

There's nothing newer
in the world than the

'58

FORD

proved and approved around the world

YOU'LL DISCOVER A WHOLE NEW WORLD IN THE '58 FORD!



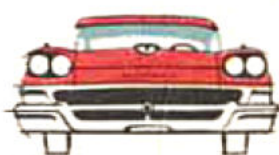
THE same Ford beauty, brawn and power that was proved and approved in a whirlwind trip around the world, is yours in every 1958 Ford.



THE '58 Ford completed the most dramatic, most grueling test ever given a new car *before* its announcement. The whole world was used as a test track. The '58 Ford conquered the Alps . . . took Paris by storm . . . breezed through the Great Salt Desert of Iran . . . and zoomed up and through fabled

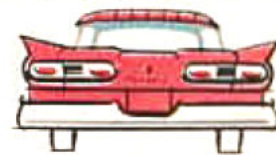
Khyber Pass. It was the most rugged torture-test in automotive history to *prove* that there's nothing newer, nothing better than the '58 Ford!

But how do you test for beauty? Ford's '58 styling was exposed to the sharp eyes of fashion experts in Paris, style capital of the world. They examined Ford's classic silhouette. They studied its new Power-Flow Hood with its jet-like air scoop, its new Honeycombed Grille, its massive one-piece bumper grille. They looked at the new Sculptured Rear Deck and Slipstream Roof with its seven front-to-rear grooves. And they pronounced it all, "Magnifique!"



Ford's new Safety-Twin Headlights are the biggest advance in car lights since the sealed-beam lamp. Not only do they enhance Ford's beauty, but they provide *two separate sets* of headlights—special lights for high beam, special lights for low—for *all* night driving conditions.

They give you lighting and safety you simply cannot get with single headlights. And Ford brings you new Safety-Twin Taillights, too—twin horizontal taillights that blend beautifully with the Sculptured Rear Deck to bring you styling unmistakably Ford. Outer lights are combination taillights, stoplights and directional signals; inner lights serve as taillights only. Coming or going, there's nothing newer in the world!



These newest of all Fords give you GO like no other Ford cars have ever given you before. Their wholly new Interceptor V-8 engines are the most powerful, most efficient powerhouses in Ford's 25 years of V-8 leadership—thanks to new Precision Fuel Induction. This Ford development makes possible a freer-breathing engine with *direct* fuel delivery. Think of it as a superhighway with eight big one-way "express" lanes, as opposed to narrow, winding back roads . . . and you'll understand why the fuel-air flows more rapidly in this new Ford engine. It's part of a whole new Ford "Power Train" that saves you up to 15% on fuel. Besides three Interceptors (ranging up to 303 hp), Ford offers a 272 V-8 and the thrifty Mileage Maker Six to give it a wide edge over others in its field in both power and economy.

New Cruise-O-Matic Drive (with Interceptor Special V-8's) is the most versatile automatic transmission in the world. In position D1 you get smooth, solid-feel, full-power take-offs starting in low gear. In position D2, you get gentle, sure-footed starts in intermediate—particularly good on ice, snow or gravel. In combination with a fast axle ratio (2.69 to 1) you get real "built-in" overdrive economy, too! Or you may choose the Standard 3-speed Transmission or Fordomatic Drive for either the Six or V-8 engines.



Bumps lose their bounce with Ford's softer-acting spring suspensions for '58. And for the *ultimate* in riding comfort Ford offers revolutionary new, optional

Ford-Aire Suspension: It's like riding on a cloud because nylon-rubber air pillows at each wheel literally soak up the bumps. This suspension is *power-controlled* to revel the car each time there's a change in the load. And you take curves with almost no swing, no sway. It gives you the same kind of restful, luxurious comfort once associated only with the heaviest, costliest cars. And now you can have this same "riding on a cloud" feeling—at the low Ford price.



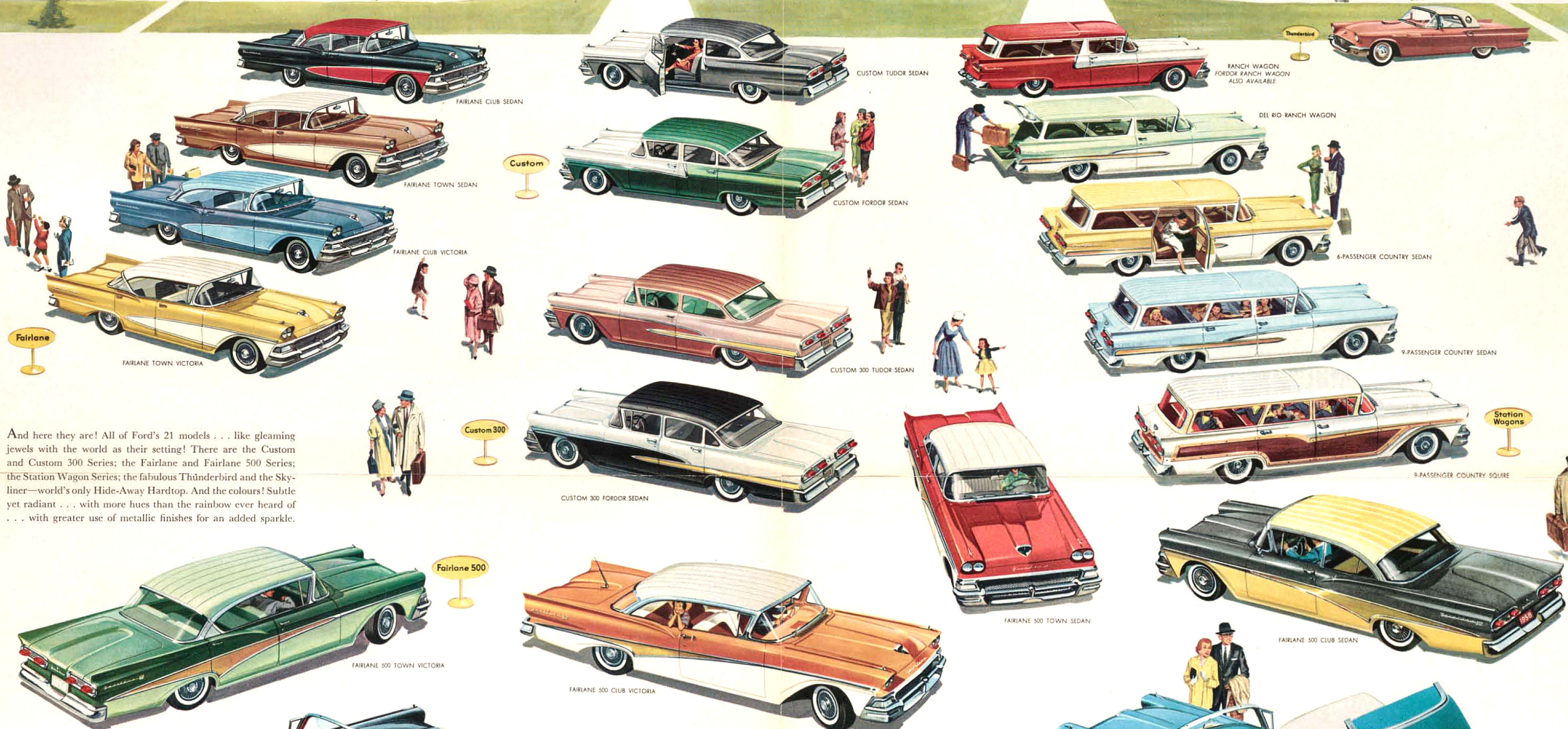
You'll discover a world of difference with Ford's new Magic-Circle Steering. It features new recirculating ball bearings that are practically friction-free. This means easy, smooth operation—the next best thing to power steering! What's more, Master-Guide Power Steering itself has been still further improved to make parking a breeze in even the tightest spaces. It does up to 75% of your steering for you, yet you never lose the "feel" of the road.

Beneath all this beauty lies the brawn of the INNER FORD. Everywhere there's *extra* strength for extra built-in safety. The husky contoured frame is bowed out to give you wall-to-wall protection. The entire body is welded, braced and bonded to form one incredibly tough unit. No wonder Fords keep looking and feeling and acting young . . . no wonder they're the performance and value leader!

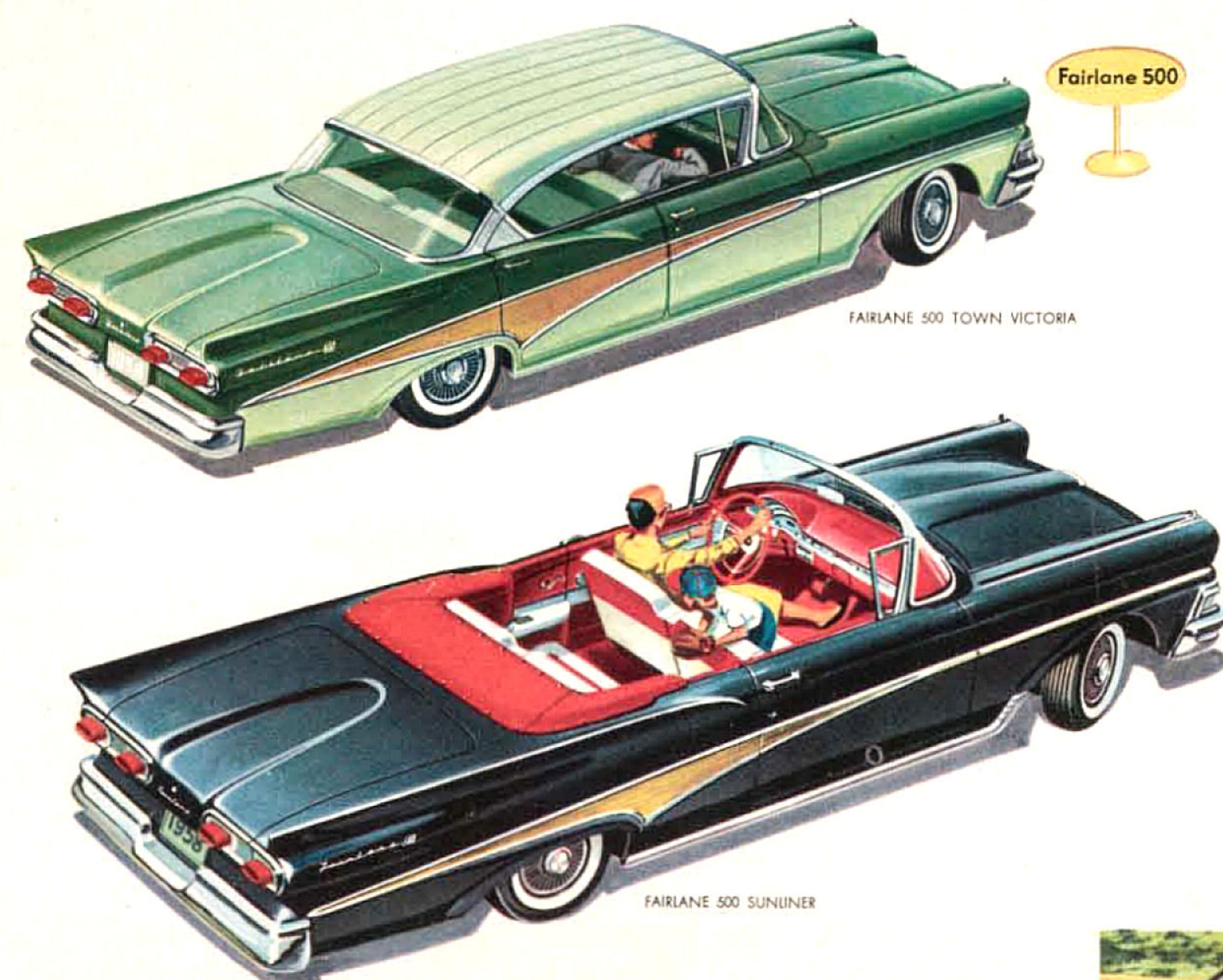


ALL this is just a taste of the many new advances that are yours in the '58 Ford. And wonder of wonders, it can all be yours at the low Ford price.

Truly, there is nothing newer in the world!



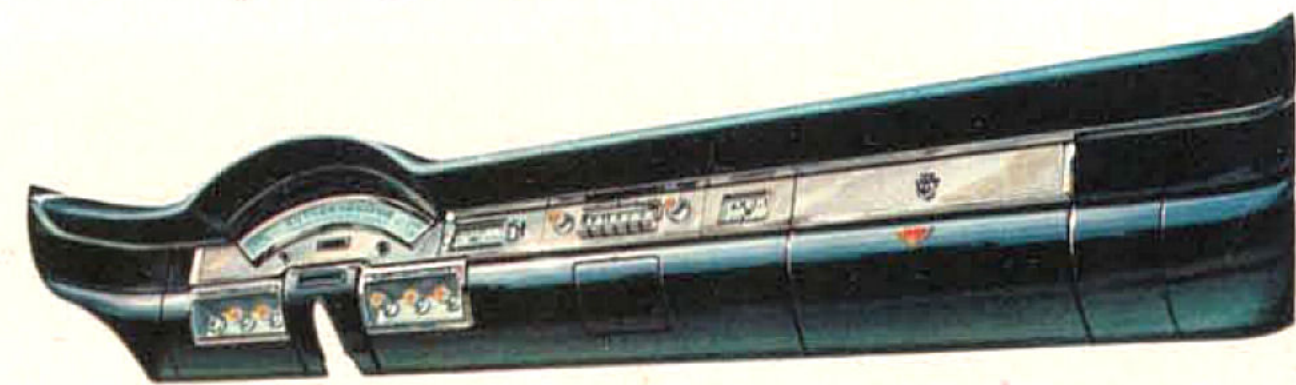
And here they are! All of Ford's 21 models . . . like gleaming jewels with the world as their setting! There are the Custom and Custom 300 Series; the Fairlane and Fairlane 500 Series; the Station Wagon Series; the fabulous Thunderbird and the Sky-liner—world's only Hide-Away Hardtop. And the colours! Subtle yet radiant . . . with more hues than the rainbow ever heard of . . . with greater use of metallic finishes for an added sparkle.



58 FORD

Proved and approved around the world!

5 great lines . . . 21 exciting models



The new instrument panel has a satin, silver-textured finish across the middle section and around the instrument cluster. Note that all control knobs are recessed for added safety. Lifeguard cushioning in matching colours is available.



Here's the "inside story" all the world is talking about! New deep-dimension fabrics are in softer hues. Padded pleats give a richer, softer look to trim panels. Deep, grained vinyls wear as well as they look!



You'll feel like you're floating on Ford's comfortable non-sag seats! Thick foam rubber on plastic-covered, formed-wire springs give you real driving luxury . . . turn the miles into pleasant memories.



No wonder Ford Station Wagons are called "spaceships!" There's room for all your gear . . . longer load support space than in most half-ton panel trucks. Washable pleated vinyl or woven plastic-and-vinyl interiors look luxurious, clean in a jiffy and wear and wear!

Power Assists

You can have all the luxuries that expensive cars offer . . . at a low Ford price. Power to help you steer, stop, shift, adjust seats and windows *automatically* puts more fun in your driving.



POWER BRAKES

Swift, sure, low-pedal power brakes make stopping $\frac{1}{2}$ easier . . . take the tension out of heavy traffic.



AUTOMATIC DRIVE

Choose your brand of automatic GO . . . with brand-new Cruise-O-Matic or improved Fordomatic Drive.



POWER SEAT

The front seat adjusts automatically four ways—forward, back, up or down at the touch of a button.



POWER STEERING

Pampers you by doing up to 75% of the steering for you. New design makes parking even easier than before.



POWER WINDOWS

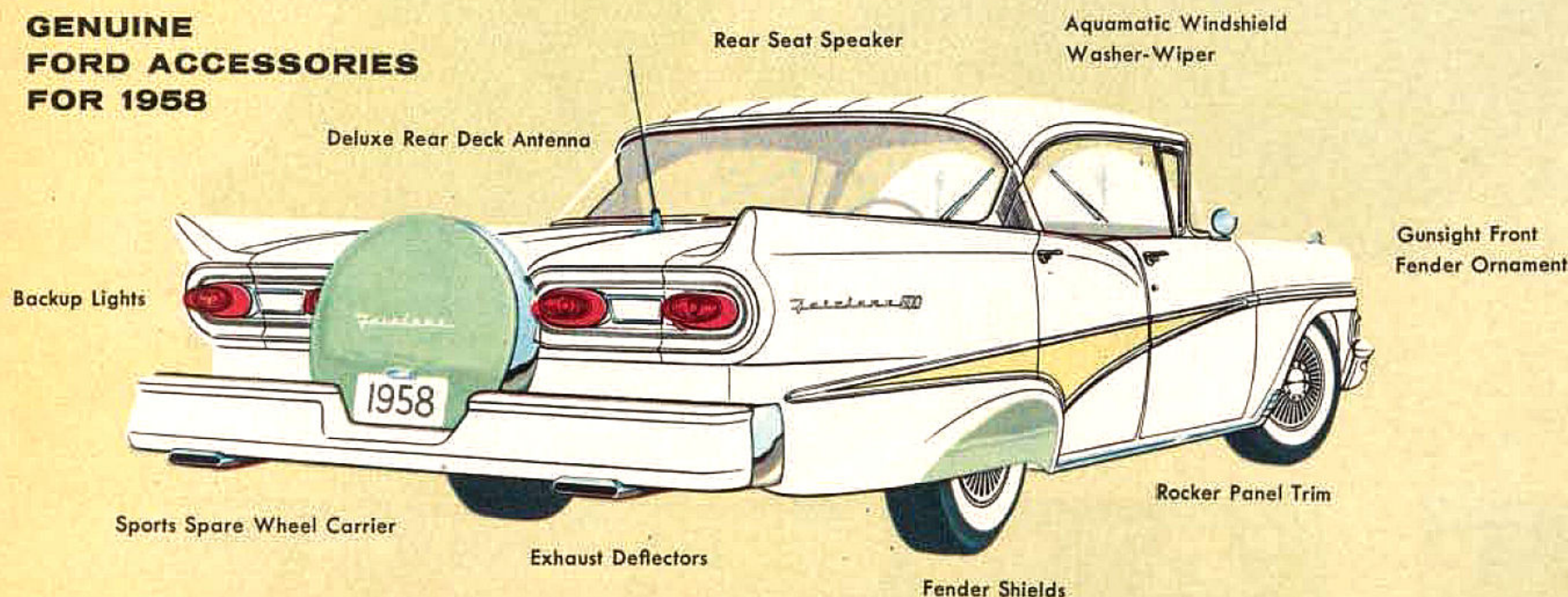
Zip smoothly up or down like magic . . . easily controlled from driver's seat or under each window.



POLARAIRE CONDITIONER

Ride in cool comfort on hot days! Surprisingly low price includes sun-filtering tinted glass.

GENUINE FORD ACCESSORIES FOR 1958



OTHER ACCESSORIES

SIGNAL-SEEK RADIO
CONSOLE RANGE RADIO
MAGICAIRE SYSTEM
GRILLE GUARD
INSIDE NON-GLARE MIRROR

VISORED SPOTLIGHT MIRROR
SELF-REGULATING ELECTRIC CLOCK*
FASHION-RAY WHEEL COVERS*
ANTENNA, FENDER-MOUNTED
REAR-VIEW MIRRORS

CAR MAT, CONTOUR,
FRONT ONLY (one piece)
EXHAUST DEFLECTORS (delta wing)
FORD SEAT BELTS
LOCKING GAS CAP

SEAT COVERS
SHAVER, AUTO-HOME ELECTRIC
TISSUE DISPENSER
*Standard on Fairlane
and Fairlane 500

Feature Facts

Exteriors and Interiors: A total of 20 exciting new body colours are available, all of gleaming, durable, baked-on enamel. All models come in Single Colour or stunning new Style Tone, as well as Conventional Two-Tone on Fairlane 500's. Interiors are beautifully upholstered with long-lasting leather-grained vinyl, woven plastic or nylon fabric, in colours to harmonize with exteriors. See the complete selection at your Ford-Edsel Dealer's.

Engines: 145-hp Mileage Maker Six—223-cu. in. displ.; 3.62" bore x 3.60" stroke; 8.6 to 1 comp. ratio; regular fuel; manual choke. (For all models except Fairlane 500, Skyliner, Sunliner, 9 passenger Country Sedan, and Country Squire).

190-hp Ford 272 V-8 (Custom models only)—272-cu. in. displ.; 3.62" bore x 3.30" stroke; 8.6 to 1 compression ratio; regular fuel, low-silhouette 2-venturi carburetor, automatic choke.

New 240-hp Interceptor 332 V-8—332-cu. in. displ.; 4.00" bore x 3.30" stroke; 9.5 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor, automatic choke (available in Custom 300, Fairlane 500, and Station Wagons).

New 265-hp Interceptor 332 Special V-8—332-cu. in. displ.; 4.00" bore x 3.30" stroke; 9.5 to 1 compression ratio; regular fuel; low-silhouette 4-venturi carburetor, automatic choke.

New 303-hp Interceptor 361 Special V-8 (Optional on Fairlane, Fairlane 500 and Station Wagons)—361-cu. in. displ.; 4.05" bore x 3.50" stroke; 10.5 to 1 comp. ratio; premium fuel; low-silhouette 4-venturi carburetor, automatic choke.

Engine Features: For greater economy and longer life all engines have short-stroke, low-friction, deep-block design; free-turning, overhead valves; Super-Filter air cleaner; full-pressure lubrication; Full-Flow oil filter; 12-volt electrical system; new turbo-action 18-mm. spark plugs. V-8 engines are electronically balanced under own power for optimum smoothness. All Interceptor engines have Precision Fuel Induction for superior performance and economy.

Transmissions: 3-speed with gear ratios tailored to each engine. Fordomatic Drive with smooth-acting torque converter and three forward gears for normal or fast starting. New Cruise-O-Matic high performance automatic with two selective drive ranges for 1-2-3 full-power getaway or 2-3 gradual acceleration and fast axle ratio for fuel economy (with special V-8's only).

Suspension: Smoother-acting Angle-Poised, 4-way ball-joint front and variable-rate, outboard-mounted rear suspension.

Ford-Aire Suspension: Complete air cushion system for the utmost in smooth, soft riding, with automatic leveling valves to maintain constant car height, under all load conditions. (Optional on Fairlane, Fairlane 500 and Station Wagon models with V-8's and automatic transmissions.)

Steering: New Magic-Circle recirculating-ball type for smoother, easier steering.

Other Available Equipment: Lifeguard padded instrument panel, cushioned sun visors, Ford seat belts, 1-Rest tinted safety glass. PolarAire Conditioner (V-8's only). Whitewall tires.

Prices: Some of the items illustrated or referred to in this folder are at extra cost. For the price of the model with the equipment you desire, see your Ford-Edsel Dealer.

The specifications contained herein were in effect at the time this catalogue was approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation. Some of the items illustrated or referred to are optional at extra cost.

FORD-EDSEL SALES DIVISION
FORD MOTOR COMPANY OF CANADA, LIMITED

