



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.

Proved and approved around the world

58 FORD

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

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