

A New Kind of Ford

for
'57



World's only Hide-Away Hardtop

Ford proudly introduces the Skyliner—world's only all-steel hardtop that changes at the touch of your finger into a sun-loving convertible!

The Skyliner is the prototype of a whole future generation of cars. And the fact that Ford alone has created this miracle car is important to anyone about to buy a new car . . . For this *newest* new kind of Ford is dramatic proof of the engineering skill, exhaustive testing, and deep-down value you get in *every* Ford model.

The *Skyliner*

The same engineers who produced the fabulous Skyliner are responsible also for the rugged "Inner Ford" that you'll find in all 21 Ford models for 1957. Whichever model you choose, you'll get this strong, silent "Inner Ford" surrounded by the year's most successful new styling—styling that hits a new high for pure automotive beauty.

In addition, Ford is the *only* low-priced car to offer you a choice of two new, bigger car sizes . . . plus an all-new longer, lower line of station wagons. Yet, model for model, Ford takes a back seat to no one when it comes to low price! Turn the page and see how Ford's engineering leadership, leadership that brought you such advances as low-cost V-8 power, the classic Thunderbird, and the world's only hide-away hardtop, has also brought new *prestige* to the low-price field.



...car of the future



from **FORD**



Fairlane 500 SERIES

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



FAIRLANE 500 TOWN VICTORIA

Designed new from the inside out, this four-door hardtop is lovely in luxury which . . . even to the automatic opening and closing assist feature of the rear doors.



FAIRLANE 500 TOWN SEDAN

You'll love its thrillingly low silhouette with dramatic "hardtop" styling. As in all Fords, 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 open look of a "hard-top." Windshield wraps around farther than ever.



FAIRLANE 500 CLUB VICTORIA

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 head room.



SKYLINER

World's only hide-away hardtop! One minute this car is a snug, all-steel hardtop with smart Victoria styling. Touch a button and the roof vanishes into the rear deck . . . and you're sitting pretty in an open convertible! It's the most exciting car in a generation!



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 in the new kind of Ford. A new Self-Regulating electric clock is standard in all Fairlane 500 models.



The THUNDERBIRD



This newest member of the proud Thunderbird line is a refinement of the world's most elegant car. Inside and out it's full of surprises from a radio that turns up its own volume when you increase car speed to new paints with a "built-in wax job!"

Take a good long look! On these pages you see a completely new kind of Ford for '57 . . . the Fairlane 500 Series. It's a car so big, so daringly styled, you'll hardly believe it's in the low-price field. Each model is over 17 feet long, and only a scant 4½ feet high! A durable enamel keeps all '57 Fords beautiful longer. A chrome body molding with gold anodized panel and Sunburst wheel covers are standard on each Fairlane 500. 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. Once you drive a Fairlane 500, you'll understand why Ford goes first with families who can afford to pay almost any price for a car.

Fairlane SERIES

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

Long, lean and packed with punch, these graceful Fairlanes bring you fine-car prestige at low Ford prices. Riding on a 118" wheelbase, these road-hugging beauties are heavier, lower and over 17 feet in length! Interiors are roomier, too, with the rich appointments you'd expect to find only in the most expensive cars.



CLUB VICTORIA

Here's a two-door beauty that, like all '57 Fords, offers the super-sizzle of the optional 300-hp Thunderbird 312 Supercharged V-8 engine.



TOWN VICTORIA

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 two-door sedan looks like a hardtop. And like all Fords, it offers a glorious choice of colors and interiors to match your fancy.



TOWN SEDAN

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

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-Tred covering.



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.



FORDOR SEDAN

This smoothie gives you over 16 feet of built-for-keeps beauty . . . with the convenience of 4 doors . . . plus new level-ride rear suspension.

Custom SERIES

Longer, lower and wider for '57, Ford's Custom Series brings you the biggest cars offered at the price—over 16 feet long—riding on Ford's new 116" wheel-base. And you can have your choice of Ford's great engines—from the Mileage Maker Six to the top Thunderbird V-8.

Never before such performance at such a low price!



FORDOR SEDAN

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



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 usually 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.

Ford Station Wagons

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

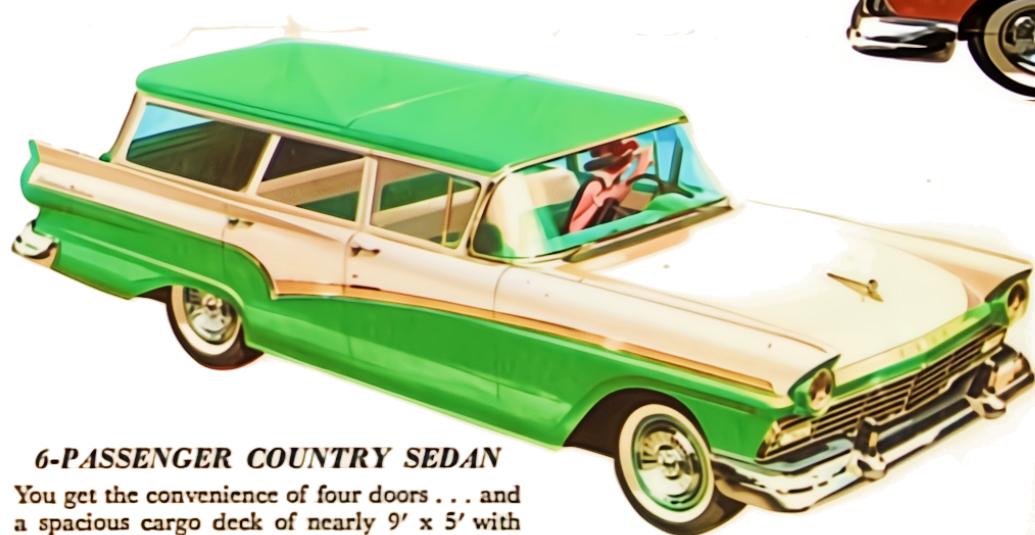
Depend upon Ford, America's fastest-selling station wagon, to bring you the *newest* in station wagon features! Not only are these '57 glamour wagons longer and lower, but they have a new kind of tailgate and wider, wrap-around liftgate . . . both opened by a single, newly designed latch release! With Stowaway seat down, you have more usable storage space than ever before. Interiors are luxury personified. Finally, there's the greatest choice of new power: the most powerful V-8 engines in Ford's field and the most powerful Six . . . the famous Mileage Maker Six.



9-PASSENGER COUNTRY SQUIRE
Only wagon in the low-price field with a handsome wood-like exterior! As in all Ford wagons, the lift- and tailgates open with a single release handle.



9-PASSENGER COUNTRY SEDAN
Nine fit fine into this roomy four-door "space ship." Its longer, lower body is the finest type built. Solid . . . quiet . . . built for keeps!



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.



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 wrap-around design for 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."

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



REAR SUSPENSION

Longer variable-rate Even-Kel 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 DEEP-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.



245-hp
THUNDERBIRD
312 Special V-8

Ford celebrates twenty-five years of V-8 leadership with the widest engine choice ever! Both Custom Series offer the basic 190-hp Ford 272 V-8 . . . Fairlanes and Station Wagon Series, the 212-hp Thunderbird 292 V-8. All Series offer the optional 245-hp Thunderbird 312 Special V-8. Also available in every



OLD FRAME

Conventional straight-rail frame design places passengers outside 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 more leg room in rear seat.



144-hp
MILEAGE
MAKER SIX

Series, is the special 300-hp Thunderbird 312 Supercharged V-8. Or in any '57 Ford (except Skyliner and Thunderbird) you can have the industry's most powerful, most modern Six, the economical 144-hp Mileage Maker Six. Fordomatic, Overdrive or Conventional transmission is available with any engine.



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 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.



FORDOMATIC

Here's the most versatile automatic drive in America. With the selector in Drive (Dr) you can start normally or, with "step-down," move out with extra getaway.

SELECTAIRE CONDITIONER

One unit gives you dual lever control of cooling, heating, ventilating. Dehumidifies, too. Located ahead of dash, no passenger or luggage space is lost.

SIGNAL-SEEK RADIO*

Automatically tunes stations in either direction of the dial. Town button selects local stations; Country button gives broad coverage when traveling cross-country.

*Transistor-Powered

POWER ASSISTS

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



Swift Sure Power Brakes with low pedal, makes stopping up to one-third easier.



Master-Guide Power Steering does up to 75% of your parking, helps make 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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