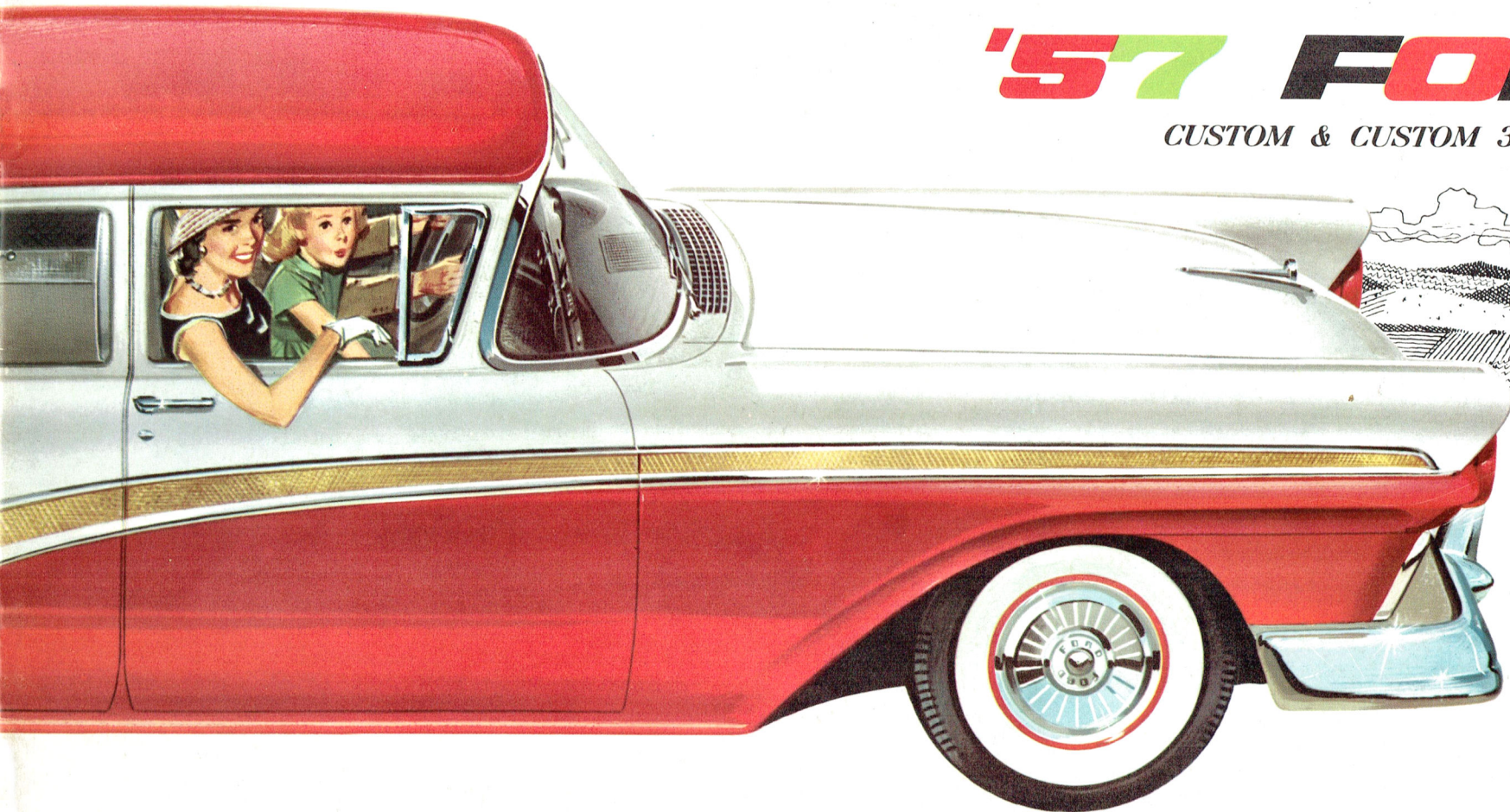


'57 FORD

CUSTOM & CUSTOM 300



Meet the new Ford Custom and Custom 300 Series—the cars that bring you Thunderbird GO . . . with the Touch of Tomorrow! In these five cars you will discover fine-car features you never dreamed could be yours at low Ford prices. To make them possible, Ford engineers virtually re-invented the automobile.

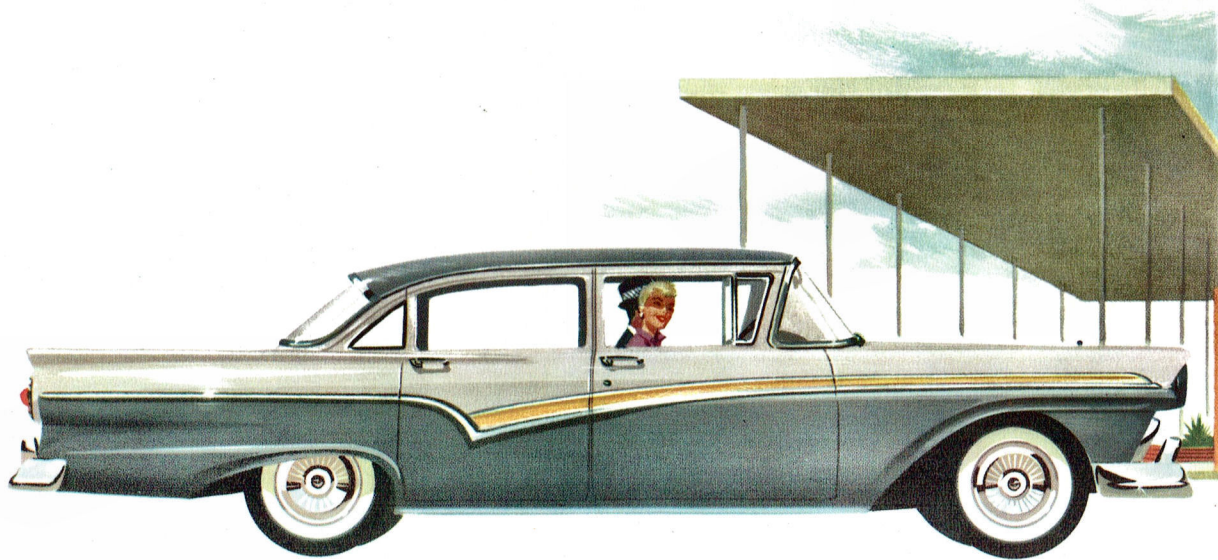
First they designed a whole new “Inner Ford.” The frame has been lowered and widened, the driveshaft has been tapered, the rear springs have been mounted outside the frame, the rear axle has been redesigned with new offset hypoid gears—all to give you a more solid, heavier, smoother, safer-riding *inner* car.

Blended with this rugged wheeled foundation is Ford’s graceful, sculptured-in-steel body—solid as a rock, sleek as a Thunderbird. It lets you ride silent and secure on a new, longer 116-inch wheelbase—longest at the price. This car stands a scant $4\frac{3}{4}$ feet high; over 16 feet in length. You’ll find the ’57 Ford roomy, comfortable, luxurious . . . the biggest beauty ever offered in the *lowest-price* field.

To complete the picture, there’s new *power* for this new kind of Ford. It comes in several big packages—from the industry’s most advanced Six to the mighty Thunderbird 312 Special V-8!

So read on . . . see how Ford’s Touch of Tomorrow has brought new *prestige* to the lowest-price field.

A new kind of Ford for '57



The '57 FORD Custom 300





Custom 300 Fordor Sedan

Four-door convenience wrapped in a longer, lower silhouette. Note the graceful chrome side molding, highlighted by gold anodized, textured aluminum trim that comes with Style Tone color combinations. It has its own way of saying, "Let's go!" It's your trademark of Custom 300 power and elegance. Like all Fords, this car has the new Swept-Back windshield pillar . . . a styling feature found only in higher-priced cars.

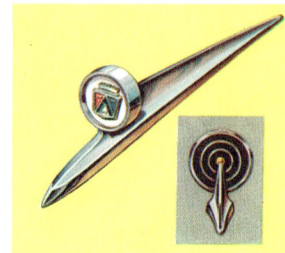
There's big news inside, too! You sit in the lap of luxury with richly appointed interiors keyed to the exterior colors of your choice. Matchless tailoring in bold new nylon weaves and vinyls.



Custom 300 Tudor Sedan

Six passengers BIG, this car takes the whole family in comfort and style. Wide-opening doors and extra-wide front seat which folds forward toward center, make back seat traffic quick and easy. Exterior styling features include Sweep-Sight windshield, Full-View rear window and Safe-Guard wrap-around bumpers. As in all '57 Fords, turn indicators are standard.

Symbolic of the smart lines of the '57 Ford is this Bull's Eye Hood Ornament. Unmistakably different, it captures the "out front" spirit of the Custom 300.



Low-Line Highlights

Ford's styling experts have dressed up the '57 Ford's longer, lower, silhouette in high style. You'll love the modern flare . . . the graceful sweep . . .

the "Let's go!" lines of this new kind of Ford. (And so will your neighbors.)

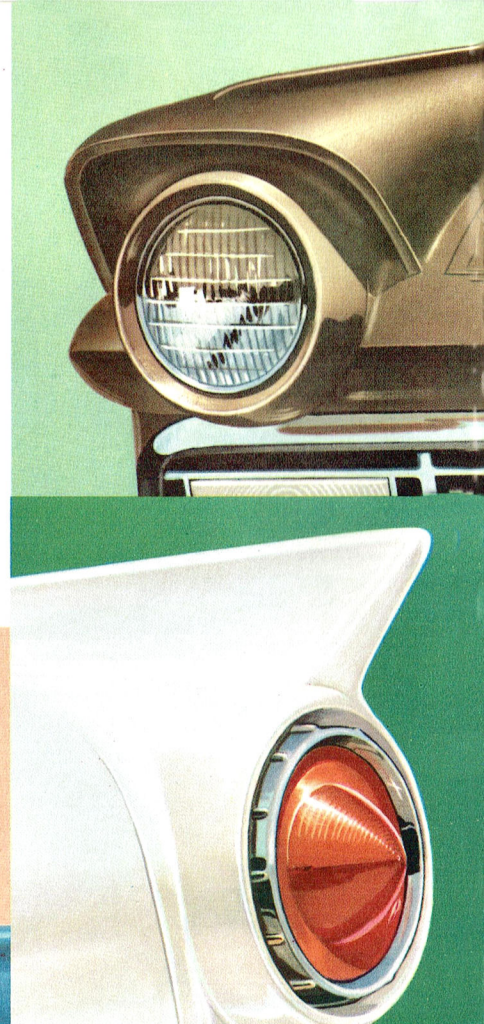
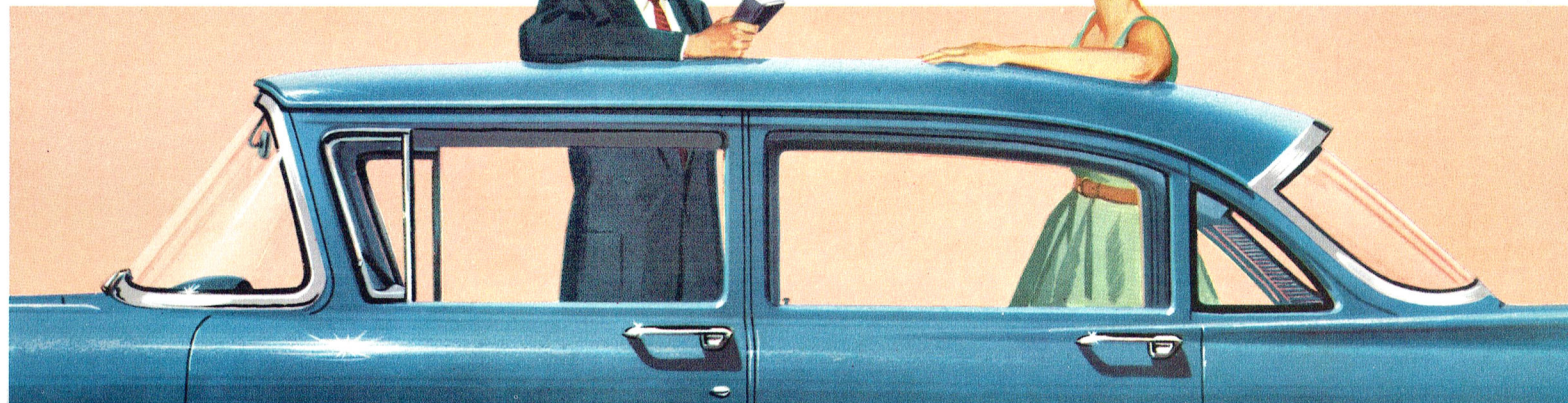
In fact, the *prestige* that goes with owning this fine car is one of the nicest things about it!

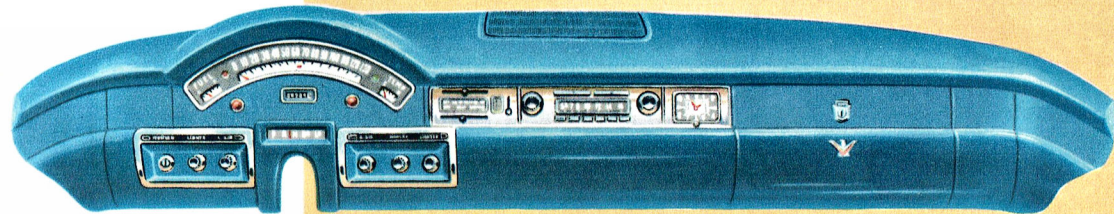
New Sweep-Sight windshield features graceful Swept-Back pillars and distinctive triangular vent window. Note new door lock button is up front for easier locking.

Back window highlights full wrap-around for wide angle visibility. Thinner slanting pillar and visored roof design accent the advanced styling and spacious rear seat head room.

New front-end decor features massive, long-range headlights. The sculptured fenders extend well forward over the headlight for a unique wide-visored effect.

Distinctive new Canted Fins sweep gracefully back and out from rear deck. New Jet-Tube taillights are larger for greater glow area.





New Safety-Curve instrument panel features recessed controls. Specially designed super-impact Lifeguard padding is optional.

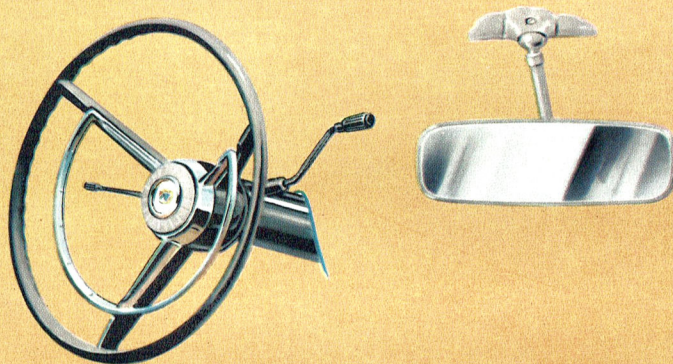
Restyled Lifeguard steering wheel is smaller, set lower. This makes it easier for driver to get in and out—gives better visibility.

Lifeguard Safety-swivel rearview mirror that's shatter-resistant, swings away in case of impact.

Lifeguard Double-grip door locks are designed to give added protection against doors springing open, resist pulling forces up to 2,600 pounds!

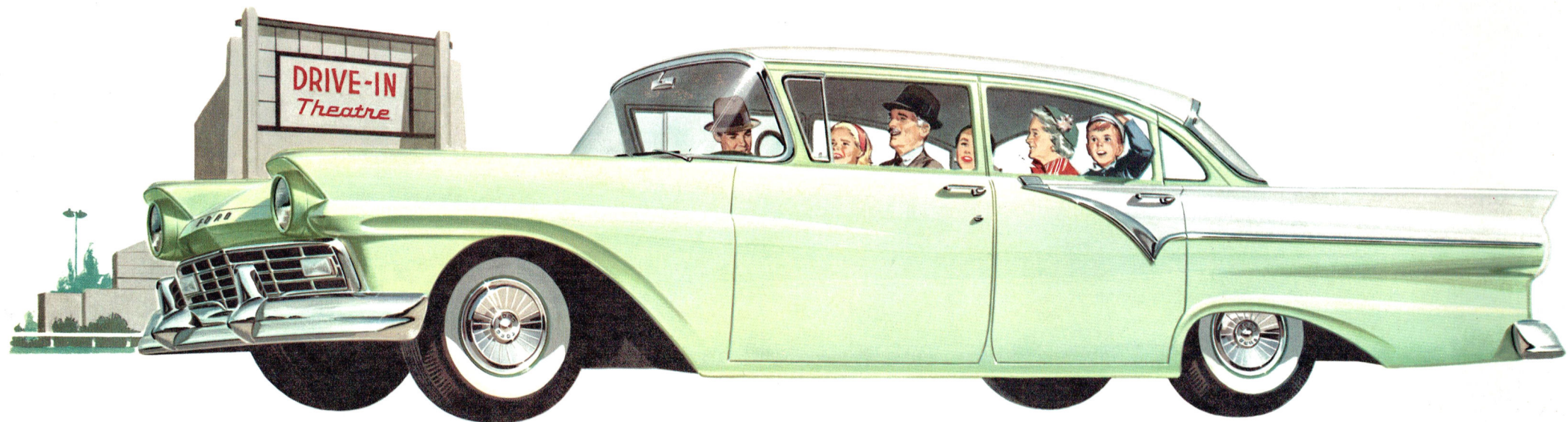
Newly styled sun visors are available—made of super-impact Lifeguard cushioning material.

Optional Ford seat belts, offered in a choice of colors, are solidly anchored to steel body structure.



The '57 FORD *Custom*

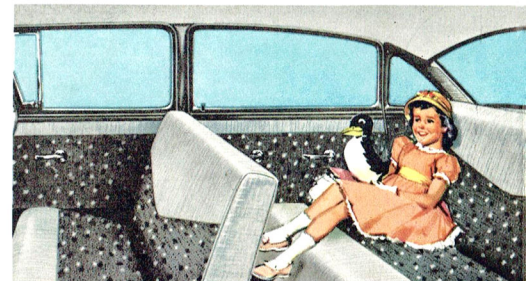
The distinguished Custom Series possesses *all* the “Inner Ford” features that let you ride silent, solid and secure. It's longer, lower, livelier than ever . . . yet it's offered at *lowest* Ford prices! Also, you can have your choice of three engines—including the mighty Thunderbird 312 Special V-8 with 245 horsepower. Once you see this sculptured-in-steel beauty, you'll agree that it's the greatest thing that ever happened for your purse and pulse.



Custom Fordor Sedan

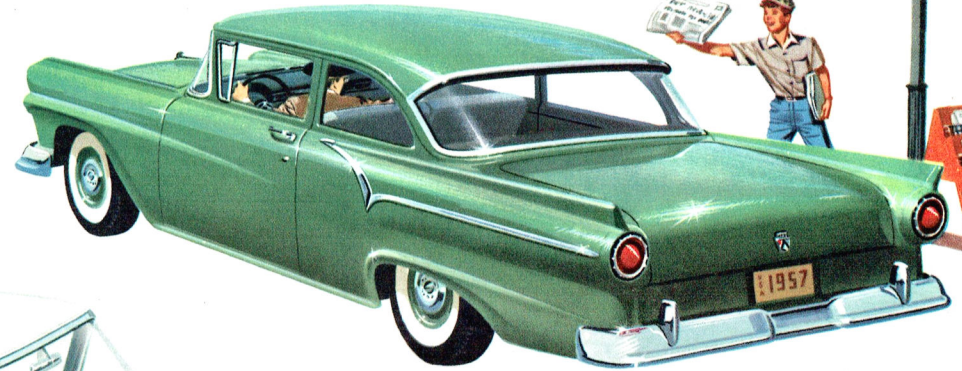
Long, lean and packed with punch, here's the *big* family car in the lowest-price field. Takes six passengers with room to spare, yet this new Ford is lower than ever with its new Full-Cradle chassis and underslung drive. Like all '57 Fords, its standard engine runs on regular gasoline.

Look at these luxury interiors with sofa-soft seat construction! One admiring glance tells you that they hit a new high in fine-car fashion and comfort.



Custom Tudor Sedan and Business Sedan

The Tudor sedan (below) is the newest way for the family to GO places on a budget. It carries a half-dozen six-footers with ease . . . and features Ford's new Even-Keel springs for a smoother ride. Tudor business sedan (right) holds three comfortably, with plenty of *extra* luggage space behind the seat.

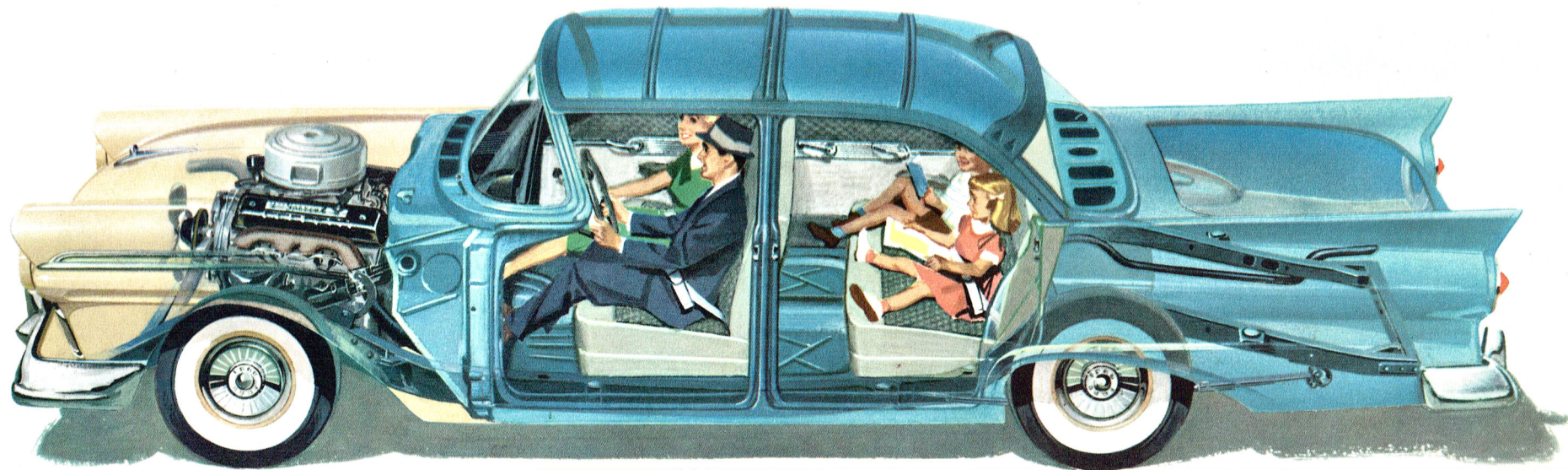


Like all '57 Fords, this spacious Business Sedan offers you a choice of three transmissions: Fordomatic Drive, Overdrive or 3-speed Conventional Drive. Under the counterbalanced deck lid you'll find a regular "cavern" of luggage space.



Pick your GO . . . and *love* it! With this trim Custom Tudor, you have a wide choice of Ford engines: the 144-hp Mileage Maker Six, the 190-hp Ford 272 V-8, or the mighty Thunderbird 312 Special V-8 with 245 hp.

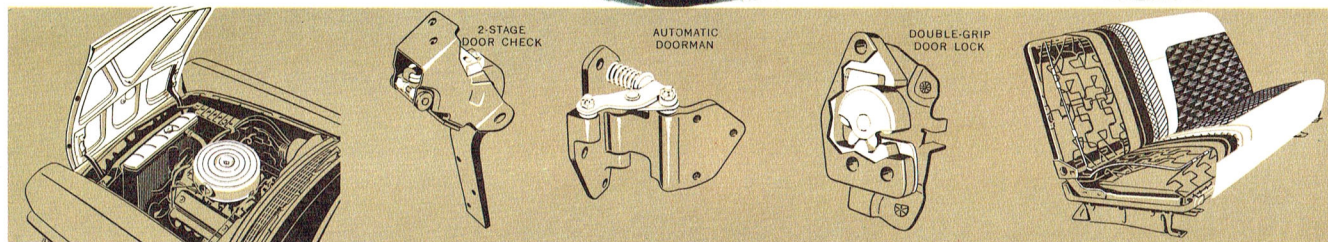
A new Inner Ford lets you ride silent, safe and secure



Much of the magic of this '57 Ford lies in its all-new body.

It's completely insulated and sealed inside and out against noise, heat, dust and weather. Body structures are welded, braced and bonded into one incredibly tough unit . . . joined to chassis by 20 Silent-Grip body mounts that soak up noise and shock.

Above all, there's a slim, sleek roof supported by five new steel cross braces for extra strength. And the contoured frame is built a full *foot* wider midway to seat you snugly *within* the Full-Cradle chassis for wall-to-wall protection.



New counterbalanced, front-hinged hood means easier servicing—safer, too. Ford's new 2-stage door checks hold the big front doors open in

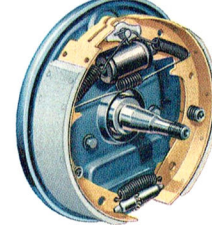
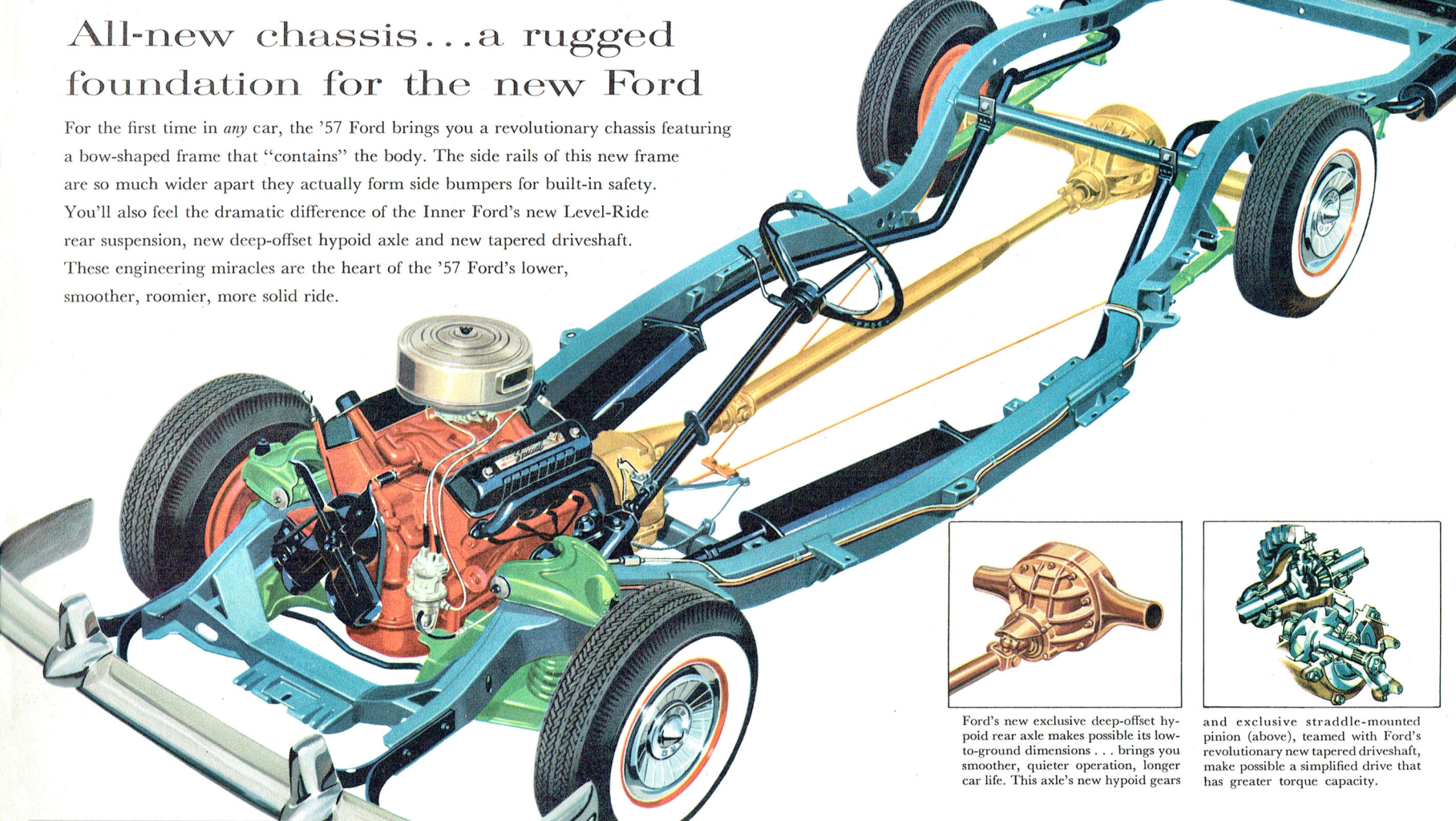
two convenient positions. You get a solid assist in closing and opening rear doors with Ford's new Automatic Doorman hinges. And

for effortless operation in all kinds of weather, Ford's new Double-grip door locks *rotate* rather than slide into engagement.

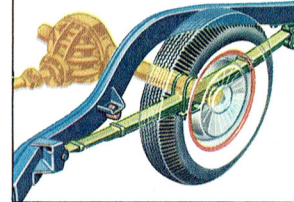
New Automatic Posture Control front seat gives you the convenience of 11 seat positions . . . the comfort of resilient, quiet springs.

All-new chassis...a rugged foundation for the new Ford

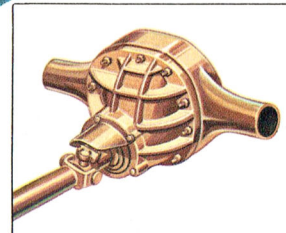
For the first time in *any* car, the '57 Ford brings you a revolutionary chassis featuring a bow-shaped frame that "contains" the body. The side rails of this new frame are so much wider apart they actually form side bumpers for built-in safety. You'll also feel the dramatic difference of the Inner Ford's new Level-Ride rear suspension, new deep-offset hypoid axle and new tapered driveshaft. These engineering miracles are the heart of the '57 Ford's lower, smoother, roomier, more solid ride.



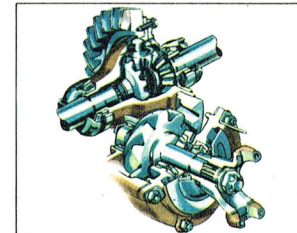
Front brakes feature a new fixed anchor design, requires only one simple adjustment. Giant-grip brakes mean even safer, smoother stops.



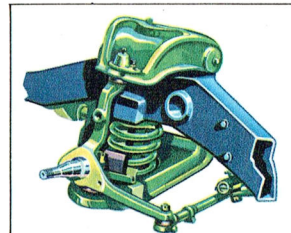
Ride has been improved by mounting the rear springs *outside* the frame. These new Even-Keel rear springs let you take the turns far steadier.



Ford's new exclusive deep-offset hypoid rear axle makes possible its low-to-ground dimensions . . . brings you smoother, quieter operation, longer car life. This axle's new hypoid gears



and exclusive straddle-mounted pinion (above), teamed with Ford's revolutionary new tapered driveshaft, make possible a simplified drive that has greater torque capacity.



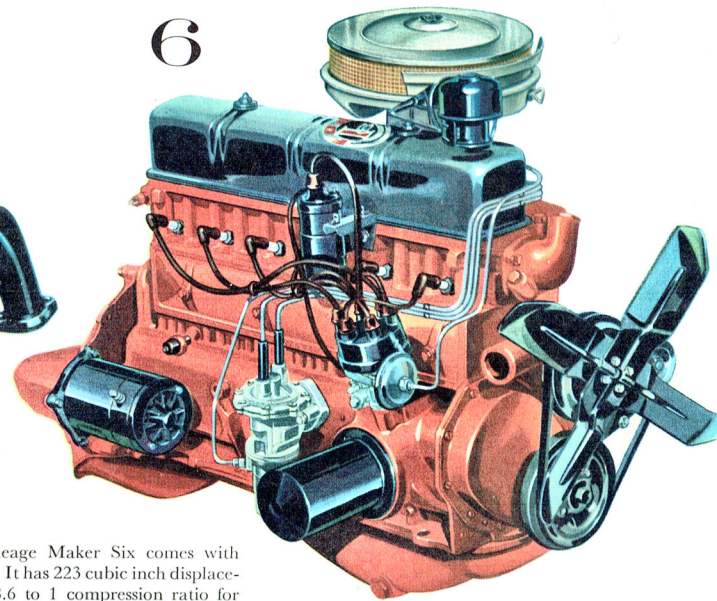
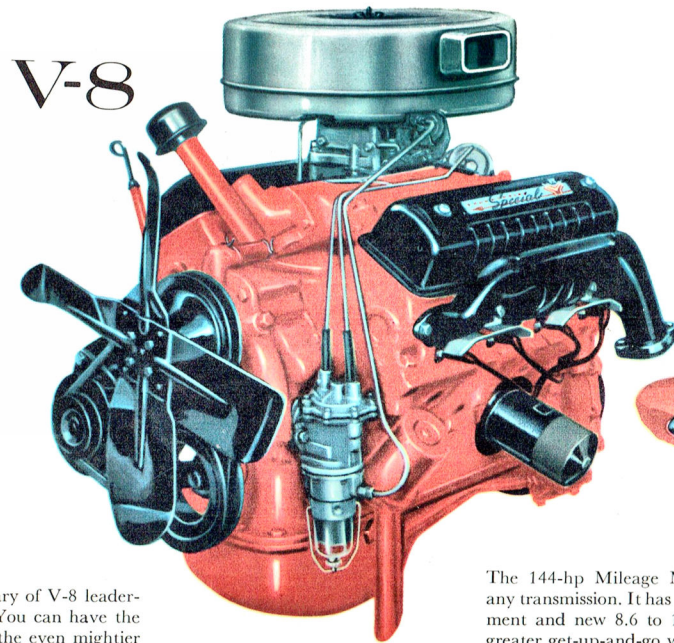
Ford's 4-Way Ball-Joint front suspension has one-piece lower and upper suspension arms. Lower arms are swept back so front wheels step *over* bumps rather than *into* them.

Pick your GO... *and love it!*

In the '57 Ford Custom and Custom 300 Series you pick your own brand of ginger. You have your choice of two new and mightier Silver Anniversary V-8 engines—or the powerful new Mileage Maker Six—the most modern Six in America.

These new Ford engines give you more GO for your “dough” than ever before. Ford's new low-silhouette carburetors breathe in more fuel-air mixture to deliver even greater power. And V-8 advances like freer-breathing level-mounted intake manifolds, new wedge-shaped combustion chambers and larger chrome-silicon intake valves bring you top power . . . plus more miles per gallon.

Ford celebrates its Silver Anniversary of V-8 leadership with great new V-8 engines! You can have the powerful Ford 190-hp 272 V-8 or the even mightier 245-hp Thunderbird 312 Special V-8 with any drive.



The 144-hp Mileage Maker Six comes with any transmission. It has 223 cubic inch displacement and new 8.6 to 1 compression ratio for greater get-up-and-go with far fewer gas stops.

*Ford lets you choose
any transmission
with any engine
in any model!*



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



Ford Overdrive is the last word in smooth, quiet, relaxing driving. And it's a miser on gas! An automatic 4th gear lets your engine loaf along at 35 miles per hour while your car's actually doing 50. It saves you up to 15% on gas.

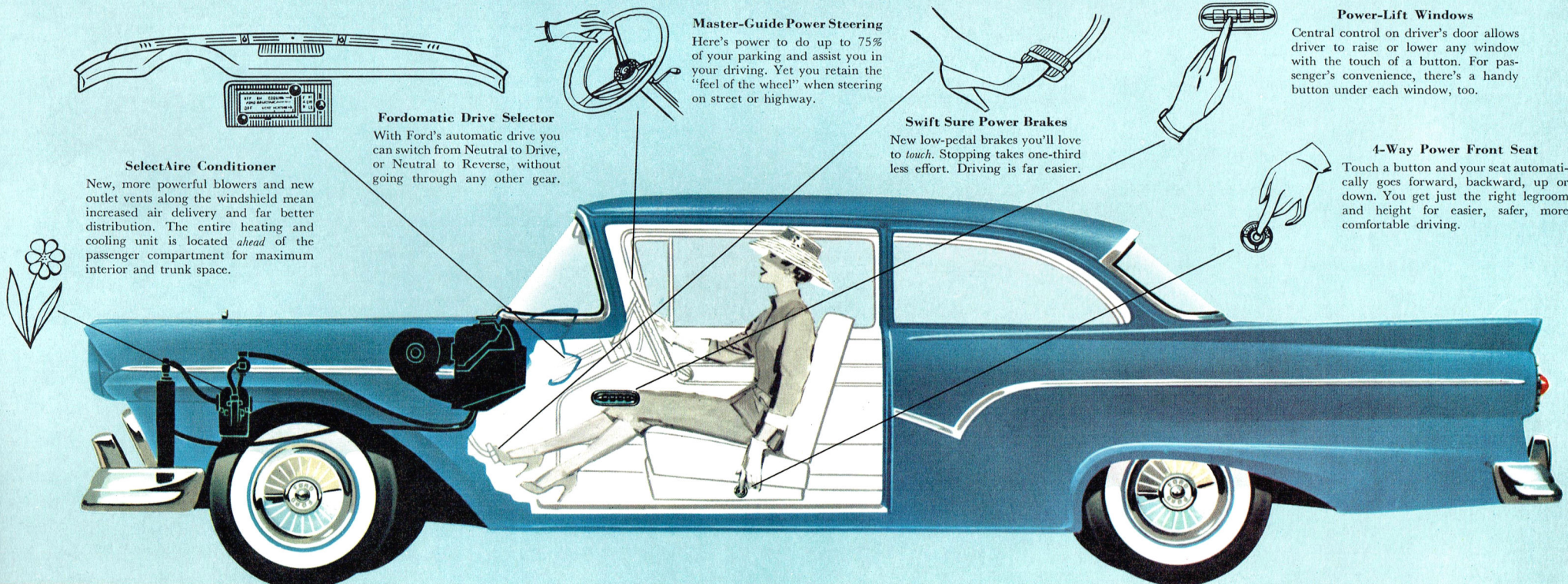


Ford's 3-Speed Conventional Drive has the easiest manual shifting there is. New tailored-to-engine gear ratios let you command Ford's greater power with a flick of your finger. Action-test this '57 Ford for a new driving thrill!

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

Master-Guide Power Steering

Here's power to do up to 75% of your parking and assist you in your driving. Yet you retain the "feel of the wheel" when steering on street or highway.

Swift Sure Power Brakes

New low-pedal brakes you'll love to *touch*. Stopping takes one-third less effort. Driving is far easier.

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 legroom and height for easier, safer, more comfortable driving.

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, and wipers *automatically* stop.

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

Backup Lights—Builtright 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.

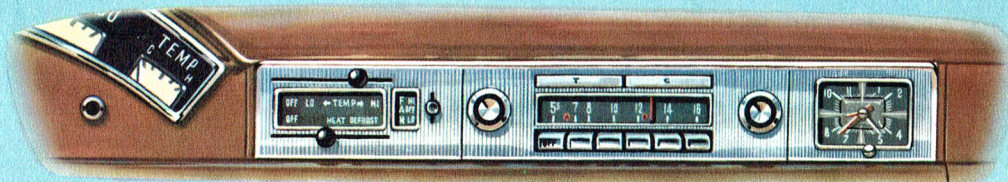
Turbine Wheel Covers—Add extra dash with these new "turbine" bright-metal full-wheel covers. Or choose the stylish Sunburst covers shown on previous pages.

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.

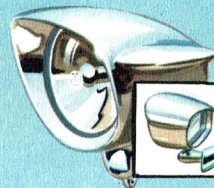
New Genuine Ford Accessories for 1957



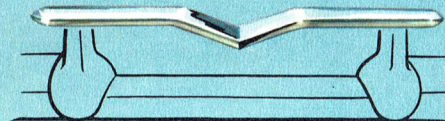
MagicAire System—Here is heating, ventilating and defrosting all in *one*! Four big defroster nozzles give even heat distribution, full windshield defrosting.

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

Self-Regulating Electric Clock—Actually retimes itself *automatically* each time you set it! Clock has illuminated dial; uses current only for brief periods to wind its mechanism.



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.

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

FOR BEAUTY

Sunburst Wheel Covers

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



Custom and Custom 300 Exteriors: There are 11 new body colors available for '57 in Single Color or stunning, new Style Tone combinations.

The basic colors are: Colonial White, Raven Black, Gunmetal Gray, Woodsmoke Gray, Silver Mocha, Doeskin Tan, Flame Red, Dresden Blue, Starmist Blue, Cumberland Green, Willow Green; available as Single Color on all models. *Custom Style Tone* combines Colonial White with Raven Black, Dresden Blue, Willow Green, Gunmetal Gray, Doeskin Tan or Flame Red. *Custom 300 Style Tone* combines Colonial White with any Single Color; also Dresden Blue with Starmist Blue, Cumberland Green with Willow Green or Gunmetal Gray with Woodsmoke Gray; and, a gold anodized, textured aluminum trim highlights the standard side molding.

Custom and Custom 300 Interiors: The *Custom* has rich, long-wearing gray nylon cloth in Random-Block pattern on cushions and seat backs with Silver and Gray Shantung vinyl bolsters. The *Custom 300* combines rich, long-wearing blue, green or gray nylon cloth in Flying-Dart pattern on cushions and seat back with Starmist, Willow or Woodsmoke Chain-Grain vinyl bolsters. These vinyls on door and quarter panels complete an over-all upholstery and interior trim creating a gracious, tastefully harmonizing effect. Front and rear floors are covered with practical Sof-Tread carpet-textured rubber in black.

Upholsteries and trims are offered with appropriate exterior body colors so that exteriors and interiors complement each other. See this array of exciting colors and beautiful 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.

190-hp *Ford 272 V-8* (optional)—272 cu. in. displacement; 3.62" bore x 3.30" stroke; 8.6 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.

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 higher-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 new 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 (D_o) 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.

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.

Asle 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. 39½" 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. 7.50 x 14 size.

Dimensions: 116" wheelbase; 59.0" front, 56.4" rear treads. Overall length, 201.7". Height (maximum with design load), 57.2".

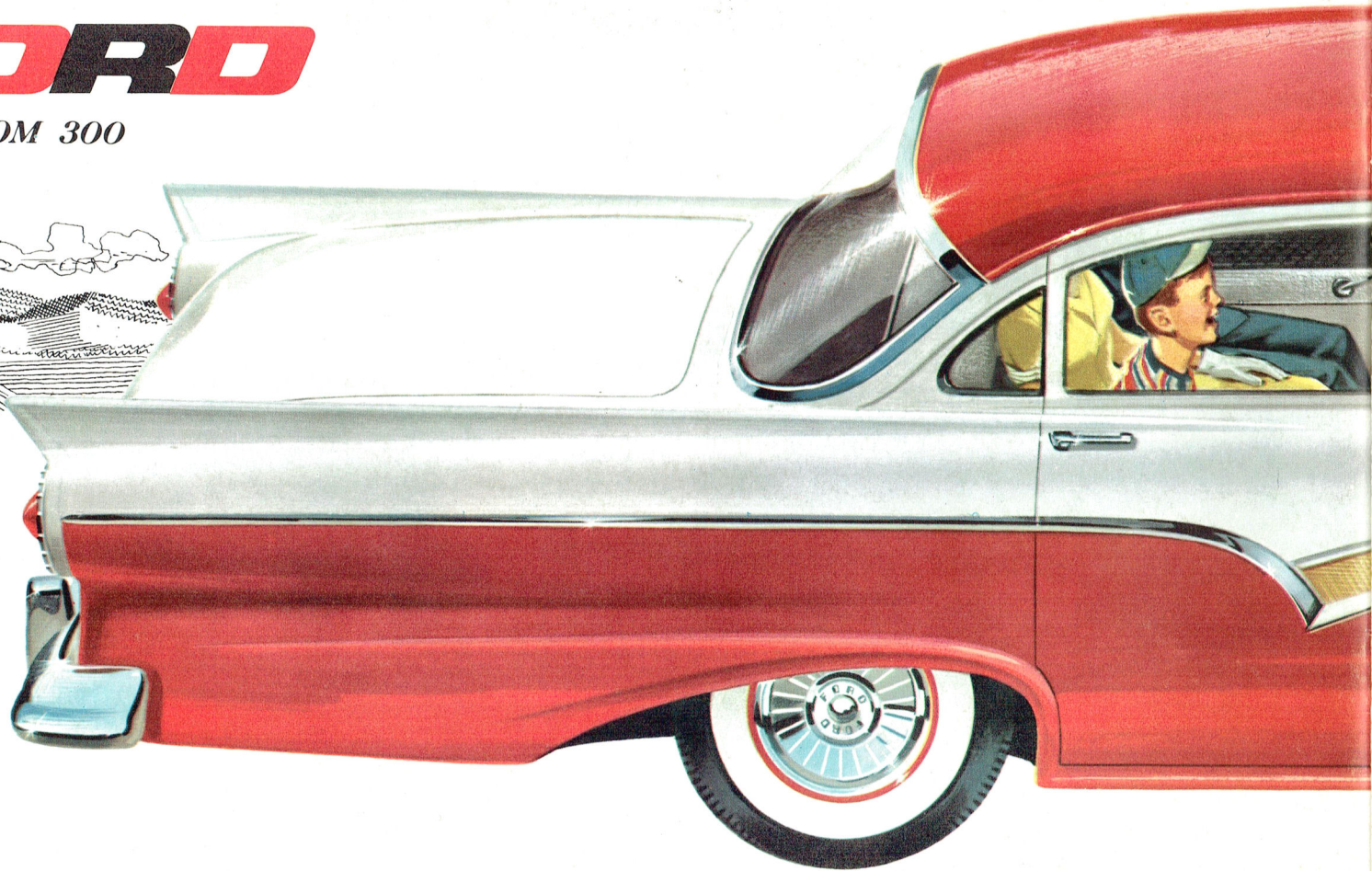
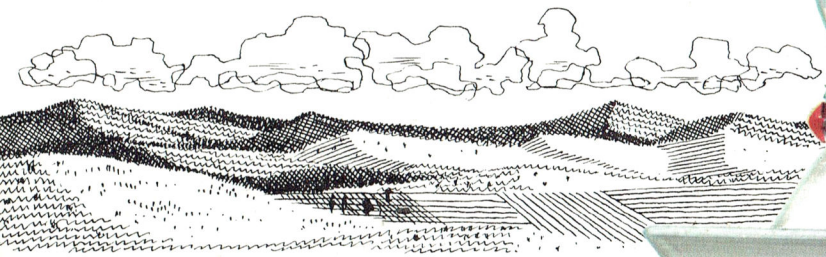
Other Available Equipment Full-Flow oil filter, heavy duty Super-Filter air cleaner, Lifeguard padded instrument panel and cushioned sun visors, Ford seat belts for front and rear seats, 4-Way Power Seat, Swift Sure Power Brakes, Master-Guide Power Steering, Power-Lift Windows (except Business Sedan), 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.

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.

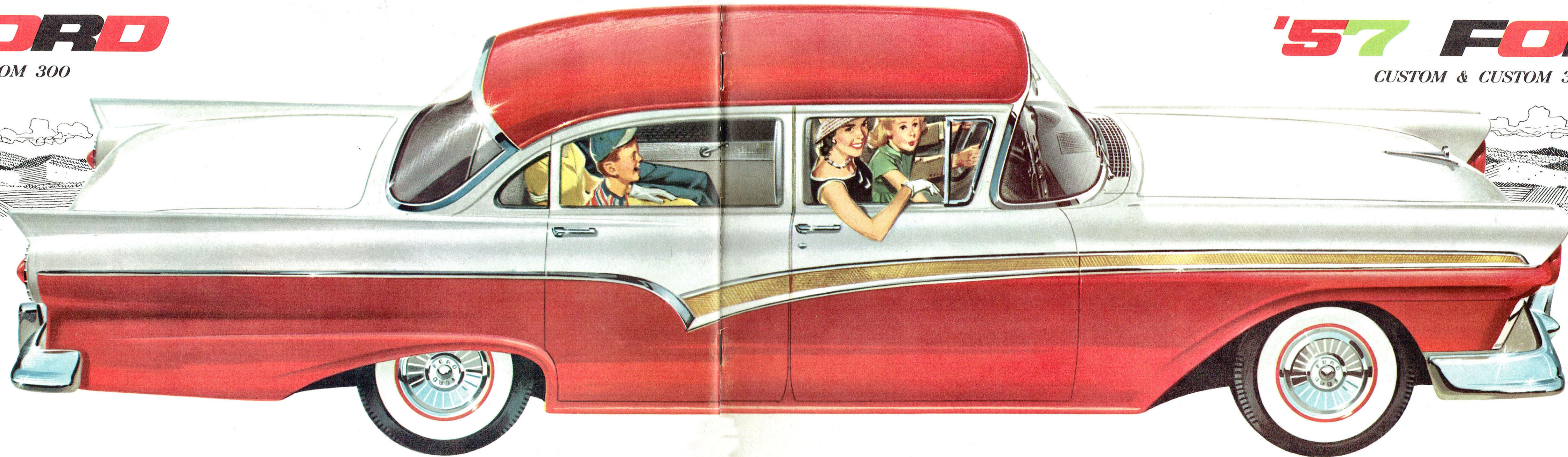
'57 FORD

CUSTOM & CUSTOM 300



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