

for '55, FORD presents
5 Smart New STATION WAGONS



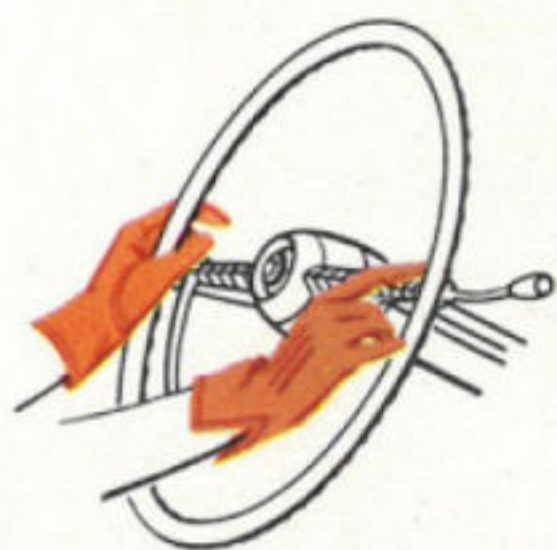
Handsome for Calling . . .



Handy for Hauling . . . America's Finest Line!

YOU CAN MAKE YOUR NEW FORD STATION WAGON AS AUTOMATIC AS YOU WANT...

with America's most advanced power assists!



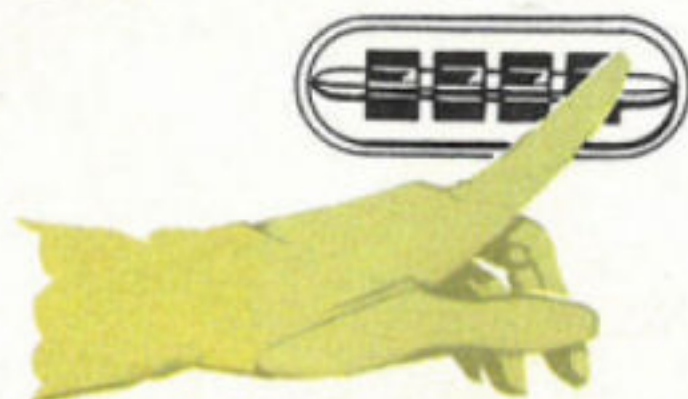
MASTER-GUIDE POWER STEERING lets you ease your car in or out of tight parking spaces with up to 75% less effort... absorbs road shocks before they reach steering wheel.



SWIFT SURE POWER BRAKES do up to one-third of the work of stopping the car for you. You make all normal stops with the merest touch of your toe on the pedal.



4-WAY POWER SEAT goes up or down, forward or back at the touch of a single control. It permits exact adjustment for a driver of any height, adds to driving comfort.



POWER-LIFT WINDOWS, in all four doors, are push-button operated by driver or passengers. They are available on Country Sedans and Country Squire only.

SPECIFICATIONS

ENGINES

Y-Block V-8: 272 cu. in. displacement; overhead-valve, 90°-V type; 3.62 in. bore x 3.30 in. stroke; deep-block construction; short-stroke, low-friction design; 5 main bearings; 3-ring super fitted aluminum alloy pistons; dual downdraft carburetor; dual exhaust system.

I-Block Six Engine: 223 cu. in. displacement; overhead valve, in-line type; 3.62 in. bore x 3.60 in. stroke; deep-block, short-stroke, low-friction design, 4 main bearings; 3-ring super-fitted aluminum alloy pistons; unit-design carburetor.

CHASSIS

Rear Axle Ratios: (to 1): with Conventional—4.09 std., 4.27 available; with Overdrive—4.27 std.; with Fordomatic—3.54 std. **Magic Action Brakes:** 4-wheel hydraulic, duo-servo type; 11 in. dia. drums, Double-Seal type; molded linings, total area 202 sq. in. **Tires and Wheels:** Ranch Wagons—7.10 x 15 4-ply std., 6-ply available; Country Sedans and Country Squire—7.10 x 15 6-ply tires std., Black sidewalls std., white sidewalls also available. **Angle-Poised, Ball-Joint Front Suspension:** tailored-to-weight coil springs; full-displacement shock absorbers; 3-piece stabilizer. **Variable Rate Rear Suspension:** 7-leaf springs, rubber-bushed brackets and tension-type shackles; diagonally-mounted shock absorbers; friction-control inserts between tips of upper leaves. **Steering:** 25.3 to 1 over-all ratio; 18 in. dia. wheel. **Frame:** box-section side rails; 5 cross members. **Transmissions:** 3-speed Conventional drive std.; Overdrive and Fordomatic available. **Clutch:** semi-centrifugal, dry, single-plate type; 9.5 in. dia. with Six engine, 10 in. dia. with V-8. **Horchkiss Drive:** tubular propeller shaft; pre-lubricated, needle-bearings in universal joints.

EXTERIOR COLORS

Ranch Wagons and Country Sedans: Single-Tone—Banner Blue, Aquatone Blue, Waterfall Blue, Snowshoe White, Pinetree Green, Sea Sprite Green, Neptune Green, Buckskin Brown and Torch Red. Two-Tone colors also available—Aquatone Blue, Sea Sprite Green, Buckskin Brown, Torch Red, and Goldenrod Yellow with Snowshoe White. **NOTE:** Snowshoe White is between drip molding and belt line; other colors listed are on body below belt line and on roof.

Country Squire: Raven Black, Banner Blue, Aquatone Blue, Waterfall Blue, Snowshoe White, Pinetree Green, Sea Sprite Green, Neptune Green, Buckskin Brown and Torch Red. Body sides and tail gate, grained to simulate mahogany, are framed with durable maple-grained, glass fibre moldings. Area between drip and belt moldings is maple-grained.

INTERIORS

Ranch Wagon: Trim and Upholstery—brown and beige woven plastic on seat cushions and backs with brown skiver-grain, vinyl bolsters; woven brown headlining. Door and quarter panels in harmonizing shades of brown vinyl. Black rubber floor mats in passenger compartments; heavy, ribbed brown linoleum in loadspace. Western Brown, all-vinyl interior also available. **Fittings and Controls:**—sun visor at driver's side; 2-spoke steering wheel with horn button; single electric horn; dome light with integral switch; Astra-Dial control panel with ash tray, locking type parcel

compartment and illuminated controls; 4-position starter-ignition switch; parking brake handle at left of steering wheel; coat hooks. Spare tire in compartment under load space; single key operates door, parcel compartment and lift gate locks.

Custom Ranch Wagon: Trim and Upholstery—blue and white, green and white, or red and white woven plastic on seat cushions and backs with blue, green or white basket-weave vinyl bolsters; woven blue, green or red headlining. Door and quarter panels have center sections in black vinyl with upper and lower portions in harmonizing shades of vinyl. Black rubber floor mats in passenger compartments; heavy, ribbed blue, green or red linoleum in loadspace. Western Brown, all-vinyl interior also available. **Fittings and Controls:**—2 sun visors; arm rests front and rear; 2-spoke steering wheel with half-circle horn ring; twin electric horns; dome light with integral switch, also operated by door switches; Astra-Dial control panel with ash tray, locking type parcel compartment and illuminated controls; 4-position starter-ignition switch; parking brake handle at left of steering wheel; coat hooks; assist straps; stem-wind clock; cigarette lighter. Spare tire in compartment under load space; single key operates front door, parcel compartment and lift gate locks.

Country Sedans and Country Squire: Trim and Upholstery—blue and white, green and white, red and white woven plastic on seat cushions and backs with blue, green or white skiver-grain vinyl bolsters; woven blue, green or red headlining. Door and quarter panels in harmonizing vinyl with lower portions horizontally pleated. Black rubber floor mats in passenger compartments; heavy, ribbed blue, green or red linoleum in loadspace. Red and white all-vinyl interior also available. **Fittings and Controls:**—2 sun visors; arm rests front and rear; 2-spoke steering wheel with half circle horn ring; twin electric horns; dome light with integral switch, also operated by front doors; Astra-Dial control panel with ash tray, locking type parcel compartment and illuminated controls; 4-position starter-ignition switch; parking brake handle at left of steering wheel; coat hooks; stem-wind clock; cigarette lighter. Spare tire in compartment under load-space; single key operates doors, parcel compartment and lift gate lock.

EXTERIOR DIMENSIONS

115.5 in. wheelbase; 58 in. front and 56 in. rear treads; 197.6 in. over-all length; 62.2 in. height (with design load); 75.9 in. over-all width.

OTHER AVAILABLE EQUIPMENT

Full-flow oil filter; oil bath air cleaner; 4-Way Power Seat (except Ranch Wagon); Swift Sure Power Brakes; Master-Guide Power Steering; Power-Lift Windows (except Ranch Wagons); I-REST tinted safety glass; Fordomatic, Overdrive, white sidewall tires, electric or stem-wind clock, cigarette lighter, special fuel and vacuum pump unit, heater, radio, rear fender shields, full wheel covers.

PRICES

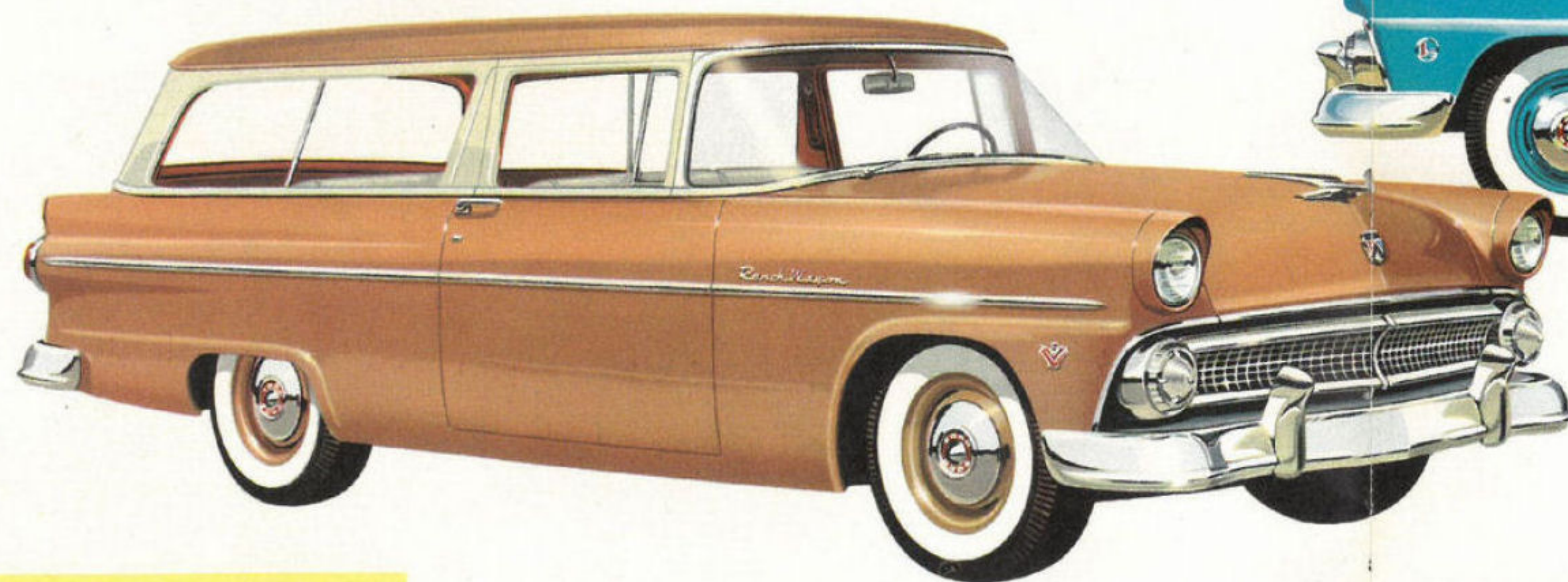
Some of the items illustrated or referred to in this folder are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

The specifications contained herein were in effect at the time this 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.

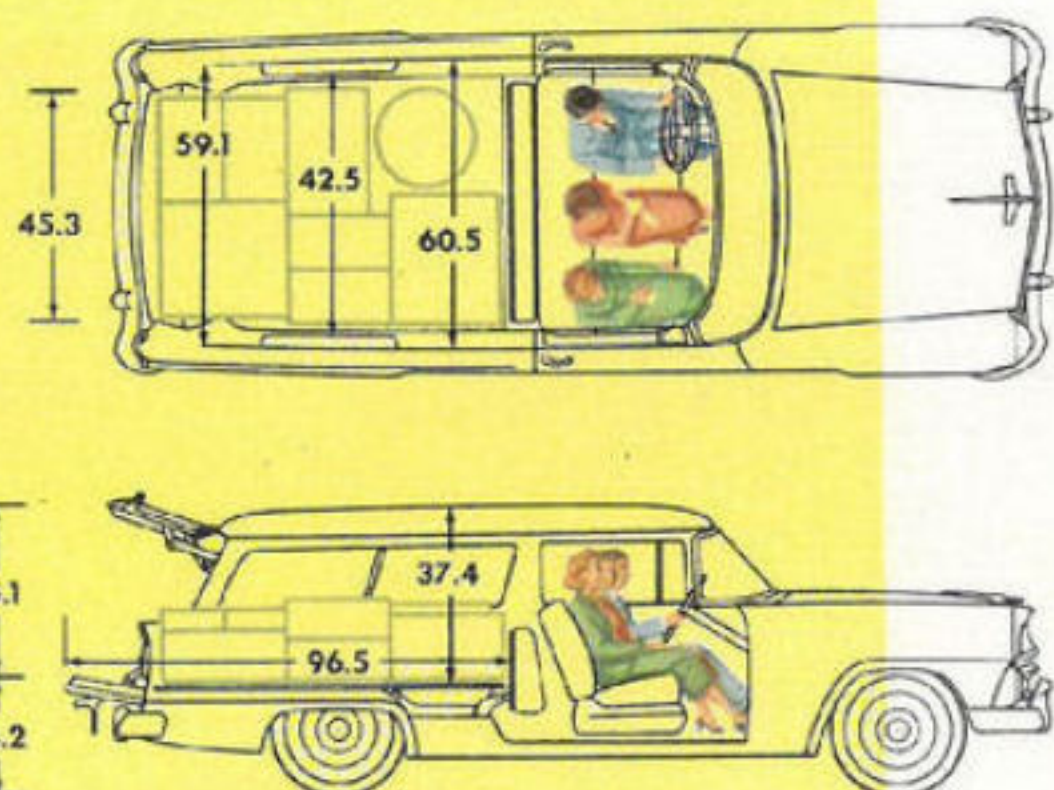
2

New, 2-door Haul-Around Favorites . . .

SIX PASSENGERS BIG... SPACIOUS FOR CARGO



The New Ranch Wagon . . . Here's a clean-lined beauty in Ford's smart new line of station wagons for '55. Its all-steel body and two-door design make it a great family favorite. You can accommodate six big passengers in comfort, or, with "Stowaway" seat down, you can carry a full load of cargo. And like its running mate, the new Custom Ranch Wagon, this new Ford station wagon is offered in nine solid colors and five two-tone combinations. You enjoy the instant response of Trigger-Torque performance with either Y-block V-8 or I-block Six engine.

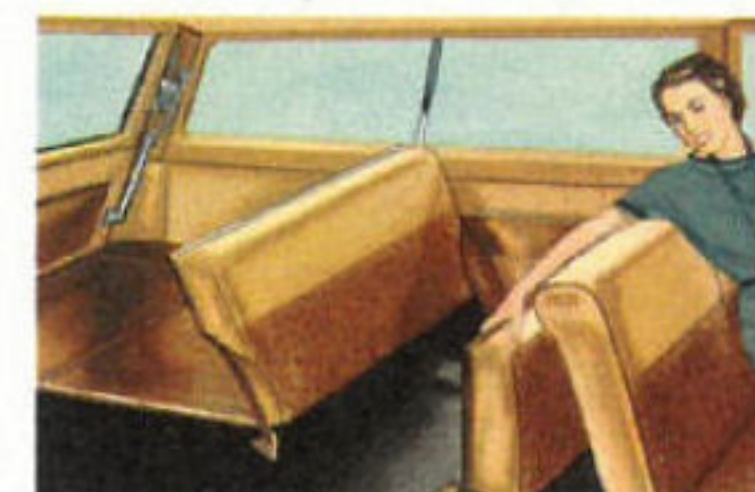


The New Custom Ranch Wagon . . . This versatile family car has all the modern double-duty Ranch Wagon advantages plus distinctive custom trim outside and in. With two-door design and room for six, it's an ideal car for weekday errands or weekend trips. Lift gate opens wide on counterbalancing hinges and automatically stays in position. Tail gate lowers and locks into a position level with the floor for extra loadspace . . . convenience, too.

Dimensions of the new Ford Ranch Wagons are generous in every respect. The illustrations at left show the tremendous loadspace available when "Stowaway" rear seat is folded down. And with tail gate down, you have over eight feet of flat floor space—big enough for a boat . . . wide enough for the family's gear.

This distinctive new "Western" vinyl upholstery is the last word in Ranch Wagon interior styling. You'll find it's as practical as it is modern. Non-scuff, ribbed linoleum flooring is color-harmonized with interiors. Another attractive

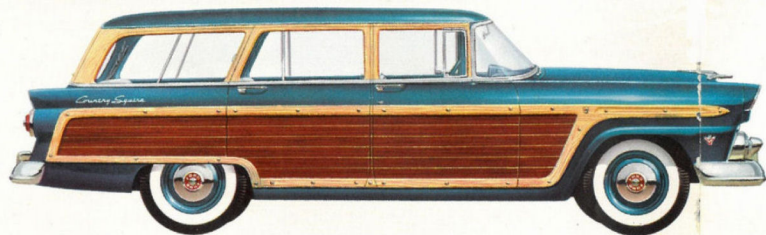
interior combination is a beautiful brown and beige basket-weave plastic with vinyl trim. The Custom Ranch Wagon is available in three color-matched diamond-pattern woven plastic interiors as well as in the "Western" vinyl.



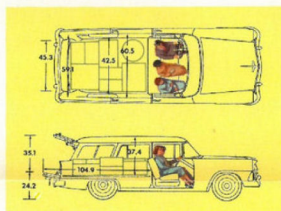
Seats six in comfort . . . or "Stowaway" seat folds down . . . for long, level load space.

3 New Double-Duty Dandies...

4-DOOR FAVORITES...FOR WORK OR FOR PLAY



Load capacities of the new Ford 8-passenger station wagons are identical. Illustration at left shows how much extra floor space is available with tail gate down. And, with lift gate up, you have an extra-large, free and clear loading area.



The New 8-Passenger Country Sedan... As in the Country Squire, there's room for eight or all your freight in this proud new beauty. Four doors and convenient folding center seat give easy access for all eight passengers. And, of course, you have the extra convenience of a lift gate with push-button handle that operates handily on counterbalancing hinges, stays in any position you please... automatically. Opening the tail gate is an easy one-hand operation, too. It comes down with a turn of the latch and locks securely in position.

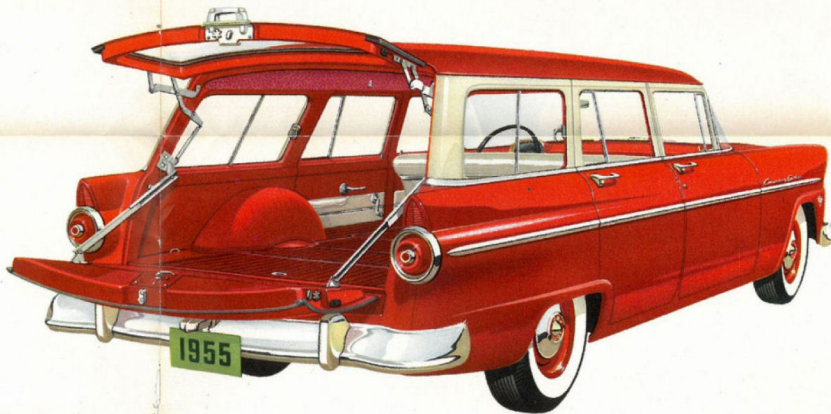


The New Country Squire... This new 8-passenger, 4-door "do-it-all" station wagon is ideal for the run to school and back again. And, if a quick change is called for, seats disappear in a matter of minutes leaving you storage space for sports equipment... or all your gardening tools. Whatever your use for the Country Squire, you'll like the added distinction of mahogany-grain-finished panels framed with wood-grained glass-fibre moldings.



The delightful new diamond-pattern woven plastic material, shown here, is available in the Country Squire and in the Country Sedan models. Seat bolsters and trim are of color-matched vinyl. This smart combination is also available in green and

white or red and white. It takes just three minutes to change Ford's two new 8-passenger beauties to hefty half-ton haulers. Back seat lifts out to provide extra luggage room. Then, "Stowaway" seats fold flush with floor to provide maximum loadspace.

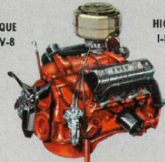


Also available in the Country Squire and in the Country Sedans is this smart new all-vinyl interior. This remarkable trim and upholstery material is noted for its beauty and ability to resist wear.

The New Six-Passenger Country Sedan... This brand-new model is "made-to-order" for those who prefer six-passenger roominess with the convenience of four doors. As in the Ranch Wagon, "Stowaway" seat folds down providing room for three and king-sized loads. Like all Ford Station Wagons, the new Six-Passenger Country Sedan rides like a limousine and embodies the same fine quality coachwork, the same attention to detail that's a feature of every '55 Ford. For example, even the lift gate has an easy-operating push-button rotary door latch. There are 9 exterior colors and 5 two-tone combinations to choose from.

Whichever of Ford's 5 New Station Wagons you choose, you get the most modern "GO" with...

NEW
HIGH-TORQUE
Y-BLOCK V-8



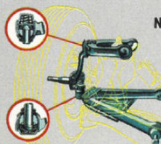
NEW
HIGH-TORQUE
I-BLOCK SIX



NEW FORD TRIGGER-TORQUE POWER

Whether you choose Ford's new high-torque Y-block V-8 or I-block six engine, you get the brilliant all-speed responsiveness of Trigger-Torque power. Engine, transmission and rear ax are specially-matched to deliver the most usable power to rear wheels... where you need it!

New Speed-Trigger Fordomatic Drive with automatic low gear gives you quicker response at starts. And Fordomatic's intermedia gear gives you an extra reserve of power for safety in passing.



NEW FORD ANGLE-POISED RIDE

For '55, Ford's Ball-Joint Front Suspension is tilted so that springs absorb road shock diagonally. This enables front wheels to take the impact of annoying little bumps with more of a gliding action. Thus, the "road jar" you get from imperfections in paved surfaces is appreciably reduced. Ball Joints (shown at left) have specially-shaped seats that can't bind or get out of line. This means consistently easy handling.