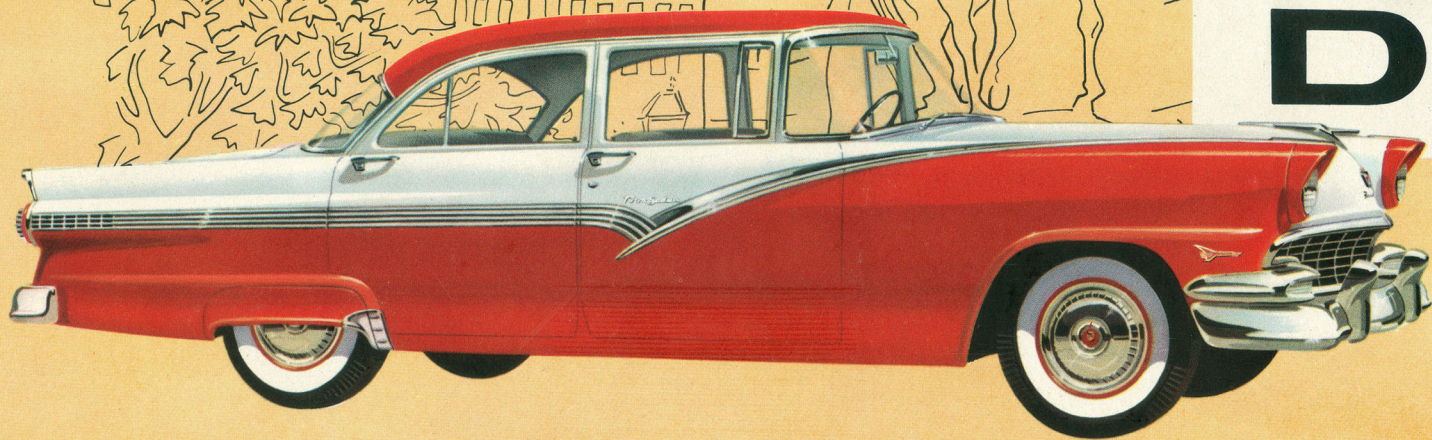


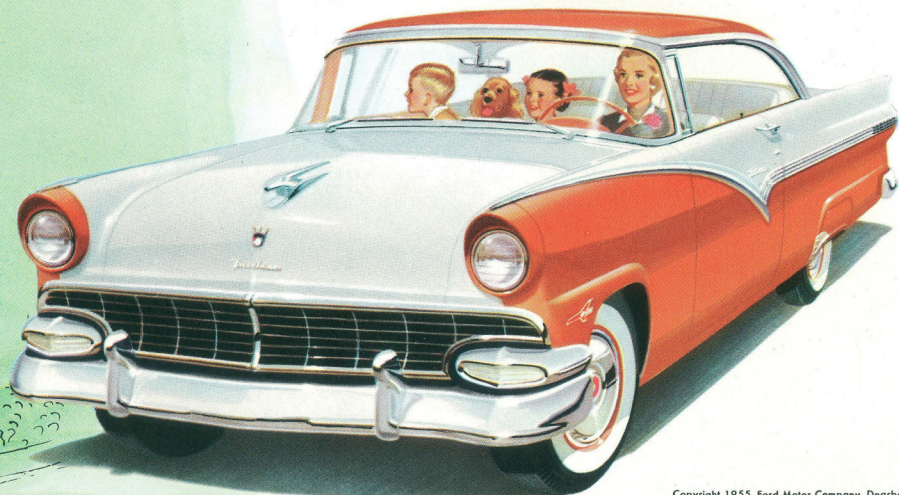
'56
DROT



The fine car at half the fine car price

'56 FORD

*The fine car
at half the fine car price*





New Thunderbird Styling . . . all 18 Ford models for '56 have the distinguished look of this newest version of America's "most wanted" personal car.



New Thunderbird Y-8 Power

Now, you can have the new 202-h.p. Thunderbird Y-8—the same basic engine for which the Ford Thunderbird is famous—in all Fordomatic Fairlane and Station Wagon models.

In Ford, for 1956, you will find all the thrill and excitement of Thunderbird Y-8 power and Thunderbird styling teamed with a history-making new concept of driver and passenger safety—Lifeguard design!

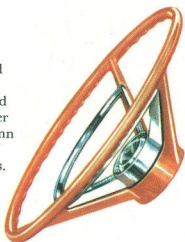
Lifeguard design is another Ford first . . . a Ford first for "Safety First."

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.

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 Lifeguard 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.



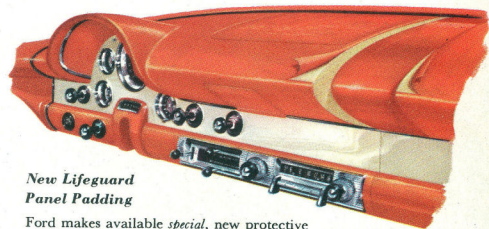
Once you learn what Lifeguard design can do for you and your family, you will truly enjoy the greater "peace of mind" that comes from owning a '56 Ford.

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

Ford brings you new Thunderbird styling in all 18 models—long, low, breathtaking lines that only the fabulous Thunderbird could inspire.

Ford brings you the magnificent 202-h.p. Thunderbird Y-8 . . . an engine so packed with GO . . . so completely responsive in all driving ranges that it is sheer delight to drive. And you will appreciate the extra feeling of security that comes from the tremendous reserve of power at your command. Reassuring passing power is yours instantly when instants count.

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.

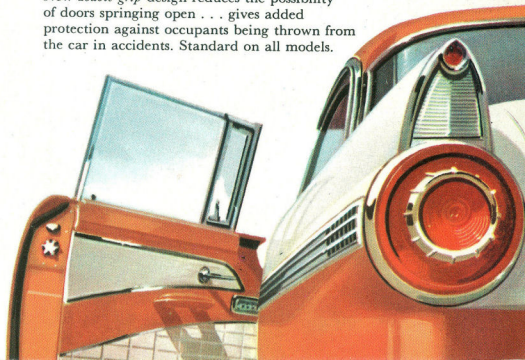


New Lifeguard Panel Padding

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.

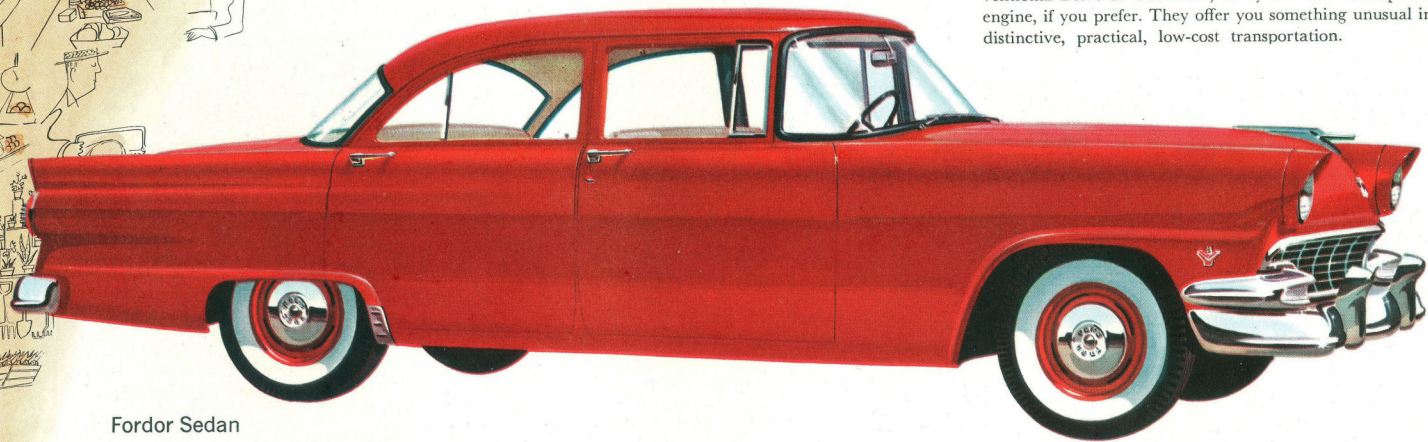
New Lifeguard Door Latches

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.



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 GO-packed 176-h.p. Ford Y-8 engine with Fordomatic Drive, the 173-h.p. Ford Y-8 with Conventional Drive or Overdrive, or by the new 137-h.p. I-6 engine, if you prefer. They offer you something unusual in distinctive, practical, 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.

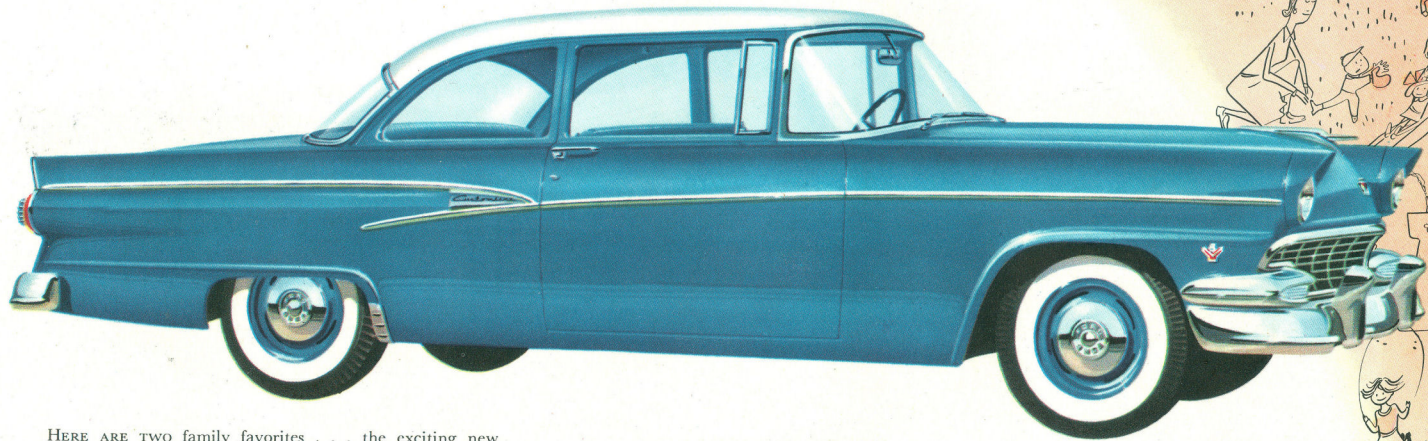


Tudor Business Sedan

Practical for business and pleasure. Lots of luggage space behind front seat. With either of the two new Ford Y-8's, or with the new I-6 engine, you get time-saving, gas-saving “Go.”

C

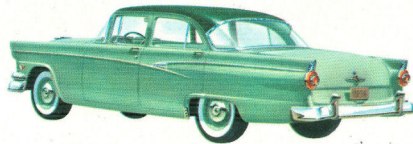
ustomline . . . two sedans with a distinguished new look



Tudor Sedan

Here's a car that *belongs* wherever you drive it. Six passengers ride in comfort and style. Quality upholstery in handsome pattern covers wide sofa-soft seats.

HERE ARE TWO family favorites . . . the exciting new Customline Tudor and Fordor sedans. You'll like their new Thunderbird styling—the low sleek lines, modern chrome trim, and delightful new colors. You'll like the get-going ability of Ford's new Y-8 engines, 176-h.p. with Fordomatic, 173-h.p. with Conventional or Overdrive, or Ford's new I-6 with 137-h.p., whichever you choose. And like all new Fords for '56, these Customline models bring you and your family the protection of Lifeguard design.



Fordor Sedan

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

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

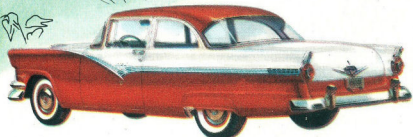
Town Sedan

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.



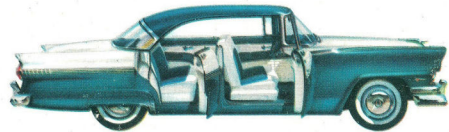
Sunliner

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.



Fordor Victoria

Newest and fairest 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.



their field

BEAUTIFUL, breathtaking, brilliant—with a fine-car concept of Ford's famous Thunderbird. Each offers the mighty 202-h.p. Thunderbird Y-8 engine teamed with Fordomatic Drive, the 200-h.p. Thunderbird Y-8 with either Conventional or Overdrive, or the new 137-h.p. Ford I-6. Each brings you interiors of such luxury that they will make the most discriminating of people entirely "at home."



Victoria

Here's a body style new and exciting. For '56, the Victoria is two inches lower, yet roomier than ever. In the opinion of the most discriminating people it's the most beautiful, most responsive open sedan on the road.



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.

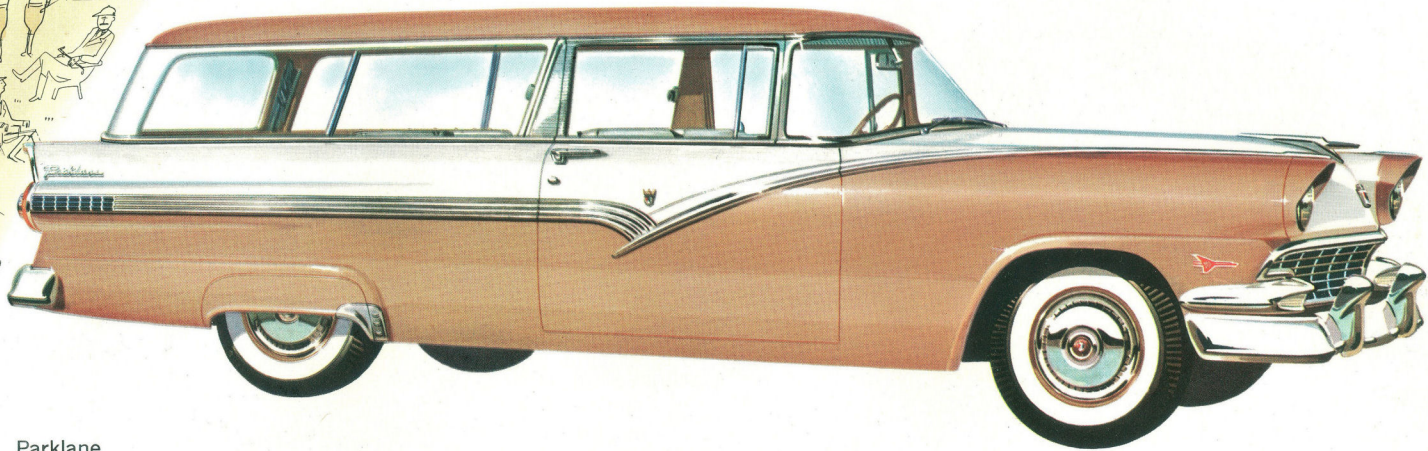


Crown Victoria Skyliner

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 s



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

Can't touch it for Sunday calling and Monday hauling at low cost. Two doors, 6 passengers . . . converts in a split jiffy to a spacious 8' x 5' cargo carrier, with tail gate down.

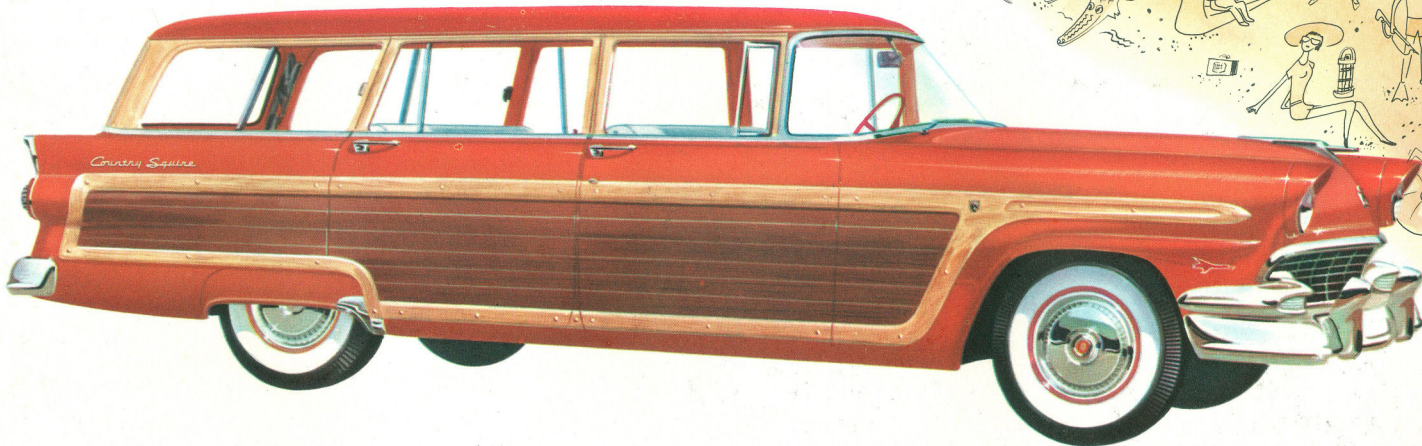
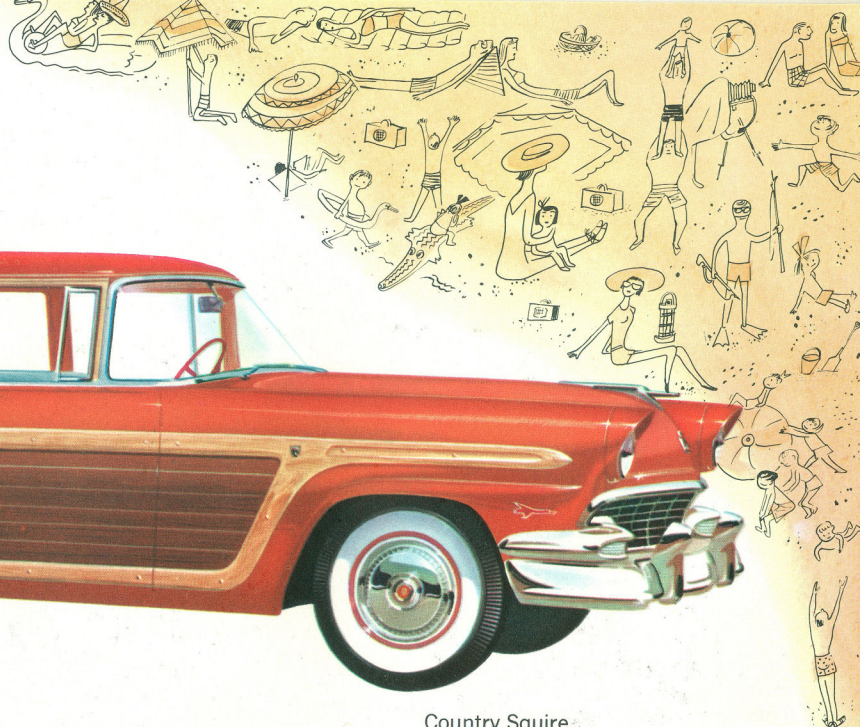


Custom Ranch Wagon

Home on the range or at 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 or four doors, seating for six or eight passengers, Ford has a Wagon that's just right for you. You'll find the degree of luxury and practicality you want, too. And now, you can have the new 202-h.p. Thunderbird Y-8 engine in any Fordomatic-equipped Ford Station Wagon—the new 200-h.p. Thunderbird Y-8 with Conventional or Overdrive. Or you may have Ford's new and even more economical 137-h.p. I-6 engine with any transmission, if you choose.



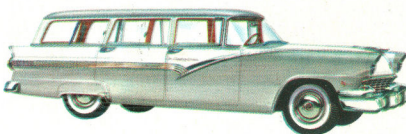
Country Squire

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

Popular model with 4 wide doors—giving easy access to both front and rear seats. Superior, easy-operating lift gate . . . tail gate lowers and locks flush with rear floor.

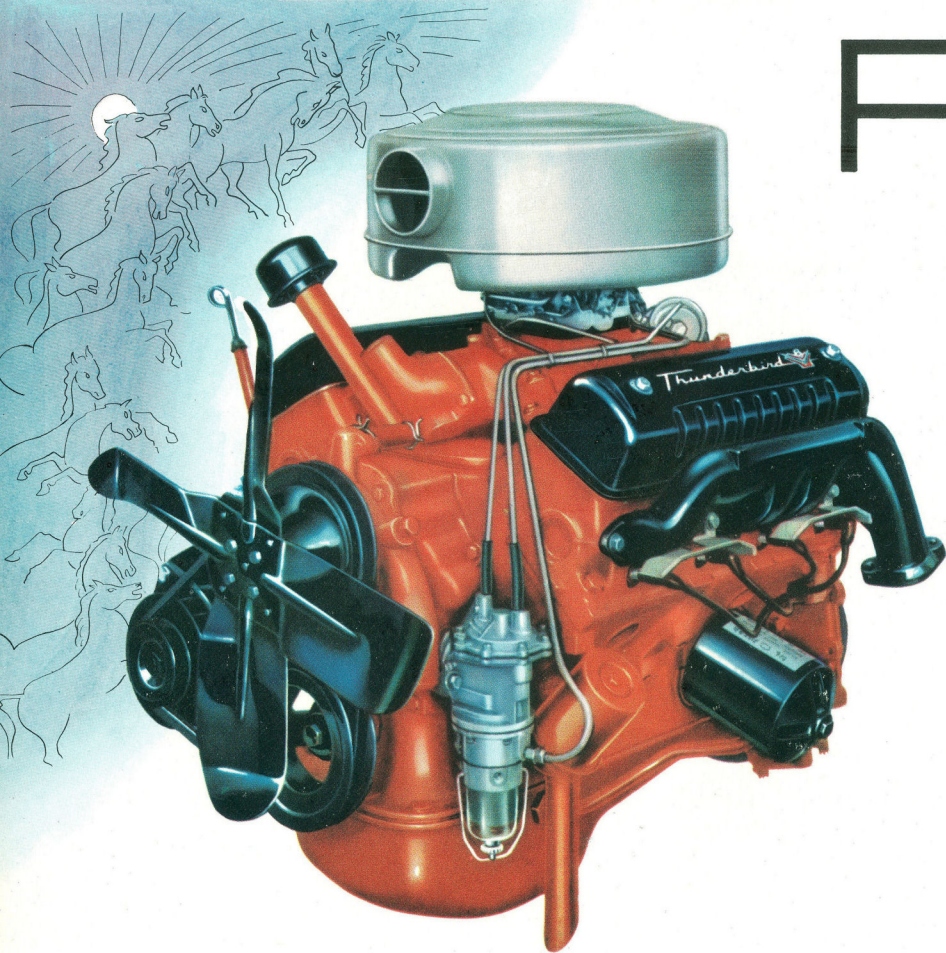


8-passenger Country Sedan

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 Y-8 . . .
now in the '56 Ford!



For 1956, all Ford Fairlane and Station Wagon models offer the new Thunderbird Y-8 engine, successor to the V-8. Mainline and Customline Fords bring you the advanced new Ford Y-8. Or, if you prefer a Six, Ford offers the new, mightier Ford I-6, available in all models.

The beauty of these new Ford 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 202-h.p. Thunderbird Y-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 Y-8, standard with Conventional or Overdrive, has a compression ratio of 8.0 to 1. Both engines feature a Double Twin-Jet carburetor with integrated automatic choke . . . dual exhausts . . . turbo-wedge combustion chambers . . . Automatic Power Pilot . . . and they both use regular gas.

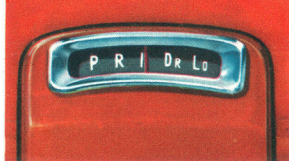
Advanced new 176-h.p. Ford Y-8, standard with Fordomatic Drive, has a 272-cubic-inch displacement—an 8.4 to 1 compression ratio. With Conventional or Overdrive, the Ford Y-8 engine has an 8.0 to 1 compression ratio and is rated at 173-h.p. You get a Twin-Jet carburetor with integrated automatic choke.

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.

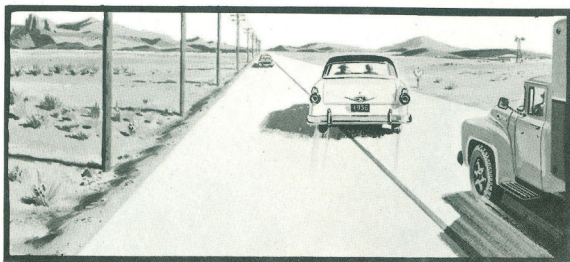
G

o with confidence . . .

whenever, wherever you go!



SPEED-TRIGGER FORDOMATIC DRIVE



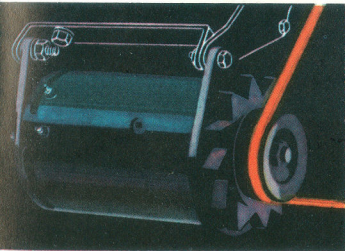
You get instant response—when instants count—with Ford's reassuring passing power. This means added confidence in all your driving.

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-

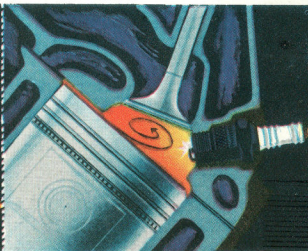
derfully economical. An automatic "4th gear" lets your engine loaf along at 35 miles an hour while your car's actually doing 50 . . . saves you up to 15 cents on every gas dollar.

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.



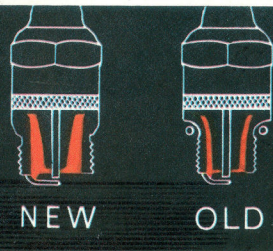
New 12-Volt Electrical System

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.



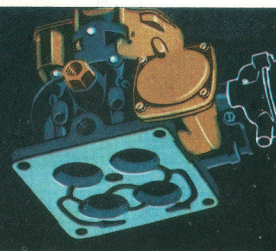
Turbo-Wedge Combustion Chambers

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.



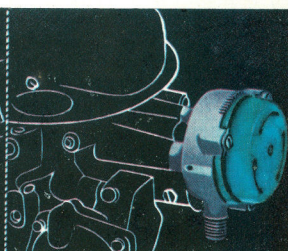
Anti-fouling 18mm. Spark Plugs

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

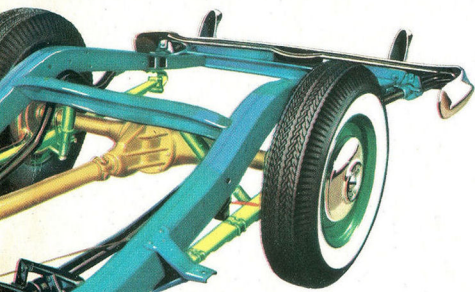
To provide better breathing for rapid acceleration and high speeds, this carburetor has 4 barrels. Unlike other systems, the additional two barrels are brought into use by engine's needs, not gas pedal position.



New Automatic Choke

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

Ford's Rugged Chassis Design

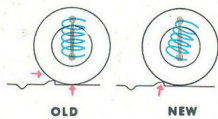
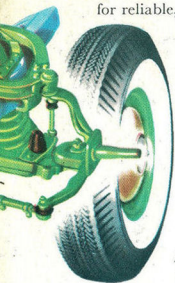


Hotchkiss Drive

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.

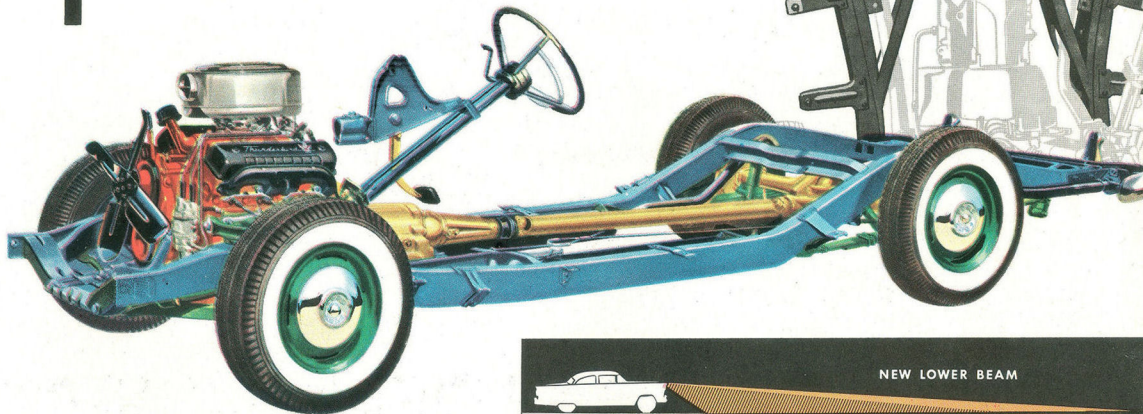
King-Size Brakes

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



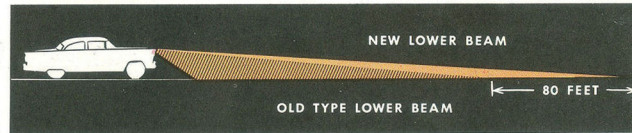
Exclusive Angle-Poised Ball-Joint Suspension

Front springs are angled back to cushion out 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.

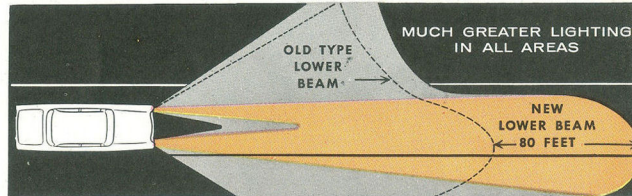


K-bar Frame

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.

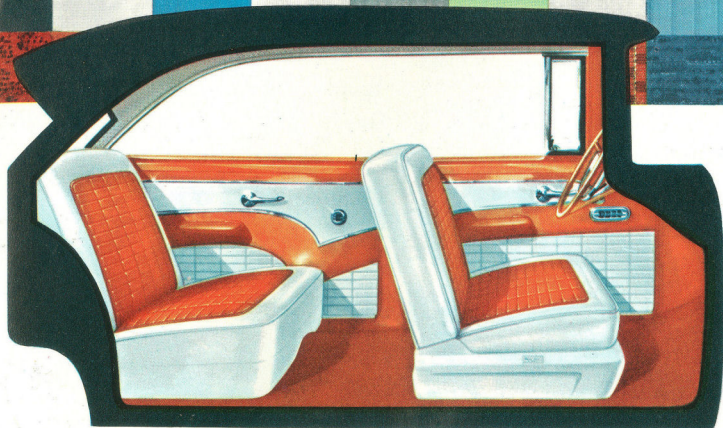


New lower beam  Old type lower beam 



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.

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.



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 fitness.

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.

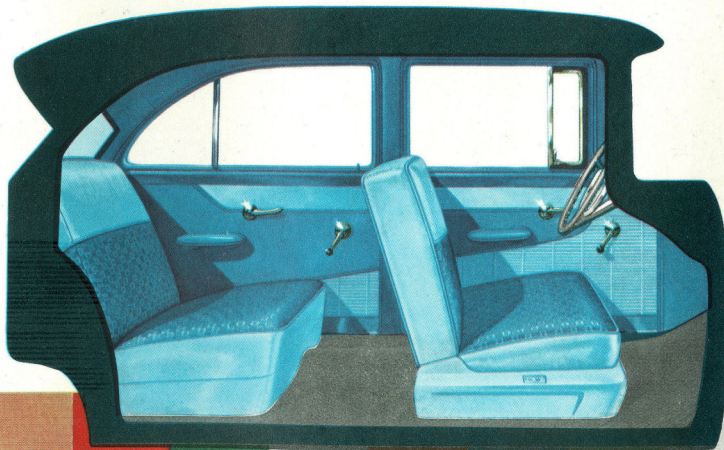
Spectacular new Luxury Lounge Appointments

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

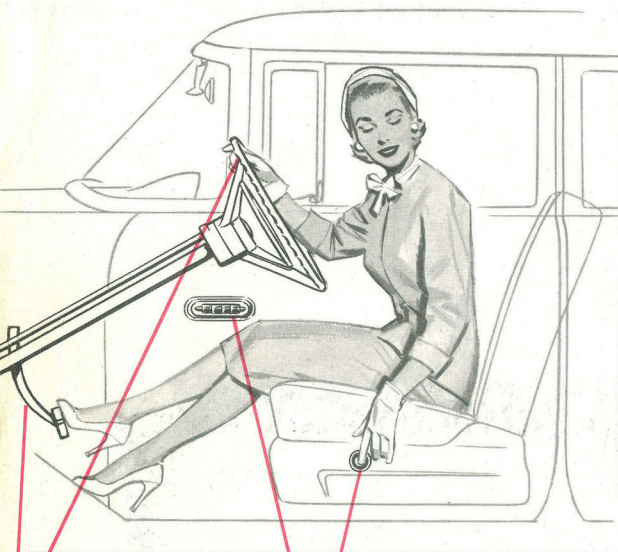
a refreshingly new palette of colors! Interiors are color-keyed to exterior finishes.

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.



Customize Ford interior shown

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.

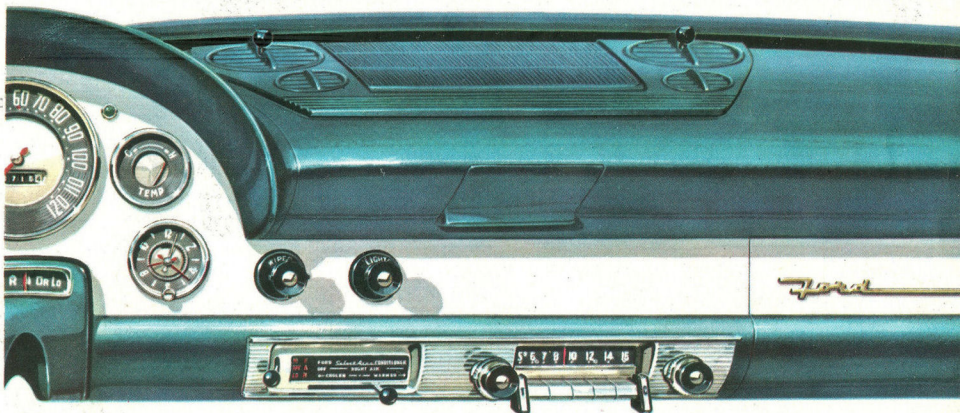
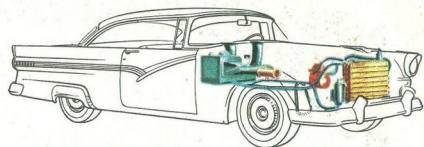
Power-Lift Windows

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

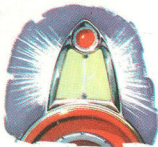


Here's a truly dependable heating, ventilating and defrosting system! You get even heat distribution—temperature controlled.



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.



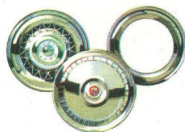
Fender Shields

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



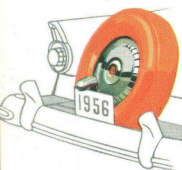
Wheel Covers, Trim Rings

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 3.60" stroke; 8.0 to 1 comp. ratio. Ford Y-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 transmissions; 176-h.p., 8.4 to 1 comp. ratio, 2-venturi carburetor, single exhaust with Fordomatic Drive. **Thunderbird Y-8** (for 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.

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 Y-8's; 12-volt electrical system; turbo-action 18 mm. spark plugs; 55-amp.-hr. battery; high-output 30-amp. generator.

CLUTCH & TRANSMISSIONS: Semi-centrifugal clutch with suspended pedal. Conventional Drive has 3 forward 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: Air-cooled torque converter combined with automatic gear mechanism; automatic "low gear" starts with selector in "Dr" position; Safety-Sequence Selector with illuminated dial.

FRAMES: 5-cross-member type with K-bar construction. Specially designed frames for Victoria, and 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) : Y-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 Y-8's, 3.78 std., 3.89 opt.; With I-6, 3.89 std., 4.11 opt. Overdrive: With Y-8's, 3.89 std., 3.78 opt.; With I-6, 4.11 std., 3.89 opt. Fordomatic: With Y-8's or I-6, 3.22 std.; 3.55 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 Fairlane Victorias, Crown Victorias and Sunliner with Thunderbird Y-8 Engine and Fordomatic. 6.70 x 15 on all other models.

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

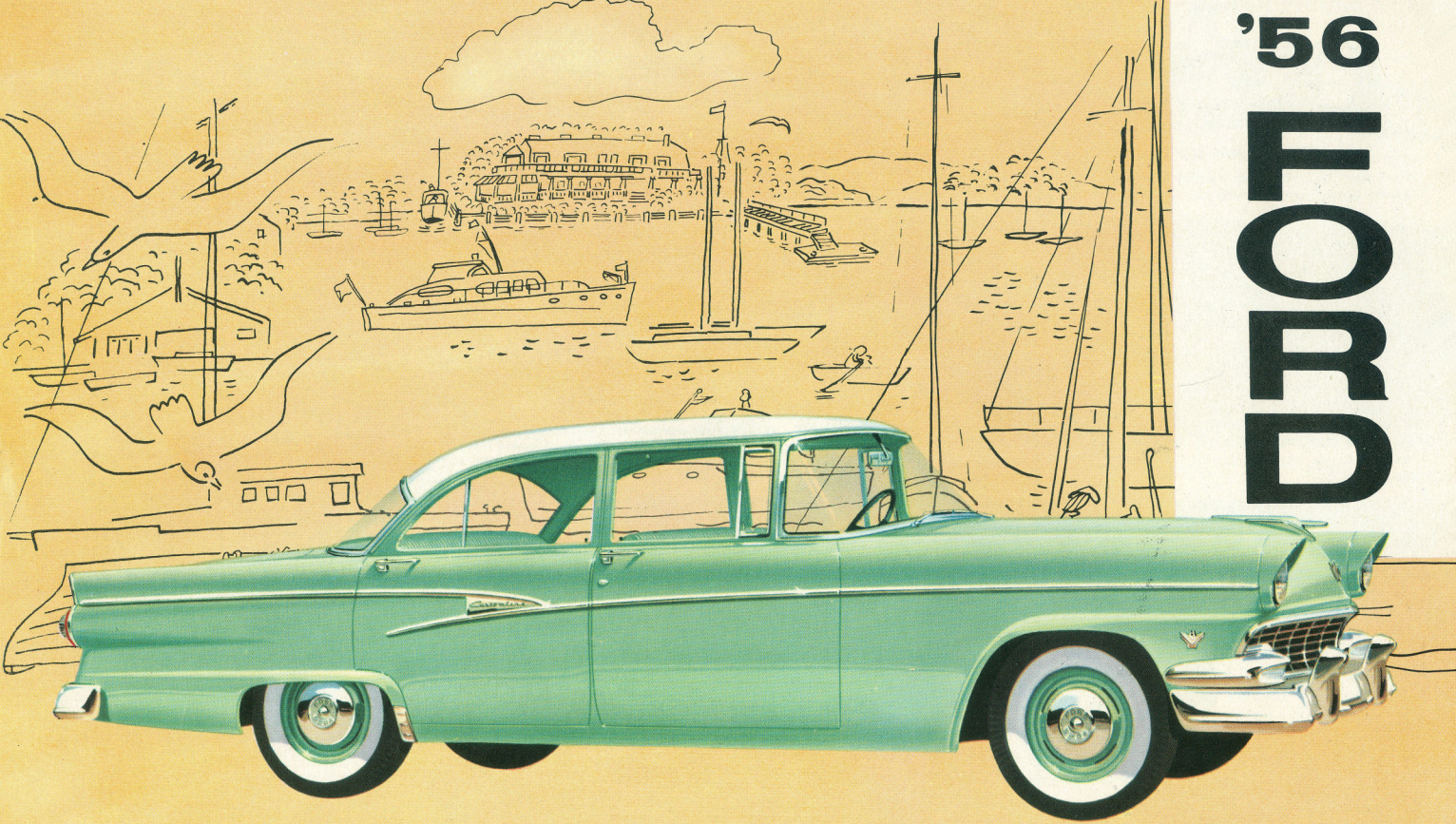
BODY COLORS: Following are the 13 basic colors available: Colonial White, Raven Black, Platinum Gray, Buckskin Tan, Fiesta Red, Goldenglow Yellow, Mandarin Orange, Peacock Blue, Diamond Blue, Bermuda Blue, Nocturne Blue, Meadowmist Green, Pine Ridge Green. Certain colors are available in Single-Tone on all models (except the Parklane). Certain colors are available in conventional Two-Tone effects on Customline and Fairlane Series (except Sunliner, Club and Town Sedans), and on Station Wagons (except Parklane, 8-Pass. Country Sedan and Country Squire). Selected Style-Tone combinations are available on Fairlane models and on Parklane and 8-Pass. Country Sedan. Upholstering 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 Tudor models including Club Sedan, Ranch and Custom Ranch Wagons, and Parklane), I-Res tinted safety glass, Fordomatic, Overdrive, Select-Aire Conditioner for models with Thunderbird Y-8 and Ford Y-8 engines only, white sidewall tires, special fuel and vacuum pump unit.

PRICES: All Power Assist 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.

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DRIFT



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