



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