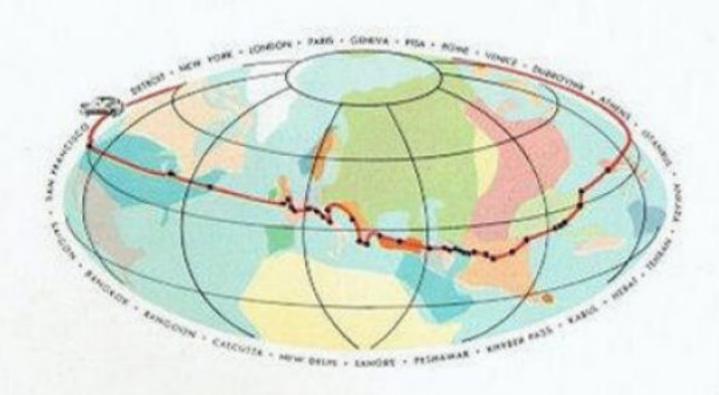
1958 FORD GUSTOM 300



58 Wonder of the World



PROVED AND APPROVED AROUND THE WORLD

Here's the route of the most amazing, most comprehensive automotive test ever made. It exposed the '58 Ford to the gaze and praise of the whole wide world. Ford's the car that looked so good that it was driven around the world to prove its stamina and performance—the most rugged pre-announcement road test ever given an automobile. Ford engineers sent it up and over the snow-capped Alps . . . the mighty Himalayas . . . the towering Rockies. They tested its all-new Thunderbird-powered Interceptor V-8 engine . . . its new Gruise-O-Matic Drive . . . its softer-riding Even-Keel suspension . . . and brand-new Magic-Circle steering.

They exposed Ford's '58 styling to the critical eyes of the fashion conscious from London to Saigon . . . including such famous style centers as Paris, Rome and Athens.

On every count . . . in every country . . . the '58 Ford won acclaim equal to that given the finest cars ever built.

But the best news about the '58 Ford is its price! Where most car manufacturers boosted prices on their 1958 models, Ford has actually reduced prices on many popular Custom 300 models you will see in this catalog!

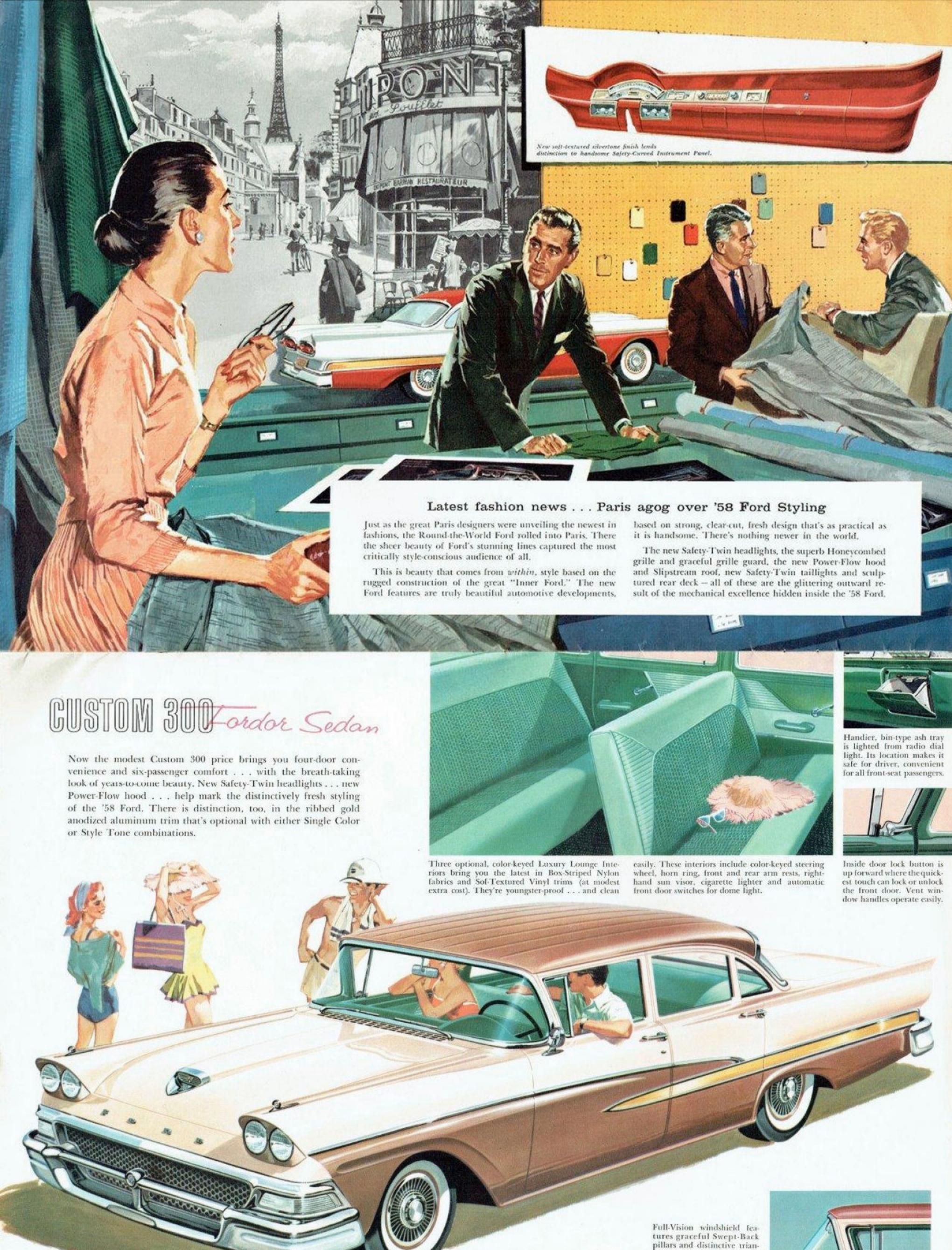
Not only does Ford cost less when you buy it, Ford costs less while you drive it, too. You get up to 15% more miles per gallon with new Cruise-O-Matic Drive teamed with a new Thunderbird-powered Interceptor V-8. A gas-saving rear axle ratio provides "built-in" overdrive economy! Or choose Ford's Mileage Maker Six, the thriftiest 145-hp engine ever.

Six or V-8, every Ford engine except the 300-hp Special V-8 is designed for regular gasoline. You save and save!



Presenting the 1958 Ford Custom 300

From Safety-Twin dual headlights to Safety-Twin taillights, it's an adventure in fine-car luxury. Conton 300 Today (above) shown in Style Tone combination of Silvertons Blue with Agure film and ophonal ribbed gold anodized aluminum trim

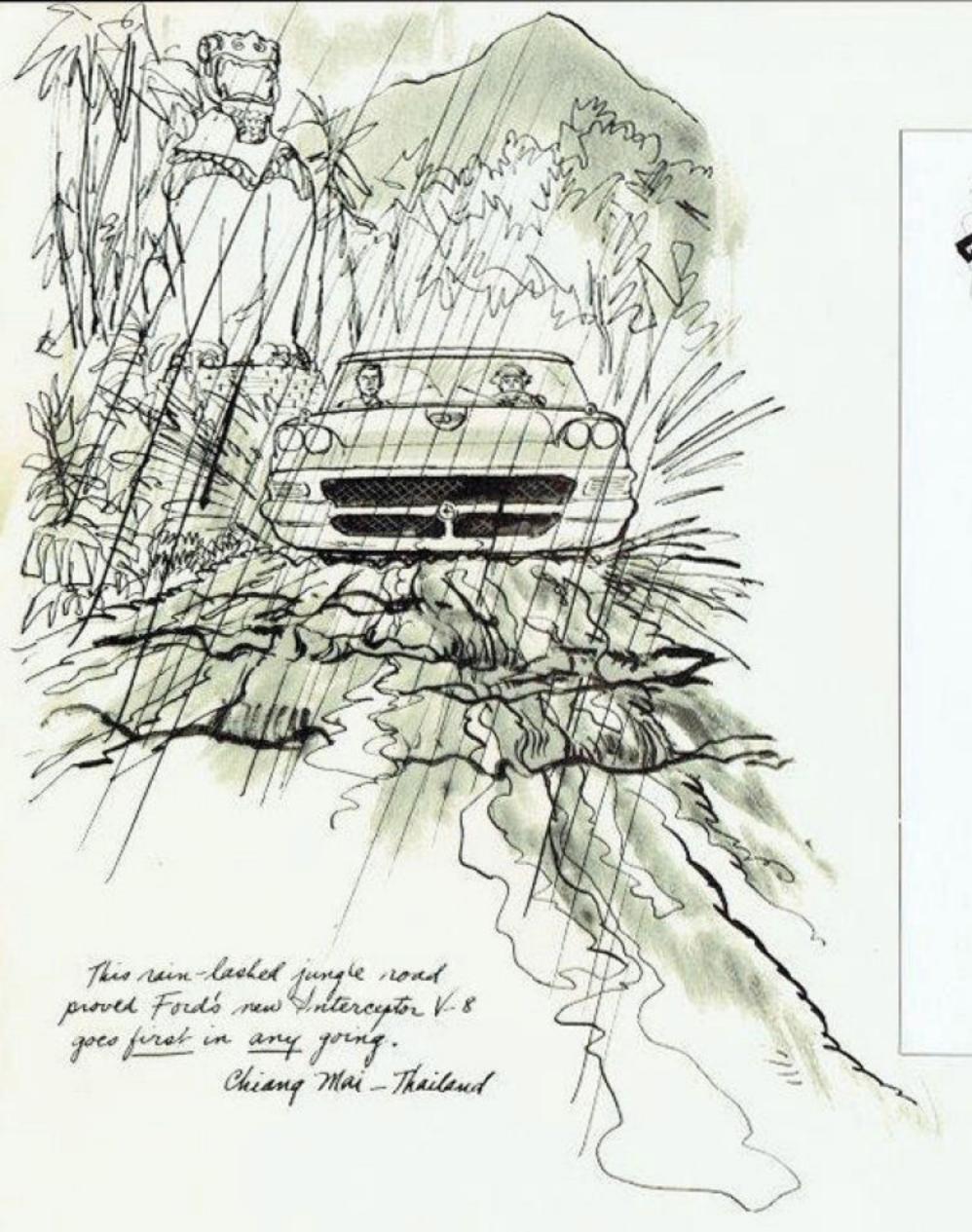


gular vent window . . . a modern styling innovation,

introduced by Ford to the

low-price field.

Custom 300 Forder shown in Style Tone combination of Bali Bronze with Desert Beige and aptional ribbed gold anodized aluminum trim





Fuel stops are fewer with Ford's thrifty new engines

Whenever Ford designs and builds a V-8 engine you know it's built better. For Ford has built over 25,000,000 V-8's — more than all other car manufacturers combined. Because of this experience, Ford offers you the thriftiest V-8 yet for '58; the Thunderbird-powered, 205-hp Ford 292 V-8!

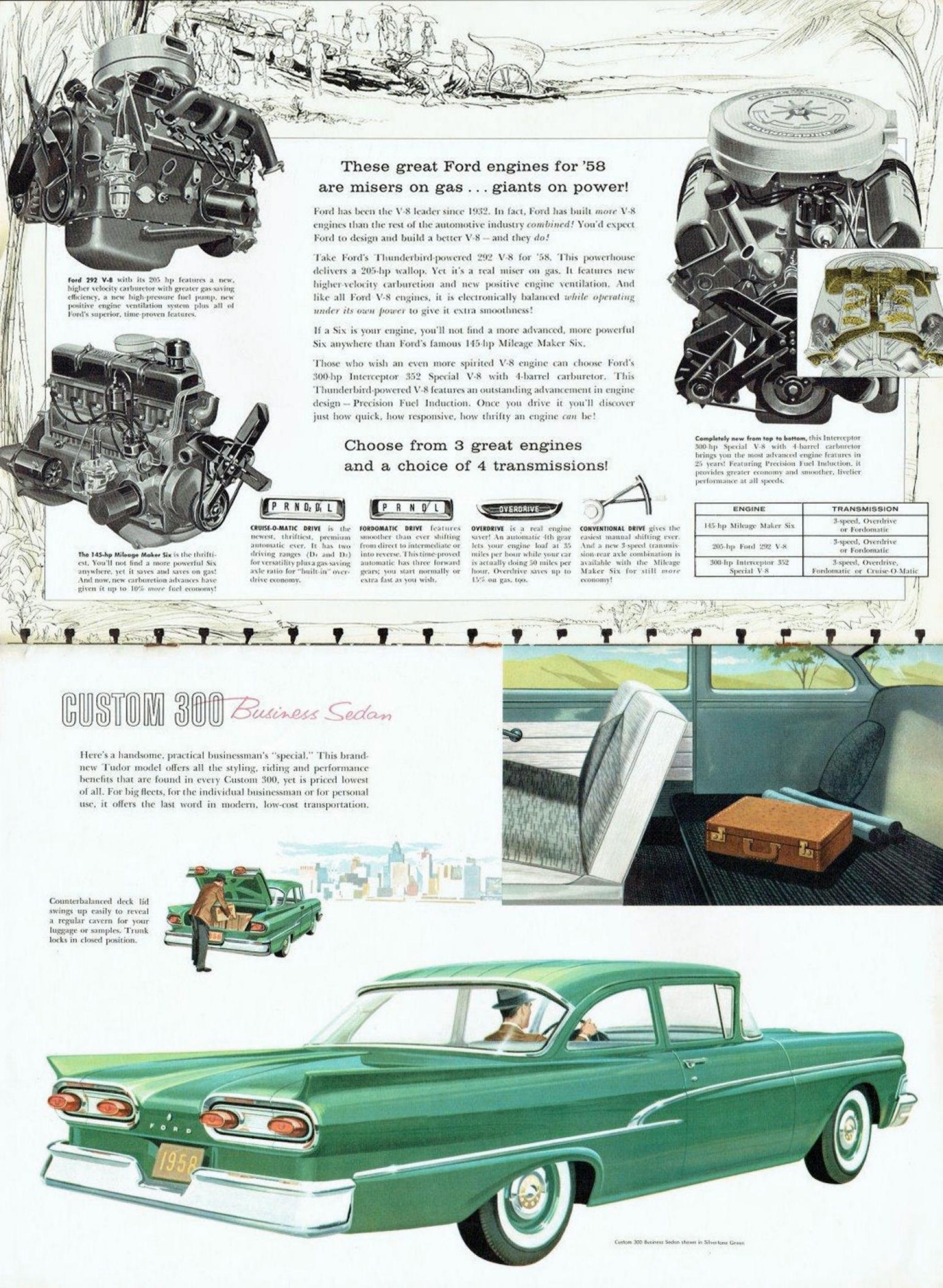
This great engine features new higher-velocity carburetion with improved gas-saving efficiency, new positive engine ventilation . . . plus Ford's famous deep-block, overhead-valve design. For smooth, thrifty V-8 performance — make the 292 V-8 your choice!

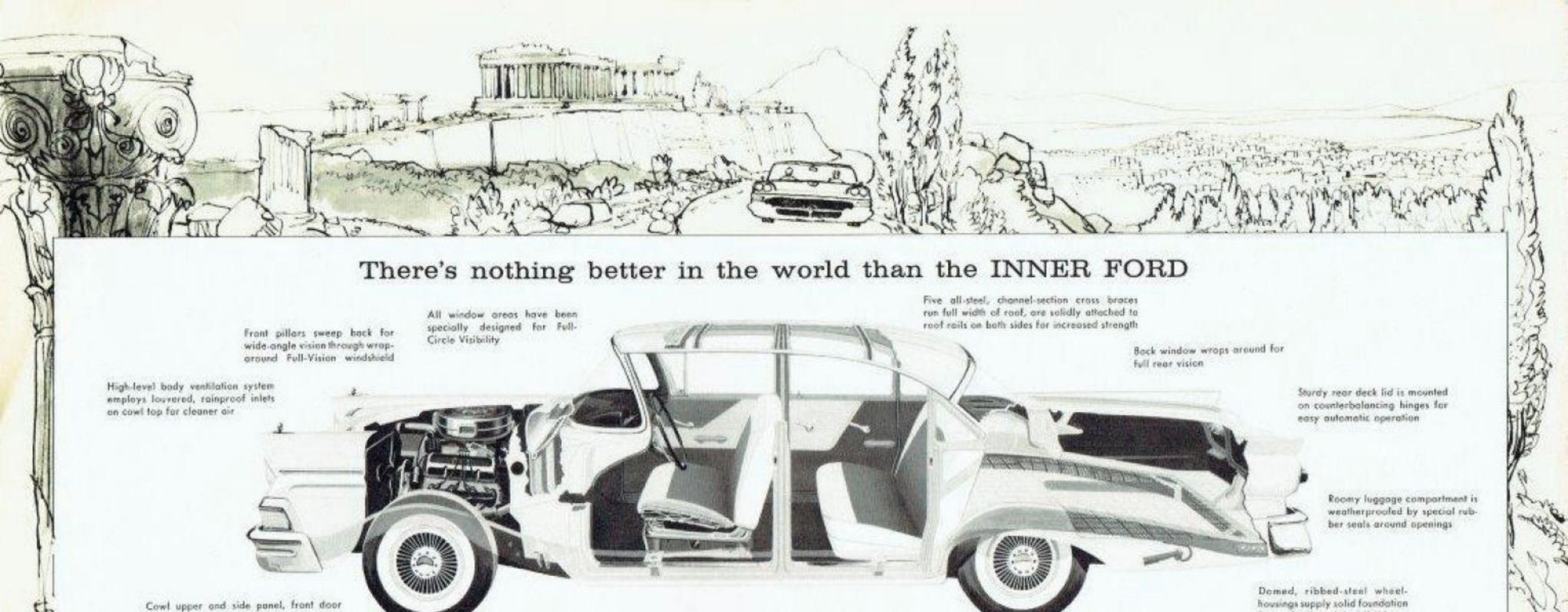
If your pick is a Six, there's no 6-cylinder engine like Ford's famous Mileage Maker Six. Delivering a potent 145-hp punch, it gives you the kind of performance you once expected to find only in a V-8! And now new timing and new carburction advances give you up to 10% more fuel economy, too.

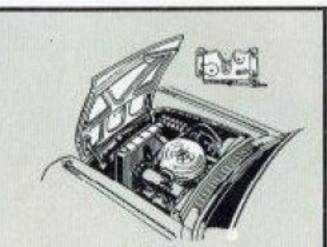
And for the newest of all Ford engines . . . choose the great Thunderbird-powered Interceptor Special V-8 with 4-barrel carburctor. New from the oil pan on up, this 300-bp "dynamo" provides the most advanced engine features in 25 years — including new Precision Fuel Induction! And like all Ford V-8 engines, each Interceptor is electronically balanced while operating under its own power to bring you the ultimate in smoothness.











pillars and dash panel are integrated into

one rigid unit for greater strength

New front-hinged hood is springcounterbalanced, has inner and outer panels welded into single unit for greatest strength.



Foam-rubber padded front seat is

scientifically contoured over non-

sag springs for greater comfort

Sturdy offset door hinges permit front doors to be opened wider for easier access and closed tighter against rubber seals.

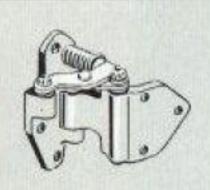


Special safety seat anchorage

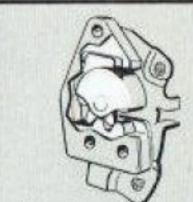
locks front seat directly to frame

for greater safety

2-stage door check holds the big front doors conveniently open at two points—two thirds of the way and all the way.



Automotic Doorman hinges take over when rear doors are half-open ... help swing doors fullopen or full-closed.

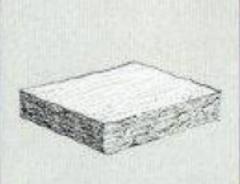


Specially confoured, double-ribbed floor pan

has five sturdy reinforcing cross members

welded to bottom surface for extra strength

Double-Grip door locks rotate rather than slide into engagement for effortless ease of operation in all weather.

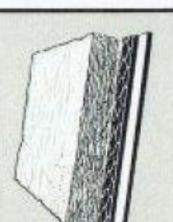


Body area behind rear seat has

extra strength and rigidity for

increased donability

Roof insulation is a full half inch of fibrous sound-absorption material—far more than other cars in Ford's field.



for roof rails and deck lid hinges

Dash insulation consists of glass fibre, asphaltimpregnated felt and finish board—an inch thick.

HERE'S RUGGED PHYSICAL STAMINA!

Ford's chassis for '58 is the huskiest and safest ever designed for a Ford car. It's contoured a full foot wider midway to extend outside the passenger seating area . . . gives extra protection in the event of side impact. Five sturdy cross members provide still greater strength and rigidity. The ride is

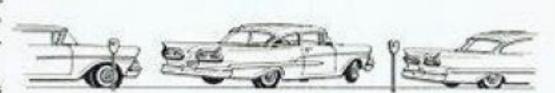
softer, too, because Ford engineers have improved and softened Ford's famous 4-way ball-joint front suspension—as well as the variable-rate rear springs. Ford brakes for '58 are husky, king-size and doublesealed. They feature Ford's fixed-anchor design that requires only one simple adjustment.

You'll steer easier with Ford's new Magic-Circle steering



What a pleasure to take the wheel of a '58 Ford, It turns on free-rolling steel balls instead of the standard worm gear for far less friction. You not only get up to 12% easier turning, but far smoother over-all handling, too. It's the next best thing to power steering!

And Ford's Master-Guide power steering which reduces steering effort up to 75% has been further advanced to make your parking even more effortless...yet you retain the "feel" of the road under all conditions.



FORD TAILLIGHTS HELP KEEP YOU SAFER

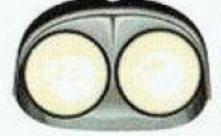
Men who know taillights best - truck drivers, police officers and others - testify that

Ford's Safety-Twin taillights can help keep you safer because they're more noticeable . . . give better warning to cars behind you, especially in fog, rain or snow. Small

wonder, for Safety-Twin taillights are more than twice as large as taillights on

competitive cars in Ford's field-and they're more prominently positioned, too.

Safety-Twin headlights make night driving safer



DRIVING — On high beam, all four lights are lit. Inner lights give highest intensity.

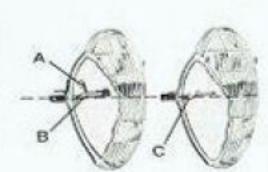
PASSING — You get the low or passing beam from outer lights. Inner lights are off.



A. Filaments for low beam are ideally located at focal center of reflector in outer lights.

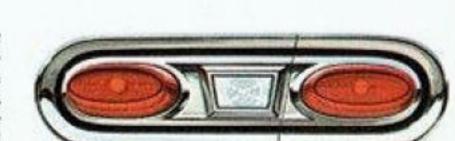
B. Outer lights have off-center filaments to help driving beam.
C. Inner lights supply most of driving light with

filaments ideally located at focal center of reflector.



Only Ford offers you the added safety of twin taillights on all models. On some competitive cars, backup lights replace one set of taillights, but on Ford cars they're added attractively between each pair of

taillights.



Safety-Twin taillight with backup light in center

Ford Safety-Twin headlights give you a 25% increase in low-beam wattage...a 50% increase in upper beam.

Picture at right (top) shows oncoming traffic with old-fashioned singlebeam lighting.

Picture at bottom shows same scene, new lighting. With Ford's Safety-Twin Headlights you see the tractor!





PolarAire Conditioner provides con-venient, low-cost air conditioning. Simple controls make it easy to choose whatever cooling temperature you desire, no matter how hot the weather outside.

Power-Lift Windows are con-trolled by individual buttons at windows . . . and central control panel on driver's door.

Master-Guide Power Steering does up to 75% of the steering for you. New design makes park-

Seat moves up down, forward or automatically. Do your own custom fitting at a touch of a button

(-3300-)

Wishing makes it so ... with Ford Power Assists

give you sure, sale stops with up to ½ less effort. Driving in traffic is much easier, more relaxing.

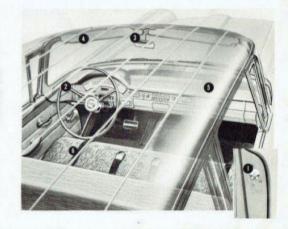
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At least that's the way you'll feel with power to help you steer, stop, adjust the seat and raise and lower windows!

Now you can have all of these fine-car luxuries at the low Ford price. And you can rule the weather, too, with Ford's PolarAire or SelectAire Conditioners - both include tinted glass for all windows; are available in any model equipped with V-8 engine. Fun's automatic in the '58 Ford!

SAFETY

5. Proven Lifeguard thoor locks give added protection against doors springing open upon impact, resist pulling forces up to 2,600 lb. 2. Lifeguard deep-center steering wheel protects driver from the steering post. 3. Lifeguard safety-sewire rearview mirror towings away if struck. 4. Double-anchored Lifeguard sun visors are fulle-usbinesed with super sheck-absorbing material. 5. Lifeguard cushioning in also available for instrument panel. 1. Control knobs are deeply excessed for safety. 6. Safety belts help keep you in your sest in case of impact. * posttlenible interestion — it over model extra one.





OTHER FINE FORD ACCESSORIES AT YOUR FORD DEALER'S





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hrome Headlight Trim is the newest of the new! Its glitter smartly accents the lassic lines of the '58 Ford doal head-glits. Comes as an economical package (th Gunsight fender ornaments)







ANTENNA, FENDER-MOUNTED 🛨 CAR MATS, CONTOUR, FRONT OR REAR CAR MAT, TWIN CONTOUR, FRONT ONLY (one piece) * CIGARETTE LIGHTER EXHAUST DEFLECTORS (bumper mounted) * FORD SEAT BELTS HEATER, RECIRCULATING AND DEFROSTER * LIFEGUARD JR. REAR DOOR LOCKS LOCKING GAS CAP * SEAT COVERS * SELECTAINE CONDITIONER (V-8' a only) TISSUE DISPENSER * VENTILATED SEAT CUSHIONS

FEATURE FACTS...

Exteriors: New gleaming, durable body enamels in delightful colors are available in Single Color and stunning Style Tone selections.

The Single Colors are: Raven Black, Silvertone Blue, Azure Blue, Colonial White, Silvertone Green, Seaspray Green, Bali Bronze, Desert Beige, Gunmetal Gray and Grenadier Red.

Style Tone combines Colonial White with any Single Color including Sun Gold; also Silvertone Blue with Azure Blue, Silvertone Green with Seaspray Green, Bali Bronze with Desert Beige and Raven Black with Gunmetal Gray. Both Single Color and Style Tone exteriors come with a choice of standard bright-metal full-length side molding or the bright-metal side molding high-lighted by optional ribbed gold anodized aluminum trim.

Interiors: Handsome new Silver Lattice-Patterned nylon cloth upholstery with Silver Shantung-Grain vinyl on back-rest bolster, trim and deeppleated door and quarter panels. Optional (in all models except Business Sedan) is rich, long-wearing gray, blue or green nylon fabric upholstery in Box-Striped pattern, with harmonizing Sof-Textured vinyl on bolsters in cushions and seat backs and trim in padded pleats and sections of door and quarter panels. Included with optional interiors are: color-keyed steering wheel, horn ring, front and rear arm rests, right-hand sun visor, eigarette lighter and automatic front door switches for dome light. Floor covering is Sof-Tred carpet-textured black rubber.

See the complete array of colors and fabric selections at your Ford Dealer's.

Engines: 145-hp Mileage Maker Six — 223-cu. in. displacement; 3.62" bore x 3.60" stroke; 8.6 to 1 compression ratio; regular fuel; manual choke. 205-hp Ford 292 V-8 (optional) — 292-cu. in. displacement; 3.75" bore x 3.30" stroke; 9.1 to 1 compression ratio; regular fuel. Low-silhouette 2-venturi carburetor, automatic choke, Y-type single exhaust. New 300-hp Interceptor 352 Special V-8 (optional)—352-cu. in. displacement; 4.00" bore x 3.50" stroke; 10.2 to 1 compression

ratio; premium fuel. Low-silhouette 4-venturi carburetor, automatic choke, dual exhausts; features self-adjusting hydraulic valve lifters for quietness and Precision Fuel Induction for superior power output.

Engine Features: Short Stroke, low-friction, deepblock design; free-turning, overhead intake and exhaust valves; Super-Filter air cleaner has reusable paper element; full-pressure lubrication; Full-Flow disposable-type oil filter; 12-volt electrical system; turbo-action 18-mm, spark plugs. V-8 engines electronically balanced under own power for maximum smoothness.

Automatic Transmissions: Fordomatic — features smooth-acting torque converter combined with automatic gear train. 3 forward gears, 1 reverse. Water-cooled with V-8's, air-cooled with Six. Gruise-O-Matic — a brand-new automatic transmission with all the advantages of Fordomatic plus an additional Drive selection which permits low-gear starts in "D-" range for full-power get-aways, and intermediate gear starts in "D-" range for sure-footed acceleration, coupled with a rear axle ratio of 2.69 to 1 for fuel economy. With 352 Special V-8 only.

Wide-Contoured Frame: Strong, stiff, box-section frame. 5 cross members. Side rails extend outside passenger area, for better foot room and increased side protection. Silent-Grip body mounting system.

Suspension: Angle-Poised, 4-Way Swept-Back ball-joint front suspension has new, threaded, permanently lubricated bushings in upper control arm for softer, easier ride, Rubber-bushed ride stabilizer controls roll on turns, Even-Keel rear springs provide softer-action, variable-rate suspension with tension-type shackles and windup control rubber bumpers over springs. Newly valved, viscous-control shock absorbers, front and rear, give optimum ride control,

Rear Axles: Husky, low-slung hypoid, semi-floating, with Deep-Offset straddle-mounted pinion, permits more usable space inside car. TorqueTailored Ratios (to 1): Conventional Drive—3.56 with Six, 3.56 with V-8's. Overdrive—3.70 with Six or 292 V-8, 3.56 with 352 Special V-8. Fordomatic Drive—3.56 with Six, 3.10 with 292 V-8, 2.91 with 352 Special V-8. Gruise-O-Matic Drive—2.69 with 352 Special V-8.

Steering: New Magic-Circle recirculating-ball type steering provides less friction, easier steering. 27 to 1 over-all steering ratio, Approx. 40-ft, turning diameter.

Brakes: Giant-Grip, double-scaled, self-energizing hydraulic type; suspended pedal; 11" dia. drum, 180-sq. in, lining area.

Tires: 7.50 x 14 inch, 4-ply, black tubeless, 5" safety-type rims.

Dimensions: 116" wb.; 202.0" over-all length; 57.1" height.

Other Available Equipment: Color-keyed steering wheel and column with horn ring, door-operation of dome light, right-hand sun visor, front and rear arm rests, Lifeguard padded instrument panel, cushioned sun visors, Ford seat belts. 4-Way Power front seat, Swift Sure power brakes, Master-Guide power steering, Power-Lift windows (except Business Sedan), Manual 4-way front seat, I-Rest tinted safety glass. Overdrive, Fordomatic, Cruise-O-Matic, SelectAire or Polar-Aire Conditioner, including tinted glass (V-8's only). White sidewall tires. Fuel-vacuum pump for positive-action windshield wipers.

Prices: All Power Assists and Accessories as well as 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.

Comparative information was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this catalog was approved for printing. 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.



Set your family TWO-FORD FREE

Look at this array of beautiful new Fords, headed by the fabulous new 4-passenger Thunderbird! You team up almost any one of these beauties with your new Custom 300 and *still* pay no more than you'd pay for *one* of the expensive cars! But what a difference in family freedom! Pick out the best two-Ford combination for your family now. They're all priced Ford-low!







19<mark>58</mark> FORD GUSTOM 300

