



SWITZERLAND! Powering over the Alps, Ford's new Even-Keel rear suspension made sure going on the sharpest curves.



YUGOSLAVIA! Twisting mountain passes were straightened by the precision of Ford's new, feather-light Magic-Circle steering.



TURKEY! Even rough, rock-studded back roads were tamed by the 58 Ford's new, easier riding, Ball-Joint front suspension.



U.S.A.! Sailing along a newly built highway, the 58 Ford handles like a dream. You get fine-car comfort . . . at low Ford prices!

RIDE? There's nothing newer in the world !

The 58 Ford met and passed every imaginable ride test on its unprecedented trip around the world. In many countries, our drivers often bypassed modern highways in order to test the new Ford's ride. They said they had never ridden such rough roads in such great comfort.

Ford comfort starts with the frame itself . . . the heart of the new "Inner Ford." Its wide-base design lowers the center of gravity for greater stability. New Ball-Joint front suspension rides easier than ever . . . takes the bounce out of bumps. Even-Keel rear suspension combines softer action with level-ride control.

See the new Ford. With its dramatic new styling, all-new Interceptor V-8 engine, new Cruise-O-Matic Drive, new Magic-Circle steering, you'll agree . . . there's nothing newer in the world! Ask for an Action Test at your Ford Dealer's!

PROVED AND APPROVED AROUND THE WORLD

58 FORD

The first car ever to use the whole world as a test track



THE 58 FORD was proved and approved around the world! On the roads of 3 continents, the new Interceptor V-8 engine demonstrated amazing new performance.



PICTURESQUE TORTURE: Ford's tough body structure stood up superbly over the long, wrenching grind on the worst "car killing" trails we could find.



BOULDER BOULEVARD: Over roads never really improved since Roman Empire days, the 58 Ford showed an all-new kind of riding comfort and smooth, sure handling.



STYLE IN PARIS: Everywhere people saluted the new, high-fashion look of the 58 Ford.

Nothing newer in the world

The 58 Ford is not only new in exciting beauty . . . it's new in *everything* that matters most in a truly modern car!

From its graceful new Power-Flow hood and Safety-Twin headlights to its sculptured rear deck—this Ford sets the pace with the world's most modern styling.

Its new Interceptor V-8, with Precision Fuel Induction, is the greatest V-8 engine advance in 25 years. And when it's teamed with optional, new Cruise-O-Matic Drive, you can get up to 15% more gas economy.

In every Ford model, you get new Magic-

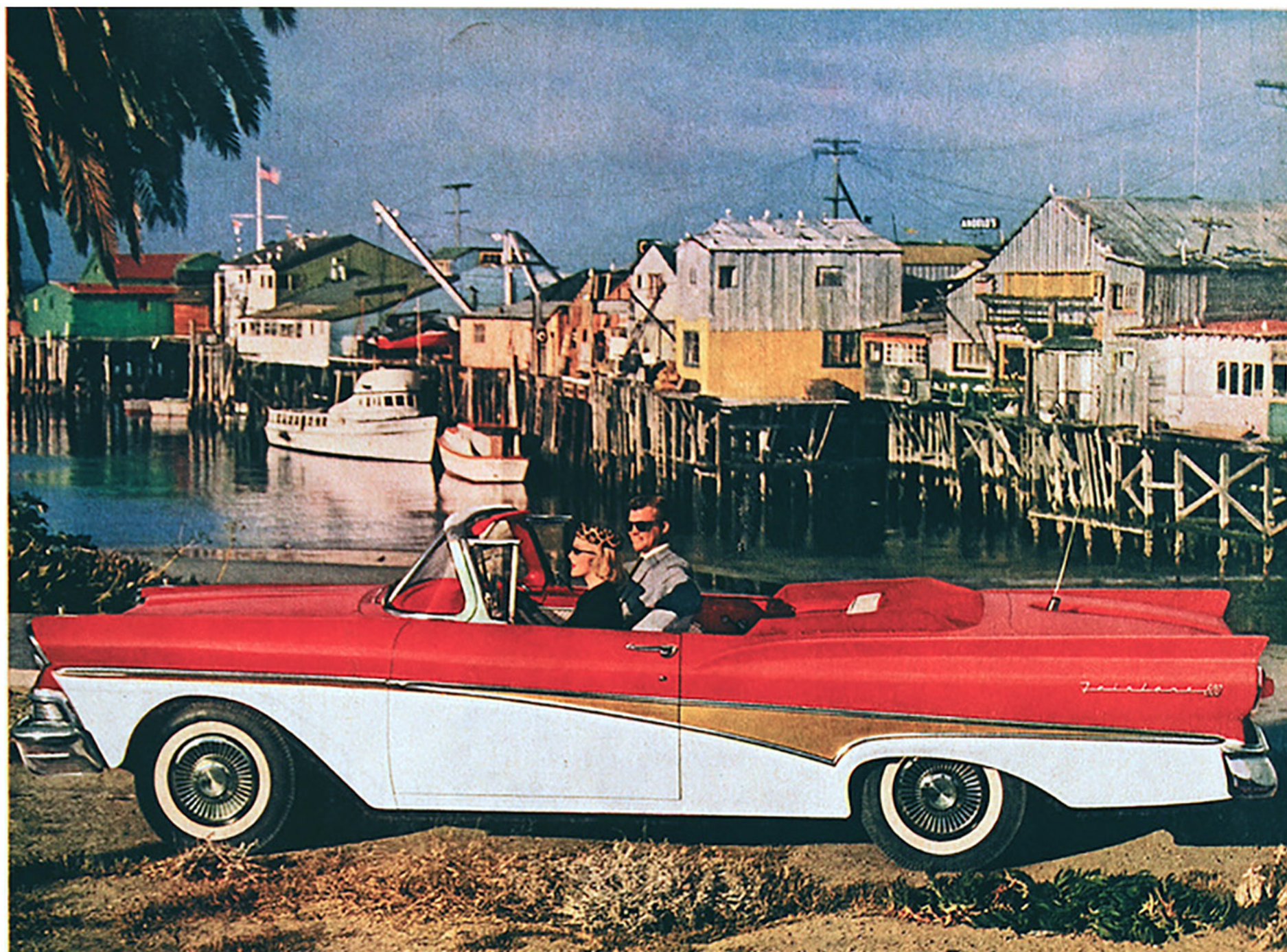
Circle Steering that makes steering as easy as pointing. And you can literally ride on air with Ford's optional new Ford-Aire Suspension.

See your dealer; see the car that conquered the world to prove itself to you.

PROVED AND APPROVED AROUND THE WORLD

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First car ever to use the whole world as a test track



Never before a convertible with such beauty, brawn and power—yet priced lowest in America.

America's best-selling convertible has the magic of the Thunderbird

Fabulous Thunderbird-inspired styling, mighty Thunderbird V-8 power and up to 12% easier steering are only part of the Sunliner's worth-more story.

For here's the "onliest" convertible in its field. The only one with top attached to roof supports so the top accordion-folds *itself* when lowered. The only convertible with *one* zipper across the rear window for the easiest operating, most foolproof rear window in its field. Yes, from fade-resistant top to exclusive vinyl-textured floor covering, Ford's Sunliner gives you the most in its field . . . the most rear leg-room, the most body mounts and the *most* for the very *least*. It's America's lowest priced convertible! Come in, see for yourself why Ford sells nearly *twice* as many convertibles as its nearest competitor.

nothing newer in the world

58 **FORD**

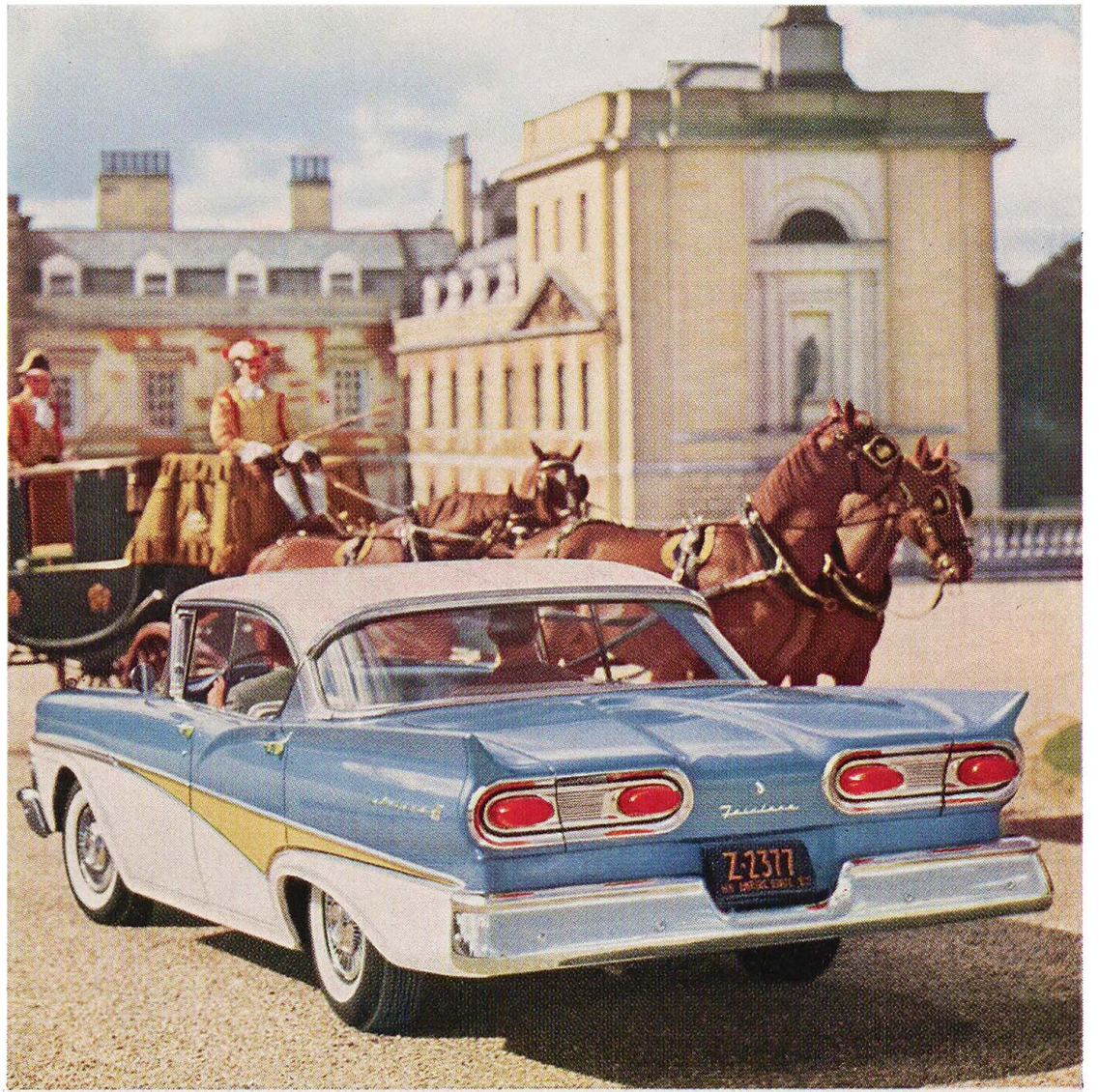


Like every Ford it has that Thunderbird touch. Coming or going—every beautifully sculptured line between the Sun-

liner's Safety-Twin headlights and tail-lights has the dashing design of the breath-taking new Thunderbird!



Ford's rugged body defied the world's toughest roads. The ancient roads of Asia proved the hard way that the 58 Ford's new body stays quiet and tight. Here's a car that's really *proven* that it's built for keeps.



Ford's fine-car coachwork impressed English craftsmen. Skillful, fine-car body work... new, carefully tailored fittings... doors that close solid as a bank vault. Here, indeed, is truly royal company for a royal coach.

Best in build around the world



Best for savings, too!

You save when you buy, and in the long run! Ford's round-the-world test *proved* Ford bodies are built better. Why not? *Five* braces provide superior strength in the new Slipstream roof—compared with three or less in competitive

cars. Under those graceful body contours is the most insulation in Ford's field. Ford's exclusive wide-base frame and superior body mounting provide lasting rigidity, quieter ride, greater safety. You can't buy better in *build*!

Smart New York shoppers agreed: you can't buy better! Visit your Ford Dealer soon to Action Test the all-new 58 Ford and check its low, low price!

58 FORD

Proved and approved around the world



ROME. The high style of Fontana's latest creations is a beautiful complement to the superb new fashion set by the 1958 Ford.

Around the World in a **BRAND-NEW FASHION**

Style leadership was only one of the triumphs of the 1958 Ford on its historic journey around the world.

Desert sands and "straight-up" mountain roads proved the power of Ford's new Interceptor V-8 with Precision Fuel Induction. New Cruise-O-Matic Drive made fun of Paris traffic . . . sailed through sucking jungle mud. New Magic-Circle steering took the twist out of hairpin turns in the Alps and the Himalayas. For thousands upon thousands of miles, Ford's new front and rear suspension absorbed a ferocious pounding without a complaint . . . carried the drivers through in royal comfort.

This is the new kind of fashion . . . classic beauty and superior value brought together in one big prize package. And this fine car can be all yours at a very low Ford price.



UNITED NATIONS in New York. At home, as abroad, the new Ford is the greatest eye-catcher on the road. And its new power, ease of handling and comfort, proved around the world, make it today's greatest car value leader. Ask for an Action Test at your Ford Dealer's.

Proved and approved around the world

58 FORD

nothing newer in the world



Every Ford has SAFETY GLASS in every window

On Worth Avenue, Palm Beach, Florida, the Ford Fairlane 500 Town Victoria . . . one of 21 new models in which you can enjoy Cruise-O-Matic Drive. In background, the new 4-passenger Thunderbird . . . another Cruise-O-Matic Ford that inspired the styling and performance for all 1958 Fords.

Try the Thunderbird magic of a Cruise-O-Matic Ford

It gives you the smoothest, most automatic driving
and turns Thunderbird "go" into gas savings, too!

Long highway haul? It was never so easy! City traffic? *Never* before so effortless! An especially steep hill? A car to pass? Cruise-O-Matic Drive glides into whichever gear is best for *any* driving situation, briskly . . . automatically! And a fluid torque converter keeps these automatic shifts a smooth, silent secret.

Want smooth, sure-footed starts on sand, mud, ice or snow? Shift from D-1 range, where all normal driving's done, to new D-2. This is the Thunderbird's own

automatic drive . . . and you can team it with the T-bird's own V-8 power in any Ford. Together they save up to 15 cents on every gas dollar. That's because of versatile Cruise-O-Matic's exclusive built-in over-drive feature and the Thunderbird V-8's "thrust-boosting," gas-saving Precision Fuel Induction.

And the best news of all . . . No one offers such a premium-performing automatic drive for so little. Come discover Ford's automatic Thunderbird magic for yourself.

58 Nothing
newer
in the
world





CLOAK BY JACQUES HEIM, AUTOMOTIVE STYLE BY FORD. PHOTOGRAPHED ON THE CHAMPS DE MARS, PARIS

The Ford spoke French—and the French spoke Ford!

Style is a language everyone understands. Just as the great Paris designers were unveiling the fashions the whole world will wear, the famous Round-the-World 58 Ford rolled into Paris.

The result? A victorious parade for style in steel! The dramatic new styling of the new Ford, metal sculptured into the

rich beauty that other cars may have later, captured the most critically style-conscious audience of all.

The new Safety-Twin headlights, the superb Honeycombed grille, the advanced rear look with new taillights and Sculptured rear deck, new Power-Flow hood and Slipstream roof are all part of the

newest look in automotive high style.

In the new Ford Interceptor V-8 engines with Precision Fuel Induction you'll get up to 300 h.p. Teamed with Cruise-O-Matic Drive, the newest, most versatile of all automatic drives, you get up to 15% better gas mileage. You can get a luxurious *true air ride* automatically leveled

by the new Ford-Aire Suspension. You'll get new Magic-Circle Steering, feather-light.

All these quality features and more can be yours in the new 58 Ford. And yet it is still priced at the *low, low* Ford price—with every ounce of globe-girdling glamor, power and performance included.

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