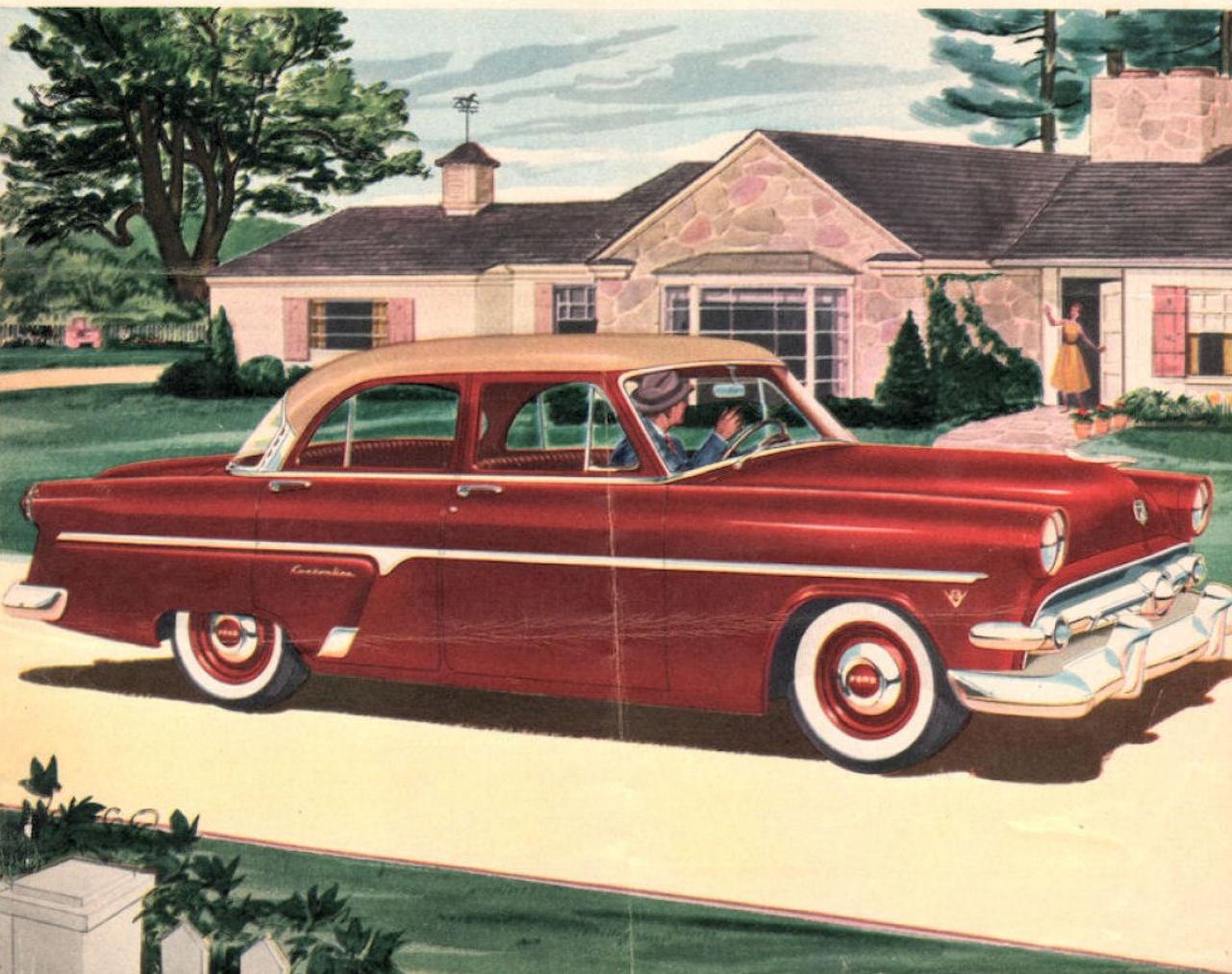


# '54 FORD

*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



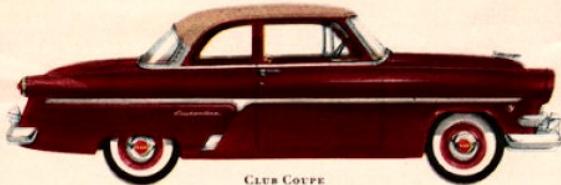
BUSINESS COUPE



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

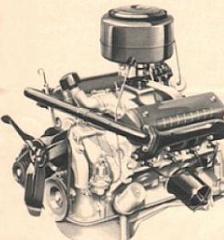
Choice of Y-block V-8 or I-block Mileage Maker Six Engine in all body styles. Fordomatic or Overdrive in all models at extra cost.

# '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!

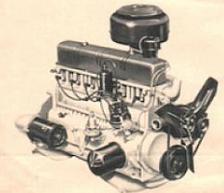


#### The new 130-h.p. Y-block V-8

It's the newest, most modern "eight" 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 that's the way the engine is built, deep-blocked below crankshaft, making a "Y" shaped cross-section. The exceptional rigidity thus attained results in noticeably 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 engine to go 21% farther on the same amount of piston travel ... for less friction, more miles per gallon.

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

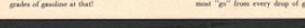
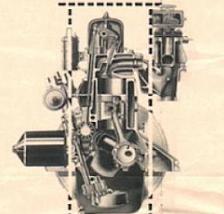
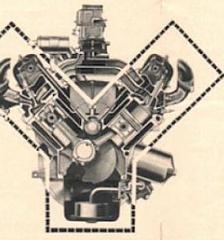


#### The new 115-h.p. I-block Mileage Maker Six

It's the only completely modern high-compression, low-friction six in the industry. In 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.



## 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!

Both engines have all these features



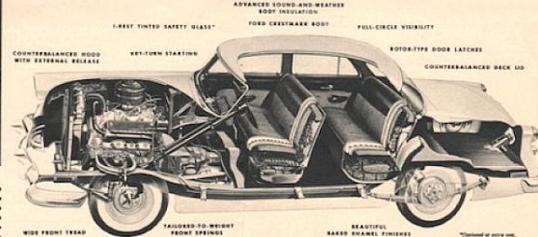
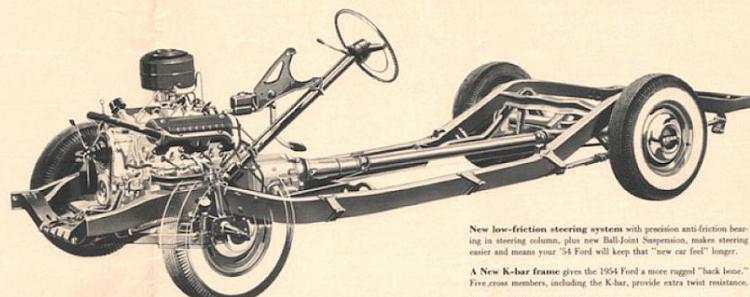
In most cars front wheels turn about a hinge-like pivot called the king-pin, and move up and down on additional hinge-like joints at the inner and outer ends of the control arms (the two arms at each wheel which are the connecting links between wheel and chassis frame). This older type suspension, with 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 new ball-joint system. Movement of the wheels is about ball-joints (see A and B)—whether in up and down motion, as wheel 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. Their ball-spring design, too, can't over-extend, so they're safe and sure, and give you the right amount of friction to make handling consistently easy, riding uniformly smooth. 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, too. And servicing is far easier. For example, there are only four lubrication points instead of the customary sixteen.



#### ... 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 car-wide 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 dirty foot holes.

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

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



#### Smith Core Power Brakes

... allows you to stop the work of stopping your car by making ordinary traffic stops less tiring, they help keep you relaxed... help you stop faster, with less effort... and stop with more stops with the smooth touch of your toe. And should the system ever lose pressure, the master cylinder is designed to stop than with conventional brakes.



#### Master-Guide Power Steering

... reduces steering effort by 75%... gives you even easier control, automatically! And when you stop, it helps you take the steering wheel, it helps you park more easily... and makes parking a pleasure. You can actually turn the wheel wider when the car is moving forward or backward. And unlike some other systems, you have the choice of either conventional or power brakes. Hydraulic pressure is applied only when you need it. With Master-Guide you retain the "natural feel" of steering, the "feel" of a 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 control.

For details, write to your Ford dealer or to the Ford Motor Company, Dearborn, Michigan.



#### Frontomatic

... is the front, most versatile of all the transmissions. It's really a two-car in one, with quick get-up-and-go of automatic gears, plus the smoothness of a fluid torque converter. There's no shifting, no clutching, plus greater speed... greater power... easier parking.

With Frontomatic you retain the "natural feel" of steering, the "feel" of a 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 control.

For details, write to your Ford dealer or to the Ford Motor Company, Dearborn, Michigan.

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

Ford's new fine-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.

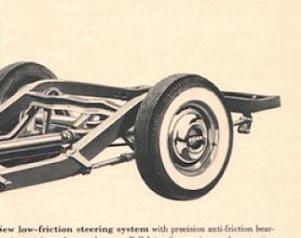
New shock absorbers, both front and rear, give more complete control, especially when the going's roughest.

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



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 "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, lasting even longer.

