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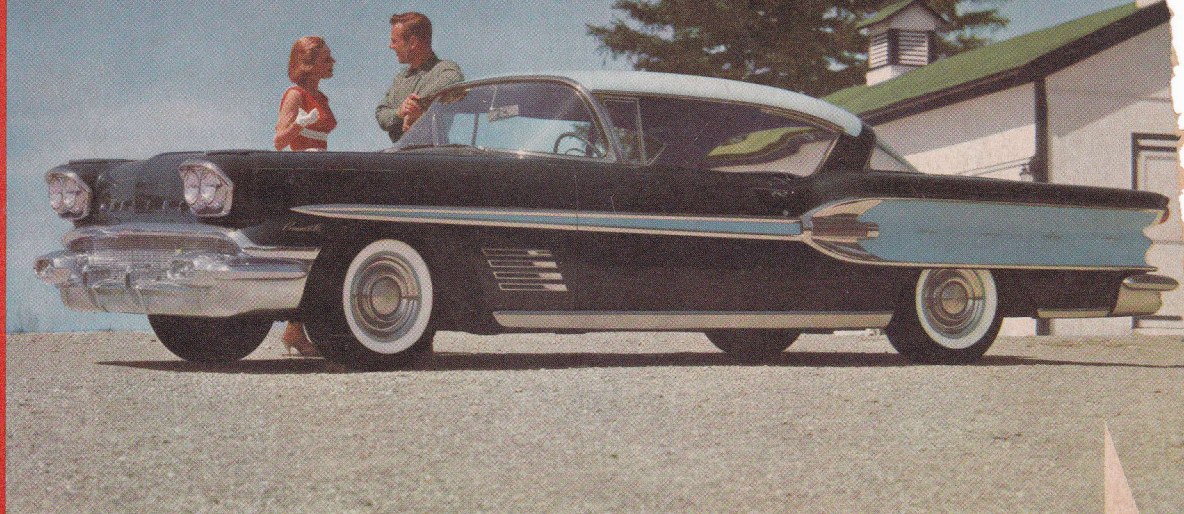
# MOTOR LIFE

DECEMBER 1957 35c

**BIGGER  
ISSUE!**

**COMPLETE  
COVERAGE  
1958 CARS**

**MERCURY  
BUICK**



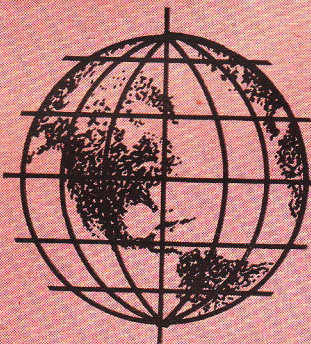
## CHEVY-FORD-PLYMOUTH

**Driver's Reports and Complete Comparison!**

**OLDSMOBILE  
PONTIAC  
DE SOTO  
STUDEBAKER  
IMPERIAL  
THE HAWKS  
CORVETTE  
RAMBLER  
CHRYSLER  
LINCOLN  
DODGE  
PACKARD  
CONTINENTAL**







# Autogram

## FACTS & FORECASTS

New ultra-luxury Mercury is expected to be one result of the re-merger of the Lincoln and Mercury divisions into a single unit again. Car would be based on Lincoln components (somewhat like Buick Roadmaster borrows from Cadillac).

Changeover at GM? Harlow Curtice, current president, becomes 65 in less than another year--the age at which retirement is virtually automatic in the company. His successor probably will be one of the operating division heads, such as Ed Cole of Chevrolet, Ed Ragsdale of Buick, etc.

The small car from Studebaker-Packard might turn out to be the German-made Goggomobil midget, according to one of Detroit's leading trade papers. Car would sell for about \$1,000 in the U.S.

It's do or die with American Motors for '58, President George Romney said in a recent talk. The firm will end up in the red in 1957.

Gigantic safety conference is being planned in Detroit to impress governors of all the 48 states that the industry is serious about the problem. Many states are threatening to get rough with restrictive legislation, some involving restrictions on horsepower and size.

More Vauxhall and Opel body types are forthcoming, as GM prepares to push sales of those two imports. Two-door sedans, station wagons--maybe even convertibles--will be added. European sources generally agree the Opel is the better car.

Be careful with air suspension when jacking up a car if it's so equipped, the AAA warns. Opening a door or turning on the ignition may actuate the leveler device and cause the vehicle to slip.

Such a mishap only could occur with a unit using the diaphragm-type air bellows, however, which is not universal in all air suspension systems.

Handling of the Edsel right or wrong? Looking back on the Ford Motor Company's promotion of the Continental Mark II, it is now obvious that too much was said about how the car would add prestige to the maker's name, not enough on what it would do for the buyer.

In the case of the Edsel, more has been heard so far about how Ford needs a full line of cars to compete than about the reasons why anybody should buy one of the cars.

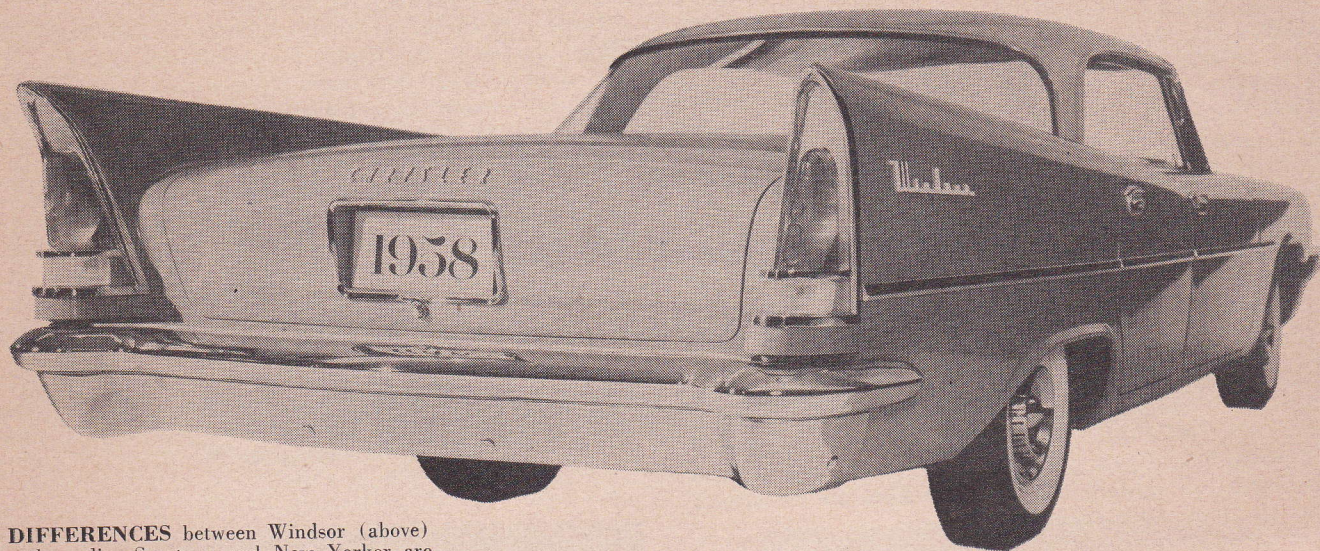
Ford has too much invested in the Edsel to let it flop. And the car is just good enough to hold up under pressure. But it's going to take some realistic selling to put it over.

Amazing performance was turned in by a Hillman Minx sedan recently, when it covered 5,000 miles in less than five days--all over one of the roughest roads on the North American continent. Driver Richard Pape toolled the little British family car practically nonstop from Vancouver to Fairbanks and back. He averaged 31 mpg and 42 mph, often traveled at near top speed.

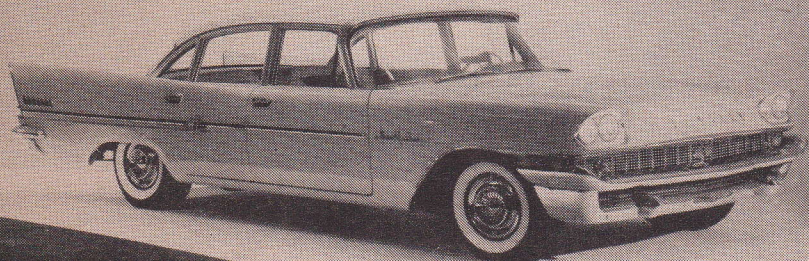


# 1958

# CHRYSLER

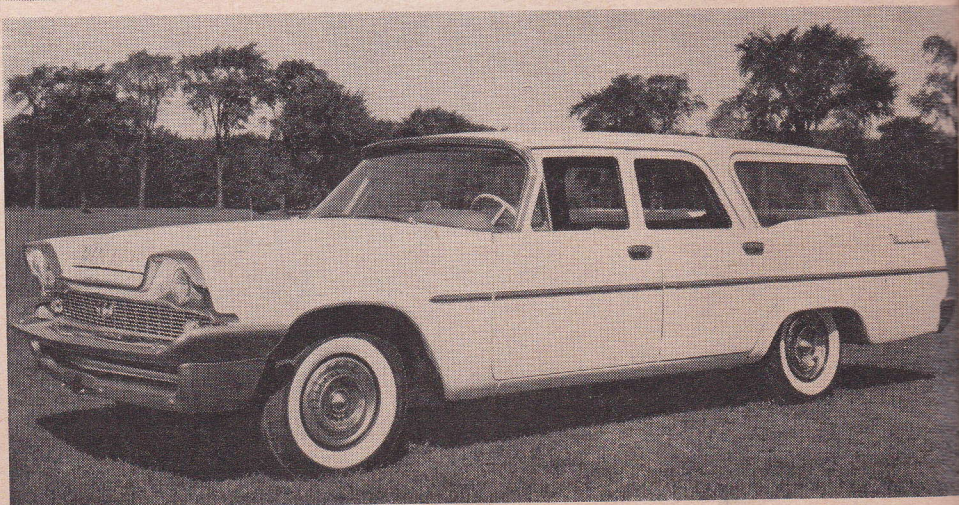


**DIFFERENCES** between Windsor (above) and costlier Saratoga and New Yorker are fewer in '58. Rear end appearance is same.



**NEW YORKER** sedan shows the dual headlights that's standard for next year, plus the revised grille, bumper and trim treatment.

Refinements are the clue to the upcoming models right down the line —nothing drastic, except for a new and most interesting automatic throttle control unit



**STATION WAGON** in Windsor series displays the frontal hood line that distinguishes it from the rest of the Chrysler models.



**I**MPROVEMENTS, rather than drastic changes, are being emphasized by Chrysler for 1958. Changes have been made, but stylists and engineers have concentrated on refining and developing existing designs—not altering them completely or unnecessarily.

Styling revisions have been held to a minimum. The low hood lines and high, sweeping fins of the dart look introduced a year ago have been retained.

Front end appearance has been altered by changes in the grille, bumper and dual headlamp treatment. (Dual lights were options last year, are standard for 1958.)

Headlights are now set in a flush bright-metal panel, rather than being recessed in a concave fender opening as in 1957. Upper bumper bars run straight across the front of the car, flare up into wing-like sections which wrap around fender sides.

Compound curved windshields, which wrap back into the leading edge of the roof as well as around at the sides, are now used on both hardtop and convertible models. (Last year they were on convertibles only.)

Added visibility is offered by a huge new rear window in some 1958 Chryslers. The 13-square-foot backlight is standard on 300-D and New Yorker two-door hardtops, an option for Saratoga and Windsor two-door hardtops.

New side trim moldings and color panels, different in each series, are used for '58. Taillights have smaller lens, accentuating fin height, and are set against a background of textured metal—similar to that which backs the twin headlights at front.

Engines are the same basic V-8's as those used in '57, but compression increases, different carburetors with a new choking system and other changes reportedly have increased power and economy.

Windsor and Saratoga models are powered by 354-cubic-inch engines. (Bore and stroke is 3.94 by 3.63 inches.) Both have a 10-to-1 compression ratio, but Windsors have only a single two-barrel carburetor while Saratogas have a four-barrel unit and dual exhaust.

New Yorkers and 300-D's use the big 392-cubic-inch Firepower V-8. Compression ratio of the engine has been boosted to 10-to-1. Four-barrel carburetor and dual exhaust are standard on New Yorkers. Twin quad carburetors and dual exhaust are standard on 300-D models—with Bendix electronic fuel injection an important option.

Chrysler is following the trend to higher rear axle gear ratios. All TorqueFlite-equipped models, except 300-D's, will

have 2.93 gear ratios as standard equipment. (The few manual transmission Windsors sold will have 3.73 gears.) They used 3.18 gears in 1957.

Obviously made in the interest of improved economy, this change should pretty well cancel out any low-end acceleration improvements that would otherwise have resulted from torque and power boosts.

The widest and most interesting array of accessory items is being offered for '58 by Chrysler.

Most unique is the Auto-Pilot, a device which links accelerator and speedometer together in such a way that it permits fully automatic, semi-automatic or conventional throttle control.

For fully automatic control on turnpikes and expressways, the driver gets up to desired speed, then presses a button recessed in the speed selector knob. The car continues to travel at that same speed until the driver hits the brake pedal. The driver does not have to keep his foot on the accelerator pedal.

In semi-automatic operation the unit functions as a speed governor. The driver set the speed control knob at the speed he wishes to travel; when that speed is attained, a warning back-pressure is felt on the accelerator pedal. With the foot resting lightly on the pedal, the car will maintain the pre-set speed—uphill and down. The control can easily be over-ridden for passing by pressing harder on the pedal. After passing, when pedal pressure is relaxed, the car returns to the pre-set speed once more.

The Auto-Pilot can be locked out for conventional accelerator operation. The device is optional for all '58 Chryslers.

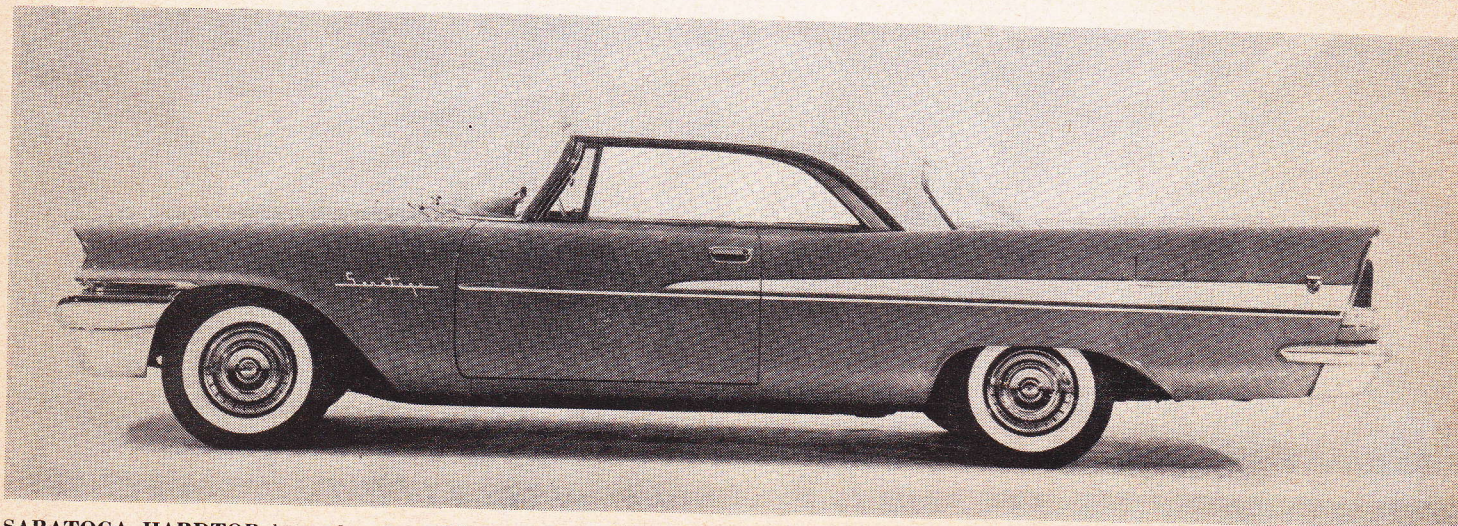
Four-stream windshield washers are standard on New Yorkers and Saratogas, optional for Windsors. As the name implies, these washers direct four streams of water to the windshield for increased coverage, faster washing.

Rear window defrosters, limited-slip differentials, six-way power seats, remote control outside rear view mirrors and transistor radios are other extra-cost items available.

A significant change is the switch of Windsors from 126-inch to 122-inch wheelbases. This is expected to expand Chrysler's sales potential in the upper-medium price class.

Two new nine-passenger station wagons with rear-facing seats have been added to the line—one in the Windsor series, the other in the New Yorker series.

Double-walled "Captive Air" tires—which eliminate the need for a spare—are standard equipment on all 1958 Chrysler nine-passenger wagons and are optional on all other models. •



**SARATOGA HARDTOP** has only minor differences from New Yorker series, is the middle-priced line revived in 1957. Its side

trim treatment actually looks cleaner and better than the one employed to decorate the New Yorker. Note compound windshield.