

JUNE 1957 25c

SEAT BELTS — DEATH TRAPS?

MOTOR TREND

The Car Owners Magazine

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STAN SHOWERS
2316 NO. NEVADA
COLORADO SPRINGS, COLO. 1-59



BOLT-ON CUSTOMIZING

LOW-COST, EASY-TO-INSTALL KITS



INDIANAPOLIS PICTORIAL

THE HOTTEST CARS

and who builds them

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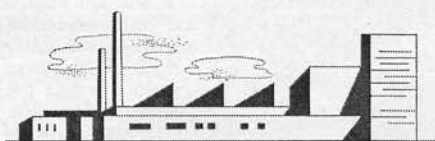
fuel injection, the system will provide sufficient fuel economy to quickly offset any added cost.

A "POWER-KIT" which provides a seven per cent increase in the horsepower of Rambler V8 models has been announced by American Motors Corporation. The factory-installed option boosts the horsepower of the V8 powerplant from the standard 190 to 203. The kit, which is priced at \$29.50, consists of a four-barrel carburetor, a special intake manifold and an oil-bath cleaner.

THOSE WHO HAVE BEEN WAITING with bated breath and bulging pocketbooks will be interested in the recently announced, factory-suggested, delivery price of the Cadillac Eldorado Brougham. As could be expected, such features as stainless steel roof, air-suspension, and a full complement of power-operated conveniences, cost money. For a mere \$13,704, including federal excise tax, you can negotiate for one of these limited-production beauties. Added to the price will be transportation charges, and state and local taxes.



TOP CAR in Cadillac luxury line, Eldorado Brougham.



Why Doesn't DETROIT?

This new feature is aimed at presenting your ideas for conveniences and necessities which manufacturers could provide to increase your motoring pleasure. If they are judged practical and feasible, we will be pleased to send you a free one-year subscription to MOTOR TREND for each item published.—Editor.

Provide light-proof window shades for wagons so campers, swimmers, etc., could sleep or dress inside in privacy?

Design a litter bag holder for the dash panel or rear of the front seat which will conceal the bag and be provided with a hinged cover?

Develop an air-conditioning system to sell within the price range of a good heater?

Put concealed-lock, child-proof, inside door handles on rear doors of four-door models?

MAKE YOUR PLYMOUTH GO LIKE A FURY!

NOW! GET 40 MORE HORSEPOWER from your Plymouth V-8 ('56 or '57) with a Plymouth-engineered, Plymouth-built kit! Easy-to-install parts make your Plymouth a real bomb on the strip—like the Fury.

Get these extras at any Plymouth dealer or your favorite speed shop: Dual quads, intake manifold, hot cam, tappets, air cleaners, plus necessary linkage, gaskets and fittings. They're factory parts, so you can still compete in the stock classes.

SEE YOUR PLYMOUTH DEALER

Plymouth

Plymouth Division, Box 1518

Advtg. Dept. QQ Detroit 31, Mich.

I want more dope on the Plymouth High Performance Kit. Please send me a free detailed brochure.

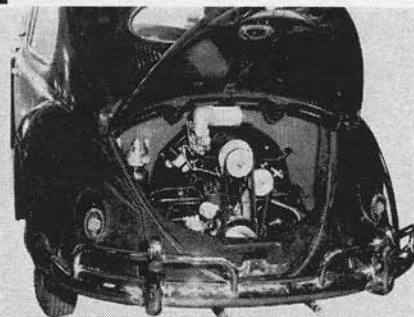
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