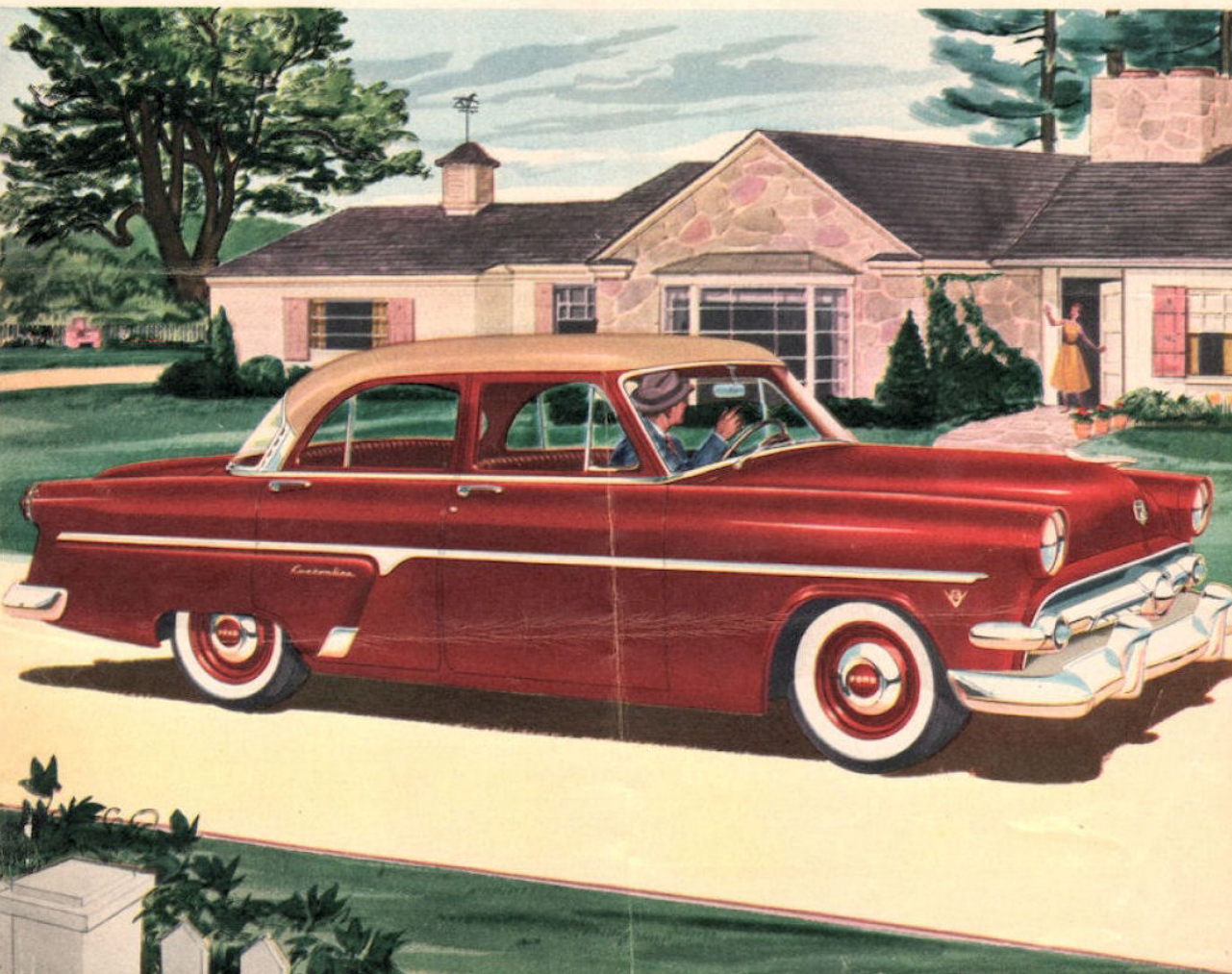


'54 FORD

More than ever THE STANDARD *for* THE AMERICAN ROAD



'54

FORD

More than ever The Standard for The American Road!

The 1954 Ford offers you more than a fine automobile . . . it brings you the opportunity to have exactly the kind of personal transportation that your tastes and requirements may dictate.

In fundamental design and engineering, the 1954 Ford is a car that continues to set the trend . . . a car that is definitely recognized as the pace-setter wherever you may drive it along the American Road.

For example, Ford for 1954 gives you styling that's truly "at home" wherever you may care to park. You get beautiful new color schemes, the latest in modern fabrics, the handsomest in trim. In a word, your 1954 Ford, with its clean, honest lines and its smartly tailored interiors, is truly the style-leader.

And Ford offers you the very last word in high-compression power—two new deep-block engines—the 130-h.p. Y-block V-8 and the 115-h.p. I-block Mileage Maker Six. They are the most modern power plants in the industry . . . engineered to excel in today's kind of traffic on today's type of roads.

In the 1954 Ford, you enjoy an entirely new kind of roadability, too . . . with a new stability in handling and a ride that is especially restful. For Ford brings you a completely new idea in chassis design . . . Ball-Joint Front Suspension . . . exclusive to Ford in its field. Here is an engineering advancement that puts Ford ahead of practically every other car (including the most expensive) on the road today.

But what is equally important, Ford offers for 1954 the means to make your basically fine car as complete in additional engineering advancements as you may care to have it. Ford brings you a group of power-operated driver assists usually associated only with the highest-priced cars: Master-Guide power steering, Swift Sure power brakes, 4-Way power front seat, Power-Lift windows and, of course, Fordomatic Drive, the most versatile of the automatics.

These worth-while additions to your Ford permit you to enjoy a car that is as automatic as you want it at a price you want to pay . . . a car that takes its rightful place with the finest on the highways.

Here, then, is the Standard for the American Road . . . the 1954 Ford.

You can pay more, but you can't buy better!

*Your choice of 3 distinctive lines . . .
a selection of 14 brilliant body styles*

Mainline

The Mainline includes four distinctive body styles, finished in your choice of eight single colors on all models—plus three two-tone combinations on Ranch Wagon. Beautiful interiors complement body colors. Each model can be had with power steering or power brakes—for easier, safer driving.



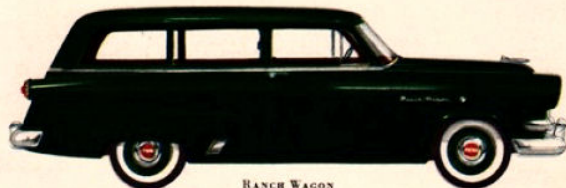
TUDOR SEDAN



FORDOR SEDAN



BUSINESS COUPE



RANCH WAGON

Customline

The Customline offers five body styles, including a new two-door Ranch Wagon. All come in ten single or three two-tone body colors (four two-tone body colors for Country Sedan). Power brakes, power steering, power front seat available in all models . . . also, power windows in Fordor Sedan.



CLUB COUPE



TUDOR SEDAN



FORDOR SEDAN



RANCH WAGON



COUNTRY SEDAN

Crestline

The Crestline has five smart body styles, including the all-new Fordor Sedan and Skyliner. Wide choice of single and two-tone body finishes . . . with harmonizing interiors. You can have power steering, power brakes, power front seat on all models . . . and power windows on all except Country Squire.



SKYLINER



VICTORIA



FORDOR SEDAN



SUNLINER



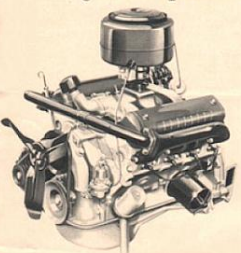
COUNTRY SQUIRE

Choice of Y-block V-8 or I-block Mileage Maker Six Engine in all body styles. Fordomatic or Overdrive in all models at extra cost.

'54 FORD

with Engineering Advances Exclusive in its Field!

Two new deep-block engines for '54...
greatest power advances since the original Ford V-8!

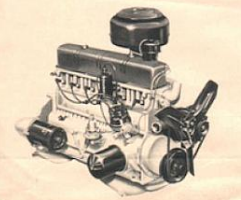


The new 130-h.p. Y-block V-8

It's the newest, most modern "right" in any car today! New low-friction, high-compression design means more responsive performance with better economy. It's called the Y-block V-8 because block has an extra-wide skirt extending well below crankshaft, making a "Y" shaped cross-section. The exceptional rigidity thus attained results in automatic smoother, quieter operation, plus longer engine life.

The Y-block V-8 is a low-friction engine, with cylinder diameter greater than piston stroke. The shorter stroke allows the car to go 21% farther for a given amount of piston travel... for less friction, more miles per gallon.

Ford's Double-Deck Intake Manifold, new high turbulence combustion chambers, high-lift overhead valves, high-compression ratio and improved Automatic Power Pilot combine to provide more responsive performance.

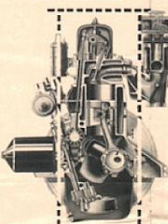
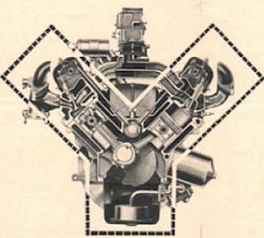


The new 115-h.p. I-block Mileage Maker Six

It's the only completely modern high-compression, low-friction six in the industry. Its greater displacement and new higher compression ratio give you 14 more horsepower.

Like the Y-block V-8, the crankcase extends well below the centerline of the crankshaft for more rigid construction. This design means smoother, quieter engine performance and longer engine life.

The new Six is a low-friction engine. Like the new Y-block V-8, with the diameter of the cylinder greater than the stroke of the piston, it is known as an over-square engine. Naturally, with short-stroke design, piston travel is less... internal friction is reduced... you get more miles per gallon of gas.



Both engines have all these features



High-turbulence combustion chambers... built-in swirlers to create high turbulence, a vital feature, that results in three advantages: a better gas-air mixture... faster, smoother, more complete burning... and better clearing out of exhaust gases. You get high-compression performance... on regular grades as gasoline at that!



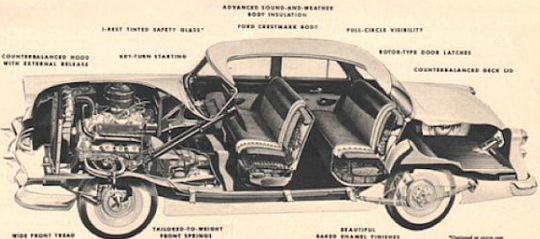
Automatic Power Pilot... This completely integrated, carburetor-ignition-control system results in three advantages: a better gas-air mixture... faster, smoother, more complete burning... and better clearing out of exhaust gases. You get high-compression performance... on regular grades as gasoline at that!



Free-turning valves... Valves are free to turn, preventing them to wear evenly and maintain a tight seal. And with valves evolved in the new extra large parts, given free freedom in and out of the cylinder. The result is high power output... high efficiency... long valve life.



Full-Flow oil filter... Ford's oil filter does all the oil in your engine all the time. It is bypassed directly on the engine block eliminating strain on it. It's just one feature of the '54 Ford engine that keeps the smoother and younger longer.



... plus many more Advanced Features throughout!

You'll find many, many "advanced" features in the '54 Ford which give you the convenience, comfort and safety you want and need for today's driving.

Ford's curved, one-piece windshield, for example, plus the wide-side rear window and extra-large side windows give you "visibility unlimited."

Suspended pedals are exclusive with Ford cars in the low-price field. They work easier, make foot space in the entire floor space, eliminate drafty floor holes.

Ford's built-light body is built stronger, tighter... seals out water, dust, drafts... provides greater safety.

Center-Fill Fueling is another convenience feature exclusive with Ford in its field. Easy-to-reach fill pipe makes "filling-up" easier from either side of car.

An extra suitcase will fit in Ford's roomy luggage compartment, thanks to the shorter gas filler pipe and wide-set, space-saving counterbalancing hinges.

Two-stage door checks are another fine-car feature to make living in a Ford more pleasant. They hold front doors open in either the three-fourths or full-open position.

Non-sag seats, front and rear, have special springs... keep you more comfortable on the longest trips.

AS AUTOMATIC AS YOU WANT IT... and at the price you want to pay!



Swift Sure Power Brakes

... do up to one-third of the work of stopping for you! By making ordinary traffic stops less tiring, they help keep you relaxed... help make you a better driver. You make all most stops with the sweet touch of your toe. And should the system ever lose its power, no more effort is required to stop than with conventional brakes.



Power-Lift Windows

... allow driver to open or close windows in the car by pressing one of four buttons on the door. This is especially convenient (and safe) in bad weather. Each window also has its own control button for individual power-up convenience. One's electric motion up/down switch will do the work, there are no pulleys, cylinders or tubes to get out of order.



4-Way Power Front Seat

... make front seat adjustment simple and easy. By pressing one of two buttons, the seat moves forward or backward. By pressing the other, it moves up or down. The 4-way power front seat permits the exact adjustment for a driver of any height and then allows for a change of seat, comfort and safety.



Master-Guide Power Steering

... reduces steering effort up to 75%... gives you even easier control, automatically! Always road shake before they reach the steering wheel. It helps you guide your car through traffic... helps you take sharp turns... and makes parking a pleasure. You can actually turn the wheel with one finger when the car is standing still! And, unlike some other systems, you have the same steering ratio as with conventional steering. Hydraulic pressure is applied near the wheels, instead of at the steering shaft... and the right amount of power is supplied only when you need it.

With Master-Guide you retain the natural "feel" of steering on the straightaway. Master-Guide supplements, but does not replace, your regular steering system. So, if the power system fails for any reason, steering returns to conventional operation.



Fordomatic

... is the finest, most versatile of all the automatic-driven. It's really two drivers in one, with quick grip-up and of automatic gears, plus the smoothness of a hand steering converter. There's an automatic intermediate gear for faster get-aways... a cruise pattern... and greater safety when going down hills.

Ford also offers the Overdrive with the fourth gear that can be automatically to save you up to 15 cents an every gas dollar.

THE GREATEST ADVANCE IN CHASSIS DESIGN IN 20 YEARS!

NEW BALL-JOINT FRONT SUSPENSION...

Makes the 1954 Ford the most comfortable and easiest handling Ford ever built.

And only Ford in the low-price field has it!

FORD'S NEW CHASSIS combines with either of Ford's new engines for a complete new teaming of ride and power.

Ford's new five-car ride results from a teaming of the new Ball-Joint Suspension with all the other new chassis features. And Ford brings you this smoother, more level ride without gas-eating extra weight.

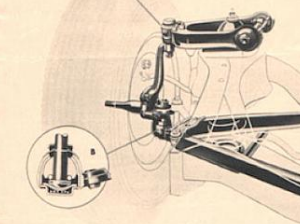
New shock absorbers, both front and rear, give more complete control, especially when the going's rough.

New rear springs have inserts between tips of all leaves to control friction for smooth, uniform riding quality on bumpy or road.

Also, these inserts, together with rubber bushings at shackles and brackets, eliminate need for any lubrication at rear suspension.

New engine mounts include a unique "steady rest" at front which stabilizes engine and front end of chassis for a smoother ride.

New Ford stabilizer is attached far out on the lower control arms of the front suspension where its action is quicker, more effective... makes handling easier on rough roads or sharp turns.



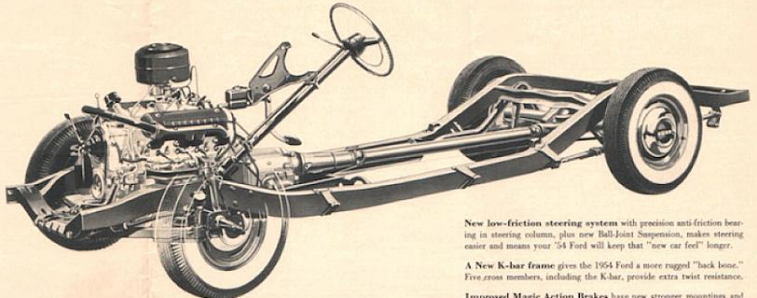
In most cars front wheels turn about a hinge-like pivot called the king-pin, and move up and down on additional hinge-like pivots at the inner and outer ends of the control arms (the two arms at each wheel which are the connecting links between wheel and chassis frame). This older type suspension, with no basic change in design for the past 20 years, is still used in practically every other car (including the most expensive) on the road today.

The 1954 Ford replaces this older type of suspension with a simple, new ball-joint system. Movement of the wheels is about ball-joints (see A and B)—whether in up and down motion, as wheels travel over rough

spots or, in steering motion, as wheels turn right or left.

The ball joints have specially shaped seats so that they can't bind or get out of line. They're completely sealed so water and dirt can't get in. They're spring-loaded too, to compensate automatically for any wear, and to give just the right amount of friction to make handling consistently easy, riding uniformly smoother. Your new Ford will retain that "new car feel" much longer.

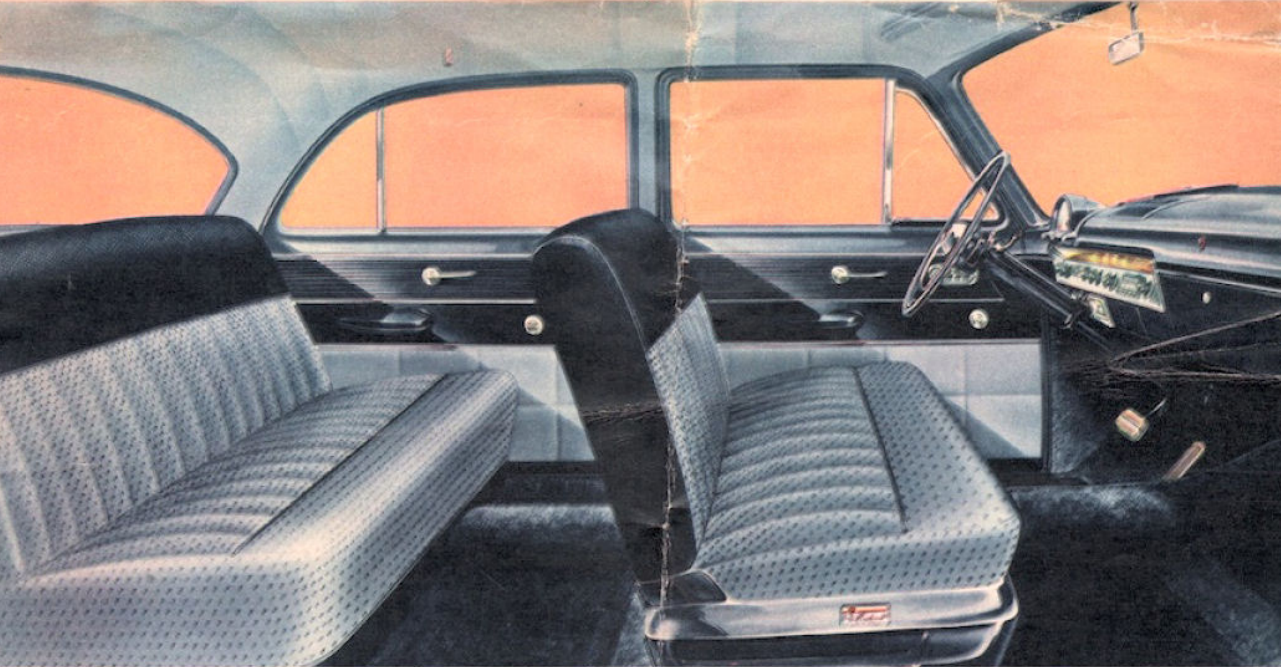
Inner ends of the control arms are rubber bushed so you get a much quieter ride. And service is far easier. For example, there are four lubrication points instead of the customary sixteen.



New low-friction steering system with precision anti-friction bearing in steering column, plus new Ball-Joint Suspension, makes steering easier and means your '54 Ford will keep that "new car feel" longer.

A **New K-bar frame** gives the 1954 Ford a more rugged "back bone." Five cross members, including the K-bar, provide extra twist resistance.

Improved Magic Action Brakes have stronger mountings and new heavier shoes to make stops even smoother, longer last even longer.



The new Crestline Ford with beautiful two-tone blue Arrowhead upholstery and harmonizing trim.

America's most distinctively new interiors...



New Astra-Dial Control Panel—The completely new control panel is a perfect combination of fashion and function. The speedometer is placed high on the control panel... the safest location for it because you hardly need to take your eyes off the road to read it. And for even more convenience, lights flash red to warn you when generator is not charging or when oil pressure drops too low. This means there are two less instruments for you to check.



No matter which of Ford's 14 new body styles you select, you get the ultimate in interior styling plus the finest choice of fabrics and colors ever offered in a car at Ford's price. Ford Customline models, for example, feature easy-to-clean vinyl on all door panels in colors and patterns which match the modern new seat fabrics. All station wagon models have bright new woven plastic upholstery which is color-blended with interior trim and floor coverings. Ford Crestline models like the new Fordor, Victoria and Skyliner, bring you lovely new nylon seat fabrics, new block pattern door panels and completely new interior-exterior color combinations. And the Crestline Sunliner, in addition to its choice of four new pleated vinyl two-tone combinations inside, offers you a completely new color-fast top in four harmonizing new colors.

GENERAL SPECIFICATIONS

V-Block V-8 Engine: 130-h.p. @ 4200 r.p.m.; 30.2 taxable h.p.; 229 cu. in. displacement; 3.60 in. bore x 3.10 in. stroke; 7.2 to 1 compression ratio.

1-Block Milnase Motor Six Engine: 115-h.p. @ 2000 r.p.m.; 31.5 taxable h.p.; 223 cu. in. displacement; 3.62 in. bore x 3.00 in. stroke; 7.5 to 1 compression ratio.

Semi-Convulsive Clutch (with Conventional and Overdrive transmissions): dry, single-plate type; 9.5 in. dia. with Six, 10 in. dia. with V-8; sintered bronze pilot bearing; ball-type throwout bearing.

Conventional Drive: 3 speeds forward, one reverse; all gears helical type.

Overdrive (optional at extra cost): 3-speed transmission, planetary gear train provides automatic 4th gear; cuts in at 27 mph (approx.), cuts out at 21 mph (approx.).

Fordomatic Drive (optional at extra cost): single stage, 3-element, hydraulic torque converter; with automatic planetary gear train; forced air cooling.

New Double-Shock Frame: 4 cross-member type; stronger low-section side rails; K-bar construction. Special design for Victoria, Skyliner, Sunliner and station wagons.

New Ball-Joint Front Wheel Suspension: rubber-laminated; transverse-link type with ball-joints; tailored-to-weight coil springs; new full-diameter tubular shock absorbers.

New Variable-Rate Rear Spring Suspension: new 5-leaf semi-elliptic springs, rubber-laminated brackets and tension-type shockline inserts between all leaves; new diagonally-mounted tubular shock absorbers. Station Wagons have 6-leaf design.

Rear Axle: semi-floating type; hypoid gears; welded steel, basis-type housing. Axle in station wagon models has composite housing.

New Hydraulic Brakes: more rugged disc-over-brakes. Double-leaf type; 11" dia. drums on station wagon models, 10" dia. on other models; 150.1 sq. in. lining area, station wagon models, 173.5 sq. in., other models.

Wheels and Tires: Mainline and Customline Sedans and Coupes, Crestline Fordor—6.70 x 15 4-ply tires std.; Sunliner, Victoria and Skyliner with Conventional or Overdrive—6.70 x 15 4-ply tires std.; with Fordomatic 7.10 x 15 4-ply tires std.; Ranch Wagons—7.10 x 15 4-ply tires std., 4-ply optional at extra cost; Country Sedan and Country Squire—7.10 x 15 4-ply tires std.

Exterior Dimensions: 115.5" wheelbase; width, Mainline models, Customline Ranch Wagons 73.7", all others 73.5"; length, station wagons 108.1", all others 105.3"; height (design load), Mainline and Customline Sedans 62.3", Club and Business Coupes 61.0", Sunliner 61.1", Victoria and Skyliner 60.7", station wagons 62.9".

New, Exotic Steering: 25.3 to 1 over-all steering ratio; 18" dia. steering wheel.

Equipment Standard on All Models: Astra-Dial Control Panel; dual windshield wipers; interior light with manual switch; front seat Automatic Posture Control; no-meat seat construction; cotton padding in seat backs.

Mainline Standard Equipment: sun visors; horn button; single horn; rubber floor mats; coat hooks; extra-padded seat cushions. Ranch Wagons has Showaway rear seat; center-balanced left gate; support arms, with manual release on tail gate.

Customline Standard Equipment: two sun visors; ball-circle horn ring; two horns; dome light, integral switch; automatic door switches; arm rests, front and rear; ash tray in Fordor rear compartment, two in others; armrest straps, Tudor, Club

Coupe; cigarette lighter; stem-wind clock; rubber floor mats; foam rubber in seat cushions. Country Sedan has interior features listed below for Country Squire.

Crestline Standard Equipment: (in addition to or in place of Customline items).

Sunliner: two robe cords; arm rests front only; light and switch under panel, also operated by door switches; top control at lower left of control panel.

Victoria and Skyliner: two robe cords; arm rests in rear with ash trays; carpets, front and rear (except Victoria with all-wool trim); bright metal drop molding; gold finished rests at sides of back window; interior light each side of back window operated manually and automatically. Skyliner has 2-piece, transverse-type, fabric sun shield.

Fordor: robe cord and ash tray in rear; colored steering wheel and odometer; 2-tone control panel; carpets, front and rear; bright-metal molding across tops of doors; bright-metal trim at sides of back window; bright-metal drip molding.

Country Squire: Showaway center seat; two-piece removable rear seat; arm rests on front and rear doors; counter-balanced type lift gate lugs; two support arms, with manual release, on tail gate; maple-grained glass fiber moldings on body sides and tail gate; colored ribbed linoleum in load areas.

NOTE: Special fuel and vacuum pump unit, optional at extra cost, is factory-installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive. Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in dust areas.

Fordomatic Drive, Overdrive, heater, radio, two-tone colors on Mainline Ranch Wagon and Customline Sedans and Coupes, 1-REEST tinted safety glass, oil bath air cleaner, oil filter and white sidewall tires optional at extra cost. The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of the Ford Motor Company, whose policy is one of continuous improvement, reserves the right, however, to discontinue models at any time, or change specifications, design, or price without notice and without incurring obligation.