

2 new Low-Friction "Deep-Block" engines! GREATEST ENGINE ADVANCES SINCE THE ORIGINAL FORD V-8

The new 130-h.p. Y-block V-8

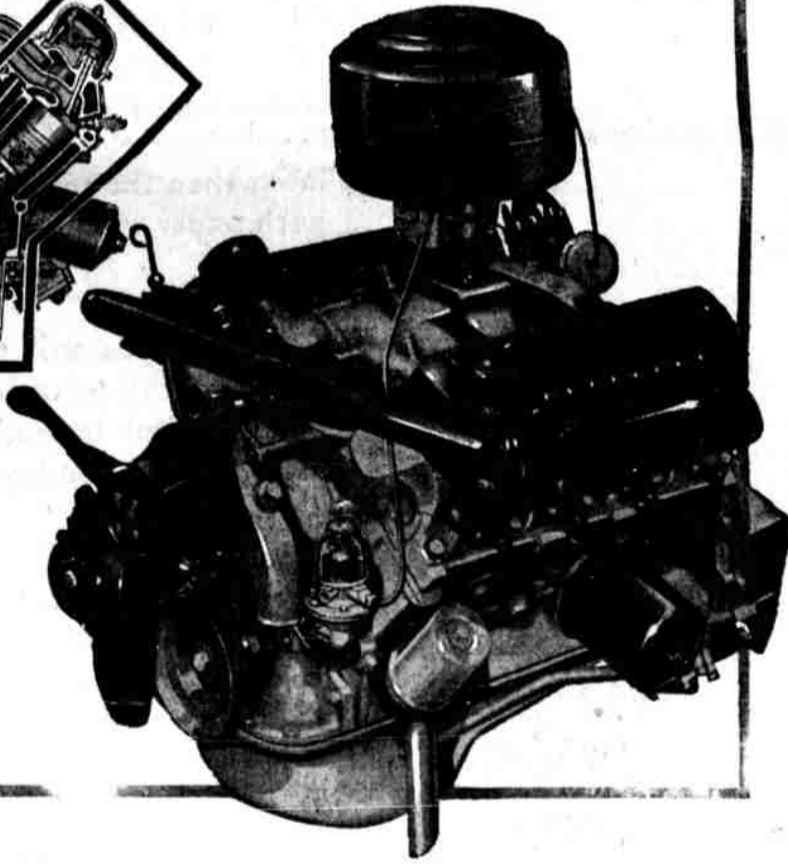
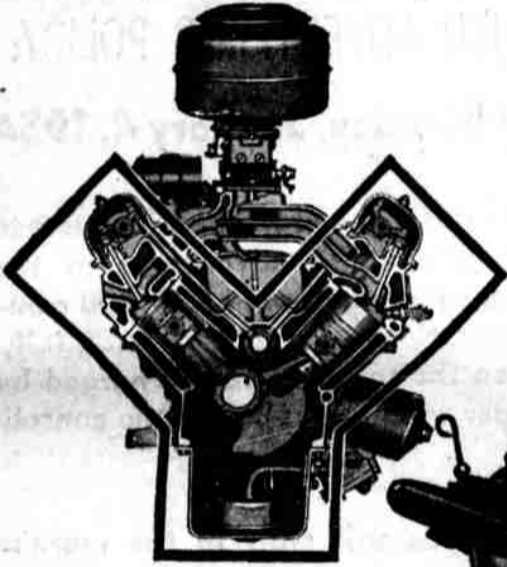
OVERHEAD VALVES are free-breathing for maximum power . . . "free-turning" to seat tightly and maintain high compression.

SHORT-STROKE, LOW-FRICTION DESIGN means less internal friction . . . more usable power from every drop of gasoline.

HIGH-TURBULENCE COMBUSTION CHAMBERS thoroughly mix fuel and air for faster, more efficient combustion.

DEEP-CAST "Y" BLOCK, with skirt that extends well below crankshaft, provides greater strength and rigidity for smoother, quieter performance and extra-long engine life.

DOUBLE-DECK INTAKE MANIFOLD distributes fuel uniformly to each cylinder for quick starts and smooth "GO."



**COMING WEDNESDAY
in the new '54 FORD**

The new 115-h.p. I-block SIX

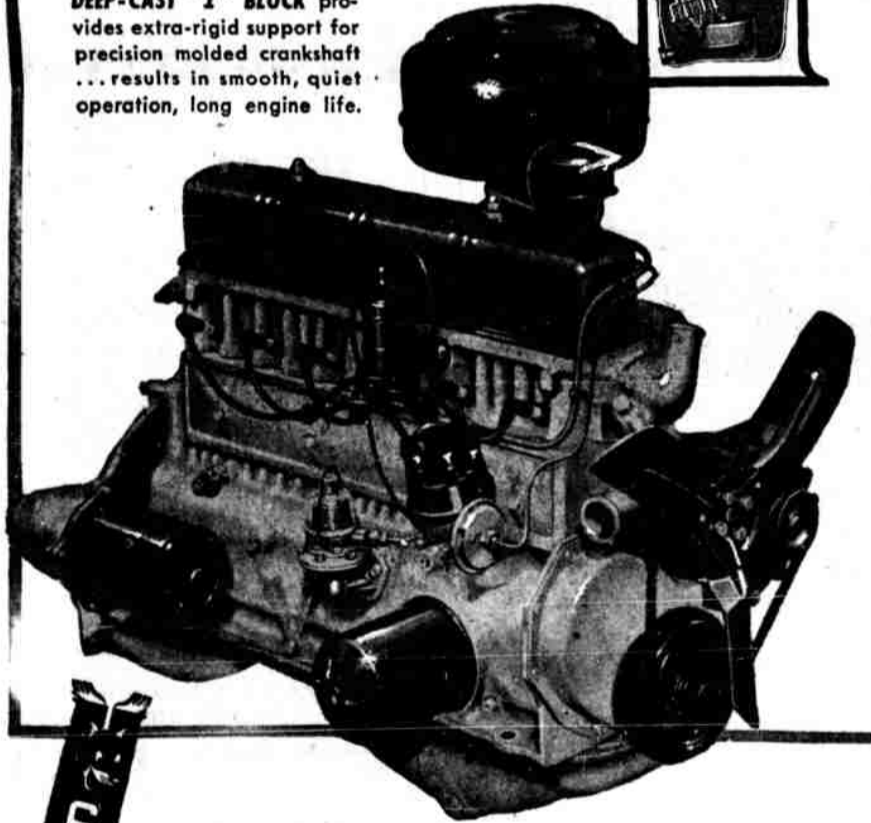
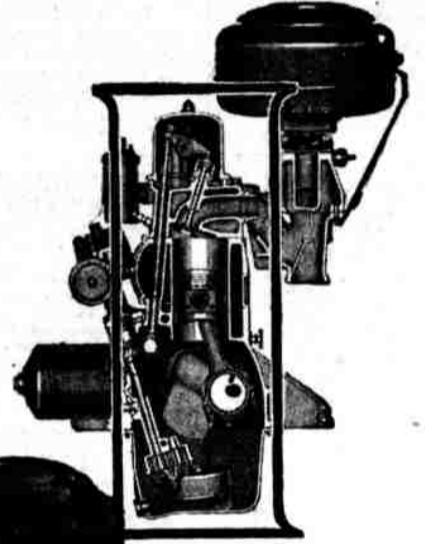
SHORT-STROKE, LOW-FRICTION DESIGN keeps friction down, usable power up. With increased displacement, there's even greater responsiveness at all driving speeds.

HIGH-TURBULENCE COMBUSTION CHAMBERS promote rapid combustion . . . permit new higher compression ratio.

OVERHEAD VALVES and intake passages are larger, assure full "charge" on every stroke for smooth, agile performance.

FULL-FLOW OIL FILTER (also on Y-block V-8) cleans all the oil . . . reduces engine wear up to 66%.

DEEP-CAST "I" BLOCK provides extra-rigid support for precision molded crankshaft . . . results in smooth, quiet operation, long engine life.



Again Ford makes engine news! The builder of more V-8's than all other manufacturers combined now introduces a brand new type of V-8—the Y-block V-8 . . . together with the most modern Six in the industry—the new and advanced I-block Six. The exciting new 1954 Fords will be introduced at your Dealer's Wednesday. So plan to Test Drive a Ford with either of these great new engines. You'll discover new and more responsive "Go" throughout the whole range of driving speeds. You'll find the smoothest, quietest performance ever available in a low-priced car. You'll agree . . . these '54 Ford power plants stand out as the greatest engine advances since the original Ford V-8.

Make it your day

for a Test Drive Try the "Y"... Try the "I"

VALLEY MOTOR COMPANY

375 Center St.

Salem, Ore.