



The new Victoria . . . one of Ford's 18 models for '56

You'll be safer in a '56 Ford!

For 1956, Ford announces the first major contribution to passenger and driver protection in accidents: New Lifeguard Design! It is the end result of more than two years of research by Ford in co-operation with universities, medical associations, and safety experts. It is designed to give you added protection in the areas where *the majority of serious accident injuries occur.*

New Lifeguard steering wheel

Safety experts called for a wheel that would protect the driver from the steering post in an accident. The deep-center structure of Ford's new Lifeguard steering wheel provides a cushioning effect under impact.



New Ford seat belts

Safety experts asked for belts to hold driver and passengers securely in their seats in sudden stops. Ford's optional nylon-rayon cord seat belts are solidly anchored to the steel flooring and will withstand a force of 4,000 lbs.!



You get this Lifeguard protection in a car unmatched for beauty . . . with styling inspired by the Ford Thunderbird. What's more, Ford brings you the sheer delight of commanding the new 202-h.p. Thunderbird Y-8 engine*—a new smooth-running, Go-packed, deep-block engine that will put fresh enthusiasm into all your driving.

*In Fordomatic Fairlane and Station Wagon models

New Lifeguard door latches

Safety experts say that passengers are considerably safer in accidents if they stay inside the car. Ford's new Lifeguard double-grip door locks reduce the possibility of doors springing open under strain and occupants being thrown from the car.



New Lifeguard padding

Safety experts recommend cushioning hard surfaces within a car to reduce head injuries. Ford's optional Lifeguard padding on control panel and sun visors absorbs impacts . . . helps to guard you from injury.

