

To understand all the Edsel has to offer you, compare any car on the road today with this *completely new* automobile.

You can recognize its classic vertical grille and the elegant sweep of its flight deck a block away. And the instant you do, you *know* there has never been a car like the Edsel. Behind it lie all the resources and engineering skill of Ford Motor Company.

The results: the Edsel is powered by the newest V-8 engines in the industry—the Edsel 400 and the Edsel 475. Their specifications: 400 and 475 pound-feet of torque; 303 and 345 horsepower; 361 and 410 cubic inches of displacement. It is unlikely you have ever driven a car with so much usable power.

The Edsel's big, safe brakes do not need periodic adjustment. They adjust themselves automatically in the course of your day-to-day driving.

The Edsel can shift itself. In an Edsel equipped with Teletouch Drive, you just touch a button on the steering wheel hub. Teletouch does the rest—smoothly, surely, *electrically*. The Edsel's list of available features is long. Examples: contour seats; a dial that lets you select heat, quantity and direction of air with one twist of the wrist; a warning signal that flashes when you exceed your pre-set speed limit; another that flashes when oil is one quart low; a release that opens the luggage compartment from the driver's seat.

You will find many things that make the Edsel different from any car you have driven. More exciting, more sure, more safe.

What does an Edsel cost? Prices range from just above the lowest to just below the highest. You can afford an Edsel. And you can choose from four series, 18 models.

EDSEL DIVISION • FORD MOTOR COMPANY

The remarkable new member of the
Ford family of fine cars

EDSEL

NOW AT YOUR EDESEL DEALER

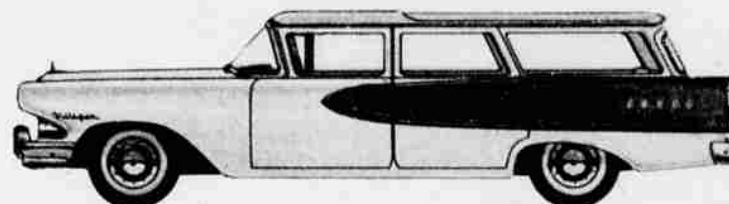
Station wagons



Edsel Bermuda 9-passenger four-door



Edsel Bermuda 6-passenger four-door



Edsel Villager 9-passenger four-door



Edsel Villager 6-passenger four-door



Edsel Roundup 6-passenger two-door

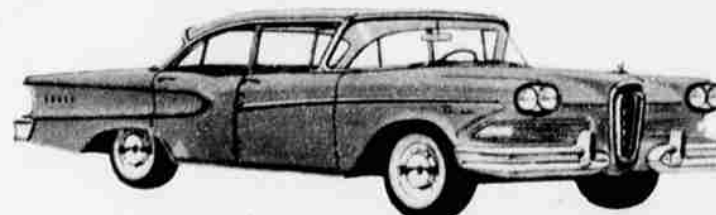
Two- and four-door sedans



Edsel Ranger four-door



Edsel Ranger two-door



Edsel Pacer four-door