

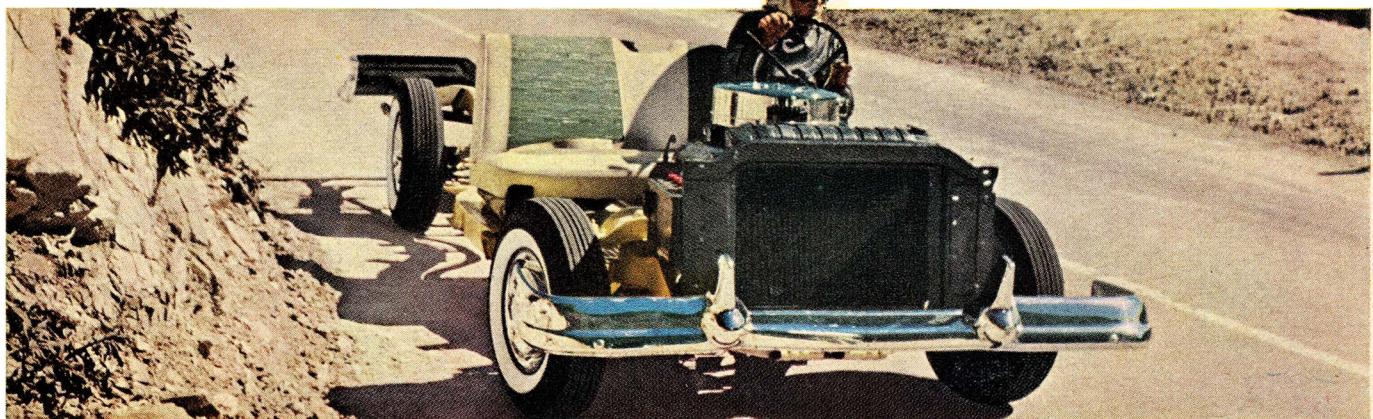


No car "out-handles" the new kind of Ford

Strong claims need strong proof. For proof of our claim—no car "out-handles" the new kind of Ford—take an Action Test in one of Ford's twenty-one action-packed models.

Start from a cramped parking space. Tackle some traffic. The responsive Ford actually makes a treat out of parking and heavy traffic. It almost steers itself!

Turn to the highways. Ford sits the road rock-steady. Now the byways. Curves are clear sailing for Ford... bumps are smothered beneath a magic carpet of comfort.



and the new "Inner Ford" is why!

Ford's delightful "road-ability" starts with a new full-cradle frame that lowers the center of gravity. Swept-back Ball-Joint front suspension "adjusts" to every road surface. New Level-

Ride rear suspension keeps an even keel in the roughest going. See your Ford Dealer. Take an Action Test. Six or V-8, you'll find the going's great. Then ask the price. You'll love it!

FORD

gives you the fine car feeling
at half the fine car price



Beauty and brawn—new Fairlane 500 Club Victoria

America's No.1 construction job

Underneath all the beauty of this '57 Ford is hidden the most rugged construction job you're likely to find anywhere—a sculptured-in-steel body that keeps your Ford looking youthful and glamorous.

But there's much more to the new "Inner Ford." Take the advanced design of Ford's new wide-base frame that seats passengers safer, within the protection of the massive frame rails. Take "worth more" qualities like the

straddle-mounted rear axle pinion, a spare-no-expense feature that Ford shares with only one other manufacturer today—Rolls Royce. Take the exclusive electronic "mass-balancing" of Ford V-8 engines for smoother running, longer life.

Ask your Ford Dealer for an Action Test. It will answer all your questions.

FORD

Everything about the new kind of Ford
says fine car... except the price

Long, lean and lovely—Fairlane Club Victoria





New England has everything!

From historic fishing villages, covered bridges and Bunker Hill to the most modern golf courses, air-conditioned summer theatres and the finest swimming in the world... whatever you want, New England's got it!

There's a very special thrill in store when you journey to New England. For here are the quaint and quiet towns where the spirit of America was born.

And for a *perfect* blend of the old and the new, there's nothing like a New England Journey in the new kind of Ford.

You ride in the heaviest, longest, loveliest car the money can buy. And no matter how long or winding your New

England Journey, you arrive refreshed, for you have an all-new inner Ford.

Power? Ford's new Silver Anniversary V-8 power was *made* for those new New England superhighways.

If you haven't yet discovered how new this new kind of Ford really is, see your neighborhood Ford Dealer and ask for an Action Test.

Send for a free booklet and map!



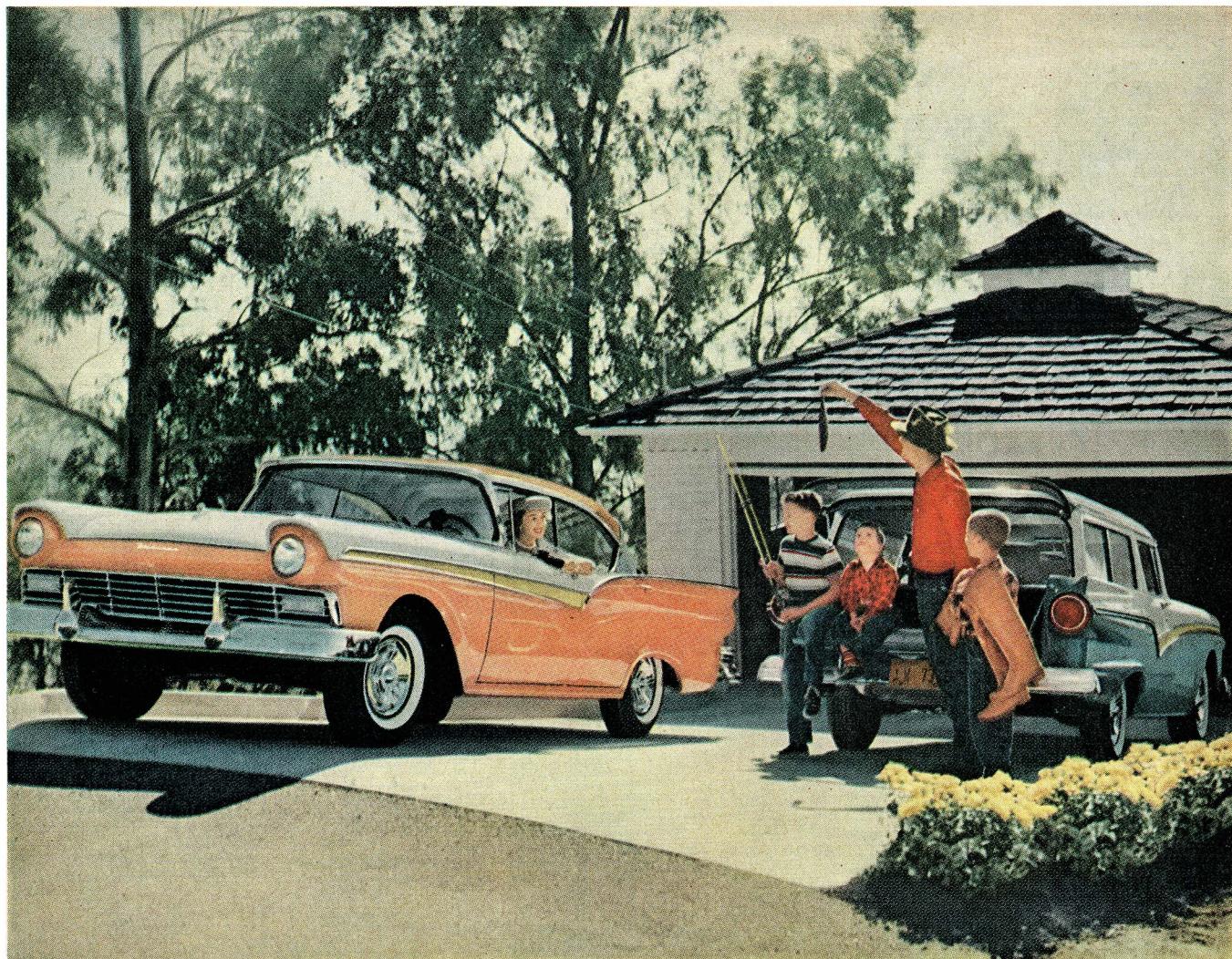
Write to:
New England Journeys, Dept. N
Back Bay P. O. Box 151, Boston, Mass.

Name _____

Street Address _____

City _____ State _____





The Fairlane 500 Town Victoria and Del Rio Ranch Wagon make a beautiful combination

Set your family 2-Ford free

Over 300,000 American families find it entirely practical and wonderfully convenient to own 2 Fords.... So will you.

Suppose the men of the family decide to stir up the local fishponds. Naturally they'll take the new Ford Station Wagon. It's got room for up to 9 sportsmen... Thunderbird punch in the engine room. And for trail riding, you can't beat the solid comfort of the new "Inner Ford."

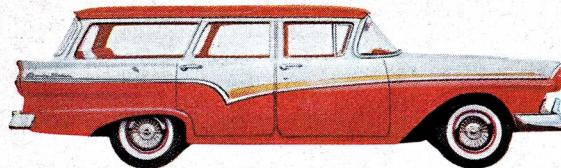
While the male portion of the tribe heads off into the brush, no need for mother to linger

on the reservation. She's free as the breeze to come and go as she pleases.

She looks and feels as young as the fresh new lines of her *new kind* of Ford. She finds its thoroughbred handling and spirited response were made to her personal measure for traffic threading or highway cruising.

Wonderful freedom, wonderful convenience, you agree. But what about the price? That's the cheeriest news yet. You can own *two* fine Fords for the price of *one* "fine" car!

Ask to Action Test the new kind of



FORD



A beauty from any angle—
the Fairlane 500 Town Victoria

FORD *out-values* them all!

... with "go" that made it
America's largest-selling
V-8
... with a new "InnerFord"
for longer life
... with styling they
couldn't copy

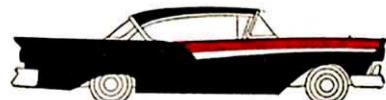
This silent, solid comfort of the '57 Ford starts with a brand-new, wide-base frame that lowers the center of gravity. There's new swept-back, Ball-Joint front suspension, new Level-Ride rear suspension, new insulation throughout against sound and weather.

And new Thunderbird V-8's—
electronically "mass balanced"

—deliver the smoothest power you've ever bossed. Things like these helped Ford set 458 world speed and endurance records at Bonneville, Utah.

"Sounds like a fine car," you say—and you're right. The '57 Ford is every inch a fine car . . . at *half* the fine-car price! See for yourself at your Ford Dealer's!

Ask to Action Test the new kind of



FORD



Graceful new Ford Fairlane 500 Town Victoria

There's "beef" beneath Ford's beauty!

Ford's exciting new longer, lovelier lines ride sweet and low on the new "Inner Ford"—the brawnier, beefiest and quietest "unseen beauty" in Ford's field.

Don't let 'em fool you. Under their glamour these Ford lovelies are tough.

They're built to take the kind of pasting that an old-fashioned back road, heaved by winter cold and gullied by spring rains, can dish out. With new suspension front and rear, new full-cradle frame, new Cushion-Quiet body mounting, you'll wonder where that chuck hole went.

Rough or smooth there's GO to spare with a big, silent, Thunderbird V-8 or new Mileage Maker Six under the front-hinged hood. See your nearest Ford Dealer.



Handsome, big, new Ford 9-passenger Country Sedan

Action - Test the new kind of **FORD**

Poetry On Wheels!



Ford's Fairlane Five Hundred (in case you wondered)

Oh, sweet chariot, swung low
You're a dream-car come true.
There's no car in your field
That is longer than you



Your trim, sculptured lines
Stretch o'er seventeen feet.
Even medium priced cars
Find it hard to compete



You, who first in your field
Went so low and so wide—
You're so heavy and big
And so roomy inside!



And you say that you come
In two sizes this year?
Why, for choice, there's no car
That can come even near!



There's no car at the price
That's so rugged. That's sure!
Your all new Inner Ford's
SOLID... SILENT... SECURE



And what car can compare
With your Thunderbird "Eight"
Or what car has a "Six"
That is so up-to-date!



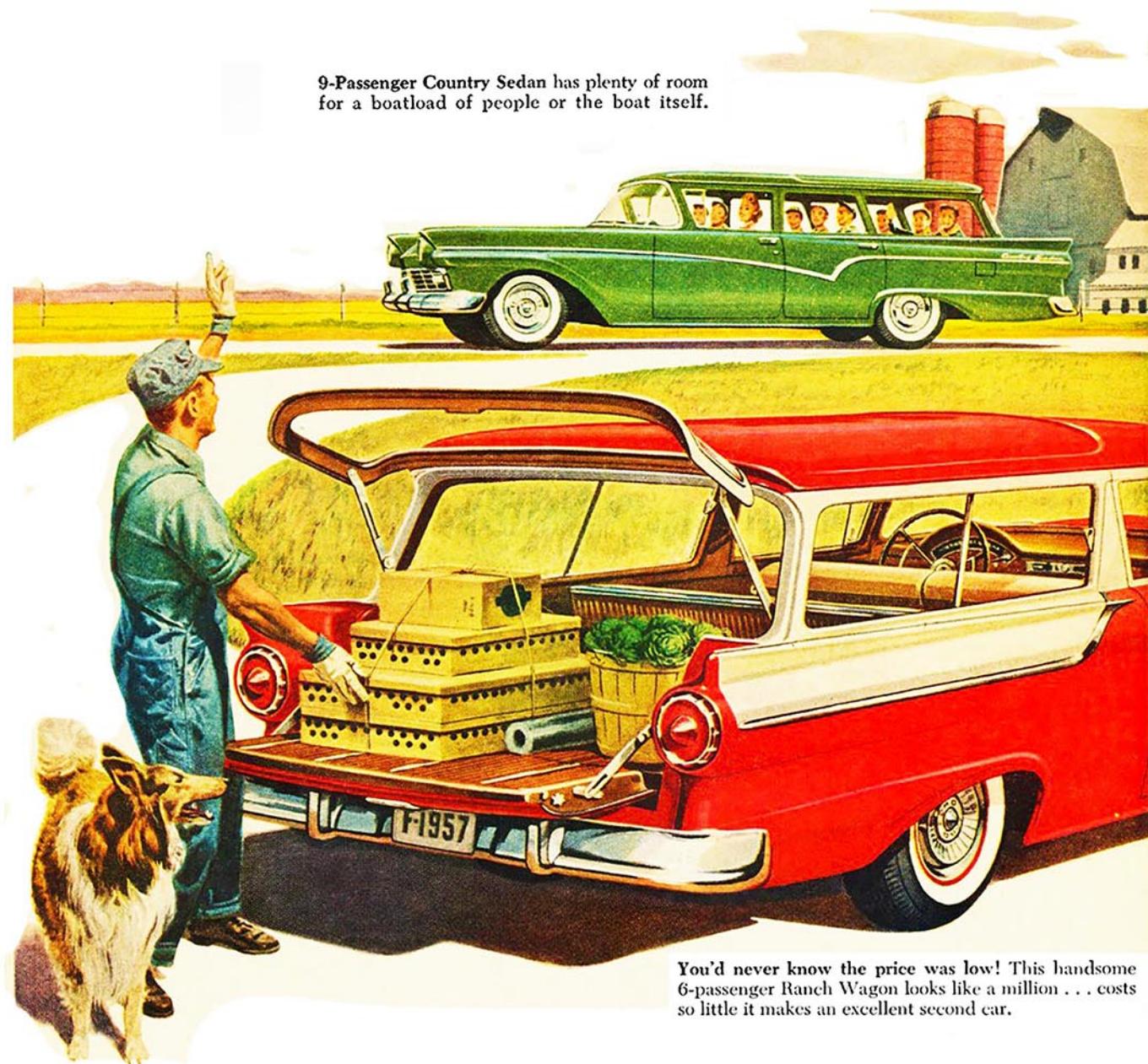
To think a low Ford price
Brings all this. That's the thing
Oh, sweet chariot, swung low
You're so easy to swing!



(Of Ford's great new story—we've told but a fraction
So see your Ford Dealer... and try Ford in action!)

'57 FORD

9-Passenger Country Sedan has plenty of room for a boatload of people or the boat itself.



You'd never know the price was low! This handsome 6-passenger Ranch Wagon looks like a million . . . costs so little it makes an excellent second car.

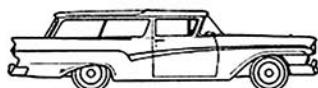
NEW FARMHAND best-looking, hardest-working, best-selling!

These trim new Ford Station Wagons are built for business.

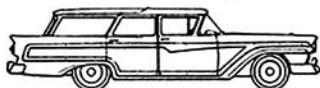
You get over 31 sq. ft. of load-space. New swept-back Ball-Joint front suspension and new Level-Ride rear suspension take the jounce and joggle out of the bumpiest back roads . . . whether you're riding alone or in a fully loaded wagon (a big reason why

Ford Wagons are such favorites with the womenfolk). And you can choose the whispering, smooth power of Ford's Thunderbird V-8, or the thriftiness of Ford's Mileage Maker Six . . . most modern Six in the industry.

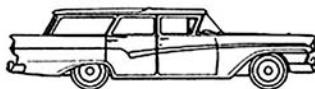
Pick your favorite Ford Station Wagon and ask for an Action Test at your Ford Dealer's *today*.



Del Rio Ranch Wagon, a 6-passenger beauty, inside and out. Single and Style Tone colors.



9-Passenger Country Squire, America's most distinguished station wagon.



6-Passenger Country Sedan gives you the most convenience for the least money.

*It costs less to go first
... in the new kind of FORD*



Newest new kind of Ford now in production

THE BIRTH OF A MECHANICAL MIRACLE

The amazing story behind a startling new advance in cars, the car with the hide-away steel top—how Ford developed it and made it . . . and at low Ford prices

It all began with the misuse of a couple of words back in 1948.

Just shortly after the war ended, automobile manufacturers started making two-door sedans without center posts. They called these cars "hardtop convertibles." Remember?

Only they couldn't convert!

That was challenge enough for the engineers at Ford. "Why not," they asked, "build an all-steel hardtop that really would convert?"

Most of the automobile industry said it couldn't be done. A *true* hardtop convertible couldn't be built.

Well, the car that "couldn't be built" is at Ford dealerships across the land—today!

It's a steel-top sedan with all its snugness and safety. But it's *also* a convertible—with all the wide-open freedom that any sun worshiper ever could want!

Ford built it. And it's just about the most

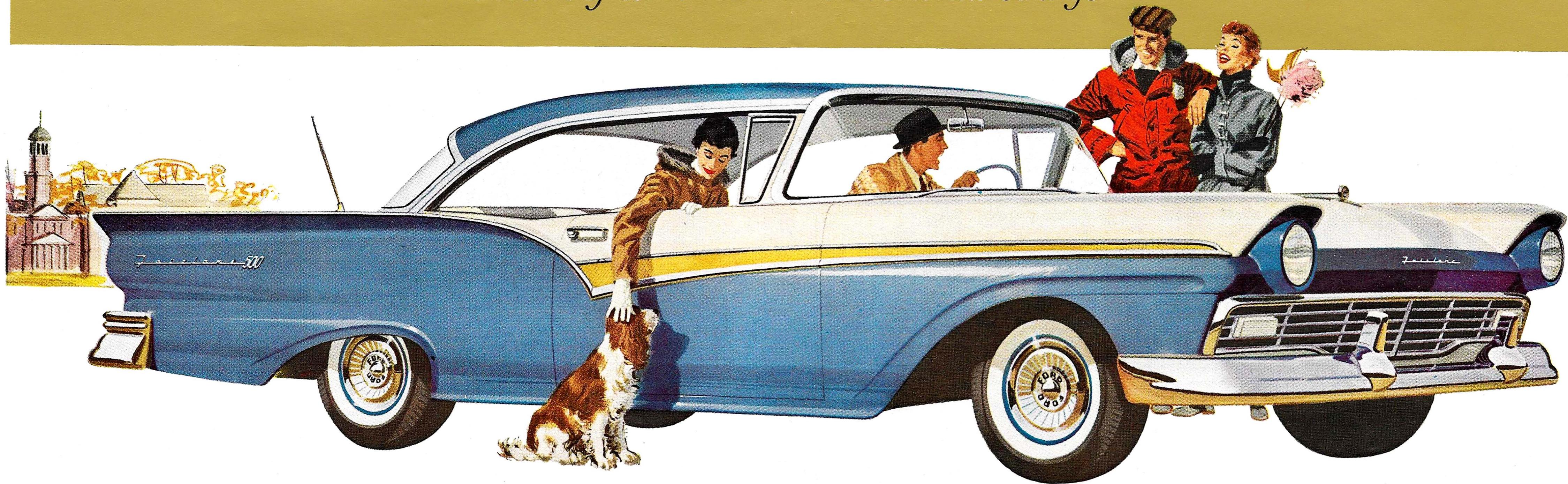
revolutionary change in transportation since the Ford replaced the horse on the American Road.

When you first watch this all-metal top retract into the rear deck of Ford's new Skyliner it looks like a miracle. But it's no miracle to the Ford engineers who built it.

The same kind of miracles are daily routine for these master planners. They're the kind of miracles that go into every Ford car. Now turn the page and see how this miracle car works . . .

Announcing  *for '57*
a new kind of FORD

with the touch of tomorrow... and Thunderbird go



After today, American cars will never be the same again... for the Big New Kind of Ford is a brilliant new automotive package—the only fine car in the low-price field!

■ You're looking at a new adventure named Ford! Ever see a car so low? It's just shoulder high, yet it's easier to enter and roomier than ever. And ever see such a long car in Ford's field? It looks as long as a yacht and twice as lovely.

But your real thrill comes when this Ford shows its stuff! The new Silver Anniversary V-8's, up to 245 hp strong, make driving easier than ever. And for super

economy, try a new Mileage Maker Six.

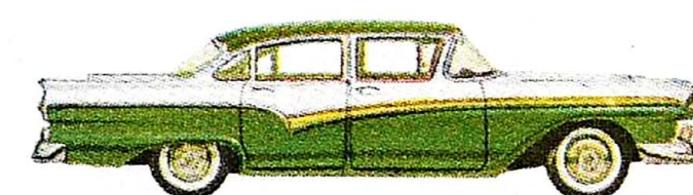
It handles as if it reads your mind. It corners on the level. It takes the bounce out of bumps with its deep-cradle ride. It laughs off the miles. It's quiet as a mouse in sneakers. And, the completely new Inner Ford has the built-in extra quality to *keep* that wonderful new-car feel. Best of all, you get all this at low Ford prices. *See the new kind of Ford today!*



You'll sit sweet, low and pretty inside the new built-for-keeps body. Ford brings you the most comfortable, most luxurious, most completely insulated body ever in its field. How do you like those new fabrics and that new panel—with all controls recessed?

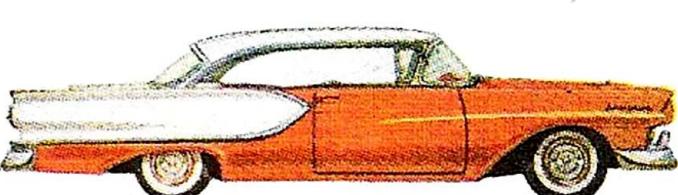
'57 FORD
*prestige car
 of the low price
 field*

The only low-priced car that comes in two sizes



The Custom and Custom 300
 are over 16 feet long

All 5 models in the Custom and Custom 300 series ride on a big new 116-inch wheelbase—longest in the low-price field. And Ford's five beautiful new station wagons all ride on their own special chassis, too. They are longer, lower, heavier, with more room, more look-out area, the smoothest, quietest station wagon ride ever.



The Fairlane and Fairlane 500
 are over 17 feet long

Meet the '57 cars that make *big* a low-priced word! Whether you choose a new Fairlane (4 models) or Fairlane 500 (5 models), you get a car over 9 inches longer, as much as 4 inches lower. They ride on a big 118-inch wheelbase. And, thanks to the new slim chrome body pillars, even the Club and Town Sedans have that "hardtop" look!