



58 FORD TAXICABS

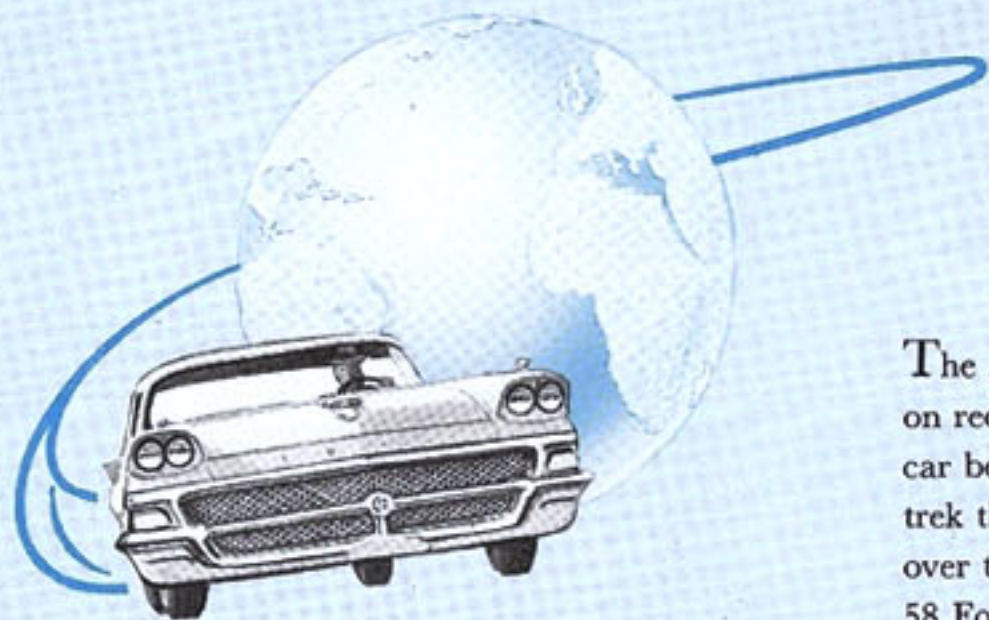
designed to fare better coming and going!



PROVED AND APPROVED
AROUND THE WORLD

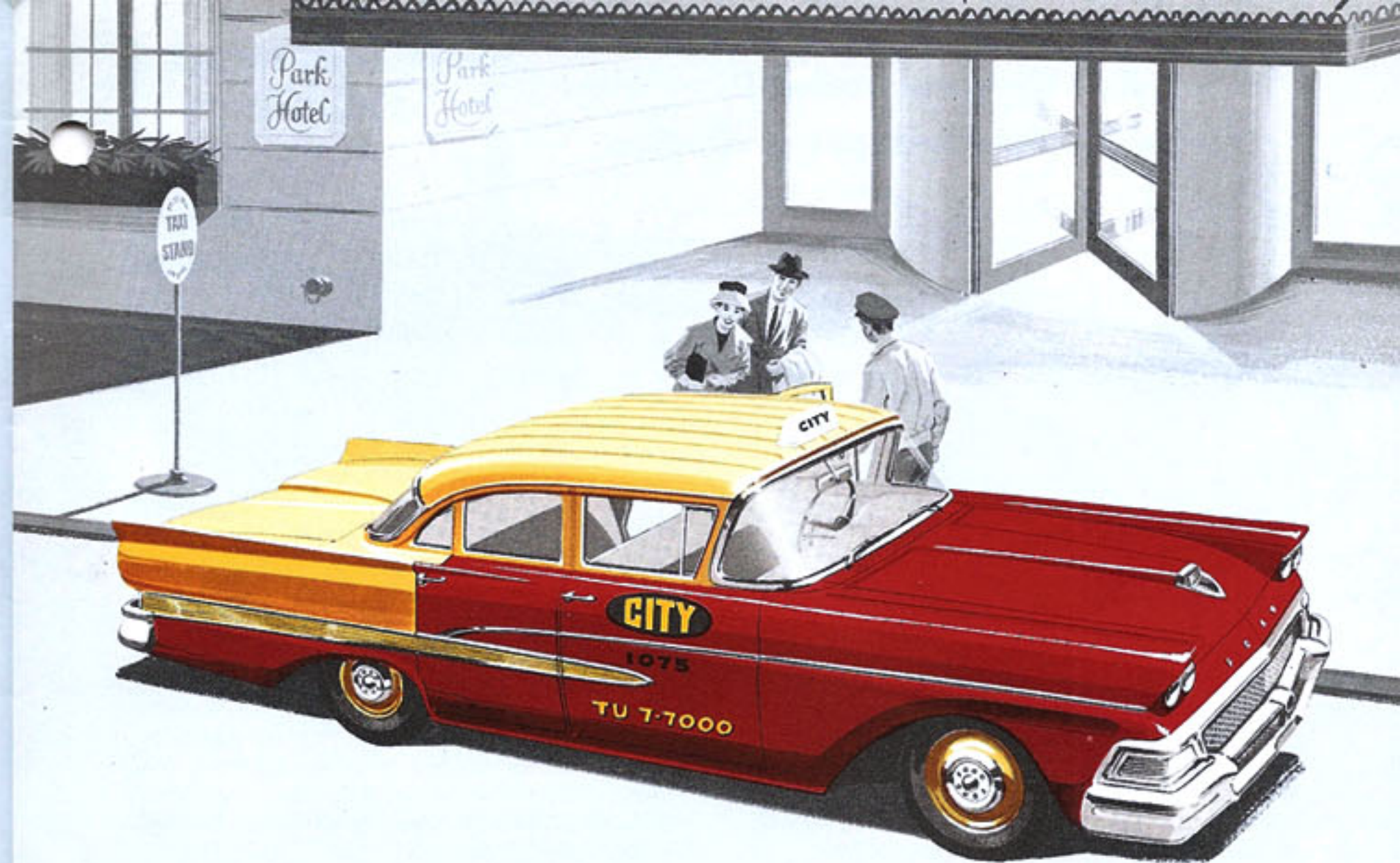


There's nothing newer in the world
than the
58 FORD



**PROVED AND APPROVED
AROUND THE WORLD**

The 58 Ford's famous round-the-world trip has gone on record as the toughest testing ever given a new car before its American introduction. In a relentless trek through mountain passes, broiling wastes, and over the most rugged roads of three continents, the 58 Ford proved its unsurpassed roadability, durability and economy. This epoch-making test-trip is of special importance to you, as a prospective taxi buyer, because it gives you tangible evidence that the 58 Ford is built to take day-in-day-out hard usage *and like it*, saving you money in the bargain!



**WORLD-PROVEN
ECONOMY**

1958 Ford taxis are designed to make you more money by saving you money in cost of operation. This is a fact amply proven by the 58 Ford's round-the-world test trip and by *Ford's top performance in taxi service through the years*. In addition to big savings from high gas mileage, Ford taxis cost you less—less to own, less to maintain. Add to this the many Ford comfort, safety and styling features that attract customers and keep them coming back, and you've got a real deal that makes the 58 Ford your best taxi buy by far!

There are many reasons why Ford is so economical to operate. But the biggest single reason is the 1958 Ford line of high-efficiency engines that stretch more miles out of every gallon of gas without sacrificing any of the performance features that make Ford the smoothest riding, swiftest responding taxi in the whole "ride" world. Why pay more, when you can get all this in the new 58 Ford . . . *still at traditional low Ford prices?*

**PROVEN PERFORMANCE
AND DURABILITY**

Never before in automotive history has a car been so thoroughly *tested and proved*, before its introduction, as the 58 Ford. This is the car that traveled around the world, making its way on schedule through desert sandstorms, up mountains, and through raging monsoons to demonstrate its smooth-powered performance and dependability under the most strenuous possible conditions.

The secret of Ford's world proved and approved stamina is the great 1958 Inner Ford—the new, tougher, more silent, solid and secure body and chassis, plus the mighty new 1958 Ford engines with power and performance to spare whether climbing mountains or challenging blistering 120° heat. More than this has never been demanded of any taxi, even with day-and-night service in the heaviest traffic. Here's *proven* performance and durability that makes Ford the best taxicab in the world!

WORLD APPROVED COMFORT AND SAFETY

The 1958 Ford's new, smoother ride is a fact proved and approved around the world. Your taxi customers will appreciate the softer, easier ride of Ford's improved front and rear suspension that literally soaks up road shock. Scores of other advanced chassis and body features contribute to Ford's more silent, solid and secure ride for 58.

Your passengers will also appreciate Ford's spacious new stateroom interiors with Full-Circle Visibility and deep luxury lounge seats. They'll like Ford's many extra-convenience features, too, such as the wide-opening rear doors and courtesy automatic doorman assist hinges. Everything about the 58 Ford makes it a downright pleasure to ride in. That's why Ford is the best car for taxi owners and drivers who are out to get more customers *and keep them coming back*.

For years Ford has been the leader in safety engi-

neering, and again in 1958, safety is the keynote of this *safest of all Fords*. Lifeguard Steering Wheel, Safety-Type Seat Anchorage and Lifeguard Double-Grip door locks are standard equipment on all 58 models. Ford's new, easier-handling Magic-Circle Steering means greater maneuverability, greater safety in traffic. Ford's giant-grip, double-sealed brakes are designed for quicker, safer stopping with minimum maintenance. The entire body construction of the sturdy new Ford is designed to stand up under hard taxi operation and give greater passenger protection with Lifeguard Design. Because Fords make safer taxis, this is often reflected in lower insurance rates in many areas, due to lower incidence of passenger injury from collision.

No matter how you look at it, you'll be years and dollars ahead with the safer, more comfortable riding 1958 Ford. So be sure and see Ford *first!*

FORD FOR 1958 IS TAILOR-MADE FOR THE MOST RUGGED TAXI SERVICE!

Turn your fares into return fares with
Ford's 58 "Traffic Stopping" Design

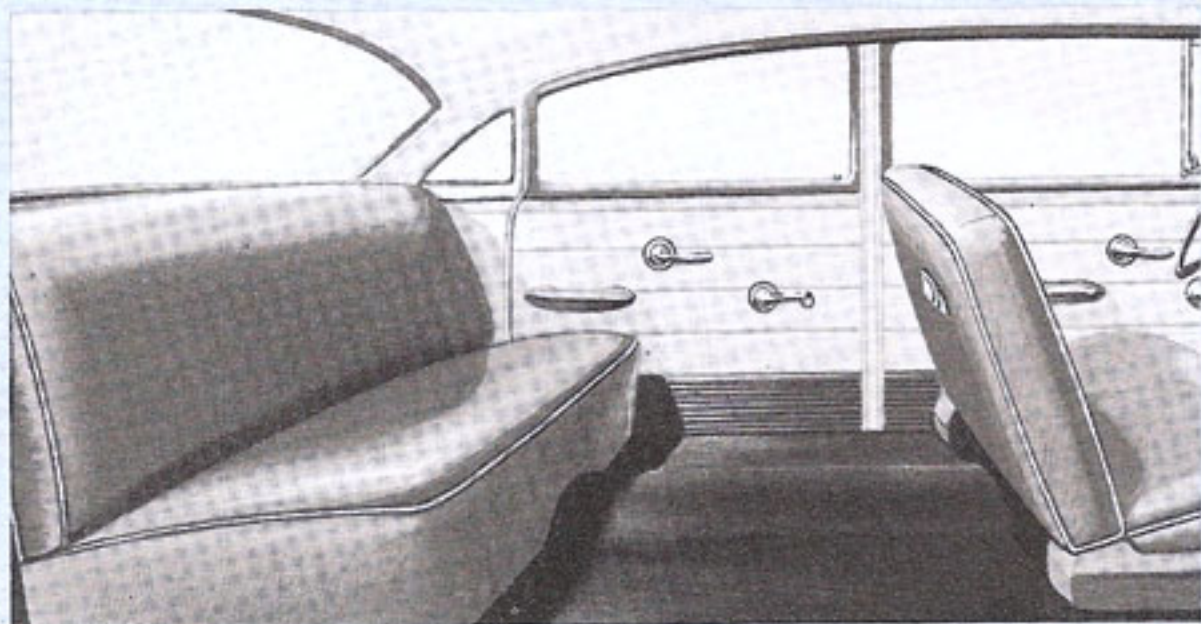
1958 Ford
CUSTOM 300
(With Standard Equipment)



■ Ford's 1958 "traffic stopping" design is tailor made for attracting taxi fares and bringing them back again and again. Here's styling with a "built-to-take-it" look, from the integrated front bumper and Honeycombed Grille, to the sculptured rear deck and Safety-Twin Taillights. What's more, Ford's advanced styling is as practical as it is handsome, featuring Full-Circle Visibility, big wide-opening doors, and a large luggage compartment.

Here are the most responsive taxis in any kind of traffic, thanks to new Magic-Circle Steering and the agile-powered, gas-saving performance of the '58 Ford engine-transmission combinations. Safety, inside and outside, is another built-in feature, making the new Ford Custom 300 the best all-around taxi buy in the whole ride world! (Illustrated above is the Custom 300 with standard body side molding.)

Comfort-wise . . . safety-wise— **FORDS**



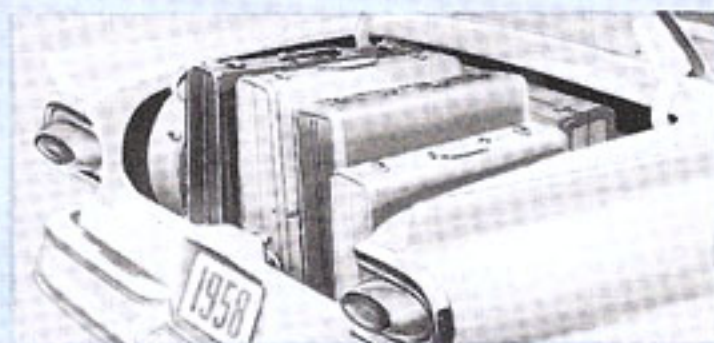
Roomy, deep-dimension STATEROOM INTERIORS with Full-Circle Visibility

Ford's 1958 Custom 300 interiors have an open spaciousness usually associated with only much higher-priced cars. Deep-comfort, durably upholstered seats are extra wide, and there's leg room galore in the back passenger area. Big windows provide Full-Circle Visibility and add to the sense of roominess. There are sprightly new color combinations to select from, with tastefully harmonizing instrument panel, garnish moldings and side panels. Picture at left illustrates Taxi Expanded Package interior with all-vinyl upholstery selection.



Wide-opening REAR DOORS with Automatic Doorman Assist Hinges

Ford's big rear doors swing way out for easy passenger entry and exit. The lower hinges on the rear doors have toggle springs which help open and close the doors after they have reached the halfway position. An integral door check holds the rear doors full-open for extra passenger convenience.



Large LUGGAGE COMPARTMENT

The luggage compartment in all 58 Fords is extra wide and deep for storing loads of baggage. The deck lid has spring assisted hinges for easy opening.



1958 Ford
CUSTOM 300

(With Optional Taxi Package)

The 1958 Ford is solidly built
for a smooth comfortable ride!



■ The smooth, stable, road-hugging ride of the new '58 Ford Custom 300 Series is a fact *proved and approved around the world*. Here's the kind of taxi comfort that really registers on the meter. The secret is the great new Inner Ford with its softer-action Ball-Joint Front Suspension . . . smoother-riding rear suspension . . . plus Ford's all-steel integrated body designed to ride silent, solid and secure. The interiors of these '58 Ford Custom

300's provide every luxury feature for deep, solid comfort. In addition to the standard interior, there are three optional packaged interiors to select from, plus a durable all-vinyl upholstery specially for taxi use. A wide variety of optional taxi equipment is also available, including three low cost heavy duty packages designed to make your '58 Ford taxi last longer, and perform better with greater economy.

make the best taxis in the world!



SAFETY-TWIN HEADLIGHTS
with improved beams

In addition to being an important new styling feature, Ford's 58 Safety-Twin sealed-beam headlights provide better, precision aimed passing beam and driving beam roadlighting, with low-beam wattage increased 25%, and high-beam 50%.



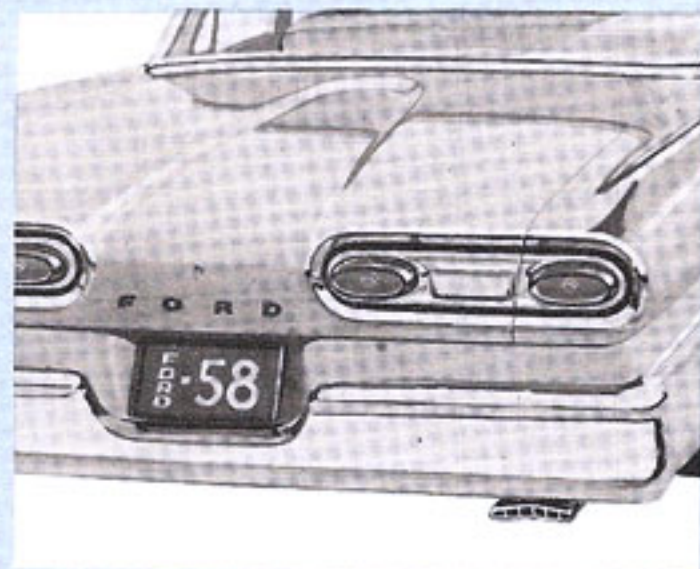
Lifeguard
STEERING WHEEL

Ford's Lifeguard steering wheel is designed and built to withstand high impact and thus lessen the chance of injury to the driver's chest from the steering column in case of collision.



Double-grip Safety
DOOR LOCKS

A high-tensile steel plate helps keep the lock rotor from sliding out of engagement with the striker, for extra passenger safety in case of impact.



SAFETY-TWIN TAILLIGHTS
and new wrap-around
rear bumper

The outboard unit of Ford's 1958 oval-shaped Safety-Twin Taillights serves as taillight, stoplight and directional signal. The inboard unit functions as an additional taillight. The wrap-around type rear bumper is of massive construction to provide extra rear-end protection.

1958 FORD ENGINES . . . with Greater Economy and Greater Performance

STILL AT TRADITIONAL LOW FORD PRICES!

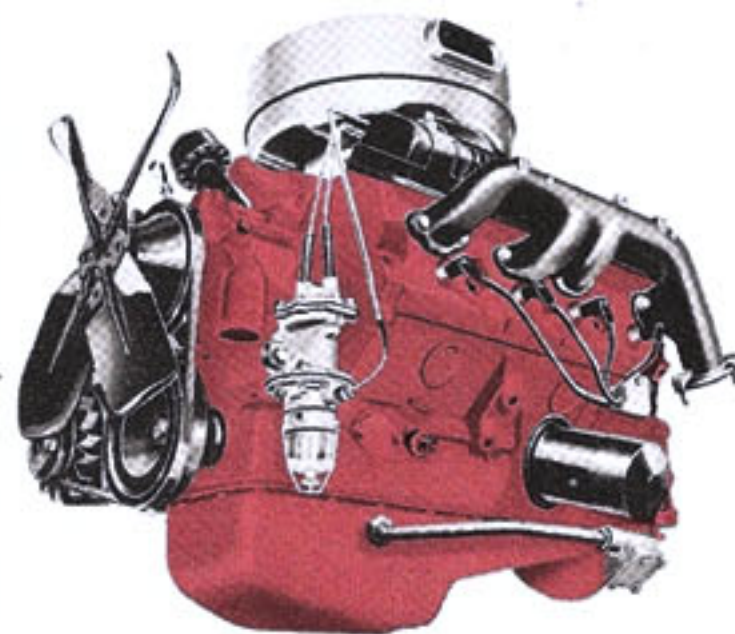
FORD MILEAGE MAKER SIX

. . . the engine that delivered more miles per gallon than any engine in the latest Mobilgas Economy Run

■ The 1958 Ford Mileage Maker Six is so well adapted to taxi engine requirements it might just as well have been custom designed for the purpose. An ultra-smooth, quick-responding performer, it's a "natural" for stop-and-go city driving. Features Ford's famous Deep-Block Design; high-compression, high-turbulence combustion chambers; reusable Super-Filter Air Cleaner; new Unit-Design Carburetor for up to 10% better gas mileage; plus a host of other engine advances. The Mileage Maker Six is built to last under hard taxi usage, with minimum maintenance and top economy.

Mileage Maker Six ECONOMY CARBURETOR

For even greater gas mileage, a specially designed economy carburetor is available for the Mileage Maker Six. If this low-priced taxi option is selected, it should be so specified at the time of purchase; otherwise the engine will come equipped with the standard Unit-Design Carburetor.



High-compression 205-hp FORD 292 V-8

■ Ford's 292-cu. in. V-8 engine for 58 offers higher compression, high-torque power with agile response for quick getaways, easy maneuvering in traffic. It has the low-silhouette, twin-jet carburetor famous for smooth efficiency, now improved for greater economy. Features sturdy, deep-block design with proven longer life. Here's an advanced engine with every important performance and economy feature for profitable taxi service.

NEW 265-hp INTERCEPTOR 332 SPECIAL V-8

Completely new in design . . . features Ford's new Precision Fuel Induction system with machined combustion chambers for peak performance. Delivers maximum performance from regular gas. Available in the Custom 300 with choice of Ford's four 1958 transmissions.

ENGINE	HP	TORQUE	CARB.	EXH.	BORE x STROKE	RATIO	DISP.	TRANSMISSION
Mileage Maker Six	145	212 lbs-ft	Single-barrel	Single	3.62" x 3.60"	8.6 to 1	223 cu. in.	Conventional Fordomatic Overdrive
Ford 292 V-8	205	295 lbs-ft	Two-barrel	Y-type	3.75" x 3.30"	9.1 to 1	292 cu. in.	Conventional Fordomatic Overdrive

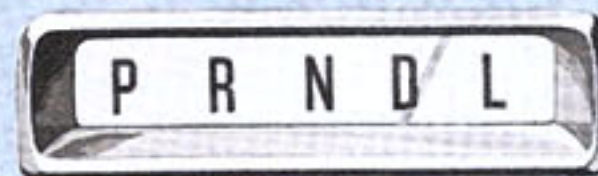
FORD 1958 TRANSMISSIONS

HIGH-TORQUE CONVENTIONAL

By far the most popular Ford transmission for taxi use. Provides 3 manual-shift forward speeds and a reverse. A quiet, smooth, instant-responding transmission with cushion-disc type, high-torque transmitting clutch. Features rugged, all helical gears for extra long life. New transmission linkage provides easier shifting into all gears.

ECONOMICAL OVERDRIVE

Delivers more miles per gallon, saves on engine wear and permits quieter driving. Economical 4th gear lets the engine purr along at 30% lower rpm than required at the same road speed in conventional 3rd gear.



FORDOMATIC DRIVE

The popular automatic that meets all taxi driving requirements. For 1958, features smoother-than-ever direct to intermediate downshifts as well as faster shifts into reverse. Three forward gears let you start normally in intermediate, or extra fast with accelerator kickdown into low. (Transmission without low gear start also available, with Six only.)

NEW CRUISE-O-MATIC DRIVE

Offers a choice of 2 full-time driving ranges: "D1"—used for all normal driving—gives brisk, solid starts in low; "D2" gives gentle, sure-footed intermediate starts on ice and snow. (With Interceptor 332 Special V-8 only.)



Low-Friction Deep-Block Design . . . Block extends below center of crankshaft providing high structural rigidity, smoother performance, more economical operation and longer life.



Wedge-Type Combustion Chambers . . . Wedge-type combustion chambers create super-turbulence of the fuel-air mixture, for fuller combustion, higher efficiency, greater economy.



Unit-Design Carburetor . . . New, higher-velocity downdraft venturi provides quick starting, peak acceleration and maximum operating economy. Manually controlled choke.



Super-Filter Air Cleaner . . . Treated cellulose element supplies freer and quieter flow of completely filtered air to the engine for longer life. Angle-mounted for easy accessibility.



Full-Flow Oil Filter . . . Provides 100% oil filtering for engine protection. Filter and case are easy to remove and install. Entire unit is disposable.



New Turbo-Action Spark Plugs . . . New 18-mm. design provides long, efficient performance. Has high resistance to harmful deposit formation, misfiring and pre-ignition.



Free-Turning Valves . . . Low-friction valve keepers permit free turning which minimize warpage, distributes wear more evenly for longer engine life.

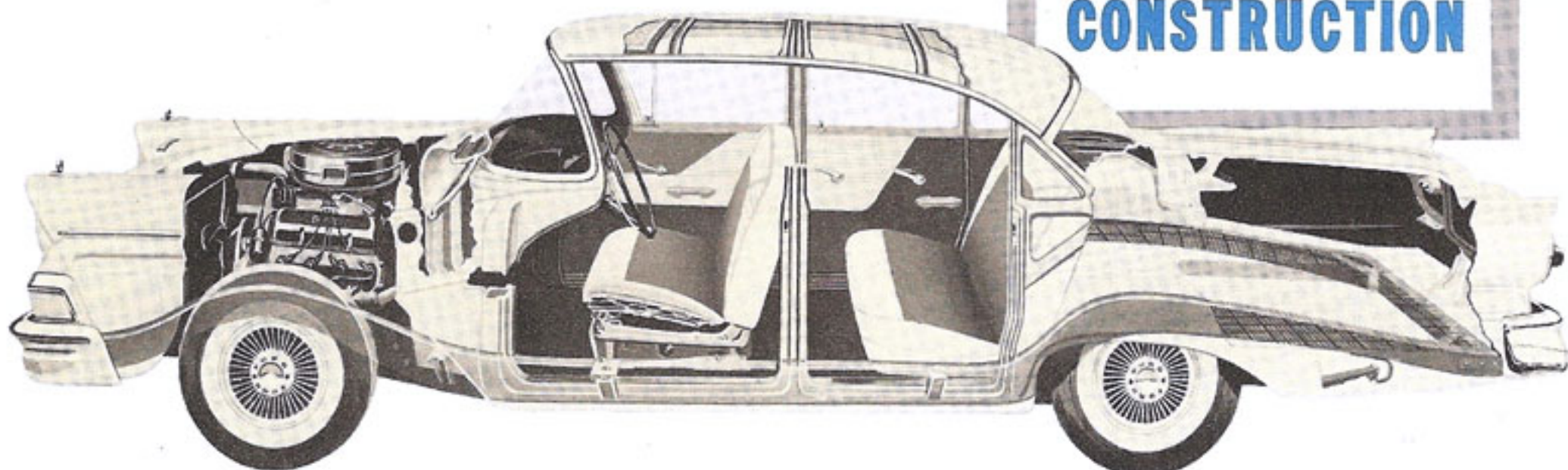


Full-Flow Fuel Pump . . . Discharges fuel to the carburetor under new higher pressure for greater protection against vapor lock. Has porous-fibre fuel filter.



**Gives your passengers a quieter
and more comfortable ride**

58 Ford
**SOLID BODY
CONSTRUCTION**



The 1958 Ford body is ruggedly constructed with quality features throughout for greater safety, durability and comfort. The all-steel body components are joined, sealed and welded into a sturdy, integrated assembly. Important stress areas are fully reinforced to give your passengers a more silent, solid and secure ride.

The 58 Ford has plenty of extra brawn where it counts most . . . from its massive front end and heavy-gauge welded center pillar structure, to its rigidly bolted-on fenders. What's more, all 58 Ford body elements (bumpers, grille, fenders, doors, etc.) are designed for easy removal and replacement—an important money-saving taxi servicing feature.

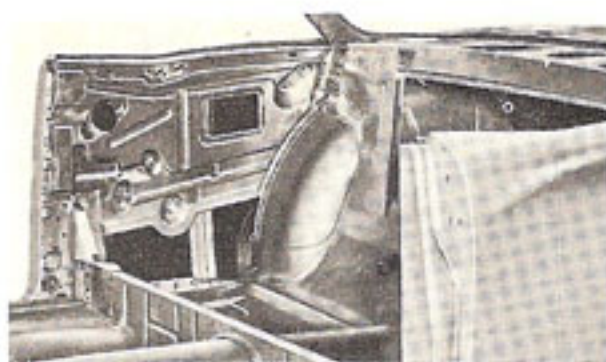
- ★ New roof panel has seven strengthening fore-to-aft grooves and is supported by 5 side-to-side braces for extra rigidity, greater safety.
- ★ One-piece front fenders are securely bolted to front pillars and radiator support, for greater front-end rigidity.
- ★ The upper and side panels of the cowl are integrated with the front door pillars and dash panel to form a strong, rigid and safer unit.

- ★ Massive, one-piece, wrap-around front bumper has integral guards for extra front-end protection.
- ★ Sturdy rear deck lid is mounted on spring-counterbalanced hinges, for easy opening.
- ★ Voltage regulator is newly located farther back on apron for greater protection.
- ★ Spring-counterbalanced, easy-opening front-hinged hood is controlled by latch inside the car below instrument panel.

- ★ Double-ribbed floor pan has 5 reinforcing floor members, for extra sturdiness, more quiet.
- ★ Extra-heavy seat track hold-down bolts are securely anchored to frame and cross members for extra protection in case of accident.
- ★ Body back panel incorporates convenient Center-Fill Fuel Intake.
- ★ Horn is newly located on fender apron for easier accessibility, faster service.



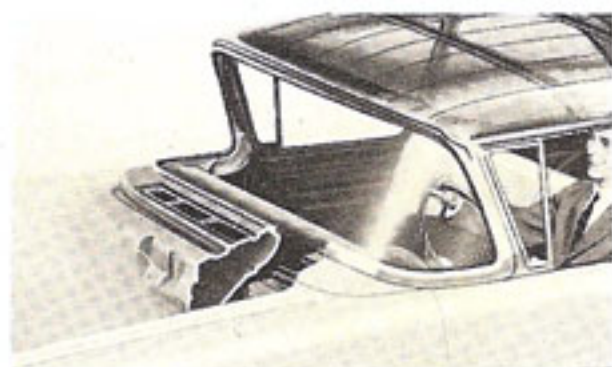
EXTRA-RIGID ROOF SUPPORTS AND BRACES
... New fluted roof panel is supported by 5 side-to-side all-steel braces. In addition to giving reinforcement to the roof, they provide valuable passenger protection.



EXTRA REINFORCEMENT IN REAR BODY AREA
... Husky reinforcements tie the roof rails, package tray, wheelhousings and floor pan into a sturdy, welded assembly, for extra strength. Integral stiffening ribs add rigidity to the domed steel wheelhousings.

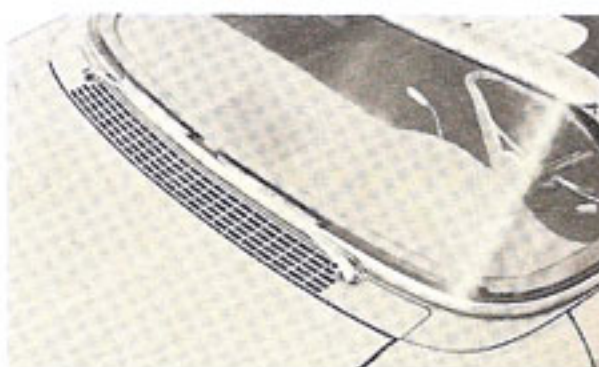


HIGHEST QUALITY SOUND AND WEATHER INSULATION . . . The 58 Ford provides the best, most thorough insulation against sound, heat and cold. Joints and connections are sealed against dust and weather for maximum passenger comfort.



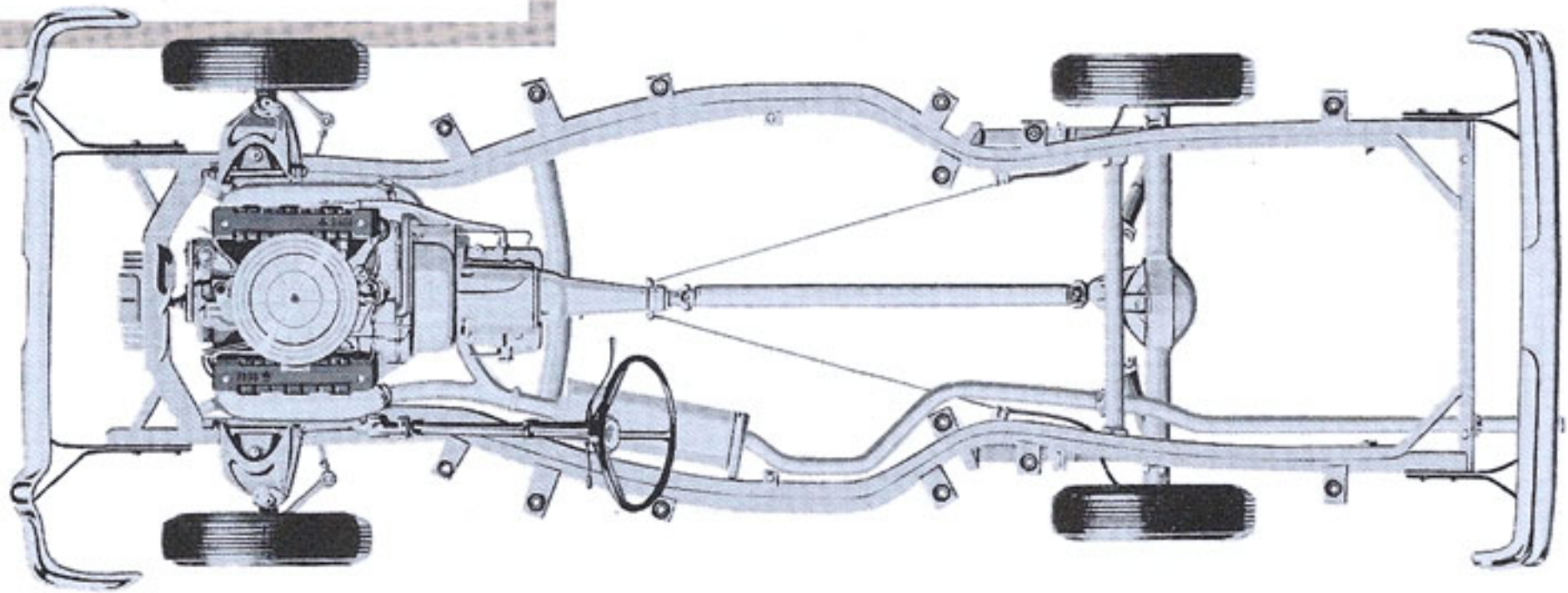
DOUBLE-WALL STEEL SAFETY DASH . . . Triple-insulated, double-walled protection between the passenger area and the engine compartment means less noise transference, a more durable, safer body.

COWL TOP VENTILATION SYSTEM . . . High-level air intake passages, located in front of the windshield on the cowl top, provide fresher air for body ventilation.



58 Ford
**HUSKY CHASSIS
 DESIGN**

**Makes the Inner Ford stand up
 to the toughest taxi service**



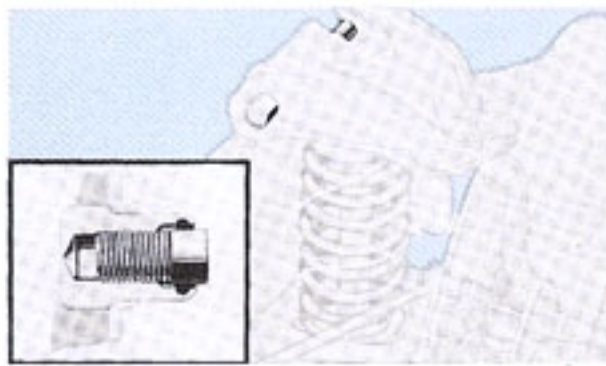
- ★ Husky, wide-contoured frame has flared side rails for wall-to-wall passenger protection—features 5 sturdy cross members for extra rigidity.
- ★ 58 Ford 292 V-8 engine has free-flow, larger diameter, Y-type exhaust pipe. Bigger triple-wall muffler is zinc coated on inside to resist corrosion. The Mileage Maker Six has extra-husky exhaust pipe, with double-wall muffler and heavy-gauge tailpipe.

- ★ Husky universal joints have high-capacity, prelubricated needle bearings for smoother performance, longer life in the most rugged taxi service.
- ★ Husky driveshaft with deep-offset pinion is designed for low shaft tunnel height and vibration-free operation.
- ★ Large-capacity, pressure-type radiator produces more uniform engine cooling at all operating speeds.

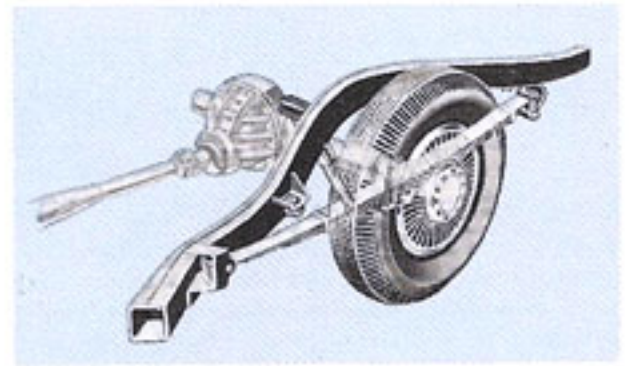
- ★ Large fuel tank holds 20 gallons, for fewer fuel stops.
- ★ Ford's 14-inch tires make every ride smoother; have safety rims as standard equipment.
- ★ New cam-actuated carburetor accelerator pump (with Mileage Maker Six engine) provides easier, smoother accelerator operation . . . an important new 58 Ford feature.



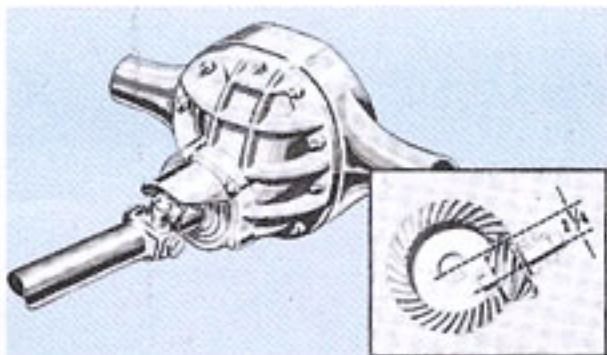
NEW MAGIC-CIRCLE STEERING . . . Ford's new recirculating-ball type steering mechanism uses low-friction steel balls instead of usual worm gear. Magic-Circle Steering is designed to reduce steering effort whether the car is moving or standing still.



NEW SOFTER-ACTION BALL-JOINT FRONT SUSPENSION . . . The upper control arm pivots of Ford's new, smoother riding front suspension have exclusive Ford-designed threaded bushings that are permanently sealed and lubricated for longer life.

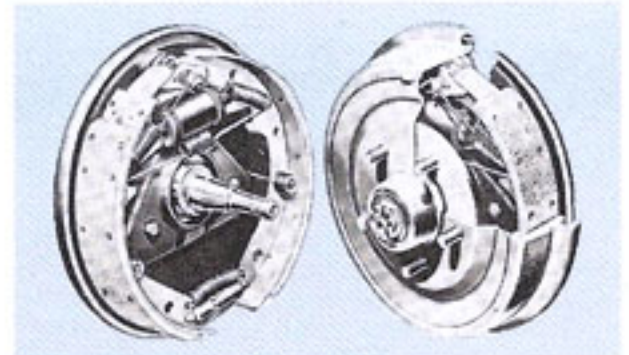


NEW SMOOTHER RIDING REAR SUSPENSION . . . The springing action on the 58 Ford has been softened and shock absorbers newly valved for a smoother, more comfortable ride. Ford's new spring-leaf design means a better balanced, more uniform ride.



DEEP-OFFSET HYPOID REAR AXLE . . . Ford's deep-offset hypoid rear axle has a sturdy straddle-mounted pinion for smoother, quieter operation and longer life.

GIANT-GRIP DOUBLE-SEALED BRAKES . . . Ford's big, self-energizing brakes require less effort to operate, are double-sealed against dirt and water for longer life, less maintenance.

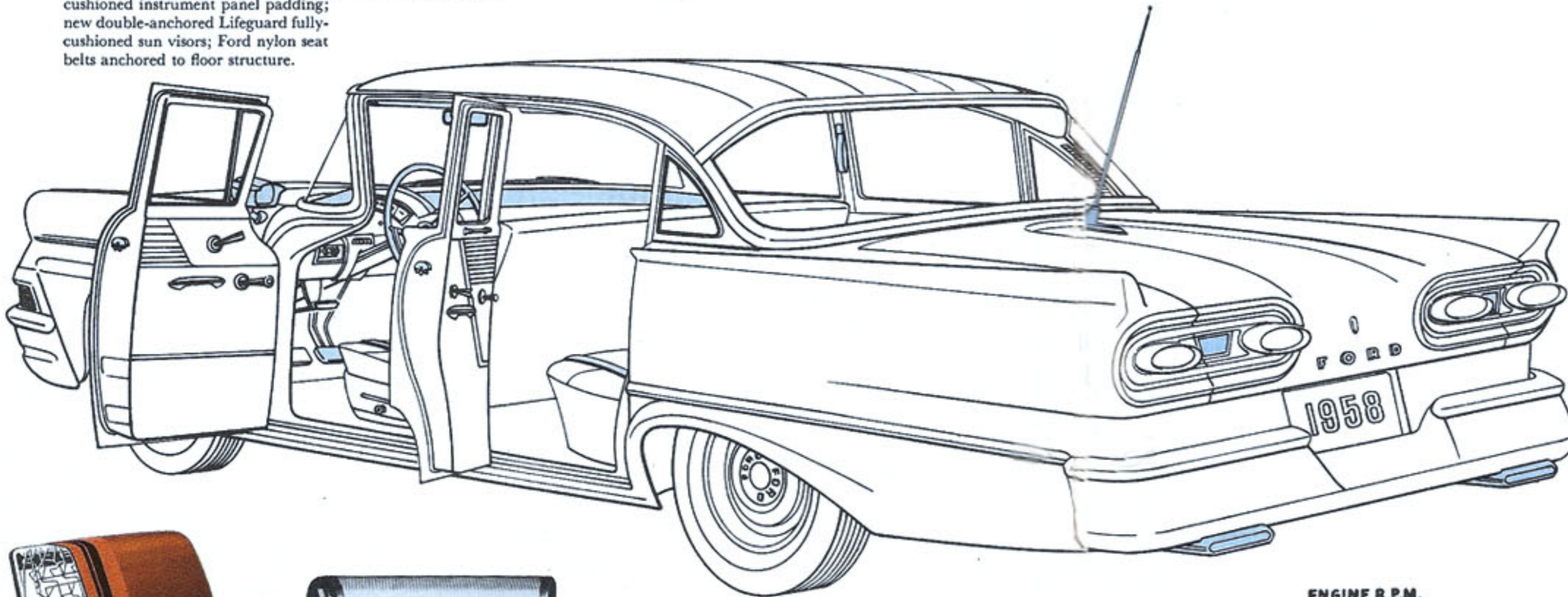


Ford **OPTIONAL TAXI EQUIPMENT** for 1958

FACTORY-INSTALLED FOR LONGER LIFE IN TOUGHEST GOING!

EXCLUSIVE 1958 FORD "LIFEGUARD DESIGN"

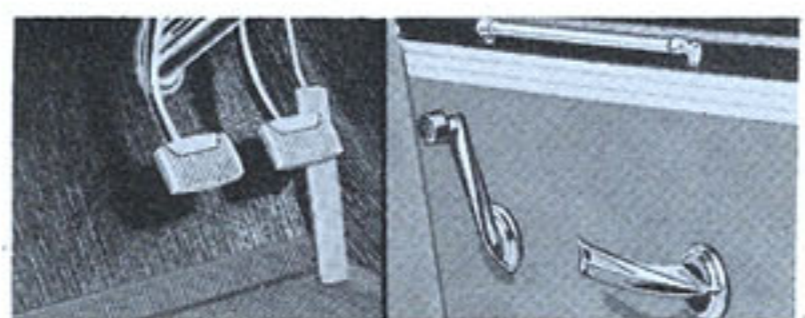
Safety is a built-in feature of all 1958 Fords! *Standard equipment:* Safety-Curved instrument panel with recessed control knobs; Lifeguard deep-dish steering wheel; safety-type seat anchorage; Lifeguard double-grip door locks. *Optional:* Lifeguard super-cushioned instrument panel padding; new double-anchored Lifeguard fully-cushioned sun visors; Ford nylon seat belts anchored to floor structure.



Special "24-hour duty" front and rear seats . . . Have heavy-gauge springs in cushions and seat backs, with either cotton or foam-rubber pads in cushions, for greater comfort, longer life. Washable, long-wearing dark brown all-vinyl upholstery and trim available at slight extra cost. (Red or green on special order.)

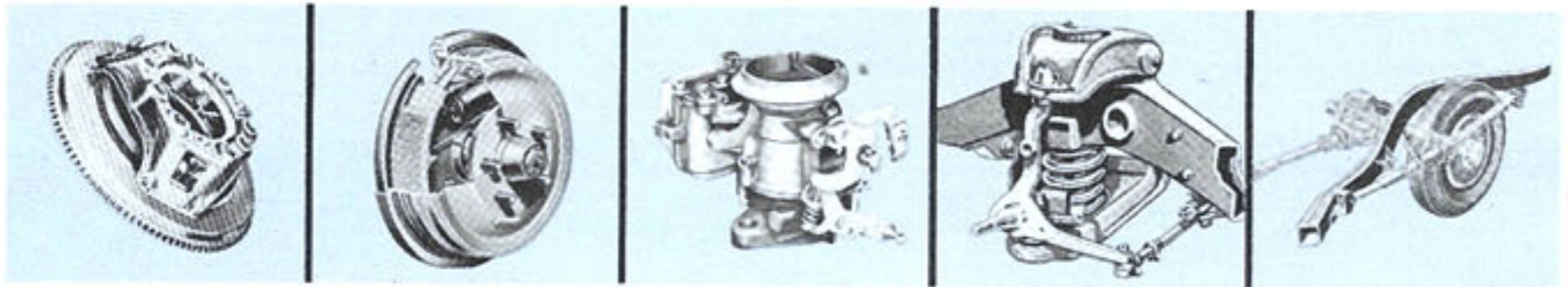


PolarAire Conditioner . . . Circulates mechanically refrigerated air throughout the car from 6 different vents. One control knob turns the air conditioner on, with choice of high, medium or low fan speeds. Another knob controls temperature in 6 ranges. Comes with I-Rest tinted safety glass all around the car.



Thick, durable floor mats . . . Reinforces the places of greatest wear in both the front and rear areas, for more trim appearance, easier cleaning.

Metal pull handle . . . An important convenience feature for taxi drivers; helps driver close the right rear door more conveniently and with less stretching and effort.



Longer-lasting 11" diameter heavy duty clutch . . . Built to take the severe treatment of taxicab driving. Has ball-type release bearing with fitting for up-pressure lubrication.

Bonded brakes and ribbed drums . . . Ribbed drums provide better cooling, more uniform braking. Rugged linings are designed to last longer under constant usage.

Economy carburetor . . . Designed for the 1958 Mileage Maker Six. Same basic type as standard carburetor with addition of special jets for greater gas mileage.

Optional front suspension . . . Has heavy-gauge front coil springs and heavy duty front shock absorbers for longer life even under most severe, round-the-clock taxi service.

Heavy duty rear suspension . . . Has extra-capacity spring leaves and heavy duty rear shock absorbers for handling big passenger loads with ease and comfort.

Outfit your Ford taxi with these special options for peak performance, greater economy and longer-lasting good looks

■ It's really easy to outfit your 1958 Ford taxi with factory-installed options. Be sure and consider each of the taxi options and packages described on these pages. They are designed to put extra safety, comfort and durability into your 1958 Ford taxis. Just inform your dealer of your selections, and he will see to it that your taxis are delivered with the equipment you ordered.

ADDITIONAL OPTIONAL EQUIPMENT

As illustrated in blue on car

- ASSIST STRAPS
- METAL PULL HANDLE
- SWIFT SURE POWER BRAKES
- *EXHAUST DEFLECTORS
- BACKUP LIGHTS
- *DELUXE ANTENNA
- *VISORED SPOTLIGHT-MIRROR
- *INSIDE NON-GLARE MIRROR
- MASTER-GUIDE POWER STEERING

Other options

- GRAY, BLUE OR GREEN BOX-STRIPED NYLON UPHOLSTERY
- COLOR-KEYED STEERING WHEEL WITH HORN RING!
- ARM RESTS, front and rear!
- ASH RECEPTACLE IN FRONT SEAT BACK!
- RIGHT-HAND SUN VISOR!
- AUTOMATIC FRONT DOOR DOME LIGHT SWITCHES!
- CIGARETTE LIGHTER!
- BROWN ALL-VINYL UPHOLSTERY AND TRIM (Red or green available on special order)
- 4-DOOR-OPERATED DOME LIGHT (with red warning light which tells when any door is opened)
- WIRING (and hole in roof) FOR TAXI ROOF LIGHT
- POWER-LIFT WINDOWS (Driver Controlled)
- 4-WAY POWER FRONT SEAT
- 4-WAY MANUAL TILT FRONT SEAT
- *REAR SEAT SPEAKER
- AQUAMATIC WINDSHIELD WASHER-WIPER
- *DELUXE ADJUST-O-RING, VISORED FULL-VIEW OR FULL-VIEW OUTSIDE-MOUNTED MIRROR
- *FENDER SHIELDS
- FASHION-RAY WHEEL COVERS
- MAGICAIRE HEATING AND VENTILATING SYSTEM
- RECIRCULATING HEATER AND DEFROSTER
- *NEW HIGHER LEVEL HEAT DEFLECTOR FOR RECIRCULATING HEATER
- RADIO-CONSOLE RANGE OR SIGNAL-SEEK
- SELF-REGULATING ELECTRIC CLOCK
- *VENTILATED SEAT CUSHIONS
- GOLD ANODIZED ALUMINUM ACCENTED SIDE MOLDING
- *SPECIAL MAP LIGHT
- HEAVY DUTY BATTERIES
- EXTRA-CAPACITY RADIATOR AND HIGH-SPEED FAN
- ELECTRIC VACUUM-BOOSTER PUMP
- *SEAT COVERS
- SPECIAL FUEL AND VACUUM PUMP UNIT
- I-REST TINTED SAFETY GLASS (windshield or all glass)
- STEEL SPEEDOMETER GEARS AND CABLE
- HEAVY DUTY CONVENTIONAL TRANSMISSION GOVERNORS

* Dealer installed
 (Included as a package with the 3 optional upholsteries)

PLUS COMBINATION PACKAGES available at low kit prices

STANDARD PACKAGE FOR FORDOR CUSTOM 300 MODELS INCLUDES:

- Std. or opt. cloth, or dark brown vinyl seats and trim
- Heavy duty brakes
- Economy carburetor (Six, with Fordomatic or HD clutch)
- Heavy duty clutch—except automatic transmission
- Heavy duty front and rear seats, with cotton pads in cushions (or foam-rubber pads at extra cost)
- Heavy duty front and rear springs with heavy duty shock absorbers and rear shock absorber brackets
- "Coarse Pitch" conventional transmission for 6-cylinder only
- Steel speedometer gears

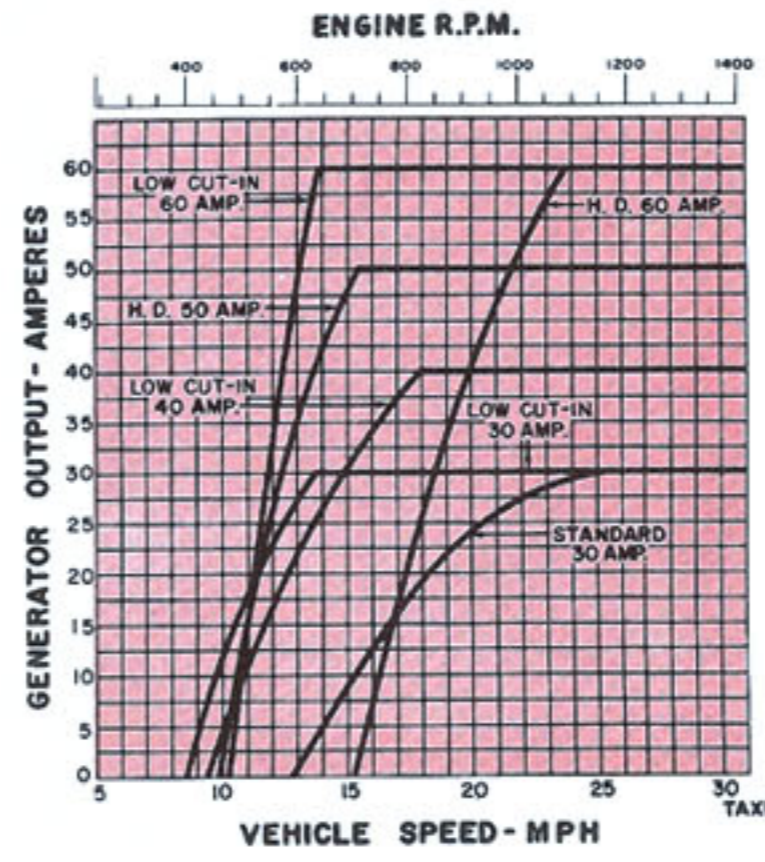
EXPANDED PACKAGE FOR CUSTOM 300 FORDOR MODEL ONLY, INCLUDES:

- Standard package plus arm rests, ash receptacle in front seat back, and heavy duty front and rear floor mats.

AUXILIARY TAXI PACKAGE FOR CUSTOM 300 FORDOR INCLUDES:

(sold only when a Standard or Expanded Fordor Package is also ordered)

- LOW-CUT-IN generator
- 4-door operated dome light (with red warning light which tells when any door is opened)
- Roof light wiring (with hole in roof panel)
- Assist straps
- Steering wheel with horn ring for standard Custom 300
- R. H. rear door metal pull handle
- Lubricator fitted driveshaft



Generator options . . . Ford's 12-volt electrical system includes 30- and 40-amp. low cut-in models plus 40-, 50- or 60-amp. heavy duty units. To help you select the one to suit your needs, performance curves indicating cut-in speeds and maximum output are shown at right. Alternator-rectifier systems in 50-amp. standard, or 50- or 100-amp. heavy duty, are also available. (60 amp. on special order.)

SPECIFICATIONS

Exteriors: New gleaming, durable body enamels are available in Single Color and Style Tone combinations. *The Single Colors* are: Raven Black, Silvertone Blue, Azure Blue, Colonial White, Silvertone Green, Seaspray Green, Bali Bronze, Desert Beige, Gunmetal Gray and Torch Red. *Style Tone* selections combine Colonial White with any Single Color including Sun Gold; also Silvertone Blue with Azure Blue, Silvertone Green with Seaspray Green, Raven Black with Gunmetal Gray and Bali Bronze with Desert Beige. Both Single Color and Style Tone selections are available with choice of standard full-length bright-metal side molding or optional full-length bright-metal side molding highlighted by ribbed gold anodized aluminum trim.

Interiors: Handsome new Silver Lattice-Patterned nylon cloth upholstery with Silver Shantung-Grain vinyl on backrest bolster, trim and deep-pleated door panels. Optional is new eye-catching gray, blue or green nylon fabric upholstery in Box-Striped pattern, with harmonizing Sof-Textured vinyl on bolsters in cushions and seat backs and trim in padded pleats and sections of door panels. Included as a package with the above optional upholstery are color-keyed steering column and wheel with horn ring, front and rear arm rests, right-hand sun visor, cigarette lighter, automatic front door switches (for dome light operation) and ash tray in back of front seat (on Fordor model). Also optional is long-wearing dark brown all-vinyl upholstery and trim available in the Taxi Package (red or green on special order). Standard floor covering is Sof-Tred carpet-textured black rubber. Optional heavy-duty front and rear floor mats available in Expanded Taxi Package.

Engines: *145-hp Mileage Maker Six* (available with all transmissions except Cruise-O-Matic)—223-cu. in. displacement; 3.62" bore x 3.60" stroke; 8.6 to 1 compression ratio; regular fuel; manual choke. Optional *205-hp Ford 292 V-8* (available with all transmissions except Cruise-O-Matic)—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. Optional *265-hp Interceptor 332 Special V-8*—332-cu. in. displacement; 4.00" bore x 3.30" stroke; 9.5 to 1 compression ratio; regular fuel; alternate intake-exhaust valves with self-adjusting hydraulic valve lifters. Precision Fuel Induction system with low-silhouette 4-venturi carburetor, automatic choke, dual exhausts.

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; 55 amp-hr battery; 450-watt generator; Turbo-Action 18-mm. spark plugs. V-8 engines electronically balanced under own power for maximum smoothness.

Clutch and Manual Transmissions: Semi-centrifugal clutch with full-weighted levers for positive engagement; suspended clutch pedal; 9½-in. dia. with Six, 10-in. dia. with

292 V-8 and 11-in. dia. with 332 Special V-8 engines. *Conventional Drive* has 3 forward speeds and 1 reverse, with gear ratios tailored to each engine. Shot-peened, fine-pitch helical gears for high strength and quietness; forged bronze-synchronizers. *Overdrive* (optional) is combination of 3-speed transmission plus an automatic 4th gear that cuts in at about 28 mph, cuts out at about 22 mph.

Automatic Drive: *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*—offers low-gear starts in "D1" range for full-power getaways, and intermediate-gear starts in "D2" range for sure-footed acceleration. With 332 Special V-8 only.

Wide-Contoured Frame: 5-cross-member, precision-made, reinforced box-section construction. Side rails extend *outside* passenger seating area for better foot room and increased side protection. Silent-Grip body mounting system.

Front Suspension: Angle-Poised, 4-Way Ball-Joint Front Suspension has new, threaded, permanently lubricated bushings in upper control arm for softer, easier ride. Newly valved, Viscous-control shock absorbers.

Rear Suspension: Softer-action, variable-rate type, outboard-mounted, long-leaved rear springs with extra leaf lengths ahead of axle for smoother, more comfortable Even-Keel ride. 4 leaves with friction-controlled inserts. Fully insulated with rubber bushings in front and rear eyes. Wind-up rubber bumper on frame side rail over forward spring section limits deflection under load, further contributing to Even-Keel ride. Newly valved, Viscous-control shock absorbers.

Rear Axle: Husky, low-slung hypoid, semi-floating type with straddle-mounted deep-offset pinion.

Torque-Tailored Axle 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 gear provides less friction, easier steering. Antifriction bearings throughout. Symmetrical-linkage; 27 to 1 over-all ratio; 17½" 3-spoke Lifeguard deep-dish steering wheel. Approx. 40' turning diameter.

Brakes: Giant-Grip, Double-Sealed, self-energizing hydraulic; suspended pedal; 11" dia. drum; 180-sq. in. lining area.

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

Dimensions: 116" wheelbase; 59.0" front, 56.4" rear treads. Over-all length, 202.0". Height (maximum with design load), 57.1".

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.

Comparative information was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this folder 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.

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