

EXTRA**GREEN LINE****EXTRA**

New Cure for an Old Habit

When it comes to purchasing an automobile, there's no question that habit plays a great part in the selection of make.

So much so, that "repeat" buyers are among the most eagerly sought-after, most avidly wooed market in the automobile business.

TAKE CADILLAC, FOR INSTANCE

It is obvious that Cadillac advertising has courted not only new buyers — but it has traditionally gone out of its way to get "repeat" business with a pat on the back for Cadillac owners.

Both buyer and owner were told, in effect, of Cadillac's "carriage trade" appeal, of its exclusive and unique appearance. And for many years, this approach worked. "Once an owner, always an owner" might easily have been the motto.

THEN LOOK WHAT HAPPENED!

But as living standards rose, so did Cadillac ownership. And, as more Cadillacs appeared on the streets, some of the Cadillac glamour began to wear off.

Then used Cadillacs — both "sharp" ones and "rough" ones began to hit the market place.

The net result? Cadillac's "exclusiveness" became less and less a fact, more and more a memory of a faded era. And to make matters worse, Cadillac adopted highly conservative styling policies, changing only slightly from one year to the next.

This is the case with Cadillac for 1958! For just as it was hard to tell the '57 from the '56, many observers will have to take a "second look" to establish the year of the latest Cadillac — a fact well demonstrated by the pictures on this and the following pages.

THE CURE FOR THE HABIT

Traditional Cadillac owners have little to persuade them to keep up their "habit" in 1958. Those buyers who desire fresh and exclusive form, and a unique kind of driving pleasure can look to the Edsel Citation — a "fine car" in its own right — at a substantially lower price!

**1958 Edsel****1958 Cadillac****1957 Cadillac**

WHAT'S MORE . . .

This Green Line Extra shows you facts and figures of the Edsel Citation's advantages over Cadillac for 1958. It shows how the Edsel Citation provides more for the money — even when compared with the self-styled "Standard of the World"!

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Let's Talk Horse-Sense About . . .

WHAT MAKES A MEDIUM-PRICED CAR

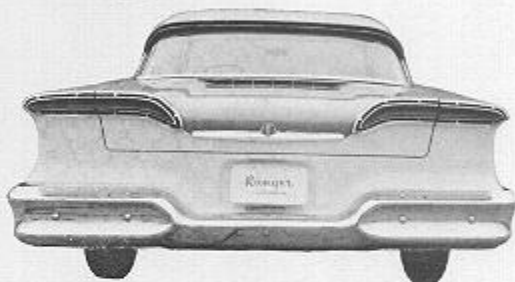
From the looks of things, almost everyone aspires to medium-priced prestige! Take the low-priced cars, Chevrolet for instance. Recent years have seen this make introduce model after model to compete in the "prestige" market.

But tacked-on glamour, "juiced-up" engines and bigger price tags do little to change the basic character of this low-priced car. And the sad proof of that fact is when its owner consults the hard-bitten used car appraiser when trade-in time rolls around again.

The old saying never rang truer: You can't make a silk purse out of a sow's ear!

Contrast this with the genuine article — the 1958 Edsel. Here you find built-in bigness and luxury, as well as performance designed for its size. And you find lasting value. This is a medium-priced car for keeps!

This Green Line Extra gives you proof of that fact. It compares the 1958 Edsel with the Chevrolet Bel Air — and analyzes each of the features that provide the Edsel buyer lasting value and true prestige. They'll know you've arrived when you drive up in an Edsel!

**1958 RANGER****1958 BEL AIR**

More for the Money... or "Small Change"?

As each 1958 medium-price car makes its bow, you can see Edsel superiority in every buyer criterion ... style, comfort and performance ... overwhelmingly affirmed.

This is especially so in the case of the 1958 DeSoto. In contrast to the Edsel's newness, its "more-for-the-money" features, DeSoto offers "small change" for 1958.

WHAT'S UP IN STYLING?

Just a glance confirms the Edsel's fresh, new design ... its unprecedented styling. In fact, Edsel for 1958 is the only car you can call new ... and make it stick!

DeSoto, however, presents the same general styling theme as in 1957, with major differences in trim only. Moreover, despite these changes, Edsel still proves out "tops" in a side-by-side comparison with the 1958 DeSoto!

FOR EXAMPLE . . .

Edsel's rubber-faced bumper guards, concave bumper surfaces, and sturdy vertical impact ring all offer extra frontal protection — and a fresh, new appearance destined to become a classic. DeSoto, however continues to offer the "mouth-open" grille, rounded bumper surfaces which invite override ... and generally follows a well-rutted path of automotive styling.

Edsel's Dual Headlamps, integrated with the power-styled fenders, appear "made" for the car. DeSoto's dual headlamps ... now standard, as on Edsel ... present a less integrated impression.

Truly original and unshared style is found in the Edsel's flight-deck design, its broad and high gull wing tail lighting. DeSoto, however, with its tailfins and general body silhouette, gives more than a hint of its strong relationship with other cars in the Chrysler line.

A LOOK AT THE LINEUP

Although offering 18 models, (including 6 FireSweeps ... the "Dodge" DeSotos ... and 2 high-priced Adventurers) DeSoto is "heavy" on the "price" cars. Its lineup offers no 2-door sedan, no 2-door station wagon. In addition, DeSoto offers a total of



1958 EDESEL



1958 DE SOTO



1957 DE SOTO

only four station wagons ... against Edsel's five ... with nothing to compare to the outstanding luxury of the simulated wood-panelled Bermudas! DeSoto equals the Edsel lineup in numbers only! The following pages tell that story — and more!

Dodge's Flight Sweep... "Here to Stay"?

For 1958, Edsel is the only car you can call "new" — and make it stick!

From its original and exclusive styling to its new brand of performance — Edsel is truly the car of totally new and pleasant surprises for the buyer.

Among the "lifted" automotive faces for 1958, Dodge highlights Edsel's bold newness in comparison. Far from daring, Dodge has adhered rather conservatively to last year's styling. For it seems a fact that Dodge Flight-Sweep styling is here to stay — at least for another model year!

THE STYLING "RUNDOWN"

Dodge has "tightened" up its front end with a textured grille surface in place of last year's "mouth-open" design. However, Dodge retains the rounded bumper which affords little or no grille and radiator protection. Except for slightly redesigned bright metal ornaments in slightly different arrangements, Dodge is basically last year's car from a styling viewpoint.

By comparison, note Edsel's crisp front end treatment — the ruggedly protective grille — and husky concave bumpers that prevent override in "tight" parking situations.

Next, contrast Dodge's "opened" headlamp placement with the trim, smooth Edsel Dual Headlamp design.

Dodge also retains rearward slanting windshield posts, the controversial "tacked-on" fin treatment and "pop-out" taillights. In the Edsel, however, the buyer sees action-styled, forward-angle windshield posts — a smooth, flat, exclusive flight deck, trimly outlined by high level gull wing taillights.

HOW MANY MODELS?

Always a strong contender in mere numbers, Dodge again presents a long model line-up — 22 models for 1958. However, consider that five of these are 6-cylinder models — essentially "de-powered"



1958 EDESEL



1958 DODGE



1957 DODGE

versions of the 8-cylinder models. Excluding these, Dodge actually competes with Edsel with only 6 hardtops against Edsel's 8. And no matter how you cut it, Dodge offers nothing like the distinctive luxury of the simulated wood-paneled Edsel Bermudas!

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How Does Olds Compare with the 1958 Edsel?

HOW "ORIGINAL" IS OLDS?

Historically an "experimental" car, Oldsmobile, in the past, has made a small name for its originality and newness. However, when you examine the 1958 Olds, you'll find little that's new and much that's borrowed — from the past or from other cars in the GM family. This is especially true when you compare Olds with the 1958 Edsel — the only 1958 car you can call new and make it stick!

SPECIFICALLY . . .

Although much praised by Oldsmobile people in the past, Oldsmobile's integral grille and bumper combination is not in the picture for '58. Instead, Olds follows general industry practice with an exposed grille and separate bumper. However, the new Olds grille (which looks like a cross between Chrysler and Buick styles) appears to be highly vulnerable to impact. Parking lights on Olds are in the bulky bumper, where they are exposed to minor parking damage. The bumper itself has no built-in safeguards against override, such as you find in the Edsel's "maximum security" front view.

From the side, the Olds' silhouette shows striking similarities to last year's model, as well as to other GM cars. Even more obvious is Oldsmobile's excessive use of bright metal — for example, the "pipe organ" effect on the rear quarter panel. Contrast this with the Edsel, where eye-interest is achieved by the basic body design itself — not by "tacked on" ornaments.

From the rear, Oldsmobile retains the impression found at both side and front views. The fender crown is decorated with a "clip-on" fin, while the deck lid — compared with Edsel's contoured deck lid — is relatively uninteresting. While taillights on Olds are mounted high, directional signals are relatively low and could be overlooked in "close-in" city driving. Back-up lights are "fish-eyes" mounted in rear bumper projections, where they are vulnerable to minor parking mishaps — unlike Edsel's lights which are placed above the bumper.



1958 Edsel



1958 Oldsmobile



1957 Oldsmobile

THE SUMMING UP

Every view of Oldsmobile provides revealing contrasts with the 1958 Edsel's crisply new and original design. What is more, the 1958 Edsel backs up its favorable "first impression" with solid value. This story is told on the following pages.

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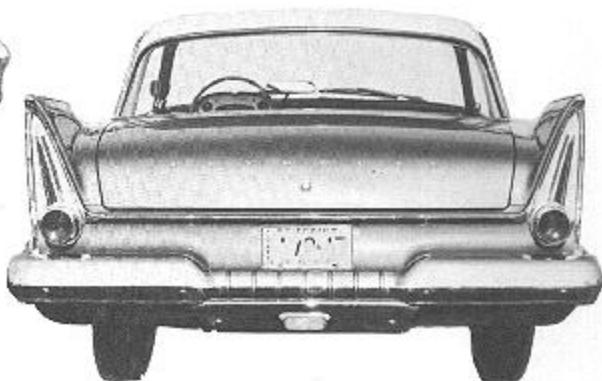
What Makes a "Step-Up" Buy?



What does it mean in terms of value when the buyer "steps up" from the low-priced field? What does the buyer gain that makes his move worth the few dollars extra cost? And finally, what should the buyer look for when making the big step up?

To provide an answer, this Green Line

Extra compares the 1958 Edsel Ranger and Pacer with the 1958 Plymouth Belvedere. Although priced as little as \$22 apart, when it comes to PRESTIGE, quality and dependability, you find that Edsel — which is priced below 32 of the low-priced three — is 1958's value buy. And just as important — the Edsel is all new — not a re-do!



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Pontiac . . . No. ② Car in 1958?

Widely advertised as America's No. 1 road car during 1957, Pontiac rates a poor second when you compare it with the all-new 1958 Edsel!

For, although Pontiac sports a new body shell and sheet metal, the average buyer will easily detect a lack of real freshness in basic concept such as he sees in the 1958 Edsel.

HERE ARE EXAMPLES:

Pontiac continues its flat, relatively uninteresting hood line, its "mouth-open" grille and low, under-slung bumper bars at front — designs used by all competitive manufacturers. In the Edsel, however, the buyer sees true distinction in the exclusive contoured hood, the vertical grille theme that features a rugged Impact Ring and concave bumpers to protect the front of the car. Pontiac's low-placed parking lights actually project ahead of the bumper, while Edsel's lights are blended into the grillework, above the bumper, where they are out of harm's way and can be seen easily from the front or side.

A sidelong glance again betrays Pontiac's reliance on the past. For example, the "spear" side molding is remarkably like that of last year's model, and the "rounded" silhouette and wheel cutouts hardly seem changed. Many observers will prefer Edsel's more graceful handling of the rear quarter scallop, its action-styled wheel cutouts and flat, crisply modern roof line.

At the rear, Pontiac seems to have picked up Chevrolet's 1957 taillight design with slight revisions — while its general contours are not as eye-catching as Edsel's unique flight deck design and gull-wing taillights.

NEW IN THE PONTIAC TRIBE

Pontiac has traditionally used the basic "A" body for Chieftain models as well as the more expensive Star Chief. To overcome this deficiency, Pontiac for 1958 has added a new series to the top of the line — the Bonneville. This new series, however, is actually smaller in size than the Star Chief, and appears to be the same "A" body with a new roof panel. What is more,

**1958 Edsel****1958 Pontiac****1957 Pontiac**

it is offered in only two body styles (compared with three in the Citation) — neither of which are as long, wide, or roomy as the Edsel Citation!

For the buyer who expects greater size with more generous interior dimensions, Pontiac for 1958 is simply a case of "too little, too late." The following pages tell you this story in no uncertain terms!

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Here's Why More and More Ford Owners Are . . . **"STEPPING UP" WITH THE 1958 EDEL!**



It's no surprise that the 1958 Edsel is proving itself an attractive "step-up" buy for former Ford owners.

For the Edsel is backed up by years of Ford Motor research and manufacturing experience. And, as a result, the buyer finds the same outstanding engineering and workmanship that have put Ford in the forefront of the low-priced field.

But the Edsel buyer finds more, too. He sees the results of Edsel's own years of experience and its millions of miles of testing. He finds even greater comfort — more distinctive styling — increased performance — and the greater all-around value and prestige of a medium-priced car.

This Green Line Extra — comparing the 1958 Edsel with the 1958 Ford Fairlane 500 — provides the buyer specific information on the Edsel's greater value. As such, it offers proof that, in the medium-priced field, Edsel is the "step-up" buy.