

MUSIC IS a discipline, and a person, she makes the people mild—more reasonable — Martin Luther King, Jr. — more moral and gentler, more moral and gentler.

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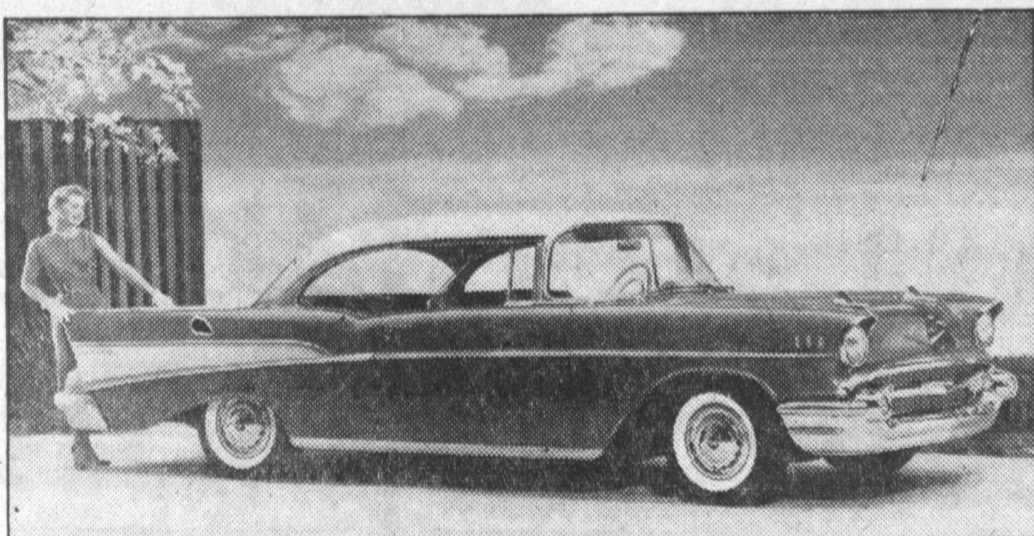
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1957 CHEVROLET SHOWS OFF
New design, styling and mechanical advances will be featured when Paul's Chevrolet in Torrance unveils the new 1957 Chevrolet Friday. Pictured is the Bel Air sports coupe which emphasizes a longer and lower design.

New Chevrolet On Display Tomorrow In Torrance

The 1957 Chevrolet will be viewed Friday, October 19 at Paul's Chevrolet, 1640 Cabrillo.

Fuel injection will be introduced on the Corvette engine, a lively new V8 of 283-horsepower that is to be available as an option throughout the line of Chevrolet passenger cars. Also unveiled for the first time is the new transmission, known as the Turboglide.

In addition to the trail-blazing RAMJET fuel injection and the new transmission, the latest models present a multitude of other styling and performance features that promise greater owner satisfaction than ever before.

Fuel injection, a long-time objective of American automotive engineers in their quest for ideal flexibility in performance, replaces the customary carburetor. Because of quicker power

response and faster warm-up, it is expected to gain almost universal adoption within a few years. Chevrolet pioneers the device in its field and will be one of the few makes, regardless of price, to offer the advance on engines this year.

The Turboglide transmission is a Chevrolet exclusive. It carries the principle of torque conversion — first introduced in Chevrolet's Powerglide in 1950 — to a new peak in efficiency. The triple-turbine — with infinitely variable ratio characteristics — produces an uninterrupted driving force at all speeds. There is no feeling of "shift."

Turboglide incorporates an unusual hill retarder, one of the many new safe-driving improvements on the latest Chevrolets. The retarder aids braking on steep downgrades. With larger glass area, surer traction, stronger frames and a re-design of steering wheel and instrument panel to reduce possible injuries on abrupt stops, the cars set new standards of safety.

In eye-appeal the 1957 Chevrolets differ strikingly from 1956 models. While two and one-half inches have been added to overall lengths, the horizontal sweep of new styling motif gives the impression that the car is even longer than its 200 inches. All bodies are lower, with a reduction of an inch and a half in height of the cowl and substantially increased windshield areas.

Common to the design of all passenger cars is a rugged front end that combines a massive guard and bumper ensemble with an aluminum grille screen and inset parking lamps. Lance-shaped windplits on the hood add a touch of modernity. However, most of the duplication in the appearance between the three series ends here. Chevrolet against offers exclusive exteriors and interiors in each of its series.

On the seven bodies in the Bel Air series, for instance, a lean chromium spear extends rearward from the headlamp, spreading gracefully downward to the bumper and also branching upward as a rear quarter molding. The area encompassed by the diverging lines of the spear may be two-toned to con-

form with the body roof color from front to rear. One-fifty or fitted with an optional panel side moldings on four body of rolled aluminum. Two-Ten models extend downward from models, eight in number, have the sash and then horizontally single downswept lance molding across the rear fenders.

COLUMBIA PHONOGRAPHS

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SOLID, CRISP LETTUCE 9¢ head	RED RADISHES 1¢ bu.
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Here's what put the magic in the new kind of FORD!

It started with the "Inner Ford." When Ford planned this baby, they thought in terms of a car through-and-through new.

The wheels got smaller. This Ford is so new that even the wheels have changed. Now smaller and broader, they help you take off quickly.

The wheelbase got longer... so now you can choose between a Ford that's over 16 ft. long—or one over 17 ft. long!

The frame got wider. Side rails bow out to give a more stable, safer riding platform... a lower, sleeker silhouette.

The ride got smoother. With new suspension, new springing front and rear, the ride this new Ford gives is the smoothest ever.

The handling got easier. Poised and balanced like a panther, this car has swept-back front suspension that works its magic when you need it most.

The power got hotter. There's a wide range of Silver Anniversary V-8's to fit every horsepower need... plus a new Mileage Maker Six.

The roof got lower. And it's designed to let you make the easy entries and graceful exits you've always known.

The body got quieter. It's the strongest body built for a low-priced car. No car in Ford's field has such generous sound-proofing.

The room got bigger. There's head room to spare for a tycoon-type hat. There's real stretch-out leg room, too.

The lines got sweeter. They have the Touch of Tomorrow. Each graceful contour says, "Let's go!"

The style got smarter. With this new-look Ford you have a car that belongs anywhere! All Fairlane models look like hardtops.

The value got greater... the price is still Ford-low.

*A Special 270-hp Thunderbird 318 Super V-8 engine available at extra cost. Also, an extra-high-performance Thunderbird 368 Super V-8 engine delivering up to 285 hp.

SEE IT FOR YOURSELF!

So now you know the magic of the '57 FORD!

ARCHIE'S MARKET

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