

New Power Assists make your

'54 FORD

as automatic as you want it...at the price you want to pay

Designed for those who want the most modern aids to driving ease and pleasure.



Master-Guide
POWER STEERING



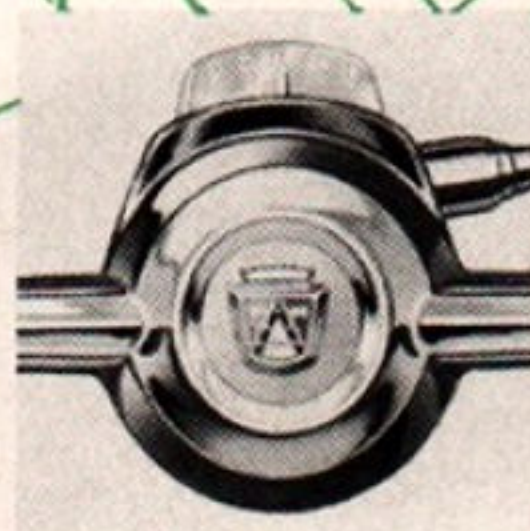
4-Way
POWER SEAT



Swift Sure
POWER BRAKES



Power-Lift
WINDOWS

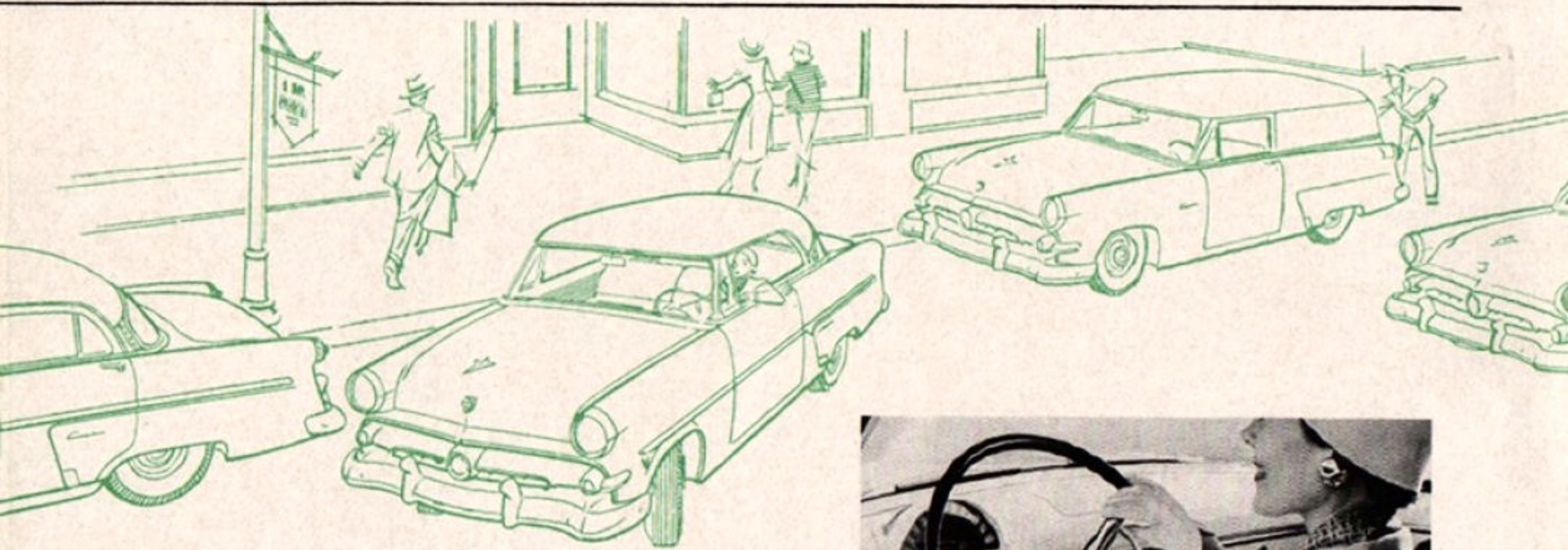


FORDOMATIC



OVERDRIVE

For **1954**, Ford offers you the *last word* in driving convenience



MASTER-GUIDE POWER STEERING

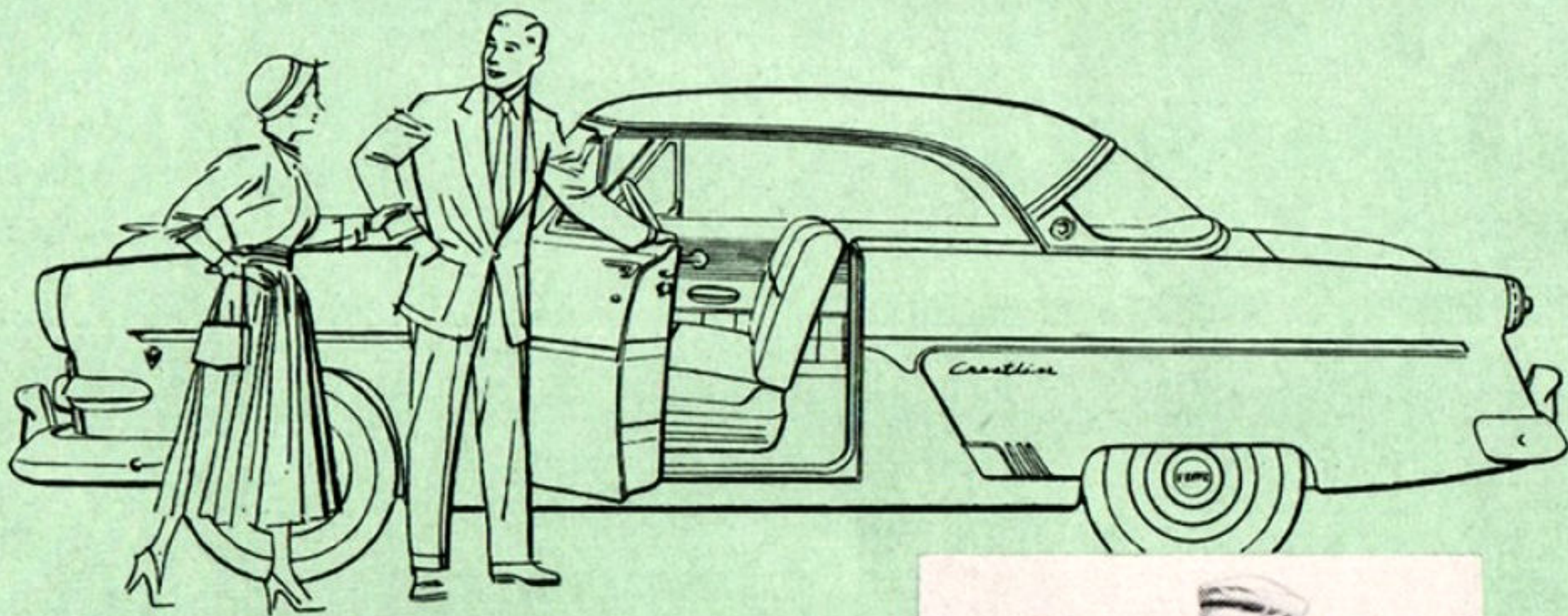
*Up to 75% less steering effort makes
driving easier . . . safer*

You'll get added pleasure from every mile you drive with Ford's Master-Guide power steering. It takes the work out of steering—makes parking and cornering surprisingly easy. On rough, rutted roads—or in case of a blowout—you get maximum assistance to help you keep your car on course. The efficient Master-Guide system automatically supplies just the right amount of assistance you need to meet various driving conditions . . . steering



effort is reduced up to 75%. While on the straightaway, Master-Guide power steering retains the "natural feel" of the wheel . . . thus making it easy for you to become accustomed to power steering with no noticeable change in your driving habits. Master-Guide power steering supplements *but does not replace* your regular Ford steering system. So, if the power system fails for any reason, steering returns to conventional operation instantly.

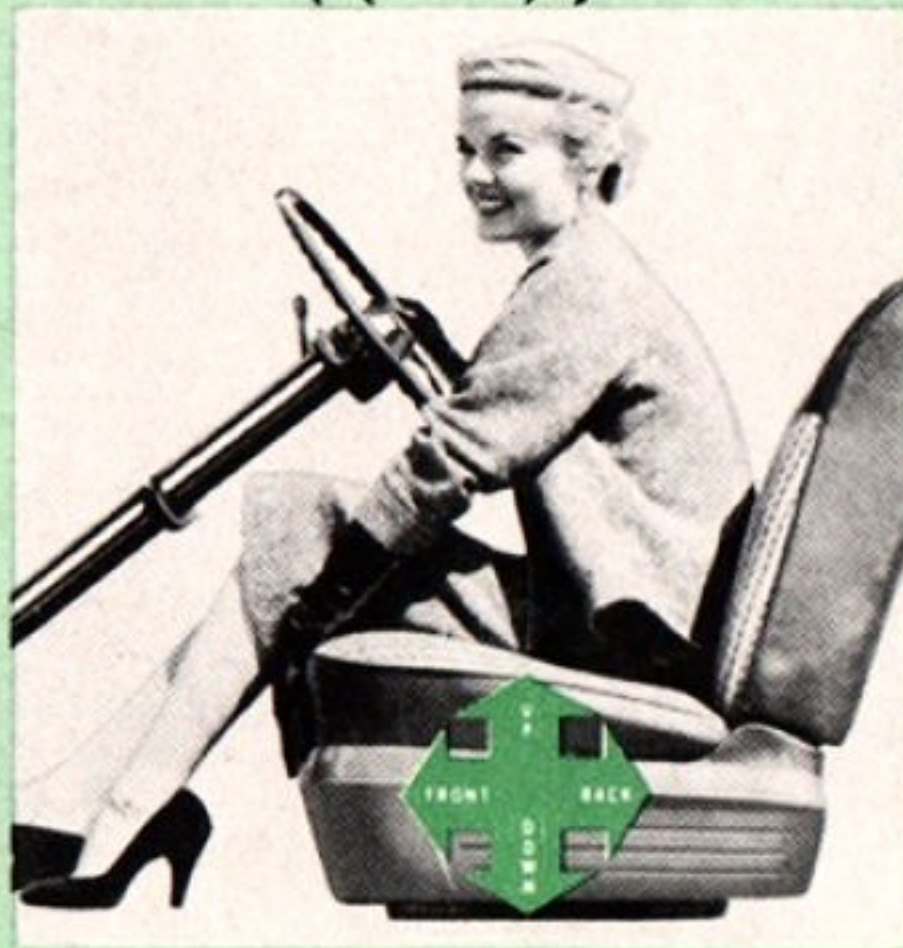
Available on all models at extra cost.



4-WAY POWER FRONT SEAT

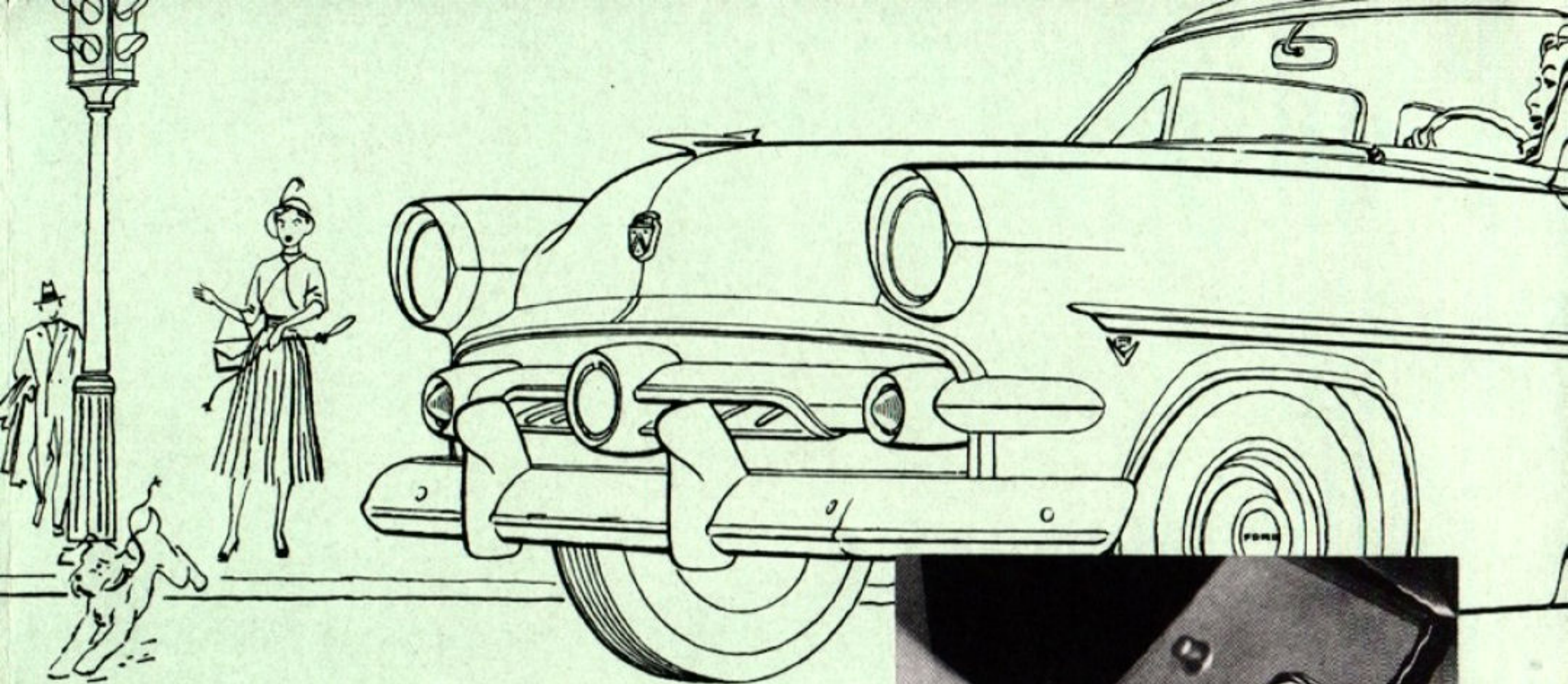
*It adjusts automatically to
just the right height and position*

You'll find Ford's 4-Way power front seat one of the greatest driver comfort and convenience aids ever developed. It is especially valuable if other members of your family drive your car . . . for each driver can adjust the seat to his favorite position at the touch of a switch. The control switches are conveniently located below left front of seat. One switch controls forward and backward movement of the seat; the other up and down



movement. The horizontal control switch is operated horizontally and the vertical switch is operated vertically . . . to make them easy to identify by touch. Maximum forward and backward adjustment of the seat is 4 $\frac{1}{4}$ inches —up and down adjustment is 1 $\frac{3}{4}$ inches.

Available at extra cost on all Customline and Crestline models.



SWIFT SURE POWER BRAKES

*Do up to one-third of the work
of stopping for you*

You'll be glad you have Ford's Swift Sure power brakes every time you drive your car . . . especially in heavy traffic where braking effort is required so frequently. This modern braking system automatically supplies the assistance you need to get sure, smooth stops with minimum effort. It does up to one-third of the work of applying brakes for you. Swift Sure power brakes are a vacuum-assisted system of the separate vacuum-booster type.



This means that should the system ever fail, or should the engine stall, you have your regular Ford brakes at your command at all times. The normal position of the brake pedal is retained . . . so you don't have to change your driving habits to get used to power braking. In fact, the only difference you notice is that the work of braking is gone . . . and you can make all normal stops with the merest touch of your toe.

Available on all models at extra cost.



POWER-LIFT WINDOWS

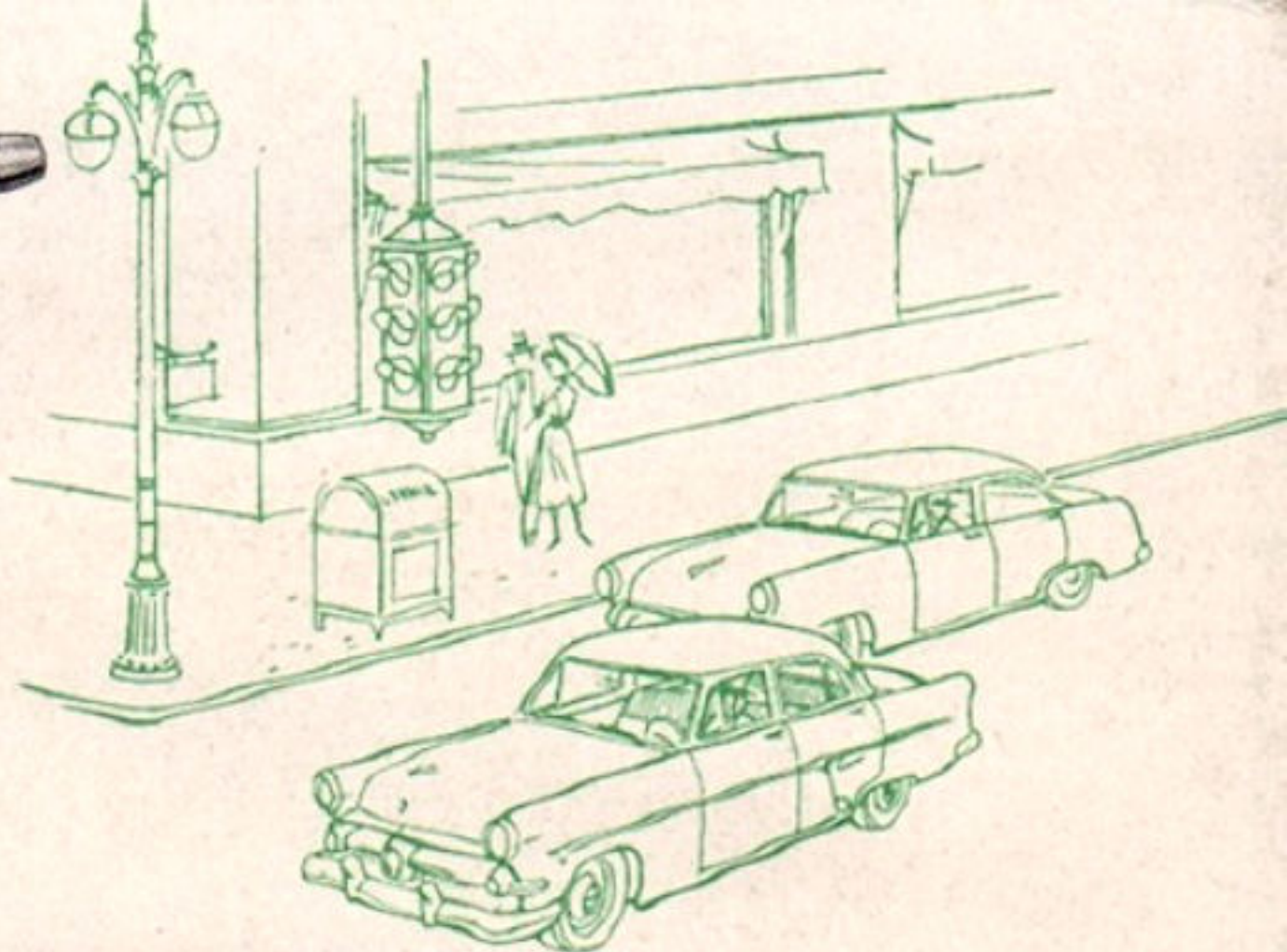
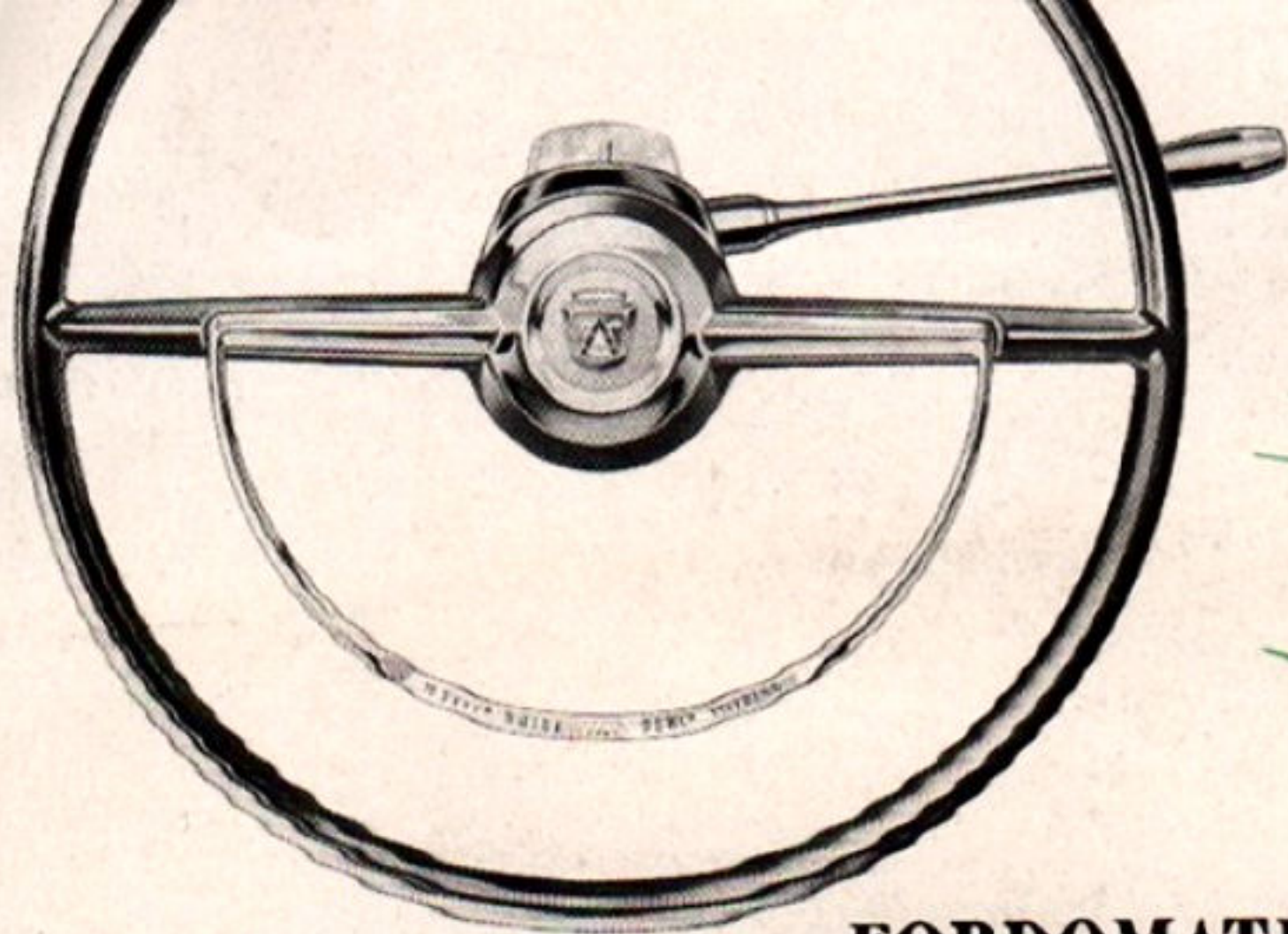
Each window opens and closes automatically—at the touch of a button

Once you have experienced the convenience and pleasure of having Ford's Power-Lift windows do the work for you, you'll never want to be without them. You can raise or lower any window in your car, while driving, without taking your eyes from the road. With the driver's four-unit, master-control switch which is mounted on the left front door panel, you have push-button control of all windows. Also, each individual window has its own control



switch, for the convenience of passengers. Just push switch up to raise window; down to lower. If two switches are pushed simultaneously, for opposite action, the window motor stops without damage to the system. This efficient electro-mechanical system eliminates window over-travel, which is an annoying characteristic of many other systems. Also, there are no complicated pumps, cylinders or tubes to get out of order, as in a hydraulic system.

Available at extra cost on Customline Fordor Sedan and Crestline Sunliner, Victoria, Skyliner and Fordor.



FORDOMATIC DRIVE

Does more things for you automatically than any drive in Ford's field!

Whether you're driving on a city street or an open highway, you've got the world by the wheel with no-shift, no clutch Fordomatic Drive. To start, all you do is set the Safety-Sequence Selector in "DR" and step on the

gas. Fordomatic does *the rest* while you guide your car. And because Fordomatic is really two drives in one, you get the smooth performance of a torque converter combined with the "Go" and economy of mechanical gears.

Available on all models at extra cost.

OVERDRIVE

Saves you up to 15% on fuel!

Ford Overdrive goes to work automatically when you ease up on the accelerator after car reaches 27 m.p.h. Engine speed is reduced 30%, while car speed remains the same. For a burst of power for passing, just depress accelerator to floor for a split second.

Available on all models at extra cost.



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