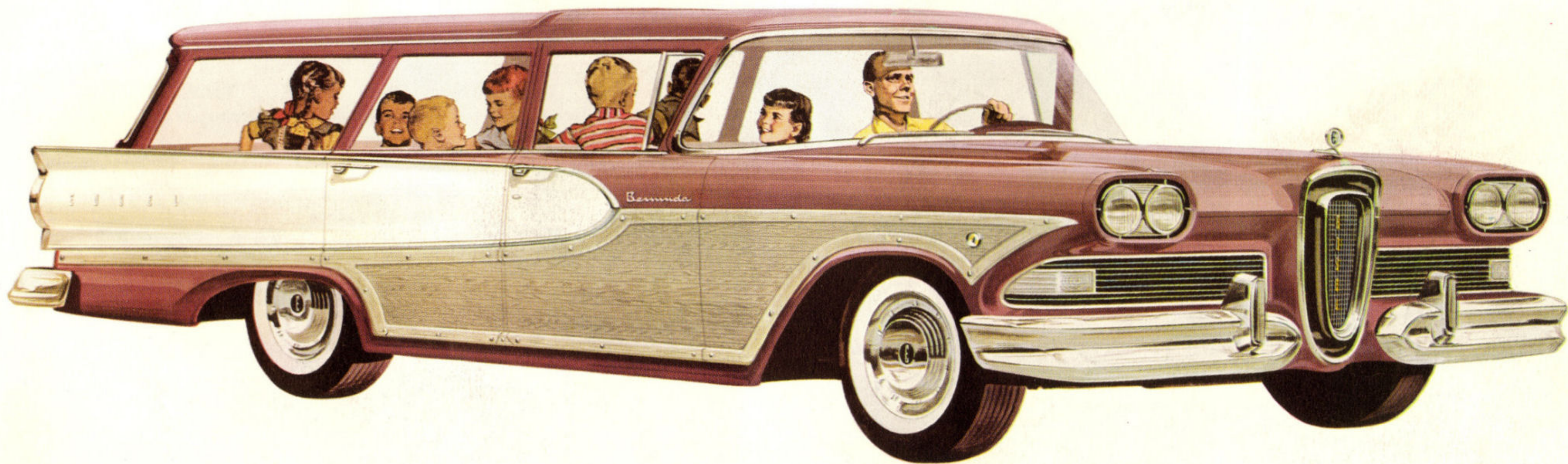
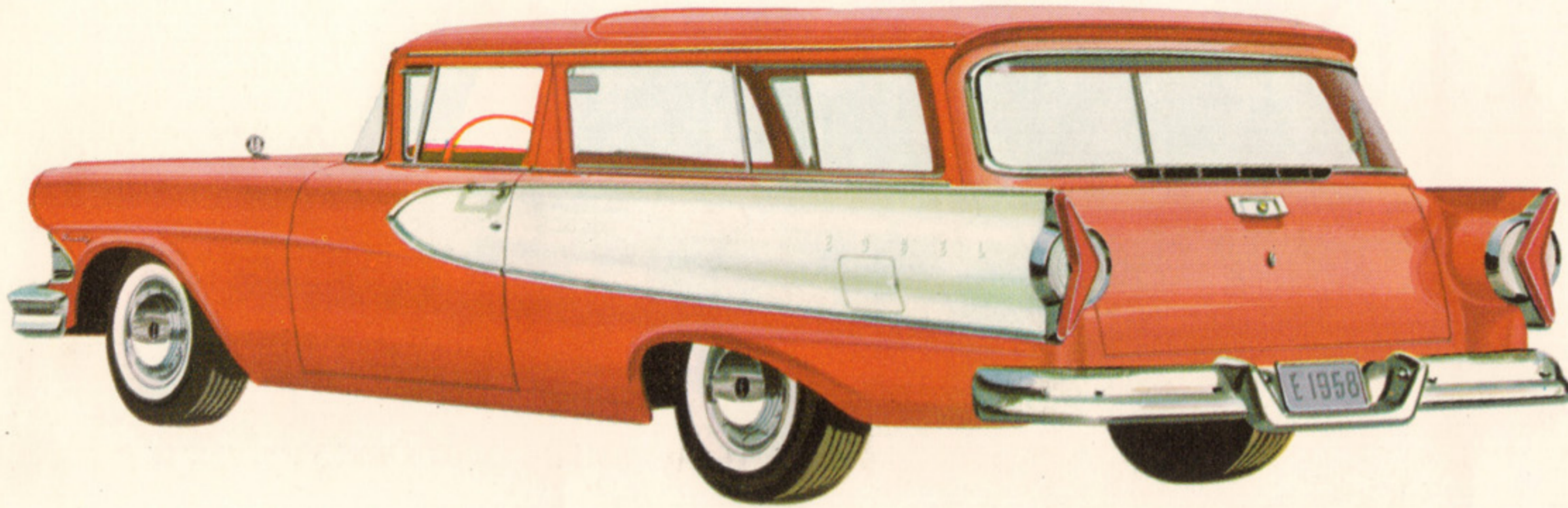


EDSEL STATION WAGONS

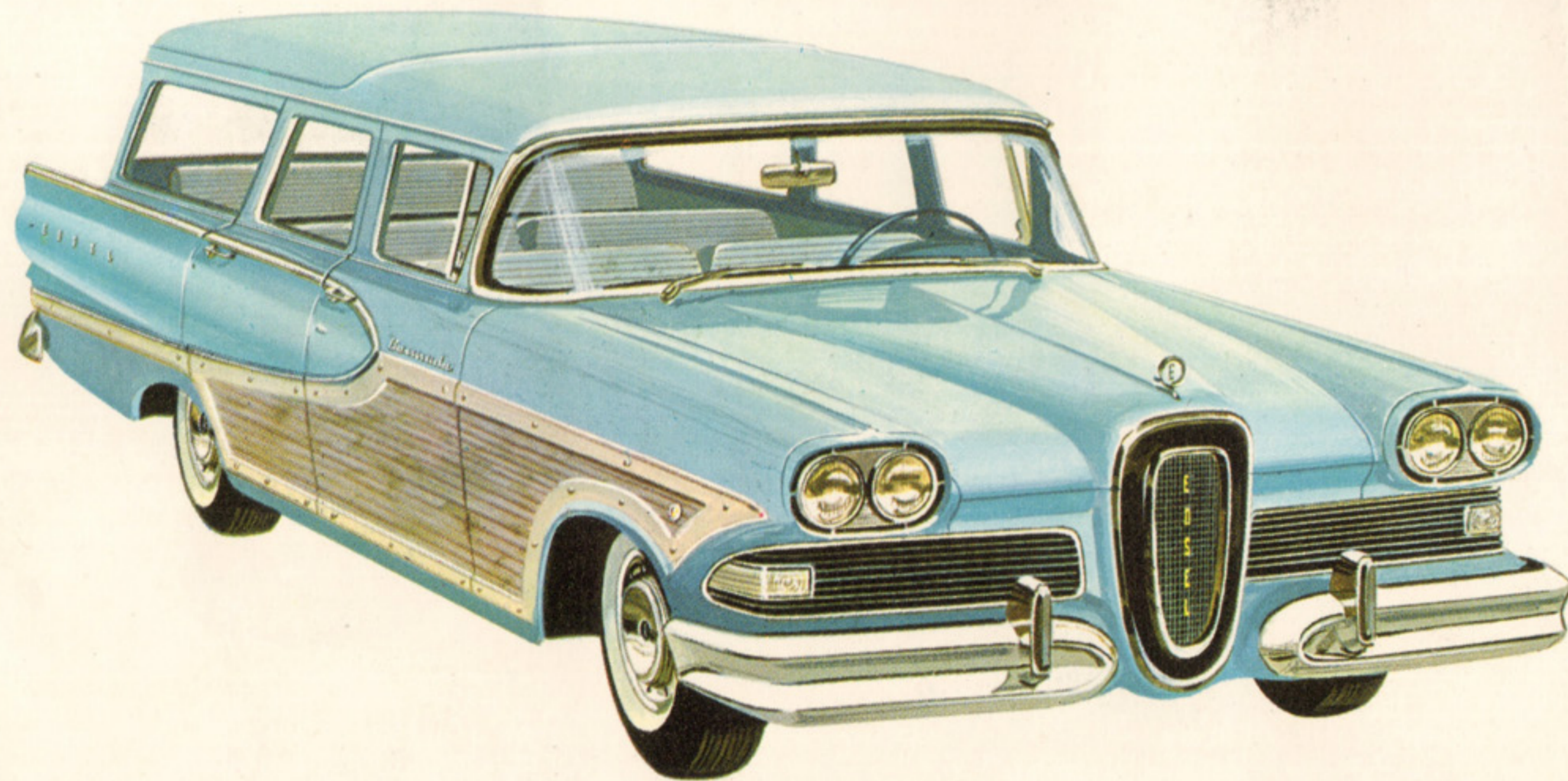
Everything they do, they do in style



FIVE GREAT MODELS TO MEET EVERY STATION WAGON NEED



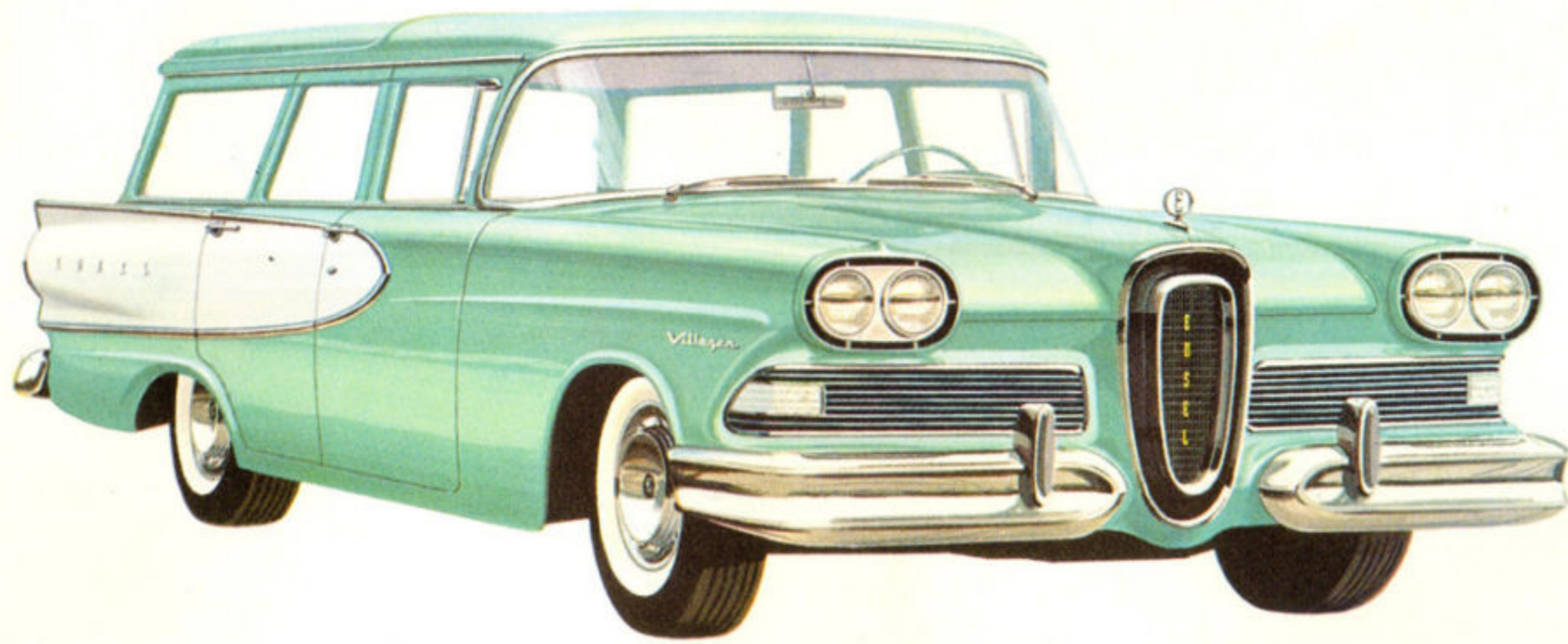
The 2-Door 6-Passenger Edsel Roundup



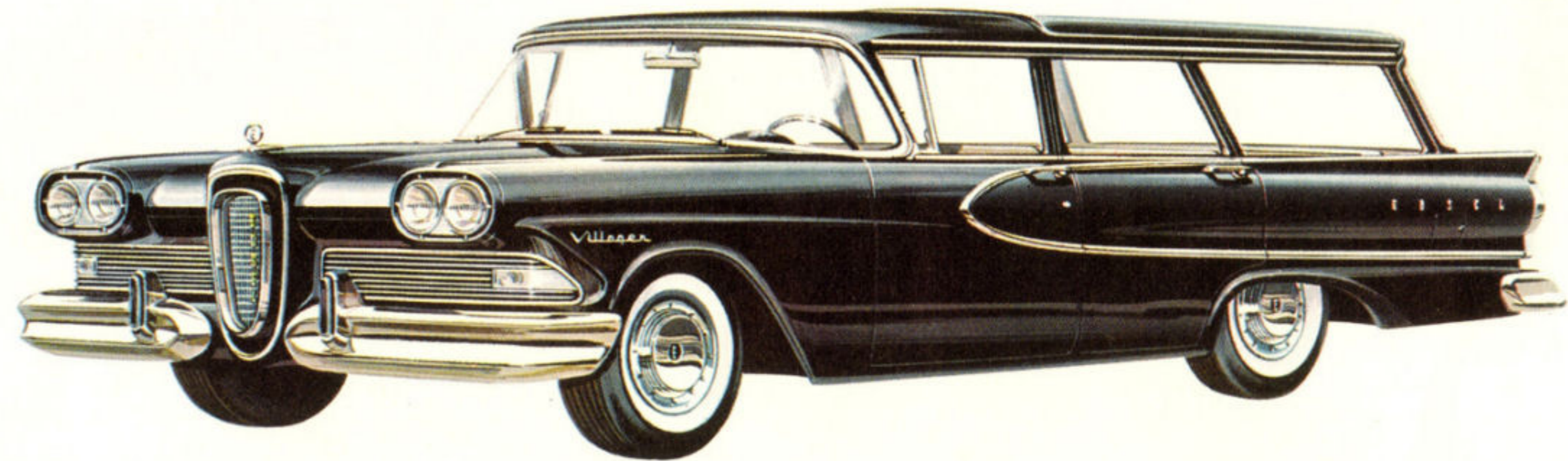
The 4-Door 9-Passenger Edsel Bermuda

This is the age of the station wagon. It is the car for informal going—for the family tour, the picnic, the shopping expedition, the camping trip—so it takes on many faces. That's why Edsel, new member of the Ford family of fine cars, offers five different models. You see them here as the Edsel Bermudas, Edsel Villagers and the Edsel Roundup. All of them are built to the new standard of automobile elegance and performance that is the Edsel.

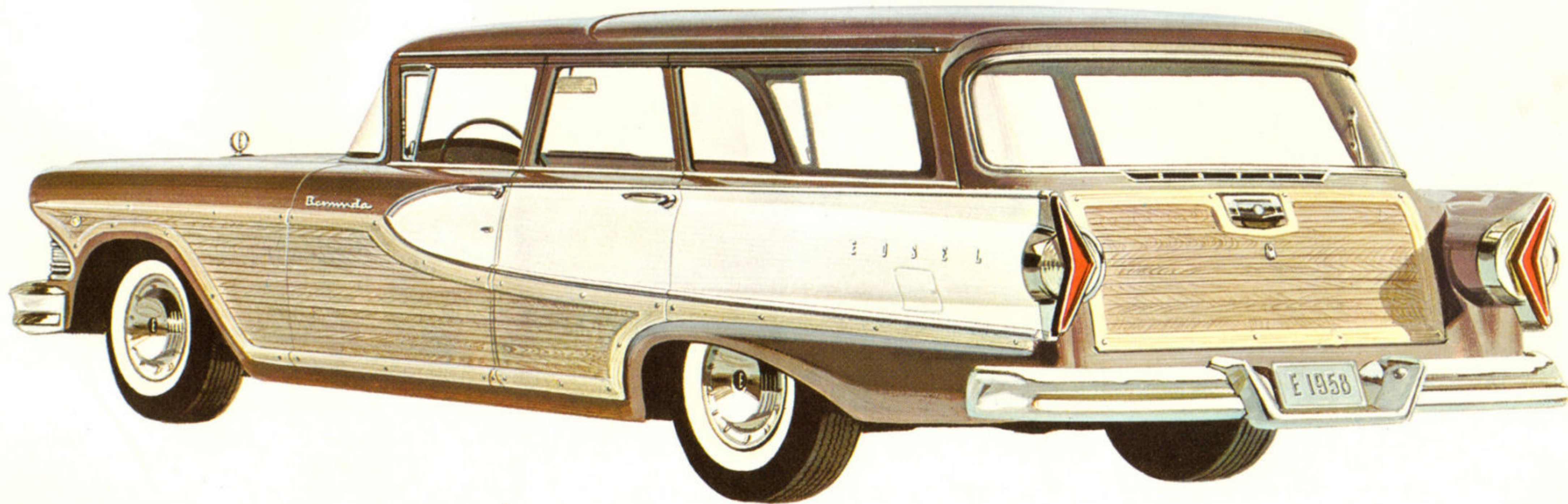




The 4-Door 6-Passenger Edsel Villager



The 4-Door 9-Passenger Edsel Villager



The 4-Door 6-Passenger Edsel Bermuda

DESIGNED FOR GOING YOUR WAY

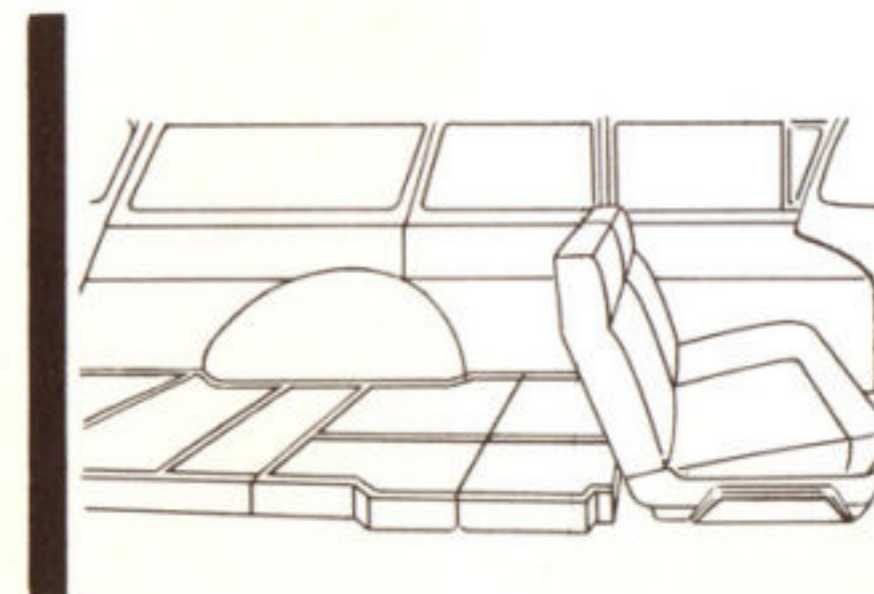


The Edsel 4-door, 9-passenger Villager with choice of color-keyed all-vinyl trims and sturdy, ribbed vinyl floors for loads or luggage.

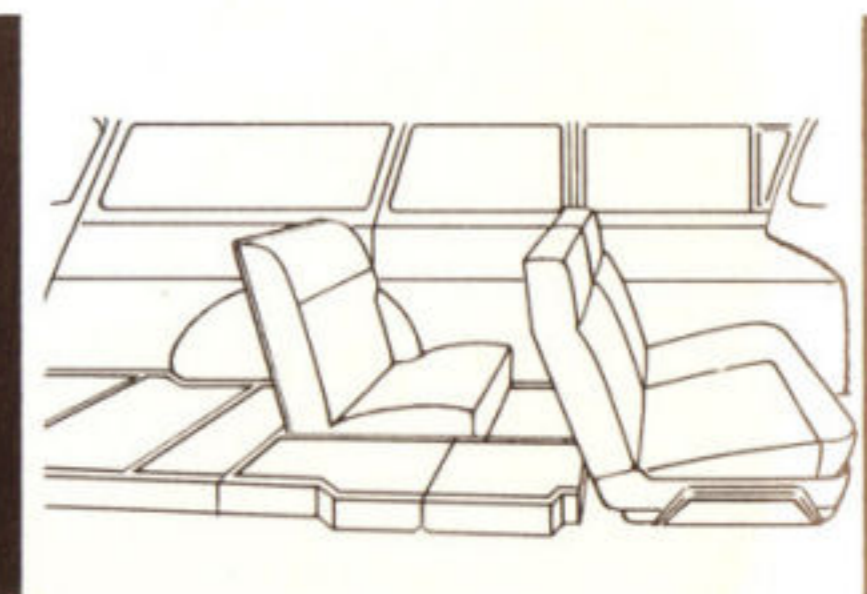


In Edsel 9-passenger Station Wagons, the curbside portion of the second seat folds forward—passengers enter and exit from the third seat *safely* on the curb side of the car.

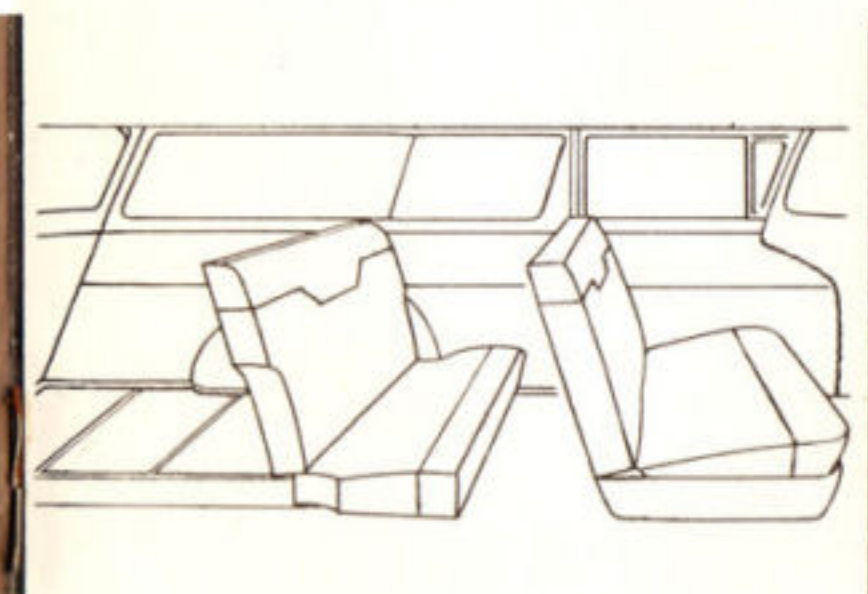
From the minute you get behind the wheel, you'll realize that an Edsel Station Wagon is planned for driving as well as doing—*handsomely and handily*. You have the electric quickness of Edsel's exclusive Teletouch Drive, the visibility of both a wrap-around windshield and rear transom. With its extra-husky guard-rail frame and firmly controlled suspension, an Edsel Wagon is safety-designed to haul a load as well as command the road.



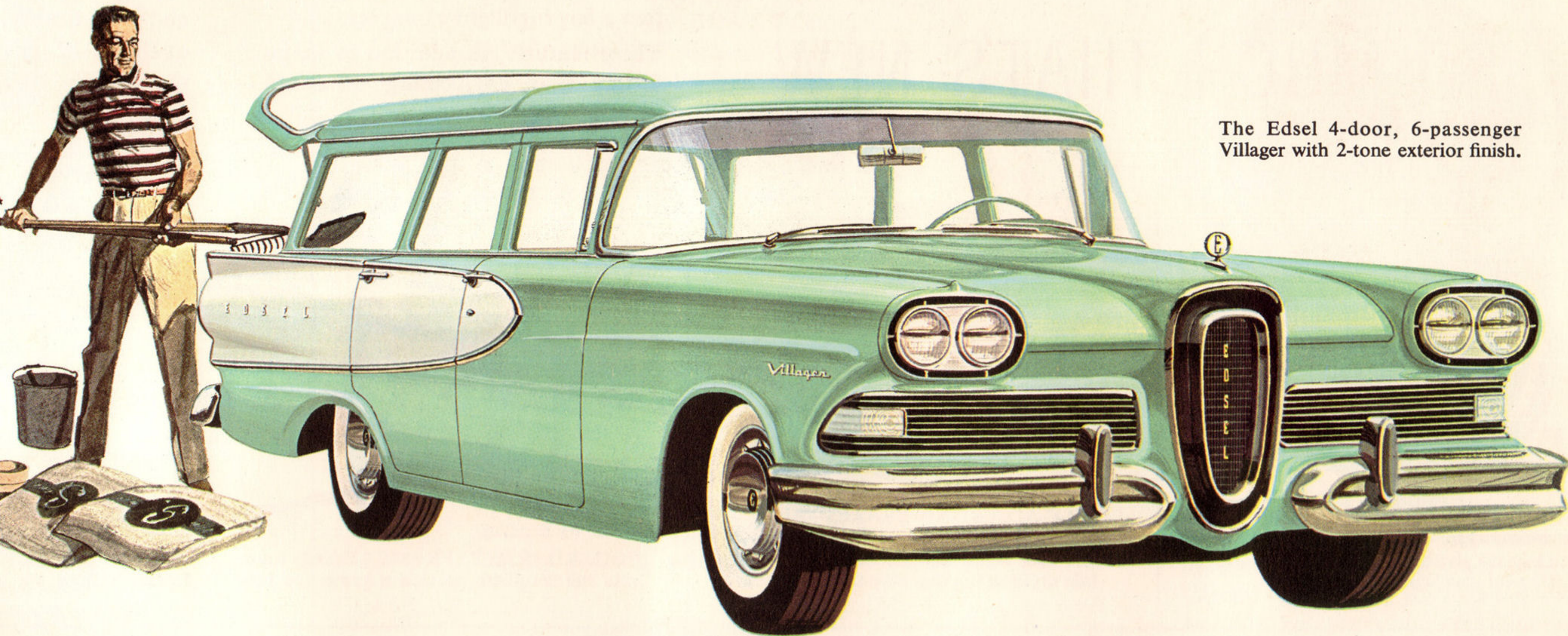
With second seat folded flat, all wagons provide a load space over 7 ft. 3 in. long—8 ft. 10 in. long with tail gate lowered.



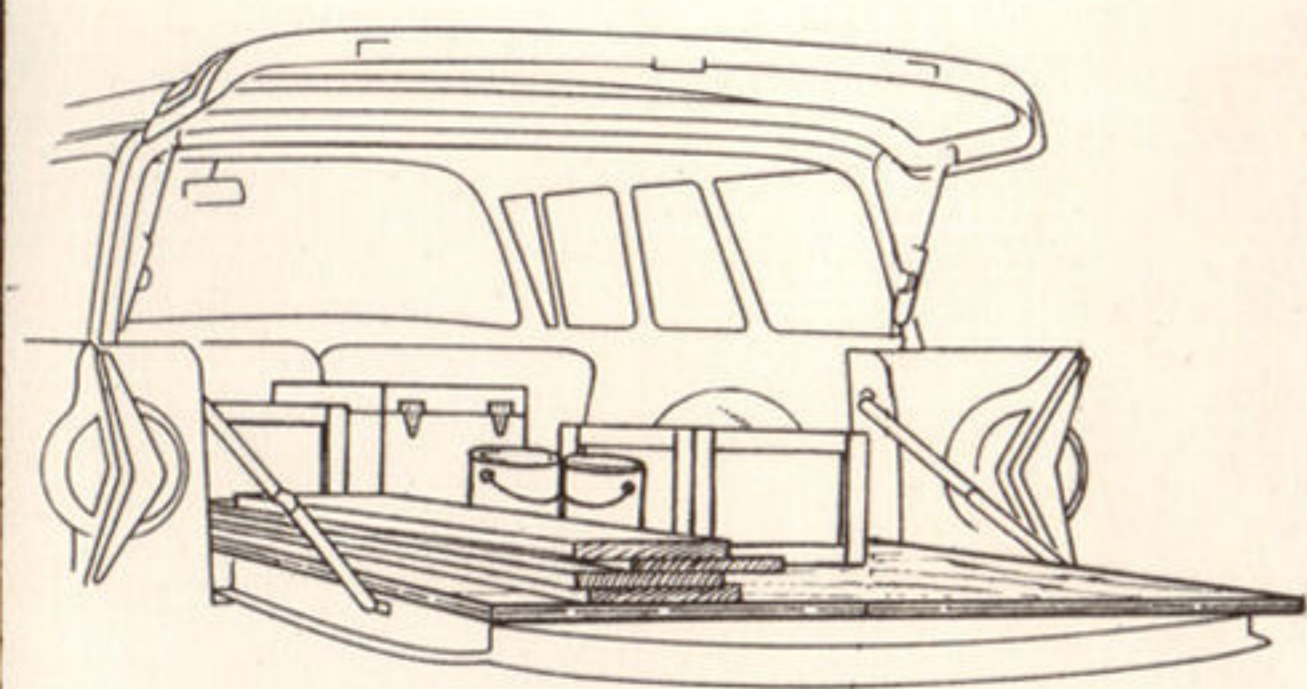
In 9-passenger models, either one-third or two-thirds of the second seat may be folded to provide handy package space.



The Edsel Roundup features a full-width, one-piece second seat which may be folded to provide extra space for luggage.



The Edsel 4-door, 6-passenger Villager with 2-tone exterior finish.



Extra-wide wrap-around lift gate permits easier loading, wider loads, wider rear vision. Easy, one-hand latch operation.



All Edsel Station Wagons combine a clear sweep of visibility in every direction with sturdy steel-beam supporting pillars at front, middle and rear for extra load-bearing roof support.



Unlike some station wagons, Edsel's Bermuda and Villager 9-passenger models provide ample load space behind the third seat to hold luggage when carrying full passenger loads.

NEVER BEFORE SO MUCH THAT'S NEW

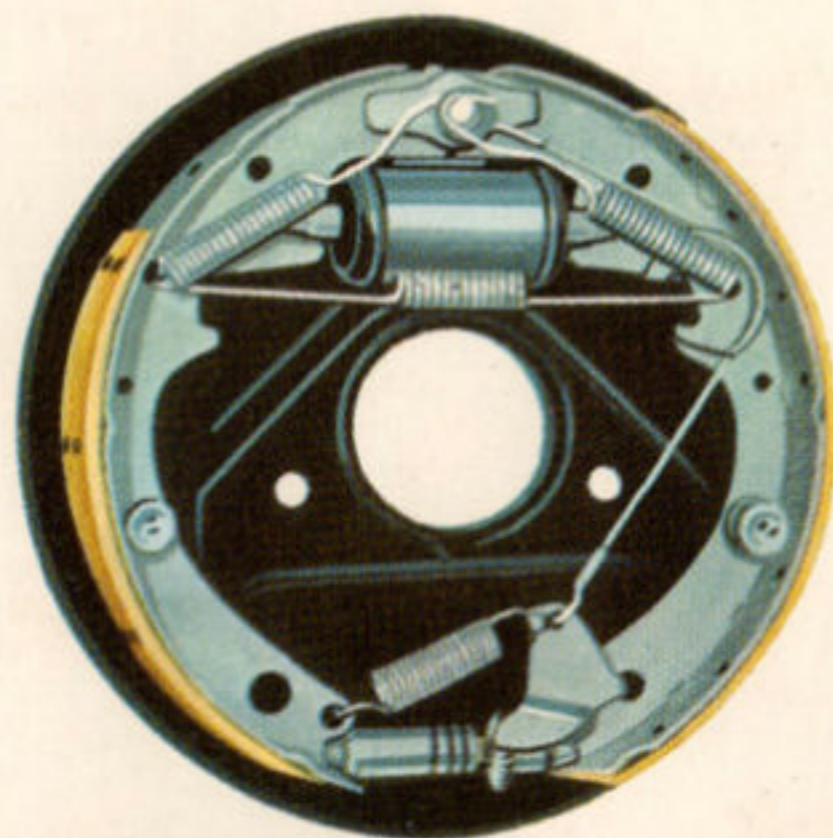
The Edsel's list of remarkable new features is long, and here you see just a few highlight examples.

These features, in addition to major styling and engineering advances,

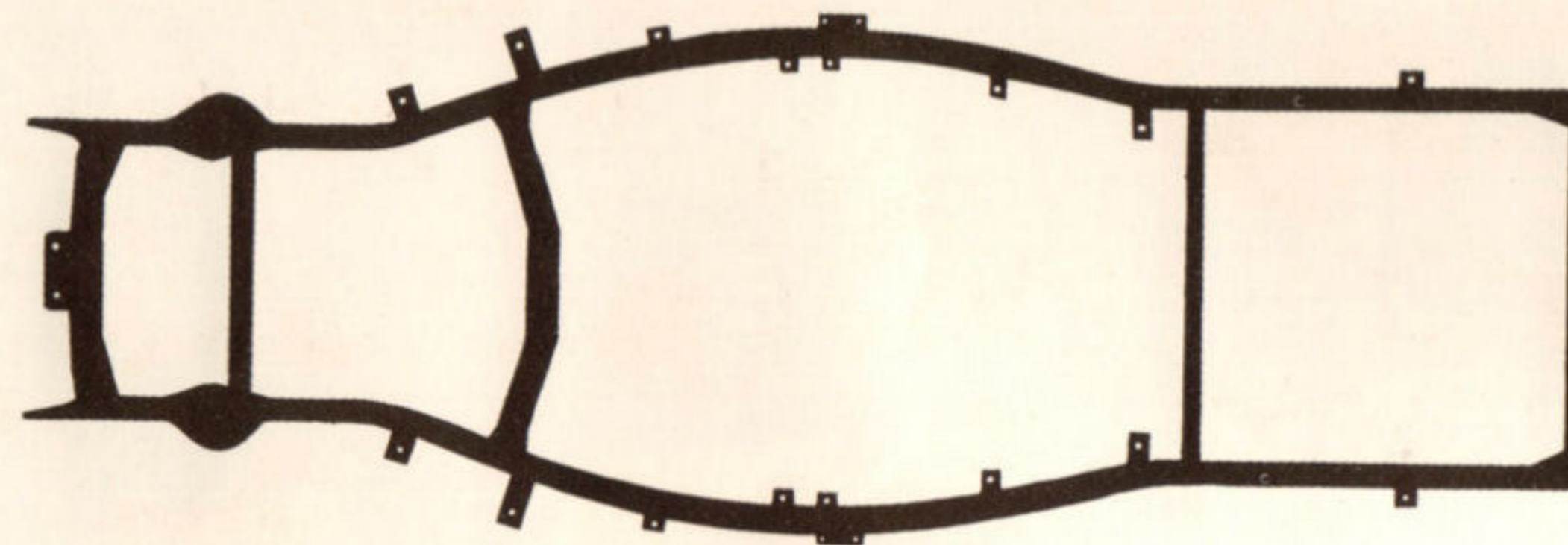
create a station wagon of dramatic new beauty, performance, comfort and practicality. And what these qualities, in turn, do for *you* marks the measure of Edsel's greatness.



EDSEL-DESIGNED COMPASS*—A station-wagon-living accessory that's handsomely styled to fit right into your instrument panel control center.



SELF-ADJUSTING BRAKES—Apply the brakes when your Edsel's in reverse and they adjust automatically to maintain uniform braking action.

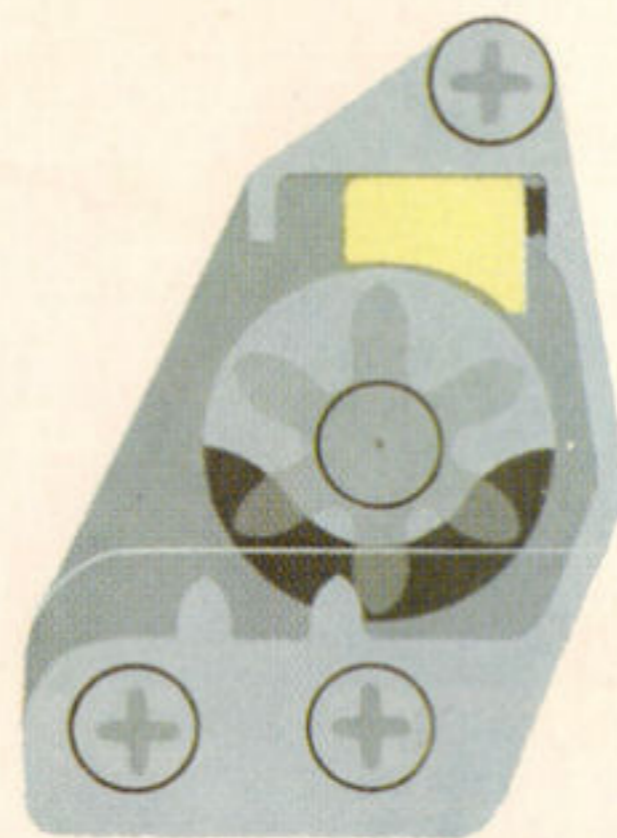


"GUARD RAIL" FRAME—Flared frame side rail members provide a protective base

around the body for safety. They also permit a depressed floor for extra inside footroom.



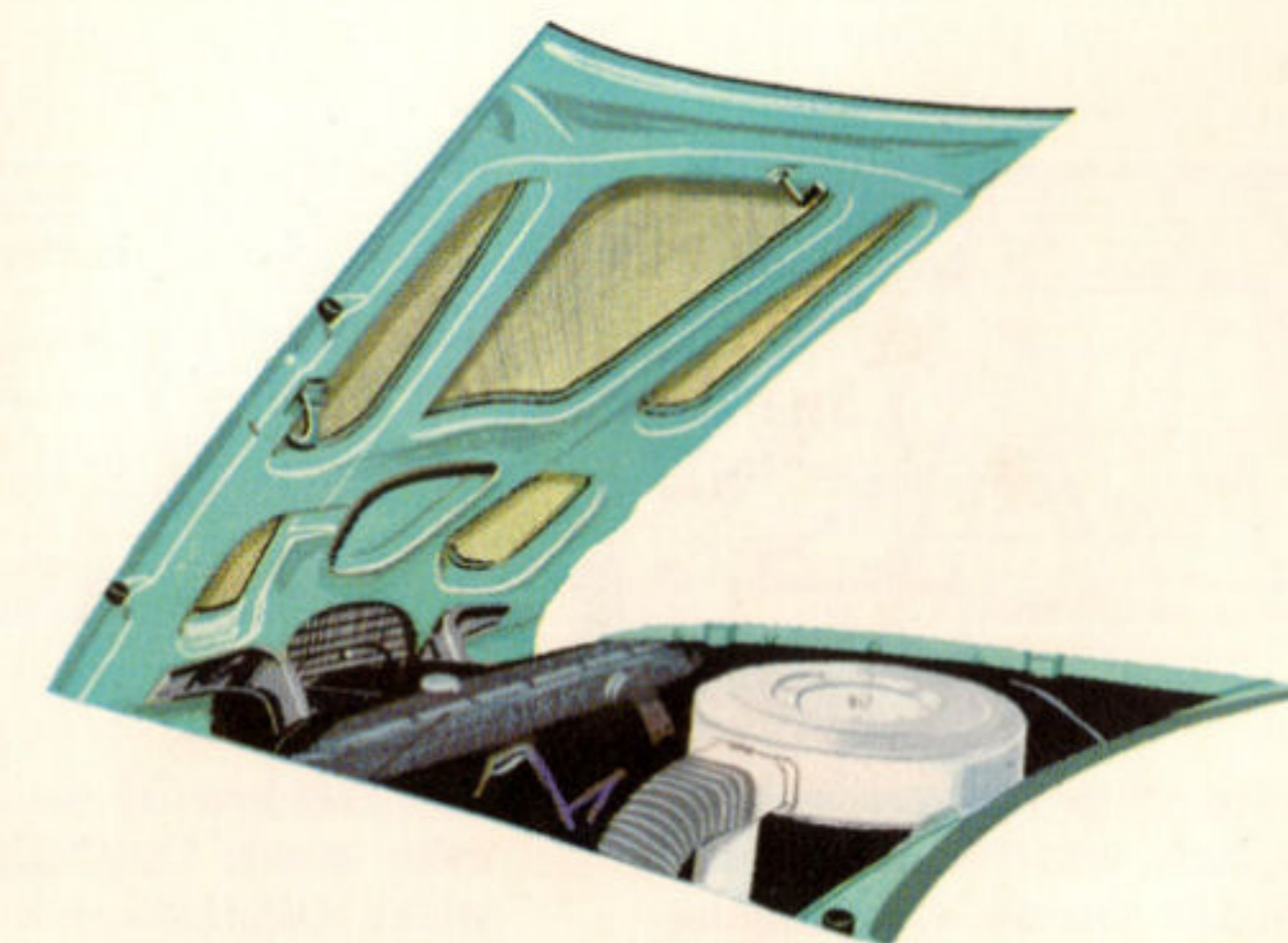
SAFETY STEERING WHEEL—Inverted center is designed to distribute stress under impact. Rubber-padded hub ring further protects the driver.



NEW SAFETY DOOR LATCHES—Edsel rotating-action door latches have double-interlocking design to resist opening in case of impact.

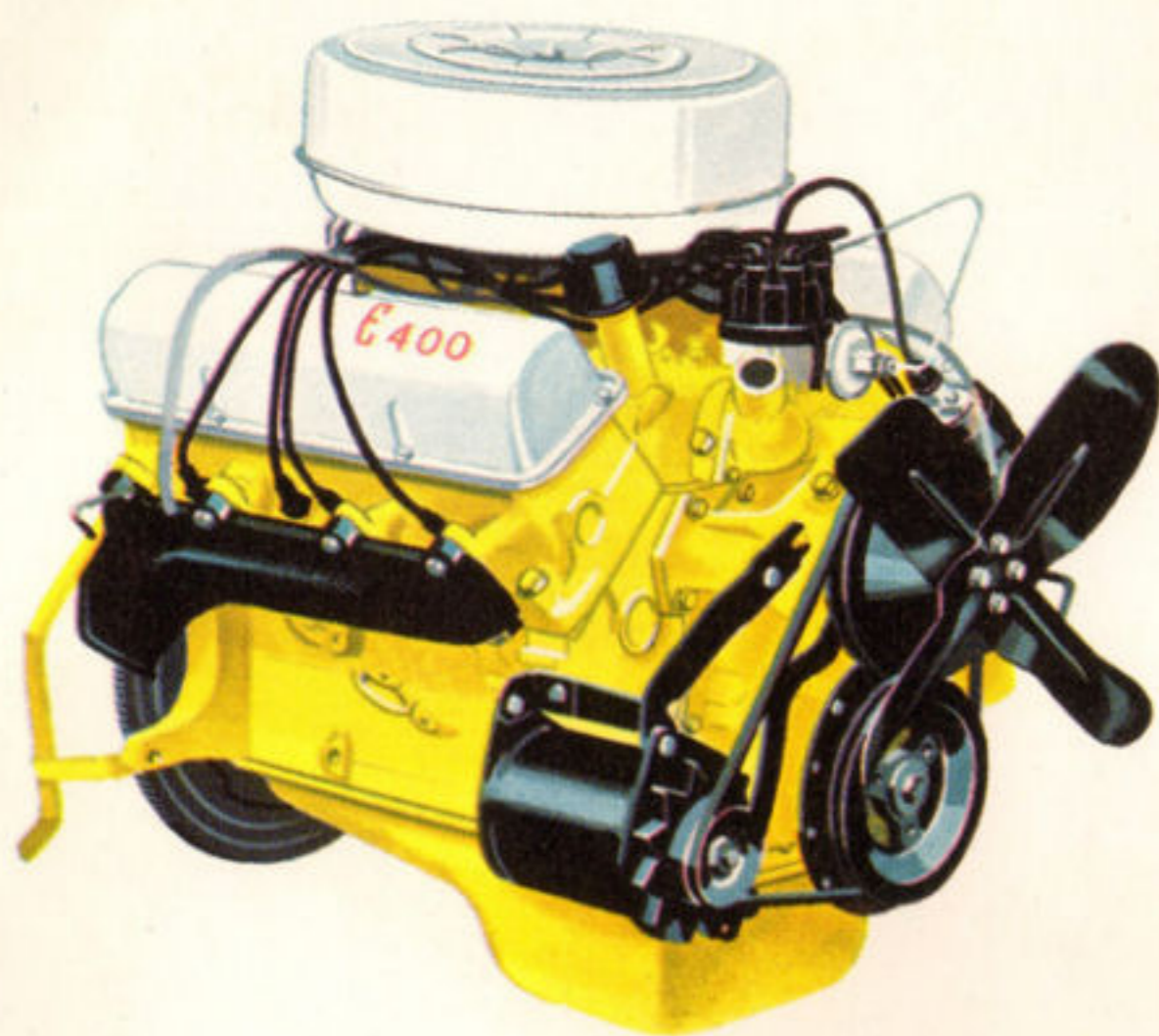


ENGINE TACHOMETER*—A precision instrument that tells engine operating speed in r.p.m.'s. Designed and styled to harmonize with other Edsel instrumentation in the panel.



INSIDE LOCKING HOOD—Hood latch can be released only from inside the car. Front-hinged hood design improves engine accessibility.

*Extra-cost equipment



*Newest Engine in the Industry—
Edsel E-400 V-8*

Edsel Station Wagons bring you an entirely new concept of useful power—in an entirely new V-8 engine designed and built exclusively for Edsel.

The Edsel E-400 V-8 has a torque rating of 400 pound-feet and delivers 303 horsepower. Its all-new design is evident in its short-stroke, low-friction characteristics—features that mean extra-long life, extra fuel-saving, hard-working efficiency.

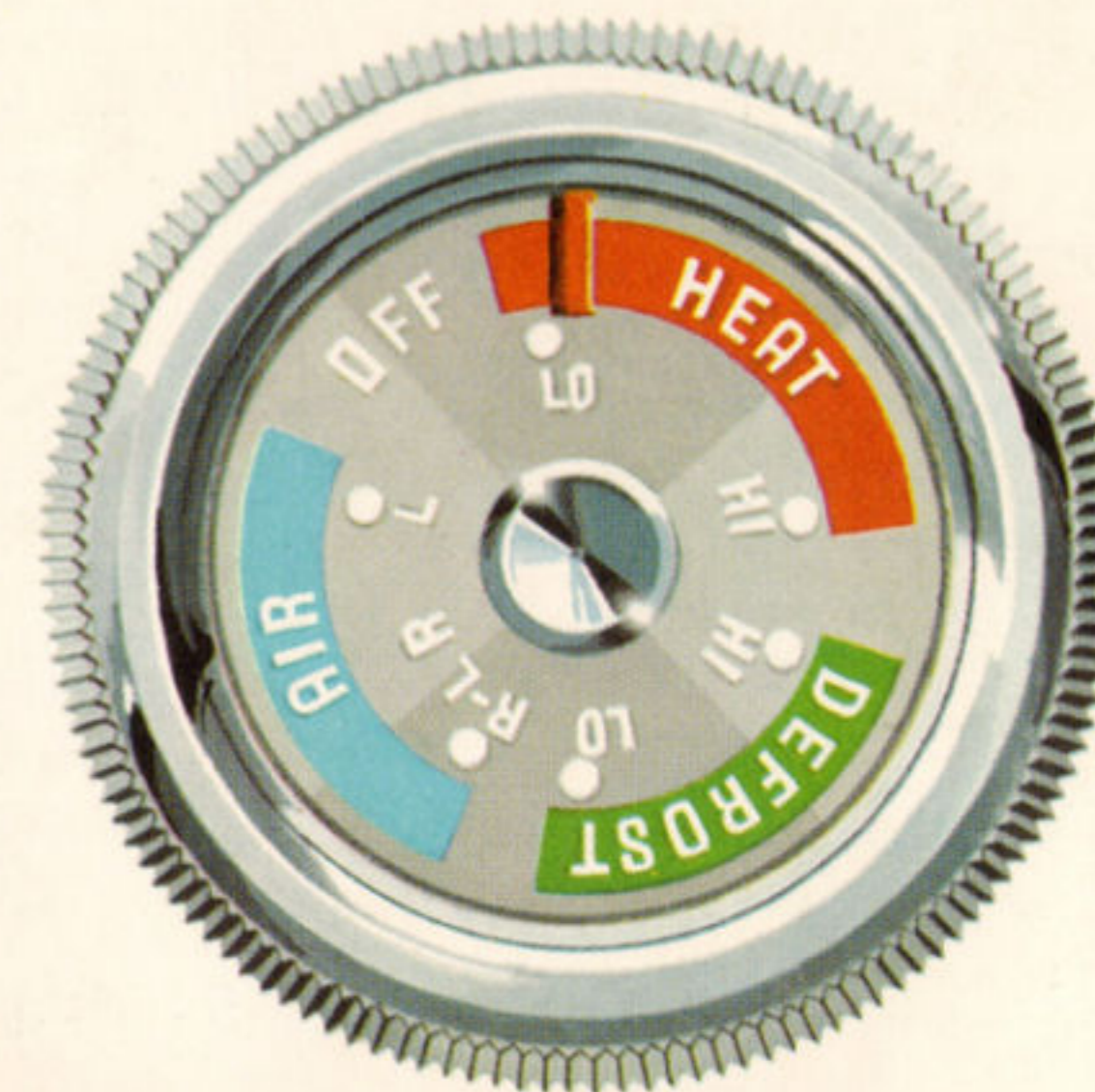
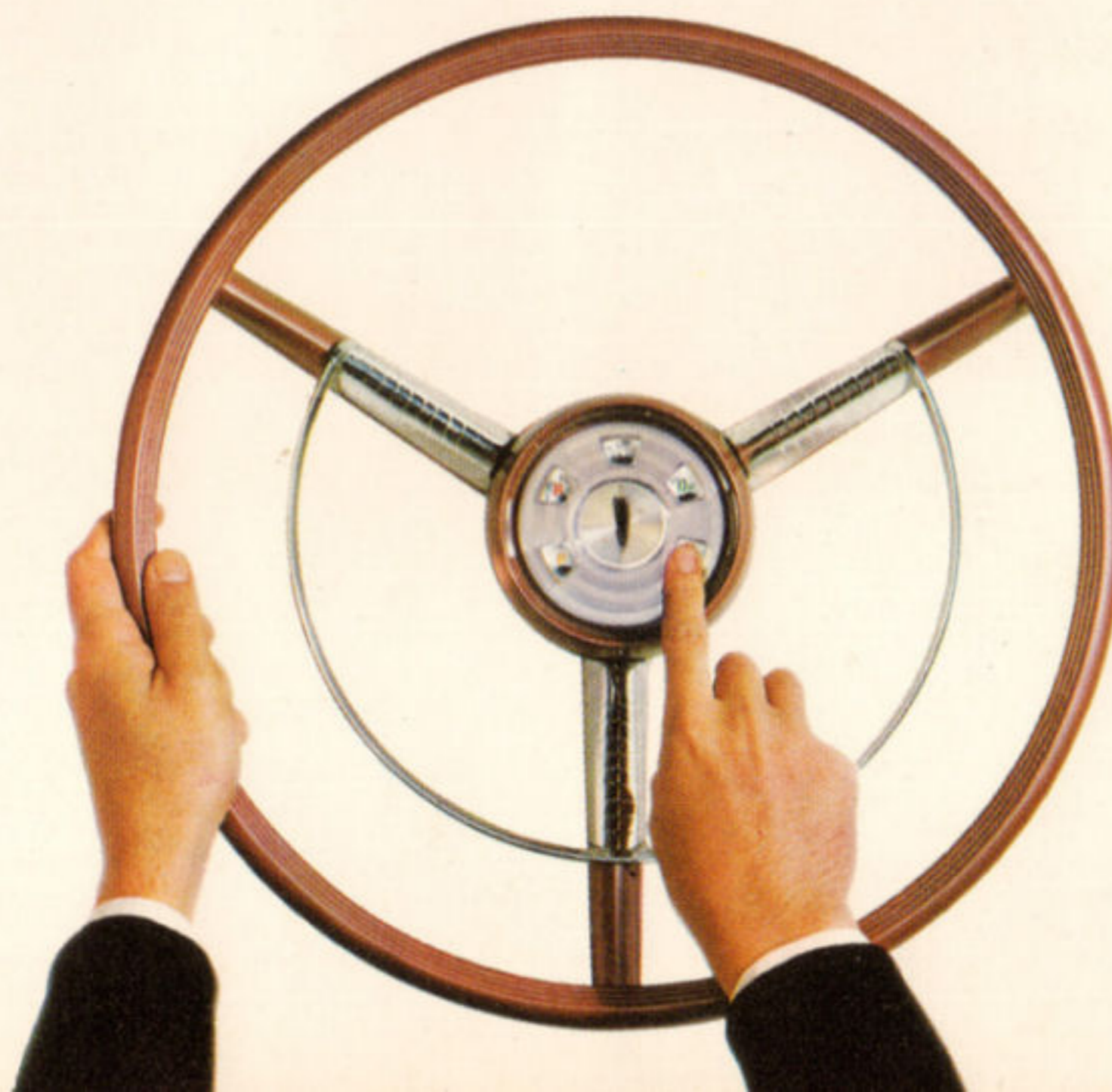
The wedge-shaped combustion chamber and the high 10.5 to 1 compression ratio, as well as the four-barrel carburetor and direct-flow intake manifold, are Edsel V-8 features which provide exceptional reserve performance in every driving range.

*Newest Driving Control on the
Road—Edsel Teletouch Drive*

With Edsel's exclusive Teletouch Drive, you can shift with both hands at the wheel. Only Edsel's Teletouch Drive buttons are correctly placed in the center of the steering wheel. All shifting, even into "Park", is effortless because the Edsel actually shifts itself. A Teletouch button sends a signal to the rugged, precision "brain" and it does the actual work—smoothly, surely, *electrically*.

It will not obey the "Reverse" control at anything over the speed used for rocking in mud or snow. You can count on engine braking on mountain grades through use of "Lo". And you can start in "Park" or "Neutral".

And simply by full pressure on the accelerator you can downshift for fast passing or start off from standstill in first gear for safe "getaway".



*Newest Comfort Control in the
Industry—Edsel Dial-temp
Air System*

Here's a most-wanted improvement in Station Wagons—a single control selector for flooding your wagon with warmth (or even air conditioning) when you may want it. With Edsel's own Dial-temp air system, you simply rotate a dial to the heating-ventilating combination of your choice, as indicated by the fixed-position needle on the instrument face. Automatically, electrical controls open or close vents, raise or lower thermostatic limits governing heat output, set up air routes for the separate blower that lets you "force" even more heated, cooled or direct outside air into your Edsel.

Station Wagon Specifications

ENGINE

TYPE: 90° V-8. Piston displacement, 361 cubic inches; horsepower, 303; torque, 400 foot-pounds; maximum compression ratio, 10.5 to 1; bore, 4.05"; stroke, 3.50".

FUEL SYSTEM: Four-barrel carburetor. Fuel tank capacity 20 gallons.

ELECTRICAL SYSTEM: 12-volt, 30-amp. generator. Battery, 78-plate.

IGNITION SYSTEM: Combination centrifugal-vacuum spark advance control. 18-mm anti-fouling spark plugs.

VALVE TRAIN: Free-turning overhead valves.

LUBRICATION SYSTEM: Controlled full-pressure lubrication. Oil capacity: 6 quarts with filter change; 5 quarts without.

COOLING SYSTEM: Two-stage system. Full-length water jacket. Cooling system capacity without heater: 18.5 quarts.

EXHAUST SYSTEM: Free-flow manifolds. Dual exhaust optional at extra cost.

TRANSMISSION AND REAR AXLE

AUTOMATIC TRANSMISSION: Torque converter and 3-speed planetary gear train. Available with Teletouch Drive control.

OVERDRIVE TRANSMISSION: Planetary gear train providing 4th forward speed.

CONVENTIONAL TRANSMISSION: Selective gear type with three speeds forward and one reverse.

CLUTCH: (With conventional or Overdrive transmission) Single dry plate.

REAR AXLE: Semi-floating. Hypoid gears. Straddle-mounted pinion, tapered roller bearings.

CHASSIS

FRAME: Rigid ladder-type, flared design.

Welded box-section reinforced side rails with five crossmembers.

FRONT SUSPENSION: Independent ball joint suspension with swept-back design. Coil springs. Direct-acting hydraulic shock absorbers. Rubber-mounted torsion type stabilizer bar.

REAR SUSPENSION: Hotchkiss Drive with longitudinally mounted, semi-elliptic, 55-inch leaf type springs. Direct-acting, sea-leg mounted, hydraulic shock absorbers.

STEERING: Recirculating ball and nut type gear. Equal-length tie rods.

BRAKES: Hydraulic, internal expanding, self-energizing type. Self-adjusting. Total lining area: 191.5 square inches.

PARKING BRAKE: Independent mechanical, operating on the rear wheels. Pedal-operated; release handle on instrument panel.

WHEELS AND TIRES: 14-inch disc wheels. Tubeless tires: 8.00 x 14, 4-ply.

DIMENSIONS

Wheelbase, 116.04 inches. Over-all length (including bumper guards), 205.47 inches. Over-all width, 77.14 inches. Over-all height (loaded), 58.87 inches. Tread: (F) 58.97 inches, (R) 56.40 inches.

OPTIONAL EQUIPMENT (at extra cost) Automatic transmission with Teletouch Drive. Overdrive transmission: optional on all Station Wagons. Nine-tube Station-Seeking radio. Eight-tube push-button radio. Heater, defroster and ventilation system with Dial-temp control. Air conditioner and heater system with Dial-temp control. Power steering. Power brakes. Power-operated windows. Four-way power seat. Safety-plus package. Tachometer. Compass. Parking brake warning light. Fuel level warning light. Oil level warning light.

EDSEL—new member of the Ford Family of Fine Cars

The specifications contained herein were in effect at the time this catalog was approved for printing. Edsel Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation. Some of the items illustrated or referred to are optional at extra cost. For the price of the Edsel model with the equipment you desire, see your Edsel Dealer.



CROSS-COUNTRY GREEN LIGHT SERVICE—
One of the advantages of Edsel ownership is the nationwide network of Edsel dealerships. Edsel Dealers' Green Light Service means "More Go for Your Money".