

The fine car of its field



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'55 FORD

*in four new high-style lines . . .
including the new Fairlane series*

Whatever your tastes and requirements in a motor car may be, you'll find in Ford's new and wider range of cars for 1955 a model that fulfills your needs with brilliance and distinction. For in any model you select you'll enjoy styling of which you can well be proud . . . advances in engineering that set new standards in restful comfort and agile performance.

Ford's styling for 1955 is completely new and fresh. The crisp, clean lines that characterize the '55 Fords were inspired by the Thunderbird, the brilliant new personal car by Ford. There are daring new exterior color treatments, colorful upholstery patterns and harmonizing trim ensembles that combine to strike a new note in motor car decor.

There's fleet new responsiveness, too, in every Ford for '55. It stems from Ford's new Trigger-Torque Power—the kind of power that gives you the instant action you want and need for today's driving. Then, too, there's Ford's new Angle-Poised Ride that makes even the smooth roads seem smoother.

Whichever of Ford's new models you may choose, you'll find it "belongs" wherever you may drive . . . and you'll find a new pleasure in driving it wherever you may go.





When the Ford Thunderbird was first exhibited, it created a veritable sensation. No personal car before it ever combined such long, low, exciting lines, such comfortable and attractive interiors with the jet-like responsiveness of Trigger-Torque Power and the road-

hugging cornering of Ball-Joint ride. And, quite naturally, thrilling attributes of the Thunderbird are reflected in the characteristics of all Ford cars for 1955.

In the new Ford line, for example, you'll find fresh, distinctive modern beauty combined with brilliant new

responsiveness to bring you something totally new and different in modern driving enjoyment.

But, you'll find the whole exciting story of the new 1955 Fords on the following pages . . . you'll enjoy a delightful new experience, too, when first you take a Test Drive.



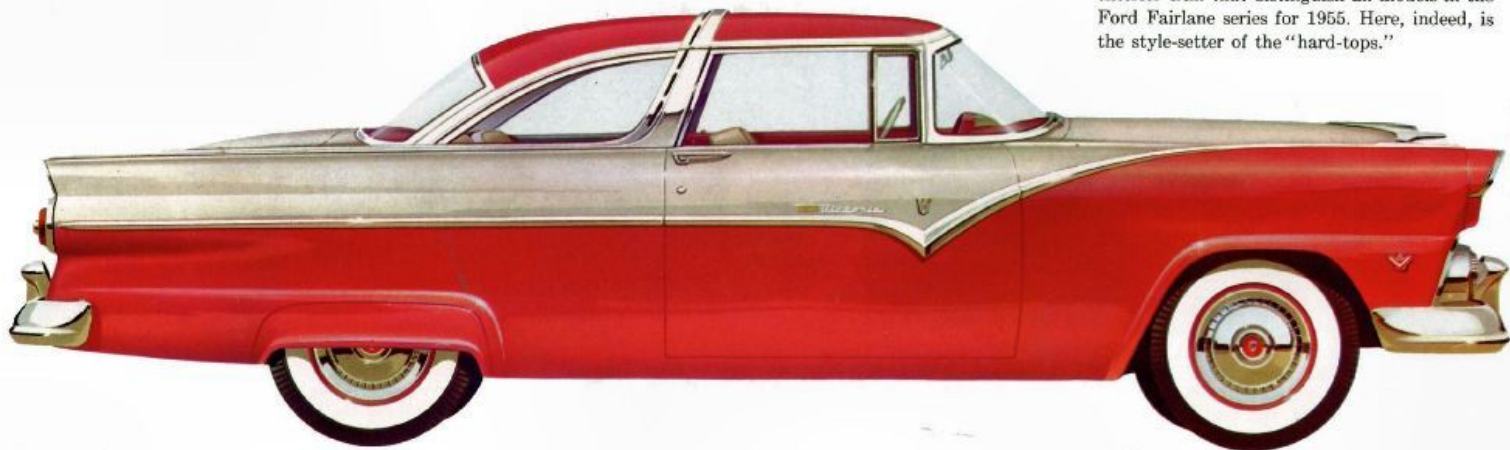
Fairlane... A Distinguished New Ford Series

Here's an exciting series newly added to the Ford line. Each of the beautiful new models carrying the Fairlane name brings a completely new idea in style, performance and quality to the American Road.



Fairlane Crown Victoria

This proud, new beauty's "crown of chrome" and low silhouette will set the styling keynote for cars to come. In addition, there are smart new two-tone body colors and carefully placed exterior trim that distinguish all models in the Ford Fairlane series for 1955. Here, indeed, is the style-setter of the "hard-tops."



*Fairlane Crown Victoria
with transparent top*



Another original by Ford, this model of the new Crown Victoria has all the years-ahead features of the new crown styling plus a distinctive "skylighted" top. The entire front section of the car roof is a tinted transparent panel that lets in sky and stars. Convenient roof curtains zip into place . . . tuck away out of sight when not in use.

Crown Victoria Interiors

No finer—no fresher interiors will you find in any car—at any price. Nylon-and-vinyl and two-tone vinyl upholstery fabrics are as durable as they are beautiful. The entire interior, including the new two-tone Astra-Dial Control Panel, is color-harmonized with the exterior. All seats are foam-rubber cushioned. Rear seat has a comfortable folding arm rest in the center.



SELECTIONS

Engines: Y-block V-8 (with dual exhausts) or I-block Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power assists:** Power steering, power brakes, power seat, power windows. **Single color:** Snowshoe White. **Two-tone colors:** As illustrated or conventional 2-tone with second color on roof only—Raven Black, Aquatone Blue, Sea Sprite Green, Regency Purple, Torch Red or Tropical Rose with Snowshoe White. **Interiors:** All-vinyl—red, green or rose with white bolsters. Cloth and vinyl combination—black flake pattern with white vinyl bolsters.

Fairlane Sunliner

No wonder the Sunliner is America's favorite convertible. Top down, it's the most distinguished, yet dashing, open car in its field. Top up, with its glove-tight fabric fit, it has all the comfort features of a sedan. Top comes in one of three colors to harmonize with the single or unique new two-tone body exterior colors.



Sunliner Interiors

Colorful two-tone vinyl upholstery combinations are arranged to give you the smartest convertible interior on the road. And to protect the interior, you can have Ford's Automatic Rain Guard to automatically raise the top, should a rainstorm catch the car unattended.



SELECTIONS

Engines: Y-block V-8 (with dual exhausts) or I-block Six. **Transmissions:** Fordomatic, Overdrive, or Conventional. **Power assists:** Power steering, power brakes, power seat, power windows. **Single colors:** Raven Black, Aquatone Blue, Waterfall Blue, Snowshoe White, Sea Sprite Green, Neptune Green, Torch Red, Goldenrod Yellow, Tropical Rose, Regency Purple. **Two-tone colors:** As illustrated—Snowshoe White with Torch Red, Tropical Rose, Sea Sprite Green or Regency Purple; Waterfall Blue with Aquatone Blue; Goldenrod Yellow with Raven Black. **Interiors:** All-vinyl—red, green or rose with white; yellow with black; blue with light blue, Black, blue or tan color-fast Breezeaway Tops.

Fairlane Victoria

Here is a new and exciting open-sided beauty. Long, low, graceful lines, enhanced by the new wrap-around windshield, give the Victoria a distinction that's all its own. Quarter windows roll down out of sight leaving no center posts and providing a wonderful feeling of openness! It's available in single and two-tone colors.



Victoria Interiors

In keeping with the beauty and grace of the Victoria's new exterior styling, you get the latest in modern nylon-and-vinyl or two-tone vinyl upholstery. Seats are pleated in a unique new block pattern. As in all Fairlane models even the steering wheel and column are color-blended with interior and exterior colors.



SELECTIONS

Engines: Y-block V-8 (with dual exhausts) or I-block Six. **Transmissions:** Fordomatic, Overdrive or Conventional. **Power assists:** Power steering, power brakes, power seat, power windows. **Single colors:** Snowshoe White or Tropical Rose. **Two-tone colors:** As illustrated or conventional 2-tone with second color on roof only—Raven Black, Aquatone Blue, Sea Sprite Green, Buckskin Brown, Regency Purple, Torch Red, Goldenrod Yellow or Tropical Rose with Snowshoe White; Snowshoe White with Aquatone Blue; Neptune Green with Pinetree Green; Goldenrod Yellow with Raven Black. **Interiors:** Five two-tone, all-vinyl combinations and two flake-pattern nylon cloth and vinyl ensembles.

The **F**airlane Sedans for 1955

These new models strike a new note in sedan design. They bring you the maximum in convenience—together with distinction that complements your good taste.



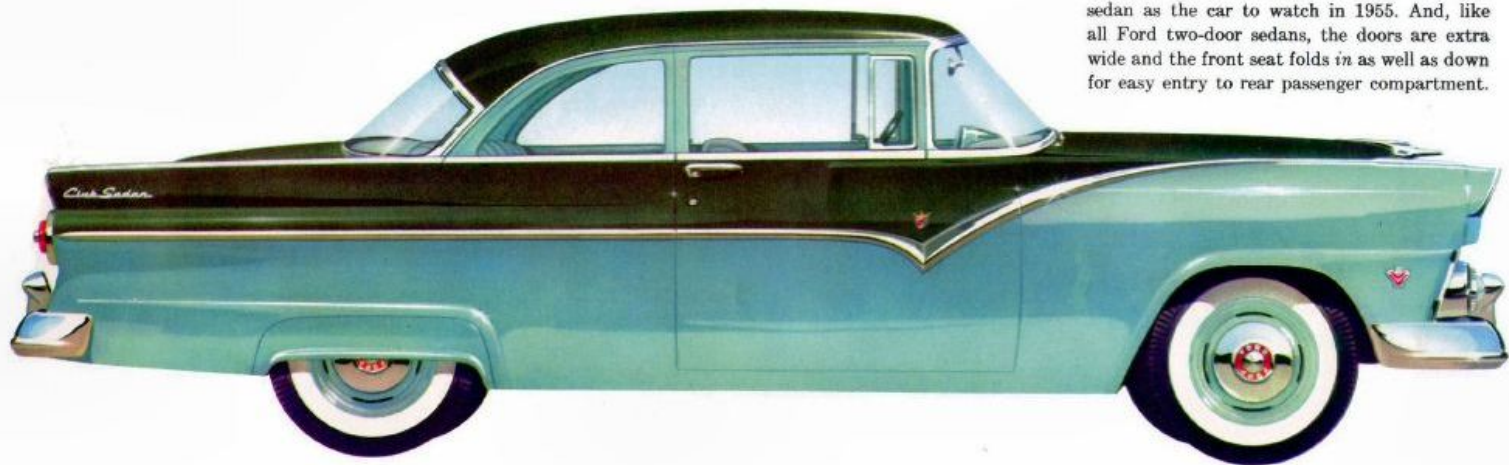
Fairlane Town Sedan



There's never been a four-door sedan more refined in appearance—more completely comfortable—and more thoroughly practical than the new Fairlane Town Sedan. And, as in all Fairlane models, you can choose any or all of Ford's fine-car power assists: power steering, power brakes, power windows and power seat.

Fairlane Club Sedan

A completely new model, the Fairlane Club Sedan offers a "richness" of style, trim and upholstery that clearly marks this two-door sedan as the car to watch in 1955. And, like all Ford two-door sedans, the doors are extra wide and the front seat folds in as well as down for easy entry to rear passenger compartment.



Town Sedan and Club Sedan Interiors

The Town Sedan and Club Sedan offer the last word in rich interior decoration. Contoured seats are upholstered in glamorous new metallic-threaded nylon with pleated nylon bolsters in a harmonizing color. Door panels are neatly decorated with a distinguished modern motif.



SELECTIONS

Engines: Y-block V-8 (with dual exhausts) or I-block Six. **Transmissions:** Fordomatic, Overdrive or Conventional. **Power assists:** Power steering, power brakes, power seat; power windows on Town Sedan. **Single colors:** Raven Black, Banner Blue, Aquatone Blue, Waterfall Blue, Snowshoe White, Pinetree Green, Sea Sprite Green, Neptune Green, Buckskin Brown, Torch Red. **Two-tone colors:** Aquatone Blue, Goldenrod Yellow or Torch Red with Snowshoe White; Waterfall Blue with Banner Blue; Snowshoe White with Aquatone Blue, Sea Sprite Green or Buckskin Brown; Neptune Green with Pinetree Green. **Interiors:** Brown, green or blue random-twist nylon with nubbe-weave cloth bolsters.



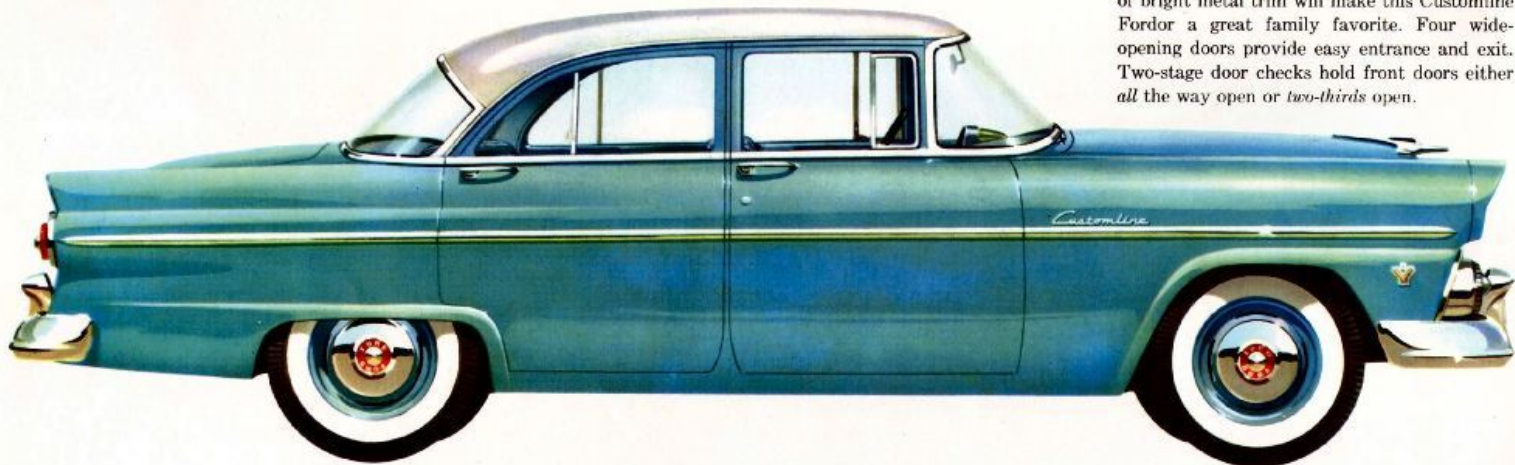
C customline... Two Distinctive New Sedans

The Ford Customline for 1955 includes a two-door and four-door sedan.

Both offer new comfort, new years-ahead styling for the modern family.

Customline Fordor

Graceful, uncluttered lines and smart touches of bright metal trim will make this Customline Fordor a great family favorite. Four wide-opening doors provide easy entrance and exit. Two-stage door checks hold front doors either *all* the way open or *two-thirds* open.



Customline Tudor

You may like a two-door for its trim appearance . . . or for the added safety it affords children. Whatever your reason, you'll love this Customline Tudor. You get the wide-angle view afforded by the new wrap-around windshield with its set-back, narrow, body corner posts.



Fordor and Tudor Interiors

Here are dreams come true! Both models have lounging room for six big passengers. Both have new, ultra-smart upholstery and trim. And both have the wonderful, welcoming comfort of foam-rubber cushioned seats . . . softly padded arm rests both front and rear.



SELECTIONS

Engines: Y-block V-8 or I-block Six. **Transmissions:** Fordomatic, Overdrive or Conventional. **Power assists:** Power steering, power brakes, power seat; power windows on Fordor. **Single colors:** Raven Black, Banner Blue, Aquatone Blue, Waterfall Blue, Snowshoe White, Pinetree Green, Sea Sprite Green, Neptune Green, Buckskin Brown, Torch Red. **Two-tone colors:** Aquatone Blue, Sea Sprite Green, Buckskin Brown or Torch Red with Snowshoe White; Waterfall Blue with Banner Blue; Neptune Green with Pinetree Green. **Interiors:** Brown and gold, green and black or blue diamond Craftweave with white, green or blue quilted vinyl bolsters. Styletex, a special vinyl and woven plastic combination in white and blue or white and red, also available.



M *ainline... Three Smartly Practical New Body Styles*

Clean exterior lines and graceful contours give these three Ford Mainline beauties a well-tailored look that "belongs" wherever you may drive.

Mainline Fordor Sedan

Four extra-large doors (each more than a yard wide) let you in and out easily. In every Mainline model you get the same engineering advances which distinguish all Fords. Among the features you'll enjoy are new, easier handling Ball-Joint Front Suspension and the powerful response from either of Ford's two new engines.





Ranch Wagon

This two-door, six-passenger beauty features simple, clean-cut exteriors—and a choice of two beautiful, long-wearing, woven plastic or vinyl upholstery combinations.



Custom Ranch Wagon

The extra-colorful interiors of this six-passenger, two-door beauty harmonize with attractive single or two-tone body colors. New exterior trim complements graceful body lines.



6-passenger Country Sedan

This brand-new model is ideal for those who prefer six-passenger roominess with the convenience of four doors. With Stowaway seat down there's room for three and king-size loads.



8-passenger Country Sedan

As in the Country Squire, there's room for eight or all your freight in this smart, new beauty. Four doors and convenient folding center seat give easy access for all eight passengers.

Station Wagon Interiors

This smart, sparkling Country Squire interior gives an excellent idea of the beauty to expect in all of Ford's Station Wagons for '55. All offer ultra-modern colors in woven plastic or vinyl. Non-suff, ribbed linoleum flooring is color-harmonized with interiors.



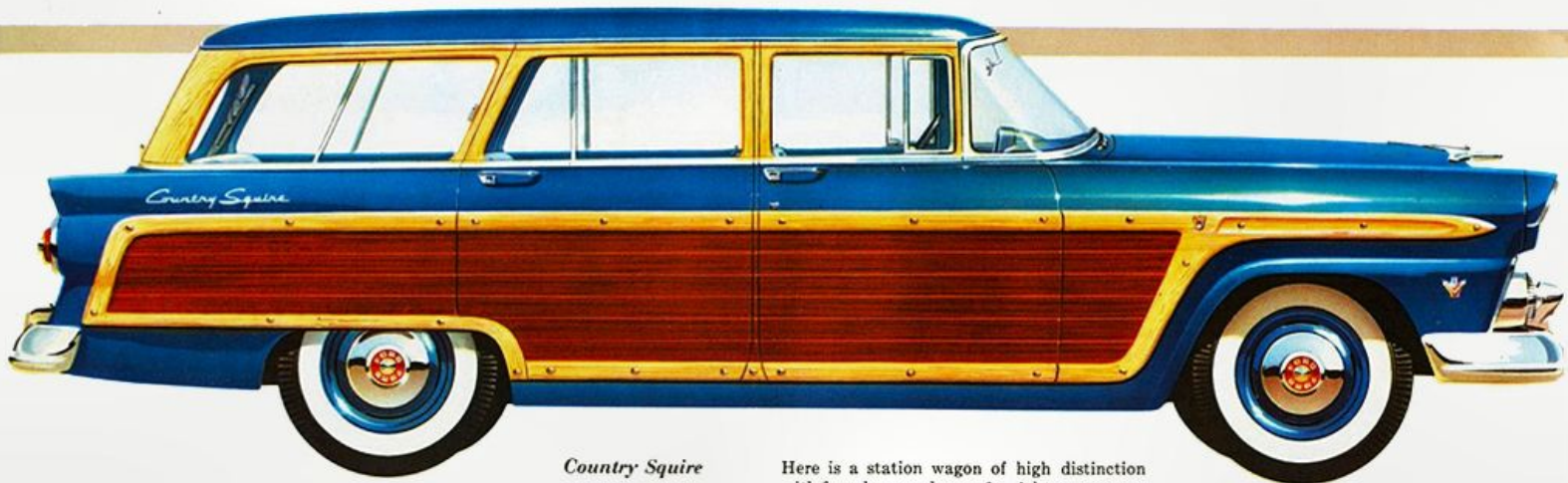
SELECTIONS

Engines: Y-block V-8 (with dual exhausts) or I-block Six. **Transmissions:** Fordomatic, Overdrive or Conventional. **Power assists:** Power steering, power brakes, power seat (except Ranch Wagon), power windows (except both ranch wagons). **Single colors:** Raven Black (Country Squire only), Banner Blue, Aquatone Blue, Waterfall Blue, Snowshoe White, Pinetree Green, Sea Sprite Green, Neptune Green, Buckskin Brown, Torch Red. **Two-tone colors:** (Not available on Country Squire): Aquatone Blue,

Sea Sprite Green, Buckskin Brown, Torch Red or Goldenrod Yellow with Snowshoe White. **Interiors:** Ranch Wagon; Brown and beige woven plastic, with vinyl bolsters or Western Brown vinyl with brown vinyl bolsters. Other station wagons: Blue, green or red woven plastic with harmonizing vinyl bolsters. Custom Ranch Wagon also available with Western Brown vinyl and brown vinyl combination. All-vinyl red and white combination also available in Country Sedans and Country Squire.

Ford Station Wagons for 1955

Ford, long the builder of America's favorite station wagons, now presents *five* new, all-steel, do-it-all beauties. You're bound to find one precisely suited to your needs and tastes—be it four-door or two-door . . . six passenger or eight . . . V-8 engine or Six.



Country Squire

Here is a station wagon of high distinction with four doors and room for eight passengers. Mahogany-grain-finished panels are framed with wood-grained glass fibre moldings.

Mainline Tudor Sedan

Here's a two-door beauty to be proud of . . . with comfort you might expect only in cars costing hundreds more. Both Ford's Mainline Tudor and Business Sedan have doors that are nearly four feet wide—doors that are held open for your convenience by positive two-stage door checks.



Business Tudor: Mainline Tudor is also available in this special version, with the back seat removed to provide up to 60 cu. ft. of load-carrying space . . . the ideal model for the commercial man.



Business Tudor Interior

Tudor and Fordor Interiors



Mainline Tudor and Fordor offer roomy comfort for six big six-footers. That means lots of hip, shoulder, leg and head room. Durable, easy-to-clean Vinylite and fabric upholstery blends beautifully with the exterior colour of your choice.

(Fordor Interior illustrated)

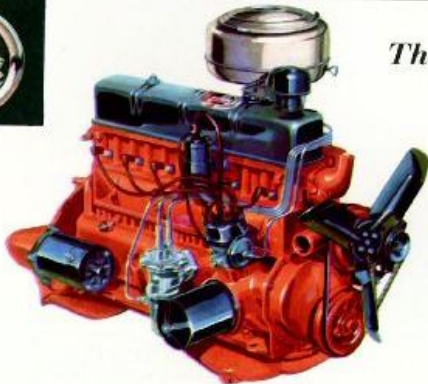
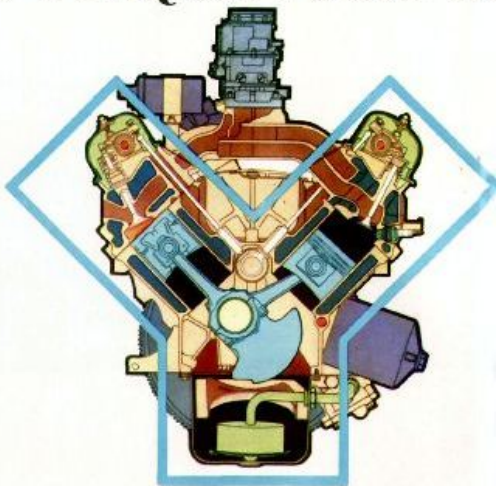
New TRIGGER-TORQUE Power in



The new high-torque V-block V-8

For 1955, Ford brings you a new, high-torque V-8 engine, the product of over 23 years' experience in building V-8's (Ford has built more than 14 million V-8's . . . more than all other manufacturers combined). This new Ford V-8 stands as another engineering triumph, for it gives you the performance and safety advantages of Trigger-Torque power.

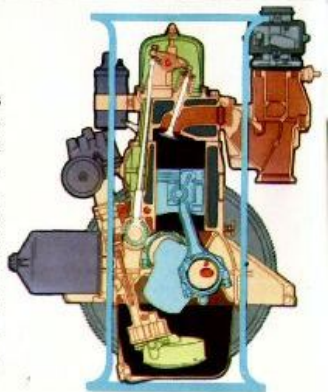
"Torque" is the force developed by the engine to give you the "get-away" power or "pick-up" which you need for every phase of today's driving. And this new Ford engine is capable of developing much higher torque throughout the full range of driving speeds. The result is new Trigger-Torque power for the finest all-speed responsiveness ever delivered by a Ford engine.



The new high-torque I-block Six

The new I-block Six is the only truly modern Six in any American-made car. Among the many important advancements in this new engine are a higher compression ratio for higher efficiency . . . improved free-flow intake system and carburetion that result in higher torque at low driving speeds for quick, easy responsiveness . . . improved, more positive rotation of free-turning valves to increase valve life and help maintain efficient high compression.

Like the Y-block V-8, the Six has deep-block construction with block extending well below center of crankshaft for extra rigidity that results in smoother operation, longer life. And its a short-stroke, low-friction engine, too, so that less power is wasted in friction. As in the V-8, crankshaft is cast of a special alloy, unique for its long wearing qualities. Super-fitted aluminum alloy pistons maintain clearance accurately for quiet operation, low friction, long life.

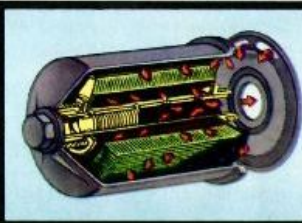
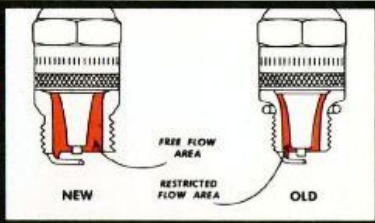
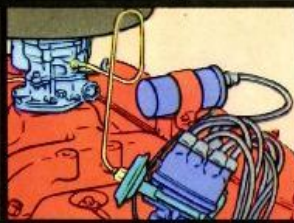
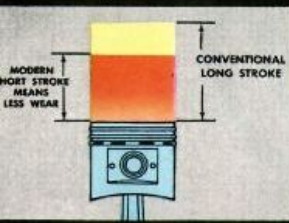


the '55 Ford

Many new advances make all this possible. This new V-8 has nearly 14% greater displacement and a higher compression ratio, for example. There are new free-flow intake and exhaust systems for fast, even fuel distribution (dual exhausts on Fairlane and Station Wagon models). There are brand-new, deposit-resistant, 18mm, turbo-action spark plugs (a Ford "first") . . . and new turbo-wedge combustion chambers.

In addition, the new Y-block V-8 retains all of the design features which made last year's V-8 famous. There's rigid deep-block construction for longer life and smoother operation . . . low-friction design for less wear—more power from less gas . . . and Ford's exclusive power-boosting, fuel-saving Automatic Power Pilot.

Ford Engines have these 5 features . . .



Low-Friction Design means that pistons travel a shorter distance for a given amount of car travel. This means less energy loss, more available power, longer engine life.

Automatic Power Pilot makes sure just the right gas mixture is ignited at the right instant and burned completely to give you the most "Go" from every drop of gas.

Turbo-Wedge Combustion Chambers are wedge-shaped to swirl fuel-air mixture into a virtual tornado for fast, smooth, more complete burning.

New 18mm spark plugs (a Ford "first") resist formation of deposits up to 3 times as long as conventional plugs . . . help maintain top operating efficiency. New tapered seat provides improved sealing.

Full-Flow Oil Filter cleans all the oil in your engine all the time to keep harmful abrasives from vital bearing surfaces. This reduces wear up to 66%.

Your choice of three great drives

New SPEED-TRIGGER FORDOMATIC DRIVE...

gas-saving OVERDRIVE... or CONVENTIONAL DRIVE!

FORDOMATIC DRIVE for '55 is smoother and more versatile than ever. It embodies a new automatic low gear for extra-fast starts or quicker, safer passing at low speeds.

Here's what it does for you. First, with selector set at Drive (DR) you may start in either low gear or intermediate as you prefer. For a real "Speed-Trigger" start just press accelerator to the toe-board and you'll flash away in low gear. . . with transmission shifting automatically from low to intermediate to direct. For most driving, starts will be through intermediate gear as in previous Fordomatics. Second, if you want extra pick-up at low speeds (below about 18 mph) you can shift back to low gear

simply by depressing accelerator to toe-board. And, of course, you can "kick down" to intermediate for extra passing ability at higher speeds (up to about 58 mph).

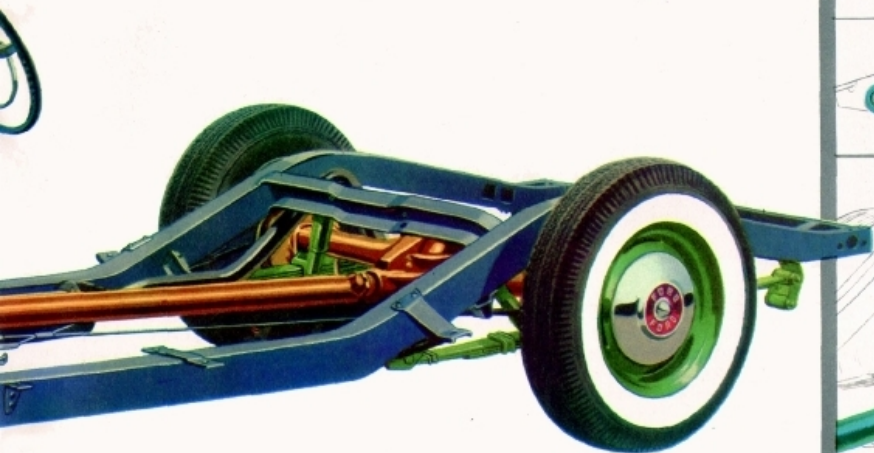


New Safety-Sequence Selector is mounted in control panel just above steering column where it's easier to see. It is illuminated for easy night reading.

OVERDRIVE is an automatic "4th gear" that lets your engine loaf along at 35 miles an hour while your car's doing 50 . . . saves you up to 15 cents on every gas dollar . . . makes driving smoother, quieter, more relaxing . . . adds greatly to engine life. And, for extra "Go" when you need it . . . to get by a slower moving vehicle, or for hill climbing . . . just press accelerator all the way down and direct drive takes over.

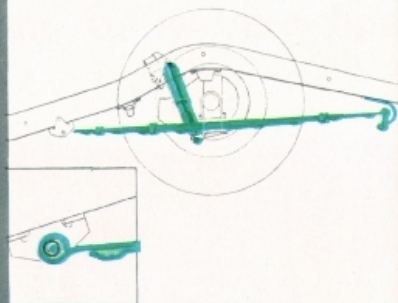
CONVENTIONAL DRIVE has higher torque transmitting capacity for 1955. It is teamed with Ford's new, heavier-duty semi-centrifugal clutch (with heavier pressure plate springs) plus suspended clutch pedal, for easy, quiet manual shifting.

... for the last word in driving comfort and safety



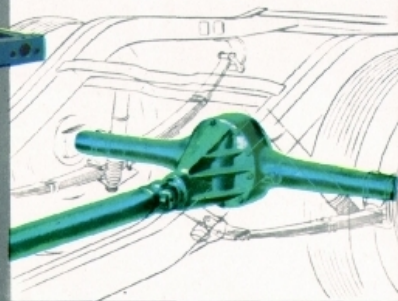
There is another important chassis feature which adds to Ford's wonderful new performance. Whichever model, engine and transmission combination you choose, you get one of Ford's seven special, Torque-Tailored Rear Axle Ratios to give you just the right over-all drive ratio for brilliant new Trigger-Torque response at all driving speeds.

There are many other chassis features of importance, too: The easy steering that derives from Ford's symmetrical steering linkage . . . the blow-out and puncture resisting qualities of tubeless tires (plus their softer ride, quieter cornering) . . . the easy operation and space-savings of suspended pedals . . . to name a few. There is no finer chassis.



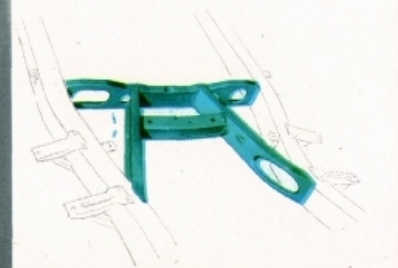
Rear Suspension

Tension-type shackles at rear of springs result in a "variable rate" spring effect—soft, easy action over the little irregularities and stiffer action over the big bumps—for uniform riding comfort under all conditions. Rubber bushings at shackles and brackets plus special inserts between tips of leaves eliminate need for lubrication. Bushings at front ends of springs are steel-encased for longer life.



Hotchkiss Drive

For smooth riding comfort Ford retains the Hotchkiss Drive system in '55. All driving and braking forces are transmitted from rear axle to frame through the rear springs. The long, flexible, rubber-bushed springs insulate the chassis from road noises and provide a cushioning action for smooth, easy starts and stops.



New K-bar Frames

Completely new frames have a husky K-bar member for extra twist resistance, and deeper box-section side rails that are ten per cent more rigid. Frames are specially tailored to accommodate the particular needs of the different body types. And they are lower, for lower car height and lower center of gravity.

New styling and comfort advances in new Ford Crestmark Bodies



New Astra-Dial Control Panel

Here's real beauty with practicality. Speedometer, high up on control panel in driver's line of sight, has a transparent hood for daylight illumination. Water temperature and fuel gages, and signal lights for oil pressure and generator,

are just below speedometer. Drive Selector (on Fordomatic cars) is in control panel above steering column. New full-circle radio dial is perfect match for the circular heater control and clock design. Controls are individually lighted.

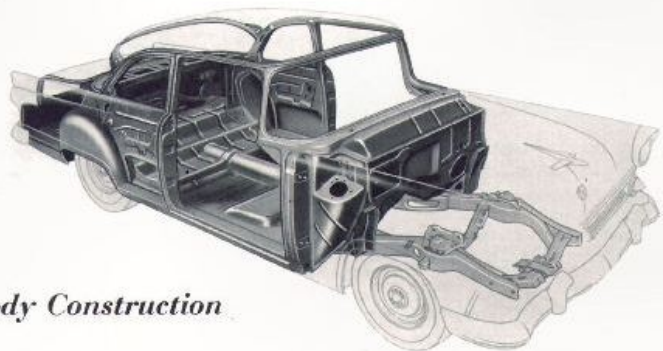
New Wrap-Around Windshield

Ford's full wrap-around windshield adds to the beautiful, ultra-modern appearance of the car and offers a whole new world of enchantment to driver and passengers. Before your eyes you have vision unlimited—nearly 1100 square inches of glass area. And, with full wrap-around rear window, you have Full-Circle Visibility. I-REST Glass, a green-tinted safety glass, is available in all windows—front, side and rear.

New Seat Construction



Resilient non-sag springs on rigid new seat frame provide long-lasting seating comfort. There are foam-rubber cushions, front and rear, in Fairlane and Custom-line models and in front seats of Custom Ranch Wagon, Country Sedans and Country Squire.



New Body Construction

The new Ford Crestmark Bodies are the strongest and finest Ford has ever built. For example, the whole front end of the passenger compartment is welded into a single, box-like unit of exceptional rigidity. Body pillars are extra-narrow for better vision, provide even greater strength. And so it

goes for every detail of body construction—you can be sure this Ford body is built to last!

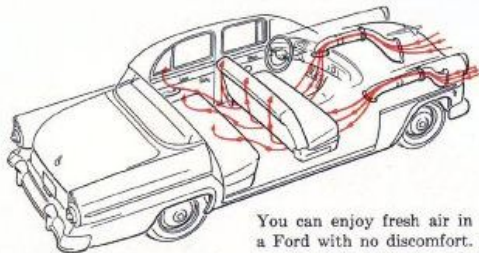
There is no quieter body at any price than Ford. The body is attached to the chassis on outriggers and inriggers by rubber-insulated body bolts. Sound and heat insula-

tion is used under the roof, hood, and floors . . . in door and side panels . . . behind the dash panel. And Ford's new Crestmark Bodies are the best-dressed in the business—with a durable and protective baked-enamel finish that's noted for its ability to keep your car looking young far longer.



New styling results in an even roomier luggage compartment. New deck-lid hinges and latch mechanism allow more space and improved luggage handling. Center-Fill Fueling eliminates long filler pipe—makes room for an extra bag.

New Deep-Deck Luggage Compartment



Body Ventilation

You can enjoy fresh air in wettest weather in a Ford with no discomfort. Forward motion of car forces fresh air through ducts into car body under slight pressure. This permits opening side vent windows sufficiently for circulation without rain entering. Fogging is reduced to a minimum.

New Jet-Tube Rear Lights

New straight-line fender is fin-shaped at the top-rear and includes a distinctive new, easy-to-see, Jet-Tube tail light . . . an important safety feature. This trend-setting design has special provision for installation of back-up lights just above the tail lights.



America's most modern power assists

... to make your driving as
automatic as you wish

For 1955, Ford offers all of the power assists you might usually expect only in the most expensive cars. You can have power steering, power brakes, power windows all around, and a 4-way power front seat—all specially-engineered and developed to make your Ford still easier and more convenient to drive.

Power steering and power brakes are available on all models. Power seat is available on all Fairlane, Customline and Station Wagon models (except Ranch Wagon). Power windows are available on all Fairlane models (except Club Sedan), on Customline Fordor, Country Sedan and Country Squire.



Power-Lift Windows

Driver can open or close all four side windows by means of the four buttons on his door. This is especially convenient in bad weather. Each window also has its own control button.

4-Way Power Seat

The front seat goes up or down, forward or back as you prefer. It permits the exact adjustment for a driver of any height and thus adds to comfort and safety. One control regulates movement in all four directions.

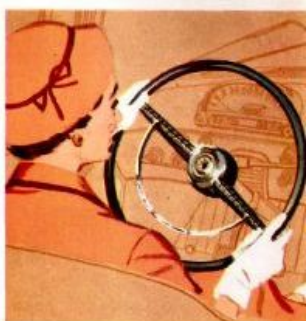


Swift Sure Power Brakes

Power does up to one-third of the work of stopping the car for you. It's a wonderful help in today's stop-and-go driving in traffic... makes you feel more relaxed after long trips.

Master-Guide Power Steering

You can ease the car into or out of tight parking spaces with up to 75% less effort. It also helps you take the turns, yet it leaves you with natural feel of steering on straightaways.



GENUINE FORD ACCESSORIES... They're made for each other!

Distinctive new accessories grouping complements the smartly-fashioned new Astra-Dial Control Panel for '55.

Ford Magic-Aire System

Here's real all-season, all-climate heating, ventilating and defrosting. Ford Magic-Aire System offers you even heat distribution—complete car ventilation—and full windshield defrosting through an efficient new 4-nozzle outlet system.

Ford Super Range Radio

You'll enjoy this powerful, 7-tube (plus rectifier) radio with convenient 5-station

push-button tuning and wide-range tone control. The new Ford Console Range Radio with 5 tubes (plus rectifier) also has 5-station push-button tuning.

Ford Precision-Built Clock

New modern-design 30-hour clock is a feature on all '55 Fords except Mainline models and the Ranch Wagon. If you prefer, there's an electrically-wound clock available for all models. Both have the attractive, easy-to-read, full-circle dial.

**OTHER
GENUINE
FORD
ACCESSORIES***

BACK-UP LIGHTS
BUMPER WING GUARDS
DELUXE STEERING WHEEL
DOOR EDGE GUARDS
DUAL EXHAUST SYSTEM
EXHAUST DEFLECTORS
FLOOR MATS
FORD CREST WHEEL COVERS
FRONT FENDER SHIELDS
GRILLE GUARD
HAND BRAKE SIGNAL
INSIDE NON-GLARE REAR
VIEW MIRROR
LOCKING GAS TANK CAP
MAP LIGHT
OUTSIDE REAR VIEW MIRRORS
OUTSIDE VISOR
PORTABLE SPOT
and UTILITY LIGHT
REAR DECK GUARD
REAR FENDER SHIELDS
REAR SEAT RADIO SPEAKER
REAR WINDOW DEFROSTER
ROAD LAMPS
ROCKER PANEL TRIM
SEAT COVERINGS
SIDE SHADES
SPORT-SPARE WHEEL CARRIER
SPOTLIGHT
SPOTLIGHT WITH MIRROR
TIRE CHAINS
TISSUE DISPENSER
TURN INDICATOR
VANITY MIRRORS
WHEEL DISCS
WHEEL TRIM RINGS
WINDSHIELD WASHER
WIRE WHEEL COVERS

V-Block V-8 Engine: 272 cu. in. displacement; overhead-valve, 90°-V type; 3.62 in. bore x 3.36 in. stroke; 5 main bearings; unit-downdraft carburetor. Dual exhaust system on Fairlane and Station Wagon models.

I-Block Six Engine: 223 cu. in. displacement; overhead-valve, in-line type; 3.52 in. bore x 3.60 in. stroke; 4 main bearings; unit-downdraft carburetor.

Engine Features: Deep-block construction; short-stroke, low-friction design; Automatic Power Pilot; turbo-wedge combustion chambers; 4-point suspension system; 3-ring super-fitted aluminum alloy pistons, rubber-floated vibration damper; free-turning intake and exhaust valves with integral guides and seats; precision-molded alloy iron crankshaft; high-lift, cast alloy camshaft with silent-chain drive. Full-pressure lubrication system; series-flow cooling system with positive-action thermostat. Six-volt starting-ignition system; low cut-in 3½ amp. generator; high-torque starting motor, anti-kickout drive; weatherproof ignition system; special anti-fouling 18 mm spark plugs; 17-plate, 90 ampere-hour battery.

Semi-Centrifugal Clutch (with Conventional and Overdrive Transmissions): Dry, single-plate type; intered bronze pilot bearing; ball-type throwout bearing; suspended pedal, 9.5 in. diameter pressure-plate with Six, 10 in. diameter with V-8.

Conventional Drive: Selective gear type, 3-speeds forward, 1 reverse; all gears helical type. Ratios (to 1): with Six engine, first 2.78, second 1.61, reverse 3.36; with V-8 engine, first 2.57, second 1.63, reverse 3.13.

Overdrive: 3-speed, selective-gear type transmission with planetary gear train providing automatic fourth gear (ratio 0.70 to 1); cuts in at 23 mph (approx.), cuts out at 22 mph (approx.).

Fordomatic: Torque converter type with automatic planetary gear train; single stage, 3-element, hydraulic torque converter; forced air cooling; no electrical or vacuum connections; illuminated Safety-Sequence Selector. Automatic "low-gear" starts with wide-open throttle; automatic intermediate gear. Oil level dip stick in engine compartment.

New Double-Door Frames: 5 cross-member type; heavy box-section side rails; K-bar construction. Special frame construction on Victoria, Crown Victoria, Sunliner and Station Wagons.

New Angle-Poised Ball-Joint Front Suspensions: Rubber-bushed, tilted, transverse link type with ball joints; tailored-to-weight coil springs with tubular shock absorbers; rubber-bushed, 3-piece ride stabilizer.

Specifications

Variable Rate Rear Suspension: 5-leaf, semi-elliptic springs, rubber-bushed brackets and tension-type shackles; friction-control inserts between all leaves; diagonally mounted tubular hydraulic shock absorbers. Station wagons have 7-leaf, semi-elliptic springs with inserts between top 4 leaves.

Rear Axle: Semi-floating type with hypoid gears; pressed steel, banjo-type housing. Station wagon axle has composite type housing. Ratios (to 1) with Conventional Drive: Sedans and Coupes, with V-8—3.78 std., 3.89 available; with Six—3.89 std., 4.11 available. Station wagons with V-8 or Six—4.09 std., 4.27 available. Ratio (to 1) with Overdrive: Sedans and Coupes with V-8—3.20 std., 3.78 available; with Six—4.11 std., 3.89 available. Station wagons with V-8 or Six—4.27. Ratio (to 1) with Fordomatic and V-8 or Six: Sedans and Coupes—3.30 std., 3.55 available. Station wagons—3.54.

Steering System: Symmetrical linkage with spring-loaded ball-stud in steering cross link; worm-and-roller type gear; anti-friction bearings in gear box and steering column, 25.3 to 1 over-all steering ratio; 18-in. dia. steering wheel; approximately 41-ft. turning diameter.

Hotchkiss Drive: Tubular propeller shaft; pre-lubricated needle-bearings in universal joints.

New Hydraulic Brakes: Double-seal, 4-wheel disc-type; suspended pedal, 11 in. dia. composite drums; 192 sq. in. lining area on Sedans and Coupes, 202 sq. in. on Station Wagons.

Wheels and Tires: Super-ballon tubeless type tires with quiet, high-traction tread. Mainline and Customline models and Fairlane Sedans—6.70 x 15 4-ply on 5-in. rims std., Sunliner, Victoria and Crown Victoria with Conventional or Overdrive transmissions—6.70 x 15 4-ply tire std.; with V-8 and Fordomatic—7.10 x 15 4-ply std., Ranch Wagons—7.10 x 15 4-ply tire std., 6-ply available. Country Sedans and Country Squire—7.10 x 15 6-ply tires std.

Exterior Dimensions: 115.5" wheelbase; 58" front and 56" rear treads. Over-all width—75.9"; over-all length—station wagons 197.6", all others 198.5"; over-all height (design load)—Tudor and Fordor models 61.0"; Victoria 60.1"; Crown Victoria 59.0"; Sunliner 58.9"; station wagons 62.2".

Features—All Models: Astra-Dial Control Panel with ash tray, locking-type parcel compartment and illuminated controls; dual windshield wipers; double-swivel rear view mirror; 2-spoke steering wheel; interior light with manual switch; Automatic Posture Control front seat mechanism; non-sag seat construction; positive-action door stay checks, 2-position type on front doors; rotor-type door latches; body-type inside push-button on rear doors of 4-door models; body ventilation air ducts with controls.

Mainline Features: Sun visor on driver's side; steering wheel horn button; single horn; black rubber floor mats; black rubber exterior molding at windshield and back window; coat hooks.

Customline Features: Two sun visors; half-circle horn ring; twin horns; black rubber floor mats; bright metal windshield and back window exterior moldings; bright metal belt molding; arm rests, front and rear; ash tray in rear compartment; assist straps in Tudor; cigarette lighter; stem-wind clock; coat hooks; dome light operated by integral switch and also by front door switches; bright metal molding on body sides; foam rubber in seat cushions.

Fairlane Features: Two sun visors; half-circle horn ring; twin horns; arm rests, front and rear; ash tray in rear compartment; cigarette lighter; stem-wind clock; bright metal windshield and back window exterior moldings; bright metal belt molding on Sedans; bright metal finials above tail lamps; bright metal curved moldings along body sides; Fairlane nameplate and crest on hood and deck lid; crest and body style nameplate on each side of body; interior light operated by integral switch and also by front door switches; bright metal moldings on deck lid and rear fender crowns; bright metal moldings on headlight visors; foam rubber in seat cushions, carpets, front and rear (black rubber mats in Sunliner and in Victoria with all-ivory interiors). Crown Victoria has folding rear seat center arm rest and bright metal roof transverse molding.

Station Wagon Features: All models: counterbalanced lift gate; two support arms with manual release on tail gate; gas tank filler tube at left rear; coat hooks; hinged license plate bracket and light on tail gate; ribbed linoleum in load space; black rubber mats in passenger compartment; Stow-away type sound seat, Ranch Wagon; sun visor at driver's side; steering wheel horn button; single horn; black rubber windshield and back window exterior moldings. Other Station Wagons: two sun visors; foam rubber pads in front seat cushions; bright metal windshield and back window exterior moldings; bright metal belt molding; arm rests, front and rear; interior light operated by integral switch and also by front door switches; cigarette lighter; stem-wind clock; half-circle horn ring; twin horns. Custom Ranch Wagons and Country Sedans have bright metal molding along body sides; Country Squire has glass-fibre maple-grained body and tail gate moldings. Country Squire and 8-passenger Country Sedan have removable type third seat.

Other Available Equipment: Full-flow oil filter, oil bath air cleaner, dual exhaust system on V-8 models, 4-Way Power Seat, Swift Sure Power Brakes, Master-Guide Power Steering, Power-Lift Windows, I-REST tinted safety glass, Fordor, Fordomatic, Over-Drive, white sidewall tires, electric or stem-wind clock, cigarette lighter, special fuel and vacuum pump unit, heater, radio, rear fender shields, full wheel covers.

Prices: 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 folder was approved for printing. The 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.

For complete specifications on the Ford Thunderbird, see the Thunderbird catalog.

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