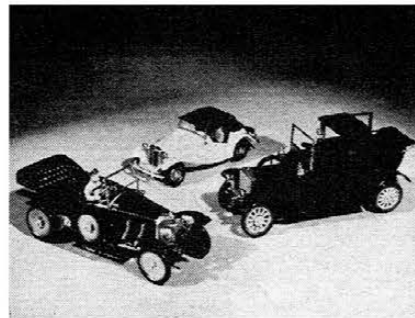
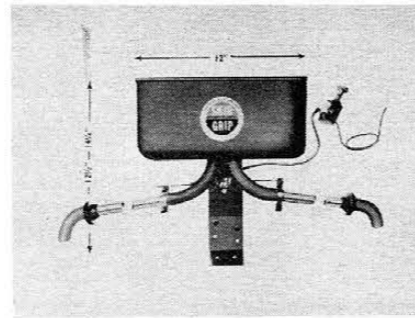


SPRAYEZE is a spray gun which reduces car washing and painting times. Made of long lasting aluminum, it is sold by Nutritional Concentrates, New Lexington, Ohio.



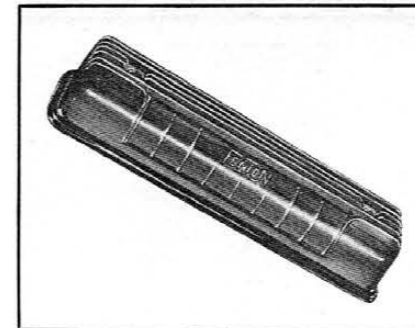
BUILDING authentic models of the world's cars has become a new hobby for motor enthusiasts. Sold by Revelle, Inc., the kits require no cutting or shaping since parts are pre-cut.



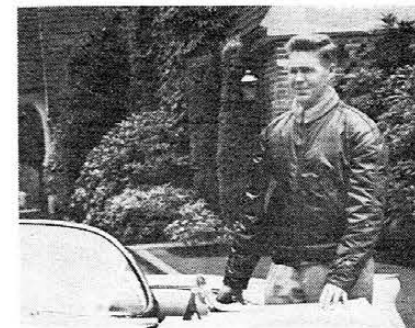
SKID GRIP automatic road sander is an efficient device which forces sand under rear tires for better grip on icy roads. Hecker Products, 50 State St., Albany, N.Y.



YOU CAN give your family no better gift than a set of ASA safety belts. Experts say belts can save up to eight out of every ten motorists marked for death in auto crashes. ASA belt offers highest nylon webbing, quick-release buckle, and 3600 lb. impact rating. Automotive Safety Associates, 12145 National Blvd., Los Angeles 64, California.



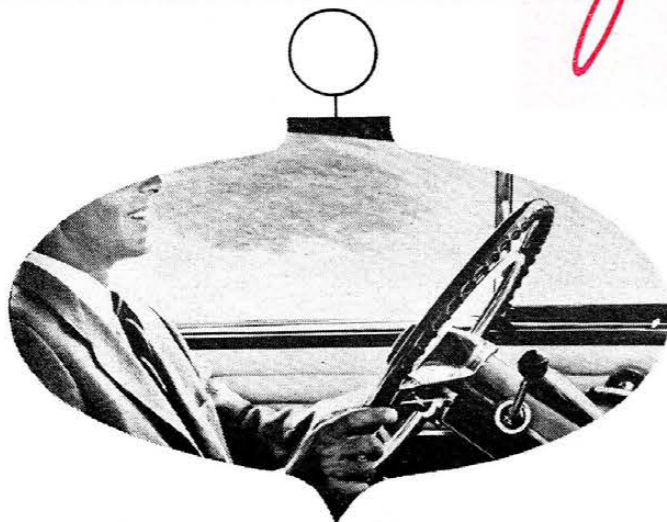
FENTON, largest brand of speed equipment, announces the availability of rocker arm covers for 1954 Ford and Merc ohv V-8 engines as well as ohv Ford 6, Dodge and Olds V-8s. Made of highly polished cast aluminum, these covers are designed for appearance and use. Distributed by leading automotive dealers throughout America.



AN ENTIRELY new garment, the down insulated Alaska Sports car jacket, is designed to answer needs of open car owners. Style has been combined with utility to allow free-wheeling arm movements. Goose-down insulated, the garment is light weight. \$32.50. Alaska Sleeping Bag Company, 309 S.W. Third Avenue, Portland 4, Oregon.

*Motor Life's Selection of*

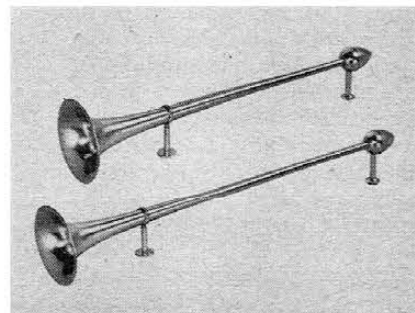
*Christmas Gifts*



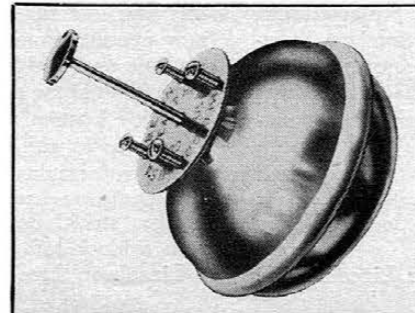
*For the American Motorist*



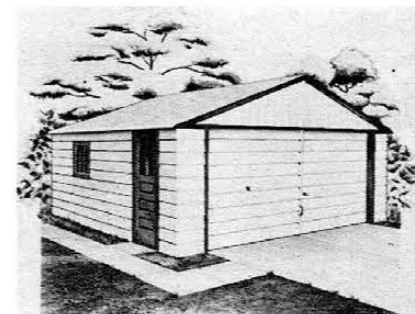
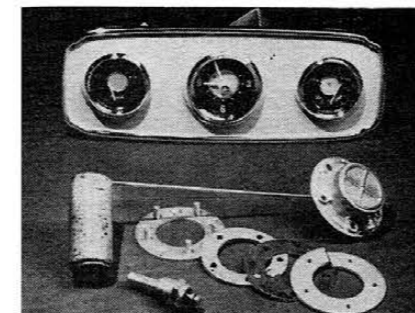
BUELL air horns are especially built for safety and beauty. Famous name in sound. They are a sports and custom "must." Buell Manufacturing Co., 919 West 49th Place, Chicago, Illinois.



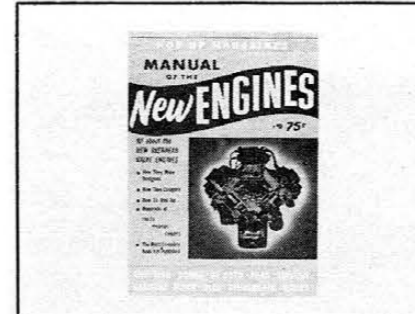
TOE TOUCH sounds off this pleasant Bermuda carriage bell which mounts under the floorboard. Through Godfrey Import Corp., 277 Broadway, New York 7, New York.



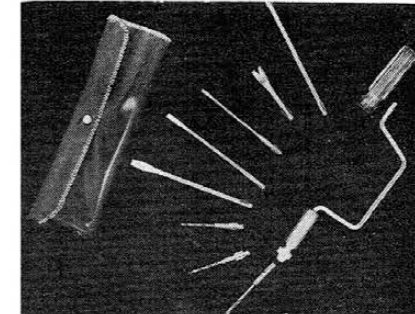
MOTEST dashboard has complete range of instruments for Volkswagen. Easily installed and guaranteed by A. R. Fisher, 21-21 44th Drive, Long Island, New York.



SIMPLICITY of assembly is the keynote of build-it-yourself garage. A wrench, screwdriver and hammer are all that are required. Made of 8-inch rust-proofed steel sections protected by two coats of baked enamel. Readily adapted for use as hunting lodges and similar structures. Garden City Ind., 910 W. Jackson Blvd., Chicago, Ill.

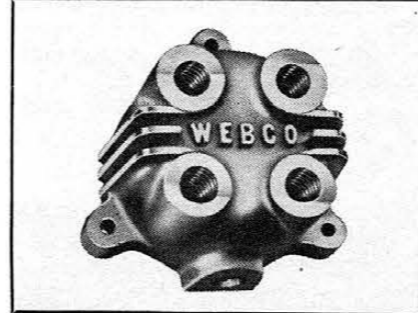


YOU can get the answers to all of the ohv secrets in MOTOR Life's new Engine Manual. It is the most complete engine book ever published. Articles by leading experts, including Ak Miller, Ray Brown, Bill Stroppe and Nick Braje. Low price of \$1.00 includes postage and handling. MOTOR Life Publications, 4949 Hollywood Blvd., Hollywood, Calif.

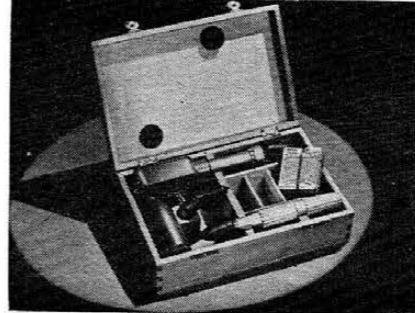


NEW 10-piece interchangeable tool kit is guaranteed against breakage or defect in use. Interchangeability makes the kit unusual. All blades and drills fit into brace or into handle for easy use. Each of the 10 tools has separate compartment in heavy plastic case and can be installed on garage wall. Terry Products, Box 581, Merrick, New York.

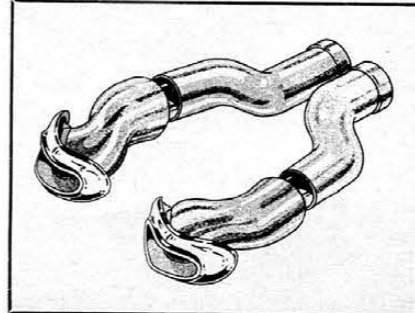
WEBCO, a new manufacturer in the speed field, has announced its ultra-modern fuel block. Builder claims it is the most efficient fuel equalizer available. Large capacity permits operation with one to four carburetors. All fittings are included in the kit, which sells for \$10.75 at manufacturer. Webco, Inc., 19 E. Valley Blvd., Alhambra, Calif.

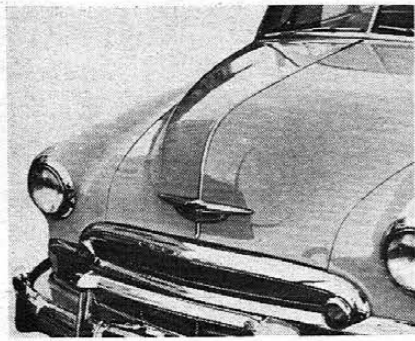


FISHER products has announced the availability of MoTest recording compression tester kit complete with fitted hardwood instrument case. The unit has been designated Model 285-W and has compartments for recording charts. The price is \$29 but model 285, with standard packing, is \$27.50. Fisher Products, 21-21 44th Drive, Long Island, N. Y.

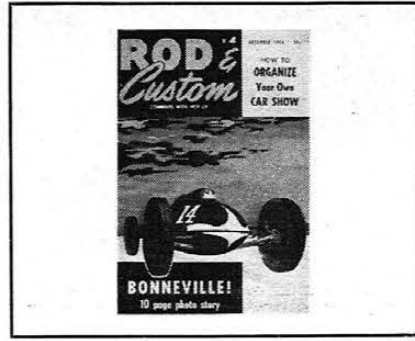


MERCURY "thru-tips" tailpipe extensions are designed to travel through bumper, raising tailpipes, increasing clearance. It is made of aluminum and chrome-plated solid brass construction to give a custom look. Manufacturer claims no rust or deterioration. Sells for \$33.95 from Southern Cal. Muffler, 11029 Washington Blvd., Culver City, Calif.

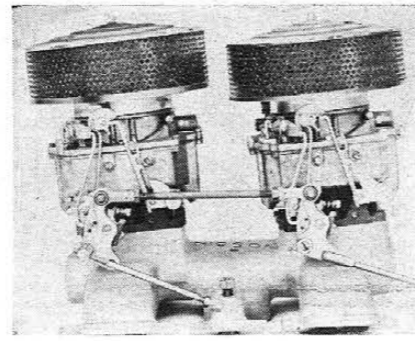




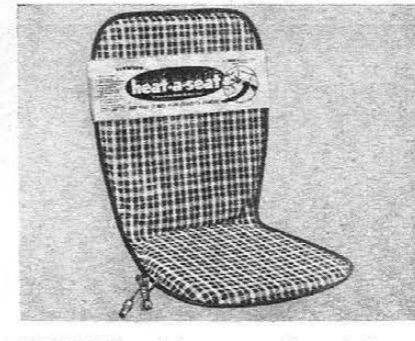
NOW there's an easy way to shave your hood. It's done with a full length Bull Nose molding, which California Custom Accessories Mfg. Co. claims is the only full length molding in America. It is of polished stainless steel and can be painted if desired. No holes to drill, no cutting. From manufacturer, 301 W. Jefferson Blvd., Los Angeles, California.



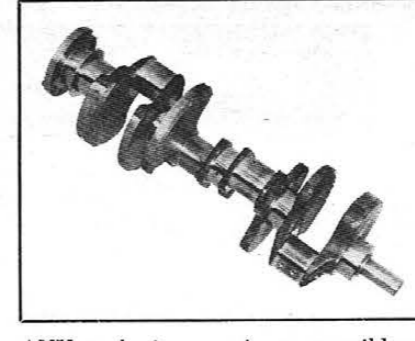
A subscription to ROD & CUSTOM is the perfect gift for the Rod or Custom enthusiast. Each jam-packed issue tells him how to perform customizing operations at home—or takes him to such places as the World Series of Drag Racing. Whatever his automotive interest, he'll find it in ROD & CUSTOM. \$3.00 per year. 4949 Hollywood Blvd., Hlyd., Cal.



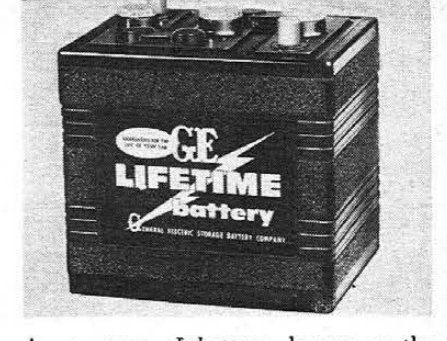
THE NEW Nicson dual-quad manifold is available to fit '49 through '54 models of Cadillac and Oldsmobile. Equipped with linkage designed for Hydra-Matic, they provide up to 25% more hp which means more acceleration and speed. Prices and details sent upon request from Nicson Engineering, 4552 E. Washington Blvd., Los Angeles, California.



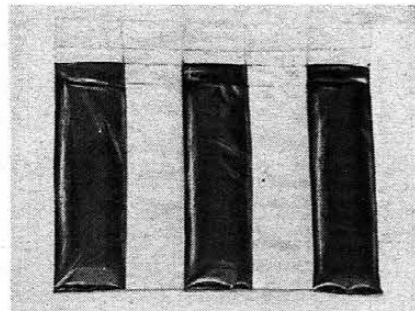
THERE'S nothing worse than sitting on a freezing car seat. Heat-a-Seat warms instantly when plugged into cigarette lighter and protects you from cold and icy drafts. In summer it's a relaxing air-cooled cushion. U.L. safety approved, it uses less than 4 amps. Write Newhouse Automotive Ind., Dept. ML, 5805 E. Beverly Blvd., L.A. 22, Cal.



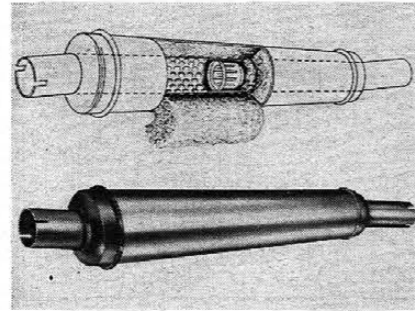
ANY stroke increase is now possible on any crankshaft, according to the Crankshaft Company. Throws are welded on one side and correct amount of metal ground from the opposite side. All parts are new and only factory shafts furnished. Complete assemblies for Merc, \$283. Cad without bearings, \$384. Crankshaft Co., 1422 S. Main, L.A. 15.



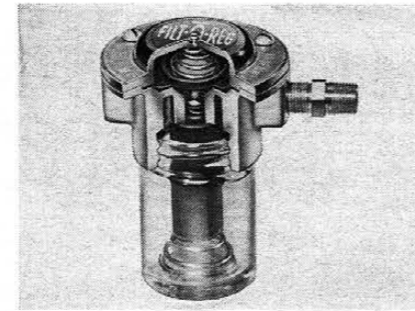
A new type of battery, known as the G.E. Lifetime battery, possesses remarkable recuperative powers. Battery has special electrolyte and patented valves to prevent spilling. Battery retails for \$29.95 for 6-volt and \$34.95 for 12-volt. Manufactured by and available from the General Electric Storage Battery Co., 12381 Wilshire Blvd., L.A. 25, Calif.



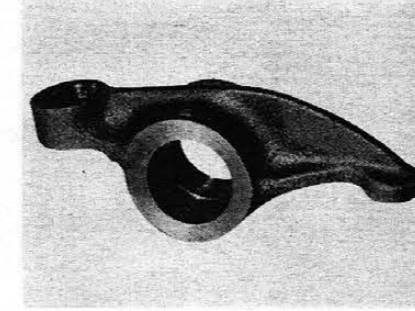
EVEN the finest oils will burn away from "hot spots" in your engine, but the manufacturer claims Moly-Paks won't burn and will make your engine last longer. Add Moly every time you change oil and you'll have a smoother, more efficient engine. Year's supply \$3.45, 3 for \$1. Auto Discount, 1529 M50, Victory Blvd., Glendale, Calif.



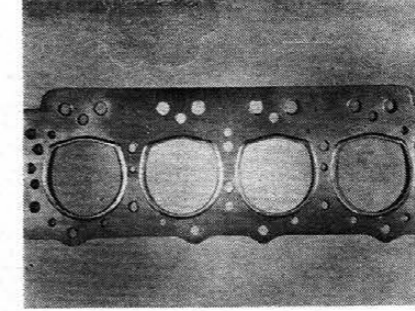
AUTOMOTIVE Engineering Inc., has introduced a new tapered muffler called the Taper-tone Red Top muffler. It is claimed to reduce noises yet produce a very pleasing tone. Has straight-through construction to reduce back pressure. They are finished in 2-color, rust-resisting metallic finish. Automotive Engineering Inc., 1112 S. Wabash Ave., Chicago.



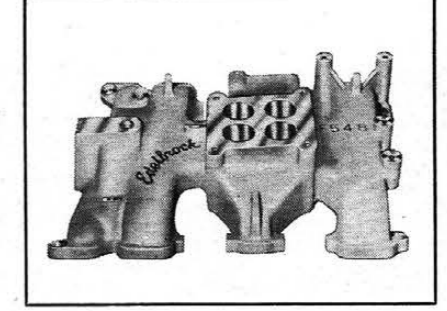
FILT-O-REG is the only available fuel filter and fuel pressure regulator, the manufacturer claims. It supplies filtered fuel to your carburetor at a constant 2 pounds pressure and eliminates flooding and fuel waste. It is made for use with gasoline, alcohol, kerosene and other fuels. Bell Auto Parts, 3633 Gage Avenue, Bell 7D, Calif. Std. Model \$7.95.



FENTON now manufactures high lift rocker arms for Chevrolet, Ford 6 ohv, Ford and Merc V-8 ohv, Studebaker, Cadillac and Oldsmobile. Precision made from high quality malleable iron, they lift .065 inch higher than stock. Better hp, acceleration and top speed. Valves actually operate more efficiently. From distributors throughout America.



ALUMINUM head gaskets introduced by Precision Tool Co. are claimed to raise compression from 7.5:1 to 8:1. They differ from ordinary flat type gaskets because of positive sealing ridge at cylinder bore. High heat conductivity eliminates hot spots giving economy and hp increases. \$8.95. Precision Tool Co., 3495 East Pico Blvd., L.A., Calif.



EDELBROCK Equipment Company revealed an all-new quad jet manifold for '54 Fords. The new manifold uses both the '54 Merc quad jet carburetor and automatic choke assembly. Can be easily adapted to automatic or standard transmissions. Cost is \$55. Installation Kit, \$6.50. Edelbrock Equipment Co., 4921 W. Jefferson Blvd., Los Angeles 16, Cal.

IF you like European sports cars and want something chic and "continental," you'll probably like this ceramic MG planter. Choice of bright red or glossy black. 11 inches long decorated with platinum. Jaguar model is also available. Both have French Poodle driver inside. \$5.95 ppd., from Studio Giftware, Box 546-G, Glendale, Calif.

STUMPED for gift ideas for a performance minded motorist? Platinum points, "Sintox" insulator, gold-soldered connections and other exclusive features give Lodge plugs up to five times the usual service, boost hp as much as 14%, it's claimed. Lodge Platinum Point Plugs, \$3, \$3.75. Golden Anniversary point, \$1.25. Lodge, 1320 Venice, L. A.

LOW cost, quick assembly tubing joint for 1 to 5 inch od tubing is now available from Marman Products Company. In either stainless or cold rolled steel, it is designed for exhaust pipe and manifold fittings. Economy, ease of use and speedy connections. Marman Products Company, 1220 Wilshire Blvd., Los Angeles 17, Calif.

A new, versatile dual exhaust casting designed for splitting stock manifolds on 6 or 8 cylinder in-line engines is now available. This new casting will take care of any exhaust up to and including 2 inch lines. Opening is maximum size for free flow of gases. The price is \$3.75. Arrow Auto Parts, 1606 Washington Ave. No., Minneapolis 11, Minn.

THERE is no more perfect gift for the American motorist than the magazine of American motoring, MOTOR Life. Each issue brings the reader new model road tests, technical tips, articles on late developments which will affect his or her car and driving habits. \$3.00 for 12 issues, 24 for \$5.00. See advertisement this issue for details.

LIKE to make your stock auto horn yodel like a Tyrolean tenor? A new conversion kit duplicates the sound of costly imported Italian Bus Horns at a fraction of their cost. The fluctuating tonal effect is obtained at the touch of a floor switch. Kit, complete with instructions, \$4.95. Automotive Electric Mfg., 1610 N. Ogden Dr., L.A. 46, Cal.

