

1957 NEW-CAR PARADE



Clean and slender are words that describe the new Chrysler. These views of the New Yorker two-door hardtop seem to prove it. Four headlights are available if you wish

Chrysler Family Makes Debut



CHRYSLER'S style theme for 1957 is the dart or wedge. These all-new, freshly styled beauties have a definite airplanish look with down-pointing noses and up-pointing tails. Let's look at them in order.

The Imperial offers a convertible for the first time. Its hardtop models have distinctive landau-type roofs of stepped-up design that give them a "Park Avenue" look.

CHRYSLER





Horizontal lines characterize De Soto's grille

DE SOTO

Four headlights are optional. Windshields are double wrapped, being curved vertically as well as horizontally. Windows in the doors are also curved, swinging upward and inward.

Tailfins are emphasized by a sharply sloping rear-deck lid (which the buyer can get with a simulated spare-tire cover embossed on it). There are no up-sticking taillights on Imperial fenders this year. Instead the gunsight theme has been worked into the trailing edge of the fenders themselves. Tailfins are getting so high these days that to mount taillights atop them would raise the lights almost to roof level!

Over-all height of the Imperial has been reduced three inches without sacrificing headroom. Seat height is reduced, however; especially the front seat, which is lower by 2.6 inches.

The car is actually more than five inches shorter than last year. Wheelbase is down to 129 inches, over-all width is increased by 2.4 inches and front overhang reduced 2.4 inches.

Fourteen-inch wheels are standard (this is true on all Chrysler Corporation cars).

Engine displacement is 392 cubic inches. It develops 325 horsepower.

Chrysler Adds Series

Chrysler has added a new series to its line. Both the Saratoga (the added series) and Windsor have a 354-cubic-inch V8 engine (the single-rocker-arm-shaft design); the New Yorker has the 392-cubic-inch V8 (double-rocker-arm-shaft design).

Dodge's two-toning takes advantage of the spectacular tailfins



Above, De Soto has simplified its rear-end styling. Below, Dodge features a bold, dramatic front end



DODGE





IMPERIAL

Imperial has a completely individual body styling. Note the unusual wrap-over roof treatment at the rear

Horsepowers are as follows: Windsor 285 horsepower; Saratoga 295; New Yorker 325.

The Chrysler frame is longer this year, although wheelbase is unchanged at 126 inches. The following innovations are common to the whole line: Torsion-bar front springs; ball-joint front suspension and antidive braking; renewable paper filters in air cleaners; step-down design to provide lower center of gravity and added headroom; flush-mounted air intakes at base of windshield; centerplane brakes;

dash-mounted rear-view mirrors to eliminate a dangerous blind spot; horizontal placement of spare tires in trunk of all except station wagons, and larger, sharply raked windshields.

Stylewise, the tailfins are the most emphatic element at Chrysler Division with the clamshell headlight framing being a close second. Four headlights are optional.

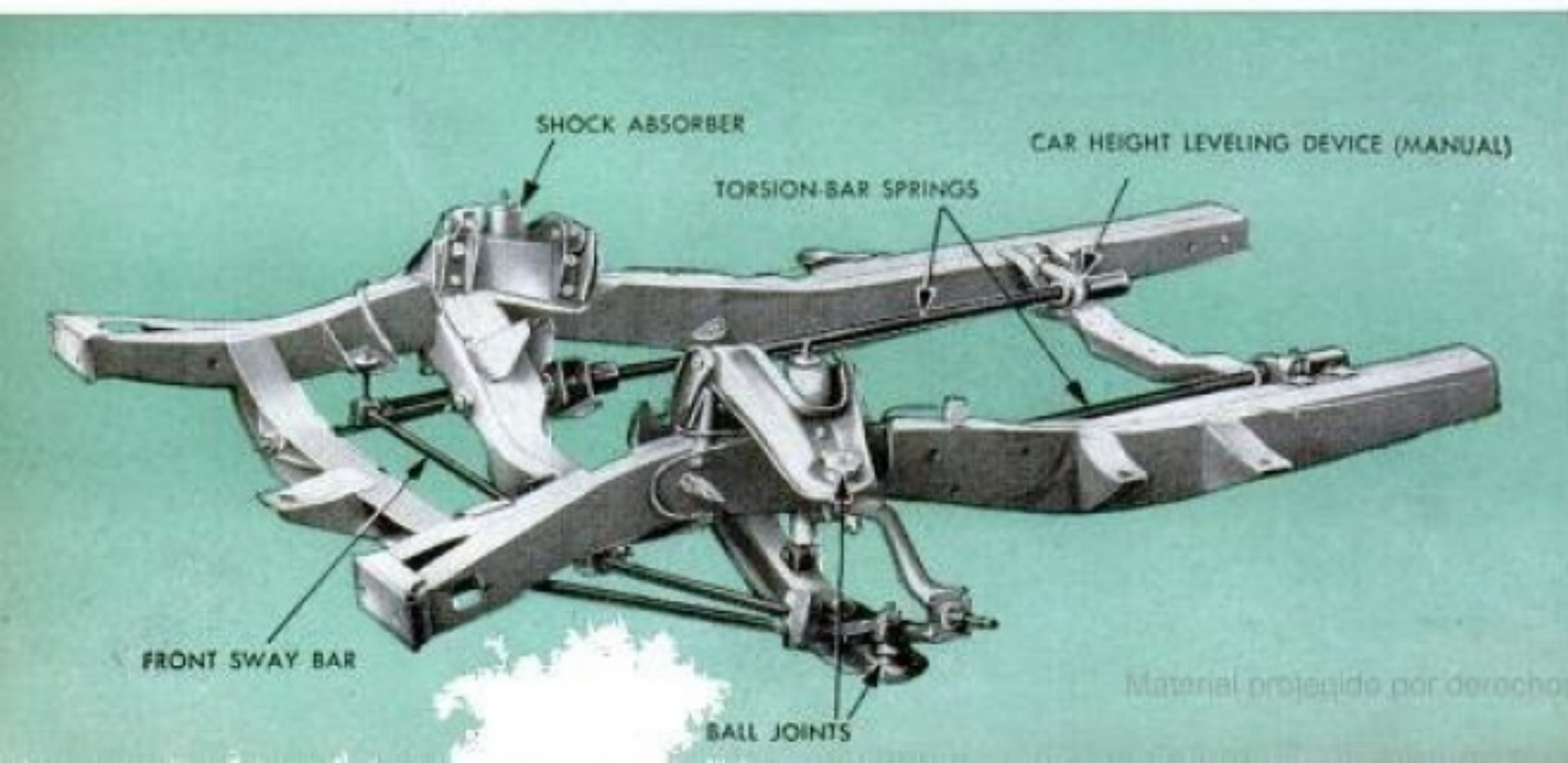
The roof is grooved slightly around its edges and the drip rail is of bright metal to emphasize the low roof line. An unusually large curved rear window in all



Imperial, too, has four headlights at buyer's option

Also optional is simulated tire cover on trunk lid

Torsion-bar springs are used on front ends of all Chrysler Corporation cars. They extend about halfway back





Once Plymouth could be called dowdy. But those days are gone forever!

PLYMOUTH



Rear view of the Plymouth emphasizes its clean lines

hardtops makes the roof look very light and slender. All convertibles from Plymouth to Imperial have compound-curved windshields.

The aluminum grille on the Chrysler has a series of horizontal lines. No hood ornament is furnished although dual fender ornaments are optional if you insist on decorating the uncluttered sheet metal.

Rear windows in four-door sedans pivot outward for ventilation.

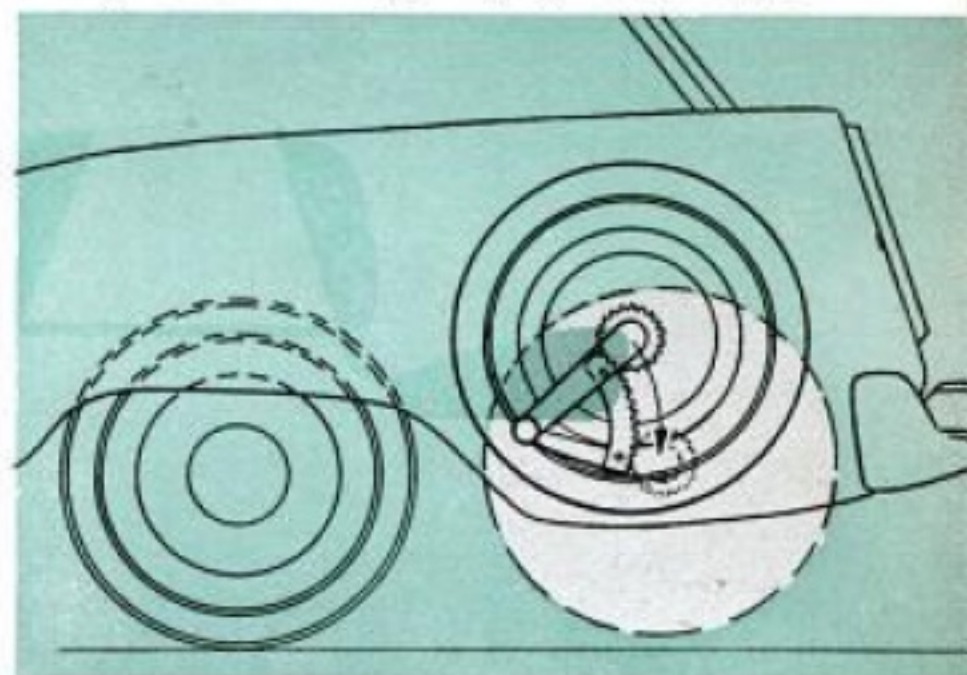
The 1957 Chrysler is actually shorter than last year's model, hard as it is to believe. The lower lines fool the eye.

De Soto Also Adds Series

De Soto has a new series for 1957, the
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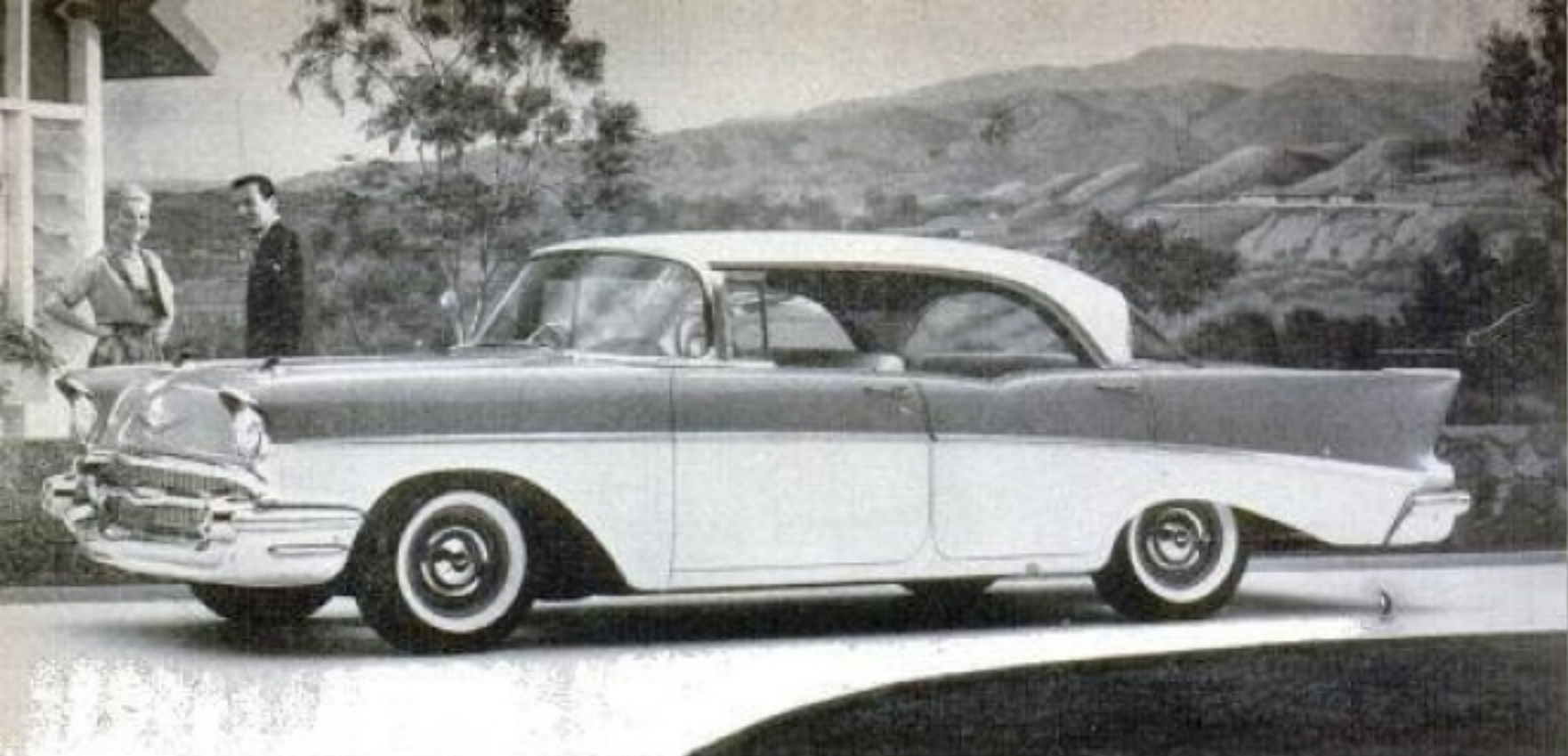


Headlights are outboard; parking lights are inboard



Plymouth wagons have a locked compartment in rear for valuables. Spare tire and gas tank are mounted within rear fenders. The third seat faces rearward





Chevrolet Gets Fins, Optional Fuel Injection



Top, 210 four-door hardtop. Above, Bel Air two-door



Two wind-splitters replace the usual hood ornament

BIG NEWS at Chevrolet is mechanical. For the first time, fuel injection is offered (at extra cost, to be sure) on a low-price production model.

Whether the price of the injection system (unknown at this writing) will scare buyers away is anybody's guess, but it will boost V8 output to 283 horsepower or one horsepower per cubic inch, a remarkable ratio for a production engine.

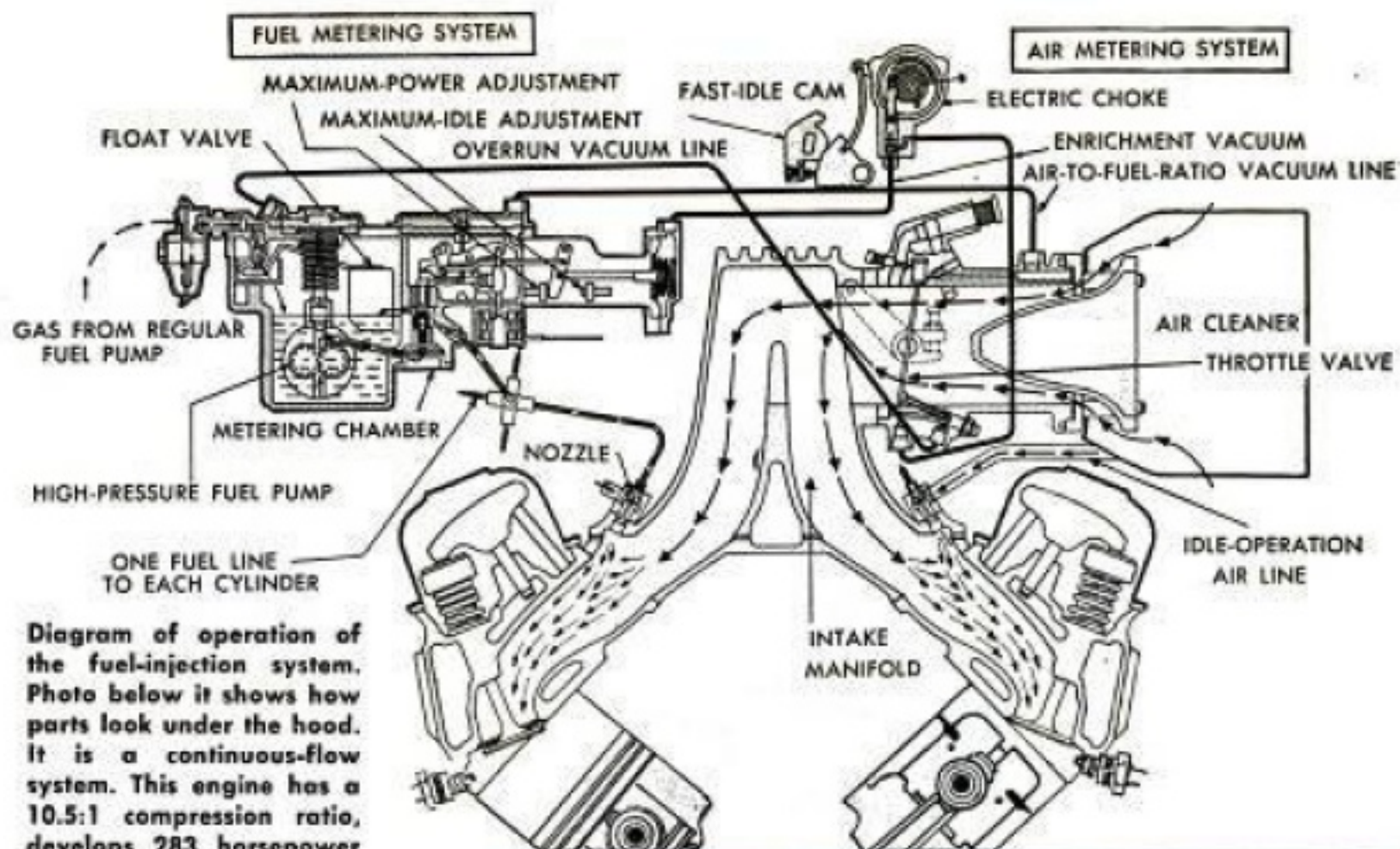
Style changes are less exciting. Bold tailfins have been added and front grille and bumper are more impressive. Over-all, the cars are 2½ inches longer, but extended fenders, front and rear, make it seem longer. Bodies are lower by more than an inch and 14-inch wheels are standard.

The new triple-turbine automatic transmission features a variable-pitch stator plus a hill retarder that provides braking during downhill runs. This transmission, Chevrolet claims, delivers nearly twice the torque multiplication of a standard converter and shifts without jerks.

Fresh air is taken into the passenger compartment through intakes directly above each headlight, eliminating the slot at the base of the windshield. Ducts carry the air along the fenders into openings at

Below, Bel Air four-door wagon. Arrow points to the location of gas-filler tube behind flap in tailfin

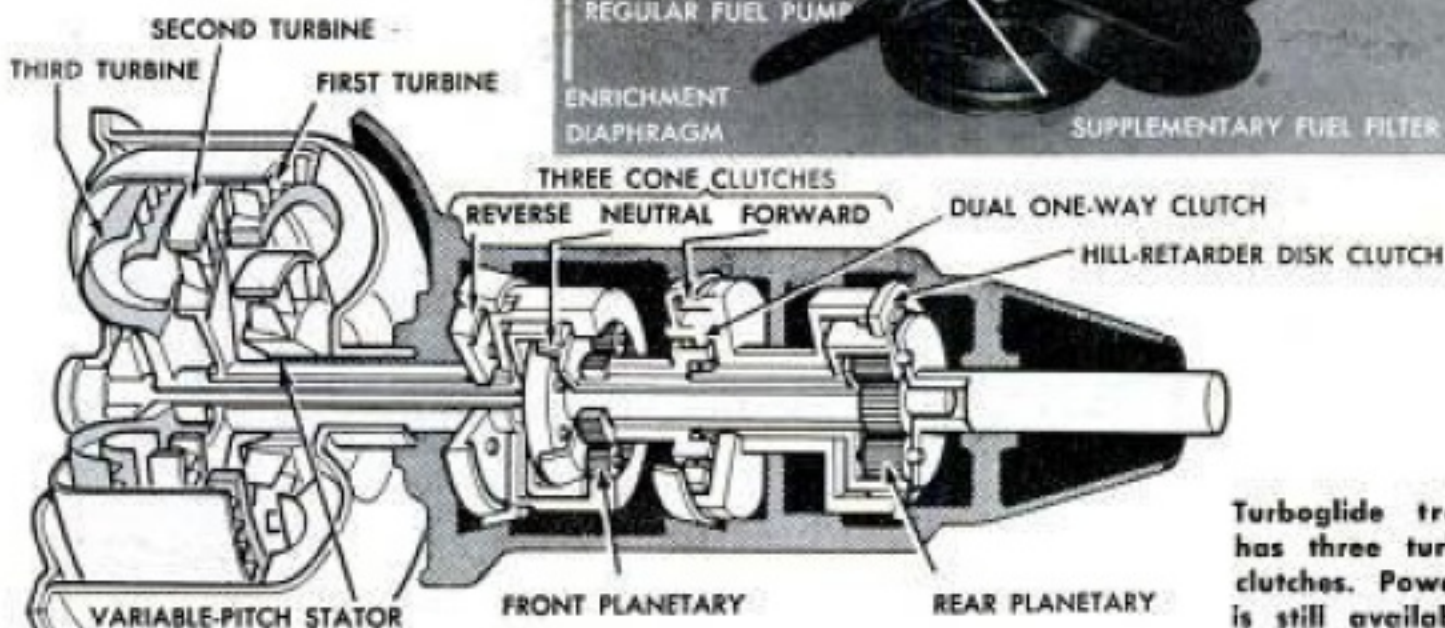
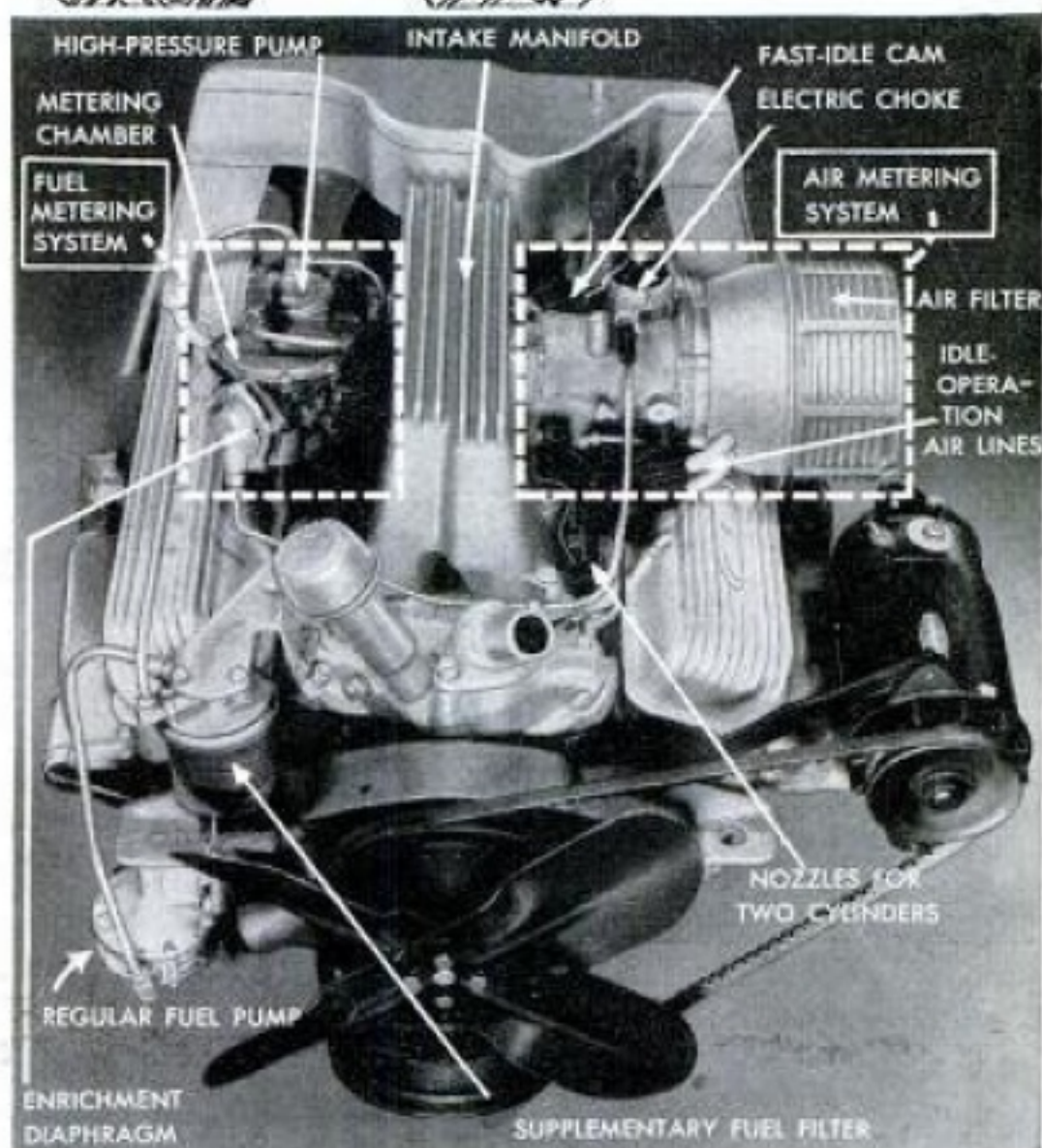




the ends of the dashboard.

Horsepower on Chevrolets ranges from 140 on the six-cylinder model to 283 on the fuel-injection V8. Between these extremes are 162, 185, 220, 245, 250 and 270 horsepower, enough variety to satisfy just about everybody.

Fuel injection and carburetion differ in that an injection system squirts gasoline into the manifold at the intake valve of each cylinder, assuring even distribution. In a carburetor system, gasoline is mixed with air at a central point (the carburetor) and the mixture sucked into the cylinders through long and restricted passages, resulting in starvation of some cylinders. ★ ★ ★



Turboglide transmission has three turbines, cone clutches. Powerglide unit is still available as well



FORD

Ford Family Is Lower, More Powerful



Fairlane tailfins flare outward from larger lights



Above, four-door hardtop is 9 inches longer. Below, wagon has sculptured roof. Note the low hood line

LOW, THAT'S THE WORD for the 1957 Ford. If you require proof, look at the photograph at the top of the page. That man has both feet on the ground!

Fairlane models (like the four-door hardtop above) are four inches lower than in 1956. Custom models are three inches lower. To do this, Ford uses a flared frame, step-down in rear, sharply offset rear axle.

They are all longer, too. Fairlanes are nine inches longer, Customs three inches longer.

There are two wheelbases this year. The Fairlane series has 118-inch wheelbase ($2\frac{1}{2}$ inches more than 1956) and the others have 116-inch wheelbase ($\frac{1}{2}$ inch more than 1956).

Horsepower continues upward. Tops in the Ford line is a 245-horsepower V8 available on all models. Also available are the 212-horsepower V8, 190-horsepower V8 and 144-horsepower six.

Styling changes are striking and represent the most complete change since the war. Total cost of tooling, development and introduction is said to be \$209,000,000.

Fairlane models feature boldly sculp-





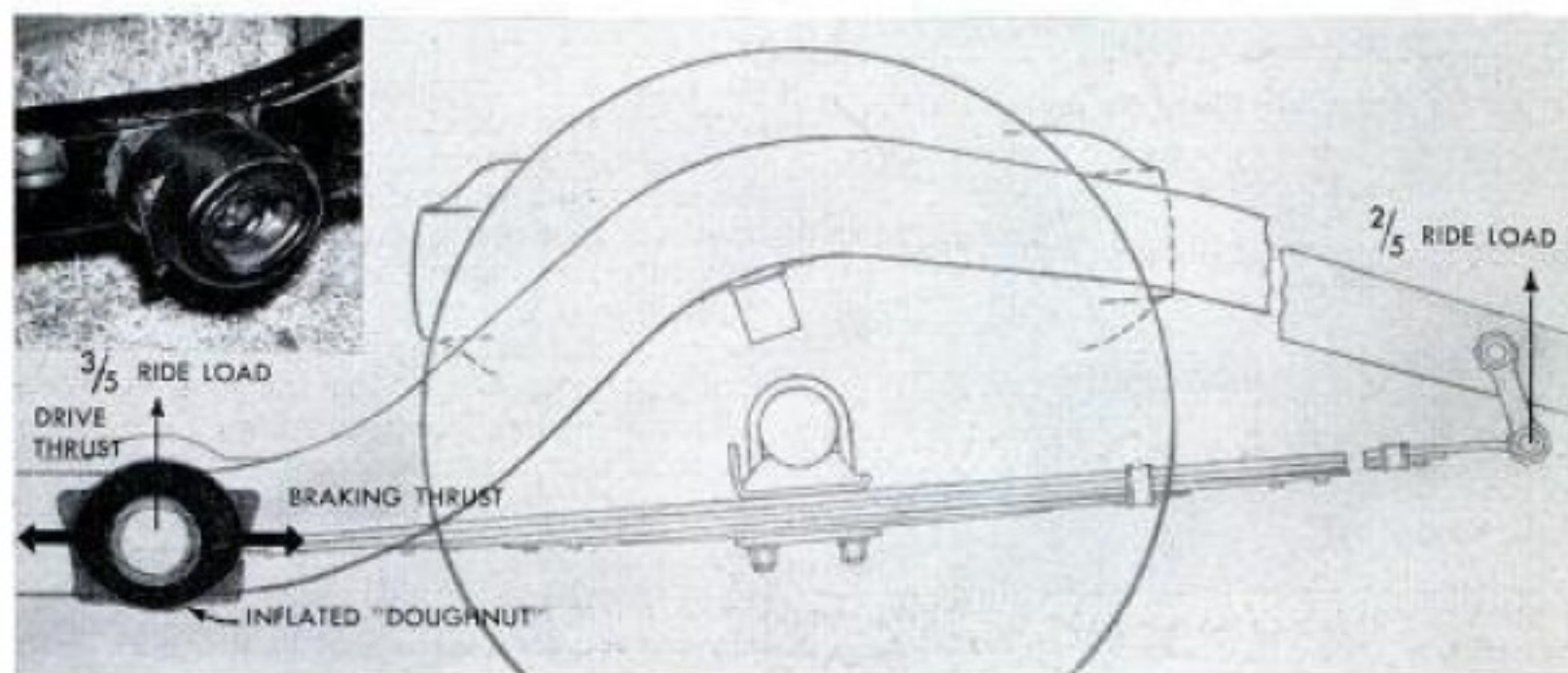
MERCURY

tured ribs that flare out from the center of the body ending above large circular taillights (which are about the only characteristically Ford part in the new styling). Custom models have similar styling, but more subdued lines.

Flatter front fenders and a much lower hood (which, incidentally, is hinged at the forward edge for safety and better en-

gine access) combine to give the car a road-hugging appearance. Windshield shape is changed, the corner posts canting forward sharply. Heater air is drawn through an intake at the base of the windshield.

Station wagons are lower this year and have a sculptured effect on the roof to lessen the "panel truck" look.



Above, drawing of air-filled spring hanger. Insert, upper left, shows how it fastens to frame. Below, the Mercury four-door hardtop is 56.4 inches high





MERCURY

Above, four-door Colony Park wagon is pillarless and has extra-large windows. Roof panel is grooved



To service paper air filter, lift out and shake it



LINCOLN

Steering-wheel position has been lowered one inch and the wheel made smaller so short drivers don't have to look between the spokes.

Ford is bigger all around—even the gas tank has been enlarged. It now holds 20 gallons.

Mercury Goes All Out

Things are changed at Mercury also. A look at the styling proves it. It is a bold approach that is unmistakably different. But under the sheet metal are the parts that really matter and bold developments are there too.

A unique approach to air suspension is an air-filled doughnut inside which the forward end of the rear spring rides. Mercury engineers say that 80 percent of the rear-end vibrations are transmitted through forward spring hangers. By insulating the springs inside a pair of rubber tires (about the size of baby-buggy tires) they discovered they could keep most of the vibrations out of the body.

These forward hangers also thrust the car forward on acceleration and retard the car during braking. The air-filled rubber

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Lincoln offers four headlights for country driving. Left, canted rear fenders end in triangular lights





HUDSON

American Motors Gets V8 Across the Board

American Motors now offers V8 engines in all three—Hudson, Nash and Rambler. For economy buyers, Rambler alone retains a six.

Horsepower is up: Hudson and Nash have 255 horsepower; the Rambler V8 has 190; the Rambler six 125 horsepower (135 optional). Dual exhausts are standard on the big cars.

Nash features four headlights, arranged in vertical pairs in the fenders (grille-

mounted lights of 1956 have been dropped). All four lamps operate on high beam, only the top two on low beam. Combined, the four smaller lamps project light 100 yards farther down the road.

Hudson enlarged rear-fender fins and moved aluminum insert to the front fender.

Rambler still has 15-inch wheels, the two big cars going to 14 inchers. Roof lines on the big cars are lower by 1¼ inches, decreasing over-all height by two inches.



NASH

Top, Hudson Hornet four-door sedan. Above, the Nash Ambassador four door. Below, Rambler pillarless wagon



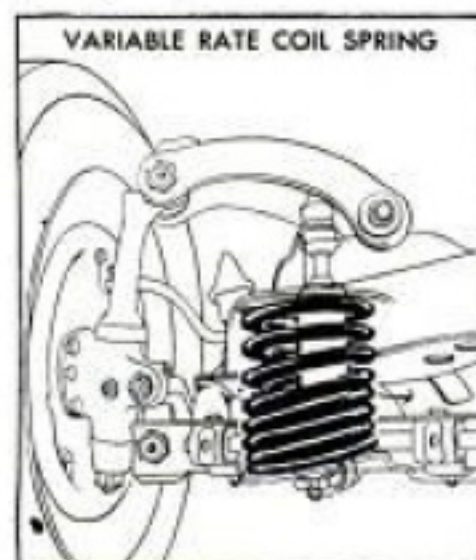
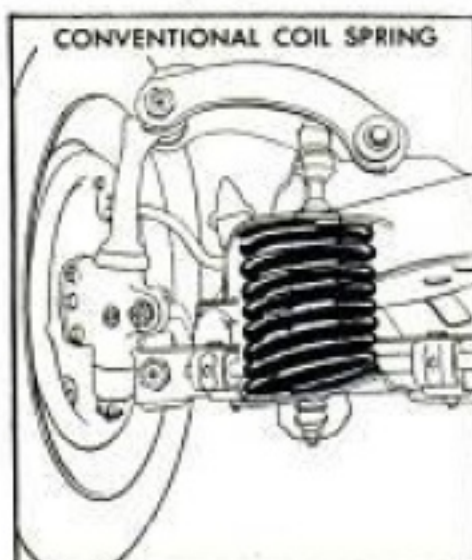
RAMBLER



STUDEBAKER

Enlarged two-toned tailfins are new on Golden Hawk, above and below

Riding comfort under any load condition results from the variable-rate front springs, which have unequal spacing between the coils



Golden Hawk Is Supercharged

STUDEBAKER'S Golden Hawk, the family-size sports-type car, is supercharged for 1957. The blower rams about 30 percent more air-gas mixture into the cylinders, boosting output to 275 horsepower. Last year's big Hawk had 275 horsepower also, but to get it required the 352 cubic inches of the Packard V8. The 1957 Hawk develops the same power with a smaller 289-cubic-inch Studebaker V8.

Optional throughout the line, on sedans as well as Hawks, is a nonslip differential that reduces slippage on icy spots.

Riding comfort is improved on all models by variable-rate front coil springs. As load increases, action becomes stiffer.

Styling changes are minor: The Hawk has new tailfins, the sedans have grille and trim changes. A four-door station wagon has been added to the line.



New for '57 is the four-door Broadmoor wagon. It has helper springs in the rear to handle heavy loads