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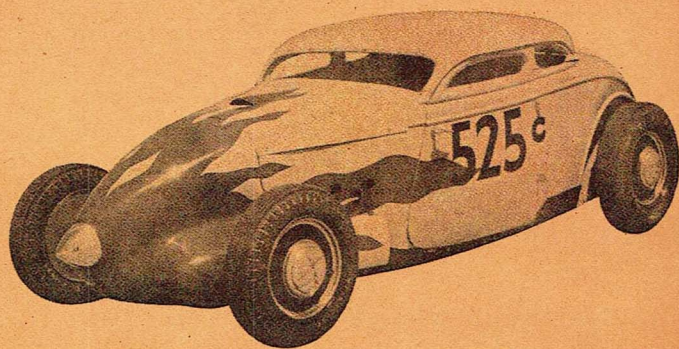
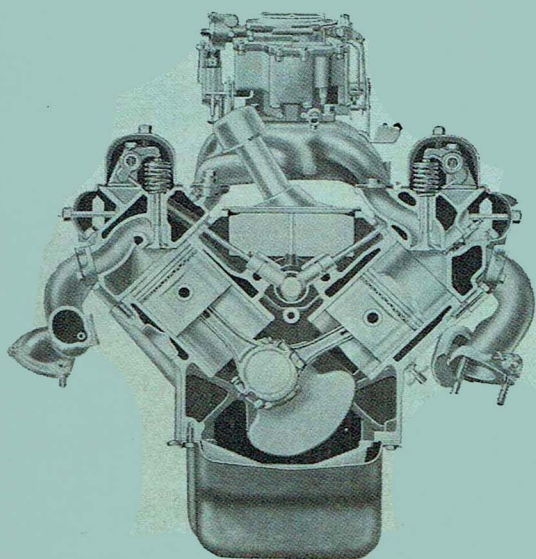
# HOP UP AND MOTOR LIFE

MARCH 1954

25 CENTS

AUTO DESIGN  
CONTEST RESULTS

TWO ROAD TESTS—  
PLYMOUTH & HUDSON

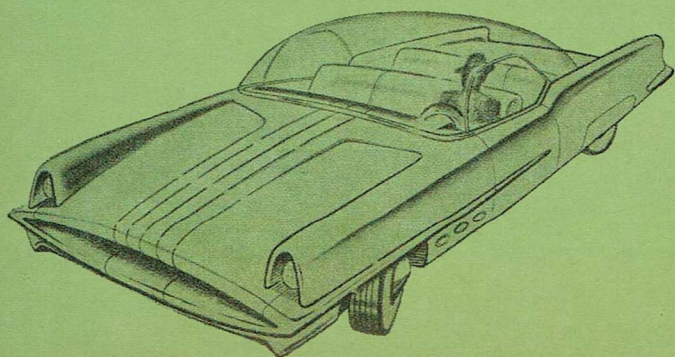


*Special Feature*

# '54 AUTO DIRECTORY

PLUS

'54 ENGINE ANALYSIS  
By Rodger Huntington

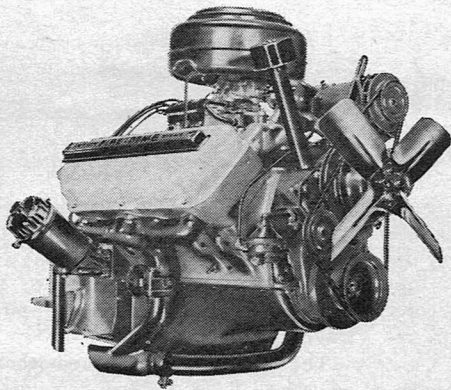






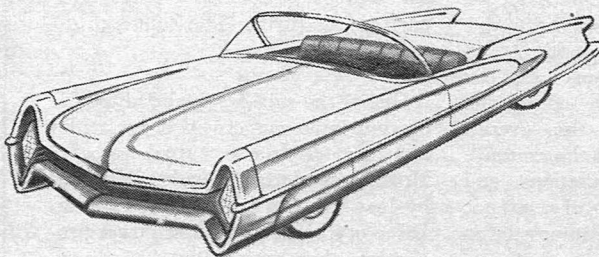
## '54 AUTO DIRECTORY

What's Detroit offering this year? Sydney Keith, who knows the real inside story of the motor capital, takes you through the '54 lineup and gives you the first detailed spec table to see print. As he gives the cars his expert eye, he points out the significant changes, or absence of them, among the new models for 1954 automobiles.



## ENGINE ANALYSIS

Analysis of '54 engines and modification possibilities of each is the topic Expert Roger Huntington explores in this issue. In addition, he has an interesting prediction to make about future developments and limitations in engine design.



## AUTO DESIGN CONTEST

Results of MOTOR LIFE's auto design contest have been eagerly awaited. Here are the winners, as judged by the Los Angeles Art Center. This is what the enthusiast thinks cars should be like.

# HOP UP AND MOTOR LIFE

Vol. 3, No. 8

March, 1954

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### COVER

The wide variety of subjects clamoring for attention in this packed issue of MOTOR LIFE is illustrated by the arrangement on the cover. The roundup of 1954 models and engine analysis is represented in the upper left by the cross-section view of the Buick vertical valve V-8 plant. On the upper right is the Cal-Neva coupe, photographed by Ken Fuhrman, while on the lower left is the futuristic drawing by Robert Floyd, one of five winners in the Auto Design Contest. The 1954 Plymouth, pictured at the lower right, was caught by Ralph Poole during the desert road test.

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- Barney Navarro, Calif. Bill.....Technical Writers

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