



FORD for '57



A new kind of Ford...with the tasteful styling that's designed to last!

Now there's a new kind of Ford—a car so different that it changes all your old ideas of what you can have in the low-price field.

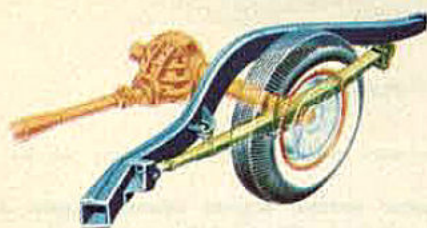
This brilliant new automotive package is bigger, easier to enter, roomier than ever. Yet it's *lower* . . . so low that a man of average height can rest his elbows comfortably on its top! And *longer* . . . you've never seen such a long car in Ford's field. And *sweeter* . . . every graceful contour of its sculptured-in-steel body says, "Let's go!"

What kind of magic made this miracle possible? It all started with a new *Inner Ford*. For Ford engineers re-invented the automobile. They developed a revolutionary contoured frame . . . a built-for-keeps body . . . a new type of low-slung drive . . . a new level-ride suspension . . . a new higher-compression engine. These are but a *few* of the things in this new kind of Ford that let you ride silent, solid and secure.

And Ford for '57 brings you a choice of two new, bigger car sizes . . . plus an all-new, longer, lower line of station wagons. Five brilliant new series to choose from . . . 18 beautiful body styles.

Ford's Touch of Tomorrow brings new *prestige* to the low-price field!

This new Inner Ford helps you ride silent, solid and secure



NEW LEVEL-RIDE REAR SUSPENSION

Longer variable rate 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 LOW-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 is 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.



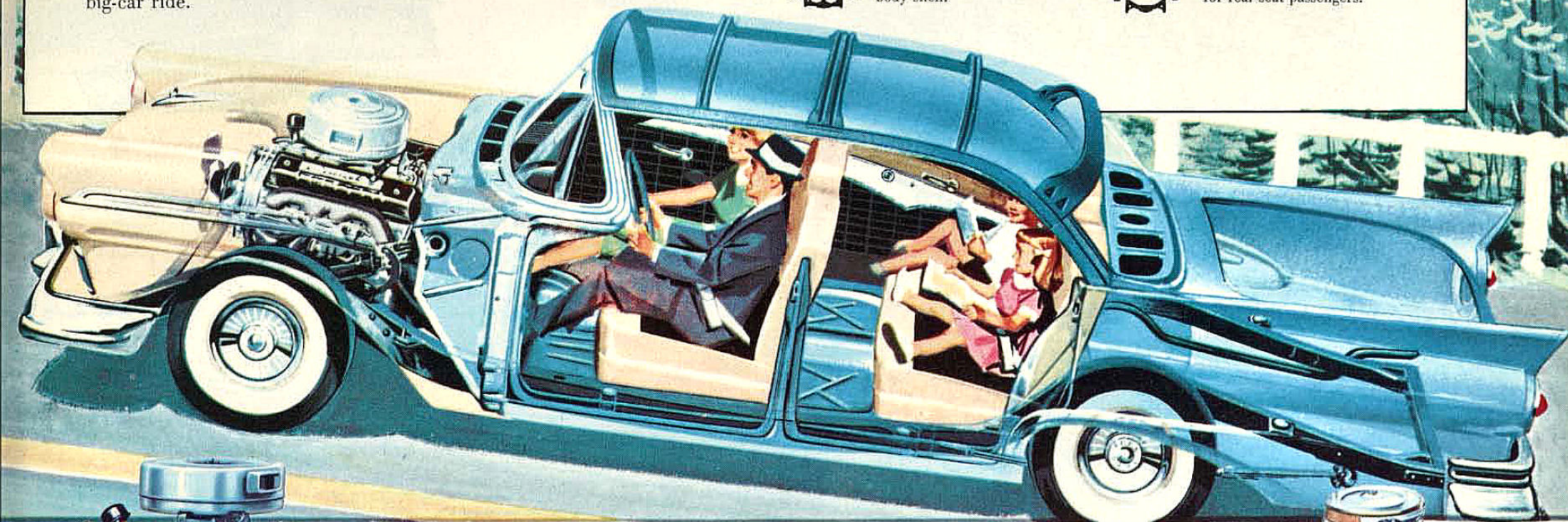
OLD FRAME

Conventional straight-rail frame design places passengers over the frame rails where the only protection is a thin body shell.



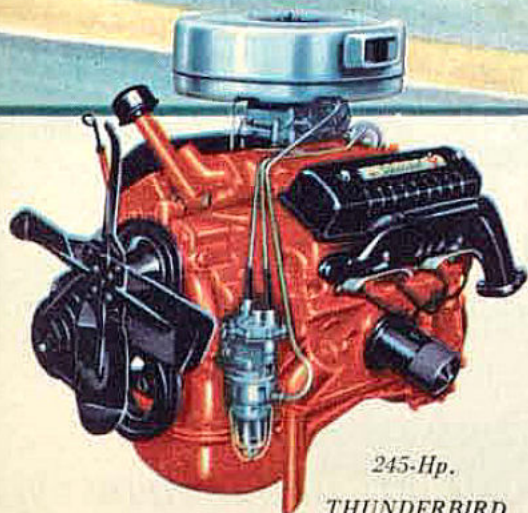
NEW FRAME

Ford's new contoured frame puts passengers within the frame rails for greater protection. Gives greater leg-room for rear-seat passengers.

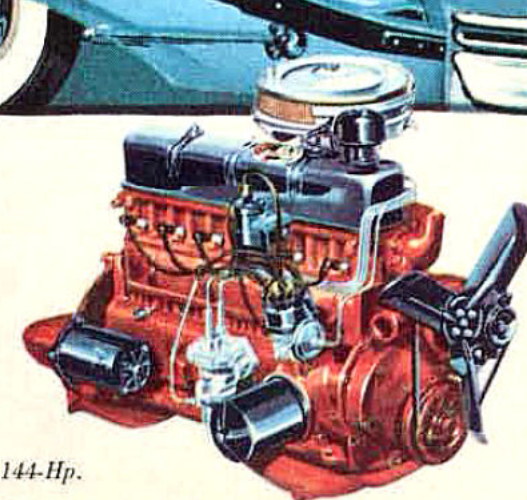


Ford—V-8 or Six—takes nothin' from nobody!

This is the Silver Anniversary of Ford's V-8 leadership. And here's *even more* of the kind of performance that made Ford the leader. Custom and Custom 300 models offer the 190-Hp. Ford 272 V-8. In Fairlane, Fairlane 500 and Wagon models you can choose the famous 212-Hp. Thunderbird 292 V-8; or if you prefer, the new high-compression 245-Hp. Thunderbird 312 Special V-8. In all Custom and Custom 300 and Fairlane models and in the Ranch Wagon, Del Rio Ranch Wagon and Six-Passenger Country Sedan you can have the Ford's famous 144-Hp. Mileage Maker Six. With any engine you can have Fordomatic Drive; Overdrive and conventional transmission available with all engines except the 312 Special V-8.



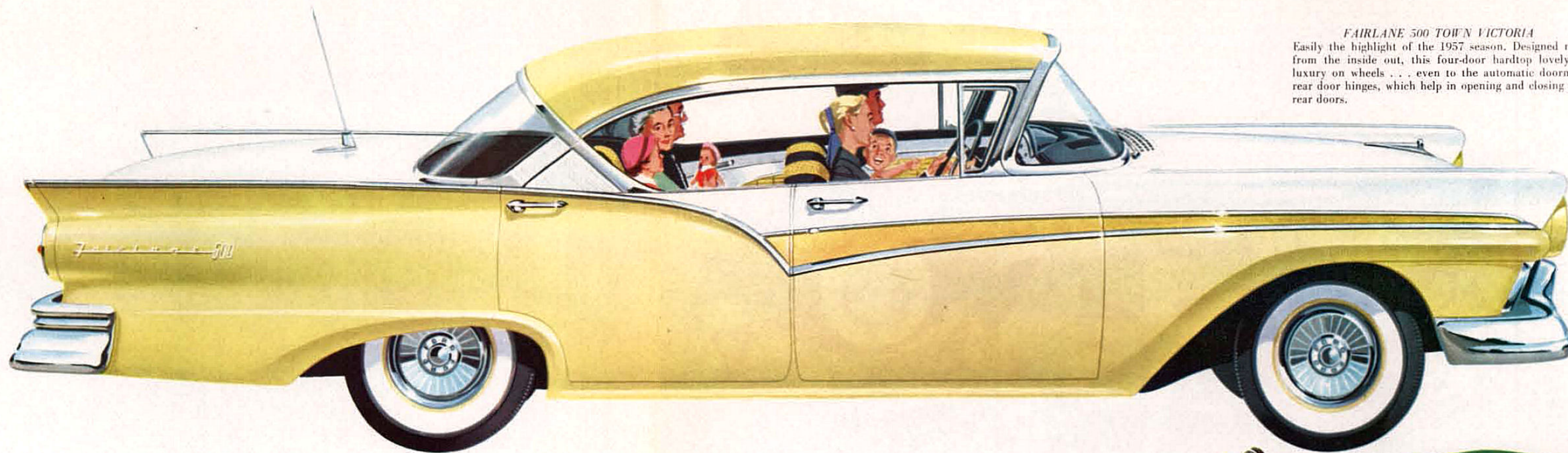
245-Hp.
THUNDERBIRD
312 SPECIAL V-8



144-Hp.
MILEAGE MAKER SIX

Fairlane 500 Series . . . taking the measure of the higher-priced cars in every way but price

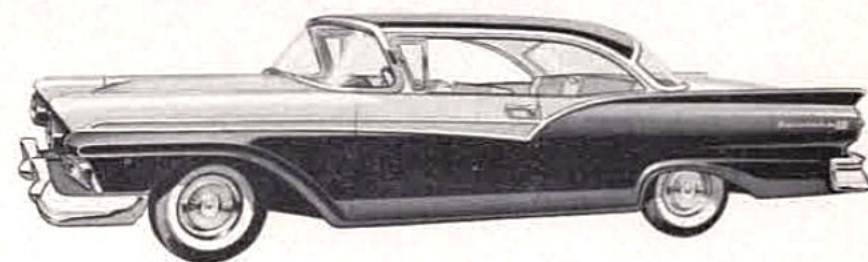
Take a good long look! To the right you see a completely new kind of Ford for '57 . . . the heavier, road-hugging Fairlane 500 Series! Every one of these cars is big, new and different . . . the style setters of the brilliant Ford line! It's the luxury-car in the low-price field. It brings you more room than ever before—nearly 17½ feet long, yet only a scant 4½ feet high! But lowness is only one appearance point that makes the Fairlane 500's look much higher-priced than they are. A durable *super* enamel is used so that a '57 Ford will stay beautiful longer. As for performance, you have a choice of two Thunderbird engines, including the mighty Thunderbird Special V-8 . . . Canada's most advanced, most responsive V-8 engine!



FAIRLANE 500 TOWN VICTORIA
Easily the highlight of the 1957 season. Designed new from the inside out, this four-door hardtop lovely is luxury on wheels . . . even to the automatic floorman rear door hinges, which help in opening and closing the rear doors.



FAIRLANE 500 SUNLINER
The newest and most thrilling version of Canada's favourite convertible! Shows off to finest advantage the spacious interiors and luxurious appointments of the new Ford.



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.



FAIRLANE 500 TOWN SEDAN
You'll love its thrillingly low silhouette with dramatic "hardtop" styling. Twenty Silent-Grip body mounts soak up sound and road shock for a smoother, quieter ride.

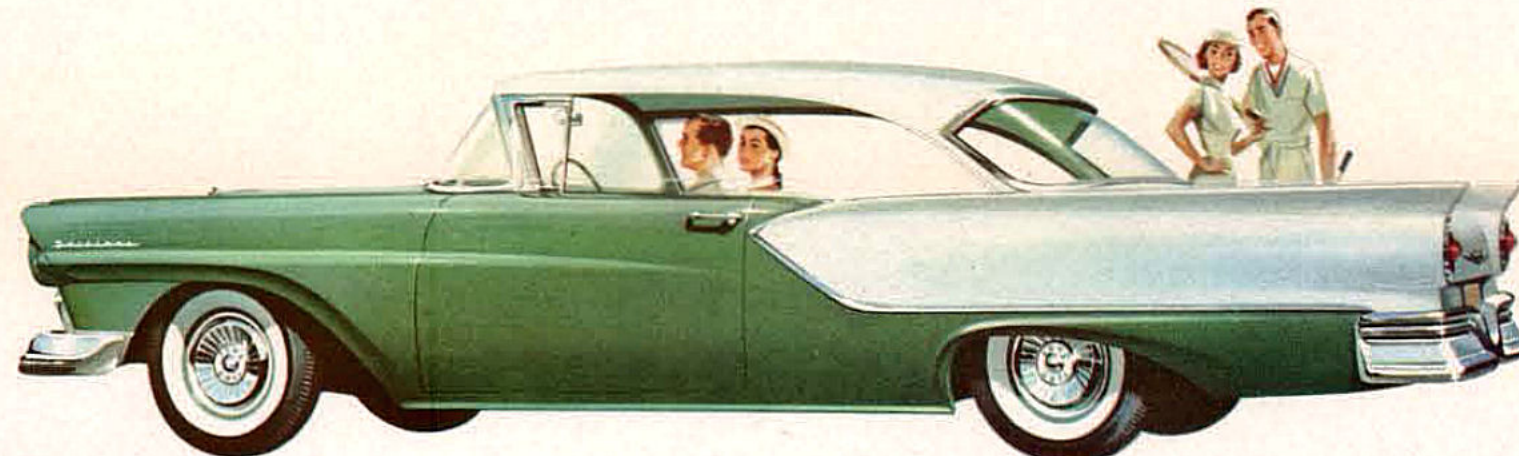


FAIRLANE 500 CLUB SEDAN
Here's a two-door sedan, with the long, open look of a "hardtop" emphasized by a front windshield that wraps around farther than ever. Has Deep-Deck luggage compartment.

Fairlane Series

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

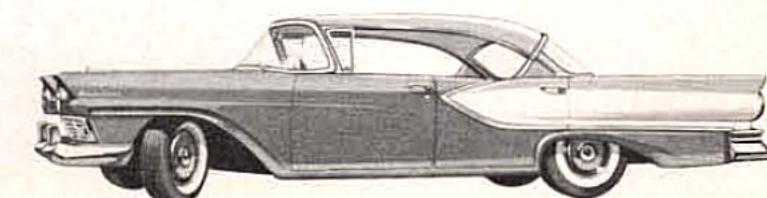
Long, lean and packed with punch . . . yet roomier than ever, the Fairlanes bring fine-car prestige to the low-price field. These heavier, road-hugging Fairlanes—nearly 17½ feet long—ride on a new 118" wheelbase; they give you the rich interior appointments of a fine car that is fine in every way.



CLUB VICTORIA
Here's a panther-trim two-door beauty that offers as optional the super-size of the highest-compression Thunderbird V-8 with Ford's new Super-Filter Air Cleaner.



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



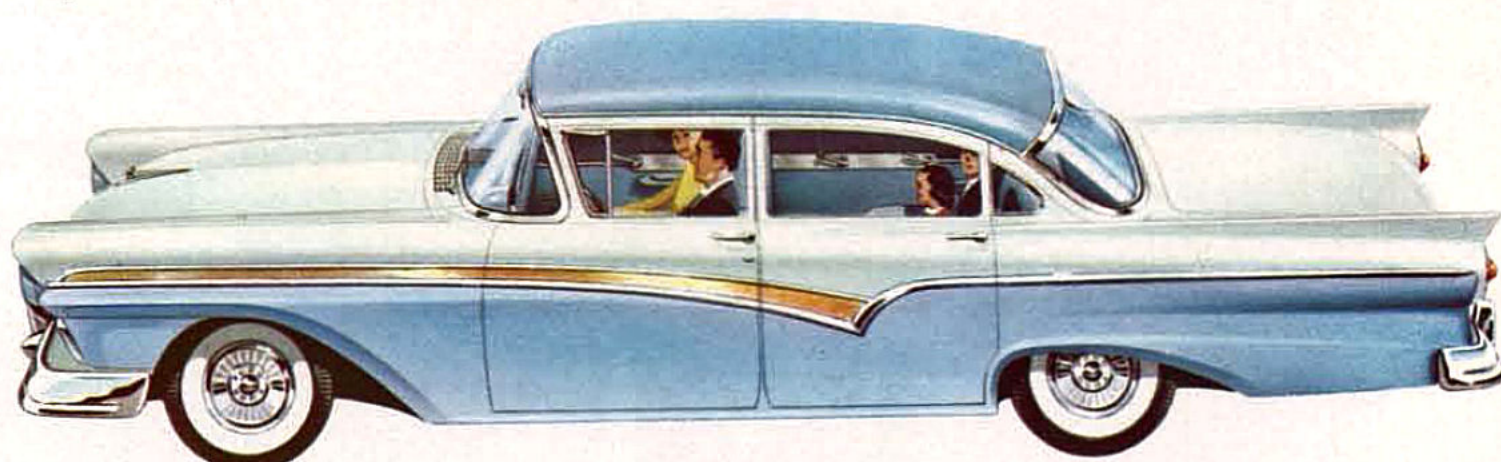
TOWN VICTORIA
This lovely hardtop combines four-door convenience with open-car enjoyment for extra room, extra comfort, extra fun.



CLUB SEDAN
With its thin, concealed centre-posts and chrome window frames, this trim sedan looks like a hardtop. And like all Fords, it offers a glorious choice of colours to match your fancy.

Custom 300 Series fine-car fun—still at low budget prices

New full-length chrome trim on the Custom 300 has its own way of saying "Let's go!" It's your trademark of power and elegance. All interiors are tastefully colour-keyed with smart nylon cloth and chain-grain vinyl trim. And on the floors you have Ford's attractive new carpet—textured rubber 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.

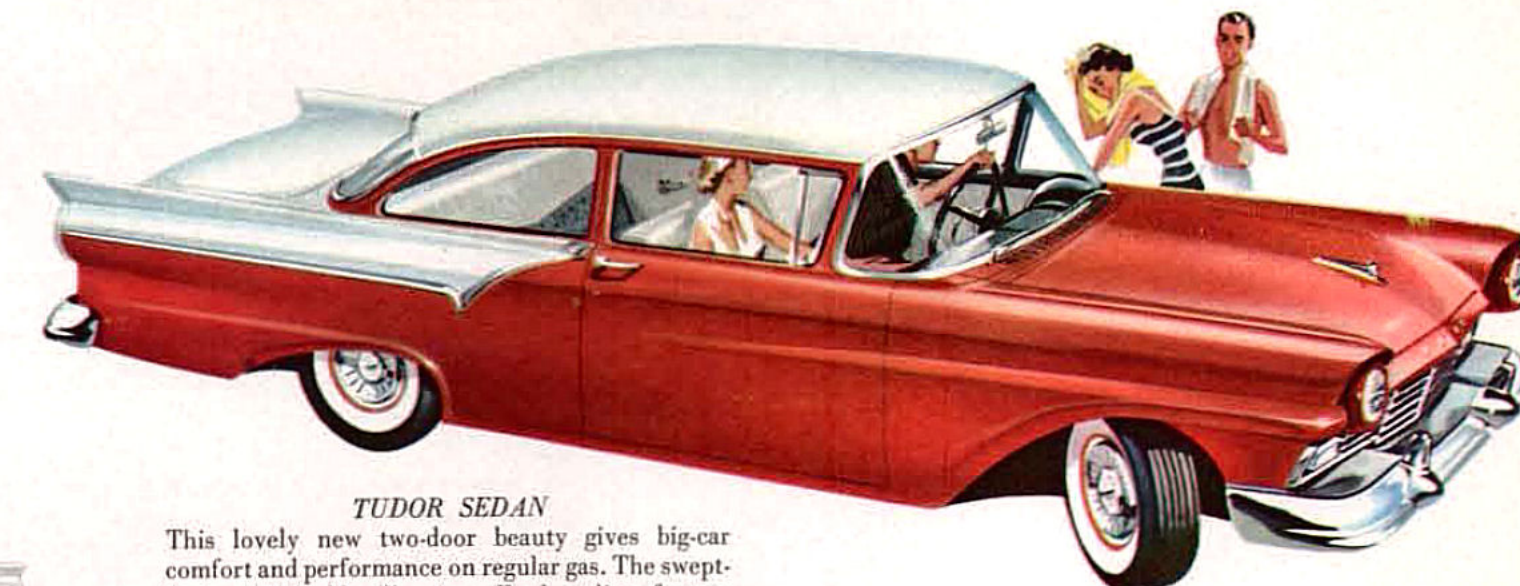


FORDOR SEDAN
This smoothie gives you almost 17 feet of built-for-keeps beauty . . . with the convenience of four doors, plus new level-ride rear suspension.

Custom Series The revolution in the low-price field starts here

Longer, lower and wider for '57, Ford's Custom Series brings you the biggest cars offered at the price—almost 17 feet long—all riding on Ford's new 116-inch wheelbase. And you can have your choice of a great new V-8 engine or the road-proved Mileage Maker Six.

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

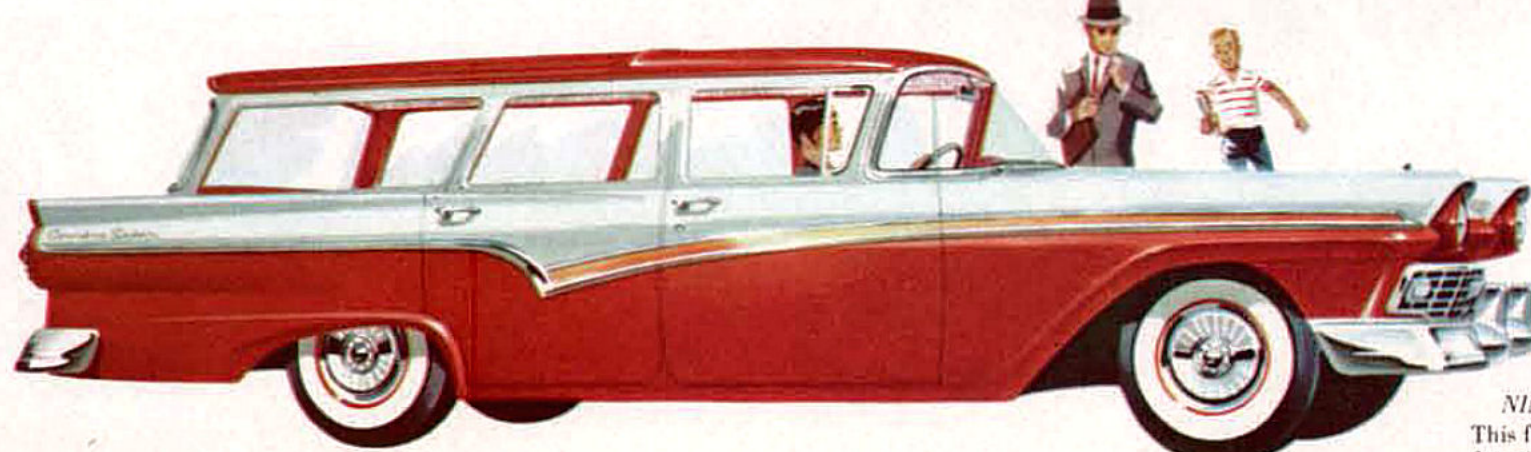


TUDOR SEDAN
This lovely new two-door beauty gives big-car comfort and performance on regular gas. The swept-back windshield pillar is a Ford styling feature usually found in more costly cars.

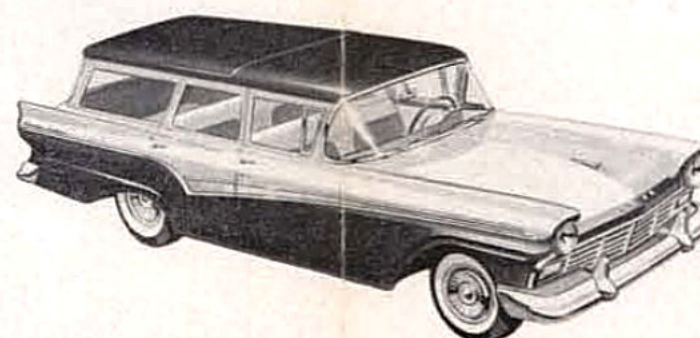
Station Wagon Series

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

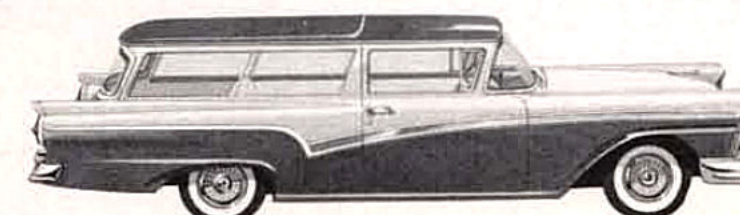
Once more Ford tops the "tote 'em poll"! Longer and lower than ever, Ford's new station wagons bring you the most advanced convenience and luxury features: completely new liftgate and tailgate structure, newly designed Stowaway Seats, and new woven plastic or all-vinyl interiors. Like all Fords, they have full-width fresh-air cowl ventilation. In addition, they offer the biggest V-8 engines in Ford's field.



NINE-PASSENGER COUNTRY SEDAN
This four-door "space ship" has plenty of room for nine husky people. Its longer, lower body is the finest type built. Solid . . . quiet . . . built for keeps!



SIX-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 six huskies or a full load of cargo. Newly designed gates are the easiest to operate of all station wagons. Liftgate features new wrap-around design.

CUSTOM RANCH WAGON
The favourite work-and-playtime partner for busy families. Its luxurious interior holds everything from six big people to cargo unlimited.



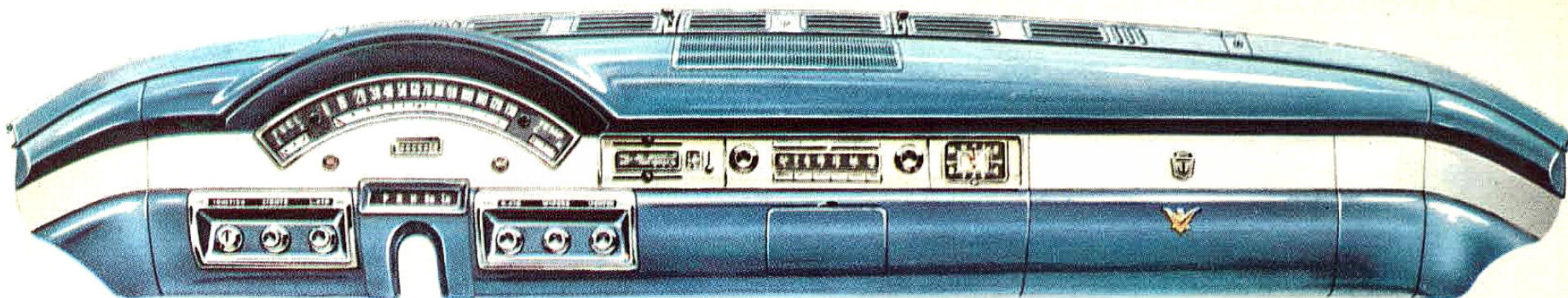
NINE-PASSENGER COUNTRY SQUIRE
Canada's most distinguished station wagon. As in all Ford wagons, the lift and tailgates can be opened effortlessly with a single release handle.



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 some of these accessories are attractively displayed on Ford's new curved instrument panel (below) 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 Canada today. It offers the widest practical range of transmission performance. Move the Selector to Drive (Dr) and you start normally or extra-fast.

SELECTAIRE CONDITIONER

One unit gives you dual-lever control of cooling, heating, ventilating and de-humidifying. All components are located ahead of dash, no luggage space is lost.

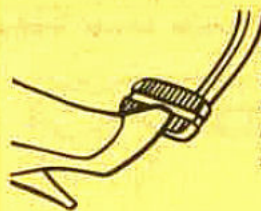
SIGNAL-SEEK RADIO*

Automatically tunes in stations in *either* direction of the dial. Town button (T) tunes local stations, Country button (C) gives broad coverage.

*Transistor-powered

POWER ASSISTS

For the ultimate in driving comfort and fine-car luxury, the '57 Ford offers these optional power assists.



Swift-Sure
Power Brakes
make stopping up to
one-third easier...
safer, more relaxing.



Master-Guide
Power Steering
does up to 75% of your
parking, assists in all
your driving.



4-Way Power
Front Seat
adjusts forward, back-
ward, 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.



FORD-MONARCH SALES DIVISION

Ford Motor Company of Canada, Limited

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