

**America's Most  
Distinctive  
Sedan Delivery**

**THE 1957 FORD**

*Courier*



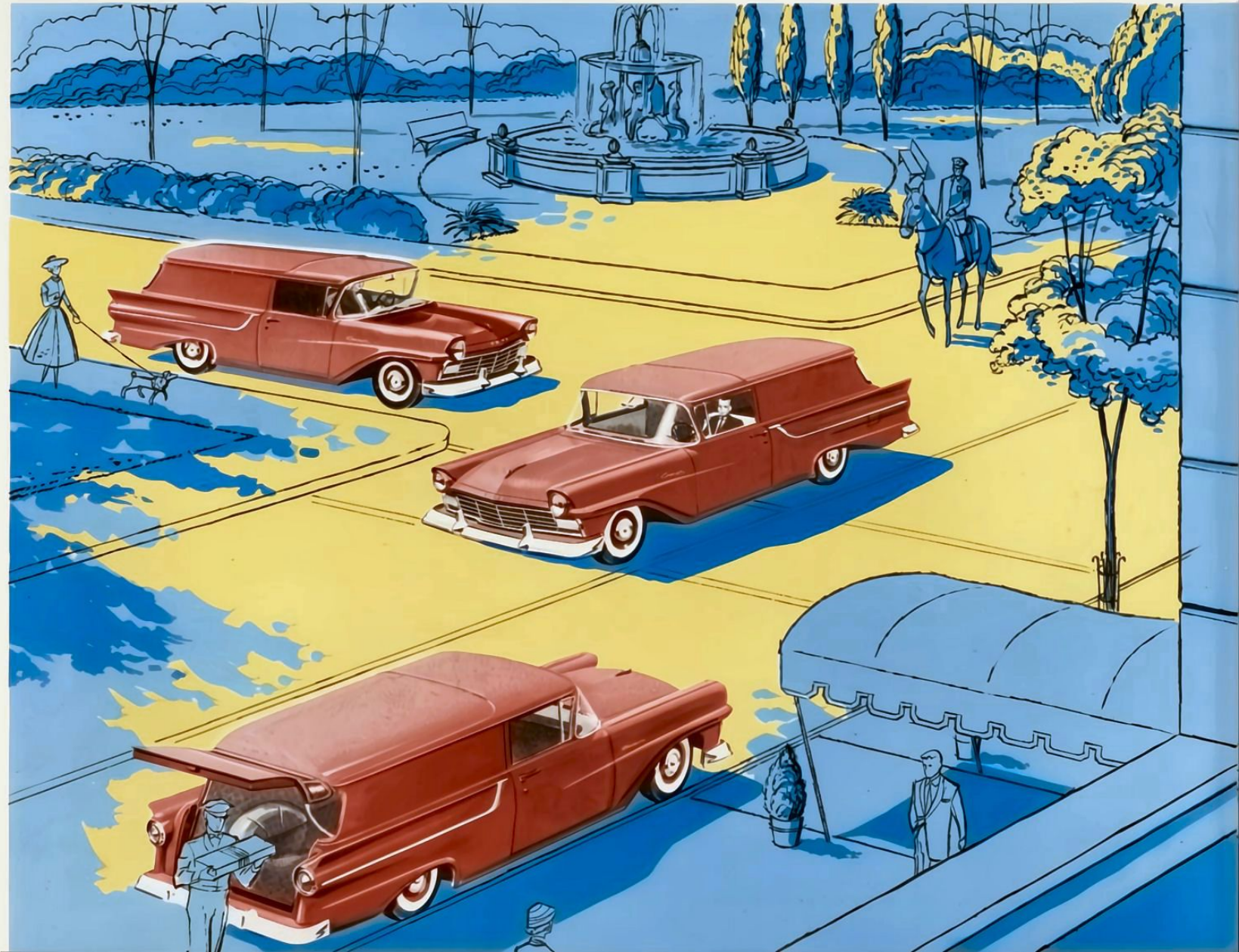


# FORD *Courier* -- IT'S TOPS IN STYLE, PRESTIGE,

## **A unique combination of distinction and utility**

Startlingly new . . . America's most distinctive sedan delivery is longer, lower, livelier than ever before. There's a sleek, sculptured look of tomorrow with new split-level roof line and new, wider curved glass in the new wrap-around rear door.

This beautiful '57 Ford Courier is strikingly styled for modern custom delivery service. Its fresh, completely new and graceful look tells your customers at a glance that yours is the finest in *quality delivery service*. What's more, you'll find this true beauty is tops in utility, economy and dependable performance, too.



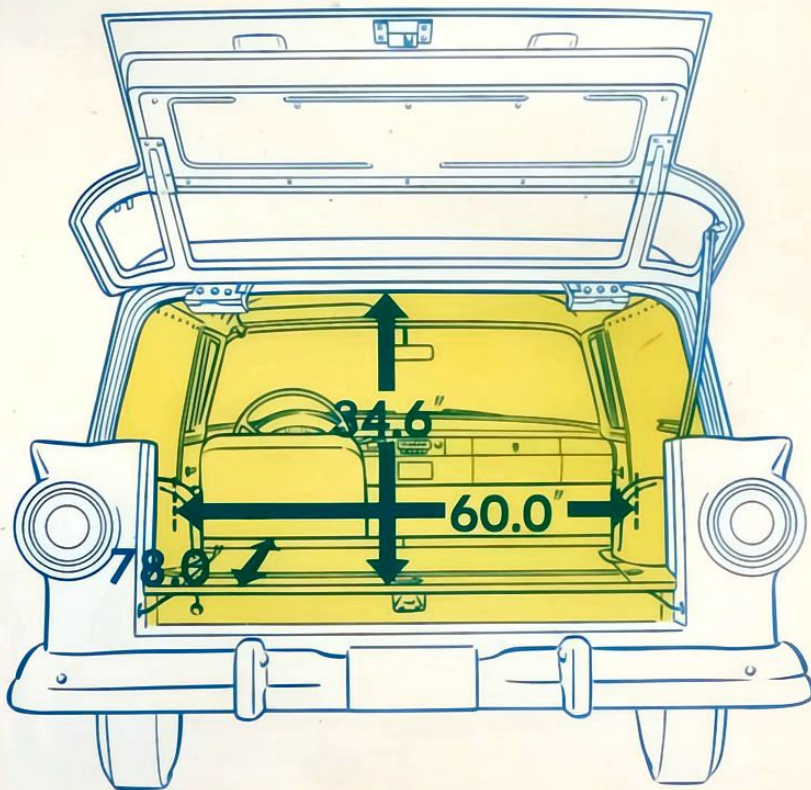


# LOADING EASE AND CAPACITY

## BIG-CAPACITY LOAD AREA

Generous dimensions provide an unusually large parcel area for faster, easier handling, bigger loads and more deliveries per trip.

Open for business in 3 seconds flat. Wide, easy-lift rear door allows outstanding accessibility, making your driver's job faster, easier. Full lining increases body insulation and helps protect your cargo from fumes and dust.



Rear view of Courier showing loadspace dimensions

Drip molding completely encircles one-piece steel roof panel

Brown, grained vinyl headlining. Sides lined with brown pressed-wood panels.

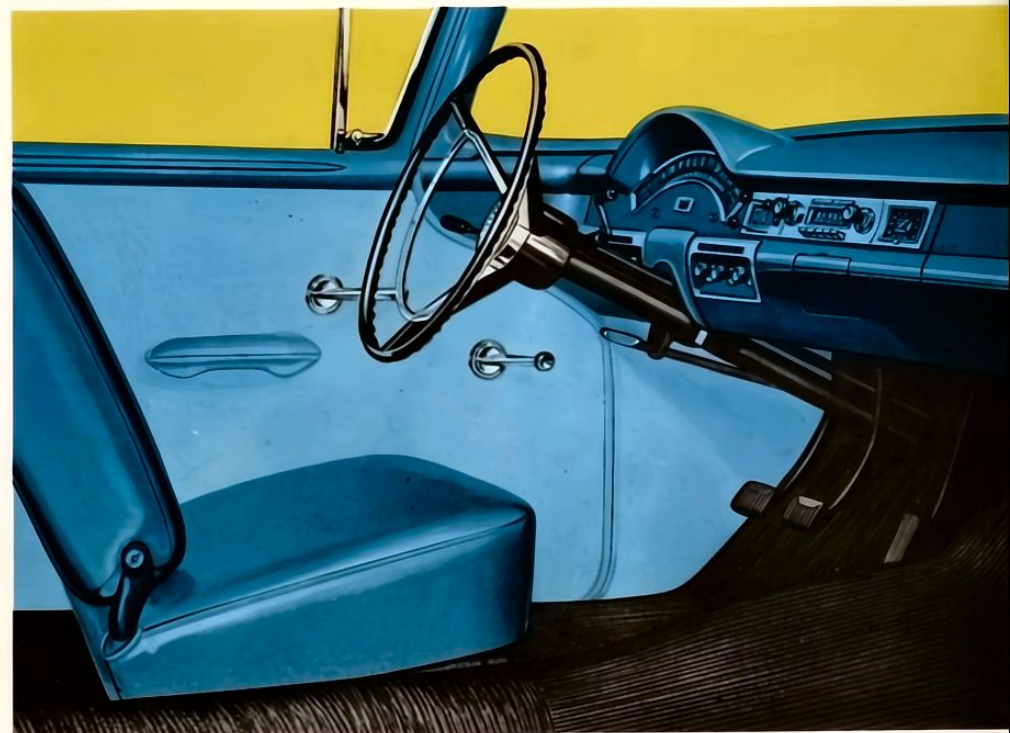
Excellent visibility with full-wrap rear window

Easy-lift door has C-type hinges with spring assists

Steel wheelhousings are both weather- and dust-tight

Door opening size:  
Height (vertical) 28.4 inches  
Width (at floor) 46.9 inches

Steel floor is ribbed for rigidity and quietness, and covered with  $\frac{3}{8}$ -inch plywood. Joints are welded or sealed to give weather and dust protection.



## DRIVING COMFORT AND SAFETY

The distinctive exterior beauty of the Ford Courier is tastefully matched by the attractiveness of its spacious driver's compartment. Here, comfort is combined with safety. For example, the Safety-Curved one-piece instrument panel is both stylish and functional. Control knobs are recessed and the new sweep-hand speedometer is easily visible. New generator operation and oil pressure indicators feature flashing warning lights.

Scientifically balanced non-sag springs and adjustable seat provide restful, natural body support. Seat options at modest extra cost—foam-rubber padding, matching auxiliary seat, or full-width seat—give you the exact arrangement you desire.



# REVOLUTIONARY NEW MODERN CHASSIS DESIGN

Longer, lower, stronger . . . Ford's entirely new concept of chassis design provides sensationally new handling and riding ease. Wide-contoured frame with heavier gauge box section side rails and tubular cross members provide high torsional rigidity. Driver and cargo ride within the protection of frame side rails for greater safety and roominess.

New pressure-type radiator has bigger capacity, more strength

Massive front bumper offers stylish appearance and greater all-around protection.

Wider 59-inch front tread for more stability and turning ease.

Restyled Lifeguard steering wheel is set lower for better vision. Master-Guide power steering optional at modest extra cost.

New fuel tank holds 20 gallons

Silent-Grip flexible body mountings with resilient live-rubber insulation for a smooth, quiet ride.

Wide-contoured frame is stronger, more durable . . . driver and cargo ride within side rails for greater protection and room.

New heavy-gauge box section side rails and tubular cross members give high torsional rigidity

14-inch wheels, wide tubeless tires and safety rims for low, sleek road-gripping sureness and safety.



Double-seal, Giant-Grip brakes are designed for safer, smoother stops. Swift Sure power brakes make stopping up to 33% easier, optional at modest extra cost.



Ford's new 4-way Ball-Joint front suspension, with Viscous-control shock absorbers, allows front wheels to step over bumps rather than into them for a smoother ride.



Exclusive new deep-offset hypoid rear axle provides greater torque capacity—makes possible low-to-ground dimensions, provides smoother, quieter operation.



New Level-Ride suspension has variable-rate rear springs, mounted outside the frame. Together with wider tire tread it cushions your ride . . . takes turns steadier.

## AGAIN IN '57 FORD OFFERS YOU EXCLUSIVE LIFEGUARD DESIGN

New Safety-Curved instrument panel with recessed controls—super-cushion Lifeguard padding optional. Restyled Lifeguard steering wheel. Lifeguard safety-swivel rearview mirror. New Lifeguard door locks which resist pulling forces up to 2,600 pounds. Newly styled optional sun visors made of super-cushion Lifeguard padding. Optional Ford seat belts solidly anchored to steel body structure.



# *New Power* **FOR PEAK PERFORMANCE**

## **NEW, SUPERIOR SHORT STROKE POWER— V-8 OR SIX**

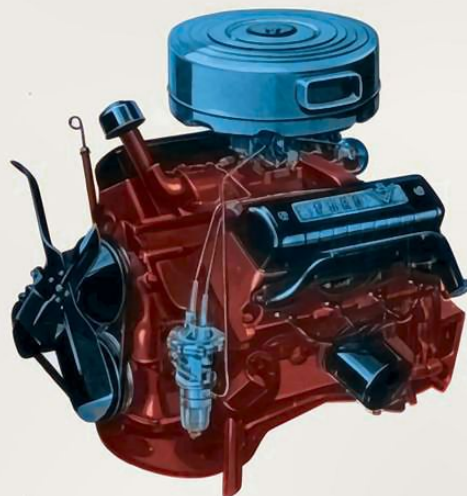
Dependable, time-saving power increases the Courier's capacity to improve your delivery service. And you get outstanding economy every mile because all Ford engines—V-8 or Six—are of a superior Short Stroke low-friction, deep-block design.

### **190-hp FORD 272 V-8**

The new Ford 272 V-8 offers higher compression and a high-lift camshaft for greater power and efficiency. The improved air induction system and new "Y" exhaust system give better engine breathing and reduced back pressure for outstanding performance and economy.

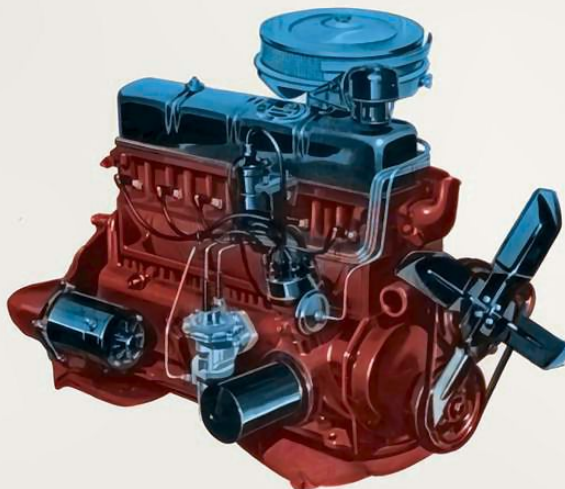
### **144-hp MILEAGE MAKER SIX**

The new Ford Mileage Maker Six is the most modern Six in its class! Already tops in economy—the Mileage Maker's new high-compression ratio and high-lift camshaft provide peppier performance as well as traditional durability and economy.



**190-hp FORD 272 V-8**

Displacement.....272 cu. in.  
Bore and Stroke.....3.62 x 3.30 in.  
Compression Ratio....8.6 to 1

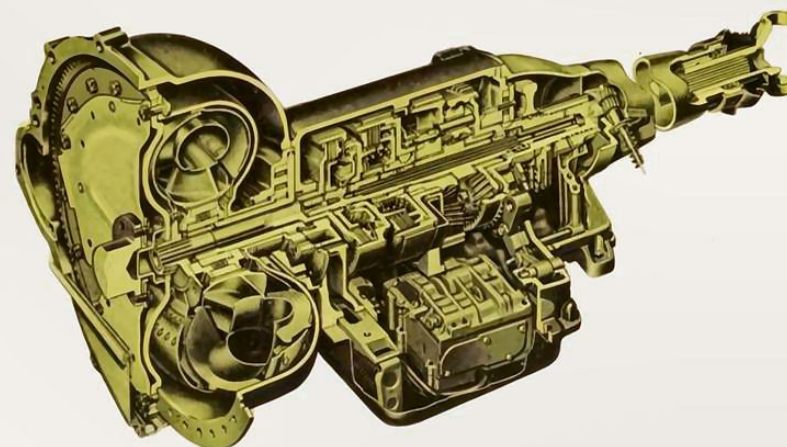


**144-hp MILEAGE MAKER SIX**

Displacement.....223 cu. in.  
Bore and Stroke.....3.62 x 3.60 in.  
Compression Ratio....8.6 to 1

## **WIDE CHOICE OF TRANSMISSIONS**

Complementing the Courier's greater power, you have a choice of three great drives. The new standard 3-speed transmission—now even quieter and easier to operate—plus economical Overdrive\* that lengthens engine life and saves on gas, and . . .



## **FORDOMATIC DRIVE\***

New, advanced Fordomatic Drive provides wonderful driving ease. It offers the widest practical range of transmission ratios for smooth acceleration by combining a torque converter and automatic gear system. Unexcelled for stop-and-go delivery service, it cuts driver fatigue, eliminates clutch problems, reduces shock on power train and lengthens life of vehicle.

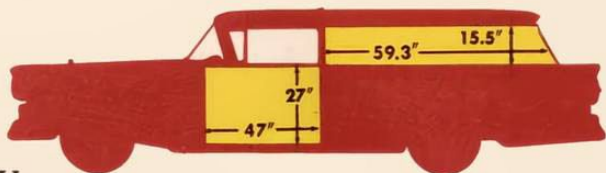
\*Worthwhile—at modest extra cost



# 1957 FORD



# SPECIFICATIONS



You'll be proud to have your company name and advertising message on this beautiful new Courier. And there's plenty of attractive advertising display area on side and door panels—over 15 sq. ft. per side.

**Courier Exteriors:** There are 11 new body colors available for '57 in Single Color: Colonial White, Raven Black, Dresden Blue, Starmist Blue, Cumberland Green, Willow Green, Silver Mocha, Doeskin Tan, Gunmetal Gray, Woodsmoke Gray, Flame Red. Bright-metal reveal windshield treatment and graceful molding along rear fender give added beauty.

**Courier Interiors:** The *Courier* has rich, long-wearing dark brown French-Stitch vinyl on cushions and seat backs.

The vinyl on doors and panels completes an over-all upholstery and interior trim creating an attractive, tastefully harmonizing effect. Front passenger-compartment floor is covered with practical Sof-Tread carpet-textured rubber in black.

**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.

**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 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 engine (air-cooled with Six). Three forward gears, 1 reverse. Automatic "low-gear" starts and "intermediate-gear" passing with selector in drive (D<sub>R</sub>) 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 and load areas, afford added protection. Frame is huskier and stiffer, provides more foot room. Brackets welded to inner and outer side rails are specially-shaped for Silent-Grip live-rubber body mounting system.

**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. 6 leaves with friction-control inserts in upper 5 leaves. Fully insulated with rubber bushings in front and rear eyes and pads at axles. Wind-up rubber bumper on frame side rail over forward spring section limits deflection under load for a smooth, even 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):** With V-8 or Six engine. *Conventional Drive*—3.89 standard, 4.11 optional. *Overdrive*—4.11 standard. *Fordomatic Drive*—3.56 standard.

**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; 191-sq. in. lining area. New, low-pedal type Swift Sure Power Brakes optional at extra cost.

**Tires:** Smaller, 14-in., 4-ply tubeless tires, new 5½" safety-type rims. 7.50 x 14 size.

**Dimensions:** 116" wheelbase; 59.0" front, 56.4" rear treads. Over-all length, 203.5". Height (maximum with design load), 58.7".

**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 seat. Swift Sure Power Brakes, Master-Guide Power Steering, Power-Lift Windows, I-Rest tinted safety glass. Fordomatic, Overdrive, Select-Aire Conditioner (for model with V-8 engine 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 folder are at extra cost. For the price of the Courier 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. 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