

*Beauty Styled*

11. Nov. 1955

*Business Built*

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**1956 FORD for Taxi Service**



# America's most distinctive taxi ...and the most profitable...is the '56 FORD!

Sleek and lovely—the '56 Ford in taxi service will catch the eyes of passengers from any angle. Its economy of maintenance will open your eyes too! Any way you look at this new beauty—you will find that Ford is your best buy for single-unit or fleet operation.

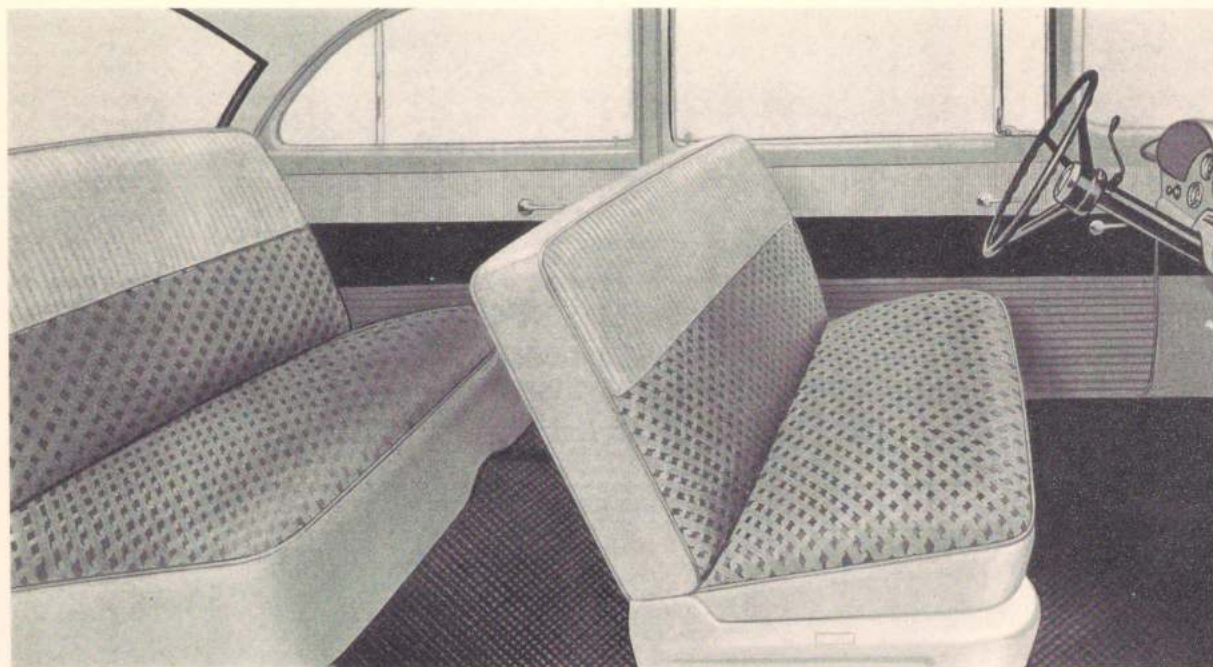
Ford is the leader today because it offers you so much more—more performance, more styling, comfort, economy and endurance.

And you get the benefits of Ford's four-way value:

1. *low initial cost*
2. *style-leader attraction*
3. *low operating and maintenance cost*
4. *Ford's traditionally high resale value*







## *Luxury styled comfort for repeat fares*

The '56 Ford will win you compliments from every fare with its roomy, lounge-comfort interior. For Ford interiors (Mainline shown) offer easy-chair relaxation, plus plenty of hip, shoulder and head room. Rear door opening is the largest in the industry—making it easy for fares to get in and out. And with Ford you get interior appointments that have all the beauty and comfort of cars costing hundreds of dollars more. These and the many other fine-car features you find in Ford will help you earn *bigger* profits on a *smaller* investment.

## **Plus exclusive Lifeguard Design for greater safety**

For '56, Ford answers the demands of an increasingly safety-conscious motoring public with a new concept of passenger and driver safety—Lifeguard Design.

Years of intensive research have shown that more than half of all injuries in accidents result from three major causes. *First*, when the driver is thrown against the steering column. *Second*, when occupants strike hard surfaces within the car. And *third*, when the doors are sprung open and occupants are hurled out of the car. Ford engineers have minimized these injury hazards with the new safety features shown here that combine to make Lifeguard Design a *safer buy* for taxicab operation.



### **NEW LIFEGUARD DOOR LATCHES**

Ford's *double-grip* latches provide a strong, extra "door gripper" on the striker plate to help prevent the car body and door from pulling apart on accident impact. This greatly reduces the possibility of doors swinging open and occupants being thrown out. Closed doors also add to car structural strength to withstand impact in the event of roll-over. These Lifeguard door latches are standard on all '56 Fords.



### **NEW LIFEGUARD STEERING WHEEL**

Ford's specially designed steering wheel is another great safety feature that is "standard" on every Ford model for '56. Three equally spaced spokes from the wheel rim to a recessed deep center effectively absorb strong impact pressures and help protect the driver's chest from contact with the unyielding steering column. Tests show that this new wheel is designed so it will not collapse below the steering column.



### **NEW FORD SEAT BELTS**

Ford seat belts, designed to exceed rigid Civil Aeronautics Administration requirements, are the finest, most comfortable car seat belts available today. These safety items, available at extra cost for all models, front and rear, are made of strong nylon-rayon cord with buckles of die-cast aluminum quickly operated in one-hand release or adjustment. Wide-area steel plates anchor them rigidly to the body structure.



# '56 Ford Short Stroke engines with low-friction design

## FORD I-6

*Increased power and performance  
with better fuel economy!*

Advanced new 137-h.p. 223 cu. in. Ford I-6 with its 8.0 to 1 compression ratio is the most modern Six in any American-made car. It features deep-block construction for extra rigidity, smoother operation and longer life. The design and construction advantages of this great new engine are reflected in low original cost, low maintenance costs and better gas mileage. For round-the-clock economy day after day, this advanced engine with its 12-volt electrical system for faster starts and better ignition, has no equal!

## FORD Y-8

*Power Plus on Regular Gas!*

Advanced new 272 cu. in. Ford Y-8 engine is also available for those operations demanding the most in power and smoothness. This engine gets its name, Y-8, from its rigid deep-block design which makes it run smoother, quieter and last longer. The Twin-Jet carburetor with integrated automatic choke provides 176 h.p. (at 4400 r.p.m.) with an 8.4 to 1 compression ratio on Fordomatic models—output is 173 h.p. (at 4400 r.p.m.) with 8.0 to 1 ratio with Conventional or Overdrive. This new Y-8 engine with its short-stroke design will give you split-second passing and more power from every drop of regular gas.

### BASIC SPECIFICATIONS

#### 176-h.p. Y-8

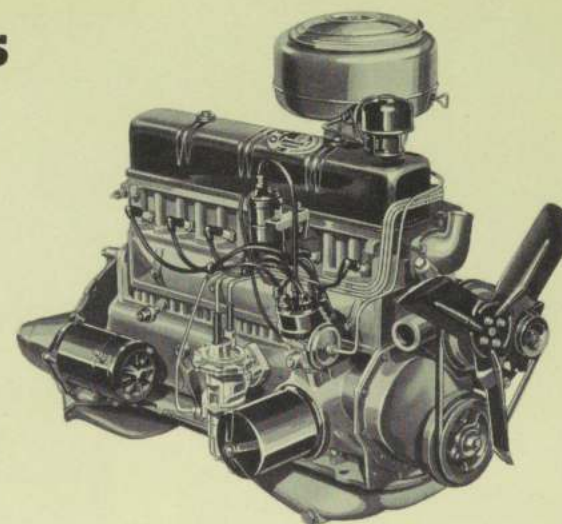
(With Fordomatic Drive)

Displacement (cu. in.).....272  
Bore and Stroke (in.).....3.62 x 3.30  
Compression ratio (to 1).....8.4

#### 173-h.p. Y-8

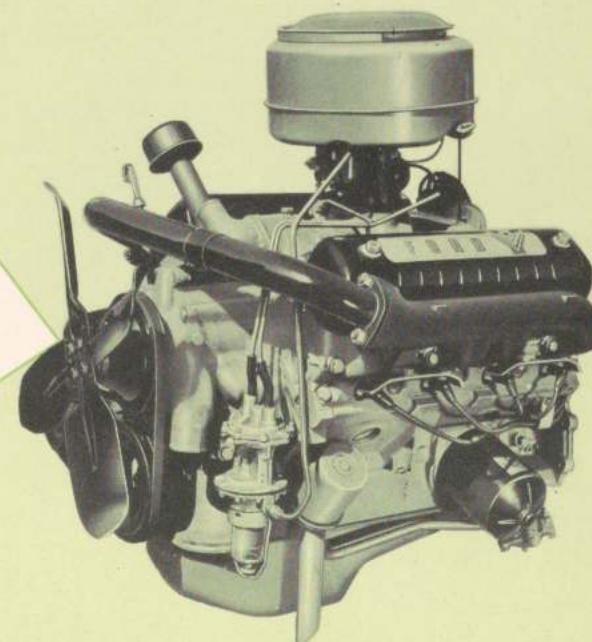
(With Conventional or Overdrive)

Displacement (cu. in.).....272  
Bore and Stroke (in.).....3.62 x 3.30  
Compression ratio (to 1).....8.0



### BASIC SPECIFICATIONS

Displacement (cu. in.).....223  
Bore x Stroke (in.).....3.62 x 3.60  
Horsepower (at 4200 r.p.m.).....137  
Compression ratio (to 1).....8.0



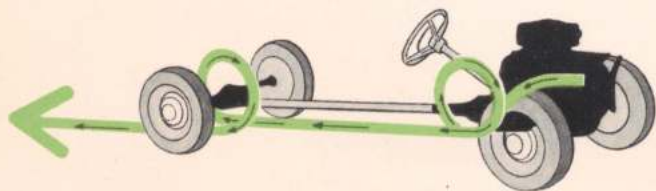


# Your choice of 3 transmissions for tailored taxi service



## *Torque-Tailored* **REAR AXLES**

An important feature in the 1956 Ford which will provide better all-around performance, is the availability of tailored rear axle ratios for your taxi. Axle ratios for each engine and transmission combination are torque-tailored to provide the best over-all performance for maximum economy of operation in your area.



## *Speed-trigger FORDOMATIC—* *instant response at your toe-touch*

For 1956, Ford offers you the easiest, smoothest no-shift driving of any car at any price! For normal starts, with the selector set at Drive (DR), you whisk away in the intermediate gear, automatically shifting into direct drive. For extra-fast, extra-powerful starts, merely press the accelerator to the toe-board and you flash away in low, shifting automatically to intermediate and direct drive.

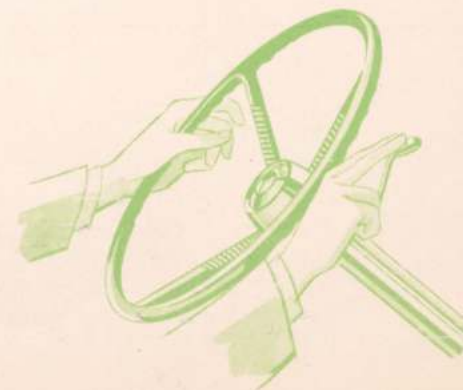
If you want extra pick-up at low speeds (below 18 mph) you can shift back to low simply by pressing the accelerator to the toe-board again. Of course, you can "kick-down" to intermediate for extra passing ability at higher speeds as with all previous Fordomatics.

## *Gas-saving OVERDRIVE—* *offers fuel savings up to 15%*

Ford Overdrive is an automatic "4th gear." It gives smooth, quiet, pleasant "cruising" and at the same time conserves gas. In fact, Ford Overdrive saves you up to 15 cents on every gas dollar. By putting the automatic "4th gear" into operation with Overdrive you maintain car speed while engine revolutions are reduced 30%! You'll find that Ford Overdrive saves more than just fuel over the miles you drive . . . for engine life is greater, too.

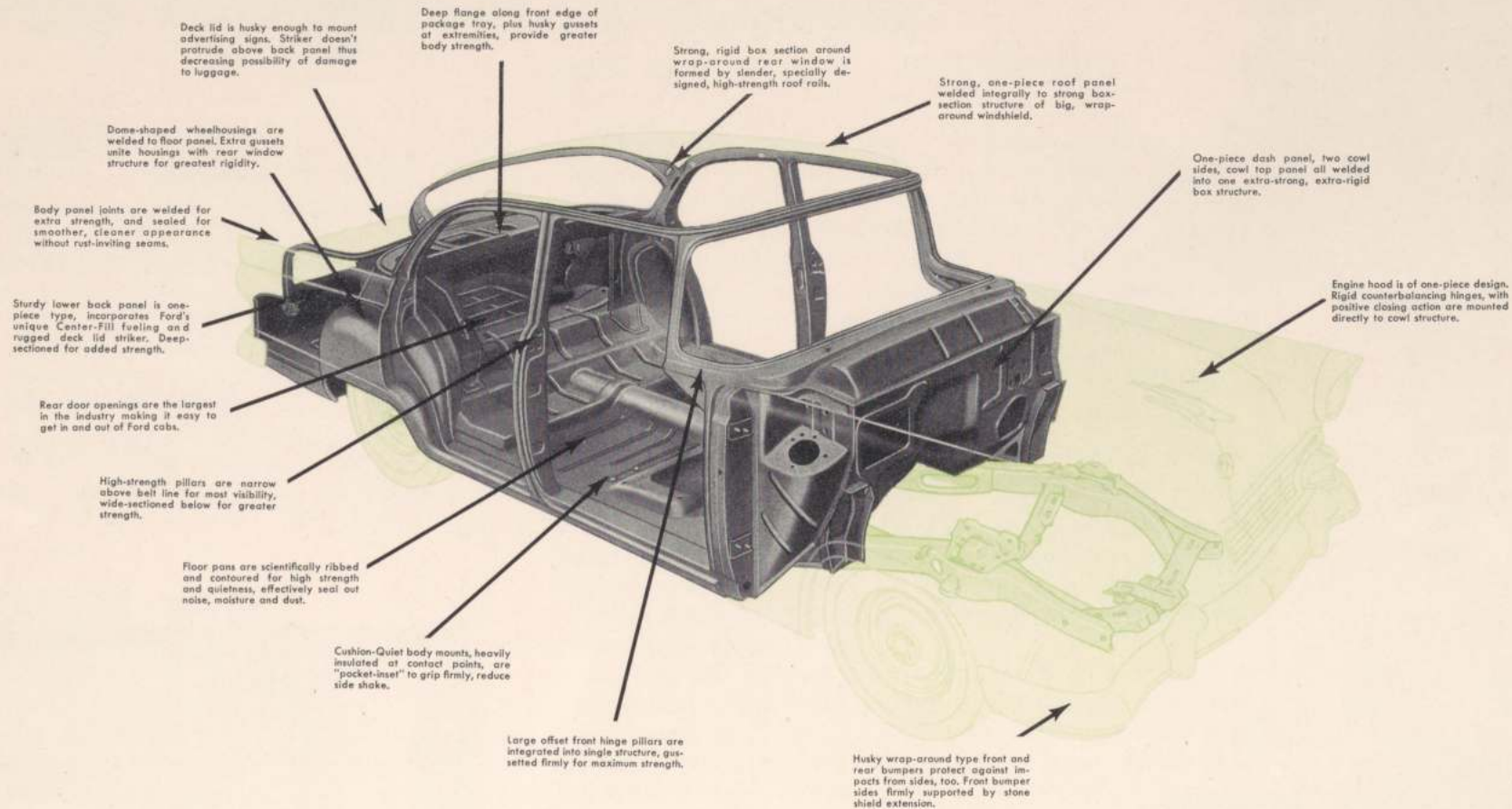
## *New standard CONVENTIONAL—* *gives easier shifting*

The 1956 Conventional Drive has high torque transmitting capacity . . . which means more power to the rear wheels. It's teamed with Ford's rugged semi-centrifugal clutch plus suspended clutch pedal for easy, quiet manual shifting.

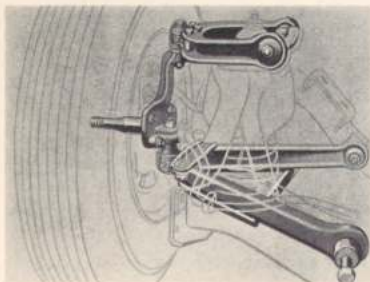




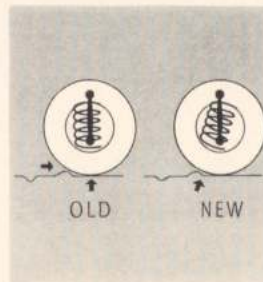
# Only Ford offers all these advanced features for easy-riding, longer-lasting service



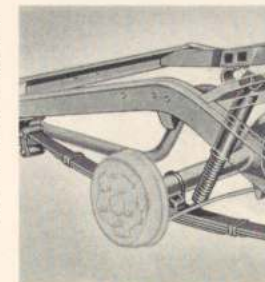
## *Superior riding characteristics of the new '56 Ford*



**BALL-JOINT SUSPENSION**, the most modern front suspension available, provides effortless handling on any type road! Wheel movement—up-and-down, left or right—centers around ball joints that can't bind or get out of line. Forged steel parts and resilient rubber bushings require less maintenance.



**ANGLE-POISED RIDE** practically "floats" your passengers over rough roads! Springs are tilted to absorb road shock from the front as well as straight up and down. This gives passengers and driver a feather-soft ride—even reduces the little bumps they receive on paved roads, and makes the ride smoother.



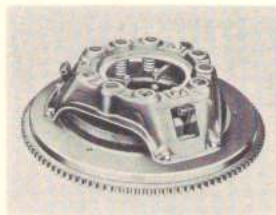
**VARIABLE-RATE REAR SUSPENSION** with long rear springs and tension-type shackles gives smooth, easy action over small road bumps, controlled action over big bumps. Starting and stopping are smoother too, because Hotchkiss drive uses rear springs to cushion braking and accelerating forces.



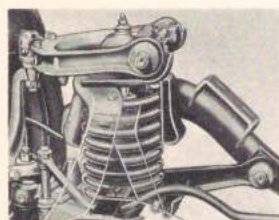
# Factory-installed options for greater efficiency, economy, comfort



30-amp. low cut-in, 40-, 50- or 60-amp. generator; 30- or 50-amp. alternator-rectifier system. These higher capacity generators will prolong battery life.



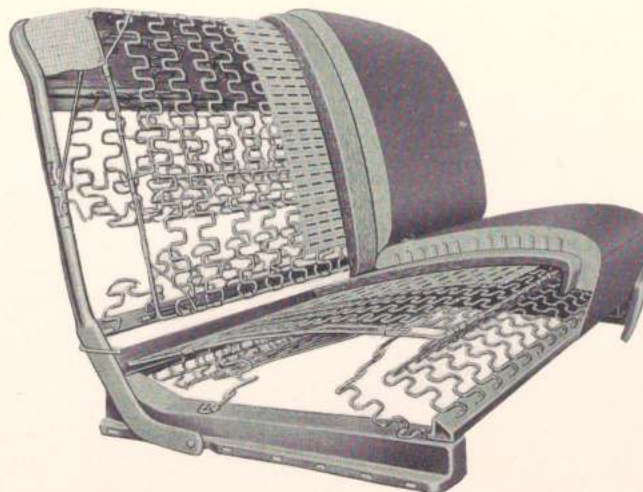
Heavy-duty 11" dia. clutch with ball-type release bearing having fitting for pressure lubrication is built to take the hard-wearing effects of rugged taxicab driving.



Heavy-duty front springs, heavy-duty shock absorbers give longer life. Heavy-duty variable-rate rear springs (with 6 leaves) and extra-heavy-duty rear shock absorbers also available.



Thick... heavy-duty floor mats, for front and rear, to reinforce normal wear points. Ideal for taxi service where there is so much wear, especially below pedals and in the rear seat area.



Order your '56 Ford Taxicab equipped with these special "24-hour duty" front and rear seats. They have heavy-gage springs in cushions and seat backs, with either rubberized-hair or foam-rubber pads in cushions for greater comfort and durability. Washable, long-wearing dark brown vinyl upholstery and interior trim, in place of standard upholstery and trim, is also available at extra cost.

## 2 TAXI PACKAGES

at special low "kit" prices!

### NEW STANDARD TAXI PACKAGE

(for Mainline and Customline Sedans) includes:

- Heavy-duty front and rear seats
- 11-inch (heavy-duty) clutch
- H.D. front and rear springs and shock absorbers
- Heavy-duty brake lining
- Economy Carburetor (Ford I-6)

### NEW DELUXE TAXI PACKAGE

(Mainline Sedans) includes STANDARD kit, plus:

- Arm rests on all doors
- Heavy-duty front and rear floor mats
- Ash tray in back of Fordor front seat



Heavy-duty brake linings for Ford's Double-Sealed brakes mean more efficient performance through longer lining life and more uniform braking.



Economy carburetor for Ford I-6 engine is same basic type as standard "unit design" carburetor with specially designed jets for best gas mileage.

## ACCESSORIES

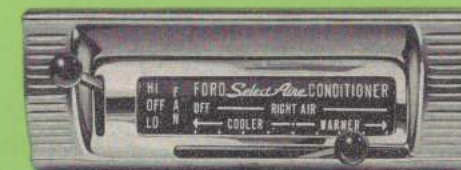
and options

Obtainable Through Your  
Ford Dealer

- ★ NEW FORD SEAT BELTS\*
- ★ LIFEGUARD PADDING ON INSTRUMENT PANEL AND SUN VISORS\*
- ★ ONE-QUART FIRE EXTINGUISHER
- ★ SPOTLIGHT
- ★ FULL TIRE CHAINS
- ★ TURN INDICATOR\*
- ★ BACK-UP LIGHTS\*
- ★ AUTO-WIPE WINDSHIELD WASHER\*
- ★ GLAREPROOF INSIDE REAR VIEW MIRROR
- ★ OUTSIDE REAR VIEW MIRROR\*
- ★ BUMPER GUARDS
- ★ COURTESY AND MAP LIGHT
- ★ ENGINE COMPARTMENT LIGHT
- ★ LUGGAGE COMPARTMENT LIGHT
- ★ AUTOMATIC CIGAR LIGHTER\*
- ★ ELECTRIC CLOCK\*
- ★ I-REST TINTED SAFETY GLASS\*
- ★ GOVERNOR\*
- ★ MAGICAIRE HEATER\*
- ★ RECIRCULATING HEATER AND DEFROSTER\*
- ★ POWER STEERING\*
- ★ POWER BRAKES\*
- ★ POWER-LIFT WINDOWS\*

\*also factory-installed option

## SelectAir Conditioner



New SelectAir Conditioner provides 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. (Dealer installed option on Y-8 models.)



# SPECIFICATIONS - '56 Ford for Taxi Service

ENGINE DATA	FORD Y-8	FORD I-6
Displacement.....	272	223
Bore x Stroke, in.....	3.62 x 3.30	3.62 x 3.60
Taxable horsepower.....	42.05	31.54
Brake h.p. at rpm.....	176 @ 4400* 137 @ 4200*†	
	173 @ 4400†	
Torque, lb.-ft. at rpm.....	264 @ 2400* 202 @ 260 @ 2400†	1600-2600*†
Compression ratio.....	8.4 to 1* 8.0 to 1†	
Oil capacity including filter.....	6 qts.	5 qts.
Cooling system capacity:		
Without heater.....	19 qts.	14½ qts.
With heater.....	20 qts.	15½ qts.

\*with Fordomatic Drive †with Overdrive or Conventional

**FORD Y-8:** Overhead-valve, 90°-Y, 5 main bearings, precision steel-backed babbitt inserts. Twin-Jet downdraft carburetor with integral automatic choke and single exhaust system; diaphragm-type mechanical fuel pump.

**FORD I-6:** Overhead-valve, in-line type, 4 main bearings, precision steel-backed babbitt inserts. Unit-design, single downdraft carburetor with manual choke and single exhaust system; diaphragm-type mechanical fuel pump.

*Combination fuel and vacuum pump, optional at extra cost, is factory installed on all cars sold in states requiring positive-action windshield wiper operation and on all cars equipped with Overdrive or Fordomatic.*

**ENGINE FEATURES (Y-8 & I-6)** Deep-block construction; short-stroke, low-friction design; high-turbulence combustion chambers plus high compression for highest operating efficiency. Precision-molded alloy crankshaft with vibration damper. Tin-plated super-fitted aluminum alloy pistons; 3 rings, top ring chrome-plated, second ring phosphate-coated, circumferential-type oil ring with chrome-plated, steel rails. Free-turning intake and exhaust valves; high-lift, precision-molded alloy iron camshaft, silent chain drive. 13-pound pressure, series flow cooling system with positive-action thermostat. Full pressure lubrication, full-flow oil filter; oil bath air cleaner; positive crankcase ventilation. Thermostatic manifold heat control valve. Twelve-volt electrical system; 30-amp. high-capacity generator; 66-plate, 55-amp.-hr. battery; 18-mm. spark plugs with anti-erosion electrodes; weatherproof ignition; high-torque starting motor, anti-kickout drive; 30-amp. low cut-in generator; 40-, 50- or 60-amp. heavy-duty generators and 78-plate, 70-amp.-hr. battery available. 30- or 50-amp. alternator-rectifier system also available.

**SEMI-CENTRIFUGAL CLUTCH** (with Conventional and Overdrive Transmission): Dry, single-plate type; sintered bronze pilot bearing; permanently lubricated ball-type throwout bearing; suspended pedal. 9½ in. with Ford I-6; 10 in. with Ford Y-8, 11 in. heavy-duty clutch with fitting for pressure lubrication of throwout bearing available on Ford I-6 and Ford Y-8 at extra cost.

**CONVENTIONAL DRIVE:** Selective-gear type, 3 speeds forward, 1 reverse; all gears helical type. Ratios (to 1): with Ford Y-8, first 2.57, second 1.63, reverse 3.13; with Ford I-6, first 2.78, second 1.61, reverse 3.38.

**OVERDRIVE:** (optional at extra cost) 3-speed selective-gear transmission combined with planetary gear train which provides automatic 4th speed gear; cuts in at approx. 28 mph, cuts out at approx. 22 mph; ratio 0.70 to 1.

**FORDOMATIC** (optional at extra cost): single-stage, 3-element, hydraulic torque converter with automatic planetary gear train; forced air cooling; illuminated Safety-Sequence Selector. Automatic "low-gear" starts with wide-open throttle; automatic intermediate gear; oil level dip stick in engine compartment.

**DOUBLE-DROP FRAMES:** 5-cross-member type; heavy box-section side rails; K-bar construction.

**ANGLE-POISED BALL-JOINT FRONT SUSPENSION:** Rubber-bushed, tilted, transverse-link type with ball joints; tailored-to-weight coil springs with tubular shock absorbers; rubber-bushed, 3-piece ride stabilizer. Heavy-duty springs and extra-capacity shock absorbers optional at extra cost.

**VARIABLE-RATE REAR SUSPENSION:** 5-leaf, semi-elliptic springs, rubber-bushed brackets and tension-type shackles; friction-control inserts between leaves; diagonally-mounted tubular hydraulic shock absorbers. Heavy-duty, 6-leaf springs and extra-capacity shock absorbers available at extra cost.

**REAR AXLE:** Semi-floating type with hypoid gears and induction hardened shafts; pressed-steel housing. Ratios (to 1): **Conventional Drive**—with Ford Y-8, 3.78 std., 3.89 optional; with Ford I-6, 3.89 std., 4.11 optional. **Overdrive**—with Ford Y-8, 3.89 std., 3.78 optional; with Ford I-6, 4.11 std., 3.89 optional. **Fordomatic Drive**—with Ford Y-8 and Ford I-6, 3.22 std., 3.55 optional.

**DOUBLE-SEAL HYDRAULIC BRAKES:** 11 in. dia. composite drums; 4-wheel duo-servo type; suspended pedal; dash-mounted master cylinder with heat-resistant components. 180 sq. in. lining area; T-handle below instrument panel operates rear brakes. Heavy-duty linings optional at extra cost. Swift Sure Power Brakes optional at extra cost.

**STEERING SYSTEM:** Symmetrical linkage with spring-loaded ball stud in steering cross link; worm-and-roller type gear; anti-friction bearings in gear box and steering column. 25.3 to 1 over-all steering ratio; 18" dia. wheel; approx. 41 ft. turning diameter (center of outside front tire). Master-Guide Power Steering optional at extra cost.

**WHEELS AND TIRES:** 6.70 x 15 4-ply tubeless tires standard; 7.10 x 15 4-ply and 6.70 x 15 6-ply tubeless tires available at extra cost. Black sidewall tires standard, white sidewall tires optional at extra cost. Other tires available at extra cost (black or white sidewalls): 6.00 x 16 4- and 6-ply tire-and-tube; 6.70 x 15 4- and 6-ply tire-and-tube; 7.10 x 15 4-ply tire-and-tube.

**EXTERIOR DIMENSIONS:** 115½" wheelbase; 58" front and 56" rear treads; 198.5" over-all length; 75.9" over-all width; 60.4" over-all height with design load.

**INTERIOR DIMENSIONS:** Front seat—44.3" leg room with seat in rearmost position (5" total adjustment); 60.5" hip room; 34.9" head room. Rear seat—41.9" leg room; 60.3" hip room; 33.9" head room. Glovebox dimensions (approx.)—12.3" wide x 4.8" high (at front) x 9.5" deep. Trunk dimensions, max.—48.9" long x 68.0" wide x 22.3" high.

**INSTRUMENTS AND CONTROLS:** New hooded control panel with illuminated control knobs. Circular speedometer with generator and oil pressure warning lights, pointer-type fuel and temperature gages. Panel lighting intensity controlled by rheostat. Controls for right and left body ventilation ducts; T-handle for parking brakes at left of steering wheel. Headlight beam control switch on toe-board; gearshift lever on steering column; four-position trol switch on tow-board; gearshift lever on steering column; four-position starter-ignition switch at left of steering column. Hood latch and safety catch lever operated from front. Three-spoke, 18" dia. Lifeguard steering wheel with horn button on Mainline Sedans, with horn ring on Customline Sedans. Cigarette lighter standard on Customline Sedans, optional at extra cost on Mainline Sedans. Electric clock optional at extra cost on both series.

**STANDARD EQUIPMENT, ALL MODELS:** Vacuum-operated, dual windshield wipers; twin electric horns; double-swivel interior rear-view mirror; dome light with integral switch; coat hooks. Automatic Posture Control front seat mechanism, 5" total front-to-rear adjustment; non-sag spring construction; black rubber floor mats front and rear passenger spaces. Positive-action door stay cheeks, 2-position type on front doors. 17.5-gal. Center-Fill gas tank. Cloth-and-vinyl upholstery.

**ADDITIONAL STANDARD EQUIPMENT, MAINLINE SEDANS:** Sun visor on driver's side; black rubber windshield and rear window moldings; combination rubberized-hair and heavy cotton pads in front seat cushions; heavy cotton padding in rear seat cushions. Customline-type arm rest(s), two sun visors and ash tray in Fordor front seat back, optional at extra cost.

**ADDITIONAL STANDARD EQUIPMENT, CUSTOMLINE SEDANS:** Two sun visors; dome light with integral switch and front door switches; chrome windshield and back window exterior moldings; chrome body side moldings and name plates. Heavy foam-rubber pads in front seat cushions; arm rests, front and rear.

**OPTIONAL EQUIPMENT** (extra cost items in addition to those listed above): "Standard taxi package" and "Deluxe taxi package" (see page 7); heavy-duty front and rear seats with extra-heavy springs in cushions and seat backs; brown vinyl upholstery and interior trim; heavy-duty front and rear floor mats; rear door pull cord; Ford seat belts; padded instrument panel; cushioned sun visors; electric window lifts; electric four-way seat adjustment; I-REST tinted safety glass; combination fuel and vacuum pump; heavy-duty radiator core and extra cooling fan.

**PRICES:** Some of the items listed above or otherwise referred to in this folder are at extra cost. For the price of the model with equipment the customer desires, he must consult an authorized Ford Dealer.

*Equipment, accessories and trim subject to change without notice. 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.*

## FORD Division of FORD MOTOR COMPANY