

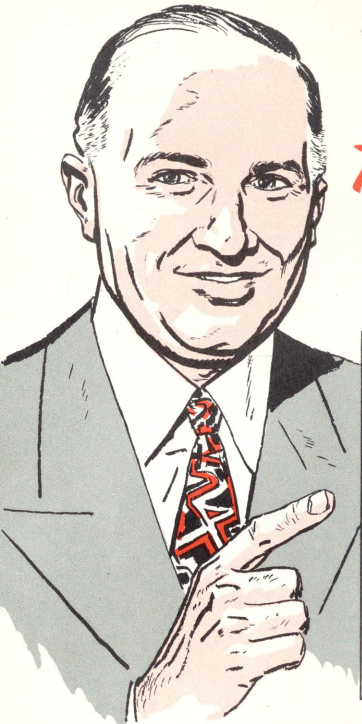
*Mr. Service Station Man!*

**HERE'S THE  
FIRST WORD  
ABOUT THE  
NEW '54 FORD!**



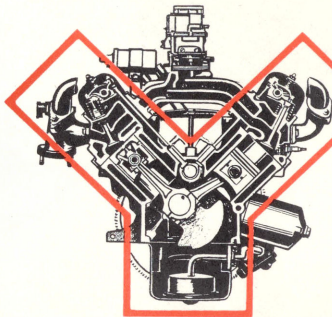
AS TOLD BY **ALESER**  
FORD'S CHIEF TEST DRIVER





"For 1954 Ford will introduce  
*The FINEST, MOST MODERN ENGINES  
IN THE INDUSTRY!*

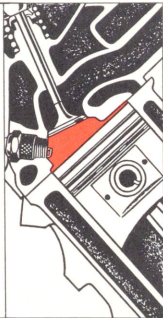
HERE'S THE NEW 130 H.P. Y-BLOCK V-8..."



IT'S CALLED THE  
**Y-BLOCK** V-8  
BECAUSE OF ITS DEEP-  
SKIRT ENGINE BLOCK,  
WHICH MAKES IT MORE  
RIGID, STRONGER FOR  
SMOOTHER, QUIETER  
OPERATION WITH  
LONGER LIFE.

**NOTE** HOW THE BLOCK  
EXTENDS BELOW THE  
CRANKSHAFT!

NEW, **WEDGE-SHAPE** COMBUSTION CHAMBERS PROVIDE BETTER MIXTURE OF GAS AND AIR FOR FASTER, MORE EFFICIENT BURNING OF FUEL... BETTER ECONOMY! COMPRESSION RATIO IS 7.2 TO 1.



NEW  
SHORT-STROKE  
DESIGN  
**MEANS  
LESS**  
FRICTION  
CONSEQUENTLY  
LESS ENGINE  
WEAR



1954 SHORT-STROKE V-8



OLD TYPE LONG-STROKE ENGINE

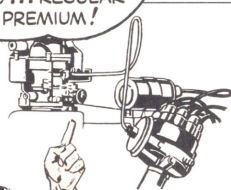


WITH AN EQUAL AMOUNT OF PISTON TRAVEL, THE 1954 FORD Y-BLOCK V-8 WILL GO **21% FARTHER!**



FORD'S **DOUBLE-DECK, DEEP BREATH** INTAKE MANIFOLD DISTRIBUTES FUEL MORE EFFICIENTLY TO EACH CYLINDER.

IMPROVED AUTOMATIC POWER PILOT \* SQUEEZES THE LAST OUNCE OF POWER OUT OF EVERY DROP OF GAS... REGULAR OR PREMIUM!



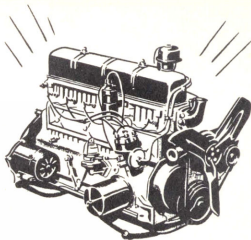
AND FOR NEWS OF

**ANOTHER  
GREAT  
FORD  
ENGINE  
DEVELOPMENT**

TURN PAGE

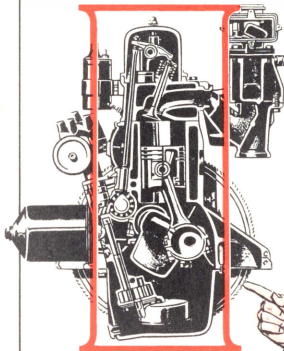
\*Ford's exclusive carburetion-ignition-combustion System.

FOR 1954...  
FORD WILL  
INTRODUCE...



THE NEW 115 H.P.  
I-BLOCK MILEAGE MAKER SIX

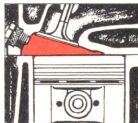
**AMERICA'S MOST  
MODERN SIX!**



LIKE FORD'S NEW Y-BLOCK  
V-8, THE I-BLOCK SIX IS OF  
MODERN HIGH-COMPRESSION,  
LOW-FRICTION DESIGN WITH  
RIGID **DEEP BLOCK**  
CONSTRUCTION



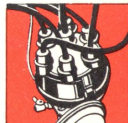
NEW COMPRESSION RATIO IS 7.2 TO 1...  
BORE IS GREATER THAN STROKE...  
WEDGE-SHAPE COMBUSTION CHAMBERS  
ARE DESIGNED TO EFFICIENTLY "SQUISH"  
THE FUEL-AIR MIXTURE FOR MORE  
THOROUGH AND EVEN BURNING.



HIGH-TURBULENCE  
COMBUSTION



DOWN-DRAFT  
CARBURETION



LOADOMATIC  
IGNITION

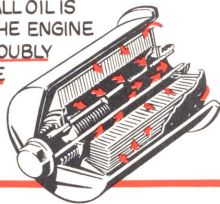
**AUTOMATIC POWER PILOT** SQUEEZES  
ALL THE POWER FROM ALL THE GAS - REGULAR  
**OR** PREMIUM.



**NOW LET ME  
GIVE YOU SOME  
ADVANCE SERVICE  
INFORMATION  
ABOUT FORD'S FULL-  
FLOW OIL FILTER**

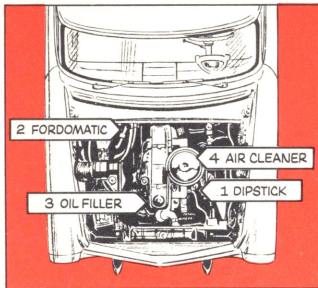


BOTH FORD'S Y-BLOCK V-8 AND I-BLOCK MILEAGE MAKER SIX HAVE FULL-PRESSURE, FULL-FILTERED LUBRICATION SYSTEMS — FIRST IN THE INDUSTRY. ALL OIL IS FILTERED CONTINUOUSLY TO KEEP THE ENGINE FREE FROM ABRASIVE DIRT. IT'S DOUBLY IMPORTANT THAT FILTER CARTRIDGE BE CHANGED EVERY 4,000 MILES TO MAINTAIN PEAK EFFICIENCY... INCREASE ENGINE LIFE!

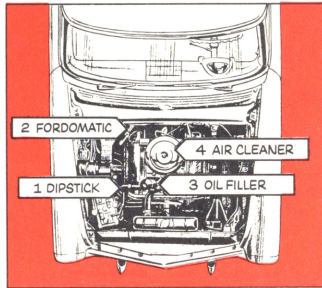


HERE ARE SOME  
IMPORTANT LOCATIONS  
YOU WILL WANT  
TO CHECK!

- 1** CHECK CRANKCASE OIL
- 2** CHECK FORDOMATIC OIL HERE.
- 3** IF NEEDED, CRANKCASE OIL SHOULD BE ADDED HERE.
- 4** CLEAN AIR CLEANER AT TIME OF OIL CHANGE.



**NOTE** LOCATION OF OIL  
DIPSTICK ON LEFT SIDE OF  
NEW I-BLOCK SIX ENGINE



**NOTE** LOCATION OF DIPSTICK  
AND FILLER ON RIGHT SIDE OF  
NEW FORD Y-BLOCK V-8 ENGINE

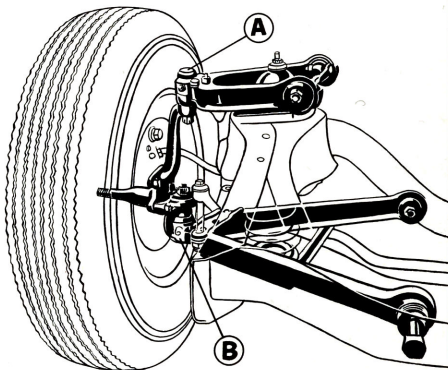
# For 1954-FORD BRINGS YOU THE NEWEST, MOST MODERN CHASSIS IN THE INDUSTRY!

In most cars on the road today front wheels turn right or left about the king-pin and move up and down on hinge-like joints at the inner and outer ends of the control arms.

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.) All 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.

Because joints are spring-loaded and sealed to keep out dirt and moisture, they can't "bind" or get out-of-line. And these new ball-joints, teamed with all of Ford's new chassis features, eliminate many major points of wear, spell even longer car life. Handling is consistently easy, riding uniformly smooth.

**NEW BALL-JOINT FRONT SUSPENSION...**  
MAKES THE 1954 FORD THE MOST COMFORTABLE  
AND EASIEST HANDLING FORD EVER BUILT, AND  
ONLY FORD IN THE LOW-PRICE FIELD HAS IT!



**FORD'S NEW CHASSIS COMBINES WITH  
EITHER OF FORD'S NEW ENGINES  
FOR A COMPLETE NEW TEAMING OF  
RIDE AND POWER!**

Ford's entirely new 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, fine-car type of ride without extra weight.

**NEW LOW-FRICTION STEERING** makes all driving easier, safer. Precision, anti-friction bearings in the steering column and gear, plus the new Ball-Joint Suspension, mean Ford will keep that "new car feel" longer.

**NEW SHOCK ABSORBERS** both front and rear give more complete ride control.

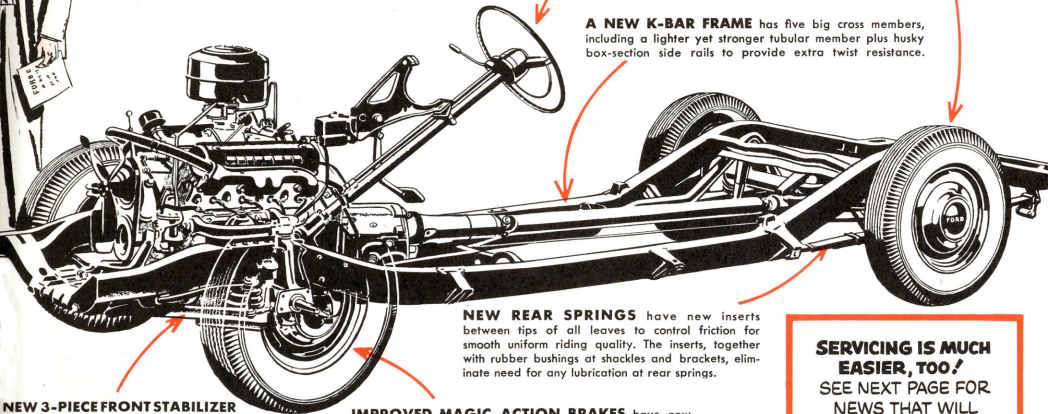
**A NEW K-BAR FRAME** has five big cross members, including a lighter yet stronger tubular member plus husky box-section side rails to provide extra twist resistance.

**NEW REAR SPRINGS** have new inserts between tips of all leaves to control friction for smooth uniform riding quality. The inserts, together with rubber bushings at shackles and brackets, eliminate need for any lubrication at rear springs.

**IMPROVED MAGIC ACTION BRAKES** have new more rigid mountings and new heavier shoes, to make stops even smoother, even more reliable.

**SERVICING IS MUCH  
EASIER, TOO!  
SEE NEXT PAGE FOR  
NEWS THAT WILL  
SAVE YOU TIME!**

**NEW 3-PIECE FRONT STABILIZER**  
plus Ford's lower center of gravity  
reduce sidesway on curves.



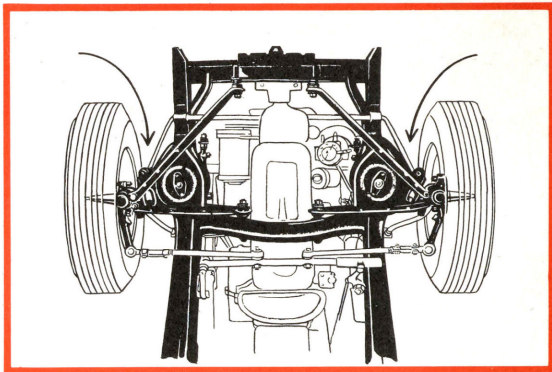
NEW FORD  
BALL-JOINT FRONT SUSPENSION

Eliminates

**12**

Lubrication Points!

THERE ARE ONLY TWO  
FITTINGS AT EACH FRONT  
WHEEL — A REAL TIME  
SAVER FOR **YOU!**



**OTHER ADVANTAGES ARE:**

WHEEL ALIGNMENT IS EASIER TO ADJUST... STAYS  
IN ADJUSTMENT LONGER. THERE'S MORE "ELBOW  
ROOM" UNDERNEATH THE CAR FOR EASIER SERVICE  
WORK.

**NOTE** NEW SPACE-SAVING CROSS MEMBER

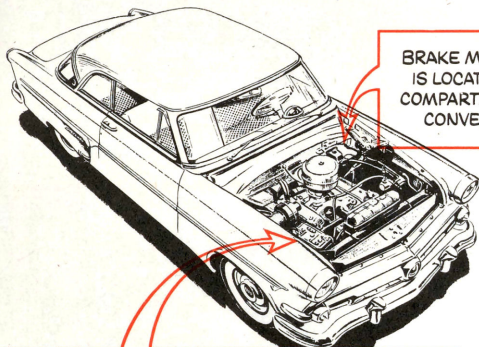
OWNERS WILL ENJOY A MUCH QUIETER RIDE BECAUSE  
INNER ENDS OF THE CONTROL ARMS ARE RUBBER  
BUSHED — **REQUIRE NO LUBRICATION!**  
THERE ARE FEWER POINTS OF WEAR —  
CAR WILL HAVE LONGER LIFE!





**AND HERE ARE MORE FORD  
TIME-SAVERS THAT WILL MAKE  
EVERY SERVICE STATION MAN**

*happy!*

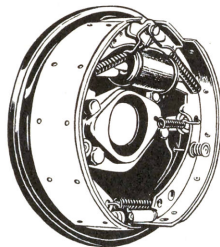


**BRAKE MASTER CYLINDER  
IS LOCATED ON ENGINE  
COMPARTMENT DASH FOR  
CONVENIENT SERVICE.**

**POWERFUL NEW FORD BATTERY IS SMALLER  
(2 LBS. LIGHTER) AND PACKS A FULL 90 AMPERE-  
HOUR PUNCH... IT'S A BETTER BATTERY AND  
REQUIRES FEWER WATER LEVEL CHECKS!**

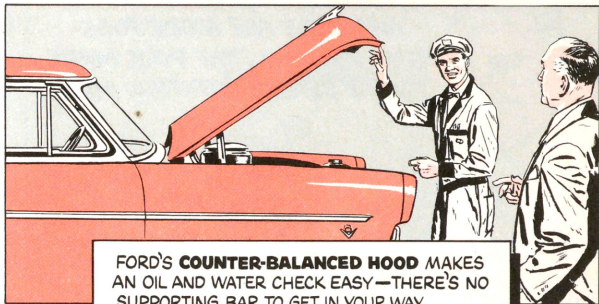
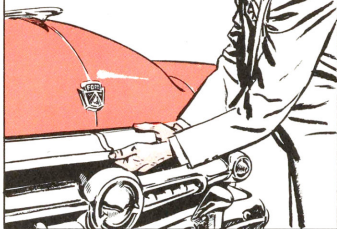
**NOTE LOCATION.**

**NOTE:** FRONT BRAKES HAVE NEW  
SPRING-LOADED CAM WHICH  
KEEPS BRAKE SHOES IN PROPER  
POSITION TO DRUM - TO  
LENGTHEN LINING LIFE!



**WEATHERPROOF  
IGNITION SYSTEM  
ASSURES QUICK STARTS  
EVEN IN WET WEATHER.  
HELPS PREVENT THE  
ENGINE BEING SHORTED  
OUT BY MOISTURE.**

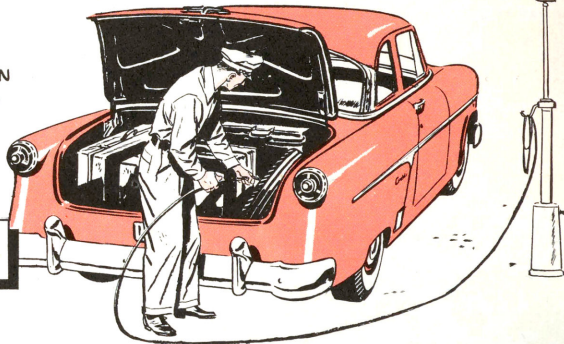
*Here's a Tip* - ON  
OPENING THE FORD  
HOOD. RELEASE  
BOTH EXTERNAL  
CONTROLS AT THE  
SAME TIME.



FORD'S **COUNTER-BALANCED HOOD** MAKES  
AN OIL AND WATER CHECK EASY—THERE'S NO  
SUPPORTING BAR TO GET IN YOUR WAY.

FORD'S **REAR DECK LID** COMES OPEN  
AT THE TURN OF A KEY. HINGES ARE  
COUNTER BALANCING FOR EASY  
ACCESS TO SPARE TIRE.  
AIR PRESSURE OF TIRES SHOULD BE  
KEPT AT FORD RECOMMENDED  
PRESSURE! \*

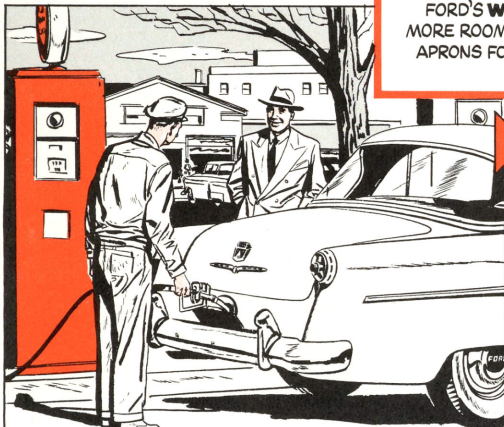
**NOTE** **HUGE LUGGAGE SPACE**  
(BIGGEST IN FORD'S FIELD)



\*See decal on inside of glove compartment door.

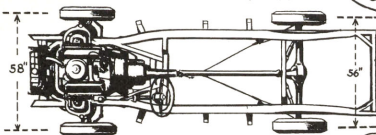
HERE ARE SOME OTHER FORD

# TIME SAVERS



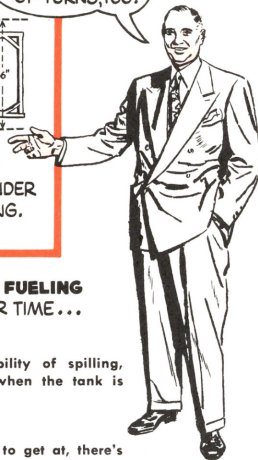
FORD'S **CENTER-FILL FUELING** PERMITS QUICK  
AND EASY FILLING FROM EITHER SIDE OF CAR.

FRONT TREAD 2" WIDER THAN REAR



FORD'S **WIDE FRONT TREAD** ALLOWS  
MORE ROOM BETWEEN ENGINE AND FENDER  
APRONS FOR EASIER, QUICKER SERVICING.

TAKES TILT OUT  
OF TURNS, TOO!



**FORD'S CENTER-FILL FUELING**  
NOT ONLY SAVES YOUR TIME...

- **Saves Money**

It minimizes the possibility of spilling, because you can see when the tank is nearly full.

- **Saves Trouble**

And because it's easier to get at, there's no worry about scraping or marring the car with the hose.

- **Makes Service Better**

And it makes your customers happy, because you can give them complete, courteous service, faster.

**Note:** Station Wagons have gas filler pipe located on left rear fender and have a vented gas cap. The vented cap should not be used on models with Center-Fill Fueling.

*You're invited*

TO A SHOWING  
OF THE 1954 FORD  
AT YOUR FORD DEALERS.  
WATCH YOUR LOCAL NEWSPAPER  
FOR THE DATE.



FORD

DIVISION OF FORD MOTOR COMPANY