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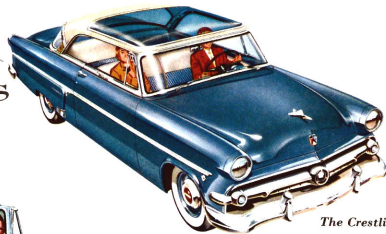
Ford

Fashion Leaders

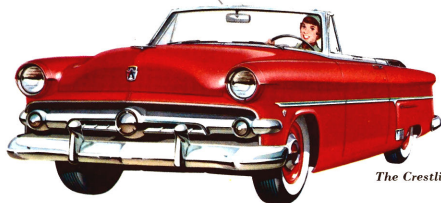
for '54



The Crestline Victoria



The Crestline Skyliner



The Crestline Sunliner

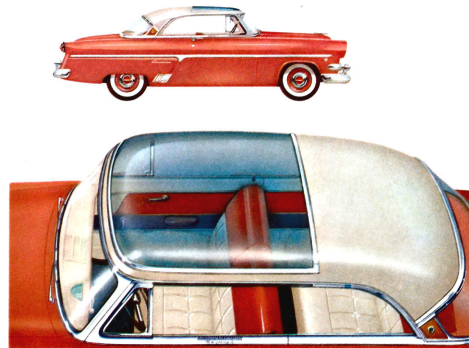
Ford sets the Standard in Style for '54



The Crestline Victoria—Modern as Tomorrow!

This beautiful 6-passenger Ford Victoria is an overwhelming style favorite everywhere! There's real individuality in its low, sweeping grace . . . its new and straighter front fender line, massive new grille and sparkling metal side molding. In addition to a huge, curved, extra deep, one-piece windshield and rear window, you'll discover that the side windows disappear completely for driving in friendly weather. And there are no center door posts to obstruct the view. Yet, on cold or wet days, windows roll up snugly, and extended rain shields over vent windows keep out water if windows are opened slightly.

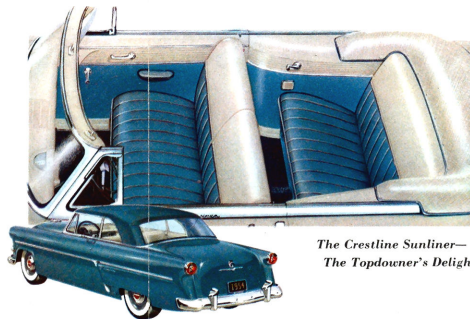
Interiors of the '54 Ford Victoria are as modern as tomorrow. You may select from three new hand-somely woven nylon upholsteries, or three color-blended all-vinyl combinations to harmonize with your choice of exterior colors. Door and body side panels are effectively trimmed in horizontal sections that add strikingly to the entire decorative scheme. In fact, wherever you look inside, you see beauty . . . you find rich and perfectly blended coloring . . . you discover smart appointments and truly imaginative design.



The Crestline Skyliner—Glamorous Anywhere!

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 attaches to the inside of the transparent panel and can be closed quickly and easily.

Here's the undisputed glamour-leader for the American Road . . . the pride of Ford's stylists and master-craftsmen. You'll find an exciting choice of single and two-tone exteriors and pleasing interior ensembles with finely tailored upholsteries and matching appointments. In rugged weather, the Skyliner provides snug comfort with maximum visibility. In mild weather, side windows roll down and there are no center posts.

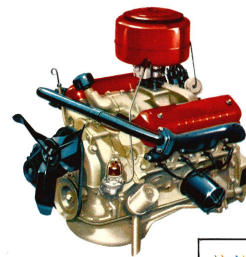


*The Crestline Sunliner—
The Topdowner's Delight!*

Ford Convertibles have long been America's first choice . . . regardless of price. The '54 Sunliner 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 foam-rubber 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.

Top operates smoothly, easily. An electro-hydraulic system does the work. Top retainer maintains a weather-tight seal between top and quarter panels, quarter windows and doors are double sealed to keep you snug and dry. The fabric topwell folds neatly to provide nearly 3 more cubic feet of trunk space when top is up. An optional top is available with a unique tinted, transparent panel over front seat. And, you can have, at extra cost, the new Automatic Rain Guard that puts top up at the first drop of rain.

Ford sets a new Standard in Engineering, too!



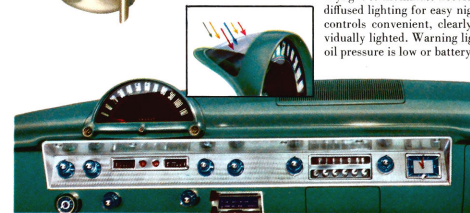
Choice of the Most Modern Deep-Block Engines

130 h.p. Y-block V-8 is the most modern "eight" in any car today! Low-friction, high-compression, overhead valve design gives responsive performance with economy. Block has extra-deep-skirt crankcase for exceptional rigidity.

115 h.p. I-block Mileage Maker Six is the industry's most modern six. Deep-block, low-friction, high-compression design and free-turning overhead valves mean better economy . . . smoother, quieter performance.

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.



You can make your '54 FORD as Automatic as you want it!



Master-Guide Power Steering gives you easier control, helps on sharp turns, does up to 75% of the work in tight-spot parking. You can turn the steering wheel with one finger when car is standing still.



4-Way Power Seat can be automatically adjusted as desired. Press one of two buttons on driver's side of front seat and seat moves forward or back. Press the other button and the seat moves up or down.

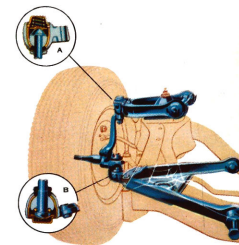


Swift Sure Power Brakes save you up to one-third of the effort in stopping the car. Make traffic driving less tiring, and emergency stops much easier. A marvelous safety feature that helps keep you relaxed.



Power-Lift Windows can be raised or lowered by driver merely by pressing button on master control panel on his door. All windows also have individual control buttons for added passenger convenience.

These power assists are available at extra cost on all models illustrated.



New Ball-Joint Front Suspension

Another Ford first in the low-price field! Ball joints (A and B) replace king pins—allow greater up-and-down movement of wheels for a better ride. Keeps that "new car feel" longer. Ball joints have special seats so they can't bind or get out of line. They're spring-loaded, too, to compensate for wear. It's the greatest suspension system development in 20 years!

NO MATTER WHICH OF THESE WONDERFUL NEW FORDS YOU CHOOSE

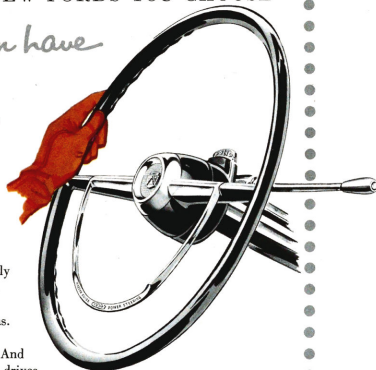
You can have

Fordomatic Drive

Even on the busiest city streets, you can relax when you're driving with no-shift, no-clutch Fordomatic. For Fordomatic does more things for you automatically than any other drive in its field. All you do is set the Selector in "Drive" position and step on the gas. Then all you do is guide the car and Fordomatic does the rest. And because Fordomatic is really *two* drives in one, you get the smooth performance of a fluid torque converter and the instant-action and economical operation of mechanical gears. Fordomatic also makes rocking out of snow or sand far easier, and gives you safe engine braking down steep hills.

or Overdrive

Ford Overdrive is simple to operate and it can really make those hours on the road pay off in gas savings of up to 15%. To engage Overdrive all you do is release the accelerator for an instant as soon as you're going about 27 miles an hour. Pressing all the way down on accelerator returns drive instantly to conventional third gear for passing or hill climbing.



... Specifications ...

Y-Block V-8 Engine: 130-h.p. @ 4200 r.p.m.; 39.2 taxable h.p.; 7.2 to 1 compression ratio; 3.50 in. bore x 3.10 in. stroke; 239 cu. in. displacement; overhead valves; deep-skirt Y-block, 90°-vee type; short-stroke, low-friction design.

I-Block Mileage Maker Six Engine: 115-h.p. @ 3900 r.p.m.; 31.5 taxable h.p.; 223 cu. in. displacement; 7.2 to 1 compression ratio; 3.62 in. bore x 3.60 in. stroke; overhead valves; deep-skirt I-block, in-line type; short-stroke, low-friction design.

CHASSIS

Frame: new box-section side rails with new, heavier front cross member and tubular second cross member. Sunliner has 4 cross members, rugged I-beam X-member. Skyliner and Victoria have 5 cross members with K-bar construction and capping plates along side rails.

Suspensions: new transverse-link, ball-joint type front suspension with new shock absorbers and stabilizer. New 5-leaf rear springs, with inserts between all leaves; new shock absorbers.

Rear Axle Ratios (to 1): with Conventional Drive—3.90 std., 4.10 opt.; with Overdrive—4.10 std., 3.90 opt.; with Fordomatic—V-8, 3.54 std., 3.31 opt.—Six, 3.31 std., 3.54 opt.

Magic Action Brakes: more rugged construction, duo-servo type; 10 in. dia. Double Seal drums; 173.5 sq. in. lining area; suspended pedals, large pad with Fordomatic.

Clutch and Transmissions: Semi-centrifugal type clutch; 9.5 in. dia. with Six, 10 in. dia. with V-8. Three-speed selective-gear type Conventional Drive standard, Overdrive and Fordomatic optional at extra cost.

Tires and Wheels: 6.70 x 15 4-ply on 5 in. rims with Conventional Drive or Overdrive; 7.10 x 15 4-ply on 5 in. rims with Fordomatic. Black sidewalls standard, white sidewalls optional at extra cost.

*6.00 x 16 4-ply tires optional at no extra cost.

EXTERIOR DIMENSIONS

115.5 in. wheelbase; 58 in. front, 56 in. rear tread; 198.3 in. length; 73.5 in. width; height (design load), Sunliner 61.1 in., Skyliner and Victoria 60.7 in.

SUNLINER EXTERIOR COLORS

Body Colors: Raven Black, Sheridan Blue, Cadet Blue, Glacier Blue, Highland Green, Killarney Green, Skyhaze Green, Sandalwood Tan, Sandstone White, Torch Red, Sierra Brown, Goldenrod Yellow and Cameo Coral.

Top Colors: harmonize with body color—black, tan and green. All tops have matching binding.

SKYLINER AND VICTORIA EXTERIOR COLORS

Single-Tone: Raven Black, Sandstone White.

Two-Tone: Raven Black, Skyhaze Green, Goldenrod Yellow, Cadet Blue, Highland Green or Cameo Coral with Sandstone White top; Sandstone White with Cadet Blue, Killarney Green or Cameo Coral top.

SUNLINER INTERIORS

Five Color Harmonized Interiors: White and Light Blue Vinyls, White and Red Vinyls, Black and Green Vinyls, Black and Coral Vinyls or Black and Yellow Vinyls to harmonize with exterior colors; seat cushions and backs below bolsters are in pleated "flexible" vinyl with contrasting stitching. Black rubber mats, front and rear.

SKYLINER AND VICTORIA INTERIORS

Three Color-Harmonized All-Vinyl Interiors: Light Blue and White Vinyls, Light Green and White Vinyls and Coral and White Vinyls to harmonize with exterior colors; "flexible" vinyl on seat backs and cushions has stitched block pattern with buttons; bolsters on cushions and backs in skiver-grain vinyl; carpets, front and rear in Skyliner, black rubber mats, front and rear in Victoria.

Three Color-Harmonized Nylon Diamond Pattern and Vinyl Interiors: Blue Nylon Diamond Pattern, Green Nylon Diamond Pattern or Coral Nylon Diamond Pattern on cushions and backs; bolsters on seat cushions and backs are in harmonizing shades of skiver-grain vinyl; carpets, front and rear.

FITTINGS AND CONTROLS

Two sun visors; robe cords; ash trays at sides of rear seat; arm rests on doors; half-circle horn ring. Bright-metal trimmed Astra-Dial control panel with cigarette lighter, stem-wind clock, ash tray, parcel compartment. Sunliner has top control switch, left side of steering wheel; courtesy lamp and manual switch below control panel, automatic door switches. Sunliner, with optional roof insert, has a fabric sunshield that can be easily attached. Skyliner and Victoria have interior lights back of quarter windows, manual switch under control panel, automatic door switches; built-in arm rests at sides of rear seat. Skyliner has a fabric curtain that can be easily attached below plastic roof section.

Oil bath type air cleaner is factory-installed, at extra cost, on all cars for delivery in dust areas. Special fuel and vacuum pump unit is factory-installed, at extra cost, on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic, Radio, heater, Fordomatic, Overdrive, oil filter and I-REST tinted safety glass, at extra cost.

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