

MOTOR LIFE

JULY 1960 35c

Testing—

A HOT FORD

A HOT CHEVY

A HOT PONTIAC

A HOT PLYMOUTH

A HOT DART

*Special Acceleration
Performance
Comparison*



The **BEST**
CUSTOM
of the Year

**Readers Vote On
30 Outstanding Cars**

GET
THE
CAR



THAT'S
GOT
THE
GOODS!



▼ What kind of goods? Lots of room for a family of six, plus a vacation's-worth of luggage. Four-door wagons with loads of hauling space (72 cu. ft.). A rattle-proofed, rust-proofed and fully unitized body. Bump-shrugging Torsion-Aire suspension. A nickel-nursing *inclined* engine that makes every trip an economy run. An alternator electrical system that makes your battery last lots longer. Looks that make the low price tag even more surprising. That's the kind of goods Valiant's got. The more-for-your-money kind of goods you'd expect in any car made by Chrysler Corporation—compact or otherwise. Got it? Get it!

Valiant
KING OF THE COMPACTS



MOTOR LIFE

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THE COVER STORY

Five colorful entrants in the Custom Car of the Year contest have been photographed by George Barris. All of the contenders are pictured on pages 48 through 59.