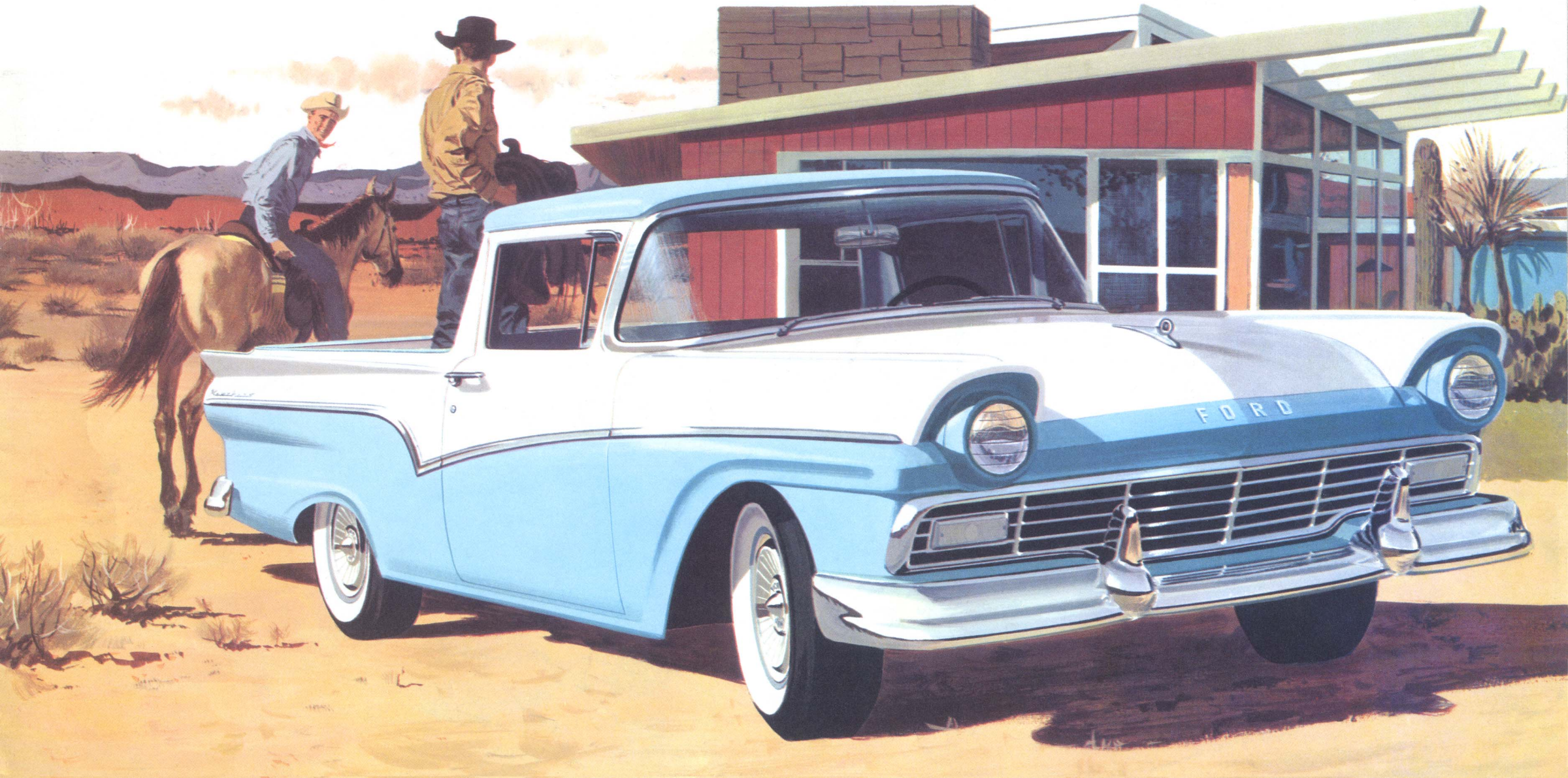


More than a car! More than a truck!

NEW FORD **RANCHERO!**



'57 FORD

RANCHERO

...HARD WORKER THAT PAYS ITS WAY!

More than a car . . . more than a truck . . . the Ranchero is a new *idea* in motor vehicles!

Above all, it's a *working idea*. Ranchero glamour is backed by plenty of heft. This sleek beauty packs a payload of more than half a ton. Its body is man-sized, with rugged double-wall construction. And no truck was ever so easy to load and unload. Body sides of the low-slung Ranchero are scarcely more than three feet above the road!

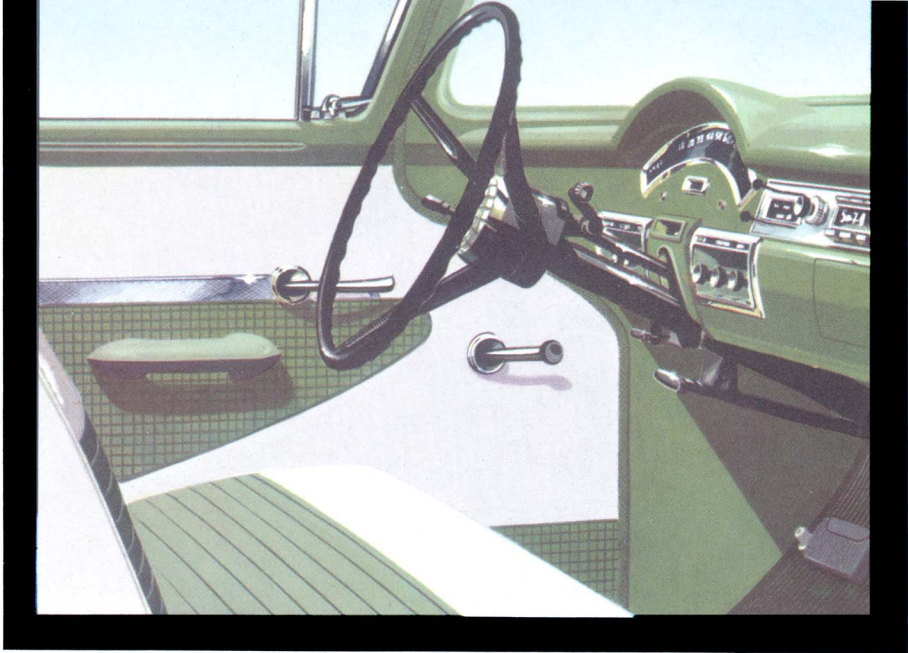
Ford's new Ranchero really does a day's work—and does it in a style that pays business dividends. Because Ranchero, with its crisp modern lines, has a wonderful way of saying nice things about your company. Nice things like “progressive” . . . “up-to-date” . . . “good to deal with.” That's why the Ranchero is excellent for *any* business—large or small—where customer impressions count.

What's more, the practical utility of this exciting new vehicle is matched by its practical price. For all its luxury looks and features, the Ranchero's modest cost makes this new idea in vehicles America's biggest value on wheels!

Of course, there's the big bonus that only the Ranchero gives you—profits *plus* pleasure. After the day's work is done, Ranchero's ready for the evening's fun. It's the *only* pickup truck that rides, handles and feels exactly like a car!

Workhorse and show pony, too! This versatile performer handles half a ton of cargo or an evening out with equal grace. It's available in two brilliant models: Ranchero and Custom Ranchero. And Ranchero power is as modern as Ranchero appearance—your choice of Six or V-8, with Ford-pioneered Short Stroke design for top performance and economy.





Handles like a car! The Ranchero's interior is "fine car" in every detail. Behind the split seat back, there's roomy parcel space. And this is the *first and only* pickup to give you the handling and rising ease of ball-joint front suspension.



Hauls like a truck! How big do your loads come? The Ranchero takes 'em all the way up to 1,190 pounds! Body is full size, with double flooring for extra strength and rigidity. Closed, the tailgate is locked by an external handle. Lowered, it extends the level floor length to nearly eight feet.

Whatever your line, the '57 Ford Ranchero makes business a pleasure!

Never before a motor vehicle so "just right" for such a wide range of uses! It's literally made to order for:

People who use one vehicle for both business and pleasure—like farmers, ranchers, salesmen, vending machine operators. For them the Ranchero combines all the *work* advantages of a full-size pickup . . . with all the *style* and *comfort* advantages of today's most modern cars!

Businessmen whose trucks serve as field offices and

workshops. That takes in contractors, builders, decorators, plumbers, landscape gardeners and many, many more.

Retailers who deliver goods—hardware dealers, and owners of appliance stores, beverage stores, lawn furniture marts and antique shops to name a few. As a "traveling salesman" there's simply nothing else in the Ranchero's class.

The Ranchero is ideal, too, for dude ranches, resorts,

clubs, airports—where the right impression is so all-important.

Outdoor sports lovers who are also comfort lovers. Ranchero's the perfect companion on a fishing, hunting, skiing, boating or camping trip. There's room for a mountain of gear. And this new kind of vehicle is always ready to go—whenever you need the truck, whenever you want the car!



With farmers, ranchers, honeybee men . . .

folks who fish, hunt, ski or boat . . .

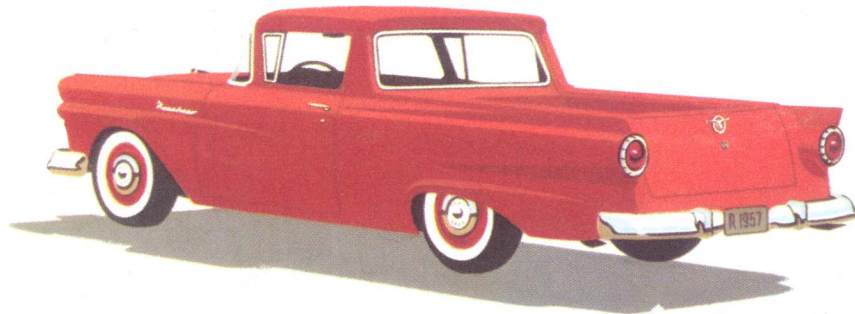
builders, salesmen and TV men . . .

Ranchero strikes a happy note!

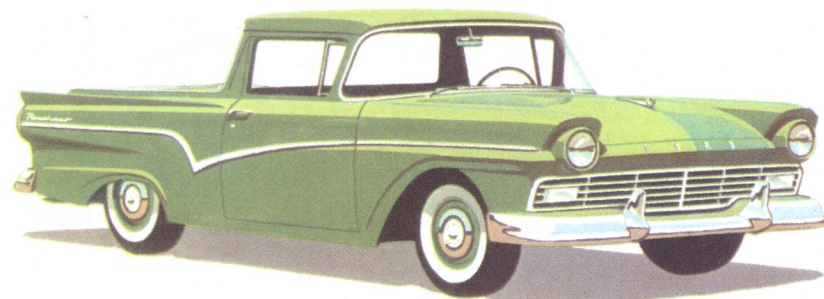
THAT LOVES TO PLAY!



THE RANCHERO MODELS



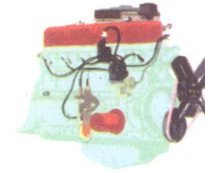
The Ranchero: Bright-metal windshield, back window and vent wing moldings; bright-metal grille and front and rear bumpers standard. Single Colors: choice of Raven Black, Dresden Blue, Starmist Blue, Colonial White, Cumberland Green, Willow Green, Silver Mocha, Doeskin Tan, Woodsmoke Gray, Gunmetal Gray and Flame Red. Upholstery: choice of tan-and-brown woven plastic with tan vinyl bolster . . . or blue vinyl with white bolster . . . Engines: 144-hp 223 Six or 190-hp 272 V-8. Max. GVW 4,600 pounds.



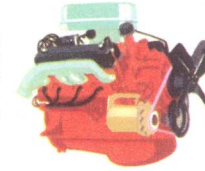
Custom Ranchero includes all brightwork of the Ranchero, plus bright-metal cap molding around top of body and rear of cab . . . and distinctively different bright-metal full length side moldings. Available in all Single Colors (above) or in stunning Style Tone—Colonial White above side moldings, with any of the other ten colors below side moldings and on cab roof. Upholstery: choice of four combinations with white vinyl facings and bolsters—tan and brown or white and blue woven plastic, all red or all green vinyl. Engines: 144-hp 223 Six or 121-hp 292 V-8. Max. GVW 4,600 pounds.

ENGINES

144-hp Six—223-cu. in. displacement; 3.62" bore x 3.60" stroke; 8.6 to 1 compression ratio; regular fuel. Unit design carburetor, Super-Filter air cleaner, manual choke, automatic Power Pilot distributor.



190-hp 272 V-8—272-cu. in. displacement; 3.62" bore x 3.30" stroke; 8.6 to 1 compression ratio; regular fuel. Low-silhouette 2-venturi carburetor, Super-Filter air cleaner, automatic choke, Y-type single exhaust, Time-O-Matic distributor.



212-hp 292 V-8—292-cu. in. displacement; 3.75" bore x 3.30" stroke; 9.1 to 1 compression ratio; regular fuel. Low-silhouette; 2-venturi carburetor, Super-Filter air cleaner, automatic choke, Y-type single exhaust, Time-O-Matic distributor.



FORDOMATIC DRIVE

Most versatile of all automatics. Combines torque converter with automatic gear mechanism. Move selector to Drive (DR) and you can start normally or extra fast because Fordomatic has three automatic forward speeds.



FORD OVERDRIVE

Three-speed transmission with automatic 4th gear lets engine loaf at 35 while you do 50. Makes driving smooth, quiet, relaxing. Saves up to 15% on gas, cruises in a whisper.



CONVENTIONAL DRIVE

New, improved 3-speed transmission—the easiest manual shifting there is with gear ratios tailored to each engine. Semi-centrifugal clutch is operated by suspended pedal.



Comparative information in this folder was obtained from authoritative sources, but is not guaranteed. 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. Some of the items illustrated or referred to in this folder are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

POWER STEERING

Does up to 75% of the work of your parking and assists you in all your driving. Yet you retain the "feel of the wheel" when steering on straightaways.



POWER BRAKES

Stopping takes up to 1/2 less effort. Makes driving in traffic much easier, more relaxing. Low suspended pedal.



POWER SEAT

Automatically goes up, down, forward or back at a button's touch. You get just the right leg room and height for easier, safer driving.



POWER WINDOWS

The final touch of luxury for the truck that has everything! Buttons on driver's door raise, lower both side windows.



Contoured Frame: New 5-cross-member, precision-made, ladder-type, reinforced box-section construction that sweeps out and dips down between wheels.

Front Suspension: New Angle-Poised, 4-Way Ball-Joint design with one-piece stabilizer. Viscous-control shock absorbers.

Rear Suspension: Variable-rate type, outboard-mounted. 6 leaves with friction-control inserts in upper 5 leaves. Diagonally mounted Viscous-control shock absorbers.

Rear Axle: Low-slung hypoid, semi-floating type with straddle-mounted deep-offset pinion. Ratios (to 1): *Conventional Drive*—3.89 standard, 4.11 optional. *Overdrive*—4.11 standard. *Fordomatic Drive*—3.56 standard.

Steering: Worm and triple-tooth gear mechanism. Symmetrical-linkage; 17 1/2" 3-spoke Lifeguard deep-dish steering wheel.

Brakes: Double-seal Giant-Grip hydraulic; suspended pedal; 11" drum; 191-sq. in. lining area.

Tires: Standard, 7.50 x 14, 4-ply tubeless on new 5 1/2" safety-type rims. Optional, 8.00 x 14, 6-ply tubeless.

Dimensions: 116" wheelbase; 59.0" front, 56.4" rear treads. Over-all length, 203.5" (211.3" with tailgate down). Height (maximum with design load), 58.7".

Other Available Equipment: Full-Flow oil filter, heavy-duty Super-Filter air cleaner. MagicAire system, Signal-Seek radio, Self-regulating electric clock, Sunburst wheel covers, Aquamatic windshield washer-wiper. Lifeguard padded instrument panel and cushioned sun visors, Ford seat belts. I-Rest tinted safety glass. SelectAire Conditioner (for models with V-8 engines, only), white sidewall tires, special fuel and vacuum pump unit, and many other options and accessories. See your Ford Dealer.

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