

Ford Station Wagons for '54



THE MAINLINE RANCH WAGON



THE CUSTOMLINE RANCH WAGON



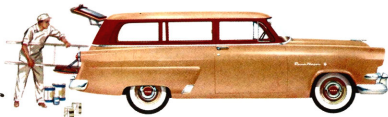
THE CUSTOMLINE COUNTRY SEDAN



THE CRESTLINE COUNTRY SQUIRE

America's Favorites for Work or Play!

Six
passenger
beauties...



Smart for calling...
Husky for hauling

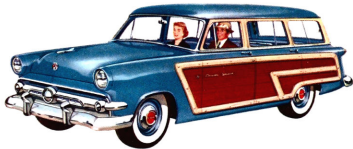


Big and
beautiful...



Comfort for eight...

Haul a
big load of
freight



The Mainline Ranch Wagon is a 6-passenger family favorite for calling or hauling. The 2-door, all-steel body is beautifully styled and is available in 9 single or 5 two-tone body colors. Upholstery and interior trim is attractively finished in Brown and Ivory woven plastic that's both washable and durable. Body belt molding, name-scripts and cap moldings on body side embossments are bright metal. Your choice of 130-h.p. Y-block V-8 or 115-h.p. I-block Mileage Maker Six engines.

The Customline Ranch Wagon is the newest addition to the Ford Station Wagon Line. It gives you all the advantages of the Mainline Ranch Wagon . . . plus the extra refinements of Customline features. Choose from 9 single or 5 two-tone body colors—and 3 smart woven plastic upholsterys that harmonize with body colors. Choice of Y-block V-8 or I-block Mileage Maker Six engines.

The Customline Country Sedan is a distinctive station wagon that is ideal for both pleasure and work. Four-door, all-steel body carries eight in smooth riding comfort—or a half-ton load with ease. Choice of 9 single and 5 two-tone body colors—3 harmonizing woven plastic upholsterys. Rear compartment floor is covered with durable ribbed linoleum to complement interior. Choose either of the industry's most modern engines.

The Crestline Country Squire is the most distinguished station wagon in the industry. It's a double-duty, 8-passenger beauty that's as comfortable as it is handsome and handy. Like its running-mate, the Country Sedan, it has an all-steel, 4-door body. For added distinction, body sides are mahogany-grained, and framed with maple-finished moldings. Choice of 10 beautiful body colors—and 3 harmonizing, woven plastic upholsterys. Powered by either the 130-h.p. Y-block V-8 or the 115-h.p. I-block Mileage Maker Six.



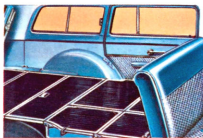
REAL QUICK CHANGE ARTISTS

Both Ranch Wagons change from calling to hauling in 3 seconds flat! Stowaway rear seat folds flush into floor. Just swing the seat cushion up and fold the seat-back forward and down. Rear of seat-back is covered with ribbed linoleum to match surrounding floor area.



RANCH WAGONS

Whether you want to make a social call or do a job of hauling, Ford's Ranch Wagons will more than meet your needs. The dimensions shown at the left illustrate how these popular station wagons pay dividends in roominess. They are easy to load through the unobstructed extra-wide opening. When counterbalanced lift gate is raised, it stays up . . . and can be securely locked with wing nuts if desired. Tail gate automatically locks in open position for your convenience. There is almost 30 square feet of usable load space. License plate is mounted on tail gate and swings down for easy reading when gate is open. Spare tire is mounted under floor panel next to the tail gate where it is easy to reach.



LOAD SPACE TO SPARE

The Country Sedan and Country Squire have room for 8 or a half-ton of freight. Rear seat lifts out easily—providing big loading space and leaving seats for 6. Center seat is in 2 sections and folds flush into floor . . . then with tail gate down you have nearly 9 feet of level load space.



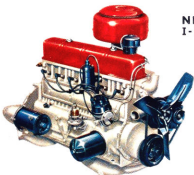
COUNTRY SEDAN AND COUNTRY SQUIRE

The generous dimensions of the Country Sedan and Country Squire, shown at the left, are another reason why more Ford Station Wagons are sold than any other make. With rear seat removed and Stowaway center seat folded into floor, you have almost 34 square feet of flat loading space. Lift gate and tail gate have rotor-type latches and can be opened easily with one hand. Lift gate is counterbalanced and can be locked in up position. Tail gate automatically locks in open position. Spare tire is conveniently located beneath panel in rear floor near the tail gate.

Most Modern Power...Most Advanced Ride!

NEW 130-h.p. Y-BLOCK V-8

A completely new high-compression, deep-block engine that delivers smooth, responsive performance to meet the needs of today's traffic. New short-stroke, low-friction design gives top efficiency with longer engine life.

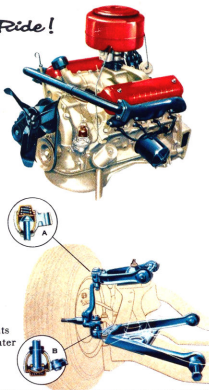


NEW 115 h.p. I-BLOCK SIX

Most modern "six" in the industry! Has free-turning overhead valves, and is short-stroke, low-friction design for peak efficiency and longer engine life. Gives high-compression performance on ordinary fuel. Block has deep skirt for extra rigidity.

NEW BALL-JOINT FRONT SUSPENSION

Another Ford first in the low-price field! New ball joints (A and B) replace older type suspensions—allow greater up and down movement of wheels for a better ride. Keeps that "new car driving feel" longer. It's the greatest suspension development in 20 years.



Make your '54 Ford as Automatic as you want it!

FORDOMATIC DRIVE

Combines the "Go" and economy of automatic gears with the smoothness of a fluid torque converter. **OVERDRIVE.** Economy with smoothness. Saves up to 15% on your gas dollar.



NEW 4-WAY POWER FRONT SEAT

Brings you greater driving comfort, better visibility. Automatically adjusts seat horizontally and vertically, at touch of a switch. Control switches mounted below left front of seat.



MASTER-GUIDE POWER STEERING

Automatically supplies steering assistance you need—up to 75%. You keep "natural feel" of wheel. If power should ever fail, your regular Ford steering system remains fully effective.



NEW SWIFT SURE POWER BRAKES

A wonderful safety feature. Does up to one-third of braking work for you. Supplements regular brakes . . . so should power fail, you still have the full, efficient stopping power of your regular brakes.



Specifications

ENGINES

Y-Block V-8: 130-horsepower @ 4200 r.p.m.; 39.2 taxable horsepower; 239 cu. in. displacement; 7.2 to 1 compression ratio; overhead valves; deep-skirt Y-block, 90°-vvee type, short-stroke, low-friction design.

I-Block Mileage Maker Six: 115-horsepower @ 3900 r.p.m.; 31.5 taxable h.p.; 223 cu. in. displacement; 7.2 to 1 compression ratio; overhead valves; deep-skirt I-block, in-line type; short-stroke, low-friction design.

CHASSIS

Rear Axle Ratios: (to 1): with Conventional—4.09 std., 4.27 opt.; with Overdrive—4.27 std., with Fordomatic—3.54 std. **Magic Action Brakes:** 4-wheel hydraulic, duo-servo type; 11 in. dia. drums, Double-Seal type; molded linings, total area 159.1 sq. in. **Tires and Wheels:** Ranch Wagons—7.10 x 15 4-ply std., 6-ply opt. at extra cost; Country Sedan and Country Squire—7.10 x 15 6-ply std. Black sidewalls std., white sidewalls opt. at extra cost. **Ball-Joint Front Suspension:** tailored-to-weight springs; full-displacement shock absorbers; 3-piece stabilizer. **Variable Rate Rear Suspension:** 9-leaf springs, rubber-bushed brackets and tension-type shackles; diagonally-mounted shock absorbers. **Frame:** box-section side rails; 5 cross members. **New, Easier Steering:** 25.3 to 1 overall ratio; 18 in. dia. wheel. **Transmissions:** 3-speed, Conventional Drive standard, Overdrive and Fordomatic optional at extra cost. **Clutch:** semi-centrifugal, dry, single-plate type; 9.5 in. dia. with Six engine, 10 in. dia. with V-8.

COLORS

Ranch Wagons: Single-Tone—Raven Black, Sheridan Blue, Cadet Blue, Glacier Blue, Sandstone White, Skyhaze Green, Highland Green, Killarney Green, Sandalwood Tan, Two-Tone, at extra cost, Sandstone White with Torch Red, Sandstone White with Cadet Blue, Skyhaze Green with Sandstone White, Torch Red with Sandstone White, Highland Green with Sandstone White. **NOTE:** First color listed is on body below belt molding and on roof; second color is between drip and belt moldings.

Country Sedan: Single-Tone—same colors as listed for Ranch Wagons. Two-Tone—same colors as listed for Ranch Wagons. (See NOTE above for color application.)

Country Squire: Raven Black, Sheridan Blue, Cadet Blue, Glacier Blue, Sandstone White, Highland Green, Killarney Green, Skyhaze Green, Sandalwood Tan, Torch Red. Body sides and tail gate are framed to simulate mahogany, framed with durable, maple-grained moldings. Area between drip and belt moldings (except windshield posts) is maple-grained.

The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of the Ford Motor Company reserves the right to discontinue models at any time, or change specifications, design, or prices without notice and without incurring obligation.

INTERIORS

Mainline Ranch Wagon: Trim and Upholstery: Brown and Ivory Woven Plastic on seat cushions and backs and below bolsters; brown wolfgrain vinyl seat bolsters; brown and ivory woven plastic headlining. Door and quarter upper and lower panels in mahogany-grain vinyl, center panels in brown and ivory finish vinyl. Painted surfaces are in rich brown metallic. Black rubber floor mats in front and rear passenger compartments; heavy, ribbed tan linoleum in load space. **Fittings and Controls:** Sun visor at driver's side; 2-spoke steering wheel with horn button; dome light with integral switch; Astra-Dial control panel with ash tray and locking type parcel compartment. 4-position starter-ignition switch; parking brake handle at left of steering wheel; coat-hooks; spare tire in compartment under load space; single key operates door, parcel compartment and lift gate locks.

Customline Ranch Wagon, Country Sedan and Country Squire: Trim and Upholstery: Blue and White, Green and White or Red Woven Plastic on seat cushions and backs below bolsters; seat bolsters in harmonizing shades of skiver-grain vinyl; headlining in woven plastic to harmonize with upholstery. Door and quarter upper panels in light blue, light green or white vinyl, bottom panels in corresponding darker shades; door center panels in light finish to match upholstery. Painted surfaces are in harmonizing shades of blue, green or white. Black rubber floor mats in front and rear passenger compartments; ribbed linoleum in load spaces in dark shades of blue, green or red. **Fittings and Controls:** 2 sun visors; arm rests on doors, (side door rest in 2-door models); 2-spoke steering wheel with half-circle horn ring; dome light with integral switch, also operated by door switches; Astra-Dial control panel with ash tray, locking type parcel compartment, cigarette lighter and stem-wind clock, 4-position starter-ignition switch; parking brake handles at left of steering wheel; ash tray in front seat back (4-door models) and at sides of rear seat (2-door models); coat hooks; spare tire in compartment under load space; single key operates door, parcel compartment and lift gate locks.

EXTERIOR DIMENSIONS

115.5 in. wheelbase; 58 in. front and 56 in. rear tread; 198.1 in. length; 63.9 in. height (with design load); width, Ranch Wagons—73.2 in., others—73.5 in.

Oil bath type air cleaner is factory-installed, at extra cost, on all cars for delivery in dust areas. Special fuel and vacuum pump unit is factory-installed, at extra cost, on all cars sold in states requiring vacuum boost windshield wiper operation and on all cars equipped with Overdrive or Fordomatic. Two-Tones on Mainline and Customline Ranch Wagons optional at extra cost. Radio, heater, Fordomatic, Overdrive, oil filter, power steering, power brakes, and L&R tinted safety glass at extra cost on all models. Power seat available on Customline and Crestline models.