



Putting bumper guards and full wrap-around bumpers, capped by a new guard air scoop and three vertical bars form the styling theme of the 1954 Lincoln. Greater visual length has been obtained by new styling treatment on the side moulding and a new rear quarter gravel shield embossment. Even smoother performance has been obtained for Lincoln's 205-horsepower V-8 overhead valve engine by improvements to the carburetor and distributor. New color options in both interior and exterior finishes are offered. Shown here is the Lincoln Capri convertible.

## The New 1954 Nash Ambassador



The new 1954 Nash Ambassador features many styling refinements and mechanical advancements, highlighted by the continental styling of Pinin Farina, foremost European designer of custom-built cars. Mechanical improvements include increased horsepower in the "Super Jetfire" engine; new power brakes and power steering, offered as optional equipment; and electrically operated window lifts, available at extra cost. Styling refinements feature a new dual die-cast grille, a continental rear tire mount offered as standard equipment on all 1954 custom four-door and Country Club hardtop models, and new solid and two-tone color combinations, and upholstery and trim selections.

## New Styling, Power Highlight 1954 Kaiser



NEW STYLING inside and out and super-charged "power-on-demand" performance are key features of the Kaiser Manhattan, style leader of the Kaiser line for 1954. A new jet-scoop grille and a functional air-scoop hood ornament dominate front styling. A three-piece wrap-around rear window and "safety glow" tail lights, which extend along the crown of the rear fenders, are other new features.

## Eldorado New Model Cadillac

Unique in the Cadillac line for 1954 is the special Eldorado convertible. In the completeness of its luxurious trim and fittings, in its power assisted comfort and effort-saving features, and in its customized design the Eldorado stands unequalled.

Smart American sports styling and complete interior roominess for six persons make this Cadillac the ultimate in open-air motoring pleasure.

Marking the Eldorado apart, in addition to the dramatic modern styling of the 1954 Cadillac body, are special decorative details. From gull-wing bumper to exhaust port the new Eldorado expresses quality.

A plastic top well cover blends with the car's sleek, low lines and conceals its Orton top when the latter is not in use.

It bears golden Cadillac script on each front fender and the Eldorado name in gold on the trunk lid.

Slender chromed moldings extending forward from the door handles frame personalized Cadillac Crests carrying the initials of the Eldorado's owner. The Crest appears twice more in gold above the massive extruded aluminum moldings covering the lower rear fender surfaces.

Four special exterior colors are available on the new Eldorado — Apollo Gold, Alpine White, Aztec Red and Azure Blue — in combination with an Orton top of pure white or black. A rubber layer interlines the top, producing a smooth silhouette across the roof bows.

Matching the Eldorado's exterior beauty are glamorous new interiors created for 1954. Precisely tailored genuine leathers combine in solid tones of blue, yellow, red and black or in combinations of white and black, white and blue, yellow and black, or white and red.

French seams, saddle stitched piping and a bold based V and Crest insignia are lavished on the custom finished seats.

The Eldorado name appears in gold on the instrument panel emblem while the lower portion of the instrument panel and interior door moldings are finished in a blue and silver diamond pattern.

A pair of smoke-gray plastic sun visors mounted in chromed frames echo chromed frames around windows and windshield.

Standard equipment on the Eldorado are eight items of equipment, optional or accessory on other 1954 Cadillac models.

Bringing the Eldorado owner the final degree of motoring satisfaction and pride of ownership, the include: 1. Cadillac's new power braking system; 2. Cadillac's new vertical front seat power adjuster, in addition to horizontal power adjustment; 3. Cadillac's new dual heater-ventilation system; 4. Cadillac's new two-section pre-selector, push button radio; 5. Wire wheels; 6. White sidewall tires; 7. The newly styled Cadillac fog lamps; 8. Cadillac's new massive, gold finished license frames.

## '54 Hudson Hornet Has New Beauty and Performance



The 1954 Hudson Hornet has the sleek, sweeping beauty of Flight-Line Styling, a fresh simplicity of classic lines which make the new Hudsons appear lower and longer. All new Hudsons have "Instant Action" engines with Super Induction which provide quicker response and more power at every point in the driving range. Hudson Power Steering and improved power brakes are optional equipment for the Hudson Hornet, Wasp and Super Wasp. The Hornet's "Instant Action" engine delivers 160 horsepower with compression ratio of 7.5 to 1. With Twin H-Power, horsepower rating is increased to 170.

## New Lincoln Has Styling, Mechanical Improvements

A multitude of mechanical improvements and styling refinements have been made in the new Lincoln for 1954.

The new Lincoln and Lincoln Capri models are powered by a 205-horsepower overhead valve V-8 engine that contains many significant improvements to enhance its already proven performance. Included among the engine refinements are a larger, more flexible single-diaphragm vacuum distributor control, a new venting action for the new, vacuum-controlled four-barrel carburetor, redesigned hydraulic tappets, a new filter element in the fuel pump and a self-cleaning filter for the fuel tank.

Lincoln's refreshingly different "modern living" styling has been enhanced by the introduction of a new theme on the front and sides. The massive, wide, low and elegant look has been accentuated by a new bumper guard air scoop and the addition of three vertical bars located between the upper and lower impact bars. This wider appearance is further emphasized by the functionally correct outboard position of the parking lights and turn indicators.

Integral back-up lights have been combined with the readily identifiable Lincoln tail lights as standard equipment on all 1954 models.

New interior trim schemes utilize a new line of modern interior fabrics, including gabardine which is being offered as an upholstery fabric for the first time, whipcords, genuine leathers, modern weaves and spun nylon. Interior trims are color-harmonized with the exterior colors.

Larger brakes have been developed for the 1954 Lincoln, with brake diameter increased to 12 inches. This has resulted in a 10 per cent increase in the braking area to 220 square inches.

A noise suppression feature has been incorporated on all tires for the Lincoln to minimize tire squeal caused by the vibration of the out-

## Proven Lincoln V-8 Engine Improved By New Features

With its reputation for power and economy already established, Lincoln's 205-horsepower overhead valve V-8 engine adds many improvements which may be seen in the new 1954 Lincolns.

This low-friction high-compression engine has a compression ratio of 8 to 1 and a displacement of 317 cubic inches. The four-barrel carburetor has been improved by development of a vacuum method of operating the second two barrels. In normal driving only the first two barrels are needed but whenever the power requirements of the engine exceed the breathing capacity of the primary barrels this vacuum diaphragm opens the secondary throttle plates to the exact position that will admit the right amount of additional air and fuel.

Entirely divorced from the accel-

erator, the operation of the two secondary barrels depends only on the amount of air flowing through the first pair. This assures not only the power supply when it is required but results in economy performance by preventing waste of fuel through unnecessary use of the second barrels when they are not required.

The 1954 carburetor is equipped with a new external venting action that lets fuel vapors pass harmlessly outside the carburetor when the engine is idling or stopped, leaving the intake manifold dry and ready for instant starting. When the throttle is opened the vent is shut, permitting normal carburetor operation.

Development of a new throttle linkage has resulted in a smoother shift of the automatic transmission. A larger, more flexible single-diaphragm vacuum distributor control has been added. The greater sensitivity of the new diaphragm eliminates the need for the mechanical linkage previously used and it assures ample initial spark advance for smooth, positive acceleration from standing starts.

A new magnetic fuel pump filter in the 1954 Lincoln has nearly twice the efficiency of the former one, giving positive protection against the penetration of the smallest metallic particles into the fuel system.

Hydraulic tappets have been redesigned to provide a higher oil level so there is plenty of oil to fill the compression chamber when starting a cold engine.

Despite the close tolerances on all parts used to build the 1954 Lincoln engine, and despite the balancing of sub-assemblies, each Lincoln engine is given final mass-balancing after it has been assembled to insure smooth performance.

## Studebaker Uses Well Known Name

Nearly a hundred years ago the shout of "California here we come!" rang out along the Santa Fe trail from old St. Joe to the Cimarron country as trains of thirty to fifty Conestoga wagons rolled and jolted toward the "new" West. People were going places.

Today, for people who go places, the sound has changed, but the sturdy, dependable transportation again bears the proud name of Conestoga. It's the new all-steel station wagon by Studebaker.

Up in the Conestoga Valley of Pennsylvania, from which the original wagon took its name, John Studebaker was recognized among the skilled German craftsmen as an expert wagon builder and blacksmith. His vehicles were among those that withstood the crossing of the Allegheny range in freight service from Philadelphia to Pittsburgh.

John Studebaker built his first Conestoga in 1834, and in 1851 this same wagon, with its swamp oak wheels and hand wrought hardware, brought the Studebaker family to South Bend. Here they plied their trade during the westward expansion, building more Conestogas, and later the equally famous farm wagon.

Then came the automobile. The year 1904 saw the first Studebaker gasoline automobile. During the next fifty years approximately four million Studebaker vehicles wherever people traveled.

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