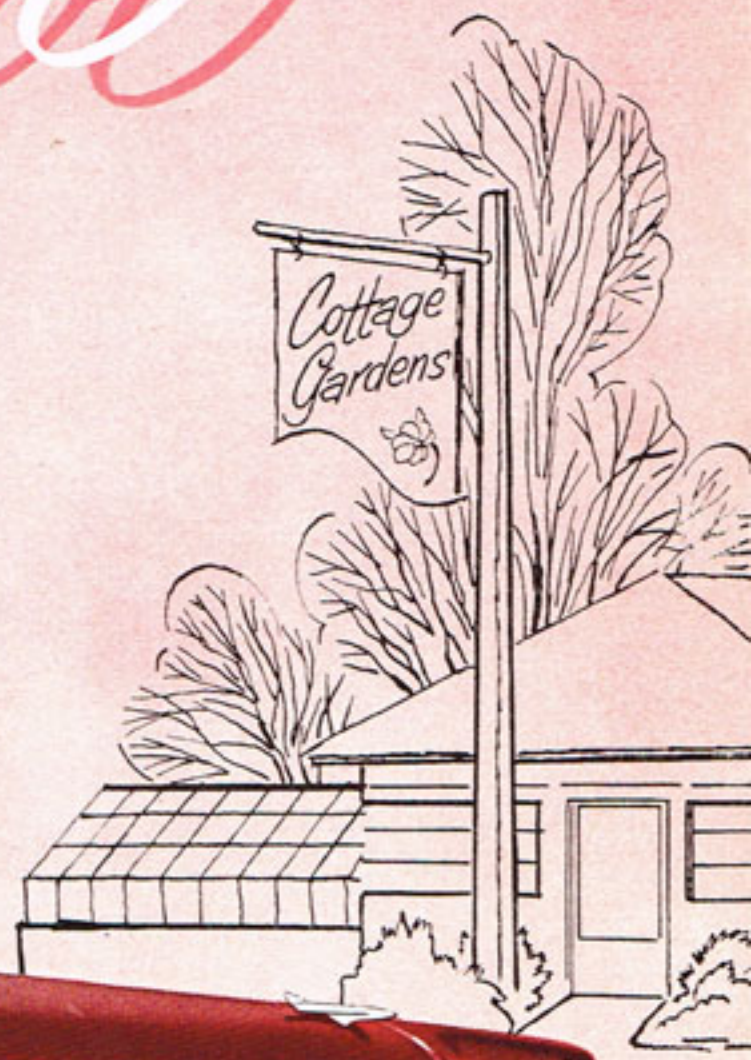
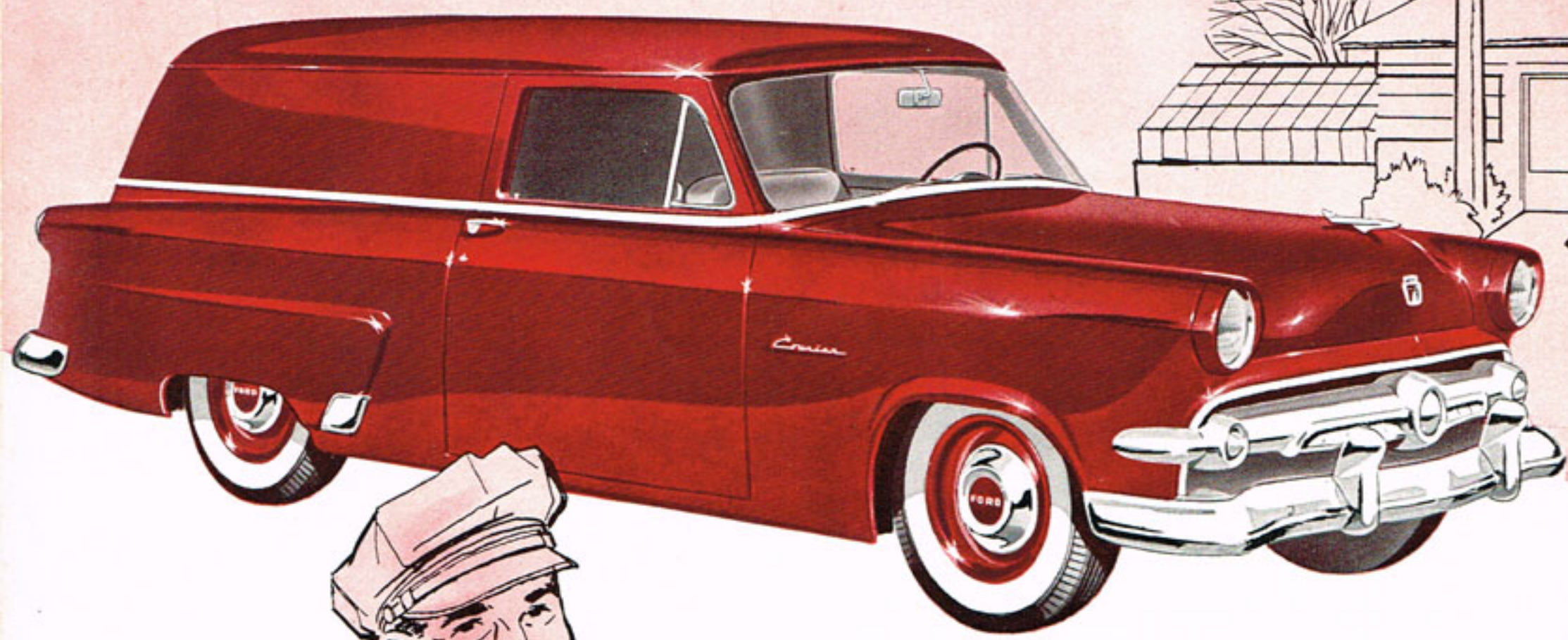


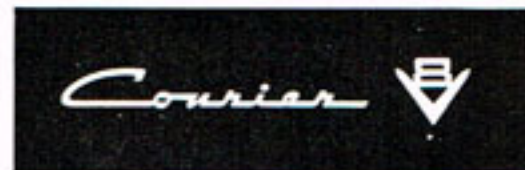
1954

THE '54 FORD

Country



*America's
most distinctive
Sedan Delivery*



The custom-styled lettering of the Courier's bright metal name plate (V-8 shown here) is smartly executed in clear, distinguished script . . . another of many features adding distinction to the Courier's beauty.

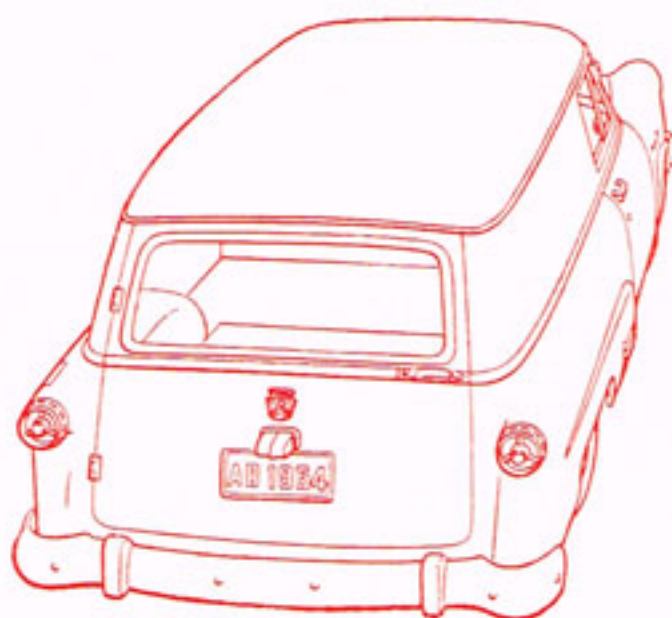
The accent is on quality, styling and economical performance

The new Ford Courier combines the business-like efficiency of the new '54 Ford *Triple Economy* Truck Line with the beauty and comfort of the new '54 Ford passenger cars. Merchants and service people in hundreds of different businesses can meet their requirements for swift, economical delivery in handsome style with the beautiful Courier.

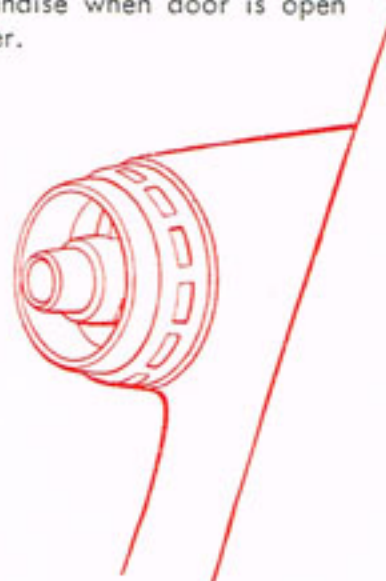
Under the hood there's a new **LOW-FRICTION**, short-stroke engine to give you the most power out of every drop of regular gasoline . . . whether you choose the modern, overhead-valve I-block Mileage Maker Six with 115 h.p. or the new overhead-valve Y-block V-8 with 130 h.p. And you can choose from three great Ford Transmissions, conventional drive or, at slight extra cost, fully automatic *Fordomatic* Drive for the best in no-clutch, no-shift performance, or Overdrive with the fourth gear that cuts in automatically for up to 15% gas savings.

The Courier's roomy interior provides 102 cu. ft. of protective loadspace, not counting the generous storage space alongside the individual type driver's seat. And on the outside, there is over 30 sq. ft. of door and panel area to display your firm name and advertising message.

And don't forget that the distinctive appearance of the Courier is a big factor in building prestige and attracting new customers to your firm, wherever it travels. Business-building beauty and profit-building efficiency are two strong reasons why the Ford Courier is your soundest Sedan Delivery investment.



From every angle . . . smooth, clean lines distinguish Ford's beautiful 1954 Courier. The rear window takes up a full third of the entire rear door. Drip molding helps protect merchandise when door is open in rainy weather.



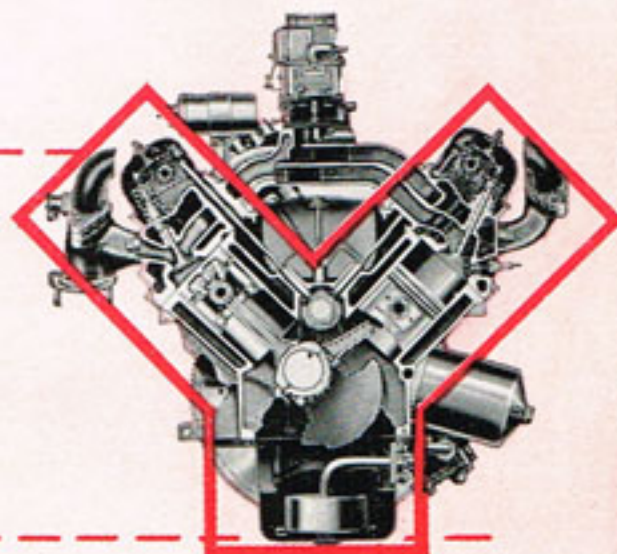
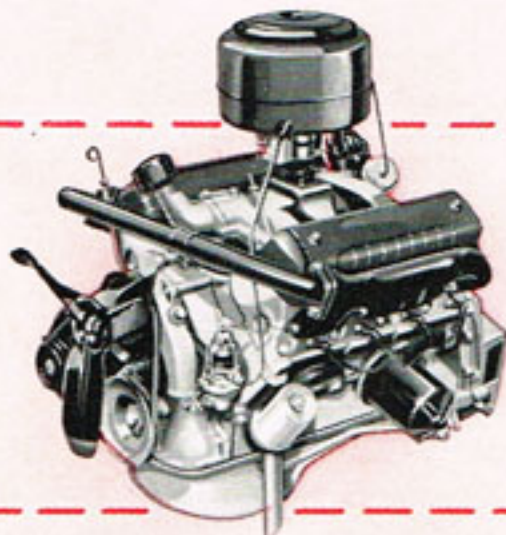
Ultra-modern design, as exemplified by the distinctive styling of the tail lights, adds beauty to the Courier's appearance. Large twin tail lights can be seen clearly from rear and both sides.

YOUR CHOICE OF V-8 OR SIX

in new Overhead-Valve, Low-Friction Design!

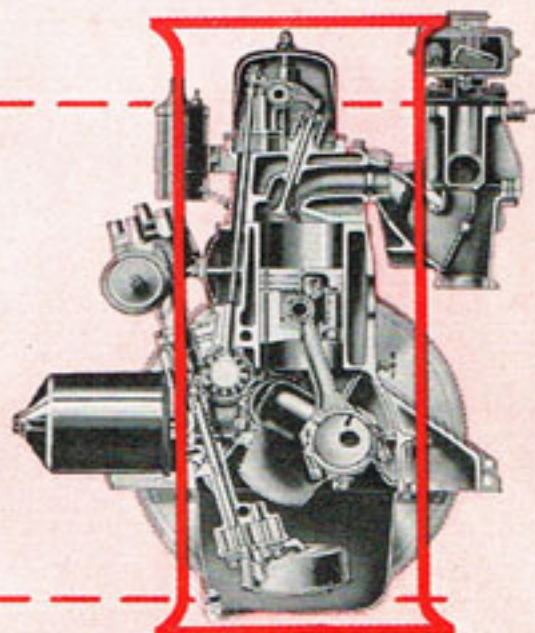
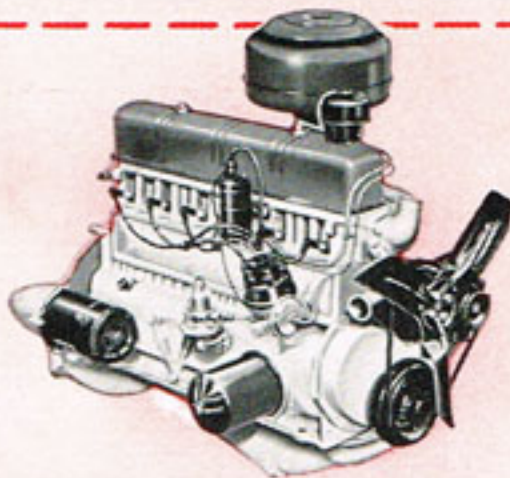
130-H.P. Y-block V-8

Ford's all-new 130-h.p. Y-block V-8 with overhead valves is the most modern V-8 in the industry. With its Low-FRICTION, high-compression design, it offers the most power from regular gas, with Ford's traditional operating economy. Its Y-block construction with deep-skirt crankcase design provides exceptional structural rigidity for noticeably smoother, quieter operation. Its shorter piston stroke reduces internal wear, saves on service, maintenance, gas and oil.

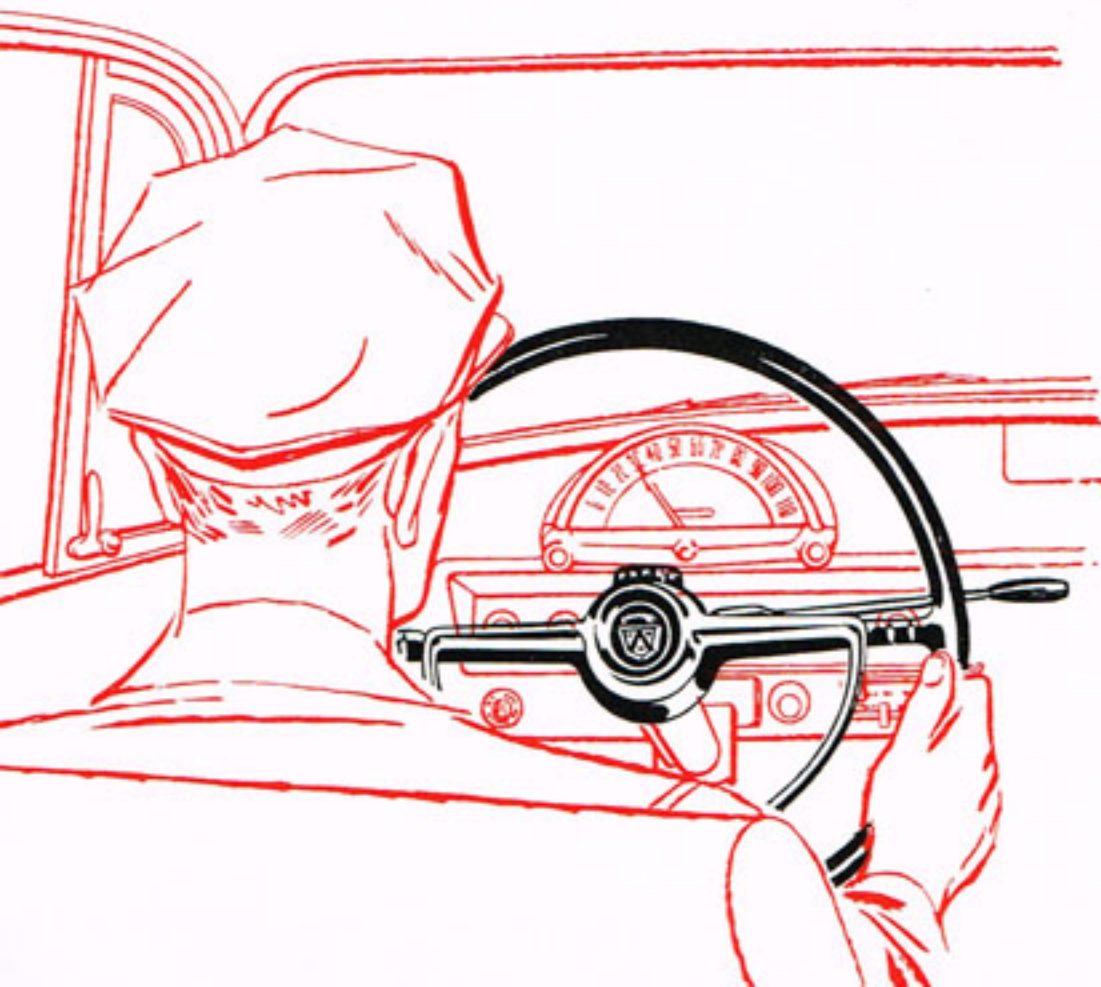


115-H.P. I-block Mileage Maker Six

For flashing performance and top economy in a modern Six, choose Ford's new 115-h.p. I-block Mileage Maker Six. Like the Y-block V-8, it's a short-stroke, Low-FRICTION engine with deep-skirt crankcase to retain precision bearing alignment, give solid support to crankshaft, for smoother, longer-lived performance. Other like features include wedge-shaped high-turbulence combustion chambers, Full-Flow oil filter, and high-lift, free-turning overhead valves, for the most power from regular gas plus rock-bottom operating economy.

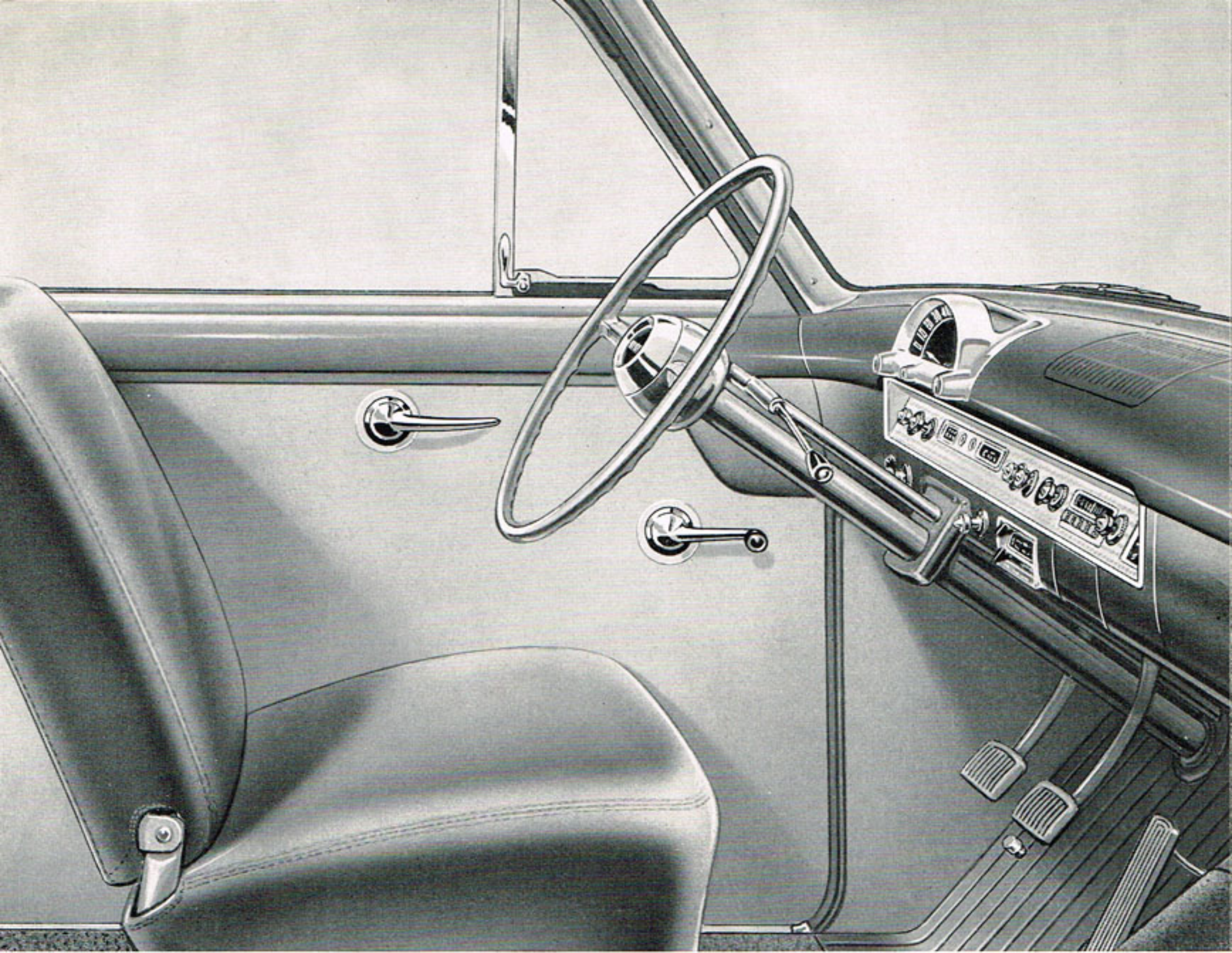


... with **FORDOMATIC**, Overdrive or Conventional!



With a choice of three transmissions you can adapt your Courier to your exact driving requirements. Ford's smooth-shifting, quiet-operating, Synchro-Silent conventional transmission is standard. Or, at slight extra cost, you can get fully automatic *Fordomatic* Drive for the finest in no-clutch, no-shift driving, or gas-saving Overdrive for "4th-gear" reduction of 30% in engine speed, while road speed is maintained.

FULLY AUTOMATIC FORDOMATIC DRIVE provides top performance plus economy because an infinite number of drive ratios are varied automatically to suit changes in operating conditions. Safety-Sequence selector provides convenient settings for full safety and ease of operation.

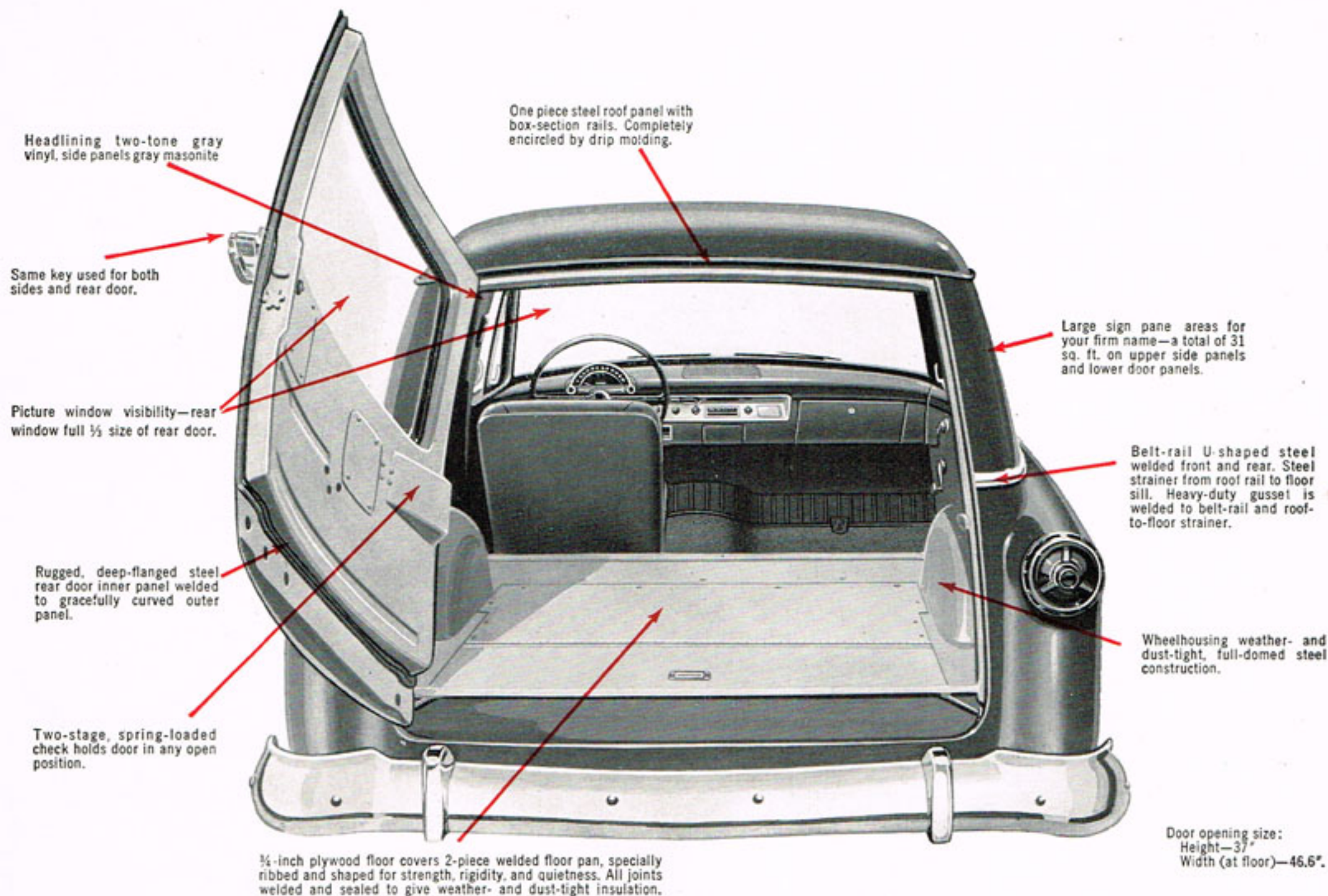


Modern in interior styling and features throughout

The distinctive exterior beauty of the Courier is tastefully blended with the functional style, practicality, and attractiveness of the interior detail. From the suspended clutch and brake pedals to the twin sun-visors, the driver's compartment offers all the comfort of an expensive passenger car.

Below the broad, one-piece curved windshield is an attractive Astra-Dial Control Panel, a perfect combination of fashion and function. The speedometer is placed high on the control panel at nearly eye-level, to make it exceptionally easy to read. Individually illuminated controls, scientifically positioned, give the driver every possible convenience, plus comfortable driving ease. And the driver sits in a natural position properly supported by non-sag springs in seat cushion and seat back.

The roomy, insulated interior of the Ford Courier is in keeping with the standards set by the Courier's distinctive exterior appearance. Combine this delightful Courier styling with the smoother-than-ever riding qualities of Ford's new Ball-Joint Front Suspension, Ford's great operating economy, and its ability to stay "on duty" longer, and you'll see why the Courier is a business asset worth many times its low first cost.



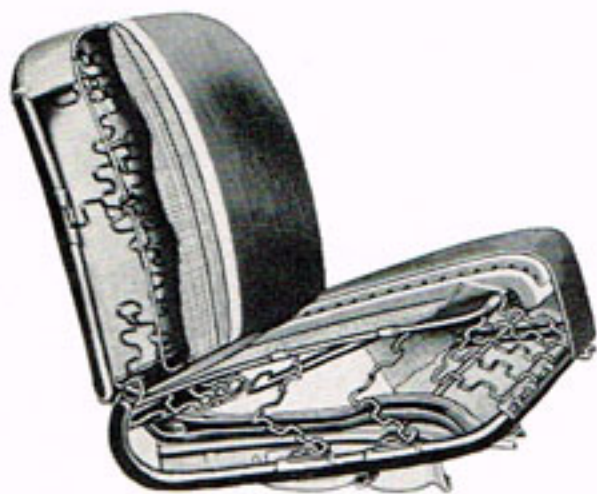
3/4-inch plywood floor covers 2-piece welded floor pan, specially ribbed and shaped for strength, rigidity, and quietness. All joints welded and sealed to give weather- and dust-tight insulation.

Door opening size:
Height—37"
Width (at floor)—46.5"

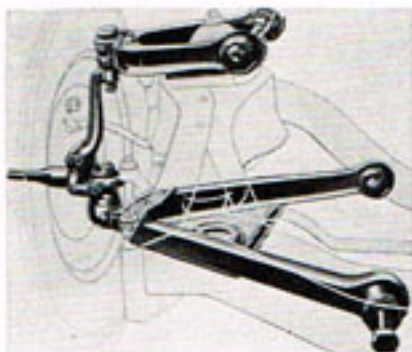
102 CUBIC FEET OF LOAD CAPACITY

The Courier's generous interior dimensions provide an unusually large, roomy parcel area which means faster, easier handling of parcels, bigger loads, more deliveries per trip. Wide door opening, with door remaining open in any position, is another feature which helps make driver's job easier, keeps parcels from

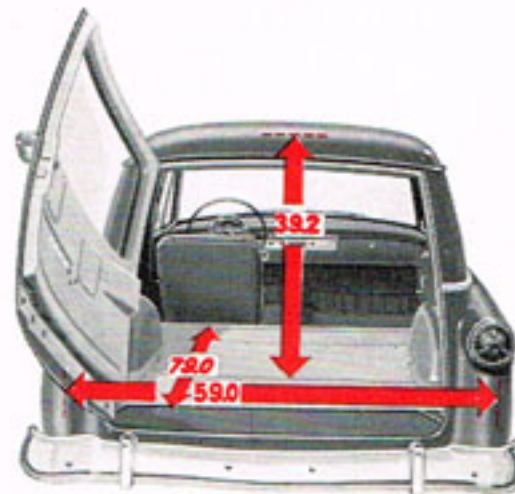
getting banged about during loading and unloading. Sturdy plywood floor, fibreboard interior body sides, and two-tone vinyl headlining provide smooth interiors for maximum protection of your valuable loads. These are just a few of many reasons why a Courier does more work, more efficiently, in less time.



The Courier's individual-type, adjustable seat provides easy-chair comfort for the driver and retains generous space alongside for added payload capacity. Resilient foam-rubber padding in seat cushion. Scientifically balanced non-sag springs in cushion and seat back provide natural support for day-long driving efficiency. Auxiliary seat as well as full-width seat available.



Ford's revolutionary new Ball-Joint Front Suspension is the finest available today. It provides a much smoother, quieter ride, cuts down on required steering effort, and retains more precise wheel alignment. Fragile merchandise rides gently. Here is a longer-lived suspension system that reduces maintenance, with only four lubrication points instead of customary sixteen.



The roomy Courier provides 102 cu. ft. of load space, not counting the space alongside the individual type driver's seat. And the door opening is nearly four feet wide at the floor. These generous dimensions not only provide maximum load space but also make the job of loading and unloading much easier. That means greater time-savings, bigger profits for you.

SPECIFICATIONS of the 1954 Ford Courier

MAXIMUM GROSS VEHICLE WEIGHT 4,600 POUNDS

130-H.P. Y-block V-8: Low-FRICTION, overhead-valve, 90° V-type; 3.50 in. bore x 3.10 stroke; 239 cu. in. displacement; 7.2 to 1 compression ratio. Fully counterbalanced, precision-molded, alloy iron crankshaft; selectively-fitted steel-backed main bearings with thin lead-base babbitt linings and crankpin bearings with thin, copper-lead linings. Tin-plated, super-fitted aluminum-alloy pistons, 3 rings—top 2 cadmium-plated. Adjustable free-turning valves. Series-flow cooling system, 20-quart capacity (plus 1 qt. for heater); 3-blade, 18½ in. diam. fan; pressure-type radiator cap; thermostatic-capsule type thermostat. Dual downdraft carburetor; manual choke; automatic heat control valve; diaphragm-type fuel pump;† oil bath air cleaner.* Full-pressure lubrication; Full-Flow oil filter with replaceable element (at extra cost); positive crankcase ventilation; oil capacity (including filter) 6 qts. dry—5 qts. refill. Automatic Power Pilot; Weatherproof Ignition System; 35-amp., 250 watt generator; 3-unit regulator; high-torque starting motor; 6-volt, 51-plate, 90 amp. hr. battery.

115-H.P. I-block MILEAGE MAKER SIX: Low-FRICTION, overhead-valve, in-line type, 3.62 in. bore x 3.60 in. stroke; 223 cu. in. displacement; 7.2 to 1 compression ratio. Fully counterbalanced, precision-molded, alloy iron crankshaft with vibration damper; selectively fitted, steel-backed, main and crankpin bearings with thin, lead-base babbitt linings. Tin-plated, super-fitted aluminum alloy pistons, 3 rings—top 2 cadmium-plated. Adjustable, free-turning valves. Series-flow cooling system, 15-quart capacity (plus 1 qt. for heater); 3-blade, 18 in. diam. fan; pressure-type radiator cap; thermostatic-capsule type thermostat. Unit-design downdraft carburetor; manual choke; automatic heat control valve; diaphragm type fuel pump;† oil bath air cleaner.* Full-pressure lubrication; Full-Flow type oil filter with replaceable element (at extra cost); positive crankcase ventilation; oil capacity (including filter), 5 qts. dry—4 qts. refill. Automatic Power Pilot; Weatherproof Ignition System; 35-amp., 250 watt generator; 3-unit regulator; high-torque starting motor; 6-volt, 51-plate, 90 amp. hr. battery.

†Combination fuel and vacuum pump, optional at extra cost, is factory-installed on all Couriers sold in states requiring positive-action windshield wiper operation and on all Couriers equipped with Overdrive or Fordomatic Drive.

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

CLUTCH (with Conventional and Overdrive transmissions): dry, single-plate, semi-centrifugal type; 9.5 in. outside diameter standard with I-block Mileage Maker Six; 10 in. outside diameter standard with Y-block V-8. Suspended pedal and linkage; sintered bronze pilot bearing; ball type throwout bearing.

CONVENTIONAL DRIVE: Selective gear type, 3 speeds forward, one reverse; all gears helical type; forged-bronze synchronizers for second and third speeds. Ratios: 1st—2.779 to 1, 2nd—1.614 to 1, 3rd—1.000 to 1, Reverse—3.635 to 1.

OVERDRIVE (optional at extra cost): 3 speed selective gear type transmission combined with planetary gear train which provides automatic fourth speed gear that cuts in at 27 mph (approx.), cuts out at 21 mph (approx.); ratio 0.70 to 1.

FORDOMATIC DRIVE (optional at extra cost): single-stage, 3-element, hydraulic torque converter; with automatic planetary gear train; forced air cooling; 5 position, Safety-Sequence Drive Selector.

NEW STRONGER DOUBLE-DROP FRAME: 5 cross members and heavy box-section side rails; K-bar construction.

NEW BALL-JOINT FRONT WHEEL SUSPENSION: rubber-bushed, transverse-link type with sealed ball-joints spring-loaded for automatic take-up of wear; tailored-to-weight coil springs; new full-displacement tubular shock absorbers; new link type stabilizer.

VARIABLE-RATE REAR SPRING SUSPENSION: long, 9-leaf, semi-elliptic springs, longitudinally mounted; rubber bushings at shackles and brackets; impregnated inserts under tips of the five top leaves for damping control; tension type shackles; tubular, double-acting, diagonally-mounted, Viscous Control shock absorbers.

REAR AXLE: semi-floating type; hypoid gears; forged axle shafts with integral flanges; composite type housing. Ratios, V-8 or SIX engine and Conventional drive: 4.09 to 1 std., 4.27 to 1 optional; Ratio, V-8 or SIX engine and Overdrive: 4.27 to 1 std.; Ratio, V-8 or SIX engine and Fordomatic Drive: 3.54 to 1 standard.

DOUBLE-SEAL HYDRAULIC BRAKES: Suspended pedal actuation of 4-wheel duo-servo type, double-sealed front and rear brakes; 11" diameter composite steel

and cast iron drums: molded linings. 159.1 sq. in. lining area. Hand brake is T-handle on dash for actuation of rear brakes.

STEERING SYSTEM: symmetrical linkage with spring-loaded ball-stud in steering cross link; 90° mounted worm and roller type gear with double-tooth roller on needle-bearing; 20.1 to 1 gear ratio; 25.3 to 1 over-all steering ratio; 18 in. diameter steering wheel. Turning diameter (center of outer front wheel) approx. 41 feet.

WHEELS AND TIRES: 6.70 x 15 4-ply tires on 5" rims standard for 4100 lbs. G.V.W.; 7.10 x 15 4-ply tires on 5" rims optional at extra cost for 4200 lbs. G.V.W.; 7.10 x 15 6-ply optional at extra cost for 4600 lbs. G.V.W. Black sidewalls standard, white sidewalls optional at extra cost.

EXTERIOR DIMENSIONS: 115.5" wheelbase; 58" front and 56" rear treads; over-all width, 73.2"; over-all length, 198.1"; over-all height with normal load, 63.7".

INTERIOR DIMENSIONS: Leg room, 42.6"; head room, 37.1"; toe board to seat back, 44.7"; windshield to back window, 125.7".

SIGN PANEL AREA: Side panel above belt line—length 64½", height 15¼". Door panel below belt line—height 27", width 46". Total area (both sides) 31.2 sq. ft.

EXTERIOR COLORS AND UPHOLSTERY: Raven Black, Sheridan Blue, Glacier Blue, Cadet Blue, Dovetone Gray, Highland Green, Sea Haze Green, Killarney Green, Sandalwood Tan, Lancer Maroon. Seat cushion and seat back are covered with brown wolf grain vinyl. Door panels are two-tone gray pressed board. Side panels of load area are gray masonite.

INSTRUMENTS AND CONTROLS: New Astra-Dial Control Panel with illuminated bezels around starter-ignition switch and around control knobs (except air-duct controls), new Astra-Dial speedometer with illuminated numerals, pointer and odometer—instrument group consisting of new warning-light type indicators for battery charge and oil pressure and needle-type fuel and temperature indicators, together with control knobs for windshield wipers, main light switch and choke control are mounted on new bright metal insert with simulated engine-turned finish. Air-duct control knob on lower portion of panel, at each side of steering column; four-position starter-ignition switch at left of steering column. Control Panel illumination intensity controlled by rheostat. T-handle for parking brake on lower left edge of panel; head lamp beam control switch on toe board; finger-tip gearshift lever; hood latch and safety catch operated from front by separate levers.

STANDARD EQUIPMENT: Astra-Dial Control Panel with ash tray and locking type parcel compartment; dual windshield wipers; twin horns; left-hand outside rear view mirror; two-spoke, black steering wheel; interior light operated by switch; non-sag driver's seat with thick foam-rubber pad on cushion.

Front and rear Bodyguard bumpers with guards; bright metal belt molding; nameplate designating model on front fenders; V-8 insignia on front fenders and on instrument panels of Couriers so equipped; Fordomatic or Overdrive nameplate on back door of Couriers so equipped; rain shields at front vent windows; modernistic dual tail lamps; one-piece windshield.

Sun visor on driver's side; horn button at center of steering wheel; bright metal shield over lower part of body side embossments; black rubber front floor mat; black rubber exterior reveal molding at windshield and rear window; gas filler tube at left rear of body.

OPTIONAL EQUIPMENT AND ACCESSORIES (extra cost items in addition to those listed above): Ford MagicAire all-climate, all-season heating, ventilating and defrosting system; radio receiver; spotlight; portable spot and utility light; outside rear view mirrors (standard on righthand side); engine governor; turn indicator; full wheel hub caps; rear fender shields; exhaust deflectors; license plate-frame; stem wind clock; electric clock; hand brake signal; cigar lighter; windshield washer; auxiliary passenger seat; full width seat.

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, trim, equipment or prices without notice and without incurring obligation.

FORD Division of FORD MOTOR COMPANY



FEB 20 1954