



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

THIS ADVERTISEMENT IS SCHEDULED TO APPEAR IN THE FOLLOWING PUBLICATIONS:

Publication	Issue	Circulation
SATURDAY EVENING POST	February 15, 1958	5,161,264
LIFE	February 24, 1958	5,835,032
BETTER HOMES & GARDENS	February, 1958	4,302,019

TOTAL CIRCULATION: 15,298,315

ADVERTISEMENT NO. 6925
One Page — Four Colors

Prepared by
J. WALTER THOMPSON COMPANY

PRINTED IN U. S. A.