



New Fairlane Victoria with
the new 202-h.p. Thunderbird Y-8 engine



It's the new '56 FORD

America's fine car...at half the fine car price

... with new Lifeguard design... new Thunderbird styling... new Thunderbird Y-8 power

With all its exciting beauty and power news for 1956, Ford announces the biggest safety news in car history. It's Lifeguard design—the first comprehensive contribution to driver and passenger safety in accidents.

Two years ago, Ford set out to determine the causes of accident injuries . . . so a safer car could be built. It was found that over half the serious injuries came from occupants being thrown against the steering post, against hard interior surfaces, or from the car. To guard you, Ford developed Lifeguard design—a family of safety features described at the right.

To give your safer new Ford the goingest GO on the road, Ford offers the new 202-h.p. Thunderbird Y-8 engine in Fordomatic Fairlanes and Station Wagons—the mighty 176-h.p. Y-8 in Fordomatic Customline and Mainline models—and the 137-h.p. Six in all models.

But this is only part of the Ford story. When you've seen its brilliant new Thunderbird styling . . . noted its colorful new interiors and careful workmanship . . . you'll know that Ford is truly the *fine* car at half the fine-car price.



Lifeguard Design . . . a Ford first for safety first includes new Lifeguard steering wheel with deep-center construction to act as a cushion in event of accident . . . Lifeguard double-grip door locks designed to give extra protection from doors opening under shock . . . optional Lifeguard padding for instrument panel, and sun visors made of similar impact-absorbing material, to lessen injuries from impact . . . optional Lifeguard seat belts, firmly anchored to the reinforced steel floor, to keep occupants securely in their seats. And you get all these Lifeguard features *only in Ford.*