

# 1958 FORD CUSTOM *and* CUSTOM 300



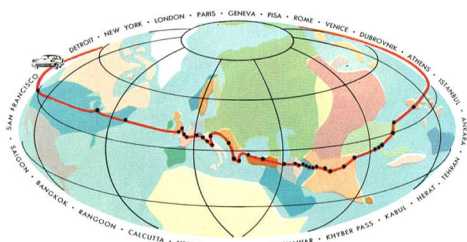
Proved and  
approved around  
the world



There's nothing newer in the world!



# 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 decided they needed a handful of the world's highest mountains to do justice to the homing-eagle climb of the all-new Interceptor V-8 engines and new Cruise-O-Matic Drive. So they sent the '58 Ford over the Alps . . . the Himalayas . . . the Rockies.

To try the road-ruling magic of brand-new suspensions . . . brand-new steering . . . to test the built-for-keeps brawn of the new Ford body . . . they looked for the world's toughest terrain. And they came up with the wicked back roads of bump-infested Afghanistan . . . the rutted bed of the Khyber Pass . . . the twisting cattle trails of Cambodia.

How do you test for beauty? Ford's '58 Styling was exposed to the public's critical gaze from London to Saigon . . . to the sharp eyes of fashion experts in Paris — style capital of the world.

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

A glance through these pages will give you a hint of the first-in-a-lifetime driving pleasure in store for you. You'll discover there's a world of difference in the '58 Ford. And it's all yours at the low Ford price!

Truly, there's nothing newer in the world than the '58 Ford.

Custom Fordor (top) shown in Gunmetal Gray and Colonial White



Custom 300 Tudor (above) shown in Silverstone Blue and Azure Blue

*Presenting the  
1958 Ford Custom 300*

From Safety-Twin dual headlights  
to Safety-Twin taillights,  
it's an adventure in fine-car luxury.





*This rain-lashed jungle road  
proved Ford's new Interceptor V-8  
goes first in any going.  
Chiang Mai - Thailand*



## It's a small world...

when you're driving Ford's new Interceptor V-8 with Precision Fuel Induction.

In the foothills of the Himalayas . . . or on the proudest boulevards of New York, London and Paris, Ford's new Interceptor V-8 with Precision Fuel Induction set a new standard of performance.

From now on you will judge every V-8 by the world-proved performance of Ford's all-new Interceptor V-8. It's so alive it makes horsepower figures meaningless! It's so quiet you'll hardly know it's there! It's so efficient it can cut fuel bills up to 15 percent!

How come? First, there's revolutionary new Precision Fuel Induction. The cylinder heads are solidly and rigidly "bridged" by a direct-flow intake manifold. Fuel and air mixture follows a new faster route directly to each combustion chamber for uniform distribution. This means you get an engine that runs smoother . . . lasts longer . . . gives greater operating economy.

In addition, this clean, compact Interceptor V-8 offers such worthmore features as machined, wedge-type combustion chambers; superior, series-flow cooling; full-flow oil filtration; free-turn exhaust and intake valves; electronic balancing of each engine while operating under its *own* power . . . and many more. There's nothing newer in the world!

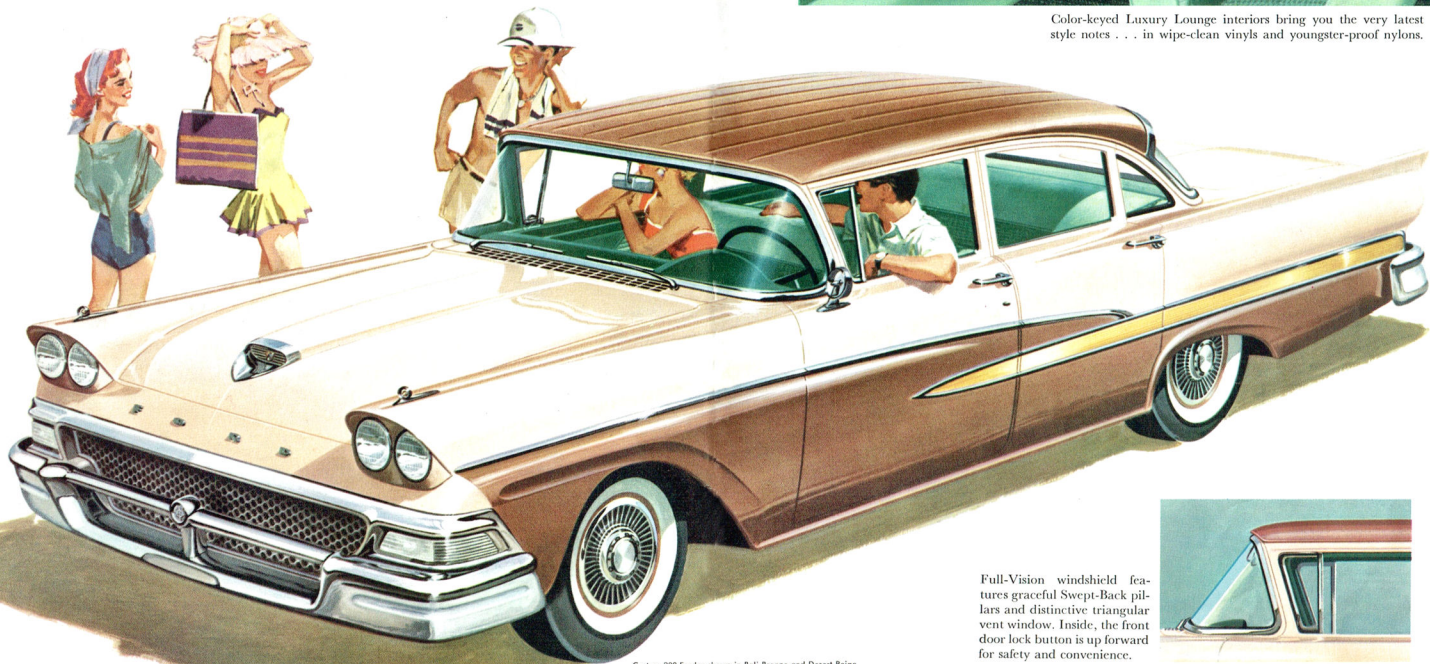


# CUSTOM 300 FORDOR SEDAN

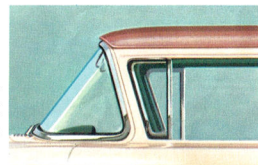
Now the modest Custom 300 price brings you four-door convenience and six-passenger comfort . . . with the breath-taking air of years-to-come beauty. New Safety-Twin headlights . . . new Power-Flow hood . . . help mark the distinctively fresh look of the '58 Ford. There is distinction, too, in the ribbed anodized gold aluminum trim—standard with Style Tone color combinations.



Color-keyed Luxury Lounge interiors bring you the very latest style notes . . . in wipe-clean vinyls and youngster-proof nylons.

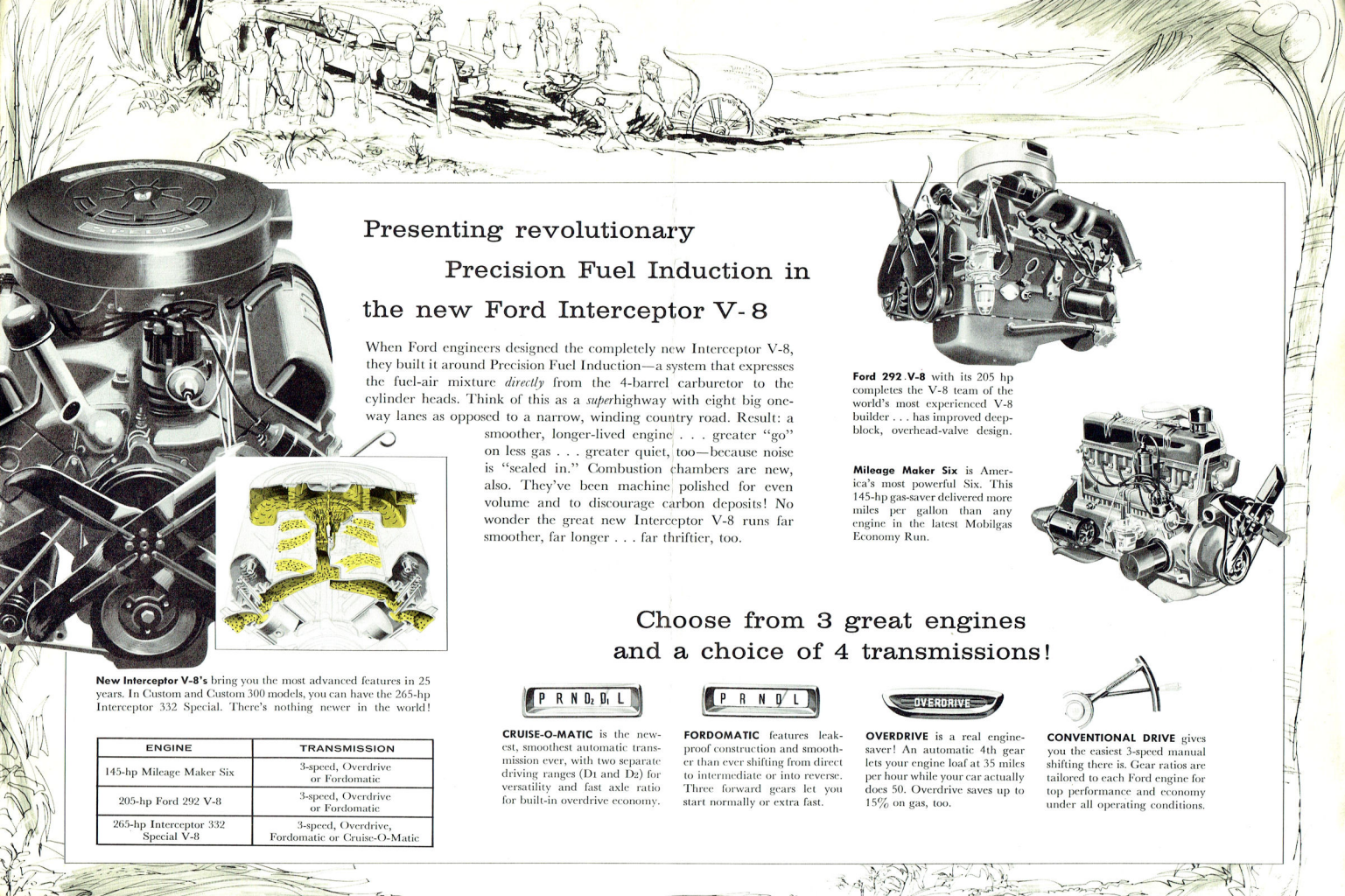


Custom 300 Fordor shown in Bali Bronze and Desert Beige



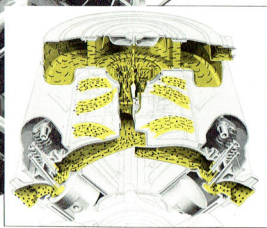
Full-Vision windshield features graceful Swept-Back pillars and distinctive triangular vent window. Inside, the front door lock button is up forward for safety and convenience.





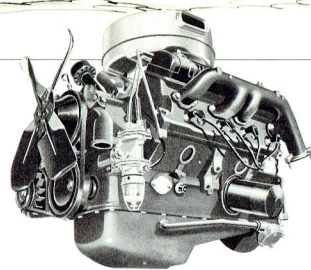
## Presenting revolutionary Precision Fuel Induction in the new Ford Interceptor V-8

When Ford engineers designed the completely new Interceptor V-8, they built it around Precision Fuel Induction—a system that expresses the fuel-air mixture *directly* from the 4-barrel carburetor to the cylinder heads. Think of this as a *superhighway* with eight big one-way lanes as opposed to a narrow, winding country road. Result: a smoother, longer-lived engine . . . greater “go” on less gas . . . greater quiet, too—because noise is “scaled in.” Combustion chambers are new, also. They’ve been machine polished for even volume and to discourage carbon deposits! No wonder the great new Interceptor V-8 runs far smoother, far longer . . . far thrifter, too.

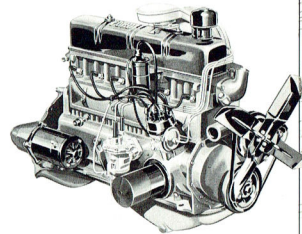


**New Interceptor V-8's** bring you the most advanced features in 25 years. In Custom and Custom 300 models, you can have the 265-hp Interceptor 332 Special. There's nothing newer in the world!

ENGINE	TRANSMISSION
145-hp Mileage Maker Six	3-speed, Overdrive or Fordomatic
205-hp Ford 292 V-8	3-speed, Overdrive or Fordomatic
265-hp Interceptor 332 Special V-8	3-speed, Overdrive, Fordomatic or Cruise-O-Matic

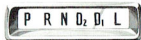


**Ford 292 V-8** with its 205 hp completes the V-8 team of the world's most experienced V-8 builder . . . has improved deep-block, overhead-valve design.



**Mileage Maker Six** is America's most powerful Six. This 145-hp gas-saver delivered more miles per gallon than any engine in the latest Mobilgas Economy Run.

### Choose from 3 great engines and a choice of 4 transmissions!



**CRUISE-O-MATIC** is the newest, smoothest automatic transmission ever, with two separate driving ranges (D1 and D2) for versatility and fast axle ratio for built-in overdrive economy.



**FORDOMATIC** features leak-proof construction and smoother than ever shifting from direct to intermediate or into reverse. Three forward gears let you start normally or extra fast.



**OVERDRIVE** is a real engine-saver! An automatic 4th gear lets your engine loaf at 35 miles per hour while your car actually does 50. Overdrive saves up to 15% on gas, too.

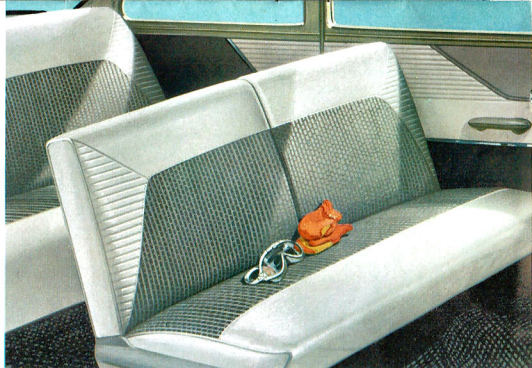


**CONVENTIONAL DRIVE** gives you the easiest 3-speed manual shifting there is. Gear ratios are tailored to each Ford engine for top performance and economy under all operating conditions.

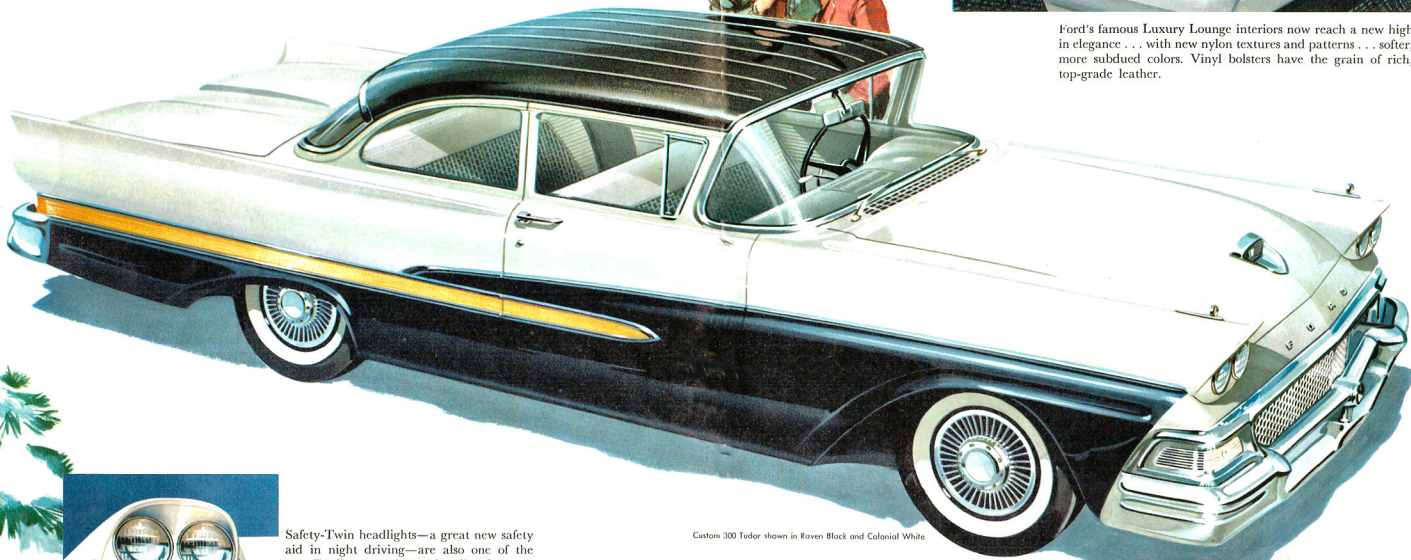


# CUSTOM 300 TUDOR SEDAN

This two-door, six-passenger beauty points up another distinctive styling feature of the '58 Ford—seven graceful flutes or grooves give a fashion flair to the Slipstream Roof. And from the rear, too, the '58 Ford is outstandingly different . . . with its Safety-Twin taillights and handsomely sculptured rear deck. From every angle, this car says, "Look!"



Ford's famous Luxury Lounge interiors now reach a new high in elegance . . . with new nylon textures and patterns . . . softer, more subdued colors. Vinyl bolsters have the grain of rich, top-grade leather.



Custom 300 Tudor shown in Raven Black and Colonial White



Safety-Twin headlights—a great new safety aid in night driving—are also one of the new Ford's most advanced styling features. Mounted under the fender visor, they contribute to Ford's unmistakably new look.



## There's nothing better in the world than the INNER FORD

Front pillars sweep back for wide-angle vision through wrap-around Full-Vision windshield

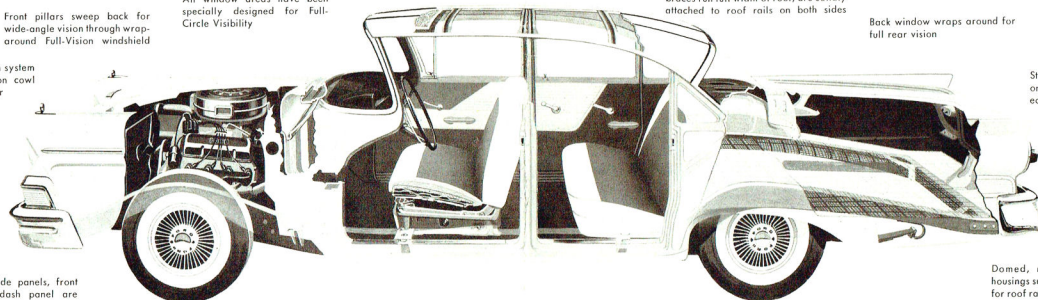
All window areas have been specially designed for Full-Circle Visibility

Five all-steel, channel-section cross braces run full width of roof, are solidly attached to roof rails on both sides

Back window wraps around for full rear vision

High-level body ventilation system employs lowered inlets on cowl top for cleaner, fresher air

Sturdy rear deck lid is mounted on counterbalancing hinges for easy automatic operation



Cowl upper and side panels, front door pillars and dash panel are integrated into a strong, rigid unit

Roomy luggage compartment is weatherproofed by special rubber seals around openings

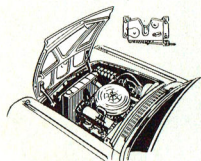
Foam-rubber padded front seat is scientifically contoured over non-sag springs

Special safety seat anchorage locks front seat directly to frame

Specially contoured, double-ribbed floor pan has five sturdy reinforcing cross members welded to bottom surface

Body area behind rear seat has the greatest strength and rigidity ever built into a Ford

Domed, ribbed-steel wheel-housings supply solid foundation for roof rails and deck lid hinges



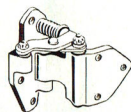
**New front-hinged hood** is spring-counterbalanced, has inner and outer panels welded into single unit for greatest strength.



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



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



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



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

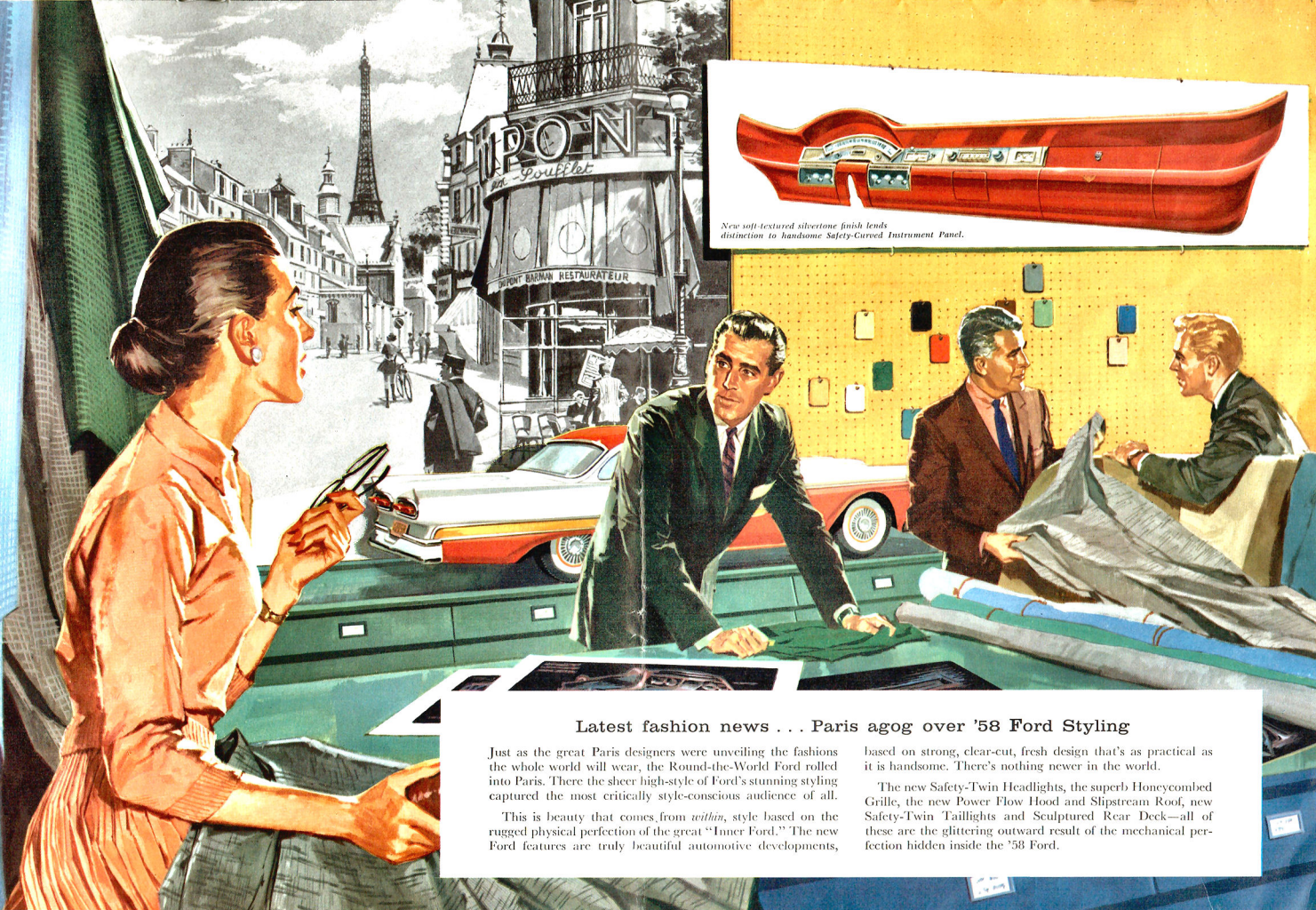


**Roof insulation** is a full half inch of fibrous sound-absorption material—far more than other cars in Ford's field.



**Dash insulation** consists of glass fibre, asphalt-impregnated felt and finish board—an inch thick.





New soft-textured silvertone finish lends distinction to handsome Safety-Curved Instrument Panel.

### Latest fashion news . . . Paris agog over '58 Ford Styling

Just as the great Paris designers were unveiling the fashions the whole world will wear, the Round-the-World Ford rolled into Paris. There the sheer high-style of Ford's stunning styling captured the most critically style-conscious audience of all.

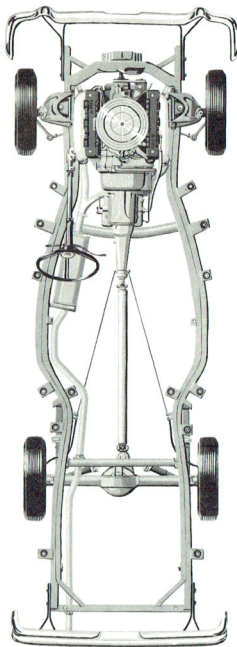
This is beauty that comes from *within*, style based on the rugged physical perfection of the great "Inner Ford." The new Ford features are truly beautiful automotive developments,

based on strong, clear-cut, fresh design that's as practical as it is handsome. There's nothing newer in the world.

The new Safety-Twin Headlights, the superb Honeycombed Grille, the new Power Flow Hood and Slipstream Roof, new Safety-Twin Taillights and Sculptured Rear Deck—all of these are the glittering outward result of the mechanical perfection hidden inside the '58 Ford.



## HERE'S RUGGED PHYSICAL STAMINA!



Ford's '58 chassis is the huskiest and safest ever designed for a Ford car. Notice how the frame bows *out* so that it actually "contains" the body.

This rugged chassis gives you a *softer* ride because Ford engineers have softened Ford's

famous 4-way ball-joint front suspension—as well as the variable-rate rear springs. Bumps are "smoothed out" before they reach you!

Ford brakes are husky, king-size and double-sealed. They feature Ford's fixed-anchor design that requires only one simple adjustment.

### With new Magic-Circle Steering even parking's a pleasure!



For '58 Ford offers you a completely new, improved steering system. Ford engineers have used ball bearings instead of the



standard worm gear—for far less friction, far easier steering, far *longer*. You'll discover that a lot of the pull has gone out of

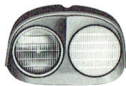
parking. On the road you'll steer with a flick of the wrist! And Master-Guide Power Steering is even *more* effort-free.

### Ford's new Safety-Twin Headlights give even the night a new look!



#### DRIVING

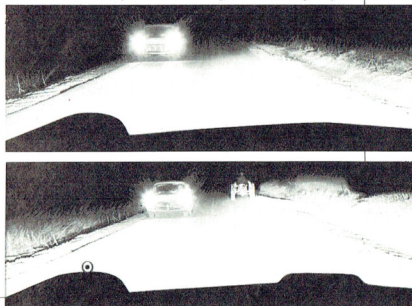
In high beam, all four lights are lit. Inner lights give highest intensity.



#### PASSING

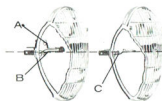
You get low or passing beam from outer headlights. Inner lights are off.

**You can see the difference.** With the old passing beam (top photo), you see no danger ahead at this critical distance. With the new twin headlighting (bottom), your lower beam lights a tractor in your path.



For the finest lighting under all driving conditions, you actually need *two separate sets* of headlights—one best for passing, one best for driving.

With Ford's new Safety-Twin Headlighting system you have such specialization. The result is a 25% wattage increase in low beam . . . a 50% increase in the upper beam.



**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.



*The Khyber Pass—  
talk about easy handling  
and road holding—  
Ford sure had it  
and were we grateful!*

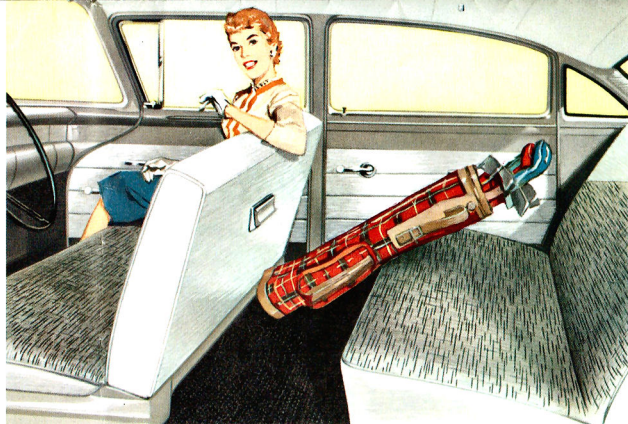




# CUSTOM FORDOR SEDAN

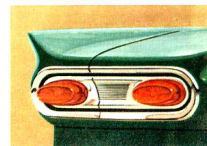
Ford's '58 Fordor is six-passengers big . . . gives you the convenience of four doors—yet this family-size beauty is yours at decidedly modest cost. It shares with all Fords the distinctively different look of '58. And it shares with them, too, the built-for-keeps body, the inner toughness that showed up on the world's roughest roads.

Full size Luxury Lounge interiors supply plenty of stretching space for long legs . . . or a set of golf clubs . . . against a background of elegance. Front seat easily adjusts to 11 positions with standard 2-way or new optional manually-operated 4-way Posture Control.



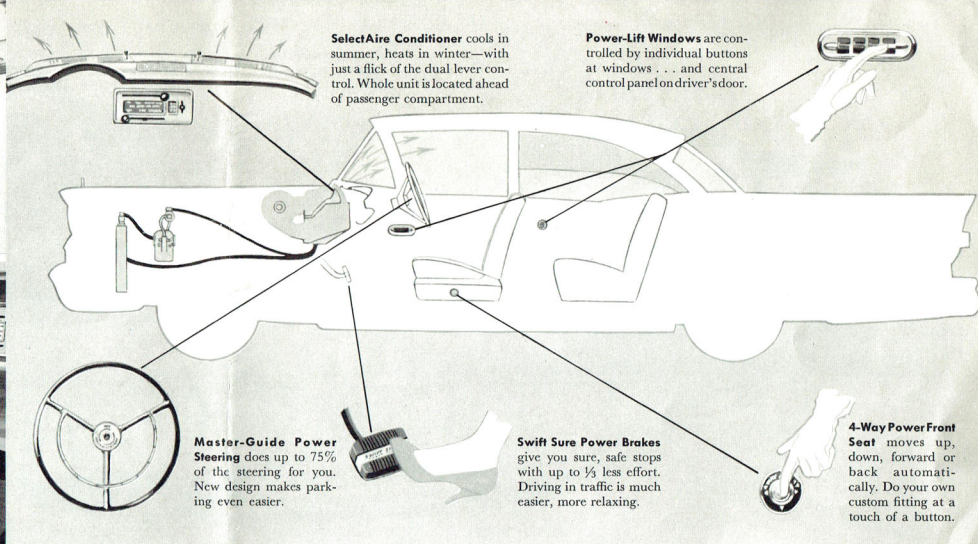
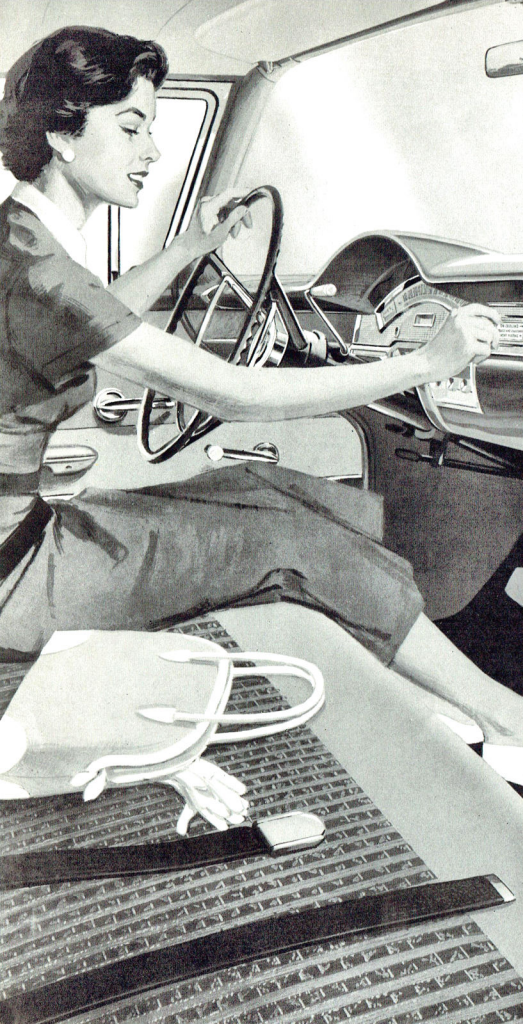
Convenient smooth-action latch handle makes the vent windows easy to operate.

Safety-Twin taillights lend flair to this going-away view of the '58 Ford. Safer, too!



Custom Fordor shown in Silverstone Green and Colonial White





## Wishing makes it so . . . with Ford Power Assists

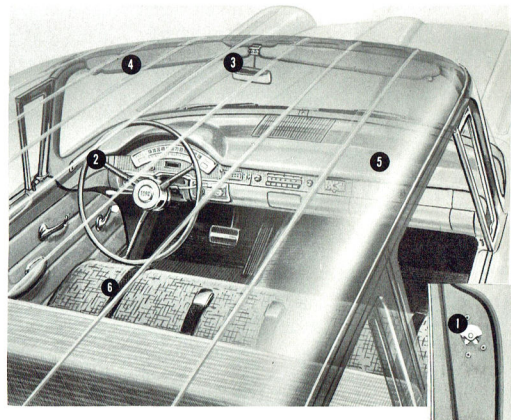
At least that's the way you'll feel with power to help you steer, stop, adjust the seat and raise and lower windows!

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 PolarAir Conditioner and tinted glass to supply cool summers at the touch of a finger. Fun's automatic in the '58 Ford!

## SAFETY

1. Proven Lifeguard door 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-swivel rear-view mirror swings away if struck. 4. Double-anchored Lifeguard sun visors are full-cushioned with super shock-absorbing material. \* 5. Lifeguard cushioning is also available for instrument panel. \* Control knobs are deeply recessed for safety. 6. Safety belts help keep you in your seat in case of impact. \*

\*worthwhile protection — at very modest extra cost



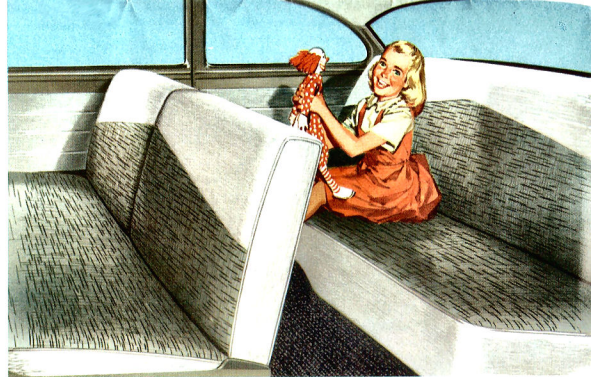


# CUSTOM TUDOR *and* BUSINESS SEDAN

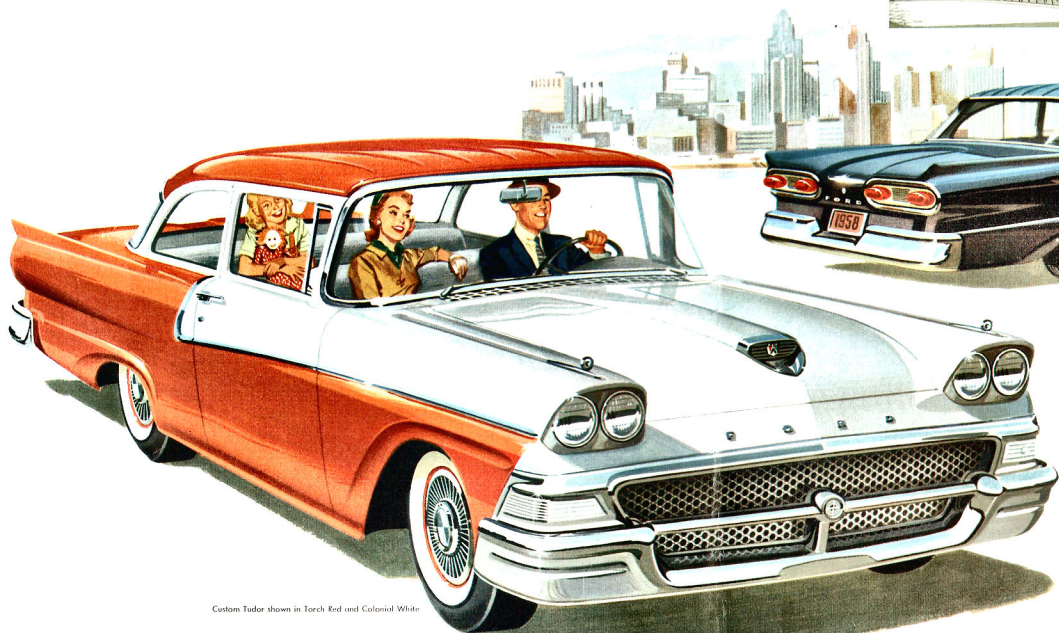
The Tudor Sedan (below) carries six and saves like sixty! The long-time favorite of families GOING places on a budget, it saves you money when you buy it . . . keeps on saving until the day you sell it (and with Ford's traditionally high resale value you save then, too!). But nobody'll ever guess how little you paid for this baby—for it has the world-winning look and ways of all this year's Fords.

The Tudor Business Sedan (right) holds three with ease, has loads of luggage space behind seat. It's the savin'est edition of America's savin'est car.

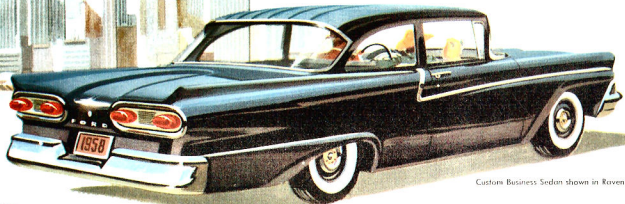
Front seat rails are anchored right to the chassis for added safety. All Ford seats are designed to keep their comfort-contoured lines for the life of the car.



Custom Business Sedan shown in Raven Black



Custom Tudor shown in Torch Red and Colonial White



This year the roomy Business Sedan offers you a choice of four transmissions: 3-speed Conventional Drive, Overdrive, Fordomatic, or Cruise-O-Matic (with 332 Special V-8).

The handsome Custom Tudor is yours with a wide choice of Ford engines: the 145-hp Mileage Maker Six, the 205-hp Ford 292 V-8, the 265-hp Interceptor 332 Special V-8.



# Genuine Ford Accessories for 1958

**Deluxe Rear Deck Antenna** adds to your Ford's distinctive appearance. Streamlined and plastic-trimmed, it is engineered for excellent reception.

**Backup Lights** are new rectangular shape and built right into car. They flood the area at rear with twin beams of light when the car is in reverse.

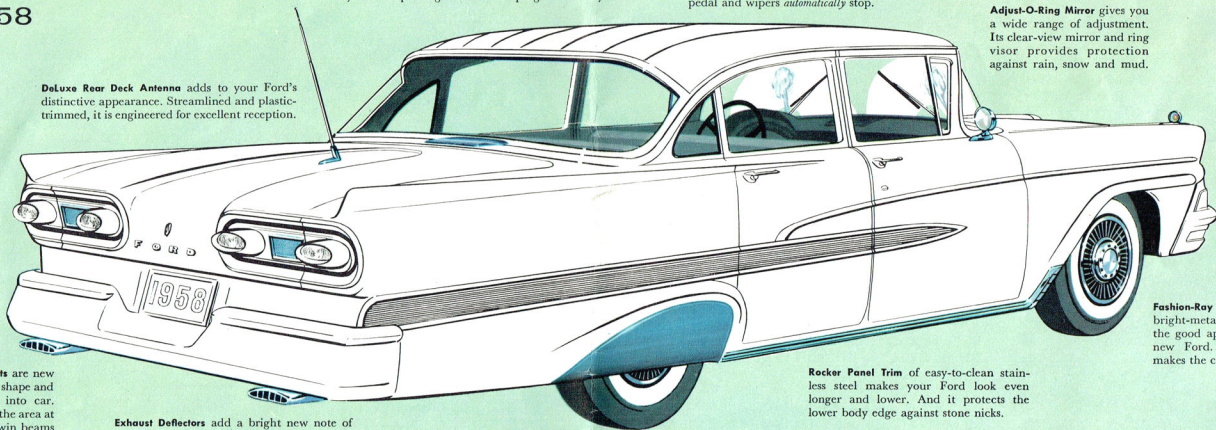
**Exhaust Deflectors** add a bright new note of style and cheer. Of delta wing design, these chrome-plated beauties guard against exhaust gases clouding your bumper and paint.

**Rear Seat Speaker** has extra sound quality that will remind you of high fidelity. Even when riding in noisy traffic, rear seat passengers hear radio programs clearly.

**Aquomatic Windshield Washer-Wiper** sprays two jets of water each time you press the washer foot-pedal. Wipers go into action *automatically*. Release pedal and wipers *automatically* stop.

**Adjust-O-Ring Mirror** gives you a wide range of adjustment. Its clear-view mirror and ring visor provides protection against rain, snow and mud.

**Gunsight Front Fender Ornament** is unmistakably different. It symbolizes the ultra-smart styling that has captured the imagination of the whole world.

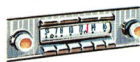


**Fashion-Ray Wheel Covers** of bright-metal add so much to the good appearance of your new Ford. Their brilliance makes the car sparkle.

**Rocker Panel Trim** of easy-to-clean stainless steel makes your Ford look even longer and lower. And it protects the lower body edge against stone nicks.

**Fender Shields** will help your '58 Ford to look longer, lower and livelier than ever. Made of steel, they can be painted to match your car's finish.

## OTHER FINE FORD ACCESSORIES AT YOUR FORD DEALER'S



**Signal-Seek Radio\*** automatically tunes in station in *either* direction of the dial. Town buttons (T) tunes local stations, Country (C) gives broad coverage. \*Transistor-Powered.



**Console Range Radio** is transistor-powered, yet is moderately priced. Automatic push-button tuning gives you a choice of five pre-set stations.



**MagicAir System** brings you heating, ventilating and defrosting all in *one*! Four nozzles give even heat distribution for effective defrosting.



**Grille Guard** is newly styled and massive in appearance. Besides helping to protect the grille of your new Ford, it adds a fresh styling note, too.



**Self-Regulating Electric Clock** retimes itself automatically each time you set it! Clock has illuminated dial; uses current only for brief periods to wind itself.



**PolarAir Conditioner** offers you cool, cool comfort at surprisingly low cost. Its "on-off" cycling feature controls car temperature *automatically*.



**Full-View Mirror** makes it easy to be sure, be safe. Located outside, it gives you a sharp, clear image and has an off-center ball joint for wide adjustment.



**Visored Full-View Mirror** lets you drive more safely under all kinds of driving conditions. The new rearview mirror has ball joint for wide adjustment.



**Inside Non-Glare Mirror** turns off blinding glare from headlights behind you with a flick of your finger. Just press tab and glare is deflected away.



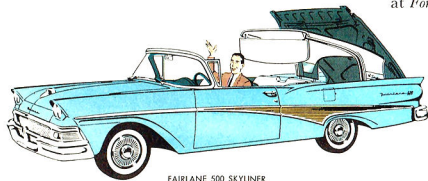
**Visored Spotlight Mirror** gives night- and -day convenience. And the hooded feature makes each effective in all weather. Adjusts easily from inside car.

- ANTENNA, FENDER-MOUNTED
- CAR MATS, CONTOUR, FRONT AND REAR
- CAR MAT, CONTOUR, FRONT ONLY (one piece)
- CIGARETTE LIGHTER (Custom models)
- EXHAUST DEFLECTORS (bumper-mounted)
- FORD SEAT BELTS
- GOLD ANODIZED BODY MOLDING (on Custom '300's—Single Color)
- HEATER, RECIRCULATING AND DEFROSTER
- LIFE GUARD JR. REAR DOOR LOCKS
- LOCKING GAS CAP
- SEAT COVERS
- SHAVER, AUTO-HOME ELECTRIC
- TISSUE DISPENSER
- VENTILATED SEAT CUSHIONS

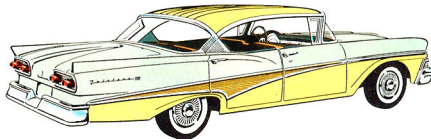


## Set your family TWO-FORD FREE

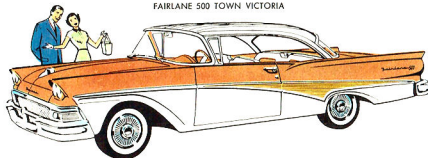
Your choice of the Customs *plus* one of the beauties below will still cost less than one expensive car. And what a difference in family freedom! Make up the ideal combination for your family. There are station wagons, 2-doors, 4-doors, hardtops and sedans to choose from. And they're all yours at *Ford* prices.



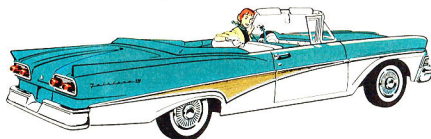
FAIRLANE 500 SKYLINER



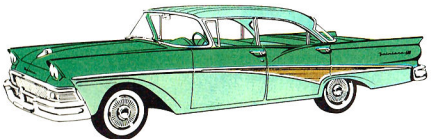
FAIRLANE 500 TOWN VICTORIA



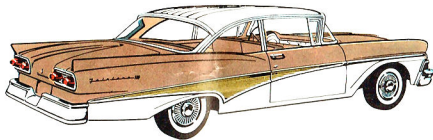
FAIRLANE 500 CLUB VICTORIA



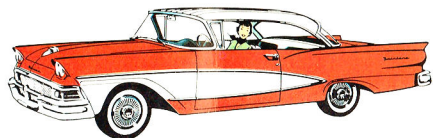
FAIRLANE 500 SUNLINER



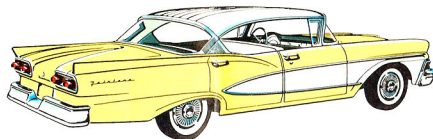
FAIRLANE 500 TOWN SEDAN



FAIRLANE 500 CLUB SEDAN



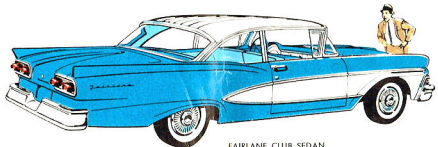
FAIRLANE CLUB VICTORIA



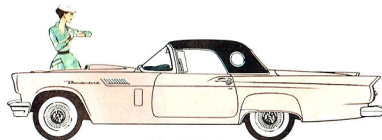
FAIRLANE TOWN VICTORIA



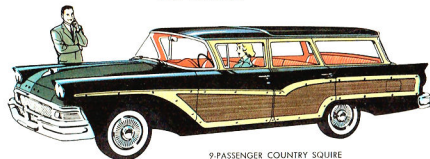
FAIRLANE TOWN SEDAN



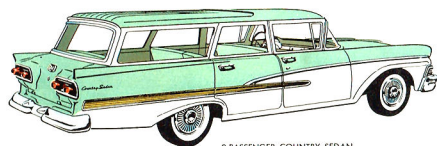
FAIRLANE CLUB SEDAN



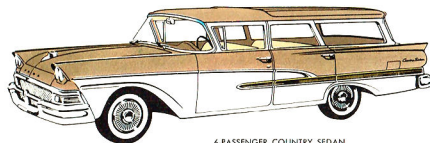
FORD THUNDERBIRD



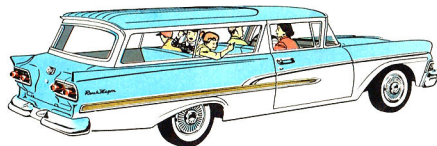
9-PASSENGER COUNTRY SQUIRE



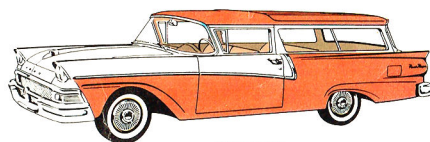
9-PASSENGER COUNTRY SEDAN



6-PASSENGER COUNTRY SEDAN



DEL RIO RANCH WAGON



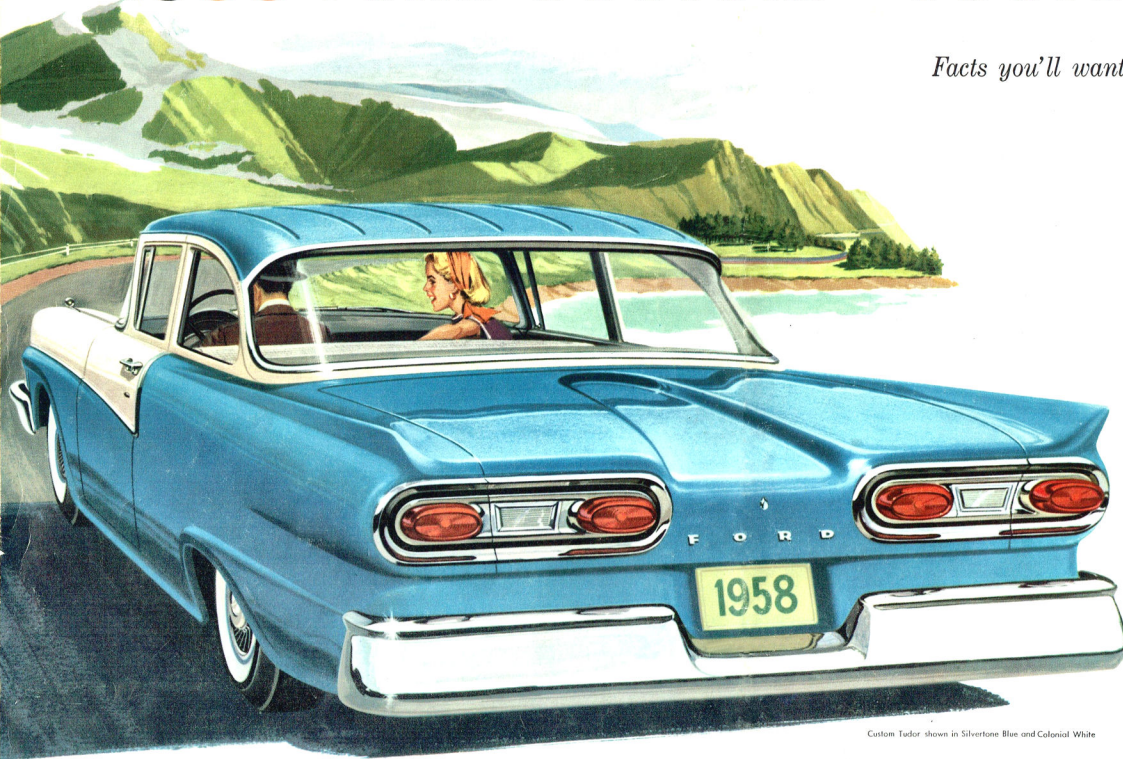
RANCH WAGON

FORDOR RANCH WAGON ALSO AVAILABLE



# 1958 FORD CUSTOM *And* CUSTOM 300

*Facts you'll want to know about the new Ford*



Custom Tudor shown in Silverstone Blue and Colonial White

**Exteriors and Interiors:** New gleaming, durable body enamels in 10 delightful colors are available in Single Color and Style Tone selections. Interiors feature grained vinyl and patterned nylon cloth in colors to harmonize with exteriors. Floor covering is Soft Tred carpet-textured black rubber. See the complete array of colors and fabrics 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 F-8* (optional)—292-cu. in. displacement; 3.73" bore x 3.50" stroke; 9.1 to 1 compression ratio; regular fuel. Low-silhouette 2-venturi carburetor, automatic choke, V-type single exhaust. New 265-hp *Interceptor 332 Special F-8* (optional)—332-cu. in. displacement; 4.00" bore x 3.50" stroke; 9.5 to 1 compression ratio; regular fuel. Low-silhouette 4-venturi carburetor, automatic choke, dual exhausts; features Precision Fuel Induction for superior power output.

**Engine Features:** Short Stroke, low-friction, deep-block design; free-turning, overhead 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; forward gears, 1 reverse. Water-cooled with V-8's, air-cooled with Six. *Cruise-O-Matic*—a brand-new automatic transmission with all the advantages of *Fordomatic* plus an additional Drive selection which permits low-gear starts in "Dr" range for full-power getaways, and intermediate gear starts in "Dr" range for sure-footed acceleration, coupled with a fast rear axle ratio (2.69 to 1) for fuel economy. With 332 V-8 only.

**Suspension:** Angle-Poised, 4-Way Ball-Joint Front Suspension has new, threaded, permanently lubricated bushings in upper control arm for softer, easier ride. Even-Kee-It Springs provide self-action, variable-rate suspension with tension-type shackles and wind-up control rubber bumpers over springs.

**Rear Axles:** Husky, low-slung hypoid, semi-floating, with Deep-Offset straddle-mounted pinion, permits more usable space inside car. Torque-Tailored Ratios (to 1): *Conventional Drive*—3.70 with Six, 3.56 with V-8's. *Overdrive*—3.70 with Six or 292 V-8, 3.56 with 332 Special V-8, *Fordomatic Drive*—3.56 with Six, 3.40 with 292 V-8, 2.91 with 332 Special V-8. *Cruise-O-Matic Drive*—2.69 with 332 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-Sealed, self-energizing hydraulic type; suspended pedal; 11" dia. drums, 180-sq. in. lining area.

**Tires:** 7.50 x 14 inch, 4-ply, black rubber, 37" safety-type rims.

**Dimensions:** 116" wh, 202.0" over-all length, 57.2" height.

**Other Available Equipment:** Lifeguard padded instrument panel, cushioned sun visors, Ford seat belts, 4-Way Power Seat, Swift Sure Power Brakes, Master-Guide Power Steering, Power-Lift Windows (except Business Sedan), Manual 4-way seat, 1-Rest tinted safety glass, Overdrive, *Fordomatic*, *Cruise-O-Matic*, Select-Aire (V-8's only) or Polar-Aire Conditioner, White sidewall tires, Fuel-vacuum pump for positive-action windshield wipers.

**Prices:** 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.*