

FORD'S CONTINENTAL... A NEW IDEA!

MOTOR *Life*

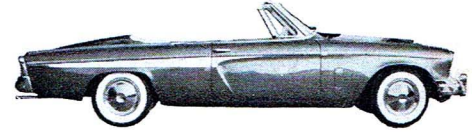
THE MAGAZINE OF AMERICAN MOTORING

MAY, 1955

K 

25¢

**REMOVABLE
HARDTOP
STUDEBAKER**



ROAD TESTS

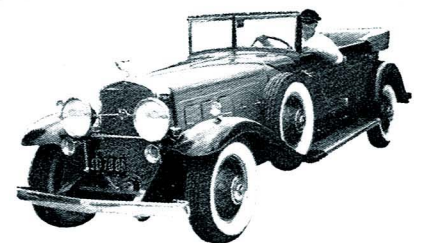
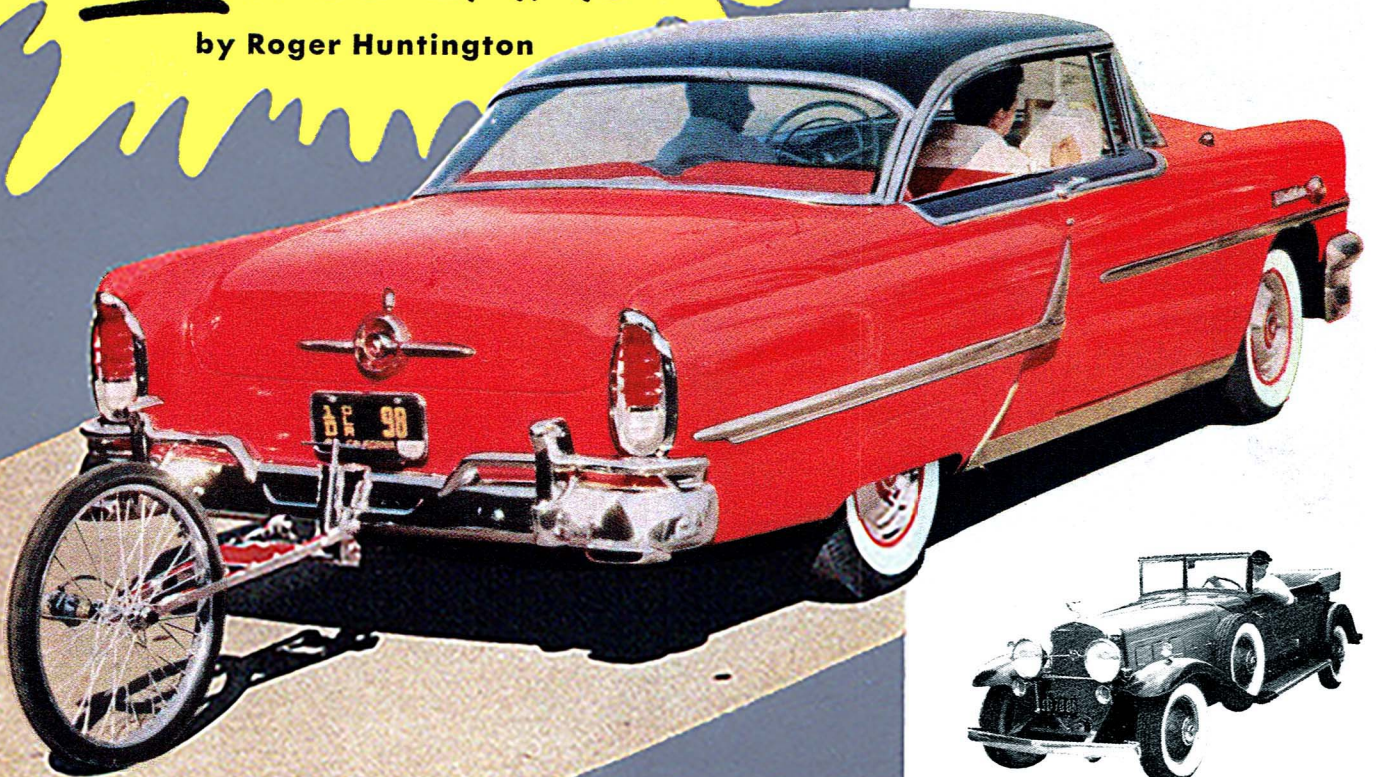
Cadillac

Mercury Montclair

Nash Rambler

**PERFORMANCE
RATING
Factors of
ALL 1955 CARS**

by Roger Huntington



The Classic Era... **ENGINEERING'S GOLDEN AGE** By Griff Borgeson

Have YOU Missed Any of These?

DECEMBER



MOTOR *Life* was 1st to test the '55 Ford, Chevy and Plymouth, and, in addition, gave a full technical report on the new Chevrolet V-8 engine. Also featured was St debaker's new Speedster, plus technical articles by Huntington and Navarro.

JANUARY



MOTOR *Life*'s big 1955 auto directory gave photos, specifications and complete data on all the '55's, plus road tests on Pontiac, Mercury and Thunderbird. Also featured was an engine transplant article, and torsion bar and Pontiac engine analysis by Huntington.

FEBRUARY



Mexican Road Race was the big news for Feb. MOTOR *Life*. Borgeson's articles were acclaimed by many to be the best articles ever written on this grueling event. Dodge and Studebaker were road tested. Huntington wrote on Power to Weight. Other articles were on styling, tires and automatic transmissions.

MARCH



Power Packages by Huntington, Chrysler, Buick Road Tests, GM Motorama cars for '55, Lincoln Continental, Classics, station wagons, superchargers, and Packard's big news for '55 were all featured in this issue.

APRIL



Uranium Hunting by Car attracted much attention as Griff Borgeson told how you may find a fortune on wheels. Road Tested were two more MOTOR *Life* firsts, Oldsmobile and Plymouth. Six other features were: Detroit's Billion Dollar Secrets, Tomorrow's Engine, classics, and Lincoln—car for the future.

MOTOR LIFE 3061 WEST 7TH STREET,
LOS ANGELES 5, CALIF.

Please send me the issues I have checked.
My cash, check, or money order is enclosed.

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> DECEMBER 25¢ | <input type="checkbox"/> MARCH 25¢ |
| <input type="checkbox"/> JANUARY 25¢ | <input type="checkbox"/> APRIL 25¢ |
| <input type="checkbox"/> FEBRUARY 25¢ | <input type="checkbox"/> ALL 5 \$1.25 |

NAME _____

ADDRESS _____

CITY _____

ZONE STATE _____

MOTOR *Life*

Vol. 4, No. 10

May, 1955

CONTENTS

TEST REPORTS

DRIVER'S REPORT: CHRYSLER'S 300	Ken Fermoye	22
MERCURY'S NEW MONTCLAIR	MOTOR <i>Life</i> Test Staff	28
THE RAMBLER CROSS-COUNTRY	MOTOR <i>Life</i> Test Staff	32
CADILLAC FLEETWOOD 60 SPECIAL	MOTOR <i>Life</i> Test Staff	40

FEATURES

PERFORMANCE RATING—ALL 1955 CARS	Roger Huntington	18
FORD'S CONTINENTAL: A NEW IDEA IN CARS	Griff Borgeson	24
REMOVABLE HARDTOP STUDEBAKER		27
THE CLASSIC ERA—ENGINEERING'S GOLDEN AGE	Griff Borgeson	30
IS AUTO UNION STILL THE CAR TO BEAT?	Roger Huntington	36
HOW THEY MADE "THE RACERS"	Phil Hill	42
THE SEARCH FOR CAR SAFETY		46
WHEN IT BECAME A CUSTOM: THE 1930'S	Ocee Ritch	48
OFFY CHALLENGES THE LIGHTWEIGHTS		52

DEPARTMENTS

CORRESPONDENCE		6
TECHNICAL TIPS	Barney Navarro	8
DATLINE DETROIT		10
THE CAR CRITIC	Roger Huntington	16
SPORT REPORT		62

ANNOUNCEMENT

MOTOR Life editorial, advertising and business offices have been moved to a new location. All correspondence should be addressed to: 3061 West Seventh Street, Los Angeles 5, California. Telephone: DUnkirk 7-8137.

COVER

Mercury's new Montclair was one of the three outstanding cars road tested for this issue of *MOTOR Life* and, as such, was recorded on Ektachrome by Dean Moon. Also interesting is the small black-and-white of a classic Lincoln furnished from the files of "Cars of the Stars," by Floyd Clymer. The driver is William Boyd, better known as Hopalong Cassidy.

W. S. Quinn.....	Publisher
Don Werner.....	Editor
Ray Rich.....	Art Director
Kenneth Fermoye.....	Detroit Editor
Barney Navarro.....	Technical Advisor
Roger Huntington.....	Associate Editor
Marvin Patchen.....	Advertising Manager

MOTOR Life Magazine is published monthly by Quinn Publications, Inc., 3061 West Seventh Street, Los Angeles 5, California. Phone DUnkirk 7-8137. Entered as second class matter at the Post Office at Los Angeles, California, under the act of March 3, 1897. Copyright 1955 by Quinn Publications, Inc. Reprinting in whole or part forbidden except by permission of the publishers. SUBSCRIPTION price \$3.00 per year U.S.A. and Canada, Foreign \$4.00. Single copy 25c. Change of address must show both old and new addresses. MANUSCRIPTS: Must be accompanied by sufficient return postage. Not responsible for unsolicited submissions.

ADVERTISING: Advertising Manager, Marvin Patchen, 3061 West Seventh Street, Los Angeles 5, California. EASTERN REPRESENTATIVE: David Riker, 489 Fifth Ave., N.Y.C. MURRAYHILL 7-6536. NORTHWESTERN ADVERTISING: Maurice Kimball Co., 681 Market St., San Francisco, Calif. MICHIGAN REPRESENTATIVE: Pickrell & Assoc., 318 Stevenson Bldg., Detroit 2, Mich. TRinity 1-0790.

*New '55 Studebaker!
Sports car styling at its best!*



The 1955 President State V-8—one of a thrilling trio of Studebaker hard-tops that includes style-setting Commander V-8 and Champion team-mates

**NO WONDER STUDEBAKER
IS THE LARGEST BUILDER OF
SPORTS CARS IN AMERICA**

THE LOW SILHOUETTE that made Studebaker the automobile style leader has won 30 outstanding awards.

But now, pace-setting Studebaker has moved more commandingly out ahead. We picture here, one of the most exciting 1955 Studebaker sports models.

Look at the low-slung lines of this unusual new hard-top! Look at the racy length of it! This is a car you want to drive on sight—and how it thrills you when you do! Underneath this Stude-

baker's hood is the brilliant new "Pass-master" V-8 engine—unsurpassed for spine-tingling getaway and take-command go!

Brand-new for '55 are Studebaker's low-level competitive prices, too—assuring you the delights of sports car ownership without the customary big investment. What's more, a Studebaker is a sports car you can share with your family. It's a full-bodied, fully-weather-protected 5-passenger automobile.

See Studebaker-Packard's TV Reader's Digest — a weekly feature on ABC television network

*Studebaker Division of the Studebaker-Packard Corporation....
world's 4th largest full-line producer of cars and trucks*