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HOP UP AND MOTOR LIFE

**1954 FORD
COMPLETE
ROAD TEST**

FEBRUARY 1954

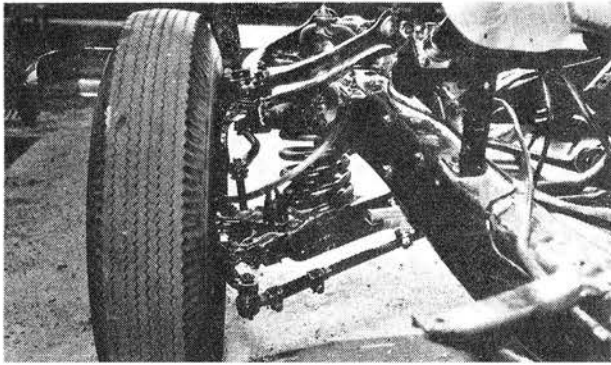
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**ROADTESTING
THE 235 H.P.
CHRYSLER V-8**

**HEADERS—
AMERICA'S MOST
MISUNDERSTOOD
SPEED EQUIPMENT**

**COMPLETE PHOTO STORY OF THE
MEXICAN ROAD RACE**



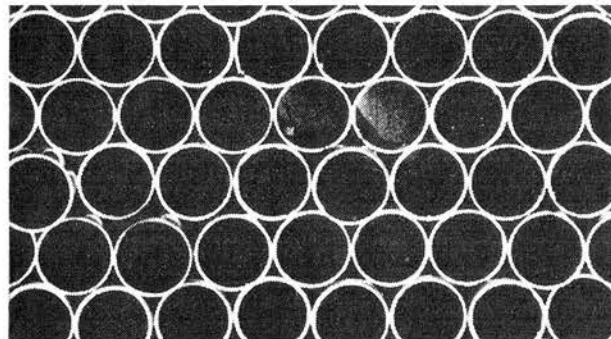
FORD FOR '54

New overhead valve V-8 engine and front suspension system highlights the news from Detroit as the '54 Ford emerges with these important improvements. In this issue, **MOTOR LIFE** brings you a first report on performance tests, plus a forecast of hop up possibilities.



THE MEXICAN ROAD RACE

Drivers from North, Central and South America completely shut out highly rated European *pilots* for the first time and head the win columns in all divisions of the Mexican classic. The complete facts are reported by one of the nation's top auto experts, Griff Borgeson.



MISUNDERSTOOD AUTO EQUIPMENT

The photo above is not of a beehive nor a radiator core. Instead, it is an unusual view of one of the most misunderstood items of automobile equipment. How this equipment really functions in improving a car's performance is detailed from accurate test data reports.

HOP UP AND MOTOR LIFE

Vol. 3, No. 7

February, 1954

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COVER

The highly successful Lincoln team of the Mexican road race, photographed by Dean Moon, holds the spotlight this month on the cover of **MOTOR LIFE**. By capturing the four first places, Lincolns again dominated the stock car division, repeating the clean sweep of 1952. The colorful classic, which has rightfully earned the title of the "world's greatest road race," is covered in this issue with 13 pages of photographs and text beginning on page 22. The full story underlines the fact that it takes more than top speed to be victorious. It's a matter of how fast a car can go and still stay on the road, a problem in driving skill, handling qualities, durability and careful preparation. But you will want the details, so we suggest you turn to the story now.

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