



Fairlane 500 Club Victoria

THE FUTURE RIDES WITH YOU

in the *new kind of* **FORD** for '57

This is it—the car with the touch of tomorrow—the new kind of Ford for '57.

Try it for size—it's longer, far longer, than any Ford has ever been before, yet a scant shoulder high. It has the look of the future in every cool, crisp line . . . the feel of the future in every mile of silk-smooth driving. It's the *biggest* Ford ever . . . the *most* car for the money ever offered in Ford's field, with the most sweeping changes in all Ford history!

At the heart of the new kind of Ford is a thrilling new Silver Anniversary V-8 with a commanding new performance personality . . . and underneath it all is

a revolutionary new 'Inner Ford'—a new miracle of built-in *quality* that makes the '57 Ford safer, quieter, and steadier than ever.

You can choose your new Ford from nine glamorous models in the Fairlane and Fairlane 500 Series, all riding on a new, longer 118-inch wheelbase; from four big beauties in the Custom and Custom 300 Series, now on a new 116-inch wheelbase; or from five stylish and practical station wagons. Your Ford-Monarch dealer would like to show you *all* the things that are new in the *newest* car of all—the big, beautiful, brawny Ford for '57. Accept his invitation soon!

a whole era ahead of the field!

