

**'57 FORD**

*CUSTOM & CUSTOM 300*



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Depend upon Ford to come up with fresh, original styling for their great new Custom and Custom 300 Series. Although priced with the lowest, these five cars offer you the same sleek and modern styling that discriminating buyers have come to expect from Ford.

With *any* of these models you can have the most powerful 6-cylinder engine offered today—Ford's Mileage Maker Six! Or choose a GO-packed V-8 with horsepower ranging clear up to 300 strong—the most power in Ford's class. Six or V-8 . . . the going is great!

To back up this power, there's a whole new "Inner Ford." The frame has been lowered and widened, the driveshaft has been tapered, the rear springs have been mounted outside the frame, the rear axle has been redesigned with new deep-offset hypoid gears—all to give you a more solid, heavier, smoother, safer riding car.

Blended with this rugged wheeled foundation is Ford's graceful, sculptured-in-steel body—solid as a rock, sleek as a Thunderbird. It rides silent and secure on a new, longer 116-inch wheelbase—longest at the price. These cars stand a scant 4¾ feet high; over 16 feet in length . . . the most beauty ever offered at such low prices.

So read on . . . see how this new kind of Ford has brought new prestige to the *lowest*-price field.

## A new kind of Ford for '57



**The '57 FORD** *Custom 300*





### *Custom 300 Fordor Sedan*

Four-door convenience wrapped in a longer, lower silhouette. Note the graceful chrome side molding, highlighted by gold anodized, textured aluminum trim that comes with Style Tone color combinations . . . also optional with Single Color exteriors. It has its own way of saying, "Let's go!" It's your trademark of Custom 300 power and elegance. Like all Fords, this car has the new Swept-Back windshield pillar . . . a styling feature otherwise found only in higher-priced cars.

There's big news inside, too! You sit in the lap of luxury with richly appointed interiors keyed to the exterior colors of your choice. Matchless tailoring in bold new nylon weaves and vinyls.



### *Custom 300 Tudor Sedan*

Six passengers BIG, this car takes the whole family in comfort and style. Wide-opening doors and extra-wide front seat which folds forward toward center, make back seat traffic quick and easy. Exterior styling features include Full-Vision windshield, Full-View rear window and Safe-Guard wrap-around bumpers. As in all '57 Fords, turn indicators are standard.

Symbolic of the smart lines of the '57 Ford is this Bull's Eye Hood Ornament. Unmistakably different, it captures the "out front" spirit of the Custom 300.



# Low-Line Highlights

Ford's styling experts have dressed up the '57 Ford's longer, lower, silhouette in high style. You'll love the modern flare . . . the graceful sweep . . . the "Let's go!" lines of this new kind of Ford. (And so will your neighbors.) In fact, the *prestige* that goes with owning this fine car is one of the nicest things about it!

New Full-Vision windshield features graceful Swept-Back pillars and distinctive triangular vent window. New front door lock button is up forward for easier locking.

Back window features full wrap-around design for wide angle visibility. Thinner slanting pillar and bright metal visor accent the advanced styling and spacious rear seat head room.

New front-end decor features massive, long-range headlights. The sculptured fenders extend well forward over the headlight for a unique wide-visored effect.

Distinctive new Canted Fins sweep gracefully back and out from rear deck. New Jet-Tube taillights are larger for greater glow area.







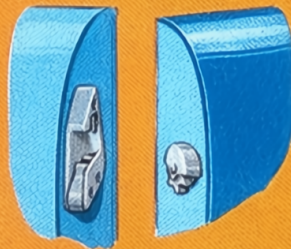
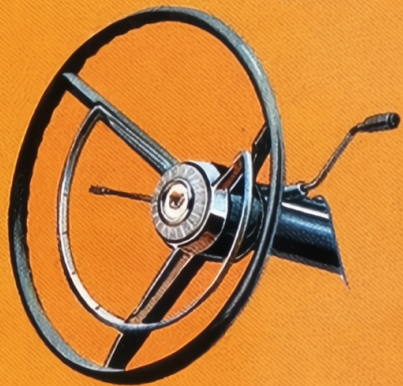
New Safety-Curved instrument panel features deeply recessed controls. For still greater protection, specially designed super-impact Lifeguard padding is optional.

Restyled Lifeguard steering wheel is smaller, set lower. This makes it easier for driver to get in and out—gives better visibility.

Lifeguard Double-grip door locks have been still further advanced to give added protection against doors springing open upon impact. The rotor is rigidly supported at both ends. A high-tensile steel plate helps prevent rotor sliding out of engagement with striker. These double-grip locks will resist pull-apart forces up to 2,600 pounds!

Newly styled sun visors are available — made of super-impact Lifeguard cushioning material.

Optional Ford seat belts, offered in tan or gray color, are solidly anchored to steel body structure.



## ***The '57 FORD*** *Custom*

The distinguished Custom Series possess *all* the "Inner Ford" features that make the '57 Fords ride silent, solid and secure. These cars are longer, lower, livelier than ever . . . yet they're offered at *lowest* Ford prices! Also, you can have any model in Ford's widest range of power choices—from the Milcage Maker Six, the most powerful 6-cylinder engine in the industry, up to the Thunderbird 312 Supercharged V-8! Once you see its sculptured-in-steel beauty, you'll agree the Custom Series is the greatest thing that ever happened for your purse and pulse.





## *Custom Fordor Sedan*

Long, lean and packed with punch, here's the *big* family car in the lowest-price field. Takes six passengers with room to spare, yet this new Ford is lower than ever with its new Full-Cradle chassis and underslung drive. Like all '57 Fords, its standard engine is designed for regular gasoline.

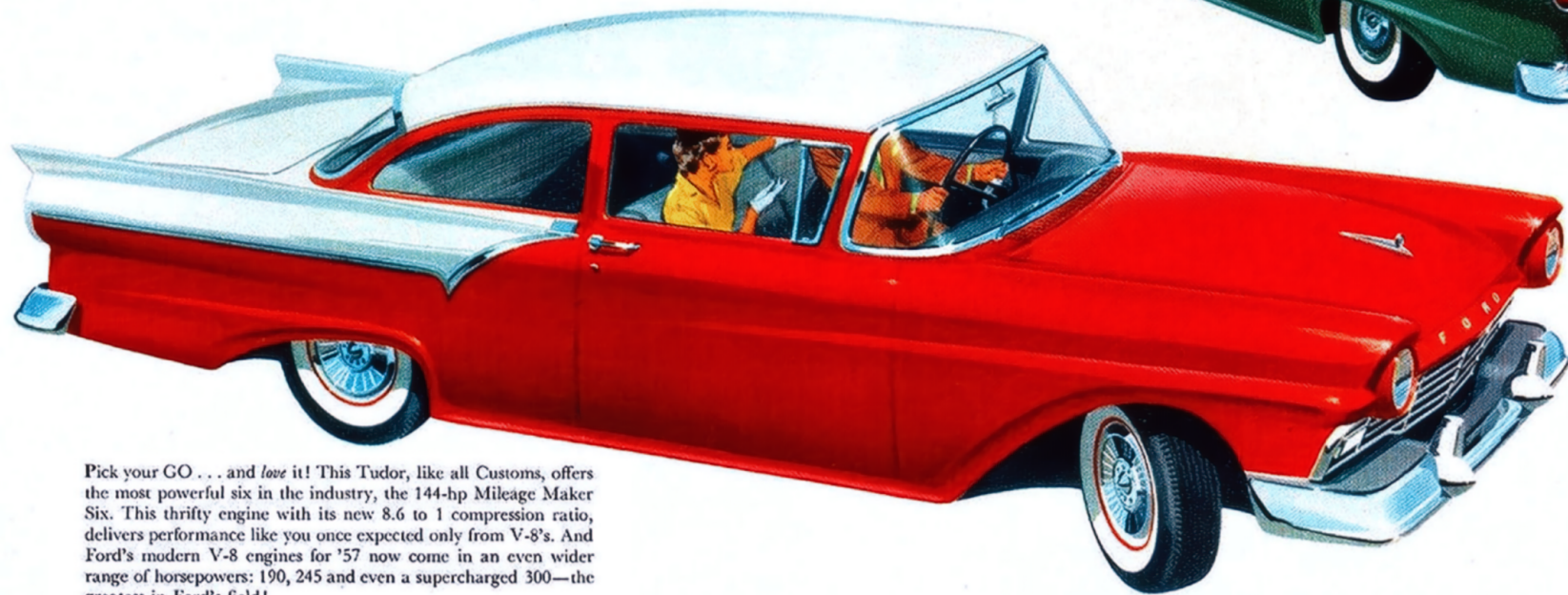
Look at these luxury interiors with sofa-soft seat construction! One admiring glance tells you that they hit a new high in fine-car fashion and comfort.





## Custom Tudor Sedan and Business Sedan

The Tudor Sedan (below) is the newest way for the family to GO places on a budget. It carries a half-dozen six-footers with ease . . . and features Ford's new Even-Keel springs for a smoother ride. Tudor Business Sedan (right) holds three comfortably, with plenty of *extra* luggage space behind the seat.



Pick your GO . . . and *love* it! This Tudor, like all Customs, offers the most powerful six in the industry, the 144-hp Mileage Maker Six. This thrifty engine with its new 8.6 to 1 compression ratio, delivers performance like you once expected only from V-8's. And Ford's modern V-8 engines for '57 now come in an even wider range of horsepowers: 190, 245 and even a supercharged 300—the greatest in Ford's field!



Like all '57 Fords, this spacious Business Sedan offers you a choice of three transmissions: Fordomatic Drive, Overdrive or 3-speed Conventional Drive. Under the counterbalanced deck lid you'll find a regular "cavern" of luggage space.



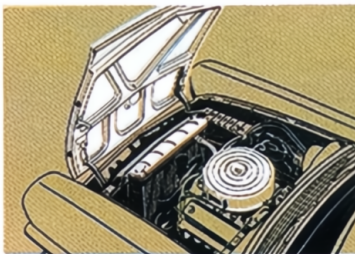
# Here's why the new Inner Ford rides silent, solid and secure



Much of the magic of this '57 Ford lies in its all-new body.

It's completely insulated and sealed inside and out against noise, heat, dust and weather. Body structures are braced and welded to form one incredibly tough unit . . . joined to the chassis by Silent-Grip live rubber body mounts that soak up noise and shock.

Above all, there's a slim, sleek roof supported by five new steel cross braces for extra strength. And the contoured frame is built a full *foot* wider midway to seat you snugly *within* the Full-Cradle chassis for wall-to-wall protection.



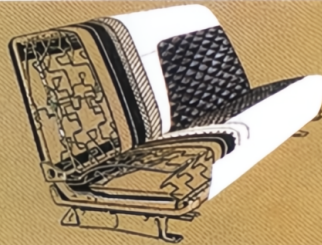
New counterbalanced, front-hinged hood means easier servicing—safer, too. Ford's new 2-stage door checks hold the big front doors open in



*two* convenient positions. You get a solid assist in closing and opening rear doors with Ford's new Automatic Doorman hinges. And



for effortless operation in all kinds of weather, Ford's new Double-grip door locks *rotate* rather than slide into engagement.

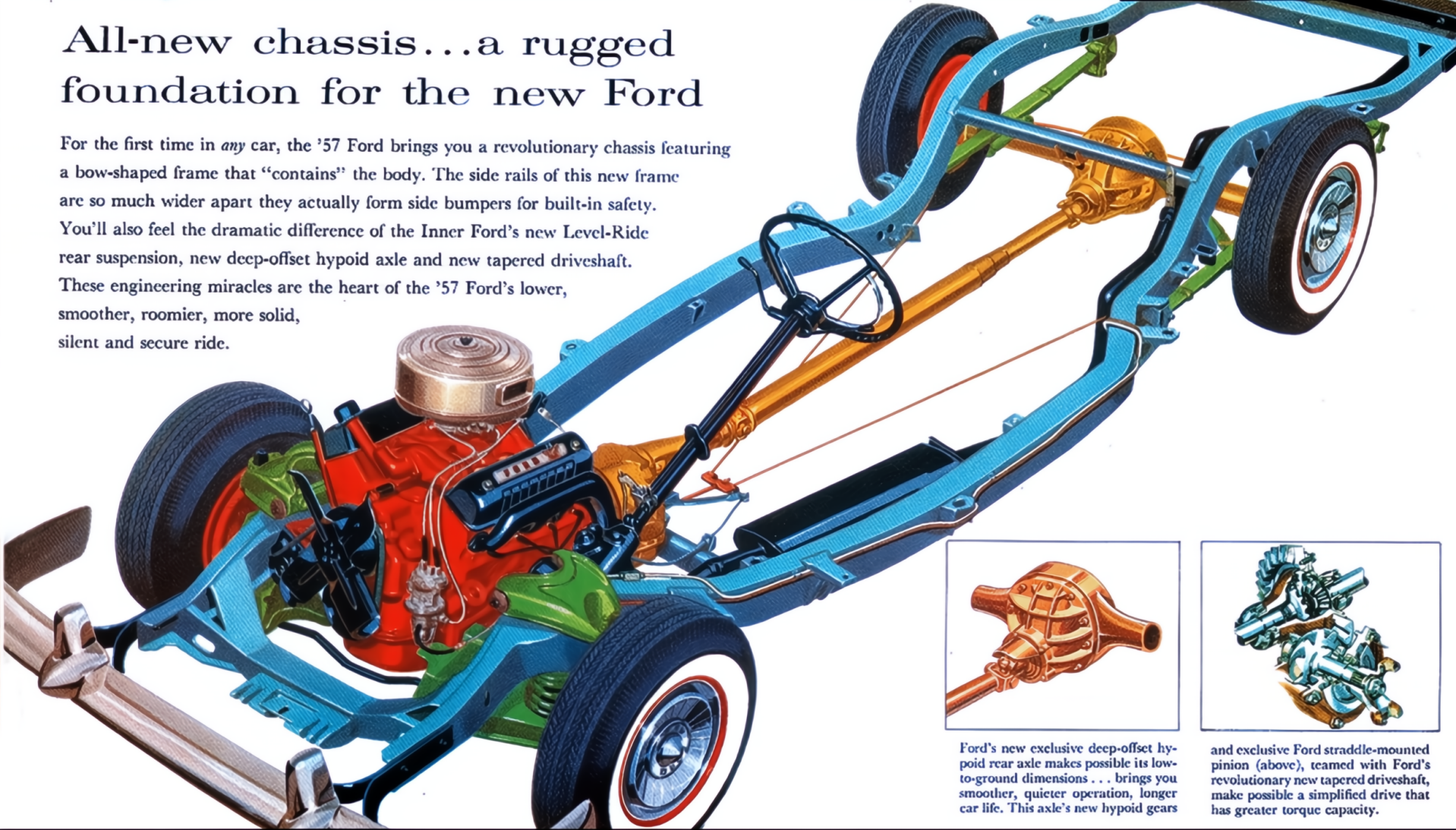


New Automatic Posture Control front seat gives you the convenience of 11 seat positions . . . the comfort of resilient, quiet springs.



# All-new chassis...a rugged foundation for the new Ford

For the first time in *any* car, the '57 Ford brings you a revolutionary chassis featuring a bow-shaped frame that "contains" the body. The side rails of this new frame are so much wider apart they actually form side bumpers for built-in safety. You'll also feel the dramatic difference of the Inner Ford's new Level-Ride rear suspension, new deep-offset hypoid axle and new tapered driveshaft. These engineering miracles are the heart of the '57 Ford's lower, smoother, roomier, more solid, silent and secure ride.



Front brakes feature a new fixed anchor design, require only one simple adjustment. Giant-grip brakes mean even safer, smoother stops.



Ride has been improved by mounting the rear springs *outside* the frame. These new Even-Keel rear springs let you take the turns far steadier.



Ford's new exclusive deep-offset hypoid rear axle makes possible its low-to-ground dimensions . . . brings you smoother, quieter operation, longer car life. This axle's new hypoid gears



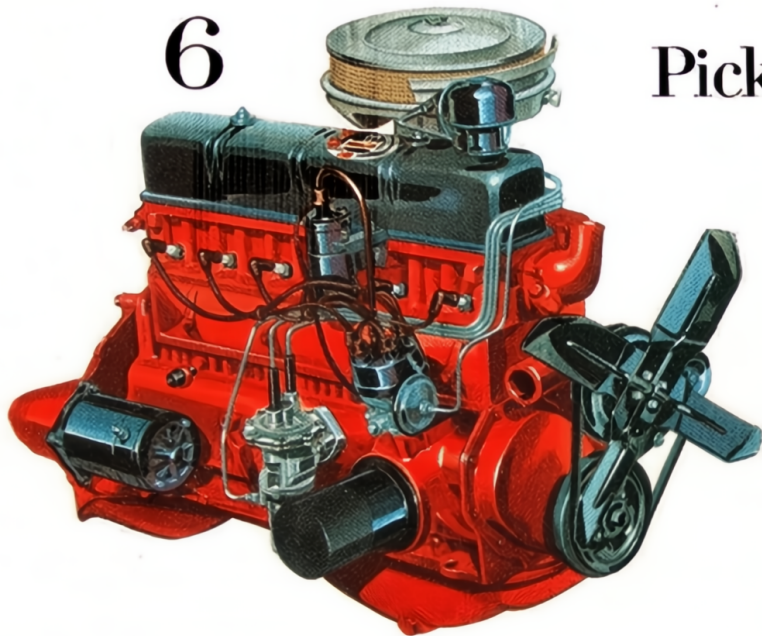
and exclusive Ford straddle-mounted hypoid pinion (above), teamed with Ford's revolutionary new tapered driveshaft, make possible a simplified drive that has greater torque capacity.



Ford's 4-Way Ball-Joint front suspension has one-piece lower and upper suspension arms. Lower arms are swept back so front wheels step *over* bumps rather than *into* them.



6



The 144-hp Mileage Maker Six comes with any transmission and gives greater get-up-and-go with fewer gas stops. With its 223-cubic inch displacement and new 8.6 to 1 compression ratio, it delivers the greatest six-cylinder performance in its field.

*Ford lets you choose  
any transmission  
with any engine  
in any model!*



Ford's 3-Speed Conventional Drive is the easiest manual shifting ever. New tailored-to-engine gear ratios let you command Ford's power with a flick of your finger. Action Test this '57 Ford for a driving thrill!

# Pick your GO... *and love it!*

Ford brings you the most powerful 6-cylinder engine in the entire automobile industry—the Mileage Maker Six. With its new 8.6 to 1 compression ratio and 144 horsepower, this engine delivers a brand of GO you once expected only in V-8 engines. Yet you *still* get 6-cylinder economy!

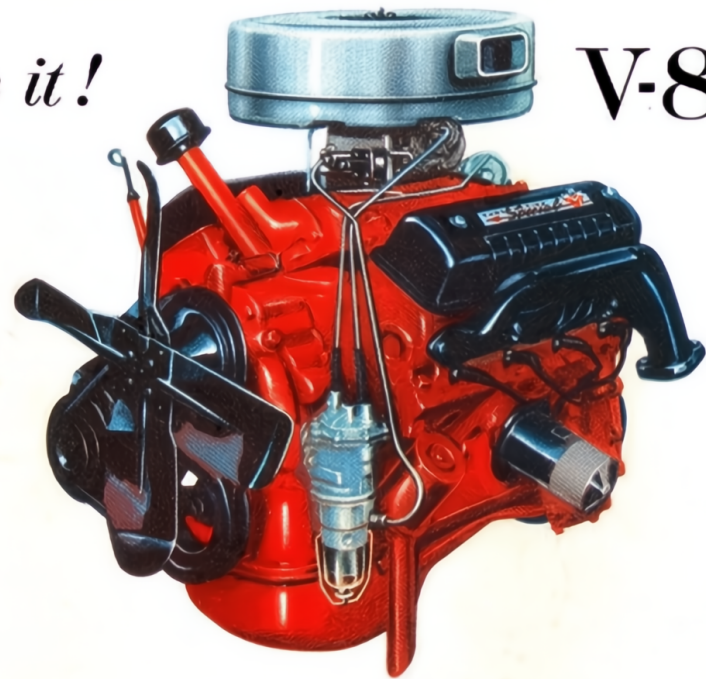
Ford's new V-8's are mightier still, and come in a wide range of horsepowers—from the thrifty 190-hp Ford V-8 to the 300-hp Thunderbird Supercharged V-8! And every engine is electronically balanced, *while operating under its own power*, to introduce a new high standard of smoothness never before possible. This process is exclusive with Ford.

Ford's new low-silhouette carburetors breathe in more fuel-air mixture. Coupled with V-8 advances like freer-breathing intake manifolds, new wedge-shaped combustion chambers and larger chrome-silicon intake valves—they bring you top power. . . plus greater economy.



Ford Overdrive is the last word in smooth driving . . . a real engine saver! An automatic 4th gear lets your engine loaf at 35 miles per hour while your car's actually doing 50. It's a miser on gas, too!

V-8



With any transmission you can have the new 190-hp Ford 272 V-8 or the mightier 245-hp Thunderbird 312 Special V-8 (shown). Also available at extra cost is the most powerful engine in Ford's class—the Thunderbird 312 Supercharged V-8 delivering 300 hp.



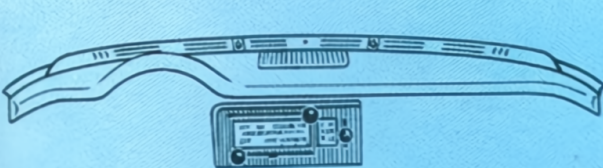
The new Fordomatic Drive is the most versatile automatic drive in America today. Move the selector to Drive (Dr) and you can start normally or extra fast because Fordomatic has *three* automatic forward gears.



# More fun...with Ford Power Assists and Air Conditioning

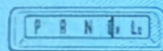
The new kind of Ford puts all the luxuries found in the most expensive cars at your finger tips . . . and at low Ford prices! You can have power to help you steer, stop, shift, adjust the seat and raise and lower

windows. And with Ford's new SelectAire Conditioner you can heat your Ford in the winter, cool it in summer, by moving the dual control levers. You never had it so easy—or so comfortable—as in the '57 Ford.



## SelectAire Conditioner

New, more powerful blowers and new outlet vents along the windshield mean increased air delivery and far better distribution. The entire heating and cooling unit is located *ahead* of the passenger compartment for maximum interior and trunk space.



## Fordomatic Drive Selector

With Ford's automatic drive you can switch from Neutral to Drive, or Neutral to Reverse, without going through any other gear.



## Master-Guide Power Steering

Here's power that reduces your parking effort and assists you in all your driving. It supplies up to 75% of the "muscle" needed, yet you retain the "feel of the wheel" when steering on rough roads or smooth.



## Swift Sure Power Brakes

New low-pedal brakes you'll love to *touch*. Stopping takes one-third less effort. Driving is far easier.



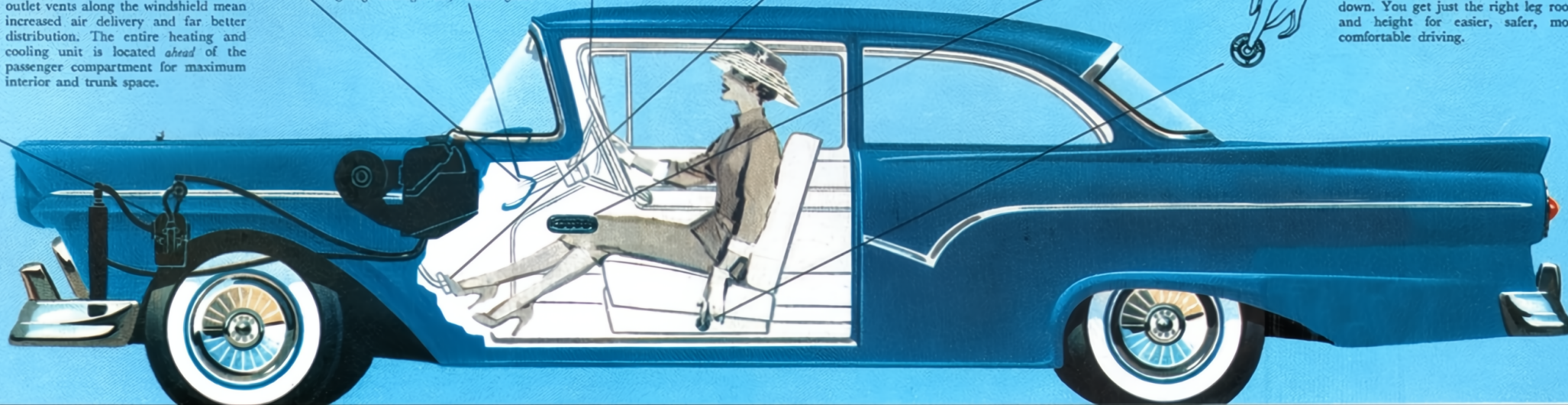
## Power-Lift Windows

Central control on driver's door allows driver to raise or lower any window with the touch of a button. For passenger's convenience, there's a handy button under each window, too.



## 4-Way Power Front Seat

Touch a button and your seat automatically goes forward, backward, up or down. You get just the right leg room and height for easier, safer, more comfortable driving.





**DeLuxe Antenna**—Add to your Ford's distinctive appearance by having this deluxe antenna mounted in the center of the rear deck. Streamlined and plastic-trimmed, it is engineered for excellent reception.

**Rear Seat Speaker**—Even when riding in noisy traffic, rear seat passengers hear radio programs easily with this rear seat speaker. Its sound quality will remind you of high fidelity!

**Aquamatic Windshield Washer-Wiper**—Sprays two jets of water each time you press the washer foot-pedal. Wipers go into action *automatically*. Release pedal, and wipers *automatically* stop.

**Visored Full-View Mirror**—This new rearview mirror lets you drive more safely under all kinds of driving conditions. Has ball-joint for wide adjustment.

**Backup Lights**—Built right into the car, these Ford backup lights are centered in the taillight assembly. They flood the area behind the car with twin beams of light when car is in reverse.

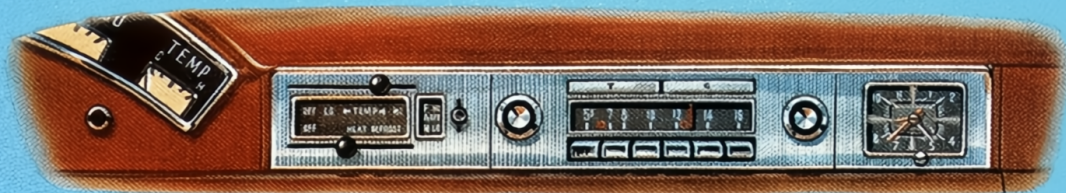
**Exhaust Deflectors**—New delta wing, chrome-plated beauties guard against exhaust gases clouding your rear bumper and paint. They add a bright new note of style and cheer!

**Fender Shields**—Your '57 Ford will look longer, lower and livelier than ever with rear fender shields. Made of steel, they can be painted to match your car's finish.

**Rocker Panel Trim**—Make your '57 Ford look even longer and lower with this easy-to-clean stainless steel trim. Protects the lower body edge against scratches and stone nicks.

**Turbine Wheel Covers**—Add extra dash with these new "turbine" bright-metal full-wheel covers. Or choose the stylish Sunburst covers shown on previous pages.

## New Genuine Ford Accessories for 1957



**MagicAire System**—Here is heating, ventilating and defrosting all in *one*. Four big defroster nozzles give even heat distribution. Full windshield defrosting.

**Signal-Seek Radio\***—Automatically tunes in stations in *either* direction of the dial. Town button (T) tunes local stations, Country button (C) gives broad coverage. \*Transition Patent

**Self-Regulating Electric Clock**—Actually retimes itself *automatically* each time you set it! Clock has illuminated dial; uses current *only* for brief periods to wind its mechanism.



**Visored Spotlight Mirror**—Gives double-duty, night-and-day convenience—and the hooded feature makes each effective in *all* weather. Both mirror and spotlight adjust easily from inside car.



**Grille Guard**—Here's an entirely new kind of grille guard. In three parts, the center piece (above) adds new distinction. Wing guards (on car) protect from unsightly scratches in parking.



**These other fine  
Ford Accessories  
available at  
your Ford Dealer's**

**FOR BEAUTY**

*Gold Anodized Body Molding\**  
*Sunburst Wheel Covers*

\*On Custom 300's—single color

**FOR COMFORT AND PLEASURE**

*Antenna, Fender Mounted*  
*Heater, Recirculating*  
*and Defroster*  
*PolarAire Conditioner*  
*Radio, Console Range\**  
*Ventilated Seat Cushions*

\*Transistor-Powered

**FOR CONVENIENCE**

*Cigarette Lighter (Custom models)*  
*Lamp, Portable Spot and Utility*  
*Shaver, Auto-Home Electric*  
*Tissue Dispenser*

**FOR PROTECTION**

*Car Mats, Regular*  
*Car Mats, Contour*  
*Locking Gas Cap*  
*Seat Covers*

**FOR SAFETY**

*Ford Seat Belts*  
*Lifeguard, Jr., Rear Door Locks*  
*Mirror, Full-View, Body Mount*  
*Mirror, Deluxe Adjust-O-Ring*  
*Full-View, Body Mount*  
*Mirror, Non-Glare, Inside*

## Selections...and Facts for the Mechanically Minded



**Custom and Custom 300 Exteriors:** There are 11 new body colors available for '57 in Single Color or stunning, new Style Tone combinations.

The basic colors are: Colonial White, Raven Black, Gunmetal Gray, Woodsmoke Gray, Silver Mocha, Doekin Tan, Flame Red, Dresden Blue, Starmist Blue, Cumberland Green, Willow Green; available as Single Color on all models. Custom Style Tone combines Colonial White with Raven Black, Dresden Blue, Willow Green, Gunmetal Gray, Doekin Tan or Flame Red. Custom 300 Style Tone combines Colonial White with any Single Color; also Dresden Blue with Starmist Blue, Cumberland Green with Willow Green or Gunmetal Gray with Woodsmoke Gray; and, a gold anodized, textured aluminum trim highlights the standard side molding.

**Custom and Custom 300 Interiors:** The Custom has rich, long-wearing gray nylon cloth in Random-Block pattern on cushions and seat backs with Silver and Gray Shantung vinyl bolsters. The Custom 300 combines rich, long-wearing blue, green or gray nylon cloth in Flying-Dart pattern on cushions and seat backs with Starmist, Willow or Woodsmoke Chain-Grain vinyl bolsters. These vinyls on door and quarter panels complete an overall upholstery and interior trim creating a gracious, tastefully harmonizing effect. Front and rear floors are covered with practical Soft-Tred carpet-textured rubber in black.

Upholsteries and trims are offered with appropriate exterior body colors so that exteriors and interiors complement each other. See this array of exciting colors and beautiful fabrics at your nearby Ford Dealer's.

**Engines:** 144-hp *Mileage Maker Six*—223-cu. in. displacement; 3.62" bore x 3.60" stroke; 8.6 to 1 compression ratio, regular fuel. Unit design carburetor with larger venturi, manual choke, automatic Power Pilot distributor.

190-hp *Ford 272 V-8* (optional)—272-cu. in. displacement; 3.62" bore x 3.30" stroke; 8.6 to 1 compression ratio, regular fuel. Low-silhouette 2-venturi carburetor, automatic choke, Y-type single exhaust, Time-O-Matic distributor.

245-hp *Thunderbird 312 Special V-8* (optional)—312-cu. in. displacement; 3.80" bore x 3.44" stroke; 9.7 to 1 compression ratio, premium fuel. Low-silhouette 4-venturi carburetor, automatic choke, dual exhausts, Time-O-Matic distributor.

300-hp *Thunderbird 312 Supercharged V-8* (optional)—312-cu. in. displacement; 3.80" bore x 3.44" stroke; 8.5 to 1 compression ratio, premium fuel. Centrifugal-type supercharger with automatic ball-driven variable-speed blower control, engine-lubricated, dual V-belt drive. Single, sealed 4-venturi carburetor, automatic choke, dual exhausts, Time-O-Matic distributor.

All engines are available in all models with all transmissions.

**Engine Features:** Short-stroke, low-friction design, deep-block construction; free-throwing, overhead, intake and exhaust valves; new high-lift camshaft; new "deep-breathing" induction system; Super-Filter air cleaner with reusable paper element; full-pressure lubrication; Full-Flow disposable-type oil filter; 12-volt electrical system with 55 amp-hr battery, 450-watt generator; turbo-action 18 mm. spark plugs. V-8 engines are precision "main-balanced" while operating under power for maximum smoothness.

**Clutch and Transmission:** Semi-centrifugal clutch with new full-weighted levers for more positive engagement; suspended clutch pedal. *Conventional Drive* has 3 forward speeds and 1 reverse, with new gear ratios tailored to each engine. New shot-peened, finer-pitch helical gears for greater strength and quietness; forged bronze synchronizers. *Overdrive* is combination of 3-speed transmission plus an automatic 4th gear that cuts in at about 28 mph, cuts out at about 22 mph.

**Fordomatic Drive:** Torque converter combined with automatic gear mechanism. Water-cooled with V-8 engines (air-cooled with Six). Three forward gears, 1 reverse. Automatic "low-gear" starts and "intermediate-gear" passing with selector in drive (Dr) position. Illuminated selector dial with steering-post-mounted lever for natural feel, natural sequence.

**Contoured Frame:** New 5-cross-member, precision-made, ladder-type, reinforced box-section construction. Unique, widely flared side rails which extend outside seating areas, afford passengers added protection. Frame is buskier and stiffer, provides more foot room. Brackets welded to inner and outer side rails are specially shaped for Silent-Grip body mounting system.

**Front Suspension:** New Angle-Posed, 4-Way Ball-Joint design with one-piece stabilizer. Suspension-arm pivots rubber-bushed for quietness, require no lubrication. Viscous-control shock absorbers. Tailored-to-model coil springs.

**Rear Suspension:** Variable-rate type, outboard-mounted, longer-leaved rear springs with increased leaf lengths ahead of axle for Even-Keel ride. 4 leaves with friction-control inserts. Fully insulated with rubber bushings in front and rear eyes. Wind-up rubber bumper on frame side rail over forward spring section limits

deflection under load, further contributing to Even-Keel ride. Diagonally mounted Viscous-control shock absorbers.

**Rear Axle:** New, stronger, low-slung hypoid, semi-floating type with straddle mounted deep-offset pinion.

**Axle Ratios (to 1):** *Conventional Drive*—with V-8's, 3.56 standard, 3.70 optional; with Six, 3.70 standard, 3.89 optional. *Overdrive*—with V-8's, 3.70 standard, 3.56 optional; with Six, 3.89 standard, 3.70 optional. *Fordomatic Drive*—with V-8's or Six, 3.10 standard, 3.56 optional.

**Steering:** Worm and triple-tooth gear mechanism. Anti-friction bearings throughout. Symmetrical-linkage; 27 to 1 over-all ratio; 17 1/4" 3-spoke Lifeguard deep-dish steering wheel. Approx. 39 1/2" turning diameter. Master-Guide Power Steering optional at extra cost.

**Brakes:** Double-seal Giant-Grip hydraulic; suspended pedal; 11" drum; 180-sq. in. lining area. New, low-pedal type Swift Sure Power Brakes optional at extra cost.

**Tires:** Smaller, 14-in., 4-ply tubeless on all models; new 5" safety-type rims. 7.50 x 14 size.

**Dimensions:** 116" wheelbase; 59.0" front, 56.4" rear tread. Over-all length, 201.7". Height (maximum with design load), 57.2".

**Other Available Equipment:** Lifeguard padded instrument panel and cushioned sun visors, Ford seat belts for front and rear seats. 4-Way Power Seat, Swift Sure Power Brakes, Master-Guide Power Steering, Power-Lift Windows (except Business Sedan), 1-Rest tinted safety glass. Fordomatic, Overdrive, SelectAire or PolarAire Conditioner for models with V-8 engines only (except 300 hp), white sidewall tires, special fuel and vacuum pump unit for positive-action windshield wipers.

**Pricing:** All Power Assist and Accessories as well as some of the items illustrated or referred to in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

The specifications contained herein were in effect at the time this catalog was approved for printing. Ford 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.