

# 1958 FORD 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 sent it up and over the snow-capped Alps . . . the mighty Himalayas . . . the towering Rockies. They tested its all-new Interceptor V-8 engine . . . its new Cruise-O-Matic Drive . . . its softer-riding Even-Keel suspension . . . and brand-new Magic-Circle steering.

They exposed Ford's '58 styling to the critical eyes of the fashion conscious from London to Saigon . . . including such famous style centers as Paris, Rome and Athens.

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

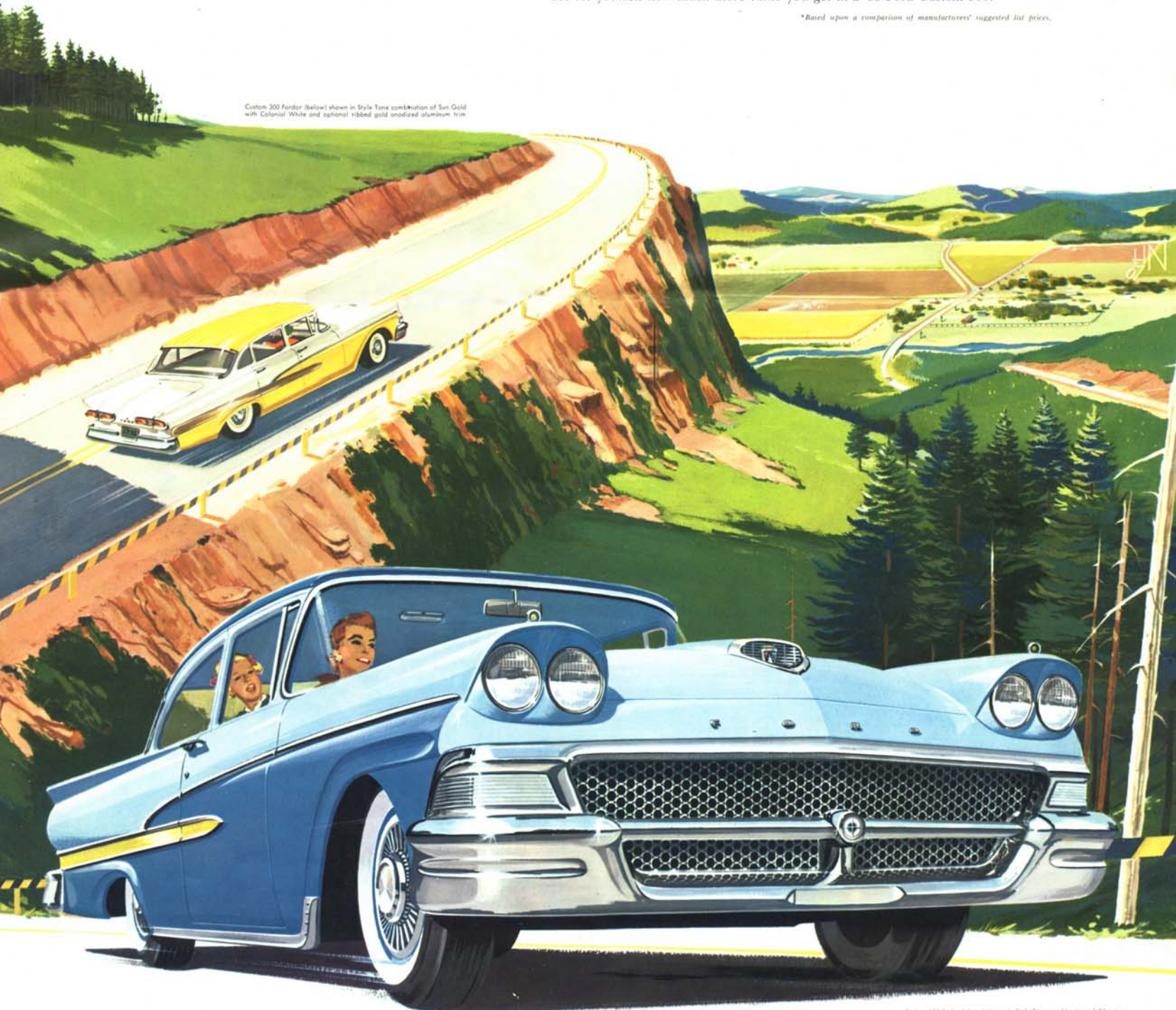
But the best news about the '58 Ford is its price! Where most car manufacturers boosted prices on their 1958 models, Ford has actually reduced prices on the popular Custom 300 models you will see in this catalog!

And that's not all. Ford has given these Custom 300's the same kind of luxury trim you expect to find only in models costing far more. These Ford Custom 300's look better because they are better. And yet Ford offers them at a price so low that it makes Ford, more than ever, the lowest priced car of the low-price three.\*

See for yourself how much more value you get in a '58 Ford Custom 300!

\*Based upon a comparison of manufacturers' suggested list prices.

Custom 300 Fordor (below) shown in Style Tone combination of Sun Gold with Colonial White and optional ribbed gold anodized aluminum trim.



Custom 300 Taurus (above) shown in Style Tone combination of Silverstone Blue with Azure Blue and optional ribbed gold anodized aluminum trim.

*Presenting the  
1958 Ford Custom 300*

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



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,

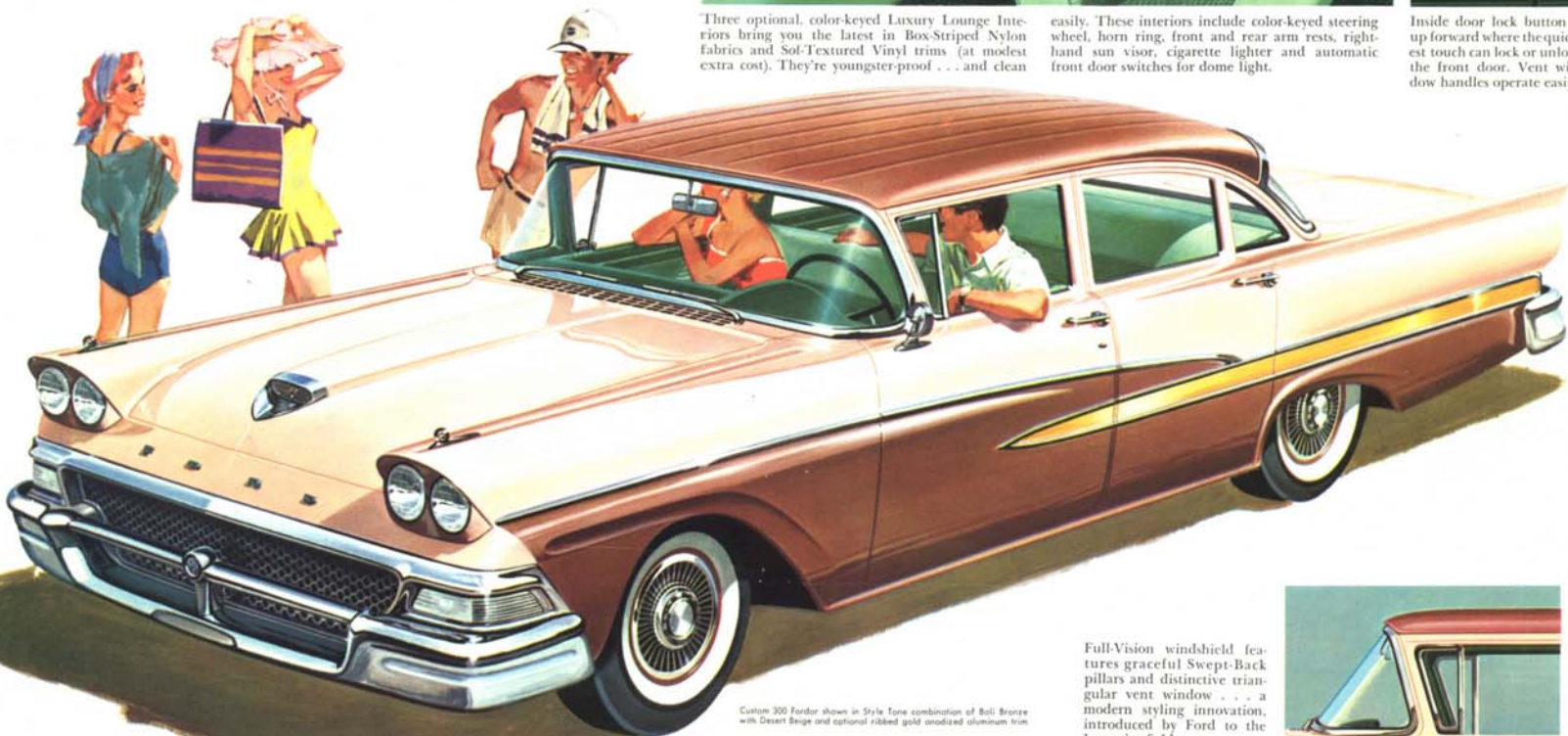
based on strong, clear-cut, fresh design that's as practical as it is handsome. There's nothing newer in the world.

The new Safety-Twin headlights, the superb Honeycombed grille and graceful grille guard, 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 excellence hidden inside the '58 Ford.

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# CUSTOM 300 *Fordor Sedan*

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



Three optional, color-keyed Luxury Lounge Interiors bring you the latest in Box-Striped Nylon fabrics and Sof-Textured Vinyl trims (at modest extra cost). They're youngster-proof . . . and clean

easily. These interiors include color-keyed steering wheel, horn ring, front and rear arm rests, right-hand sun visor, cigarette lighter and automatic front door switches for dome light.



Handier, bin-type ash tray is lighted from radio dial light. Its location makes it safe for driver, convenient for all front-seat passengers.



Inside door lock button is up forward where the quickest touch can lock or unlock the front door. Vent window handles operate easily.

Custom 300 Fordor shown in Style Tone combination of Ball Bronze with Desert Beige and optional ribbed gold anodized aluminum trim

Full-Vision windshield features graceful Swept-Back pillars and distinctive triangular vent window . . . a modern styling innovation, introduced by Ford to the low-price field.





*This rain-slicked 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.

Equally important, it's a *thrifty* world when you command one of these new Interceptor V-8 engines combined with the new Cruise-O-Matic Drive. This combination gives you a whole new Ford "Power Train" . . . makes possible gas savings up to 15%! You get overdrive economy "built in" because this engine-transmission team comes with a special, gas-saving rear axle ratio.

In Ford's new Interceptor V-8 with revolutionary Precision Fuel Induction, the cylinder heads are solidly and rigidly "bridged" by a direct-flow intake manifold. Fuel and air mixture follows a faster route directly to each combustion chamber for uniform distribution. Result: an engine that runs smoother . . . lasts longer . . . gives greater operating economy.

In addition, this clean, compact Interceptor V-8 offers such worth-more features as machined, wedge-type combustion chambers; superior, series-flow cooling; full-flow oil filtration; free-turn exhaust *and* intake valves; self-adjusting hydraulic valve lifters; electronic balancing of each engine while operating under its *own* power . . . and many more.

*There's nothing newer in the world!*



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# CUSTOM 300 *Tudor Sedan*

You've never seen such *luxury* in a car priced so low! This two-door, six-passenger beauty has seven graceful flutes or grooves that give a fashion flair to the Slipstream roof. And from the rear, too, this '58 Ford is distinctively different . . . with its Safety-Twin taillights and handsomely sculptured rear deck.



The beautiful new standard interior of silver Lattice-Patterned nylon upholstery and Shantung-Grain vinyl trim provides a background of elegance. Front seat easily adjusts to 11 positions with standard 2-way . . . or to 77 positions with optional 4-way manual Posture Control.

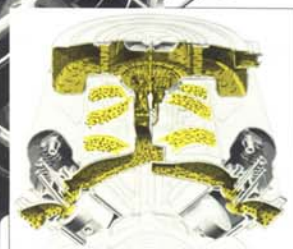


New Safety-Twin headlights offer greater seeing distance on passing beam; better lighting on driving beam.



New Safety-Twin taillights give you distinctive styling emphasis plus greater safety for night driving.

Custom 300 Tudor shown in Style Tone combination of Raven Black with Colonial White and standard full-length, bright-metal side molding.



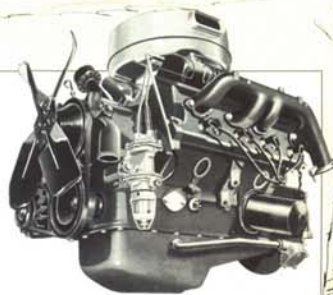
## Presenting revolutionary Precision Fuel Induction in the new Ford Interceptor V-8

When Ford engineers designed the completely new Interceptor V-8 they built it around Precision Fuel Induction. This system starts with a 4-barrel carburetor that meters fuel *precisely* and mixes it with air in exact proportions. Next, a new manifold system zooms the fuel-air charges more directly to new wedge-shaped combustion chambers. These chambers have been *machined* to equal volume so you get more uniform power output from each cylinder. Self-adjusting hydraulic valve lifters eliminate the need for tappet adjustments, provide more even operation whatever the engine temperature. No wonder the great new Interceptor V-8 runs far smoother, far longer . . . far thriftier, too.

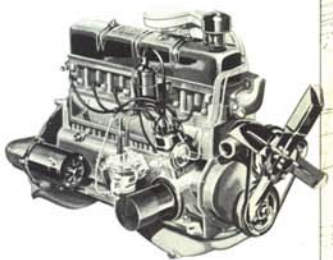
**New Interceptor Special V-8** with 4-barrel carburetor features 265 horsepower . . . 332-cu. in. displacement. It brings you the most advanced engine features in 25 years. There's nothing newer in the world!

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 features new higher-velocity carburetion with greater gas-saving efficiency, new positive engine ventilation . . . plus Ford's famous deep-block, overhead-valve design.



**The 145-hp Mileage Maker Six** is America's only modern short-stroke Six. The Ford Six delivered the most miles per gallon of any engine in the latest Mobilgas Economy Run. And now new timing and carburetion advances give up to 10% *more* fuel economy.



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



**CRUISE-O-MATIC** is the newest, thriftiest automatic ever, with two driving ranges (D<sub>1</sub> and D<sub>2</sub>) for versatility plus a gas-saving axle ratio for "built-in" overdrive economy.



**FORDOMATIC** features smoother than ever shifting from direct to intermediate or into reverse. This versatile automatic has three forward gears; 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 *Business Sedan*

Here's a handsome, practical businessman's "special." This brand-new Tudor model offers all the styling, riding and performance benefits that are found in every Custom 300, yet is priced lowest of all. For big fleets, for the individual businessman or for personal use, it offers the last word in modern, low-cost transportation.

Counterbalanced deck lid swings up easily to reveal a regular cavern for your luggage or samples. Trunk locks securely in closed position to provide maximum protection for valuables.

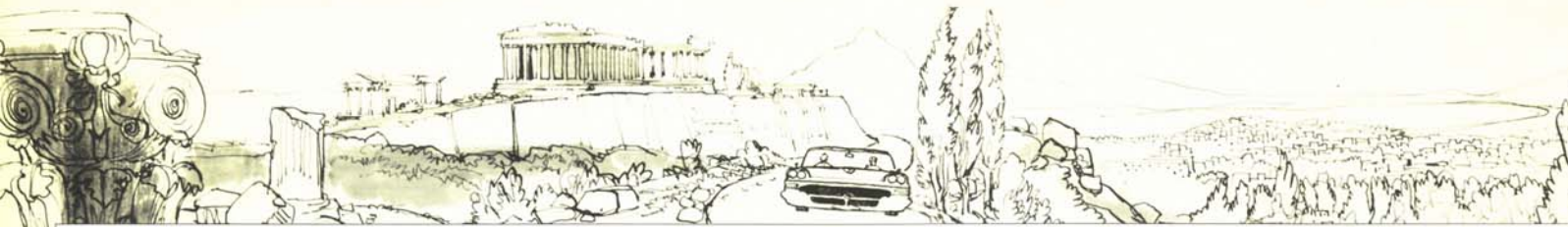


You get plenty of *extra* storage space behind the three-passenger front seat. This convenient carrying-area has a level floor and is five feet wide by two and a half feet long.



Custom 300 Business Sedan shown in Silverstone Green





## 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 air



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

Roomy luggage compartment is weatherproofed by special rubber seals around openings

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

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

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



**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.



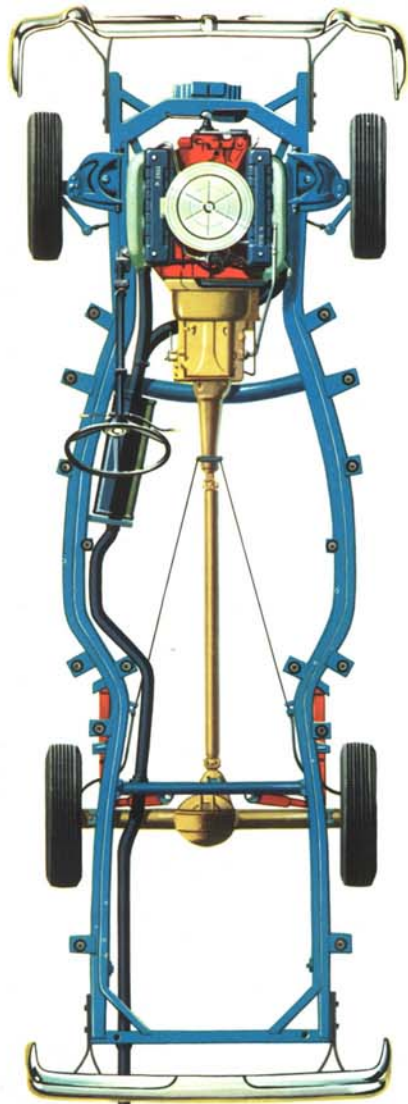
**Double-Grip door locks** rotate rather than slide into engagement for effortless ease of operation in all weather.



**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.



## HERE'S RUGGED PHYSICAL STAMINA!

Ford's chassis for '58 is the huskiest and safest ever designed for a Ford car. It's contoured a full *foot* wider midway to extend *outside* the passenger seating area . . . gives extra protection in the event of side impact. *Five* sturdy cross members provide greater strength and rigidity, too. That's why Ford can bring you a more stable riding platform . . . a low, sleek

silhouette . . . while actually *increasing* passenger safety. The ride is *softer*, too, because Ford engineers have improved and softened Ford's famous 4-way ball-joint front suspension—as well as the variable-rate rear springs. Ford brakes for '58 are husky, king-size and double-sealed. They feature Ford's fixed-anchor design that requires only one simple adjustment.

## You'll steer easier with Ford's new Magic-Circle steering

What a pleasure to take the wheel of a '58 Ford. It turns on free-rolling steel balls instead of the standard worm gear for far less friction. You not only get up to 12% easier turning, but far smoother over-all handling, too. It's the next best thing to power steering! And Ford's Master-Guide power steering which reduces steering effort up to 75% has been further improved to make your parking even *more* effortless . . . yet you retain the "feel" of the road under all conditions.



## 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.



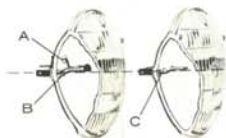
### PASSING

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

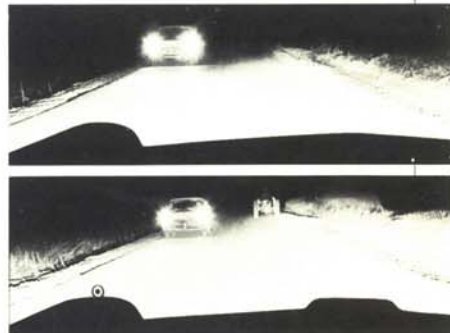
**You can see the difference.** With the old passing beam (top photo), you see no danger ahead at this critical distance. With the new twin headlighting (bottom), your lower beam lights a tractor in your path.

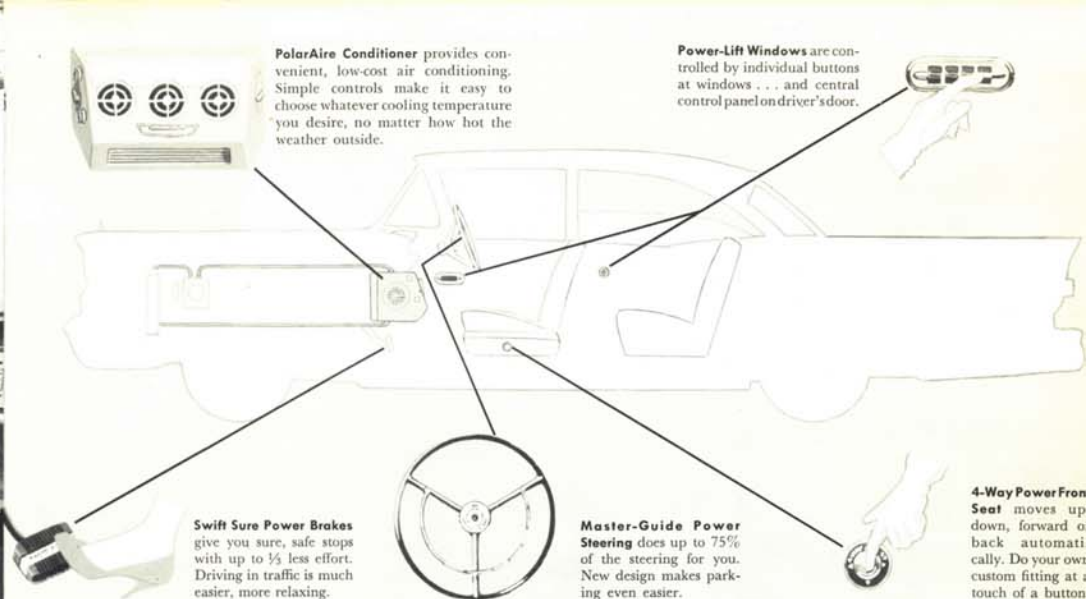
For the finest lighting under all driving conditions, you actually need *two separate sets* of headlights—one best for passing, one best for driving.

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.





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

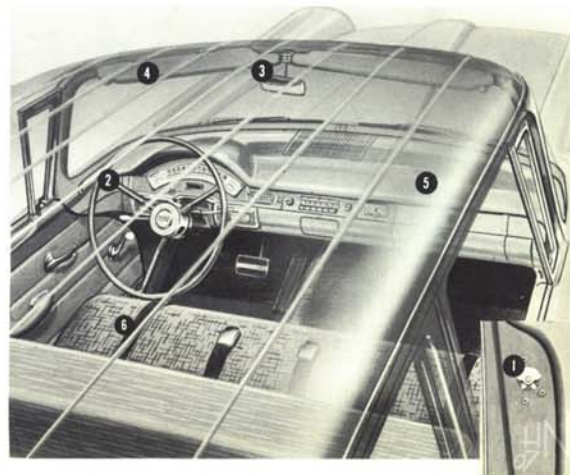
At least that's the way you'll feel with power to help you steer, stop, adjust the seat and raise and lower windows!

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 PolarAire or SelectAire Conditioners — both include tinted glass for all windows; are available in any model equipped with V-8 engine. 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 rearview mirror swings away if struck.
4. Double-safety-anchored Lifeguard sun visors are full-cushioned with super shock-absorbing material.\*
5. Lifeguard cushioning is also available for instrument panel.\*
6. 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



# 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.

**Sport Spare Wheel Carrier** gives your new Ford that "Continental" flair for greater distinction. It adds about 10 inches to your car's length, and leaves more luggage space inside the trunk.

**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.

**Glamorous Trim Panel** of ribbed gold anodized aluminum is available with either Single Color or Style Tone paint.

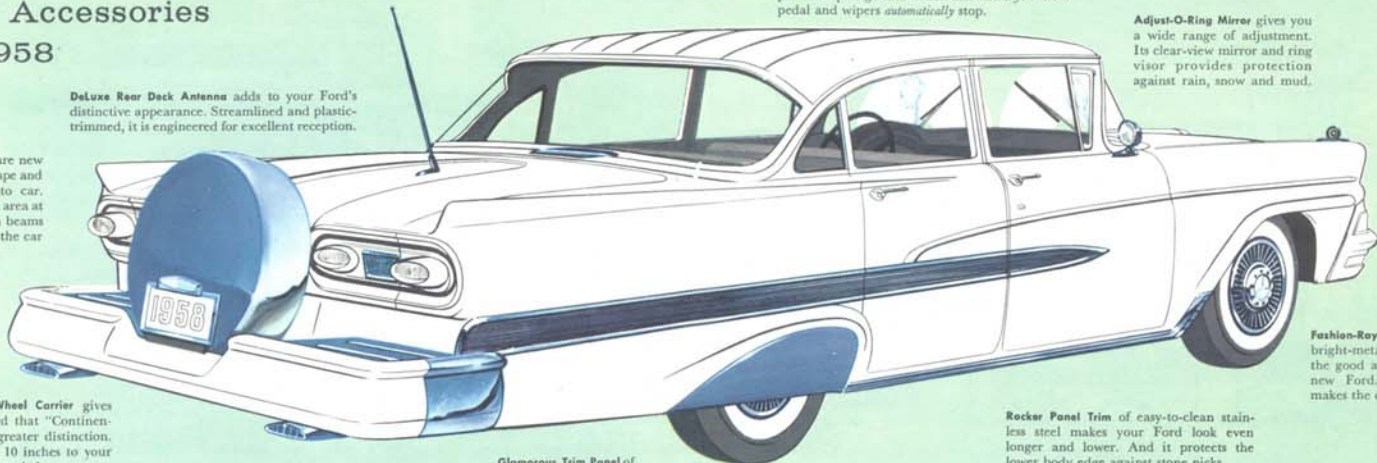
**Fender Shields** will help your '58 Ford to look longer, lower and livelier than ever. Made of steel, they can be painted to match your car's finish.

**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.

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

**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 wide world.



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



**Signal-Seek Radio\*** automatically tunes in station in either direction of the dial. Town button (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.



**Self-Regulating Electric Clock** retimes itself automatically each time you set it! The functional design is accentuated by an illuminated dial and a full-sweep second hand.



**PolarAir Conditioner** offers you cool comfort at surprisingly low cost. Its "on-off" magnetic clutch feature controls car temperature automatically (V-8's only).



**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 OR REAR
- CAR MAT, TWIN CONTOUR, FRONT ONLY (one piece)
- CHROME HEADLIGHT TRIM
- CIGARETTE LIGHTER
- EXHAUST DEFLECTORS (bumper-mounted)
- FORD SEAT BELTS
- HEATER, RECIRCULATING AND DEFROSTER
- LIFEGUARD JR. REAR DOOR LOCKS
- LOCKING GAS CAP
- SEAT COVERS
- SELECTAIRE CONDITIONER (V-8's only)
- TISSUE DISPENSER
- VENTILATED SEAT CUSHIONS

## FEATURE FACTS...

**Exteriors:** New gleaming, durable body enamels in delightful colors are available in Single Color and stunning Style Tone selections.

The Single Colors are: Raven Black, Silverstone Blue, Azure Blue, Colonial White, Silverstone Green, Seaspray Green, Bali Bronze, Desert Beige, Gummetal Gray and Torch Red.

Style Tone combines Colonial White with any Single Color including Sun Gold; also Silverstone Blue with Azure Blue, Silverstone Green with Seaspray Green, Bali Bronze with Desert Beige and Raven Black with Gummetal Gray. Both Single Color and Style Tone exteriors come with a choice of standard bright-metal full-length side molding or the bright-metal side molding high-lighted by optional ribbed gold anodized aluminum trim.

**Interiors:** Handsome new Silver Lattice-Patterned nylon cloth upholstery with Silver Shantung Grain vinyl on back-rest bolster, trim and deep-pleated door and quarter panels. Optional (in all models except Business Sedan) is rich, long-wearing gray, blue or green nylon fabric upholstery in Box-Striped pattern, with harmonizing Soft-Textured vinyl on bolsters in cushions and seat backs and trim in padded pleats and sections of door and quarter panels. Included with optional interiors are: color-keyed steering wheel, horn ring, front and rear arm rests, right-hand sun visor, cigarette lighter and automatic front door switches for dome light. Floor covering is Soft-Tred carpet-textured black rubber.

See the complete array of colors and fabric selections at your Ford Dealers.

**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 V-8 (optional) — 292 cu. in. displacement; 3.75" bore x 3.30" stroke; 9.1 to 1 compression ratio; regular fuel. Low-silhouette 2-venturi carburetor, automatic choke, Y-type single exhaust. New 265-hp Interceptor 332 Special V-8 (optional) — 332 cu. in. displacement; 4.00" bore x 3.30" stroke; 9.5 to 1 compression

ratio; regular fuel. Low-silhouette 4-venturi carburetor, automatic choke, dual exhausts; features self-adjusting hydraulic valve lifters for quietness and Precision Fuel Induction for superior power output.

**Engine Features:** Short Stroke, low-friction, deep-block design; free-turning, overhead intake and exhaust valves; Super-Filter air cleaner has reusable paper element; full-pressure lubrication; Full-Flow disposable-type oil filter; 12-volt electrical system; turbo-acting 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, 3 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 "D<sub>1</sub>" range for full-power get-aways, and intermediate-gear starts in "D<sub>2</sub>" range for sure-footed acceleration, coupled with a rear axle ratio of 2.69 to 1 for fuel economy. With 332 Special V-8 only.

**Wide-Contoured Frame:** Strong, stiff, box-section frame. 5 cross members. Side rails extend outside passenger area, for better foot room and increased side protection. Silent-Grip body mounting system.

**Suspension:** Angle-Poised, 4-Way Swept-Back ball-joint front suspension has new, threaded, permanently lubricated bushings in upper control arm for softer, easier ride. Rubber-bushed ride stabilizer controls roll on turns. Even-Keel rear springs provide softer-acting, variable-rate suspension with tension-type shackles and wind-up control rubber bumpers over springs. Newly valved, viscous-control shock absorbers, front and rear, give optimum ride control.

**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, 3.10 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. drum, 180 sq. in. lining area.

**Tires:** 7.50 x 14 inch, 4-ply, black tubeless, 5" safety-type rims.

**Dimensions:** 116" wb; 202.0" over-all length; 57.1" height.

**Other Available Equipment:** Color-keyed steering wheel and column with horn ring, door-operation of dome light, right-hand sun visor, front and rear arm rests, Lifeguard padded instrument panel, cushioned sun visors, Ford seat belts, 4-Way Power front 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 or Polar-Aire Conditioner, including tinted glass (V-8's only), White sidewall 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 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.



# Set your family TWO-FORD FREE

Your choice of a Custom 300 *plus* one of the beauties below will still cost less than any one of the expensive cars. And what a difference in family freedom! Make up the best 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



9-PASSENGER COUNTRY SQUIRE



FAIRLANE 500 TOWN VICTORIA



9-PASSENGER COUNTRY SEDAN



FAIRLANE CLUB VICTORIA



FAIRLANE 500 CLUB VICTORIA



6-PASSENGER COUNTRY SEDAN



FAIRLANE TOWN VICTORIA



FAIRLANE 500 SUNLINER



DEL RIO RANCH WAGON



FAIRLANE TOWN SEDAN



FAIRLANE 500 TOWN SEDAN



FORDOR RANCH WAGON



FAIRLANE CLUB SEDAN



FAIRLANE 500 CLUB SEDAN



RANCH WAGON

# 1958 FORD CUSTOM 300



FN

Form No. FD-C-258

Litho in U.S.A. Rev.12-57