

ADVANCE COMPETITIVE INFORMATION

VOL. 57 C-6 L2

FORD
VS
PLYMOUTH

SUDDENLY IT'S 1960

**3
FULL YEARS
AHEAD**

THE ONLY CAR THAT DARES



3 YEARS AHEAD

IN WHAT?

STYLING?... BODY?... CHASSIS?... RIDE?... ENGINE?

We'll go into detail on the inside of this book . . . First let's try to answer the over-all question—"3 years ahead . . . IN WHAT?"

The one thing there can be no doubt about . . . Plymouth is probably three years ahead in FINS! They sure have the biggest fin in the low priced field . . . and you can't hardly get them no more! Take off the fin and step back for a long look and you come up with what . . . well, we've made a check for line against the 1951 Kaiser. Remarkable resemblance! So you might say that the 1960-new Plymouth has the over-all styling line of the 1951-obsolete Kaiser. 3 years ahead? ? ?

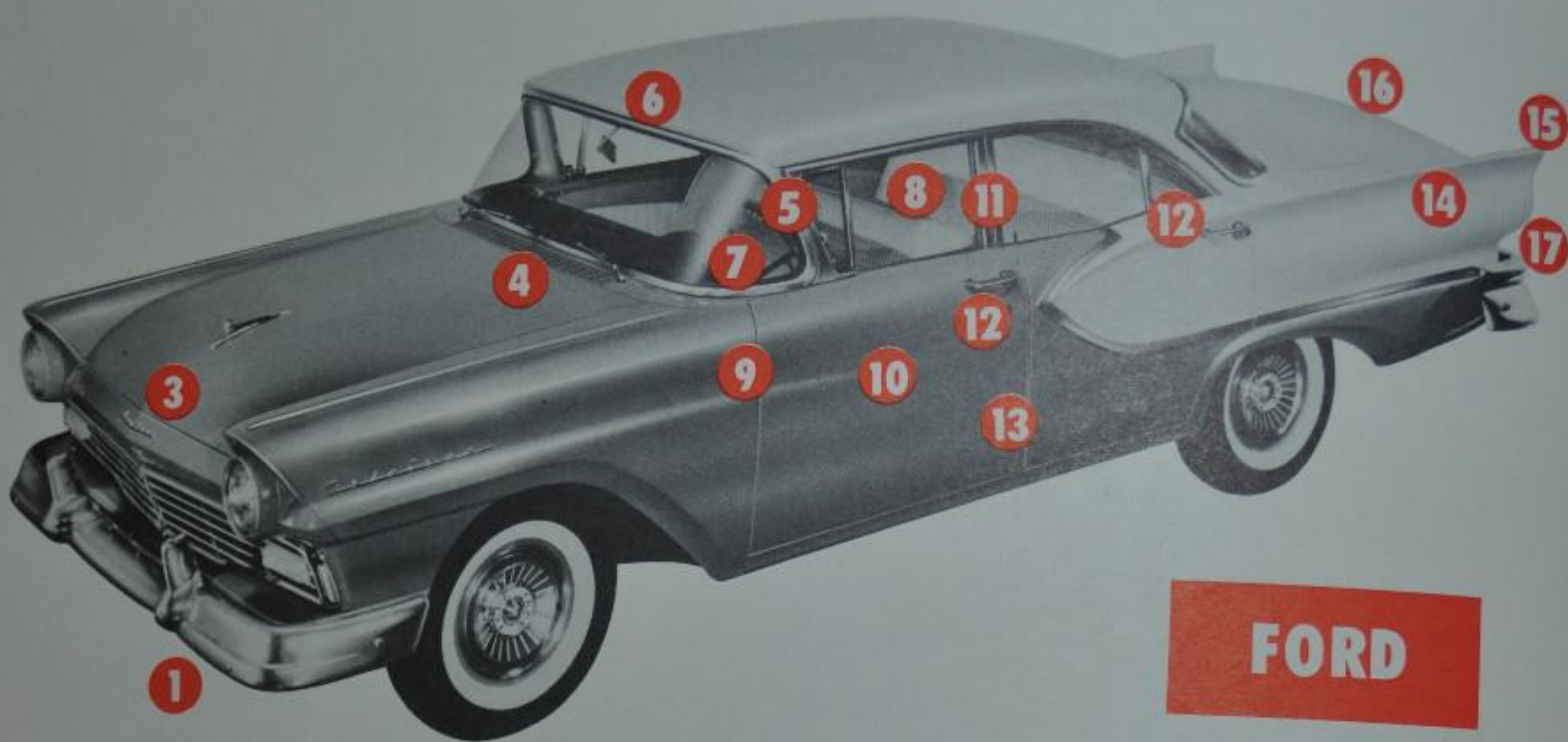
Check the over-all look of the Fairlane Fordor against the Belvedere 4-Door and note that Ford

leads in the "hardtop" look that the public wants today. Plymouth uses the thick heavy "A," "B" and "C" posts that have been common since the industry stopped using side curtains and flower vases.

You will see as you go through this book that Plymouth is talking a lot bigger game than they can play. Check and you will see that in a desire to achieve new appearance, Plymouth has missed the boat in designing with the owner's convenience in mind. As so often happens, expediency in manufacture has apparently left an idea badly executed. Ford is still out front of the field for '57 . . . and against Plymouth despite their great improvement over last year—we're further ahead than ever.

Turn the page and you'll see

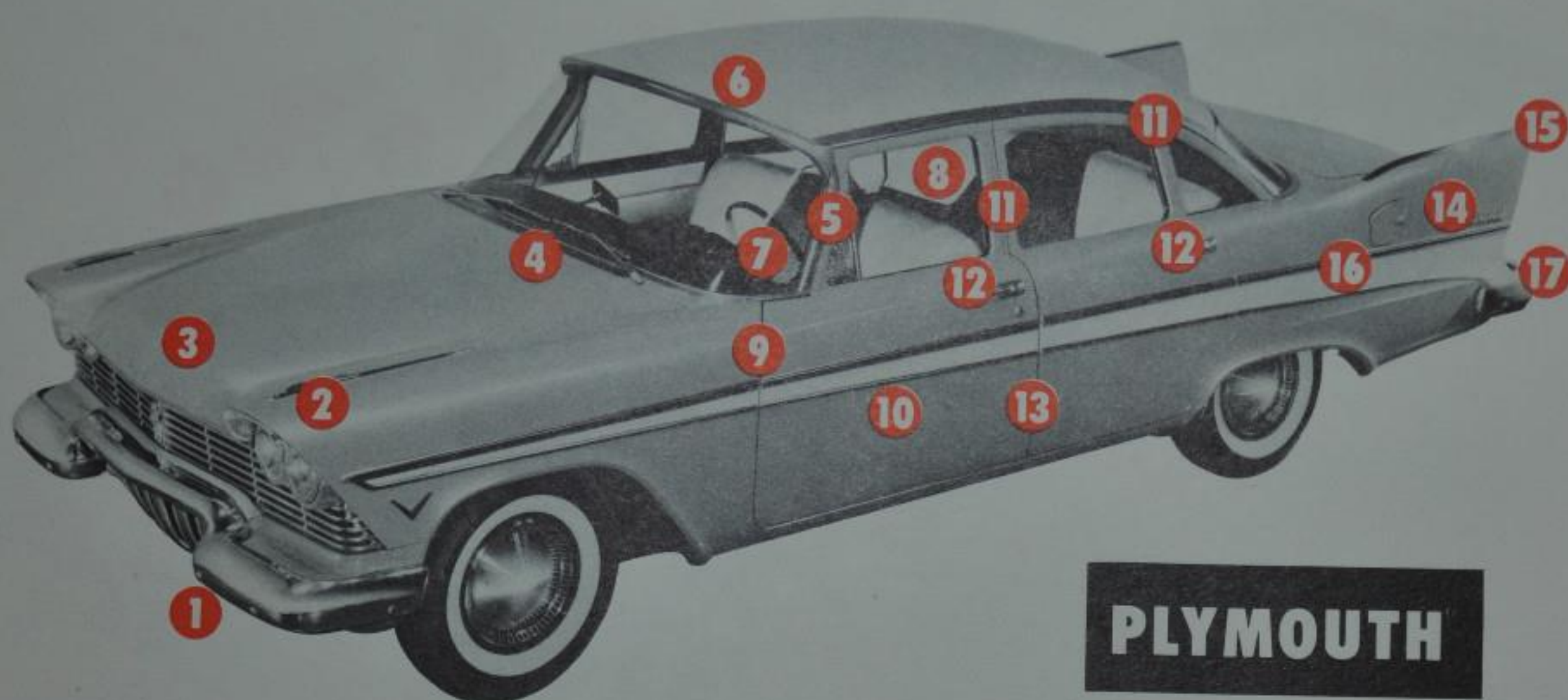
WHO'S AHEAD AND IN WHAT...



A BIG NEW KIND OF FORD — WITH THE TOUCH OF TOMORROW

- 1 Bumper Mounting Can Mean Life Insurance**—Ford front bumper...mounted with brackets providing ample cushioning space in case of accident. **Plymouth** bumper... mounted close to frame... little cushioning factor to soften impact.
- 2 Don't Be Fooled by the 4-Eyes**—"Double-headers" NOT double headlights on the '57 **Plymouth**... inboard lights are camouflaged parking and turn signal lights within oversized frames... could you see these turn signals when the headlights are on?
- 3 New... Ford Rear Opening Hood**—Hinged in front... locked from inside car... rear opening design makes for far better service accessibility. **Plymouth** old style front hood opening... not as safe from accidental opening or burglary.
- 4 Better Ventilation**—Ford cowl air intake... a full 31% larger in area than **Plymouth**. **Plymouth** uses a tacked-on stamping rather than the Ford in-body type.
- 5 Today's Windshield Line or Yesterday's?**—Ford windshield posts... swept-back for the design of today... provides wider vision to the side of the road where most needed... big useable vent window. **Plymouth** broken-back design... looks like a line that couldn't decide which way to go... vent window is so small it's practically useless.
- 6 Roof Drip on Windshield?**—Not on Ford... An integral drip molding over Ford windshield carries off excess water and slush in quick stops and normal driving. **Plymouth** lacks this quality refinement.
- 7 Deep-dish Safety Wheel**—Ford-pioneered deep-dish safety steering wheel... standard on all models. **Plymouth** uses a modified "deep-dish" nearly 50% shallower than the Ford wheel. Which wheel is safest?
- 8 Want to Wear a Hat?**—Even this lower Ford gives sufficient headroom for every passenger... more than **Plymouth**... yet you enjoy conventional, comfortable seating.

3 YEARS AHEAD IN BODY AND STYLING?



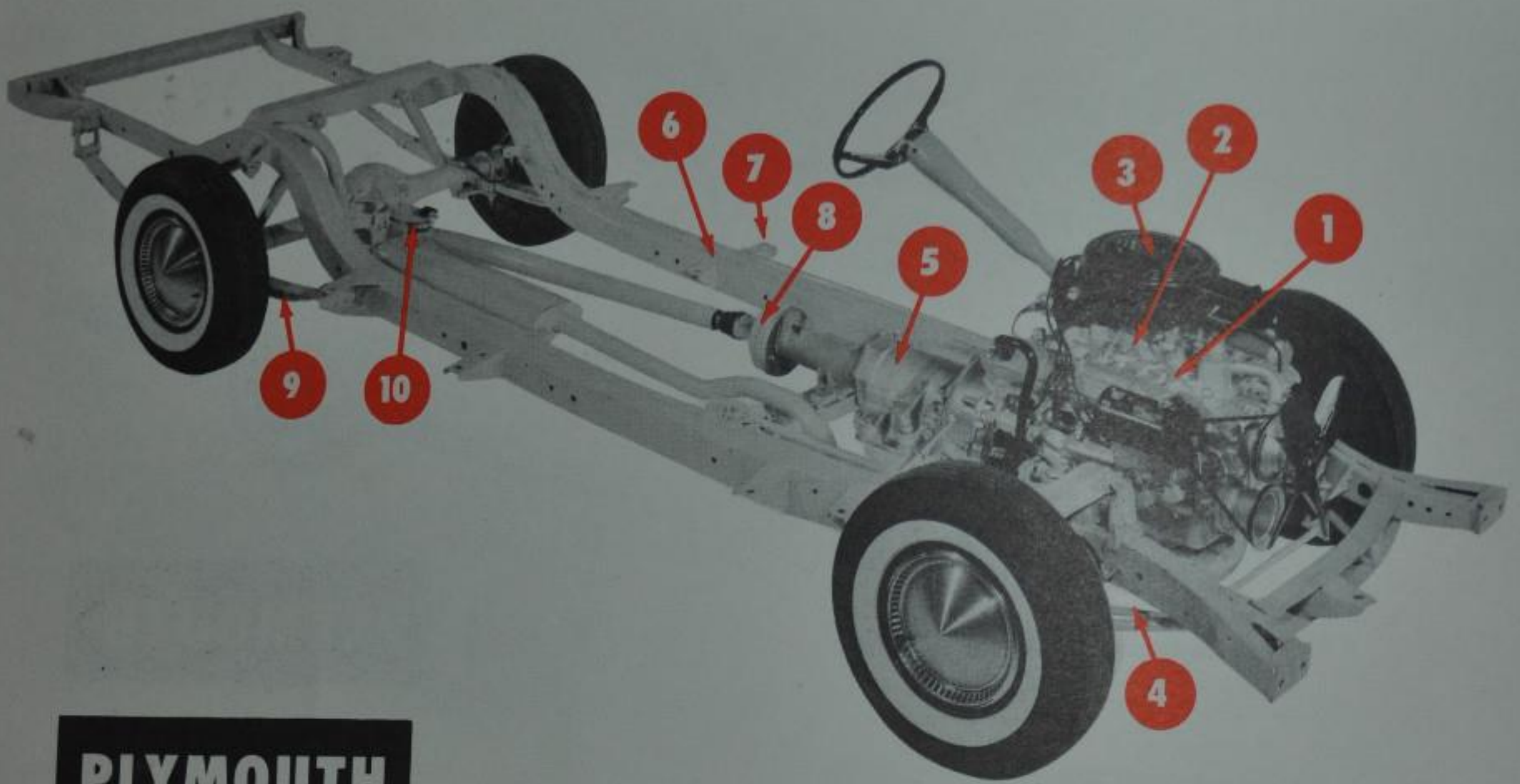
A "1960-NEW" PLYMOUTH — WITH A SUSPICION OF YESTERDAY

- 1** A "Stay-put" Open Door Policy—Ford double door checks—one half way . . . one full open . . . a real convenience anytime. Plymouth single check . . . effective only when door is open wide.
- 2** Longer and Lower Means More Beautiful—Newest Ford Fairlane . . . biggest car in the low price field . . . three inches longer than Plymouth—lower in height and heavier . . . a prestige car and with better ride.
- 3** Hardtop Styling Is Top Styling—Ford Fairlane pillar . . . so thin it's concealed by the chrome window frames. In the rear, no pillar at all. Plymouth center pillar 4¼ inches wide, the rear 2¾ inches—old style 4-door appearance.
- 4** Door Handles or Refrigerator Handles?—Ford uses the popular, easy opening, modern push button type . . . flush to the body and in gleaming chrome. Plymouth uses out-moded, refrigerator-type pull-out door handles . . . can tear a loose sleeve or rip out a pocket.
- 5** A Little Help on the Rear Door—Ford strong, toggle-springs on the rear door hinges make door opening and closing easier . . . give gentle assist when most needed. Plymouth rear doors, conventional heavy hung, require greater effort.
- 6** Hide a Defect . . . or Design it Right?—Ford fender flare expertly shaped of single piece of metal, requiring no cover-up. Plymouth rear fender fins are in two pieces welded at the top . . . chrome molding strip required to cover joint.
- 7** Rear End Design—Ford's smartly flared, gracefully swept rear fender fins give a long, lean, road-hugging look. Plymouth's huge exaggerated hump-type fins produce clumsy tail-heavy effect.
- 8** The New vs The Old—Ford conceals filler pipe behind rear license plate . . . prevents paint damage—allows easy filling from both sides. Plymouth's old-fashioned fuel filler door—still in fender.
- 9** One-Piece Bumper—Ford one-piece rear bumper . . . so big and deep that guards are unnecessary. Plymouth bumper tacks-on a lower lip—ineffectual old-type protection which make optional guards advisable.

PLYMOUTH

... HARDLY!

THERE'S MORE →



PLYMOUTH

THE RE-WORKED PLYMOUTH FORCES "INSIDE" COMPROMISE WITH COMFORT!

1 Advertising Talk or Performance?—Ford . . . Six high-compression engines . . . equal or greater torque . . . more performance per gasoline dollar . . . up to 50 more horsepower. **Plymouth** . . . only four engines . . . lower compression ratios.

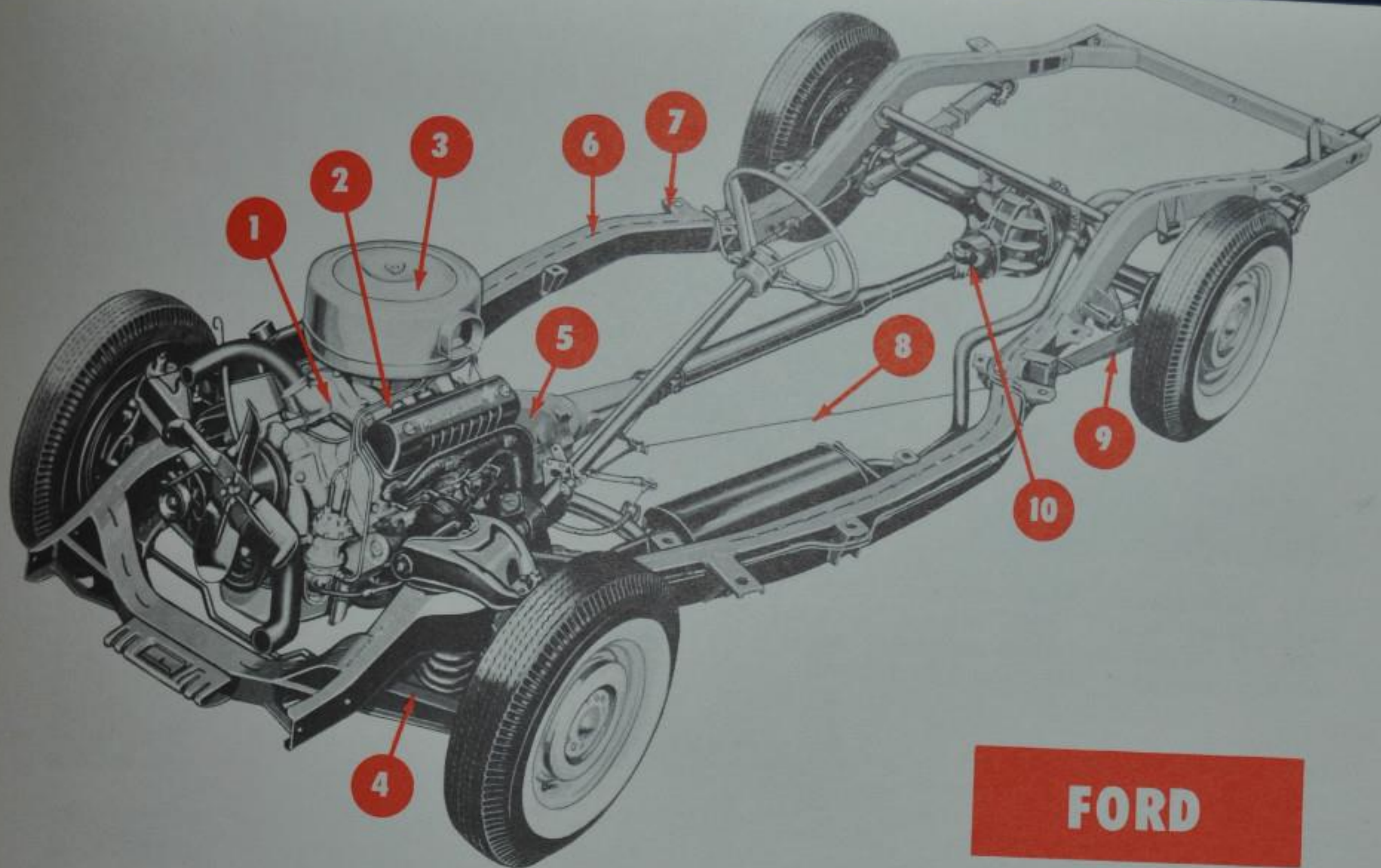
2 Out Front in Appearance and Performance —**Ford** . . . Newly-designed carburetors deliver top performance . . . aid low-silhouette design of hood. **Plymouth** . . . Makes do with last year's design . . . sacrifices performance potential.

3 What About Maintenance?—Ford . . . Front-hinged hood design gives better engine service accessibility . . . contributes to lower maintenance cost, smaller repair bills. **Plymouth** . . . Old style rear-hinged hood does nothing for accessibility.

4 Ride Means Comfort—Ford . . . Improved Angle-Poised Ball-Joint Front Suspension with swept-back control arms puts accent on comfort. **Plymouth** sacrifices comfort for chop-pier torsion-bar ride. **Ford** ball-joint principle used by **Plymouth**, but not in this year's new, lighter, unitized form. Built-in resistance to "stop-light-dip" retained in **Ford**, introduced in **Plymouth**.

5 Two-speed or Not Two-speed?—Improv- ed three-speed **Fordomatic** available on all models . . . new liquid-cooled torque converter on all V-eights . . . more efficient than **Plymouth's** air-cooled type. **Plymouth** offers competitive three-speed Torque-Flite only on Belvedere and Sport Suburban . . . Powerflite available on lower-priced lines is non-competitive two-speed transmission . . . admission that three-speed is better, but not available to all customers.

LOOKS AS THOUGH PLYMOUTH IS 3 FULL YEAR



THE NEW INNER-FORD LETS YOU RIDE IN SILENT, SOLID AND SECURE COMFORT

6 Anything New in Frames?—Ford . . . All-new contour-flared frame (with three out of five cross-members of tubular construction) widens midway to cradle passengers within frame rail area . . . greater safety, lower, more comfortable seating. **Plymouth's** body rides on top of frame rails . . . overhanging body shell . . . old fashioned design . . . decreased riding comfort.

7 Silent, Safe, Secure Ride—Twenty rubber-cushioned body mounting points for Ford. Fourteen for **Plymouth** . . . More body mount positions mean greater rigidity . . . They fight body squeaks, increase body durability and long life.

8 Part-time Parking Brake?—Ford improves rear-wheel parking brake for easier, freer operation. Rear-wheel application provides greater safety than **Plymouth's** antique drive-

shaft brake, effective only with both rear wheels on firm ground . . . wheel chock furnished for tire changing!

9 How About Rear Suspension?—Ford offers new-from-the-ground-up rear suspension . . . new outboard-mounted rear springs, stiffer ahead of axle, keep car on even keel . . . "variable rate" action gives smooth level ride even with changing roads and loads. **Plymouth** lacks "variable rate" feature, does not provide progressive-bottoming spring action.

10 Two Paths to Low Design—Ford . . . Industry-exclusive straddle-mounted differential pinion . . . first time available on passenger cars . . . an integral part of **Ford's** new low design, engineered from the ground up. **Plymouth's** lowering job, from the top down, reduces effective seat-cushion depth, cuts down important road clearance space.

AHEAD OF THEIR '54 MODEL! THERE'S STILL MORE 

YOUR 1957 FORD PROSPECTS DESERVE MORE AND THEY GET IT!

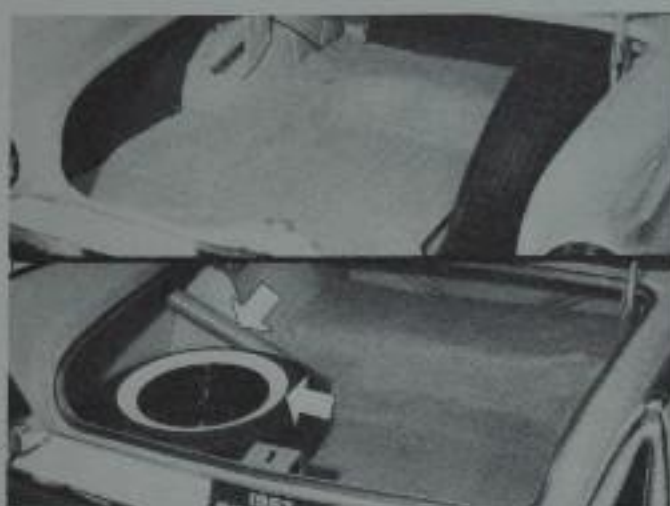


For Every Purpose—The new kind of Ford — with *two* entirely different body shells—offers 3 Custom models, 2 Custom "300" 's, 4 Fairlanes and 5 Fairlane "500" 's plus a complete Station Wagon Series of 5 models. **Plymouth** can offer only *one* basic body shell with minor body trim differences identifying 3 Plazas—3 Savoy's—5 Belvederes—and a Suburban line of 6 wagons. Nowhere in their line can they present competition to the "500" Series. **Plymouth** claims 33 models . . . but this is merely 16 models with V-8 engine and 16 with 6-cylinder engine, plus the convertible—available with only V-8 engine.

Rear View Mirror—Ford rear view mirror mounted below upper edge of windshield . . . Fully swivelled for passenger safety. **Plymouth** mirror, mounted on top of instrument panel . . . much better for viewing passengers than the traffic behind.



Trunk Roominess and Convenience—Ford trunk locks automatically when closed . . . full protection. **Plymouth** locking requires a key. **Ford** spare tire mounts vertically for space saving and accessibility . . . **Plymouth** tire lies flat. **Ford** gas filler pipe occupies scarcely any trunk space . . . **Plymouth** pipe extends two feet into the main part of trunk. **Ford** trunk is free of protruding bolts and nuts . . . interior is level and smooth . . . no bulges, folds or wrinkles.



On The Instrument Panel—Ford instrument control knobs safely lighted for night driving. Not so **Plymouth**. **Ford** has two turn signal indicator lights . . . right and left. **Plymouth** only one.



Hood Construction—Ford rear-opening hood of welded double metal construction . . . network of channeled supports, resists twisting, bending and rattling. **Plymouth** front-opening hood has only angle plates and two cross braces.



Hand Brake or Break Hand?—Ford handbrake is easily and safely accessible . . . no obstacles. **Plymouth** handbrake (used frequently because there is no "Park" position on their automatic transmission) tucked close to dash . . . protruding nuts and bolts threaten hands and fingernails.



9-Passenger Station Wagon Seating—Plymouth's "backward look" for rear seat passengers—uncomfortable and awkward for riding, entering, exiting . . . **Ford's** forward facing seat—easily accessible—for friendly, comfortable and conventional traveling.

Choice of SIX FORD ENGINES to PLYMOUTH'S FOUR

| | Max. Horse-Power | Compression Ratio | Displacement | Max. Torque |
|---|------------------|-------------------|--------------|-------------|
| 1 Ford Mileage Maker Six | 144 | 8.6:1 | 223 | 212 |
| Ford 272 V-8 | 190 | 8.6:1 | 272 | 270 |
| Ford Thunderbird 292 V-8 | 212 | 9.1:1 | 292 | 297 |
| 2 Ford Thunderbird 312 Special V-8 | 245 | 9.7:1 | 312 | 332 |
| Ford Thunderbird 312 Super V-8 | 270 | 9.7:1 | 312 | 336 |
| Thunderbird Racing Cam | 285 | 9.7:1 | 312 | 336 |

| | Max. Horse-Power | Compression Ratio | Displacement | Max. Torque |
|--|------------------|-------------------|--------------|-------------|
| 1 Plymouth Power Flow Six | 132 | 8.0:1 | 230 | 205 |
| Plymouth Hy-Fire V-8 | 197 | 8.0:1 | 277 | 270 |
| Plymouth Fury "301" V-8 | 215 | 8.5:1 | 301 | 285 |
| 2 Plymouth Fury "301" Quad Power Pack | 235 | 8.5:1 | 301 | 305 |

They've got nothing to compare to the Ford Thunderbird 312 Super V-8 with 270 horsepower and 336 torque . . . or to the Super V-8 with racing cam at 285 horsepower and 336 torque.

1 Ford's modern efficient short-stroke six . . . more power . . . more torque . . . and out of less displacement than Plymouth's long-whiskered, long-stroke six.

2 Three Ford power options to Plymouth's one . . . Ford's based on different, larger, Thunderbird engine. Plymouth offers "hopped-up" Belvedere engine.

3 Wider horsepower range—144 to 285—offered by Ford . . . engines for every power need. Plymouth's range only 132 to 235 horsepower.

4 Ford's new higher compression ratios indicate greater engine efficiency . . . more usable horsepower.

5 Ford's six engine choices are based on four different displacement sizes . . . to Plymouth's three . . . again Ford's wide-range coverage offers buyer-choice to fit any demand.

6 Ford's higher torque, means pulling power, accelerating power—in short, useable power—puts Ford out front ALL THE WAY.

IN MODERN POWER AND PERFORMANCE FORD OFFERS MORE ALL UP AND DOWN THE POWER LINE

For your selling use, here are some basic comparisons of Ford, Plymouth and Chevrolet. Tear off this page and keep them as pocket reminders for you and your customers that . . . in 1957 Ford LOOKS BEST . . . IS BEST . . . SELLS BEST . . .

| | Ford | Plymouth | Chevrolet |
|--|----------|----------|-----------|
| Number of body models | 19 | 17 | 19 |
| Number of body shells | 2 | 1 | 1 |
| Over-all length | 207.7" | 204.6" | 201" |
| Over-all height | 56.2" | 56.6" | 60.4" |
| Width of center pillar—4 dr. Sedan | 3" | 4¼" | 4¾" |
| Width of rear pillar—4 dr. Sedan | None | 2¾" | 2½" |
| Center-fill fueling | Yes | No | No |
| Two position front door checks | Yes | No | No |
| Rear door assist springs | Yes | No | No |
| Deep-dish steering wheel | Yes | No | No |
| Upper mounted rear view mirror | Yes | No | Both |
| Turn signal indicator lights | 2 | 1 | 2 |
| Trunk lid locks automatically | Yes | No | Yes |
| One piece rear bumper | Yes | No | Yes |
| Spare tire mounting | Vertical | Flat | Vertical |
| Front bumper mounting | Bracket | Frame | Frame |

| | Ford | Plymouth | Chevrolet |
|--|------|----------|-----------|
| Front hinged hood | Yes | No | No |
| Modern swept back windshield pillars | Yes | No | No |
| Integrated back up lights | Yes | No | No |
| Push button outside door handles | Yes | No | Yes |
| Wheelbase | 118" | 118" | 115" |
| Rubber body mountings | 20 | 14 | 14 |
| Contoured frame | Yes | No | No |
| Level-ride rear suspension with variable rate rear springing | Yes | No | No |
| Rear wheel parking brake | Yes | No | Yes |
| Front suspension stabilizer | Yes | No | No |
| Three-speed automatic transmission available on all models | Yes | No | No |
| "Park" position in automatic transmission | Yes | No | No |
| Up to 312 cubic inch engine displacement | Yes | No | No |
| Modern short-stroke six available | Yes | No | No |
| New, dry-type, replaceable-element air cleaners | Yes | Yes | No |
| Dual fuel filters—all models | Yes | No | No |
| New, easy service, throwaway oil filter on all models | Yes | No | No |

(All measurements are made on Fairlane, Belvedere, and Bel Aire 4-door sedans)

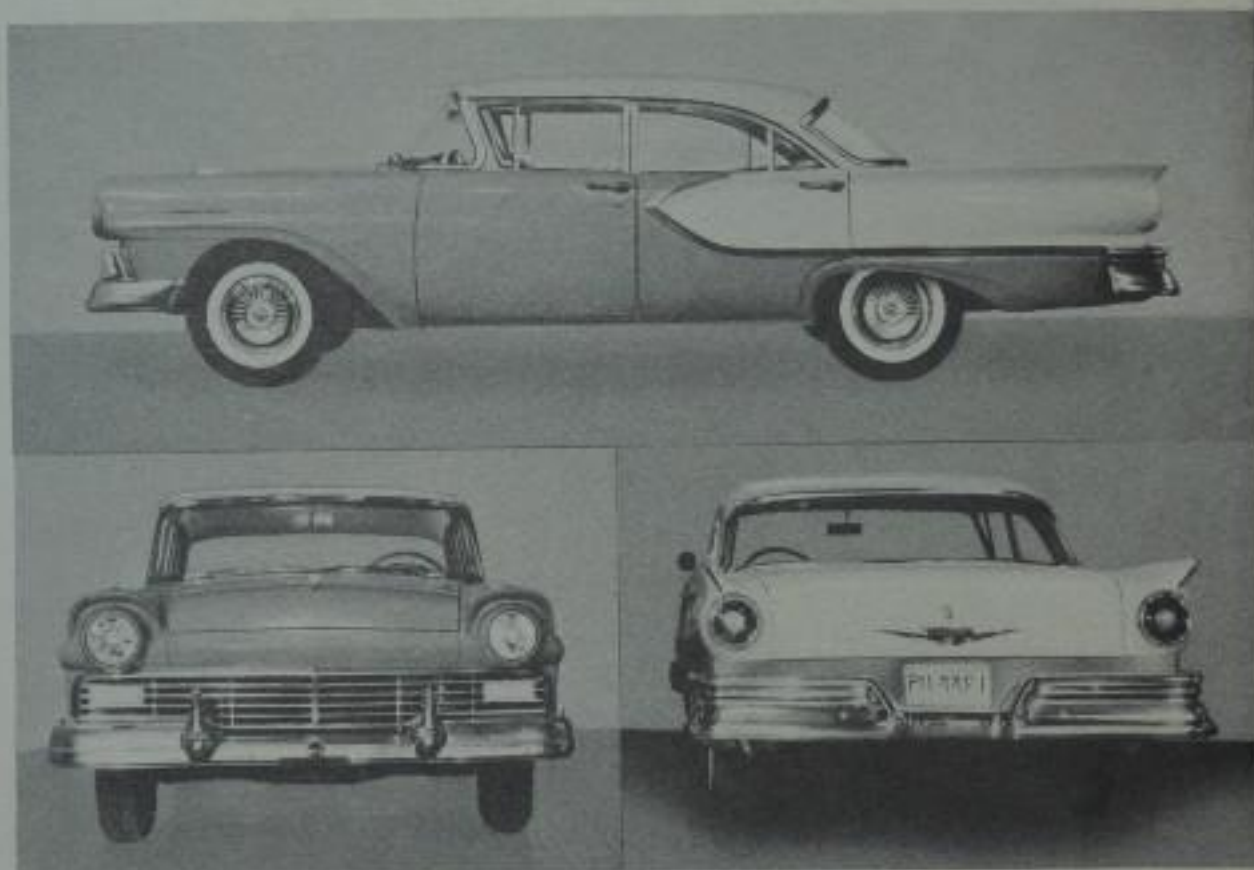
This year there's ONLY 1 out of 3 which is OUT IN FRONT—ALL THE WAY . . . Prove it to your PROSPECTS

You've got **MORE** to talk about this year, **USE IT!**

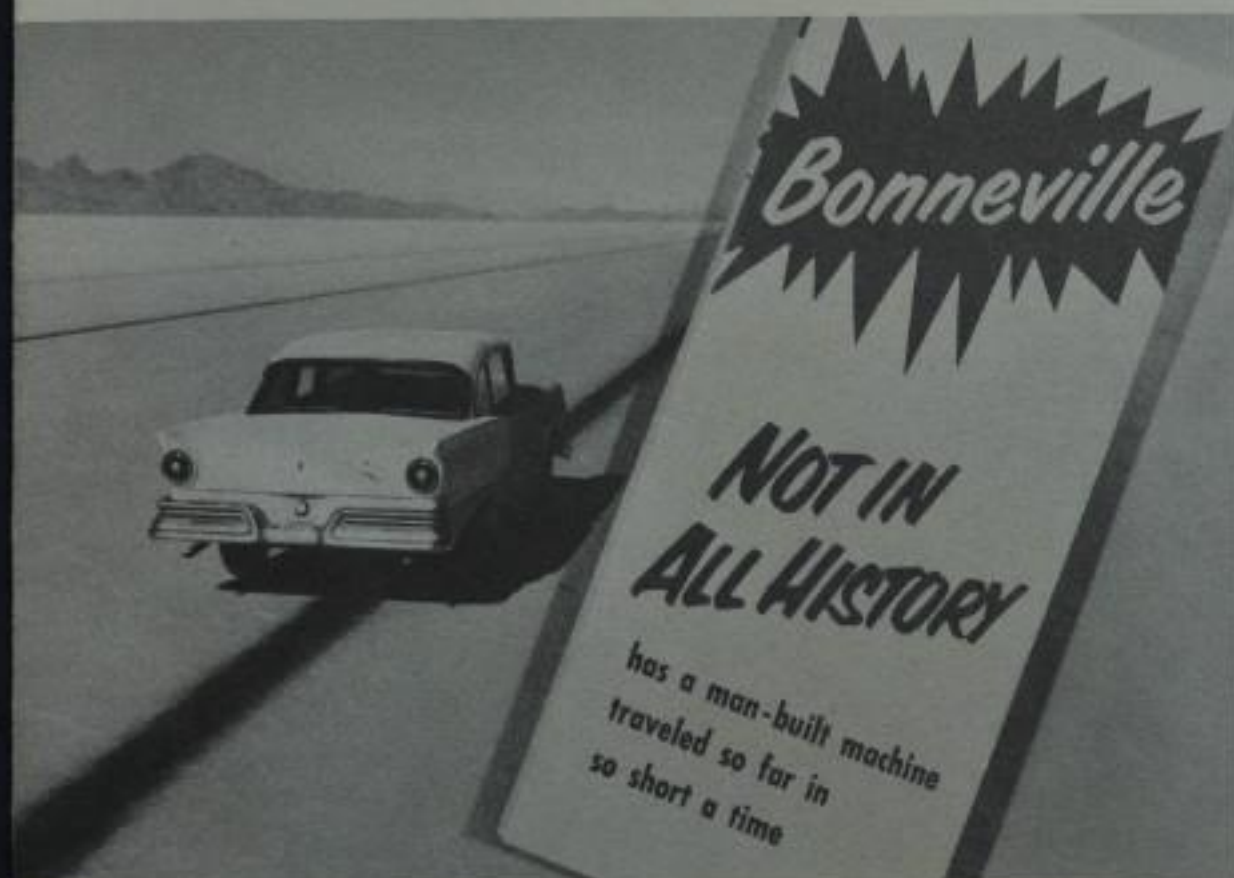


For 1957, Ford . . . and only Ford . . . is the buy of the year. This can be proved. But only you can deliver the proof. This year when they "look at all three" it's up to the Ford salesman to understand his competitive advantages, use them and establish the undeniable facts proving Ford offers more.

From any angle Ford Goes First. Try these adjectives on for size (THE PROOF LIES IN THIS BOOKLET): Longer . . . lower . . . more convenient . . . more comfortable . . . safer . . . better built . . . more modern . . . better engineered . . . better ride . . . wider choices . . . These are just a few well chosen words—develop some more for yourself!



Remember Bonneville . . . here is a performance story that no car in the industry can match. It is not only a performance story . . . it is a quality story —an endurance story—an engine story. This is the kind of factual dope from which sales are made. Learn it well . . . it will pay off in your pocketbook!



Information in this folder has been obtained from authoritative sources, and is based on comparison of cars and information obtained at the time material was prepared. It is believed to be correct. However, it is not guaranteed.

Sell Ford Prospects—Sell Chevy Prospects—Sell Plymouth Prospects
AND YOU'LL MAKE MORE MONEY!