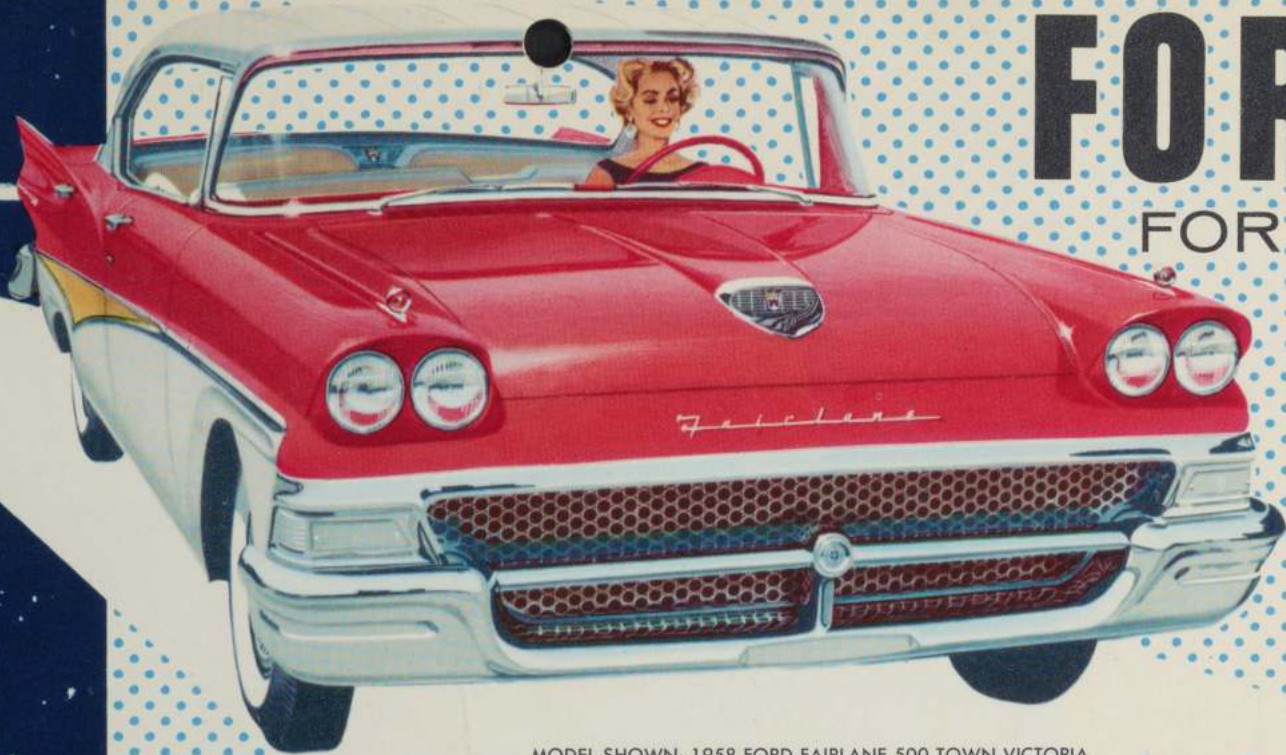


**PROVED
AND
APPROVED
AROUND
THE WORLD**



FORD
FOR 58

MODEL SHOWN: 1958 FORD FAIRLANE 500 TOWN VICTORIA

Vol 58 C 4/5

THE FIRST CAR TO USE THE WHOLE WIDE WORLD AS A TEST TRACK . . . THE '58 FORD

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.

In the early light of dawn, July 15, 1957, a 1958 Ford rolled out of Detroit, bound for the greatest adventure in motor car history. The assignment: circle the globe . . . *if possible*. **And the reason for this test?** In the competitive automobile market of today, *only the very best in all-around value can survive.*

Ford faced this challenge . . . and proved for all to see . . . *there is nothing newer, nothing better in the world than Ford for '58. So for style, value, economy . . . go Ford in '58.*

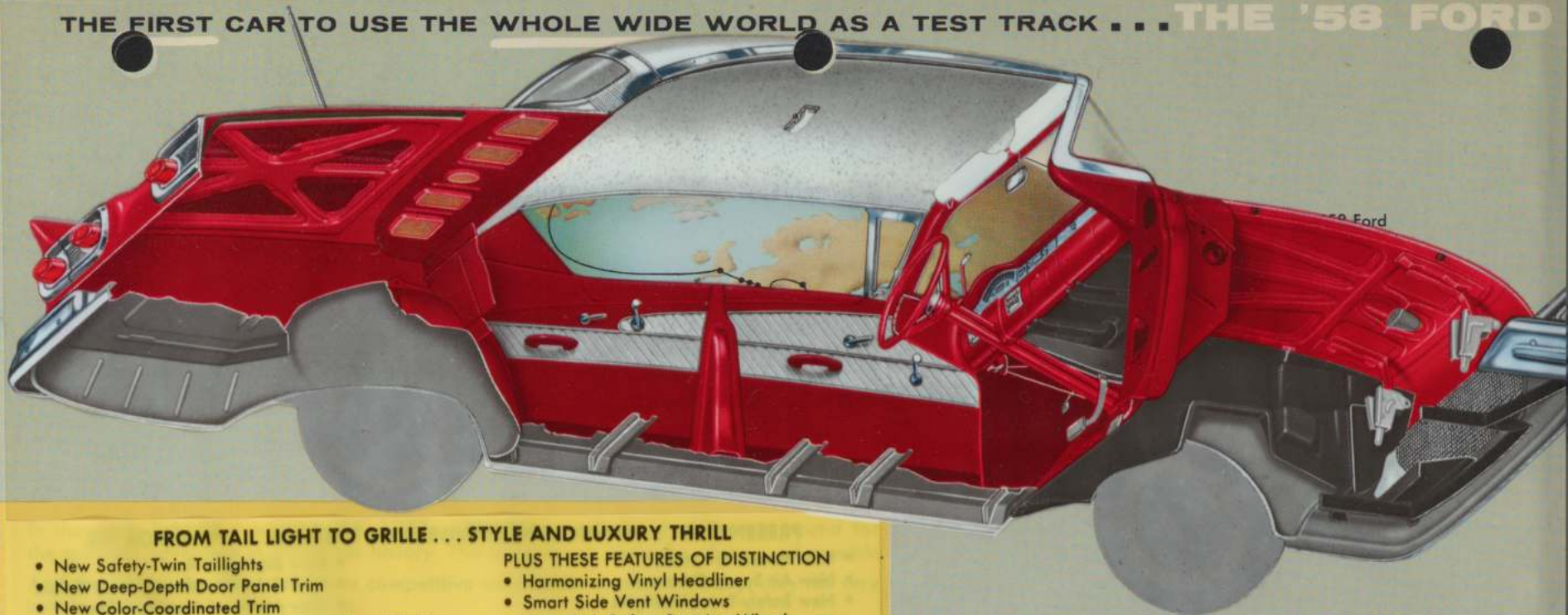


*MODEL SHOWN: FAIRLANE 500 TOWN VICTORIA

PRESENTING . . . A WHOLE NEW WORLD OF FASHION . . . FORD FOR '58

- New Power-Flow Hood
- New Air Scoop Ornament
- New Safety-Twin Headlights
- New Contoured One-Piece Bumper
- New Honeycombed Grille
- New Grille Guard (Opt.)
- New Slipstream Roof
- New Color-Coordinated Body Colors
- New Anodized Aluminum Trim
- New Fashion-Ray Wheel Covers*
- New Sculptured Rear Deck
- New Massive Rear Bumper

THE FIRST CAR TO USE THE WHOLE WIDE WORLD AS A TEST TRACK . . . **THE '58 FORD**



FROM TAIL LIGHT TO GRILLE . . . STYLE AND LUXURY THRILL

- New Safety-Twin Taillights
- New Deep-Depth Door Panel Trim
- New Color-Coordinated Trim
- New Double-Anchored Safety Sun Visors (Opt.)
- New Tenite Ball Pin and Clip
- New Metallic Luster Instrument Panel
- New Bin Type Ash Tray

PLUS THESE FEATURES OF DISTINCTION

- Harmonizing Vinyl Headliner
- Smart Side Vent Windows
- Deep-Dish Safety Steering Wheel
- Lifeguard Safety Curved Instrument Panel
- Suspended Brake and Accelerator Pedals
- Solid, Safe, Welded Plenum Chamber



LUXURY LOUNGE INTERIORS . . . ONLY IN FORD FOR '58

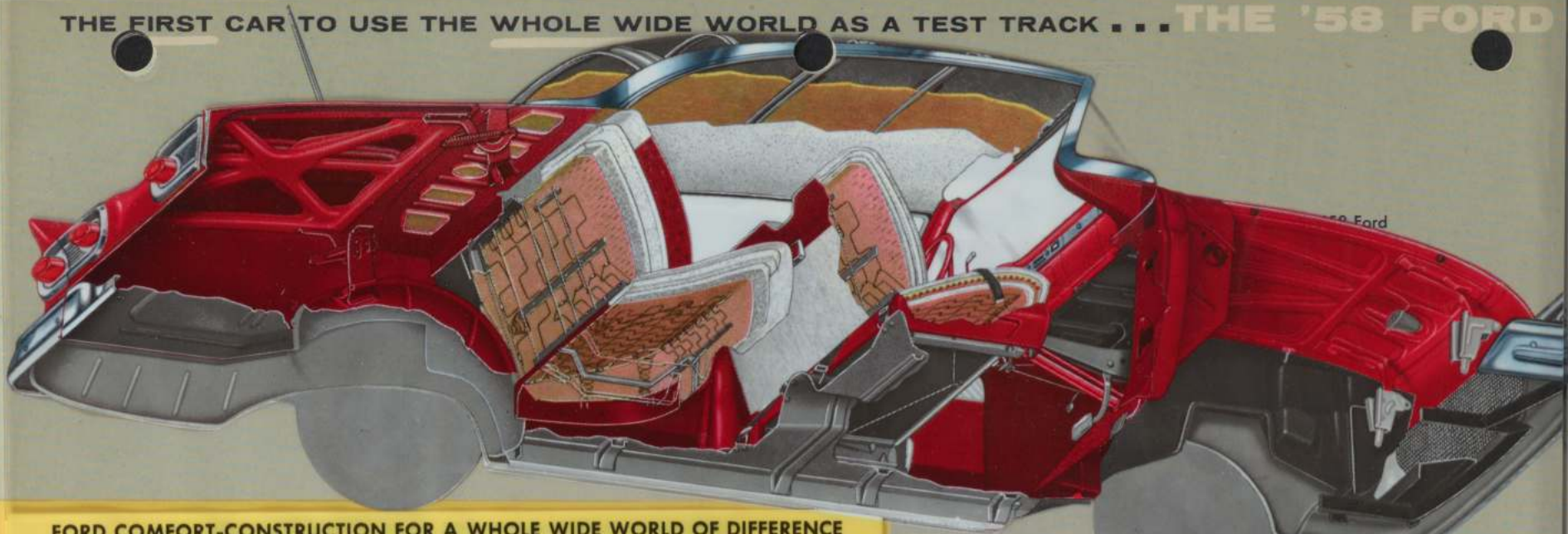
- New Color-Coordinated Moldings
- New Modern Tweed Fabrics*
- New Bison Leather-Grain Vinyl Bolsters*
- New Rear Seat Spring Design
- New 4-Way Manual Seat (Opt.)
- New Door Latch Striker Plate

PLUS ALL THE THINGS THAT COUNT

- Center Dash Mounted Radio Speaker
- Easy Push-Pull Control for vent windows
- Large Package Tray Area
- Spacious Door Widths — over 3 ft. wide
- Roomy Luggage Area — 29.5 cu. ft.

*MODEL SHOWN: FAIRLANE 500 TOWN VICTORIA

THE FIRST CAR TO USE THE WHOLE WIDE WORLD AS A TEST TRACK . . . **THE '58 FORD**



FORD COMFORT-CONSTRUCTION FOR A WHOLE WIDE WORLD OF DIFFERENCE

- Single Unit-Welded Package Tray Area
- Sound Absorbing Package Tray Material
- 3 Cross Channel Braces in Roof*
- Full Half-Inch Roof Insulation
- No-Sag Seat Construction
- Flanged Box-Section Steel Seat Framing
- Five Reinforced, Welded to Floor Cross Braces
- Special Safety-Type Seat Anchorage
- Safety Seat Belts — Floor Pan Anchoring
- Full Inch Thick Dash Panel Insulation
- Counter-Balanced Front Hood
- Protective Stone Shield

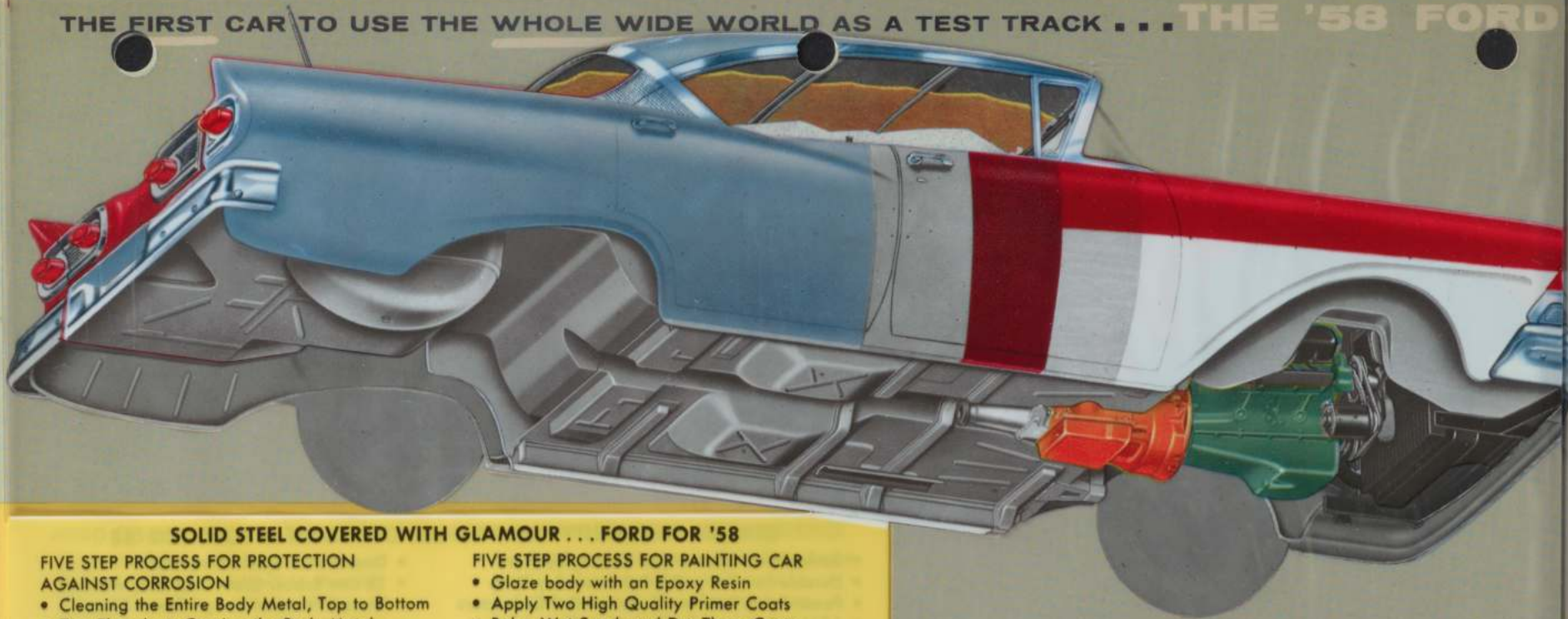


*MODEL SHOWN: FAIRLANE 500 TOWN VICTORIA

BENEATH THE BEAUTY THERE'S A LOT OF BRAUN IN FORD FOR '58

- Series-Flow Pressure-Type Cooling System
- Durable Fan Belt and V-Belt Accessory Drive
- Power-Punch Battery with Sealed-Cell Connectors
- 12 Volt Generator for Peak-Load Performance
- Centrifugal Vacuum Spark Control in Distributor
- Self-Cooling Points in Distributor
- Double-Wall Steel Safety Dash
- 18 Live Rubber Silent-Grip Body Mounts*
- Three-Directional-Design Center Pillars
- High Impact Resistant Lifeguard Door Locks
- High-Strength Dual-Ribbing on Floor Pan
- Package Tray Area Welded to Floor Pan

THE FIRST CAR TO USE THE WHOLE WIDE WORLD AS A TEST TRACK . . . THE '58 FORD



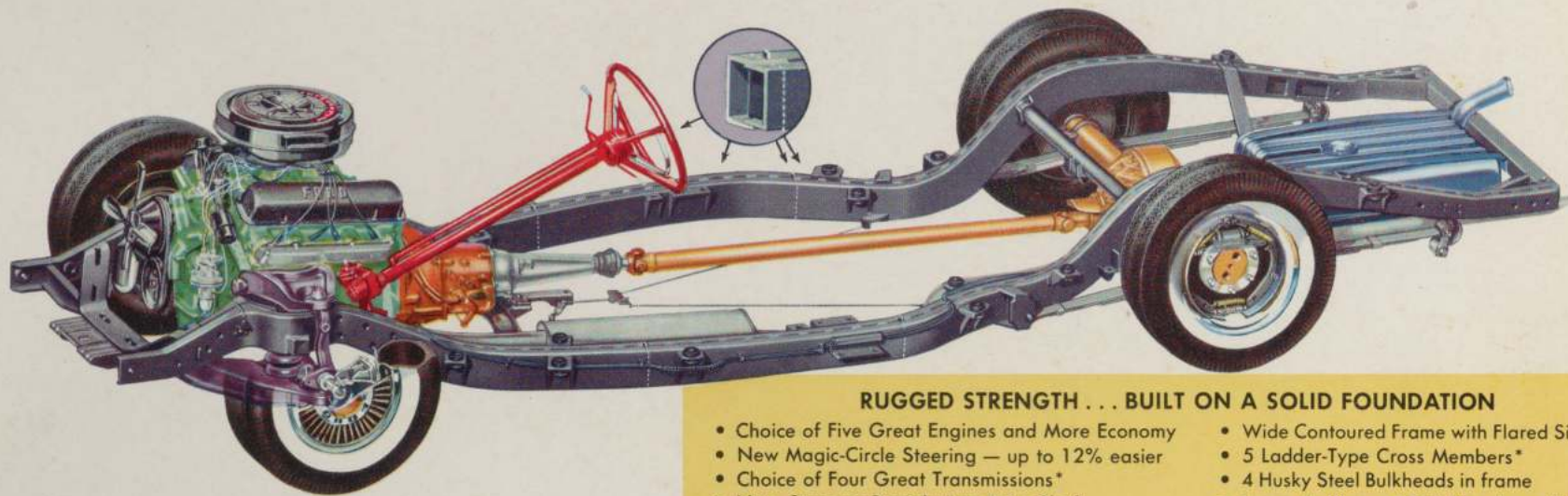
SOLID STEEL COVERED WITH GLAMOUR . . . FORD FOR '58

FIVE STEP PROCESS FOR PROTECTION AGAINST CORROSION

- Cleaning the Entire Body Metal, Top to Bottom
- Zinc Phosphate Coating the Body Metal
- Chrome Phosphoric Dipping the Metal • Cold Rinsing the Body Metal • Baking the Metal Dry

FIVE STEP PROCESS FOR PAINTING CAR

- Glaze body with an Epoxy Resin
- Apply Two High Quality Primer Coats
- Bake, Wet Sand, and Dry These Coats
- Apply Two Coats of Superior Body Enamel
- Bake to Assure a Durable, Hard-Surface Finish



RUGGED STRENGTH . . . BUILT ON A SOLID FOUNDATION

- Choice of Five Great Engines and More Economy
- New Magic-Circle Steering — up to 12% easier
- Choice of Four Great Transmissions*
- New, Stronger Straight-Line Drive Shaft
- Deep-Offset Hypoid Rear Axle
- Choice of Two Great Suspension Systems*
- Wide Contoured Frame with Flared Side Rails
- 5 Ladder-Type Cross Members*
- 4 Husky Steel Bulkheads in frame
- Large Muffler and Tail Pipe Assembly*
- Easy riding 14" Wheels with Safety-Type Rims
- 180 Sq. inches of Brake Lining Area*

*MODEL SHOWN: FAIRLANE 500 TOWN VICTORIA

FOR THE ULTIMATE IN *Personal* DISTINCTION...

Custom-fit

YOUR NEW FORD WITH

Genuine

FORD ACCESSORIES

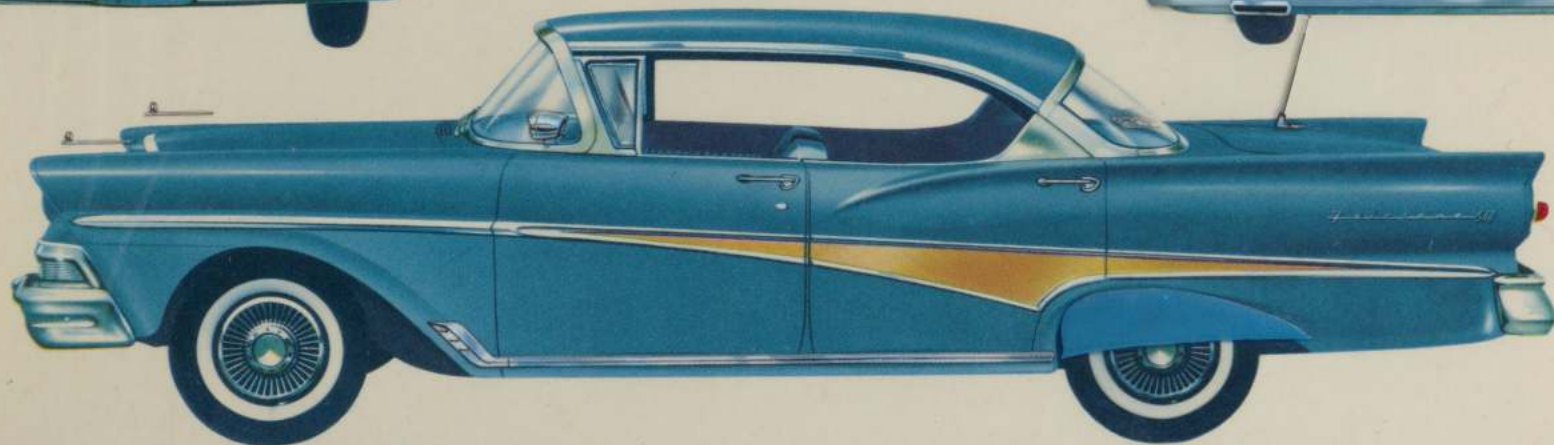
See the added beauty and convenience you get with *Genuine* Ford accessories



UPPER LEFT — Aquamatic Windshield Washers • Chrome-Plated Grille Guard • Visored Full-View Mirror

UPPER RIGHT — Sport Spare-Wheel Carrier • Styl-Snug Exhaust Deflectors • Anodized Aluminum License Frame • Back-Up Lights

BELOW — Spotlight With Mirror • Rear Deck Antenna • Rocker Panel Trim • Rear Fender Shields • Front Fender Ornament • Rear Seat Speaker



FOR THE ULTIMATE

DISTINCTION...



Genuine

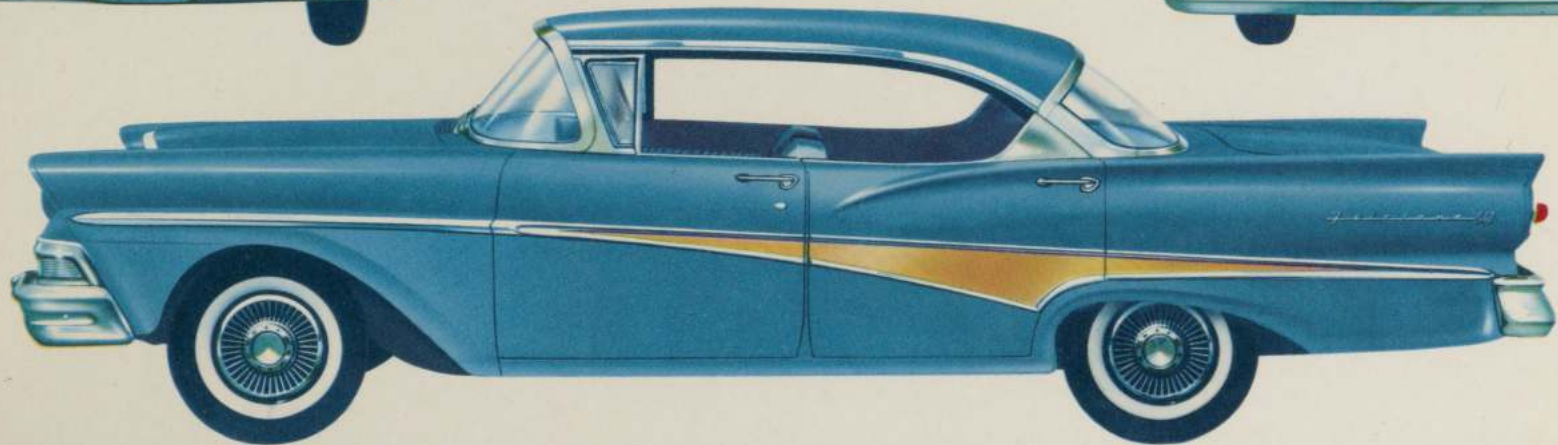
FORD ACCESSORIES

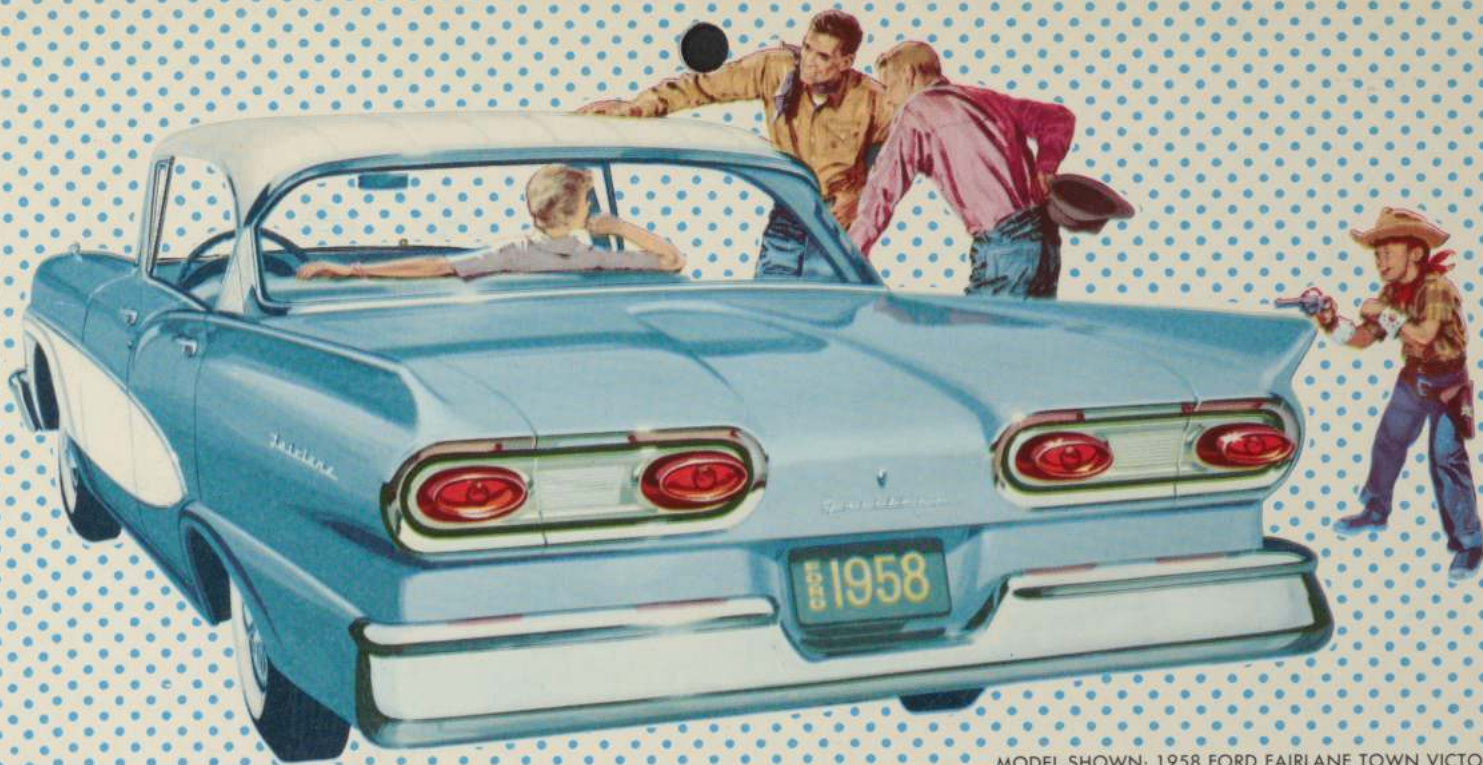
See the added beauty and convenience you get with *Genuine* Ford accessories



...THE MARK
of QUALITY

that identifies
genuine Ford parts
and accessories

A red rectangular sign with a white border, hanging from a black pole. The sign features the text "FoMoCo" in large, bold, red letters with white outlines. Below it, in smaller white letters on a red background, is "GENUINE Ford PARTS". The sign is tilted slightly to the right.



MODEL SHOWN: 1958 FORD FAIRLANE TOWN VICTORIA