

HOLMES MOTOR CO. (PTY) LTD
1957 Ford
CARBON, SALT RIVER, BELLVILLE
PAARL, WELLINGTON

Fairlane and *Fairlane* 500





**Ford brings a touch of tomorrow to the low-price field
with a new kind of car for '57**

Take a good long look! Across the page you see a new kind of car for '57 . . . a car that's commandingly big, utterly new, daringly styled! Nearly 17½ feet long and a scant 4½ feet high, it brings you more of the things you want than any other low-priced car in history. And this new Fairlane 500 Town Victoria is just one beautiful example of nine new super-size Fords in the Fairlane and Fairlane 500 Series of fine cars . . . the cars that bring a touch of tomorrow to the low-price field.

It was a new *inner* car that made this new kind of Ford possible—built to a longer, lower, wider scale. With a wheelbase 118 inches long, this new and revolutionary design brought new proportions to Ford's field. But, most important, the new *inner* Ford provides the *inner* space needed to supply generous new passenger space and head-room to Ford's new kind of luxury living on wheels.

To complete the picture, there's a new kind of power in the '57 Ford that only the world's V-8 leader with 25 years' experience could give. And it comes in two new high-performance Thunderbird V-8's!

For 1957 you can enjoy a new kind of living with this new kind of Ford . . . a whole era ahead of the field!



INTRODUCING THE 1957 FORD

Fairlane 500 SERIES

Ford goes first for '57 with a whole new world of magic in the revolutionary Fairlane 500 Series.

For example, now you can have that wonderful Victoria "hardtop" look in a closed sedan! With windows up, the new, thin-line centre pillars of the Fairlane 500 Club and Town Sedans are completely concealed by handsome chrome window frames. There's never been anything like it!

in five distinctive new models

In addition, there's a new swept-back windshield that lets you see as never before . . . a clock that automatically re-times itself when you set it . . . rear doors with a built-in "helping hand" for opening and closing . . . a windshield wiper you don't even hear. Best of all, there's a new kind of fine-car prestige that goes with this new kind of Ford that no other car at Ford's price can give you.

And for choice, the 1957 Ford Fairlane 500 Series offers five new models—all available in a gay array of the finest new miracle fabrics for the interiors and a new kind of super-enamel for the outer finishes.

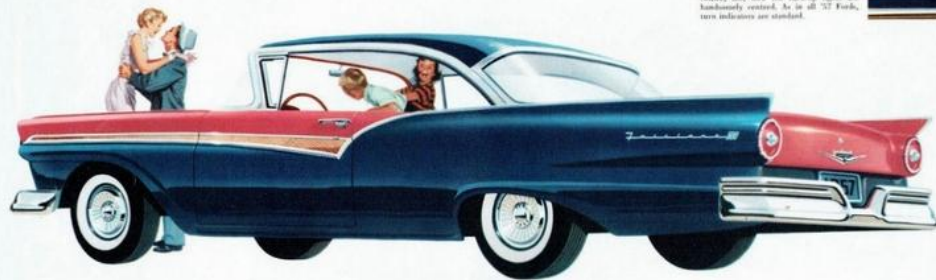


Fairlane 500 TOWN VICTORIA

It's easy to see why this long, lean, low-line beauty is the highlight of the 1957 season. There's never been anything like it in a "hardtop". It's so low, an average man can rest his elbows comfortably on its top! It's so long, six extra-tall people can feel right at home in its luxury-living-room interior. And it's so easy to get in and out of—with two-stage checks in the front doors and Automatic Doorman hinges in the rear, you'll want to invite your neighbours.

You'll find distinctive and practical touches all through the Fairlane 500 Series. For example, this sculptured metal panel brightens the gracefully contoured corner where top meets body. Adds new strength, too.





Look for this mark of distinction on the car ahead—the new Fairlane 500! The new five-pointed star badge (in red and blue) on the tail-light combine to set a new industry trend for the others to follow. Notice, too, how the back-up lights are handily controlled. As in all '57 Fords, new indicators are standard.



Fairlane 500 CLUB VICTORIA

For the newest standard of breath-taking beauty, breath-taking performance, look no further than this lovely two-door Victoria. The roof follows a new thin-line design that increases that wonderful "wide-open" convertible feeling . . . gives you greater strength and sedan swagness, too. Under the long, incredibly low hood you can get a new, high-compression V-8. And the sizzling Thunderbird "GO" it delivers at a touch of your toe is something extra special.

Even the rear seat backs are smartly "sculptured" for beauty in Ford Fairlane 500 models. Seats are covered for extra comfort. Front seat cushions are foam-filled.



This beautiful Fairlane crest on the rear deck lid reflects the elegant touch that sets the new Ford a wonderful world apart from all other cars.

Fairlane 500 SUNLINER

Meet the newest and most thrilling version of Canada's favourite convertible. With a top that nests deeper than ever in the body, the dashing new Ford low-line silhouette shows to finest advantage in this bigger, sleeker Sunliner. Inside, too, it's lovely to look at, easy to keep looking lovely. Smartly-grained vinyl interiors match this new kind of convertible in beauty and dimension. A rich-looking, deep-textured floor covering is a trimly tailored finishing touch.

Fairlane 500 TOWN SEDAN

This heavier, road-bugging four-door sedan presents every luxury, every convenience that one associates with the finest town cars. Its thrillingly low silhouette and dramatic "hardtop" styling are achieved with complete practicality, allow easy entry and graceful exit. In fact, the sleek new body with its typically Fairlane "sculptured" look is practical through and through. Twenty Silent-Grip body mounts soak up sound and shock. Under the roof, two kinds of insulation guard against heat, cold and noise.



Easy entry, graceful exit are part of this low, long beauty's charm. Frontiers sit lower and wider. Ford's contoured frame for greater comfort, greater safety. And just look at the rich lines of the matching trim and seat fabric. There's a wide choice to match your personal taste.



Smart as they come! Even the head ornament has caught the "Ford front" spirit of the new Fairlane 500!



Fairlane 500 CLUB SEDAN

At a glance you'd say, "Hardtop!" Yet a strong, super-thin pillar concealed behind the window frames makes this a gaily practical two-door sedan. As in all '57 Fords, the new Sweep-Sight windshield wraps around further than ever. The body enamel gives glorious, longer-lasting lustre to a wide choice of colours. On Fairlane 500 models, you can choose brilliant Single Colours . . . or stunning Style-Tone combinations highlighted by a gold anodized, textured aluminum side trim. It symbolizes the Touch of Tomorrow.

This distinctive crest on a field of polished chrome is an extra beauty-work that you'll find dividing the rear seat of every Fairlane 500.



Name your colours! Then see how beautifully Ford blends and matches them into a vehicle scheme that's a sheer delight to the eye. Richly textured fabrics are as practical as they're handsome.





Colour selections

TO PLEASE
THE MOST DISCRIMINATING

Colour strikes a glorious keynote in the '57 Ford. There are lively, daring, vital hues that reflect the flashing spirit of the car itself. There is colour harmony inside and out, matched to the spectrum of your own personal taste. Raven Black, Stormist Blue, Woodsmoke Gray, Fiesta Red, Coral Sand . . . the very tones themselves conjure up a magic mood.



INTRODUCING THE 1957 FORD Fairlane SERIES ... in four distinguished new models

Here, certainly, is wonderful proof that Ford goes first for 1957! The new Fairlane series offers the same big 118-inch wheelbase, the same great overall length (nearly 17½ feet), the same generous dimensions inside as its fabulous new sister series—the Fairlane 500. Yet, with all its distinguished styling innovations and its road-hugging heavier-car ride, the Fairlane series is surprisingly low-priced!

Like the Fairlane 500's, the Fairlane series of fine cars offers revolutionary new "hardtop" styling in the conventional two-door and four-door sedans. In addition, there's a two-door and a four-door Victoria in Ford's famous "pillarless" style.

You expect more from the V-8 leader . . . and for '57 the Fairlane series gives you "the most" . . . with two new, more powerful V-8's, smoother, quieter, more responsive than ever before!



This lovely hardtop reflects in every line the perfect taste and vital interests of its owner. It combines four-door convenience with open-car enjoyment for extra room, extra comfort, extra fun . . . whether you're riding alone or carrying five other passengers and a small dog. It's Thunderbird low and it's parked with Thunderbird "GO"! It makes driving such a joy that you'll have the map reader looking for the longest way home.

Fairlane TOWN VICTORIA

Beautiful upholstery of nylon cloth and grained vinyl is yours in colors and combinations that you'll be proud to choose for your own home. And easily has such beauty been so easy to clean, so much longer lasting.



The door handles boast Ford's new Bowing lines. They're double-arched, too, for greater strength and security.



A silver crown of stainless steel clamps out over the windshield top for greater strength and glass protection. New rain shields above front door protect the inverted-triangle vent windows.

You'll love the life you lead in this panther-trim two-door Victoria. It's as gay as spring itself and lively . . . you've never known the full meaning of the word until you unleash the power reserves of its mighty V-8 engine. The instrument panel is curved with all controls recessed for personal protection. A newly designed deep-centre steering wheel makes entry and exit amazingly easy, improves control and visibility, too.

Fairlane CLUB VICTORIA



New comfort-contoured sofa seats make "luxury" a word that lasts the whole trip through, whether it's ten, twenty or 2,000 miles. You arrive looking as good as fresh as the beautiful materials that cover these new chassis-anchored seats.



Beneath its greyhound grace you ride silent, solid and secure!

See how comfort and safety surround you when you and your family relax in this new kind of Ford.

It's thoroughly sound-conditioned against inside and outside noise. It's insulated and sealed against heat and dust, summer rains, winter winds. Body structures are welded, braced and bonded into one incredibly tough unit. This is joined to the chassis by twenty Silent-Grip live-rubber body mounts that soak up noise and shock for a smoother, quieter ride.

Notice, for example, the five steel channel-section cross braces that span the roof front, centre and rear. Everywhere there's extra strength for extra built-in safety . . . extra long life. It's all part of the extra quality that's yours for '57 . . . at traditionally low Ford prices.



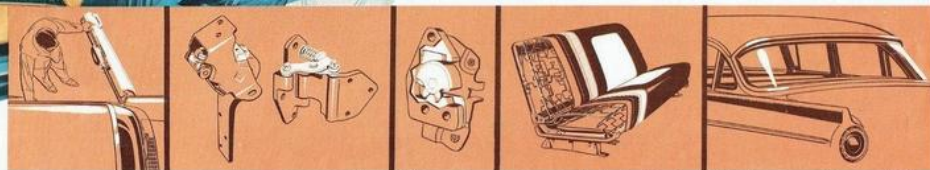
SAFETY . . . 1, New Lifeguard door locks keep doors closed, resist pulling forces up to 2,000 lbs. 2, Lifeguard deep-centre steering wheel protects driver from the steering post. 3, Lifeguard safety-swivel rear-view mirror swings harmlessly away if struck. 4, Lifeguard rear window is cushioned with shock-absorbing material*. 5, Lifeguard cushioning is also available for instrument panel*. Control knobs are recessed for extra safety. 6, Body-anchored Ford safety belts keep you in your seat.

*As model extra cost.



New front-hinged hood is mounted so as to give greater accessibility to engine compartment . . . provide greater security. Hood release is conveniently located in driver's compartment.

Upper cowl, door pillars and dash panel are integrated into a stronger, more rigid unit. Even the new vent ventilation system makes the new inner Ford stronger.



Ford's two-stage door checks hold the big front doors open conveniently in two positions. And you get an assist in opening and closing rear doors with Ford's new Automatic Doorman hinges. Tumble screens, like over

to help you swing them full open or full shut, automatically. And for effortless ease of operation, in all weather, Ford's double-grip door locks rotate rather than slide into engagement.

Thick foam-rubber "boots" on formed wire springs and plastic-covered tension wires to give you a new kind of driving luxury that lasts the whole trip long . . . whether it's five miles or 500.

Roof slants out over the "wrap-around" full vision rear window in a stylish vision effect. This gives greater head room in the rear seat. It makes riding more fun in a Ford!

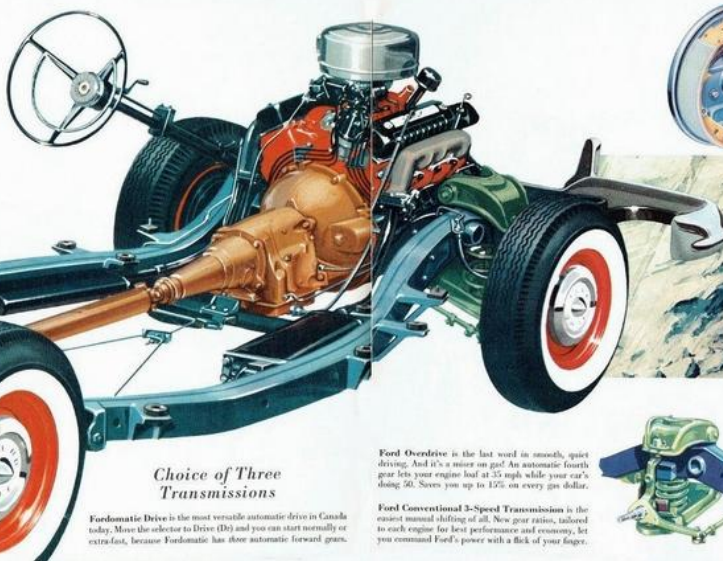
All-new chassis . . . huskiest wheeled foundation ever built for a car!



Conventional straight-rail frame (at left) places passengers over the frame-side rails where the only protection is a thin body shell. Ford's new Contoured frame (at right) puts passengers within the frame rails, for new wall-to-wall safety. The thicker, stronger side rails bow out and dip down in the area between the front and rear wheels to give a more stable, safer riding platform . . . a lower, sleeker silhouette.



The new kind of "magic" you'll find driving the '57 Ford starts with the new Inner Ford. And its very foundation is a completely new and revolutionary chassis. There's a new contoured frame—built a full foot wider midway to give you a new kind of wall-to-wall protection. Side rails are huskier with five cross-members (three of a new tubular construction) for greater strength and rigidity. New tapered driveshaft, new deep-offset hypoid rear axle, sturdier 14-inch wheels team with a new Angle-Poised 4-way front suspension system and new Even-Keel rear springs to give you a smooth, road-bugging, bump-leveling ride!



Choice of Three Transmissions

Fordomatic Drive is the most versatile automatic drive in Canada today. Move the selector to Drive (D) and you can start normally or extra-fast, because Fordomatic has three automatic forward gears.

Ford Overdrive is the last word in smooth, quiet driving. And it's a move on gas! An automatic fourth gear lets your engine loaf at 35 mph while your car's doing 50. Saves you up to 13% on every gas dollar.

Ford Conventional 3-Speed Transmission is the easiest manual shifting of all. New gear ratios, tailored to each engine for best performance and economy, let you command Ford's power with a flick of your finger.



New Giant-Grip Brakes

For '57, Ford braking is easier . . . more uniform . . . requires less pedal pressure. Up front, where most of the braking work is done, brake cylinders are mounted directly to the lucky steel wheel spindles for extra-rugged strength. Easy single-point brake adjustment.



New Level-Ride Rear Suspension

New outboard-mounted rear springs with longer leaves ahead of axle keep car on a more "even keel" during starts and emergency stops. New rubber humpers shorten effective spring length for greater "variable rate" action. You get a smooth, level ride even with changing roads and loads.



New 4-Way Ball-Joint Front Suspension

Angle-poised ball-joint front suspension, pioneered by Ford, has been newly designed for greater strength and even corner handling. Lower control arms have been swept back so that front wheels step higher over the bumps rather than into them . . . a four-way action for a smoother, safer ride. New, one-piece stabilizer bar effectively controls rock and roll.



New Deep-Offset Hypoid Axle

The all-new, underbody rear axle with exclusive straddle-mounted pinion is quieter, stronger in structure and in torque capacity, and longer lived. Greater hypoid pinion offset in combination with a new tapered driveshaft helps make possible Ford's new low-to-ground dimensions while still maintaining generous passenger space and full road clearance.



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Ford dealers since
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