## BUSINESS BRIEFS

## Nance, Krafve Named Ford VPs

James J. Nance, Lone Pine read, loomfield Hills, has been elected to be seen a lected to be seen a lected



THE NEW LINCOLN, first car in the industry to feature Quadra-Lites, offers THE NEW LINCOLN, first car in the industry to feature Quadra-Lites, offers a four-door hardtop, the Landau, (shown above) in its expanded 1957 models. The Quadra-Lites are four road lifes in vertical pairs. Also available are a new concaled-pilar sedan, hardtop coups and convertible. All models in the Premium line are on display at Bob Frost, Inc., 479 S. Woodward, Birmingham. The new Lincoln is slightly longer than last year's styling award winner and has increased horsepower, added power assists and engineering changes, Folders ---? YES . . . IN BLACK AND WHITE OR 4 COLOR PROCESS

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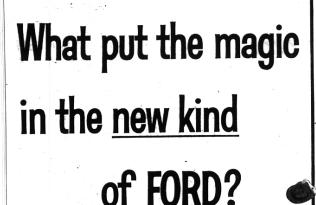
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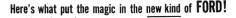
MICHIGAN FIRST AID

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464 So. Woodward Ave.





It all started with the new "Inner Ford." When Ford engineers planned this baby, they didn't just think in terms of new springs, new brakes, new axles. They thought in terms of a car through-and-through new.

The wheels got smaller. Yes, this new Ford is so new in every detail that even the wheels have changed. Now smaller and broader for a better grip on the road, they help you take off quickly . . . give you a better ride.

The wheelbase got longer . . . in fact Ford offers two wheelbases, both longer than any in its field. So now you can choose between a Ford that's over 16 ft. long—or one that's over 17 ft!

The frame got wider. Side rails bow out and dip down between front and rear wheels to give a more stable, safer riding platform . . . a lower, sleeker silhouette.

The ride got smoother. With new suspension, new springing front and rear, the ride this new Ford gives you is the closest you'll ever come to coasting on velvet-covered clouds. And that holds true on back roads, too!

The handling got easier . . . and no wonder! This new, lower Ford with stiffer frame is poised and balanced like a panther. And the new swept-back front suspension works its magic when you need it most.

The power got hotter. This new kind of Ford is packed with Thunderbird GO! It offers a wide range of Silver Anniversary V-8's to fit every horsepower need' . . . plus a new version of the famous Mileage Maker Six.

'Six or V-8, the going

The new Ford Fairlane 500 (118-inch wheelbase). Longer, lower, larger than many medium-priced cars, yet lower in price than most of them!

The roof got lower. You can shake hands with admiring friends over the roof of this low, low Ford. No wonder it clings to the road like a coat of paint, And it's designed to let you make the easy entries and graceful exits you've always known.

The body got quieter. As a matter of fact, it's the strongest body ever built for a low-priced car. It's built to keep its new-car "tightness" longer. And no car in Ford's field has such generous cand be of the price of the pr sound-proofing,

The room got bigger. There's head room to spare for a tycoon-type hat. There's real stretch-out leg room, too, even for six-footers. And there's plenty of shoulder space for six big passengers.

The lines got sweeter. They have the Touch of Tomorrow Ford gives you the longest, lower, low-priced car ever. Each graceful contour, every long, low, lance-like line of its sculptured in-steel body says, "Let's go!"

The style got smarter. With this new-look new Ford you have a car that belongs anywhere! For example: all Fairlane models, including the sedans have the look of a hardtop.

The value got greater . . . and the price is still Ford-low. The result—even more promise of buying a car that will keep its value high . . . a car that will stay worth more.

So now you know the magic of the

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