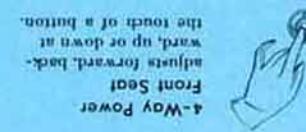


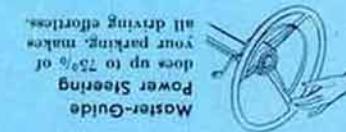
This catalog ore of extra cost. For the price of the model with the equipment you desire, see your Ford Dealer. Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation. Some of the items illustrated or referred to in this catalog are of extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.



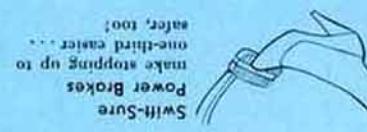
\* Transistor-powered



4-Way Power  
Seat



Master-Guide  
Power Steering



Swift-Sure  
Power Brakes

Windows are controlled from the driver's seat as well as under each window.

Automobiles feature more stations in either direction of the dial. Turn a button under location of the dial, and you don't have to leave your seat.

One unit gives you dual control of front and rear brakes, ventilation, and defrosting.

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

See how some of these accessories add driving pleasure. The new rear fenders are sweep-blade. Lights are ready.

Accessories with their flashing lights are rear speedometer and the generator and oil your protection. The new sweep-blade also features recessed control knobs for curved instrument panel (right) which are attractively displayed on Ford's new

more driving a joy with these optional accessories and power assists.

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



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

## A new kind of Ford for '57



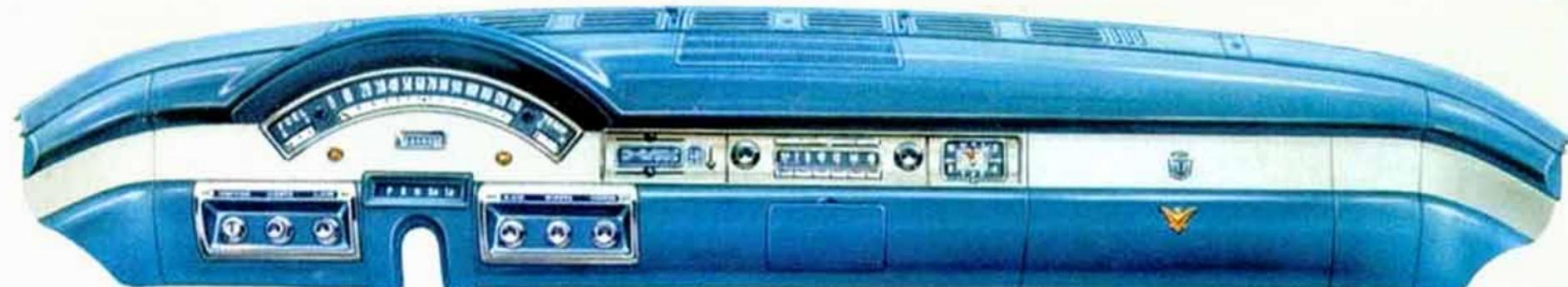
A new kind of Ford for '57



# 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.



## FORDOMATIC

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.

\* 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 your parking, makes 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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## Custom Series

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

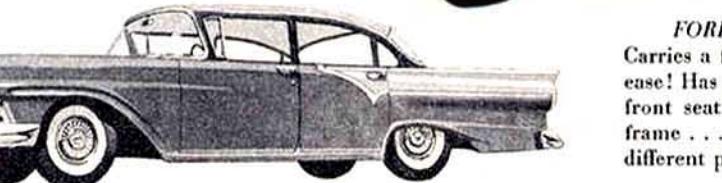
Longer, lower and wider for '57, Ford's Custom Series brings you the biggest cars offered at the price—almost 17 feet long—riding on Ford's new 116" wheelbase. And you can have your choice of Ford's great engines—from the Mileage Maker Six to the top Thunderbird V-8.

### 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.



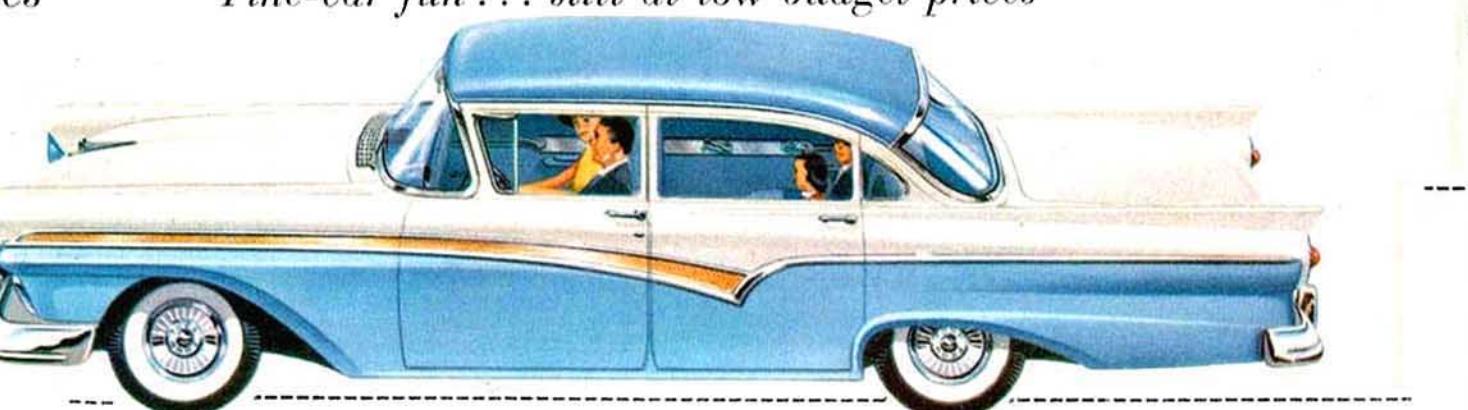
**BUSINESS SEDAN**  
With extra luggage space behind the seat, this car is practical for business or pleasure. Seats three easily.



**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

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*

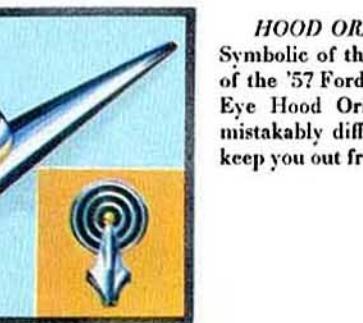
Long, lean and packed with punch . . . yet roomier than ever, the Fairlanes bring fine-car prestige to the low-price field. These heavier, road-hugging Fairlanes—nearly 17½ feet long—ride on a new 118" wheelbase; they give you the rich interior appointments of a fine car that is fine in every way.

### CLUB HARDTOP

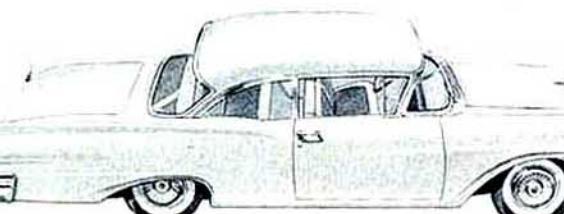
Here's a panther-trim two-door beauty that offers as optional the super-sizzle of the highest-compression Thunderbird V-8 with Ford's new Super-Filter Air Cleaner.



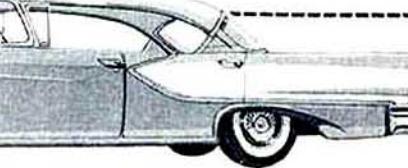
**TOWN SEDAN**  
A strong, spartan pillar, concealed behind the window frames, gives this gaily practical four-door sedan the smart look of a hardtop. New Curved Instrument Panel has recessed control knobs to protect you.



**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!



**CLUB SEDAN**  
With its thin, concealed center post 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.



# Fairlane 500 Series

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 4½ 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.



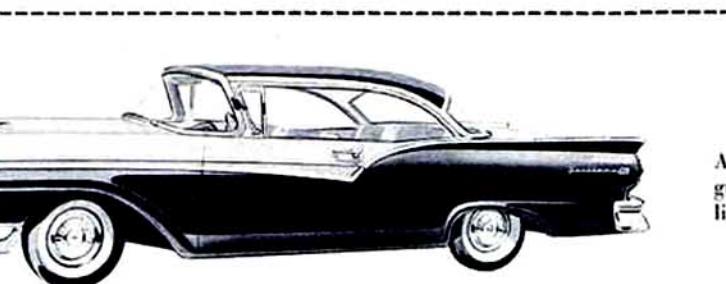
FAIRLANE 500 SUNLINER

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 HARDTOP

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



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 TOWN SEDAN

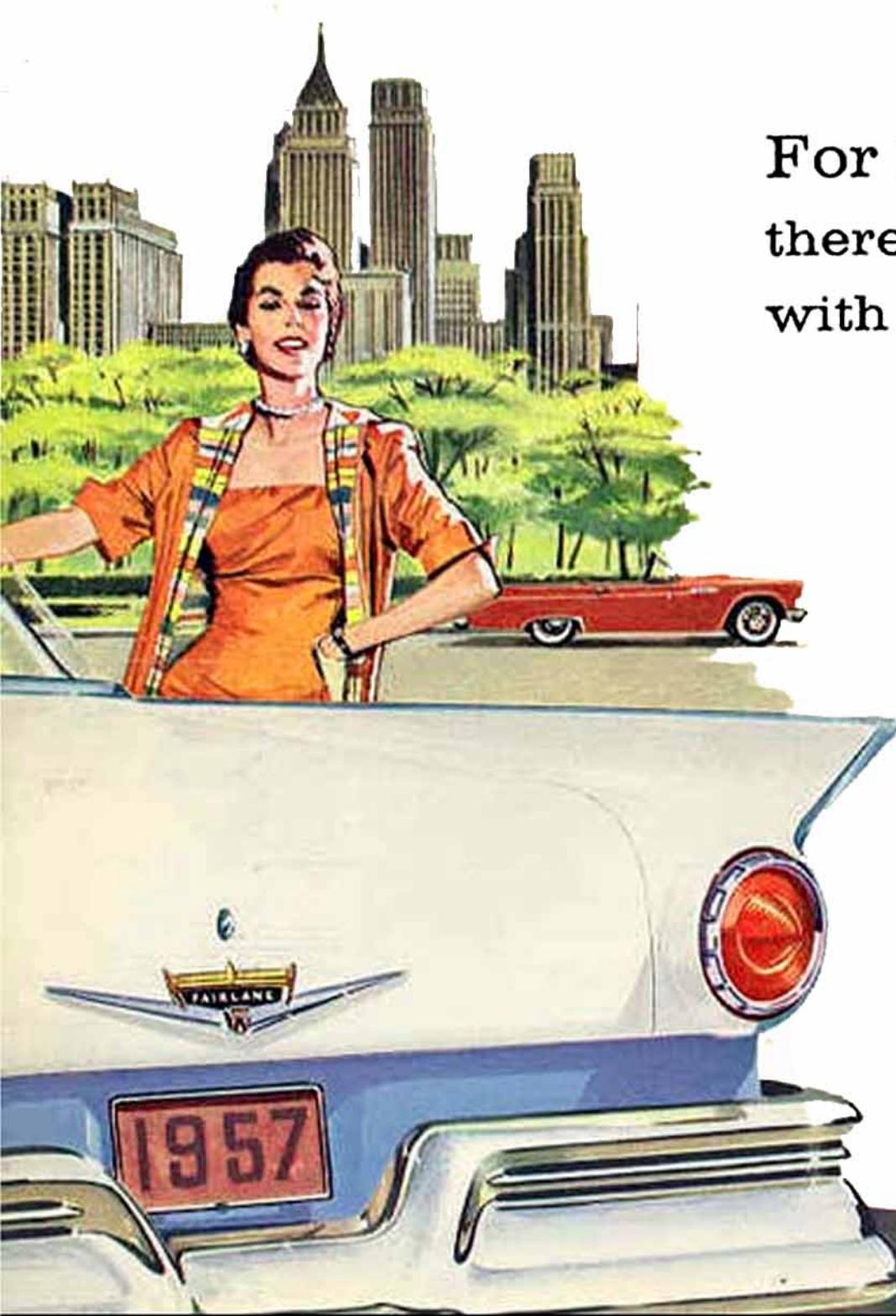
You'll love its thrillingly low silhouette with dramatic "hardtop" styling. Twenty Silent-Grip body mounts soak up sound and road shock for a smoother, quieter ride.



FAIRLANE 500 CLUB 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 Depo-Dek luggage space.





# 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!