

THE 1957 FORD

Fairlane AND

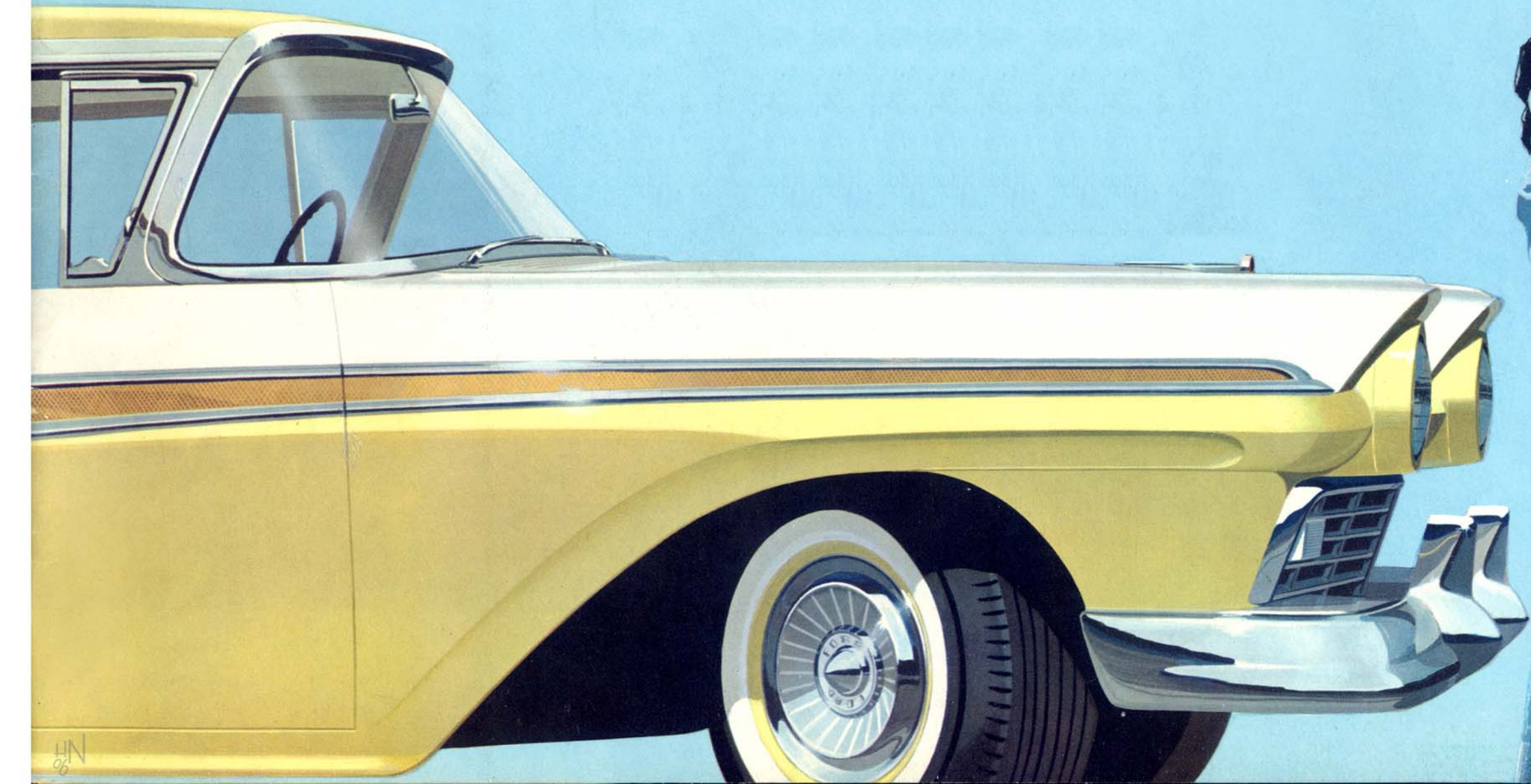
Fairlane 500



THE 1957 FORD

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 so big, so new, so daringly styled, you'll hardly believe it's a Ford.

Over 17 feet long and a scant 4 $\frac{3}{8}$ 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 heavier, road-hugging Ford possible. The *Inner* Ford

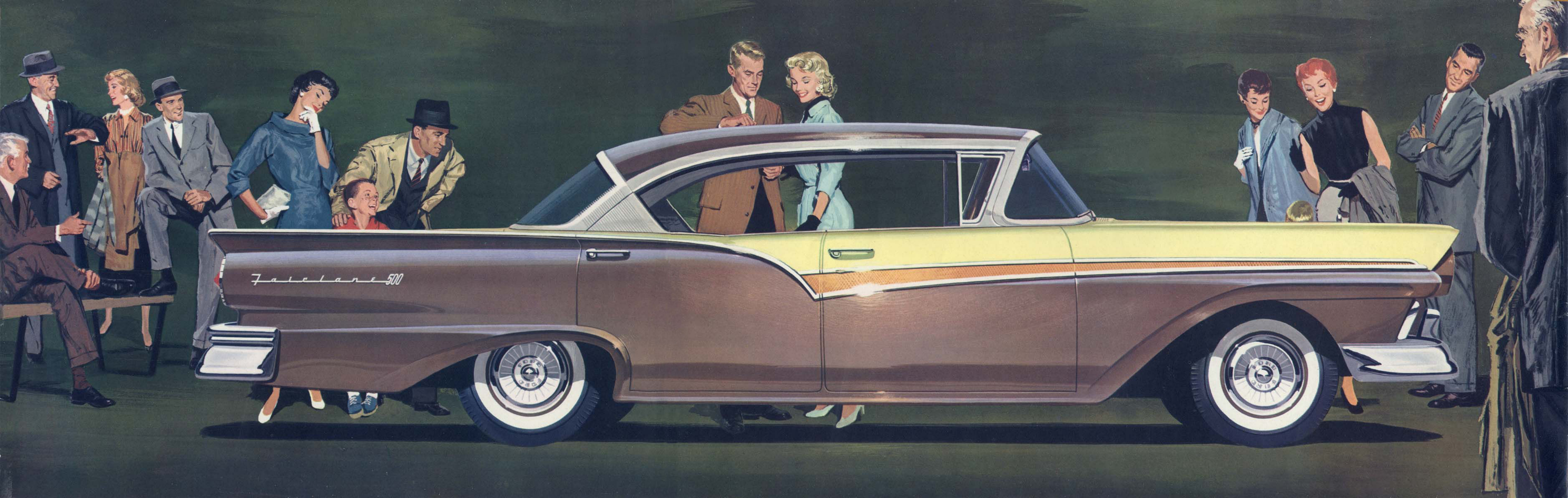
—the part of the car you cannot see—was built to a longer, lower, wider scale. Ford engineers developed a Full-Cradle Chassis with a revolutionary wide-contoured frame . . . a new type of low-slung drive . . . a new level-ride suspension . . . a new mounting system for the built-for-keeps body.

Most important, the new Inner Ford provides the inner *space* needed to let you and your guests ride in roomy comfort, style and luxury. It's a new kind of gracious living on wheels.

On this silver anniversary of Ford's V-8 leadership,

there's new kind of power to drive this new kind of Ford for '57. It's power that only the world's V-8 leader with 25 years' experience could give. And it comes in the widest engine choice in Ford history—new high-performance Thunderbird V-8's—and the world's most modern Six.

For 1957 . . . you can enjoy a new kind of fun with this new kind of Ford. Whether you choose the distinctive Fairlane or the glamorous Fairlane 500, you'll ride sweet, low and lovely in this new prestige car of the low-price field.



INTRODUCING THE 1957 FORD

Fairlane 500 SERIES

IN 5 DISTINCTIVE

NEW MODELS

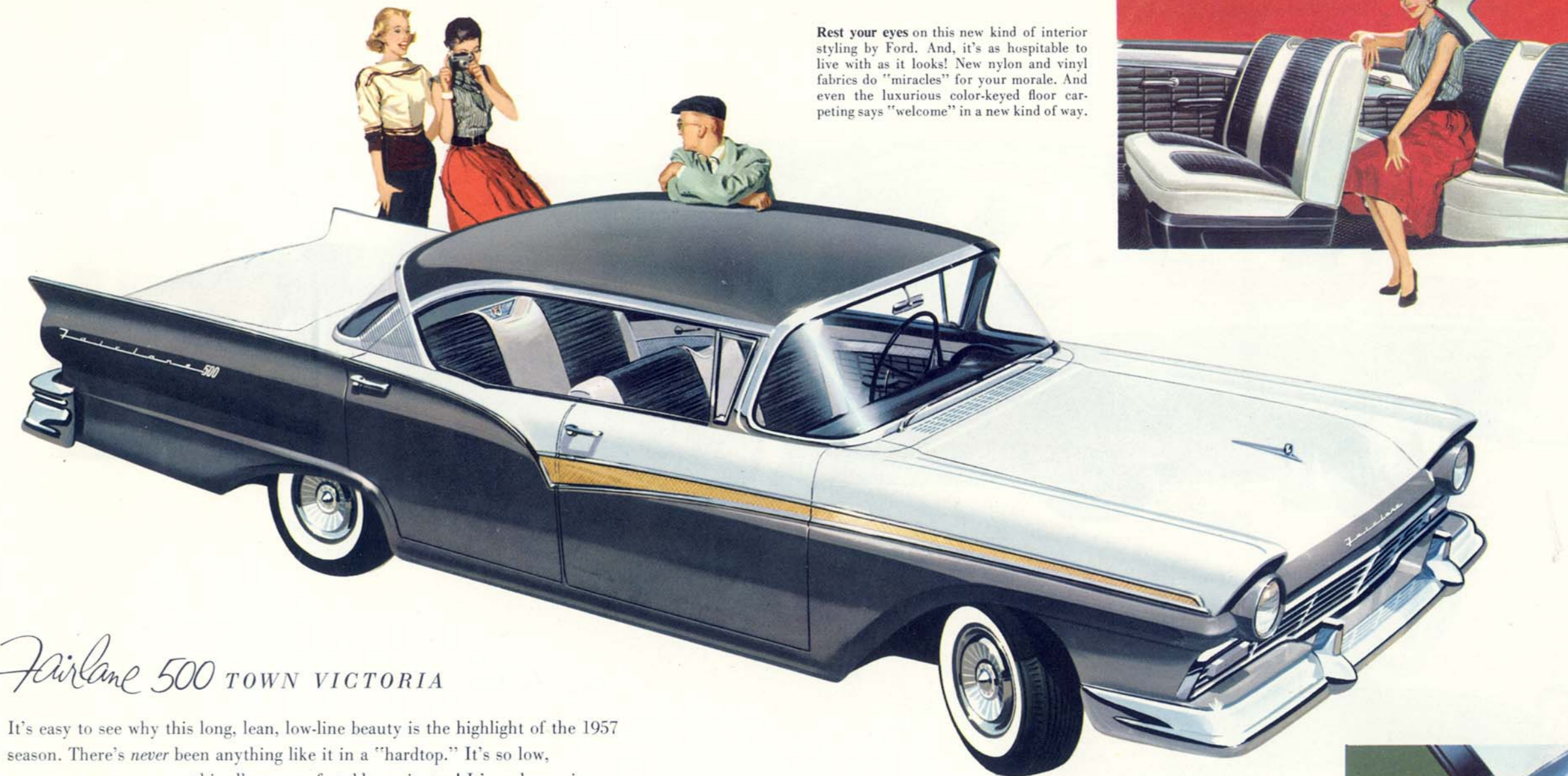
Ford goes first for '57 with a whole new world of magic in the revolutionary Fairlane 500 Series.

For example, now you can have that wonderful Victoria "hardtop" look in a closed sedan!

With windows up, the new, thin-line center 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 Full-Vision windshield that lets you see like never before . . . a clock that automatically retimes 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 low-priced car can give you.

And for choice, the 1957 Ford Fairlane 500 Series offers 5 new models including two distinctive hardtops and a glamorous convertible. They're all available in a gay array of the finest new miracle fabrics for the interiors and a new kind of enamel for the outer finishes.

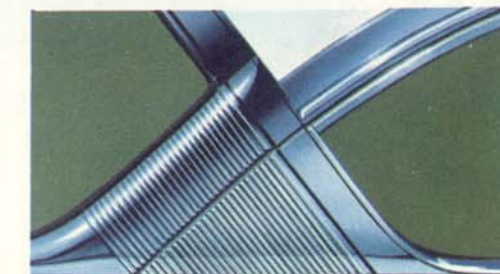


Rest your eyes on this new kind of interior styling by Ford. And, it's as hospitable to live with as it looks! New nylon and vinyl fabrics do "miracles" for your morale. And even the luxurious color-keyed floor carpeting says "welcome" in a new kind of way.

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 2-stage checks in the front doors and Automatic Doorman hinges in the rear—you'll want to invite your neighbors.

You'll find distinctive and practical touches all through the Fairlane 500 Series. For example, Sunburst wheel covers are standard to add extra dash. Then there's this sculptured metal panel on the Town Victoria which adds a decor that brightens the gracefully contoured corner where top meets body.





Look for this mark of distinction on the car ahead—the new Fairlane 500! The new Hi-Canted rear fender fin and king-size Jet-Tube taillight combine to set a new industry trend for the others to follow. Notice, too, how backup lights are handsomely centered. As in all '57 Fords, turn 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 snugness, 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 oversized for extra comfort. Seat cushions are foam-rubber padded.



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



Fairlane 500 SUNLINER

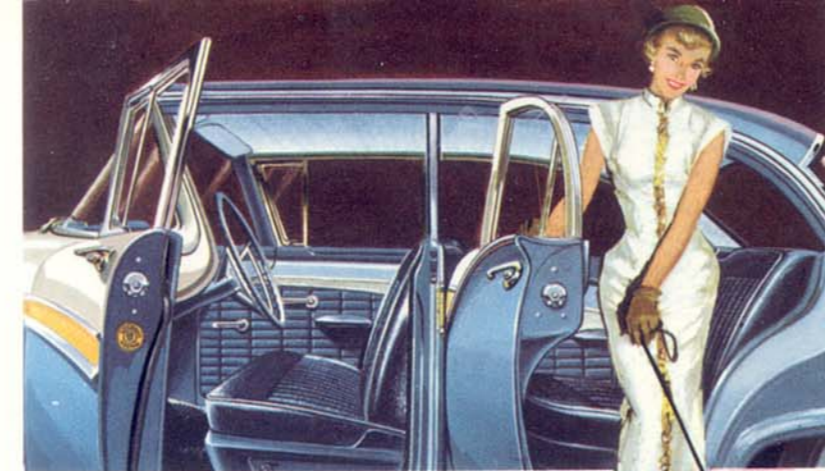
Meet the newest and most thrilling version of America's favorite convertible. With a top that nests deeper than ever in the body, the dashing new Ford low-line silhouette shows to finest advantage in this bigger, sleeker Sunliner. Inside, too, it's lovely to look at, easy to keep looking lovely. Smartly-grained 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.



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

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.

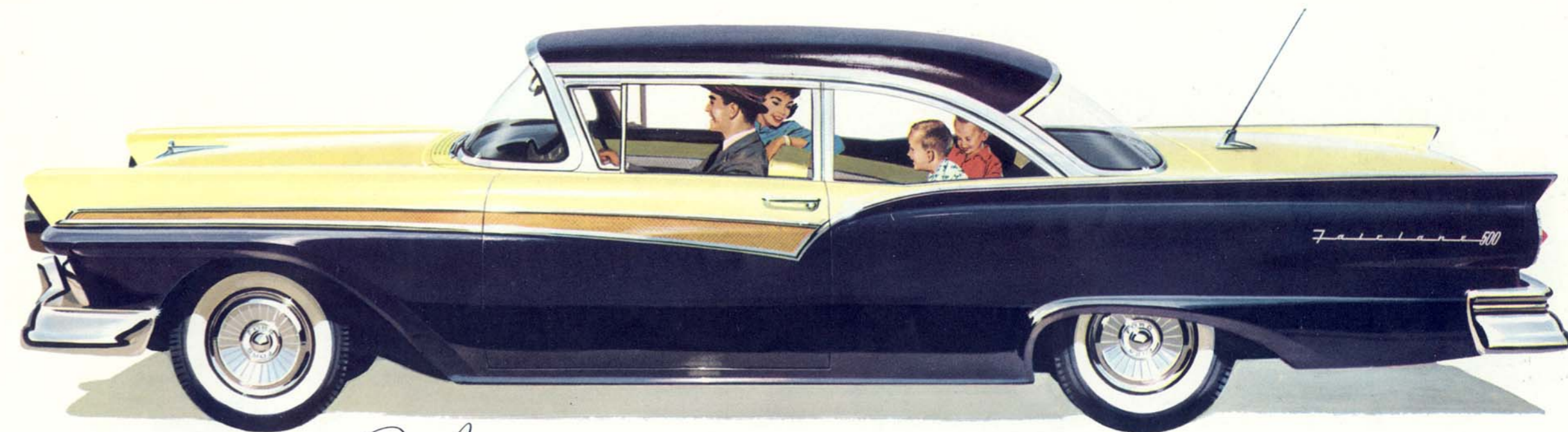


Easy entry, graceful exit are part of this low, long lovely's charm. Passengers sit lower and within Ford's contoured frame for greater comfort, greater safety. And just look at the rich hues of the matching trim and seat fabric. There's a wide choice to match your personal taste.



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 Full-Vision windshield wraps around further than ever. The body enamel gives glorious, longer-lasting lustre to a wide choice of colors. On Fairlane 500 models, you can choose brilliant Single Colors . . . or stunning Style Tone combinations . . . each 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.

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



HN

Color selections TO PLEASE
THE MOST DISCRIMINATING

Color 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 color harmony inside and out matched to the spectrum of your own personal taste. Raven Black, Starmist Blue, Woodsmoke Gray, Flame Red, Inca Gold . . . the very tones themselves conjure up a magic mood.



INTRODUCING THE 1957 FORD
Fairlane SERIES

in 4 great and 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 over-all length (over 17 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 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." You can choose from a wide variety of new, more powerful Thunderbird V-8 engines and the mighty Mileage Maker Six.

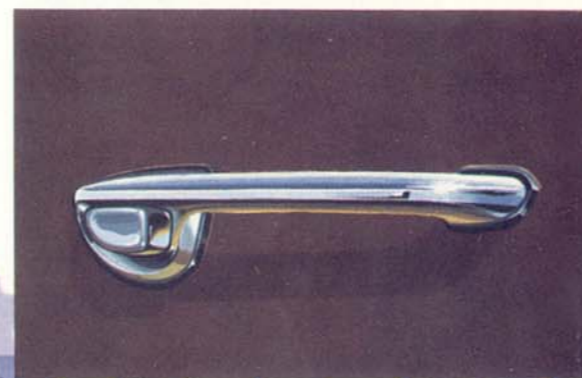


Beautiful upholstery of nylon cloth and grained vinyl is yours in colors and combinations that you'd be proud to choose for your own home. And rarely has such beauty been so practical, so easy to clean, so much longer lasting.

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 handles boast Ford's new flowing lines. They're double-anchored, too, for extra strength and security.



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



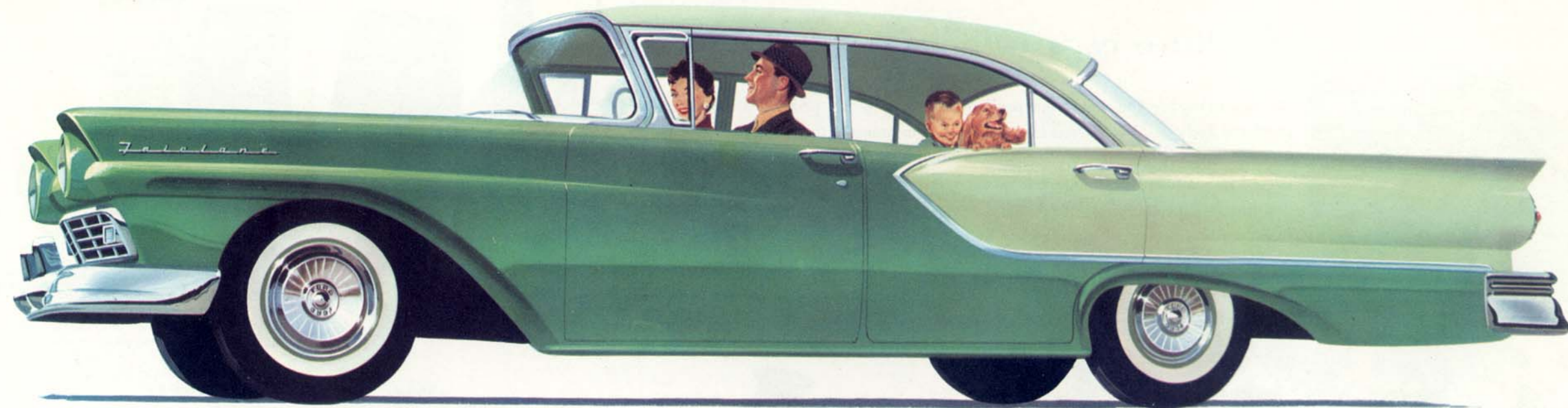
Fairlane CLUB VICTORIA

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 engine—V-8 or 6. The instrument panel is curved with all controls deeply recessed for personal protection. As in all Fairlanes, a new Self-Regulating electric clock is standard. A newly designed deep-center steering wheel makes entry and exit as easy as pie, improves control and visibility, too.



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 band-box fresh as the beautiful materials that cover these new chassis-anchored seats.





Fairlane CLUB SEDAN

"Delightfully different" describes this six-passenger, two-door lovely. With its super-thin center post it looks just like a Victoria, and when you say, "scat!" it skedaddles just like its kissin' cousin, the Thunderbird! Front and rear seats are designed to give you greater comfort, longer. And, as in all Fairlane models, there's more space above, below and all around, than you ever thought possible in a low-priced car!



There's a glorious choice of colors to match your finest fancy and a new range of interior fabrics with tasteful, harmonizing trim. You'd be proud to exhibit these on your finest living room furniture!

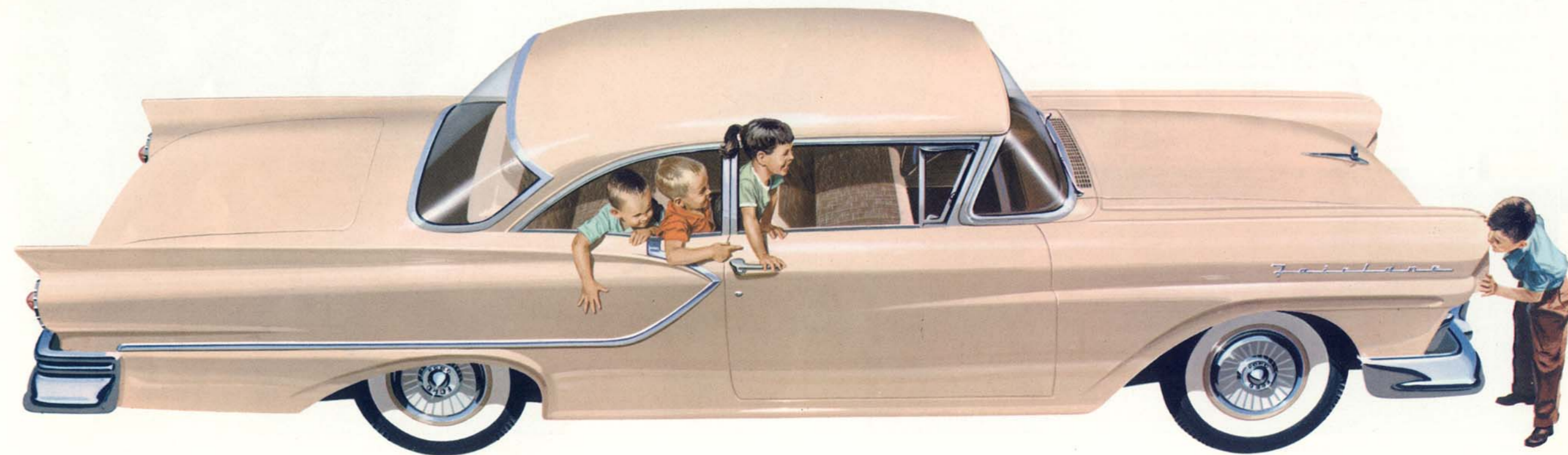


New Full-Vision windshield wraps around and back further than ever. New triangle vent windows are tailored to the dashing slant of the swept-back front pillars. Note new door lock button is up front for easier locking.

Fairlane TOWN SEDAN

You're comfortably at home in the fine-car class wherever you drive this handsome four-door sedan with its graceful "hardtop" styling. It looks like a Victoria because the body center posts are smartly concealed behind the slim, trim window frames! Other styling highlights are the bright metal rear side molding and Sunburst wheel covers that are standard on all models. Yes, from unique new hooded headlights to the flared rear fins, there's new beauty and distinction. And from stem to stern there's new heavyweight strength and rigidity.

Pop up the counterbalanced deck lid and discover a regular "cavern" of luggage space. Whether you're packing for a day at the beach or a month in the country, you can keep the seats reserved for passengers only.

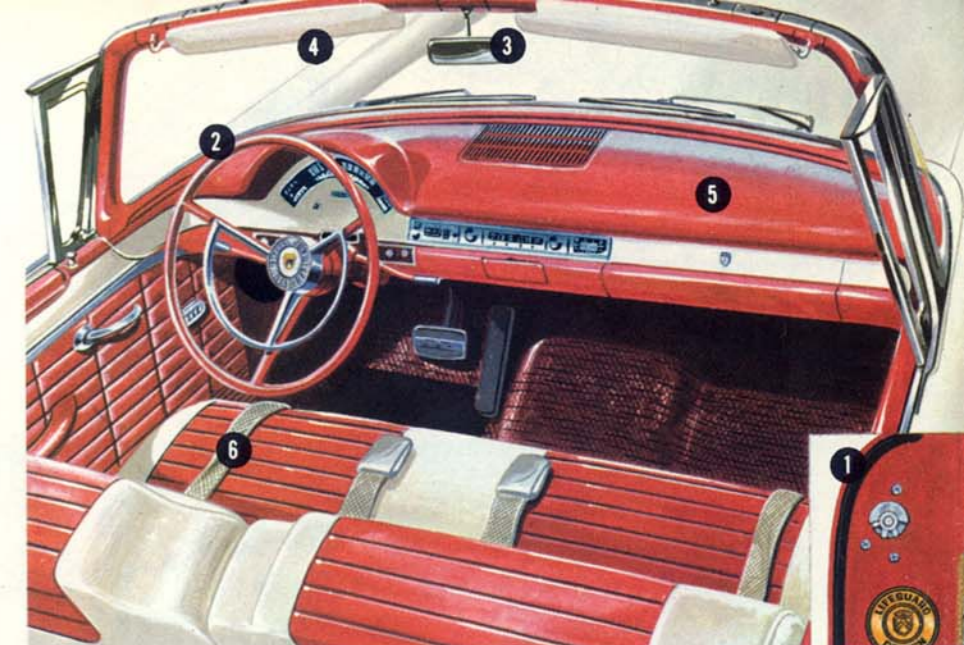
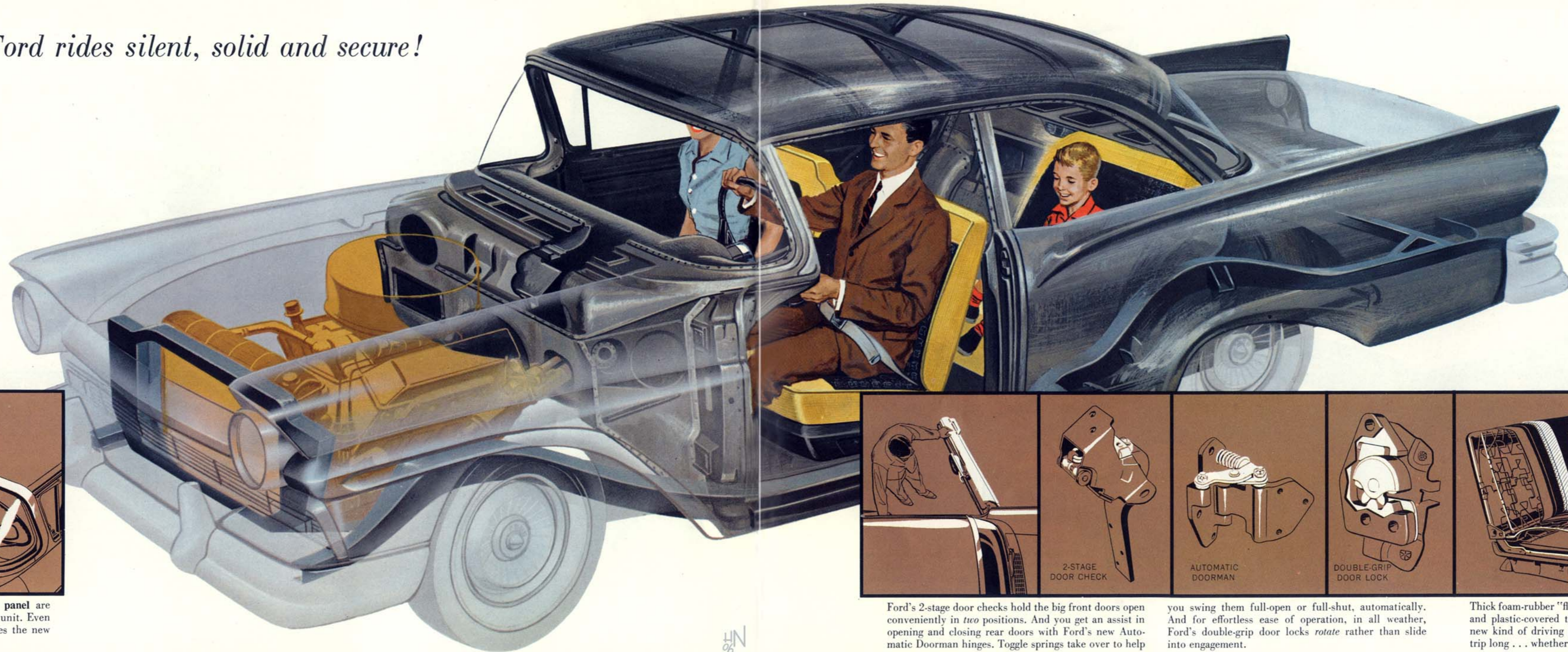


Beneath its greyhound grace the '57 Ford rides silent, solid and secure!

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

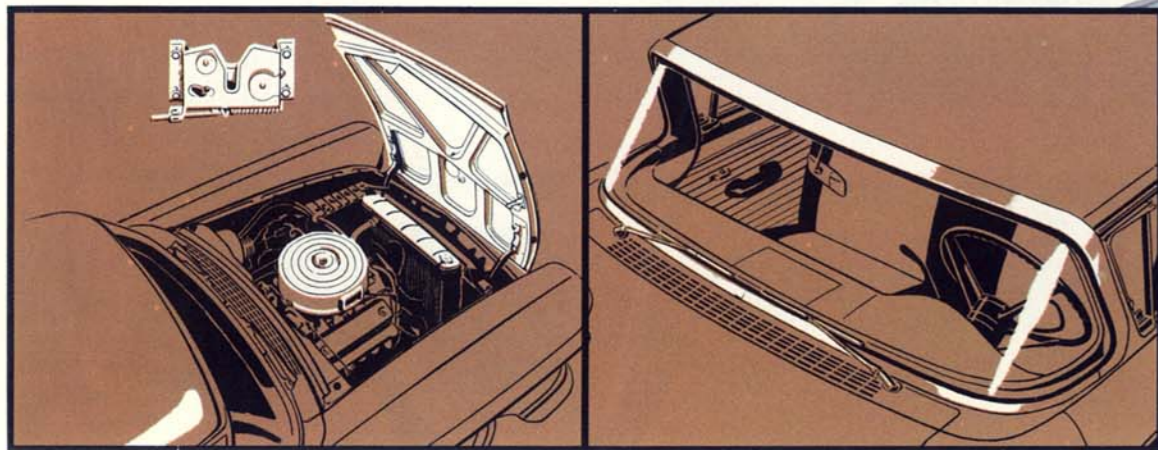
It's thoroughly sound-conditioned against inside and outside noise. It's insulated and sealed against heat and dust, summer rains, winter winds. The body structures are braced and welded to form one incredibly tough unit. This is joined to the chassis by twenty Silent-Grip live-rubber body mounts that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

Notice, for example, the five steel, channel-section cross braces that span the roof at front, center 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.



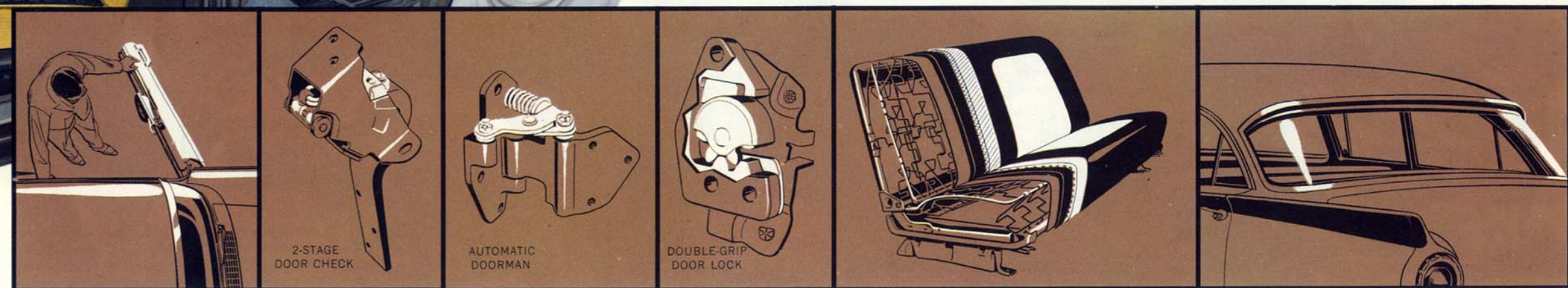
SAFETY . . . 1. New Lifeguard door locks give added protection against doors springing open upon impact, resist pulling forces up to 2,600 lb.! 2. Lifeguard deep-center steering wheel protects driver from the steering post. 3. Lifeguard safety-swivel rearview mirror swings away if struck. 4. Lifeguard sun visors are fully cushioned with super shock-absorbing material.* 5. Lifeguard cushioning is also available for instrument panel.* Control knobs are deeply recessed for still more safety. 6. Body-anchored Ford safety belts help keep you in your seat.*

**Worthwhile protection—at very modest 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 cowl ventilation system makes the new Inner Ford stronger.



Ford's 2-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. Toggle springs take 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 "floats" 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 visor effect. This gives greater head room in the rear seat. It makes riding more *fun* in a Ford!

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

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" wheels team with a new Angle-Poised 4-Way Front Suspension system and new Even-Keel Rear Springs to give you a road-hugging, bump-leveling ride!



OLD FRAME

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.

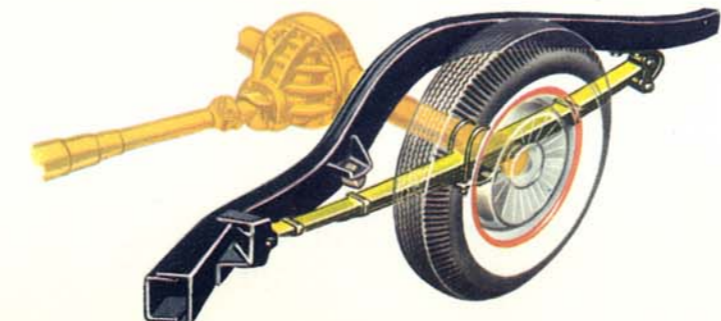


NEW FRAME

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

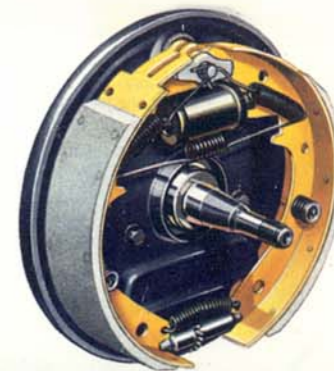
Ford Overdrive is the last word in smooth, quiet driving . . . a real engine saver! An automatic 4th gear lets your engine loaf at 35 mph while your car's doing 50. It's a miser on gas, too, saving up to 15%!

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 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 bumpers shorten effective spring length for greater "variable rate" action. You get a smooth, level ride even with changing roads and loads.

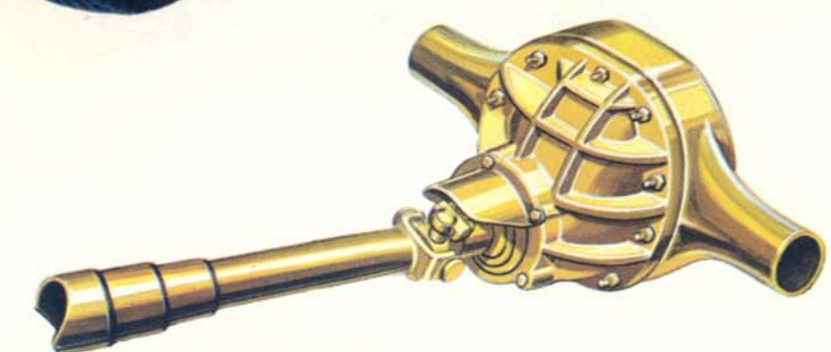


New Giant-Grip Brakes

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 husky steel wheel spindles for extra-rugged strength. Easy single point brake adjustment.

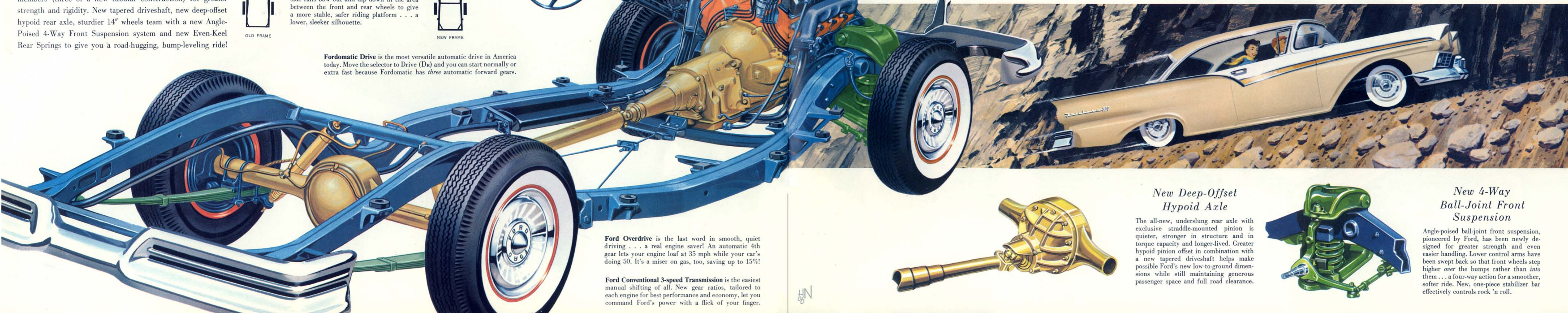
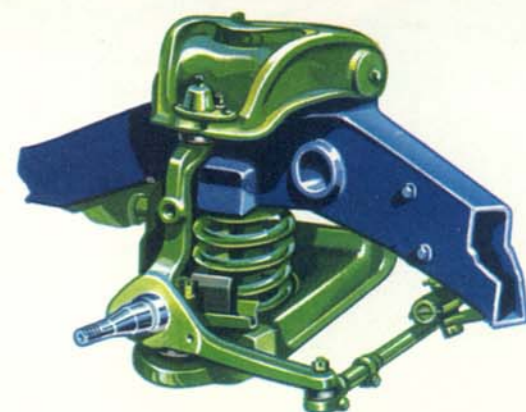
New Deep-Offset Hypoid Axle

The all-new, underslung 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.



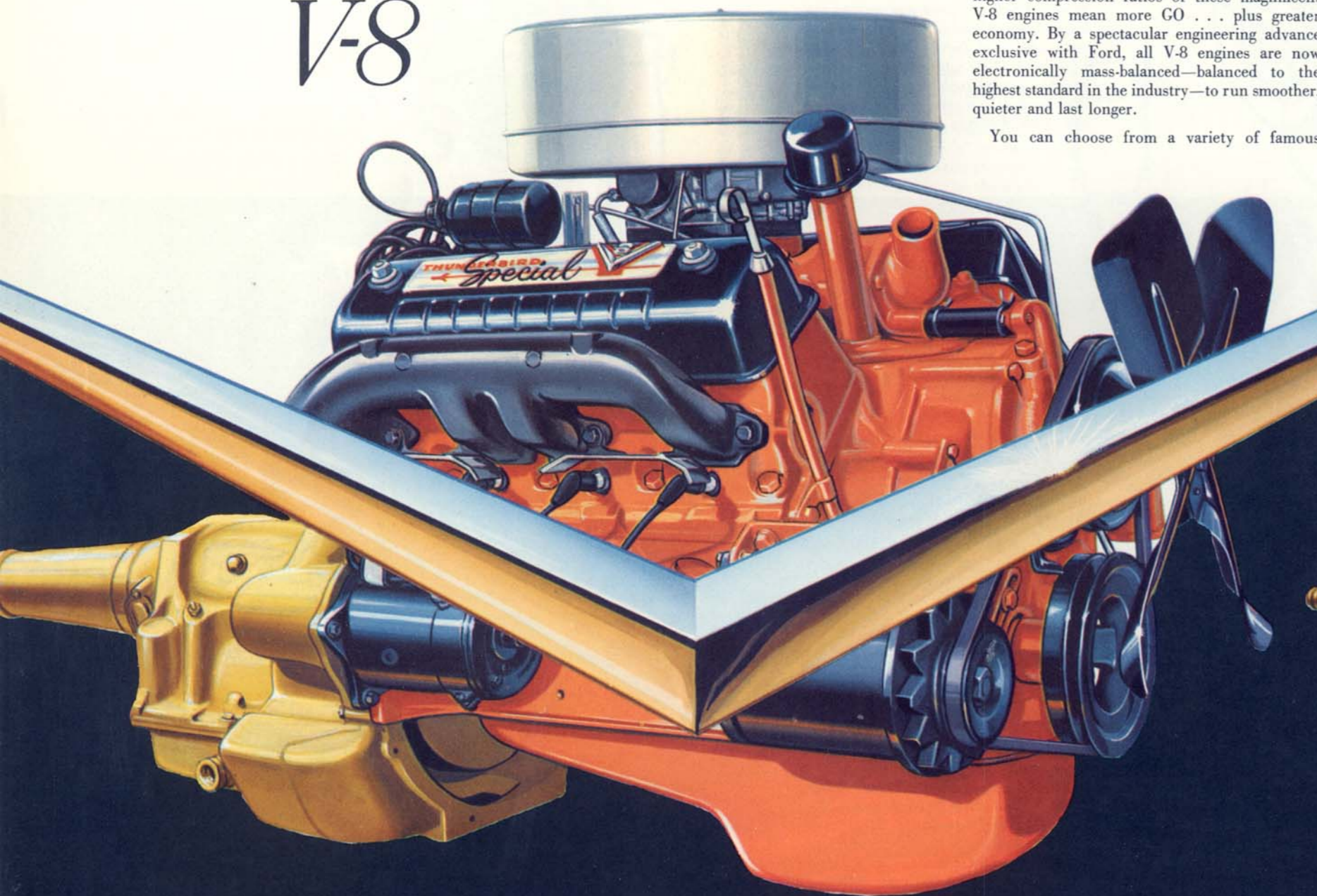
New 4-Way Ball-Joint Front Suspension

Angle-poised ball-joint front suspension, pioneered by Ford, has been newly designed for greater strength and even easier 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, softer ride. New, one-piece stabilizer bar effectively controls rock 'n roll.



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V-8

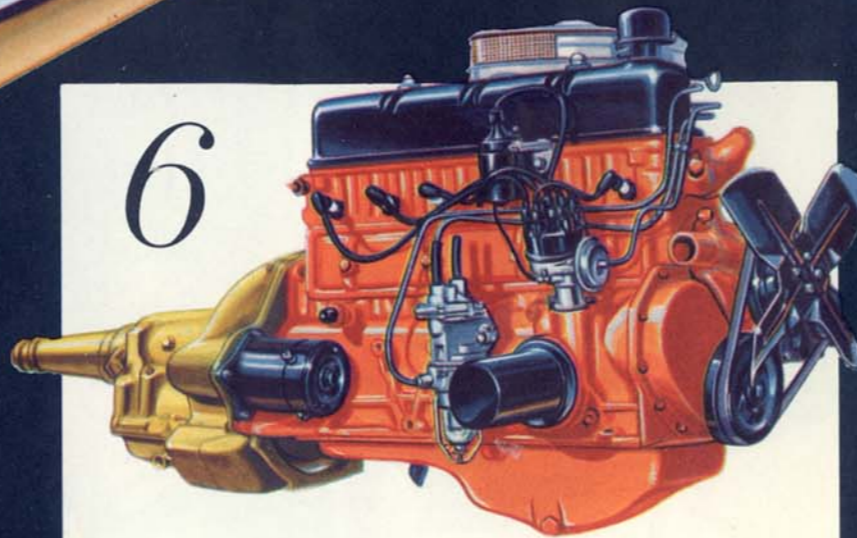


New Thunderbird sizzle can be yours on this Silver Anniversary of Ford's V-8 leadership. The new, deep-breathing capacity with new carburetion and higher compression ratios of these magnificent V-8 engines mean more GO . . . plus greater economy. By a spectacular engineering advance exclusive with Ford, all V-8 engines are now electronically mass-balanced—balanced to the highest standard in the industry—to run smoother, quieter and last longer.

You can choose from a variety of famous

Thunderbird V-8's . . . the big new 212-hp Thunderbird 292 V-8 or the mightier 245-hp Thunderbird 312 Special V-8. Also available at extra cost is the special high-performance 270-hp Thunderbird 312 Super V-8. And there's an extra-high-performance Thunderbird 312 Super V-8 delivering up to 285 hp.

All have new Time-O-Matic distributor . . . highly efficient, Super-Filter air cleaner . . . and new low-silhouette carburetor. Pick *your* brand of ginger!



New muscle for America's "savingest" car is this famous Mileage Maker Six, standard in any Ford model you choose. Add new higher-compression cylinder heads and new high-lift cam (for better breathing) to America's only deep-block, short-stroke, low-friction Six—and you have "more GO for less dough!"

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 the summer, by moving the dual lever controls. 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 from Neutral to Reverse, without going through any other gear.

Swift Sure Power Brakes
Here are the brakes with the new low pedal that you'll love to touch. Stopping takes up to one-third less effort. Makes driving in traffic much easier, more relaxing.

Master-Guide Power Steering
Here's power to reduce parking effort by 75% and assist you in all your driving. Yet you retain the "feel of the wheel" on any street or highway.

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.

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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, wipers *automatically* stop.

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

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

FOR COMFORT AND PLEASURE

Antenna, Fender Mounted
Heater, Recirculating
and Defroster
Radio, Console Range*
Ventilated Seat Cushions
*Transistor-Powered

FOR CONVENIENCE

Cigarette Lighter
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 Visored Full
View, Body Mount
Mirror, Non-Glare, Inside



Selections... and Facts for the Mechanically Minded

Fairlane and Fairlane 500 Exteriors: There are 13 new body colors available for '57 in Single Color or stunning, new Style Tone combinations. On Fairlane models a bright metal rear side molding is standard with Single Color and Style Tone combinations. On Fairlane 500 models a gold anodized, textured aluminum trim highlights the chrome side molding as standard with Single Color and Style Tone combinations.

The basic colors are: Colonial White, Raven Black, Gunmetal Gray, Wood-smoke Gray, Silver Mocha, Doeskin Tan, Flame Red, Inca Gold, Coral Sand, Dresden Blue, Starmist Blue, Cumberland Green, Willow Green.

Fairlane Interiors: Rich, long-wearing nylon fabrics in Tropical-Leaf pattern with white ellipses or Silver-Dash pattern with interwoven silver yarns. Chain-Grain and Crush-Grain vinyls combine with these materials in sections of cushions, seat backs and on doors and quarter panels to create an attractive, tastefully harmonizing trim. Luxury-Loom carpets in harmonizing colors cover front and rear floors.

For Town and Club Victorias: choice of 4 nylon cloth-and-vinyl combinations. **For Town and Club Sedans:** selection of 4 other nylon cloth-and-vinyl combinations. These are offered with appropriate exterior body colors so that exteriors and interiors complement each other.

Fairlane 500 Interiors: Rich, long-wearing nylon fabrics offer a variety of Sculptured or Silver-Shadow and Ripple-Wave patterns, interwoven with silver yarn. Basket-Weave nylon and Crush-Grain vinyl combine with these materials in sections of cushions, seat backs and on door and quarter panels to create effects that will thrill the most fastidious taste. Luxury-Loom carpets in harmonizing colors cover front and rear floors of all models (except Sunliner which comes with practical Vinyl-Tex, a color-keyed carpet-effect vinyl-coated rubber).

For Town and Club Victorias: choice of 6 nylon cloth-and-vinyl combinations. **For Town and Club Sedans:** selection of 5 nylon all-cloth combinations. **For Sunliner:** choice of 4 embossed all-vinyl combinations. These are offered with appropriate exterior body colors so that exteriors and interiors complement each other.

See this vast array of exciting body colors and gorgeous 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. 212-hp Thunderbird 292 V-8 (optional)—292-cu. in. displacement; 3.75" bore x 3.30" stroke; 9.1 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.

270-hp Thunderbird 312 Super V-8 (Optional)—Same as above except for twin 4-venturi carburetor. Also, there's an extra-high-performance Thunderbird 312 Super V-8 delivering up to 285 hp.

All engines are available in all models with all transmissions.

Engine Features: Short Stroke, low-friction design, deep-block construction; free-turning, overhead intake and exhaust valves; new high-lift camshaft; new "deep-breathing" induction system; Super-Filter air cleaner with re-usable paper element; full-pressure lubrication; 12-volt electrical system with 55 amp-hr battery, 450-watt generator; turbo-action 18 mm. spark plugs. V-8 engines are precision "mass-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 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 huskier and stiffer, provides more foot room. Brackets welded to inner and outer side rails are specially-shaped for 20 Silent-Grip live-rubber body mounts. Sunliner frame has an additional I-beam X-member at center (replacing 3rd cross member), uses 4 Silent-Grip and 14 laminated-fiber insulator body mounts for greater rigidity.

Front Suspension: New Angle-Poised, 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 and pads at axle. 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 exclusive 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; 17½" 3-spoke Lifeguard deep-dish steering wheel. Approx. 40' 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. 8.00 x 14 on models with V-8 engines and Fordomatic Drive. 7.50 x 14 on all other combinations.

Dimensions: 118" wheelbase; 59.0" front, 56.4" rear treads. Over-all length, 207.7". Height (maximum with design load), 56.2" for Victorias and Sedans, 56.5" for Sunliner.

Other Available Equipment: Full-Flow oil filter, heavy-duty Super-Filter air cleaner. 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, I-Rest tinted safety glass, Fordomatic, Overdrive, Select-Aire Conditioner for models with V-8 engines only, white sidewall tires, special fuel and vacuum pump unit for positive-action windshield wipers.

Prices: All Power Assists 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.

Sports Spare Wheel Carrier—Give your new Ford that "continental" flair with this practical accessory. It adds about 10 inches to your car's length and leaves more luggage space *inside* the trunk.

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.

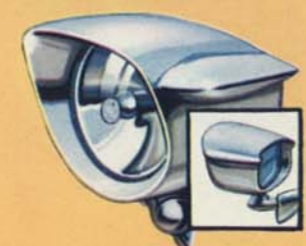
Turbine Wheel Covers—Add extra dash with these stylish new "turbine" bright-metal full-wheel covers.

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. *Transistor-Powered



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.

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