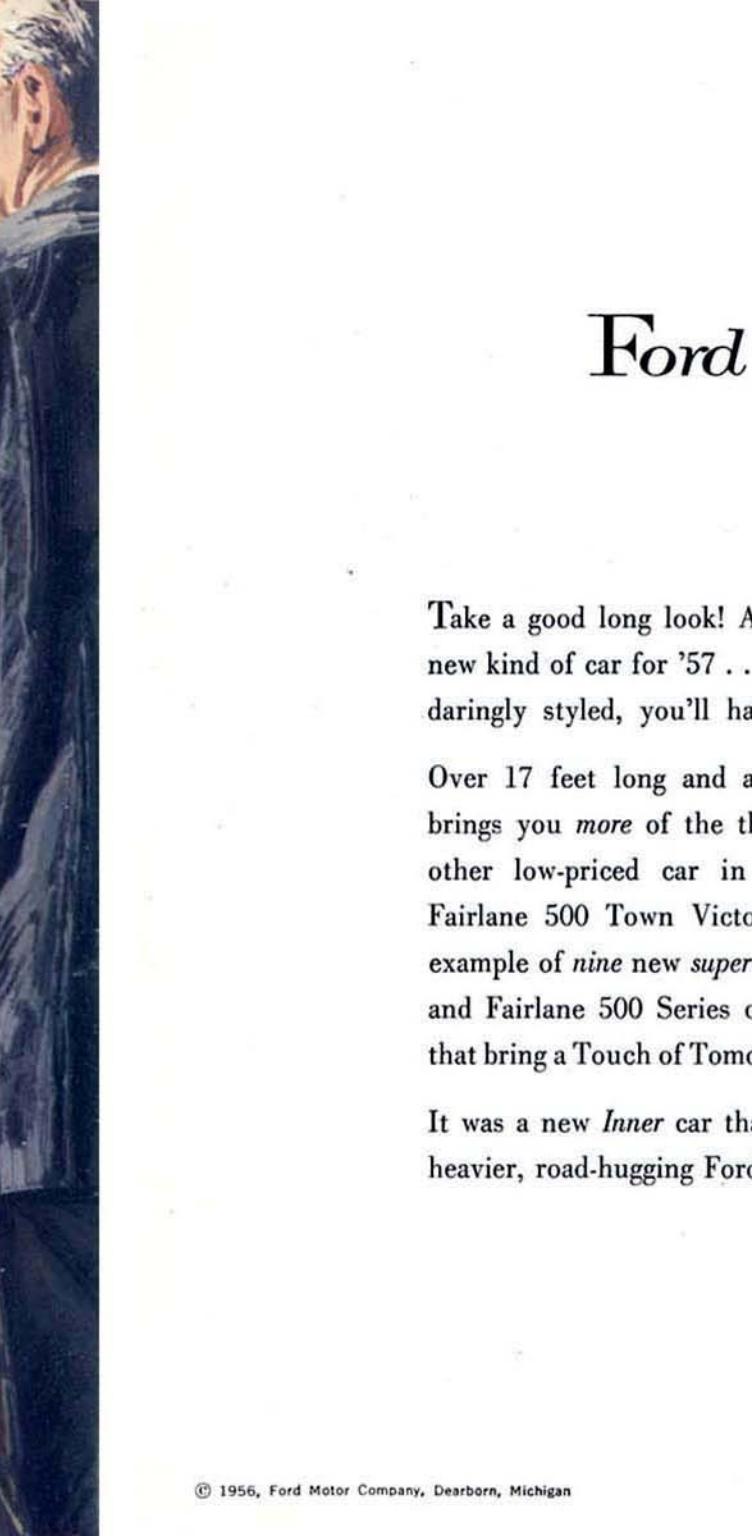


THE 1957 FORD Fairlane AND Fairlane 500





## *Ford brings a Touch of Tomorrow to the low-price field with a new kind of car for '57*

—

Take a good long look! Across the page you see a new kind of car for '57 . . . a car so big, so new, so daringly styled, you'll hardly believe it's a Ford.

Over 17 feet long and a scant 4 $\frac{3}{4}$  feet high, it

brings you *more* of the things you want than any other low-priced car in history. And this new

Fairlane 500 Town Victoria is just *one* beautiful

example of *nine* new super-size Fords in the Fairlane

and Fairlane 500 Series of fine cars . . . the cars

that bring a Touch of Tomorrow to the low-price field.

It was a new *Inner* car that made this new kind of

heavier, road-hugging Ford possible. The *Inner* Ford

— the part of the car you cannot see — was built to a longer, lower, wider scale. Ford engineers developed a Full-Cradle Chassis with a revolutionary wide-contoured frame . . . a new type of low-slung drive . . . a new level-ride suspension . . . a new mounting system for the built-for-keeps body.

Most important, the new *Inner* Ford provides the inner space needed to let you and your guests ride in roomy comfort, style and luxury. It's a new kind of gracious living on wheels.

On this silver anniversary of Ford's V-8 leadership,

ther's new kind of power to drive this new kind of Ford for '57. It's power that only the world's V-8 leader with 25 years' experience could give. And it comes in the widest engine choice in Ford history — new high-performance Thunderbird V-8's — and the world's most modern Six.

For 1957 . . . you can enjoy a new kind of fun with this new kind of Ford. Whether you choose the distinctive Fairlane or the glamorous Fairlane 500, you'll ride sweet, low and lowly in this new prestige car of the low-price field.



Take a good long look! Across this page you see a new kind of car for '57... a car so big, so new, so daringly styled, you'll hardly believe it's a Ford.

Over 7 feet long and a seat  $4\frac{1}{2}$  feet high, it brings you more of the things you want than any other low-priced car in history. And this new Fairlane 50 Town Victoria is just one beautiful example of fine new super-size Ford in the Fairlane and Fairlane 500 Series of fine cars... the cars that bring a Touch of Tomorrow to the low-price field.

It was a new *inner* car that made this new kind of heavier, road-hugging Ford possible. The *inner* Ford

part of the car you can see—was built to a longer, lower, wider scale. Ford engineers developed a Full-Cable Chassis with a revolutionary wide-contoured frame... a new type of low-slung drive... a new vehicle suspension... a new mounting system for the built-for-keeps body.

Most important, the new *inner* Ford provides the inner space needed to let you and your guests ride in roomy comfort, style and luxury. It's a new kind of gracious living on wheels.

On this silver anniversary of Ford's V-8 leadership,



there's a new kind of power to drive this new kind of Ford '57. It's power that's the world's V-8 leader with 25 years' experience cataloging. And it comes in the widest engine choice in Ford history—new high-performance Thunderbird V-8's and the world's most modern Six.

For '57... you can enjoy a new kind of fun with this new kind of Ford. Whether you choose the distinctive Fairlane or the glamorous Fairlane 500, you'll ride sweet, wide and low in this new prestige car of the low-price field.

Ford brings a Touch of Tomorrow to the low-price field with a new kind of car for '57

© 1956 Ford Motor Company, Dearborn, Michigan

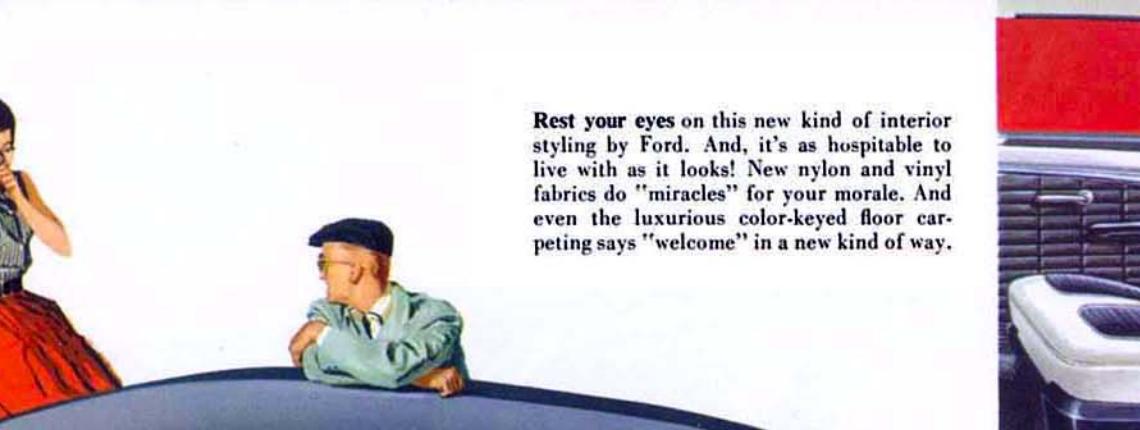


ING THE 1957 FORD *Fairlane 500* SERIES  
DISTINCTIVE MODELS

7airlane 500

It's easy to see why this long

an average man can rest his  
extra-tall people can feel right  
And it's so easy to get in and  
out and Automatic Doorman helps



A close-up, low-angle shot of the interior of a classic car. The view is through the front window, showing the front seats with dark, ribbed upholstery. The dashboard is visible, featuring a round speedometer and a radio. The car's interior is a light color, possibly cream or beige. The exterior of the car is a dark, metallic blue or grey. The lighting is dramatic, with strong highlights and shadows.

You'll find distinctive and all-through-the Fairlane example, Sunburst wheel and to add extra dash. The sculptured metal panel on which adds a decor that brings fully contoured corner wheels.

INTRODUCING THE 1957 FORD  
IN 5 DISTINCTIVE  
NEW MODELS

# Fairlane 500 SERIES

Ford goes first for '57 with a whole new world of magic in the revolutionary Fairlane 500 Series.

For example, *now you can have that wonderful Victoria "hardtop" look in a closed sedan!*

With windows up, the new, thin-line center pillars of the Fairlane 500 Club and Town Sedans are *completely concealed* by handsome chrome window frames. There's never been anything like it!

In addition, there's a new Full-Vision windshield that lets you *see* like never before . . . a clock that automatically retimes itself when you set it . . . rear doors with a built-in "helping hand"

for opening and closing . . . a windshield wiper you don't even hear. Best of all, there's a new kind of *fine-car prestige* that goes with this new kind of Ford that no other low-priced car can give you.

And for choice, the 1957 Ford Fairlane 500 Series offers 5 new models including two distinctive hardtops and a glamorous convertible. They're all available in a gay array of the finest new miracle fabrics for the interiors and a new kind of enamel for the outer finishes.



## Fairlane 500 TOWN VICTORIA

It's easy to see why this long, lean, low-line beauty is the highlight of the 1957

season. There's *never* been anything like it in a "hardtop." It's so low,

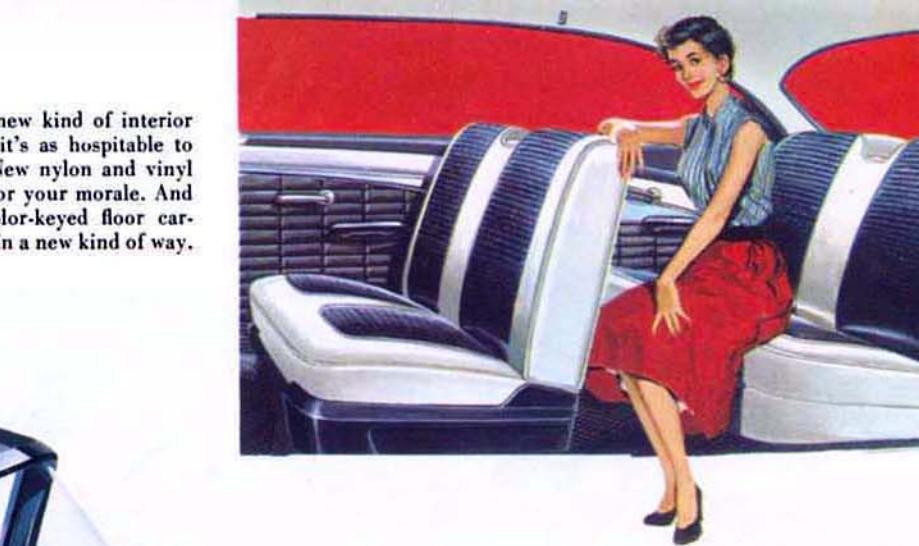
an average man can rest his elbows comfortably on its top! It's so long, six

extra-tall people can feel right at home in its luxury-living-room interior.

And it's so easy to get in and out of—with 2-stage checks in the front doors

and Automatic Doorman hinges in the rear—you'll want to invite your neighbors.

You'll find distinctive and practical touches all through the Fairlane 500 Series. For example, Sunburst wheel covers are standard, and extra dash. Then there's this sculptured metal panel on the Town Victoria which adds a decor that brightens the gracefully contoured corner where top meets body.





## *Fairlane 500* CLUB VICTORIA

For the newest standard of breath-taking beauty, breath-taking performance, look no further than this lovely two-door Victoria. The roof follows a new thin-line design that increases that wonderful "wide-open" convertible feeling . . . gives you greater strength and sedan snugness, too. Under the long, incredibly low hood you can get a new, high-compression V-8. And the sizzling Thunderbird "GO" it delivers at a touch of your toe is something extra special.

Even the rear seat backs are smartly "sculptured" for beauty in Ford Fairlane 500 models. Seats are oversized for extra comfort. Seat cushions are foam-rubber padded.

Look for this mark of distinction on the car ahead—the new Fairlane 500! The new Hi-Canted rear fender fin and king-size Jet-Tube taillight combine to set a new industry trend for the others to follow. Notice, too, how backup lights are handsomely centered. As in all '57 Fords, turn indicators are standard.



## *Fairlane 500* SUNLINER

Meet the newest and most thrilling version of America's favorite convertible. With a top that nests deeper than ever in the body, the dashing new Ford low-line silhouette shows to finest advantage in this bigger, sleeker Sunliner. Inside, too, it's lovely to look at, easy to keep looking lovely. Smartly-grained vinyl interiors match this new kind of convertible in beauty and dimension. A rich-looking, deep-textured floor covering is a trimly-tailored finishing touch.

This beautiful Fairlane rests in the road deck lid reflects the elegant touch that sets the new Ford a wonderful world apart from all other cars.





## *Fairlane 500 TOWN SEDAN*

This heavier, road-hugging four-door sedan presents every luxury, every convenience that one associates with the finest town cars. Its thrillingly low silhouette and dramatic "hardtop" styling are achieved with complete practicality . . . allow easy entry and graceful exit. In fact, the sleek new body with its typically Fairlane "sculptured" look is practical through and through. Twenty Silent-Grip body mounts soak up sound and shock. Under the roof, two kinds of insulation guard against heat, cold and noise.

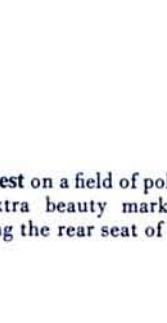
A silver crown of stainless steel slants out over the windshield top for greater strength and glare protection. New rain shields on front door protect the inverted-triangle vent windows.



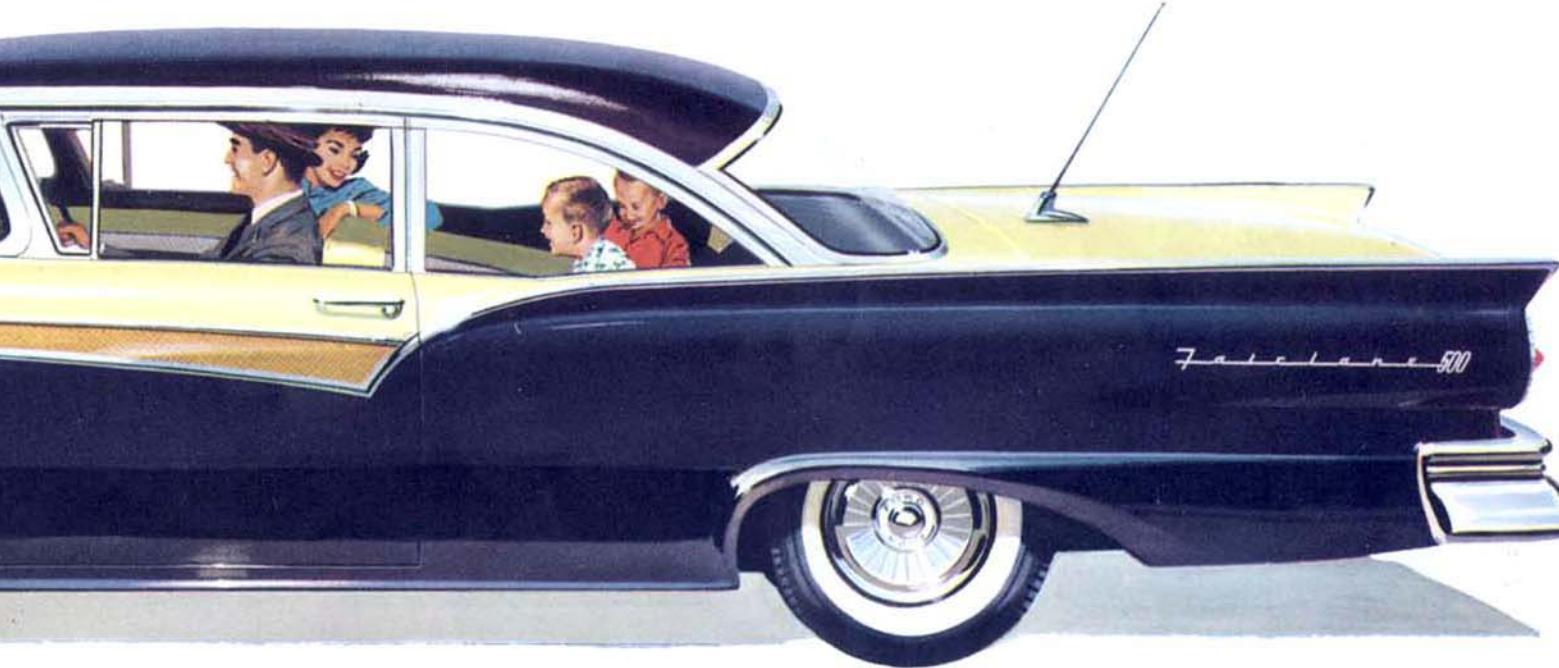
A new door! Then see how beautifully Ford blends them into a subtle scheme that's a sheer delight to the eye. Richly textured fabrics are as practical as they're handsome.



Easy entry, graceful exit are part of this low, long lovely's charm. Passengers sit lower and within Ford's contoured frame for greater comfort, greater safety. And just look at the rich hues of the matching trim and seat fabric. There's a wide choice to match your personal taste.



This distinctive crest on a field of polished chrome is an extra beauty mark that you'll find dividing the rear seat of every Fairlane 500.

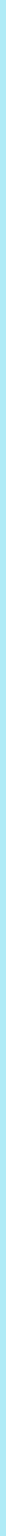
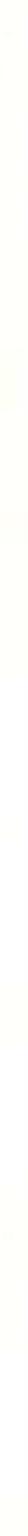
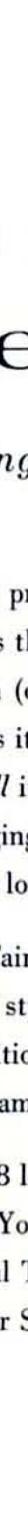
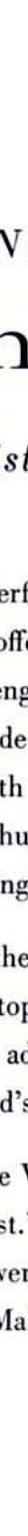
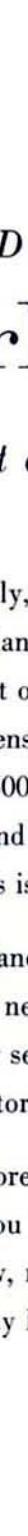
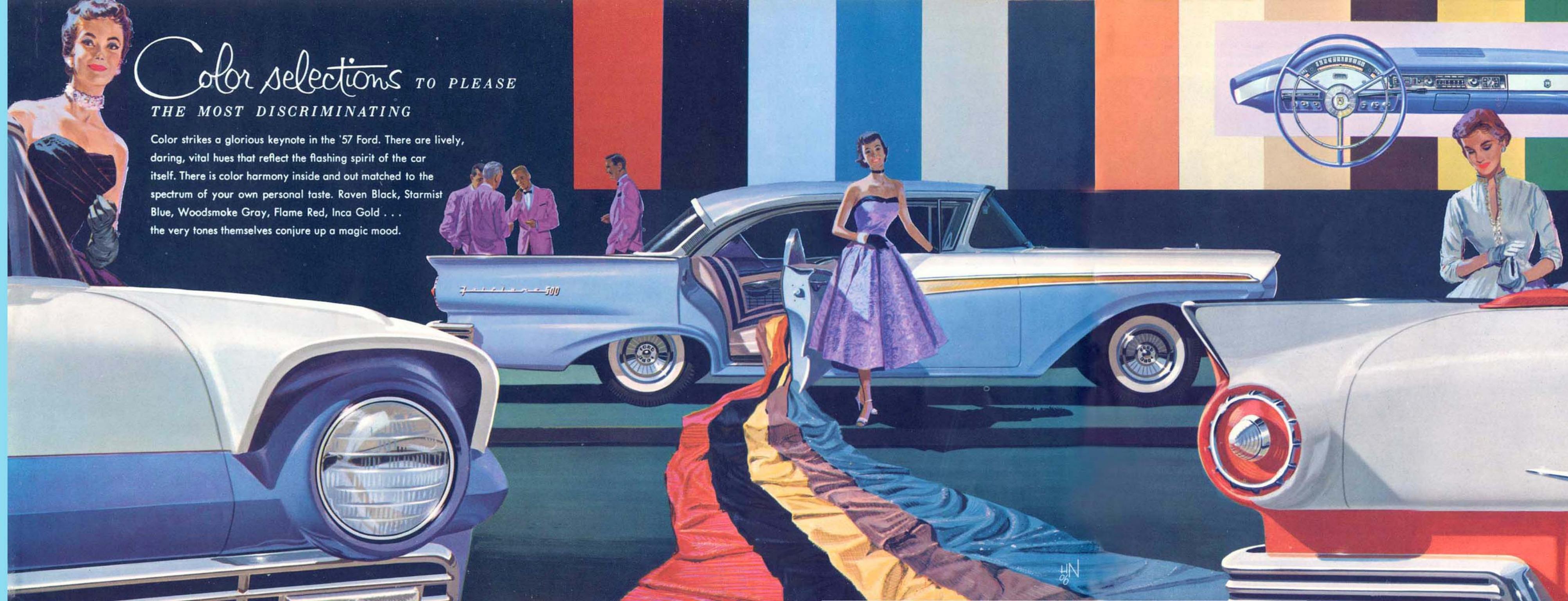


## *Fairlane 500 CLUB SEDAN*

At a glance you'd say, "Hardtop!" Yet a strong, super-thin pillar concealed behind the window frames makes this a gaily practical two-door sedan. As in all '57 Fords, the new Full-Vision windshield wraps around further than ever. The body name gives glorious, longer-lasting lustre to a wide choice of colors. On Fairlane 500 models, you can choose brilliant Single Colors . . . or stunning Style Tone combinations . . . each highlighted by a gold anodized, textured aluminum side trim.

It symbolizes the Touch of Tomorrow.







**Beautiful upholstery** of nylon cloth and grained vinyl is yours in colors and combinations that you'd be proud to choose for your own home. And rarely has such beauty been so practical, so easy to clean, so much longer lasting.



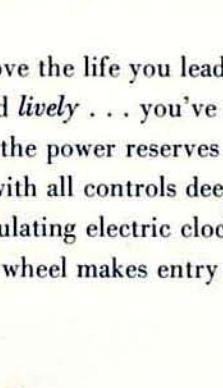
## Fairlane TOWN VICTORIA

This lovely hardtop reflects in every line the perfect taste and vital interests of its owner. It combines four-door convenience with open-car enjoyment for extra room, extra comfort, extra fun . . . whether you're riding alone or carrying five other passengers and a small dog. It's Thunderbird-low and it's packed with Thunderbird "GO"! It makes driving such a joy that you'll have the map reader looking for the *longest* way home.

The door handles boast Ford's new flowing lines. They're double-anchored, too, for extra strength and security.



Smart as they come! Even the hood ornament has caught the "out front" spirit of the new Fairlane!



## CLUB VICTORIA

You'll love the life you lead in this panther-trim two-door Victoria. It's a gay as spring itself and *lively* . . . you've never known the full meaning of the word until you unleash the power reserves of its mighty engine—V-8 or 6. The instrument panel is curved with all controls deeply recessed for personal protection. As in all Fairlanes, a new Self-Regulating electric clock is standard. A newly designed deep-center steering wheel makes entry and exit as easy as pie, improves control and visibility, too.

**New comfort-concours seats** make "luxury" a word that lasts the whole trip through whether it's ten, twenty or 2,000 miles. You arrive looking as brand-new fresh as the beautiful materials that cover these new chain-anchored seats.

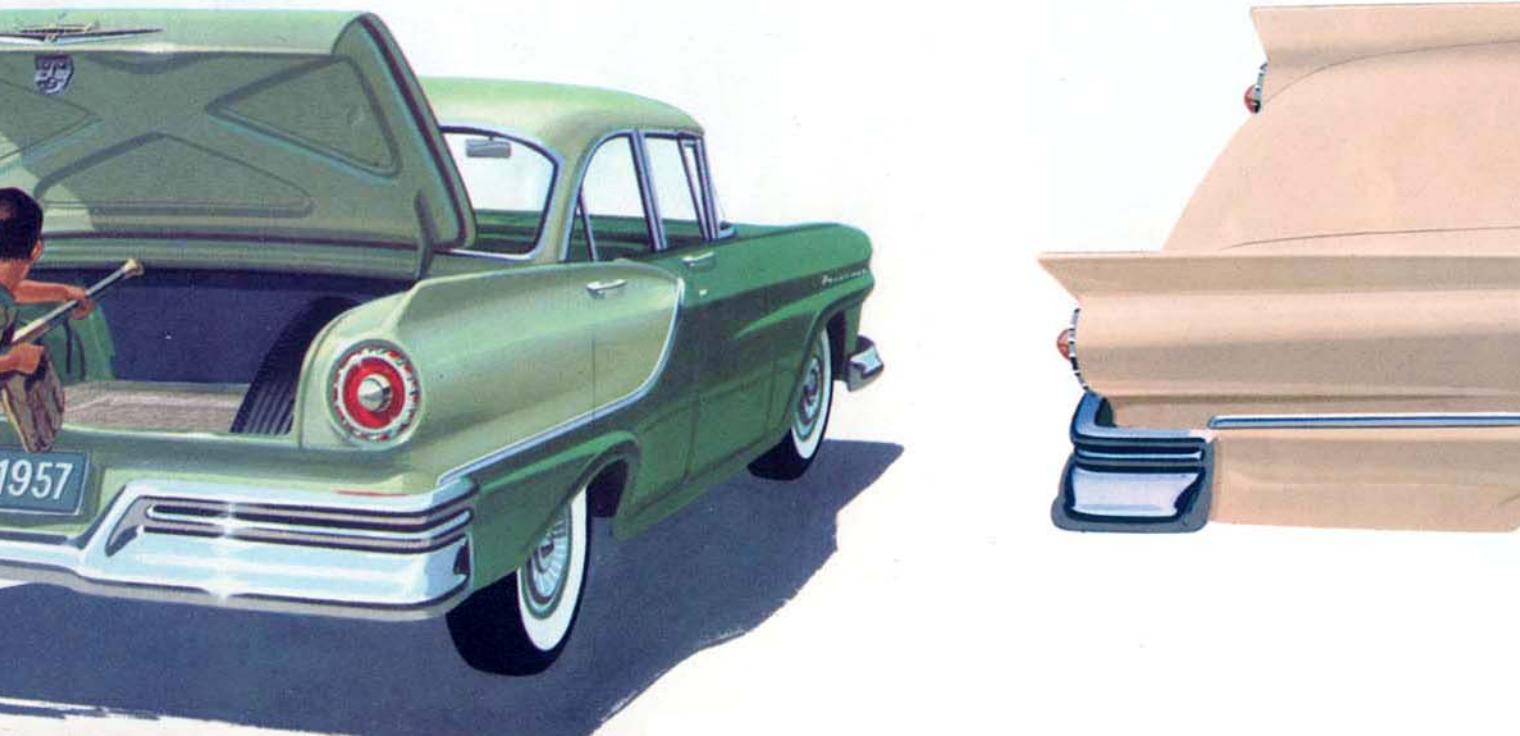




### Fairlane TOWN SEDAN

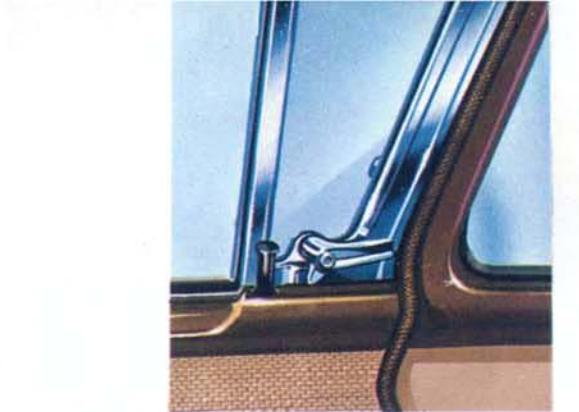
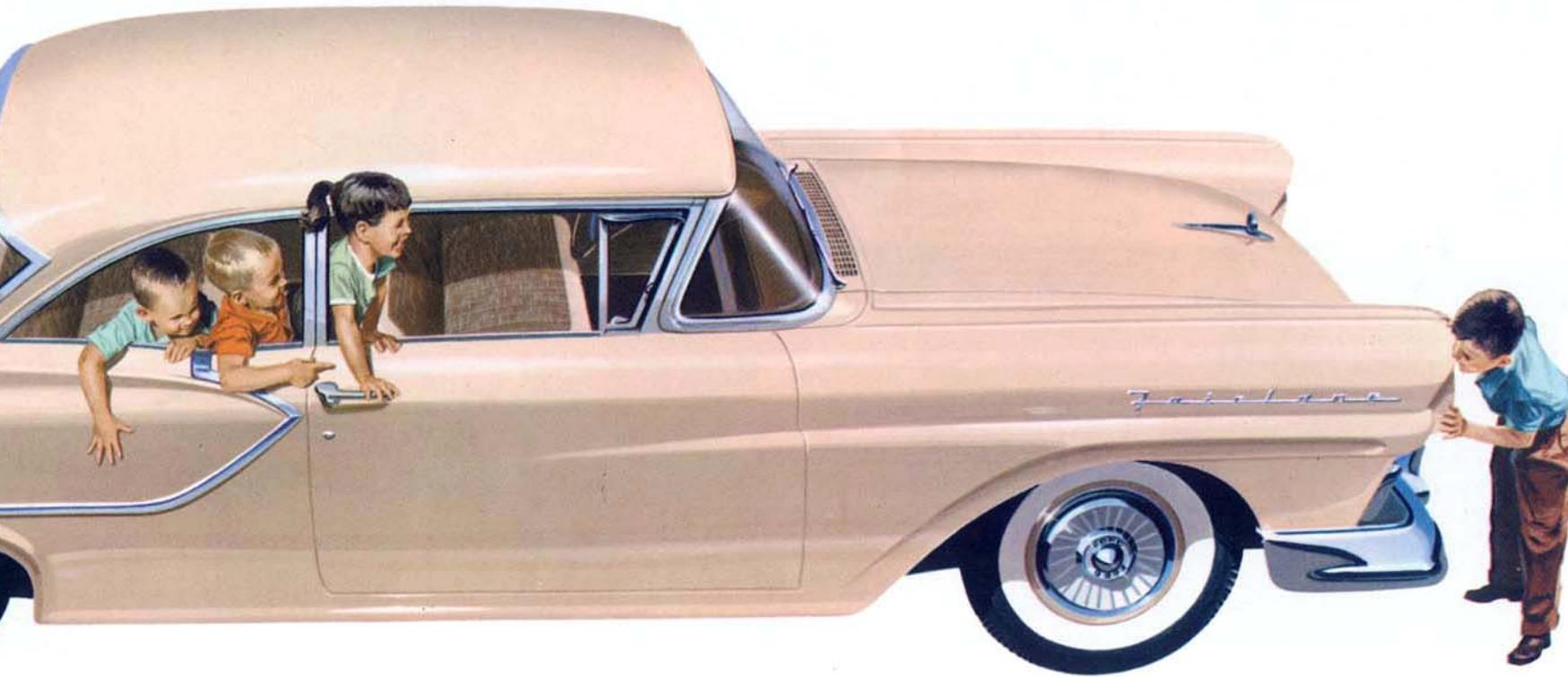
You're comfortably at home in the fine-car class wherever you drive this handsome four-door sedan with its graceful "hardtop" styling. It looks like a Victoria because the body center posts are smartly concealed behind the slim, trim window frames! Other styling highlights are the bright metal rear side molding and Sunburst wheel covers that are standard on all models. Yes, from unique new hooded headlights to the flared rear fins, there's new beauty and distinction. And from stem to stern there's new heavyweight strength and rigidity.

**Pop up the counterbalanced deck lid** and discover a regular "cavern" of luggage space. Whether you're packing for a day at the beach or a month in the country, you can keep the seats reserved for passengers only.



### Fairlane CLUB SEDAN

"Delightfully different" describes this six-passenger, two-door beauty. With its super-thin center post it looks just like a Victoria, and when you say, "scat!" it skedaddles just like its kissin' cousin, the Thunderbird! Front and rear seats are designed to give you greater comfort, longer. And, as in all Fairlane models, there's more space above, below and all around, than you ever thought possible in a low-priced car!



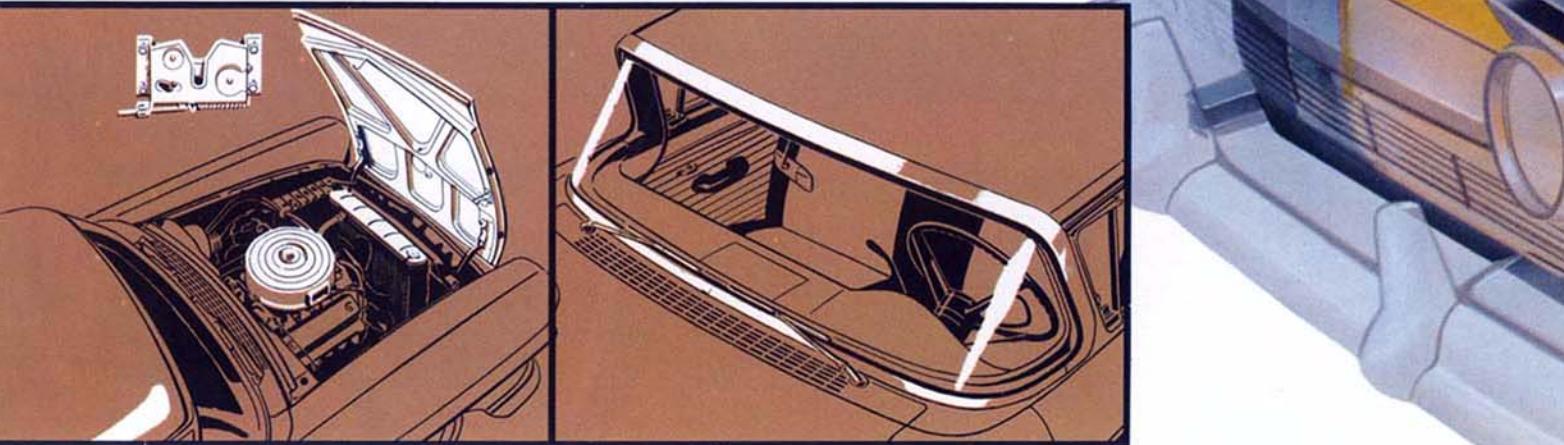
**New Full-Wide windshield** wraps around and back further than ever. New triangular windows are tailored to the slanting slant of the steep-back front pillars. Note new door lock button is up front for easier closing.

# Beneath its greyhound grace the '57 Ford rides silent, solid and secure!

See how comfort and safety surround you when you and your family relax in this new kind of Ford.

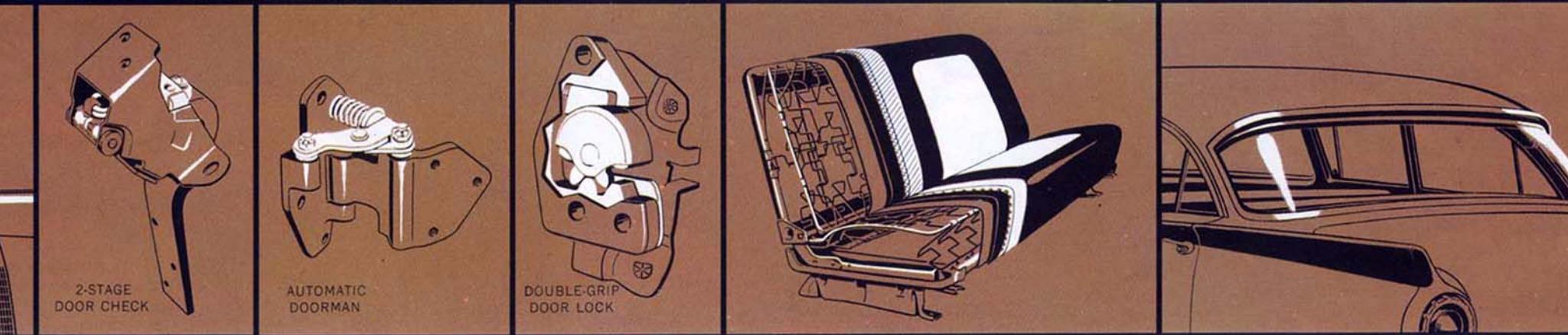
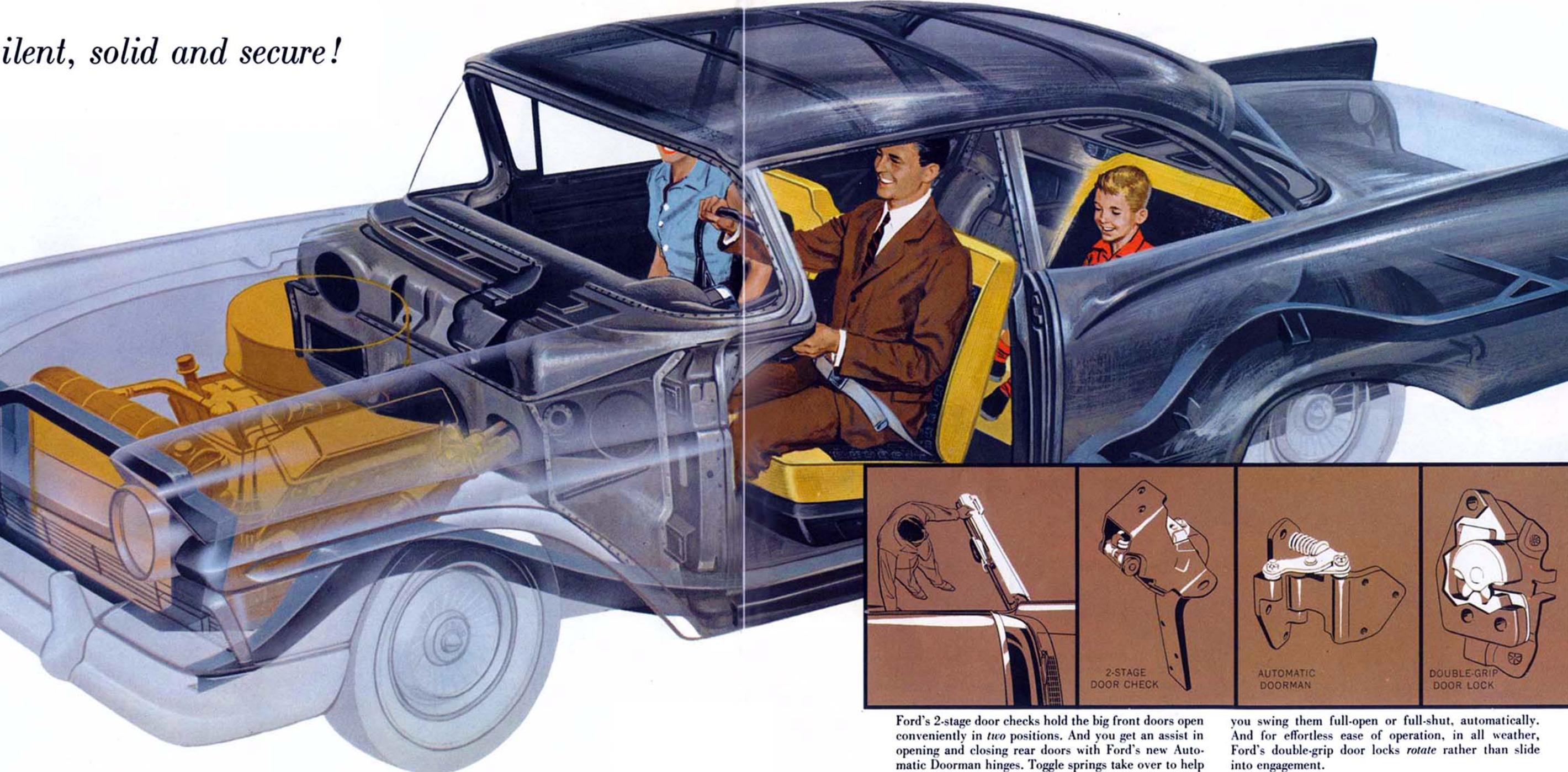
It's thoroughly sound-conditioned against inside and outside noise. It's insulated and sealed against heat and dust, summer rains, winter winds. The body structures are braced and welded to form one incredibly tough unit. This is joined to the chassis by twenty Silent-Grip live-rubber body mounts that soak up noise and shock for a smoother, quieter ride.

Notice, for example, the five steel, channel-section cross braces that span the roof at front, center and rear. Everywhere there's extra strength for extra built-in safety . . . extra long life. It's all part of the extra quality that's yours for '57 . . . at traditionally low Ford prices.



**New front-hinged hood** is mounted so as to give greater accessibility to engine compartment . . . provide greater security. Hood release is conveniently located in driver's compartment.

**Upper cowl, door pillars and dash panel** are integrated into a stronger, more rigid unit. Even the new cowl ventilation system makes the new Inner Ford stronger.

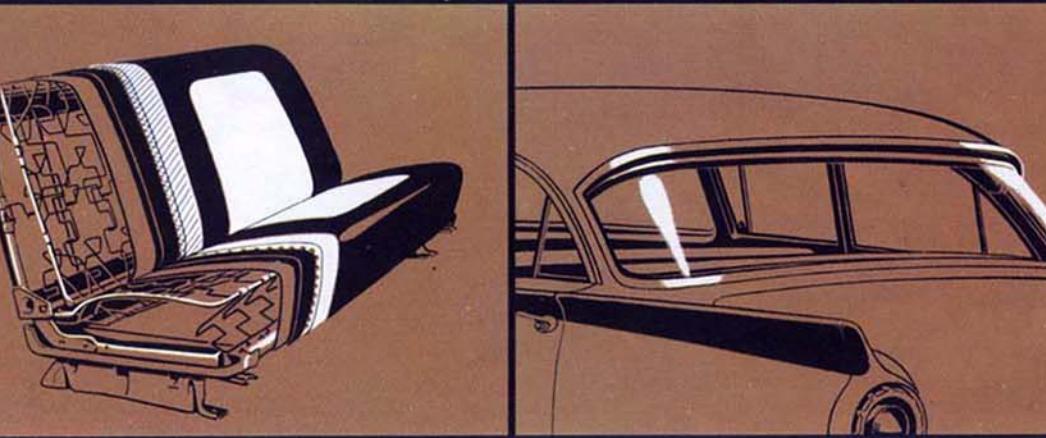


Ford's 2-stage door checks hold the big front doors open conveniently in two positions. And you get an assist in opening and closing rear doors with Ford's new Automatic Doorman hinges. Toggle springs take over to help

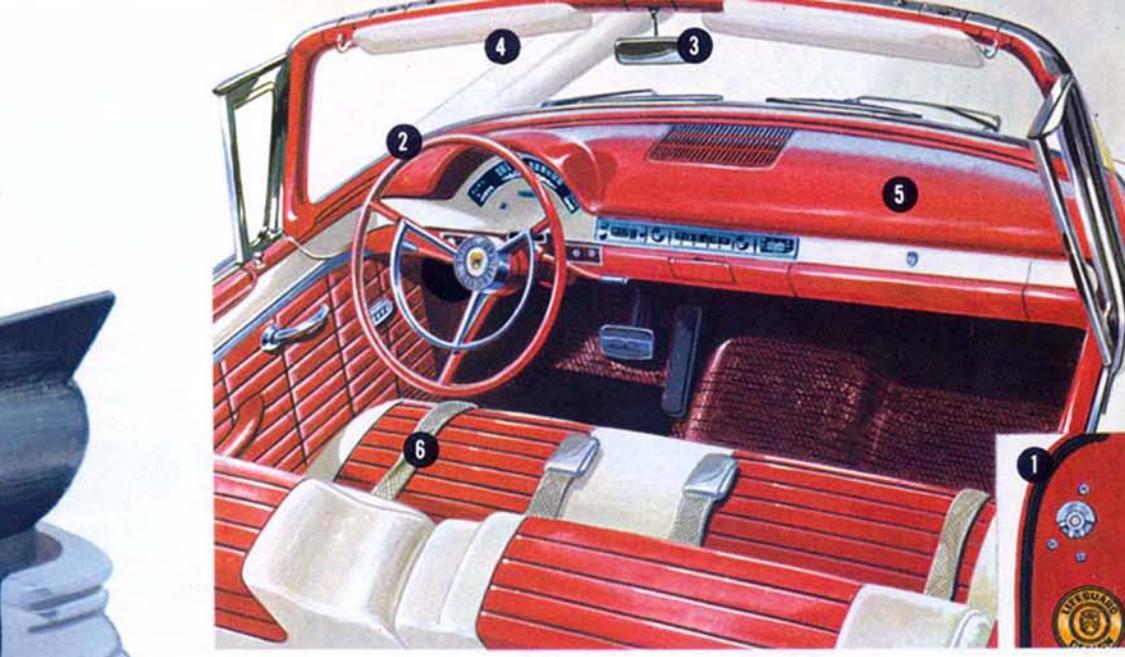
you swing them full-open or full-shut, automatically.

And for effortless ease of operation, in all weather, Ford's double-grip door locks *rotate* rather than slide into engagement.

Front seat. Thick foam-rubber floats on forged-wire springs and plastic-covered tension wires to give you a new kind of driving luxury that lasts the whole trip long . . . whether it's five miles or 50!



Roof slants out over the wrap-around fullision rear window in a stylishvisor effect. This gives greater head room in the rear seat. It makes riding more fun in a Ford!

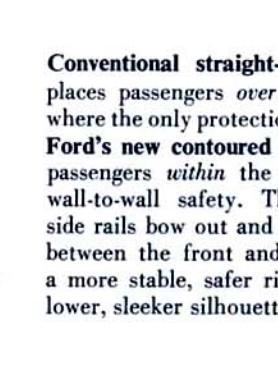


**SAFETY . . .** 1. New lifeguard door locks give added protection against doors springing open upon impact, resist pulling forces up to 2,600 lb. 2. Lifeguard deep-center steering wheel protects driver from the steering post. 3. Lifeguard safety-swivel review mirror swings away if struck. 4. Lifeguard sun visors are fully cushioned with super shock-absorbing material.\* 5. Lifeguard cushioning is also available in instrument panel.\* Control knobs are deeply recessed for still more safety. 6. Body-anchored Ford safety belts help keep you in your seat.\*

\*For vehicle protection—a very modest extra cost.

## All-new chassis...huskiest wheeled-foundation ever built for a car!

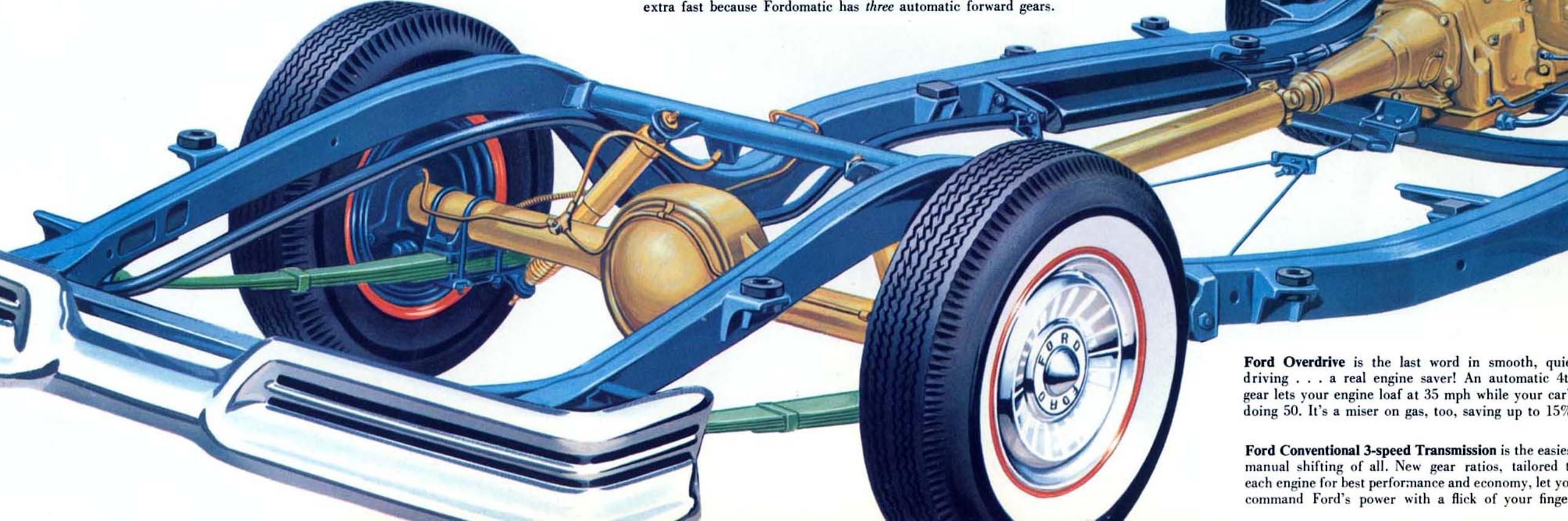
The new kind of "magic" you'll find driving the '57 Ford starts with the new *Inner Ford*. And its very foundation is a completely new and revolutionary chassis. There's a new contoured frame—built a full foot wider midway to give you a new kind of wall-to-wall protection. Side rails are huskier with five cross members (three of a new tubular construction) for greater strength and rigidity. New tapered driveshaft, new deep-offset hypoid rear axle, sturdier 14" wheels team with a new Angle-Poised 4-Way Front Suspension system and new Even-Kel Rear Springs to give you a road-hugging, bump-leveling ride!



Conventional straight-rail frame (at left) places passengers *over* the frame side rails where the only protection is a thin body shell. **Ford's new contoured frame** (at right) puts passengers *within* the frame rails for new wall-to-wall safety. The thicker, stronger side rails bow out and dip down in the area between the front and rear wheels to give a more stable, safer riding platform . . . a lower, sleeker silhouette.



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



**Ford Overdrive** is the last word in smooth, quiet driving . . . a real engine saver! An automatic 4th gear lets your engine loaf at 35 mph while your car's doing 50. It's a miser on gas, too, saving up to 15%!

**Ford Conventional 3-speed Transmission** is the easiest manual shifting of all. New gear ratios, tailored to each engine for best performance and economy, let you command Ford's power with a flick of your finger.

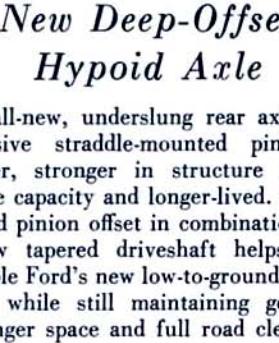
### New Deep-Offset Hypoid Axle

The all-new, underslung rear axle with exclusive straddle-mounted pinion is quieter, stronger in structure and in torque capacity and longer-lived. Greater hypoid pinion offset in combination with a new tapered driveshaft help make possible Ford's new two-to-ground dimensions while still maintaining generous passenger space and full road clearance.



### New Level-Ride Rear Suspension

New outboard-mounted rear springs with longer leaves ahead of axle keep car on a more even keel during starts and emergency stops. New rubber bumper shortens effective spring length for greater "variable rate" action. You get a smooth, level ride even with changing loads and loads.

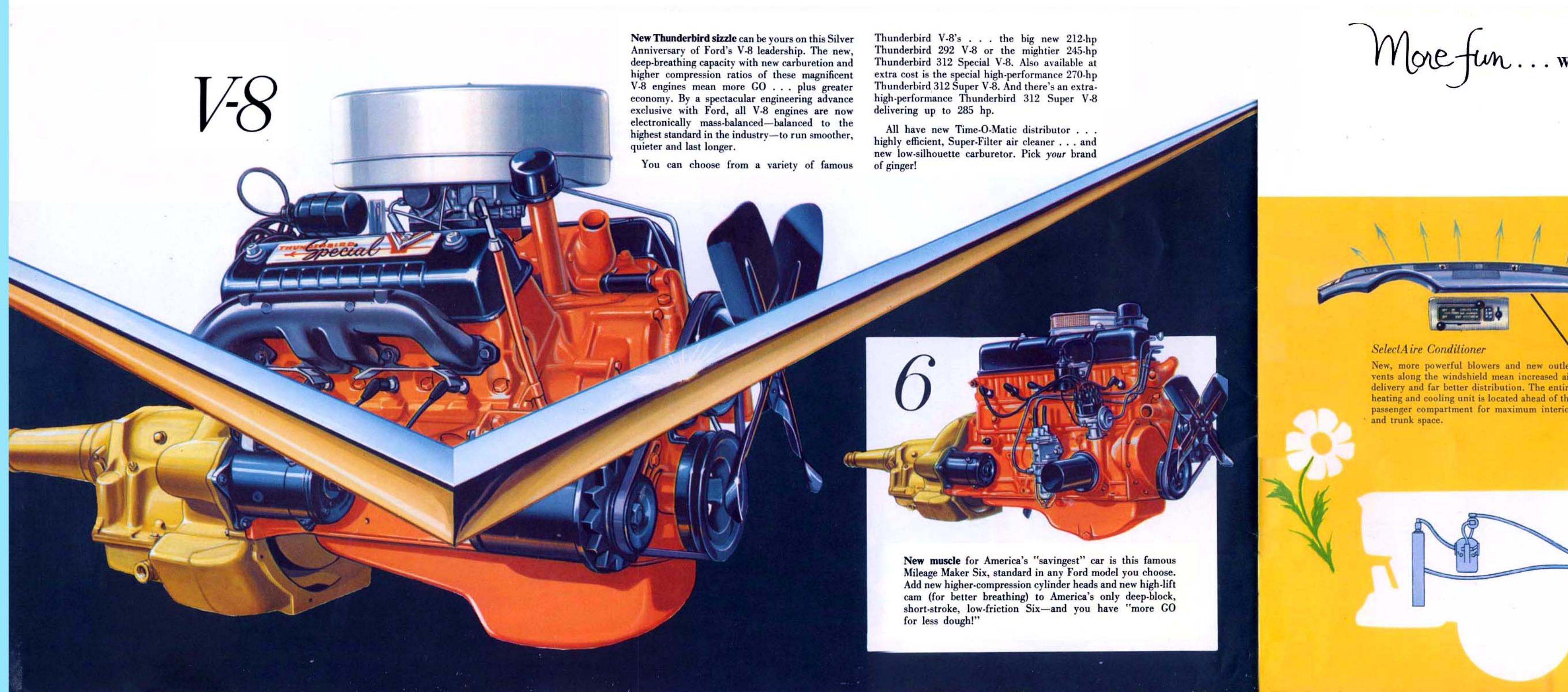


### New 4-Way Ball-Joint Front Suspension

For '57, Ford braking is easier . . . more uniform . . . requires less pedal pressure. Up front, where most of the braking work is done, brake cylinders are mounted directly to the husky steel wheel spindles for extra-rugged strength. Easy single-point brake adjustment.



### New Gain-Grip Brakes



**New Thunderbird sizzle** can be yours on this Silver Anniversary of Ford's V-8 leadership. The new, deep-breathing capacity with new carburetion and higher compression ratios of these magnificent V-8 engines mean more GO . . . plus greater economy. By a spectacular engineering advance exclusive with Ford, all V-8 engines are now electronically mass-balanced—balanced to the highest standard in the industry—to run smoother, quieter and last longer.

All have new Time-O-Matic distributor . . . highly efficient, Super-Filter air cleaner . . . and new low-silhouette carburetor. Pick your brand of ginger!

You can choose from a variety of famous

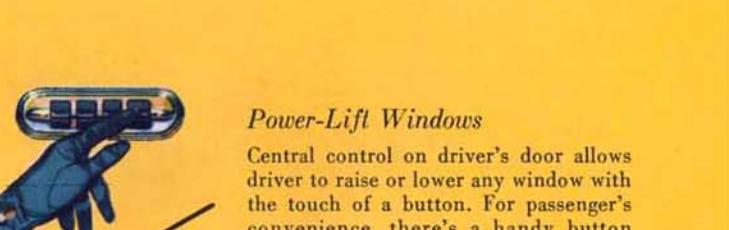
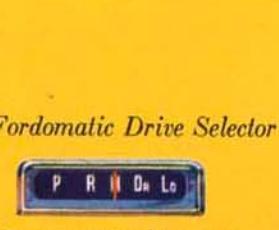
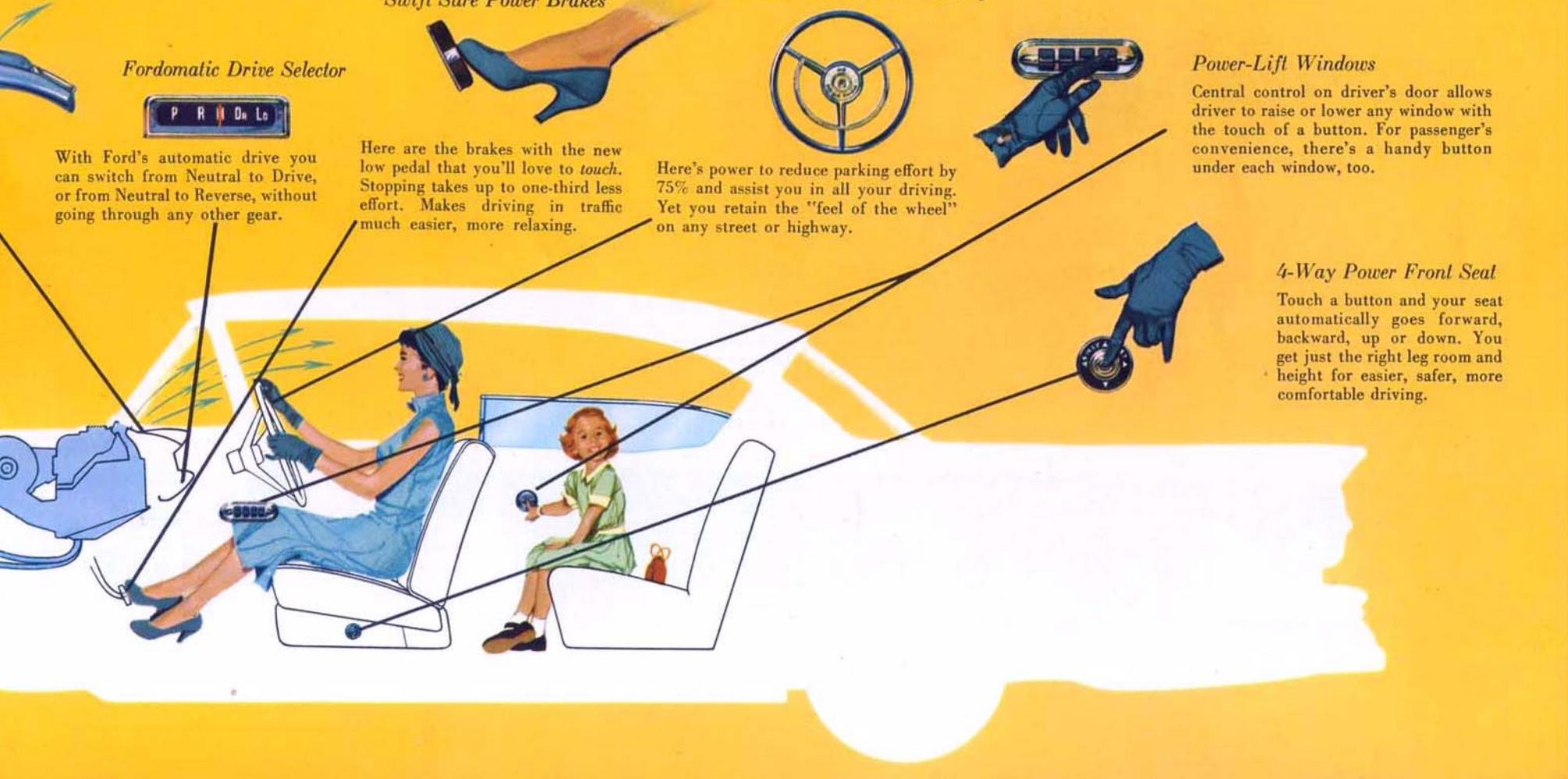
Thunderbird V-8's . . . the big new 212-hp Thunderbird 292 V-8 or the mightier 245-hp Thunderbird 312 Special V-8. Also available at extra cost is the special high-performance 270-hp Thunderbird 312 Super V-8. And there's an extra-high-performance Thunderbird 312 Super V-8 delivering up to 285 hp.

And with Ford's new SelectAire Conditioner you can heat your Ford in the winter, cool it in the summer, by moving the dual lever controls. You never had it so easy—or so comfortable—as in the '57 Ford.

## 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 . . . and a

low Ford prices! You can have power to help you steer, stop, shift, adjust the seat and raise and lower windows.



### SelectAire Conditioner

With Ford's automatic drive you can switch from Neutral to Drive, or from Neutral to Reverse, without going through any other gear.

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.

Here are the brakes with the new low pedal that you'll love to touch. Stopping takes up to one-third less effort. Makes driving in traffic much easier, more relaxing.

It's power to reduce parking effort by 75% and assist you in all your driving. Yet you retain the "feel of the wheel" on any road or highway.

### Fordomatic Drive Selector

P R N D

Here are the brakes with the new low pedal that you'll love to touch. Stopping takes up to one-third less effort. Makes driving in traffic much easier, more relaxing.

It's power to reduce parking effort by 75% and assist you in all your driving. Yet you retain the "feel of the wheel" on any road or highway.

Here are the brakes with the new low pedal that you'll love to touch. Stopping takes up to one-third less effort. Makes driving in traffic much easier, more relaxing.

It's power to reduce parking effort by 75% and assist you in all your driving. Yet you retain the "feel of the wheel" on any road or highway.

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### Swift Sure Power Brakes

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### Master-Glide Power Steering

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### Power Lift Windows

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### 4-Way Power Front Seats

It's power to reduce parking effort by 75% and assist you in all your driving. Yet you retain the "feel of the wheel" on any road or highway.

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### Power Lift Windows

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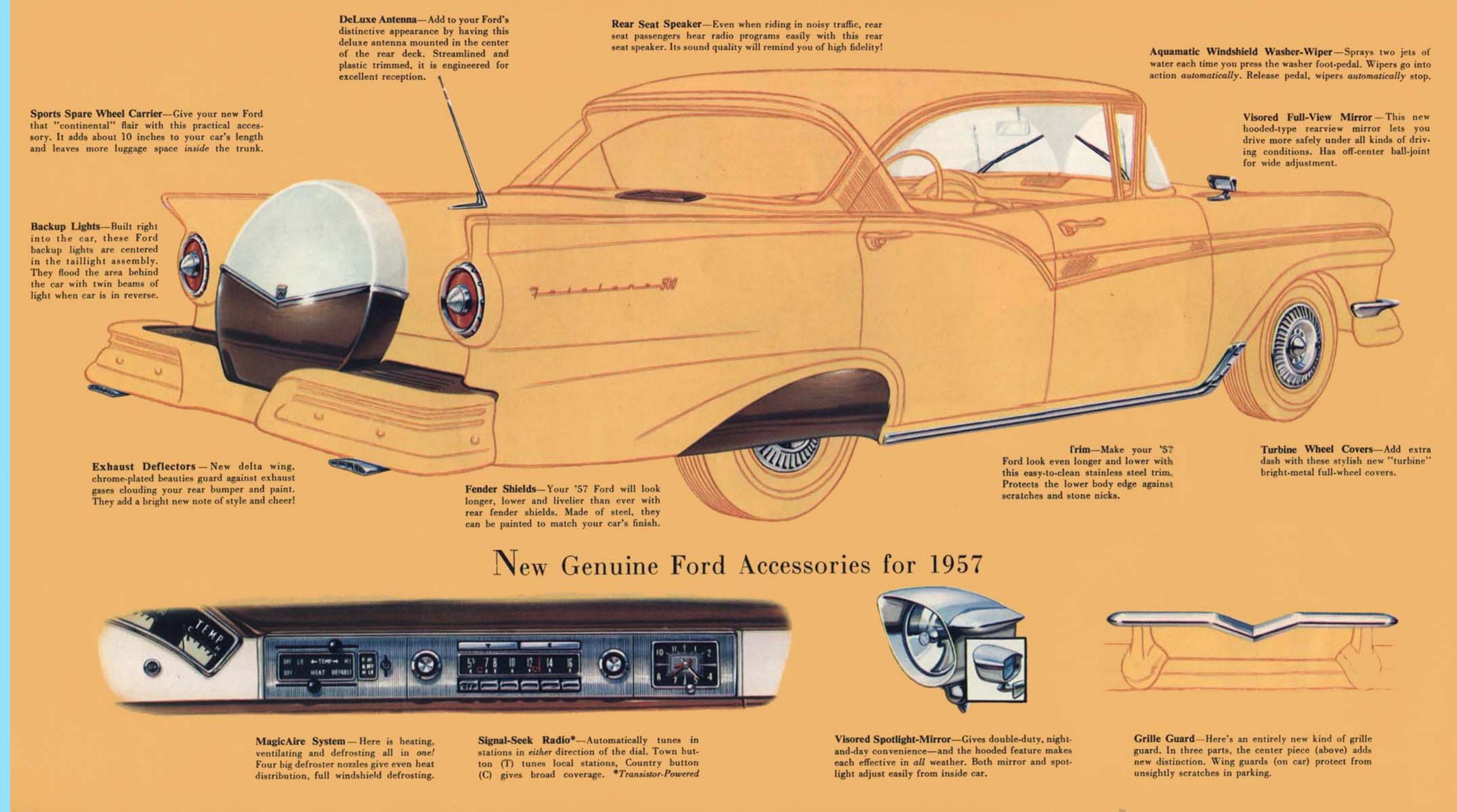
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## New Genuine Ford Accessories for 1957

**Sports Spare Wheel Carrier**—Give your new Ford that "continental" flair with this practical accessory. It adds about 10 inches to your car's length and leaves more luggage space *inside* the trunk.

**Backup Lights**—Built right 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.

**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!



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

(C) 1957 Ford Motor Company

**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!

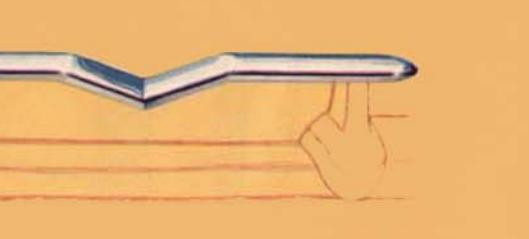
**Visored Full-View Mirror**—This new hooded-type rearview mirror lets you drive more safely under all kinds of driving conditions. Has off-center ball-joint for wide adjustment.

**Aquamatic Windshield Washer-Wiper**—Sprays two jets of water each time you press the washer foot-pedal. Wipers go into action *automatically*. Release pedal, wipers *automatically* stop.

**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

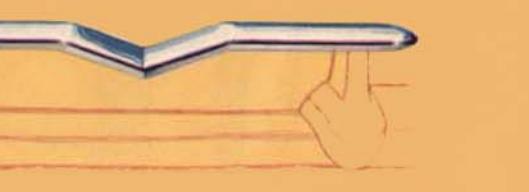
**Visored Spotlight-Mirror**—Gives double-duty, night-and-day convenience—and the hooded feature makes each effective in *all* weather. Both mirror and spotlight adjust easily from inside car.

(C) 1957 Ford Motor Company



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**Grille Guard**—Here's an entirely new kind of grille guard. In three parts, the center piece (above) adds a stabilizer. Suspension-arm pivots rubber-bushed for quietness, require no lubrication. Viscous-control shock absorbers. Torsion-to-metal coil springs.

(C) 1957 Ford Motor Company

**Front Suspension**—New Angle-Pivoted, 4-way ball joint design with one-piece stabilizer. Suspension-arm pivots rubber-bushed for quietness, require no lubrication. Viscous-control shock absorbers. Torsion-to-metal coil springs.

(C) 1957 Ford Motor Company

**Front Drive**—Torsion-concentric drive with V-8's, 3.62 standard, 3.75 optional; with Six, 3.70 standard, 3.89 optional. Overdrive—with V-8's, 3.0 standard, 3.5 optional; with Six, 3.82 standard, 3.71 optional. Fordomatic Drive—with 8's or Six, 3.10 standard, 3.6 optional.

**Front Axle**—New, stronger, low-slung hypoid semi-floating type with exclusive sturdily-mounted deep-dish pinion.

**Front Ratio (1 to 1)**—Conventional Drive—with V-8's, 3.6 standard, 3.70 optional; with Six, 3.70 standard, 3.89 optional. Overdrive—with V-8's, 3.0 standard, 3.5 optional; with Six, 3.82 standard, 3.71 optional. Fordomatic Drive—with 8's or Six, 3.10 standard, 3.6 optional.

**Front Wheel**—Worm and trip-lobed gear mechanism. Anti-friction bearings throughout. Symmetrical slanting; 27 to 1 overall ratio; 7 1/2" 3-spoke lug-plate polished steel wheel. Approx. 40" turning diameter. Master-Grip Power Steering optional extra cost.

**Front Brakes**—Double-lead, Gait-Grip hydraulic; suspended pedal; 11" drum; 10.80-in. in-line area. New, low-pedal Swift-Sure Power Brakes optional extra cost.

**Front Clutch**—Single-camfrugal clutch with fully-weighted levers for more positive engagement; suspended clutch pedal. Conventional Drive has 3 forward speeds and 1 reverse, with gear ratios tailored to each engine. New shot-peened, fine-pitched helical gears for greater strength and quietness; forgedbronze synchronizers. Overdrive is combination of speed transmission plus a automatic 4th gear that cuts in about 28 mph, cuts out about 22 mph.

**Front Torque Converter**—Torsion 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 drive (D) position, illuminated selector dial with steering-post-mounted lever for natural feel, natural sequence.

**Front Differential**—New 5-cross-member, precision-milled, ladder-type reinforced box-section construction. Unique wide-angle side rails which extend outside seating area, afford passengers added protection. Frame is thicker and stiffer, provides more foot room. Brackets welded to inner and outer side rails are specially-shaped for 20 Sil-Grip live-rubber body mounts. Sunliner frame has an additional 10 Sil-Grip live-rubber body mounts. Sunliner frame is an addition to 1-beam X-member center (replacing 3rd cross member), uses 4 Sil-Grip and 4 laminated fiber insulation mounts for greater rigidity.

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THE 1957 FORD

Fairlane AND Fairlane 500



