

'56 FORD

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The fine car at half the fine-car price

'56 FORD . . . the fine car at half the fine-car price

For 1956, Ford brings you three important advances in fine-car motoring: new Thunderbird styling, new Thunderbird Y-8 power, and an exclusive new concept in passenger safety—Lifeguard design.

Lifeguard design means greater protection for you and yours against injuries resulting from accidents. It embraces a whole new family of safety features, as described below. It represents a Ford First for "Safety First"—because Ford and *only* Ford gives you all the safety advances of Lifeguard design.

And you get the protection of Lifeguard design in a car that's,

With new
Thunderbird
Y-8 power



...with new
Thunderbird
styling



...with new,
exclusive
Lifeguard



America's leader in styling and in power. Ford for '56 brings you styling inspired by the long, low lines of the Thunderbird—styling that's won America's heart. Ford also brings you the "GO" of the Thunderbird—for in '56 you can have the new 202-h.p. Thunderbird Y-8 engine in Fordomatic Fairlane and Station Wagon models.

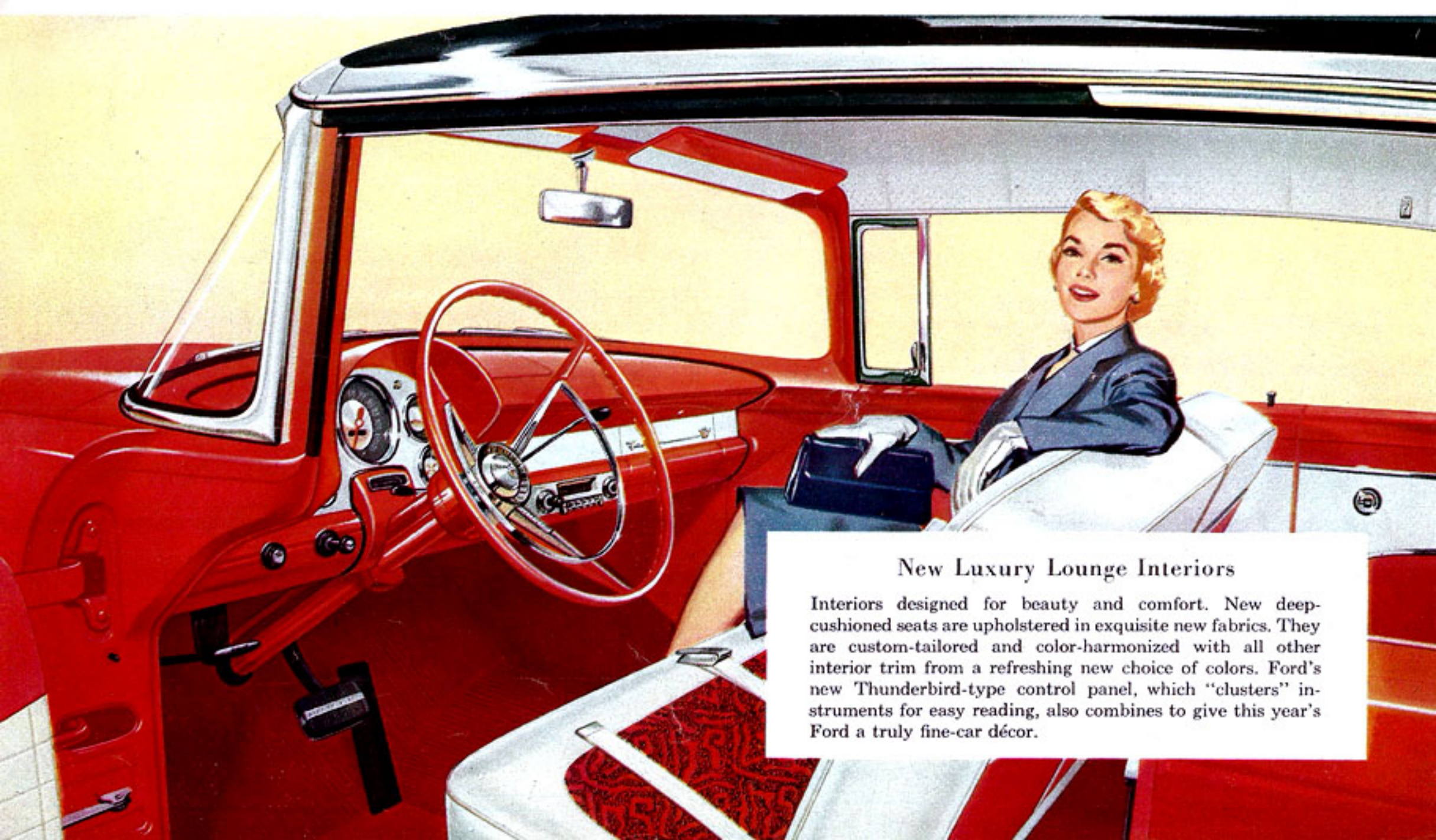
Add Ford's many other fine-car features such as . . . luxurious new interiors . . . the comfort of smooth Angle-Poised Ride . . . handling ease and convenience . . . Ford's quality construction and finish . . . and you'll agree that Ford for '56 is the fine car, at half the fine-car price.

Now, in all Fairlane and Station Wagon models you get the same powerful engine that made the Ford Thunderbird famous. It's the new Thunderbird Y-8—202 h.p. in models with Fordomatic Drive, 200 h.p. with Conventional transmission or Overdrive—and it sets a new high in performance and durability. It gives you trigger-quick response for greater confidence in every driving situation. Its deep, Y-block design and other advancements give you new smoothness and quietness of operation—and the savings of prolonged engine life. The new Thunderbird Y-8 is the product of Ford's long experience in building V-8's—more than all other makes combined.

This year, Ford brings you the long, low lines of leadership—styling inspired by the Thunderbird, the personal car that's recognized throughout America as first in its field. You'll see in every '56 Ford a new, wider, more massive grille, smart new wrap-around parking lights, big jet-tube tail lights, new Thunderbird-type instrument panel—the same meticulous attention to detail and good taste you expect in so fine a car.

Automobile Safety Research at Cornell University shows that the three major causes of injuries in accidents are: when occupants are thrown from the car, when passengers strike the windshield or instrument panel, and when the driver is thrown against the steering column.

Lifeguard design provides new protection against these hazards. In the new '56 Ford, Lifeguard *double-grip* door latches are designed to give added protection against doors springing open in accidents. A new *deep-center* Lifeguard steering wheel acts to cushion the driver from the steering column. New optional Lifeguard padding for instrument panel and sun visors is Lifeguard seat belts provide protection against all of these sources of injury. *Truly, the '56 Ford puts safety first!*

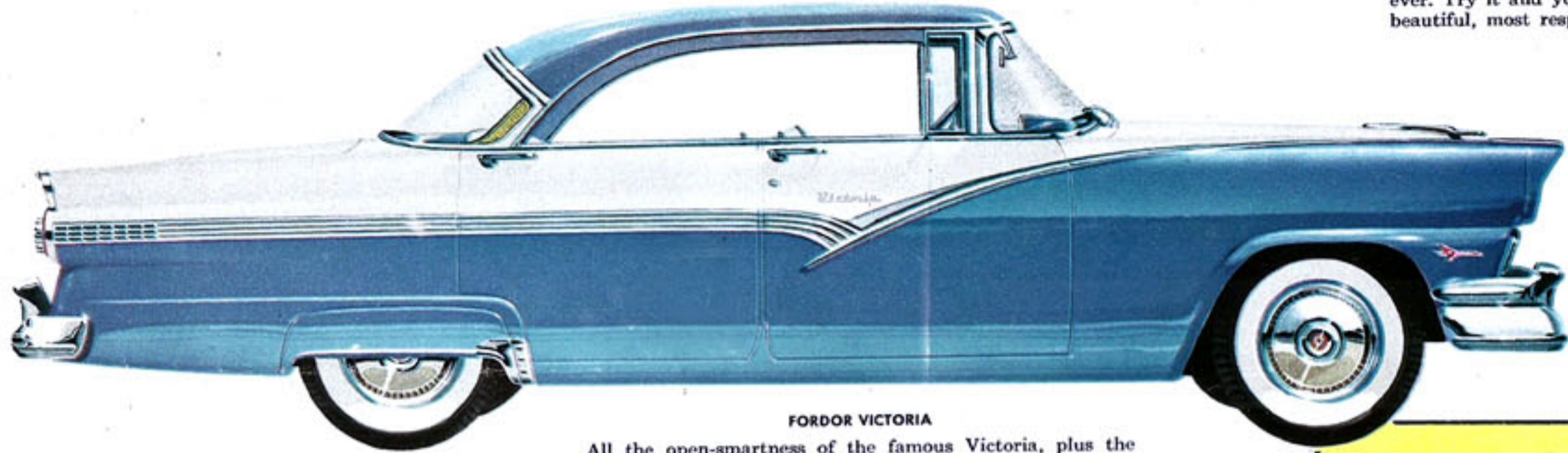


New Luxury Lounge Interiors

Interiors designed for beauty and comfort. New deep-cushioned seats are upholstered in exquisite new fabrics. They are custom-tailored and color-harmonized with all other interior trim from a refreshing new choice of colors. Ford's new Thunderbird-type control panel, which "clusters" instruments for easy reading, also combines to give this year's Ford a truly fine-car décor.

Fairlane Series

Ford for '56 presents seven new cars that stand alone in fineness. Each Fairlane model offers you Thunderbird Y-8 "Go"—202 h.p. in Fordomatic models, 200 h.p. with Conventional or Overdrive. Each is long, low, with exquisite new colors. Inside, there's living-room comfort and luxurious appointments to make the most selective person "at home."



FORDOR VICTORIA

All the open-smartness of the famous Victoria, plus the added convenience of four wide-opening doors.

Ford's new Customline sedans bring you new styling with low sleek lines, new chrome ornamentation, and delightful new colors. And you get the smooth, quiet, responsive power of Ford's advanced new Y-8 engine—176 h.p. with Fordomatic Drive, 173 h.p. with Conventional or Overdrive. Or, you can have the even thrifter new 137 h.p. Ford I-6.

Customline Series



VICTORIA

For '56, the Victoria is two inches lower, yet roomier than ever. Try it and you'll know why it's considered the most beautiful, most responsive open sedan on the road.



TOWN SEDAN

The most distinguished, most comfortable of all 4-door sedans. Low and roomy, it's offered with a choice of 25 harmonizing interior-exterior color combinations.



CLUB SEDAN

This trim beauty has a new low roof line, unique interiors, real comfort. Its two doors are extra wide and the seat backs fold centerward for easy access to the rear seat.



SUNLINER

The Sunliner, far and away America's favorite convertible is more spacious—more beautiful than ever before, inside and out—with its new Thunderbird-inspired styling.



CROWN VICTORIA

Meet the Queen of the Victorias—a car apart from all others. It wears tasteful exterior chrome trim (including its Crown) and has the finest interior appointments.



CROWN VICTORIA SKYLINER

Has long, low silhouette, the unique interior and extensive styling features of the Crown Victoria, plus a tinted "skyview" top that is exclusive to Ford in its field.

18 NEW BODY STYLES

Each inspired by the Thunderbird, each with new Lifeguard design



FORDOR SEDAN

Like its Tudor cousin, it's long, it's low! It's distinguished by unique chrome side molding. You have a big choice of interior-exterior color combinations—choice of powerful Ford Y-8 or I-6 engines.



TUDOR SEDAN

This car, like all Fords, has the added safety of big tube tail lights, big new wrap-around parking lights, extra-large windshield and King Size double-sealed brakes.



TUDOR BUSINESS SEDAN

Practical buy for business and pleasure. Low initial cost and low upkeep. With either the new Ford Y-8 or I-6, you get schedule-making, gas-saving "Go."



TUDOR SEDAN

It's 6-passengers big! Has wide-opening doors with 2-stage door checks. Seat backs fold forward toward the center for easy access to rear compartment. It's a honey for the money!



FORDOR SEDAN

A wonderful family buy—and you "go" in Thunderbird style! Beneath this beauty is the strong K-bar frame and full-welded steel body of all Ford sedans.

Mainline Series

Here are three new sedans—styled for distinction. Even when standing still, their graceful, Thunderbird-inspired lines lend them an air of action. They bring you practical, low-cost transportation. They're big favorites among those who combine business with pleasure. And any one makes an ideal second car for budget-minded folks.



RANCH WAGON

Can't touch it for Sunday calling and Monday hauling at low cost. Two doors, 6 passengers, converts in a split jiffy to a spacious 8' x 5' cargo deck (with tail gate down).



CUSTOM RANCH WAGON

Home on the range or at large in the suburbs, this 2-door, six-passenger car is a double-duty favorite. Durable, easy-to-clean upholstery can take punishment and stay beautiful.



PARKLANE

New, ultra-fashionable addition to the Ford Station Wagons. Carpeting throughout. Trim vinyl cover snaps neatly over luggage area below window line. Two doors, 6-passengers big.

Station Wagon Series

America's favorite station wagons number six for '56—with the addition of the sparkling new Parklane! Whether you want two or four doors, room for six or eight passengers, there's one that's just right for you. You'll find the degree of luxury and practicality you want, too. And each new Ford Station Wagon brings you all the safeguards of Ford's new Lifeguard design—plus the "Go" of Ford's new 202-h.p. Thunderbird Y-8 engine with Fordomatic Drive (200 h.p., with Conventional or Overdrive transmissions)—or, you may have the thrifty new 137-h.p. Ford I-6 engine.

The new Ford Thunderbird for 1956 brings you even greater elegance, even more thrilling response. You can have your "Go" as you like it. There's the new Thunderbird Y-8 engine with Conventional drive or the even more powerful Thunderbird Special Y-8 teamed with Overdrive or Fordomatic. One look at this "most wanted" of America's dream cars tells you why its distinguished, new styling is the blueprint for all '56 Fords, inside and out.



6-PASSenger COUNTRY SEDAN

Popular model with 4 wide doors—giving easy access to both front and rear seats. Superior, easy-opening lift gate . . . tail gate lowers and locks flush with car floor.



8-PASSenger COUNTRY SEDAN

Traditionally the most popular of all 8-passenger Station Wagons. Now, more stylish than ever with exciting new colors. And like all Ford Cars for '56, it has Lifeguard design for greater safety.



COUNTRY SQUIRE

Noblest of them all! Mahogany-finished steel panels, with wood-grained, glass-fibre moldings, add dash to this 8-passenger Squire. Storage deck is nearly 9' x 5' (with tail gate down).

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POWER ASSISTS

MASTER-GUIDE POWER STEERING

Power to park with up to 75% less effort—to assist you in all your driving!

SWIFT SURE POWER BRAKES

Braking takes up to one-third less effort. Makes driving in traffic much easier.

POWER-LIFT WINDOWS

Driver's master control buttons raise or lower every window! Individual window buttons, too.

4-WAY POWER FRONT SEAT

Press a button and, presto, your seat moves backward or forward, up or down!

New Select-Aire Conditioner

All-climate air-cooling, ventilating, heating, defrosting, all in one! One lever controls everything. A compact unit, from the instrument panel forward, contains all elements so that no passenger space is lost.

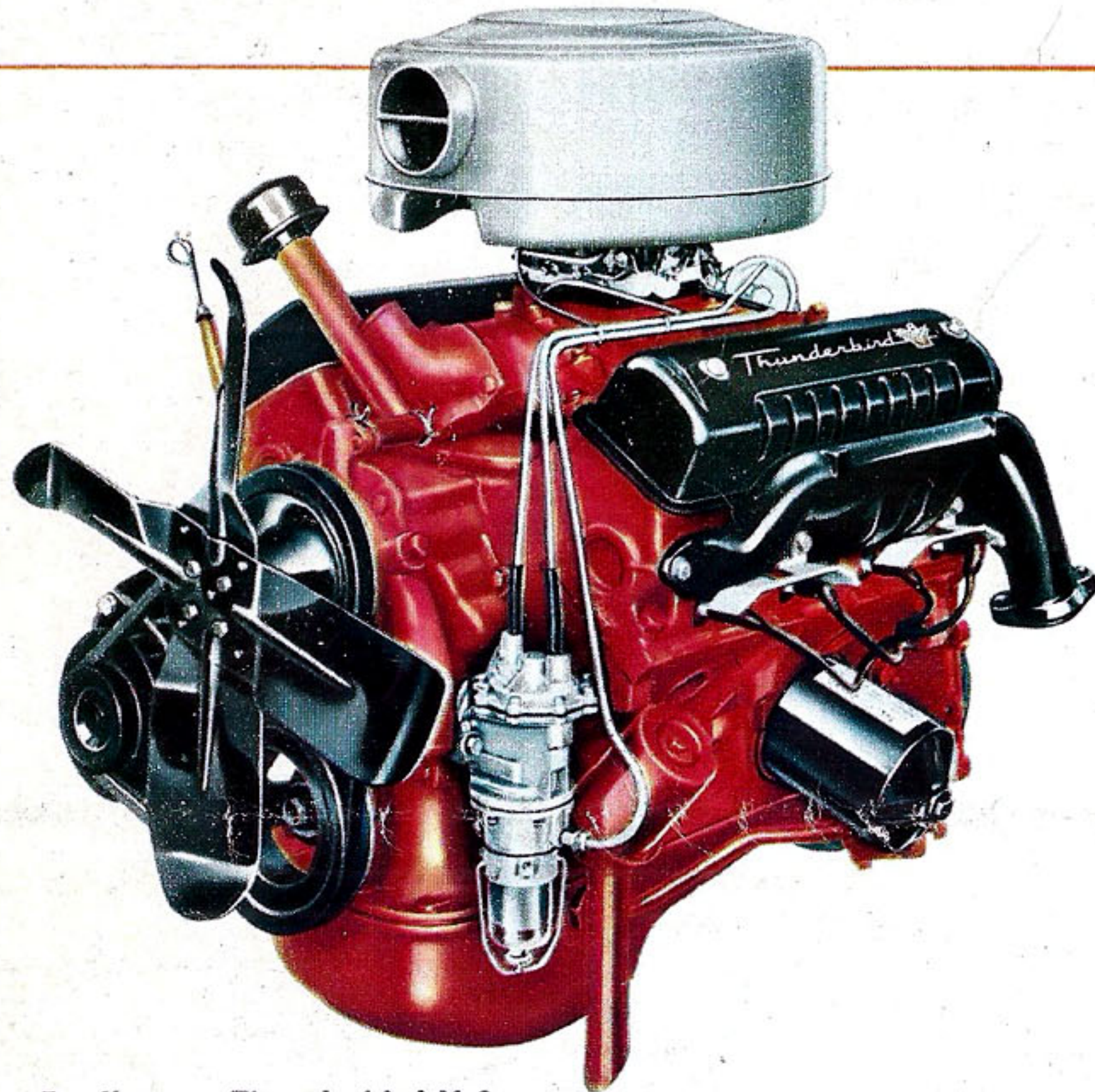
New Magic-Aire Heater

Here's truly dependable heating, ventilating and defrosting! With Magic-Aire system you get even heat distribution—complete car ventilation—full windshield defrosting through four defroster nozzles. Heating element inside engine compartment gives you full leg room.

New Signal-Seek Radio

This new 9-tube radio (including rectifier and tuning tube) automatically seeks out and tunes in stations in either direction of the dial. Town button (T) tunes local stations, Country button (C) gives broad coverage. Ford's fine new Console Range Radio with 6 tubes, including rectifier, is also push-button easy.

The new Thunderbird Y-8 engine is in the '56 Ford!



**Ford's new Thunderbird Y-8 . . .
result of 24 years of V-8 experience!**

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

For 1956, all Ford Fairlane and Station Wagon models offer the new Thunderbird Y-8 engine, successor to the V-8. Mainline and Customline Fords bring you the advanced new Ford Y-8. Or, if you prefer a Six, Ford offers the new, mightier Ford I-6, available in all models.

The beauty of these new Ford Y-8's lies not alone in their quick, sure responsiveness, their greater passing ability. It lies in their deep-block, low-friction design which gives you smooth, quiet power, longer engine life.

The new 202-h.p. Thunderbird Y-8, standard with Fordomatic drive, has a 292 cu. in. displacement—a compression ratio of 8.4 to 1. The new 200-h.p. Thunderbird Y-8, standard with Conventional or Overdrive, has a compression ratio of 8.0 to 1. Both engines feature a Double Twin-Jet carburetor with integrated automatic choke . . . dual exhausts . . . turbo-wedge combustion chambers . . . Automatic Power Pilot . . . and they both use regular gas.

Advanced new 176-h.p. Ford Y-8, standard with Fordomatic drive, has a 272 cu. in. displacement—an 8.4 to 1 compression ratio. With Conventional or Overdrive, the Ford Y-8 engine

has an 8.0 to 1 compression ratio and is rated at 173 h.p. You get a Twin-Jet carburetor with integrated automatic choke.

Advanced new 137-h.p. Ford I-6 can be teamed with any of Ford's three transmissions. It has a 223 cubic inch displacement and a new 8.0 to 1 compression ratio for more power, greater gas economy.

Speed-Trigger Fordomatic Drive

Here is really smooth no-shift driving! Fordomatic is the most versatile automatic drive in any car. Without moving the selector from Drive (DR), you can start normally or extra fast because Fordomatic has 3 automatic forward gears, including a "getaway" gear.

Ford Overdrive makes driving smooth, quiet, relaxing. And, it's economical. An automatic "4th gear" lets your engine loaf along at 35 miles an hour while your car's doing 50 . . . saves you up to 15 cents on every gas dollar.

Ford Conventional Drive now has stronger gears to go with the new greater engine power for '56. It's the easiest manual shifting there is.

New 12-volt electrical system . . .

It gives you the extra voltage and capacity to handle all the accessories you want. Also gives you quicker, surer cold-weather starts.



Anti-fouling 18 mm. spark plugs . . .

They help maintain new-car performance longer. They resist fouling up to 3 times longer than conventional plugs.

