

The 1954 Ford-Mercury



Belond

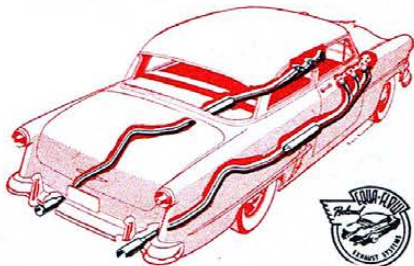
**EQUA-FLOW
EXHAUST HEADERS**

... manufactured with the skills which originated super-efficient Exhaust Header Systems.

The design and production of Belond EQUA-FLOW Exhaust Headers is an exciting job one requiring precision equipment and many special skills. Southern California Muffler Corporation has these PLUS the experience of more years of Exhaust Header manufacture than any other maker, and a record of many bold research and development steps.

Today, for example, the Belond EQUA-FLOW Exhaust Systems for Oldsmobile V-8's is more than just the standard of the industry... it is an all-time leader in extra performance through exhaust system efficiency. Performance tests show the Belond EQUA-FLOW Exhaust System allowing the Oldsmobile V-8 engine to develop from 15% to 31% more road horsepower at moderate to high operating speeds than the standard exhaust system. This super-efficient dual Exhaust Header system is today's culmination of years of research... a true standard of the industry. Yet it is only a Bench Mark in the development of Belond Products.

Now these skills are backing the Belond name with the creation of practicable volume production of Belond EQUA-FLOW Exhaust Systems for the new 1954 OHV Fords and Mercurys. You can look to Exhaust Headers for the "best single improvement to be made on a V-8-powered automobile"... you can look to Belond for continued leadership in efficiency, quality and reputation in Exhaust Header Systems.



MANUFACTURER'S OF Belond EQUA-FLOW Exhaust Systems, Belond DUAL EXHAUST SYSTEMS, Belond STEEL-PACKED MUFFLERS, CUSTOM and RACING EXHAUST SYSTEMS, CHROME PLATED TAILPIPE EXTENSIONS

THE ORIGINAL

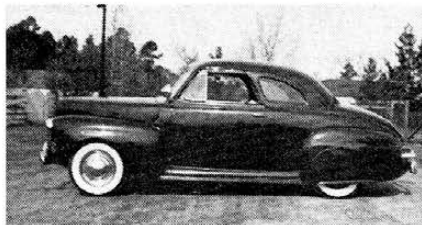
Belond

**EQUA-FLOW
EXHAUST SYSTEM**

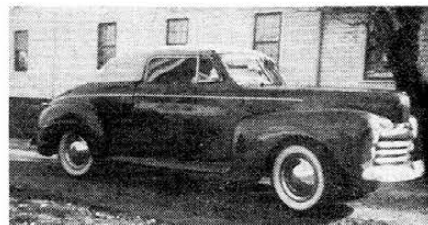
Southern California
MUFFLER CORP

11029-49 Washington Boulevard, Culver City 7, California

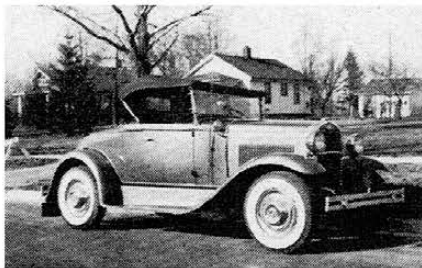
RESTYLING BY READERS



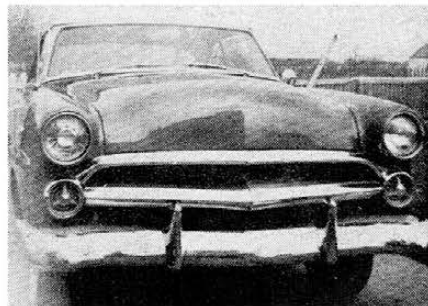
Buck Lane of Buna, Texas, put a '41 Chevy Club Coupe top on his '41 Ford convertible for a perfect fit. A '51 F6 Ford truck engine is up front.



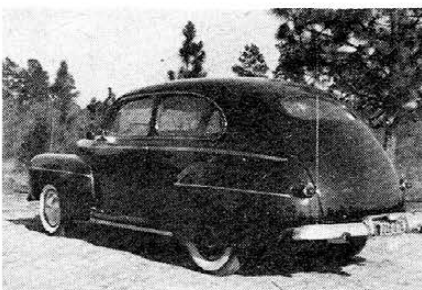
Former California '41 Ford is lowered, has chromed engine, shaved hood and deck. By Bill Tansey of East Haven, Conn.



Neat restoring by Dean Robinson of Midland, Michigan was done on this '31 Ford roadster. It has a Ford V-8 truck engine and bronze metallic finish.



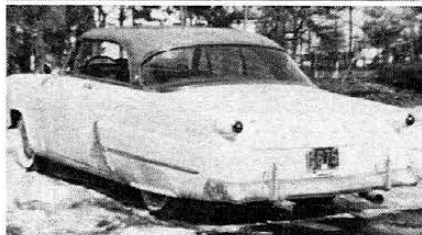
1952 Ford shows extensive hood work and custom grille. Engine is chromed. Upholstery is by Gaylord. Owner is Paul Thieme of Grand Rapids, Michigan.



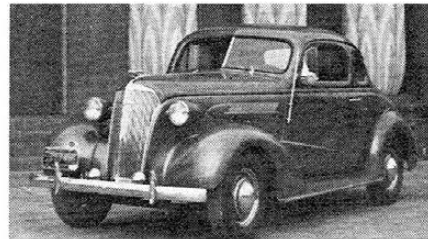
Here is a 1946 Ford two door lowered 3 inches, dechromed, nosed and decked. Exhaust pipes run through the bumper. PFC Norm Ketter at Camp Polk, Louisiana owns it.



Joe Haba and John Sanders made a '50 Olds into a Soto-Olds, with 1948-53 DeSoto additions—bumper, taillights, and grille. Visor is '53 Pontiac. Owner is Anthony Spin, Houston, Pa.



Customizing on '53 Ford by Tom Eliason, Somers Point, N.J. includes frenched headlights, lowering, new grille and dual exhaust.



Stock '37 Chevy rates a space in "Restyling by Readers" for its immaculate condition. Restoration is complete; owner Robert Fernandes of Santa Clara, California, says that all wiring is covered with red plastic.

PROUD OF YOUR CAR?

Mail in a good photo of it with some specific details. If it's as good as you think, it'll be printed in MOTOR LIFE