

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!



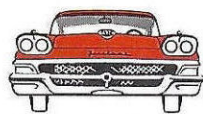
The same Ford beauty, brawn and power that was proved and approved in a whirlwind trip around the world is yours in every 1958 Ford.



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!

Styled after the fabulous Thunderbird, the '58 Ford brings the svelte, high-fashion look to the low-price field. Experts in such world style centers as Paris and Rome examined Ford's classic, deep-sculptured silhouette. They studied its new Power-Flow hood, its new Honeycombed grille, its massive one-piece bumper. They looked at the new sculptured rear deck and Slipstream roof with its seven front-to-rear grooves. And they pronounced it all "Magnificent!"



Ford's new Safety-Twin headlights and taillights are the biggest advance in car lighting since the sealed-beam lamp. Men who know taillights best—truck drivers, police officers and others who travel America's busy highways—say that Ford taillights keep you safer

because they're more *noticeable*. Besides when braking, outer lights glow brighter than inner lights to give quicker warning to vehicles behind you even in fog, rain or snow. Ford Safety-Twin taillights are more than twice as large as those on competitive cars. And they're more prominently positioned, too. They're teamed with Ford's great new Safety-Twin headlights so that coming or going, you can see better—and be seen better—in a '58 Ford!



You get the Thunderbird's own V-8 GO for you can have the very same engine that powers the Thunderbird itself! These all-new Interceptor V-8's are the most powerful, most efficient power plants 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 fuel-air mixture flows more efficiently in this new engine. You get more power, smoother performance and more "go" on less gas! Besides four Thunderbird-powered V-8's (ranging up to 300 hp), Ford offers the thrifty Mileage Maker Six engine. Six or V-8, Ford has the newest, most advanced engines in its field.

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 fuel-saving axle ratio (2.69 to 1) you get real "built-in" overdrive economy that can save you up to 15% on gas! 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 low Ford prices. In fact, Ford is *lower priced* than its nearest competitor in 17 out of 19 comparable models!*

*Based on a comparison of manufacturers' suggested retail delivered prices.

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 $\frac{1}{3}$ 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

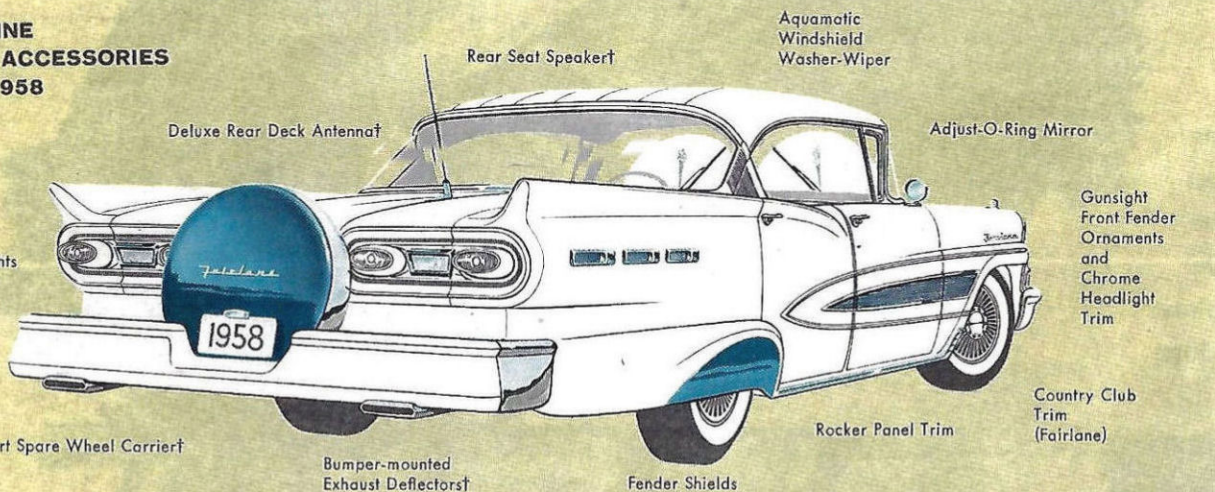
Zip smoothly up or down like magic . . . easily controlled from driver's seat or under each window.



AIR CONDITIONING

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

GENUINE FORD ACCESSORIES FOR 1958



Deluxe Rear Deck Antenna†

Rear Seat Speaker†

Aquamatic Windshield Washer-Wiper

Adjust-O-Ring Mirror

Gunsight Front Fender Ornaments and Chrome Headlight Trim

Country Club Trim (Fairlane)

Rocker Panel Trim

Fender Shields

Bumper-mounted Exhaust Deflectors†

Sport Spare Wheel Carrier†

OTHER ACCESSORIES

SIGNAL-SEEK RADIO
CONSOLE RANGE RADIO
ANTENNA, FENDER-MOUNTED
MAGICAIRE SYSTEM
POLARAIRE CONDITIONER
SELECTAIRE CONDITIONER
FULL-VIEW MIRROR

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

CAR MAT, TWIN CONTOUR,
FRONT ONLY (one piece)
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

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. Country Club trim is available on Fairlane models only. Ribbed gold anodized aluminum molding optional on Custom 300, Country Sedans and Del Rio Ranch Wagon models. 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 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 Skyliner.)

205-hp Ford 292 V-8 (Optional on all models)—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 Fairlane 500 and 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 on Fairlane 500 and Station Wagons)—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 all models)—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-block 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 get-away 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. Shock absorbers front and rear.

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: Magic-Circle recirculating-ball type for smoother, easier steering. Lifeguard deep-center steering wheel.

Other Available Equipment: Lifeguard padded instrument panel, cushioned sun visors. Ford seat belts. 1-Rest tinted safety glass. SelectAire or PolarAire Conditioner, including tinted glass (V-8's only). Manually operated 4-way front seat. Heavy-duty springs (for wagon models). White-wall 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.

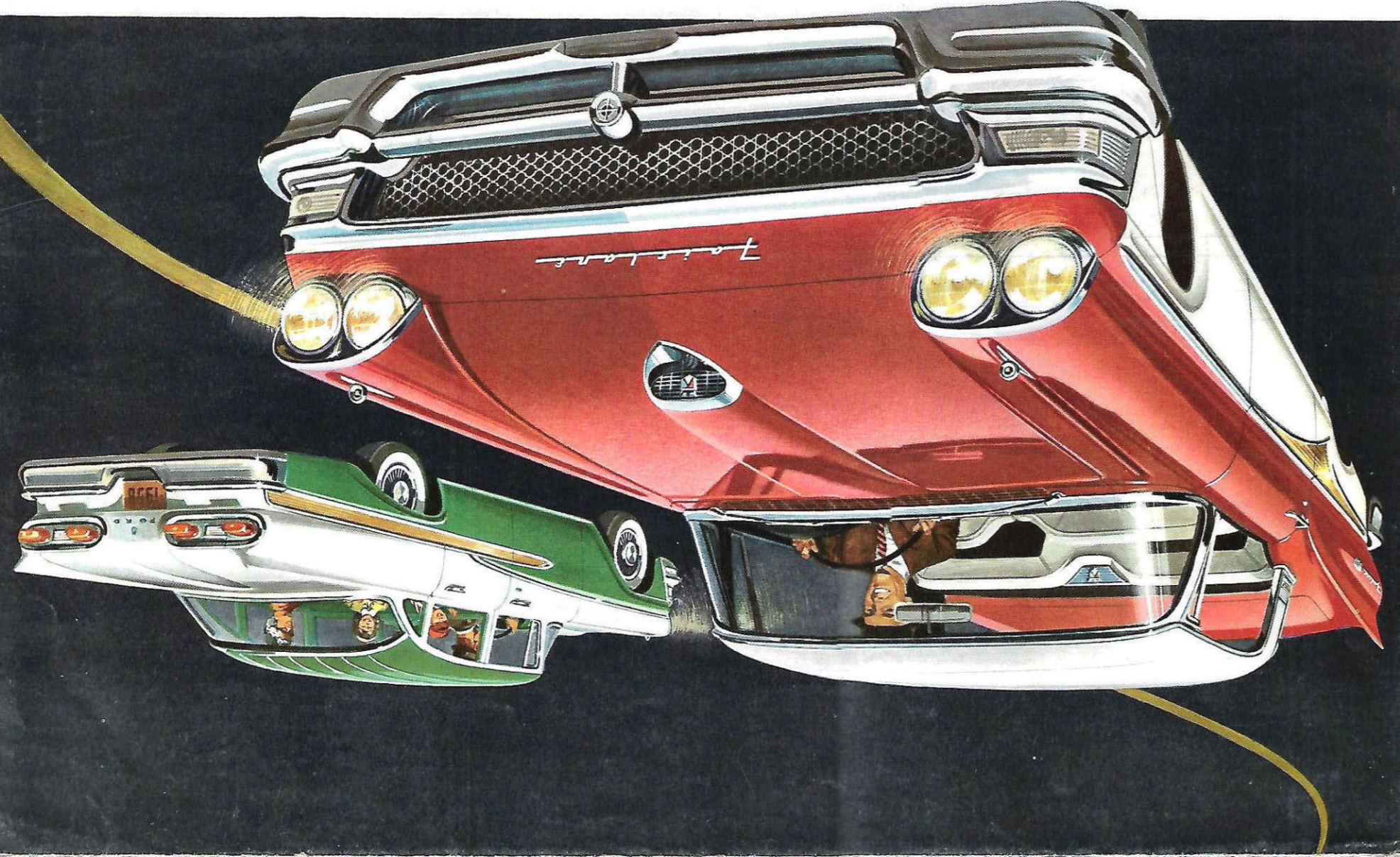
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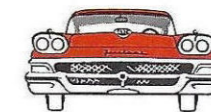
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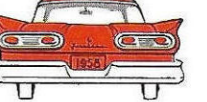
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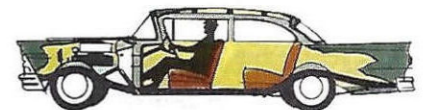
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You can have all the luxuries that expensive cars offer . . . at a low Ford price. Power to help you steer, stop, shift, adjust seats and windows automatically puts more fun in your driving.



POWER BRAKES
Swift, sure, low-pedal power brakes make stopping 1/2 easier . . . take the tension out of heavy traffic.



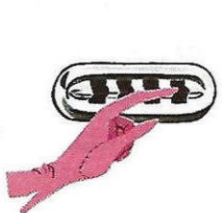
AUTOMATIC DRIVE
Choose your brand of automatic GO . . . with brand-new Cruise-O-Matic or improved Fordomatic Drive.



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.



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

Feature Facts

Exteriors and Interiors: A total of 18 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, Country Club trim is available on Fairlane models only. Ribbed gold anodized aluminum molding optional on Custom 300, Country Sedans and Del Rio Ranch Wagon models. 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.

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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 get-away 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, loadboard-mounted rear suspension. Shock absorbers front and rear.

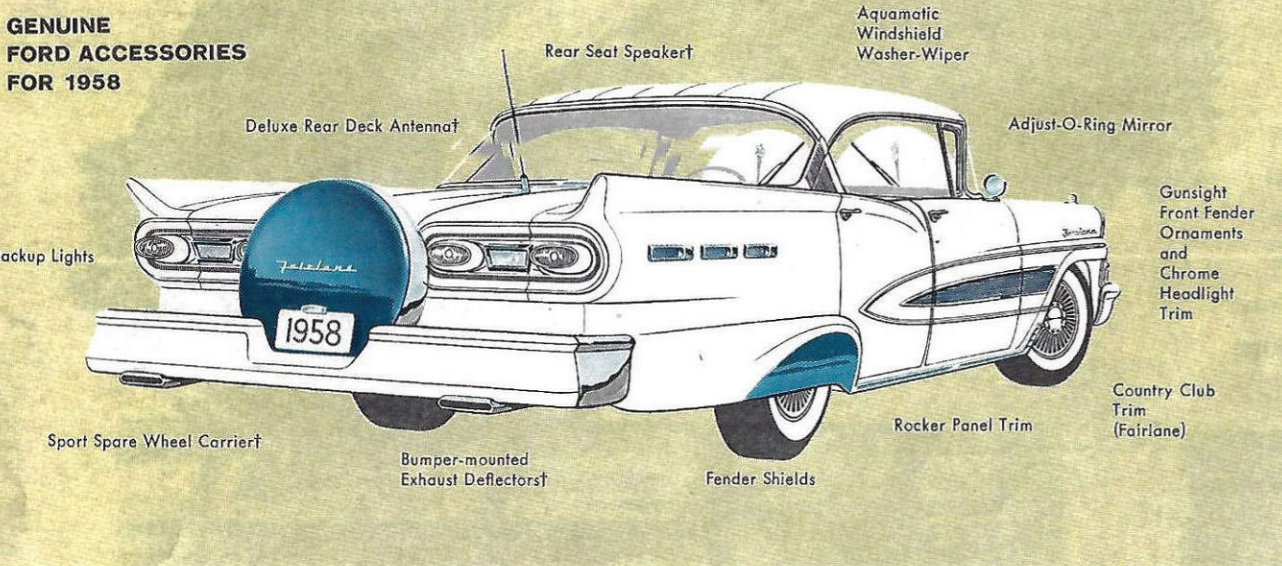
Ford-Aire Suspension: Complete air cushion system for the utmost in smooth, soft riding, with automatic leveling valves to maintain constant car height, under all load conditions. (Optional on Fairlane, Fairlane 500 and Station Wagon models with Interceptor V-8's and automatic transmissions.)

Steering: Magic-Circle recirculating-ball type for smoother, easier steering. Lifeguard deep-center steering wheel.

Other Available Equipment: Lifeguard padded instrument panel, cushioned sun visors. Ford seat belts. 1-Rest tinted safety glass. SelectAire or PolarAire Conditioner, including tinted glass (V-8's only). Manually operated 4-way front seat. Heavy-duty springs (for wagon models). White-wall tires. Fuel-vacuum pump for positive-action windshield wipers.

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GENUINE FORD ACCESSORIES FOR 1958



Aquatic Windshield Washer-Wiper

Rear Seat Speaker†

Adjust-O-Ring Mirror

Gunsight Front Fender Ornaments and Chrome Headlight Trim

Country Club Trim (Fairlane)

Rocker Panel Trim

Fender Shields

Bumper-mounted Exhaust Deflectors†

Sport Spare Wheel Carrier†

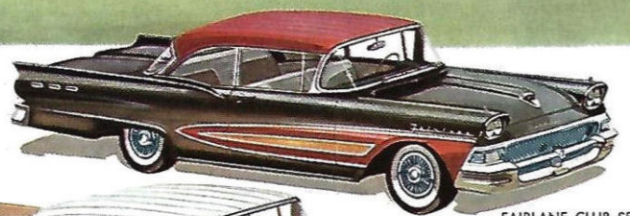
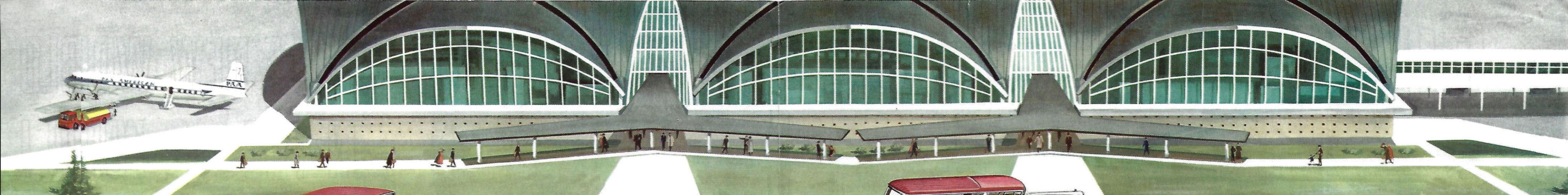
SIGNAL-SEEK RADIO
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ANTENNA, FENDER-MOUNTED
MAGICAIRE SYSTEM
POLARLAIRE CONDITIONER
SELECTLAIRE CONDITIONER
FULL-VIEW MIRROR

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

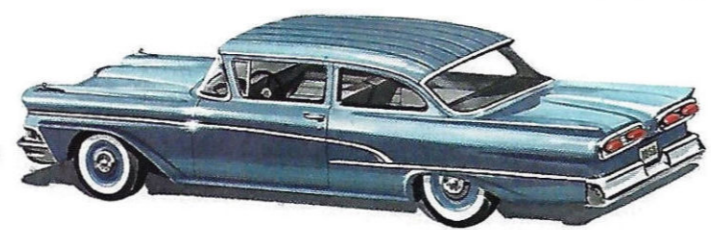
CAR MAT, TWIN CONTOUR,
FRONT ONLY (one piece)
EXHAUST DEFLECTORS (delta wing)†
FORD SEAT BELTS
HEATER, RECIRCULATING
AND DEFROSTER
LIFEGUARD JR. REAR DOOR LOCKS

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

OTHER ACCESSORIES



FAIRLANE CLUB SEDAN



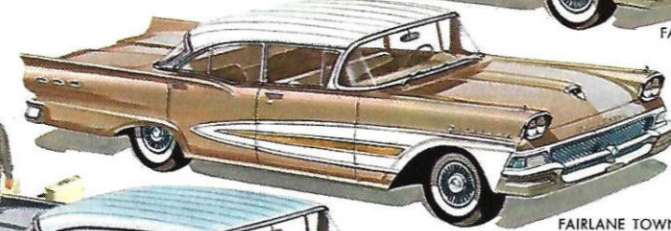
CUSTOM 300 BUSINESS SEDAN



RANCH WAGON



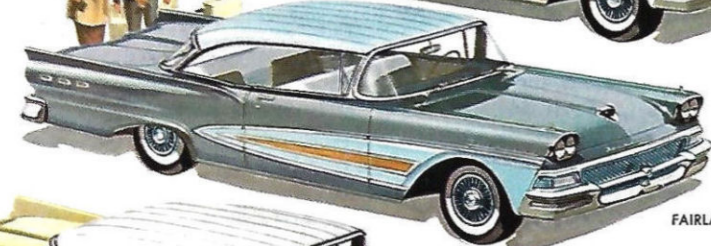
4-PASSENGER THUNDERBIRD HARDTOP
4-PASSENGER THUNDERBIRD CONVERTIBLE
ALSO AVAILABLE



FAIRLANE TOWN SEDAN



DEL RIO RANCH WAGON



FAIRLANE CLUB VICTORIA



CUSTOM 300 TUDOR SEDAN



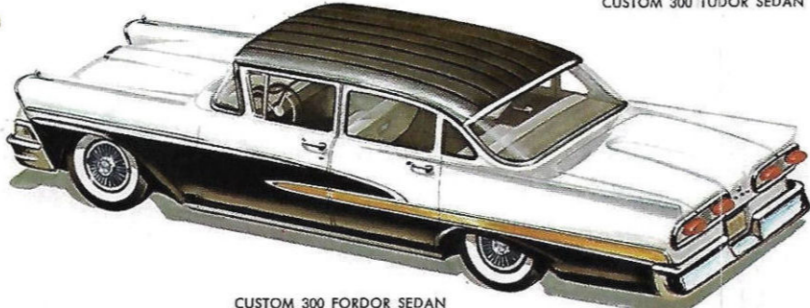
6-PASSENGER COUNTRY SEDAN



FORDOR RANCH WAGON



FAIRLANE TOWN VICTORIA



CUSTOM 300 FORDOR SEDAN



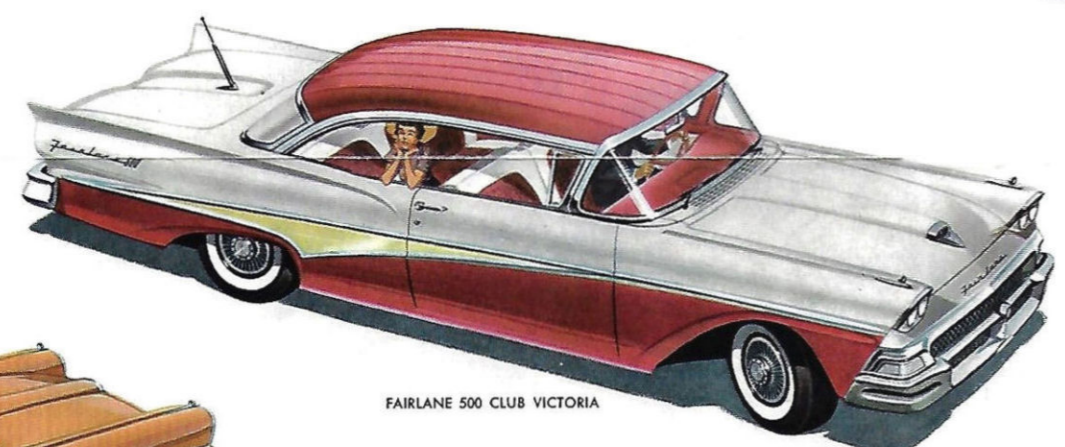
9-PASSENGER COUNTRY SEDAN



9-PASSENGER COUNTRY SQUIRE



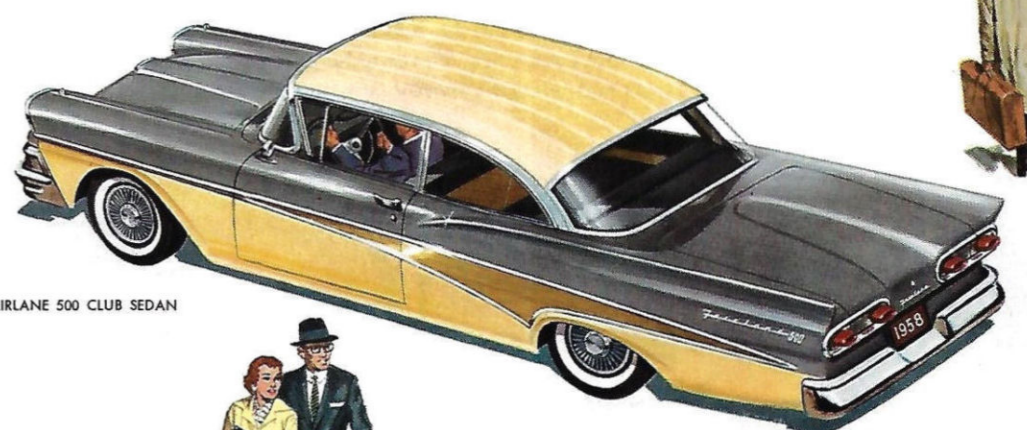
Fairlane 500



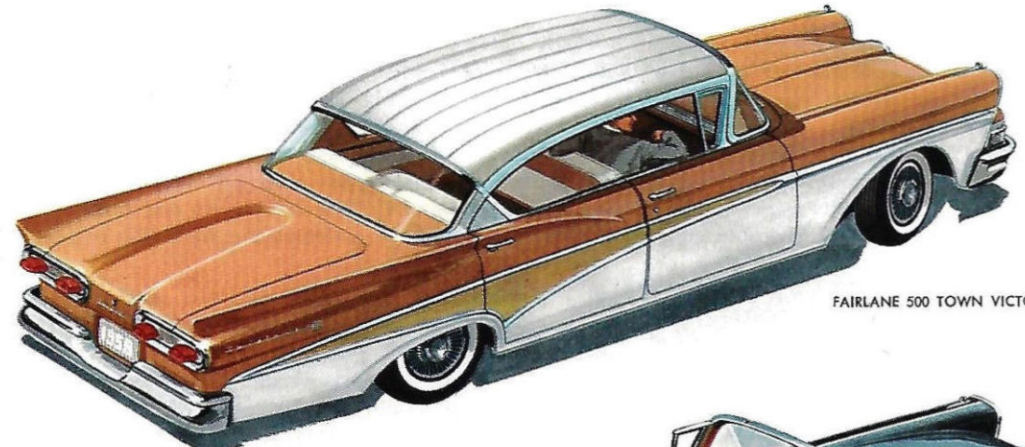
FAIRLANE 500 CLUB VICTORIA



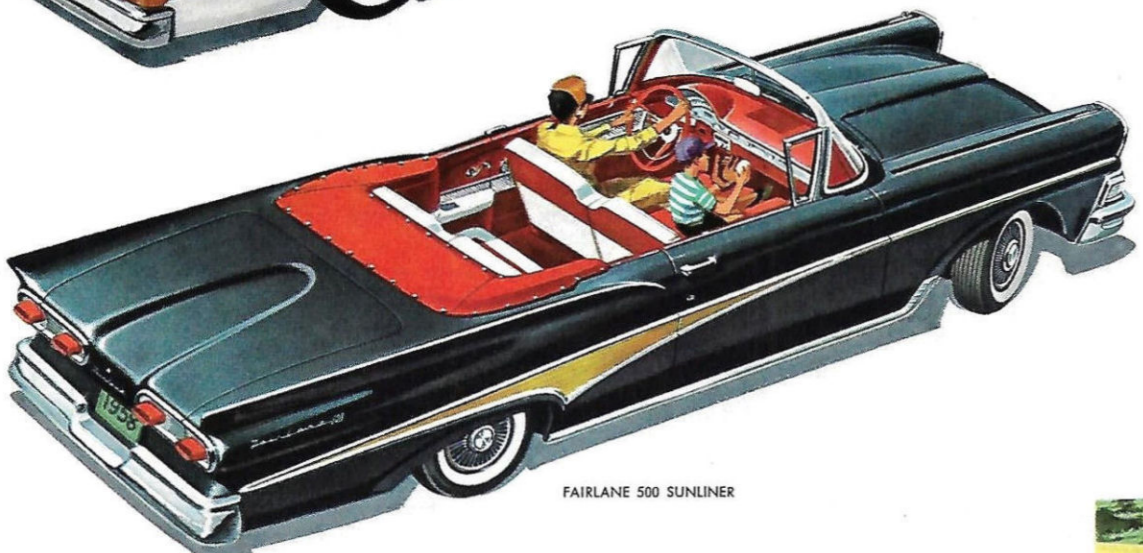
FAIRLANE 500 TOWN SEDAN



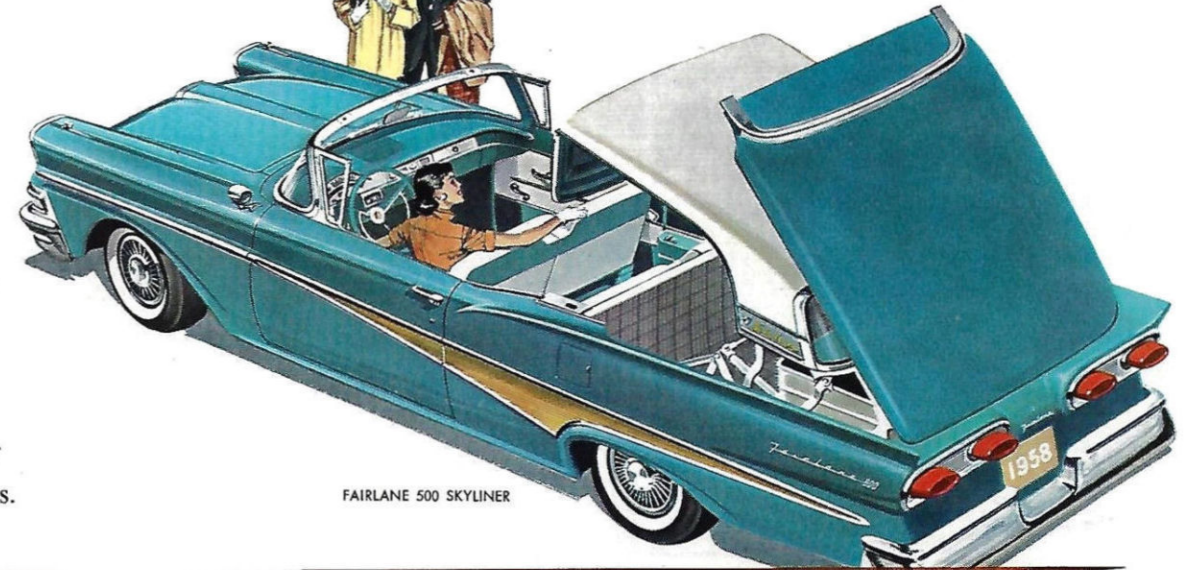
FAIRLANE 500 CLUB SEDAN



FAIRLANE 500 TOWN VICTORIA



FAIRLANE 500 SUNLINER



FAIRLANE 500 SKYLINER

58 FORD

Proved and approved around the world!

5 great lines . . . 21 exciting models

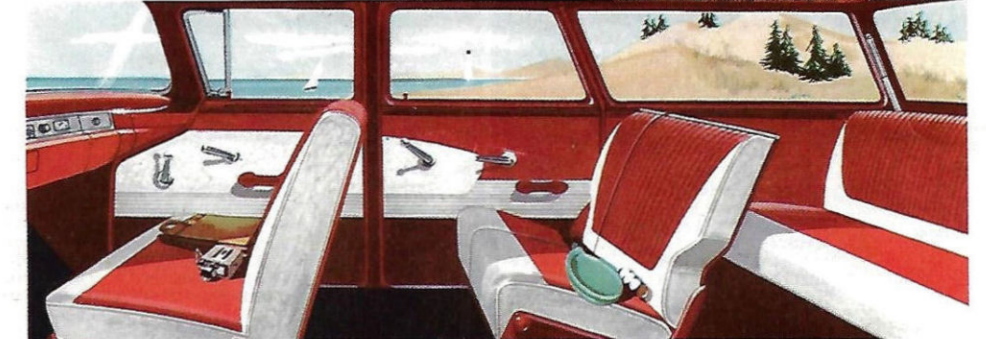
And here they are! All of Ford's 21 models . . . like gleaming jewels with the world as their setting! There's the Custom 300 Series; the Fairlane and Fairlane 500 Series; the Station Wagon Series; the fabulous 4-passenger Thunderbird and the Skyliner — world's only retractable hardtop. And the colors! Subtle yet radiant . . . with greater use of metallic finishes for an added springtime sparkle. (And every color is longer-lasting, high-gloss baked enamel — not lacquer.) For a crowning touch of color harmony, all colors are coordinated with Ford's exclusive new deep-dimension Luxury Lounge interiors.



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 sofa-wide seats! Thick padding over non-sag springs, plus foam rubber in front seat, 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!

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.