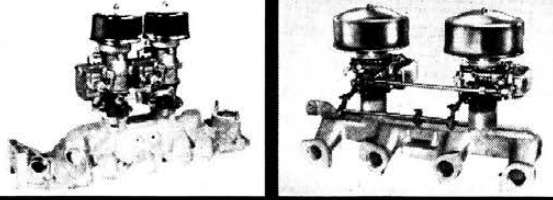


# FORD

# V-8 & 6

Valve covers  
cylinder heads  
cams — ignitions  
dual exhausts  
and header systems



See your dealer  
or write for free  
literature

## MANIFOLDS

### NICSON

ENGINEERING  
COMPANY

4552 E. Washington Blvd., Los Angeles 22, Calif.  
LARGEST MANUFACTURER OF CUSTOM MANIFOLDS IN THE WORLD

## HONESTONE HEADER DUAL EXHAUST SYSTEM

### YOUR CHOICE OF MUFFLERS

- ★ HONESTONE (straight-through)  
Fiberglass packed
- ★ HONESTONE (straight-through)  
Steel Packed (Both type  
mufflers fully guaranteed)
- ★ HONESTONE Stock Muffler  
(one only)

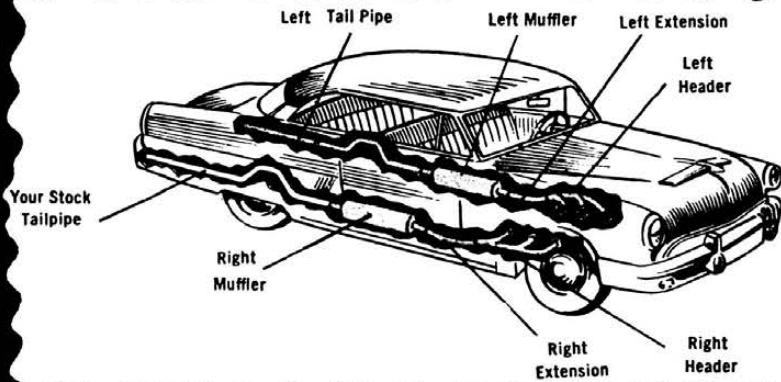
'32 thru '53 Ford and  
Merc. Complete sets  
— Send only **\$3395**

- Complete set (less mufflers).....\$24.00
- Headers only (per pair)..... 15.95
- Extensions only (per pair)..... 4.95
- Mufflers only (each)..... 4.95
- Left side tailpipe only  
( '32-'34 )..... 5.75
- Clamp & hanger kit complete... 2.40
- Chrome tailpipe tips 2 1/2"x10" 1.00

*Free*  
**2 CHROME TAIL  
PIPE EXTENSIONS**  
(with complete header sets only)

'54-'55 Ford, 54 Merc.  
Complete sets  
— Send only **\$3995**

- Complete set (less mufflers)....\$30.00
- Headers only (per pair)..... 22.00
- Extensions only (per pair)..... 4.95
- Mufflers only (each)..... 5.45
- Left side tailpipe only..... 3.75
- Clamp & hanger kit complete... 2.55
- Chrome tailpipe tips 2 1/2"x10" 1.00



### REGULAR DUAL SETS COMPLETE FOR V8's

- '35-'48 FORD OR MERC.....\$19.75
  - '49-'55 Ford, '49-'54  
Merc, '53-'55 Dodge,  
'49-'54 Olds, '50-'51  
Cady, '55 Chevy,  
Pontiac or Plymouth, '51-'55 Stude.....
- \$2175**
- none for sta. wag. or with power  
brakes and/or power steering.

**SEND 25¢ FOR NEW  
"SURPRISE" CATALOG**

**HONEST CHARLEY  
SPEED SHOP**  
Box ML 3086  
Chattanooga, Tenn.

# FORD'S NEW

EEEEEEEEEE  
E  
E  
EEEEEEEE  
E  
E  
EEEEEEEEEE

## CAR

**T**HE BATTLE Ford has been giving Chevrolet in the low-priced field for the past year and a half is a taste of what GM can look for in the future—only the struggle will spread thru all price classes.

It's been widely recognized that one of Ford's handicaps in gaining a larger overall share of the market is that it has only three lines, Ford, Mercury and Lincoln, while GM has five—Chevrolet, Pontiac, Olds, Buick and Cadillac. The Continental will give Ford greater coverage in the top price range and it won't be long before the company will have another entrant to compete in the medium and upper-medium price range.

This was signaled by the splitting of Lincoln and Mercury into separate divisions and the organization of a new Special Products division. Continental division was born as a Special Products group so it is logical to expect the new unit to be the birthplace of still another line. In fact, work in that direction has already started.

The new models have been designated "E" cars, which could mean experimental. Rumors are that the "E" could stand for Edsel, the first name of Henry Ford's only son and the father of the three Ford boys now taking an active part in running the company. Could be that Henry, Benson and Bill Ford feel a car named for their father would be a fitting memorial to him.

The organizational changes have brought to the fore several of the so-called "whiz kids" on the Ford team—a group of young executives who joined the company in the middle 'forties and have played a big part in bringing it back to renewed life. They will have a job, a big one, in helping Ford unseat GM as top producer, however. In 1954, Ford had 30.8 per cent of the car market; GM had 50.7. Ford's success in the low-priced field shows what it can do, though. •