



Significant styling changes to amplify the forward-motion appearance, an entirely new 161 horsepower overhead valve V-8 engine, and a new ball-joint front suspension are featured in all new 1954 Mercury models. The restyled rear quarter panels and wrap-around bumpers together with new chrome ornamentation on the side are emphasized in this 1954 Mercury Monterey hardtop. The new low-friction, high-compression engine has a four-barrel carburetor with exclusive features which give rapid acceleration as well as economy. Interior trim on all models is more luxurious than ever before.

Mercury V-8 Complete New Design

The most advanced thinking in automotive engine design has been incorporated in the entirely new high-compression, low-friction engine which supplies the 1954 Mercury with 161 horsepower. This new overhead valve V-8, built by the world's largest manufacturer of V-8 engines, represents a jump of 36 horsepower over the L-head 125 horsepower in the 1953 Mercury. More important, this boost in power was gained without increasing engine size.

Mercury, of course, is no "come lately" to the ever-growing V-8 field. Every Mercury built has had the advantage of V-8 power.

A far more rigid engine than its sturdy predecessor, the new Mercury engine for 1954 is made more efficient by reducing internal friction, delivering 12 per cent more of its developed power as useful horsepower. Piston travel has been reduced more than 22 per cent by using a shorter stroke and a larger bore, lengthening the life of the engine by one-third by reducing wear and at the same time yielding greater fuel economy.

The same amount of piston travel used in taking the 1953 Mercury 10,000 miles will take the 1954 Mercury 12,900 miles, or 29 per

cent farther.

With an increase in compression ratio to 7.5 to 1, the new Mercury engine has a stronger yet lighter crankshaft, with five main bearings compared to three main bearings in the 1953 L-head. Precision milled alloy iron, this crankshaft has eight counterweights for precise balance and smooth operation. This rigid, lean crankshaft has proven its superior resistance to torsional vibration.

A new four-barrel carburetor, offered by Mercury for the first time in its price range, improves control of the gas-air mixture and yields better performance, at the same time making gains in fuel economy. This four-barrel carburetor with external as well as internal vents for quickest starting is a "demand" carburetor in which only the first two barrels are used in normal driving; the second two barrels are activated automatically by a vacuum controlled diaphragm only when needed by the engine to produce extra power for passing and for high speeds.

A dual-float concentric fuel bowl is mounted directly over the barrels or venturis and is enclosed by a new, low-restriction oil bath air cleaner which forms the car-

buretor air horn. This gives a continuous flow of filtered air around the fuel bowl whenever the engine is running, for maximum protection against vapor lock.

Despite the close balancing of all individual parts and sub-assemblies before the engine is assembled, each 1954 Mercury engine is given a final mass balancing after assembly to ensure the ultimate in smooth performance.

This new Mercury engine is the climax of five years of work which saw more than one million man-hours devoted to the development of an entire new family of engines by Ford Motor Company's engine design group. Since the project was begun in 1948 a total of 640 experimental test engines were built, part by part. Each of these engines was rebuilt completely an average of eight times.

These engines were subjected to more than a quarter-million hours in dynamometer tests alone, and the prototypes of the production engines underwent nearly four million miles of road tests.



THE MOST ADVANCED DESIGN in a car capable of going into volume production is the Mercury Monterey XM-800, a four-passenger hardtop coupe now being shown by the Lincoln-Mercury Division of Ford Motor Company. Embody features of both sports and "dream" cars, the XM-800 is only 55.6 inches high. It has radically different exterior styling including a concave front grille, wrap-around windshield and integral bumpers. Individual contoured seats are divided by stationary arm rests containing a variety of controls. The car will be placed in actual production if public demand warrants, according to Benson Ford, vice president and general manager of Lincoln-Mercury.

Chevrolet Big Manufacturer

Chevrolet, world's largest builder of automobiles, has produced more than 30 million passenger cars and trucks in its 42 years of operation.

In contrast to the 11 years, three months required to manufacture the first million Chevrolets, the latest million was built in six months and 19 days, a period that included a shutdown for factory change-over to 1954 models.

In further emphasis of the expanded retail automobile market, 10 million vehicles have now been assembled in domestic and Canadian plants in slightly more than six years. The company reached its first 10 million only after 23 years.

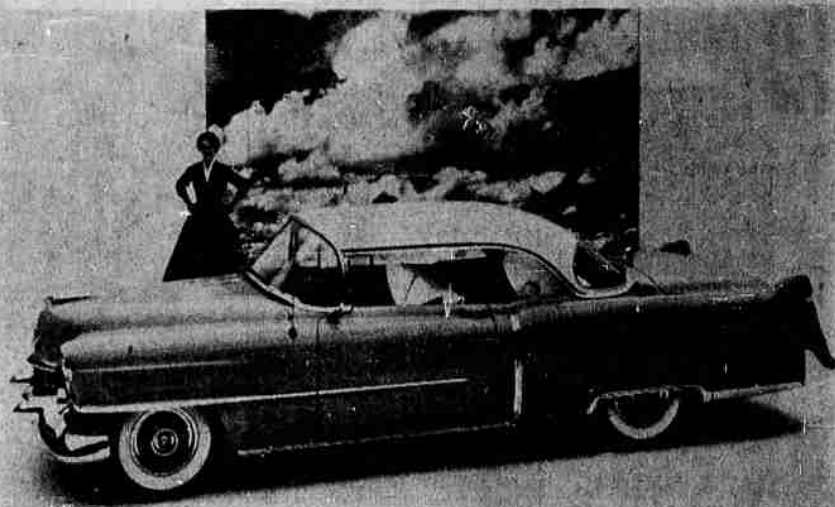
Measured in terms of transportation, 30 million vehicles would haul the entire population of the United States with some 20,000 seats to spare.

Bumper to bumper, the cars would stretch 100,000 miles, enough to pack a 30-lane highway from New York to San Francisco, Or.

Ford Offers New Interior Colors

Interior beauty once found only in the most costly limousines, and bright exterior body colors for owners who like to express their individuality, are highlights of the 1954 Ford passenger cars.

Every Ford dealer has samples of body colors and swatches of the 23 patterns of new materials available for the color-keyed upholstery combinations the '54 Ford offers. There are 156 exterior and 10 single-tone body colors, 10 of which can be ordered in 13 two-tone combinations.



1954 CADILLAC SERIES 62 COUPE DE VILLE — A silver metallic floral pattern tapestry cloth with white leather leads the list of exceptionally rich upholstery choices available for the 1954 Cadillac Coupe de Ville. Dramatic new styling and new chassis and suspension engineering make the 1954 Cadillac a major automotive advance establishing important future trends, according to Don E. Ahrens, General Manager of Cadillac Motor Car Division. Panoramic windshield, new front and rear end designs, new low length of body lines and increased interior roominess are outstanding. With improved steering, braking, handling and riding qualities, the new Cadillac delivers even greater smoothness and responsiveness from its high compression V-8 engine.

New Styling, Engineering In Cadillac

Termining its new styling and engineering major advances in modern fine automobile design, Mr. Don E. Ahrens, general manager of Cadillac Motor Car Division, announced the new Cadillac for 1954.

"The fresh styling conception and completely revised chassis engineering of the 1954 Cadillac make it an important forward step in this Division's pursuit of its continuing objectives," declared the General Motors vice president.

"This strikingly new automobile evolves from the blending of a multitude of totally new features with traditional Cadillac features and with the Cadillac high compression V-8 power plant. Standing as a landmark in Cadillac development, it sets a revised standard for the line car field.

"Many prime aims towards which our engineers and stylists have been working since we resumed automobile production at the end of World War II now reach full realization. (1) a distinguished modern styling incorporating many of the features of experimental Cadillac show cars, (2) handling qualities, roadability and power driving aids making the more spacious 1954 Cadillac even safer and easier to operate, (3) greater visibility, ventilation and heater capacity plus automatic devices for increased passenger pleasure and comfort, (4) enhanced high efficiency, high horsepower V-8 engine performance to deliver more versatile, more dependable, silent, smooth and responsive operation.

Mercury Has New Prototype Ready For Production; Car Features Advanced Design

An entirely new design in cars was revealed by Benson Ford, vice president and general manager of the Lincoln-Mercury Division of Ford Motor Company.

Designated the Mercury Monterey XM-800, the new car is an advanced design which has been engineered and could go into volume production after the completion of normal tooling, Mr. Ford said.

"The Mercury Monterey XM-800 is not a sports car, nor is it a 'dream' car of the distant future. It has features of both, combined into a startlingly new but readily producible automobile," he said.

It was created by stylists of Ford Motor Company's engineering staff working closely with Lincoln-Mercury product planning and production engineers.

Whether the car will actually be placed in production will depend on the interest it arouses among the general public. It will have its first public showings in the Lincoln-Mercury display at the Detroit Auto Show, and at the Chicago Auto Show, March 13-21.

A four-passenger "hardtop" coupe, the XM-800 is lower than any American hardtop car now being produced, and has an overall height of only 55.6 inches. It maintains passenger comfort by a new frame construction and a lowered rear floor. Its low center of gravity gives better stability on the road. While the prototype display car has a fibreglass body, production units probably would be of steel.

It is mounted on a new chassis having a 119-inch wheel base. In production it would be powered by an advanced design overhead valve V-8 engine.

The crisp, sweeping lines begin at the forward-canted headlamps and carry through to the twin tail lights isolating the center body area.

The concave front grille is an entirely new treatment and has the added advantage of providing more

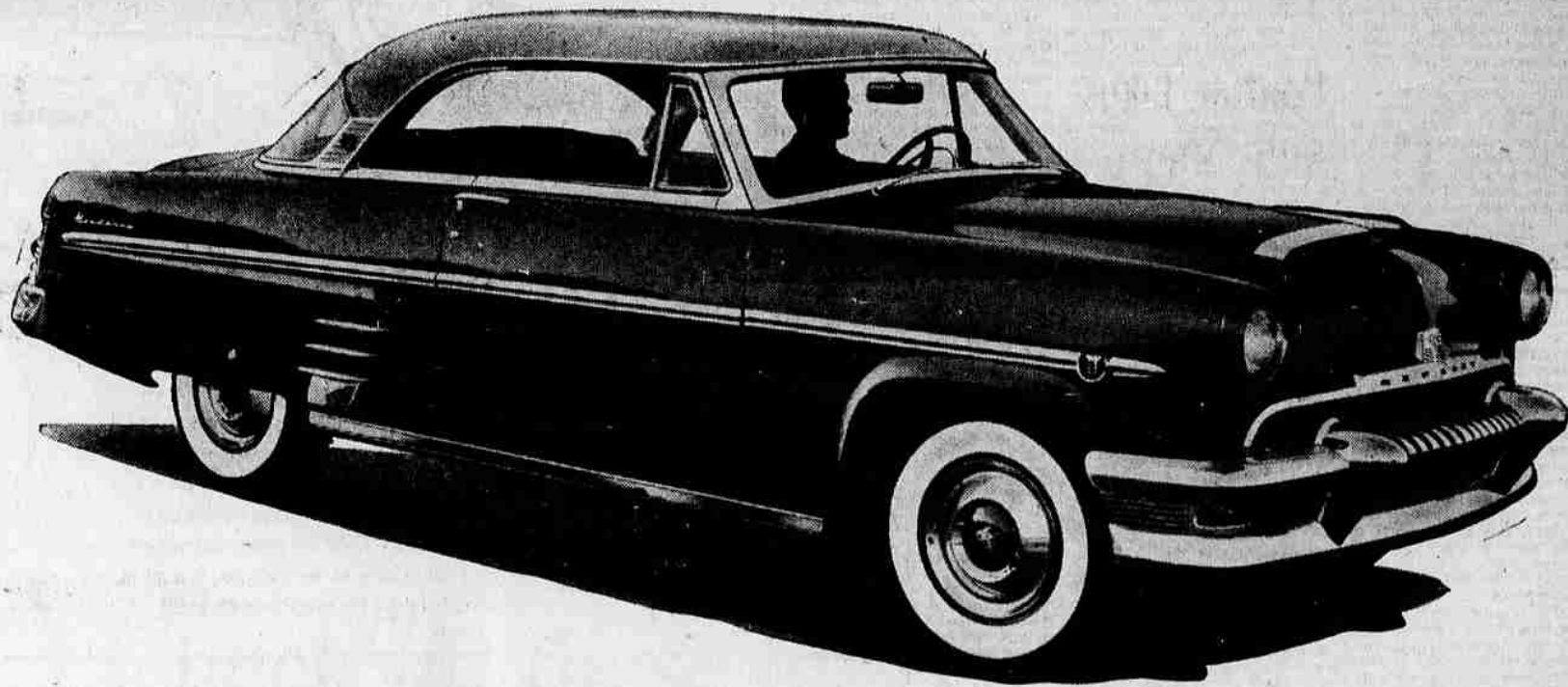
air flow for engine cooling. The plain-flowing hood has a functional air scoop which also improves engine performance. Noticeable is the absence of any hood ornamentation.

A forward-sweeping pillar post supports the wide wrap-around windshield which is further enhanced by a chrome overlap of the roof. The graceful, sweeping body lines are emphasized by the absence of chrome side moldings. Flush type door handles are designed to flow with the body line. A chrome roof rail molding is carried from the windshield to the rear deck. A wide band of chrome accents the division between the roof and the rear window.

The rear of the XM-800 is featured by the severe angle of the quarter panels, the integral chrome impact bar with embedded dual exhausts, and the gently sloping deck lid. A radio antenna is centered on the deck lid.

The car is painted in pearlescent white with pearlescent copper colored roof, which sets the theme for an attractive interior two-tone combination of copper and white vinyl. The Mercury Monterey XM-800 features individually contoured seats front and rear. Stationary arm rests divide the seats and contain controls for the driver's four-way power seat, the front passenger's reclining seat, electric window lifts, cigarette lighters and ash trays.

TORQUE CONVERTER
The torque converter in Plymouth's new Hy-Drive no-shift mechanism provides a maximum torque increase of 2.5 to 1, highest on passenger car wheels. Coupled to the Plymouth engine, which has a maximum torque of 177 foot pounds, it provides a starting torque of 460.2 foot pounds. Hy-Drive has enough power to pull a Plymouth straight up the side of a building if the car could be held to the wall.



The story of daddy surprising mommy with a brand

new automobile is as old and happy as Christmas. But Mercury for 1954

imparts a new twist. An all-new V-161 overhead valve engine—together with

ball-joint front suspension—provides sensational performance. And

Mercury's five optional power features make it wonderfully easy to drive.

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