

BUSINESS BRIEFS

Nance, Krafve Named Ford VPs

James J. Nance, Lone Pine road, Bloomfield Hills, has been elected a vice president of Ford Motor Company and appointed to the newly established position of vice president-marketing. It was announced today by Ernest R. Breech, chairman of the board. His election took place at a meeting of the company's board of directors. Nance was also appointed a member of the administration committee and he will serve as chairman of the company's merchandising committee. He will assume his new duties with Ford Motor Company on November 1st.

NANCE resigned as president of Studebaker-Packard Aug. 7 after completion of an advisory-management agreement under which Curtiss Wright Corporation assumed control of the automobile company.

The company announced that Nance would be paid \$286,000 for relinquishing his \$150,000-a-year contract, provided that he would not join a competitor.



JAMES J. NANCE



RICHARD E. KRAFVE

RICHARD E. KRAFVE, 7 Shadow Lane, Bloomfield Hills, general manager of the Special Products Division, has been elected a vice president of Ford Motor Company. It was announced by Ernest R. Breech, chairman of the board. His election took place at a meeting of the Board of Directors. He also was appointed a member of the administration committee. Appointed general manager of the Special Products Division on April 15, 1955, Krafve previously had been assistant general manager of the Lincoln-Mercury Division. The Special Products Division is developing a new line of passenger cars which will be introduced in the fall of 1957 as 1958 models.

Krafve started with Ford Motor Company in 1947 as assistant to the vice president—purchasing.



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 lites in vertical pairs. Also available are a new concealed-pillar sedan, hardtop coupe 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 - - - ?

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What put the magic in the new kind of FORD?

Here's what put the magic in the new kind of FORD!

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
is great!"



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 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, lowest, 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.

*A special 270-hp Thunderbird 312 Super V-8 engine available at extra cost. Also an extra-high-performance Thunderbird 312 Super V-8 engine delivering up to 285 hp.

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So now you know the magic of the
'57 FORD!



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