

Lincolns Go On Display Tuesday

The new 1957 Lincoln, first American-produced car with Quadra-Lites, will be unveiled in Torrance Lincoln-Mercury showrooms at 1885 Torrance Blvd., this Tuesday, according to Owner Richard Walbergh.

Gala festivities are planned at the local showrooms as the new cars go on display, Walbergh said. Refreshments will be served to persons who come to the opening.

Four road lights in vertical pairs, the Quadra-Lites are housed in oval-shaped, chrome-rimmed settings. The auxiliary road lamps, positioned below the headlights, are optional equipment and may be used either alone or with the headlights.

Big Parking Lights
Massive parking lights and directional signals are coupled horizontally below the Quadra-Lites, enhancing the beauty of the newly designed bumper and grille.

The new car is slightly longer than last year's, which brought Lincoln stylists the highest award of the Industrial Designers' Institute.

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 windows are raised, presenting the appearance of a four-door hardtop.

Horse power and torque have been increased as the re-

New Lincoln Features 95 Combinations

Lincoln color specialists have produced a total of 18 solid body colors and 77 two-tone exterior color combinations in the luxurious 1957 Lincoln.

The body colors are Presidential Black, Huntsman Red, Desert Buff, Dubonnet, Saturn Gold, Bermuda Coral, Sand, Taos Turquoise, Oxford Gray, Flamingo, Starmist White and Cinnamon. In addition, there are three shades of green and blue.

A choice of 48 interior trim combinations is offered in the new Lincoln. The Lincoln buyer may virtually customize the interior of his car with the many interior selections available.

Capri models feature vertical bolster seats of metallic cloth and nylon while Premiere interiors are highlighted by pleated buckets, biscuits and buttons and roll-over pleats with leather, leather and fabric and all-fabric trim in a variety of colors.

Harmonizing carpeting of deep, loop-pile wool adds to the rich tone of the Lincoln interiors.

The optional safety instrument panel and sun visors are vinyl-covered and padded with a special shock-absorbing material.

Name Change
Siam adopted the name of Thailand in 1939.

Twin Births
Odds against the birth of twins are about 87 to one.

sult 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.

New Distributor Added
A new distributor gives properly timed ignition at all engine speeds and loads with vacuum and centrifugal spark advance systems.

The old type oil-bath cleaner has been replaced with a revolutionary Paper-Pak air cleaner, affording the driver a replaceable cleaner which is more efficient and requires a minimum of servicing.

Other engine improvements are a smaller diameter, 12-inch steel torque converter providing maximum torque and strength; a throw-away oil filter for easy servicing; chrome-plated oil control rings for better control and longer life, and self-locking tappet adjustment screws.

Behind the wheel, the 1957 Lincoln offers the driver such standard safety features as the safety steering wheel with a non-reflecting horn ring, safety door locks, a suspended, extra-wide brake pedal and a hooded anti-glare instrument panel.

Safety seat belts, padded instrument panel and padded sun visors are optional equipment.

Air Conditioning Better
For hot weather driving, the all-new four cylinder air conditioning compressor increases capacity 10 per cent over 1956. The air conditioning system is operated by a single knob on the instrument panel.

The Lincoln owner has a



FOUR-DOOR HARDTOP . . . The new Lincoln offers a four-door hardtop, the Landau (above), in its expanded 1957 line of seven models. The Quadra-Lites, new this year, are four road lights in vertical pairs. This year's Lincoln is slightly longer than last year's style-award winner and has increased horse power, added power assists, and engineering changes. It will be on display Tuesday at Torrance Lincoln-Mercury.

choice of 18 solid body colors and 77 two-tone combinations, and a selection of 44 interior trim patterns.

The Premiere models offer options of leather, leather and fabric, and all fabric in three trim patterns in a wide variety of colors and fabrics. The Capri models feature two all-cloth trim options in three colors.

Capri interiors feature harmonizing one-color shades in four fabrics with horizontally pleated seat coverings.

The Premiere series includes the coupe, the concealed-pillar sedan, the Landau and the convertible. The Capri series features the same models with the exception of the convertible.

Sweetness Factor
Saccharin is 300 times sweeter than cane sugar.



MORE LIGHTS ADDED . . . Quadra-Lites are the prominent styling feature of the 1957 Lincoln, first car in the industry to employ four road lights in vertical pairs. Also new are the larger parking lights and directional signals, wrap-around bumper, grille, and Lincoln star hood ornament. It has a new four-door hardtop, new concealed-pillar sedan, hardtop coupe and convertible among its seven 1957 models. It will go on display at Torrance Lincoln-Mercury Tuesday.



NEW LINCOLNS ARRIVE . . . Richard Walbergh, owner of Torrance Lincoln-Mercury, poses with one of the 1957 Lincoln Premieres, which go on display here Tuesday at the local showrooms. A special showing is planned for the public, with refreshments to be served.

L I N C O L N

for

1957

Torrance Lincoln Mercury extends a cordial invitation to you and all your friends to see this marvelous new LINCOLN Tuesday, October 16

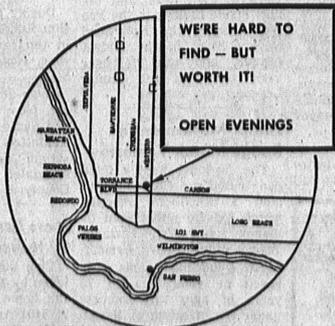
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K. L. SUTTER **D. A. Likens (Pastor)**