



THE THUNDERBIRD, a new kind of car combining high performance with the comfort, convenience and safety of a conventional model, has been added to the Ford line. The Thunderbird has a powerful 160 h.p. Y-block V-8 engine and its low, graceful body is of all-steel construction. Equipped with a convertible cloth top which folds completely out of sight behind the rear seat, the Thunderbird can be purchased with a special composition hardtop, making it a complete all-weather car. Its overall height is 51.5 inches—nearly a foot lower than the 1954 Ford sedan—yet it has only slightly less road clearance. Most of its major parts are interchangeable with Ford's regular line of cars. The Thunderbird is scheduled for production by Ford Division next fall.

New Steering Principles Incorporated In Fords

The 1954 Ford's "fine car" ride is the result of a completely new chassis combination.

Ball-joint front suspension—the greatest advance in chassis design in 20 years—has been added by Ford engineers to the new frame, shock mounts and front stabilizer.

"Only Ford in the high volume field has this modern ball-joint suspension. It provides a better ride, makes steering easier, reduces road noise and retains the new-car feel longer than old-fashioned king-pin front suspension," explains L. W. Smead, Ford Division general sales manager.

Benefits of the new ball-joint suspension listed by Ford engineers include:

Easier steering due to easier movement of sealed anti-friction ball joints.

Smoother quieter running on rough roads with reduced road shock since front wheels travel up and down farther on free-action ball bearings.

Greater directional stability, because spring-loaded ball joints reduce wear and maintain uniform steering control.

Lower maintenance costs, since wheels stay in alignment, with less tire wear; ball joints have only four lubrication points instead of sixteen in older systems.

A new symmetrical steering linkage works with ball-joint suspension to make steering easier at all speeds and to provide greater stability and improved handling. The linkage is combined with Ford's gear assembly, and employs a lower steering ratio of 25.3 to 1. Another new element in the front end is Ford's link-type stabilizer, a three-piece design which reduces car tilt on turns and helps keep the car on an even keel on all road surfaces.

For 20 years, Ford engineers point out, there has been no basic change in the king-pin suspension design. It still is used in most cars today.

In the 1954 Ford, the simplified modern suspension has one-piece spindle-support arms attached by ball-joints to upper and lower control arms. The distance between ball-joints is greater than the distance between king-pin bearings of older suspensions, reducing bearing loads and friction.

The ball-joints have specially shaped seats which will not bind. They are completely sealed against water and dirt. Because they are spring-loaded, the ball-joints compensate automatically for wear and provide the proper amount of friction to make handling easier.

Large rubber bushings in the upper and lower control arm bearings eliminate wear and help to insulate the car frame from road shock. Front wheels can be accurately aligned by use of shims at upper control arm mounting bolts—a much simpler method than in older suspensions.

Ball-joint suspension assures longer car life by elimination of 12

wearing points—six on each side of the car. This permits elimination of 12 lubrication fittings, and cuts the number of fittings from 16 to four.

Other factors contributing to the 1954 Ford's greatly improved ride include:

New front and rear shock absorbers give more complete control, especially on rough roads.

New 5-leaf rear springs have inserts between the tips of all leaves to control friction and produce smooth, uniform riding quality. The inserts, together with rubber shackles and bracket bushings, eliminate the need for rear suspension lubrication.

New engine mounts, including a special "steady rest" rubber mounting between the engine and the frame front cross-member engine vibration and contribution to passenger comfort.

The new front stabilizer, which is attached far out on the front suspension lower control arms makes the car easier to handle on rough roads and sharp turns.

Chevrolet Tells Engine Growth

Chevrolet's 1954 Powerglide engine, producing 125 horsepower with a compression ratio of 7.5 to 1, represents the latest advance in an automotive engineering development that has been continuous since the early days of the company.

The early engine, for instance, while it represented the best possible design of its time and incorporated the valve-in-head principle which has been featured ever since, developed a mere 24 horsepower. It was a four-cylinder plant which did a satisfactory job for more than 5 million vehicles.

Until the six-cylinder engine was introduced in 1929 the Chevrolet engineering staff made constant studies, which resulted each year in modifications of the original design. The end result was an engine with two more cylinders producing almost twice as much power.

The first six-cylinder engine carried a horsepower rating of 46 and featured a smoothness that was a vast improvement over the obsolete four. It was capable of operating at higher revolutions per minute and still maintain the economy factor that has been Chevrolet's pride. Today, redesigned, modified and improved, the engine available in Chevrolet passenger cars develops two and one-half times the horsepower with even greater efficiency.

DUAL EXHAUST
One of the features on the Chrysler New Yorker Deluxe and Imperial models, which resulted in the production of 235 horsepower, is a dual exhaust system using two mufflers to reduce back pressure and improve silencing.

Ford Offers New Engine, Steering

Ford Division and Ford dealers are presenting a broadened line of passenger cars this year, with 14 body styles and a choice of two new V-8 or 6-cylinder engines in all lines. The '54 models offer seven features exclusive with Ford in the high volume field:

(1) An entirely new 130-h.p. Y-block V-8 engine with overhead valves.

(2) A new 115-h.p. I-block Mileage Maker Six engine, noted for economy.

(3) Ball-joint front suspension, which Ford engineers call the greatest advance in front suspension in 20 years.

(4) The Skyliner—an entirely new hardtop model with tinted, transparent plastic roof over the driving compartment.

(5) A smart new Ford Sunliner convertible with an optional transparent plastic panel available in the top over the front seat to provide overhead visibility when the top is in place.

(6) Four new power-operated driving assists: power brakes, power steering, 4-way power seat, power-lift windows.

(7) Fordomatic transmission. The two new Ford engines for 1954—the Y-block V-8 and the I-block Mileage Maker Six—have been under development for the past six years," L. D. Cruise, vice-president Ford Motor Company and general manager of Ford Division says.

By adding four new power-operated driving assists as optional equipment, Ford has brought to the high-volume field all the driving aids formerly found only on high-priced cars.

Master-guide power steering, available on the entire Ford car line, reduces steering effort by as much as 75 per cent. Ford power steering operates through a hydraulic steering linkage and greatly increases car maneuverability in parking or turning tight corners, yet retains "road feel" for better highway control.

A special convenience feature for families in which more than one person drives the car is Ford's

four-way power seat, which permits up-and-down as well as front-and-back adjustment of the front seat. The power seat also is a safety feature, permitting drivers to change their posture and relax while on long trips.

Power window lifts permit passengers to open and close Ford windows at the driver's side, and individual controls are provided below other windows.

Ford's "Swift Sure" power brakes reduce pedal pressure up to one-third for greater safety and improved car control.

All these optional features are available on the Ford line at moderate added cost.

Rambler Sedan New Model

Nash Motors have announced its new low-priced 1954 Rambler Club sedan, a two-door deluxe model with a factory delivered price of \$1,350.00.

According to H. C. Doss, vice-president in charge of sales, the Rambler Club sedan offers a new body style to the Rambler line, which now includes a four-door sedan, Country Club hardtop and both two-and four-door station wagon models.

The new five passenger Rambler model offers gasoline economy up to 30 miles per gallon, performance, comfort and ease of handling, with the continental styling of

Pino Farina, renowned European custom body designer, Doss said.

The Rambler Club sedan has a large rear window, curved one-piece windshield, and large side windows for all-around visibility. It features utilized "airlyte" construction, in which body and frame are one welded unit, and is available in 14 standard solid colors, and 14 optional two-tone combinations.

POWERGLIDE

Chevrolet has built more than 1,500,000 Powerglides since the automatic transmission was introduced on 1950 models.



THE LONGER, SPEEDIER look of this new 1954 Ford Crestline Sunliner is enhanced by new grille, headlamp and front fender design and the new car-length chrome molding along the body. Ford, which leads all cars in convertible sales, offers interiors of new two-tone pleated vinyl upholstery over foam-rubber padded seats. New non-fading, non-shrinking tops come in four harmonizing colors. Power options include either Ford's new 130-h.p. Y-block V-8 engine or the new 115-h.p. I-block Six.

TRANSPARENT HOOD

Ford's new Astra-dial speedometer, mounted at eye level on the control panel, has a transparent hood at the back for daylight lighting. The new design makes driving safer because the driver's eyes are off the road for a shorter time when he checks his speed.

NEW ENGINE

Ford's new 130-h.p. Y-block passenger car engine is up 20 horsepower over the 1953 L-head V-8 engine, while the 1954 Ford I-block Mileage Maker Six engine has 115 brake horsepower as compared with 101-h.p. in the 1953 Six.

Come see why—
Ford is worth more!

KLAMATH FALLS CARVALCADE

February 27 and 28 — Armory

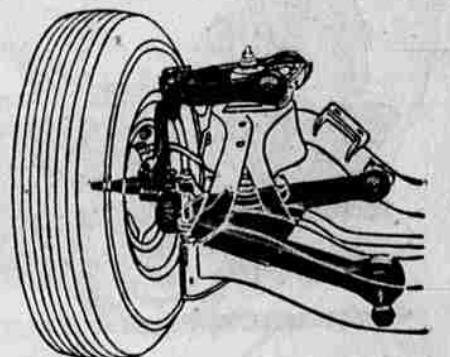


Check all these fine car features!

Again this year, all eyes are on the stunning new 1954 Ford. Its long, low Crestmark body continues to set the styling trend... its completely new interiors are a decorator's dream come true! Its new Ball-Joint Front Suspension is the greatest advance in chassis design in 20 years. And Ford's new deep-block Six and V-8 are the most modern high-compression, low-friction engines in the industry. All in all, you get America's low-priced fine car when you choose the 1954 Ford.

With a dividend of Ball-Joint Front Suspension!

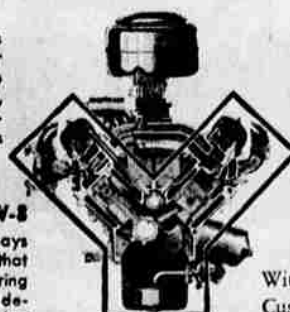
Simple, sealed ball-joints replace conventional hinge-like joints used in most other cars. This compact new system allows greater up and down wheel travel for a smoother ride... helps keep front wheels in true alignment for consistently easy handling.



With the greatest engine advances since the original Ford V-8!

NEW 115-h.p. I-BLOCK SIX
Like the V-8, this new Six has deep-block build for greater rigidity and smoothness. Also you get low-friction design, modern manifold, high-turbulence combustion chambers for more "Go."

NEW 130-h.p. Y-BLOCK V-8
Its new deep-block build pays off in greater rigidity. And that plus Ford's new 5-bearing crankshaft and low-friction design results in quieter, smoother operation... longer engine life.



Plus 5 optional power assists!

These fine-car power options are available in Ford at extra cost. You can have Master-Guide power steering, Swift Sure Power Brakes, a 4-Way Power Front Seat, Fordomatic Drive (or Overdrive) and Power-Lift Windows!



With 3 new lines... 14 body styles!

Within Ford's 3 lines of fine cars—Mainline, Customline and Crestline—is a car designed and powered to your tastes and requirements.

See it at the Auto Show. Test Drive it at your Ford Dealer's. Prove to yourself, Ford's worth more when you buy it, worth more when you sell it.

Come in and Value-Check the '54 FORD

BALSIGER MOTOR CO.

Main at Esplanade

Phone 3121

TIME FOR CHANGE, SAY CAR MAKERS



It's time for a change in license tags as well as automobiles as the new passenger car model season reaches its peak. The 1954 state plates, says Chevrolet, will furnish the final touch of up-to-the-minute styling for its latest passenger car line.