



"Yes, Signor,
and you'll feel like
you're riding on air!"

"Travels like
a roving senator
with these V-8s!"

"Smart as a turnbuckle
of the Guards!"

"Ah, quel chic!
Zee long, low lines!"

"You go first
when you go Ford, si?"

All the world loves the '57 FORD

the world's largest selling V-8

Oh, it's easy to see this new kind of heart-high Ford stretches over 17 heart-winning feet long. And why everyone goes for those smooth, sculptured lines. But slide behind the wheel. Then you'll really learn why this Ford is the most sought-after ever.

You'll discover how the champion world shrinker can shrink the distances *you* drive. For what's speed and distance to a V-8 Ford

—the car that travelled 50,000 miles at Bonneville averaging 108.16 m.p.h., 24 hours a day for almost 20 days?

And what happened to the bumps? The new "Inner Ford" turns rutted, twisting trails into cloud-paved straightaways with its wide-base frame . . . low, road-hugging center of gravity . . . swept-back ball-joint front suspension . . . and new automatic,

variable-rate rear suspension. And extra soundproofing makes Ford so quiet you can hear a butterfly's sigh (if you happened to have one along)!

So don't just *dream*. Ask your Ford Dealer to let you Action Test a Ford.

**You go first
in the new kind of FORD**