



The fine car at half the fine car price

'56 FORD

*The fine car
at half the fine car price*





New Thunderbird Styling . . . all 19 Ford models for '56 have the distinguished look of this newest version of America's "most wanted" personal car.



New Thunderbird Power for all models

Now you can get Thunderbird V-8 power in every one of Ford's 19 new models! Up to 225 h.p. in Fordomatic Fairlanes and Station Wagons . . . up to 202 h.p. in Fordomatic Customline and Mainline models.

In Ford, for 1956, you will find all the thrill and excitement of Thunderbird power and Thunderbird styling teamed with a history-making new concept of driver and passenger safety—Lifeguard Design!

Lifeguard Design is another Ford first . . . a Ford first for "Safety First."

For years, Ford safety engineers in cooperation with Universities, medical associations and safety experts have worked to determine the causes of accident injuries . . . so that a safer car could be built. They found that over half of the serious injuries were caused by the driver being thrown against the steering column, occupants striking hard surfaces inside the car, or being thrown out of the car.

For the '56 Ford, a whole new family of safety features has been developed to guard against these hazards. Ford's new Lifeguard steering wheel, door latches, seat belts, and special padding for instrument panel and sun visors—the integral parts of Lifeguard Design—are illustrated and described on this page.

Once you learn what Lifeguard Design can do for you and your family, you will truly enjoy the greater "peace of mind" that comes from owning a '56 Ford.

And Lifeguard Design is only the beginning of the Ford fine-car story for 1956!

Ford brings you new Thunderbird styling in all 19 models—long, low, breathtaking lines that only the fabulous Thunderbird could inspire.

Ford now offers you Thunderbird power in every model . . . up to 225 h.p. with the magnificent new Thunderbird Special V-8. These engines are so packed with GO . . . so completely responsive in all driving ranges that they're a sheer delight to drive. And you'll appreciate the feeling of confidence that comes from the tremendous reserve of passing power at your command.

In addition, Ford has many other fine-car features for 1956 . . . luxurious new interiors . . . the comfort of smooth Angle-Poised Ride . . . wonderful handling ease and convenience . . . quality construction and finish. Truly the '56 Ford is the *fine* car at half the fine-car price.



New Lifeguard Panel Padding

Ford makes available special, new protective padding for the instrument panel and sun visor to guard you and your family against a major source of injury in accidents.

New Lifeguard Door Latches

New double-grip design reduces the possibility of doors springing open . . . gives added protection against occupants being thrown from the car in accidents. Standard on all models.

New Lifeguard Steering Wheel

Beautifully styled—and designed with a deep center to provide added protection for the driver from the steering column in case of an accident. Standard on all models.



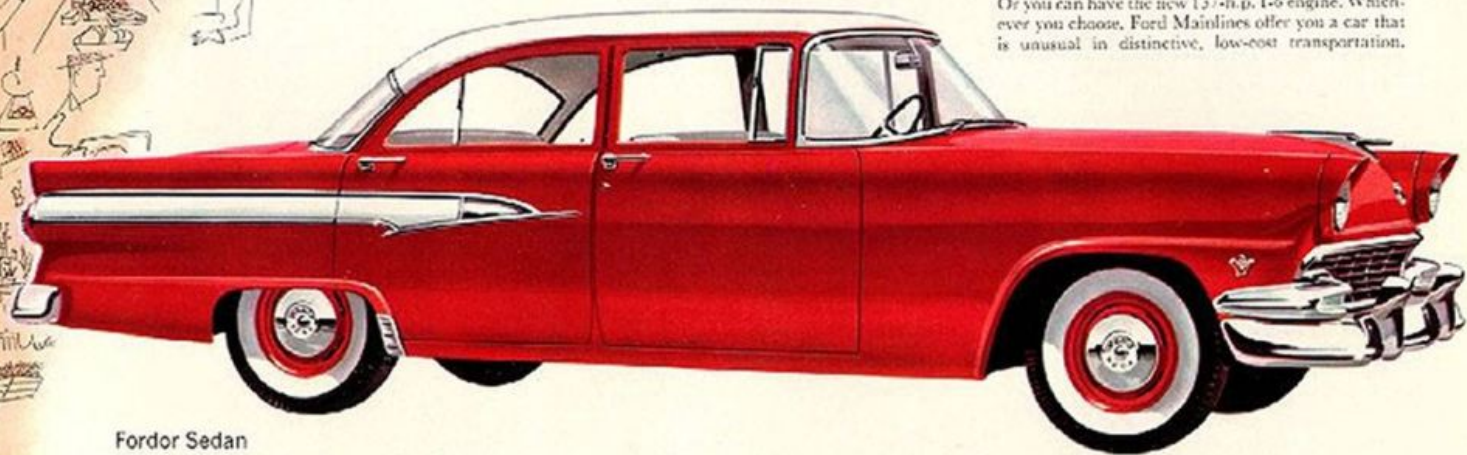
New Ford Seat Belts

Provide new protection and peace of mind. Optional for both front and rear seats. They're comfortable and convenient to use. Available in colors that harmonize.



m *ainline* . . . three new sedans—styled for distinction

GRACEFUL Thunderbird-inspired lines give these new Mainline Fords an air of action even when standing still. They're powered by the new 176-h.p. Ford V-8 engine with Fordomatic Drive or the 173-h.p. Ford V-8 with Conventional or Overdrive. As an option, you can choose the new mighty Thunderbird V-8 engine that delivers 202 h.p. with Fordomatic, 200-h.p. with Conventional or Overdrive. Or you can have the new 137-h.p. I-6 engine. Whichever you choose, Ford Mainlines offer you a car that is unusual in distinctive, low-cost transportation.



Fordor Sedan

A wonderful family buy—and you “go” in Thunderbird style! Beneath its beauty is the strong K-bar frame and full-welded steel Crestmark body found in all Ford sedans.



Tudor Sedan

Here's a Tudor, six-passenger car with clean, functional styling. Has wide-opening doors with two-stage checks and seat backs which fold forward toward the center for easy access to rear compartment.

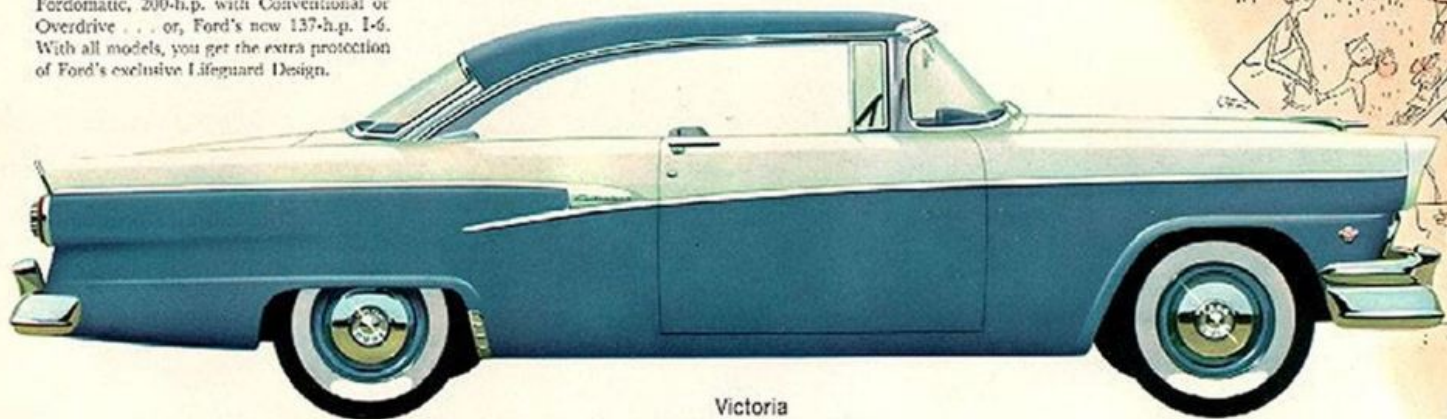


Tudor Business Sedan

Practical for business and pleasure. Lots of luggage space behind front seat. With any of the four new V-8 engines, or with the new I-6 engine, you get time-saving, gas-saving “Go.”

Customline . . . a distinguished new Victoria and two popular sedans

You'll like the exciting new Thunderbird styling of these Customline models. You'll like the get-going ability of Ford's new V-8 engines, 176-h.p. with Fordomatic, 173-h.p. with Conventional or Overdrive. As an option, you can choose the new 202-h.p. Thunderbird V-8 with Fordomatic, 200-h.p. with Conventional or Overdrive . . . or, Ford's new 137-h.p. I-6. With all models, you get the extra protection of Ford's exclusive Lifeguard Design.



Victoria

This trim "hardtop" . . . newest of the Customline Fords . . . is as smart as a convertible, snug as a sedan. As in all Customlines, you get a choice of three types of exterior color styling: Single-Tone, Two-Tone and new Style-Tone.



Fordor Sedan

This car, like all Fords, has the added safety of big jet-inlet taillights, big new wrap around parking lights, extra-large windshield and King-Size double-sealed brakes.



Tudor Sedan

Here's a car that brings wherever you drive. Six passengers ride in comfort and style. Glamorous upholstery in beautiful patterns covers wide, soft seat seats.

Fairlane . . . seven fine-car models . . . supreme in

Town Sedan

The most distinguished, most comfortable of all 4-door sedans. Low and roomy, it's offered with a choice of 25 harmonizing interior-exterior color combinations.



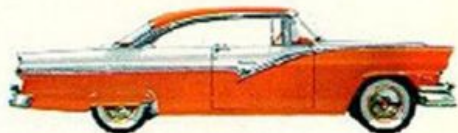
Club Sedan

This trim beauty has a new low roof line, unique interiors, real comfort. Its two doors are extra wide and the seat backs fold centerward for easy access to the rear seat.



Sunliner

The Ford Sunliner, far and away America's favorite convertible, is even more spacious, even more beautiful inside and out, with its brand-new Thunderbird-inspired styling.



Victoria

With a roof line nearly two inches lower—yet with more than ample head room—this Victoria has a new and distinguished silhouette. A truly smart car, it stands out wherever you go.

their field

BEAUTIFUL, breathtaking, brilliant—with a fine-car concept of Ford's famous Thunderbird. Now available in every Fairlane is the magnificent 225-h.p. Thunderbird Special V-8 engine teamed with Fordomatic Drive. Or you can have the new Thunderbird V-8 that delivers 207-h.p. with Fordomatic Drive, 200-h.p. with Conventional or Overdrive. Or you may choose Ford's new 137-h.p. I-6. As in all '56 Fords, you get new headlights that increase lower-beam visibility by a vital 80 feet—giving you much greater safety, greater seeing distance down the road.



Fordor Victoria

Newest and finest of the Fairlane Fords, here is all the "open air" smartness of the world-famous Victoria, plus the added comfort and convenience of four wide-opening doors. Side windows roll down out of sight, leaving no center posts in view!



Crown Victoria

Meet the Queen of the Victorias—a car apart from all others. It wears tasteful exterior chrome trim... including its distinctive Crown... and has the finest interior appointments.

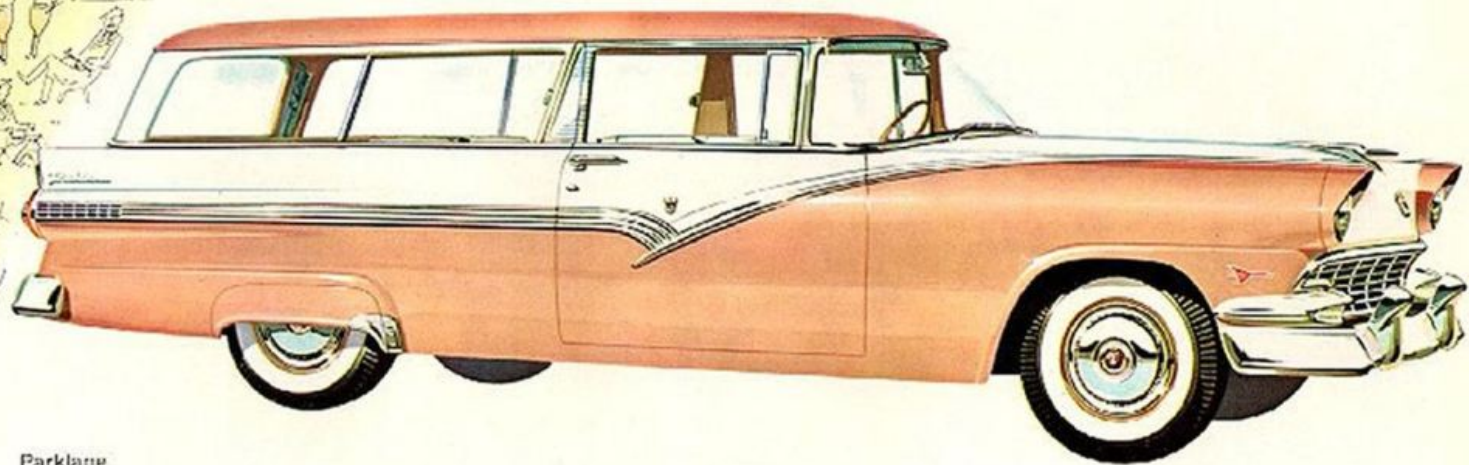


Crown Victoria Skyliner

Features a long, low silhouette, the unique interior styling of the Crown Victoria plus a tinted "sky-view" top that is exclusive to Ford in its field. Has convenient roof curtains.

S

Station Wagons . . . America's favorite Wagons number si



Parklane

Ultra-fashionable addition to Ford's Station Wagon line. Beautiful new styletone exteriors—harmonizing, specially trimmed interiors—carpeting throughout. Vinyl cover snaps neatly over luggage area below window line. Two doors, 6 passengers big



Ranch Wagon

For Sunday stalling and Monday hauling, at low cost. Two doors, 6 passengers . . . converts in a jiffy to a spacious 8' x 5' cargo carrier, with tail gate down. New Unique 2-Tone styling shown.



Custom Ranch Wagon

Home on the range or as large in the suburbs, this 2-door, six-passenger car is the double-duty favorite. Durable, easy-to-clean upholstery can take punishment and stay beautiful.

for '56

WHETHER YOU want two doors or four doors, seating for six or eight passengers, Ford has a Wagon that's just right for you—with just the degree of luxury and practicality you want. And what a choice of power! You get the new 202-h.p. Thunderbird V-8 engine in any Fordomatic-equipped Ford Station Wagon—the new 200-h.p. Thunderbird V-8 with Conventional or Overdrive . . . the most power that's *standard* in the low-priced field. Or you may get as optional, the magnificent new Thunderbird Special V-8 that delivers 225-h.p. teamed with Fordomatic Drive. And available, too, is the even more economical 137-h.p. I-6 with any transmission.



Country Squire

Traditionally distinctive! Mahogany-finished steel panels, with wood-grained, glass-fibre moldings, add dash to the 8-passenger Squire. Storage deck is nearly 9' x 5', with tail gate down.



6-passenger
Country Sedan

Has 4 wide doors—giving easy access to both front and rear seats. Superior, easy-operating rear gates. Its smart new Style-Tone colors will attract admiring glances.



8-passenger
Country Sedan

Traditionally, the most popular 8-passenger Station Wagon in the low-price field! Now, more stylish than ever with exciting new colors. And like all Ford Wagons it has Lifeguard design.

P

resenting the new Thunderbird V-8 . . .
available in every '56 Ford!

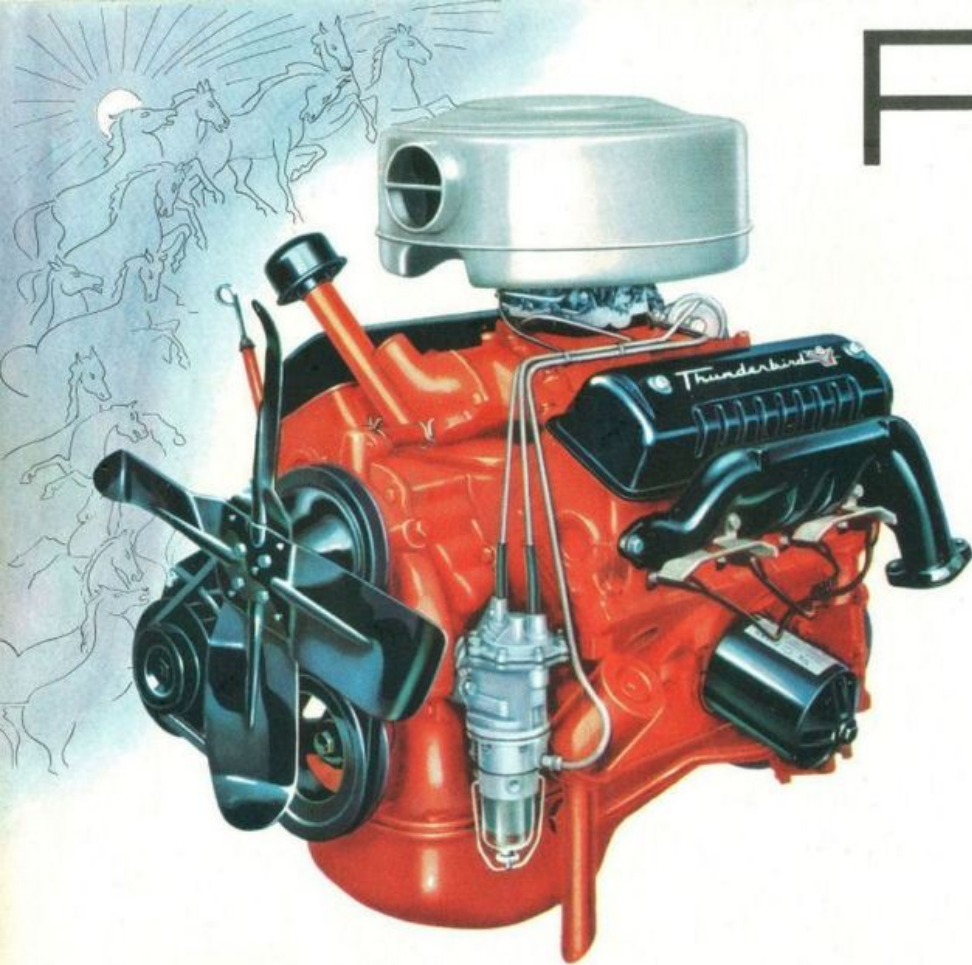
For 1956, all Ford Fairlane and Station Wagon models offer the new Thunderbird V-8 engine or, as optional, the magnificent new Thunderbird Special V-8 engine. Mainline and Customline Fords bring you the advanced new Ford V-8 or, as optional, the mighty new Thunderbird V-8. Or, if you prefer a Six, Ford offers the new and even more economical Ford I-6, available in all models.

The beauty of these new engines for '56 lies not alone in their quick, sure responsiveness, their greater passing ability. It lies in their deep-block, low-friction design which gives you smooth, quiet power, longer engine life.

The new 225-h.p. Thunderbird Special V-8, teamed with Fordomatic Drive, has a displacement of 312 cubic inches and a compression ratio of 9.0 to 1. This makes it the biggest engine available in the entire low-price field. **The new 202-h.p. Thunderbird V-8**, standard with Fordomatic Drive, has a 292-cubic inch displacement—a compression ratio of 8.4 to 1. The new 200-h.p. Thunderbird V-8, standard with Conventional or Overdrive, has a compression ratio of 8.0 to 1. All three engines feature a Double Twin-Jet carburetor with integrated automatic choke . . . dual exhausts . . . turbo-wedge combustion chambers . . . and Automatic Power Pilot.

Advanced new 176-h.p. Ford V-8, standard with Fordomatic Drive, has a 272-cubic inch displacement—an 8.4 to 1 compression ratio. With Conventional or Overdrive, the Ford V-8 engine has an 8.0 to 1 compression ratio and is rated at 173-h.p. You get a Twin-Jet carburetor with integrated automatic choke.

Advanced new 137-h.p. Ford I-6 can be teamed with any of Ford's three transmissions. It has a 223-cubic inch displacement and a new 8.0 to 1 compression ratio for more power, quick response, greater gas economy.



Go with confidence . . .

whenever, wherever you go!



SPEED-TRIGGER FORDOMATIC DRIVE



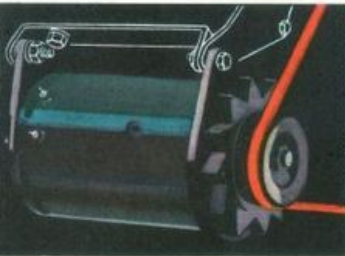
You get instant response—when instants count—with Ford's reassuring passing power. This means added confidence in all your driving.

Here is really smooth no-shift driving! Fordomatic is the most versatile automatic drive in *any* car. Without moving the selector from Drive (Dr), you can start normally *or* extra fast because Fordomatic has 3 automatic forward gears, including a "getaway" gear.

Ford Overdrive makes driving smooth, quiet, relaxing. And, it's won-

derfully economical. An automatic "4th gear" lets your engine loaf along at 35 miles an hour while your car's actually doing 50 . . . saves you up to 15 cents on every gas dollar.

Ford Conventional Drive now has newly designed gears to go with new greater engine power for '56. It's the easiest manual shifting there is.



New 12-Volt Electrical System

This brand-new electrical system provides more power to handle the ever-increasing number of accessories . . . makes for faster starts and better ignition at high speeds. This 12-volt battery and higher-capacity generator system is standard on all Ford cars.



Turbo-Wedge Combustion Chambers

These wedge-shaped chambers swirl fuel-air mixture swiftly and evenly throughout the chamber . . . for fast, complete burning. Ford's short-stroke, low-friction design boosts power, extends engine life.



NEW



OLD

Anti-fouling 18mm. Spark Plugs

They help maintain new-car performance longer. With more room between plug core and shell, these plugs resist fouling up to 3 times as long as conventional plugs . . . help curb pre-ignition as well as misfiring.



Double Twin-Jet Carburetor

To provide better breathing for rapid acceleration and high speeds, this carburetor has 4 barrels. Unlike other systems, the additional two barrels are brought into use by engine's needs, not gas pedal position.



New Automatic Choke

Ford's new automatic choke, an integral part of Ford's famous Automatic Power Pilot, is standard equipment on all V-8 models . . . gives better starts and more efficient fuel control, automatically.

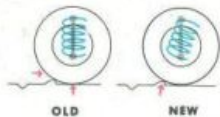


Hotchkiss Drive

Driving and braking forces are transmitted through rear springs for easier, smoother starts. Rear springs are of variable-rate design to give better control on rough and smooth roads alike.

King-Size Brakes

Ford's extra-large brakes are designed for continuous dependability and double-sealed for reliable, easy stops in all weather.



Exclusive Angle-Poised Ball-Joint Suspension

Front springs are angled back to cushion on head-on as well as up-and-down shock of bumps. Front wheels move about ball joints . . . whether in up-and-down motion, or in steering motion, for consistently easy handling. Ball joints, sealed against water and dirt, can't bind or get out of line.

Ford's Rugged Chassis Design

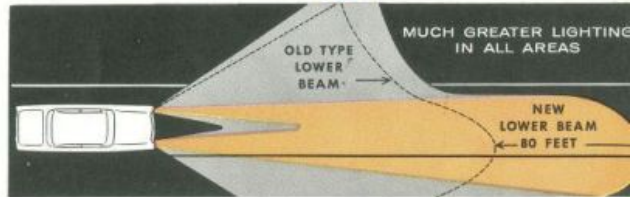


K-bar Frame

Ford's deep box-section frame has 5 big cross members including a unique K-bar for extra twist resistance. Fordor Victoria and Sunliner have a special X-bar.

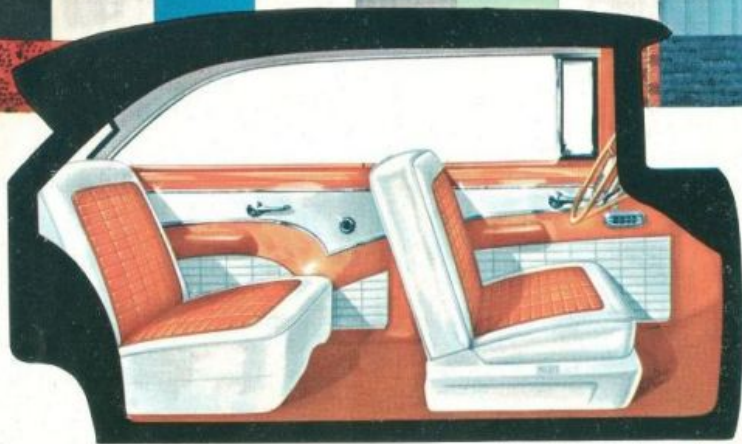


New lower beam Old type lower beam



Newest type sealed-beam headlights provide greater seeing distance down the right side of the road on the lower beam. This extra distance amounts to as much as 80 feet and gives from 10% to 19% sighting-distance increase. This means safer driving at night and under adverse weather conditions.

Beyond the new, exclusive safety advances in Ford's Lifeguard design are many more comfort and safety features. For one thing, you have sure-footed control on all roads. You're spared jolts because of Ford's Angle-Poised Ball-Joint Front Suspension, tailored-to-weight front springs and diagonally mounted rear shock absorbers. You get dependable all-weather stopping with Ford's King-Size double-sealed brakes. You get safe, easy handling with Ford's symmetrical steering linkage and anti-skid, blowout-resistant tires.



Optional Ford Victoria interior shown

New Crestmark Body

Strong and silent!

You can rest assured that surrounding you and your family in the '56 Ford is a body that's built for safety and fineness.

You'll find generous sound insulation where you want it—under the roof, hood, inside door, dash, and body panels.

The whole front end is *full-welded* into one strong box-like unit which helps avoid rattles and rust-inviting seams. Body pillars are extra narrow and extra strong for safer, all-around driving.

This new Ford Crestmark body for 1956 is the strongest and finest that Ford has ever built.



Customline Ford interior shown

Spectacular new Luxury Lounge Appointments

Ford interiors are fresh and new . . . built for beauty *and* comfort.

New deep-cushioned seats are upholstered in exquisite new fabrics. They are custom-tailored and color harmonized with all other interior trim . . . and from

a refreshingly new palette of colors! Interiors are color-keyed to exterior finishes.

Ford's new Thunderbird-type control panel, which "clusters" instruments for easy reading, also combines to give this year's Ford a truly fine-car décor.

POWER ASSISTS



Master-Guide Power Steering

Here's power to help you park with up to 75% less effort—to assist you in all your driving—yet let you retain the "natural" feel of steering on street or highway.

Swift Sure Power Brakes

It's wonderful how lightly you have to step on the brake pedal to stop. It takes up to one-third less effort—makes driving in traffic much easier, more relaxing.

4-Way Power Front Seat

Press a button and power moves the seat backward or forward, up or down. You get the exact leg room you want . . . and the exact height you choose . . . for safer, easier driving.

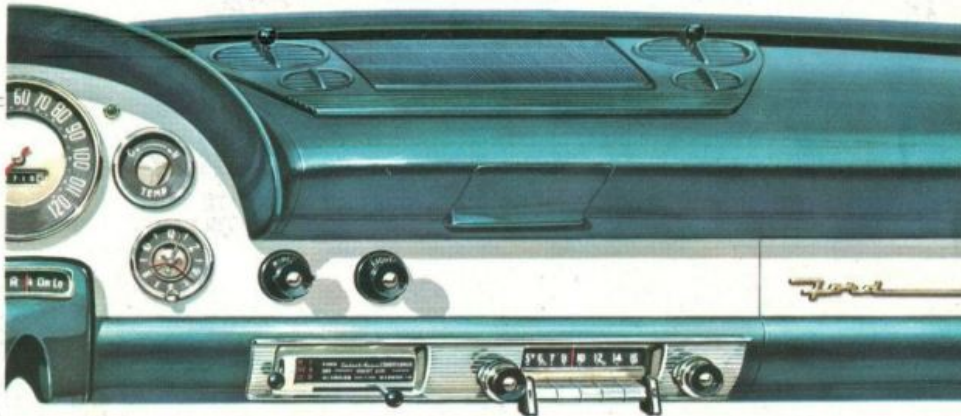
Power-Lift Windows

A flick of a button on the driver's door and you can raise or lower any or all four side windows. There's a handy button under each window, too—for passenger convenience.



New SelectAir Conditioner

All-climate air-cooling, ventilating, heating, defrosting, all in one! One lever controls everything. Unlike many other car air conditioning systems, here is a compact unit *forward* of the instrument panel. It contains *all* elements so that no passenger or trunk space is lost.



New Electric Clock

Smart, accurate timepiece lets you check time at a glance. Illuminated for night driving. Available for all models.

New SelectAir Conditioner Control

For *cooled* air, move the temperature control lever to left. For *warm* air, move it right. Set the blower lever at "low" or "high," as desired. Adjustable air vents shown.

New! Ford Signal-Seek Radio

New 9-tube radio automatically tunes in stations in *either* direction of the dial. Button (T) tunes local stations, (C) gives broad coverage. Fine new 6-tube, push-button radio also available.

New! Ford Seat Belts New! Lifeguard Padding



Sturdy Ford seat belts, front and rear, hold you securely in your seat in case of accident . . . provide simple, one-hand adjustment and release. Specially designed padding, available for instrument panel and sun visors, offers greater protection against accident injuries.

New MagicAir Heater



Here's a truly dependable heating, ventilating and defrosting system! You get even heat distribution—temperature controlled.



Auto-Wipe Windshield Washer

Each time you press pedal, windshield is sprayed, wipers operate automatically—in one operation.



Back-Up Lights

For easy, safer backing up at night. They flood area behind car with twin beams of light while car is in reverse.

Outside Rear-View Mirror

Convenient glareproof mirror makes driving safer. Off-center ball joint allows wider adjustment. Durably chrome plated.



Fender Shields

They make your Ford even dressier—keep mud from splattering rear fenders. Made of sturdy steel, available in colors to match the body.



Wheel Covers, Trim Rings

They set your Ford apart from others in the block. Easy to install, to clean, to remove for tire changes.



Sports Wheel Carrier

Dress up your Ford like the Thunderbird and enjoy more trunk space, too! Can be easily installed by any Ford Dealer.



OTHER GENUINE FORD ACCESSORIES

Bumper Wing Guards
Cigarette Lighter
Deluxe Rear Antenna
Deluxe Steering Wheel
Door Edge Guards
Dual Exhaust System
Engine Compartment Light
Exhaust Deflectors
Floor Mats
Front Fender Antenna
Front Fender Shields
Governors
Grille Guard
Hand Brake Signal
Inside Non-Glare
Rear-View Mirror
Locking Gas Cap
Luggage Compartment Light
Map Light
Door-Top Mirror
Outside Visor
Parcel Locker Light
Portable Spot and Utility Light
Rear Deck Guard
Rear Seat Radio Speaker
Recirculating Heater and Defroster
Rocker Panel Trim
Seat Coverings
Side Shades
Spotlight
Spotlight with Mirror
Tire Chains
Tissue Dispenser
Turn Indicator
Vanity Mirrors

SPECIFICATIONS

ENGINES: Ford I-6 (for all models, all transmissions)—137-h.p.; 223 cu. in. displ.; 3.62" bore x 3.00" stroke; 8.0 to 1 comp. ratio.

Ford V-8 (for Mainline and Customline Models)—272 cu. in. displ.; 3.62" bore x 3.30" stroke; 173-h.p., 8.0 to 1 comp. ratio; 2-venturi carburetor, single exhaust with Standard or Overdrive transmission; 176-h.p., 8.4 to 1 comp. ratio, 2-venturi carburetor, single exhaust with Fordomatic Drive.

Thunderbird V-8 (for Mainline, Customline, Fairlane Series and Station Wagons)—292 cu. in. displ.; 3.75" bore x 3.30" stroke; 4-venturi carburetor, dual exhausts; 200-h.p., 8.0 to 1 comp. ratio, with Standard or Overdrive transmission; 202-h.p., 8.4 to 1 comp. ratio, with Fordomatic Drive.

Thunderbird Special V-8 (for Fairlane Series and Station Wagons)—312 cu. in. displacement, 3.80" bore x 3.44" stroke; 9.0 to 1 compression ratio, 225-h.p. with Fordomatic Drive.

ENGINE FEATURES: Short-stroke, low-friction design, deep-block construction; free-turning, overhead, intake and exhaust valves; 3-ring, super-fitted aluminum alloy pistons; full-pressure lubrication; automatic choke on all V-8's; 12-volt electrical system; turbo-acton 18-mm. spark plugs; 55-amp.-hr. battery; high-output 30-amp. generator.

CLUTCH & TRANSMISSIONS: Semi-centrifugal clutch with suspended pedal. Conventional Drive has 4 high speeds and 1 reverse. Overdrive has automatic 4th gear that cuts in at about 28 mph., cuts out at about 22 mph.

SPEED-TRIGGER FORDOMATIC: Torque converter combined with automatic gear mechanism; automatic "low gear" starts with selector in "Di" position; Safety-Sequence Selector lever on steering column, with illuminated dial in instrument panel.

FRAMES: 5-cross-member type with K-bar construction. Specially designed frames for Customline Victoria, Fairlane Victoria, Fordor Victoria, Sunliner and Station Wagons.

FRONT SUSPENSION: Angle-Poised Ball-Joint design with 3-piece stabilizer, tubular shock absorbers and tailored-to-model coil springs.

REAR SUSPENSION: Variable-rate, semi-elliptic type with tension-type shackles; diagonally mounted tubular shock absorbers; friction-control leaf inserts. Station Wagons have 7 leaves; other models 5 leaves.

REAR AXLES: Hypoid, semi-floating type; pressed steel, banjo-type housing. Station Wagons have composite type housing. Station Wagons, ratios (to 1): V-8 or I-6—Conventional Drive: 4.09 std., 4.27 opt. Overdrive: 4.27 std. Fordomatic: 3.54 std.

All other models, ratios (to 1)—Conventional Drive: with V-8's, 3.78 std., 3.89 opt.; with I-6, 3.89 std., 4.11 opt. Overdrive: with V-8's, 3.89 std., 3.78 opt.; with I-6, 4.11 std., 3.89 opt. Fordomatic: with V-8's or I-6, 3.22 std., 3.56 opt.

STEERING: Parallelogram-linkage; 25.3 to 1 over-all ratio; 18-inch 3-spoke "deep-center" steering wheel. Approx. 41 turning diameter. Master-Guide Power Steering optional at extra cost.

BRAKES: Double-shoe hydraulic; suspended pedal; 11" drum. Station Wagons, 191.4 sq. in. lining area; all others, 180.2 sq. in. Swift Sure Power Brakes optional at extra cost.

TIRES: 4-ply tubeless on all models. 7.10 x 15 on 8-pass. Country Sedan and Country Squire; also on Customline Victoria, Fairlane Victoria, Crown Victoria and Sunliner with V-8 Engine and Fordomatic. 6.70 x 15 on all other models.

DIMENSIONS: 115½" wheelbase; 58" front, 56" rear treads. Over-all length—Station Wagons, 197.6"; all others, 198.5".

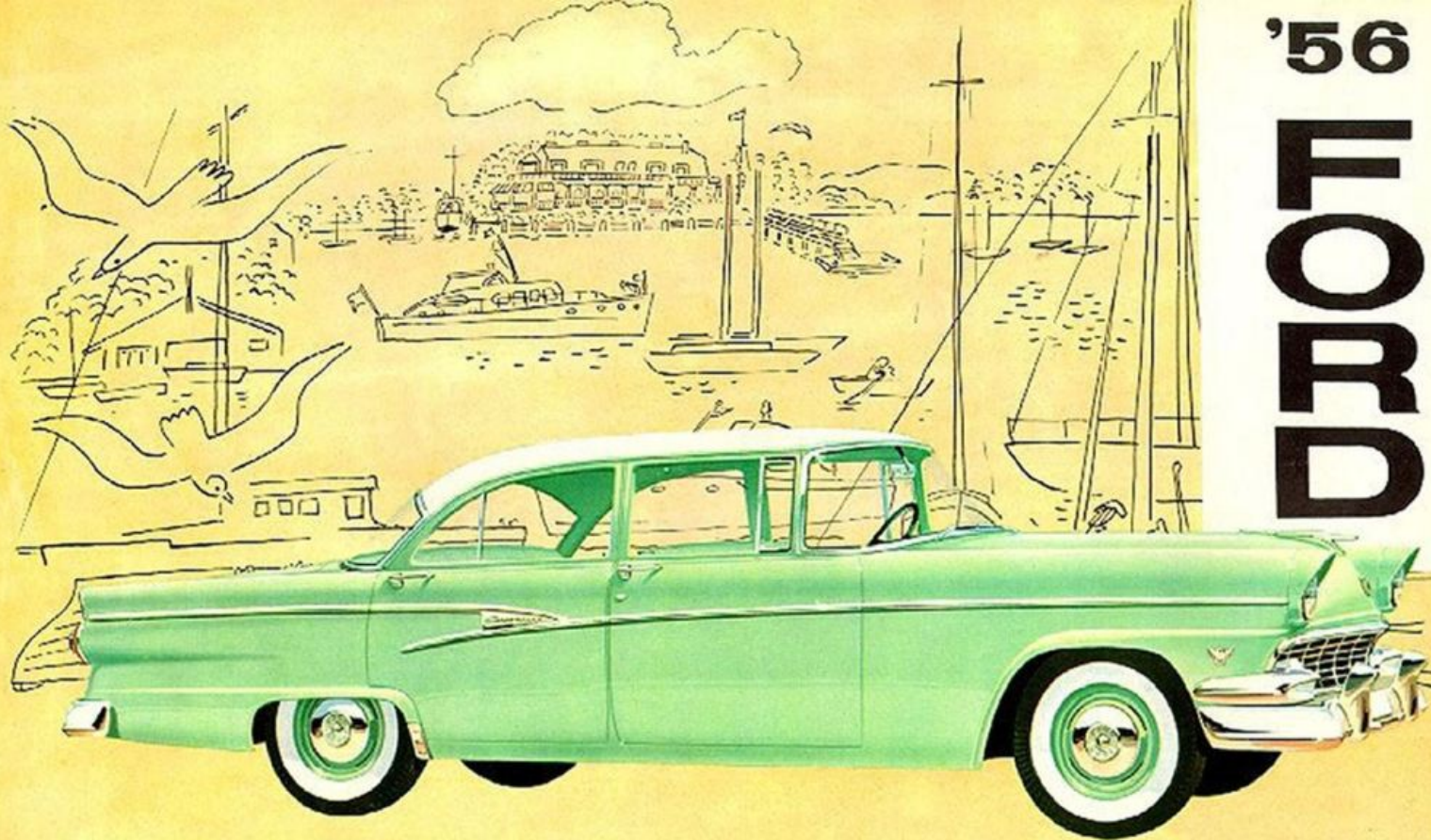
BODY COLORS: Following are the 13 basic colors available: Colonial White, Raven Black, Platinum Gray, Buckskin Tan, Fiesta Red, Goldenrod Yellow, Mandarin Orange, Peacock Blue, Diamond Blue, Bermuda Blue, Nocturne Blue, Meadowmist Green, Pine Ridge Green. Certain colors are available in Single-Tone on all models (except the Parklane). Certain colors are available in conventional Two-Tone effects on Mainline and Customline Series, and on Station Wagons (except Parklane, 8-passenger Country Sedan and Country Squire). Selected Style-Tone combinations are available on Customline and Fairlane models and on all Station Wagons (except Ranch Wagon and Country Squire). New Unique Two-Tone combinations are available on all Mainline models and Ranch Wagon. Upholstery and trim are in harmonizing colors to complement the exterior colors chosen. See your nearby Ford Dealer for full information.

OTHER AVAILABLE EQUIPMENT: Full-flow oil filter, oil bath air cleaner for I-6 engine, LifeGuard instrument panel and sun visor padding, 4-Way Power Seat, Swift Sure Power Brakes, Master-Guide Power Steering, Power-Lift Windows (except Business Sedan), 1-Rest tinted safety glass, Fordomatic, Overdrive, Select-Aire Conditioner (for models with Thunderbird Special V-8, Thunderbird V-8 and Ford V-8 engines only), white side-wall tires, special fuel and vacuum pump unit.

PRICES: All Power Assists and Accessories as well as 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 catalog 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.

'56
LORD



The fine car at half the fine car price