

3

Fashion
Leaders
for '54

NEW IN STYLE • NEW IN POWER • NEW IN RIDE



54 FORD



54 MERCURY



54 LINCOLN

'54 FORD

More than ever THE STANDARD *for* THE AMERICAN ROAD

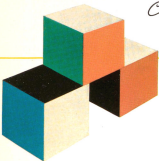
Your choice of 3 distinctive lines... a selection of 11 brilliant body styles



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

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 interior, is truly the style-leader.

**FORD MAINLINE
TUDOR SEDAN**



Colours to match modern living

Wide choice of single and
two-tone body finishes...
with harmonizing interiors.

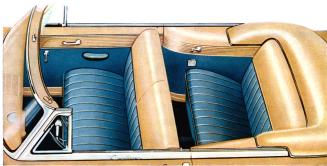


In fundamental design and engineering, the 1954 Ford is a car that continues to set the trend... a car that is definitely recognized as the pace-setter wherever you may drive it along the American Road.

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.

**FORD CUSTOMLINE
FORDOR SEDAN**





THE CRESTLINE SUSLINER—THE TOPDOWNER'S DELIGHT!

Ford Convertibles have long been America's first choice... regardless of price. The '34 Susliner is Ford's finest as you'll readily agree when you see its long, smart lines. You'll see new styling plus many engineering advancements which make it a car for year 'round fun. Handsome interiors include new two-tone pleated vinyl upholstery over foamrubber padded seats. New non-fading, non-shrinking tops come in four harmonizing colors. Heavy, transparent vinyl rear window panel is widest in Ford's field with 3 weather-tight zippers that can be opened from inside in a flash.



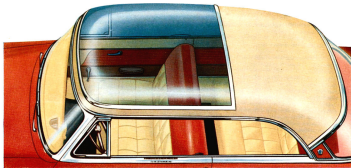
NEW ASTRA-DIAL CONTROL PANEL

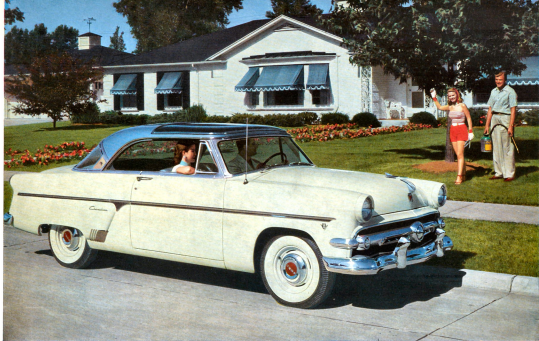
Fashion and function combine in this unique control panel. Speedometer is almost directly in line of vision. Transparent hood allows daylight to illuminate needle and dial. Soft, diffused lighting for easy night reading. All controls convenient, clearly marked, individually lighted. Warning lights flash when oil pressure is low or battery is discharging.



THE CRESTLINE SKYLINER — GLAMOROUS ANYWHERE!

In keeping with its all-new exterior styling the Skyliner gives you the last word in rich interior decor. You choose from exciting new vinyl or rayon upholstery, each of which is available in brilliant blues, greens or the unique new coral combination.





**FORD CRESTLINE
SKYLINER**

Here's another addition to the long list of Ford firsts... the distinctive new Skyliner. It has the stunning style of the Victoria plus the newly designed transparent roof section covering driving compartment. This beautiful top creates an atmosphere of openness that will add much to driving enjoyment. The blue-green tinted roof section admits a soft, diffused light, yet filters out 60% of sun's heat rays and 72% of glare. A curtain is mounted beneath the transparent panel and can be closed quickly and easily.

MASTER-GUIDE POWER STEERING... reduces steering effort up to 75%... gives you even easier control, automatically! Absorbs road shocks 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! The Topdowner's Delight! 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.

NEW 1954 MERCURY

*with entirely New Overhead-Valve
161-Horsepower V-8 Engine*

Now, Mercury makes available more models than ever before . . . to enable you to choose the one body style that suits your tastes and needs *completely*—each one sparkling with the new beauty that is Mercury's this year. Each interior is strikingly handsome, too . . . fashioned in colors and fabrics that harmonize with one another, and with the exterior color. Beneath each hood, the new Mercury V-161 engine stands ready with a new kind of power to make your driving easy. Each chassis features great new components—including *first-in-its-field Ball-joint Front Suspension*—to afford a new kind of ride that's easier, and safer, on any road.

And for the ultimate in driving ease, Mercury offers you these 5 optional power features: 1) 4-way adjustable power seat, 2) power steering, 3) power brakes, 4) Merc-O-Matic Drive or Touch-O-Matic Overdrive, 5) electric power windows.



Mercury Monterey Special Custom Coupe

1954 Mercury

presenting a new kind of power

The all-new Mercury Monterey Sun Valley



Here is a "dream car" come true . . .

an all-new Mercury model designed in every detail
to afford a new kind of driving ease and pleasure.

You'll find a ride in the Sun Valley—
under the dome of pure plexiglas that covers
the front compartment—to be a thrilling new experience
in motoring.

There's all the wonderful freedom and visibility
of a top-down convertible—yet there's a full
measure of Mercury closed-car comfort.
And the Sun Valley offers genuine distinction.

It's a car that will stand out—in **any** crowd.

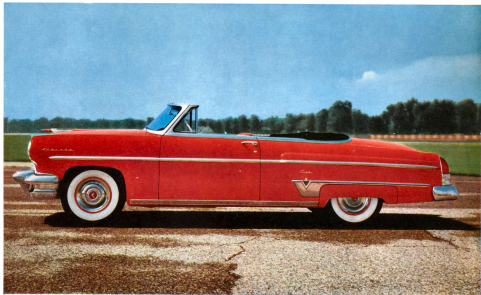
For those who seek the ultimate
in easy-going modern motoring,
Mercury proudly presents the Sun Valley.



The 1954 LINCOLN — Newly designed and powered

LINCOLN CAPRI
Special Custom Convertible

For the sheer brilliance of modern design, for the full scope of contemporary power, for the justified pride of fine car ownership — we present the new 1954 Lincoln. Exquisite in every detail, this is the car for today —and for years to come.



And Lincoln presents a new mark in fine car performance with the full power of its advanced engine. Lincoln also gives you power for convenience, ease, and comfort in its advanced power

braking, power steering and four-way power seat . . . true modern living, modern motoring features inspired and pioneered as a complete selection by Lincoln.

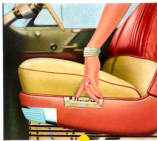
for modern living



LINCOLN CAPRI

Special Custom Four-Door Sedan

LINCOLN for moderns on the move - luxurious comfort

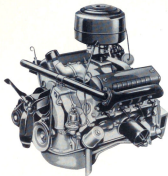


Lincoln's power brakes require up to 50% less foot pressure. Design of the suspended brake pedal lets you pivot from accelerator to brake without having to lift your foot.

Lincoln's power steering provides a new ease of handling. Turning, parking, even extreme cornering become simple matter-of-fact driving incidents in a Lincoln.

Lincoln's four-way power seat offers you a choice of practically any driving position you desire. You move up or down, forward or back.

POWER

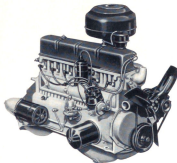


The new 130-h.p. Y-block V-8

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 block has an extra-deep skirt extending well 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 car to go 21 1/2% 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 great 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.

A new kind of power

Here is the great new "heart" of an all-new Mercury... powered for easy driving all the time... the most spirited, responsive, easy-going car you've ever known. The Mercury V-161 engine is completely new. It's an advanced engine brilliantly blending many great new features that are truly years-ahead of their time. Here's performance that's ideally balanced. Here's the surging-go of 161 hp—with economy, smoothness of operation, flexibility, and long life that are equally outstanding. Revolutionary new engineering advancements—such as kidney-shaped combustion chamber and 4-barrel carburetor—provide a new kind of power that sparks all phases of engine performance. Shorter piston stroke enables the new Mercury to go 29% farther with an equal amount of piston travel... for less engine wear, longer, more efficient operation. For your driving pleasure, here's an engine that measures up to all the requirements of today's finest motoring.

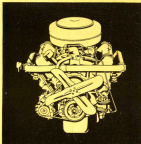


New Lincoln Performance

You'll find Lincoln's great power reserve is inherent in the design of this compact, high-compression engine. At the Lincoln wheel, you command the finest V-8 power on the road—the high-performance power of America's most advanced V-8 engine.

High output, low friction design—Compact V-8 construction with the advanced engineering gives Lincoln high-efficiency, high-performance power. Large pistons traveling short strokes mean lower friction, less wear and longer engine life.

Two-stage carburetion—This new 4-venturi carburetor precisely meters fuel to all power needs. Affords top performance, economy, quick starts. Two primary venturis furnish economical fuel flow for normal driving. Vacuum-controlled throttle plates in secondary venturis open to deliver additional fuel-air mixture for rapid acceleration and higher speeds.



Your choice of 3 proved transmissions

FORD

1) STANDARD THREE (3) SPEED TRANSMISSION

synchromesh, helical gears manually operated, remote control, constant mesh with blackout type synchronizers on second and high.

2) OVERDRIVE*

same as Standard plus electrically actuated Warner overdrive. A fourth gear that cuts in automatically to save you up to 15 cents on every gas dollar.

3) FORDOMATIC*

... is the finest, most versatile of all the automatic drivers. It's really two drives in one, with quick get-up-and-go of automatic gears, plus the smoothness of a fluid torque converter. There's an automatic intermediate gear for faster get-aways... easier passing... and greater safety when going down hill.

MERCURY

1) Silent-case STANDARD TRANSMISSION

Mercury's silent-case standard drive operates smoothly, shifts easily... gives you quiet performance, long life, and excellent fuel economy. Gear clashing is virtually impossible. Helical-cut gears assure effortless shifting and quieter operation.

2) Economical TOUCH-O-MATIC OVERDRIVE*

Operating in conjunction with Mercury's new 161 hp engine, Touch-O-Matic Overdrive* gives quiet, smooth performance... and amazing fuel economy. Overdrive saves up to 20% of your gas and gives you as much as two extra gallons in every ten.

3) Smooth-going MERC-O-MATIC DRIVE*

Merc-O-Matic Drive* combines the smoothness and fast acceleration of a torque converter with a highly efficient planetary gear set... to make motoring safer, easier, more relaxing! Here is the ease of today's most advanced automatic gear shift—with a full measure of the efficient, economical operation you expect of Mercury. Just put the Selector in drive. Merc-O-Matic does the rest!

LINCOLN

HYDRA-MATIC TRANSMISSION:

Dual range performance. Fully automatic, fully hydraulic. No clutch pedal. Fluid coupling and planetary gear set with four forward speeds and reverse. Drive selector mounted on steering column (standard on all cars).

* Optional equipment, at extra cost.

1954 FORD SPECIFICATIONS

ENGINE

Y-BLOCK V-8 ENGINE: 130-h.p. at 4200 r.p.m.; 39.2 taxable h.p.; 239 cu. in. displacement; 3.50 in. bore x 3.10 in. stroke; 7.2 to 1 compression ratio. I-BLOCK MILEAGE MAKER SIX ENGINE: 115 h.p. at 3920 r.p.m.; 31.5 taxable h.p.; 223 cu. in. displacement; 3.62 in. bore x 3.60 in. stroke; 7.2 to 1 compression ratio. SEMI-CENTRIFUGAL 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 throw-out bearing.

BODY

NEW DOUBLE-DROP FRAMES: 5 cross-member type; stronger box-section side rails; K-bar construction. Special designs for Victoria, Skyliner, Sunliner and station wagons. EXTERIOR DIMENSIONS: 115.5" wheelbase; width, Mainline models 73.2", all others 73.5"; length, station wagons 198.1", all other 198.3"; height (design load), Mainline and Customline Sedans 62.3", Club Coupes 61.9", Sunliner 61.1", Victoria and Skyliner 60.7", station wagons 63.9". NEW, EASIER STEERING: 25.3 to 1 over-all steering ratio; 18" dia. steering wheel.

CHASSIS

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 BALL-JOINT FRONT WHEEL SUSPENSION: rubberbushed; transverse-link type with ball-joints; tailored-to-weight coil springs; new full-displacement tubular shock absorbers. NEW VARIABLE-RATE REAR SPRING SUSPENSION: new 5-leaf semi-elliptic springs, rubber-bushed brackets and tension-type shackles; inserts between all leaves; new diagonally-mounted tubular shock absorbers. Station Wagons have 9-leaf design. REAR AXLE: semi-floating type; hypoid gears; welded steel, banjo-type housing. Axle in station wagon models has composite housing. NEW HYDRAULIC BRAKES: more rugged duo-servo brakes, Double-Seal type; 11" dia. drums on station wagon models, 10" dia. on other models, 159.1 sq. in. lining area, station wagon models, 175.5 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., 6-ply optional at extra cost; Country Sedan and Country Squire — 7.10 x 15 6-ply tires std.

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 prices without notice and without incurring obligation.

1954 MERCURY SPECIFICATIONS

ENGINE

TYPE: Overhead valve V-eight, developing 161 horsepower at 4400 rpm. Bore, 3.62 in., stroke 3.10 in. Displacement, 256 cu. in. Compression ratio, 7.5 to 1. Two "high-point" rubber engine mounts in front. Compression rubber mount in rear. Counterbalanced precision molded crankshaft with five selectively fitted main bearings of replaceable micro-habiet type. Solid-skirt, cam-ground aluminum alloy pistons with steel struts. Two compression rings, one oil ring. Rotating valves. Chain-driven camshaft, high-lift cams. FUEL SYSTEM: Four-venturi downdraft carburetor of simplified, concentric bowl design enclosed by oil-bath air cleaner*. Vacuum-controlled secondary throttles. Dirt-proof outside vent for fast hot-starts. Automatic choke with manifold mounted heat control. Camshaft-driven diaphragm-type fuel pump with vacuum booster for constant speed windshield wiper operation. Fuel tank capacity, 19 gallons. ELECTRICAL: High-speed, single breaker-arm distributor with full-vacuum, single diaphragm automatic spark control. Weatherproofed ignition with neoprene coverings for spark plugs and hi-tension wiring. High capacity, 51-plate, 150-ampere-hour battery. High-capacity low cut-in generator with automatic current and voltage control. 6-volt system. Rancher-type starter. LUBRICATION: Pressure lubrication to all main, connecting rod, and camshaft bearings. Gear-type oil pump. Full-flow oil filter*. Directed-flow crankcase ventilation. Oil capacity, including filter, 6 quarts. COOLING SYSTEM: Full-flow pressure cooling, single high-capacity water pump. Full-length water jackets. Automatic by-pass thermostat. Low-speed, 4-blade silent fan. Coolant capacity, 20 quarts, with heater.

BODY

DIMENSIONS: Wheelbase, 118 in. Overall length, 206.2 in., with bumper guards*. Height, loaded, 62.2 in. Overall width, 74.4 in. Tread 58.0 in. front, 56.0 in. rear. CONSTRUCTION: All-steel welded body with reinforced floor, dash, and rear cross-sill. Insulated with glass fiber pads and other materials against weather, noise, and dirt. Counterbalanced hood and deck lids. VENTILATION: Dual air-duct ventilation system with individual controls. Front and rear ventilating windows.

CHASSIS

FRAME: Heavy steel, cold-ripped and welded ladder-type frame with double channel box-section side rails and 5 cross-members. Monterey Coupe, Sun Valley, and Sport Coupe have extra-heavy outer side rail sections for extra strength. Monterey Convertible has X-member frame with extra-heavy outer side rail sections. SUSPENSION: Independent ball-joint front suspension. Telescopic shock absorber mounted inside front coil springs. Front torsional stabilizer bar to dampen sway. Long-leaf, semi-elliptic rear springs, with full-length liners for permanent lubrication. Tension type rear spring shackles. Telescopic rear shock absorbers "sea-leg" mounted. STEERING: Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 25.4 to 1. DRIVE: Hotchkiss drive with tubular propeller shaft, carrier-type axle with hypoid gears. Rear wheel bearings permanently lubricated. BRAKES: "Duo-Servo" hydraulic brakes with self-energizing action for decreased pedal pressure required for quick straight-line stops. Pendulum-type brake pedal. Independent mechanical parking brakes on rear wheels. TIRES AND WHEELS: Extra-low pressure tires, 7.10 x 15 (7.60 x 15 on Convertible and Station Wagon models) on pressed-steel wheels with wide rims.

* Optional equipment at extra cost. Touch-O-Matic Overdrive, Merc-O-Matic Drive, power steering, power braking, 4-way power seat, electric window lifts, sea-tint windows, bumper-grille guards, full-disc hubcaps, curb buffers, and white side-wall tires are also extra-cost equipment. Rear fender shields are standard equipment on Monterey Models only.

1954 LINCOLN SPECIFICATIONS

ENGINE

TYPE: Overhead valve, 90° V-type eight, developing 205 hp at 4200 rpm. Torque: 325 lb-ft at 2100-3000 rpm. Bore 3.8 in.; stroke, 3.5 in. Displacement, 317 cu. in. Compression ratio, 8:1. Counterbalanced crankshaft with five selectively fitted main bearings. Aluminum-alloy pistons with steel-strut inserts. Rotating-type valves with self-adjusting hydraulic valve lifters. LUBRICATION: Pressure lubrication to main, connecting rod, and camshaft bearings. Gear type oil pump. Full-flow oil filter. Constant-flow crankcase ventilation. Oil capacity, 5 qt. (refill). COOLING: Full-length water jackets. Automatic by-pass thermostat. Low-speed, 4-blade fan. High-capacity water pump. Coolant capacity (with heater units), 24.5 qt. FUEL SYSTEM: Four-venturi downdraft, concentric-bowl carburetor. Oil-bath air cleaner. Vacuum controlled secondary venturis. Automatic idling control. Automatic choke. Diaphragm-type fuel pump with vacuum booster. Woven plastic fuel tank filter. Tank capacity, 20 gal. ELECTRICAL: High-capacity, 63-plate, 110-ampere hour battery. 30-ampere generator with automatic current and voltage control. Rancher-type starter. Single breaker-arm distributor. Vented contact points.

BODY

DIMENSIONS: Wheelbase 123 in. Overall length 214.8 in. Width 77.4 in. Height sedans—62.6 in.; coupes—61.4 in. Tread 58.5 in. front and rear. CONSTRUCTION: Welded all-steel body construction. Baked enamel finish. Double-panel doors—all front-hinged. Two-stop front doors. One-piece windshield and back window. Total sedan living area—3,326 sq. in. Insulated with glass fiber pads and other materials. Up to 31 cu ft trunk space. Counterbalanced one-piece hood. Combination bumper-grille. Full-disc hubcaps. Rear fender shields. Integrated tail lamp assembly including tail light, turn indicator, stop light, and back-up light. Dual vent ducts and optional dual-unit heater-defroster.

CHASSIS

FRAME: Extra-rigid, cold-ripped and welded X-type frame with K-reinforcement and 5 cross-members. "Customized" convertible and coupe frames have additional reinforcement for extra body support. WHEEL SUSPENSION: Ball-joint front suspension with coil springs. Hydraulic shock absorbers mounted inside springs. Long-leaf type rear springs with full-length liners. Telescopic rear shocks "sea-leg" mounted. BRAKES: Self-energizing type brakes with 12-inch brake drums. Molded asbestos compound linings. Total brake lining area 220 sq. in. Pendant type suspended brake pedal. Independent mechanical parking brake on rear wheels. TRANSMISSION: Dual-range Hydra-Matic Transmission. Consists of fluid coupling and automatic planetary transmission with 4 forward speeds. Oil capacity 11 qt. DRIVE: Hotchkiss drive with tubular propeller shaft. Semi-floating rear axle. Hypoid ring gear and pinion. Rear axle gear ratio 3.31 to 1.

YOUR AUTHORIZED FORD DEALER:

These specifications were in effect at the time this folder was approved for printing. Ford Motor Co., Detroit, Mich., and it's respective divisions whose policy is one of continuous improvement, reserves the right, however, to discontinue or change at any time, specifications, design, or prices without incurring any obligations.