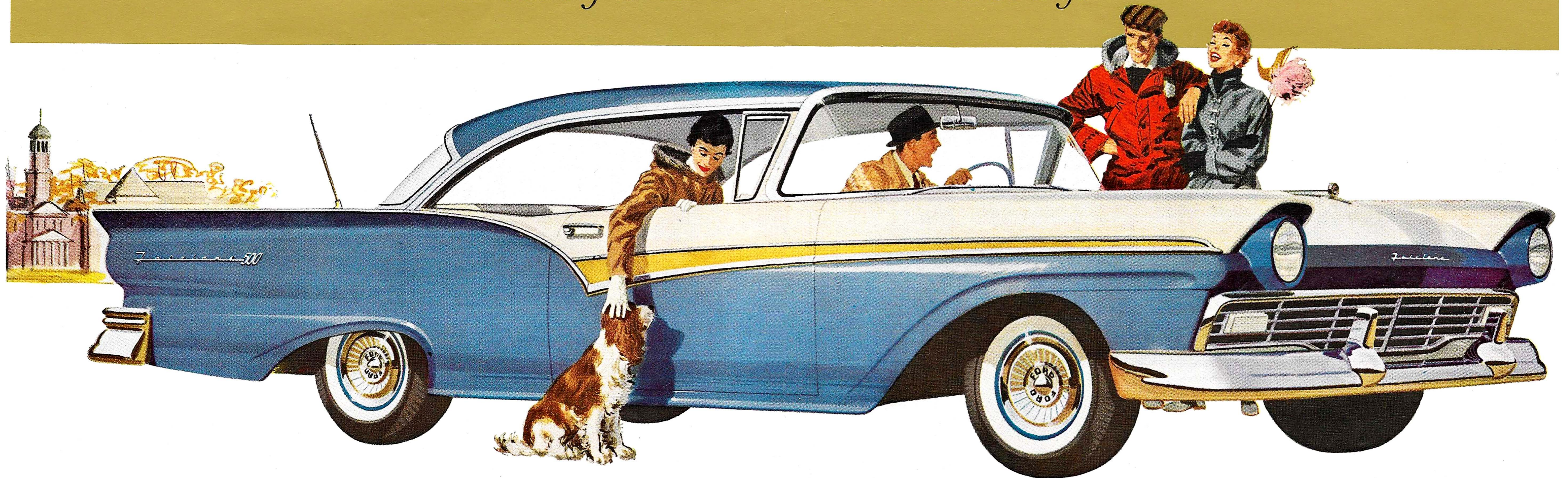


Announcing  for '57
 a new kind of FORD

with the touch of tomorrow... and Thunderbird go



After today, American cars will never be the same again... for the Big New Kind of Ford is a brilliant new automotive package—the only fine car in the low-price field!

■ You're looking at a new adventure named Ford! Ever see a car so low? It's just shoulder high, yet it's easier to enter and roomier than ever. And ever see such a long car in Ford's field? It looks as long as a yacht and twice as lovely.

But your real thrill comes when this Ford shows its stuff! The new Silver Anniversary V-8's, up to 245 hp strong, make driving easier than ever. And for super

economy, try a new Mileage Maker Six.

It handles as if it reads your mind. It corners on the level. It takes the bounce out of bumps with its deep-cradle ride. It laughs off the miles. It's quiet as a mouse in sneakers. And, the completely new Inner Ford has the built-in extra quality to *keep* that wonderful new-car feel. Best of all, you get all this at low Ford prices. *See the new kind of Ford today!*

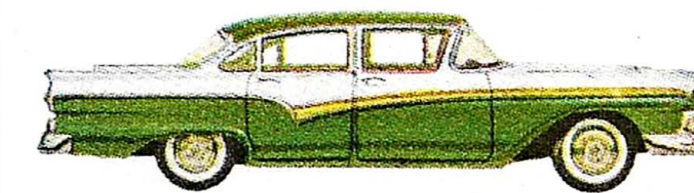


You'll sit sweet, low and pretty inside the new built-for-keeps body

Ford brings you the most comfortable, most luxurious, most completely insulated body ever in its field. How do you like those new fabrics and that new panel—with all controls recessed?

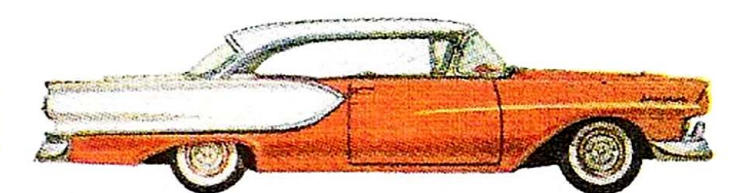
'57
 FORD
*prestige car
 of the low price
 field*

The only low-priced car that comes in two sizes



The Custom and Custom 300 are over 16 feet long

All 5 models in the Custom and Custom 300 series ride on a big new 116-inch wheelbase—longest in the low-price field. And Ford's five beautiful new station wagons all ride on their own special chassis, too. They are longer, lower, heavier, with more room, more look-out area, the smoothest, quietest station wagon ride ever.



The Fairlane and Fairlane 500 are over 17 feet long

Meet the '57 cars that make *big* a low-priced word! Whether you choose a new Fairlane (4 models) or Fairlane 500 (5 models), you get a car over 9 inches longer, as much as 4 inches lower. They ride on a big 118-inch wheelbase. And, thanks to the new slim chrome body pillars, even the Club and Town Sedans have that "hardtop" look!