

last word in luxury.

Presenting: the Elegant '58s

by Robert Fitzgibbon

THE HEADY SMELL of freshly finished paint, rubber, metal, and upholstery fills the Autumn air these days, which means only one thing: the new cars are out! And they're all dressed up in rakish new styles and loaded with innovations to lure the car-loving American to his favorite showroom.

Let's take a quick peek at them as they zoom off in search of buyers. First of all, they're ground-huggers, these '58s; they look lower and longer and many of them actually are. They sport dual headlights which not only give better nighttime visibility but lend fresh styling to the front end. Their colors are more subdued, and you may even see some black cars once again.

In styling, the boxy appearance is passé. The vogue now is the sculptured effect, with indentations and raised and concave surfaces gracing the hood, roof, sides, rear deck, and fender panels.

Among the General Motors cars, Chevrolet has been completely restyled and has added two de luxe Impala models to its Bel Air series. The lower-price Two-Ten and One-Fifty series have been renamed the Biscayne and Delray. Over-all length has been increased nine inches and the roof lines lowered 2½ inches.

Pontiac and Buick also have added

new luxury models—the Bonneville and the Limited, respectively—to the top of their lines. Air suspension is available at extra cost on all Pontiacs, Buicks, Oldsmobiles, and Cadillacs. In addition, Oldsmobile and Pontiac offer an all-transistor portable radio which fits in a conventional compartment on the dashboard but can be removed for use away from the car. New jewel-like grilles highlight Buick and Cadillac styling.

Biggest news from the Ford Motor Company is the introduction of the all-new Edsel (see story on page 10), but the other makes haven't been neglected. Ford offers new engines and a new automatic transmission in all 20 models, and air suspension in Fairlanes and station wagons.

Mercury has added a new top-of-the-line model, the Park Lane, which runs nine inches longer than previous models. The new Lincoln displays clean lines with a restrained use of chrome trim. The Premiere and Capri models are joined by the Continental Mark III, which features a reverse-slanted, retractable rear window.

Four of the Chrysler Corporation cars—Plymouth, Dodge, DeSoto, and Chrysler—offer electronically controlled fuel injection for 1958. Hard-top and convertible models in the four upper lines (Dodge, DeSoto,

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