

1957 FORD STATION WAGONS



Expect a whole new kind of excitement at your house when you arrive in your 1957 Ford Station Wagon. For you'll be the proud owner of a totally *new kind* of station wagon that's longer and lower . . . 17 feet long—less than 5 feet high . . . more beautiful, more convenient than ever!

Expect to ride closer to the road than ever before. Expect to have full head room . . . full road clearance. Thanks to the new "Inner Ford" you *will*. It's built to ride silent, solid and secure.

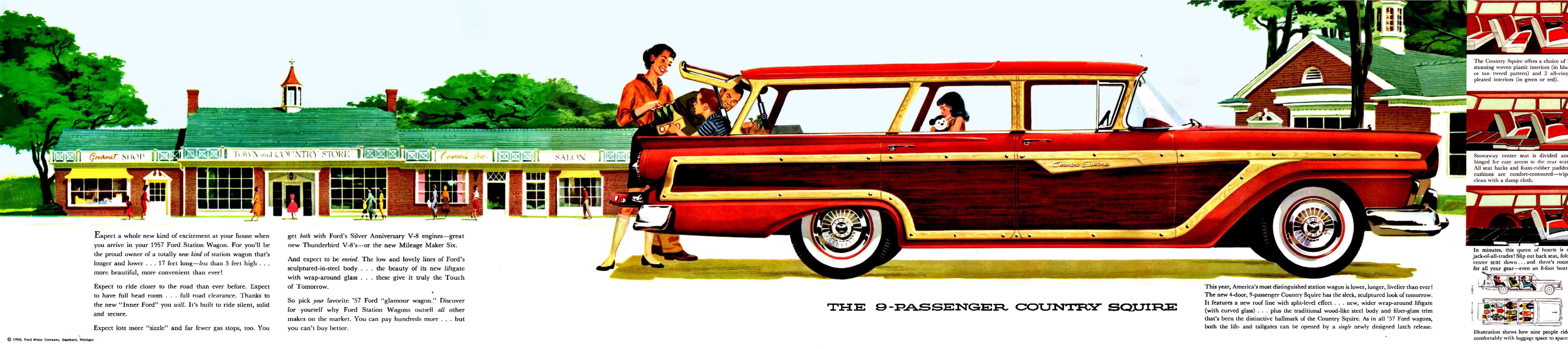
Expect lots more "sizzle" and far fewer gas stops, too. You

get *both* with Ford's Silver Anniversary V-8 engines—great new Thunderbird V-8's—or the new Mileage Maker Six.

And expect to be *envied*. The low and lovely lines of Ford's sculptured-in-steel body . . . the beauty of its new liftgate with wrap-around glass . . . these give it truly the Touch of Tomorrow.

So pick *your* favorite '57 Ford "glamour wagon." Discover for yourself why Ford Station Wagons outsell *all* other makes on the market. You can pay hundreds more . . . but you can't buy better.





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## THE 9-PASSENGER COUNTRY SQUIRE

This year, America's most distinguished station wagon is lower, longer, livelier than ever! The new 4-door, 9-passenger Country Squire has the sleek, sculptured look of tomorrow. It features a new roofline with split-level effect . . . new, wider wrap-around liftgate (with curved glass) . . . plus the traditional wood-like steel body and fiberglass trim that's been the distinctive hallmark of the Country Squire. As in all '57 Ford wagons, both the lift- and tailgates can be opened by a *single*, newly designed latch release.

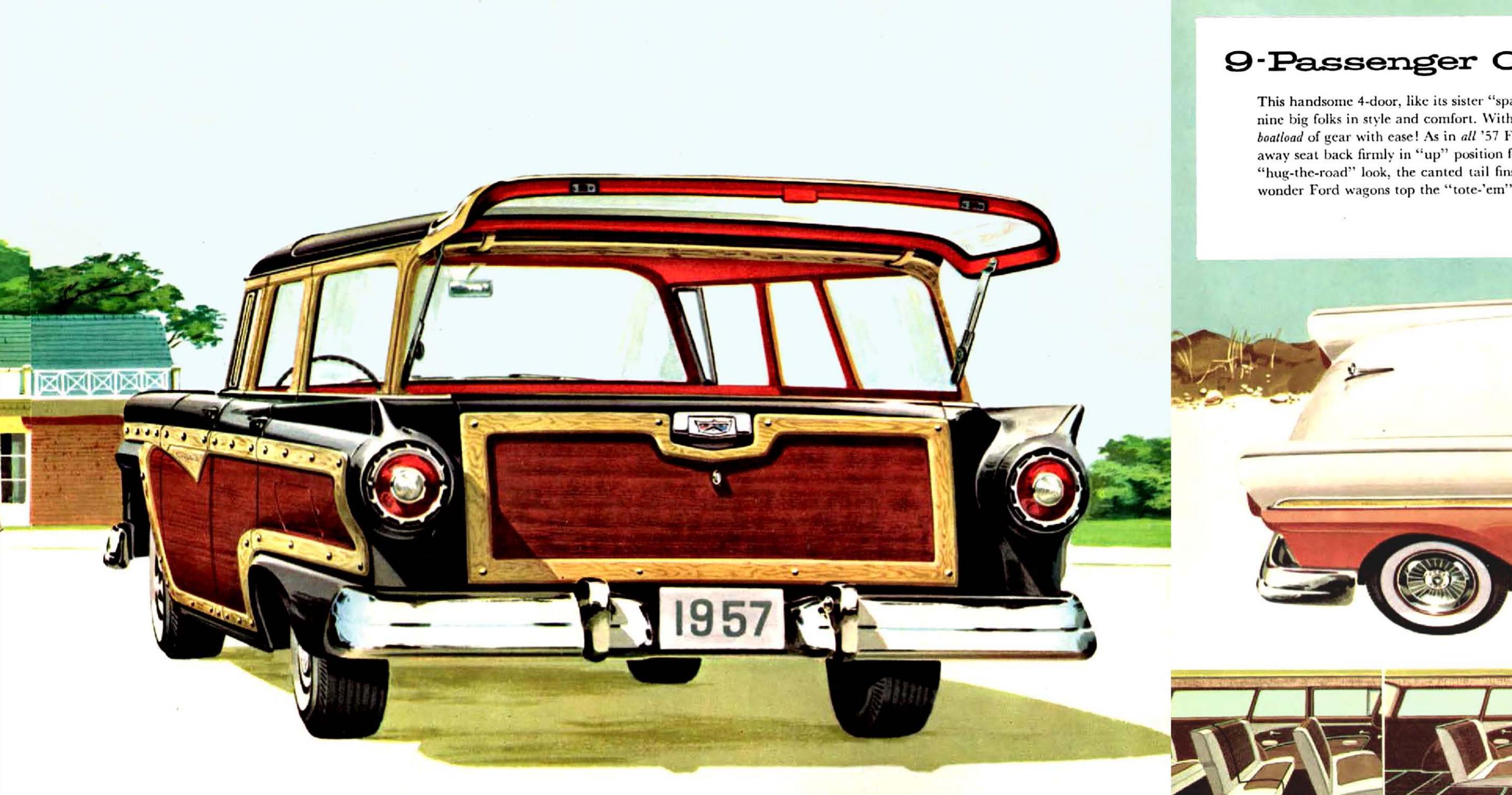
The Country Squire offers a choice of 2 stunning vinyl plastic interiors (in blue or main tweed pattern) and 2 all-vinyl plated interiors (in green or red).

Swiveling center seat is divided and hinged for easy access to the rear seat. All seat backs and floor-rubber padded cushion are easy-to-clean—wipe clean with a damp cloth.

In minutes, this queen of carts is a jack-of-all-trades! Slip out back seat, fold center seat down . . . and there's room for all your gear—even an 8-foot boat!



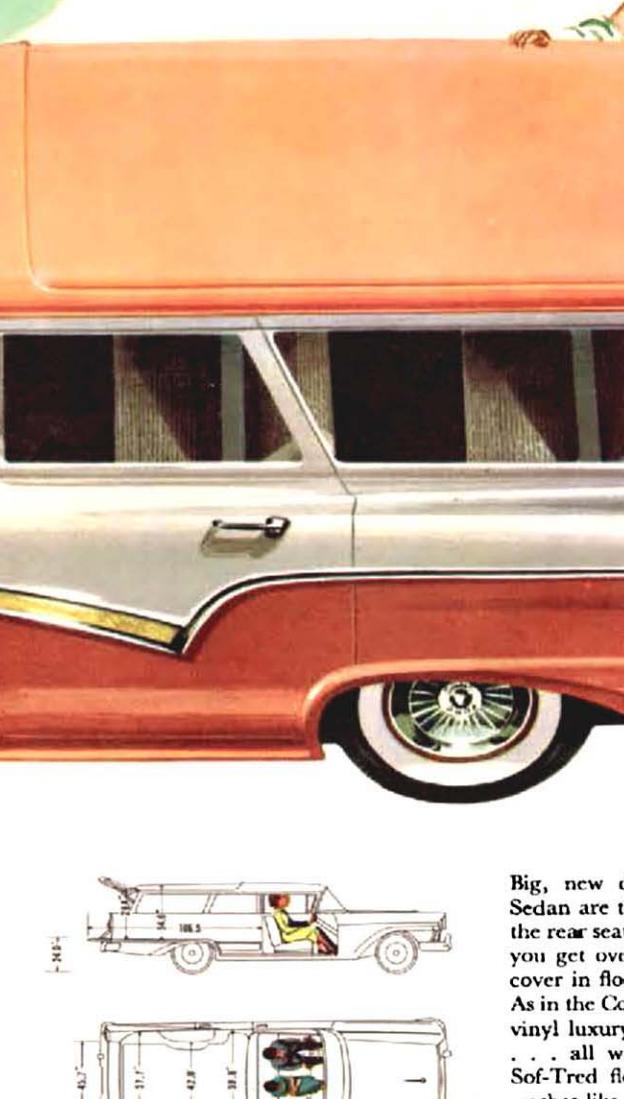
Illustration shows how nine people ride comfortably with luggage space to spare!



ace ship," the Country Squire, seats a Stowaway seat down, it can tote a Ford wagons, the catches hold Stow- for security and quiet. Note the new s and sculptured roof line. Is it any poll?



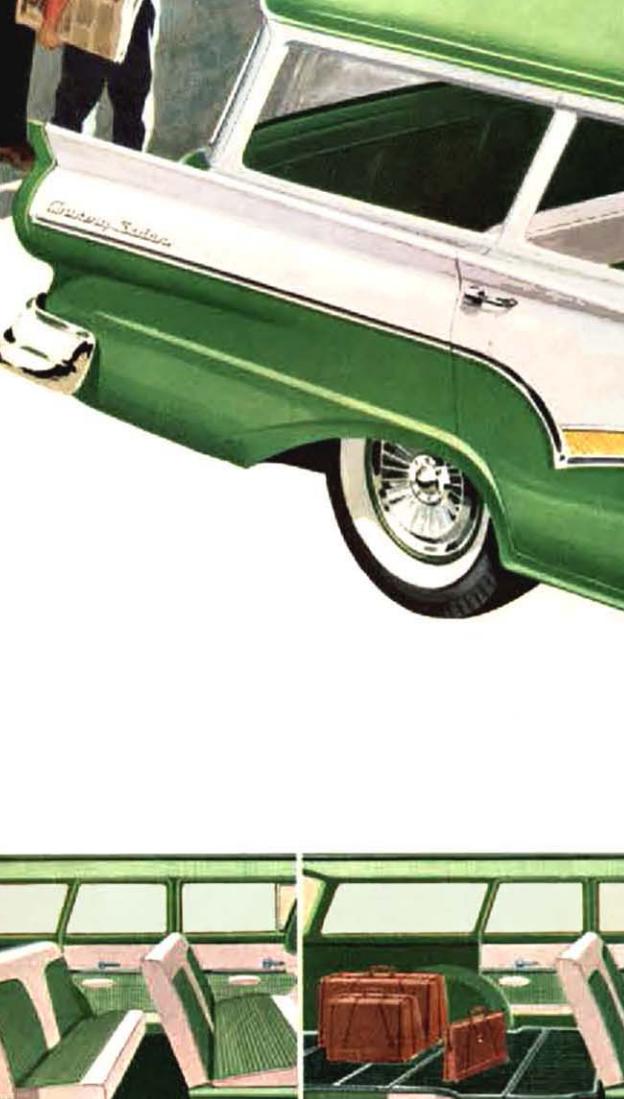
A close-up photograph of a green leaf, likely from a plant like a lime or lemon tree. The leaf is broad and ovate with a serrated margin. Large, prominent veins are visible, radiating from the base. The lighting highlights the texture of the leaf's surface.



A collage of three images: a close-up of a person's face with a striped hat, a person in a red swimsuit standing on a beach, and a person in a striped shirt.



A vintage advertisement for a 1957 Dodge Coronet. The top half shows a man in a light-colored shirt and dark pants standing next to a green and white 1957 Dodge Coronet station wagon. He is holding a newspaper and looking at it. The car is parked in front of a dark, multi-level garage. The bottom half of the ad is split into two panels. The left panel shows the interior of the car, featuring green and white seats and a dashboard. The right panel shows the interior with a brown leather suitcase and a green bag placed on the front passenger seat. The overall aesthetic is mid-20th-century.



A vintage advertisement for a green and white station wagon. The car is the central focus, shown from a three-quarter front angle. The top and roof are green, while the body is white with a prominent green stripe along the bottom. In the background, a man in a suit and tie is leaning out of the open rear hatch, holding a large stack of money and pointing upwards. Another man in a suit is partially visible behind him. The background wall has the number '4002' and some other markings. The overall style is classic mid-20th-century advertising.

A color photograph of a man with a warm, slightly dimpled smile. He is wearing a dark suit jacket over a light-colored shirt and a dark tie. He is seated at a table with a bright green cloth, holding a small, rectangular box with both hands. The background is dark and out of focus.





**Passenger Country Sedan**

Meet the newest version of America's most popular station wagon model! It seats six passengers . . . has four wide doors. The low-slung lines make it an outstanding beauty that's equally at home at the country store or at the country club. The new slimmer roof has a split-level look and extends over the windshield for added strength. It also helps to protect your eyes from sun glare . . . adds a delightfully modern styling touch.

The drawing at left gives a hint of how much and how many you can take with you. There's plenty of "living room" for 6 big folks (even more small fry) with Stowaway seat up. When it's "tucked" under, you have more room for everything . . . including the kitchen sink! The interior decoration "goes

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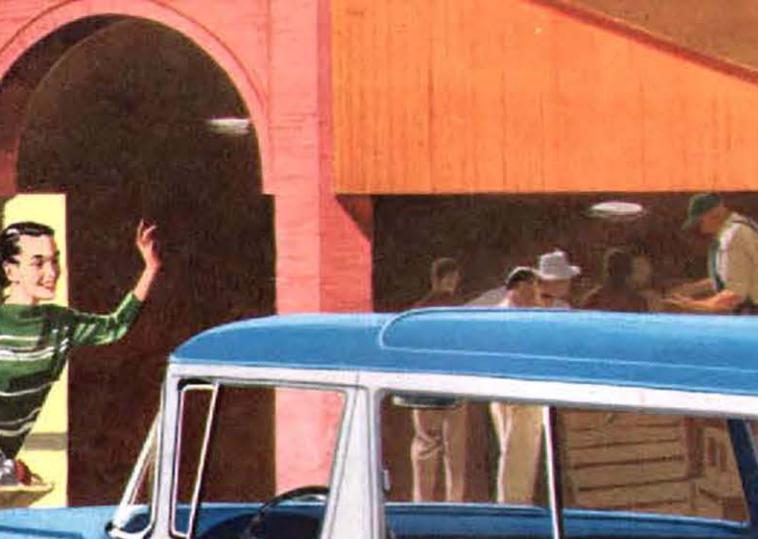
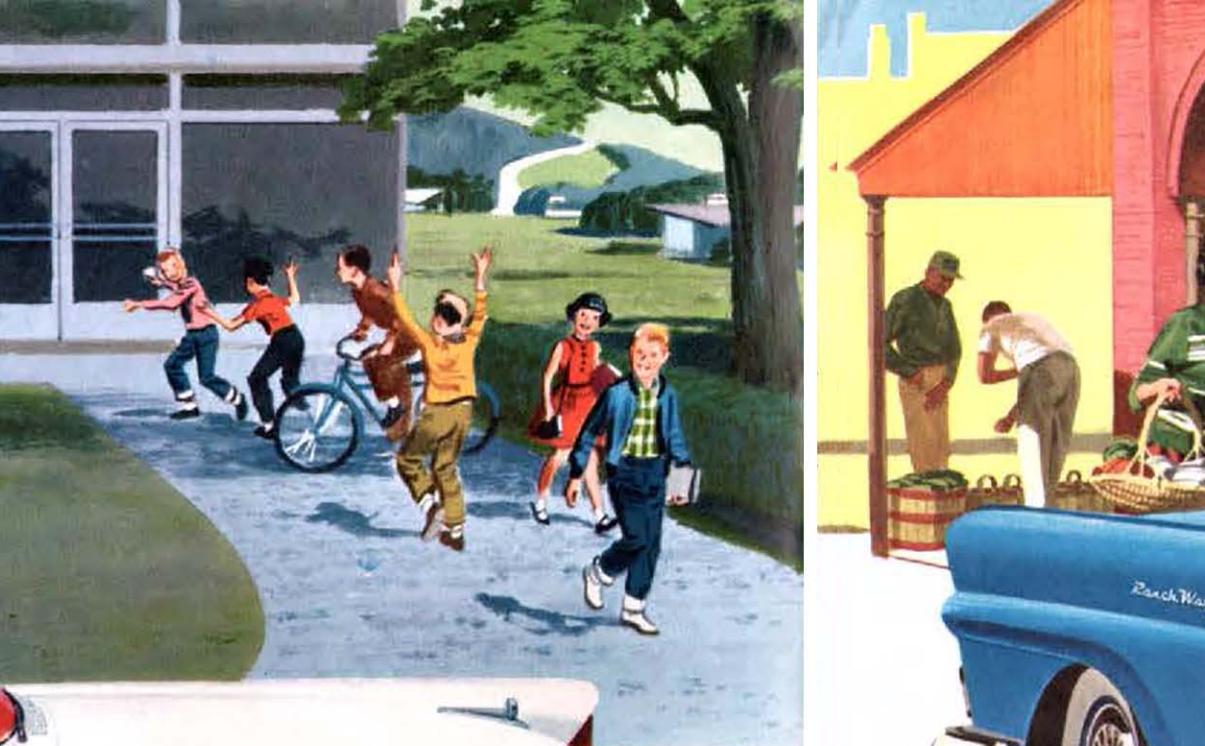
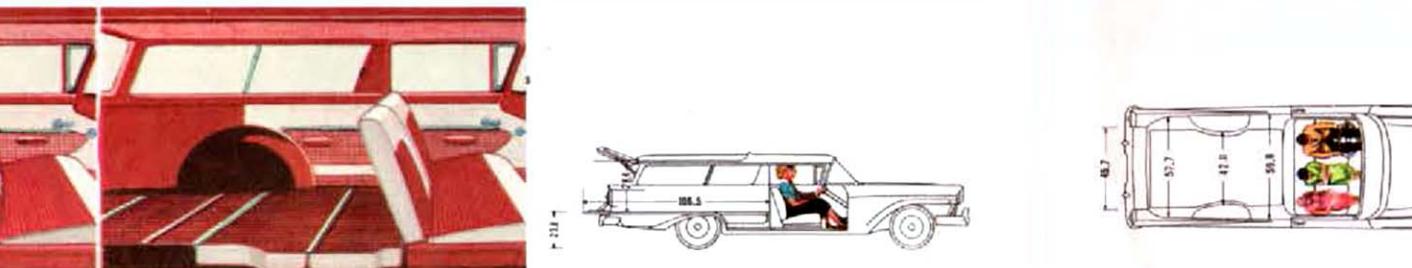
## Del Rio Ranch Wagon

Here's a big, stylish, work-and-playtime partner for busy families. Its long, low lines are a joy to behold . . . its luxurious interior holds everything—from 6 big people to "cargo unlimited." With rear gates that can't be opened from the inside, this 2-door beauty forms a safe corral for the youngsters. As in all Ford wagons, the Swept-Back windshield pillar is a smart styling touch usually found only in higher-priced cars.



You'll be delighted with the inside beauty of this Del Rio Ranch Wagon. But even more, you'll delight in the fact that it's scuff- and youngster-resistant. Stains and spots come clean in a jiffy! Interiors "custom-match" exteriors in blue or tan tweed woven plastic, red or green embossed vinyl.

In the center you see the Ranch Wagons in their working clothes. There's nearly 9 feet of loadspace with Stowaway seat "tucked" away, tailgate down.



From cargo to haulers! 3-second flat! New tailgate has new two-stage latch release. Raise release part way and liftgate springs open. Raise release higher and tailgate swings down. For '57, there's plenty of loadspace because the Stowaway seat folds down to form a long loadfloor. You'll appreciate the rugged upholstery (woven plastic or pleated vinyl) and the colorful ribbed insulation flooring in the loadarea.

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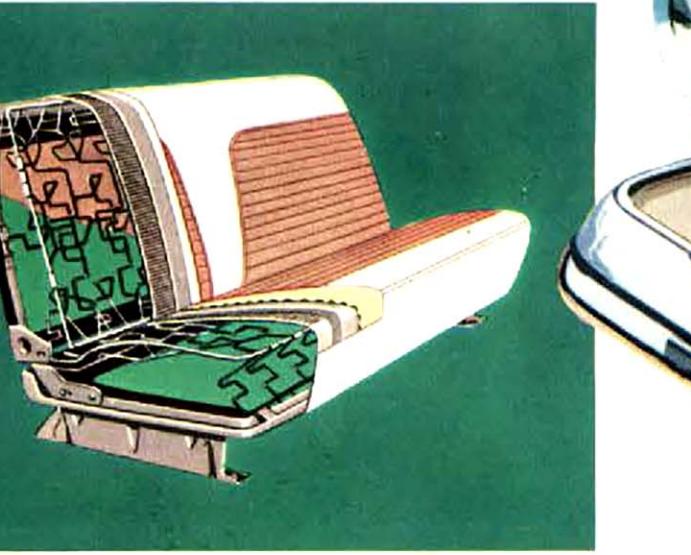
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# This station wagon is built to ride silent, solid and secure

Much of the magic of this *Inner 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 braced and welded to form one incredibly tough unit . . . joined to the chassis by twenty Silent-Grip live rubber body mounts that soak up noise and shock.

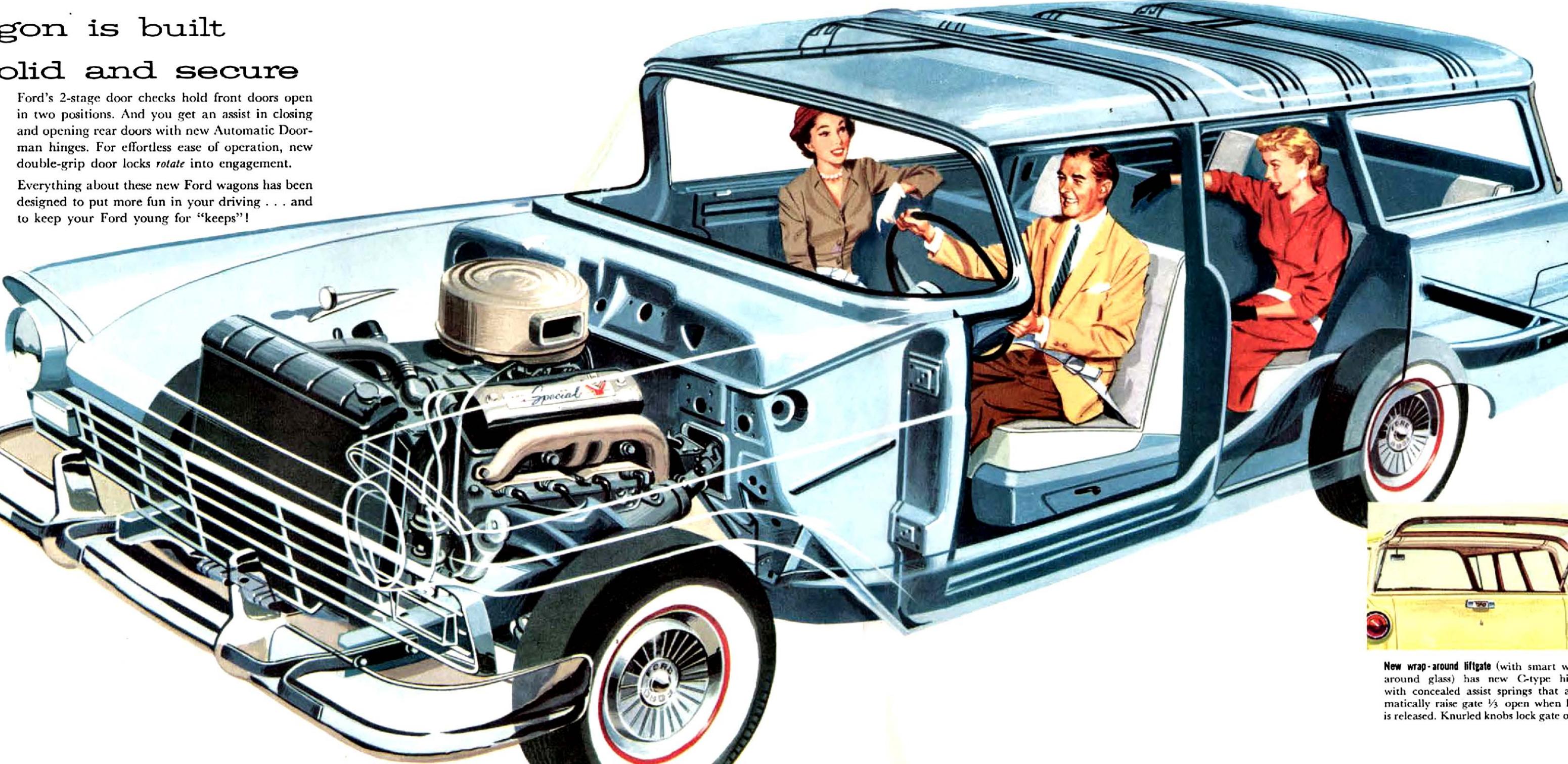
Above all, there's a new roof with a split-level look, backed by six extra-strong stiffening braces. The contoured chassis frame is built a full *foot* wider midway to give you a new kind of wall-to-wall protection.



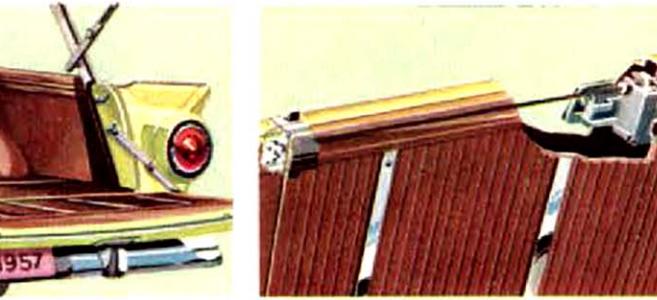
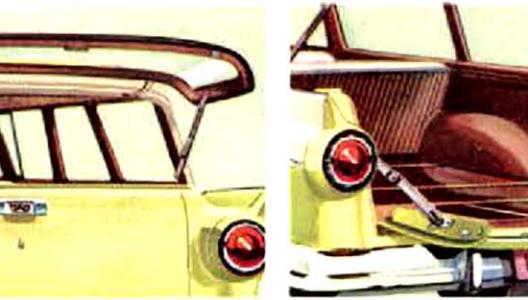
**New Automatic Posture Control** front seat gives you the extra convenience of 11 seat positions . . . the comfort of stronger, quieter springs and foam-rubber padding. New track structure, anchored directly to chassis frame, has heavier stops which offer more protection in holding tracks together in the event of impact.

Ford's 2-stage door checks hold front doors open in two positions. And you get an assist in closing and opening rear doors with new Automatic Doorman hinges. For effortless ease of operation, new double-grip door locks *rotate* into engagement.

Everything about these new Ford wagons has been designed to put more fun in your driving . . . and to keep your Ford young for "keeps"!

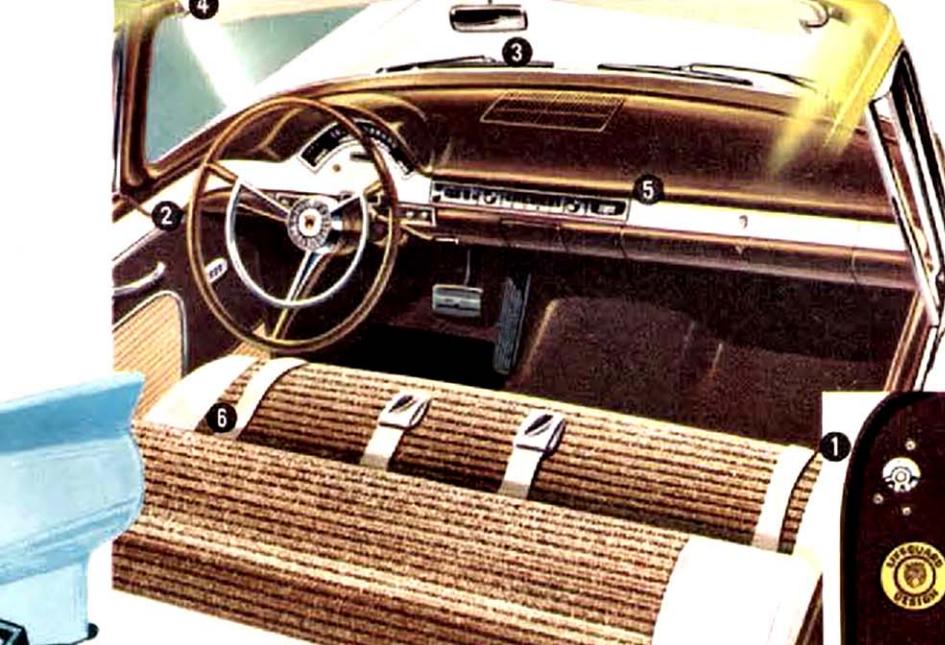


**New wrap-around liftgate** (with smart wrap-around glass) has new C-type hinges with concealed assist springs that automatically raise gate  $\frac{1}{3}$  open when latch is released. Knurled knobs lock gate open.



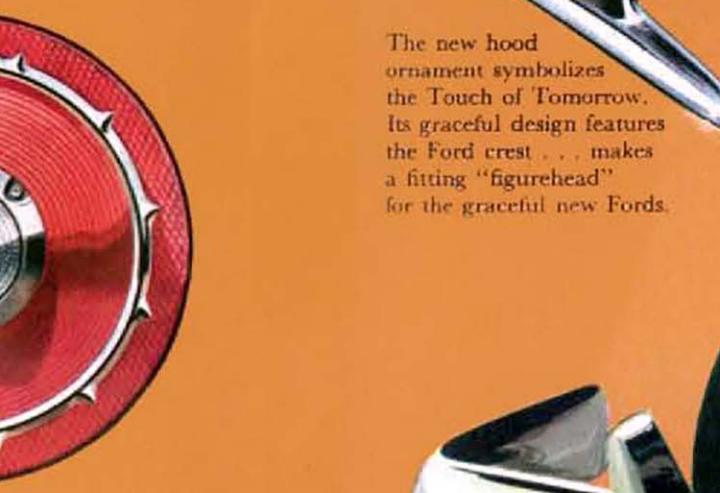
**For your personal protection** the '57 Ford wagon really goes out. The one-piece instrument panel is safety-oriented with deeply recessed controls knobs and dash tray. The completely new Lifeguard double-grip door locks (1) are more efficient, stronger, safer and more durable. Ford's de-po-center, impact-absorbing steering wheel (2) is similar for better vision, easier entry. New shatter-resistant rearview mirror (3) has a swiveling safety swivel.

And the "options"—Lifeguard cushioned sun visors (4), Lifeguard instrument panel padding (5), Ford nylon seat belts (6)—can be yours for very little extra.



**Completely new tailgate** is supported in the "down" position by two hinge supports at sides. These extra-strong supports let the huge, flat deck hold just about everything you can fit in.

A "split-level" look is attained by the unique sculpturing of the roof panel. It not only adds a smart personality touch, but also is structurally stronger.



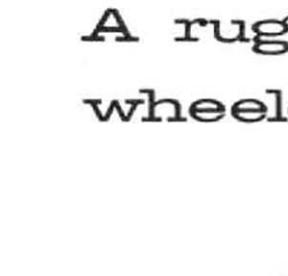
The Touch of Tomorrow in every detail



Above, you see the Ford Station Wagon gate with wrap-around glass. It not only looks good, but it adds to the car's value and increased loading space, but it also adds to the car's value. No wonder Ford is America's favorite car.

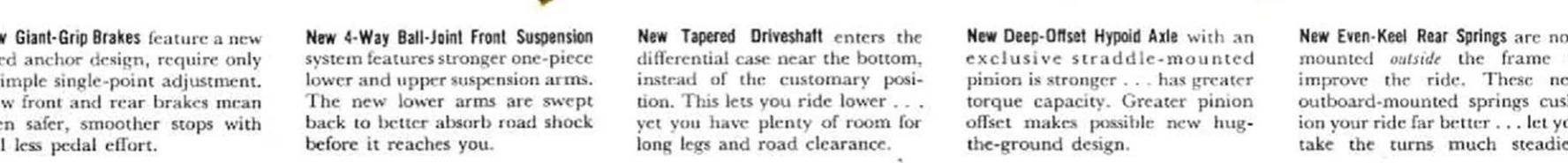
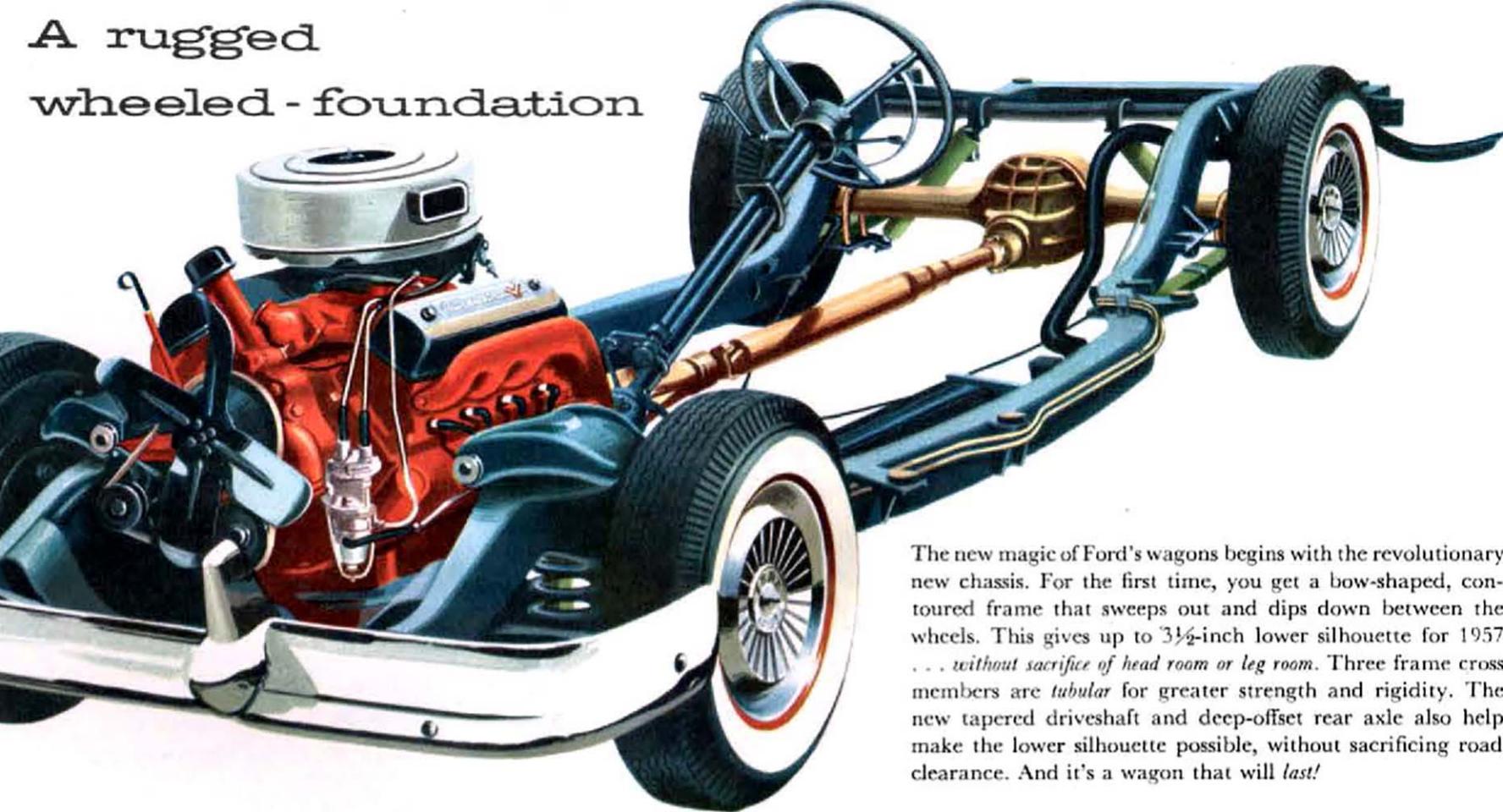
son's new wrap-around lift-  
only gives greater rear vision  
ards a fresh new styling note.  
e station wagon!

Side lights are crowned by a wide forward extension of the front attractive Style-Tone trim. The new, bigger, gracefully lights permit 25% greater light (optional) are cleverly centered.



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rugge  
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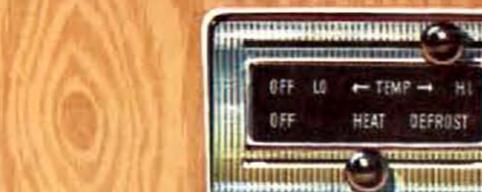
#### SelectAire Conditioner

New outlet vents mean increased air delivery and far better distribution. The entire unit is located up forward—for maximum interior and trunk space.

#### 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.



#### MagicAire System

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

## Station Wagon Accessories for 1957



#### 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.



#### Turbine Wheel Covers

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



#### 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 adds new distinction. Wing guards protect from unsightly scratches in parking.

## Other fine Ford Accessories

### FOR BEAUTY

#### Exhaust Deflectors

#### Fender Shields (rear)

#### Gold Anodized Body Molding\*

#### Rocker Panel Trim

#### Sunburst Wheel Covers

\*On Single Color Country Sedan and Del Rio Ranch Wagon Models

### FOR COMFORT AND PLEASURE

#### Antenna, Fender Mounted

#### Recirculating Heater

#### Console Range Radio\*

#### Ventilated Seat Cushions

\*Transistor-Powered

### FOR CONVENIENCE

#### Cigarette Lighter

#### Portable Spot and Utility Lamp

#### Auto-Home Electric Shaver

#### Tissue Dispenser

### FOR PROTECTION

#### Car Mats, Regular

#### Car Mats, Contour

#### Locking Gas Cap

#### Seat Covers

### FOR SAFETY

#### Backup Lights

#### Ford Seat Belts

#### Full-View Mirror

#### DeLuxe Visored Full-View Mirror

#### Inside Non-Glare Mirror

#### Lifeguard Jr. Rear Door Locks

#### Aquamatic Windshield Washer-Wiper

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Station Wagon Interiors: The Ranch Wagon has rich, long-wearing tan Sharkskin Woven-Plastic or blue French-Stitch vinyl on cushions and seat backs with Doeskin or Colonial Crush-Grain vinyl bolsters. Del Rio Ranch Wagon and 6-passenger Country Sedan combines rich, long-wearing blue or tan Silver-Tweed Woven-Plastic, or Cumberland or Flame Embossed vinyl on cushions and seat back inserts, all with Colonial Crush-Grain vinyl bolsters. The 9-passenger Country Sedan and Country Squire combines elegant, long-wearing blue or tan Silver-Tweed Puff Woven-Plastic, or Pleated Cumberland or Flame Crush-Grain vinyl on seat backs and cushion inserts, all with Colonial Crush-Grain vinyl bolsters.

Front Suspension: New Angle-Poled, 4-Way Ball-Joint design with one-piece stabilizer. Suspension arm pivots on rubber bushings for quietness, requires no lubrication. Viscous-control shock absorbers. Tailored-to-mold coil springs.

Rear Suspension: Variable-rate type, outboard-mounted, 6 leaves. Fully insulated with rubber bushings in front and rear eye ends, pads at axle. Wind-up rubber bumper on frame rail over forward spring section holds tire under load or Evin-Kelidle Diagonally-mounted Viscous-control shock absorbers.

Rear Axle: New, stronger, low-slung hypoid, semi-floating type with exclusive straddle-mounted deep-slip pinion.

Axle Ratios: (1) With V-8 or Six engine. Conventional Drive—3.89 standard, 4.1 optional. Overdrive—4.1 standard. Automatic Drive—3.6 standard.

Steering: Worm and triple-tooth gear mechanism. Anti-friction bearings throughout. Symmetrical linkage; 27 to 1 overall ratio; 1 1/2" 3-spoke free-geared deep-dish steering wheel. Approx. 3 1/2" turning diameter.

Master-Guide Power Steering optional at extra cost.

Brakes: Dual-servo Girling-Grip hydraulic; suspended pedal; 11" drum; 9 1/2" sq. in. lining area. New, low-pedal type. Swift-Stop Power Brakes optional at extra cost.

Tires: Smaller, 14-in., 4-ply tubeless on all models, new 5 1/2" safety-type rims. 8.00 x 14 on 9-pass. Country Sedan and Country Squire; 7.50 x 14 on other models.

Dimensions: 16' 7" wheelbase; 59.0" front, 56.4" rear track. Overall length, 203.5" (211.3" with tailgate down). Height (maximum with design load), 58.7" for 6-pass. models, 58.9" for 9-pass. models.

Other Available Equipment: Full-flow oil filter, heavy-duty Super-Filter air cleaner. Lifeguard front and rear seat. 4-Way Power Seat. Swift-Stop Power Brakes. Master-Guide Power Steering. Power-Lift Windows. I-Rest tinted safety glass. Foromatic Overdrive. SelectAire Conditioner (for models with V-8 engine only). White sidewall tires, special fuel and vacuum pump unit for positive-action windshield wipers.

Prices: All Power Accessories 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.

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Rear Suspension: Variable-rate type, outboard-mounted, 6 leaves. Fully insulated with rubber bushings in front and rear eye ends, pads at axle. Wind-up rubber bumper on frame rail over forward spring section holds tire under load or Evin-Kelidle Diagonally-mounted Viscous-control shock absorbers.

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Steering: Worm and triple-tooth gear mechanism. Anti-friction bearings throughout. Symmetrical linkage; 27 to 1 overall ratio; 1 1/2" 3-spoke free-geared deep-dish steering wheel. Approx. 3 1/2" turning diameter.

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Brakes: Dual-servo Girling-Grip hydraulic; suspended pedal; 11" drum; 9 1/2" sq. in. lining area. New, low-pedal type. Swift-Stop Power Brakes optional at extra cost.

Tires: Smaller, 14-in., 4-ply tubeless on all models, new 5 1/2" safety-type rims. 8.00 x 14 on 9-pass. Country Sedan and Country Squire; 7.50 x 14 on other models.

Dimensions: 16' 7" wheelbase; 59.0" front, 56.4" rear track. Overall length, 203.5" (211.3" with tailgate down). Height (maximum with design load), 58.7" for 6-pass. models, 58.9" for 9-pass. models.

Other Available Equipment: Full-flow oil filter, heavy-duty Super-Filter air cleaner. Lifeguard front and rear seat. 4-Way Power Seat. Swift-Stop Power Brakes. Master-Guide Power Steering. Power-Lift Windows. I-Rest tinted safety glass. Foromatic Overdrive. SelectAire Conditioner (for models with V-8 engine only). White sidewall tires, special fuel and vacuum pump unit for positive-action windshield wipers.

Prices: All Power Accessories 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 are in effect at the time this catalog was prepared 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.

1957 Ford Station Wagon Interiors: There are 11 new body colors available for '57 in Single Color and 13 new body colors in conventional Two Tone effects or stunning, new Style Tone combinations.

The basic colors are: Colonial White, Raven Black, Dresden Blue, Star-mist Blue, Cumberland Green, Willow Green, Silver Mocha, Doeskin Tan, Gunmetal Gray, Woodsome Gray, Flame Red; available as Single Color on all models. Additional colors are Inca Gold and Coral Sand which together with any of the basic colors are available in combination with Colonial White for conventional Two Tone effects—or Style Tone combinations which include a gold anodized, textured aluminum trim highlighting the standard side molding on Del Rio Ranch Wagon, 6- and 9-passenger Country Sedans. The Ranch Wagon Two Tone and Style Tone combines Colonial White with Dresden Blue, Willow Green, Gunmetal Gray, Silver Mocha, Doeskin Tan or Flame Red. The 9-passenger Country Squire has new mahogany-grained steel sides and tailgate with maple-grained glass-fiber framing. Body between roof drip rail and belt is finished in maple grain, while balance is Single Color selected.

Front Suspension: New Angle-Poled, 4-Way Ball-Joint design with one-piece stabilizer. Suspension arm pivots on rubber bushings for quietness, requires no lubrication. Viscous-control shock absorbers. Tailored-to-mold coil springs.

Rear Suspension: Variable-rate type, outboard-mounted, 6 leaves. Fully insulated with rubber bushings in front and rear eye ends, pads at axle. Wind-up rubber bumper on frame rail over forward spring section holds tire under load or Evin-Kelidle Diagonally-mounted Viscous-control shock absorbers.

Rear Axle: New, stronger, low-slung hypoid, semi-floating type with exclusive straddle-mounted deep-slip pinion.

Axle Ratios: (1) With V-8 or Six engine. Conventional Drive—3.89 standard, 4.1 optional. Overdrive—4.1 standard. Automatic Drive—3.6 standard.

Steering: Worm and triple-tooth gear mechanism. Anti-friction bearings throughout. Symmetrical linkage; 27 to 1 overall ratio; 1 1/2" 3-spoke free-geared deep-dish steering wheel. Approx. 3 1/2" turning diameter.

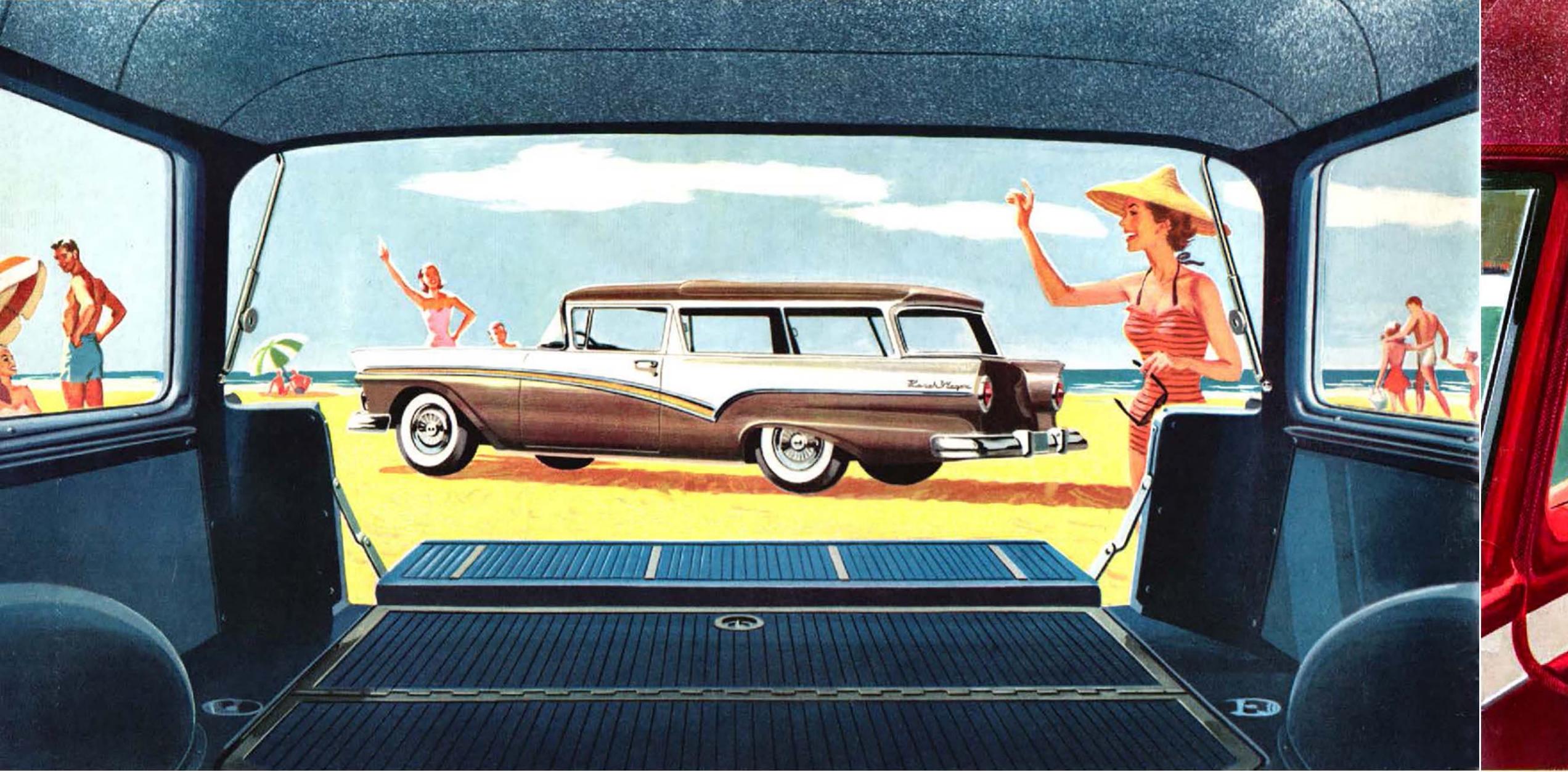
Master-Guide Power Steering optional at extra cost.

Brakes: Dual-servo Girling-Grip hydraulic; suspended pedal; 11" drum; 9 1/2" sq. in. lining area. New, low-pedal type. Swift-Stop Power Brakes optional at extra cost.

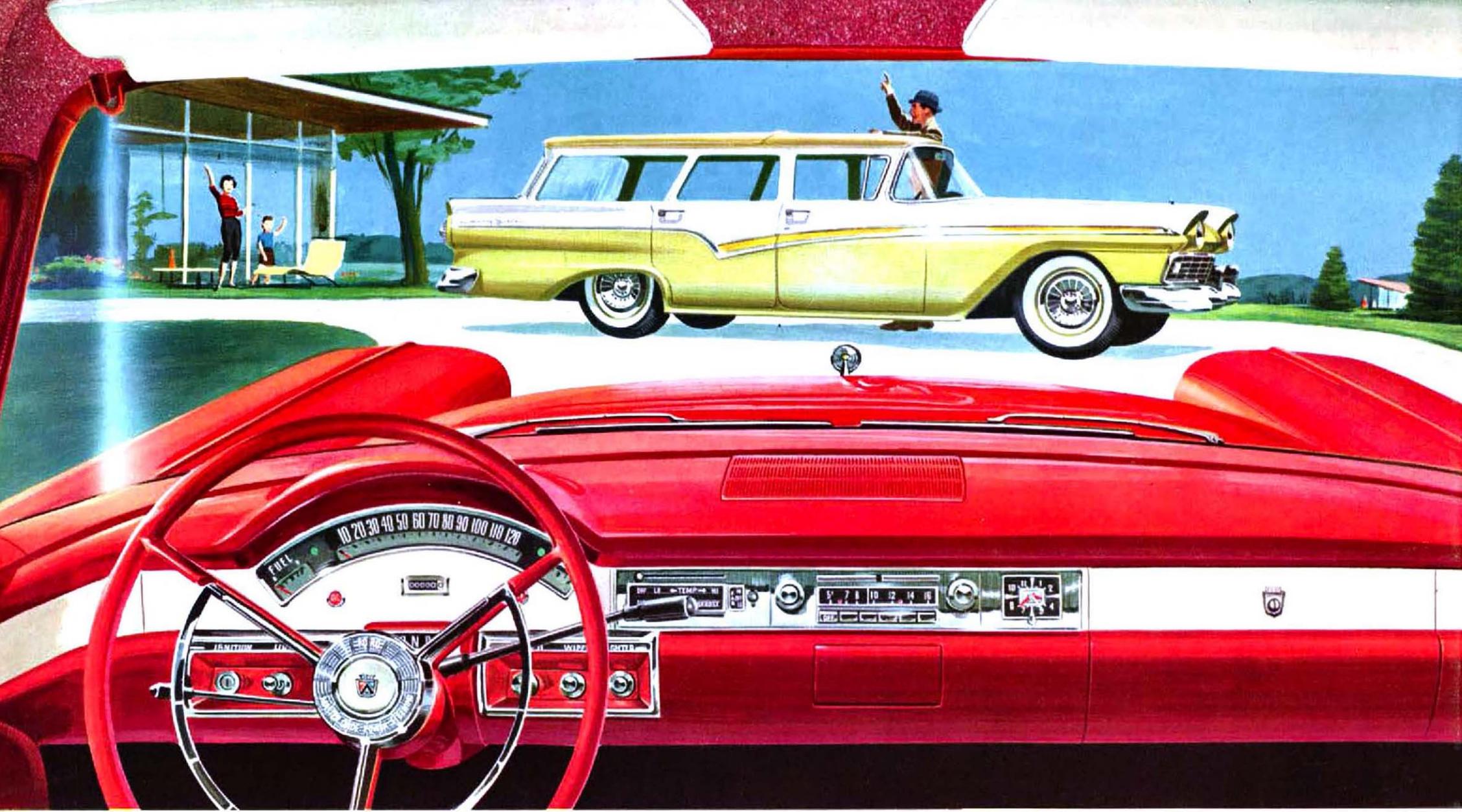
Tires: Smaller, 14-in., 4-ply tubeless on all models, new 5 1/2" safety-type rims. 8.00 x 14 on 9-pass. Country



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