



Auto Show



MARCH 13-20 EAST MAIN ARMORY ROCHESTER, N. Y. SOUVENIR PROGRAM



There's nothing like a FORD!

There's nothing quite like a Ford *anywhere!* Why? Well, no other car gives you such clean, honest lines . . . such crisp, fresh styling. No other offers such smoothly tailored interiors, with rich fabrics and trim color-harmonized to your choice of body tones. Other reasons include convenient new Astra-Dial Control Panel . . . the availability of *all* the power assists . . . and, on the performance side, the most modern of power plants and the newest of front suspensions. No wonder you so often see *two* Fords proudly parked in driveways where there used to be one costly car.

Ball-Joint Suspension

You'll find there's only *one* low-priced car with the new Ball-Joint Front Suspension . . . and that's the '54 Ford! It keeps your ride smooth . . . keeps handling easy.



Two New Deep-Block Engines

You choose between the industry's most modern engines . . . the 130-h.p. Y-Block V-8 and 115-h.p. I-Block Six. Both have blocks with extra-deep skirts for greater rigidity . . . smoother, quieter, longer engine life.

5 optional power assists* you'd expect to find only in the costliest cars

Master-Guide Power Steering

It does up to 75% of your steering work for you, yet you retain a natural steering feel.

Fordomatic Drive

The only automatic in its field to give you torque converter smoothness plus the "Go" of an automatic intermediate gear.

Power-Lift Windows

On *all 4* windows . . . not *just 2* as in some cars! A master control lets you operate *all* windows from driver's seat. There's also a control at each window.

Swift Sure Power Brakes

Power does up to one-third of your stopping for you. Keeps you more relaxed in today's stop-and-go driving.

4-Way Power Seat

Power adjusts front seat *up and down* as well as forward and back . . . at a finger's touch. Gives exact position most comfortable to you. *At extra cost.

Your neighborhood
Ford Dealer invites
you to Test Drive a
'54 FORD



M. W. HALLMAN
President



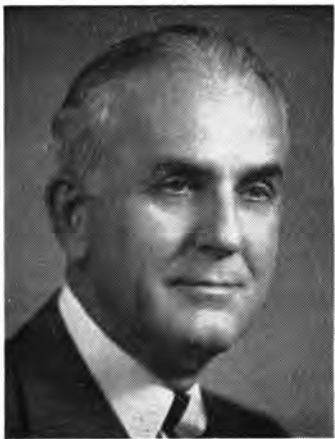
R. H. SIMMONS
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Secretary



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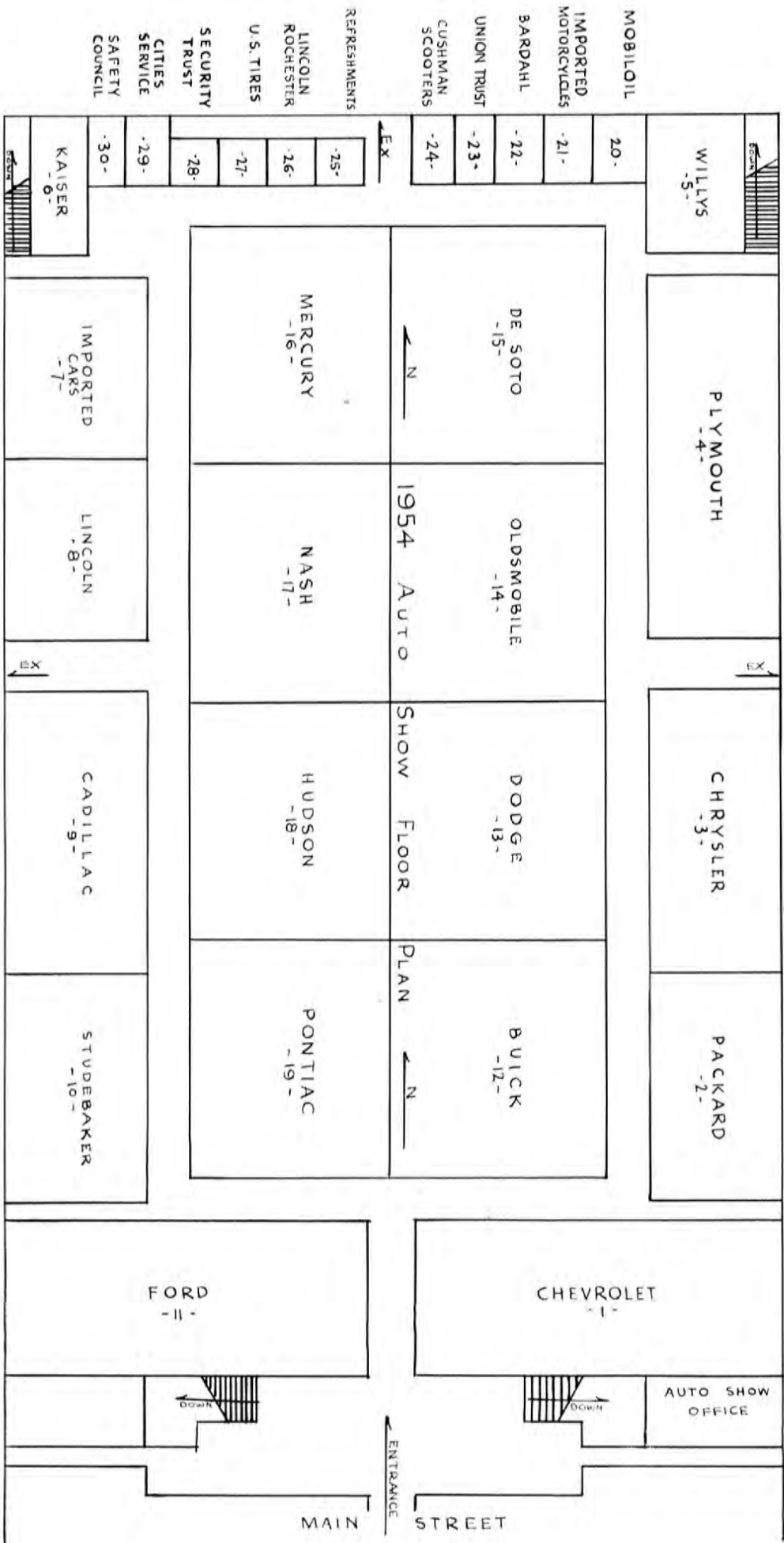
J. R. MITTLESTEADT
Director



R. J. FEOL
Director

Auto Show Exhibitors Floor Plan

East Main Armory, Rochester, New York



'54 is PACKARD'S year... see why at the Auto Show!

YOU'LL SHARE our enthusiasm, we feel certain, when you see the 1954 Packard and Packard Clippers at the Auto Show. You'll see contour styling that's setting today's trend in automotive design. You'll see the finest motorcars in Packard's 54-year history of building fine automobiles.

● **Yes, for '54** Packard gives you more—more of those famous developments which bring the joy back to driving. You'll see no finer car than Packard at the show—nor a greater value in the medium-price field than Clipper.

● **This year,** like last, Packard is the newsmaker. You'll see news written in superpowered engines, all the new power-driving optional features and in a new high in luxurious interiors.



See the Packard Caribbean

● America's most glamorous sports car. New perfection in power features.

See The Luxurious 1954 **PACKARD** America's New Choice in Fine Cars



See The Exciting 1954 **Packard CLIPPER** America's Newest Medium-Priced Car

Visit Us At The Show
BRIGHTON AUTO CORP.
BOOTH NUMBER TWO

● **See the Clipper**—Luxury at a lot less—because Packard builds it. That best describes the new Packard Clipper, lauded as the top buy in the medium-price field. Prove this to your own satisfaction at the show.

● **Clipper Panama**—The smart new hardtop above is representative of the 1954 Clipper line. There are three Clipper series. And—hold your hat—prices are much, much lower than you would expect!

N O W — A S K T H E M A N W H O O W N S O N E

Sleek...



YOUNG IN HEART . . . a gay array of new colors adds spice and dash to the eager lines of this Chrysler New Yorker DeLuxe. Here is beauty that tells the world you drive the leader. You drive the most spirited and efficient of engines, FirePower V-8. Safest power of all, with instant response for every need! Yours is the most auto-

matic of all no-clutch transmissions, new PowerFlite. And with Full-Time Power Steering and Power Brakes, Chrysler combines all the new aids for effortless driving in the *first complete driver control*. Why not meet a wonderful Chrysler today at your dealer's? Driving it is the only way to understand this revolution in motoring.

and look
THE POWER OF LEADERSHIP IS YOURS IN A

Beautiful Chrysler

C. W. FIELDS, INC.
373 S. Goodman at Monroe

WARD MAURER, INC.
459 Portland Avenue

PALMER MOTORS, INC.
1850 Dewey Avenue

W. C. ZINK, INC.
645-655 Maple Street

The Auto Show at a Glance

WHEN: March 13 - 20 INCLUDING SUNDAY, MARCH 14. This will be the first year the Auto Show has been open on Sunday.

HOURS: 1 P. M. to 10:45 P. M. daily, Sunday 2 P. M. to 10:30 P. M.

WHERE: EAST MAIN STREET ARMORY

SPONSOR: The Rochester Automobile Dealers' Association, Inc.

EXHIBITS: 1954 models of the following American makes: Buick, Cadillac, Chevrolet, Chrysler, DeSoto, Dodge, Ford, Hudson, Kaiser, Lincoln, Mercury, Nash, Oldsmobile, Packard, Plymouth, Pontiac, Studebaker, and Willys. Cushman Motor Scooter.
European makes: Austin-Healy, Jaguar, MG.
Foreign motorcycles: NSU, BSA, and Ariel Square.
Experimental models. Cut away models. Accessories. Tires. Safety exhibits. Petroleum products. Banking.

DECORATIONS: The 1954 Auto Show has been given the name "Spring CAR-nival" and the Spring motif will predominate in the lavish decorative scheme. The vast hall will be canopied with thousands of yards of blue and gold bunting, while throughout the show area, towering white trellises will bear thousands of gay Spring flowers.

ENTERTAINMENT: John Cumming's 15-piece orchestra will play nightly. In addition, featured vocalists and entertainers will be presented throughout show week.

ADMISSION: 80¢ including tax. Children under 12, half price.

DOOR PRIZE: In co-operation with the Rochester Area Nash Dealers a 1954 Nash Rambler 4-door sedan will be the prize driven home by some lucky show visitor. Drawing will be held Saturday, March 20. Winner need not be present to win.










PARKING: On and off-street parking for 1000 cars available in the immediate neighborhood of the East Main Street Armory.

SHOW MANAGER: Edward C. Schoen, Secretary of the Rochester Automobile Dealers' Association, Inc.

SHOW COMMITTEE: Maynard W. Hallman, Chairman; F. A. Jones; E. J. Horton; Raymond H. Simmons; A. J. Sergeant; John G. Dorschel; Richard Feol; J. R. Mittlesteadt.

Car Score Card for '54

ENGINE SPECIFICATIONS

											
		TYPE OF ENGINE	MAXIMUM BRAKE HORSEPOWER AT WHAT ENGINE SPEED (Horsepower; r.p.m.)	MAXIMUM TORQUE AT WHAT ENGINE SPEED (Pound-feet; r.p.m.)	BORE AND STROKE (Inches)	DISPLACEMENT (Cubic Inches)	COMPRESSION RATIO (to 1)	FUEL REQUIREMENT (Regular or Premium)	COOLING-SYSTEM CAPACITY (Quarts)	CURB WEIGHT (Pounds)	OVER-ALL LENGTH (Feet & Inches)
BUICK	SPECIAL (Series 40)	OHV V-8	143 @ 4,200 ^a	228 @ 2,400	3.63 x 3.2	264	7.2	Regular	18	3,714 ^d	17' 2 1/4"
	CENTURY (Series 60)	OHV V-8	195 @ 4,100 ^b	302 @ 2,400	4 x 3.2	322	8	Premium	18	3,786 ^d	17' 2 1/4"
	SUPER (Series 50)	OHV V-8	177 @ 4,100 ^c	295 @ 2,000	4 x 3.2	322	8	Premium	18	4,020 ^d	18' 3/4"
	ROADMASTER (Series 70)	OHV V-8	200 @ 4,100	309 @ 2,400	4 x 3.2	322	8.5	Premium	20	4,212 ^d	18' 3/4"
CADILLAC	62 SERIES	OHV V-8	230 @ 4,400	332 @ 2,800	3.81 x 3.63	331	8.25	Premium	22	N.A.	18' 3/8"
	60 SERIES	OHV V-8	230 @ 4,400	332 @ 2,800	3.81 x 3.63	331	8.25	Premium	22	N.A.	18' 11 3/8"
	75 SERIES	OHV V-8	230 @ 4,400	332 @ 2,800	3.81 x 3.63	331	8.25	Premium	24.5	N.A.	19' 9 1/4"
CHEVROLET	150 BEL AIR } {Manual Shift	OHV 6	115 @ 3,700	200 @ 2,000	3.56 x 3.94	235	7.5	Regular	16	3,360	16' 4"
	210 BEL AIR } {Powerglide	OHV 6	125 @ 4,000	200 @ 2,000	3.56 x 3.94	235	7.5	Regular	16	3,485	16' 4"
CHRYSLER	WINDSOR DELUXE	L-head 6	119 @ 3,600	218 @ 1,600	3.44 x 4.75	264.5	7	Regular	16	3,685 ^d	17' 11 5/8"
	NEW YORKER	OHV V-8	195 @ 4,400	320 @ 2,000	3.81 x 3.63	331.1	7.5	Regular	26	3,955 ^d	17' 11 5/8"
	NEW YORKER DELUXE	OHV V-8	235 @ 4,400	330 @ 2,600	3.81 x 3.63	331.1	7.5	Regular	26	4,060 ^d	17' 11 5/8"
	CUSTOM IMPERIAL	OHV V-8	235 @ 4,400	330 @ 2,600	3.81 x 3.63	331.1	7.5	Regular	26	4,345 ^d	18' 7 3/4"
DE SOTO	POWERMASTER	L-head 6	116 @ 3,600	208 @ 1,600	3.44 x 4.5	250.6	7	Regular	16	3,682 ^d	17' 10 1/2"
	FIRE DOME	OHV V-8	170 @ 4,400	255 @ 2,400	3.63 x 3.34	276.1	7.5	Regular	23	3,934 ^d	17' 10 1/2"
DODGE	MEADOWBROOK & CORONET 6	L-head 6	110 @ 3,600	190 @ 1,600	3.25 x 4.62	230.2	7.25	Regular	15	3,350 ^e	17' 1 1/2"
	MEADOWBROOK & CORONET 8	OHV V-8	140 @ 4,400	220 @ 2,000	3.44 x 3.25	241.3	7.1	Regular	20	3,525 ^e	17' 1 1/2"
	ROYAL	OHV V-8	150 @ 4,400	222 @ 2,400	3.44 x 3.25	241.3	7.5	Regular	20	3,565	17' 1 1/2"
FORD	MAINLINE } {Manual Shift	OHV 6	115 @ 3,900	193 @ 1,000-2,200	3.62 x 3.6	223	7.2	Regular	16	3,275	16' 6 1/4"
	CUSTOMLINE } {Powerglide	OHV V-8	130 @ 4,200	214 @ 1,800-2,200	3.5 x 3.1	239	7.2	Regular	21	3,405	16' 6 1/4"
HUDSON	JET & SUPER JET	L-head 6	104 @ 4,000 ^k	158 @ 1,400	3 x 4.75	202	7.5	Regular	16	2,875	15' 3/4"
	WASP	L-head 6	126 @ 4,400	178 @ 2,400	3.56 x 3.88	232	7	Regular	19.5	3,674	16' 9 1/2"
	SUPER WASP	L-head 6	140 @ 4,000 ^l	214 @ 1,600	3.56 x 4.38	262	7	Regular	19.5	3,749	16' 10 1/2"
	HORNET	L-head 6	168 @ 3,800 ^m	264 @ 1,800	3.81 x 4.5	308	7.5	Regular	19.5	3,838	17' 4 7/8"
LINCOLN	LINCOLN } {Manual Shift	OHV V-8	205 @ 4,200	305 @ 2,300-3,000	3.8 x 3.5	317	8	Premium	22.5	4,310	17' 10 3/4"
MERCURY	MERCURY } {Manual Shift	OHV V-8	161 @ 4,400	238 @ 2,200-2,800	3.62 x 3.1	256	7.5	Regular	20	3,613	17' 2 1/4"
NASH	RAMBLER 2-Door ^p	L-head 6	85 @ 3,800	150 @ 1,600	3.13 x 4	184	7.25	Regular	12	2,550 ^d	15' 5 3/8"
	RAMBLER 4-Door	L-head 6	90 @ 3,800	150 @ 1,600	3.13 x 4.25	195.6	7.3	Regular	12	2,650 ^d	16' 1 3/8"
	STATESMAN	L-head 6	110 @ 4,000	155 @ 2,000	3.13 x 4.25	195.6	8.5	Regular	15	3,045 ^d	16' 10 1/4"
	AMBASSADOR	OHV 6	130 @ 3,700 ⁿ	220 @ 1,600	3.5 x 4.38	252.6	7.6 ^q	Regular ^r	18	3,430 ^t	17' 5 1/4"
OLDSMOBILE	88	OHV V-8	170 @ 4,000	300 @ 2,000	3.88 x 3.44	324.3	8.25	Premium	21.5	3,952	17' 1 1/4"
	SUPER 88	OHV V-8	185 @ 4,000	300 @ 2,000	3.88 x 3.44	324.3	8.25	Premium	21.5	3,994	17' 1 1/4"
	98	OHV V-8	185 @ 4,000	300 @ 2,000	3.88 x 3.44	324.3	8.25	Premium	21.5	4,108	17' 10 1/4"
PACKARD	SPECIAL	L-head 8	150 @ 4,000	260 @ 2,200	3.5 x 3.75	288	7.7	Premium	19.9	N.A.	17' 11 1/2"
	SUPER & DELUXE	L-head 8	165 @ 3,600	295 @ 2,200	3.5 x 4.25	327	8	Premium	19.9	N.A.	17' 11 1/2"
	CAVALIER	L-head 8	185 @ 4,000 ^s	310 @ 2,200	3.5 x 4.25 ^l	327 ^r	8	Premium	19.9	N.A.	18' 1/2"
	PATRICIAN	L-head 8	212 @ 4,000	330 @ 2,200	3.56 x 4.5	359	8.7	Premium	19.9	N.A.	18' 1/2"
PLYMOUTH	PLAZA	L-head 6	100 @ 3,600	177 @ 1,600	3.25 x 4.37	217.8	7.1	Regular	14	3,135	16' 1 1/2"
	SAVOY	L-head 6	100 @ 3,600	177 @ 1,600	3.25 x 4.37	217.8	7.1	Regular	14	3,185	16' 1 1/2"
	BELVEDERE	L-head 6	100 @ 3,600	177 @ 1,600	3.25 x 4.37	217.8	7.1	Regular	14	3,200	16' 1 1/2"
PONTIAC	CHIEFTAIN SPECIAL	L-head 6 ^u	116 @ 3,800 ^v	193 @ 2,000	3.56 x 4	239.2	7	Regular ^x	20.1	3,381 ^d	16' 10 5/8"
	CHIEFTAIN DELUXE	L-head 8 ^u	122 @ 3,800 ^w	226 @ 2,200	3.33 x 3.75	268.4	6.8	Regular ^x	20.6	3,456 ^d	16' 10 5/8"
	STAR CHIEF	L-head 8	127 @ 3,800	226 @ 2,200	3.33 x 3.75	268.4	7.7	Regular ^x	20.6	3,735 ^d	17' 9 5/8"
STUDEBAKER	CHAMPION	L-head 6	85 @ 4,000	138 @ 2,400	3 x 4	169.6	7.5	Regular	11.5	2,900	16' 6 5/8"
	COMMANDER } {Manual Shift	OHV V-8	120 @ 4,000	190 @ 2,000	3.38 x 3.25	232.6	7.5	Regular	18.75	3,266	16' 6 5/8" ^y

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^a150 hp. with 8.1 compression; ^b200 hp. with 8.5 compression; ^c182 hp. with 8.5 compression; ^dShipping weight without gas or water; ^e3.36 optional; standard on air-conditioned models; ^fEither engine-and-transmission combination available on all series; ^g3,380 lb. for Coronet 6; 3,555 lb. for Coronet 8; ^h3.9 on Coronet 8; ⁱ17.10 by 15 on Coronet 6; ^jEither engine and any transmission available on all series; ^k114 hp. with twin carburetors; ^l149 hp. with twin carburetors; ^m170 hp. @ 4,000 with twin carburetors; ⁿ6.40 x 15 on Super Jet; ^o24.78 lb./hp. on Jet with twin carburetors; ^pTwo-door models with auto. trans.

BODY AND CHASSIS SPECIFICATIONS

PERFORMANCE FACTORS

WHEELBASE (Inches)	STEERING RATIOS (to 1)		EFFECTIVE BRAKE-LINING AREA (Square inches)	TRANSMISSION TYPES AVAILABLE	REAR-AXLE RATIOS (to 1)			TIRE SIZE	TURNING-CIRCLE DIAMETER (Feet & Inches)	SEAT-CUSHION WIDTHS (Inches)		WEIGHT PER HORSEPOWER (Pounds)	HORSEPOWER PER CUBIC INCH	PISTON TRAVEL (Feet per Car Mile at 20 m.p.h. With What Transmission)	WEIGHT PER SQUARE INCH OF BRAKE LINING (Pounds)	DETAILS IN POPULAR SCIENCE MONTHLY (Month and Page)
	Manual	Power			Manual	Overdrive	Automatic			Front	Rear					
122	26.7	24.1	184.6	Man.; Auto.	3.9	—	3.6	7.60 x 15	41' 3 3/8"	62.4	62.5	25.97	.542	1,408 Auto.	20.12	Feb. p. 146
122	26.7	24.1	207.5	Man.; Auto.	3.9	—	3.4	7.60 x 15	41' 3 3/8"	62.4	62.5	19.42	.606	1,331 Auto.	18.25	
127	26.7	24.1	207.5	Man.; Auto.	3.9	—	3.4	7.60 x 15	43'	64.8	65.9	22.71	.550	1,334 Auto.	19.37	
127	N.A.	24.1	219	Automatic	—	—	3.4	8.00 x 15	43'	64.8	65.9	21.06	.621	1,398 Auto.	19.23	
129	N.A.	21.5	211.6	Automatic	—	—	3.07 ^e	8.00 x 15	N.A.	64.3	65.2	N.A.	.695	1,328 Auto.	N.A.	Feb. p. 154
133	N.A.	21.5	211.6	Automatic	—	—	3.07 ^c	8.00 x 15	N.A.	64.3	65.2	N.A.	.695	1,328 Auto.	N.A.	
149 4/5	N.A.	21.5	211.6	Automatic	—	—	3.77	8.20 x 15	55'	64.1	59.4	N.A.	.695	1,608 Auto.	N.A.	
115	23.1	22.1	158	Manual	3.7	—	—	6.70 x 15	37'	59.9	60.5	29.22	.488	1,816 Man.	21.27	Jan. p. 122
115	23.1	22.1	158	Automatic	—	—	3.55	6.70 x 15	37'	59.9	60.5	27.88	.531	1,742 Auto.	22.06	
125 1/2	25.8	16.2	201	Man.; Auto.	3.9	—	3.73	7.60 x 15	41' 9"	61.5	60.125	30.97	.450	2,200 Man.	18.33	Nov. p. 99
125 1/2	25.8	16.2	201	Automatic	—	—	3.36	8.00 x 15	43' 6"	61.5	60.125	20.28	.589	1,420 Auto.	19.68	
125 1/2	25.8	16.2	201	Automatic	—	—	3.36	8.00 x 15	43' 6"	61.5	60.125	17.28	.710	1,420 Auto.	20.20	
133 1/2	25.8	16.2	201	Automatic	—	—	3.54	8.20 x 15	N.A.	61.5	59.75	18.49	.710	1,475 Auto.	21.62	
125 1/2	23	16.2	201	Man.; OD; Auto.	3.9	4.3	3.73	7.60 x 15	N.A.	61.5	60.125	31.74	.463	2,090 Man.	18.32	Dec. p. 157
125 1/2	25.8	16.2	201	Man.; OD; Auto.	3.73	4.1	3.54	7.60 x 15	N.A.	61.5	60.125	23.14	.616	1,485 Man.	19.57	
119	21.4	20.4	158	Man.; OD; Auto.	3.9	4.3	3.73	6.70 x 15 ⁱ	41' 5"	60.625	60.5	30.45	.478	2,220 Man.	21.20	Nov. p. 104
119	21.4	20.4	173.5	Man.; OD; Auto.	3.73 ^h	4.1	3.54	7.10 x 15	41' 5"	60.625	60.5	25.18	.580	1,465 Man.	20.32	
119	21.4	20.4	173.5	Man.; OD; Auto.	3.9	4.1	3.54	7.10 x 15	41' 4"	58.5	58	23.77	.622	1,530 Man.	20.55	
115 1/2	25.3	25.3	173.5	Man.; OD; Auto.	3.9	4.1	3.31	6.70 x 15	41'	58.9	58.9	28.48	.516	1,484 Auto.	18.92	Feb. p. 136
115 1/2	25.3	25.3	173.5	Man.; OD; Auto.	3.9	4.1	3.54	6.70 x 15	41"	58.9	58.9	26.19	.544	1,366 Auto.	19.67	
104 3/8	20	20	132.1	Man.; OD; Auto.	4.1	4.27	3.54	5.90 x 15 ⁿ	39' 4"	58	58	27.64 ^o	.515	1,440 Auto.	21.76	Oct. p. 172
119	20.2	20.2	140.4	Man.; OD; Auto.	4.09	4.55	3.07	7.10 x 15	40' 6"	64	64	29.16	.543	1,670 Auto.	26.17	
119 7/8	20.2	20.2	140.4	Man.; OD; Auto.	4.09	4.55	3.07	7.10 x 15	40' 6"	64	64	26.78	.534	1,626 Auto.	26.70	
123 3/8	25.6	25.6	158.7	Man.; OD; Auto.	4.09	4.55	3.07	7.10 x 15	40' 7"	64	64	22.85	.545	2,140 Auto.	24.18	
123	26.1	21.3	220.1	Automatic	—	—	3.31	8.00 x 15	45' 8 3/8"	62.3	62.1	21.02	.647	1,380 Auto.	19.58	Jan. p. 143
118	25.4	25.4	159.1	Man.; OD; Auto.	3.91	4.09	3.54	7.10 x 15	40' 11 3/8"	58.9	58.9	22.44	.629	1,380 Auto.	22.72	Jan. p. 152
100	19.5	N.A.	92.1 ^r	Man.; OD; Auto.	3.77	4.4	3.3	6.40 x 15	42' 9"	58	45.25	30	.462	1,792 Man.	27.69	Dec. p. 152
108	19.5	N.A.	104.3	Man.; OD; Auto.	3.77	4.4	3.3	6.40 x 15	42' 2"	60	59.5	29.44	.460	1,792 Man.	25.41	
114 1/4	24.1	24.1	150	Man.; OD; Auto.	4.4	4.9	3.6	6.70 x 15	44' 5"	65	64.5	27.68	.561	1,794 OD	20.30	
121 1/4	25.5	25.5	172	Man.; OD; Auto.	4.1	4.4	3.15	7.10 x 15	45' 10"	65	64.5	26.38	.514	1,670 Auto.	19.94	
122	27.5	25.7	191.7	Man.; Auto.	3.42	—	3.07	7.60 x 15	42' 6"	62.3	62.5	23.25	.525	1,261 Auto.	20.62	Feb. p. 157
122	27.5	25.7	191.7	Man.; Auto.	3.42	—	3.23	7.60 x 15	42' 6"	62.3	62.5	21.59	.571	1,325 Auto.	20.83	
126	27.5	25.7	191.7	Man.; Auto.	3.42	—	3.23	7.60 x 15	43'	62.3	62.5	22.21	.571	1,331 Auto.	21.42	
122	27.3	22	198.8	Man.; OD; Auto.	3.9	4.1	3.54	7.60 x 15	43'	62.8	62	N.A.	.521	N.A.	N.A.	Feb. p. 142
122	27.3	22	198.8	Man.; OD; Auto.	3.9	4.1	3.23	7.60 x 15	43'	62.8	62	N.A.	.505	N.A.	N.A.	
127	30.9	22.5	208.25	Man.; OD; Auto.	3.9	4.1	3.54	8.00 x 15	45'	62.8	62	N.A.	.566	N.A.	N.A.	
127	30.9	22.5	208.25	Man.; OD; Auto.	4.1	4.55	3.54	8.00 x 15	45'	62.8	62	N.A.	.591	N.A.	N.A.	
114	21.1	19.7	158	Man.; OD; Auto.	3.73	4.1	3.73	6.70 x 15	39'	59.75	58.75	31.35	.459	2,010 Man.	19.84	Nov. p. 104
114	21.1	19.7	158	Man.; OD; Auto.	3.73	4.1	3.73	6.70 x 15	39'	59.75	58.75	31.85	.459	2,010 Man.	20.16	
114	21.1	19.7	158	Man.; OD; Auto.	3.73	4.1	3.73	6.70 x 15	39'	59.75	58.75	32	.459	2,010 Man.	20.25	
122	25	23.3	171	Man.; Auto.	4.1	—	3.07	7.10 x 15	43' 6"	59.8	60.7	29.15	.485	N.A.	—	Jan. p. 120
122	25	23.3	171	Man.; Auto.	3.9	—	3.07	7.10 x 15	43' 6"	59.8	60.7	28.33	.455	N.A.	—	
124	25	23.3	171	Man.; Auto.	3.9	—	3.23	7.10 x 15	45'	59.8	60.7	29.41	.474	1,481 Auto.	21.84	
116 1/2	—	20	166	Man.; OD; Auto.	4.1	4.56	4.1	6.40 x 15	38' 6"	59.5	59	34.12	.500	2,107 Man.	17.47	Dec. p. 110
116 1/2 ^y	—	20	195.3	Man.; OD; Auto.	4.09	4.27	3.54	7.10 x 15	38' 6"	59.5	59	27.22	.515	1,636 Man.	16.72	

have 195.6-cu.-in. engine with 7.3 compression; ^q140 hp. @ 4,000 with 8 compression; premium fuel recommended; ^r104.3 sq. in. with auto. trans.; ^s212 hp. @ 4,000 with 8.7 compression; ^tPatrician engine used in some Cavalier models; ^uEither 6 or 8 available on either Chieftain series; ^v118 hp. @ 3,800 with 7.7 compression for auto. trans.; ^w127 hp. @ 3,800 with 7.7 compression for auto. trans.; ^xPremium with high-compression head for auto. trans.; ^yHardtop coupe and Land Cruiser are 4" longer; ^zVariable-ratio steering gear. NOTE: Where N.A. appears above, the figures were not available at press time.

Exhibitors in the 1954 Spring Auto Show

Firm Name	Space Number	Product or Services
Brown Chevrolet Central Chevrolet Co. Cool Chevrolet Corp. Frear Chevrolet, Inc. Heinrich Motors, Inc. Siebert Motors, Inc.	1	Chevrolet
Brighton Auto Corp.	2	Packard
C. W. Fields, Inc. Palmer Motor Co. Ward Maurer, Inc. W. C. Zink, Inc.	3	Chrysler
C. W. Fields, Inc. E. J. Horton, Inc. F. A. Jones, Inc. McEvoy Motors, Inc. Palmer Motor Co. Seneca Motors, Inc. Simmons Motors Corp. Wolk Bros. Co. Inc. Weller Motors, Inc. Ward Maurer, Inc. W. C. Zink, Inc.	4	Plymouth
Guaranteed Motor Sales Quinn Motor Sales	5	Willys
Cassetti Motors	6	Kaiser
Sports Car Sales, Inc.	7	MG Austin Healy Jaguar
Koerner Motors, Inc.	8	Lincoln
Valley Cadillac Pontiac Corp.	9	Cadillac
Monroe Auto Sales Doyle's Main Motors Jim Verhey Motors, Inc.	10	Studebaker
Archer Motor Co., Inc. Judge Motor Corp. Kellett Motors Sergeant Motor Corp. Ken Ralph Ford, Inc.	11	Ford
Dorschel Buick, Inc. Whiting Buick, Inc.	12	Buick
E. J. Horton, Inc.	13	Dodge

Firm Name	Space Number	Product or Services
F. A. Jones, Inc. McEvoy Motors, Inc. Weller Motors, Inc.	13	Dodge
Bonenblust & Buckman, Inc. Fincher Motors, Inc.	14	Oldsmobile
Seneca Motors, Inc. Simmons Motors Corp. Wolk Bros. Co. Inc.	15	DeSoto
Koerner Motors, Inc. E. H. Peters, Inc.	16	Mercury
Feol Nash, Inc. Cumberland Nash, Inc. Kessler Nash Corey Nash, Inc.	17	Nash
Alling & Miles Beikirch Bros., Inc. DeBree Motor Sales	18	Hudson
Ralph Pontiac, Inc. Valley Cadillac Pontiac Corp.	19	Pontiac
Socony-Vacuum Oil Co. Inc.	20	Mobiloil Products
Thomas E. Messer	21	Imported Motorcycles
Thomas Heath	22	Bardahl Motor Oil
Union Trust Co.	23	Auto Financing
Rochester Outboard Motor Co.	24	Cushman Motor Scooters
Lincoln Rochester Trust Co.	26	Auto Financing
Frank L. Wilson	27	U. S. Tires
Security Trust Co.	28	Auto Financing
Webaco Oil Co.	29	Cities Service Products
Rochester Safety Council	30	Public Safety Program

THE GROWING TREND TO LINCOLN



Furniture, courtesy Knoll Associates, Inc.

What started the big move to the new Lincoln?

WHY have sales of this fine car more than doubled in two short years?

The answer lies partly in the new and imaginative ideas inspired by modern design, modern architecture, *modern living*.

Notice the clean-lined new front grille, the expansive new rear deck, the brilliant new styling all around, the exciting new colors and interiors. Then *try* this new Lincoln.

Its action and its handling tell you why Lincoln won the Mexican Pan-American

Road Race two years in a row—sweeping the first four places in the stock car class.

The matchless Lincoln V-8 engine gives you new response with its new automatic 4-barrel carburetor. Handling is effortless; for Lincoln is the only fine car with ball-joint front wheel suspension.

Isn't a car as ahead-of-the-times as the new Lincoln worth an in-person look and a drive? You're invited to visit your Lincoln dealer.

SEE YOUR NEAREST LINCOLN DEALER

NEW 1954

LINCOLN

DESIGNED FOR MODERN LIVING
POWERED FOR MODERN DRIVING

NEWEST NEW

OLDSMOBILES IN 57 YEARS!

NOW ON GALA DISPLAY AT

ROCHESTER AUTO SHOW

EAST MAIN

ARMORY

MARCH 13—MARCH 20

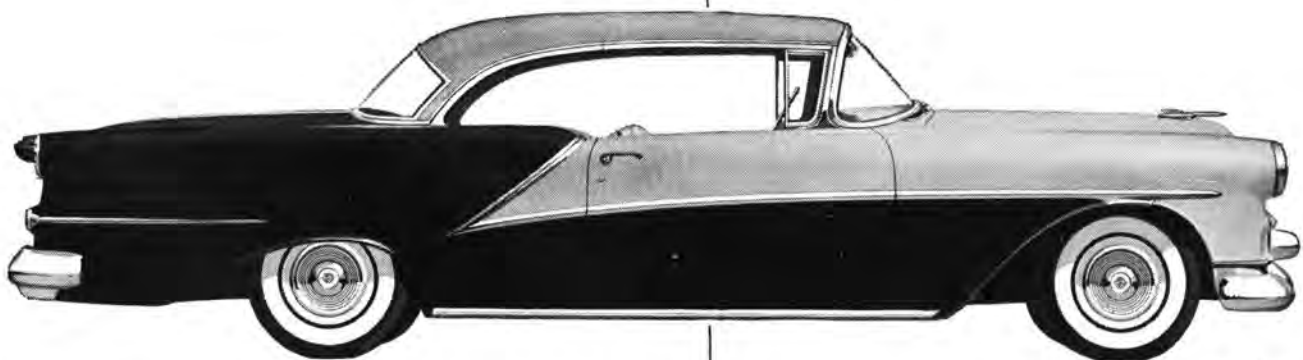
THE ULTRA-NEW SUPER



There's never been a car like it! See Oldsmobile's out-ahead Super "88"! With a longer, lovelier, low-level silhouette! New-slant panoramic windshield! New 185-horsepower "Rocket" Engine!

Super "88" Holiday Coupé. White Sidewall Tires optional at extra cost. A General Motors Value.

THE "Dream Car" NINETY-EIGHT



Now it's a dazzling reality . . . the car Oldsmobile has pointed for since the introduction of the "Rocket"! Here is the ultimate in distinctive new styling, gracious new luxury, commanding new power!

Ninety-Eight Deluxe Holiday Coupé. White Sidewall Tires, Special Two-Tone Treatment optional at extra cost.

YOUR OLDSMOBILE DEALER

FINCHER MOTORS, INC.
18 S. UNION ST.
ROCHESTER, NEW YORK

BONENBLUST & BUCKMAN, INC.
340 LAKE AVE.
ROCHESTER, NEW YORK

Wasted: \$3 Billions Yearly — We Can't Afford It

By James Cope, Vice President, Chrysler Corporation

We who are in business to produce and sell automobiles, trucks and buses obviously have a strong and immediate interest in the country's highway system. A better road system for the nation will lead to better markets for our motor vehicles. Yet our interest is small compared to the nation's interest in the health of the whole vast system of highway transportation.

According to the Brookings Institution, highway transportation as we know it in the United States is "the greatest single combination of economic activities in man's history." It pays one-sixth of the nation's taxes, and provides over ten million jobs. Six million workers, for instance, are truck drivers. More people are employed in all branches of highway transportation than on all the nation's farms. Individual business establishments directly connected with highway transportation number over 700,000. The people of the United States pay over \$50 billions a year for highway transportation services. Motor trucks account for 15 per cent of freight ton-miles and 77 per cent of total freight tonnage hauled yearly. Highway transportation also accounts for 95 per cent of all passenger miles of travel in the United States. In some states the automobile, together with the highway system, has made the tourist industry the single most important producer of wealth.

From any point of view, highway transportation is one of the most vital parts of the American economy. It brings together, when and where there is work to be done, the people, the materials, the machines and the resources to build the things we need. It helps through the growth of its own facilities to keep the economy prosperous and growing. It is also an important arm of national defense. In the words of President Eisenhower, "Next to the manufacture of the most modern implements of war as a guarantee of peace through strength, a network of modern roads is as necessary to defense as it is to our national economy and personal safety."

The nation wants and needs safe and adequate highways. The automobile industry recommends strongly that the nation's highway requirements be met.

INVESTMENT IN HIGHWAYS AFFECTS NATION'S STRENGTH

Members of the Subcommittee on Roads have been studying the condition of the highway system and as-

sessing its needs so as to lay a foundation of fact for what amounts to an investment decision by the Congress. This decision will affect profoundly the strength and the well-being of the nation. You are taking into account certain broad considerations: What is the condition of our roads? Are they adequate at present, and have we taken into account our needs for the future? Whose responsibility is it to finance road building and maintenance, and to what extent?

You are also asking specific questions—on taxes, on the role of the Bureau of Public Roads, on the kinds of roads we need, on the limitations of size and weight of vehicles, and on highway safety. In the remainder of my testimony I shall reply to your questions, from the standpoint of the automobile manufacturing industry. Underlying the opinions and the facts I shall present are three points of view that I want to make plain at the outset:

1. As we see it, the road problem is a nation-wide problem. It is a problem that must be solved cooperatively by the local, state and federal governments. In the past decades our success in building the world's greatest interconnecting system of roads, streets and highways has been due to the release of local energy and funds on the one hand—and to the coordination and balancing of these local contributions through federal aid and guidance on the other. We believe the federal government should continue to have its present responsibilities, and that it should continue to carry out its obligation in giving financial support to the nation's highway program.

2. We believe the present road system is grossly inadequate; and we believe that local, state and federal expenditures for highway improvement should be increased. As a matter of plain and alarming fact, large segments of the present road system are critically unsafe and inadequate for even the present volume of traffic. We cannot be complacent over the present road program, which is losing ground in relation to the nation's expanding traffic demands. Failure to increase our investment for roads would result in continued financial losses to the people who use motor vehicles—and this of course means nearly everyone. The people pay for inadequate roads—with their time, with the money they pay for higher costs of transportation and the higher costs of operating their own cars in congested traffic, and most important of all, with injuries

(Continued on Page 15)

What's In Store for '54 In the Automobile Industry?

Edward C. Schoen

Secretary Rochester Automobile Dealers Association



When you compare auto industry leaders' predictions of 1954 passenger car sales of from 5 to 5.5 million with last year's total of 6.1 million cars the forecasted reduction in sales looks impressive. However, when you examine auto sales of the last 28 years (exclusive of World War II) you'll find that the average annual sales have been only 3,128,711 new cars. Therefore, averaging the estimates of the industry presidents to arrive at a 1954 total of 5,200,000 new cars, this will put 1954 production some 66 percent above the average year. Not bad!

That the industry can expect a very good year, even though no one predicts any sales records to be broken, is born out in our new car registration totals in Monroe County. In January 1953 there were 1821 new cars registered. While in 1954 total of 1400 was down considerably, it was well ahead of the 1952 total of 1193 cars. In February this year sales are running slightly AHEAD of 1953.

We expect, that as in years past, our Spring Auto Show at the East Main St. Armory, March 13-20, will prove to be a sales stimulant. This unique, once-a-year opportunity to compare all of the new models side-by-side helps many prospective buyers who have been on the fence regarding make and model to make up their minds and dealers report greatly increased traffic during and immediately following auto shows. This year the show has been extended to eight days in an attempt to spread the attendance over a longer period making show visiting easier during peak hours. This extra day will be provided by the show remaining open Sunday, March 14.

No one making economic predictions for the automobile industry for this year, or any year, can overlook the tremendous advertising and selling job this industry has done, to make the automobile such an important part of the standard of living of every American family. Americans are "car minded" and, as long as economic conditions remain fairly stable, can be counted on to continue to buy cars in good quantity.

Things We Can Do Without on Todays Highways



COPYRIGHT 1953 CARTOONS OF THE MONTH

"Put your cake up here, Maw,
so I can steer this thing"

*You open the door
and enter a world . . .*

as tasteful, as colorful
as your own home



NEW DODGE ROYAL V-8 FOUR DOOR SEDAN

Beautiful color-flecked Jacquard fabrics grace the luxurious foam-rubber seats. Every detail of trim and appointment is color-harmonized—from the satin-tone instrument panel to the deep pile carpet on the floor.

Behind the wheel, you thrill to the eager responsiveness of the

Red Ram V-8 engine—*stepped-up* to 150-h.p. and *teamed-up* with full-time Power Steering and flashing PowerFlite Drive—newest, smoothest, most powerful of all automatic transmissions. This is the Dodge with more than ever before: More massive length and flashing style, more brilliant performance, more exciting features.

More to it—More in it—More of it!

THE ACTION CAR FOR ACTIVE AMERICANS
dependable
new '54 **DODGE**

Specifications, equipment and price subject to change without notice.



*Elegance
in Action*



Wasted \$3 Billions Yearly

(Continued from Page 11)

and loss of life. The Automobile Manufacturers Association has just completed research, in time for use at this hearing, which shows that the nation's drivers are paying a penalty of at least \$3 billions yearly because of unsafe and inadequate highways. This \$3 billion loss is part of the costs, tangible and intangible, we pay for inadequate roads. Thomas H. MacDonald, who recently retired from his position as U. S. Commissioner of Public Roads after a long and distinguished service, has said, "We pay for good roads whether we have them or not—and we pay *less* if we have them than if we do not."

HIGHWAY CONSTRUCTION PROGRAM A SUSTAINED EFFORT

3. Finally, we believe that the decision on our highway program is one that should be made in the light of the nation's continuing need for intensified highway building over the next decade and a half. It is not a decision for the next year or the next few years. For more than twenty years we have been falling behind in highway construction, and it will take money and time to meet the accumulated needs. Consequently, any program that is laid out for the future should be aimed at a sustained effort.

The great roadbuilding era that began in the 1920's ended in 1931. Since then, our motor vehicle registrations have more than doubled.

There is every indication that this growth pattern will continue strongly in the years ahead and will call for continuing expansion of the highway plan. The 1952 report of the President's Materials Commission predicted that by 1975 we will have 65 million passenger cars and 20 million trucks and buses in use. The U. S. Bureau of Public Roads has predicted that highway travel will be double the present volume by about 1970.

It is worth noting that past forecasts of this type invariably have been too conservative.

Since 1931, highway work has lagged far behind the pace set earlier. Meanwhile, highway travel now has risen to over two and one half times the 1931 volume. Except during World War II, when gasoline rationing was in effect, highway travel has for several decades been closely parallel to the gross national product of goods and services—which indicates the close relationship between highway transportation and the expansion of our total economic activity.

Competent traffic safety authorities estimate that about two in every five traffic deaths would automatic-

The Official 1954 AUTO SHOW PROGRAM

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by

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Rochester 4, New York

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Rochester 4, New York



ally be avoided if present highway deficiencies did not exist.

Safety is increased by improving sight distances on two-lane roads, installing one-way streets where needed, the widening of bridges and pavements, and the building of modern freeways.

About \$5.5 billions yearly is now being spent on road and street work in the nation. Highway officials estimate that in years immediately ahead the yearly expenditures should be as much as \$7 billions, including prudent use of borrowed funds, if we are to catch up with traffic requirements in the next 15 years.

Our highway deficiencies are costing all of us money every day. I mentioned the research study by the A.M.A., which estimates the minimum direct yearly cost of unsafe and inadequate highways at \$3 billions.

Of this total, \$2.1 billions yearly can be traced directly to the deficiencies of the 40,500-mile Interstate Highway System. This System is expected to carry a full 20 percent of all U.S. urban and rural traffic when improved to recommended standards. The extra costs resulting from outmoded and inefficient highways include gasoline waste, extra wear on brakes and tires, needless traffic accidents, and time lost in traffic delays by commercial vehicles with paid drivers.

ROADS AND STREETS COST \$8.5 BILLIONS YEARLY

It is therefore misleading to say that we now spend only \$5.5 billions yearly on roads and streets. We really spend at least \$8.5 billions if we include the money wasted for lack of needed highway improvements.

This wasted money comes out of the pockets of the nation's motor vehicle owners. It is spent on increased rates automobile insurance companies are having to

(Continued on Page 27)

See and Inspect the 1954 CADILLAC



Styled to be Copied for Years to Come !

Here, indeed, is a special opportunity to see and judge the magnificent 1954 Cadillac. For today you will find this beautiful motoring creation on open display with virtually every other make of American motor car—and we are certain you will understand instantly why the 1954 Cadillac is so universally recognized as the “Standard of the World.” Never before has the Cadillac car led so manifestly in styling . . . or in luxury . . . or in

performance. It is simply breath-taking to behold . . . its new interiors are the most beautiful of all time . . . and its many advanced engineering features have established an entirely new standard of automotive performance. After you have seen and inspected the 1954 Cadillac today, we hope that you will visit our own showroom—and let us arrange a personal demonstration. We will be delighted to see you at any time.

YOUR CADILLAC DEALER

For 1954 . . . The



The Corvette

...AMERICA'S MOST TALKED-ABOUT
SPORTS CAR

Only 33 inches high and 167 inches long on a 102-inch wheelbase! Its 150-horsepower Blue Flame engine, with Powerglide, assures brilliant performance never before approached by any but the world's most expensive cars.



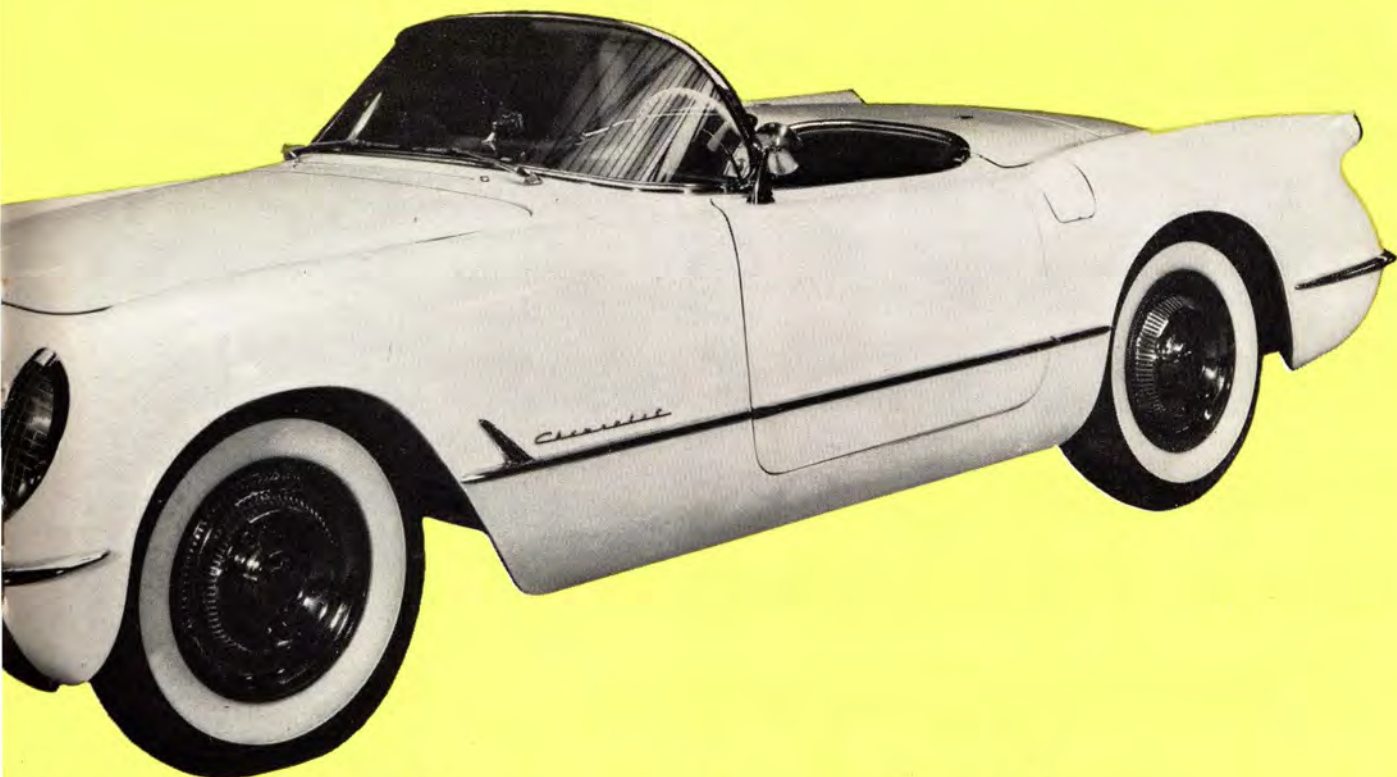
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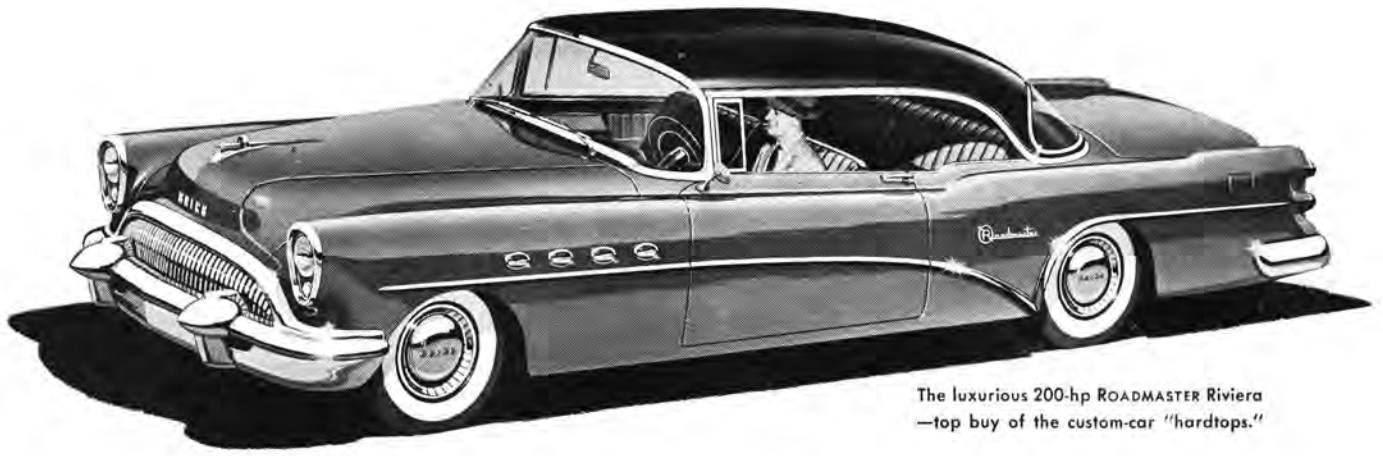
The Bel Air

SO BEAUTIFUL IT CAN BE COMPARED
ONLY WITH HIGHER-PRICED CARS

...Lower...longer...in a wide selection of new "fashion fiesta" colors. Keynotes the new beauty...new power...new economy of Chevrolet for '54.



best seller for over twenty-three years



The luxurious 200-hp ROADMASTER Riviera
—top buy of the custom-car "hardtops."

It looks like the biggest hit in BUICK history!

WE'VE had more than a fair share of success in this business—but this beats all!

From the day we opened our doors to show the new 1954 Buicks, we've been kept hopping by people, questions and orders.

It seems that folks have been hoping for a really big change in the new cars — and Buick's got what they want, right across the board.

Buick's got it in style—in the sleek, swift, low and glamorous look of the sports cars, but with the room and comfort of Buick size and breadth.

Buick's got it in power—in high-compression V8 engines all stepped up to new horsepower

highs and boosted to new economy with Power-Head Pistons.

Buick's got it in ride comfort, too, and handling ease, and visibility—and a whole new list of features as up to the minute as the very look of these great cars.

But—why don't you come see what all the excitement is about?

Then you'll discover that what's helping to make the '54 Buicks the biggest hit in our history are the prices we're quoting—prices that buy more Buick beauty and power and thrill and sheer automobile than smart money ever bought before.



LOOKS LIKE A MILLION,
RIDES LIKE A MILLION,
yet this gorgeous 1954 Buick SPECIAL Convertible —
V8-powered to a record high — delivers locally for just
a few dollars more than similar models of the "low-price three."

BUICK
the beautiful buy

When better automobiles are built
BUICK will build them

SEE YOUR BUICK DEALER

The Rochester Police Department's Safety Program

By Inspector Albert O. Daniels

The traffic and accident problem represents about 85% of all police work today. This situation confronts the whole nation. Our National toll of highway death and injury is going to continue to rise until every driver and every pedestrian is made to realize that he must obey all of the safe driving and walking regulations, and then and only then, will our nation begin to have a better safety record.

Automobile manufacturers have built into their cars every safety feature known to science and engineering. So, let us look at the facts as to who causes accidents.

1. Faulty Vehicles, 10%; 2. Defective Roadways, 5%; 3. Drivers and Pedestrians, 84%; 4. Acts of God, 1%. Now you can place the blame for accidents and you can see where the great emphasis for safety education and training must be directed.

Last year, 1953, 38,300 persons were killed on the streets and highways of the United States. About one million persons were injured. Motor vehicle accidents cause an annual financial loss of about three billion dollars. Each year the nation suffers a loss of about two to three billion dollars as the result of congestion.

Here at home in Rochester, New York, our city administrative officials have been and are acutely aware of the magnitude of the street traffic safety problem and have in the past and are at the present time doing everything within their power to try and make Rochester a safer city in which to live. To give you an idea of the great job that now confronts the city administration and the police officials in relation to street safety, I would like to point out to you the almost phenomenal growth of the motor vehicle population and the problem that it presents to the city of Rochester.

In the year of 1900, Rochester had about two dozen automobiles and this includes the whole County of Monroe. Fifty-three years later we have about 175,000 motor vehicles in Monroe county and these vehicles are using the same streets of fifty-three years ago that were primarily laid out for the use of the horse and buggy.

The first traffic squad was formed November 20th, 1905. It consisted of seven men and a captain. There were no traffic regulations at that time and the chief



ALBERT O. DANIELS

traffic offenders were the drivers of HAY WAGONS. These seven men manually directed traffic at the several busy downtown street intersections. This bureau has grown each year with the increased growth of traffic to its present strength of about sixty men and five commanding officers.

In 1938 the motor vehicle accident problem had grown to the point where all top city officials agreed that some definite corrective step must be taken. It was at this time that an Accident Investigation squad was formed in the traffic division and it was their job to investigate all accidents called to their attention.

Good accident investigation is the base of any good traffic safety program. The reason for this is, that good investigation develops why, when and where the accidents are happening and this information is analyzed and channelled in three directions, thru education, enforcement and engineering departments of the police bureau.

During the past three years the Rochester Police Bureau has stepped up its enforcement program to an all time high. At the present time it is your writers belief that the drivers of the City of Rochester are the Most Speedometer Conscious, Most Rear View Mirror Conscious group of drivers in the nation. This is the result of the enforcement program being carried on in Rochester.

Our accident prevention division is second to none in the nation and it is composed of men who are imbued with the wish to make Rochester a safe city. Part of the division is a Hit and Run Squad that has done such a wonderful job that they have brought our city national acclaim.

All of the scientific aids that are useful in police work are employed by our police bureau such as, the Urine test, the Wire Recorder and colored motion pictures in drunken driver cases.

In January of this year another step was taken by the police to try and prevent accidents from happening. A new division was created in the police bureau and it was, The Safety Education Division. The work of this division is to keep before the public the reasons for safe driving and walking. This work is carried on with the cooperation of the press, the radio and the television and all public and civic groups.

The Rochester police department is striving to make this city a safe place to live and to do this it must have the cooperation of every driver or pedestrian. The automotive industry is doing its part in building safe vehicles. So won't you Walk and Drive Safely?

Rochester Safety Council

of the

Rochester Chamber of Commerce

SUMMARY OF PERSONS KILLED AND INJURED IN TRAFFIC ACCIDENTS IN ROCHESTER, NEW YORK

Year	PERSONS KILLED			PERSONS INJURED			Total Injury Accidents	Monroe County Motor Vehicle Registration	Deaths Per 10,000 Vehicles
	Pedestrian	Other	Total	Pedestrian	Other	Total			
1915	*	*	12	*	*	*	*	12,761	9.4
1916			22					15,464	14.2
1917			14					19,278	7.2
1918			15					21,900	6.8
1919			19					27,768	6.8
1920			25					34,438	7.2
1921			31					40,577	7.6
1922			34	832	525	1,357	1,213	51,925	6.5
1923			33	1,006	696	1,702	1,506	64,175	5.1
1924			31	987	725	1,712	1,501	73,837	4.2
1925	32	8	40	1,183	876	2,059	1,791	82,872	4.7
1926	37	15	52	1,204	1,021	2,225	1,945	92,516	5.6
1927	34	6	40	1,395	1,274	2,669	2,251	98,206	4.2
1928	32	11	43	1,327	1,447	2,774	2,298	103,312	4.1
1929	33	7	40	1,311	1,615	2,926	2,408	110,469	3.6
1930	37	11	48	1,218	1,782	3,000	2,408	111,292	4.3
1931	25	12	37	1,288	1,812	3,100	2,454	109,213	3.4
1932	25	7	32	1,073	1,442	2,515	1,992	105,546	3.0
1933	22	8	30	977	1,338	2,315	1,847	104,771	2.8
1934	37	9	46	1,037	1,479	2,516	2,030	107,917	4.2
1935	36	7	43	910	1,446	2,356	1,888	112,242	3.8
1936	37	13	50	934	1,395	2,329	1,924	119,656	4.2
1937	38	15	53	1,037	1,558	2,595	2,104	125,233	4.2
1938	27	11	38	855	1,501	2,356	1,850	125,947	3.0
1939	29	12	41	843	1,557	2,400	1,840	128,176	3.2
1940	22	12	34	754	1,589	2,343	1,831	134,695	2.5
1941	23	11	34	832	1,948	2,780	2,102	138,434	2.4
1942	25	6	31	774	1,745	2,519	1,877	130,071	2.3
1943	23	5	28	606	1,204	1,810	1,347	119,120	2.3
1944	18	8	26	589	1,231	1,820	1,344	115,903	2.2
1945	22	2	24	736	1,592	2,328	1,717	118,393	2.0
1946	28	6	34	825	2,101	2,926	2,104	131,097	2.6
1947	24	8	32	803	2,218	3,021	2,202	140,354	2.3
1948	20	8	28	806	2,214	3,020	2,204	149,588	1.9
1949	18	6	24	672	1,999	2,671	1,990	159,533	1.5
1950	15	8	23	701	1,949	2,650	1,985	165,544	1.4
1951	17	4	21	551	1,345	1,896	1,478	173,131	1.2
1952	12	0	12	442	791	1,233	1,017	174,494	0.7
1953	14	11	25	410	557	967	806	179,907	1.4
29 years	762	247	1009	26,093	57,368	83,461	52,830		

* Information not available

NEW '54 PLYMOUTH



Under the Beauty

SOLID VALUE

Longer, lower-sweeping lines, accented with heavy sculptured chrome, highlight the dramatic new styling of the 1954 Plymouth. The all-new "Color-Tuned" interiors, with perfect harmony of fabric and finish, offer a level of luxury never before attained in a low-price car. Beneath all this bright new beauty are important engineering advances that make Plymouth the car of solid value.

Tune in Medallion Theatre every week on CBS-TV. See TV page of your newspaper for time and station.

PLYMOUTH—Chrysler Corporation's No. 1 Car

PLYMOUTH BUILDS GREAT CARS

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Palmer Motors, Inc.
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Seneca Motors, Inc.
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Simmons Motors Corp.
336 East Ave.

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1954

Aero WILLYS

★ MORE POWER PER POUND...

★ MORE STYLE PER INCH...

★ MORE VALUE PER DOLLAR...



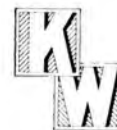
the Beautiful New 1954 AERO WILLYS
...now with **27% MORE POWER!**

Why you step out in front with a Willys ...

HORSEPOWER PER POUND OF CAR...WILLYS VS. THE "BIG 3"

1954 AERO WILLYS	
LOW-PRICED CAR "A"	
LOW-PRICED CAR "B"	
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Another outstanding product of the great new Kaiser-Willys combination.



Kaiser-Willys Sales Division,
Willys Motors, Inc., Toledo 1, Ohio

Automobile Club Urges High School Driver Training

By Charles H. Gertner, Secretary, Automobile Club of Rochester

Safety on the highway is being brought to our attention more and more every day. While words will not correct or reduce the number of accidents, motorists



CHARLES H. GERTNER

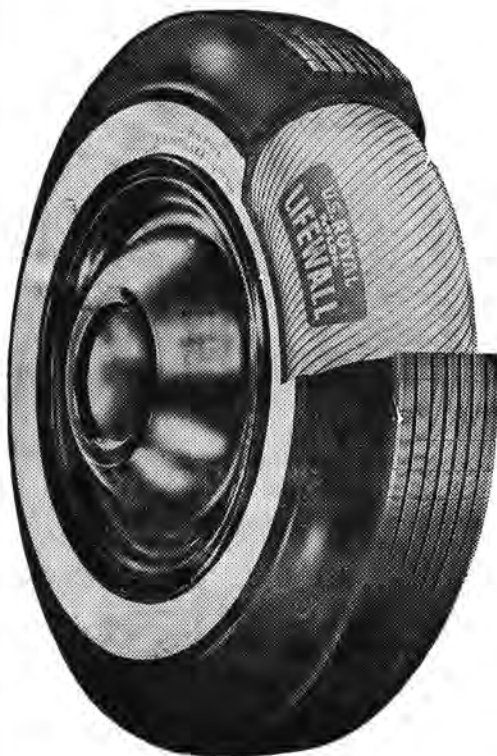
could pay heed to a simple formula that would make driving safer for everyone and that is courtesy on the highway. It is a simple matter of practicing the golden rule. Put the other driver or pedestrian in your shoes and treat him as you like to be treated. If drivers treated each other with the same courtesy they show to a guest in their homes, it

would immeasurably reduce accidents.

Courtesy on the road and sound driving practices is a part of the driver training program which is being

taught to the youths in most of our city high schools. This is one of the finest things that can be done in the interest of safe driving and one of the most effective ways to reduce accidents. Driver training in the high schools is one of the best ways to teach the youth of America to drive safely, and for one amateur to teach another to drive is simply a case of the blind leading the blind.

GOOD DRIVERS AREN'T BORN — THEY'RE TAUGHT. Good drivers aren't born that way, nor is their skill inherited from fathers, brothers or next-door neighbors. Unfortunately most people do not know how to teach a man, woman, or youth to drive properly. They can only reveal, what in their own minds, they believe to be the correct procedure, which may often be entirely wrong. There is, however, one tested and approved way — the AAA Driver Training Course. Through the cooperation of the Automobile Club of Rochester and local car dealers, Rochester is fortunate in having a sound behind-the-wheel driver training course in the Rochester high schools.



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UNITED STATES

ROYAL MASTER TIRES

ROYAL LIFEWALL TUBES

"The World's Safest Combination"

Goodland Hoffman, Inc.

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BAker 1670



THE 1954 MERCURY, with its entirely new overhead-valve engine, topped other cars compared in test-track runs—for performance, for easy handling, for safe, sure control at all times. Although 28% more powerful than last year's Mercury, it can give you even more miles per gallon.

Now_161-Horsepower V-8

_and see how easy it makes any driving!



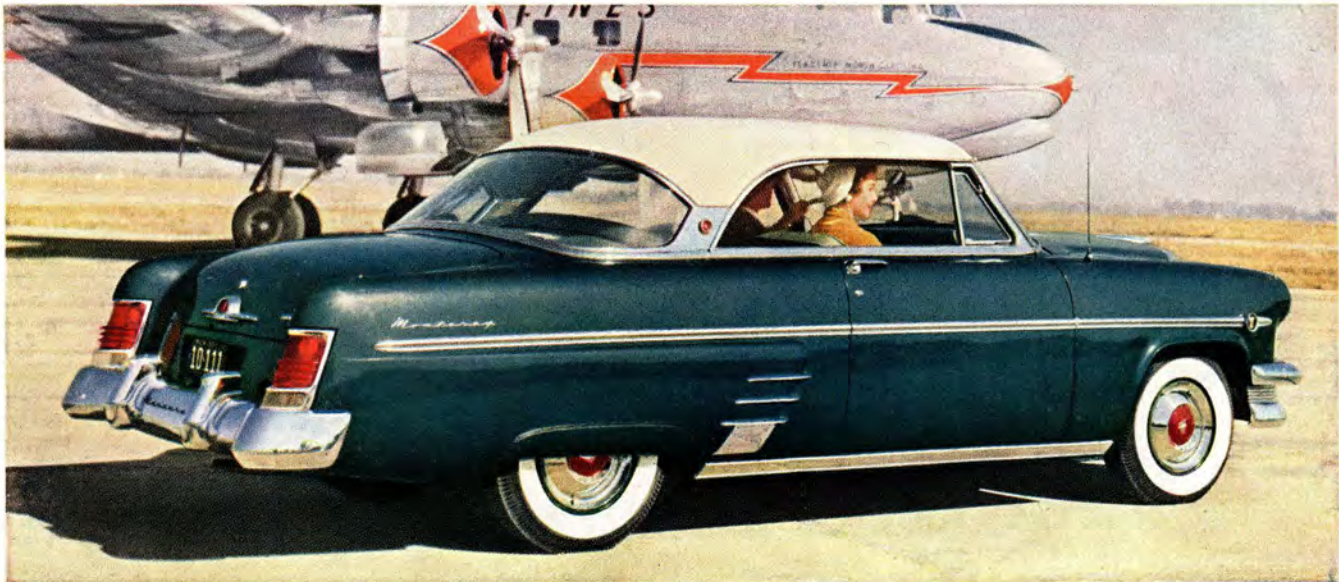
FAR-EASIER PASSING—NEW 4-BARREL CARBURETOR automatically releases Mercury's emergency reserve power when needed for safer passing.



FAR-EASIER CORNERING—NEW BALL-JOINT RIDE—Another first-in-its-field for Mercury for sports-car stability, matchless control.



FAR-EASIER HILL CLIMBING—No strain, no hesitation. You maintain your speed effortlessly—with plenty of power still left in reserve.



MAKE DRIVING AS EASY AS YOU WANT with optional 4-way power seat, power steering, power brakes, Merc-O-Matic Drive, electric window lifts.

Your first ride will prove it . . . here's an entirely new kind of power for a popular-priced car.

It's *smoother, more efficient* power—with tremendous reserve capacity. It's more *restful* power—as quiet as the wind slipping by. And it's *safer, more sensitive* power—responds faster to your touch.

The new 1954 Mercury is designed to make driving safer, easier. Your Mercury dealer invites you to come in and see for yourself.

THE CAR THAT MAKES ANY DRIVING EASY

New
1954 **MERCURY**

SEE YOUR NEAREST MERCURY DEALER

HOME HEATING OIL

CONDITIONED
WITH . . . **SR-158**

SR-158, exclusive with Independent, minimizes the need for storage-tank cleaning, assures full capacity and longer tank life, keeps oil CLEAN in storage, gives you MORE HEAT PER DOLLAR! Independent gives you AUTOMATIC, metered delivery!



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Martin Q. Moll, President

Car Score Card for 1954

(Information on the Kaiser and Willys Automobiles not included in the Car Score Card listed on pages 6-7.)

KAISER Special: Wheelbase 118.5"; Overall length 213.78"; Overall width 74.875"; Overall height 60.25"; Shipping weight 3210 lbs.; Engine type L-head 6; Bore and stroke 3.313 x 4.375; Brake horsepower 118 @ 3650 rpm; Taxable horsepower 26.3; Maximum torque 200 @ 1800 rpm; Piston displacement 226.2; Compression ratio 7.3 to 1; Steering ratio 25 to 1; Turning radius 19'; Service brake area (sq. in.) 176; Axle ratio 3.91 Std., 4.55 with Overdrive, 3.31 with Hydra-Matic; Front seat width 63.18"; Rear seat width 63.12"; Sedan weight per horsepower 27.2 lbs.

KAISER Manhattan: Wheelbase 118.5"; Overall length 215.62"; Overall width 74.875"; Overall height 60.25"; Shipping weight 3275 lbs.; Engine type L-head 6; Bore and stroke 3.313 x 4.375; Brake horsepower 140 @ 3900 rpm; Taxable horsepower 26.3; Maximum torque 215 @ 2400 rpm; Piston displacement 226.2; Compression ratio 7.3 to 1; Steering ratio 25 to 1; Turning radius 19'; Service brake area (sq. in.) 176; Axle ratio 3.91 Std., 4.55 with Overdrive, 3.31 with Hydra-Matic; Front seat width 63.18"; Rear seat width 63.12"; Sedan weight per horsepower 23.3 lbs.

WILLYS Ace: Wheelbase 108"; Overall length 180 7/8"; width 72"; Overall height 59.75"; Engine type L-head 6; Brake horsepower 115 @ 3650 rpm; Taxable horsepower 26.3; Bore 3.313"; Stroke 4.375"; Piston displacement 226.2; Compression ratio 7.3:1; Maximum torque 190 @ 1800 rpm; Shipping weight 2778 lbs.; Steering ratio 23.7:1; Axle ratio Std. 3.54, O.D. 4.10, Hydra. 3.31; Turning radius 19'; Front seat width 61"; Rear seat width 61"; Sedan weight per horsepower 24.1 lbs.

WILLYS Eagle: Wheelbase 108"; Overall length 180 7/8"; width 72"; Overall height 59.75"; Engine type L-head 6; Brake horsepower 115 @ 3650 rpm; Taxable horsepower 26.3; Bore 3.313"; Stroke 4.375"; Piston displacement 226.2; Compression ratio 7.3:1; Maximum torque 190 @ 1800 rpm; Shipping weight 2847 lbs.; Steering ratio 23.7:1; Axle ratio Std. 3.54, O.D. 4.10, Hydra. 3.31; Turning radius 19'; Front seat width 61"; Rear seat width 61"; Sedan weight per horsepower 24.1 lbs.

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MERCURY



Don't miss the showpiece of the show!

The new Super-powered '54 Kaiser

Styled to steal the show and powered to run away with it—that's the new Super-powered '54 Kaiser!

And when you compare it with all the other fine '54 models at the show, you'll agree Kaiser is *the* car with the big change in everything that's important to you.

There's a big change in power! Surging new "power-on-demand" for the fastest pick-up you ever felt—plus economy that rivals that of a small car.

A big change in styling! New—from its elegant French headlights to its massive Safety-Glo rear fender lights—styled with more glass area than any other standard American sedan.

A big change in luxury! A breathtakingly handsome Steering Turret instrument panel with airplane type toggles. And all around you the richest new color-styled luxury vinyls and fabrics.

A big change in value! Value as new as the great new combination of Kaiser and Willys that created it—value that can serve as a yardstick for judging every other car at the show.

*See it at
Booth No. 6
First floor.*

'54 Kaiser...the new car with the big change!

Kaiser-Willys Sales Division, Willys Motors Inc., Toledo, Ohio

Report on Highway Systems

(Continued from Page 15)

charge and on the cost of food and other freight that moves over the highways. It is a cost shared by every person in the nation. And the \$3 billions is by no means the total cost penalty of inadequate roads. Also involved are other factors that defy precise measurement and which are not included in the estimate. Among these are such hidden costs as urban land blight and unrealized industrial and agricultural potentials.

PUBLIC PAYS THE PRICE FOR HIGHWAY DEFICIENCIES

The automobile industry believes the public pays too high a price today—in economic losses and in needless traffic accidents—for the deficiencies of our highway system. We believe it is in the public interest to remove wherever possible these excessive penalties caused by inadequate highways.

The \$3 billion yearly waste in motoring costs due to inadequate highways occurs almost entirely on about 19 per cent of our road and street mileage. This is the mileage that carries 81 per cent of all traffic in the nation. These heavily traveled roads and streets are virtually all on the federal-aid road network. Rural federal-aid roads make up about 18 per cent of all highway mileage but carry 42 per cent of all traffic. Urban arterial streets make up about 1 per cent of all road mileage but carry 39 per cent of all traffic.

COOPERATIVE EFFORT CAN PRODUCE BETTER HIGHWAYS

The United States is one of the few nations of the world in which the actual building of roads is carried out by state and local governments. This arrangement is effective because of the strong tradition of cordiality and cooperation that has been built up by the federal, state and local governments through decades of thinking and acting together with a great and common purpose. The cooperative agreement between our federal and local governments has produced results. While we have many highway deficiencies, we also have the world's most advanced road system. It was our early road improvements, guided by a wise federal-aid concept, that permitted traffic to expand beyond all expectations. The cooperative program that gave us today's highways is well suited to give us better highways tomorrow.

Without the federal-aid road program, most states would lose ground in highway development. Without the federal-aid program, the federal government would be neglecting its constitutional obligation to help in-

(Continued on Page 29)

The Sensational New

Cushman 780
SHAFT DRIVE
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Quarter ton load carrying capacity at an unbelievably low cost . . .

Ask for a free "On-the-Job" Demonstration.

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DRIVE IN COMFORT

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"I WANT TO FINANCE DEALER-CAC PREFERRED WAY"

Comfort is more than springs, shock absorbers and cushions. There is a deeper comfort in the protection and services you get when you finance your car the CAC PREFERRED WAY.

Ask your dealer for the CAC BIG NEW VALUE PACKAGE FINANCING. Be sure you get it. 8 features to complete your motoring safety and enjoyment.

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C. A. Beikirch	Beikirch Bros. Inc.	160 Mt. Hope Ave.	Hudson
L. J. Bonenblust	Bonenblust & Buckman Inc.	340 Lake Ave.	Oldsmobile
H. M. Brown	Brown Chevrolet	769 Main St. W.	Chevrolet
M. W. Hallman	Central Chevrolet Co.	200 East Ave.	Chevrolet
J. R. Mittlesteadt	Cool Chevrolet Corp.	360 Culver Rd.	Chevrolet
Wm. R. Corey	Corey Nash Inc.	556 Lyell Ave.	Nash
Edward Aratari	Brighton Auto Corp.	1755 Monroe Ave.	Packard
James F. Volpe	Cumberland Nash Inc.	209 Clinton Ave. N.	Nash
Louis DeBree	DeBree Motor Sales	1891 Dewey Ave.	Hudson
John G. Dorschel	Dorschel Buick Inc.	68 Genesee St.	Buick
G. B. Doyle	Doyle's Main Motors	600 Main St. E.	Studebaker
Richard Feol	Feol Nash Inc.	775 Culver Rd.	Nash
A. C. Lohman	C. W. Fields, Inc.	373 Goodman at Monroe	Chrysler-Plymouth
H. H. Henry	Fincher Motors Inc.	12 S. Union St.	Oldsmobile
A. C. Frear	Frear Chevrolet Inc.	1110 Stone Rd.	Chevrolet
Paul C. Curcio Sr.	Guaranteed Motor Sales	1168 Lyell Ave.	Willys
J. H. Heinrich	Heinrich Motors Inc.	214 Lake Ave.	Chevrolet
E. J. Horton	E. J. Horton, Inc.	625 Culver Rd.	Dodge-Plymouth
Gardner A. Huff	Huff Pontiac	1285 Rochester Rd. Fairport, N. Y.	Pontiac
F. A. Jones	F. A. Jones, Inc.	685 Main St. W.	Dodge-Plymouth
J. Judge	Judge Motor Corp.	81 Lake Ave.	Ford
C. R. Kellett	Kellett Motors	1923 Ridge Rd. E.	Ford
Jack L. Kessler	Kessler Nash	67 Ridge Rd. W.	Nash
Harold F. Koerner	Koerner Motors Inc.	167 Court St.	Lincoln-Mercury
Roy E. Maurer	Ward Maurer Inc.	459 Portland Ave.	Chrysler-Plymouth
Frank J. McEvoy	McEvoy Motors Inc.	79 Howell St.	Dodge-Plymouth
Stephen Campagno	Monroe Auto Sales	55 Monroe Ave.	Studebaker
Jas. K. Palmer	Palmer Motor Co.	1850 Dewey Ave.	Chrysler-Plymouth
E. H. Peters	E. H. Peters, Inc.	385 Ridge Rd. W.	Mercury
A. Ralph	Ralph Pontiac Inc.	626 Main St. W.	Pontiac
K. T. Ralph	Ken Ralph Ford Inc.	1270 Fairport Rd. Fairport, N. Y.	Ford
George W. Schnepf	Schnepf Motors Inc.	413 Main St. E. Rochester, N. Y.	Chrysler-Plymouth
A. Gambacurta	Seneca Motors Inc.	400 Lake Ave.	DeSoto-Plymouth
A. J. Sergeant	Sergeant Motor Corp.	727 Main St. E.	Ford
Henry Siebert	Siebert Motors Inc.	615 South Ave.	Chevrolet
R. H. Simmons	Simmons Motors Corp.	336 East Ave.	DeSoto-Plymouth
Fred F. Allen	Sports Car Sales Inc.	31 State St.	MG Austin Healy Jaguar Austin
J. Hanefy	Valley Cadillac Pontiac Corp.	333 East Ave.	Cadillac-Pontiac
James W. Verhey	Jim Verhey Motors Inc.	706 Dewey Ave.	Studebaker
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Louis S. Wolk	Wolk Bros. Co. Inc.	33 Stillson St.	DeSoto-Plymouth
Howard B. Weller	Weller Motors Inc.	Stutson St. and Thomas Ave.	Dodge-Plymouth
Walter C. Zink	W. C. Zink, Inc.	645 Maple St.	Chrysler-Plymouth
Robert J. Quinn	Quinn Motor Sales	4560 Lake Ave.	Willys

Good Highways Save Lives

(Continued from Page 27)

sure a highway system for national defense and other necessary national objectives. And finally, if the federal government should curtail its sound program of helping the state and local governments carry out the total roadbuilding function, the resulting chaos in highway development would quickly lead to public clamor for resumption of the time-tested federal-aid road program.

FEDERAL AID SHOULD NOT BE LINKED TO TAXES

Highways bring benefits to the nation, to communities, and to motorists as a group. Motorists pay their tax obligation through the state motorist taxes, which make up about two-thirds of all road funds. Communities levy general taxes for road support, which make up about a quarter of road funds. And the federal interest is met through the federal road fund, which normally makes up about 12 per cent of total road expenditures, but which in recent years has been below its normal share.

We believe that the federal-aid program should be

established at that level which is found necessary to bring effective results in meeting the national obligation toward highway development. We believe this federal-aid program should not be linked to any special federal taxes.

We also wish to reaffirm our industry's position that *all* the special federal automotive taxes—on motor fuel, vehicles, parts, lubricants and tires—are unfair taxes because they are levied on a selective basis on products of high utility and essential character.

BETTER ROADS WILL SAVE LIVES AND MONEY

Since the automotive and other highway transportation industries joined forces in 1937 to form the Automotive Safety Foundation and give intensified support to official public safety programs and the scores of private organizations in the safety field, the nation's highway fatality rate on a travel-mile basis has been cut in half.

Further progress would appear possible through state-wide studies, sponsored by state legislatures and carried out through competent safety technicians, of needed improvements in both public and private oper-

(Continued on Page 31)



Cut your driving costs with an *out-ahead '54 Studebaker*



OWN THE ONLY REALLY MODERN CAR IN AMERICA!

IT'S SETTING THE STYLE FOR THE WORLD!

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MOTORS, INC.**

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HEADLINERS OF THE HIGHWAY!

New *Nash* Airflytes for 1954!



Announcing the New Cross Country

Here is a new six-passenger family sedan in the popular Nash Rambler series that doubles as a work-a-day utility car. New-style "Travel Rack" atop the roof provides additional luggage carrying capacity—an ideal family travel car.



Ambassador Country Club Sedan

America's newest fine car, combines the open-air fun and flair of a convertible with the weather-snug safety of a sedan. Luxurious interiors feature genuine leather and needlepoint upholstery in beautiful new color combinations.



Nash Statesman 4-Door Sedan

America's BIG economy car with the roomiest interiors of any car in its class—the ideal family car. Powered for finer performance with the new high-compression twin-carburetor Dual Powerflyte engine. Like all Nash cars it offers a choice of three transmissions including Hydra-Matic Drive and Gas-saving Automatic Overdrive.

America's finest family of family cars

Here are the new Nash Airflytes in three great series . . . the cars that truly give you more for your money. More in advanced styling . . . in beauty . . . with wider, more comfortable seats and greater eye-level visibility.

See the only cars that give you stronger, safer unitized Airflyte Construction . . . greater riding comfort and driving ease with exclusive Airflex Front Suspension. See the only cars with such unmatched travel features as Airliner Reclining Seats . . . twin beds . . . and Nash Weather Eye, the world's finest car heating and ventilating system.

Nash ***Airflytes***

AMBASSADOR • STATESMAN • RAMBLER

*Built With The "Double-Lifetime"
Your Safest Investment Today . . .
Your Soundest Resale Value Tomorrow*

**A CAR FOR EVERY PURSE
—AND EVERY PURPOSE!**

SEE THEM AT THE AUTO SHOW—DRIVE THEM AT YOUR ***Nash*** DEALER'S

Congress Recognizes Highway Problem

(Continued from Page 29)

ations that have a direct bearing on traffic safety. Such studies could furnish a guide for any needed legislative action or other steps to remedy weaknesses in the state and community traffic safety programs. The federal government might well assist the states in such activities.

For more than two decades we have failed to replace outworn roads and to provide for expanded traffic at a fast enough rate and on a large enough scale. Because of this failure, it costs us far more today to tolerate unsafe and inadequate highways than it would cost to finance a road system which would eliminate the economic losses and accident penalties resulting from lack of needed road improvements. In other words, the nation will save money, and save lives, by building better roads.

While the federal government has only a limited role in the highway program, and the building and major financing of roads and streets should be left to state and local governments, this is not to say that the federal role is a secondary one, or one that can or should be curtailed.

The federal government, rather, has the decisive role in our highway program. It is far more than a role of mere coordination of routes and standards. The federal obligation is to take whatever steps are necessary to insure that state and local governments improve to adequate standards the highways essential to the broad national objectives of military security in time of war and our total economic well-being in time of peace.

As one of the many groups interested in the highway program, we in the automobile industry have appreciated this opportunity to present our views. The fact that this Subcommittee has been conducting special hearings in advance of consideration of the next federal-aid road program is, we believe, evidence that the Congress recognizes the critical nature of our present highway problems. We believe this is an indication, too, that the Congress intends once again, as it has done since the start of the federal-aid road program in 1916, to provide sound leadership to the states by accepting the full national obligation toward highway development.

"A network of modern roads is as necessary to defense as it is to our national economy and personal safety."

PRESIDENT EISENHOWER

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NOW 'SPRAY THEM CLEAN'

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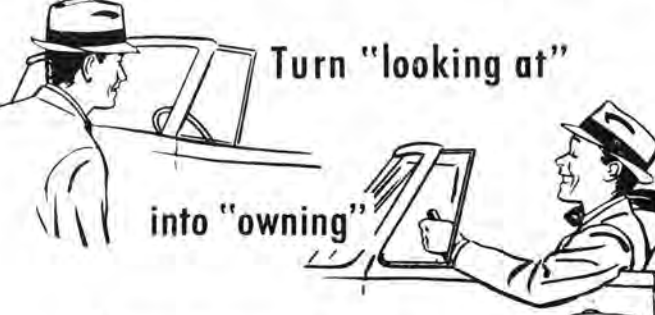
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Turn "looking at"
 into "owning"

YOU'LL have a chance to look over many new cars today, and maybe you'll find one you'd like to own.

And if there's a gap between "looking at" and "buying" . . . maybe the Midland Time Plan at the Union Trust Company can help you close the gap.

Just as you want a good car, you want a sound plan for making it your own. You'd like a moderate down payment with easy monthly payments at low bank interest rates. You want full insurance on the car, as well as life insurance protection for yourself.

You'll find it easy to own that car you've been looking at, through a sound Midland Time Plan at the Union Trust Company.



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Brightest Star
at the Auto Show!



THE MAGNIFICENT NEW 1954 PONTIAC

AMERICA'S FIRST LOW COST LUXURY CAR



This exciting new Pontiac "first"—the completely new Star Chief Pontiac—is reason enough *all by itself* for visiting the Auto Show. Created to close the gap between luxury and low cost, the Star Chief is by far the biggest, richest and most powerful Pontiac ever built, yet it is still priced comfort-

ably within Pontiac's popular price range. See it, along with General Motors lowest priced eight—the beautiful new Chieftain series—and test the many fine-car driving conveniences that are optional at low extra cost. You'll agree that Pontiac is the bright, particular star of the Auto Show.

Dollar for Dollar you can't beat a **Pontiac**

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A beauty? You don't know the half of it till you drive this

DESOTO AUTOMATIC

- ✓ new selection of rich interiors ...
new smart instrument panel.
- ✓ new automatic drive. No clutch.
Smooth, silent, swift getaway.
- ✓ new power: Fire Dome V-8 now
stepped up to a mighty 170 h.p.
- ✓ new level ride: stability on curves
... cuts tire squeal on corners.

Want to sample something terrific?
Then try a DeSoto. It has the excit-

ing new PowerFlite transmission. It takes you from dead stop to highway speed fast—without the slightest lag or hesitation. *There's no clutch!*

This DeSoto transmission has the highest starting ratio of *any* automatic transmission. That means, the moment you put your foot down, *you move*—out in front—*automatically!*

And all the while, Full-Time Power Steering is doing 80% of the work of turning, or holding steady course

over rough spots. And for sure, smooth stops, you just *touch* the Power Brakes.

You'll like the luxurious interiors—rich fabrics decorator-matched to body colors. The "continental" instrument panel with silhouette-lighted dials is easy to read—and handsome! Drive the 170 h.p. Fire Dome V-8 or Powermaster Six, *soon!* They're at De Soto dealers, now.

De Soto Division, Chrysler Corp.



DE SOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TELEVISION ... NBC networks.

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