

HOLMES MOTOR CO. LTD.
CANTHON, SALT RIVER, BELLVILLE,
PAARL, WELLINGTON

1957 Ford LTD
Fairlane and Fairlane 500





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 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.

in five distinctive new models



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.



Rest your eyes on this new kind of interior styling. It's designed to fire styling as it looks. New nylon and vinyl fabrics do "miracles" for your morale. And even the luxurious colour-keyed floor carpeting says "welcome" in a new kind of way.



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 commanding 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 *five 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!

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



Fairlane 500 CLUB VICTORIA

Look for this mark of distinction on the car ahead—the new Fairlane 500! The new Hi-mounted rear fender fin and king-cue jet tail light are the latest in styling, an industry trend for the others to follow. Notice, too, how the back-up lights are hidden in the bumper. And all '57 Fords, two indicators are standard.

Even the rear seat backs are neatly sculptured for beauty in Ford Fairlane 500. The front seat backs are extra compact. Front seat cushions are foam-cushion padded.



Fairlane 500 TOWN SEDAN

This heavier, road-hugging 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.

Smart as they come! Even the hood ornament has caught the "cut-front" spirit of the new Fairlane 500!



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 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-mark that you'll find dividing the rear seat of every Fairlane 500.



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.





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.



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

Fairlane TOWN VICTORIA

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 packed with Thunderbird "GO". It makes driving such a joy that you'll have the map reader looking for the longest way home.



The door handle has Ford's new flowing lines. They're double-etched, too, for greater strength and security.



A silver screen of stainless steel clings out over the windshield top for greater strength and glare protection. New can shield above front door protects the inverted-triangle front 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 handsome fresh as the beautiful materials that cover these new chairman-head seats.

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.

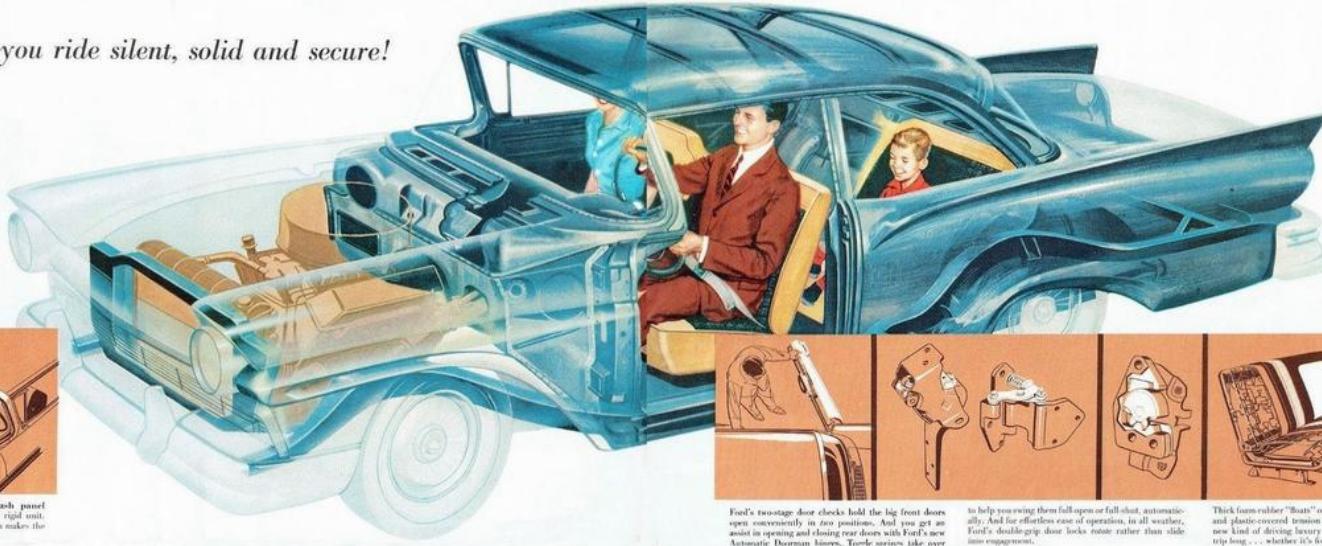
You expect more from the V-8 leader . . . and for '57 the Fairlane series gives you "the most" . . . with two new, more powerful V-8's, smoother, quieter, more responsive than ever before!

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

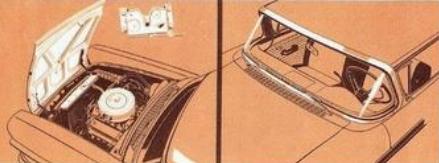
See how comfort and safety surround you when you and your family relax in this new kind of Ford.

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. Wherever 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-cone steering wheel protects driver from the steering wheel if struck. 3. Lifeguard safety-tilted rearview mirror swings hands-free away if struck. 4. Lifeguard sun visors are 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*. *An optional extra cost.



Upper cowl, door pillars and dash panel are integrated into a stronger, more rigid unit. Even the new cowl 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 as much as assist in opening and closing rear doors with Ford's new Automatic Doorstop levers. Tumble nerves like ever

to help you swing them full open or full-shut, automatically. And for effortless ease of operation, in all weather, Ford's new Lifeguard door locks come rather than side door engagements.

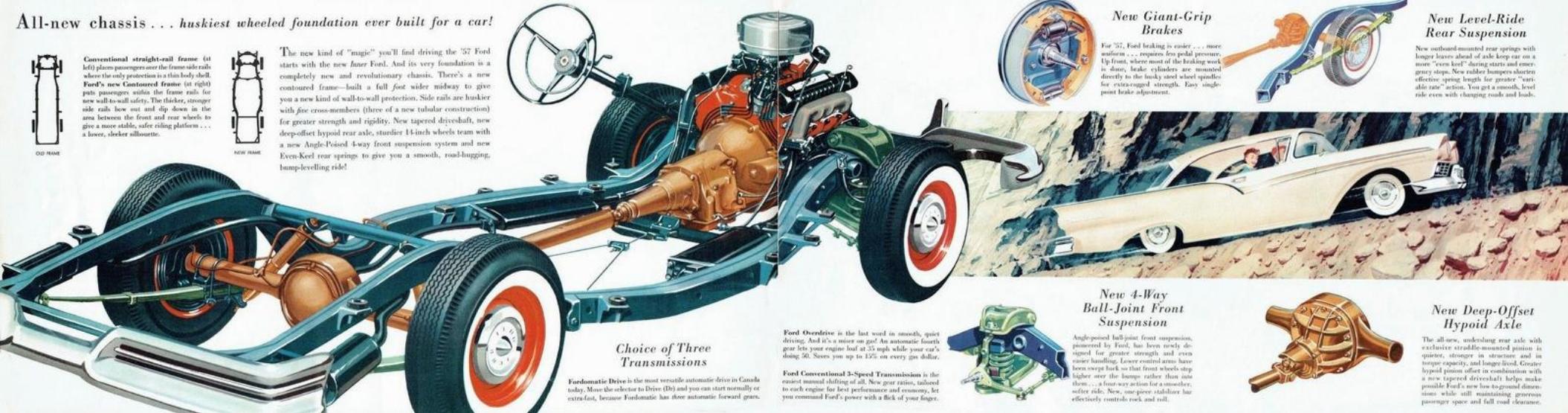
Thick front rubber "Boots" on formed-wire springs and plastic-coated tension wires to give you a new kind of doorstop security that won't wear out, trip long . . . whether it's five miles or 500.

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

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



Conventional straight-sail 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 over the rails for the kind of side rail 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.



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 must on gas! An automatic gear lets your engine load at 35 mph while your car's doing 50. Saves you up to 15% 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 4-Way Ball-Joint Front Suspension



Angle-posed ball-joint front suspension, pioneered by Ford, has been newly designed for greater strength and even easier handling. Lever-standard front has been swept back so that front wheels step higher over the lumps rather than into them. This gives you a smoother, more solid, safer ride. New, one-piece stabilizer bar effectively controls rock and roll.



New Deep-Offset Hypoid Axle

The all-new, underslung rear axle with exclusive straddle-mounted pinion is quieter, stronger in structure and in design. It's a new kind of "Giant" 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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CAPE TOWN, SALTRIVER, BELLVILLE
the 1957 Ford
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Ford dealers since 1911
Fairlane and Fairlane 500