

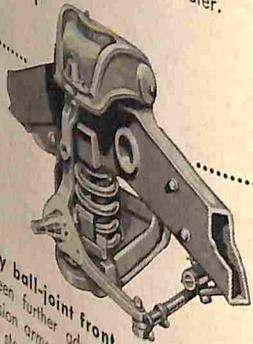
What put the magic in

The big news from Detroit this year is the magic of the "Inner Ford" for '57. The magic begins with a bow-shaped frame that sweeps out and dips down between the wheels. Side rails flare out almost 13" further than in '56. Passengers are within (but still above) the contour of the frame.

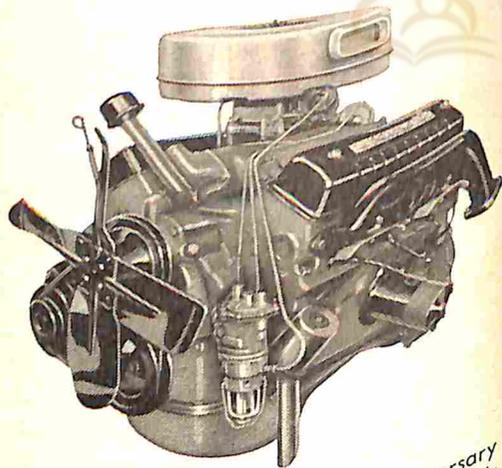
Side rails thus serve as concealed "side bumpers" of immense strength. This new contoured frame provides the '57 models with the most rugged foundation of any Ford yet. Ford's new sculptured-in-steel body is secured to this rugged frame by 20 unique



The contoured frame is a ladder-type structure with heavier box section side rails and 5 cross members. Torsional rigidity of this '57 frame is as much as 27 per cent greater.

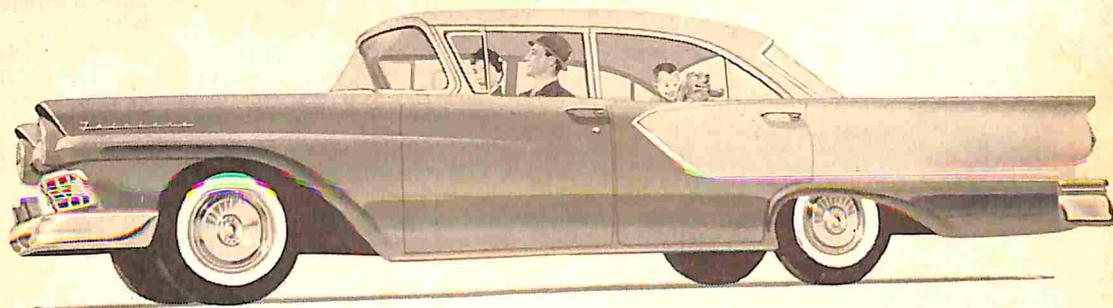


4-way ball-joint front suspension has been further advanced. New lower suspension arms are swept back so front wheels step over bumps rather than into them... a 4-way action for a softer ride.



The magic of the Ford Silver Anniversary V-8's for '57 is centered about the words, "deeper breathing." New larger lift camshafts, king-sized manifolds, and higher lift fuel-air help provide a larger volume of fuel-air mixture, thus allowing for superior engine performance... up to 245 hp. The popular Mileage Maker Six, the most advanced Six in the industry, has been boosted to 144 hp.

FORD Division of
POPULAR MECHANICS



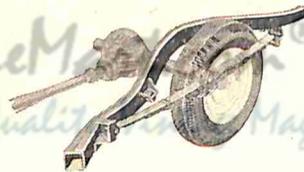
the new kind of FORD?

live-rubber body mounts. This helps the '57 Ford to give you the solid, silent kind of ride you expect to find only in more expensive cars.

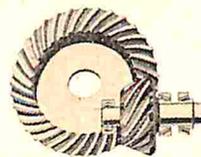
There's magic in three high-performance Silver Anniversary V-8's with up to 245 hp. The new low silhouette carburetor and

higher compression combustion chambers are just a few of the new V-8 engine features that you'll appreciate.

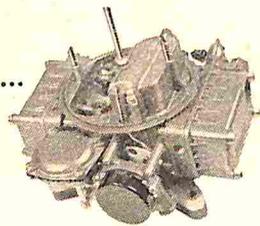
See your Ford Dealer soon. He'll gladly give you the full story of Ford magic for '57, and let you action-test this *new kind* of car with the Touch of Tomorrow.



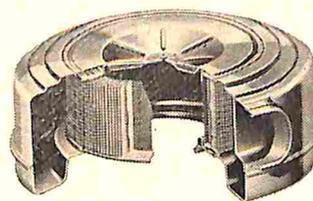
Even-keel rear springs are longer-leaved and outboard mounted for wider stance, greater stability.



New deep-offset hypoid axle has exclusive straddle-mounted pinion for greater torque capacity, quieter operation and longer life.



Carburetors are low silhouette type. They give a more homogeneous mixture for better starts.



Air cleaner used with Ford's new carburetor has re-usable pleated fibre filter; offers easier maintenance and more filtering area.



Centrifugal-vacuum distributor for V-8's has long-lived ventilated points. Breaker plate rotates on full ball bearings for split-second response to changing engine requirements.

FORD MOTOR COMPANY

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H. H. WINDSOR, JR., Editor and Publisher.



Next Month

ANY BUGS in those cabbages? They'll soon bite the dust from that duster. In this issue we present the first of three articles by top authorities on the farmer's natural enemies—weeds (page 165), insects (December) and plant diseases (January). Here's down-to-earth information for the farmer on the latest weapons in his arsenal. But there's fare for the town dweller, too: How to maintain a weed-free lawn, how to get rid of that stubborn stump, the finest mosquito repellent ever discovered.

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