

There's nothing newer
in the world than the

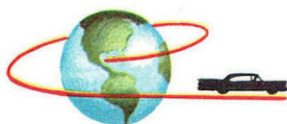
'58

FORD

proved and approved around the world

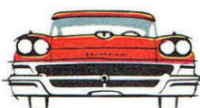
YOU'LL DISCOVER A WHOLE NEW WORLD IN THE '58 FORD!

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.



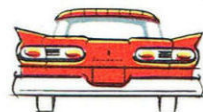
THE '58 Ford completed the most dramatic, most grueling test ever given a new car *before* its announcement. The whole world was used as a test track. The '58 Ford conquered the Alps . . . took Paris by storm . . . breezed through the Great Salt Desert of Iran . . . and zoomed up and through fabled Khyber 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 simulated 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 efficiently 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 300 hp), Ford offers a 292 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. New D1 position, for all normal driving, lets you move smoothly, automatically—with just a touch of your toe—from brisk, solid-feeling take-offs right up to superhighway cruising speeds. In combination with a gas-saving axle ratio (2.69 to 1) you get real "built-in" overdrive economy, too! Or you may choose the standard 3-speed, optional Overdrive or Fordomatic Drive for either the Six or V-8 engines.



Bumps lose their bounce with Ford's softer-riding spring suspension for '58. It gives you the same kind of restful, luxurious comfort once associated only

with the heaviest, costliest cars. 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 automatically relevel the car each time there's a change in the load. And you take curves with almost no swing, no sway. Now you can have this supreme "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 recirculating steel balls in the steering mechanism 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.

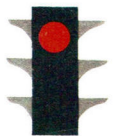
Beneath all this beauty lies the brawn of the INNER FORD. Everywhere there's *extra* strength for extra built-in safety. The husky contoured frame is bowed out to give you wall-to-wall protection. The entire body is welded, braced and bonded to form one incredibly tough unit. No wonder Fords keep looking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

Power Assists



POWER BRAKES
Swift, sure, low-pedal power brakes make stopping 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
Powers 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.



AIR CONDITIONING
Ride in cool comfort on hot days! Choose Ford's PolarAire or SelectAire. Low price includes sun-filtering tinted glass.

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.

Feature Facts

Exteriors and Interiors: A total of 13 exciting new body colors are available, all of gleaming, durable, baked-on enamel. All models come in Single Color 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 fabrics including exclusive new tweed pattern, in colors to harmonize with exteriors. See the complete selection at your Ford Dealer's.

Engines: 145-hp Mileage Master Six—223-cu. in. displ.; 3.62" bore x 3.60" stroke; 8.5 to 1 comp. ratio; regular fuel; manual choke. (For all models except Skyliner.)

205-hp Ford 202 V-8 (Optional on Fairlane and Custom 300)—292-cu. in. displ.; 3.75" bore x 3.30" stroke; 9.1 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor, automatic choke.

New 240-hp Interceptor 332 V-8 (Optional on Station Wagons)—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; self-adjusting hydraulic valve lifters.

New 265-hp Interceptor 332 Special V-8 (Optional all models)—332-cu. in. displ.; 4.00" bore x 3.30" stroke; 9.5 to 1 comp. ratio; regular fuel; low-silhouette 4-venturi carburetor, automatic choke; self-adjusting hydraulic valve lifters.

New 300-hp Interceptor 352 Special V-8 (Optional on Fairlane 500 and Station Wagons)—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 10.2 to 1 comp. ratio; premium fuel; low-silhouette 4-venturi carburetor, automatic choke; self-adjusting hydraulic valve lifters.

Engine Features: For greater economy and longer life all engines have short-stroke, low-friction, deep-blok design; free-turning overhead valves; Super-Filter air cleaner; full-pressure lubrication; Full-Flow oil filter; 12-volt electrical system; 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. Optional: Overdrive with automatic 4th gear. 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 smooth 1-2-3 full-power gateway or 2-3 gradual acceleration and axle ratio of 2.69 to 1 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 Interceptor V-8's and automatic transmissions.)

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

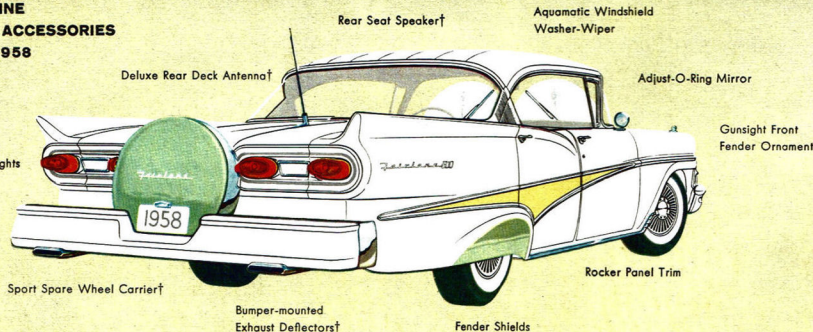
Other Available Equipment: Lifeguard padded instrument panel, cushioned sun visors, Ford seat belts. I-Rest tinted safety glass. SelectAire or PolarAire Conditioner, including tinted glass (V-8's only). Manually operated 4-way front seats. Heavy duty springs (for wagon models). Whitewall tires. Fuel-vacuum 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 folder are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

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GENUINE FORD ACCESSORIES FOR 1958

Backup Lights



SIGNAL-SEEK RADIO
CONSOLE RANGE RADIO
ANTENNA, FENDER-MOUNTED
MAGICAIRE SYSTEM
POLAR-AIRE CONDITIONER
SELECT-AIRE CONDITIONER
FULL-VIEW MIRROR

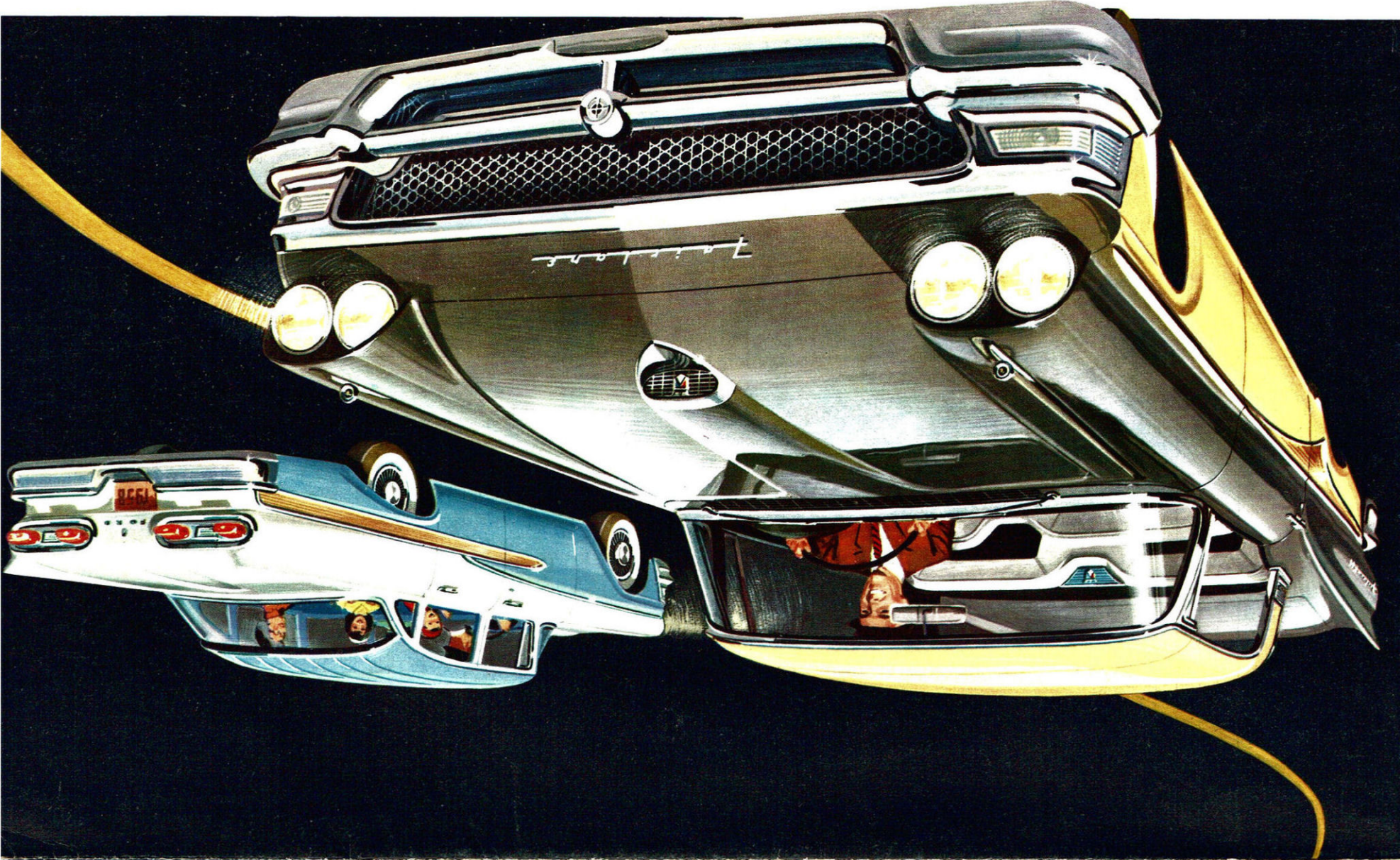
VISOR FULL-VIEW MIRROR
INSIDE NON-GLARE MIRROR
VISOR SPOTLIGHT MIRROR
SELF-REGULATING ELECTRIC CLOCK*
FASHION-RAY WHEEL COVERS*
CAR MATS, CONTOUR,
FRONT OR REAR

CAR MAT, TWIN CONTOUR,
FRONT ONLY (low price)
EXHAUST DEFLECTORS (delta wing)†
FORD SEAT BELTS
HEATER, RECIRCULATING
AND DEFROSTER
LIFEGUARD JR. REAR DOOR LOCKS

LOCKING GAS CAP
SEAT COVERS
TISSUE DISPENSER
VENTILATED SEAT CUSHIONS
*Standard on Fairlane 500
†Not available on
Station Wagons

ACCESSORIES

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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.

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Ride in cool comfort on hot days! Choose Ford's PolarAire or SelectAire. Low price includes sun-filtering tinted glass.

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

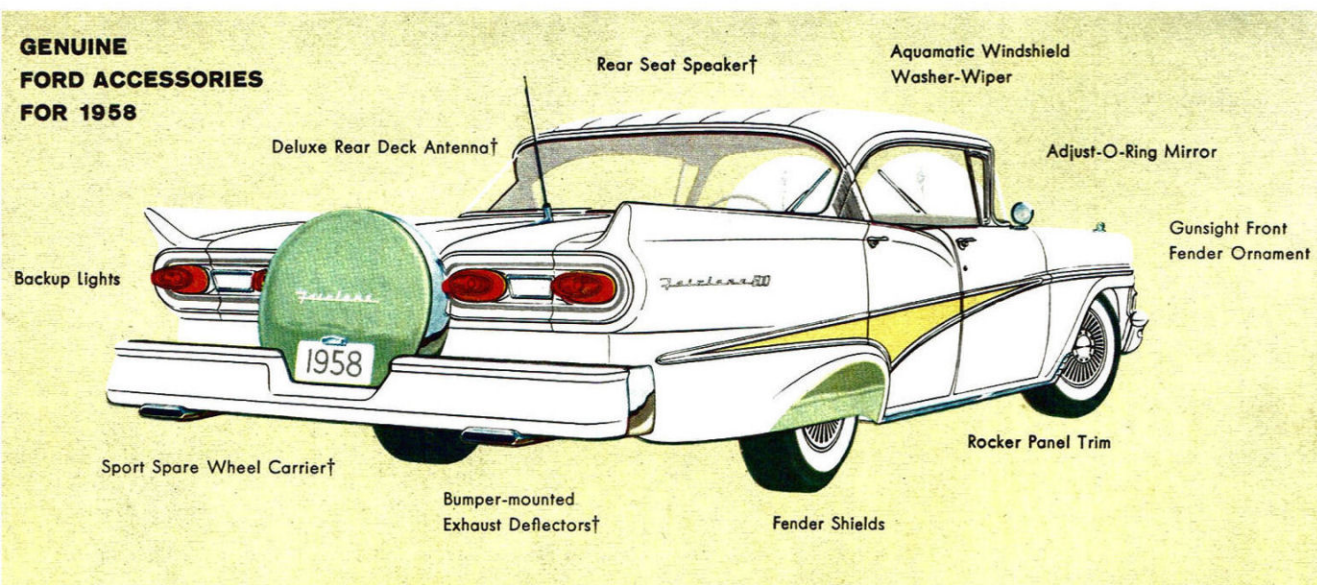
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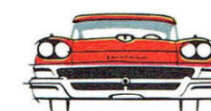
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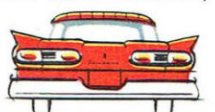


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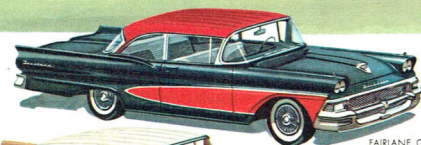
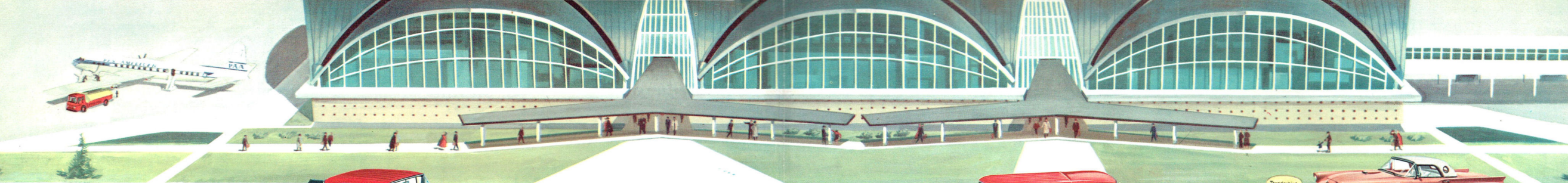
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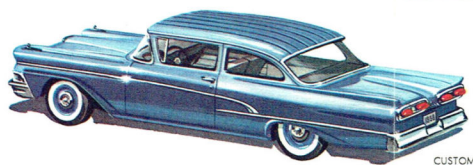


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FAIRLANE CLUB SEDAN



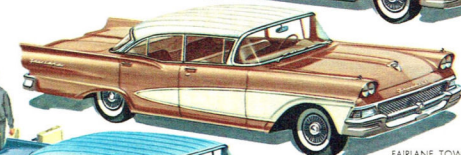
CUSTOM 300 BUSINESS SEDAN



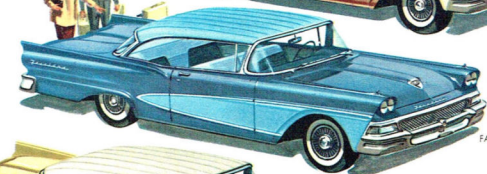
RANCH WAGON



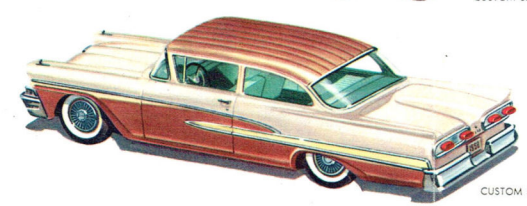
Thunderbird



FAIRLANE TOWN SEDAN



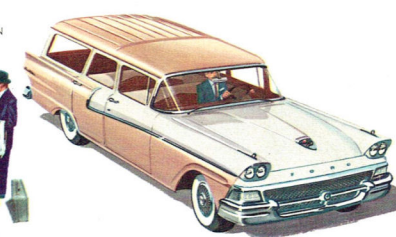
FAIRLANE CLUB VICTORIA



CUSTOM 300 TUDOR SEDAN



DEL RIO RANCH WAGON

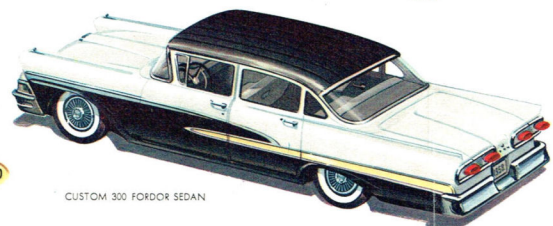


6-PASSENGER COUNTRY SEDAN



FAIRLANE TOWN VICTORIA

Fairlane



CUSTOM 300 FORDOR SEDAN



FAIRLANE 500 TOWN SEDAN



4-PASSENGER COUNTRY SEDAN



9-PASSENGER COUNTRY SEDAN



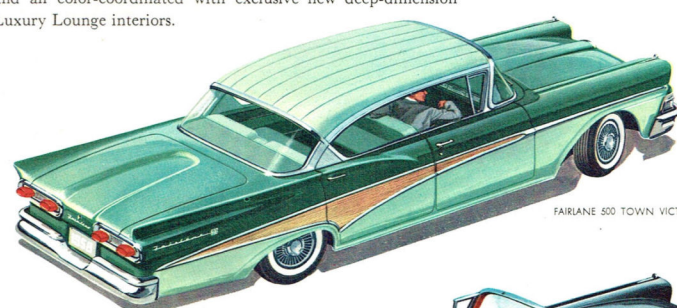
9-PASSENGER COUNTRY SQUIRE

Station Wagons

And here they are! All of Ford's 20 models . . . like gleaming jewels with the world as their setting! There are the Custom 300 Series; the Fairlane and Fairlane 500 Series; the Station Wagon Series; the fabulous Thunderbird and the Skyliner—world's only Hide-Away Hardtop. And the colors! Subtle yet radiant . . . with more hues than the rainbow ever heard of . . . with greater use of metallic finishes for an added sparkle . . . and all color-coordinated with exclusive new deep-dimension Luxury Lounge interiors.

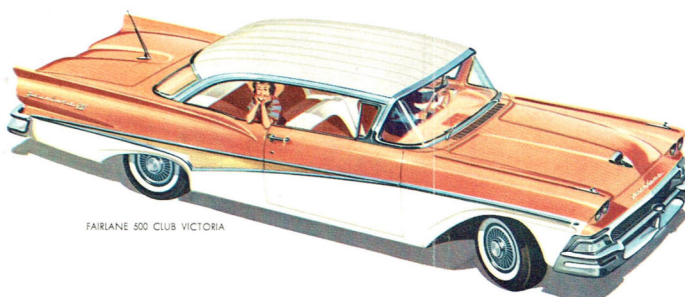


Custom 300

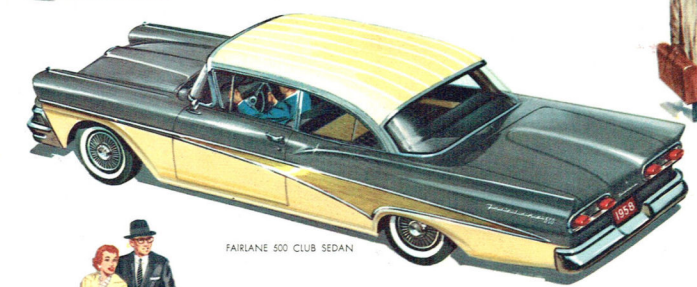


FAIRLANE 500 TOWN VICTORIA

Fairlane 500



FAIRLANE 500 CLUB VICTORIA



FAIRLANE 500 CLUB SEDAN

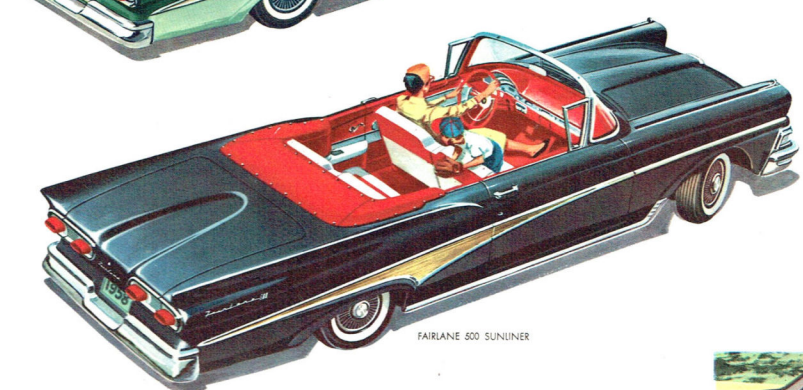
58 FORD

Proved and approved around the world!

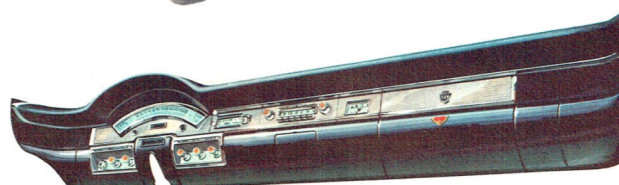
4 great lines . . . 20 exciting models



FAIRLANE 500 SKYLINER



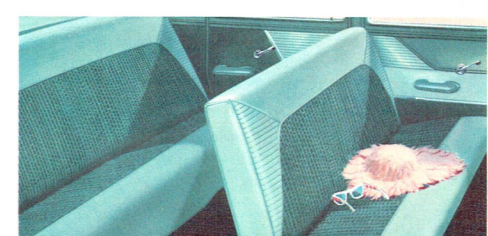
FAIRLANE 500 SUNLINER



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 colors is available.



Here's the "inside story" all the world is talking about! Exclusive new tweed 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 padding and plastic-covered, formed-wire springs give you real riding 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!