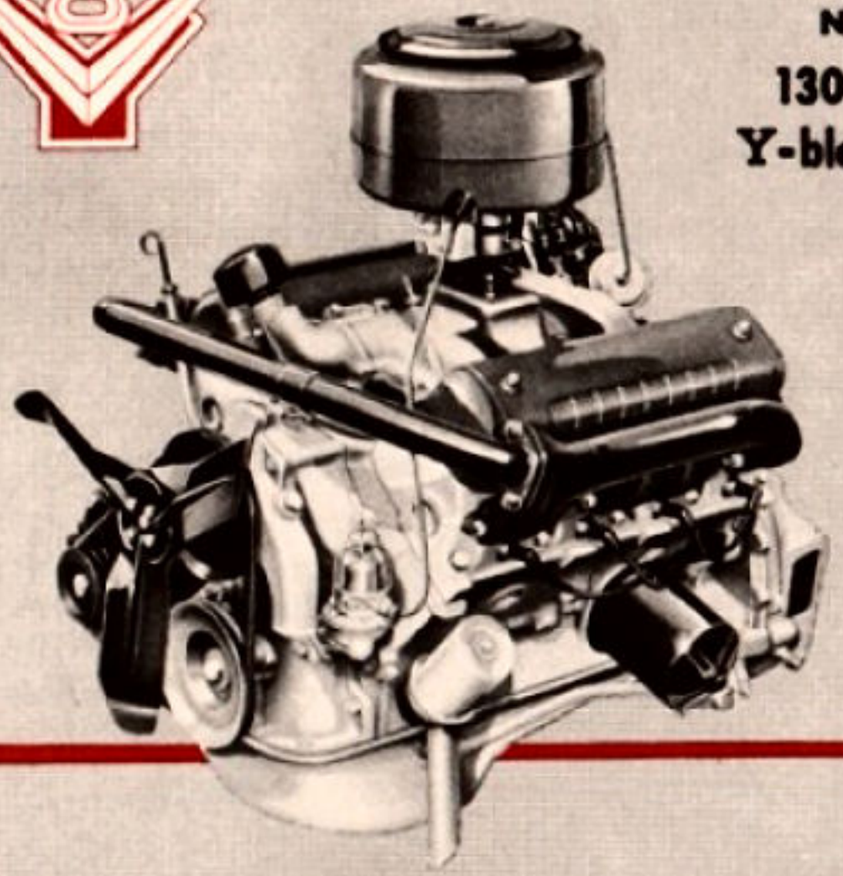
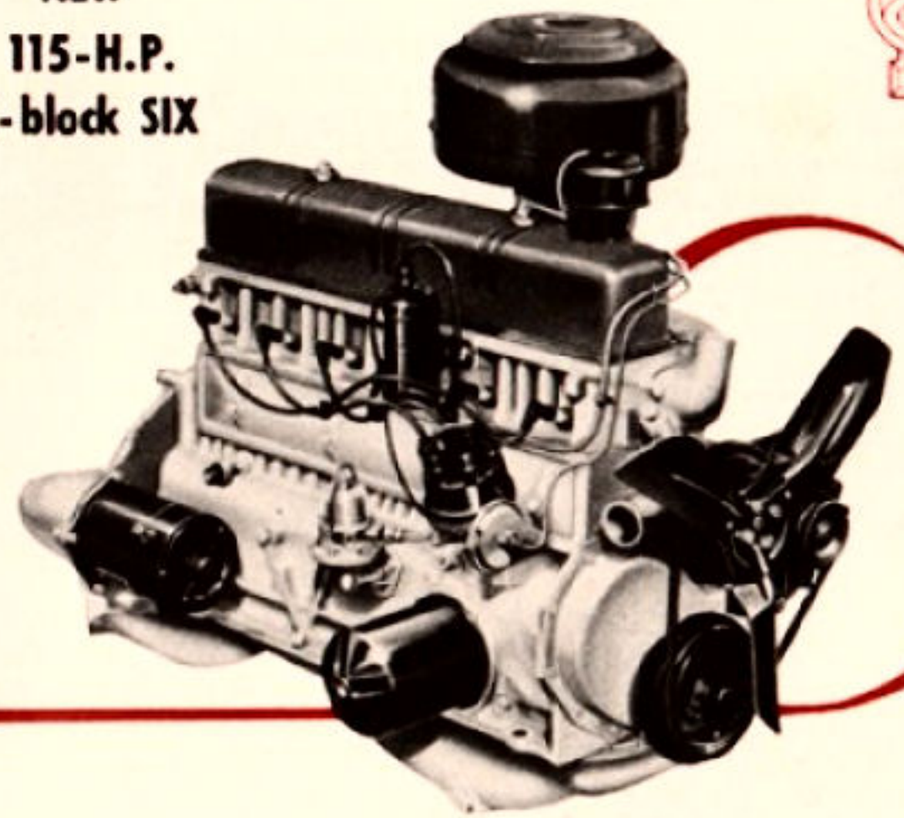
FOR 1954 . . . FORD BRINGS YOU

the finest, most modern engines in any car today!

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



NEW
115-H.P.
I-block SIX



PLUS YOUR CHOICE OF THREE GREAT TRANSMISSIONS

FORDOMATIC • OVERDRIVE • CONVENTIONAL

The story behind **THE GREATEST ENGINE ADVANCES SINCE THE ORIGINAL FORD V-8!**

Twenty-two years ago Ford engineers designed a "V" engine block that could be cast in one piece. At the time, most automotive experts thought it couldn't be done—but Ford with its advanced technical "know-how" went ahead and *did it!* This made possible volume manufacture of a fine-quality, precision engineered V-8 . . . the *first* in a low-priced car!

The original Ford V-8 was a radical departure from the conventional in low-priced car engines. With the greater strength and rigidity of its one-piece 90° V-type engine block, with its shorter, stiffer crankshaft, and the smooth responsiveness of *eight* cylinders, it soon established a new standard of performance in the low-price field.

This basic design was to become famous throughout the world and serve as a "model" for millions of Ford V-8's to come.

The new engine firmly established Ford as the nation's "leader" in engine design and manufacture . . . a position it holds to this day. No other manufacturer . . . in *any* price field . . . can match Ford's record in building fine V-8's!

FORD HAS BUILT MORE THAN 13,000,000 V-8's —MORE THAN ALL OTHER MAKERS COMBINED!

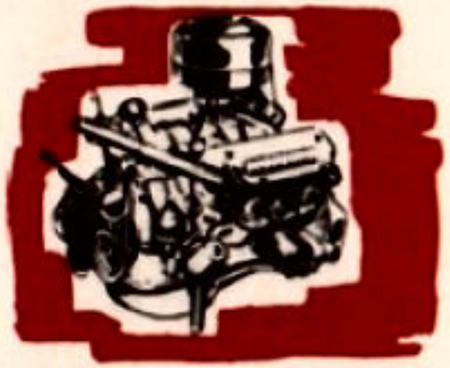
In the past few years many manufacturers have followed Ford's lead—and brought out V-8's—particularly in the highest-price fields. This is understandable because V-8's have long been known for their smooth performance and compact design.

And now, with 22 years of experience building more V-8's—by millions—than anyone else, it is only logical that Ford is first in its field to bring you this completely modern engine design . . . the Y-block V-8, with its deep skirt crankcase! The same basic deep-block design has also been incorporated in the new Ford I-block Mileage Maker Six.

WITH AMERICA'S MOST MODERN SIX AND EIGHT FORD IS FARTHER AHEAD THAN EVER

Whether you prefer a Six or an Eight is a matter of personal opinion. Ford offers both. And there isn't a car engine in the industry today that can match either Ford's Six *or* Ford's Eight in modern design. And there's a reason.

When Ford engineers set up their engine program for 1954, they set their sights high. There were *four* major objectives to accomplish—and Ford engineers wouldn't settle for *three*.



First they wanted Ford engines to be *smoothly responsive* at *any* speed to give you the GO you need for today's traffic. So, Ford engineers made them high-compression as modern engines should be. *Second*, they wanted Ford engines to be *economical*. This meant, they must be of *low-friction* design as well as of the high-compression, overhead-valve type. For, modern, high-compression short-stroke engines last longer and are more efficient in their use of gasoline. *Third*, they wanted Ford engines to *stand up*. And here's where Ford engineers made special use of their unequalled engine experience and created a new concept of engine construction—the DEEP BLOCK with its great new strength and stamina! And, of course, Ford engineers knew that it would take *all* these modern features to accomplish their *fourth* objective—to have the *smoothest, quietest engines* in the industry. One drive will convince you . . . the new Ford engines, for 1954, have what you want in every modern, quality feature!

FORD ENGINES HAVE WON ECONOMY AWARDS

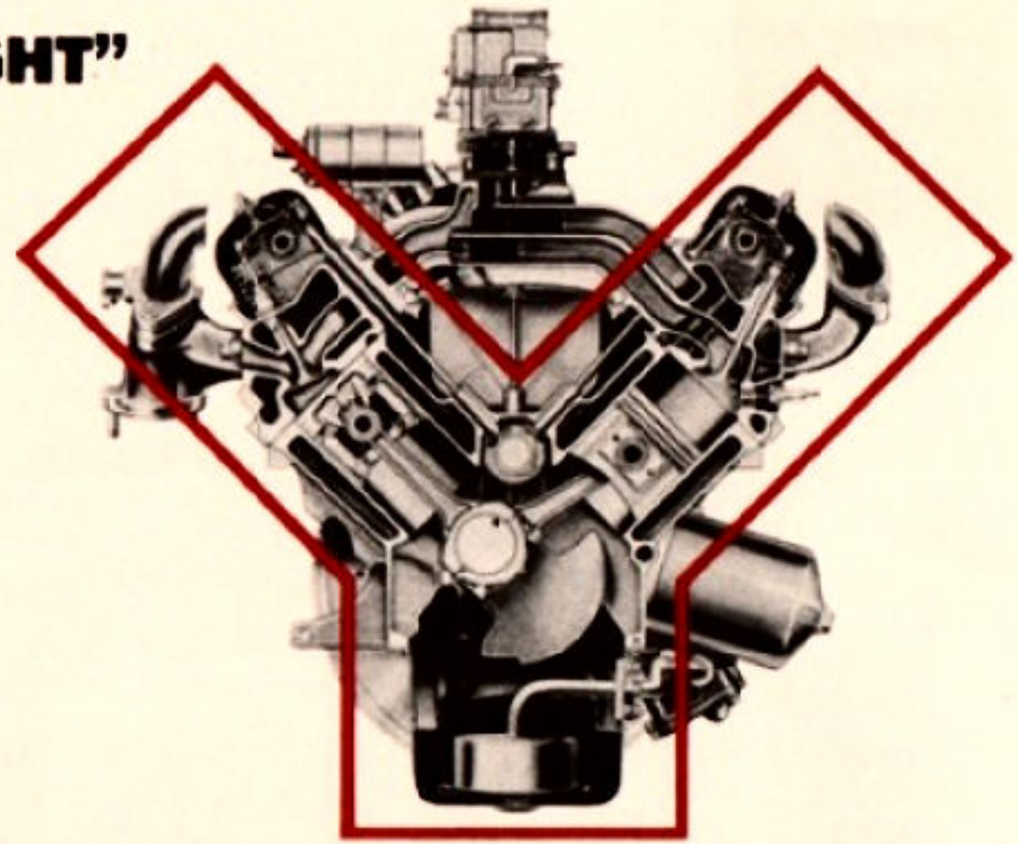
Ford engines have earned a reputation in the industry for their remarkable economy. Both V-8's and Sixes, equipped with Overdrive, have taken top honors in nationally-recognized economy tests. And with the most modern engines in the industry, Ford economy for 1954 is better than ever!

AND THE MOST MODERN TRANSMISSIONS, TOO!

Fordomatic Drive, first introduced on the 1951 Ford, has proved to be the pattern for the rest of the low-price field to follow. Ford was *first in its field* to bring you the smoothness of a torque converter *in combination with* the "go" and economy of automatic gears! Today, Fordomatic Drive stands out as the finest, most versatile, *automatic* drive of them all. And with your choice, in *all* 1954 Ford models, of Ford's two modern new power plants and three great drives, you have a power option that is unmatched in the industry.

NEW Y-block V-8

IT'S THE NEWEST, MOST MODERN, HIGH-COMPRESSION "EIGHT" IN THE INDUSTRY!



THERE'S NOTHING ELSE LIKE IT!

Today you measure a car's engine not by its size, weight or horsepower but by the smooth way it performs in *all* driving ranges and on *today's* fuels. It's in this department that Ford's new Y-block V-8 really *stands out*. It's *stronger*. It's more compact. It's smoother! It packs a 130-horsepower punch. And its modern engineering features combine to give you instant response, at *all* speeds, that no other low-priced car can match!

IT'S BEEN TESTED!

It's no wonder this engine is the finest, most modern in the industry! When Ford engineers designed it, they had the benefit of Ford's 22 years of building and testing more than 13,000,000 V-8's. Even with this invaluable experience to draw upon, the development program took over 900,000 man-hours to design the desired quality, precision and performance into this all-new Y-block V-8. And before the engineers were satisfied, they had built over 600 experimental engines which were subjected to several "lifetimes" of the hardest driving you can imagine.

IT'S BEEN PROVED!

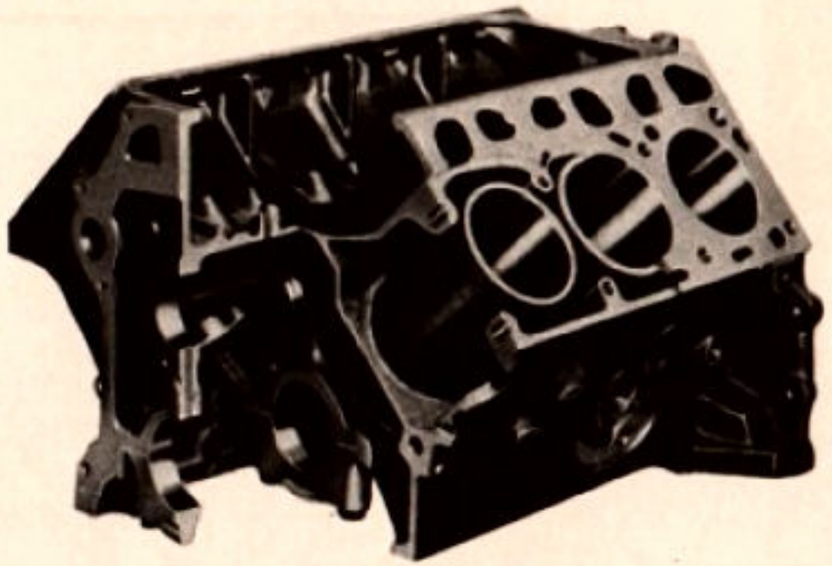
Approval finally came after more than 250,000 test-hours on the dynamometers and about 3,500,000 tough miles on all types of roads under all weather conditions. And now, this great, all-new Ford engine is ready to "show its stuff" for you!

WHY THE "Y"?

IT'S STRONGER, MORE RIGID

. . . smoother . . . quieter . . . longer lasting!

THESE ARE THE MODERN FEATURES THAT MAKE FORD'S Y-block THE FINEST, MOST ADVANCED IN THE INDUSTRY!



DEEP-SKIRT CRANKCASE (forming the base of the Y) provides the great structural strength and rigidity required for smooth, quiet engine performance with Ford's great high-compression power. The deep, central section of the Y-block extends well below the crankshaft to give added support for the five main bearings. Most engine blocks extend only to the crankshaft centerline and lack rigidity for smoothest performance with today's high-compression ratios. The greater strength of Ford's new Y-block V-8 means longer life . . . more miles of dependable performance.

Y-block IS WIDER AT REAR to form a broad, rigid base for mounting the flywheel housing. Its greater strength and rigidity makes a better connection between engine and transmission . . . absorbs vibration.

5 MAIN BEARING SUPPORTS extending upward through the Y-block give the structure added strength . . . contribute to smooth performance, long life.

PRECISION-MOLDED, ALLOY IRON CRANKSHAFT has exceptional damping characteristics, great strength and long life. It is cast by a manufacturing process which permits precise balancing with eight integral counterweights so that unusual smoothness of operation is achieved. This advanced crankshaft is a Ford exclusive in passenger car engines.

SPECIAL ALLOY IRON used in cylinder block and heads is specified for the world's most modern engine because of its superior strength and ability to resist wear.

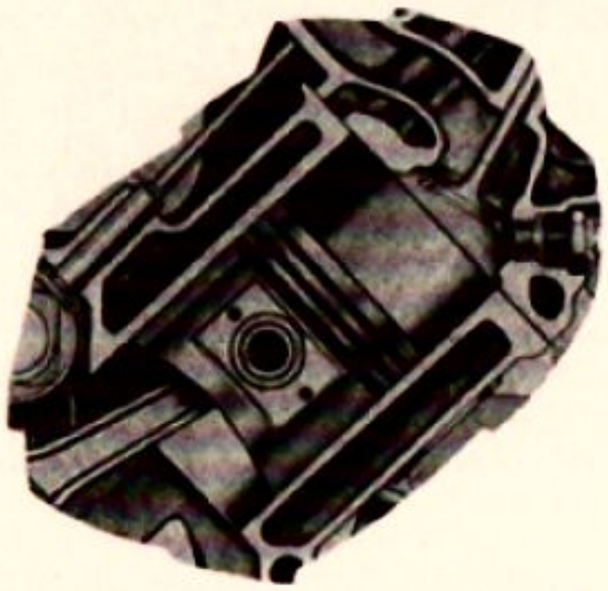
New short-stroke design means **LESS FRICTION,**

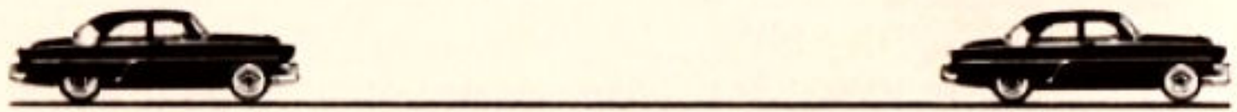
MORE USABLE HORSEPOWER!

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

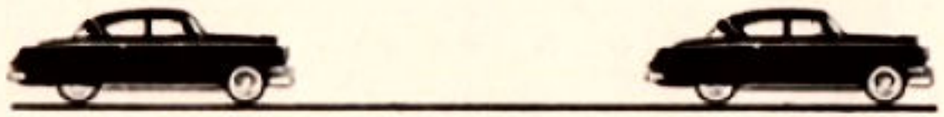
It's like turning the engine off and coasting every sixth mile!

A sure sign of a modern, efficient engine is the shortness of the stroke measurement compared to the diameter of the bore. The Y-block V-8, with stroke actually measuring *less* than the bore, is years ahead of any other low-priced car engine design!





1954 FORD Y-BLOCK V-8



OLDER TYPE LONG-STROKE ENGINE

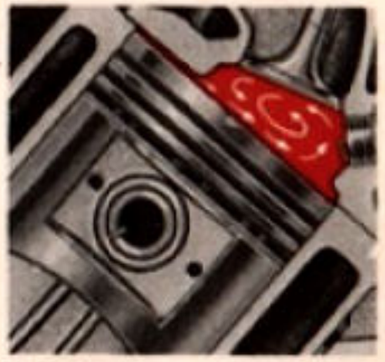
This favorable bore-stroke ratio is a factor that gives Ford's Y-block V-8 an *extra* percentage of go. Combustion power has less distance to push the piston with consequent less friction to overcome.

Here is another example of the higher efficiency built into this remarkable new Ford engine. Though the 1954 design has the *same* displacement as last year's V-8, the new overhead-valve engine produces twenty more horsepower. Even more remarkable is the fact that you have this added horsepower at your command and you can enjoy better economy, too!

Improved overhead-valve design makes possible this completely new Ford engine's higher power output with low piston displacement. And with all its modern features Ford's new Y-block V-8 is America's most modern eight.

YOU GET MORE POWER . . . BETTER ECONOMY

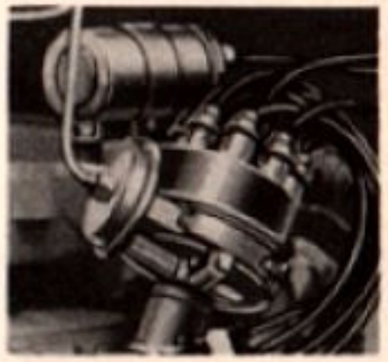
. . . Ford's Automatic Power Pilot permits the use of regular fuel!



New wedge-shaped combustion chamber mixes up gas and air in a swirling turbulent movement. Mixture burns smoothly, evenly, completely.

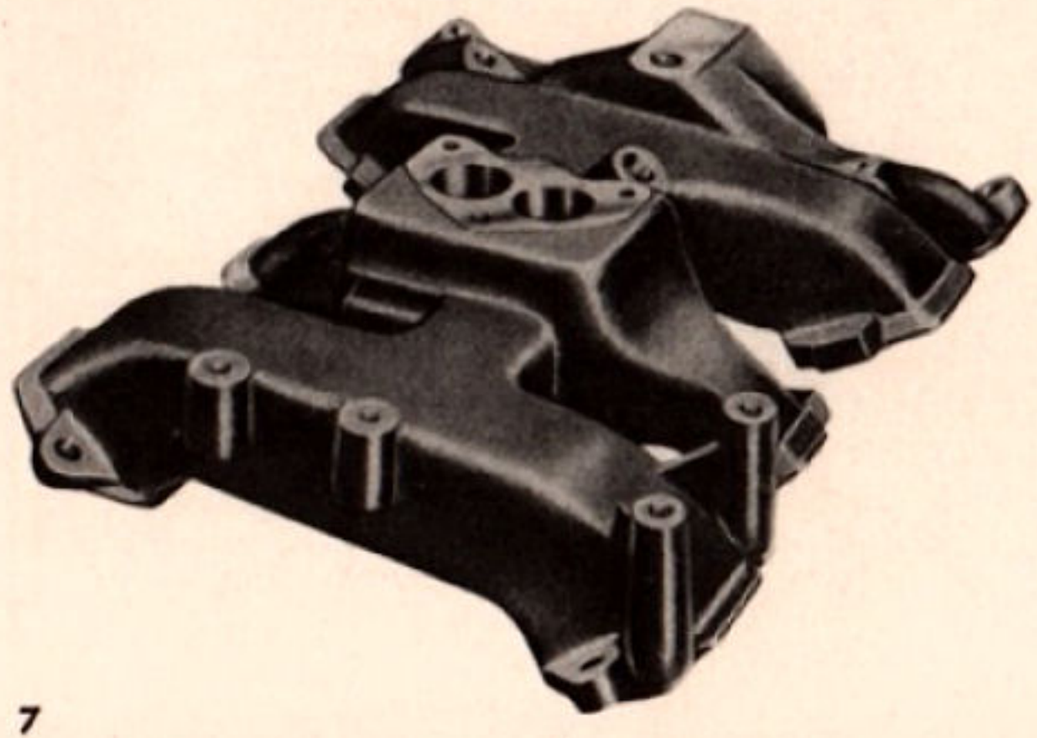
The new Y-block V-8's carburetion, ignition and combustion system is unique in its field. Appropriately called the Automatic Power Pilot it wrings the last ounce of high-compression power out of every drop of gas . . . *regular or premium*.

The dual downdraft carburetor *automatically* switches over to an "economy" jet for idling . . . *automatically* supplies an extra "rich" charge for fast acceleration. Ford's exclusive Loadomatic Ignition with full-vacuum control provides better spark control over a *wider* speed range which means you get just the right spark advance for every driving condition *automatically*, instantly. New wedge-shaped combustion chambers are scientifically contoured to develop extremely high turbulence for better mixing of fuel and air. The result is faster, more efficient combustion and better performance from every drop of gas.



Exclusive new Ford vacuum spark control provides better spark control over a wider speed range.

Double-deck, deep-breath intake manifold provides balanced distribution of fuel-air mixture to all combustion chambers. Passages are short and generously proportioned for fast feeding of fuel. Quick cold-weather starts are another feature of Ford's new Y-block V-8 engine.



It takes all these **MODERN** *features to make*

AMERICA'S MOST MODERN "EIGHT"

Here are some other advanced design features that will add immeasurably to the pleasure and enjoyment you will get out of driving a '54 Ford Y-block V-8.

FREE-TURNING OVERHEAD VALVES and integral valve guides give the Y-block V-8 exceptionally high breathing efficiency and longer valve life.

DIRECTED-FLOW CRANKCASE VENTILATION removes corrosive gases from vital areas. Works continuously while motor is running. Circulates more air and does a more thorough "air cleaning" job than any other system in the low-price field.

SERIES-FLOW COOLING SYSTEM has single high-capacity pump which draws cooling fluid from radiator into circulating system where it is forced into both cylinder banks under equal pressure. Maintains uniform temperatures throughout the engine. External by-pass allows continuous recirculation when thermostat is closed.

FULL-PRESSURE LUBRICATION WITH FULL-FLOW OIL FILTER forces completely filtered oil to all vital parts of the engine. Reduces wear and increases engine life. Base-mounting of oil filter eliminates external oil lines.

SUPER-FITTED ALUMINUM-ALLOY PISTONS with controlled expansion operate quietly, efficiently from cold start to normal driving temperature.

ANOTHER FEATURE OF FORD'S NEW Y-block V-8 IS EASY ACCESSIBILITY OF ENGINE FOR FASTER SERVICING

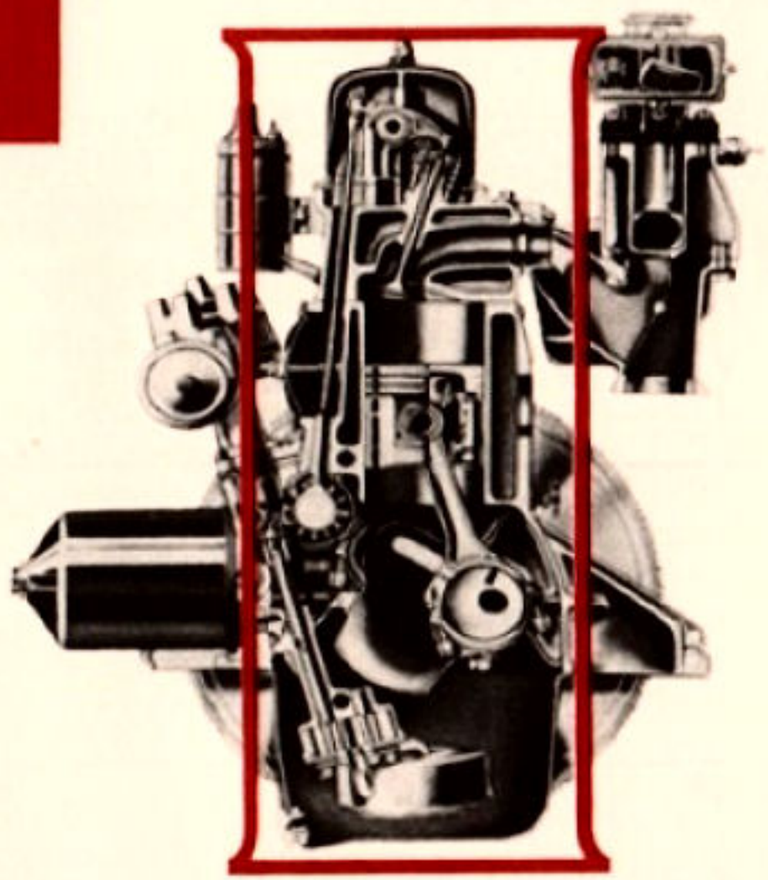
Y-block V-8 BASIC SPECIFICATIONS

Displacement	239 cu. in.
Bore and Stroke	3.50 x 3.10
Compression Ratio	7.2 to 1
Horsepower	130 @ 4200 r.p.m.

NEW
I-block
SIX

America's most modern high-compression Six . . .

WITH RIGID DEEP-BLOCK CONSTRUCTION!



Just as Ford is first in its field with a modern Y-block V-8, Ford is first in its field to bring you a modern, high-compression, low-friction, deep-block six . . . the new I-block Mileage Maker!

Since the introduction in 1952 of Ford's first Mileage Maker Six, this engine has become famed for its lively performance and economy of operation. In fact, the overhead-valve Mileage Maker, equipped with Overdrive, has consistently topped its field in nationally-recognized economy tests. And, for 1954, Ford's new I-block Mileage Maker Six continues to set the pace in the industry for modern, up-to-the-minute, six-cylinder design.

New high-compression power and economy is achieved with a higher compression ratio and increased displacement. The I-block Six has smooth, responsive "go" that you won't find in cars costing hundreds more. Modern, high-turbulence, wedge-shaped combustion chambers and overhead valves make this high-compression power possible. And you get it with regular *or* premium gas. Basic design and structure, as in its counterpart the new Y-block V-8, is the most advanced in the industry. Its deep-skirt crankcase extends below the centerline of the crankshaft for more rigid construction . . . gives the Mileage Maker a remarkable life expectancy . . . makes it worth more for years longer.

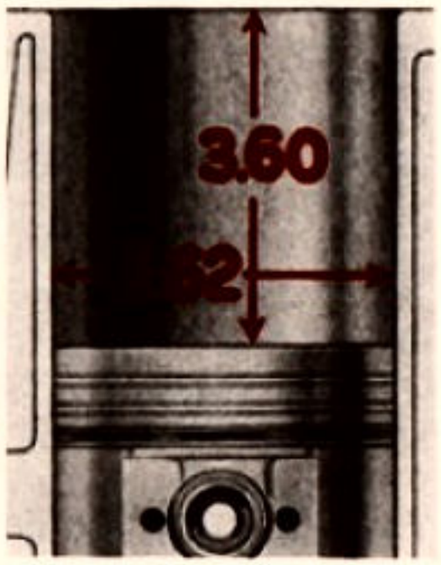
And, with its great new power and advanced, low-friction design, Ford's I-block Mileage Maker Six is truly America's most modern Six.

It's the only **LOW-FRICTION SIX** *built in America!*

MODERN SHORT-STROKE DESIGN GIVES YOU MORE USABLE HORSEPOWER . . . LONGER ENGINE LIFE

One *big* reason you can enjoy more go, greater economy and longer engine life with Ford's I-block Mileage Maker Six, is its modern short-stroke, low-friction design. No other six in America has this advanced engine feature!

Ordinary sixes waste much of their otherwise usable horsepower to overcome extra friction through over-long piston travel. In the completely modern 1954 I-block Mileage Maker Six this friction has been kept to a minimum with piston travel actually *less* than the bore diameter. This means more usable power is transmitted from the combustion chamber to the crankshaft. Thus more horsepower is available to propel the car.

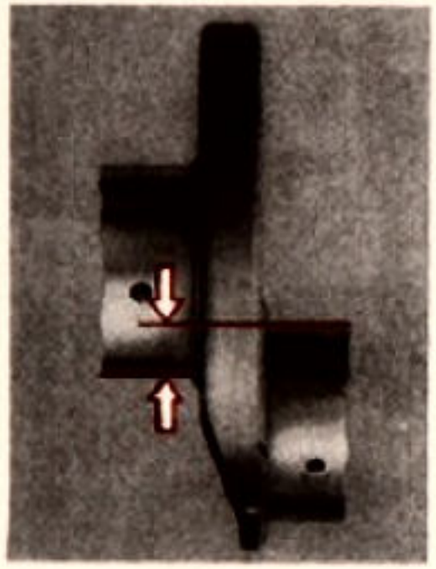


This is the modern concept in engine design, a concept fully utilized by Ford alone in the low-price field.

Ford's modern short-stroke design has many other advantages.

SMOOTHER PERFORMANCE

For example, engine operation is smoother. With short-stroke design the crankshaft can be more rigid. The bearing journals for main bearings and connecting rod bearings overlap to a much greater extent than is practical with the old type long-stroke design. With increased crankshaft stiffness, there is less tendency for vibration . . . engine life is longer.

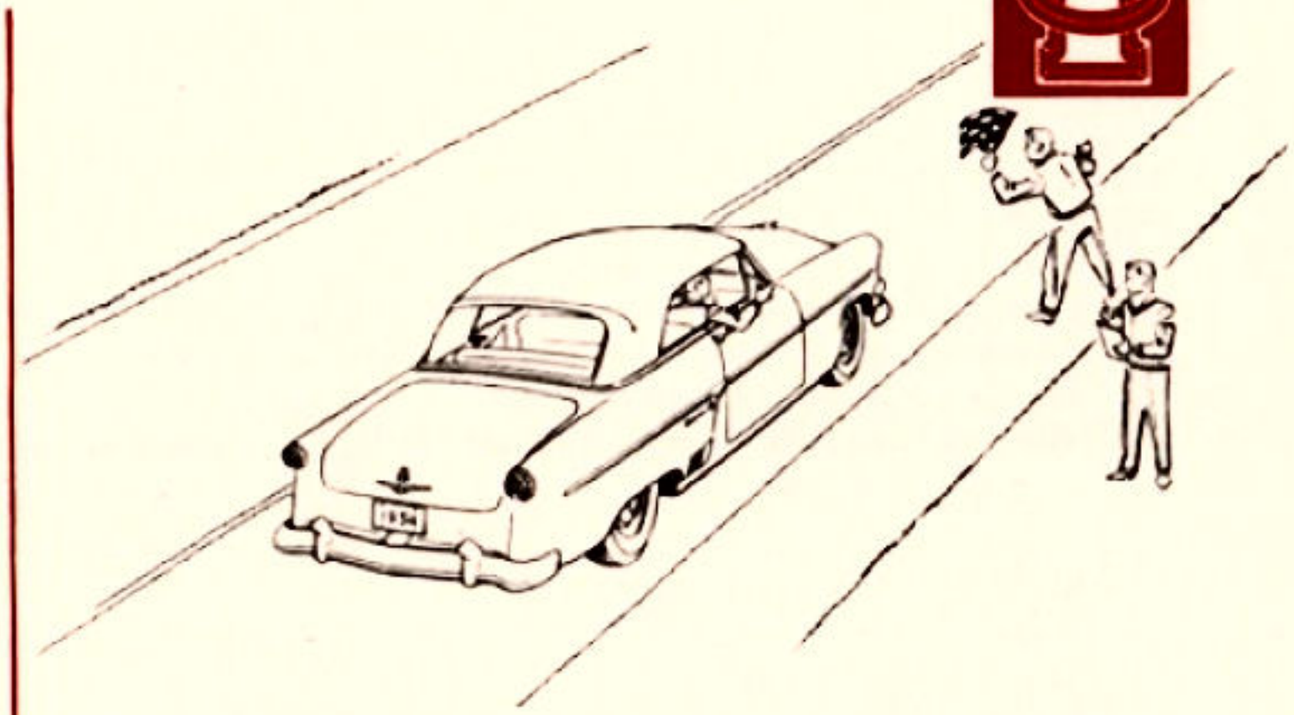


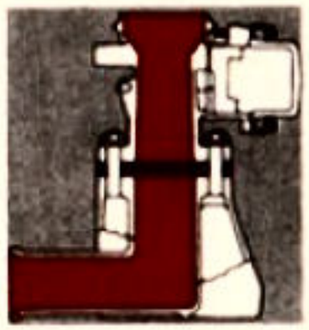
As in the Y-block V-8, the new I-block Six's crankshaft is cast by an advanced process which permits more precise balancing with integral counterweights. This unique crankshaft is a Ford exclusive in passenger car engines.

AUTOMATIC POWER PILOT *squeezes the last ounce of power out of every drop of gas*

The new Ford I-block Mileage Maker Six is designed to get *all* the power out of *all* the gas you buy. And to do this an exclusive Ford system of carburetion, ignition and combustion is utilized. This feature is aptly called the Automatic Power Pilot and it saves you money every mile you drive.

A combination of vacuums in the downdraft carburetor . . . sensitive to speed and load . . . controls spark advance without using complicated weights or springs. Thus Ford's unit-design downdraft carburetion, Loadomatic Ignition and high-turbulence combustion are completely integrated to squeeze the last ounce of power out of every drop of gas.





Unit-design carburetor and free-breathing 4-port intake manifold means uniform fuel distribution to all cylinders.

High-turbulence combustion chambers mix fuel and air thoroughly, burn fuel quickly, evenly and completely.

Loadomatic Ignition Distributor provides just the right spark for more "go" in every operating condition.

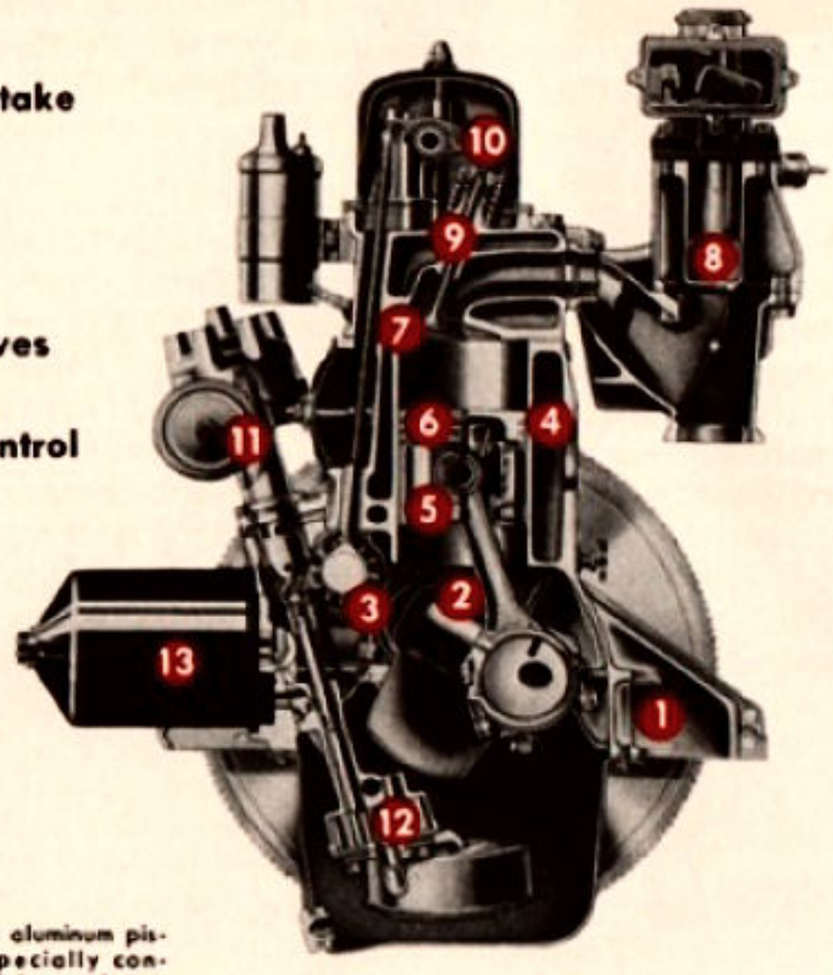
I-block SIX BASIC SPECIFICATIONS

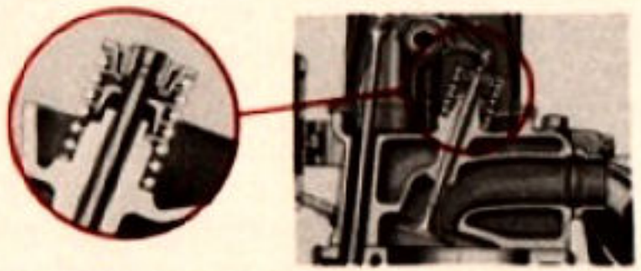
Displacement	223 cu. in.
Bore and Stroke	3.62 x 3.60
Compression Ratio	7.2 to 1
Horsepower	115 @ 3900 r.p.m.

It takes all these **MODERN** *features to make*

AMERICA'S MOST MODERN SIX!

1. **Low-friction design with deep-block construction**
2. **Precision-molded alloy iron crankshaft**
3. **Four long-life, micro-babbitt main bearings**
4. **Full-length water jackets surround individual cylinders**
5. **Super-fitted aluminum alloy pistons**
6. **Expander-type oil control rings**
7. **High-turbulence, wedge-shape combustion chambers**
8. **Free-breathing four-port intake manifold**
9. **Integral valve guides**
10. **Free-turning overhead valves**
11. **Full-vacuum distributor control**
12. **Full-pressure lubrication**
13. **Full-flow oil filter**





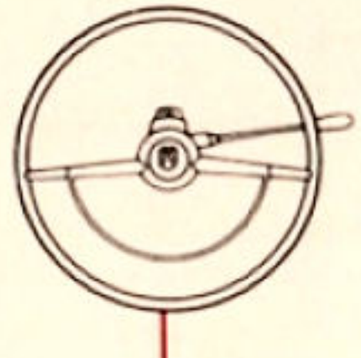
Free-turning overhead valves rotate each time valve opens or closes. Minimize wear, prolong valve life.

Super-fitted aluminum pistons are specially constructed with integral steel struts to accurately control expansion for quieter performance, longer engine life.

3 GREAT DRIVES

Make your Ford as **AUTOMATIC** *as you want it with . . .*

- **FORDOMATIC DRIVE**
  The finest, most versatile automatic drive in the low-price field.
- **OVERDRIVE**
  The fuel-saving drive with the automatic "fourth" gear.
- **CONVENTIONAL**
  Combined with suspended pedals, gives the finest in manual shifting.



SHIFT TO FORDOMATIC AND YOU'LL NEVER SHIFT AGAIN!

In traffic or country driving, Fordomatic is *automatic* driving at its best! For, Fordomatic is really *two* automatic drives in one. It has a *fluid torque converter* for smoothness and *automatic gears* for quicker action and more economical operation. Then, too, Fordomatic *does more things for you automatically* than any other drive in the low-price field.

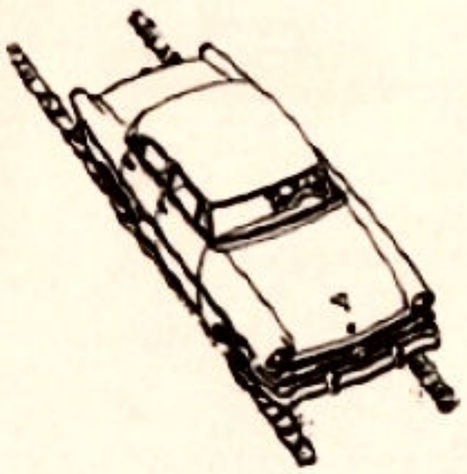
SMOOTH, SWIFT ACCELERATION

The response you get when you "step down" in a Fordomatic Ford is wonderful to experience! It is Fordomatic's "getaway" gear that does it. This unique feature of Fordomatic makes possible the smoothest, and swiftest acceleration you could wish for. And you go into high smoothly and automatically at 17 to 65 mph, depending upon how far you depress the accelerator pedal.

"STOP AND GO" DRIVING'S A TREAT!

You'll never stop loving Fordomatic's effortless operation once you've tried it. For it makes your driving automatic! Whether you're taking the children to school, stopping in at the store, or taking an extended trip—you'll never push a clutch pedal because there is no clutch pedal. You'll never shift a gear—because Fordomatic does the shifting for you. You never get jerky starts with Fordomatic because your car is whisked away on a "cushion of oil." And, of course, all these convenient Fordomatic features make your parking a cinch, too!

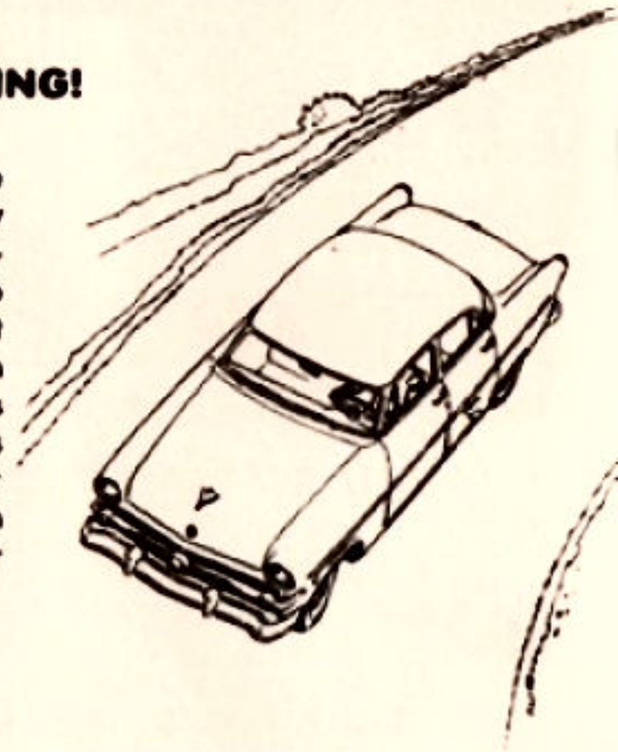
IT'S EASY TO "ROCK" OUT OF SAND OR SNOW!



Wherever you live, driving conditions sometimes call for emergency "rocking" to get through slippery or loose footing. With Fordomatic, it's easy . . . and *safe* with the Safety-Sequence Drive Selector. You just hold the accelerator pedal down for moderate engine speed and move the selector lever back and forth between reverse (R) and low (Lo).

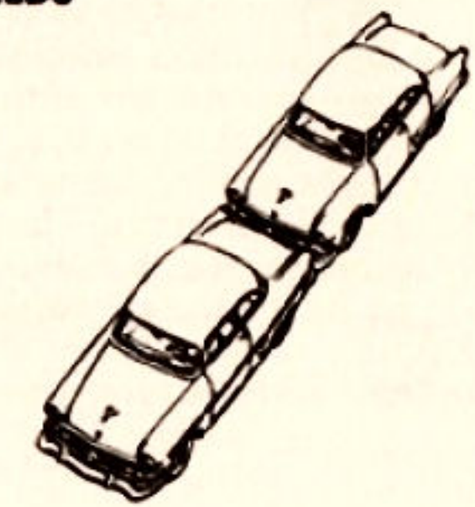
SAFE DOWN HILL BRAKING!

When you take your foot off the accelerator, the engine helps slow down the car. And with Fordomatic you can move selector to low (Lo) at any speed, a great safety advantage on hills. When selector is moved to low at speeds above 25 mph, Fordomatic goes into intermediate gear until car speed falls below about 25, then goes into low automatically for safe, smooth braking action.

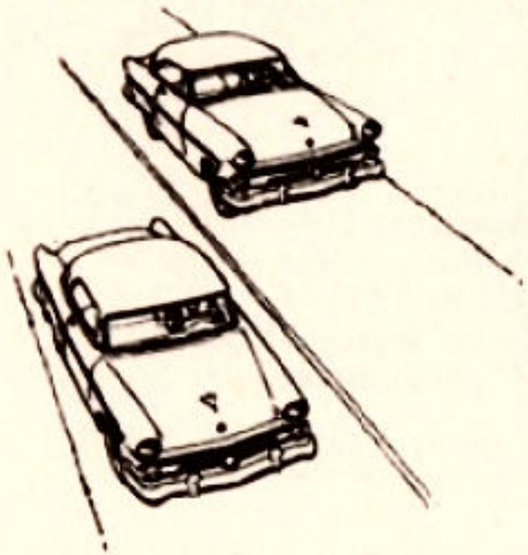


PUSH STARTS AT LOW SPEEDS

In an emergency, it's easy to start a Fordomatic Ford by pushing. Just leave the selector lever at the neutral (N) position until the car reaches a speed of approximately 15 miles per hour, then turn the ignition key to "ON," move the selector to low "Lo" and step on the gas. If road is slippery use the (De) position instead of (Lo).

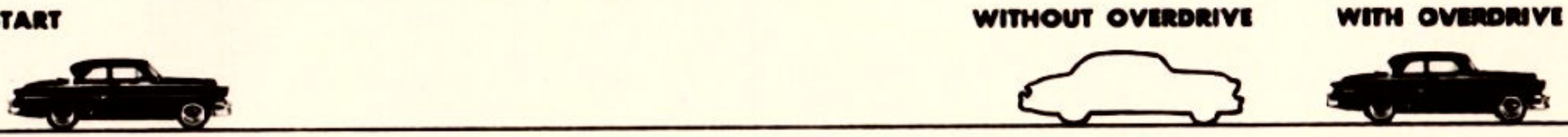


"PASSING" GEAR FOR EXTRA SAFETY



It's a safety feature when passing cars or trucks on the highway. And mountains are your meat, too, with Fordomatic automatically giving you pulling power when you need it. You can get nearly 50% extra pull by simply pressing accelerator to the floor (below about 58 mph). Fordomatic goes smoothly, instantly and *automatically* into more powerful intermediate gear.

Ford **OVERDRIVE** *saves you up to* **15%** *on fuel!*



YOU GO FARTHER ON LESS GAS

Enjoy smooth, quiet, pleasant "cruising" and at the same time save gas!

In Overdrive, your engine speed is reduced 30% while road speed is maintained. For example, with the Overdrive control handle pushed in, and the car going over 27 miles per hour, all you have to do to engage Overdrive is release the accelerator for an instant. The car goes into "fourth" gear *automatically*. You can then maintain the car speed while engine revolutions are reduced.

When car speed drops below 21 miles per hour, Overdrive is disengaged, and car returns to conventional third gear *automatically*.

And you'll find that Ford Overdrive will save you more than just fuel in the long run. Engine life is far greater . . . engine maintenance is reduced!

SMOOTHER, QUIETER OPERATION

You'll find the savings of Ford Overdrive pleasant to take but other advantages will amaze you even more. As the engine loafs you'll scarcely hear it although you're cruising along at your customary speed. And, the engine, whether it's the new I-block Mileage Maker Six or the new Y-block V-8, "feels" smoother than ever.

"PASSING" GEAR FOR MORE SAFETY

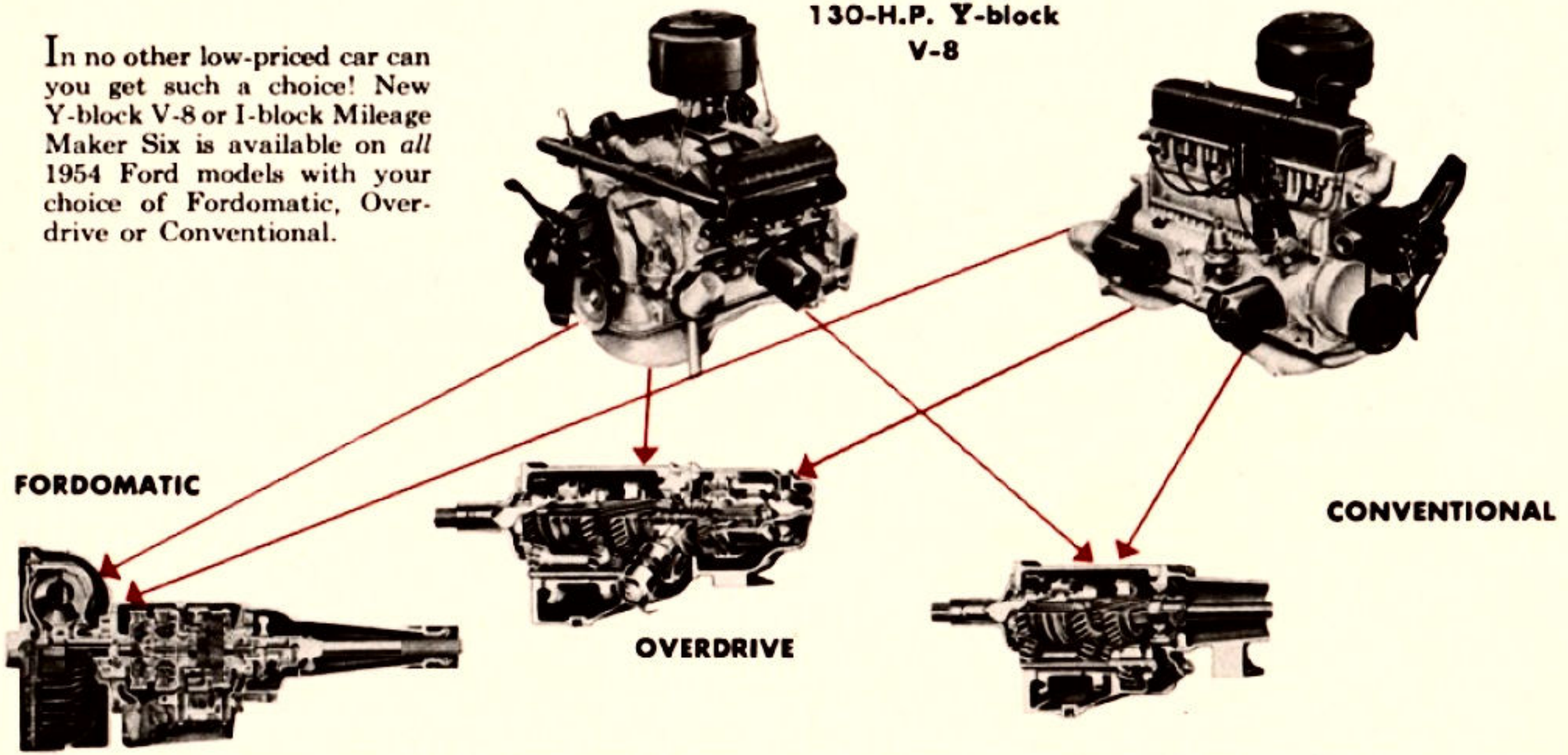
Should you ever need an extra burst of power for passing or going up steep hills you have it in a 1954 Ford with Overdrive. You simply press the accelerator all the way down to the floor and Ford Overdrive *automatically* slips into more powerful third gear. Release the accelerator for an instant and you're back in smooth, quiet, economical Overdrive.

AND FOR THOSE WHO PREFER TO DO THEIR OWN SHIFTING FORD HAS CONVENTIONAL DRIVE . . .

WHICH COMBINED WITH SUSPENDED PEDALS, GIVES YOU THE FINEST IN MANUAL SHIFTING.

For 1954 **FORD** *gives you the* **GREATEST POWER CHOICE** *in the low-price field . . .* **SIX** *great power teams that give you brilliant and economical* **GO!**

In no other low-priced car can you get such a choice! New Y-block V-8 or I-block Mileage Maker Six is available on *all* 1954 Ford models with your choice of Fordomatic, Overdrive or Conventional.



Fordomatic Drive and Overdrive optional at extra cost. The specifications contained herein were in effect at the time this book was approved for printing. The Ford Division of the Ford Motor Company, whose policy is one of continuous improvement, reserves the right, however, to change specifications or design at any time without notice and without incurring obligation.

Litho in U.S.A.—11-53

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