



SOLEX SERVICE throughout the U.S.A.

Volkswagen 28 PCI Service Kits — Price \$5.70 Volkswagen 26 VFIS & VFI Service Kits -- Price \$4.10 Porsche 32 PBIC Service Kits - Price \$4.65 Porsche & Mercedes 40 PBIC Service Kits - Price \$4.40 Hillman 30 FAI & 30 FAIO-2 Service Kits — Price \$4.50

SPECIAL SERVICE TO DEALER ALID SERVICE STATION. Complete Jet Kit. For trade prices on Solex Carburettor kits write to the nearest distributor listed below:

S. H. Arnolt, Inc. 415 East Erie Street Chicago 11, Illinois Brundage Motors, Inc. 3-17 Palmetto Drive P. O. Box 483 Miami Springs, Florida World Wide Automobile Corp. Parts and Service Division 32-49 49th Street Long Island 1, New York Hansen MacPhee Engineering, Inc. 314 Great Road, Route 4 Bedford, Massachusetts French Motors, Inc. 201 South Glendale Avenue Glendale 5, California Beck Distributing Corporation 68-70-72 East 131st Street New York 37, New York Autocessories, Ltd. Warsaw, Indiana

See **ARNOL**

for sales and service on



Britain's Luxurious Family Car

MORRIS

The Famous Economy Car



New 1500 cc

World's Most Popular Sports Car



S. H. ARNOLT, INC. Distributors

Retail Sales: 153 East Ohio Street Offices and Service: 415 East Erie Street

Telephone Michigan 2-5436

ASTON MARTIN . NARDI . RENAULT HILLMAN • ROVER • SUNBEAM ARNOLT-BRISTOL • ARNOLT-MG and LAMBRETTA SCOOTER

Are Sold and Serviced by

S. H. ARNOLT, INC., CHICAGO

APRIL 1955

Published Monthly

VOL. 7 . NO. 4





THE CAR OWNERS MAGAZINE

road tests

′5 5	MERCURY	CUSTOM Fred Bodley	30
'55	DE SOTO	FIREFLITE	34
'55	BUICK CEI	NTURYPete Molson	38

features

ores	
EXIT DREAM—ENTER REALITY	16
THE CARS IN YOUR FUTURE Don MacDonald	21
THE MARMON MASTERPIECERobert J. Gottlieb	26
MOVIE REVIEW—THE RACERS	33
WATERPROOF YOUR SPORTS CAR Fred Bodley	37
ROTORAMIC STEERER AI Kidd	4
OFFY-POWERED CUNNINGHAM	4
THE FUTURE IS A WORLD LIMITED BY OURSELVES	4
WHAT'S NEW ON WHEELS?	4
END OF THE LUBE RACK?	5
DRIVING AROUND WITH WALT WORON	5
"LOOK AT ALL 3"	5
DUTCH TREAT: NEW DARRIN HARDTOP	5
WILL SMOG BRING YOU A BETTER CAR?Jim Potter	6

ON THE COVER—Especially rendered by Artist Jaroslaw of Cadillac for MT's cover, the colorful drawing of Cadillac's Eldorado Brougham shows not just an artist's dream but a real automobile, as you'll see by turning to page 16.

departments

EDITORIAL 5	MOTOR MELANGE42
GLOVE COMPARTMENT 6	CLASSIC COMMENTS47
LETTERS 8	TECHNICAL SERVICE58
SPOTLIGHT ON DETROIT10	SELL 'N' SWAP64
MOTORING TRE	une

MOTORING TRENDS68

EDITOR - Walter A. Woron

Managing Editor	James E. Potte
Art Director	Albert H. Isaac
Asst. Managing Editor	Pete Molson
Detroit Editor	Don MacDonald
Associate Editor	Jim Lodge
Asst. Art Director	Don Fel
Technical Editor	
European Editor	
Classic Car EditorRo	
· Editorial Assistant	

PUBLISHER - R. E. Petersen

General Manager.....Lee Ryan Business Manager.....Ted Johnson Circulation Manager......Gordon Behn Advertising Coordinator....Jack Preston Advertising Manager.....Jim Going Promotion Manager....John Whitehead Advertising Production......Dick Jones Photographers: Bob D'Olivo, Joe Moore Production.Charles Glover Technical Board, Advisor...Doug Moreton

MOTOR TREND, U. S. Copyright 1955 by Trend Inc., 5959 Hollywood Blvd., Los Angeles 28, California. Phone Hollywood 2-3261. Entered as Second Class Matter at the post office at Los Angeles, California. SUBSCRIPTION RATE: 53.00 per year. Two years—55.00. Above rates for U. S., its possessions, Canada; all other countries: one year—54.00; two years—57.00. Single copy 25c. On sale at newsstands throughout the country. CHANGE OF ADDRESS: Three weeks' notice is required. When requesting change, please name magazine and either furnish an address imprint from a recent issue, or state exactly how label is addressed. Change cannot be addressed. Change cannot be addressed. Change cannot be addressed. Change cannot be addressed. Advertising Sales Mor.—Jim Going, 5959 Hollywood Blvd., Los Angeles 28, California. Midwest Advertising—Joseph Jaglois, 3107 Book Bldg., Detroit 26, Michigan. Phone WOodward 3-8660. Eastern Advertising—Ben LaMaster, 550 Fith Ave., New York 36, N. Y. Phone Circle 6-1365. Closes 40 days preceding publication date. GONTRIBUTIONS: Should be mailed to 5959 Hollywood Blvd., Los Angeles 28, Calif. They must be accompanied by return postage and we assume no responsibility for loss or damage thereto. Any material accepted is subject to such revision as is necessary in our sole discretion to meet the requirements of this publication. Upon acceptance, payment will be made at our current rate, which covers all author's and/or contributor's right, title, and interest in an acceptance of the properties of the properties of the payment will be made at our current rate, which covers all author's and/or contributor's right, title, and interest in a contributor will be made and our current rate, which covers all author's and/or contributor's right, title, and interest in a contributor will be made and our current rate, which covers all author's and/or contributor's right, title, and interest in a contributor will be made and our current rate, which covers all author's and/or contributor's right, title, and interest