



FROM THE ROAD UP, 1957 Fords are a complete departure from previous models. They will be unveiled tomorrow at Balsiger Motor Company at Main and Esplanade. There are 19 body styles, of which the car shown above is the four door Victoria, a member of the new "Fairlane 500" series. Fairlane models are nine inches longer and four inches lower than their 1956 counterparts. Though the new models are lower, interior headroom is as great as last year, since the car's chassis and floor are re-designed for a lower center of gravity.

Ford To Offer Longer, Lower Lines In '57 Cars

DETROIT (AP)—Ford Division's 1957 passenger cars, to go on dealer display Wednesday, will be longer and lower and will be presented in two basic sizes, the Fairlane and Custom. There will also be a station wagon series. Ford says it cost 209 million dollars to develop the new models. Styling changes include wide hooded headlights, forward slanting grille, windshield wrapping farther around the sides, and distinctive rear fender fins slanting slightly outward to emphasize the contoured sides. Introduction of the new cars will mark the first time in Ford's 53-year history that two sizes of Ford cars have been produced. There will be 19 different models. The Fairlane series has been expanded to include the "Fairlane 500" models with extra luxury features. With an over-all length of 207.7 inches and a height of 56.2 inches, the Fairlane and Fairlane 500 sedans have an over-all length of 201.5 inches and a height of 57.1 inches, making them more than three inches longer and nearly 3 1/2 inches lower than the 1956 models. Station wagons at 203.5 inches long and 58.6 inches high are nearly six inches longer and 3 1/2 inches lower. The frames on the several models have been extended to the sides of the car, permitting the floor to be lowered inside the

frame rails. Thus, Ford says, there is no sacrifice of headroom inside the car. An innovation for 1957 is availability of an extra-cost option of a high performance V-8, 245 horsepower engine. The engine called the "Thunderbird Special," is equipped with a four-barrel carburetor and has a 9.7 to 1 compression ratio. All models have independent ball joint front suspension, longitudinal semi-elliptical rear springs, 12 volt ignition, 26-gallon fuel tank and 11 inch brake diameter. Wheels are 14 inches in diameter, one inch smaller than on the 1956 models. Safety features, introduced in 1956 have been improved. A new safety instrument panel has recessed control knobs clustered under a redesigned deep center steering wheel, safety door latches have been reinforced, the safety steering wheel is one inch smaller in diameter and is mounted lower in the car. Hoods are hinged at the front. The hood release has been moved to the instrument panel, and the fresh air intake has been moved to the cowl in front of the windshield. Ford engineers say this prevents exhaust fumes from being drawn into the car.

As Advertised in True Story-PLAY

Public Welfare Meeting Slated

Mrs. Altha Urquhart, administrator of the Klamath County Public Welfare Commission, will be among the 300 welfare officials and workers attending the West Coast Regional Conference of the American Public Welfare Association to be held three days in Portland beginning October 15. The meeting will bring together welfare personnel from the six western states and Hawaii, Alaska and British Columbia. A large number of well known welfare and social worker speakers will address the group, with the conference theme being "Re-tooling To Meet Community Demand for Public Welfare Services." A large number of informative panel discussions are scheduled to the three-day session.



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DETROIT (UP)—A cup of coffee cost John Doherty \$130. Doherty was ready to bet on a longshot at the track when someone spilled hot coffee on him and he couldn't get to the window in time to bet. The horse came in and paid \$280. Doherty filed a \$10,000 damage suit against the track but accepted a pretrial settlement for \$150.



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Public Health Award Given

Award of a public health traineeship to Jana Lynn Langslet, daughter of Mr. and Mrs. C. L. Langslet of Lakeshore Drive, has been announced by the Public Health Service, U.S. Department of Health, Education and Welfare. The award will enable Jana, who is a dental hygienist, to attend the University of Washington for a year of graduate training in dental health. She is one of 200 persons from all parts of the nation who will be awarded public health traineeships this year under the Health Amendments Act of 1956, signed by the President August 2. The new legislation is designed to help relieve the acute shortage of trained public health workers

in state and local health departments who have already received many other specialties which are essential to the operation of modern training in public health to include, nursing, engineering and the health departments.



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OVER 17 FT. LONG On a New 118" Wheelbase	2 Custom 300 Models
OVER 17 FT. LONG On a New 118" Wheelbase	4 Fairlane Models
OVER 17 FT. LONG On a New 118" Wheelbase	5 Fairlane 500 Models
PLUS 5 NEW MODELS IN THE STATION WAGON SERIES	



The Fairlane Fords for '57, like the Fairlane 500 models, have no equal... no counterpart, in the low-price field.

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Main and Esplanade Klamath Falls, Ore.