

PARADE OF '57 CARS

*I*T'S A YEAR of change—dimensional changes, for the most part.

To be sure, there are important engineering changes, but most of them came because the stylists said that the 1957 cars must be lowered drastically.

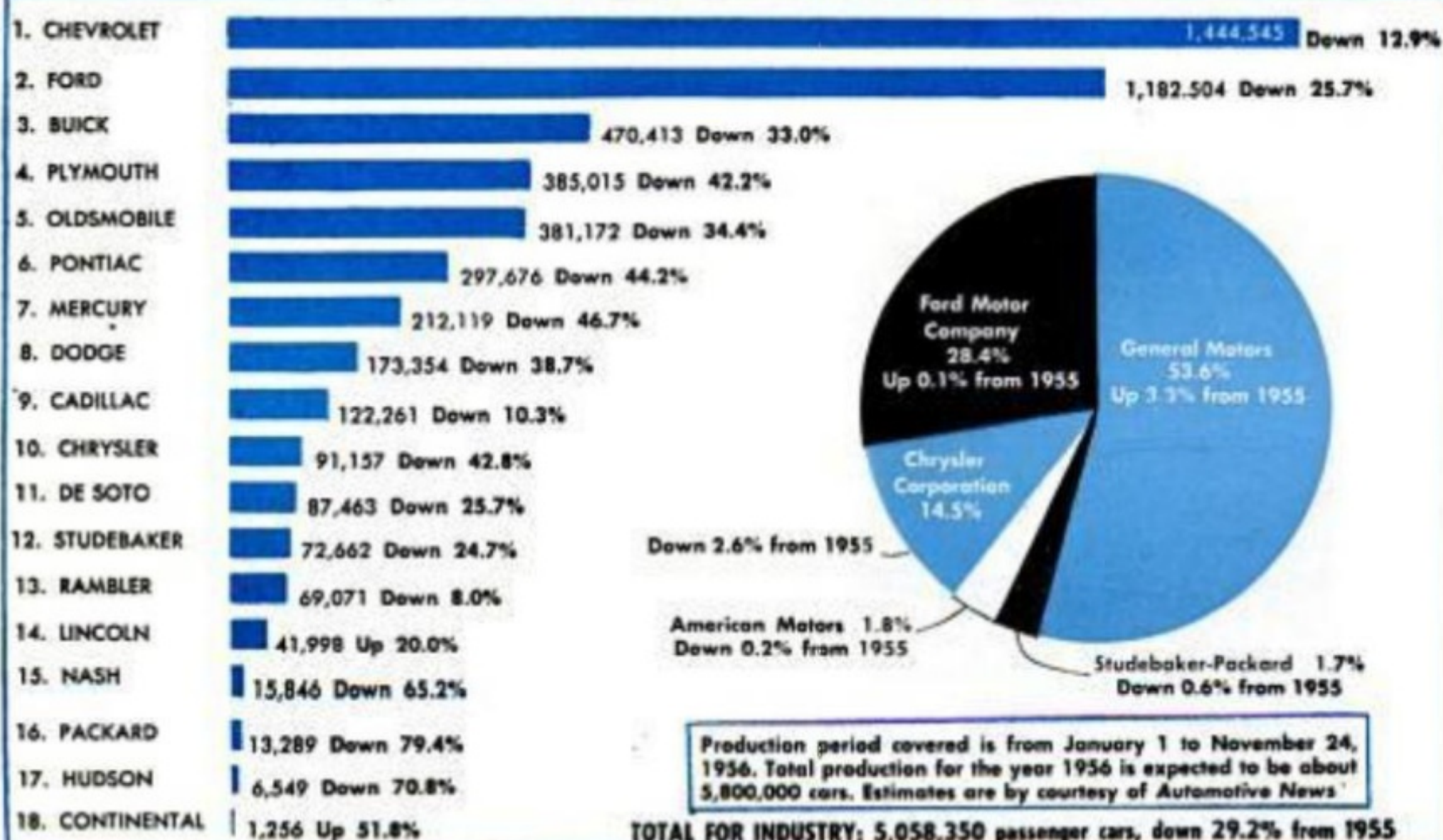
The decision to make the new cars lower (and the average 1957 car is 2.1 inches lower than last year's model) forced engineers to redesign frames, bodies, shells, suspensions and wheels.

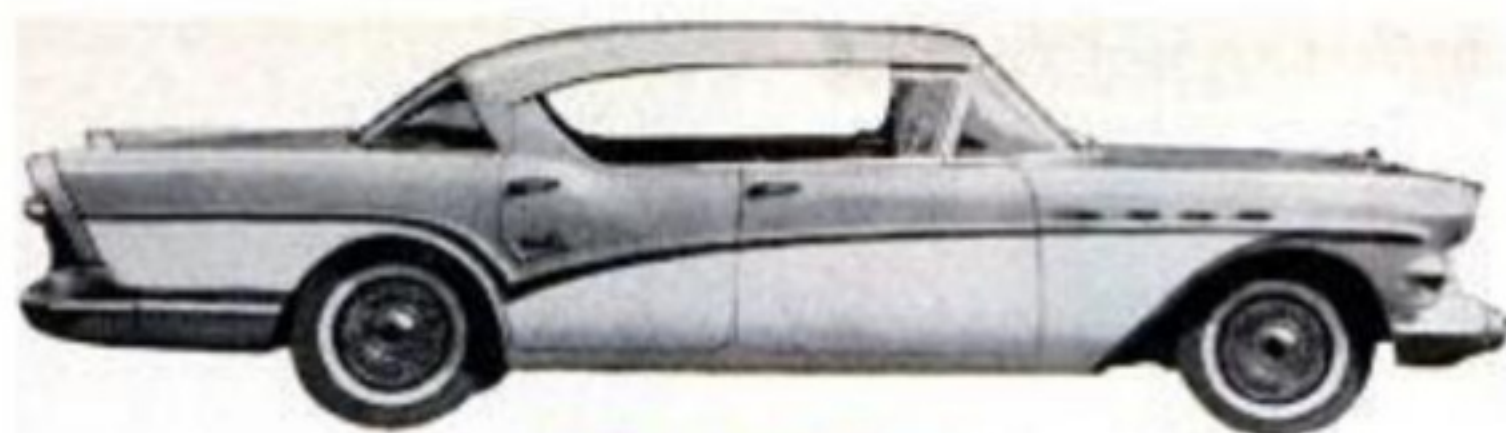
Almost unanimously, the industry adopted the 14-inch wheel. Frames are new and in great variety, ranging from the sturdy X-frame of the Cadillac, to the straight-through Chrysler Corporation frame, to the billowing curves of the Ford frame.

Horsepower is up, but it is less shouted about this year in advertisements. (Safety also seems to be quietly ignored in the ads, this year.) In 1957, average horsepower is 234.6 compared with 209.4 in the

(Continued to page 296)

PRODUCTION OF PASSENGER CARS DURING 1956





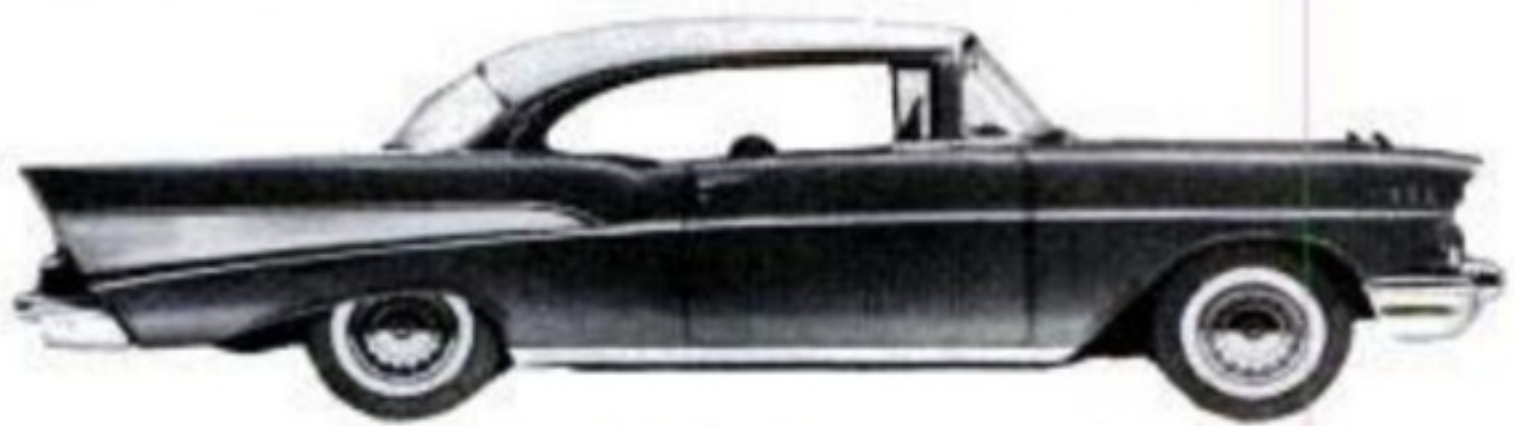
BUICK

Completely new, Buick retains its identity. Still present are the identifying "holes" in the front fenders, the full fender cutouts for all wheels, the characteristic Buick grille. It's longer, lower and more powerful. It's also more expensive. Prices range from \$2545 to \$3994—up 8 percent.



CADILLAC

Seen head-on, Cadillac looks much the same, but from the side and rear it takes on a new look. Most apparent is the new shape of the tailfin, Cadillac's trademark for so many years. Taillights are now mounted low, just above the bumper and the tailfin tapers to a featheredge, as did the Eldorado's last year. Prices range from \$4609 to \$7586—up 10 percent from 1956.



CHEVROLET

After one of its most successful years, the Chevrolet has made only minor changes. It is the same basic car with all-new front sheet metal and grille, plus entirely new rear-end styling. It now has large tailfins and a massive front grille that looks somewhat like a Buick. It is 2½ inches longer, but at 200 inches is the second shortest in the industry. Prices range from \$1968 to \$2827—up 6.7 percent.





CHRYSLER

You won't believe it until you measure them, but the new Chryslers are shorter than last year's. The low line and the wedge shape deceive you. Horsepower is 325 on New Yorkers, 295 on Saratogas (a new line this year) and 285 on Windsors. Prices range from \$3030 to \$4574—up 4.5 percent.



CONTINENTAL

It's still the Mark II and there are no outward changes to identify it as the 1957 model. Under the sheet metal, though, there have been many engineering changes. Most important is a 28-pound reduction in weight as a result of changes in the frame construction. Announced this year was a convertible model built by a custom-body shop in Texas. Price is \$9695—up 1.5 percent.



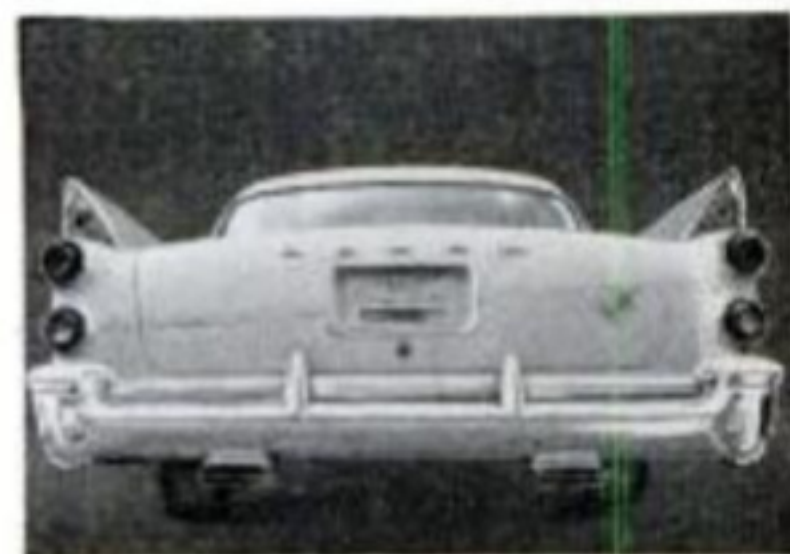
DE SOTO

De Soto has added a new series to its line—the Firesweep. This is a clever combination of Dodge and De Soto that adds a lower-price model. Its front grille is different from the rest of the line, sharing Dodge sheet metal. All De Sotos have the flattened-U rear styling that makes them instantly recognizable. Prices range from \$2724 to \$3830—up 6.9 percent from 1956.



DODGE

Although it increased wheelbase two inches, Dodge added only a fraction of an inch to over-all length. Its tucked-in tailfin styling makes it look about a foot lower (it's 3.8 inches lower). Styling is dramatically different. Displacement is up sharply to 325. Prices range from \$2329 to \$3091—up 5 percent.



ELDORADO

Still awaited but due in the showrooms this month is the Eldorado Brougham (not shown here). Less fabulous, but fine nonetheless, are the Eldorado Seville hardtop and Biarritz convertible. Basically Cadillacs, they have sharply different rear-end styling. The \$10,000-plus Brougham will be different under the skin, too. Prices range from \$7218 to something over \$10,000.



FORD

You have a choice of two sizes of Fords for '57, both being longer than the 1956 models. The big Fairlane is 9.2 inches longer. Promised for delivery this month is a hardtop convertible that converts (see *PM*, Jan. '57, page 115)—the first in the industry. Prices range from \$1953 to \$2746—up 5.1 percent (these do not include the as-yet-unpriced retractable hardtop).





HUDSON

By changing the curve of the roof panel, Hudson has been able to lower its over-all height almost two inches while retaining the same body. It also adopted the 14-inch wheel. Prices range from \$2750 to \$3030—down 11.2 percent from 1956.



IMPERIAL

There's no mistaking the Imperial. It's a completely distinctive car in the Chrysler family. The bomb-sight taillights are styled into the trailing edges of the rear fenders, no longer do they stand upright defiantly. Simulated tire cover on trunk lid is optional, as are dual headlights. From \$4661 to \$5646, apparently down from 1956, but it is impossible to be precise because models are not comparable.



LINCOLN

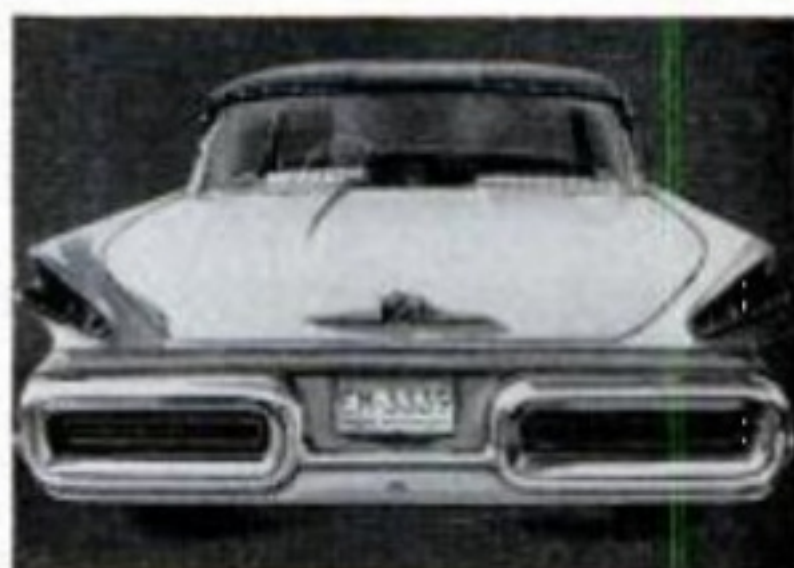
Lincoln has given its front-end styling a new look by mounting four headlights in vertical pairs. Rear-end styling is drastically changed by sharply canted tailfins. New for 1957 is the four-door hardtop, first such model Lincoln has offered. All have dual exhausts, all develop 300 horsepower. Optional are electric door locks, nonslip differential. Prices range from \$4576 to \$5309, up 11.8 percent.





MERCURY

Adding the Turnpike Cruiser, Mercury has invaded the upper-medium price field to leave space for the new Edsel below it in '58. The Cruiser has dual headlights, lowerable rear window and other innovations. Prices range from \$2536 to \$3500—up 7.9 percent on comparable models.



NASH

Styling changes at Nash include an all-new front end with four small headlights. These lights have been moved out of the grille and into the normal location in the ends of the fenders. Taillights are larger, although similar in design to last year's. The roof is lower by two inches. Fourteen-inch wheels are used. From \$2750 to \$3030—down 9.4 percent.



OLDSMOBILE

You'll have no trouble identifying the 1957 Oldsmobile despite its all-new styling. The typical Oldsmobile look is retained. It is much lower and longer. Innovations include a printed-circuit dashboard, power-assisted heater controls. Also new are four station wagons, two of which have pillarless hardtop styling. Prices range from \$2691 to \$4167—up 11.4 percent from 1956.





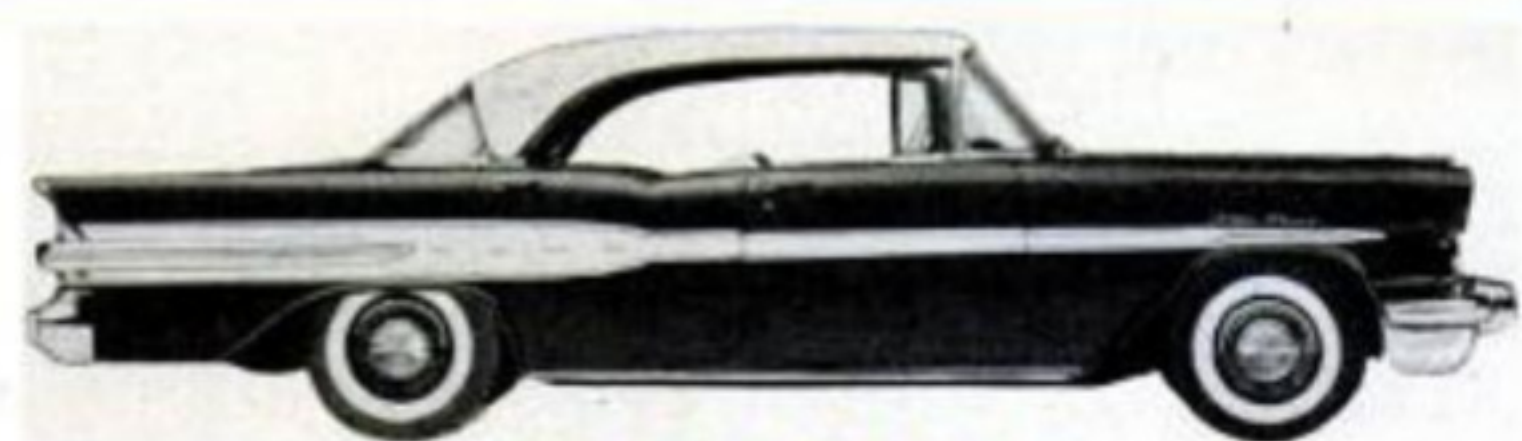
PACKARD

Packard is making a new start with its Packard-Clipper series. The traditional prestige-laden Packard is gone. This new car is a Studebaker with Packard identification. It is powered by the Studebaker V8 with supercharger. Prices not yet available, but probably lower than in 1956.



PLYMOUTH

Plymouth represents high styling at Chrysler Corporation and on it rests the company's hopes. It has performance, too. Engineering changes include torsion bars in front and a new frame. Rear-spring mountings are changed to reduce windup on starts and stops. Prices range from \$1978 to \$2608 (wagon prices not yet available)—up 5.2 percent from the 1956 series.



PONTIAC

Slightly longer than last year's, the new Pontiac features a projectile-type side treatment that seems to add feet to its over-all length. It also, for the first time in years, has no Silver Streaks of chrome to identify it. Displacement is up with a longer stroke. The V8 engine has vented valve stems to keep oil from being sucked by during deceleration. Prices range from \$2428 to \$3446—up 8.3 percent.



RAMBLER

Rambler offers a V8 engine, for the first time, in addition to its usual Six. The new V8 develops 190 horsepower with only a 250-cubic-inch displacement. Styling changes, after last year's all-new body, are minor. Prices range from \$1925 to \$2657—up 5.3 percent.



STUDEBAKER

Studebaker increased its width and length for 1957, but its basic styling is unchanged. It has also introduced a four-door station wagon to the line. Offered this year is a special safety mounting for seats to prevent them from being torn loose in an accident. Prices range from \$2001 to \$2666—up 4.7 percent from 1956. For information on the Hawks, turn the page.



VOLKSWAGEN

For the first time, a foreign car has moved ahead of some domestic cars in sales. That car is the Volkswagen. No changes were made for 1957 except the use of tubeless tires. In fact, Volkswagen styling has not changed since 1947. Prices range from \$1495 to \$2550, also unchanged.



The Specials—Sports-Type, Personal Cars

A PHENOMENON of the American automobile industry is the special sports-type car. Examples are shown on this page.

Not a sports car (although the Corvette comes close) and not a family car, the sports-type car is often called a personal car, which means, apparently, that it isn't

roomy enough for the wife and children!

Whatever else the sports-type car is, it must be high-powered and fast. It is expensive, also. It is designed to appeal to the man who wants a sports car, but doesn't want to sacrifice the comfort and convenience of the reliable American automobile.



CHRYSLER 300C

Consistently a winner of championships, the Chrysler 300C has 375 horsepower, the industry's top. It also has brake-cooling air intakes below headlights. In a Chrysler-run test, it went 145.7 m.p.h. Built as a two-door hardtop and convertible, prices are not yet available.



CORVETTE

For \$480 extra you get fuel injection to give the Corvette 283 horsepower and with only 283 cubic inches! It comes either as a convertible or hardtop (with power windows and top). Price: \$3427.



GOLDEN HAWK

Supercharged and loaded with power, the Golden Hawk develops 275 horsepower. The supercharger provides peak power in acceleration and cuts out for economy at cruising speed. Tailfins are new this year. Price is \$3182.



THUNDERBIRD

If you want performance plus, the Bird's optional 312-cubic-inch engine has 285 horsepower. Standard Bird engine develops 212 horsepower. The rear end is longer and the spare is now back inside the trunk. Hard and soft tops are available. Price: \$3367.