

Picture Window Treatment Put In Chevrolets

Looking into the "picture windows" of her modern automobile, a woman may see her "second living room," the answer to an interior decorating challenge greater than that presented in the smartest contemporary home.

Just as the trend in homes has been toward a more open design, today's automobiles are more open than ever, with wrap-around front and rear windows and fewer pillars, Chevrolet designers say.

Picture windows and window walls of the contemporary home consciousness of how furnishings and color schemes will look from the outside. Similarly, designers say, women want interiors of their automobiles to show through the greater window areas.

Has More Glass
As an example, they point out that the 1956 Chevrolet four-door sedan has approximately two-thirds more glass area than its counterpart of eight years ago, placing maximum emphasis on how interiors look from the outside.

In a further analogy of the modern car and the contemporary home, they explain that both the woman and the automobile designer must work out an interior scheme with the utmost in eye appeal and must do it on a strict budget. Each must select from a vast assortment of fabrics those that are available for sewing and shaping and both durable and cleanable. But, from there on, they believe, a car designer task be-

comes more difficult, for he must strive to make similar materials look different and distinctive in perhaps three separate priced groups of "slidability" for easy entrance and exit by passengers. Keying of colors must be such that the assortment available will have a range of appeal to suit individual tastes of hundreds of thousands of customers—men and women.

Designers have accomplished all of this in styling the interiors of the 1956 Chevrolets.

New Fabrics
They have come up with new fabrics containing more nylon and a high percentage of metallic yarn which is so popular in modern upholstery. The yarn is actually made of metal.

One type of fabric used in seats and back rests has a ribbed weave resembling the surface of striated plywood. Another seating material is perforated minutely to help it breathe, offering passengers more comfort in both hot and cold weather. A starchy, frosted vinyl, like icing a cake, is used as topping on seat bolsters.

In sport models, there is a backrest trim featuring vinyl weaves and plastic buttons that resemble metal. Hardwearing vinyls are ribbed and saddle-stitched, or given a surface to simulate a cloth finish. Designers have called on manufacturers to turn out man-made fabrics with the exact qualities they need to fit in perfectly with the car and its function.

Ribbed Cloth
A ribbed pattern cloth with a prominent metallic thread predominates in two of the groups of Chevrolets. A richer pattern cloth of 100 per cent rayon, broken by a gold thread to match gold interiors, appears in ever, the lowest priced group. Rugged but attractive cloths and vinyls are blended together in station wagons.

Interiors of all the 19 models in the 1956 line are color-keyed to such exciting exterior paint shades as Dusk Plum, Crocus Yellow, Dune and Adobe Beige, Twilight Turquoise, Matador Red, Nassau and Harbor Blue, Pinehurst, Dawn Gray, Sierra Gold and India Ivory.

Advance in Safety, Power Features of '56 Chevrolet

Sweeping advances in durability, safety and power, paced by a new 205-horsepower V8 engine, headline the engineering achievements in the 1956 Chevrolets, on display by Paul's Chevrolet during the three-day free auto show which opens here tomorrow evening.

The horsepower boost, giving added zip for passing and pulling out of tight spots, runs the gamut of Chevrolet's line of passenger car engines, beginning with a 140-horsepower six featuring an 8-to-1 compression ratio. This engine, available with standard, overdrive or Power Glide transmission, replaces 125 and 136-horsepower sixes in the 1955 line.

The 1956 line offers a choice of three V8s, including a 162-horsepower engine for cars with standard transmission and a 170-horsepower engine designed for Power Glide.

The 205-horsepower Super Turbo-Fire V8, hiked from 180 horsepower last year, has a new Chevrolet compression ratio high of 9.25 to 1.

The entire line of engines, both V8s and sixes, have redesigned high-lift camshafts and hydraulic valve lifters. Full advantage of the optional "power package" introduced last year is extended to all 1956 station wagons through a redesigned fuel tank which per-

mits use of a dual exhaust system on these models for the first time.

Two of the key advances providing durability for the V8 engines are a new clutch facing offered as regular equipment and an optional full-flow oil filter.



JAUNTY SPORT COUPE . . . Frontal appearance of the 1956 Chevrolets has been smartly altered in 19 new body models by redesigned sheet metal and brightwork. Performance has been improved along with beauty in the new cars. Above is the Bel Air sport coupe, groomed as one of the year's style leaders.

Firm Reports Heavy Sales Of Chevrolet

More than 50,000 retail orders for passenger models of the new Chevrolet were written during the week end that the 1956 auto was introduced, according to T. H. Keating, general manager of the company.

The figure, based on reports from 42 wholesale zone managers, compares favorably with past years and does not include actual deliveries of cars to customers which got off to one of

the fastest starts in years," he said.

"From all reports it would seem that the crowds and reception of the new models exceeded even the optimistic expectations of our dealers," Keating said. "This is possible due to the fact that customers were pleasantly surprised by the appearance changes in the 1956 models after the revolutionary progress in design that marked the 1955 cars."

State Sets Standard For All Brake Fluid

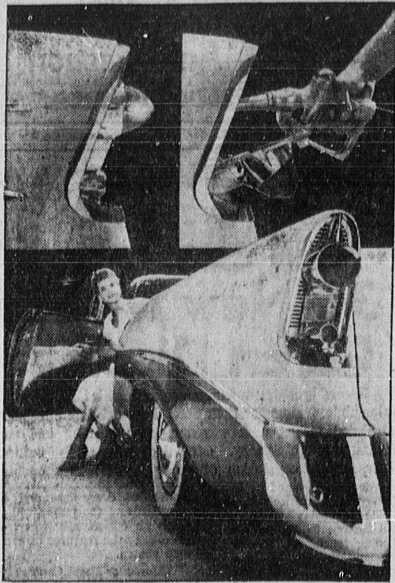
The chief of the State Bureau of Weights and Measures reminded manufacturers and distributors that it will be unlawful to sell anything but heavy-duty type brake fluid in California after Dec. 31.

James E. Brenton said a new state law, effective next Jan. 1

requires all brake fluid to conform to minimum standards for heavy duty fluid set up by the Society of Automotive Engineers.

The law provides for registration of brand names, annual pre-sale permits to sell and rules for labeling the product.

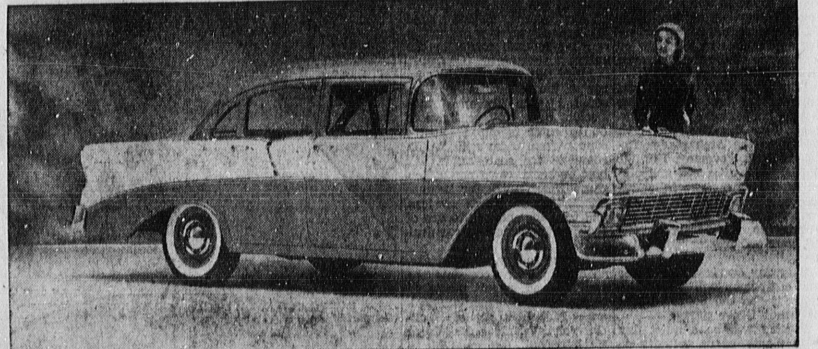
MANY SPECIES
There are more than 1,500 species of the firefly.



AIRFOIL FENDERS . . . Bold new airfoil rear fenders contribute to the aerodynamic feeling of 1956 Plymouth cars. Plymouth has 15 models, including an all-new Belvedere four-door hardtop, in its new line.



NINE PASSENGER MODEL . . . New to the automotive world for 1956 is a 9-passenger Chevrolet station wagon, available in the luxurious Bel Air or the more modestly equipped "Two-Ten" series. For maximum cargo space, the rear seat is removable, while the middle seat can be folded into the floor. In addition to the 9-passenger models, Chevrolet offers four other station wagons.



LONG, FLEET LOOK . . . The "Two-Ten" 4-door sedan is one of 18 freshly styled bodies in three series that will make up Chevrolet's passenger car line for 1956. All models have a longer, lower look. Front ends are more rugged-appearing through a redesign of grille and forward sheet metal. En-

gine choices include more powerful V8's and 6's. The car above affords an illustration of unique two-toning that separates top and lower body by a different color. The exterior and interior of each series has a distinct styling treatment.

Let Us Show You How You'll Save Both **TIME** and **MONEY** by Buying in Torrance!

ALL NEW!

the HOT one's even HOTTER!

see it-drive it and your sure to buy it!

PAUL'S Chevrolet, inc.

1640 CABRILLO AVENUE

TORRANCE

FAirfax 8-1640