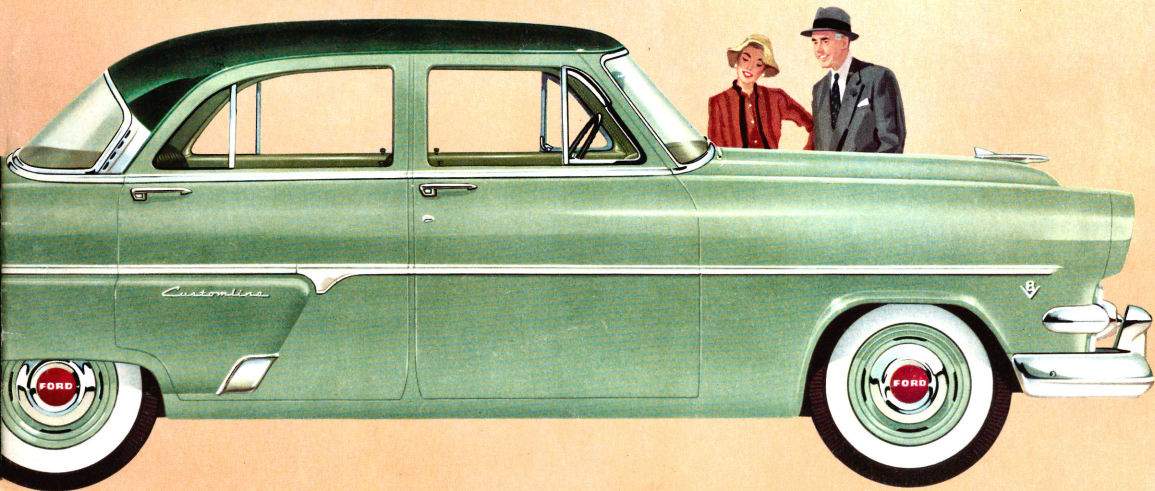


'54 FORD

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

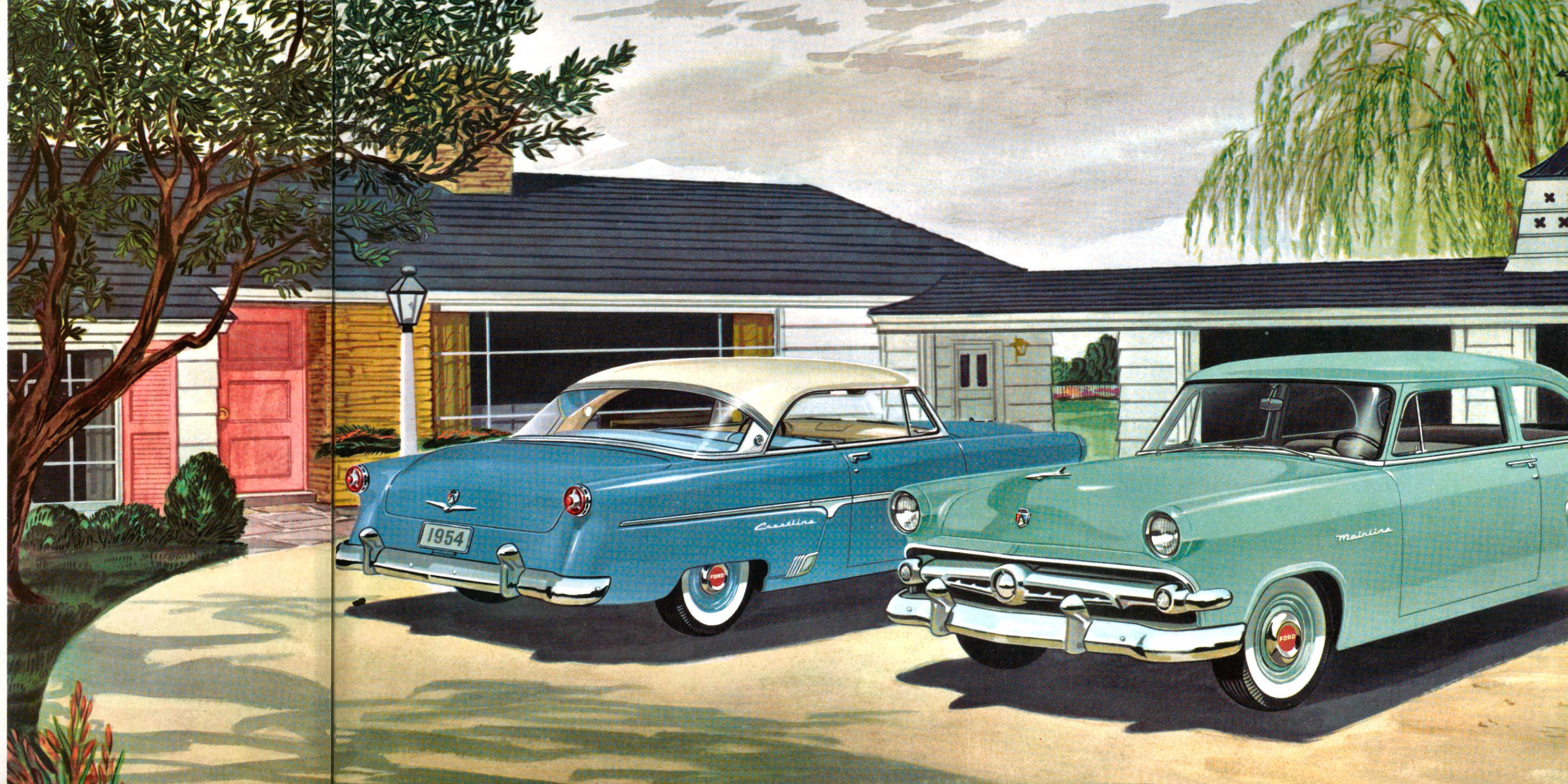
and a ride that is especially restful, particularly on long trips. For Ford brings you a completely new idea in chassis design . . . Ball-Joint Front Suspension . . . exclusive to Ford in its field. Here is an engineering advancement that puts Ford ahead of practically every other car (including the 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 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!



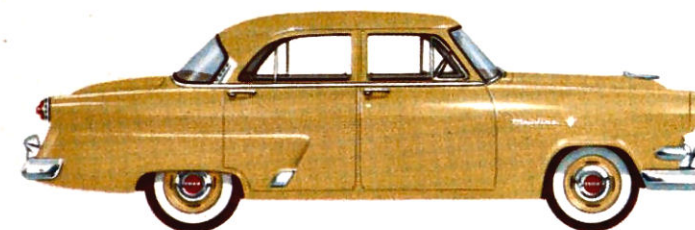
YOUR CHOICE OF
3
 distinctive
 lines

Mainline

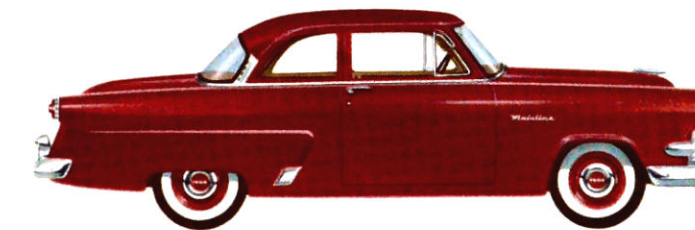
The Mainline includes four distinctive body styles, finished in a choice of single colors on all models—plus two-tone combinations on the Ranch Wagon. Beautiful interiors complement body colors. Each model can be had with power steering or power brakes—for easier, safer driving.



TUDOR SEDAN



FORDOR SEDAN



BUSINESS COUPE



RANCH WAGON

a selection of 14 brilliant body styles

Customline

The Customline offers five body styles, including a new two-door Ranch Wagon. You'll find a wide selection of distinctive single and two-tone body colors available on all Customline models. Power brakes, power steering, power front seat available in all models . . . also, power windows in Fordor Sedan.



CLUB COUPE



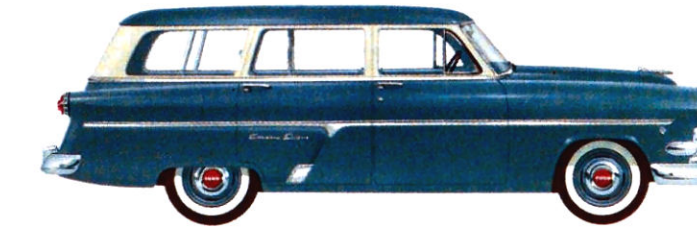
TUDOR SEDAN



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.



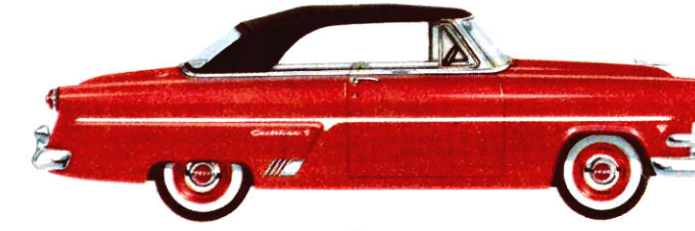
SKYLINER



VICTORIA



FORDOR SEDAN



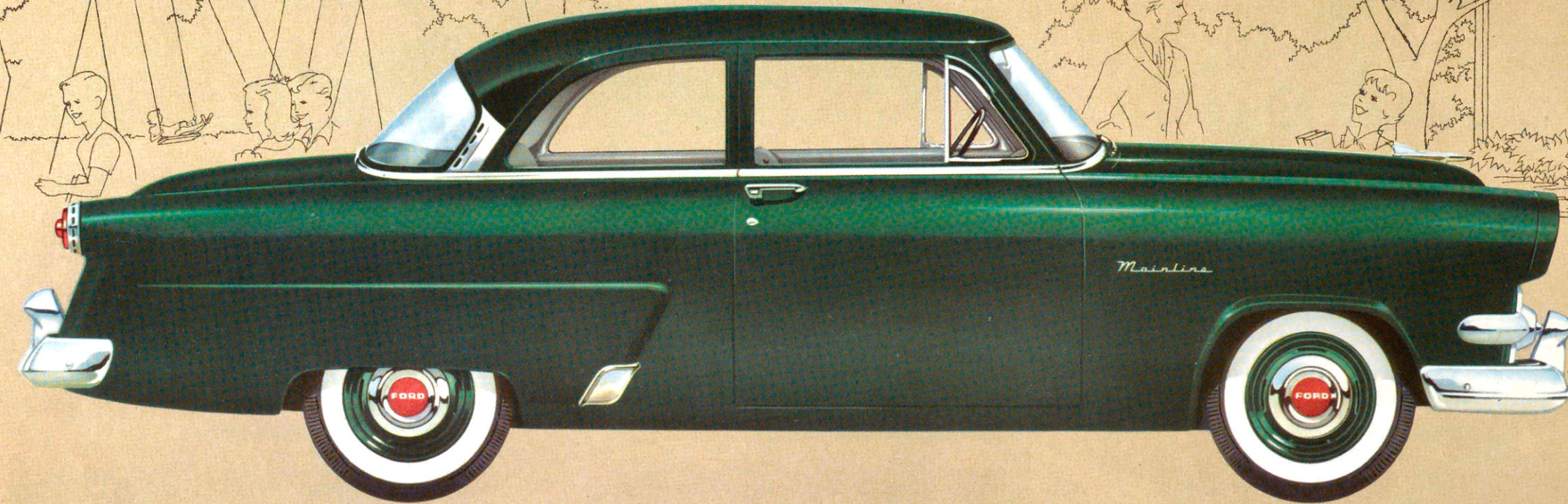
SUNLINER



COUNTRY SQUIRE

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

Mainline



Tudor Sedan . . . *family buy in "first-class" travel*

You can pay more, but you'll never find a better two-door buy. It has all the modern beauty plus roomy comfort for six that you'll find in cars costing hundreds more. Two-door design makes the rear seat ideal for children. And you get "visibility unlimited" with big curved one-piece windshield and rear window plus extra-large side windows.

Doors open extra wide . . . seats fold forward and towards the center to allow easy entrance to rear seat. Upholstery is rich maroon-striped gray Craftweave with vinyl bolsters. Durable and easy-to-clean vinyl is used on door and quarter panels in harmonizing colors.

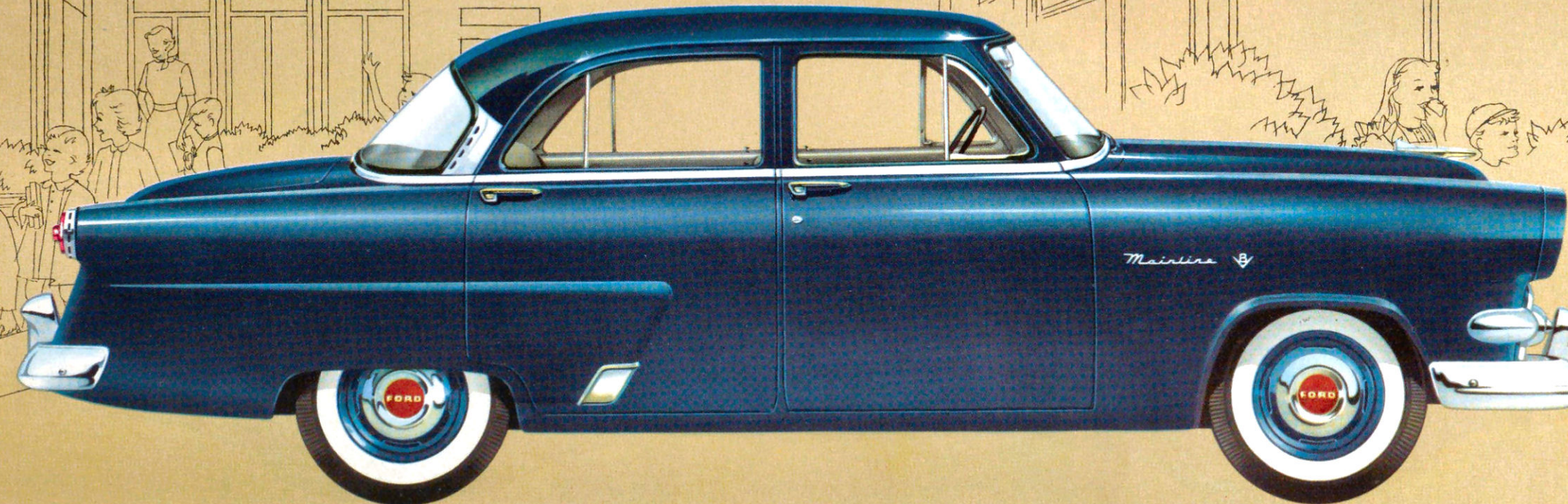
SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes.

Single colors: Raven Black, Sheridan Blue, Cadet Blue, Glacier Blue, Highland Green, Killarney Green, Skyhaze Green, Sierra Brown, Sandstone White, Sandalwood Tan. **Interiors:**

Gray with maroon stripe Craftweave upholstery with vinyl bolsters.

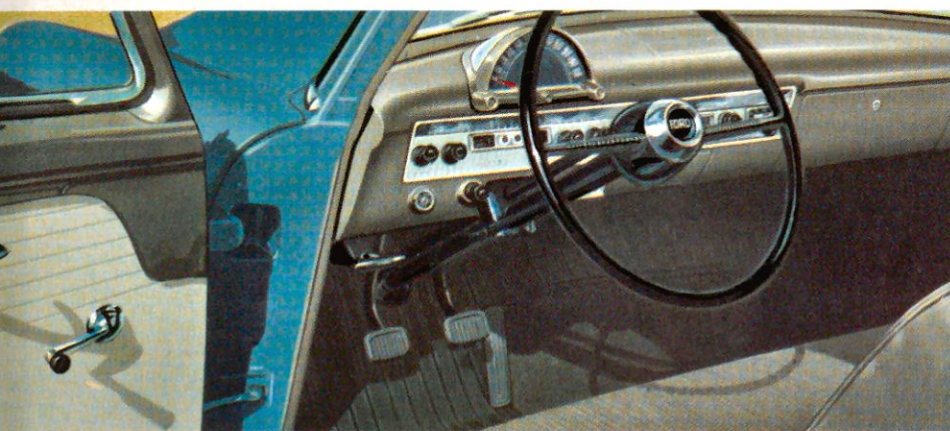
Note: Items in italics optional at extra cost.

Mainline



Fordor Sedan . . . *lots of room and beauty, too*

Like all Ford sedans, each seat is three people big . . . with plenty of hip, shoulder and head room for the biggest passengers. You'll find each door is more than a yard wide which makes it extra easy to get in and out. And you get the beautiful and clean exterior trim which distinguishes all Mainline models.



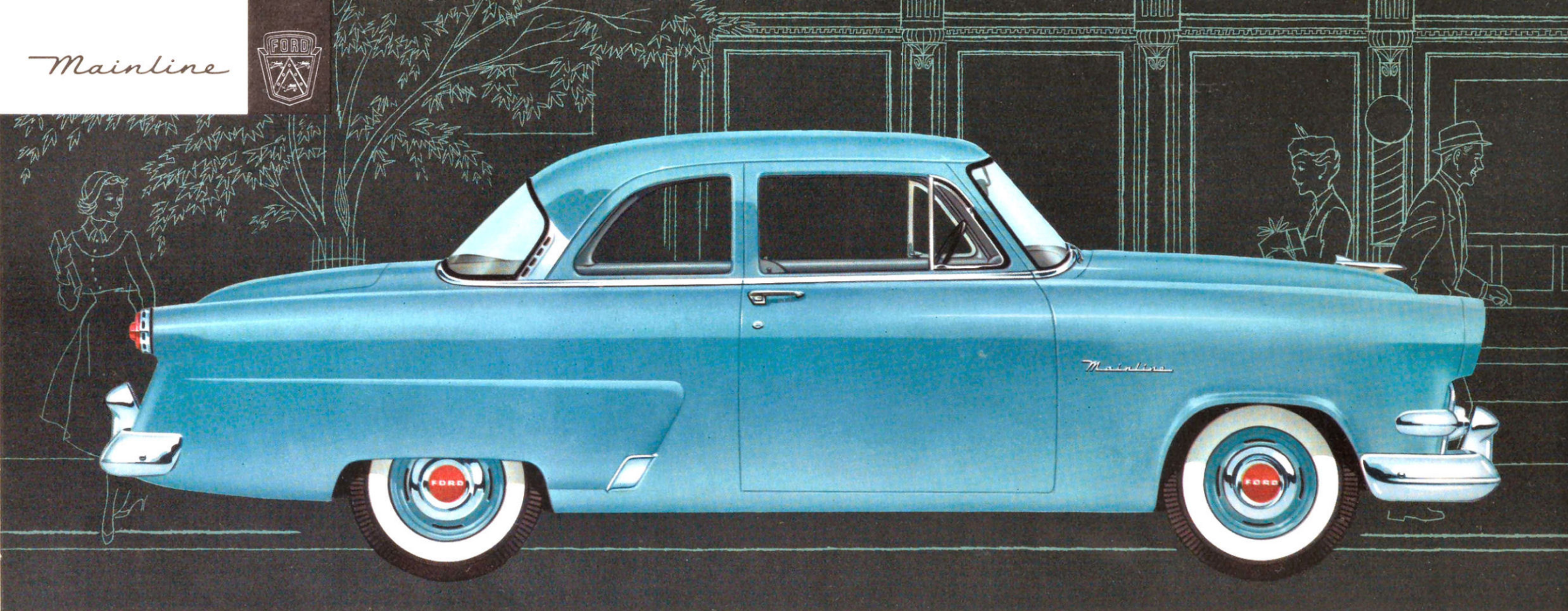
Two-stage door checks hold front doors in either two-thirds or full-open position. The easy-to-operate suspended pedals eliminate dusty, drafty floor holes. And, as on all Fordors, the rear door handles are inoperative when push-buttons are down, a real safety measure!

SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes.

Single colors: Raven Black, Sheridan Blue, Cadet Blue, Glacier Blue, Highland Green, Killarney Green, Skyhaze Green, Sierra Brown, Sandstone White, Sandalwood Tan. **Interiors:**

Gray with maroon stripe Craftweave upholstery with vinyl bolsters.

Note: Items in italics optional at extra cost.



Business Coupe . . . *makes business a pleasure*

Business is fun, and economical, too, in this low-priced beauty! Comfort is built in for day-long trips and there's plenty of easy-to-get-at "extra" space for luggage behind the seat. New Ball-Joint Suspension makes handling even easier . . . rough roads even smoother. And either new Ford engine you choose will pay off in more "go" per mile.

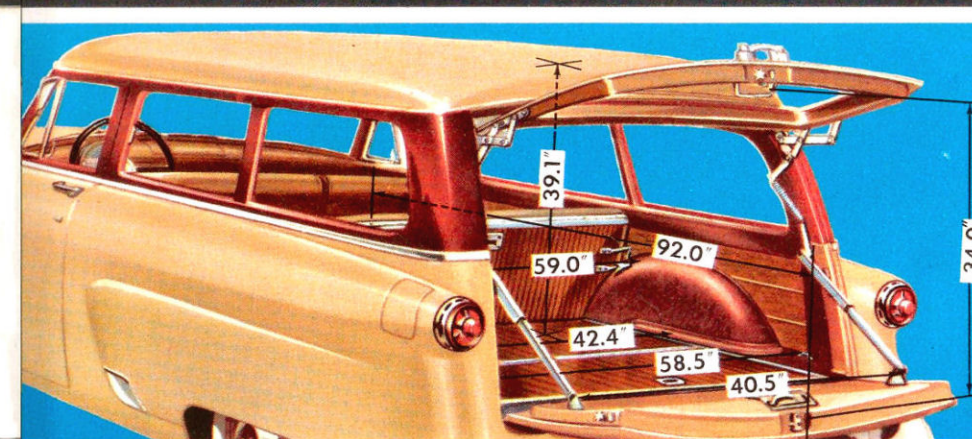
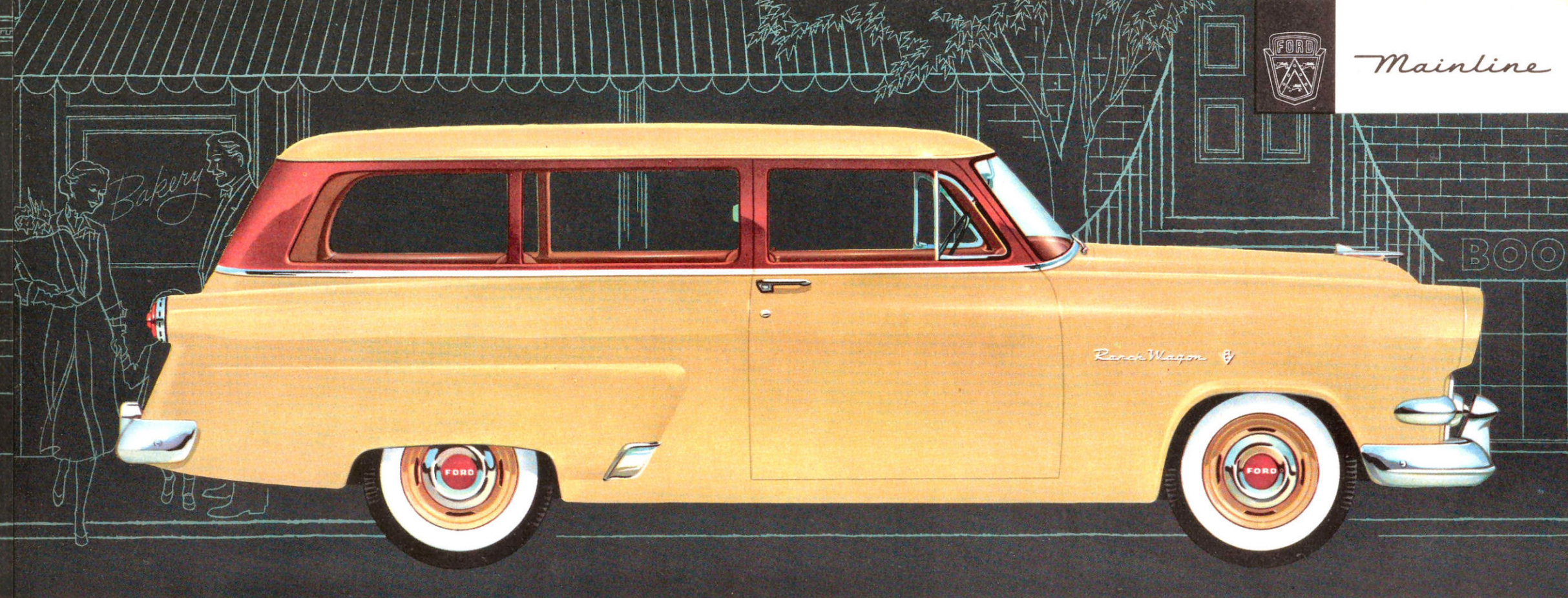
SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes.

Single colors: Raven Black, Sheridan Blue, Cadet Blue, Glacier Blue, Highland Green, Killarney Green, Skyhaze Green, Sierra Brown, Sandstone White, Sandalwood Tan. **Interiors:**

Gray with maroon stripe Craftweave upholstery with vinyl bolsters.

Note: Items in italics optional at extra cost.

Luggage compartment is extra roomy in the Business Coupe and, thanks to Ford's Center-Fill Fueling, there's no long space-eating gas filler pipe. Deck lid is mounted on counterbalancing hinges which are set far to the sides where they are out of the way.



Ranch Wagon . . . *the haul-around favorite*

Here's a two-door station wagon that will fit your family's every need. With rear seat up there's roomy comfort for six and spacious luggage area behind the rear seat, too. Then, in three seconds flat, the Stowaway rear seat is folded into the floor to change your Ranch Wagon into a flat-deck cargo hauler. With tail gate down, there's over 30 square feet of load space.

SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes. **Single colors:** Raven Black, Sheridan Blue,

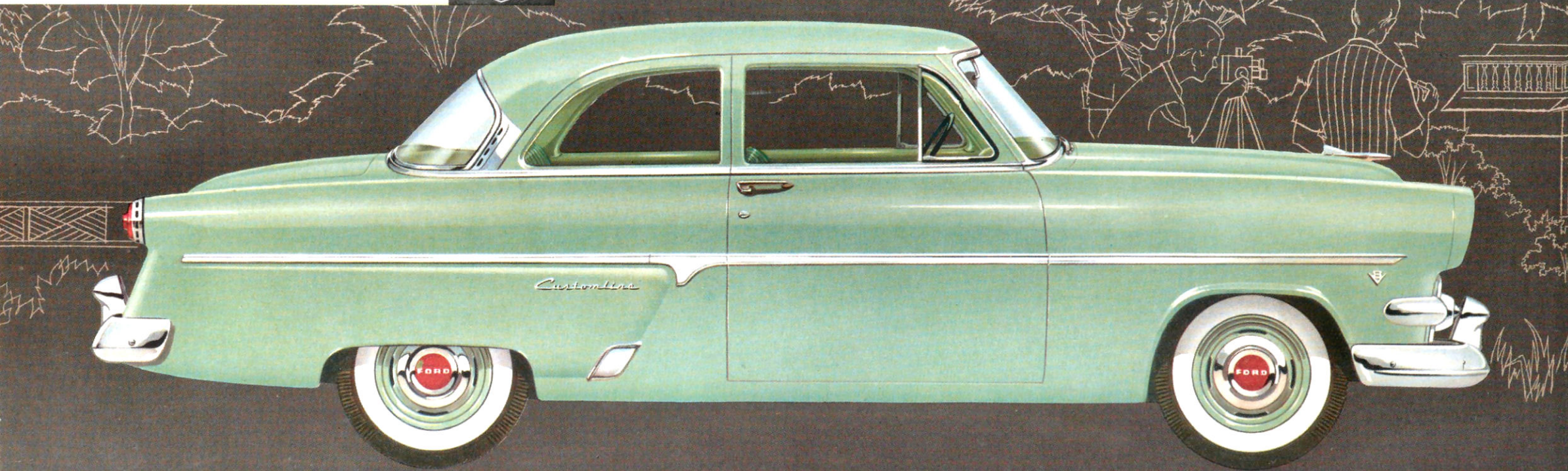
Cadet Blue, Glacier Blue, Sandstone White, Highland Green, Killarney Green, Skyhaze Green, Sandalwood Tan. **Two-tone colors:** Sandstone White body with Torch Red, Torch Red body with Sandstone White, Sandstone

White body with Cadet Blue, Skyhaze Green body with Sandstone White, Highland Green body with Sandstone White.

Note: Items in italics optional at extra cost.

Check that loading space! And note that wide-opening lift gate. It raises on counterbalancing hinges and locks securely in position . . . tail gate lowers and locks into position, too. Spare is under a hinged floor panel at rear. Floor covering is tough ribbed linoleum.

Customline



Tudor Sedan . . . your smartest two-door buy

For the man who enjoys owning the very smartest two-door sedan in the neighborhood (and one of the roomiest, too) Ford offers this stunning Customline Tudor. Note the beautiful new trim, typical of all the Customline models. The new body side molding extends nearly the full length of the car, serves as an effective rub rail.

SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes; power seat. **Single colors:** Raven Black, Sheri-

dan Blue, Cadet Blue, Glacier Blue, Highland Green, Killarney Green, Skyhaze Green, Sierra Brown, Sandstone White, Sandalwood Tan. **Two-tone colors:** Cadet Blue with Sandstone White top, Sheridan Blue with Glacier Blue top,

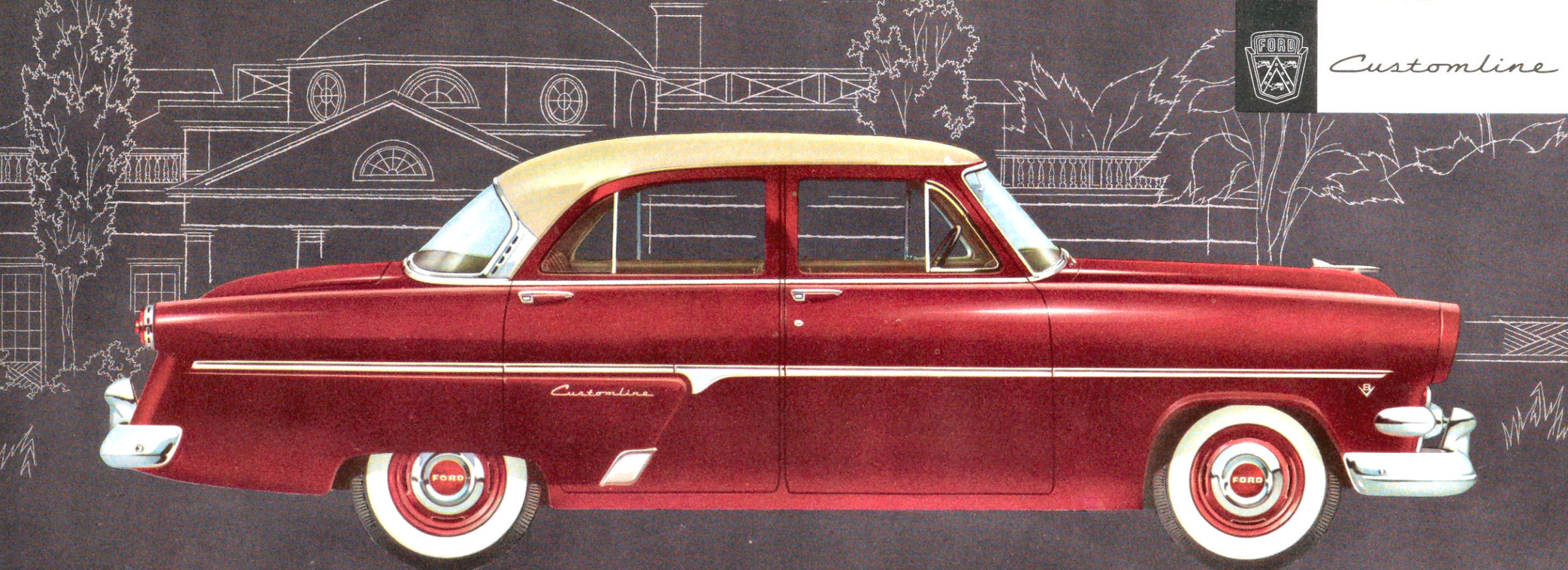
Sierra Brown with Sandalwood Tan top, Highland Green with Sandstone White top. **Interiors:** Colorful new upholstery fabrics and trim in blues, browns and greens to harmonize with body exteriors. *Note: Items in italics optional at extra cost.*

Club Coupe

This personal car is as practical as it is smart looking. It presents the distinctive silhouette of a coupe . . . carries six with extra-roomy space for all their luggage.

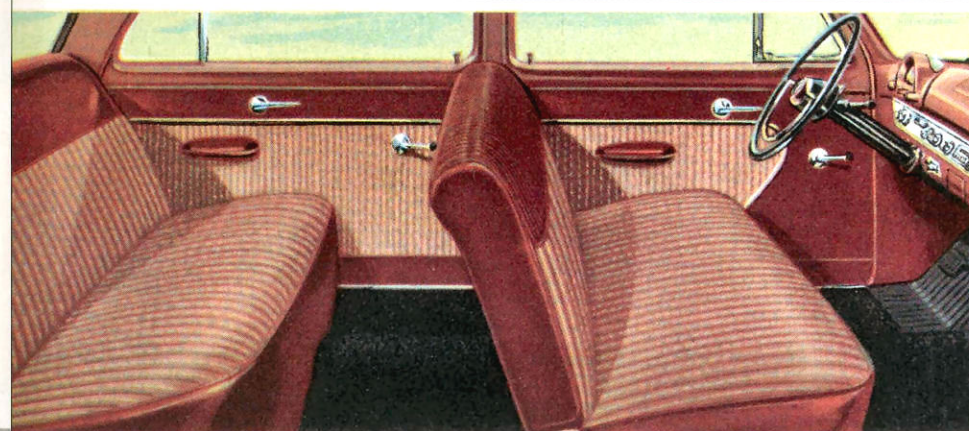


Customline



Fordor Sedan . . . the big family favorite

If yours is a family that's "always on the go" you'll especially appreciate the convenience of four big doors. You'll enjoy the many Customline features . . . like extra comfort of foam-rubber cushioned seats, and convenient arm rests front and rear. You'll notice, too, the modern touches of bright metal trim that add a distinctive note to the Customline.



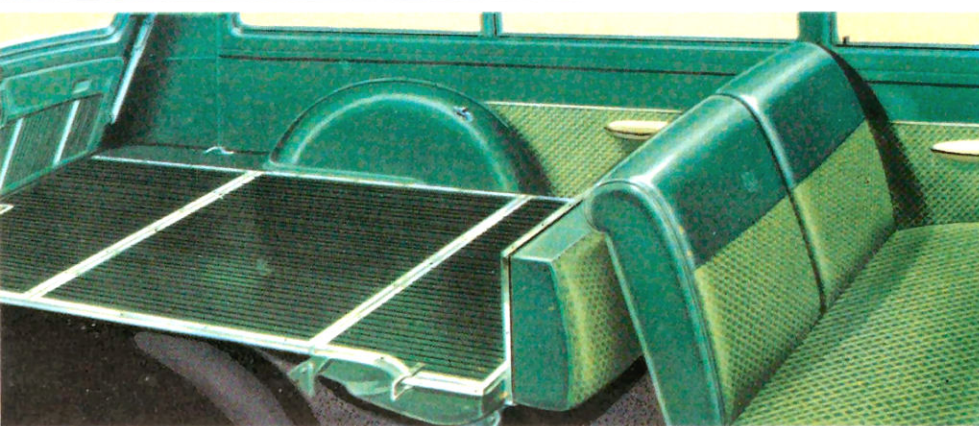
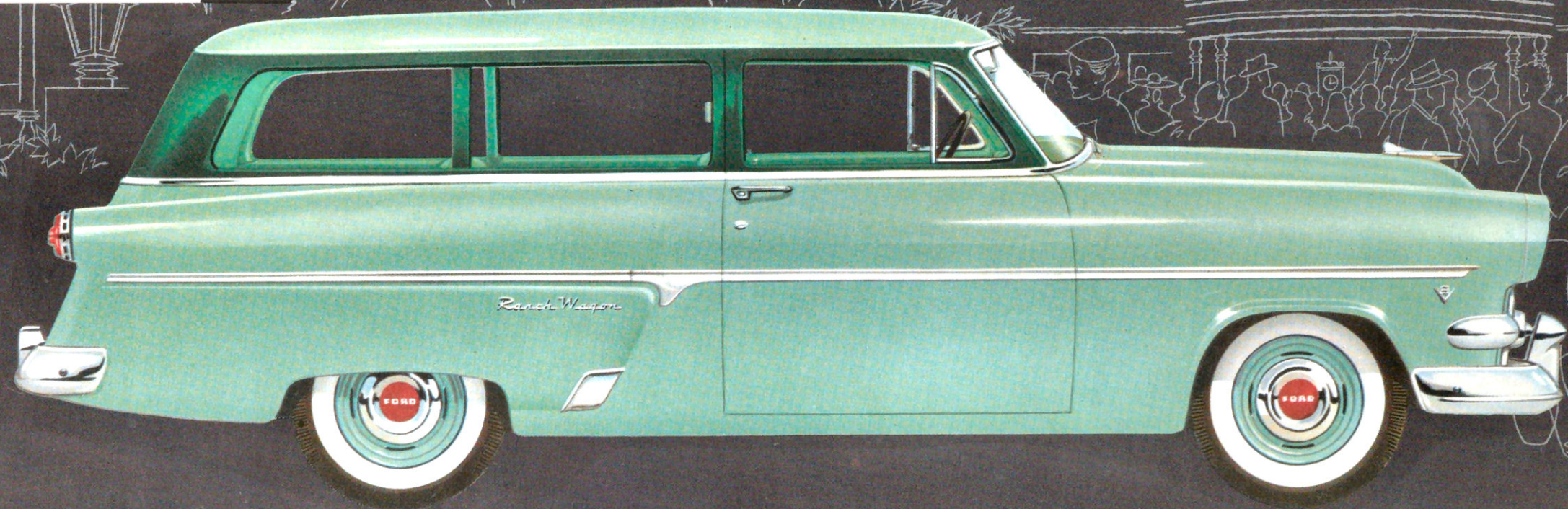
New Customline interiors set an entirely new trend in interior design. Colorful new fabrics and dark pleated vinyl bolsters are used on seats. Trim on door panels is beautiful fiber-grained vinyl in colors and patterns to match seat fabrics with dark border to match seat bolsters.

SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes; power seat; power windows. **Single colors:**

Raven Black, Sheridan Blue, Cadet Blue, Glacier Blue, Highland Green, Killarney Green, Skyhaze Green, Sierra Brown, Sandstone White, Sandalwood Tan. **Two-tone colors:** Cadet Blue with Sandstone White top, Sheridan Blue

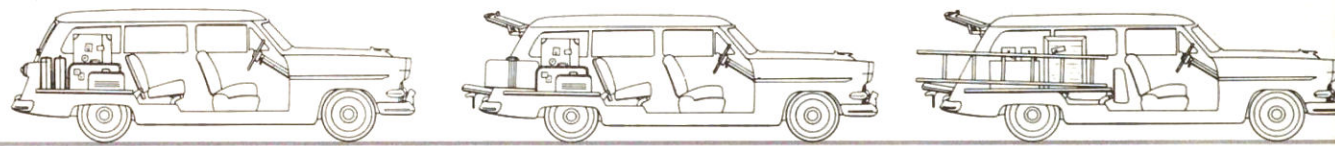
with Glacier Blue top, Sierra Brown with Sandalwood Tan top, Highland Green with Sandstone White top. **Interiors:** Colorful new upholstery and trim in blues, browns and greens to harmonize with exterior colors. *Note: Items in italics optional at extra cost.*

Customline



Ranch Wagon . . . *two-door double-duty dandy*

Newest of Ford's double-duty beauties is this all-steel Ranch Wagon. It will carry six in passenger car comfort—or bulky loads with ease. The Stowaway rear seat folds into the floor in seconds, leaving a huge flat-deck floor area . . . the same roomy cargo space as in its Mainline counterpart.



SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes; power seat. **Single colors:** Raven Black, Sheri-

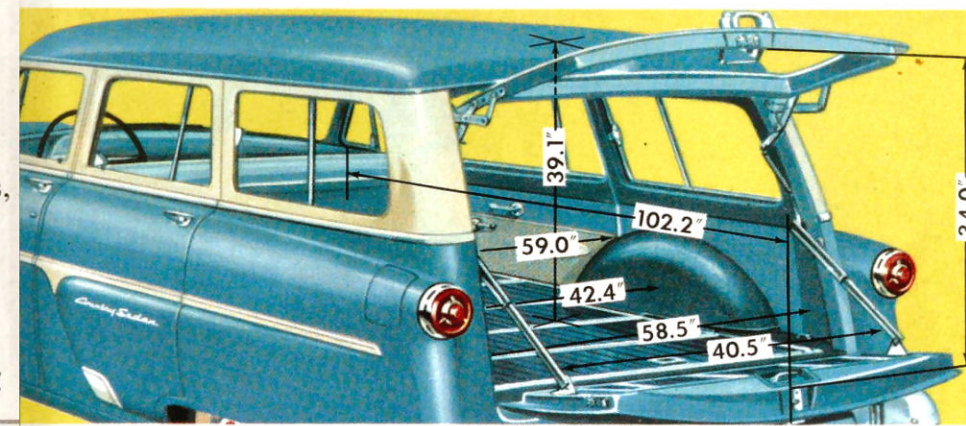
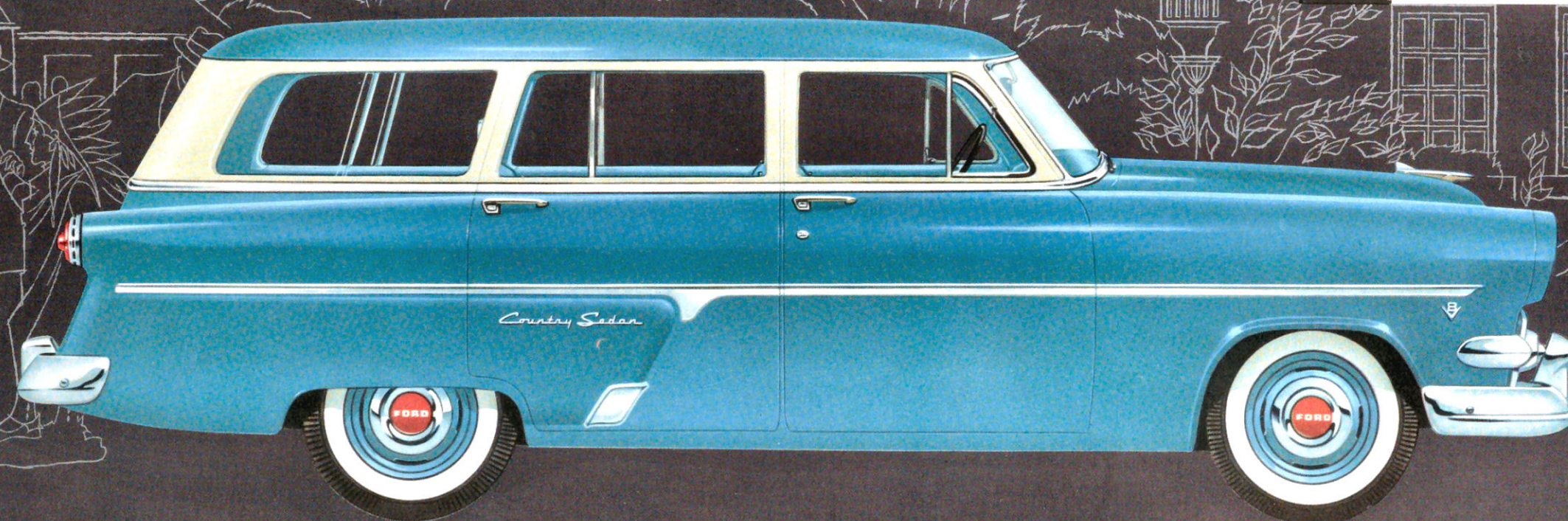
dan Blue, Cadet Blue, Glacier Blue, Sandstone White, Highland Green, Killarney Green, Skyhaze Green, Sandalwood Tan. **Two-tone colors:** Sandstone White body with Torch Red, Torch Red body with Sandstone White, Sand-

stone White body with Cadet Blue, Skyhaze Green body with Sandstone White, Highland Green body with Sandstone White.

Note: Items in italics optional at extra cost.

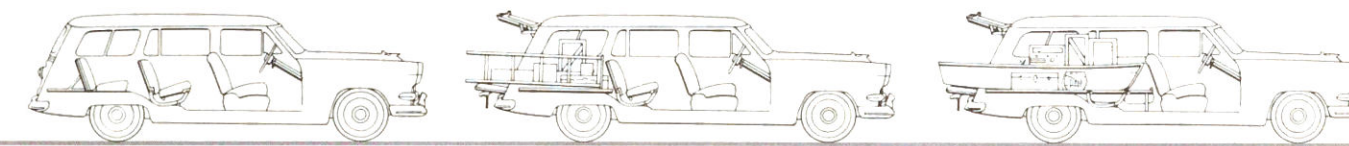
Never before has a station wagon offered a choice of such bright, cheerful interiors. Upholstery is of long-wearing and beautiful new woven plastic that's easy to clean . . . comfortable to sit on. Floor is of heavy ribbed linoleum, color-blended with other interior colors.

Customline



Country Sedan . . . *distinctive four-door beauty*

First, it's a smart and comfortable 8-passenger sedan. Now, just lift out the light, two-section rear seat and you can carry six people and a large load. Next, lower Stowaway center seats into floor for carrying space galore.



SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes; power seat. **Single colors:** Raven Black, Sheri-

dan Blue, Cadet Blue, Glacier Blue, Sandstone White, Highland Green, Killarney Green, Skyhaze Green, Sandalwood Tan. **Two-tone colors:** Sandstone White body with Torch Red, Torch Red body with Sandstone White, Sand-

stone White body with Cadet Blue, Skyhaze Green body with Sandstone White, Highland Green body with Sandstone White.

Note: Items in italics optional at extra cost.

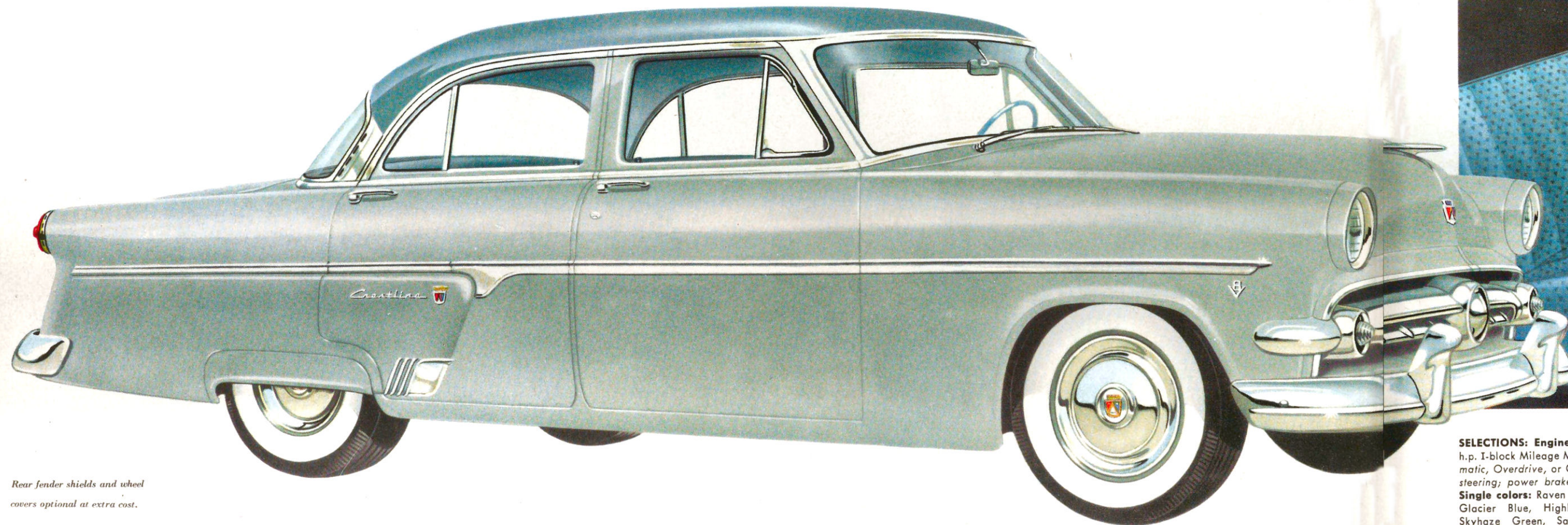
Plenty of room . . . and beauty too! As these dimensions show, there's plenty of carrying space for "everything." Interiors are ultra-smart, with trim and even floor covering in bright new colors which harmonize with beautiful woven plastic seat upholstery materials.

Crestline



The new fashion car for the American Road . . . Crestline Four-Door Sedan

No matter where you go, you won't find a newer or more beautiful sedan . . . a car that is more "at home" in the smartest circles. You get all the comfort and convenience offered in America's finest cars *plus* the smooth responsiveness of America's most modern engines. And you can choose any of those worth-while additions formerly associated with America's costliest cars . . . power steering, power brakes, power operated windows and front seat . . . *plus* Fordomatic.



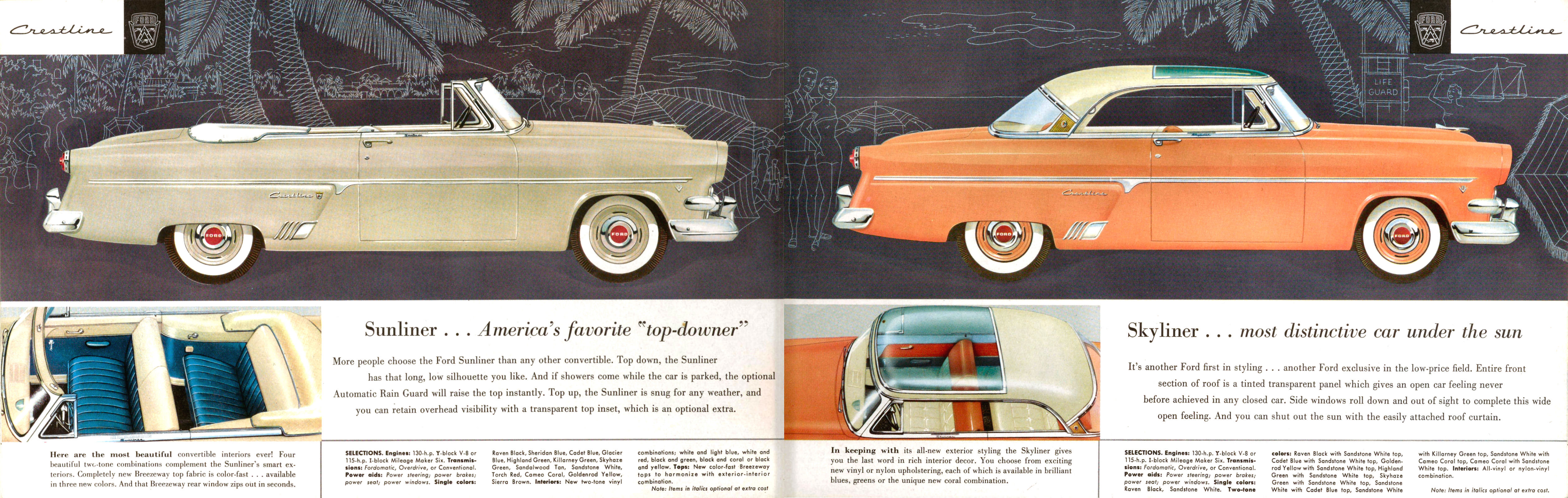
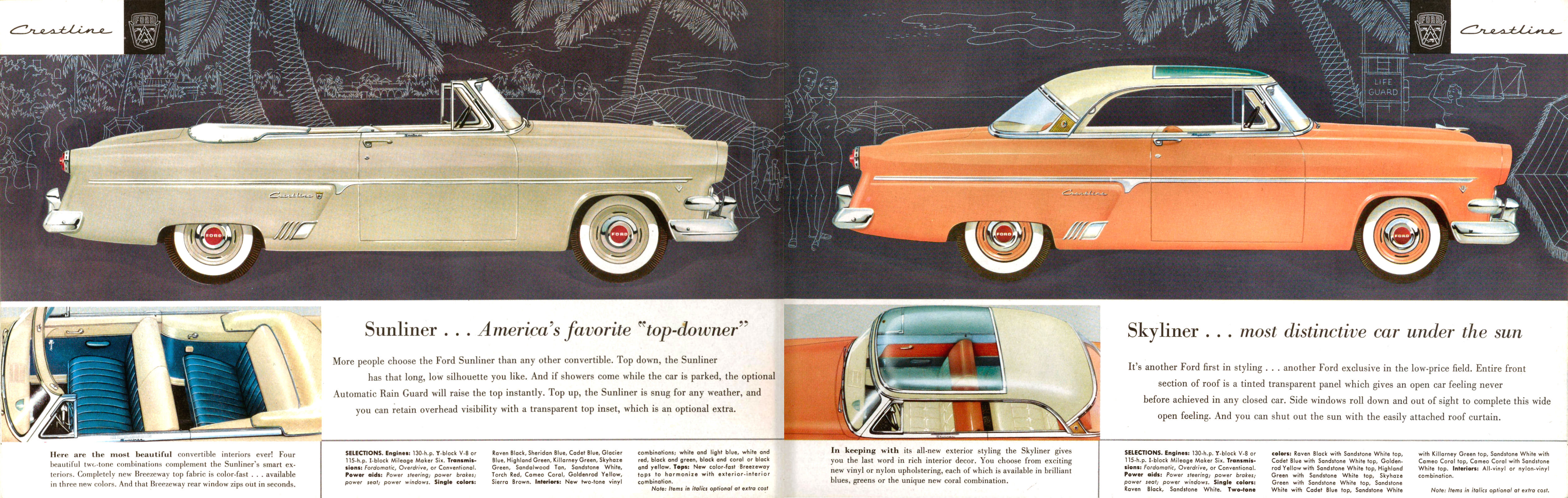
SELECTIONS: Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering, power brakes, power seat, power windows. **Single colors:** Raven Black, Sheridan Blue, Cadet Blue, Glacier Blue, Highland Green, Killarney Green, Skyhaze Green, Sandalwood Tan, Sierra Brown, Sandstone White. **Two-tone colors:** Cadet Blue body with

Sandstone White, Sandstone White body with Cadet Blue, Sheridan Blue body with Glacier Blue, Sierra Brown body with Sandalwood Tan, Highland Green body with Sandstone White, Skyhaze Green body with Sandstone White, Goldenrod Yellow body with Sandstone White. **Interiors:** Nylon upholstery fabrics in two-tone blue or green or in gold-and-brown. Two-tone control panel.

Note: Items in italics optional at extra cost.

Here's interior beauty you'd expect to find only in costly limousines. Contoured seats are smartly upholstered in glamorous new nylon fabrics. Door panels are neatly trimmed in a rich, modern-design block pattern. Two-toned control panel is color-keyed to harmonize with every decorator-designed detail in this newest and smartest of four-door sedans.

Rear fender shields and wheel covers optional at extra cost.



Sunliner . . . *America's favorite "top-downer"*

More people choose the Ford Sunliner than any other convertible. Top down, the Sunliner has that long, low silhouette you like. And if showers come while the car is parked, the optional Automatic Rain Guard will raise the top instantly. Top up, the Sunliner is snug for any weather, and you can retain overhead visibility with a transparent top inset, which is an optional extra.

SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes; power seat; power windows. **Single colors:** Raven Black, Sheridan Blue, Cadet Blue, Glacier Blue, Highland Green, Killarney Green, Skyhaze Green, Sandalwood Tan, Sandstone White, Torch Red, Cameo Coral, Goldenrod Yellow, Sierra Brown. **Interiors:** New two-tone vinyl combinations; white and light blue, white and red, black and green, black and coral or black and yellow. **Tops:** New color-fast Breezeway tops to harmonize with exterior-interior combination.

Note: Items in italics optional at extra cost

Skyliner . . . *most distinctive car under the sun*

It's another Ford first in styling . . . another Ford exclusive in the low-price field. Entire front section of roof is a tinted transparent panel which gives an open car feeling never before achieved in any closed car. Side windows roll down and out of sight to complete this wide open feeling. And you can shut out the sun with the easily attached roof curtain.

SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes; power seat; power windows. **Single colors:** Raven Black, Sandstone White. **Two-tone colors:** Raven Black with Sandstone White top, Cadet Blue with Sandstone White top, Goldenrod Yellow with Sandstone White top, Highland Green with Sandstone White top, Skyhaze Green with Sandstone White top, Sandstone White with Sandstone White top, Sandstone White with Cadet Blue top, Sandstone White with Killarney Green top, Sandstone White with Cameo Coral top, Cameo Coral with Sandstone White top. **Interiors:** All-vinyl or nylon-vinyl combination.

Note: Items in italics optional at extra cost



Victoria . . . for those who like "something special"

You'll find sweeping grace in its long low lines. You'll find a huge, curved, one-piece windshield up front . . . an extra-wide, extra-deep one-piece window in the rear. And door and quarter windows roll down completely out of sight leaving no center posts to spoil the Victoria's open feeling.

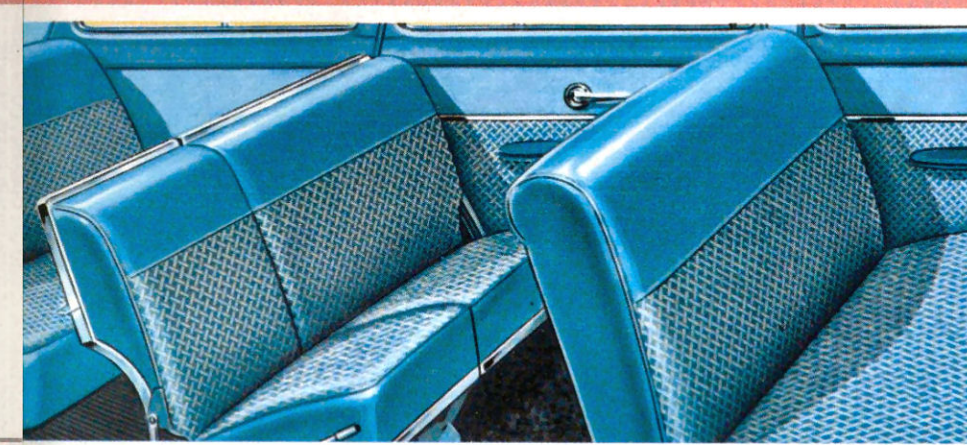
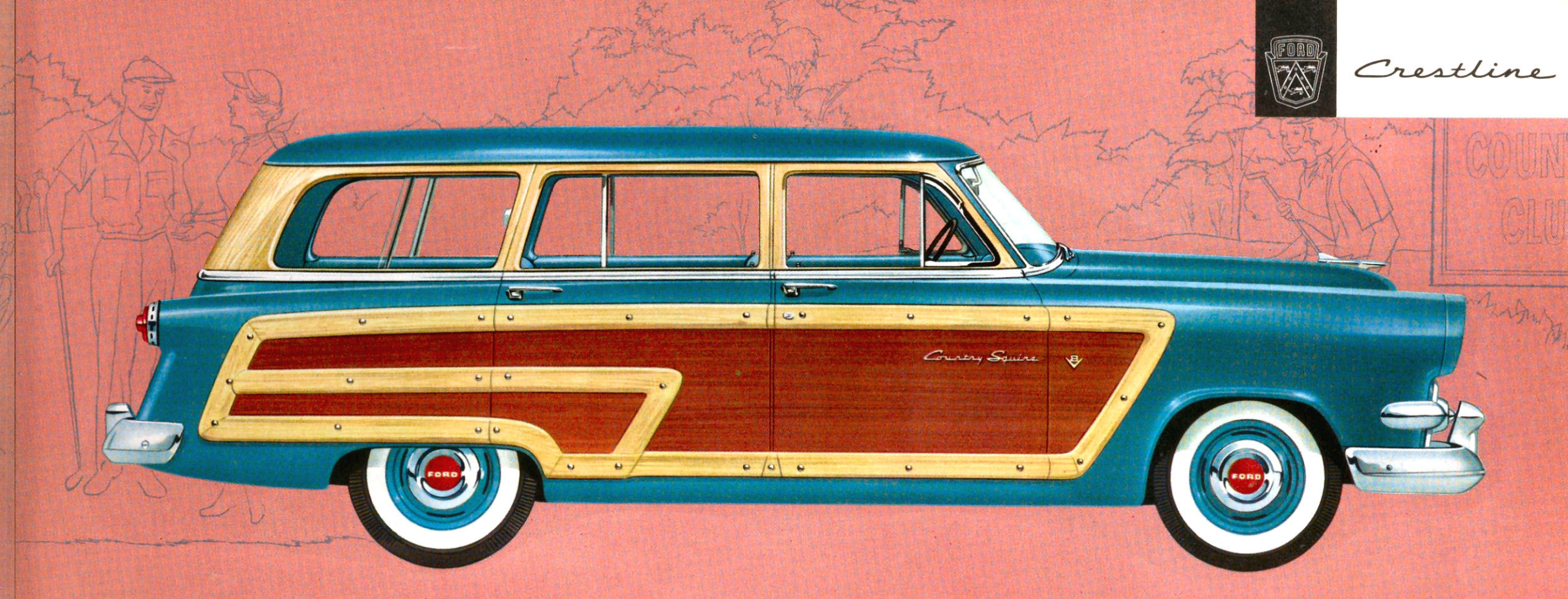
You'll ride in style wherever you go. Every detail in trim and appointments says quality! Seats are upholstered in a rich vinyl and nylon combination or in the new all-vinyl block pattern . . . both color-blended with the exterior color of your own choosing.

SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes; power seat; power windows. **Single colors:** Raven Black, Sandstone White. **Two-tone**

colors: Raven Black with Sandstone White top, Cadet Blue with Sandstone White top, Goldenrod Yellow with Sandstone White top, Highland Green with Sandstone White top, Skyhaze Green with Sandstone White top, Sandstone White with Cadet Blue top, Sandstone White

with Killarney Green top, Sandstone White with Cameo Coral top, Cameo Coral with Sandstone White top. **Interiors:** All-vinyl or nylon-vinyl combination.

Note: Items in italics optional at extra cost.



Country Squire . . . at home in town or country

Without a doubt, it's the style leader of the station wagons. The mahogany-grain finished steel body panels are trimmed with smart-looking wood-grained moldings. It has four doors . . . room aplenty for eight passengers. Yet this beauty converts to a handsome hauler in a jiffy . . . with generous dimensions like the Country Sedan.

Bright, modern interiors are available in three distinctive color schemes to harmonize with exterior. Like the Country Sedan, seats are covered with new, comfortable, woven plastics in bright two-tone combinations. Floors and interior trim are in colors to harmonize.

SELECTIONS. Engines: 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power aids:** Power steering; power brakes;

power seat. **Single colors:** Raven Black, Sheridan Blue, Cadet Blue, Glacier Blue, Highland Green, Killarney Green, Skyhaze Green, Sandalwood Tan, Sandstone White, Torch Red.

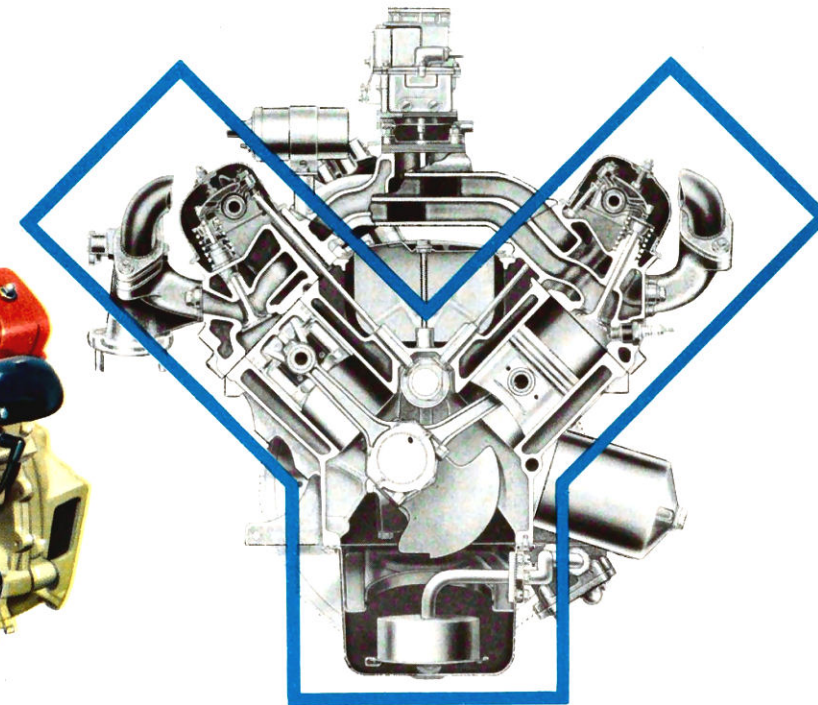
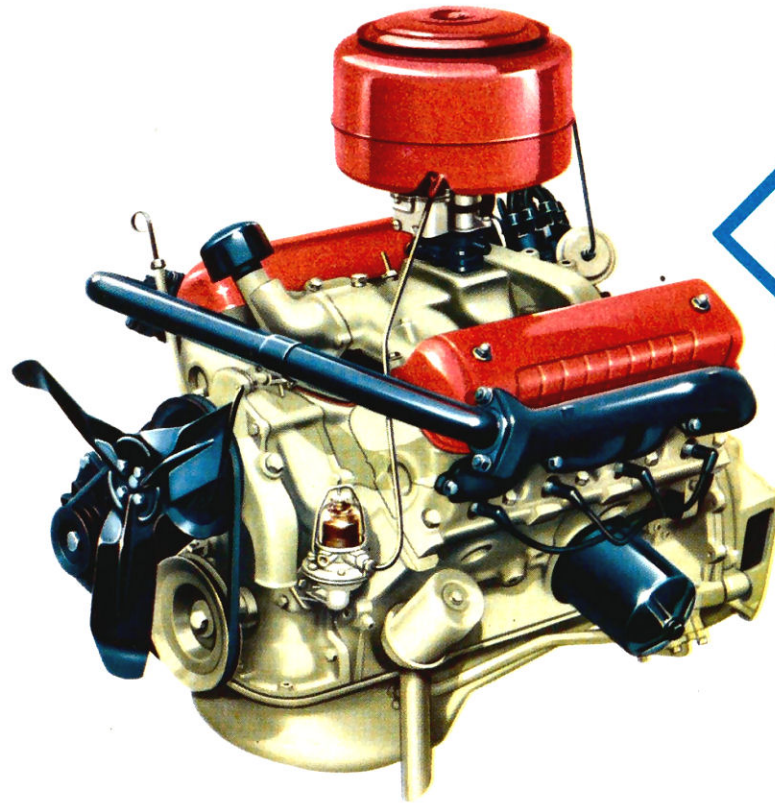
Interiors: Colorful new blue-and-white, green-and-white or red woven plastic upholstery materials.

Note: Items in italics optional at extra cost.

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

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

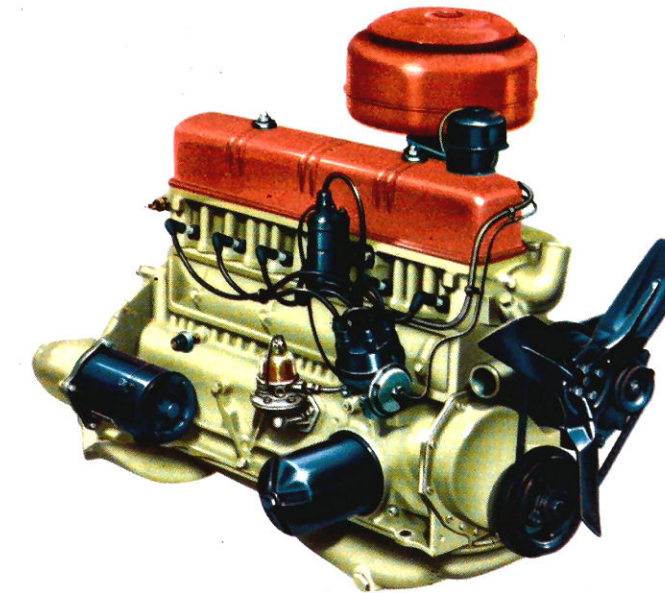
It's the newest, most modern "eight" in any car today. Modern low-friction, high-compression design and new deep-block construction mean smoother, quieter, more responsive power with greater economy and longer engine life.



It is called a **Y-block V-8 engine** because the block has an extra-deep skirt which extends well below the crankshaft, giving a "Y" shaped cross-section. With Y-block design, greater rigidity is attained with minimum weight. The results are much smoother and quieter engine operation . . . far longer engine life.

The **Y-block V-8 is a low-friction engine**. Because the diameter of the cylinder is *greater* than the stroke of the piston, it is known as an *over-square* engine. The shorter stroke in the Y-block V-8 allows the car to go *21% farther* for a given amount of piston travel . . . which means less internal friction, more miles per gallon of gas. It's almost like turning off your engine every sixth mile.

Ford's **Double-Deck Intake Manifold** has large passages of balanced lengths between carburetor and cylinders to permit free flow of exactly the same amount of fuel-air mixture to each cylinder. This manifold design, plus new high-turbulence combustion chambers, high-lift overhead valves, high compression ratio and improved Automatic Power Pilot, makes the new Y-block V-8 respond instantly to your slightest touch on the accelerator pedal.

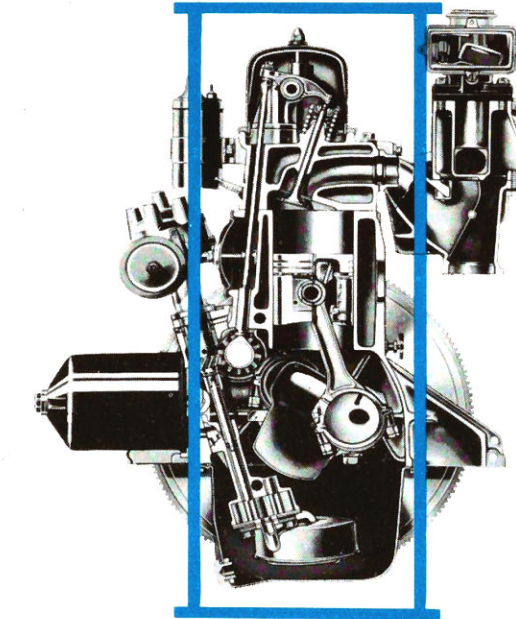


The new 115-h.p. I-block Mileage Maker Six

Ford's **Six** is the only completely modern high-compression, low-friction six in the industry. The new, larger bore, resulting in greater displacement, and the new higher compression ratio give you 14 more horsepower. And like the new Y-block V-8, the new I-block Six is an *over-square* engine . . . which means less power loss in friction and more miles per gallon. Four-port intake manifold design provides for uniform

distribution of fuel to cylinders. Extra-large manifold passages and intake valves permit free flow of fuel-air mixture for most efficient performance.

Like the **deep-block V-8**, the crankcase extends well below the centerline of the crankshaft for more rigid construction. The result is an extra-deep I-shaped block—a design feature exclusive with Ford in its field. This means a smoother, quieter, longer-lived engine.



Your choice of three drives

Ford lets you choose exactly the kind of transmission you want: Fordomatic, Overdrive (at extra cost) or Conventional Drive.

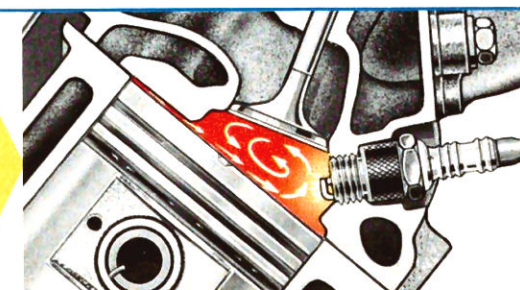


FORDOMATIC is the finest, most versatile of *all* the automatic drives. That's because it's really *two* drives in *one*. You get the quick get-up-and-go of automatic gears, *plus* the smoothness of a fluid torque converter. Unlike other "automatics" in Ford's field, Fordomatic provides an automatic intermediate gear for faster get-aways . . . easier passing . . . and greater safety when going down hill. Safety-Sequence selector arrangement, with neutral in the middle, is safer, easier.

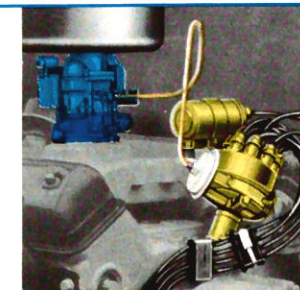
OVERDRIVE is an automatic "4th gear" that lets your engine loaf along at 35 miles an hour while your car's doing 50! This saves you up to 15 cents on every gas dollar . . . makes driving quieter and more relaxing. When you want more "Go" for passing, merely step down on the gas pedal and Overdrive shifts you back to third gear for the extra power you need.

CONVENTIONAL DRIVE, teamed with Ford's semi-centrifugal clutch and suspended clutch pedal, gives you the very finest in manual shifting.

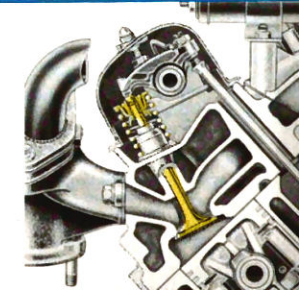
Both
engines
have all
these
features



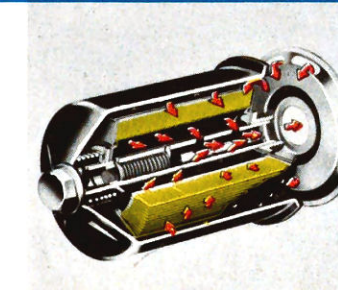
Hi-turbulence combustion chambers. V-8 and Six chambers are wedge-shaped to create high turbulence, a virtual tornado, that results in *three* advantages: a better gas-air mixture . . . faster, smoother, more complete burning . . . and better clearing out of exhaust gases. You get high-compression performance on regular gas.



Automatic Power Pilot. Ford's improved, completely integrated, carburetion-ignition-combustion system makes sure that the right gas mixture is supplied to the combustion chambers, ignited at precisely the right instant, burned completely, evenly. The result is the most "go" from every drop of gas, regular or premium.



Free-turning overhead valves. In both V-8 and Six, valves are free to turn. This minimizes warpage, permits the valves to wear evenly and maintain a tight seal. Only Ford valves in the low-price field have this free-turning feature. And with valves overhead and extra large ports, gases flow freely into and out of the cylinders. The result is high power output . . . high efficiency . . . long valve life.

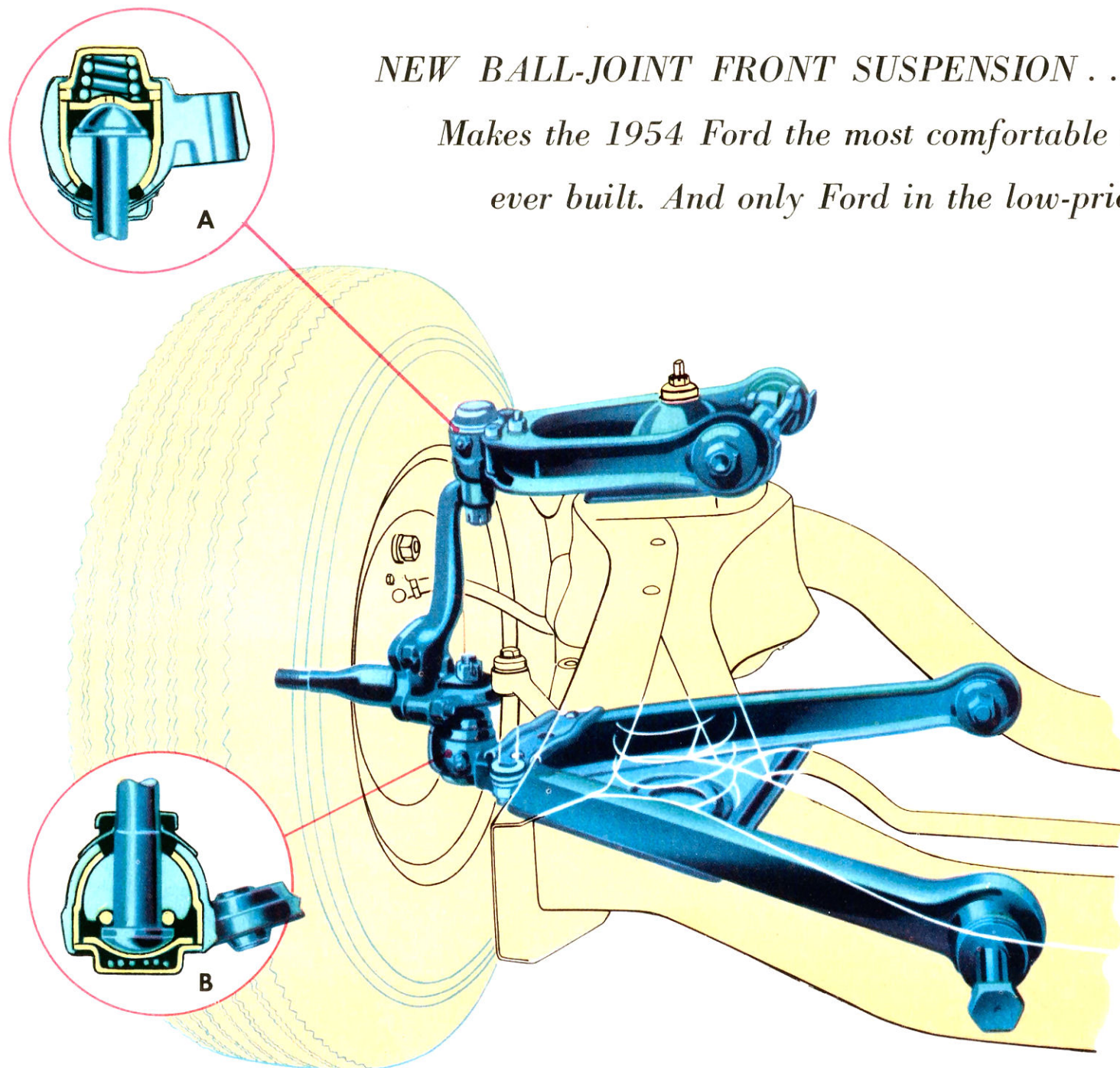


Full-Flow oil filter. Ford's oil filter cleans *all* the oil in your engine *all* the time. This reduces wear, protects your engine against harmful abrasives, protection that's especially important during the break-in period. Filter is base-mounted directly on the cylinder block eliminating external oil lines. It's just *one* feature of the '54 Ford engines that keeps them smoother and younger *longer*.

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!

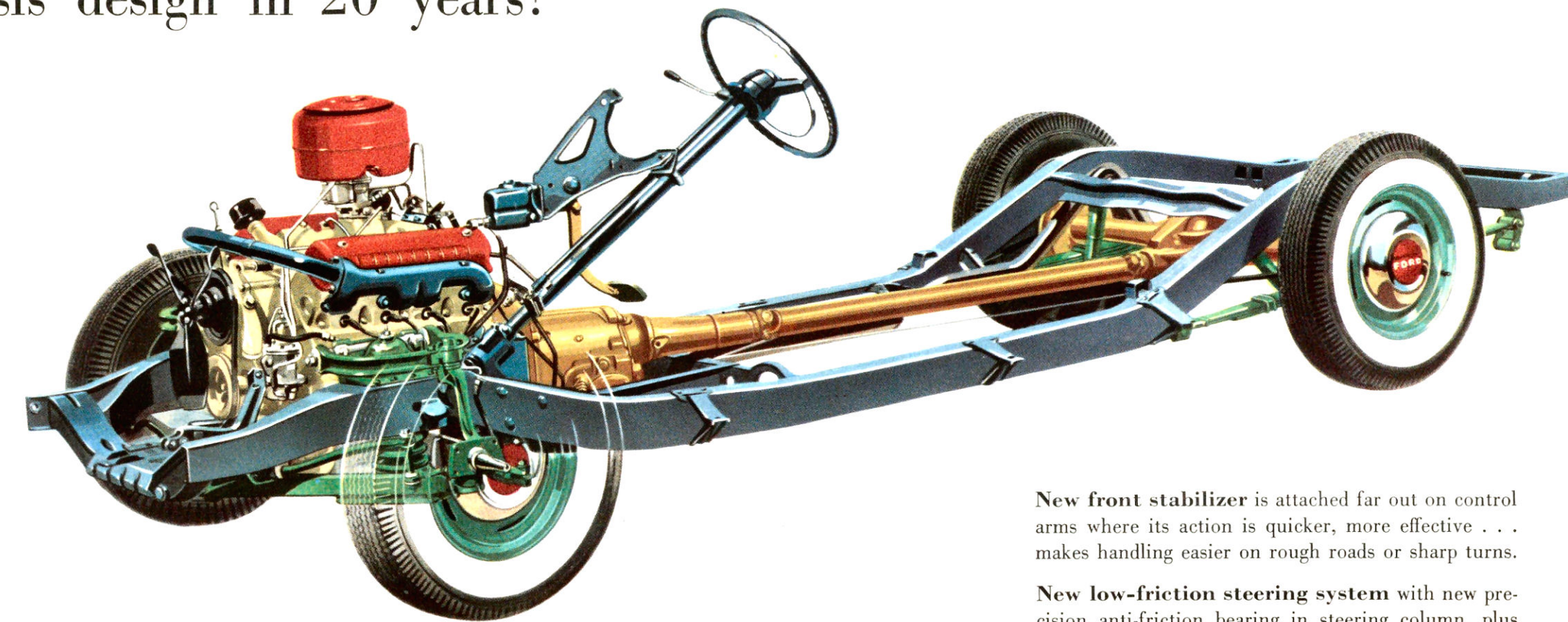


In most cars front wheels turn right or left about a hinge-like pivot called the king-pin, and move up and down on additional hinge-like joints at the inner and outer ends of the control arms (the two arms at each wheel which are the connecting links between wheel and chassis frame). This older type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

The 1954 Ford replaces this older type suspension with a simple, new *ball-joint* system. Each front wheel is attached to an upper and lower control arm by ball-joints. (See A and B.) Movement of the wheels is about these ball-joints—whether in up and down motion, as wheels travel over rough spots in the road, 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 and they're spring-loaded to compensate automatically for any wear, and to give just the right amount of friction to make handling consistently easy, riding uniformly smooth.

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.



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 Front 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 control arms where its action is quicker, more effective . . . makes handling easier on rough roads or sharp turns.

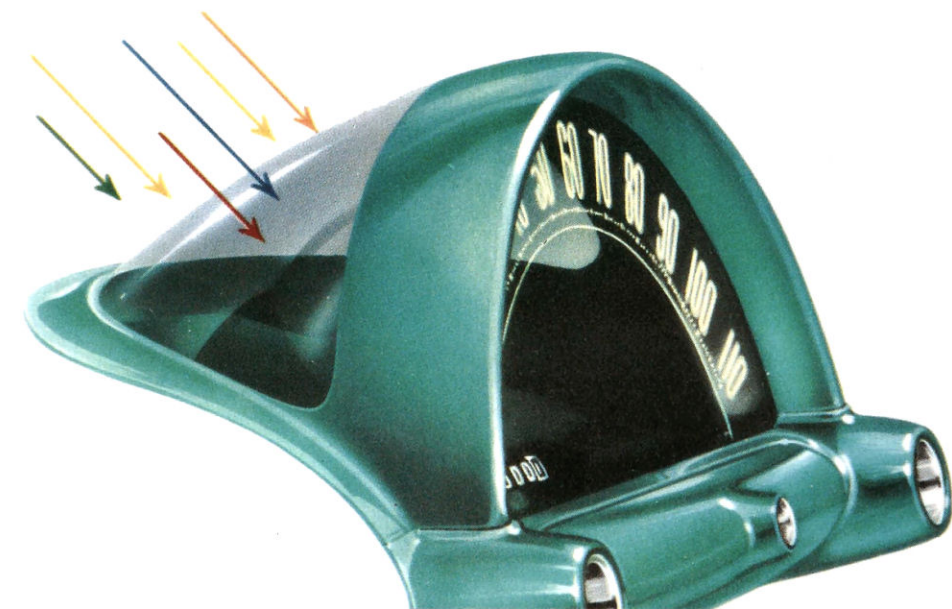
New low-friction steering system with new precision anti-friction bearing in steering column, plus the new Ball-Joint Front Suspension, makes steering easier and means that your 1954 Ford will keep that "new car feel" longer.

A New K-bar frame gives the 1954 Ford a more rugged "back bone." It has five strong cross members, including a K-bar member that provides extra twist-resistance for greater rigidity, longer car life.

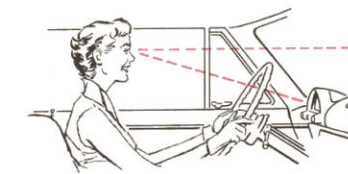
Improved Magic Action Brakes use car momentum in stopping the car—make braking smooth and easy. New stronger mountings and new heavier shoes make stops even smoother, linings last even longer.

New Astra-Dial Control Panel

... *completely new in beauty* ...
in *convenience* ... in *extra safety, too!*



Here's a perfect combination of fashion and function. A glance will tell you that it is one of the most beautiful control



panels ever designed into a car. A drive in a new Ford will tell you that it's the most practical control panel you ever came across.

The speedometer is placed high on the control panel where it is in your line of sight ... the safest place for a speedometer to be located because you hardly need to take your eyes off the road to read it.

And note the transparent hood behind the speedometer. This allows daylight to illuminate the needle and dial for even easier reading. Soft diffused lighting makes it easy to read at night.

Then examine the way in which the controls are arranged. Each is within easy reach ... clearly marked ... and individually illuminated (a Ford exclusive). No fumbling for the right knob.

The new radio speaker grille is located at the top, and center, of the control panel to give even distribution of sound throughout the car. With this arrangement, driver and all passengers can hear the radio clearly.



Here's one of the greatest conveniences of all. 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. They check themselves—*automatically*.

The parcel compartment is 42% bigger, for your greater convenience. There's room for more of your "gear" ... things are easier to find in it, too.



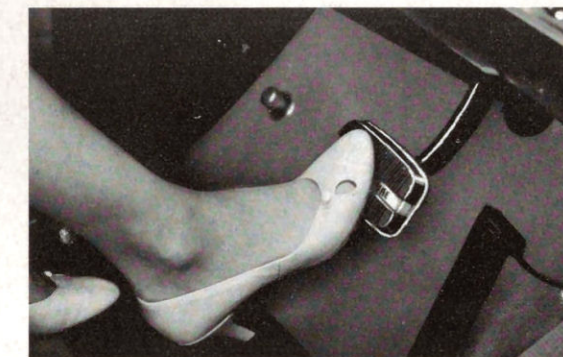
Master-Guide power steering gives you even easier control ... automatically ... absorbs road shocks before they reach the steering wheel. It helps you guide your car through traffic ... helps you take



sharp turns ... and makes parking a pleasure. You can actually turn the wheel with *one finger* when the car is standing still! 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 power works for you only when you need it. This leaves you with the natural "feel" of steering on the straightaway.

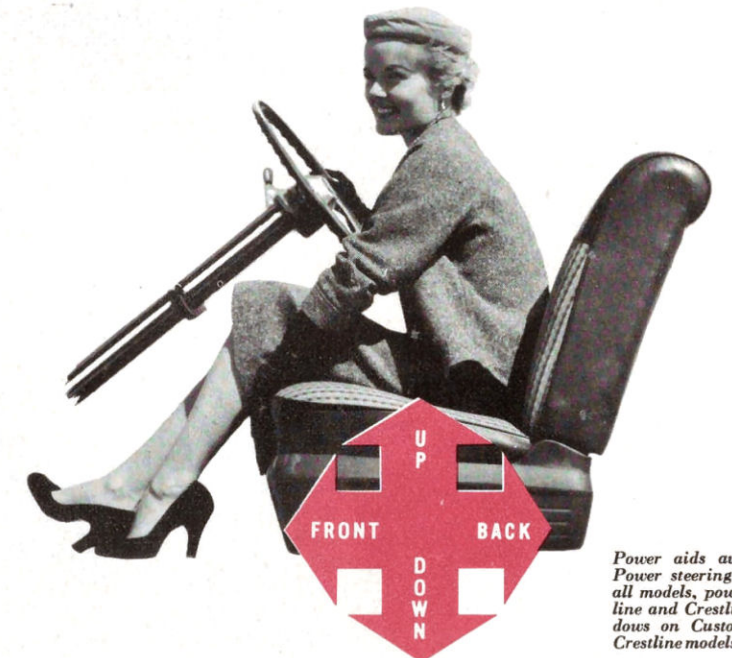
POWER AIDS to make your '54 Ford
as automatic as you want it ...
and at the price you want to pay!



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. 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 his door. This is especially convenient (and safe) in bad weather. Each window also has its own control button for individual passenger convenience. Quiet electric motors under each window do the work.

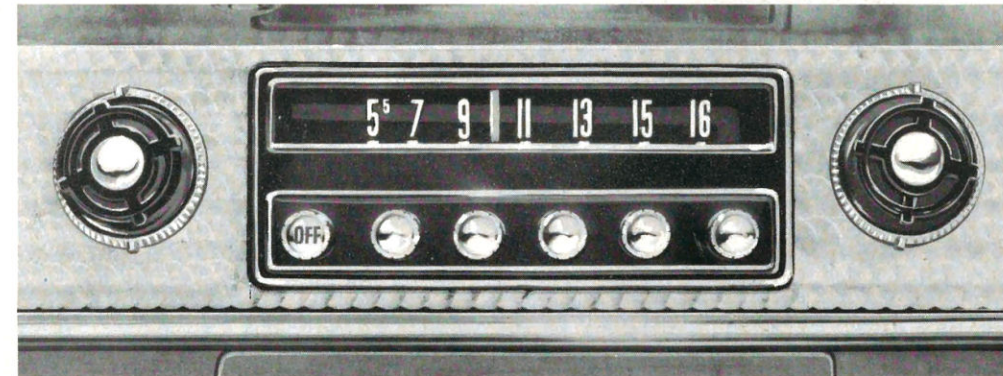


4-Way Power Seat makes front seat adjustment simple and easy. By pressing *one* of two buttons, seat moves forward or backward. By pressing the other, it moves up or down. It permits the exact adjustment for a driver of any height and thus adds to driving ease, comfort and safety.

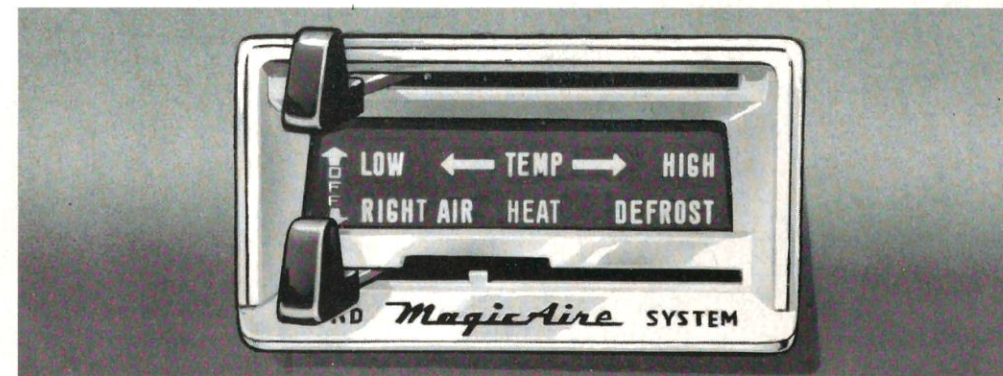
Power aids available at extra cost. Power steering and power brakes on all models, power seat on all Customline and Crestline models, power windows on Customline Fordor and all Crestline models except Country Squire.

For your greater driving comfort!

Your Ford can be equipped with everything you need to make your life on wheels the most comfortable ever. Here are a few of the many Genuine Ford Accessories developed by Ford engineers and designers to make your Ford even more beautiful . . . even more fun to drive.



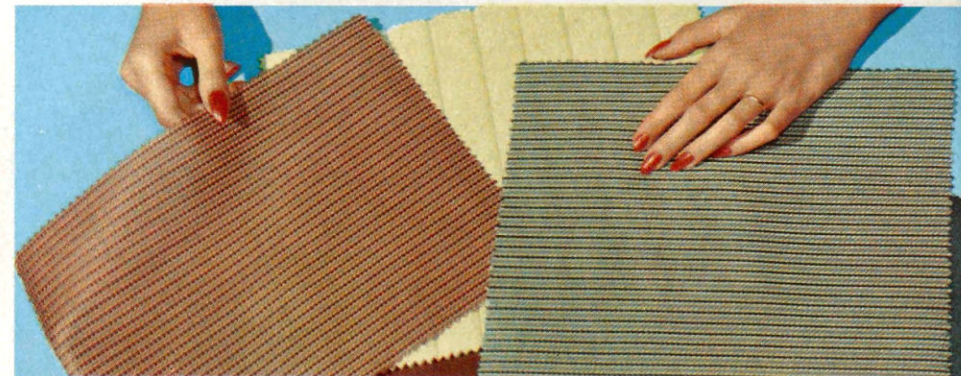
Ford Super Range Radio is a powerful 7-tube (plus rectifier) radio with five-station push-button tuning and wide-range tone control. Ford Console Range Radio, with 5 tubes (plus rectifier) and five-station push-button tuning, also available.



Ford MagicAire System is an all-season, all-climate heating, ventilating, and defrosting system. It offers you even heat distribution . . . windshield wide defrosting . . . full-car ventilation. Ford Recirculating Heater and Defroster also available.



I-REST Glass is a green-tinted safety glass that protects your eyes from sun-glare . . . brilliant headlights. It also effectively keeps out much of the sun's heat. It is used on all windows front, side and rear.



Styletex interiors are available in 2 new color combinations: blue and white or brown and white. Styletex is the smart new woven plastic material which adds distinction to your car . . . makes it more comfortable and easier to clean. *Styletex is optional on Mainline and Customline Sedans and Coupes.*

Additional GENUINE FORD ACCESSORIES for your comfort, convenience and safety

SEAT COVERINGS	INSIDE NON-GLARE REAR VIEW MIRROR	HAND-WIND CLOCK
REAR WINDOW DEFROSTER	VANITY MIRRORS	HAND BRAKE SIGNAL
REAR SEAT RADIO SPEAKER	TURN INDICATOR	AUTOMATIC CIGAR LIGHTER
SPOTLIGHT WITH MIRROR	"SEE-CLEAR" WINDSHIELD WASHER	CORONADO DECK CONVERSION
SPOTLIGHT	GRILLE GUARD	WHEEL COVERS
PORTABLE SPOT AND UTILITY LIGHT	REAR DECK GUARD	WHEEL DISCS
BACK-UP LIGHTS	BUMPER WING GUARDS	WHEEL TRIM RINGS
ROAD LAMPS	OUTSIDE VISOR	DE LUXE STEERING WHEEL
PARCEL LOCKER LIGHT	WINDOW VENT SHADES	ROCKER PANEL TRIM
ENGINE COMPARTMENT LIGHT	FLOOR MATS	REAR FENDER SHIELDS
LUGGAGE COMPARTMENT LIGHT	LOCKING GAS TANK CAP	REAR FENDER ORNAMENTS
COURTESY AND MAP LIGHT	TIRE CHAINS	DE LUXE HOOD ORNAMENT
OUTSIDE REAR VIEW MIRRORS	ELECTRIC CLOCK	EXHAUST DEFLECTORS

General Specifications

Coupe—3.90 to 1 std., 4.10 to 1 optional; station wagon models—4.09 to 1 std., 4.27 to 1 optional. Ratios, V-8 or Six engine and Overdrive: all Sedans and Coupes—4.10 to 1 std., 3.90 to 1 optional; station wagon models—4.27 to 1 std. Ratios with Fordomatic: all V-8 Sedans and Coupes—3.54 to 1 std., 3.31 to 1 optional; all Six Sedans and Coupes—3.31 to 1 std., 3.54 to 1 optional; V-8 or Six station wagons—3.54 to 1 std.

New Hydraulic Brakes: more rugged construction 4-wheel duo-servo brakes; Double-Seal type; suspended pedal. 11" dia. drums on station wagon models, 10" dia. on other models; 159.1 sq. in. lining area on station wagon models, 173.5 sq. in. on other models.

Wheels and Tires: Mainline and Customline Sedans and Coupes and Crestline Fordor—6.70 x 15 4-ply tires on 5" rims std.*; Sunliner, Victoria and Skyliner with Conventional or Overdrive transmission—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. White sidewall tires optional at extra cost. *6.00 x 16 4-ply tires opt. at no extra cost.

Exterior Dimensions: 115.5" wheelbase; 58" front and 56" rear treads; over-all width—Mainline models and Customline Ranch Wagon 73.2", all others 73.5"; over-all length—station wagons 198.1", all others 198.3"; over-all height (design load)—Mainline and Customline Sedans 62.3", Club and Business Coupes 61.9", Sunliner 61.1", Victoria and Skyliner 60.7", station wagons 63.9".

New, Easier Steering: new symmetrical linkage with spring-loaded ball-stud in steering cross link; new worm-and-roller type gear with double-tooth roller on needle-bearings; 25.3 to 1 over-all steering ratio; new ball-bearing at steering shaft upper end; 18" dia. steering wheel.

Equipment Standard on All Models: Astra-Dial Control Panel with ash tray and locking type parcel compartment; twin horns; dual windshield wipers; double-swivel rear view mirror; two-spoke steering wheel; interior light with manual switch; contour-type seats with pillow backs; Automatic Posture Control front seat mechanism; non-sag seat construction; cotton padding in seat backs.

Mainline Standard Equipment: sun visor on driver's side; horn button at center of steering wheel; black rubber floor mats, front and rear; black rubber exterior reveal molding at windshield and rear window; coat hooks; bright metal cap molding on body side embossments; heavy cotton padding in seat cushions. Ranch Wagon has full-width Stowaway rear seat; counterbalanced lift gate; two support arms, with manual release on tail gate.

Customline Standard Equipment: two sun visors; half-circle horn ring; bright metal exterior reveal molding at windshield and rear window; dome light operated by integral switch and automatic door switches; bright metal molding on body sides; arm rests, front and rear; ash tray in rear compartment of Fordor, two in others; assist straps in Tudor and Club Coupe; cigarette lighter; stem-wind clock; rubber mats, front and rear; bright metal cap moldings on side embossments; foam rubber in seat cushions. Ranch Wagon has same seating and construction features as Mainline Ranch Wagon. Country Sedan has same 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 in front only; interior light and switch under instrument panel; also operated automatically by door switches; top control switch at lower left of control panel; special crest on body side embossments.

Victoria and Skyliner: two robe cords; built-in type arm rests in rear with ash trays; carpets, front and rear (rubber mats in Victoria with all-vinyl trim); special, bright metal rear window exterior molding; bright metal drip molding; special gold finished crest at sides of back window. Interior lights at sides of back window operated manually and by door switches. Skyliner transparent roof section equipped with an easily attached fabric sun shield.

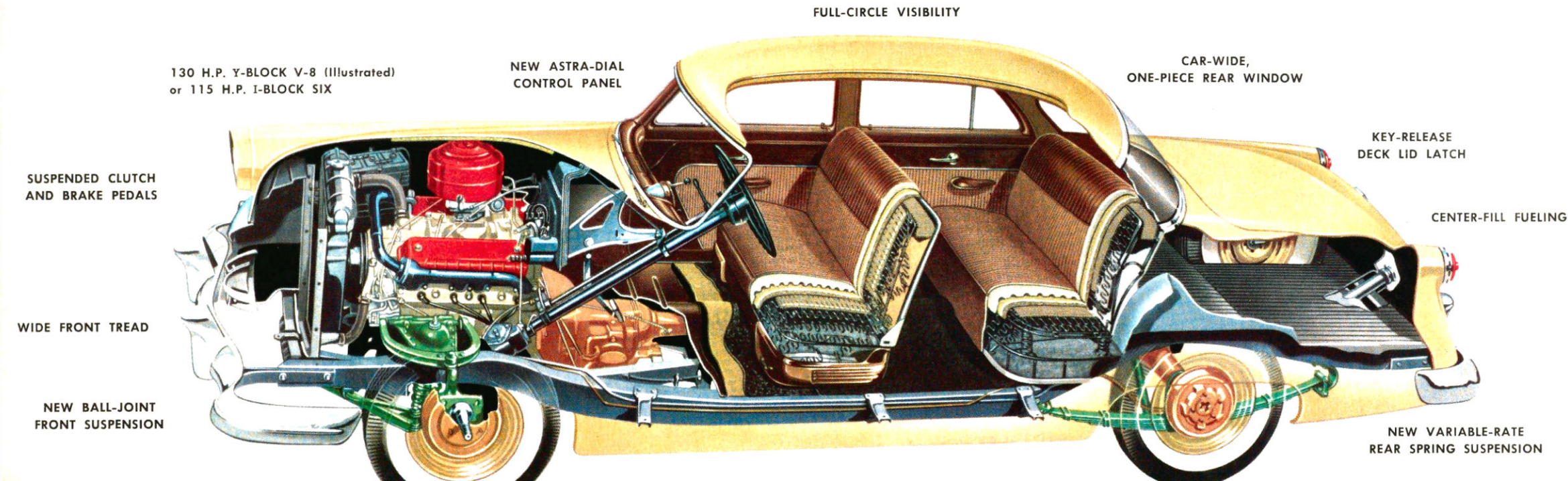
Fordor: robe cord and ash tray in front seat back; steering wheel and column in colors harmonizing with interior; two-tone control panel; harmonizing carpets; bright-metal molding across tops of doors; special crest on body side embossments; bright-metal drip molding.

Country Squire: Stowaway center seat; two-piece removable rear seat; arm rests on front and rear doors; counterbalanced type lift gate hinges; two support arms, with manual release, on tail gate; maple-grained moldings on body sides and tail gate; colored ribbed linoleum in load space.

*Special fuel and vacuum pump unit is factory-installed, at extra cost, on all cars sold in states requiring vacuum booster windshield wiper operations and on all cars equipped with Overdrive or Fordomatic Drive.

**Oil bath type air cleaner is factory installed, at extra cost, on all cars for delivery in dust areas.

Quality Features Everywhere You Look!



'54 FORD

More than ever THE STANDARD *for* THE AMERICAN ROAD

