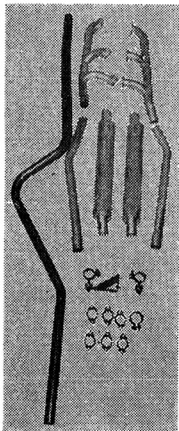


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DEADLINE DATA

Reports are widespread in Detroit regarding Ford's plans for the new Lincoln Continental. Authoritative sources have hinted the car will appear in late summer of '54 and will feature drastic styling changes.

The sports car road race scheduled for the Torrey Pines circuit at Del Mar, Calif., was called off by the California Sports Car Club after the City of San Diego, which controls the site, refused to enter into a contract. The Torrey Pines course is regarded as one of the best in the country, by both spectators and drivers. Next area road race will be Palm Springs, Feb. 6-7.

Minnesota's highway patrol has warned car owners against equipping their autos with unlawful accessories. Two of the banned items: chrome shields that cover the upper half of the headlight; and the three-light semaphore signal that hangs in the rear window of a car. Officials said the green light facing the rear is especially dangerous.

Attention of the sports car enthusiasts is now turning toward the endurance race at Sebring, Fla., which will be run off in the next couple of months. Chief item of interest: the renewal of the battle between the Kurtis and Cunningham sports cars.

The FTC has ordered Filterzone Auto Vision Co. of Brooklyn to stop "false and misleading" advertising of Safe-T-Zone and Filterzone plastic sun visors for cars. Filterzone must end claims that its visors are tailor-made, that they fit more models than is the fact, that they protect the eyes like fine sun glasses, that they are optically accurate, that they afford clear, true visibility or that they filter out infrared rays.

Chrysler has completed an extensive study of color preferences in autos. Some of the findings: maroon is the color most disliked; black is decreasing in popularity; blue, green and gray rate highest. An interesting sidelight from the study is that red makes a car look bigger, green and blue make it look smaller.

At the end of the year, prices being paid by dealers for used cars was still falling. The national average reported in an authoritative survey was just under \$750, a drop of some \$50 from the average level checked in late fall. The large number of '53 models flooding the market was the chief reason for the downward slide.

Hudson may soon merge with another major manufacturer, probably Nash. Company president announced that the step was being considered, but hasty action would be avoided. Nash has confirmed the reports. However, it is known that Hudson has had similar talks with other major auto builders.

Cunningham finished up in a fourth-place tie with Lancia in the point race for the world's sports car championship. The final standings, with points indicated: (1) Ferrari, 30; (2) Jaguar, 27; (3) Aston-Martin, 16; (4) Cunningham and Lancia, 12; (5) Porsche, 11; (6) Alfa Romeo, 6; (7) Borgward and Frazer-Nash, 4; (8) Deutsch-Bonnet, 3; (9) Veritas and Osca, 2; (10) Maserati, Panhard and Gordini, 1.