p.h. 8.6 sec.
 0-40 m.p.h. 14.4 sec.
 0-50 m.p.h. 24.1 sec.
 Standing Quarter Mile 25.6 sec.

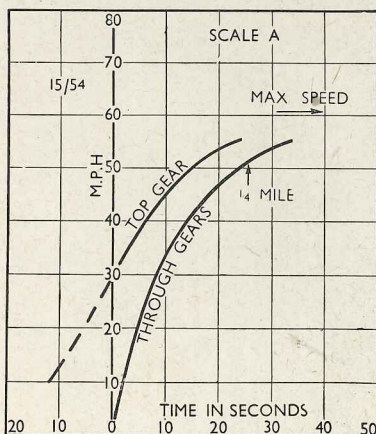
ACCELERATION TIMES on Two Upper Ratios

	Top	2nd
10-30 m.p.h. ..	11.8 sec.	6.5 sec.
20-40 m.p.h. ..	11.9 sec.	10.5 sec.
30-50 m.p.h. ..	15.3 sec.	— sec.



Drag at 10 m.p.h. 21 lb
 Drag at 60 m.p.h. 113 lb

Specific fuel consumption when cruising at 80% of maximum speed (i.e. 48.2 m.p.h.) on level road, based on power delivered to rear wheels 0.96 pints/b.h.p./hr.



Maintenance

Sump: 4 pints, S.A.E. 30 summer, S.A.E. 20 winter (1 pint extra in filter, if fitted). **Gearbox:** 1 pint, S.A.E. 90 E.P. gear oil. **Rear Axle:** 1 pint, S.A.E. 90 E.P. gear oil. **Steering gear:** S.A.E. 90 E.P. gear oil. **Radiator:** 10 pints (1 drain tap). **Chassis Lubrication:** By grease gun every 1,000 miles to 23 points. **Ignition timing:** 0-4 on scale. **Spark plug gap:** 0.020-0.022 in. **Contact breaker gap:** 0.014-0.016 in. **Valve timing:** I.O., 9 1/2° b.t.d.c.; I.C., 50 1/2° a.b.d.c.; E.O., 53 1/2° b.b.d.c.; E.C., 6 1/2° a.t.d.c. **Tappet clearances:** (Cold) Inlet 0.0115-0.0135 in. Exhaust 0.015-0.017 in. **Front wheel toe-in:** 1/16-1/8 in. **Camber angle:** 1 1/2°. **Castor angle:** (unladen) 4 1/2°. **King pin inclination:** 8 1/2°. **Tyre pressures:** Front and rear, 28 lb. **Battery:** 6-volt, 85 amp-hr. (13-plate.) **Lamp bulbs:** 6-volt. **Headlamps:** 36/36 watt or 24/24 watt. **Pilot and instrument panel amps,** 3 watt. **Tail/stop lamp,** 6/18 watt.

The FORD Popular

Britain's Lowest-priced Car
Combines Roominess with
Lively Top-gear Performance

In Brief

Price	£275 plus purchase tax
	£115 14s. 2d., equals £390 14s. 2d.
Capacity 1,172 c.c.
Unladen kerb weight	... 14½ cwt.
Fuel consumption	... 36.4 m.p.g.
Maximum speed	... 60.3 m.p.h.
Maximum speed on 1 in 20 gradient	... 50 m.p.h.
Maximum top gear gradient	1 in 10.6
Acceleration:	
10-30 m.p.h. in top	... 11.8 sec.
0-50 m.p.h. through gears	24.1 sec.
Gearing:	13.9 m.p.h. in top at 1,000 r.p.m.; 57.5 m.p.h. at 2,500 ft. per min. piston speed.



CONVENTIONAL in appearance, the Ford Popular is a lively four-seater car which puts the emphasis on low purchase and maintenance costs rather than on extreme fuel economy.

LOWEST-PRICED British car by a substantial margin, the Ford Popular in which members of our Editorial Staff have recently covered substantial mileages offers considerably more than the bare essentials of transportation. No claim to refinement is made concerning this particular model, and only the most important items of equipment are standardized although a great variety of extras can be added by a purchaser when and if desired. But, although its purpose is to provide motoring at an exceptionally low cost, the Ford Popular does, in fact, offer seating roominess and top-gear acceleration which are superior to those of almost any other "economy" car.

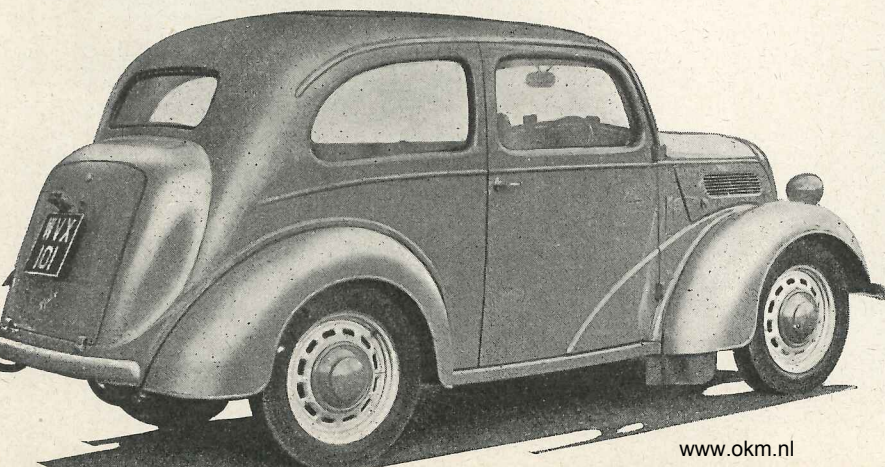
In their approach to the task of meeting the very large demand for personal transportation of the least costly variety, the Ford Motor Company have chosen different methods from those of other manufacturers. Instead of evolving a new design, scaled down to the minimum weight and with performance restricted in the interests of extreme fuel economy, they have slightly simplified the specification of a model which has already been in production for many years. Purchase price is thus kept down, there being no need to provide for great expenditures on new factory tooling and new stocks of spare

parts at agencies throughout the world; maintenance cost also is kept down, since the car is well tried and most garage mechanics are already very familiar with its mechanism; finally, the fuel consumption of the Popular is very far from extravagant, as is indicated by our overall consumption figure of 36.4 m.p.g. which covers a proportion of quite hard driving—even 10 m.p.g. better economy would only save 24s. per 1,000 miles on petrol cost.

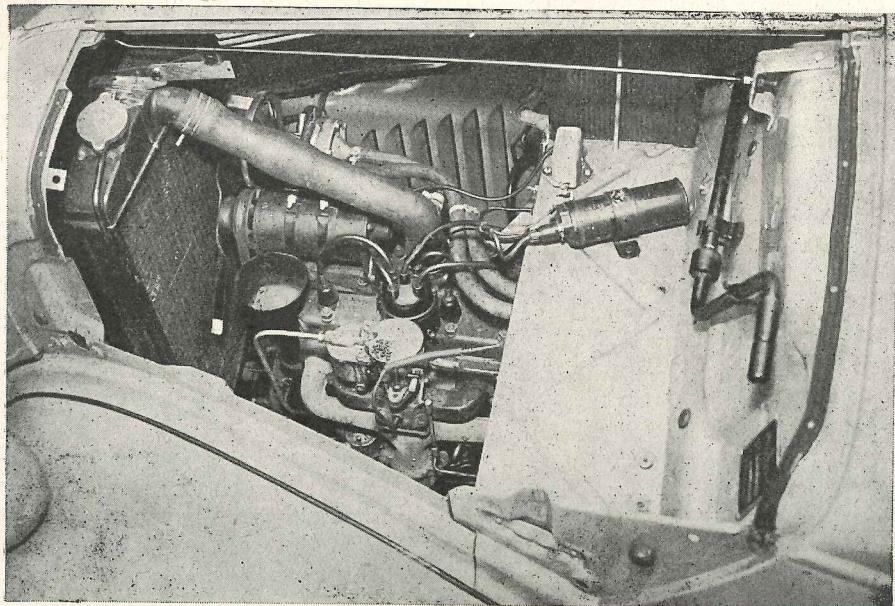
In converting the Anglia of 1953 into the Popular of 1954, the bold step has been

taken of replacing the 933 c.c. engine by the 1,172 c.c. size which was already fitted to export examples of the Anglia. Very good top-gear acceleration and pulling power on hills, in the vital speed range between 15 and 50 m.p.h., result from use of this relatively large engine, and no appreciable loss in overall fuel economy results under average driving conditions. The fact that this model which is being made in very large numbers is more than able to keep up with other traffic, accelerating briskly even without skilled use of the gearbox, is important in these days of congested roads on which too-slow vehicles can be serious obstructions.

Top-gear performance is what really gives this model its character, and makes it unexpectedly attractive despite its rather austere specification. Below 15 m.p.h. in top gear, snatch in the transmission can set in, and above 50 m.p.h. the acceleration



PAINTED bumpers and hubcaps are the main identification points which distinguish the Popular from the lower-powered 1953 Anglia model of similar outline from which it has been developed.



WELL TRIED after more than 20 years of production in gradually developing 933 c.c. and 1,172 c.c. forms, the 4-cylinder engine uses non-adjustable side valves, thermo-siphon water cooling, a downdraught carburetter, and coil ignition with centrifugally-controlled timing.

tails off rapidly towards the ultimate top speed of a mile a minute, but between these speeds there is a fine surge of power available. It is very, very rarely necessary to change out of top gear on a hill, and, to quote a specific example, three people and their weekend luggage were taken up the sharp hill which climbs out of the city of Winchester towards Alton in top gear, despite a starting speed of little more than 20 m.p.h. When pulling at such low speeds, however, the test car pinked quite considerably on the standard-grade fuels which it had been suggested should be used during this test.

Widely spaced ratios are used in the three-speed gearbox, and, in consequence, extremely steep hills can be climbed in the 2nd ratio, engagement of which is facilitated by reasonably effective synchromesh mechanism; 1st gear is rarely needed except for starting from rest or crawling through very heavy traffic. The wide-

ratio gearbox means, however, that most overtaking must be done in top gear, upward changes from 2nd normally being made at around 25 m.p.h. and use of this ratio being actually disadvantageous beyond 35 m.p.h. The clutch is rather sudden in action, the 30 lb. pedal pressure needed to disengage it being incidentally rather above average, and it would be true to say that whilst this is an extremely easy car to drive, definite skill is needed to drive it with expert smoothness at all times.

Following the principles which all Ford cars used for many years, the Popular has transverse leaf springs and rigid axles for its front and rear suspension. Higher tyre pressures than are nowadays usual have been combined with springs which are firm enough for the carriage of very heavy loads, so that there is some decidedly jerky movement of the car when indifferent road surfaces are negotiated. At medium

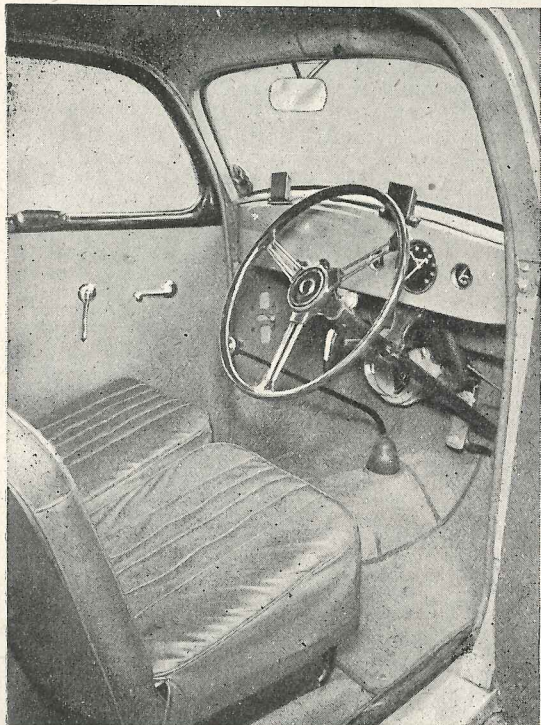
The Ford Popular

rather than maximum speeds, however, riding comfort in the rear seat is entirely tolerable even if hardly praiseworthy.

Firm suspension prevents this car rolling to any abnormal extent during fast cornering, despite its higher-than-average build and moderate track, but there is a considerable amount of body sway when entering or leaving a corner. Small changes in the steering geometry since we tested a Ford Anglia in 1949 seem greatly to have improved the stability of this chassis, which no longer wanders on the straight when lightly loaded, although with passengers or luggage in the back of the car conscious correction of slight "wander" still becomes necessary above 45 m.p.h. unless the ratio of rear/front tyre pressures is adjusted to suit the tail-heavy weight distribution. Precise mechanically, the steering transmits gentle road reaction back through the spring-spoke wheel, and despite reduced castor angle has adequate self-centring action. The turning circle is compact in both directions, and only two turns of the steering wheel are needed from lock to lock, making this a most convenient car for use in crowded towns.

Mechanical brakes have gone out of fashion nowadays, but the dimensions of the Girling brakes on the Popular are very generous and the results obtained are excellent in every way. A pull-out handbrake under the fascia panel, acting on the rear wheels, is also effective even for parking on steep gradients.

Unlike quite a number of modern cars, the Ford Popular appears reasonably quiet to passers-by, but is apt to seem noisy to its passengers. No sound damping material is applied to the body panels (although the plastic-coated felt floor carpets do a good deal of sound insulating) and there is no silencer on the carburetter air intake. Thus, with the throttle open there is a healthy "power roar" from the lively engine, and at high speeds or at high r.p.m.



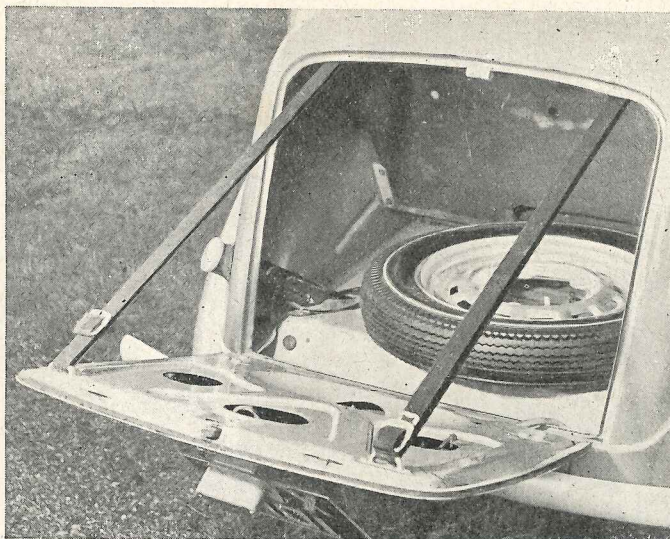
SIMPLICITY is the keynote of the fascia panel design (left), but the large speedometer is unusually accurate. Visible in this view are the spring-spoke steering wheel, central gear lever, and pull-out handbrake. The heater is an extra fitting.

UNUSUAL ROOMINESS characterizes the plainly furnished rear compartment (right) of this lively small car, and entry to the rear seat is easier than with many two-door bodies. Large windows give rear-seat passengers an excellent sideways view.



- Contd.

UNLIMITED capacity for carrying bulky luggage is provided by the let-down platform and adjustable straps which supplement a usefully roomy rear locker. The number plate and single tail lamp are on a suitably hinged mounting.



in the indirect gears there is a fair amount of general fussiness. Driven at a gentle 30 m.p.h. the Popular is, in fact, quite quiet, and restrained use of the throttle will keep the sound level very moderate indeed up to a cruising speed of 45 m.p.h., but beyond this pace there is progressively more noise. Given tolerance of the sound effects, however, this car seems just as willing as were its predecessors to cruise indefinitely at its maximum speed whenever the need for haste arises. Fast driving with the windows closed produced a slightly "oily" smell inside the car, but in 800 miles only 1 pint of engine oil was actually used.

Orthodox simplicity characterizes the interior and exterior furnishing and decoration of the Popular. Externally, a very few parts such as the door handles and bonnet hinge are chromium plated. Inside the body, there is conventional trimming in relatively inexpensive leathercloth and fabric, and conventional wind-down windows in the front doors.

Seating Arrangement

Although not so wide internally as are some more recent designs, this body has unusually generous interior height and length for an "economy" car. Elbow width for two people is, in fact, quite adequate, and the rear seat headroom and knee room are ample even for tall men. Furthermore, although only the driving seat is adjustable and only the passenger seat is hinged to tip forwards, wide doors make rear-seat access easier than on many two-door cars and possible even without tilting a seat forwards. Although quite comfortably shaped, the front and rear seats do feel slightly "cheap" in respect of skimpy padding over their internal springs. A potentially dangerous detail noted was the downward-facing handle on the driver's door which could catch the turned-back cuff of certain types of coat.

No door pockets or "cubby hole" are provided as standard in this model, and the only parcel shelf is the small one below the rear window. On the very plain fascia panel, however, the ammeter and fuel contents gauge flank a large circular speedometer which shows-up the instruments of more costly cars by its clear and accurate calibrations. Cold air intake vents are provided on the sides of the scuttle to keep the car cool in hot weather, and

the test example had been equipped with a heater and windscreen de-mister as an extra, a water pump, driven by an additional jockey-pulley on the fan belt, feeding hot water from the engine's thermo-siphon cooling system to the car heater. Despite their small size, the 36-watt headlamps gave quite an adequate driving light and a good non-dazzling dipped beam, the charge rate of the 6-volt dynamo proving not quite sufficient to balance the full headlamp load on the test car. Only a single stop-tail lamp is at present fitted, and direction indicators are not part of the specification. As usual on Ford cars, the combined ignition and lighting switch is arranged "sidelamps-off-headlamps" instead of having the more natural "off-sidelamps-headlamps" layout, and in switching from sidelamps to headlamps it proved rather easy to switch off the ignition accidentally.

A very considerable amount of luggage space is provided in the rear locker of the Popular, on top of the horizontally-mounted spare wheel, a "coach key" being needed to open the locker which shuts itself securely when slammed. Unusual nowadays, but very practical despite possible ill-effects on stability, is the let-down luggage locker lid provided with adjustable straps to permit the carriage of immensely bulky loads. Like the body, the luggage locker has normal rubber seals around the door to exclude dust.

Cheap to buy, cheap to maintain over very long periods of years, and quite inexpensive in day-to-day running costs with a consumption of standard-grade fuel which could vary between 30 m.p.g. and 45 m.p.g. according to driving methods and conditions, the Ford Popular brings new-car motoring within the reach of many people who otherwise could only afford a motorcycle or the uncertainties of purchasing a second-hand car. Although making no pretensions to great silence or smoothness, this lively and straightforward machine gives a "ready to go anywhere and do anything" impression which makes it unexpectedly acceptable even to many who are accustomed to far more costly vehicles. As a "knockabout" vehicle to be left always out of doors and used mostly for short runs in town, or as a farmer's car with external carrying capacity and with ample weight on the driving wheels, the "Popular" has merits quite independent of its low cost.

Mechanical Specification

Engine	
Cylinders	4
Bore	63.5 mm.
Stroke	92.5 mm.
Cubic capacity	1,172 c.c.
Piston area	19.64 sq. in.
Valves ... side (non-adjustable tappets)	
Compression ratio	6.16/1
Max. power	30.1 b.h.p.
at	4,000 r.p.m.
Piston speed at max. b.h.p. 2,430 ft. per min.	
Carburettor Zenith 26 mm. downdraught	
Ignition	6-volt coil
Sparking plugs	14 mm. Champion L10
Fuel pump	AC mechanical
Oil filter	Optional extra by-pass

Transmission	
Clutch	Single dry plate
Top gear (s/m)	5.5
2nd gear (s/m)	9.71
1st gear	16.89
Propeller shaft	enclosed in torque tube
Final drive	6/33 spiral bevel
Top gear m.p.h. at 1,000 r.p.m.	13.9
Top gear m.p.h. at 1,000 ft./min. piston speed	22.9

Chassis	
Brakes	Girling mechanical
Brake drum diameter	10 in.
Friction lining area	85 sq. in.
Suspension:	
Front. Transverse leaf spring and rigid axle	
Rear. Transverse leaf spring and rigid axle	
Shock absorbers	Piston-type hydraulic
Tyres	4.50-17

Steering	
Steering gear	Worm and nut
Turning circle: Left	31 ft.
Right	32 ft.
Turns of steering wheel, lock to lock	2

Performance factors (at laden weight as tested)	
Piston area, sq. in. per ton	21.8
Brake lining area, sq. in. per ton	94.5
Specific displacement, litres per ton mile 2,810	
Fully described in <i>The Motor</i> , October 21, 1953	

Coachwork and Equipment

Bumper height with car unladen:	
Front (max) 17½ in., (min.) 14½ in.	
Rear (max), 18½ in., (min.) 16 in.	
Starting handle	Yes
Battery mounting	On scuttle
Jack ... Screw type, operated by wheel-brace	
Jacking points ... Four on chassis, reached through trap-doors in floor	

Standard tool kit: Tool bag, wheel-brace, jack, starting handle, box spanner, adjustable spanner, wrench screwdriver.

Exterior lights: Two headlamps with pilot bulbs, one stop/tail/number plate lamp.

Direction indicators None
Windscreen wipers ... Single blade, vacuum operated, self parking

Sun vizors None

Instruments: Speedometer (distance recorder with decimals, but no "trip"), ammeter, fuel contents gauge.

Warning lights None

Locks:

With ignition key Right-hand door

With square carriage key Luggage locker

Glove lockers None

Map pockets None

Parcel shelf Behind rear seat

Ashtrays None

Cigar lighters None

Interior lights None

(except instrument lighting)

Interior heater None

Car radio None

Extras available: Seat covers, parcel tray, direction indicators, exterior mirror, reversing lamp, fog lamp, long-range lamp, inspection lamp, dual horns, interior heating, draught deflectors, bumper over-riders, floor mats, oil-bath air filter, locking petrol cap, windscreen washer, touching-up paint, etc.

Upholstery material ... Plastic leathercloth

Floor covering ... Plastic-coated felt

Exterior colours standardized 4

(Black, Bristol fawn, Winchester blue, Dorchester grey)

Alternative body styles None