

'54 FORD the "worth more" car declares a dividend



Here Tomorrow!

STYLE DIVIDEND

3 distinctive lines—14 brilliant body styles

You just ought to try the '54 Ford . . . the car that brings a whole new set of value features to the low-price field. You'll find that each new feature is an extra dividend in driving enjoyment. And each new dividend establishes Ford, even more in '54, as the "Worth More" car.

You get a special dividend in styling, for example, with Ford's distinctive new appearance . . . smooth, clean lines. You get sparkling new interiors, too, that are a dividend in themselves. New custom-selected upholstery and trim are color-harmonized with your choice of glamorous new body colors. And Ford's new Astra-Dial Control Panel is not only the most beautiful you've ever seen . . . it's designed for safety, too, with the speedometer located high on the control panel.

And each of the new Fords gives you special dividends in ride and performance . . . with new Ball-Joint Front Suspension, the greatest advance in chassis design in 20 years . . . with your choice of Ford's new low-friction Y-block V-8 or I-block Six, the most modern engines in any car today! And, as an additional dividend, Ford makes available all the power assists you might expect to find only in the costliest cars.

With 28 brilliant new models to choose from, you'll find the exact car to suit your tastes and requirements. Come in and see the '54 Ford. Test Drive it. Once you try it, you'll want to drive it home.

PERFORMANCE DIVIDENDS

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

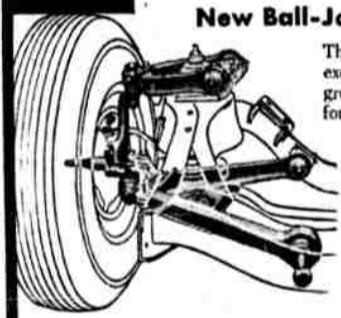
OVERHEAD VALVES
HIGH-TURBULENCE COMBUSTION CHAMBERS
SHORT-STROKE, LOW-FRICTION DESIGN
DOUBLE-DECK INTAKE MANIFOLD
DEEP-CAST "Y" BLOCK

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

OVERHEAD VALVES
HIGH-TURBULENCE COMBUSTION CHAMBERS
SHORT-STROKE, LOW-FRICTION DESIGN
4-PORT INTAKE MANIFOLD
DEEP-CAST "I" BLOCK

RIDE DIVIDEND

New Ball-Joint Front Suspension



This revolutionary new suspension is exclusive to Ford in its field. It allows greater up and down wheel travel for a smoother ride. And it helps keep wheels in true alignment for consistently easy handling. Movement of the wheels is on ball joints, whether in up and down motion as wheels travel over rough spots, or in steering motion as wheels turn right or left. Lubrication points are cut from sixteen to four.

The greatest engine advances since the original FORD V-8

TWENTY-TWO YEARS AGO Ford introduced to the low-price field a fine-quality precision-engineered V-8 engine. This basic design—soon to become famous throughout the world—quickly established a new standard of performance for low-priced cars. And now, with its 22 years' experience in building over 13,000,000 V-8's, it is only logical that Ford is first in its field to introduce 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 most GO . . . free-turning to seat tightly and maintain high compression. Both engines have a deep-cast block with skirt that extends well below the crankshaft for greater strength and rigidity . . . smoother, quieter performance and extra-long engine life. Their modern short-stroke, low-friction design cuts friction losses . . . gives you more usable horsepower, more miles per gallon of gasoline. And new high-turbulence combustion chambers assure a more thorough mixing of fuel and air for faster, more efficient firing of fuel.

Both new 1954 Ford engines have overhead valves for most efficient high-compression operation on today's fuels. Valves are free-breathing to give you

Plan to Test Drive a '54 Ford. You'll find these new Ford power plants stand out as the greatest engine advances since the original Ford V-8.

Plus five optional power assists* you might find only in America's costliest cars



DIVIDEND IN DRIVING EASE

Master-Guide Power Steering
It does up to 75% of your steering work for you, when you need it . . . makes parking a pleasure. Yet it leaves you with the normal feel of steering on the straight-away. And, in addition, it cushions out steering wheel "shock" on rough roads.



Swift Sure Power Brakes
Power does up to one-third of the work of stopping for you! You are more relaxed in the stop and go driving of congested traffic. And should the system ever lose its power, no more effort is required to make a stop than with conventional brakes.



Power-Lift Windows
Smooth, silent electric power opens or closes windows at the touch of a button. There's a master control beside driver plus an individual control under each window. You may operate any of the Power-Lift Windows safely while driving.



4-Way Power Seat
You push one of two controls and the front seat goes up or down . . . push the other and it goes front or back. It's a real convenience when different people have to drive—or when you want to change position to relieve fatigue or avoid sun glare.



Fordomatic Drive
It combines the best in "automatic" engineering to give you the most versatile automatic shifting ever. You get the smoothness of a fluid torque converter, the "go" of an automatic intermediate gear. Ford also offers gas-saving Overdrive.

'54 FORD

More than ever...
THE STANDARD for THE AMERICAN ROAD

*At extra cost.

Make tomorrow your day for a Test Drive

VALLEY MOTOR CO.

375 CENTER ST.

SALEM, ORE.