THE FINE CAR OF ITS FIELD

DOWNTOWN SALES, INC
2700 E. JEFFERSON
DETROIT 7, MICHIGAN
LOrain 8-0001

FORD '55





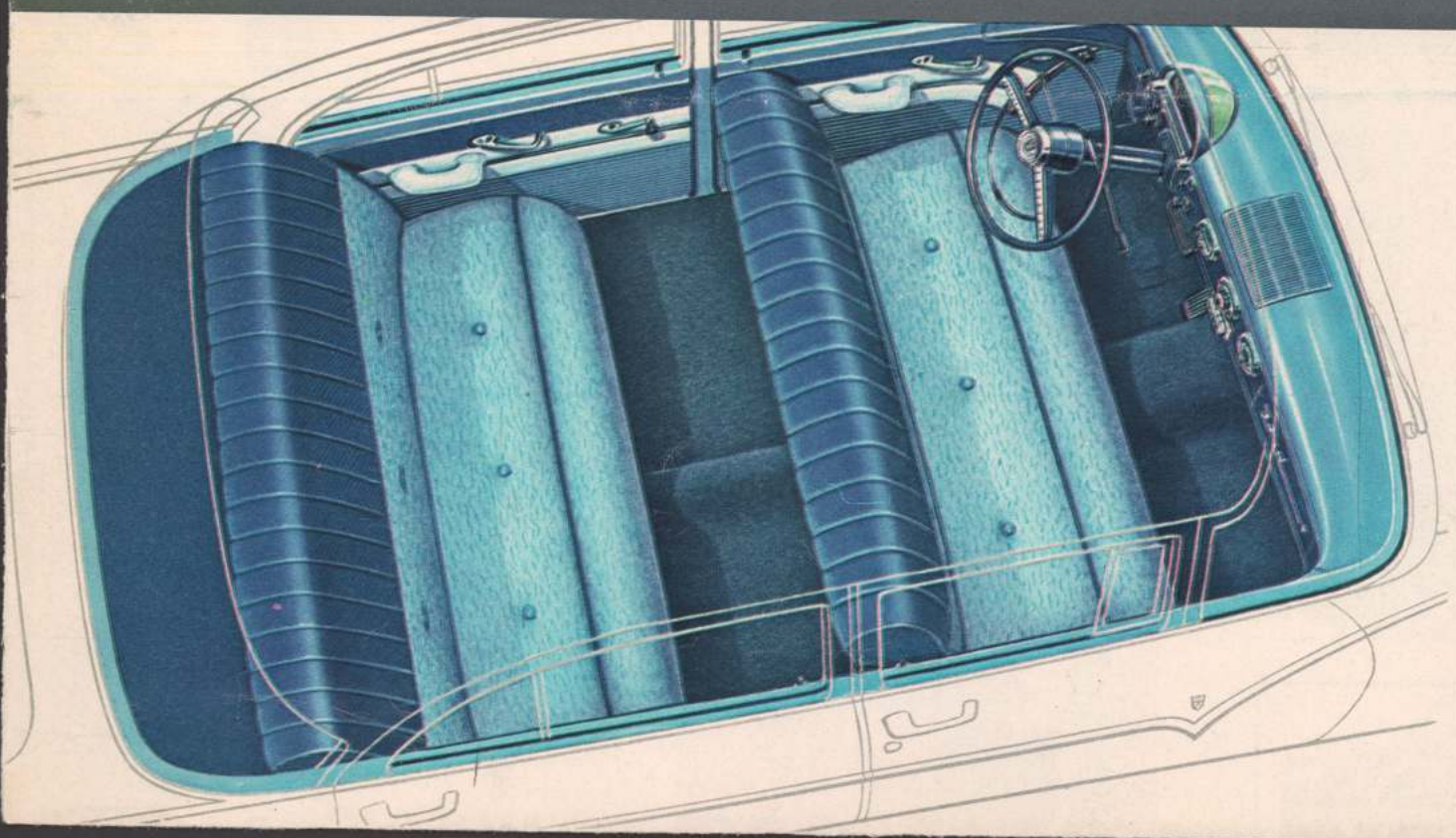
'55 FORD ... in four new high-style lines ... with new Trigger-Torque power and new Angle-Poised ride

Whatever your tastes and requirements in a motor car may be, you'll find in Ford's new and wider range of cars for 1955 a model that fulfills your needs with brilliance and distinction. For in any Ford model you select you'll enjoy new styling of which you can well be proud . . . advances in engineering that set new standards in restful comfort and agile performance.

Ford's styling for 1955 is completely new and fresh. The crisp, clean lines that characterize the '55 Fords were inspired by the Thunderbird, the brilliant new personal car by Ford. There are daring new exterior color treatments, colorful new upholstery patterns and new harmonizing interior trim ensembles that combine to strike a new and modern note in motor car decor.

There's fleet new responsiveness, too, in every Ford for '55. It stems from Ford's new Trigger-Torque Power—the kind of power that gives you the instant action that you want and need for every phase of today's driving. Then, too, there's Ford's new Angle-Poised Ride that makes even the smooth roads seem smoother.

Whichever of Ford's new models you may choose, you'll find it "belongs" wherever you may drive . . . and you'll find a new pleasure in driving it wherever you may go.



Colorful, appealing new interiors in all '55 Fords

The interior of the Fairlane Town Sedan, pictured in the phantom view at the left, typifies the luxurious appointments offered by Ford this year. Contoured seats in the Fairlane Sedans are upholstered in glamorous metallic-threaded nylon, with pleated bolsters in harmonizing color. Door panels are smartly decorated with a distinguished modern trim motif. And, as in every Ford model, you'll find that the interiors complement the exterior beauty of the car, both in design and color treatment.

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16 BEAUTIFUL BODY STYLES

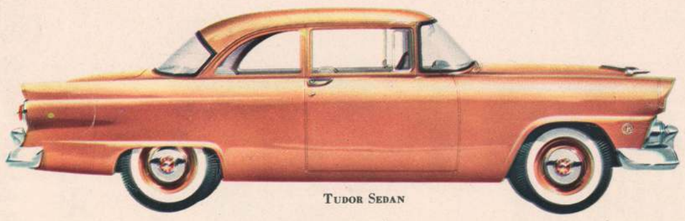
and a choice of 2 new engines, 3 great drives

MAINLINE

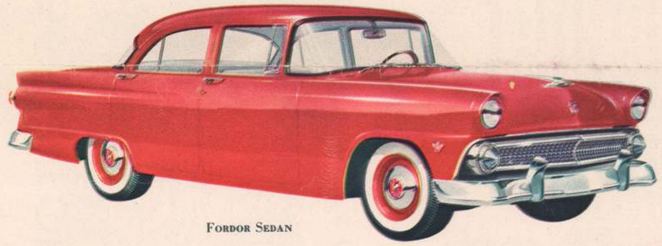
Clean exterior lines give these three Ford Mainline beauties a look which "belongs" wherever you may drive. And, as in all '55 Fords, you get new Angle-Poised Ride and Trigger-Torque Power.



TUDOR BUSINESS SEDAN



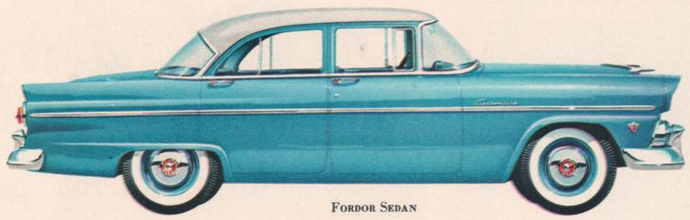
TUDOR SEDAN



FORDOR SEDAN

CUSTOMLINE

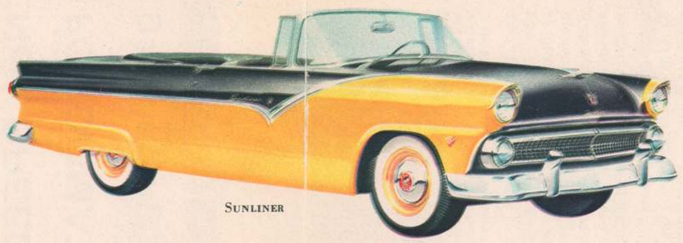
The distinctive Ford Customline includes a two-door and four-door sedan. Both offer new comfort, new years-ahead styling for the modern family.



FORDOR SEDAN



TUDOR SEDAN



SUNLINER



VICTORIA



TOWN SEDAN



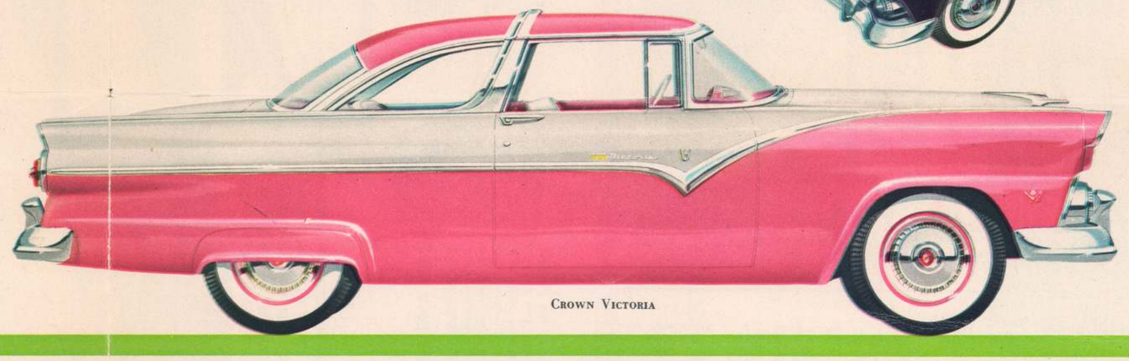
CLUB SEDAN

FAIRLANE . . . a distinguished new Ford series

Here's an exciting series newly added to the Ford line. Each of the beautiful new models carrying the Fairlane name brings a completely new idea in style, performance and quality to the American Road.



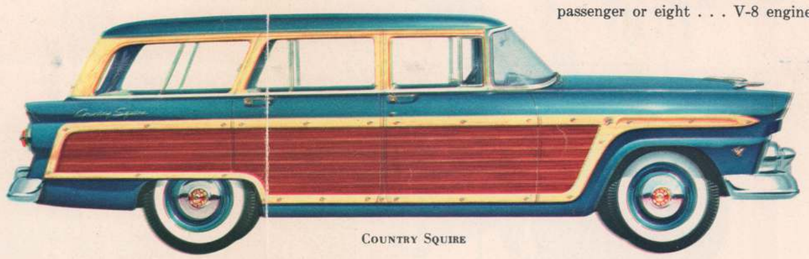
CROWN VICTORIA
with transparent roof



CROWN VICTORIA

FORD STATION WAGONS...
America's greatest line

Ford, long the builder of America's favorite station wagons, now presents *five* new, all-steel, do-it-all beauties. You're bound to find one precisely suited to your needs and tastes—be it four-door or two-door . . . six passenger or eight . . . V-8 engine or Six.



COUNTRY SQUIRE



8-passenger
COUNTRY SEDAN



6-passenger
COUNTRY SEDAN

All five Ford station wagons offer ultra-modern woven plastic or rich vinyl upholsteries which are as easy to clean as they are to look at. Non-scuff, ribbed linoleum flooring is color-harmonized with interiors.



RANCH WAGON

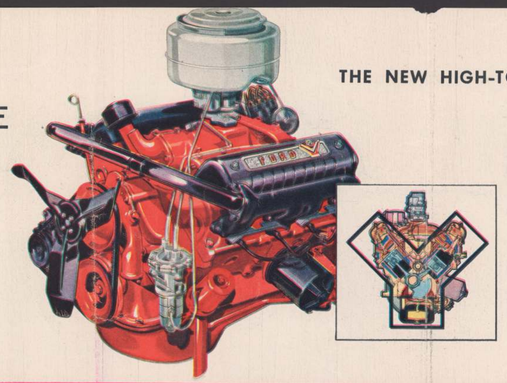


CUSTOM RANCH WAGON

You'll find extra value in every feature of the '55 Ford

New TRIGGER-TORQUE Power in the '55 Ford...

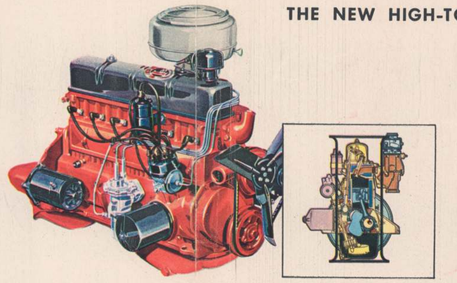
the instant-action power you want for today's driving!



THE NEW HIGH-TORQUE Y-BLOCK V-8

For 1955, Ford brings you a brilliant new V-8 engine, the product of more than 23 years' experience building V-8's. It's a high-torque V-8, capable of developing its higher torque at all speeds. The result is the finest responsiveness ever delivered by a Ford engine.

Many advances make this possible. The new V-8 has nearly 14% greater displacement and a higher compression ratio, for example. In addition, it retains all the design features which made last year's V-8 famous. There's rigid deep-block construction for longer life, smoother operation . . . low-friction design for more power from less gas . . . and Ford's exclusive Automatic Power Pilot.



THE NEW HIGH-TORQUE I-BLOCK SIX

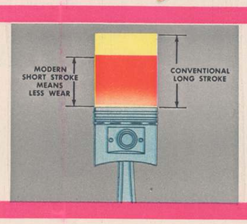
The new I-block Six is the only truly modern Six in any American-made car. Among its important advancements are a higher compression ratio for higher efficiency . . . improved free-flow intake system and carburetion that result in higher torque at low driving speeds for quick, easy responsiveness . . . improved, more positive rotation of free-turning valves to increase valve life and help maintain efficient high compression.

Like the Y-block V-8, the Six has an extra-deep block that extends below crankshaft for greater rigidity. This results in smoother operation, longer life. And its short-stroke design means low friction loss, more power from every drop of gas.

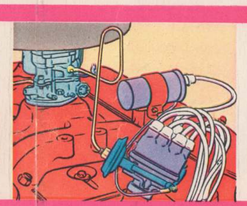
New Trigger-Torque Power

"Torque" is the force developed by the engine to give you "get-away" power or "pick-up." Ford's new, high-torque engines give you that hair-trigger response you need for every phase of today's driving. These new engines can deliver their torque to the rear wheels (through specially-mated transmission and rear axle) in as little as 7/100 of a second from the time you press your toe to the accelerator.

Low-Friction Design in both Y-block V-8 and I-block Six engines means that the pistons travel a shorter distance for a given amount of car travel. This means less energy lost to friction, more power available for useful work . . . and longer engine life.



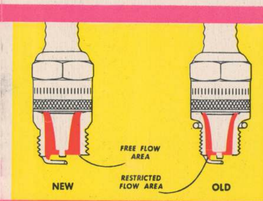
Automatic Power Pilot is Ford's exclusive carburetion-ignition-combustion system that makes sure just the right gas mixture is ignited at just the right instant and burned completely to give you the most "Go" from every drop of gas.



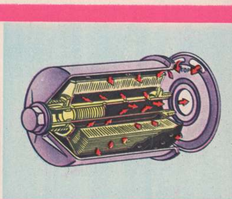
Turbo-Wedge Combustion Chambers create high turbulence that results in three advantages: a better gas-air mixture; faster, more complete burning; and better clearing out of exhaust gases. You get high-compression performance on "regular."



New 18mm spark plugs (another Ford "first") resist formation of deposits up to 3 times as long as conventional plugs . . . thus help maintain top operating performance and economy. New tapered seat construction provides improved sealing.



Full-Flow Oil Filter cleans all the oil in your engine *all* the time to keep harmful abrasives from vital bearing surfaces. This protection is especially important during the break-in period. Wear is reduced by as much as 66 per cent for longer engine life.



Choice of 3 great drives

New SPEED-TRIGGER FORDOMATIC DRIVE... gas-saving OVERDRIVE... or CONVENTIONAL DRIVE!



New Safety-Sequence Drive Selector is mounted in control panel just above steering column where it's easier to see. It is illuminated for easier reading at night.

FORDOMATIC DRIVE for '55 is smoother and more versatile than ever. It embodies a new automatic low gear for extra-fast starts or quicker, safer passing at low speeds.

Here's what it does for you. First, with selector set at Drive (DR) you may start in either low gear or intermediate as you prefer. For a real "Speed-Trigger" start, just press accelerator to the toe-board and you'll flash away in low gear . . . with transmission shifting automatically from low to intermediate to direct. For most driving, starts will be through intermediate gear as in previous Fordomatics. Second, if you want extra pick-up at low speeds (below about 18 mph) you can shift back to low gear simply by depressing accelerator to toe-board. And, of course, you can "kick down" to intermediate for extra passing ability at higher speeds (up to about 58 mph).

OVERDRIVE is an automatic "4th gear" that lets your engine loaf along at 35 miles an hour while your car's doing 50 . . . saves you up to 15 cents on every gas dollar . . . makes driving smoother, quieter, more relaxing.

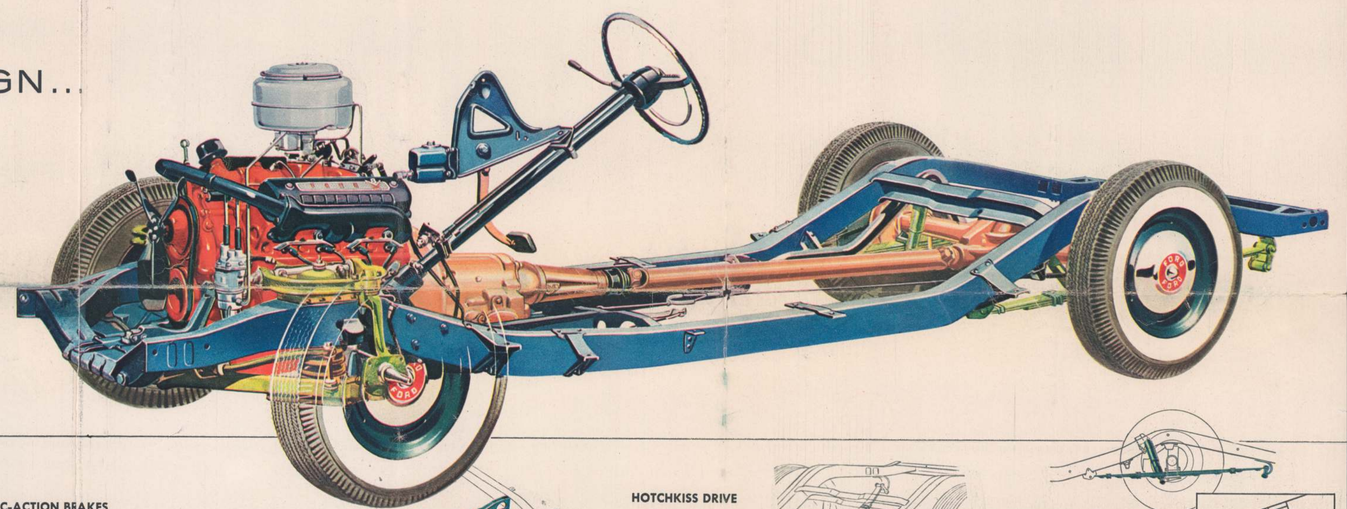
CONVENTIONAL DRIVE has higher torque transmitting capacity for 1955. It is teamed with Ford's new, heavier-duty semi-centrifugal clutch (with new heavier pressure plate springs) for easy, quiet manual shifting.

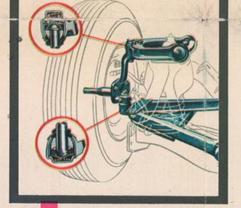
New ADVANCED CHASSIS DESIGN...

makes all your driving smoother, quieter, safer

The design of the new Ford chassis is by far the most advanced in any low-priced car. The frame is *lower* to permit a lower, longer-looking silhouette in all '55 Ford body styles without sacrificing passenger-compartment comfort. Front suspension is tilted for a smoother, quieter ride.

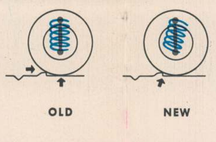
A most important contribution to the '55 Ford's brilliant performance is the matching of rear axle to the body style, engine and transmission combination. Whichever model you choose, you get one of Ford's seven special, Torque-Tailored Rear Axle Ratios. The result is *just* the right over-all drive ratio for brilliant response at all driving speeds . . . new agility under all driving conditions.





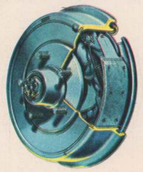
BALL-JOINT FRONT SUSPENSION

Here's the most modern suspension of all! Movement of front wheels is about ball joints whether in up-and-down motion (when wheels travel over rough spots) or in steering motion (when wheels turn right or left). Ball joints have specially-shaped seats that can't bind or get out of line. This means consistently easy handling, uniformly smooth riding.



NEW ANGLE-POISED RIDE

Ball-Joint Suspension is tilted so springs may absorb road shock from the front as well as up-and-down. This enables front wheels to glide over annoying little bumps much like the tip of a ski. The "road joint jar" you get from imperfections and joints in paved surfaces is thus reduced by up to 15% in the new Ford.

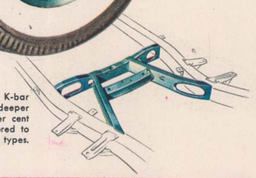


NEW MAGIC-ACTION BRAKES

Brakes are 10% larger for '55 and more rugged in construction. Linings last up to 50% longer. Front brakes are double sealed to keep out dirt and water. Brake master cylinder is mounted on dash where it's easy to inspect and service. Ford brakes are outstanding in their ability to provide easy, straight-line stops.

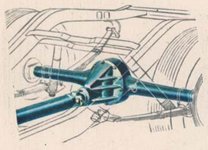
NEW K-BAR FRAMES

Completely new frames have a husky K-bar member for extra twist resistance and deeper box-section side rails that are 10 per cent more rigid. Frames are specially tailored to accommodate needs of different body types.



HOTCHKISS DRIVE

All driving and braking forces are transmitted from the rear axle to the frame through long, flexible, rubber-bushed springs which insulate chassis from road noises and provide a cushioning action for smooth, easy starts and stops.



REAR SUSPENSION

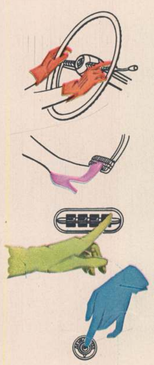
Use of tension type shackles results in a "variable rate" spring effect—soft or stiff, as road conditions change—for uniform riding comfort. Inserts between tips of leaves, plus rubber bushings at shackles and brackets, eliminate need for lubrication. Bushings at front ends of springs are steel-encased for longer life.

The finest in Power Assists

. . . to make your driving as automatic as you wish

For 1955, Ford offers all of the power assists you might usually expect only in the most expensive cars. You can have power steering, power brakes, power windows all around, and a 4-way power front seat—all specially engineered and developed to make your Ford still easier and more convenient to drive.

Power steering and power brakes are available on all models. Power seat is available on all Fairlane, Customline and Station Wagon models (except Ranch Wagon). Power windows are available on all Fairlane models (except Club Sedan), on Customline Tudor, Country Sedans and Country Squire.



MASTER-GUIDE POWER STEERING

You can ease the car into or out of tight parking spaces with up to 75% less effort. It also helps you take the turns, yet it leaves you with natural feel of steering on straightaways.

SWIFT SURE POWER BRAKES

Power does up to one-third of the work of stopping the car for you. It's a wonderful help in today's stop-and-go driving in traffic . . . makes you feel more relaxed after long trips.

POWER-LIFT WINDOWS

Driver can open or close all four side windows by means of the four buttons on his door. This is especially convenient in bad weather. Each window also has its *own* control button.

4-WAY POWER SEAT

The front seat goes *up or down*, forward or back as you prefer. It permits the exact adjustment for a driver of any height and thus adds to comfort and safety. *One* control regulates movement in all *four* directions.

GENUINE FORD ACCESSORIES

to make your Ford even more fun to drive

Back-up Lights
Console Range Radio
Dual Exhaust System
Electric Clock
Exhaust Deflectors
Grille Guard
Hand-Wind Clock
MagicAire Heating and Ventilating System
Map Light
Outside Rear View Mirrors
Rear Seat Radio Speaker
Spotlight
Super Range Radio
Turn Indicator
Vanity Mirrors
Wheel Trim Rings
Windshield Washer
Wire Wheel Covers

New CRESTMARK BODY FEATURES...

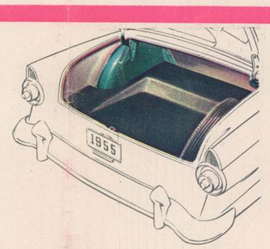
for your greater comfort, convenience and safety

Ford's Crestmark Bodies are completely new for 1955. Their design incorporates the most modern advancements in body engineering . . . their construction the newest techniques in fine coach work. For example, body pillars are narrower for better visibility and cleaner lines . . . yet their strength is greater than ever. There is sound and heat insulation under the hood . . . in the roof . . . behind the dash panel . . . in door and side panels . . . and on the floor. And you will discover Ford's durable baked-on enamel body finish will keep your car's beauty brighter, far longer.



NEW SEAT CONSTRUCTION

Resilient non-sag springs on rigid new seat frame provide long-lasting seating comfort. Automatic Posture Control front seat moves forward or back easily on ball bearings to any of eleven positions.



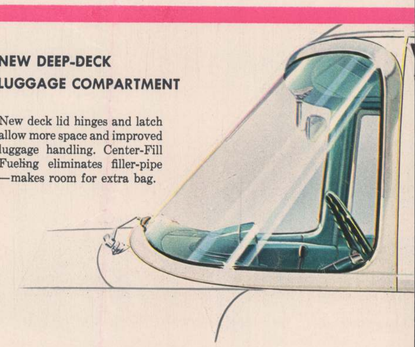
NEW DEEP-DECK LUGGAGE COMPARTMENT

New deck lid hinges and latch allow more space and improved luggage handling. Center-Fill Fueling eliminates filler-pipe—makes room for extra bag.



NEW ASTRA-DIAL CONTROL PANEL

Speedometer has a transparent hood for daylight illumination. Water temperature and fuel gauges, and signal lights for oil pressure and generator, are just below speedometer. Drive Selector (on Fordomatic cars) is mounted in control panel above steering column, and it's illuminated for easy night reading.



NEW WRAP-AROUND WINDSHIELD

The wide expanse and graceful sweep of Ford's big, curved, one-piece windshield add to the beauty of the car. Its nearly 1100 square-inch area and the narrow, set-back corner-posts provide for clear, unobstructed vision ahead. With new full wrap-around *rear* window you have Full-Circle Visibility.

SPECIFICATIONS

Y-Block V-8 Engine: 272 cu. in. displacement; overhead-valve, 90°-V type; 3.62 in. bore x 3.30 in. stroke; 5 main bearings; dual, downdraft carburetor. Dual exhaust system on Fairlane and Station Wagon models.

I-Block Six Engine: 223 cu. in. displacement; overhead-valve, in-line type; 3.62 in. bore x 3.60 in. stroke; 4 main bearings; unit-design, downdraft carburetor.

Engine Features: Deep-block construction; short-stroke, low-friction design; Automatic Power Pilot; turbo-wedge combustion chambers; 4-point suspension system; 3-ring super-fitted aluminum alloy pistons, rubber-floated vibration damper; free-turning intake and exhaust valves with integral guides and seats; precision-molded alloy iron crankshaft; high-lift, cast alloy camshaft with silent-chain drive. Full-pressure lubrication system; series-flow cooling system with positive-action thermostat. Six-volt starter-ignition system; low cut-in 35 amp. generator; high-torque starting motor, anti-kickout drive; weatherproof ignition system; special anti-fouling 18 mm spark plugs; 17-plate, 90 ampere-hour battery.

Semi-Centrifugal Clutch (with Conventional and Overdrive Transmissions): Dry, single-plate type; sintered bronze pilot bearing; ball-type throwout bearing; suspended pedal. 9.5 in. diameter pressure-plate with Six, 10 in. diameter with V-8.

Conventional Drive: Selective gear type, 3-speeds forward, 1 reverse; all gears helical type. Ratios (to 1); with Six engine, first 2.78, second 1.61, reverse 3.36; with V-8 engine, first 2.57, second 1.63, reverse 3.13.

Overdrive: 3-speed, selective-gear type transmission with planetary gear train providing automatic fourth gear (ratio 0.70 to 1); cuts in at 28 mph (approx.), cuts out at 22 mph (approx.).

Fordomatic: Torque converter type with automatic planetary gear train; single stage, 3-element, hydraulic torque converter; forced air cooling; no electrical or vacuum connections; illuminated Safety-Sequence Selector. Automatic "low-gear" starts with wide-open throttle; automatic intermediate gear. Oil level dip stick in engine compartment.

New Double-Drop Frames: 5 cross-member type; heavy box-section side rails; K-bar construction. Special frame construction on Victoria, Crown Victorias, Sunliner and Station Wagons.

New Angle-Poised Ball-Joint Front Suspension: Rubber-bushed, tilted, transverse link type with ball joints; tailored-to-weight coil springs with tubular shock absorbers; rubber-bushed, 3-piece ride stabilizer.

Variable Rate Rear Suspension: 5-leaf, semi-elliptic springs, rubber-bushed brackets and tension-type shackles; friction-control inserts between all leaves; diagonally mounted tubular hydraulic shock absorbers. Station wagons have 7-leaf, semi-elliptic springs with inserts between top 4 leaves.

Rear Axle: Semi-floating type with hypoid gears; pressed steel, banjo-type housing. Station wagon axle has composite type housing. Ratios (to 1) with Conventional Drive: Sedans and Coupes, with V-8—3.78 std., 3.89 available; with Six—3.89 std., 4.11 available. Station wagons with V-8 or Six—4.09 std., 4.27 available. Ratios (to 1) with Overdrive: Sedans and Coupes, with V-8—3.89 std., 3.78 available; with Six—4.11 std., 3.89 available. Station wagons with V-8 or Six—4.27. Ratios (to 1) with Fordomatic and V-8 or Six; Sedans and Coupes—3.30 std., 3.55 available. Station wagons—3.54.

Steering System: Symmetrical linkage with spring-loaded ball-stud in steering cross link; worm-and-roller type gear; anti-friction bearings in gear box and steering column. 25.3 to 1 over-all steering ratio; 18-in. dia. steering wheel; approximately 41-ft. turning diameter.

Hotchkiss Drive: Tubular propeller shaft; pre-lubricated needle-bearings in universal joints.

New Hydraulic Brakes: Double-seal, 4-wheel duo-servo type; suspended pedal. 11 in. dia. composite drums; 192 sq. in. lining area on Sedans and Coupes, 202 sq. in. on Station Wagons.

Wheels and Tires: Super-balloon tubeless type tires with quiet, high-traction treads. Mainline and Customline models and Fairlane Sedans—6.70 x 15 4-ply on 5-in. rims std. Sunliner, Victoria and Crown Victorias with Conventional or Overdrive transmissions—6.70 x 15 4-ply tires std.; with V-8 and Fordomatic—7.10 x 15 4-ply std. Ranch Wagons—7.10 x 15 4-ply tires std., 6-ply available. Country Sedans and Country Squire—7.10 x 15 6-ply tires std.

Exterior Dimensions: 115.5" wheelbase; 58" front and 56" rear treads. Over-all width—75.9"; over-all length—station wagons 197.6", all others 198.5"; over-all height (design load)—Tudor and Fordor models 61.0"; Victoria 60.1"; Crown Victoria 59.0"; Sunliner 58.9"; station wagons 62.2".

Features—All Models: Astra-Dial Control Panel with ash tray, locking-type parcel compartment and illuminated controls; dual windshield wipers; double-swivel rear view mirror; 2-spoke steering wheel; interior light with manual switch; Automatic Posture Control front seat mechanism; non-sag seat construction; positive-action door stay checks, 2-position type on front doors; rotor-type door latches; safety-type inside push-button on rear doors of 4-door models; body ventilation air ducts with controls.

Mainline Features: Sun visor on driver's side; steering wheel horn button; single horn; black rubber floor mats; black rubber exterior molding at windshield and back window; coat hooks.

Customline Features: Two sun visors; half-circle horn ring; twin horns; black rubber floor mats; bright metal windshield and back window exterior moldings; bright metal belt molding; arm rests, front and rear; ash tray in rear compartment; assist straps in Tudor; cigarette lighter; stem-wind clock; coat hooks; dome light operated by integral switch and also by front door switches; bright metal molding on body sides; foam rubber in seat cushions.

Fairlane Features: Two sun visors; half-circle horn ring; twin horns; arm rests, front and rear; ash tray in rear compartment; cigarette lighter; stem-wind clock; bright metal windshield and back window exterior moldings; bright metal belt molding on Sedans; bright metal finials above tail lamps; bright metal curved moldings along body sides; Fairlane nameplate and crest on hood and deck lid; crest and body style nameplate on each side of body; interior light operated by integral switch and also by front door switches; bright metal moldings on deck lid and rear fender crowns; bright metal moldings on headlight visors; foam rubber in seat cushions; carpets, front and rear (black rubber mats in Sunliner and in Victoria with all-vinyl interiors). Crown Victorias have folding rear seat center arm rest and bright metal roof transverse molding.

Station Wagon Features: All models: counterbalanced lift gate; two support arms with manual release on tail gate; gas tank filler tube at left rear; coat hooks; hinged license plate bracket and light on tail gate; ribbed linoleum in load space; black rubber mats in passenger compartment; Stowaway type second seat. Ranch Wagon: sun visor at driver's side; steering wheel horn button; single horn; black rubber windshield and back window exterior moldings. Other Station Wagons: two sun visors; foam rubber pads in front seat cushions; bright metal windshield and back window exterior moldings; bright metal belt molding; arm rests, front and rear; interior light operated by integral switch and also by front door switches; cigarette lighter; stem-wind clock; half-circle horn ring; twin horns. Custom Ranch Wagons and Country Sedans have bright metal molding along body sides; Country Squire has glass-fibre maple-grained body and tail gate moldings. Country Squire and 8-passenger Country Sedan have removable type third seat.

Other Available Equipment: Full-flow oil filter, oil bath air cleaner, dual exhaust system on V-8 models, 4-Way Power Seat, Swift Sure Power Brakes. Master-Guide Power Steering, Power-Lift Windows, I-REST tinted safety glass, Fordomatic, Overdrive, white sidewall tires, electric or stem-wind clock, cigarette lighter, special fuel and vacuum pump unit, heater, radio, rear fender shields, full wheel covers.

Prices: 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 folder 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.

For complete specifications on the Ford Thunderbird, see the Thunderbird catalog.

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