

# '54 FORD

*More than ever* THE STANDARD *for* THE AMERICAN ROAD

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

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

For example, Ford for 1954 gives you styling that's truly "at home" wherever you may care to park. You get beautiful new color schemes, the latest in modern fabrics, the handsomest in trim. In a word, your 1954 Ford, with its clean, honest lines and its smartly tailored interiors, is truly the style-leader.

And Ford offers you the very last word in high-compression power — two new deep-block engines — the 130-h.p. Y-block V-8 and the 115-h.p. I-block Mileage Maker Six. They are the most modern power plants in the industry . . . engineered to excel in today's kind of traffic on today's type of roads.

In the 1954 Ford, you enjoy an entirely new kind of roadability, too . . . with a new stability in

handling and a ride that is especially restful. For Ford brings you a completely new idea in chassis design . . . Ball-Joint Front Suspension . . . exclusive to Ford in its field. Here is an engineering advancement that puts Ford ahead of practically every other car (including the most expensive) on the road today.

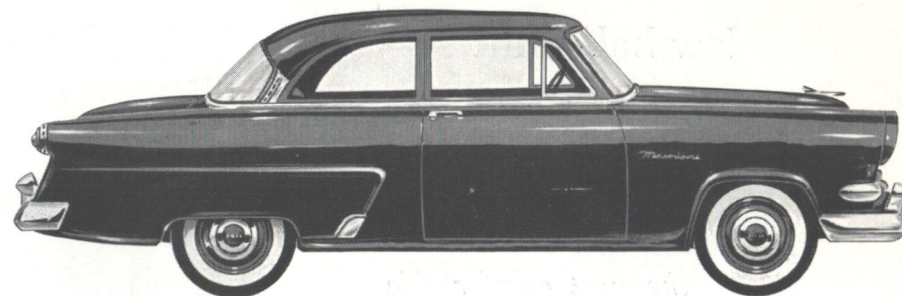
But what is equally important, Ford offers for 1954 the means to make your basically fine car as complete in additional engineering advancements as you may care to have it. Ford brings you a group of power-operated driver assists usually associated only with the highest-priced cars: Master-Guide power steering, Fordomatic Drive, the most versatile of the automatics or Overdrive.

These worth-while additions to your Ford permit you to enjoy a car that is as automatic as you want it at a price you want to pay . . . a car that takes its rightful place with the finest on the highways.

Here, then, is the Standard for the American Road . . . the 1954 Ford.

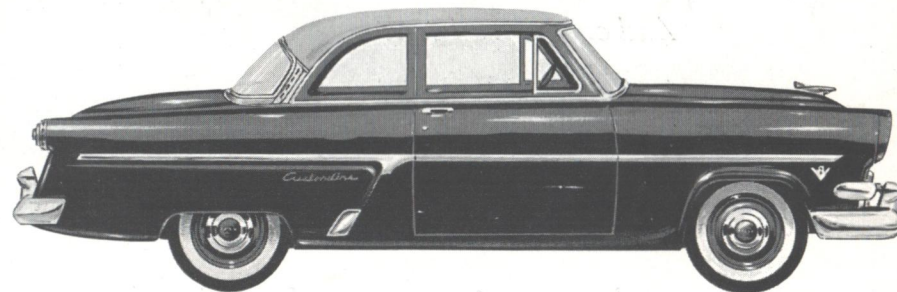
You can pay more, but you can't buy better!

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



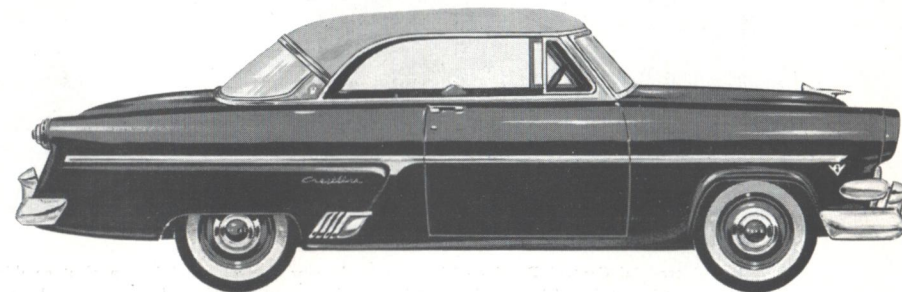
*Mainline*

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*Customline*

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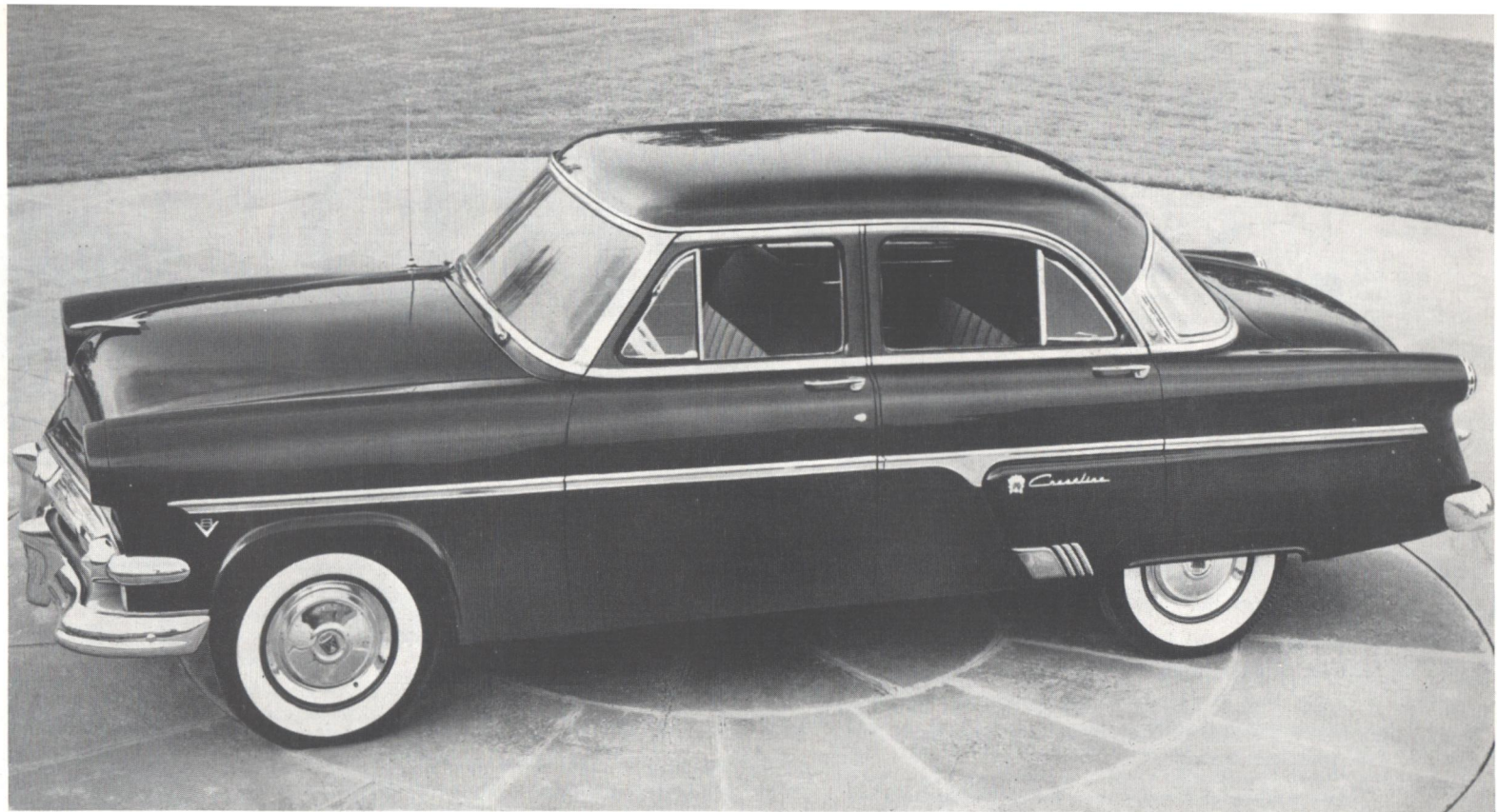
*Crestline*



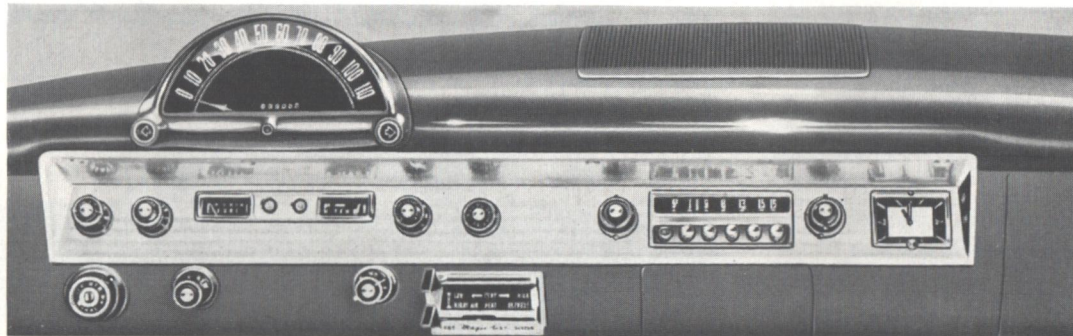
## New ball-joint Front suspension . . .

*Makes the 1954 Ford  
the most comfortable  
and easiest handling  
Ford ever built.*

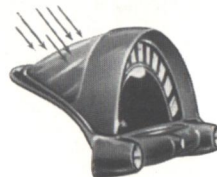
*And only Ford in the  
low-price field has it!*



## America's most distinctively new interiors . . .



**New Astra-Dial Control Panel** — The completely new control panel is a perfect combination of fashion and function. The speedometer is placed high on the control panel . . . the safest location for it because you hardly need to take your eyes off the road to read it. And for even more convenience, 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.



No matter which of Ford's 11 new body styles you select, you get the ultimate in interior styling plus the finest choice of fabrics and colors ever offered in a car at Ford's price. Ford Customline models, for example, feature easy-to-clean vinyl on all door panels in colors and patterns which match the modern new seat fabrics. All station wagon models have bright new woven plastic upholstery which is color-blended with interior trim and floor coverings. Ford Crestline models like the new Fordor, Victoria and Skyliner, bring you lovely new nylon seat fabrics, new block pattern door panels and completely new interior-exterior color combinations. And the Crestline Sunliner, in addition to its choice of four new pleated vinyl two-tone combinations inside, offers you a completely new color-fast top in four harmonizing new colors.



Mainline Tudor

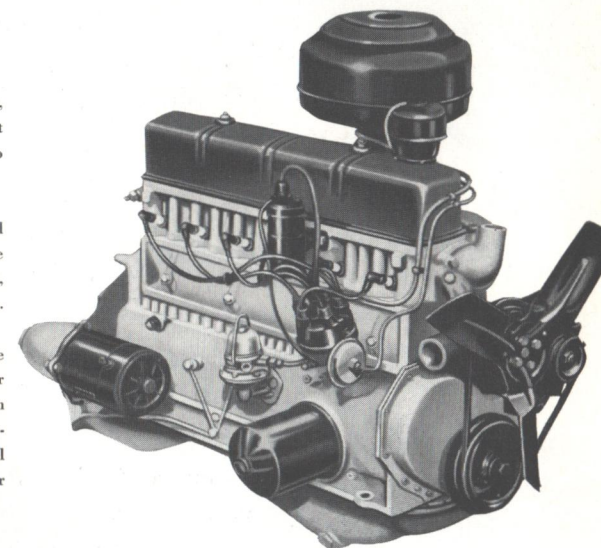
## Two new deep-block engines for '54 . . . greatest power advances since the original Ford V-8

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

It's the only completely modern high compression, low-friction 6 cylinder 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.

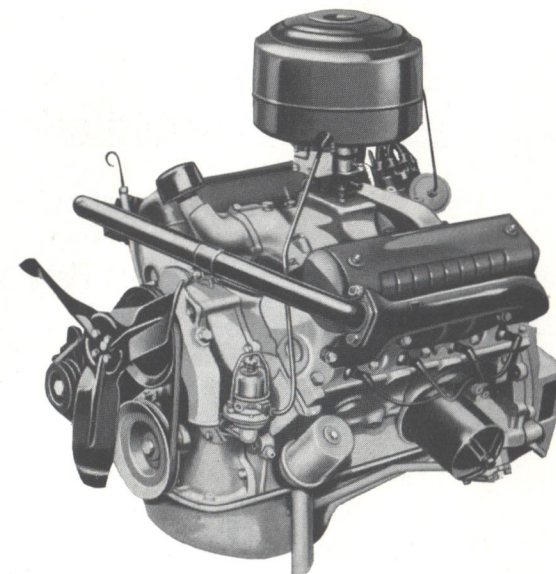


### The new 130-h.p. I-block V-8

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% 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.



Customline Skyliner



## 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! 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 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. Master-Guide supplements, but does not replace, your regular steering system. So, if the power system fails for any reason, steering returns to conventional operation.

## Fordomatic

... is the finest, most versatile of all the automatic drives. 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 getaways ... easier passing ... and greater safety when going down hill.

Ford also offers you **Overdrive** with the fourth gear that cuts in automatically to save you up to 15 cents on every gas dollar.

## GENERAL SPECIFICATIONS

**Y-Block V-8 Engine:** 130-h.p. (a) 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. (a) 3900 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 throwout bearing.

**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 Double-Drop Frames:** 5 cross-member type; stronger box-section side rails; K-bar construction. Special designs for Victoria, Skyliner, Sunliner and station wagons.

**New Ball-Joint Front Wheel Suspension:** rubber-bushed; 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, 173.5 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.

**Exterior Dimensions:** 115.5" wheelbase; width, Mainline models, Customline Ranch Wagon 73.2", all others 73.5"; length, station wagons 198.1", all others 198.3"; 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:** 25.3 to 1 over-all steering ratio; 18" dia. steering wheel.

**Equipment Standard on All Models:** Astra-Dial Control Panel; dual windshield wipers; interior light with manual switch; front seat Automatic Posture Control; non-sag seat construction; cotton padding in seat backs.

**Mainline Standard Equipment:** sun visor; horn button; single horn; rubber floor mats; coat hooks; cotton-padded seat cushions. Ranch Wagon has Stowaway rear seat; counterbalanced lift gate; support arms, with manual release on tail gate.

**Customline Standard Equipment:** two sun visors; half-circle horn ring; twin horns; dome light, integral switch, automatic door switches; arm rests, front and rear; ash tray in Fordor rear compartment, two in others; assist straps, Tudor, Club Coupe; cigarette lighter; stem-wind clock; rubber floor mats; foam rubber in seat cushions. Country Sedan has 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 front only; light and switch under panel, also operated by door switches; top control at lower left of control panel.

**Victoria and Skyliner:** two robe cords; arm rests in rear with ash trays; carpets, front and rear (except Victoria with all-vinyl trim); bright metal drip molding; gold finished crests at sides of back window; interior light each side of back window operated manually and automatically. Skyliner has 2-piece, traverse-type, fabric sun shield.

**Fordor:** robe cord and ash tray in rear; colored steering wheel and column; 2-tone control panel; carpets, front and rear; bright-metal molding across tops of doors; bright-metal trim at sides of back window; 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 glass fiber moldings in body sides and tail gate; colored ribbed linoleum in load space.

**NOTE:** Special fuel and vacuum pump unit, optional at extra cost, is factory-installed on all cars sold in states requiring vacuum booster windshield wiper operation and on all cars equipped with Overdrive or Fordomatic Drive. Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in dust areas.

**Fordomatic Drive, Overdrive, heater, radio, two-tone colors on Mainline Ranch, Wagon and Customline Sedans and Coupes, I-REST tinted safety glass, oil bath air cleaner, oil filter and white sidewall tires** optional at extra cost.

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.