NEW LINCOLN UNVEILING AT LOCAL SHOWROOMS

'MISS LOMITA'

Winner of the Optimist-sponsored 'Miss Lomita' beauty contest held Saturday is blonde, beautiful Marti Fowler. Coming up in second and third place were Linda McReynolds and Odelia Pena, respectively.—Press Photo.

A gala unveiling occurred at the local showrooms of the Lincoln-Mercury dealers, 1885 Torrance blvd. on Tuesday, October 23.

On display is the new 1957 Lincoln, first American-produced car with Quadra-Lites. Instead of the usual two, the new Lincoln is featuring four road lights in vertical pairs housed in oval-shaped, chrome rimmed settings.

Big Parking Lights

Massive parking lights and directional signals are coupled horizontally below the Quadra-Lites, enhancing the beauty of the grille.

The new car is slightly longer than last year's.

Graceful body lines are attained by stylized chrome side moulding, simulated air scoop, and sweeping rear-quarter panels canted outward toward pyramid taillights. Exhaust outlets, hidden under wrap-around bumpers, large back-up lights and the Lincoln star new trunk emblem complement the rear look.

Two Models Added

Also prominent in the new Lincoln line are a new four-door hardtop and concealed-pillar sedan in both the Premiere and Capri series, increased horse power and added luxury accessories. The four-door hardtop, the "Landau," expands the Lincoln line to seven models, two more than last year.

Lincoln sedans have slim pillars which are concealed when the wnidows are raised, presenting the appearance of a four-door hardtop.

Horse power and torque have been increased as the result of a higher compression ratio of 10 to 1, reshaped pistons, and a redesigned combustion chamber. The horse power rating moves up to 300 at 4800 r.p.m. and torque to 415-foot pounds at 3000 r.p.m.

New accessories are power vent windows, a power-directed differential, electric door locks operated from a master switch on the instrument panel, Adjust-O-Matic shock absorbers and a six-way power seat.

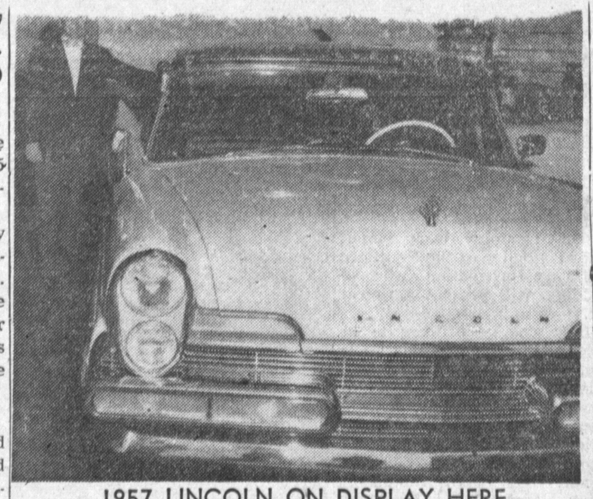
Fuel Gauge Glows

A remote control sideview mirror and an automatic low-fuel warning signal are standard equipment. The fuel gauge glows red when approximately three gallons of gas are left in the tank.

In addition to new power equipment, the 1957 Lincoln optional accessories include the eight-tube signal-seeking radio with remote-control foot switch, electrically driven antenna, and the automatic headlight dimmer.

The Premiere has as standard equipment power steering, power seats, power windows and power brakes. Power steering and power brakes are also standard equipment on Capri models.

Under the hood, the 1957 Lincoln has a new, more efficient carburetor with large volume float bowls. The new carburetor holds more fuel and provides sure, quick starts.



1957 LINCOLN ON DISPLAY HERE

John Manning, of the Torrance Lincoln-Mercury dealers, stands proudly beside the new 1957 Lincoln. The public is invited to view the car at the Lincoln-Mercury showrooms, 1885 Torrance blvd.

Mrs. Brown Nominated For Y Honor

Mrs. Olca M. Brown of 2035 Middlebrook road was the first citizen to be nominated for the 1956 Good Neighbor award.

Rev. John Taylor stated that Mrs. Brown will be given full consideration, along with other nominees, by his committee of YMCA board members.

Mrs. Brown has been a resident of Torrance since 1915 and has given of her time unselfishly during that long residence here, it was pointed out.

Rev. Taylor invited other citizens to send in their nominations as quickly as possible, for the committee will make its choice within the week. Letters may be sent to the YMCA, 2080 Washington Ave., Torrance, Calif.

The winner of the 1956 Good Neighbor Award will be revealed at the Annual YMCA Good Neighbor breakfast on Saturday, October 27. Over 4,000 tickets are now in the hands of boy and men salesmen, and all proceeds will go toward improving the Torrance YMCA's youth program.

Helicopters For US Army

Duschak Helicopter Roter Service, 22597 South Western avenue, Torrance, delivered three helicopters to the US Army, who picked them up at the Torrance municipal airport last week.

The local firm does the inspection, repair and maintenance work on these helicopters.

RUMMAGE SALE

Ladies of the Central Evangelical church are holding a rummage sale today and tomorrow in the Guild hall, corner of Arlington and Marcelina. Clothing of all kinds, dishes, household goods, etc., will be on display and the doors will open at 9 a.m., according to Ruby Smith, chairman, and Mrs. Eva Smith, co-chairman.

STATE SECRETARY

Jack Spencer of Torrance was elected to be secretary of the south and was elected to be State Secretary.

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Form P-1445
(2-29-52)

S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

MISSED PERSONS

IMPORTANT!

The U. S. Bureau of Census is completing its special census of Torrance, Calif. It is important that the census include all of the people who were living in this place on Oct. 10, 1956, the official date of the census. If you were living here on this date and believe that you were not enumerated for the census, fill out the form presented below and mail it to the Census Supervisor.

MY ADDRESS ON OCTOBER 10, 1956, WAS: APT. NO.

Name of each person whose usual place of residence was in this household on October 10, 1956. (Enter last name first)	Relationship of this person to the head of the household as head, wife, son, roomer, etc.	Sex	Color or Race	Age At Last Birthday

CUT OUT THIS FORM AND MAIL TO:

Census Supervisor
Bureau of the Census
City Hall
Torrance, California

Note: Do not file this form unless you reside within the corporate limits of the City of Torrance, California, on October 10, 1956.

You're invited . . .

to see and to drive the DRAMATICALLY new Lincoln for 1957, the longest, lowest, most DISTINCTIVE of all time. Now on display!

TORRANCE *Lincoln* - MERCURY

1885 TORRANCE BLVD. One Block West of Western

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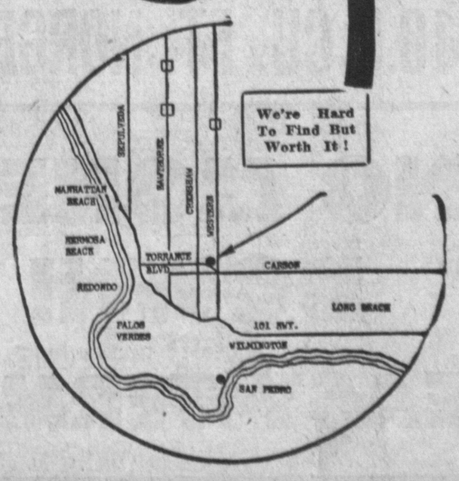
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