

Ford SIX for '54 Ford SIX for '54



...world's most modern 6-cylinder models



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For '54 Ford presents the greatest six-cylinder models ever built!

In Ford's three great lines for 1954, you have a wide choice of the finest six-cylinder cars ever built. But these Fords are more than fine cars . . . for they also bring you the broadest practicable opportunity to have a car that's perfectly suited to your needs and tastes.

In basic styling and engineering, the 1954 Ford sets the pace. It will be "at home" in any company . . . wherever you drive.

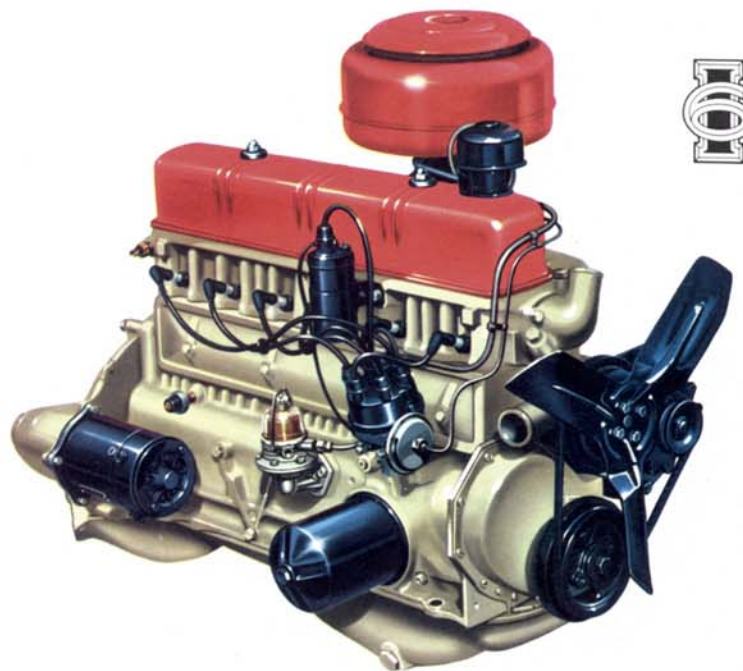
With Ford's new I-block Mileage Maker Six engine you get the kind of power you want and *need* in today's fast-moving traffic. It's the most modern six in the industry . . . with overhead valves, high-compression design, and Ford's more rigid I-block construction . . . all of which combine to give you the smoothest performance and top efficiency with economy.

And in your 1954 Ford Six you get an entirely new kind of ride . . . a ride that's particularly comfortable on long trips. For Ford brings you the greatest advance in chassis design in 20 years . . . Ball-Joint Front Suspension . . . a Ford exclusive in its field.

What's more, Ford offers you the means of making your basically fine Ford Six as complete in additional engineering advancements as you may care to have it. You may have Master-Guide Power Steering, Swift Sure Power Brakes, 4-Way Power Front Seat, Power-Lift Windows, and Fordomatic Drive.

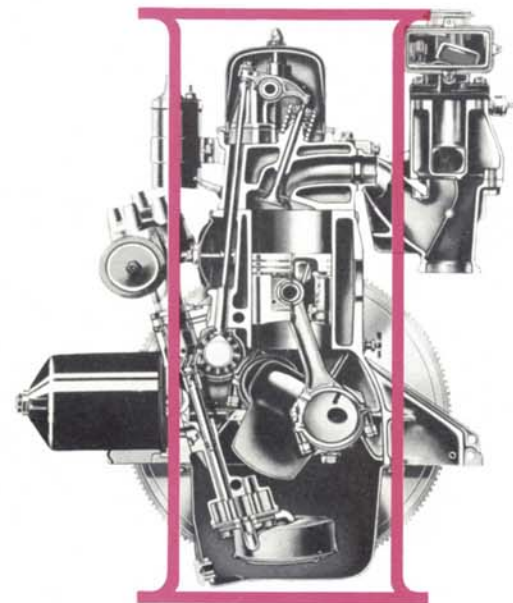
These worth-while additions to your Ford permit you to enjoy a car that's as automatic as you want it, at a price you want to pay . . . a car that takes its rightful place alongside the finest on the American Road!

Most modern Six in the industry . . . the new 115-h.p. I-block Mileage Maker Six

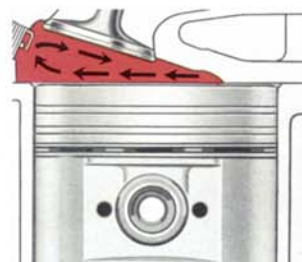


Ford's new I-block Mileage Maker Six is the only completely modern, overhead-valve, high-compression, low-friction six in the entire automobile industry. The new, larger bore, resulting in greater displacement and the new compression ratio of 7.2 to 1, combine to give you 14% more horsepower.

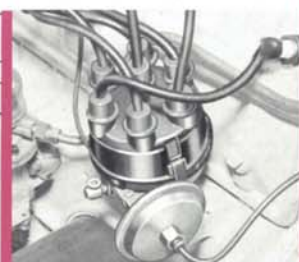
Because the diameter of the cylinder is *greater* than the stroke of the piston, it is known as an *oversquare* engine. With a shorter stroke the car can go much farther for a given amount of piston travel . . . which means less power loss in friction and more miles from every gallon of gas.



It's called an I-block Six because the crankcase extends well below the centerline of the crankshaft, giving an "I" shaped cross-section. With this extra-deep block design, greater rigidity is attained with minimum weight. The result is a smoother, quieter, longer-lived engine that is more pleasant to drive—more economical to own. Only Ford offers you all the advantages found in this modern six!



Wedge-shaped combustion chambers create high-turbulence, a virtual tornado, for a better gas-air mixture, faster, more complete and efficient burning, and better clearing out of exhaust gases.

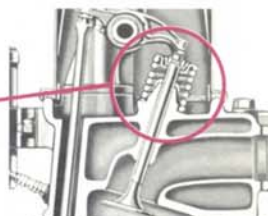


Automatic Power Pilot, Ford's completely integrated carburetion-ignition-combustion system, with full-vacuum control distributor, gives you the most "go" from every drop of gas!



Super-fitted aluminum alloy pistons, with controlled expansion, maintain proper clearance between piston and cylinder walls for quieter performance, longer engine life.

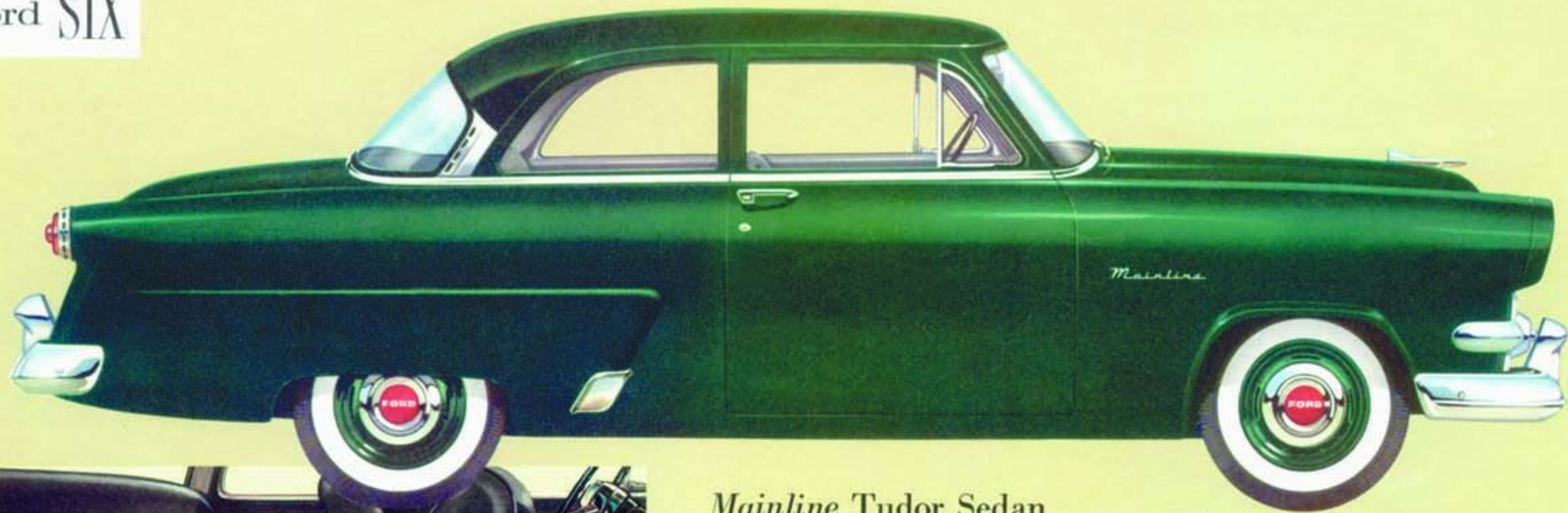
Free-turning overhead valves have low-friction-type valve keepers that permit rotation of valves to minimize warpage, wear and sticking. Large manifold passages and intake valves let fuel-air mixture flow more freely into combustion chambers for top performance.



Precision-molded, alloy-iron crankshaft, exclusive with Ford in its field, has nine integral counterweights to cushion out vibration for smoother, quieter operation and longer engine life.



Full-Flow oil filter protects vital parts by cleaning *all* of the oil in your engine *all* of the time. It's base-mounted directly on cylinder block, eliminating external oil lines.



Mainline Tudor Sedan

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 find in cars costing hundreds more. The two-door design makes the rear seat ideal for children. And you get "visibility unlimited" with the big curved, one-piece windshield and wide rear window, plus extra large side windows. Make your choice from ten beautiful exterior colors.

Mainline interior features maroon-striped gray Craftweave.



Mainline Business Coupe

Business is fun, and economical, too, in this low-priced beauty! Comfort is built in and Ford's new Ball-Joint Suspension makes handling even easier . . . rough roads even smoother. There's plenty of easy-to-get-at "extra" luggage space behind the seat. The luggage-compartment is extra roomy, too, thanks to Ford's Center-Fill Fueling. Deck lid is mounted on counterbalancing hinges set far to the sides and out of the way.



Customline Tudor Sedan

For the man who enjoys owning the smartest two-door sedan in the neighborhood (and one of the roomiest, too) Ford offers this stunning Customline Tudor. And you have a choice of colorful new fabrics with dark pleated vinyl bolsters. Trim on door panels is beautiful fiber-grained vinyl in colors and patterns to match seat fabrics.

Customline 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. Like all Customline cars the Club Coupe has new, smartly patterned upholstery fabrics and deep-colored vinyl trim which set an entirely new trend in interior design.





Customline Ranch Wagon

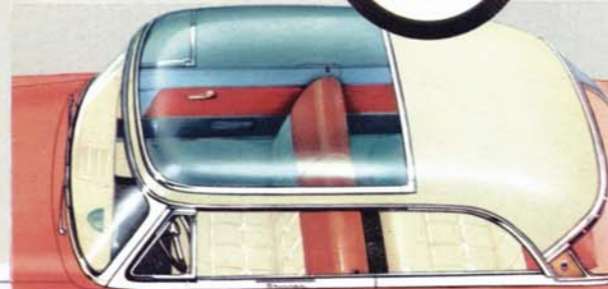
Newest of Ford's double-duty beauties is this two-door Ranch Wagon. It will carry six passengers or bulky loads with ease. The Stowaway rear seat folds into the floor in seconds, leaving a huge flat-deck floor area. And like the Country Sedan and Country Squire it offers you a wide choice of bright, color-matched interiors, with beautiful new woven plastic upholstery, that harmonize with a wide choice of exterior colors.

Green-and-white woven plastic upholstery offered in the Customline Ranch Wagon.



Crestline Skyliner

It's another Ford "first" in styling . . . another Ford exclusive in the low-price field. Entire front section of the 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 get the last word in color-keyed interiors with your choice of beautiful nylon or vinyl upholstery.



Mainline Ranch Wagon. A two-door station wagon that fits your family's needs. With Stowaway seat up there's room for six, with big luggage area behind seat. With Stowaway seat and tail gate down, there's over 30 square feet of load space.



Customline Country Sedan. A distinctive four-door beauty that is a comfortable 8-passenger sedan. Or, with rear seat out, it carries six people and a large load. And with the center seats and tail gate down you have 34 sq. ft. of carrying space!



Crestline Country Squire. The style leader of the station wagons! Mahogany-grain finished steel body panels are trimmed with wood-grained glass fiber moldings. Like the Country Sedan, there's room for 8 or a half-ton of freight.

Crestline Victoria

Those who like "something special" will find it in the Victoria's long, low lines. It has a huge, curved, one-piece windshield . . . and extra-wide, one-piece rear window. Like the Skyliner, door and quarter windows roll completely out of sight.



Crestline Sunliner—More people choose the Ford Sunliner than any other convertible! Top down and completely out of sight, it presents the long, low silhouette you like. With top up, it's smart looking and snug . . . a car you'll enjoy the year 'round.

Ford **SIX**



Rear fender shields and wheel covers optional at extra cost.

Crestline Fordor Sedan

Here's the new fashion car for the American Road. You get all the comfort and convenience offered in America's finest cars *plus* the performance and economy of America's most modern six. And you can choose any of the wonderful power assists that make your driving more pleasurable . . . power steering, power brakes, power operated windows and power front seat . . . *plus* Fordomatic, America's finest, most flexible "automatic."



Mainline Fordor Sedan—There's lots of room and beauty, too, in this handsome Fordor. Like all Ford sedans, each door is extra wide . . . each seat is three people big, with plenty of hip and shoulder room.

Customline Fordor Sedan

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 extra comfort of foam-rubber cushioned seats . . . and the convenience of arm rests front and rear. You'll notice, too, the modern touches of bright metal trim that add a distinctive note to the Customline.

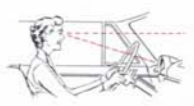


BEAUTIFUL NEW COLOR-KEYED INTERIORS FOR '54



You'll ride in style wherever you go . . . no matter which Ford body style you choose, for every detail in trim and appointments says quality. New upholstery fabrics are specially selected for their rich beauty and distinctive pattern . . . plus their remarkable ability to resist wear. And, of course, Ford interiors are color-keyed to harmonize with your choice of exterior colors.

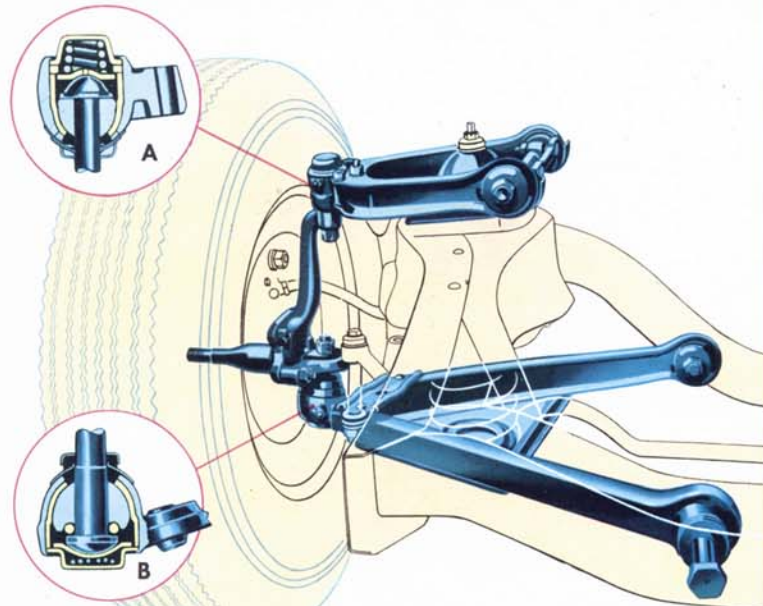
The **Crestline Fordor Interior** sets an entirely new trend in automobile interior design. Sofa-wide seats are smartly upholstered in a choice of the very latest nylon fabrics, door panels are trimmed in a new modern design block pattern. Two-toned Astra-Dial Control Panel is color-keyed to harmonize with even the smallest detail in this newest and smartest of all four-door sedans.



New Astra-Dial Control Panel

It's designed for safety, beauty and convenience. Controls are individually lighted and conveniently placed. The speedometer is high on the control panel in your line of sight. A transparent hood behind the speedometer allows light to illuminate the dial for even easier reading. New jewelled warning lights flash red when the generator is not charging or when oil pressure drops too low.

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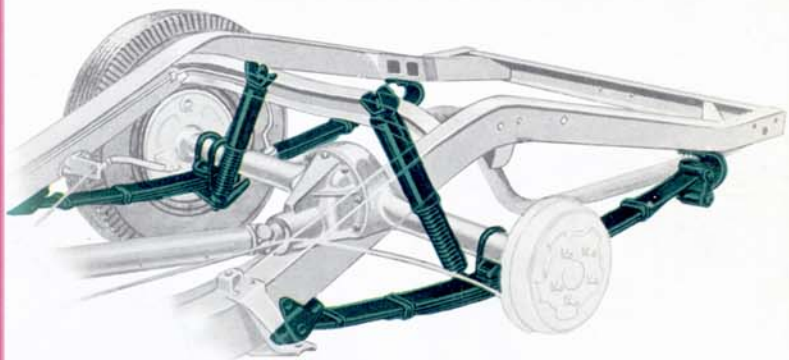


NEW BALL-JOINT FRONT SUSPENSION

This revolutionary new kind of suspension makes the 1954 Ford the most comfortable and easiest handling Ford ever built. And only Ford in the low-price field has it! Ball-joints replace conventional king-pins. Each front wheel is attached to an upper and lower control arm by ball-joints. (See A and B.) Movement of wheels is about these ball-joints—whether up or down, as wheels travel over rough spots, or right or left, as in steering. Ball-joints are spring-loaded to compensate for wear and to give the right amount of friction to make handling consistently easy, riding uniformly smooth. Ball-Joint Suspension gives you a better ride—makes steering easier—retains that “new car” feel longer.

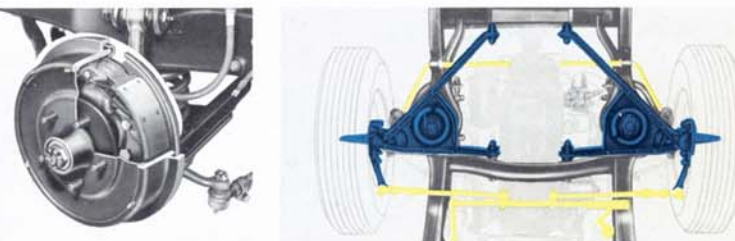
Improved Magic Action brakes use car momentum in stopping—make braking smooth and easy. Stronger mountings, heavier shoes make stops even smoother.

New Ford low-friction steering system with new anti-friction bearing in steering column and new linkage brings you smoother steering with less effort required to turn the wheels. This new steering system, in combination with Ford's new Ball-Joint Front Suspension, makes all steering easier at all speeds, with greater stability and improved over-all handling.



New rear springs and shock absorbers, teamed with the new Ball-Joint Suspension and other chassis features, bring you a smoother, more level ride. Springs have inserts between the tips of all leaves to control friction for uniform riding quality. And, rubber bushings at shackles and brackets eliminate need for any lubrication at rear suspension.

FORD'S NEW CHASSIS combines with the I-block Six engine to give a complete new teaming of ride and power.



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

Fordomatic Drive is the finest, most flexible of all “automatics.” You get the get-up-and-go of automatic gears plus the smoothness of a fluid torque converter. Ford also offers economical Overdrive, an automatic “4th gear” that saves you up to 15 cents on every gas dollar.

Master-Guide power steering gives you even easier control . . . 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. And, you have the same steering ratio as with conventional steering. Then, too, Master-Guide works for you only when you need it. This leaves you with the natural “feel” of steering on the straightaway.

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.

Power-Lift Windows allow driver to open or close windows in the car by pressing one of four buttons on his door. Each window also has its own individual control for the convenience of passengers.



4-Way Power Front Seat makes 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. The 4-Way power front seat permits the exact adjustment for a driver of any height and thus adds to driving ease, comfort and safety.

Power assists 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.

GENERAL SPECIFICATIONS

I-Block Six Engine: 115-horsepower @ 3000 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; overhead valves; short-stroke, low-friction design; full-flow oil filter (at extra cost); Full-Flo fuel pump; dry type air cleaner.²⁰

Semi-Centrifugal Clutch (with Conventional and Overdrive transmissions); dry, single-plate type; 9.8 in. diameter.

Conventional Drive: selective gear type, 3 speeds forward, one reverse; all gears helical type.

Overdrive (optional at extra cost): selective gear type transmission, one reverse and three forward speeds, planetary gear train provides automatic fourth speed gear (ratio 0.70 to 1).

Fordomatic Drive (optional at extra cost): torque converter type with automatic planetary gear train; single stage, 3-element, hydraulic torque converter; forced air cooling.

New Double-Drop Frame: 6 cross-member type; heavy box-section side rails; K-bar design; special frames on 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 semi-elliptic springs with inserts between 5 upper leaves.

Rear Axle: semi-floating type; hypoid gears; welded steel, banjo-type housing. Axle in station wagon models has composite housing. Ratios with Conventional Drive; all Sedans and Coupes—3.90 to 1 std., 4.10 to 1 optional; station wagon models—4.09 to 1 std., 4.10 to 1 optional. Ratios with Overdrive: all Sedans and Coupes—4.10 to 1 std., 3.90 and 3.31 to 1 optional; station wagon models—4.27 to 1 std. Ratios with Fordomatic: all Sedans and Coupes—3.31 to 1 std., 3.44 to 1 optional; station wagon models—3.44 to 1 std.

New Hydraulic Brakes: new rugged 4-wheel duo servo brakes; Double-Seal type; 11 1/2 dia. drums, 159.1 sq. in. lining area on station wagon models, 10 1/2 dia. drums, 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 1/2" 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., 6.70 optional at extra cost; Country Sedan and Country Squire—7.10 x 15 6-ply tires std.

Exterior Dimensions: 115.5" wheelbase; 58" front, 56" rear tread; width—Mainline models and Customline Ranch Wagon 73.2", all others 73.5"; length—station wagon 168.1", all others 198.3"; height (gross 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 linkage with spring-loaded ball-rod in 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; dual windshield wipers; down-view rear view mirror; two-spoke steering wheel; interior light with integral switch; contour-type seats; 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; single horn; black rubber mats; black rubber floor mat; interior light at windshield and rear window; coat hooks; bright metal cap molding on body side embossments; heavy cotton and hair padding in seat cushions; Ranch Wagon has 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; twin horns; bright metal exterior molding at windshield and rear window; diamond-plate interior trim; door lock and 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; cigar-

ette 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 under Country Squire.

Crestline Standard Equipment: (in addition to or in place of Customline items. All front-line models except Fordor have Sunliner's White steering wheels with black columns).

Sunliner: two robe cords; arm rests in front only; interior light and switch under instrument panel, also operated automatically by door switches; control switch at lower left of control panel; special creak 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; gold erod at sides of back window. Interior lights at sides of back window operated manually and by door switches. Skyliner transparent roof section has 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 erod 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; colored ribbed inoleum in load space.

Single-Tone Exterior Colors: 1-Raven Black, 2-Sheridan Blue, 3-Cadet Blue, 4-Glacier Blue, 5-Doverton Gray, 6-Highland Green, 7-Killarney Green, 8-Sea Haze Green, 9-Lancer Maroon, 10-Sandalwood Tan, 11-Sandstone White, 12-Torch Red, 13-Cameo Coral.

Two-Tone Exterior Colors (1st color on body, 2nd on top. On Ranch Wagon and Country Sedan, 1st color on body and top, 2nd between belt and drip moldings): A-Raven Black and Sandstone White, B-Cadet Blue and Sandstone White, C-Doverton Gray and Cadet Blue, D-Killarney Green and Sea Haze Green, E-Killarney Green and Sandstone White, F-Sandalwood Tan and Lancer Maroon, G-Sandstone White and Cadet Blue, H-Sandstone White and Killarney Green, I-Sandstone White and Cameo Coral, J-Cameo Coral and Sandstone White, K-Sea Haze Green and Highland Green, L-Lancer Maroon and Sandalwood Tan, M-Cameo Coral and Raven Black.

Exterior Color Application: Mainline—Sedans and Coupes, 1 through 10; Ranch Wagon, 1 through 10, C, F, K; Customline—Sedans and Coupes, 1 through 10, C, F, K, L; Ranch Wagon, 1 through 10, C, F, K; Country Sedan, 1 through 10, B, C, D, F, Crestline—Fordor, 1 through 8, 10, 11, C, E, I; Skyliner and Victoria, 1, 11, A, B, E, G, H, J, M; Sunliner, 1 through 13; Country Squire, 1 through 12.

Upholstery Combinations: Station Wagons—Mainline Ranch Wagon, Brown and Ivory Woven Plastic; others, Blue and White, Green and White or Red Woven Plastic. Mainline Sedans and Coupes, Gray with Maroon Stripe Craftweave, Brown and White or Blue and White Styletex*. Customline Sedans and Coupes, Blue Eagle, Green Block or Ivory Chain Stripe Patterns, Brown and White or Blue and White Styletex*. Victoria and Skyliner—Light Blue and White, Light Green and White or Coral and Light Vinylite; Blue, Green or Coral Diamond Pattern; Nylon or White, White and Light Blue, White and Red, Black and Green or Black and Coral Vinylite (tops are Black, Tan, Green or Blue). Crestline Fordor—Light and Dark Blue, Light and Dark Green or Gold and Brown. Arrowhead Pattern.

*Optional at extra cost.

¹Special fuel and vacuum pump unit, optional at extra cost, is factory-installed on all cars sold in states requiring vacuum booster windshield wiper operations and on all cars equipped with Overdrive or Fordomatic Drive.

²⁰Oil bath type air cleaner, optional at extra cost, is factory installed on all cars for delivery in dust areas.

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

Fordomatic Drive, Overdrive, heater, radio, two-tone colors on Mainline Ranch Wagon and Customline Sedans and Coupes, 1-BEST tested safety glass, all both air cleaner, oil filler and white sidewall tires optional at extra cost. The specifications contained herein were in effect at the time of printing. 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 price without notice and without incurring obligation.