



THE 1957 PLYMOUTH Belvedere four-door sedan has a low silhouette, long wheelbase, more powerful Fury 301 engine and revolutionary new Tor-sion-Aire ride—said to be the most important advancement in automobile design since the introduction of independent front suspensions.

BUSINESS BRIEFS

New 1957 Models Ready At B'ham Car Dealers

Local showings of new 1957 model cars have been set by local Birmingham dealers throughout October and November. Birmingham Nash, 666 S. Woodward, will have the new Nash Ambassadors and the Ramblers on display this week. During their showing the firm will serve coffee and doughnuts. Showroom will be open from 9 a.m. to 9 p.m. Monday through Saturday.

Chrysler at a new agency which is moving into the city, occupying the old Jesse McNeal Dodge agency at 369 S. Woodward, Gold-har-Zimmer is the new dealership with 11 years experience in Detroit before opening their second location here.

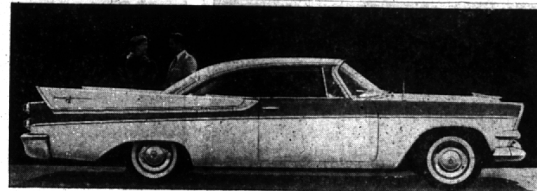
The introduction of the Chrysler and Imperial will be held with the opening of the renovated building on Oct. 30.

at Bob Frost, Inc., 479 S. Woodward on Nov. 12. Now on display at their showroom are the 1957 Lincoln.

DODGE and Plymouth will be on display Oct. 30 at the new Jesse McNeal agency at 635 S. Woodward. McNeal, after fifteen years at his old location, has taken over the former Wrigley market building. This move has doubled his floor space and will offer complete service facilities. Additional personnel and equipment have been added.

A large parking lot, south of the building can accommodate 150 cars. Included in McNeal's new lines are DK Dodge trucks. Show-room will be open from 9 a.m. to 9 p.m.

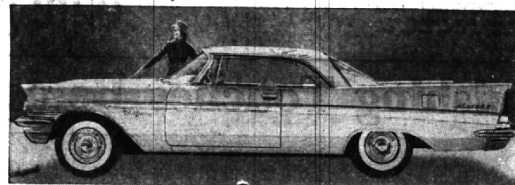
BIRMINGHAM will see the MERCURY can be seen locally



THE 1957 SWEPT-WING DODGE, lower and longer, has the most exclusive styling and engineering improvements in history. Height of the two-door Lancer hardtop models like the Custom Royal Lancer shown above, has been reduced by five full inches so that the new Dodge stands barely four and a half feet high. Rear fenders sweep upward and backward to keynote the car's swept-wing styling, accenting a sport car appearance that is also a mark of the jet aircraft age.



THE 1957 NASH, which is two inches lower than the 1956 model, is highlighted by a revolutionary four-headlight system. Powered by a new 255-horsepower V-8 engine, the new model also has "Lightning Streak" styling, a reduced turning diameter and "living room" interiors. Shown is the Nash Ambassador Custom four-door sedan. The new models go on sale in Nash dealerships across the nation on October 25.



THE CHRYSLER New Yorker for 1957 offers advanced Forward Look styling, a revolutionary new Torsion-Aire torsion bar suspension, a new three-speed push-button Torque-Flite transmission, twin headlights and smoother-riding lower-pressure tires on 14-inch wheels. Approximately four-inches lower than last year, they feature a combined heater-air conditioner, up to 40 per cent larger windshield and a new 392 cubic-inch FirePower V-8 engine. Shown above is the Chrysler New Yorker two-door hardtop. They are available in a four-door sedan, four-door hardtop, convertible coupe and Town and Country wagon in a choice of 21 colors.

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