

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

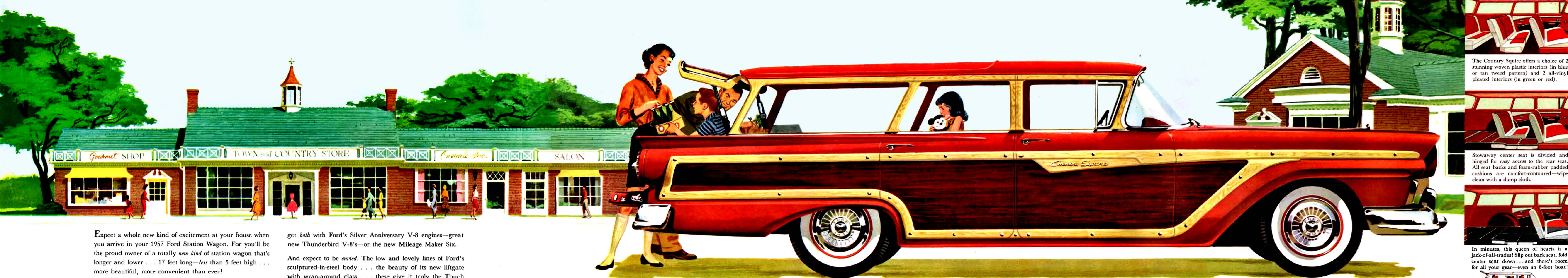
get *both* with Ford's Silver Anniversary V-8 engines—great new Thunderbird V-8's—or the new Mileage Maker Six.

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 roof line with split-level effect . . . new, wider wrap-around liftgate (with curved glass) . . . plus the traditional wood-like steel body and fiber-glass 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 woven plastic interiors (in blue or tan tweed pattern) and 2 all-vinyl pleated interiors (in green or red).



Stowaway center seat is divided and hinged for easy access to the rear seat. All seat backs and foam-rubber padded cushions are comfort-contoured—wipe clean with a damp cloth.



In minutes, this queen of hearts 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!

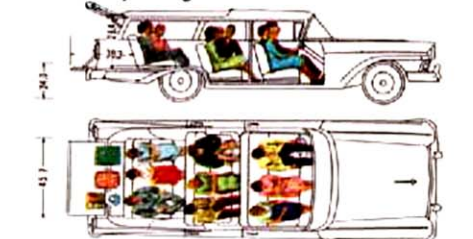


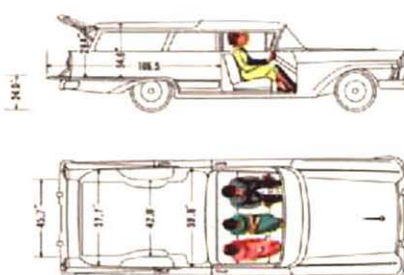
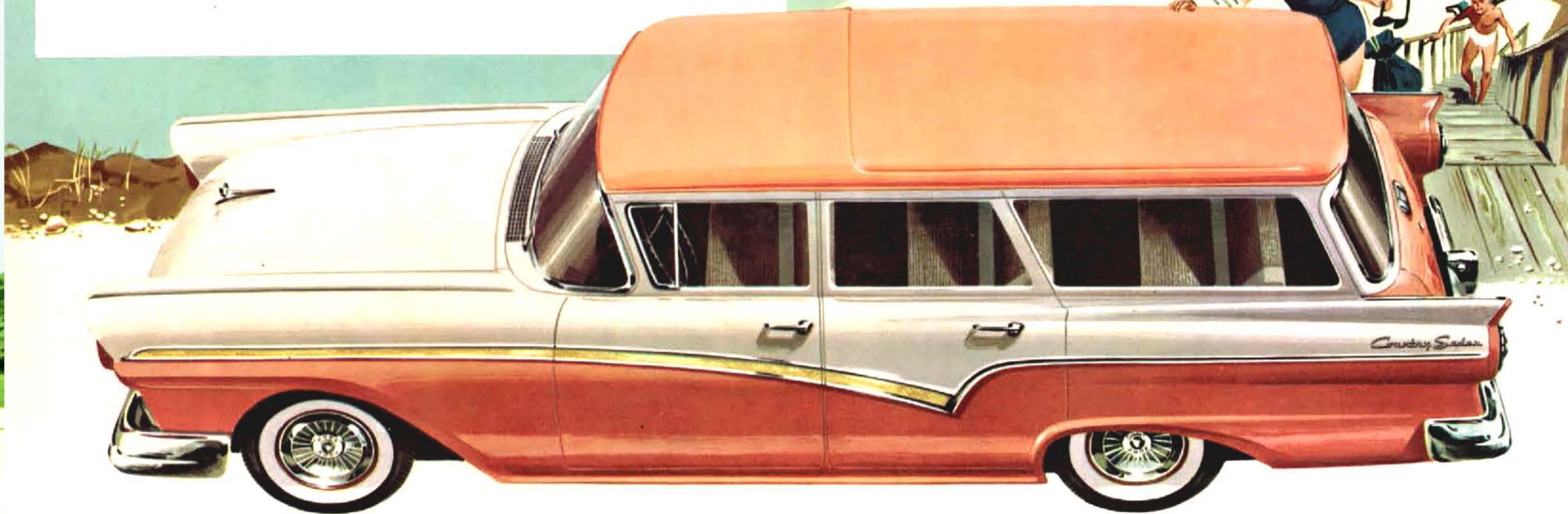
Illustration shows how nine people ride comfortably with luggage space to spare!





## 9-Passenger Country Sedan

This handsome 4-door, like its sister "space ship," the Country Squire, seats nine big folks in style and comfort. With Stowaway seat down, it can tote a *boatload* of gear with ease! As in *all* '57 Ford wagons, the catches hold Stowaway seat back firmly in "up" position for security and quiet. Note the new "hug-the-road" look, the canted tail fins and sculptured roof line. Is it any wonder Ford wagons top the "tote-'em" poll?

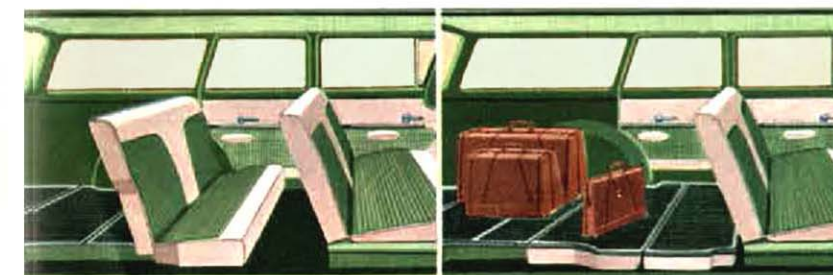


Big, new dimensions of the 9-passenger Country Sedan are the same as for the Country Squire. With the rear seat out, Stowaway seat down and gate open, you get over 37 sq. ft. of flat floor space! Tire well cover in floor has new latch to hold it securely shut. As in the Country Squire, you get woven plastic or all-vinyl luxury interiors in stunning colors and weaves . . . all with white vinyl bolster trim. Attractive Sof-Tred floor covering up front looks like carpet, washes like linoleum.



## 6-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 right with" the stunning exterior.



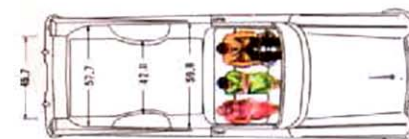
## Del Rio Ranch Wagon

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.



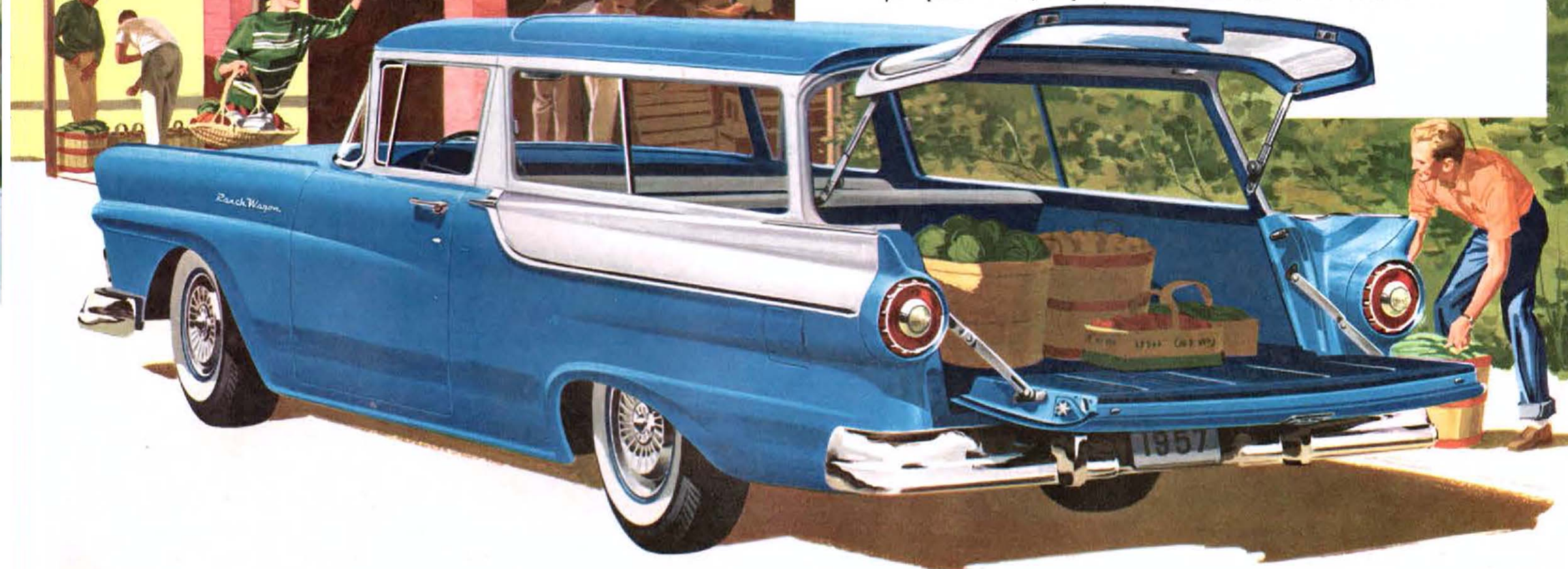
You'll be delighted with the inside beauty of this Del Rio Ranch Wagon. But even more, you'll delight in the fact that it's scuff- and youngster-resistant. Stains and spots come clean in a jiffy! Interiors "custom-match" exteriors in blue or tan tweed woven plastic, red or green embossed vinyl.

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.



## Ranch Wagon

This 2-door, six-passenger dreamboat has oceans of space. Like all Ford wagons, it has a wider wrap-around liftgate with curved glass for better vision, better appearance and more cargo room. And while the Ranch Wagon plays a beautiful tune on your heart strings, it plays a lullaby on your purse! In fact, it's priced so low, that it makes an ideal second car.



From caller to hauler in 3 seconds 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 load floor. You'll appreciate the rugged upholstery (woven plastic or pleated vinyl) and the colorful ribbed linoleum flooring in the load area.



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

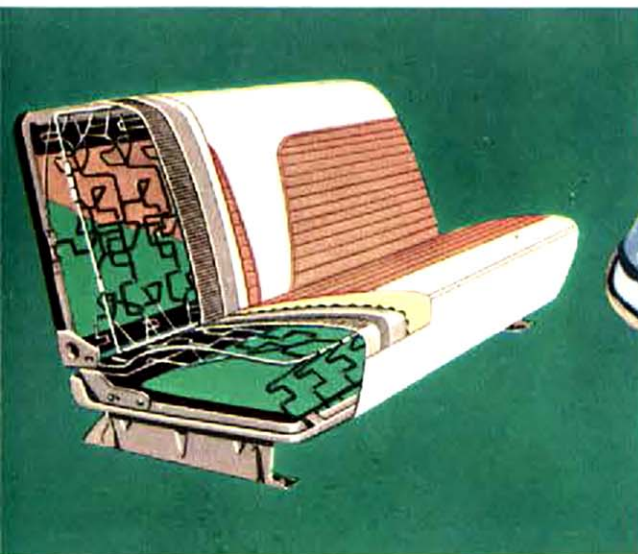
Much of the magic of this *Inner Ford* lies in its all-new body.

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.

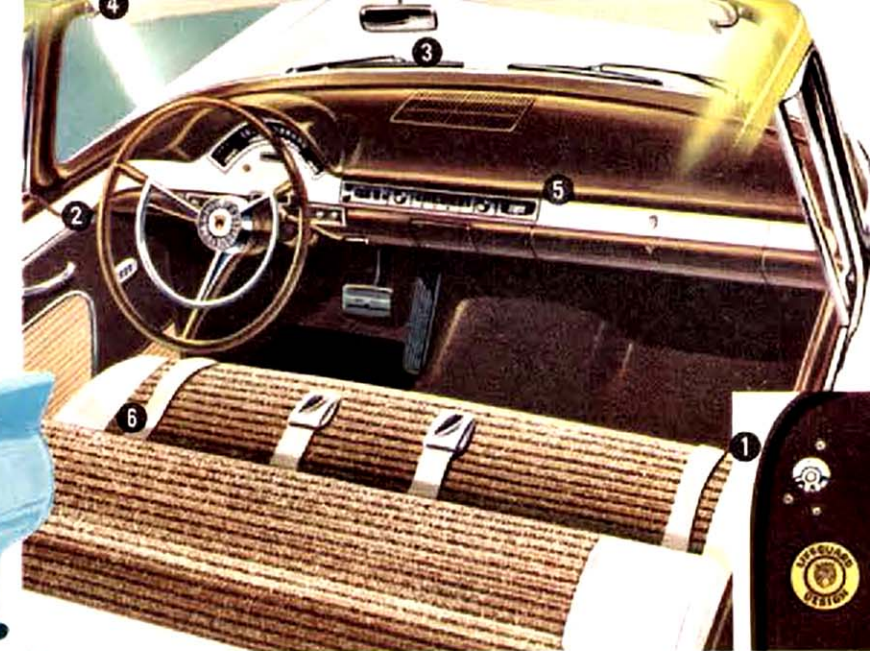
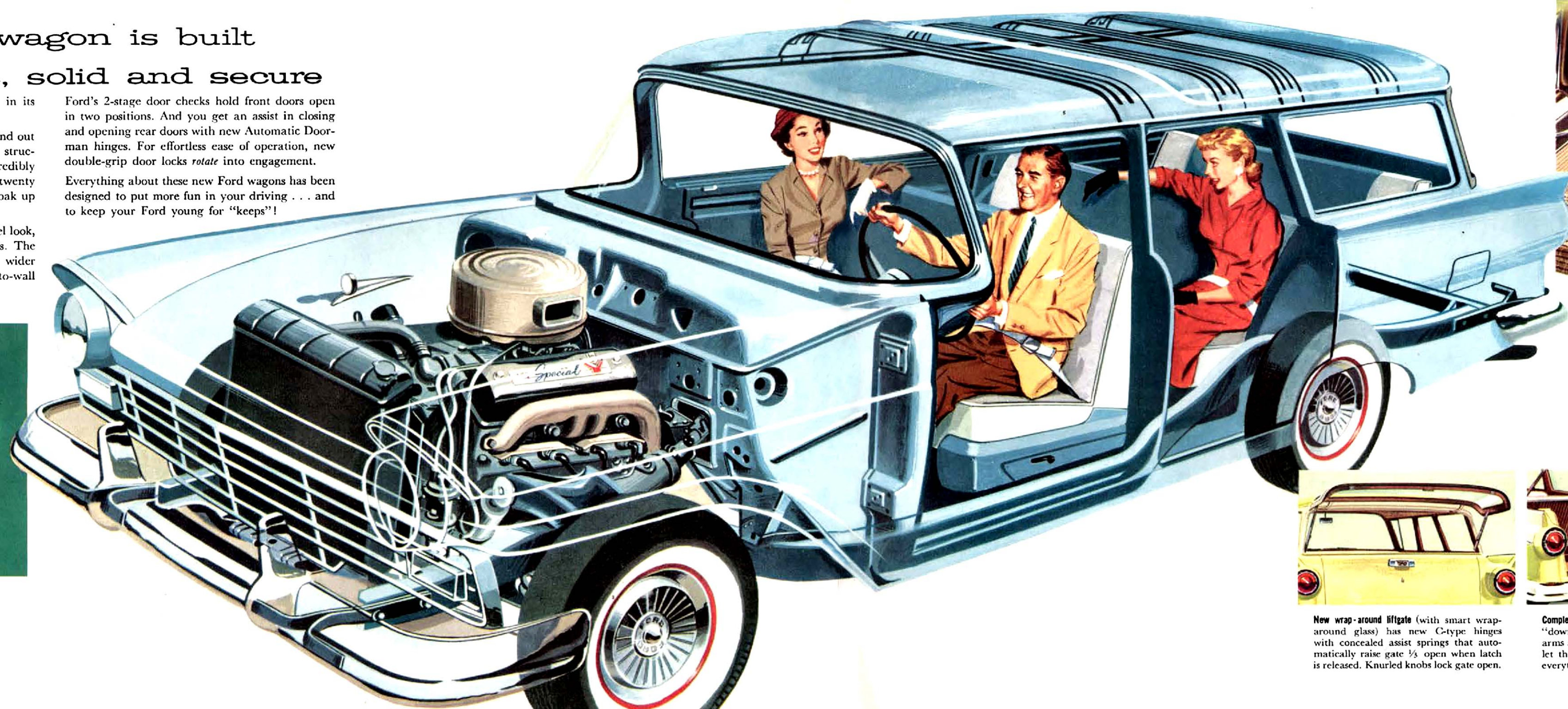
Above all, there's a new roof with a split-level look, backed by six extra-strong stiffening braces. The contoured chassis frame is built a full *foot* wider midway to give you a new kind of wall-to-wall protection.

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 Door-man 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"!

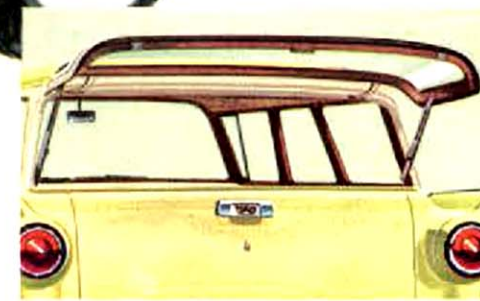


New Automatic Posture Control front seat gives you the extra convenience of 11 seat positions . . . the comfort of stronger, quieter springs and foam-rubber padding. New track structure, anchored directly to chassis frame, has heavier stops which offer more protection in holding tracks together in the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

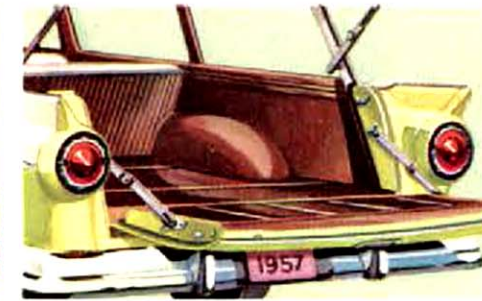


For your personal protection the '57 Ford wagons really go all out. The one-piece instrument panel is safety-contoured with deeply recessed control knobs and ash tray. The completely new Lifeguard double-grip door locks (1) are more efficient, stronger, safer and more durable. Ford's deep-center, impact-absorbing steering wheel (2) is smaller for better vision, easier entry. New shatter-resistant rearview mirror (3) has a sure-acting safety swivel.

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



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



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



Cutaway shows new, two-step, lift-type latch release. Raise handle 25°, liftgate catches retract. Raise another 20°, and two rotor-type latches at each side of tailgate are released to let tailgate down.



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.

New, sculptured headlights are crowned by a wide visor formed by the forward extension of the front fenders. Note the attractive Style-Tone trim.

The new, bigger, gracefully designed Jet-Tube taillights permit 25% greater lighting area. Backup lights (optional) are cleverly centered in taillight assembly.

The new hood ornament symbolizes the Touch of Tomorrow. Its graceful design features the Ford crest . . . makes a fitting "figurehead" for the graceful new Fords.

## A rugged wheeled - foundation

The new magic of Ford's wagons begins with the revolutionary new chassis. For the first time, you get a bow-shaped, contoured frame that sweeps out and dips down between the wheels. This gives up to 3½-inch lower silhouette for 1957 . . . *without sacrifice of head room or leg room.* Three frame cross members are tubular for greater strength and rigidity. The new tapered driveshaft and deep-offset rear axle also help make the lower silhouette possible, without sacrificing road clearance. And it's a wagon that will last!

## The Touch of Tomorrow in every detail

Note the gold anodized molding on the side panels of Del Rio and Country Sedan Station Wagon models. Standard with Style-Tone exteriors (optional with Single Colors), they provide a unique and distinctive styling highlight.

Above, you see the Ford Station Wagon's new wrap-around lift-gate with wrap-around glass. It not only gives greater rear vision and increased loading space, but it adds a fresh new styling note. No wonder Ford is America's favorite station wagon!

**New Giant-Grip Brakes** feature a new fixed anchor design, require only a simple single-point adjustment. New front and rear brakes mean even safer, smoother stops with still less pedal effort.

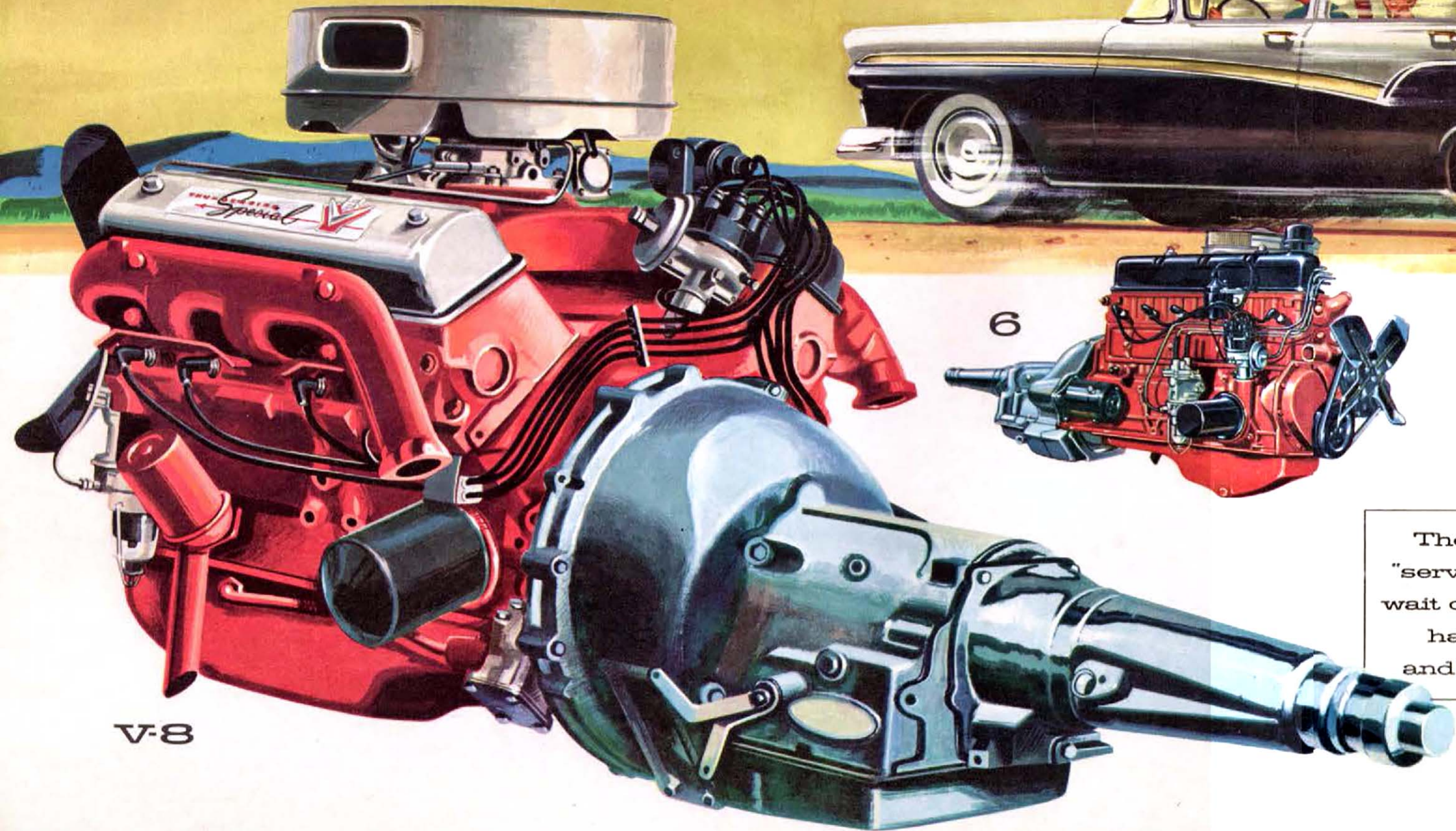
**New 4-Way Ball-Joint Front Suspension** system features stronger one-piece lower and upper suspension arms. The new lower arms are swept back to better absorb road shock before it reaches you.

**New Tapered Driveshaft** enters the differential case near the bottom, instead of the customary position. This lets you ride lower . . . yet you have plenty of room for long legs and road clearance.

**New Deep-Offset Hypoid Axle** with an exclusive straddle-mounted pinion is stronger . . . has greater torque capacity. Greater pinion offset makes possible new hug-the-ground design.

**New Even-Keel Rear Springs** are now mounted *outside* the frame to improve the ride. These new outboard-mounted springs cushion your ride far better . . . let you take the turns much steadier.





## Thunderbird Power... the "Heart" of Ford's new glamour wagons

These  
"servants"  
wait on you  
hand  
and foot



**Swift Sure Power Brakes** with new low pedal are the brakes you love to touch. Stopping takes up to  $\frac{1}{2}$  less effort. Makes driving in traffic much easier, more relaxing. It's just touch and "whoa!"



**Power-Lift Windows** can be raised or lowered with the touch of a button at driver's door. For passenger's convenience, there's a handy button under each window, too.



**Master-Guide Power Steering** cuts your parking effort up to 75% and assists you in all your driving. Yet you retain the "feel of the wheel" when steering on rough roads or smooth.



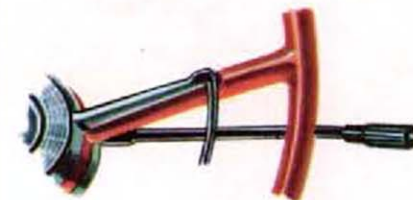
**4-Way Power Front Seat** automatically goes forward, back, up or down at a button's touch. You get just the right leg room and height for easier, safer driving.



**Fordomatic Drive** is the most versatile automatic drive in its field. It provides smooth, quiet response in every driving range. 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... a real engine saver! An automatic 4th gear lets your engine loaf along at 35 miles per hour while your car is actually doing 50. It's a miser on gas, too, saving up to 15%.



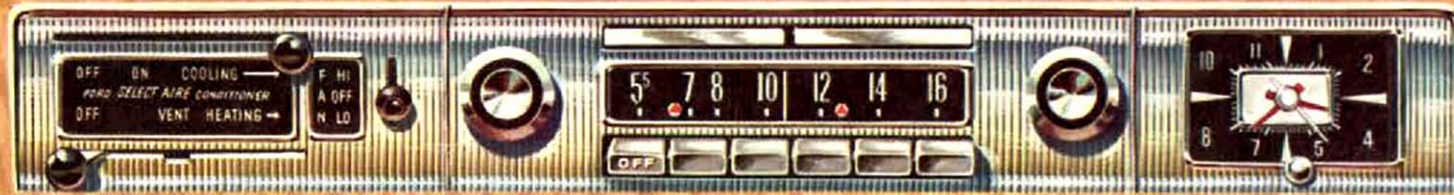
**Ford Conventional Drive** is the easiest manual shifting there is. New gear ratios, tailored to each engine for best performance and economy, put you in command of Ford's greater power with just a flick of your finger.

On this Silver Anniversary of Ford's V-8 leadership, Ford introduces new and mightier Thunderbird V-8's. The new deep-breathing capacity with new carburetion and higher compression ratios of these magnificent V-8 engines mean more GO... plus greater economy. All have new Time-O-Matic distributor... highly efficient, Super-Filter air cleaner. 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.

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.

Or you can have Ford's famous 144-hp Mileage Maker Six... the industry's most modern Six. Whatever wagon you select, you can pick your GO... and love it!





#### Select-Aire 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.

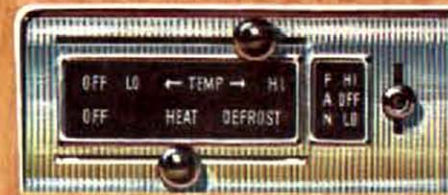
#### Signal-Seek Radio\*

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

## Selections... and Facts for the Mechanically Minded

**Station Wagon Exteriors:** 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, Starmist Blue, Cumberland Green, Willow Green, Silver Mocha, Doeskin Tan, Gunmetal Gray, Woodsmoke 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 within maple-grained glass-fiber framing. Body between roof drip rail and belt is finished in maple grain, while balance is Single Color selected.

**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.

These vinyls on doors and panels complete an over-all upholstery and interior trim creating an attractive, tastefully harmonizing effect. Front and rear passenger-compartment floors are covered with practical Sof-Tred carpet-textured rubber in black, while ribbed linoleum in colors is placed on load spaces, tailgate and Stowaway seat backs.

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.

212-hp *Thunderbird 292 V-8* (optional)—292-cu. in. displacement; 3.75" bore x 3.30" stroke; 9.1 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 Super 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.

270-hp *Thunderbird 312 Super V-8* (optional)—same as above except for twin 4-barrel carburetor. Also, an extra-high-performance Thunderbird 312 Super V-8 delivering up to 285 hp.

All engines are available in all models with any transmission.

**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 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 (Dr) 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 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 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.

**Axle Ratios (to 1):** With V-8's 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 on all models, new 5½" safety-type rims. 8.00 x 14 on 9-pass. Country Sedan and Country Squire. 7.50 x 14 on other models.

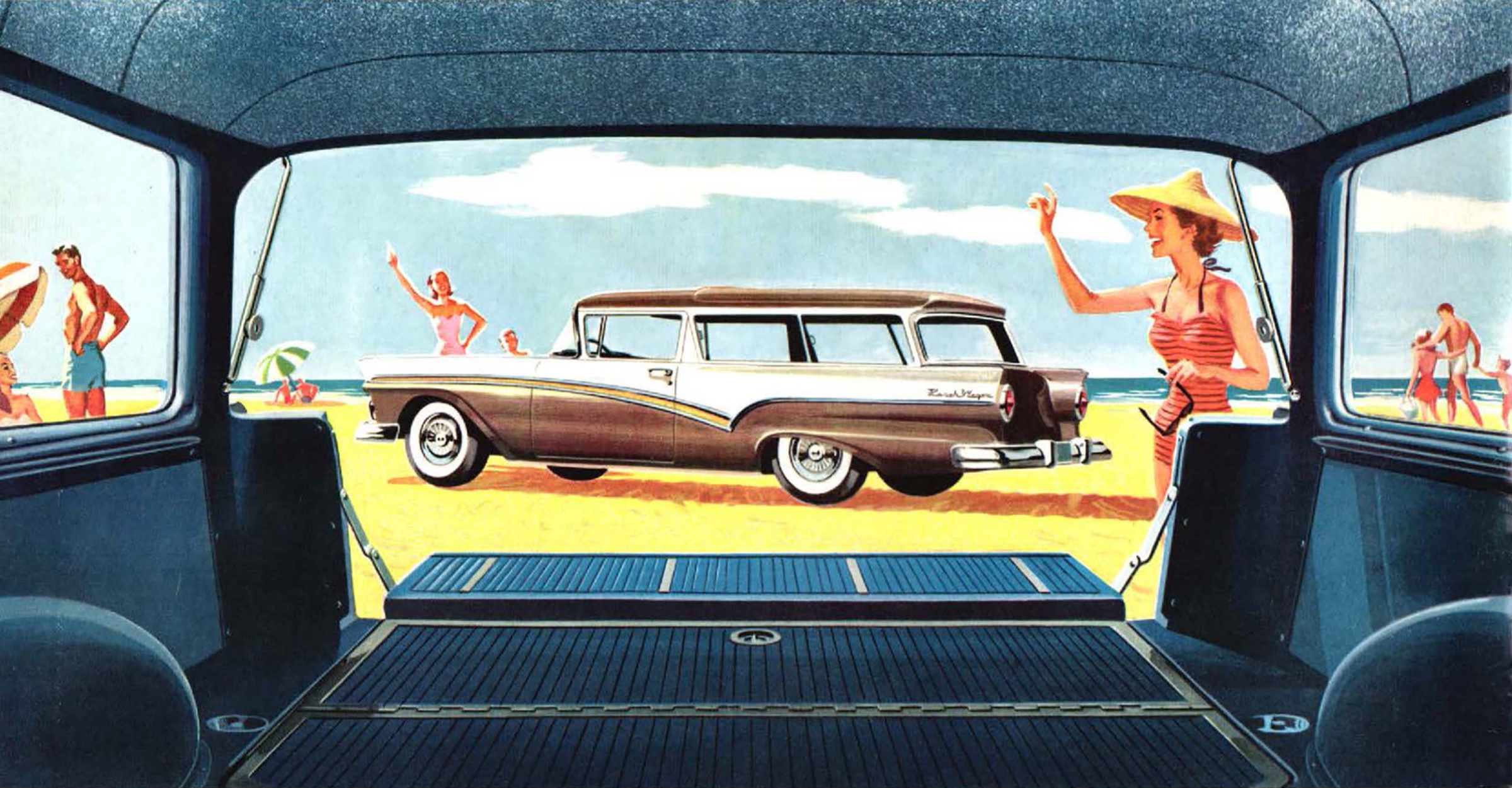
**Dimensions:** 116" wheelbase; 59.0" front, 56.4" rear treads. Over-all length, 203.5" (211.3" with tailgate down). Height (maximum with design load), 58.7" for 6-pass. models, 58.9" for 9-pass. models.

**Other Available Equipment:** Full-Flow oil filter, heavy duty Super-Filter air cleaner. Lifeguard 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, 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 for positive-action windshield wipers.

**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.

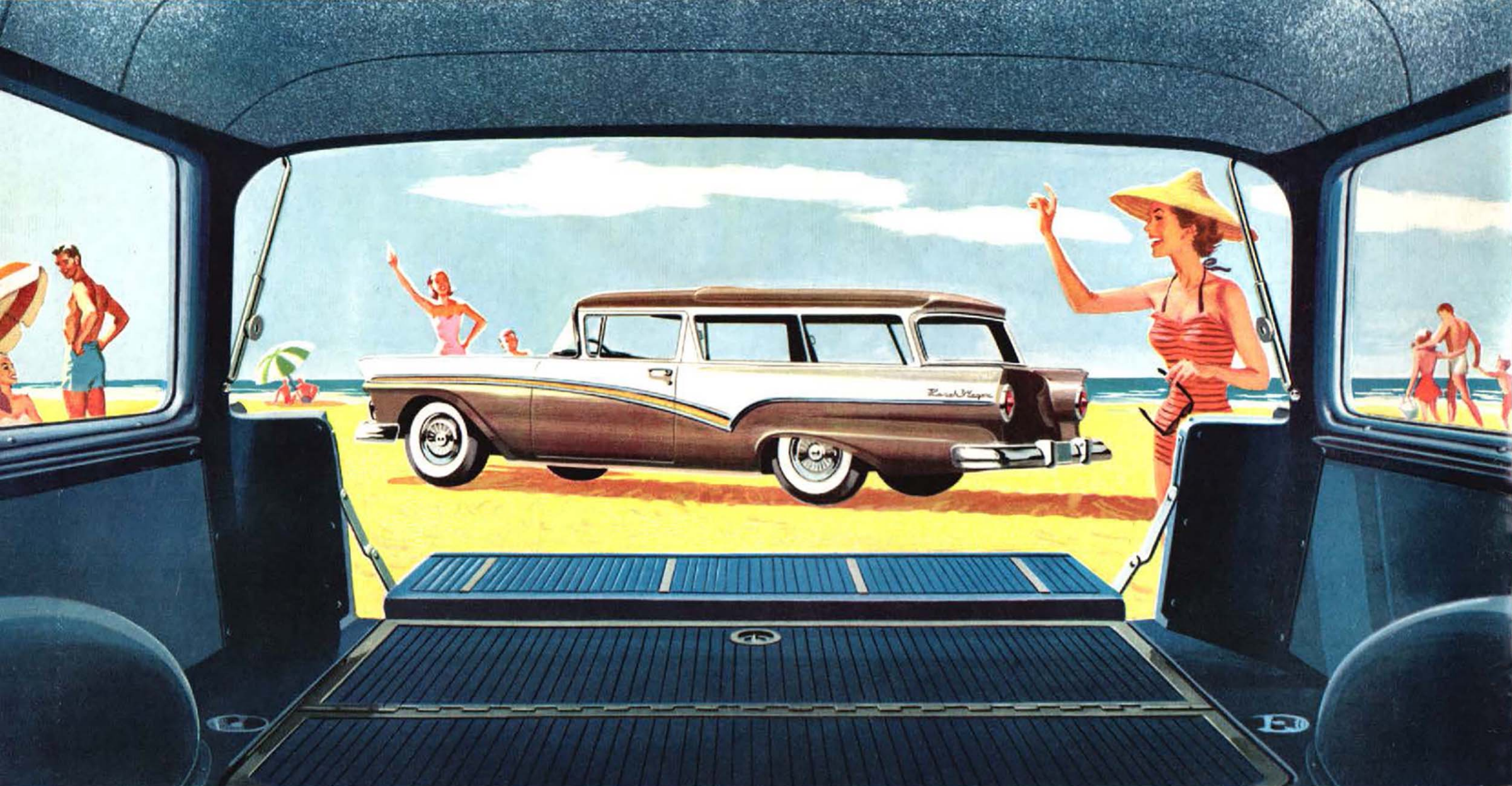
*The specifications contained herein were in effect at the time this catalog was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design without notice and without incurring obligation.*



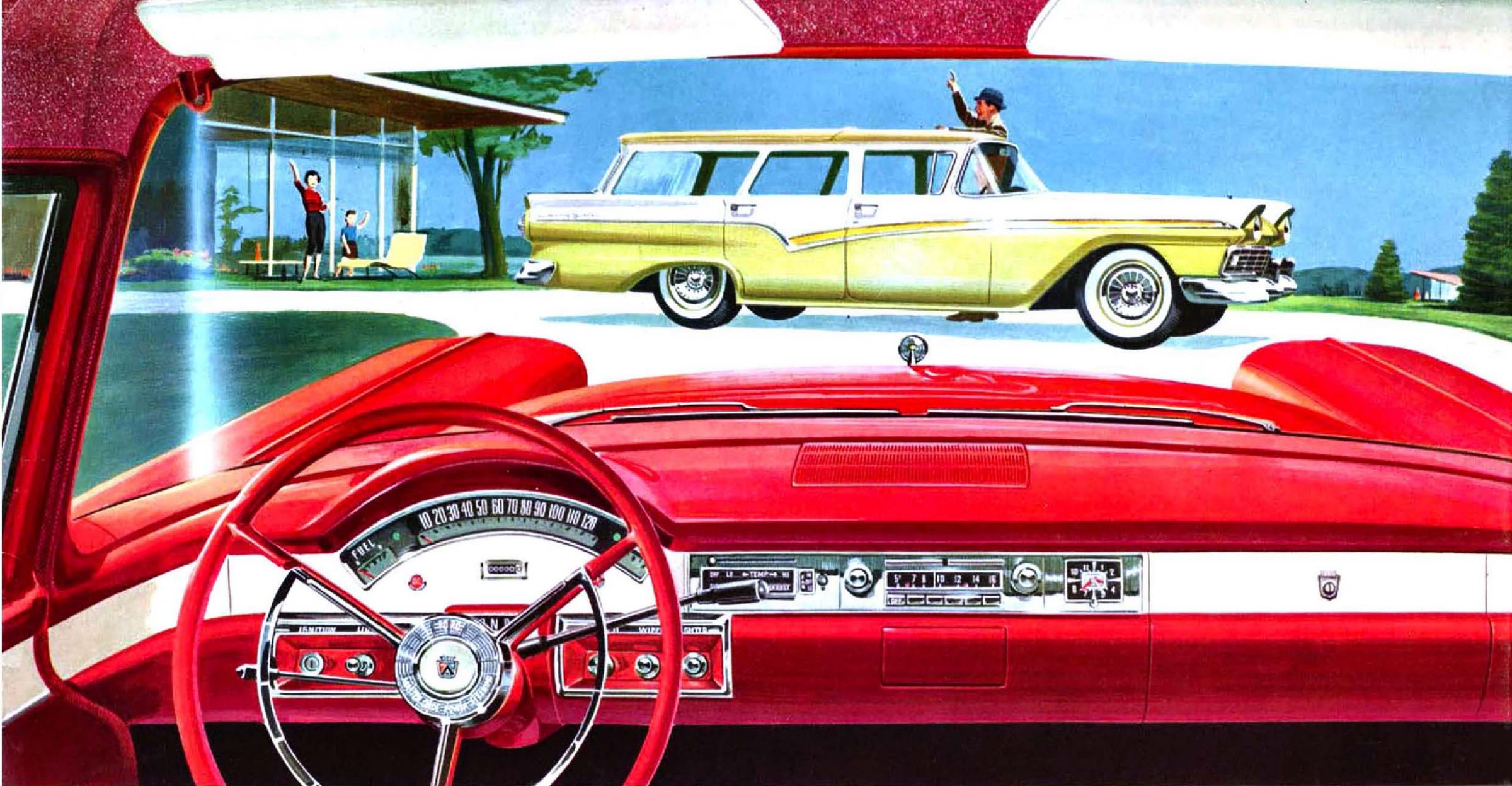


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