

On Wednesday, October 3rd, Ford Dealers throughout the United States will unveil a new kind of automobile!

This completely new automotive package will sell at

Cars are involved in every American's life. News of a new kind of car is the biggest kind of news to millions of Americans. The Big New Kind of Ford is that kind of news . . : a car totally new in design from crest to trunk lock.

The 1957 Ford rides low, solid, with a firm, deep road-holding feel. Yet it's a light-hearted, flight-hearted ride-this car is responsive, nimble, agile, with a proud easy movement through traffic and away to the head of the turnpike. The New Ford Choice

a shade less in the Custom, And all that length and lowness is shaped in a design that is wonderfully, radically new in American automobiles! Its personality is glittering, sophisti-cated. It's a nice kind of fun just to look

It's high-priced in every way except price.

wonderful Thunderbird horsepower in any Ford model. There's a moderate-

and really moderate-extra charge for this engine of \$12 cubic inches with its

4-barrel carburetor. It's the honey of

Here is where

your own tomorrow starts

It starts at the nearest Ford Dealer's

The cars will be there on Wednesday,

They will be standing still on the

The New Ford Perfor

SAVINGS Get the habit of using your nearby First National Branch as your financial headquarters ... especially on payday. As many thousands of Oregon people know, there's no substitute for a First National Bank savings account.

Some are saving for something special, some for that secure feeling - but they all know that payday savings build their accounts fast when they're made regularly - at First National Bank

## C st FIRST NATIONAL BANK OF PORTLAND SALEM BRANCH "LET'S BUILD OREGON TOGETHER"

the traditionally low Ford prices.

This makes possible a new high standard of such honest-togoodness value that it actually increases the purchasing power of your automobile dollar.

When you see it, other cars will look out of date, because . . .

This is Where Tomorrow Starts ... with a Big New Kind of Ford!

The New Kind of Ford is the fullest, most eloquent expression of Ford's spe-cial personality-the youthful grace, the whiplash action, the reputation for durability known wherever there's a road.

To all this we have added true ele-gante-a kind of elegance never before seen in the low price field.

Elegance is more than skin-deep. design goes far deeper than

To make a car truly elegant, you have to start deep-down inside.

## The New Inner Ford

The Inner Ford-the car you cannot see-is a very remarkable structure. Its frame is actually a cradle. Side members extend almost the full body width.

The driveshaft has been lowered to connect with the differential, virtually connect with the differential, virtually at its lowest point. This is one of several factors that makes practical the lower-ing of over-all height by as much as 4 inches.

The side rails, extended almost full body width, serve not only as support-ing members but as concealed side bumpers of immense strength.

**Center at Liberty** 

The New Ford Body

The new Ford body is a triumph of engineering in seel-steel cushioned for inxury, steel insulated against sound, steel joined to steel for tremendous strength, steel designed to give you greater safety.

The doors close with the solid finality of a bank vault. Even the door-lock button has been moved up front-casier for you to reach, but out of the children's reach

The new body is mounted on twenty live-rubber mounts to keep your ride silent, solid and secure.

All these features were engineered to give you a solid new kind of comfort.

## The New Ford Ride

The way a cat rides is more than the way it moves-it starts with the way it sits.

The New Kind of Ford sits six people as no other low priced car has ever sat them-six elbows wide in each seat, with deep space around each one of six knees. And above all that space, there's hat room to spare for all six passengers. With that sitting basis, the engineers then designed the new rock-solid velves-road ride

Ford offers not only one, but two sizes of cars . . . each on its own extended wheelbase . . . each with its own body shell . . . each with its own styling. If you're a bug on horsepower and like it big, the new Silver Anniversary V-8's are for you. You can have up to 245

First, the two Fairlane Series on a 118-inch wheelbase. The Fairlane 500's come in 5 body types, a four-door sedan i two-door sedan, a two- and four-door Victoria with no center pillars, and a convertible coupe. The same body type (except for the convertible) are availble in the Fairlane Series.

them all. For "Six" lovers, we've got a beauty, too -- the 144-hp Mileage Maker Siz. Whether you choose Six or V-8, the going is great! Both Fairlane Series introduce an in novation through the use of special window ornamentation and narrow center pillars. Both the four-door and the two-door sedans have true hardtop styling.

Second, two Custom Series mounted on the 116-inch wheelbase chassis. In the Custom 300 Series a four-door and two-door sedan are distinguished from the Custom models by more luxurious interiors and elaborate trim. The Cus tom Series includes a Business Sedan

The New Ford Look

That low, low cradle-span frame means a low, low car. The Fairlane 500 is only

four feet eight inches from road to roof!

The Custom is just over four feet nine

The New Ford is not only low-but

floor-but they will seem to be moving, for they have a quicksilver kind of beauty that just doem't stand still. The Custom 300 and Custom models are lower, heavier, and livelier the ears selling in Ford's price range today.

Every line has a "machined right-ess" to it, the sharp clear-cut stamp of Beyond all these, you also have your choice of five Station Wagons-the beauty wrapped around power." famous glamour cruisers that are the champions in this field!

These are the best Fords of our lives. They are the first symbols out of Detroit of the new automotive age that s beginning for you.

1957 came early this year.

This is where tomorrow staris-at your Ford Dealer's.

This is when your tomorrow storie-October 3rd.

October 3.

long. Ford gives you more than 17 feet of elegant length in the Fairlane Series, Come in and see us for the Big New Kind of Fordit

THE NEW VALLEY MOTOR CO.

Salem, Oregon