

# A new kind of Ford for '57

These options bring you expensive-car luxury at low Ford prices!

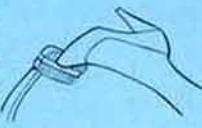
Make driving a new '57 Ford even more of a joy with these optional accessories and power assists. See how some of these accessories are attractively displayed on Ford's new curved instrument panel (right) which also features recessed control knobs for your protection. The new sweep-hand speedometer and the generator and oil gauges with their flashing lights are readily visible.

Here's the most versatile automatic drive in America today. Move the selector to Drive (Dr) and you can start normally or extra fast.

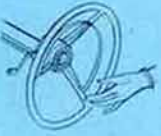
One unit gives you dual lever control of cooling, heating, ventilating, and de-humidifying. Located ahead of dash, no luggage space is lost.

**SIGNAL-SEEK RADIO\***  
Automatically tunes stations in either direction of the dial. Town button tunes local stations; Country button gives broad coverage. \* Transistor-powered

**POWER ASSISTS**  
For the ultimate in driving comfort, the '57 Ford offers these optional power assists.



**Swift-Sure Power Brakes**  
make stopping up to one-third easier... safer, too!



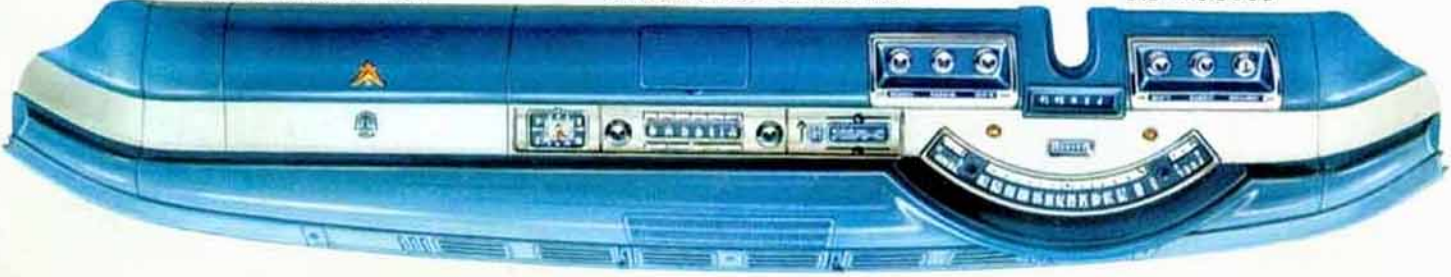
**Master-Guide Power Steering**  
does up to 75% of all driving effortless.



**4-Way Power Front Seat**  
adjusts forward, backward, up or down at the touch of a button.

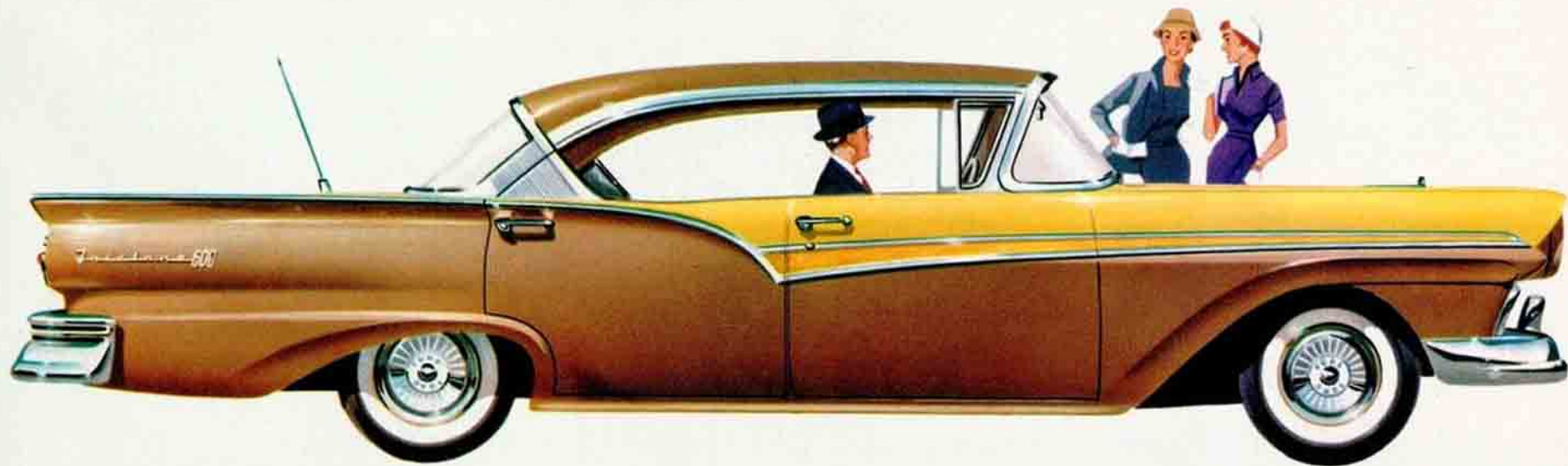


**Power-Lift Windows**  
are controlled from the driver's seat as well as under each window.



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A new kind of Ford for '57

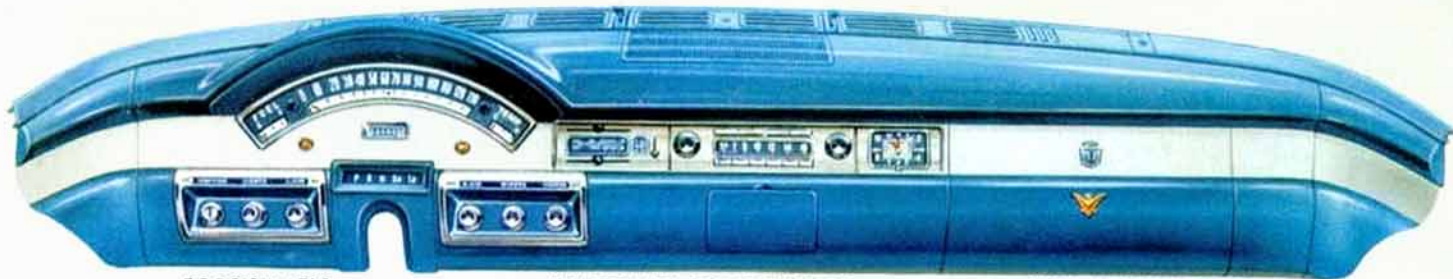




# These options bring you expensive-car luxury at low Ford prices!

Make driving a new '57 Ford even *more* of a joy with these optional accessories and power assists.

See how some of these accessories are attractively displayed on Ford's new curved instrument panel (right) which also features recessed control knobs for your protection. The new sweep-hand speedometer and the generator and oil gages with their flashing lights are readily visible.



## FORD-O-MATIC

Here's the most versatile automatic drive in America today. Move the selector to Drive (Dr) and you can start normally or extra fast.

## SELECTAIRE CONDITIONER

One unit gives you dual lever control of cooling, heating, ventilating, and de-humidifying. Located ahead of dash, no luggage space is lost.

## SIGNAL-SEEK RADIO\*

Automatically tunes stations in *either* direction of the dial. Town button tunes local stations; Country button gives broad coverage.

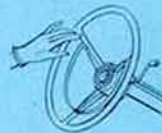
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## POWER ASSISTS

For the ultimate in driving comfort, the '57 Ford offers these optional power assists.



**Swift-Sure  
Power Brakes**  
make stopping up to  
one-third easier...  
safer, too!



**Master-Guide  
Power Steering**  
does up to 75% of  
your parking, makes  
all driving effortless.



**4-Way Power  
Front Seat**  
adjusts forward, back-  
ward, up or down at  
the touch of a button.



**Power-Lift  
Windows**  
are controlled from the  
driver's seat as well as  
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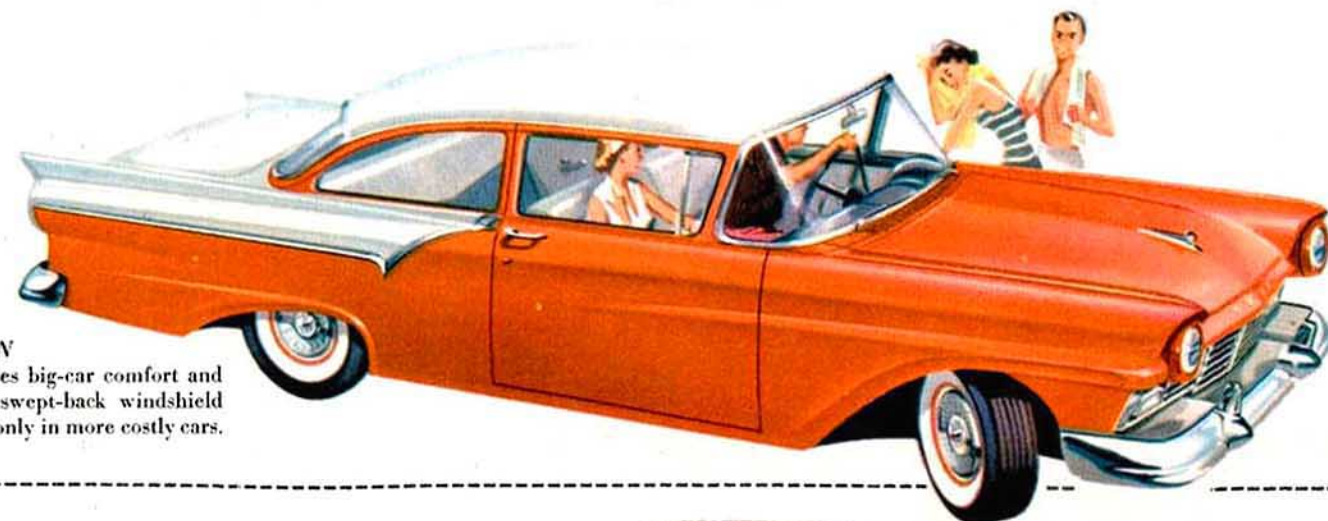
## Custom Series

*The revolution in the low-price field starts here*

Longer, lower and wider for '57, Ford's Custom Series brings you the biggest cars offered at the price—almost 17 feet long—riding on Ford's new 116" wheelbase. And you can have your choice of Ford's great engines—from the Mileage Maker Six to the top Thunderbird V-8.

### TUDOR SEDAN

This lovely new two-door beauty gives big-car comfort and performance on regular gas. The swept-back windshield pillar is a Ford styling feature found only in more costly cars.



### BUSINESS SEDAN

With extra luggage space behind the seat, this car is practical for business or pleasure. Seats three easily.



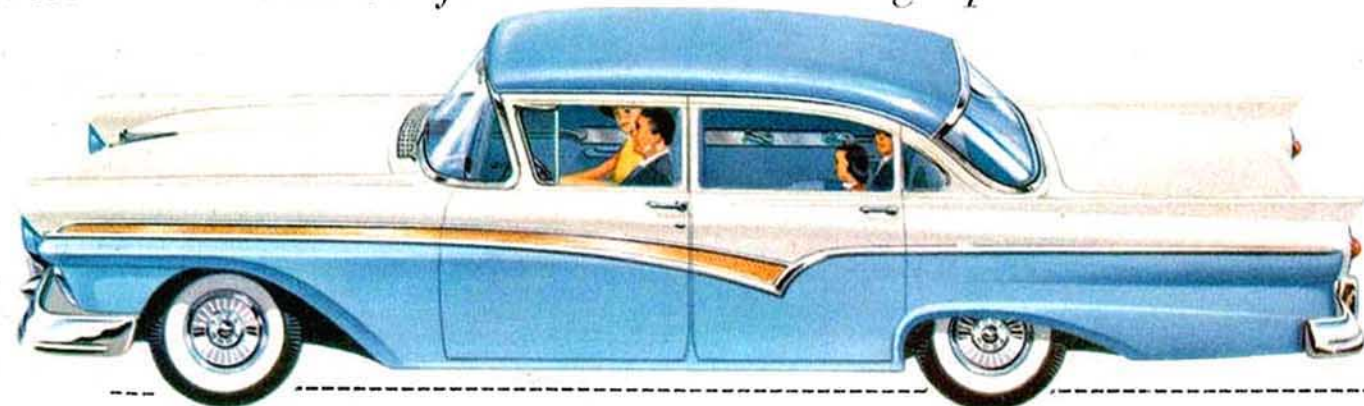
### FORDOR SEDAN

Carries a family of six with ease! Has posture-control front seat bolted to chassis frame... adjustable to 11 different positions.

## Custom 300 Series

*Fine-car fun... still at low budget prices*

New full-length chrome trim on Custom 300 models has its own way of saying, "Let's go!" It's your trademark of power and elegance. All interiors are tastefully color-keyed with smart nylon cloth and chain-grain vinyl trim. And on the floors you have Ford's attractive new Sof-Tread covering.



### FORDOR SEDAN

This smoothie gives you almost 17 feet of built-for-keeps beauty... with the convenience of 4 doors... plus new level-ride rear suspension.



### TUDOR SEDAN

Six passengers BIG with room to spare, yet this new Ford is lower than ever with its new Full-Cradle chassis and underslung drive.

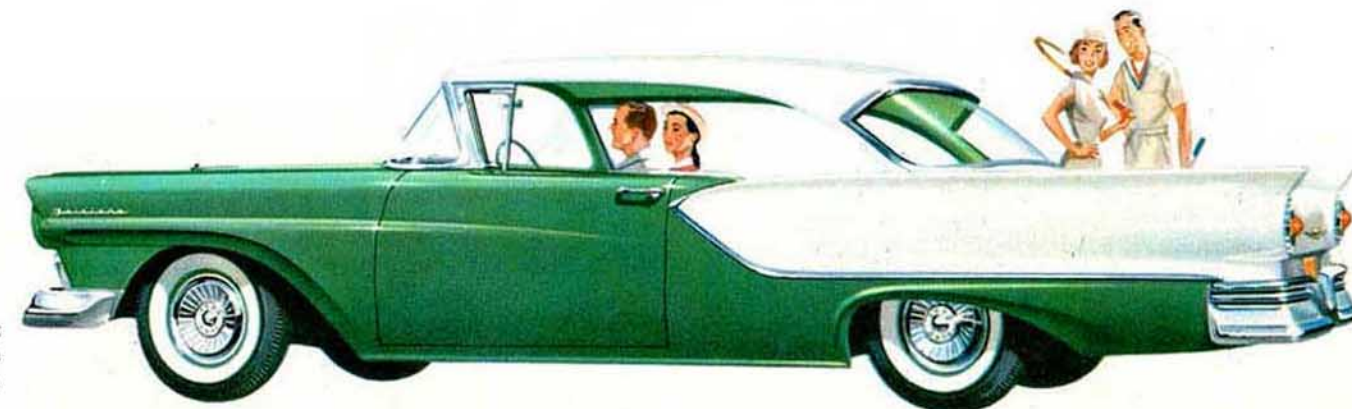
## Fairlane Series

*It's longer, lower on the outside... taller on the inside*

Long, lean and packed with punch... yet roomier than ever, the Fairlanes bring fine-car prestige to the low-price field. These heavier, road-hugging Fairlanes—nearly 17½ feet long—ride on a new 118" wheelbase; they give you the rich interior appointments of a fine car that is fine in every way.

### CLUB HARDTOP

Here's a panther-trim two-door beauty that offers as optional the super-sizzle of the highest-compression Thunderbird V-8 with Ford's new Super-Filter Air Cleaner.

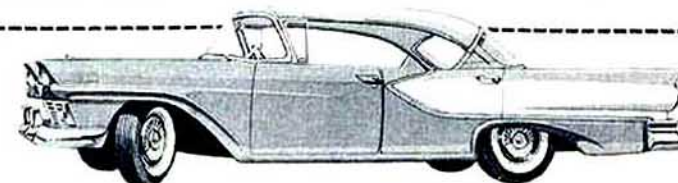


### TOWN SEDAN

A strong, super-thin pillar, concealed behind the window frames, gives this gaily practical four-door sedan the smart look of a hardtop. New Curved Instrument Panel has recessed control knobs to protect you.

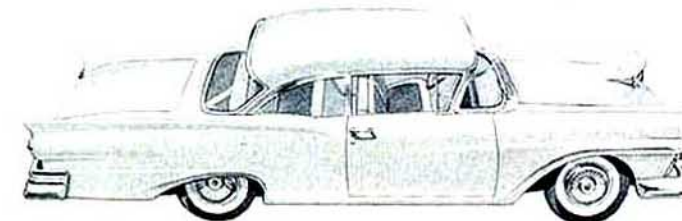
### TOWN HARDTOP

This lovely hardtop combines four-door convenience with open-car enjoyment for extra room, extra comfort, extra fun.



### CLUB SEDAN

With its thin, concealed center posts and chrome window frames, this trim sedan looks like a hardtop. And like all Fords, it offers a glorious choice of colors to match your fancy.



**HOOD ORNAMENT**  
Symbolic of the smart lines of the '57 Ford is this Bull's Eye Hood Ornament. Unmistakably different, it will keep you out front in a Ford!



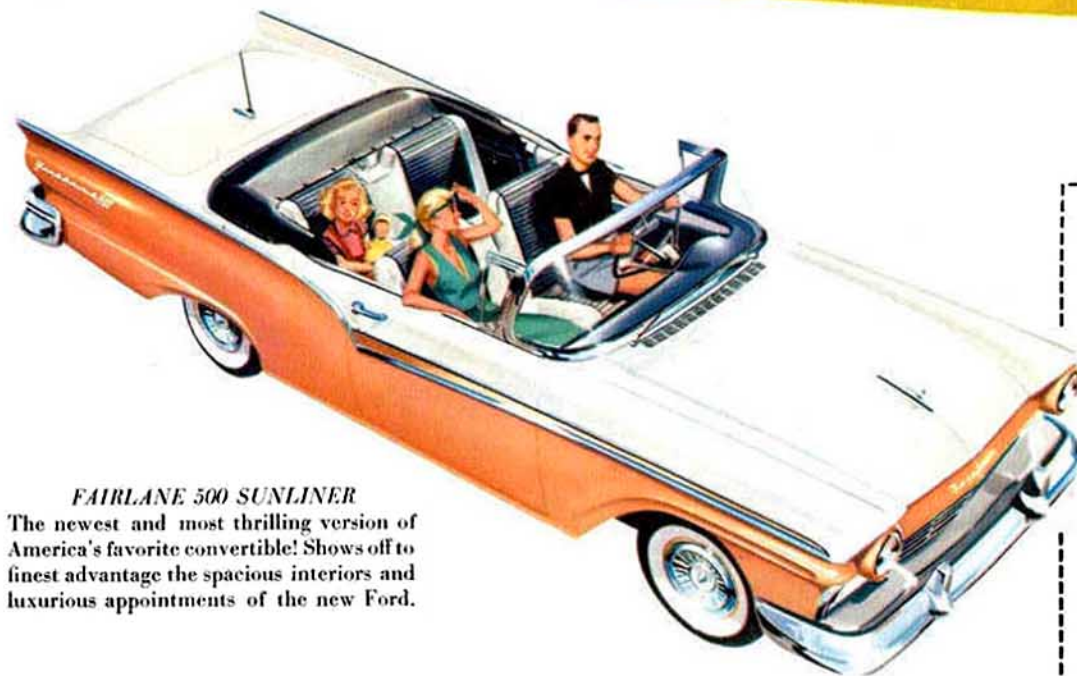
# Fairlane 500 Series

*Taking the measure of the higher-priced cars in every way but price*

Take a good long look! Across the page you see a completely new kind of Ford for '57... a heavier, road-hugging addition to the Ford line—the Fairlane 500 Series! Every one of these cars is so big, so new, so different, you'll hardly believe your eyes. It's *the* luxury-car in the low-price field. It brings you more room than ever before—nearly 17½ feet long, yet only a scant 4⅔ feet high! But lowness is only *one* appearance point that makes the Fairlane 500's look much higher-priced than they are. A durable *super* enamel is used so that a '57 Ford will *stay* beautiful longer. As for performance, you have a choice of the most powerful engines in Ford's field—mighty Thunderbird V-8's or the famous Mileage Maker Six.



**FAIRLANE 500 TOWN HARDTOP**  
Easily the highlight of the 1957 season. Designed new from the inside out, this four-door hardtop lovely is luxury on wheels... even to the automatic opening and closing assist feature of the rear doors.



**FAIRLANE 500 SUNLINER**  
The newest and most thrilling version of America's favorite convertible! Shows off to finest advantage the spacious interiors and luxurious appointments of the new Ford.



**FAIRLANE 500 TOWN SEDAN**  
You'll love its thrillingly low silhouette with dramatic "hardtop" styling. Twenty Silent-Grip body mounts soak up sound and road shock for a smoother, quieter ride.



**FAIRLANE 500 CLUB HARDTOP**  
A new thin-line roof design with extra support means greater strength in this two-door hardtop. The visor-like roof extension gives extra rear-seat headroom.



**FAIRLANE 500 CLUB SEDAN**  
Here's a two-door sedan, with the long, open look of a "hardtop", emphasized by a front windshield that wraps around farther than ever. Has Deep-Deck luggage space.



# Station Wagon Series

Five brand-new editions . . . with Ford's exciting low look

## 9-PASSENGER COUNTRY SEDAN

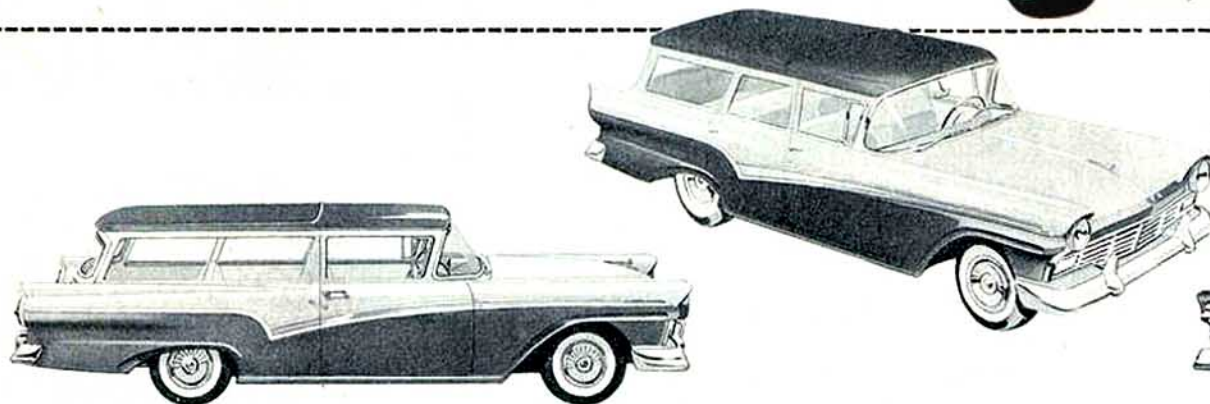
This four-door "space ship" has plenty of room for 9 big all-Americans. Its longer, lower body is the finest type built. Solid . . . quiet . . . built for keeps!

Once more Ford tops the "tote 'em poll"! Longer and lower than ever, Ford's new station wagons bring you the most advanced convenience and luxury features: completely new liftgate and tailgate structure, newly designed Stowaway seats and new woven plastic or all-vinyl interiors. Like all Fords, they have full-width fresh-air cowl ventilation. In addition, they offer the biggest V-8 engines in Ford's field and the famous Mileage Maker Six.



## RANCH WAGON

Here's a budget-priced two-door beauty with plenty of room for 6 huskies or a full load of cargo. Newly designed gates are the easiest to operate of all station wagons. Liftgate features new, wider wrap-around design to give greatest access.

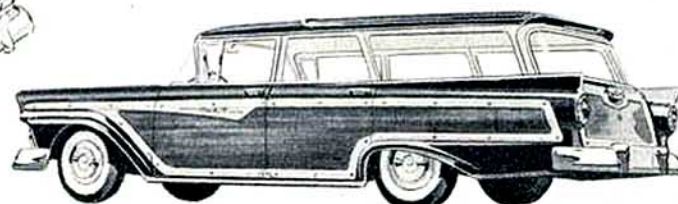


## DEL RIO RANCH WAGON

The stylish work-and-playtime partner for busy families. Its luxurious interior holds everything from 6 big people to "cargo unlimited".

## 6-PASSENGER COUNTRY SEDAN

You get the convenience of four doors . . . and a spacious cargo deck of nearly 9' x 5' with Stowaway seat tucked away, tailgate down.



## 9-PASSENGER COUNTRY SQUIRE

America's most distinguished station wagon. As in all Ford wagons, the lift and tailgates can be opened effortlessly with a single release handle.

This new Inner Ford lets you ride silent, solid and secure!



## NEW LEVEL-RIDE REAR SUSPENSION

Longer variable rate Even-Keel springs - with other new design features - mean a softer, smoother ride.



## NEW FRONT SUSPENSION

Angle-poised ball-joint suspension, pioneered by Ford, has now been further advanced. The lower control arms have been swept back so that front wheels step over bumps rather than into them - for new 4-way action.

## NEW LOW-OFFSET HYPOID AXLE

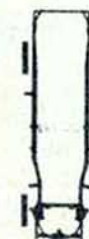
Greater hypoid pinion offset helps make possible Ford's new low-to-the-ground dimensions.

## NEW TAPERED DRIVESHAFT

The driveshaft has been tapered to contribute to the new lower-than-ever design.

For 1957, Ford brings you a whole new "inner car" proved in action long before the '57 Ford was introduced.

It's of a revolutionary design that makes possible proportions completely new to Ford's field. It means that with the '57 Ford's spectacularly low silhouette, you still get full road clearance and more than ample passenger space. It means a new road-gripping sureness . . . a new kind of big-car ride.



## OLD FRAME

Conventional straight-rail frame design places passengers over the frame rails where the only protection is a thin body shell.



## NEW FRAME

Ford's new contoured frame puts passengers within the frame rails for greater protection. Gives greater legroom for rear-seat passengers.

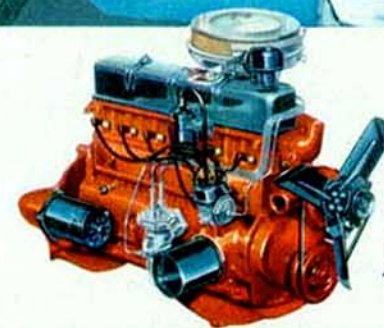


245-hp  
THUNDERBIRD  
312 Special V-8

Ford 6 or V-8—the performance is great! Pick your GO . . . and love it

This is the Silver Anniversary of Ford's V-8 leadership. And here's even more of the kind of performance that made Ford first! Pick your brand of ginger . . . get maximum power at lowest cost! In all models you can have Ford's 144-hp Mileage Maker Six. Custom and Custom 300 models also offer the 190-hp Ford 272

V-8 or the 245-hp Thunderbird 312 Special V-8. In Fairlane, Fairlane 500 and Wagon models you can choose the 212-hp Thunderbird 292 V-8 or the 245-hp Thunderbird 312 Special V-8. With any engine you can have Fordomatic, Overdrive or Conventional transmission.



144-hp  
MILEAGE  
MAKER SIX





## For 1957 . . . there's a big new kind of Ford with the Touch of Tomorrow!

Now there's a new kind of Ford—a car so different that it changes all your old ideas of what you can have in the low-price field.

This brilliant new automotive package is bigger, easier to enter, roomier than ever. Yet it's *lower* . . . so low that a man of average height can rest his elbows comfortably on its top! And *longer* . . . you've never seen such a long car in Ford's field. And *sweeter* . . . every graceful contour of its sculptured-in-steel body says, "Let's go!"

What kind of magic made this miracle possible? It all started with a new *Inner Ford*. For Ford engineers re-invented the automobile. They developed a revolutionary contoured frame . . . a built-for-keeps body . . . a new type of low-slung drive . . . a new level-ride suspension . . . a wide range of new higher-compression engines. These are but a *few* of the reasons why this new kind of Ford rides silent, solid and secure.

And Ford's the only low-priced car to bring you a choice of two new, bigger car sizes . . . plus an all-new, longer, lower line of station wagons. Five brilliant new series to choose from . . . 20 beautiful body styles.

Turn the page and see how Ford's Touch of Tomorrow has brought new *prestige* to the low-price field!