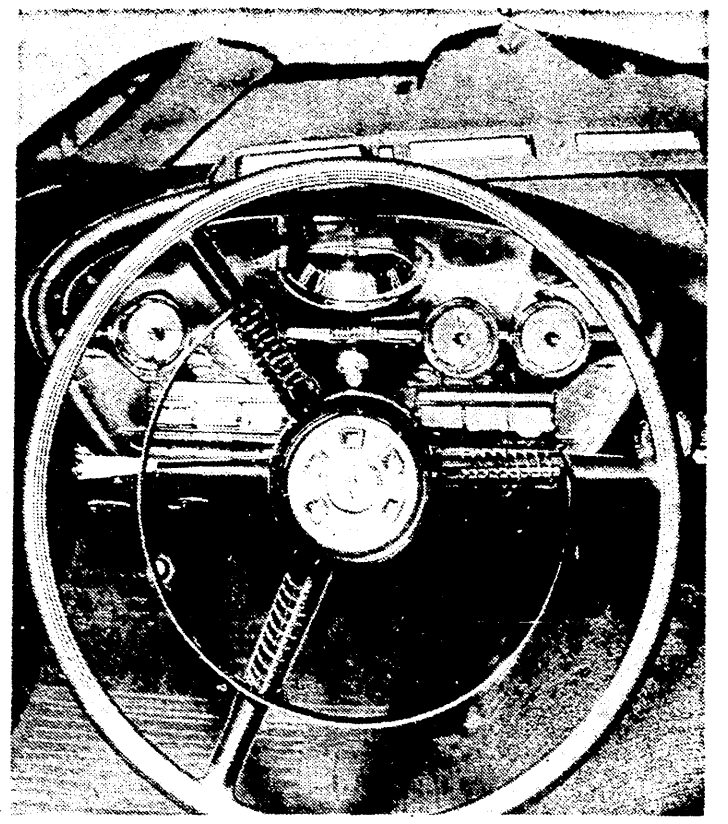




**TWO EDSELS**—a Citation two-door hardtop and a Citation convertible — illustrate the new styling concepts of the newest medium price cars. The vertical grille, dual headlights and wrap-around turn indicators are visible from the front. A single chrome side spear stops short of the concave sculptured side scallop, which, in turn, blends into the horizontal tail lights. All 18 models of the Edsel in four series will be available for public inspection in dealers showrooms beginning Wednesday.



**DRIVER'S-EYE VIEW** of the 1958 Edsel reveals the "teletouch" push button transmission in the steering wheel hub, drum-type speedometer and a single-dial heater-defroster-ventilator located in right instrument pod.

# INTRODUCING EDSSEL: New Styles, New Mechanics, New Car

DEARBORN, Mich.—New vertical front styling and several outstanding engineering innovations, including "Teletouch" push button transmission controls in the steering wheel hub; are features of America's newest automobile—the Edsel.

Under actual development since July, 1954, mechanical and engineering prototypes of the Edsel have been driven more than a million and a half miles in one of the most thorough and comprehensive test programs ever undertaken by a manufacturer.

The car, a product of the Edsel Division of the Ford Motor Co., will be publicly introduced in dealer showrooms Wednesday.

Available in 18 models and four series—Ranger, Pacer, Corsair and Citation — the Edsel medium price car line offers two convertibles, sedans, two-door and four-door hardtops and five sta-

tion wagons. One convertible is available in the Pacer series and the other in the Citation.

Dual headlights, self-adjusting brakes which automatically compensate for brake lining wear, safety rim wheels and four barrel carburetion are standard equipment with all Edsels. Also standard, with purchase of a heater, is a unique single-dial heater-defroster-ventilator control, which eliminates the standard, but complex, system of levers, knobs and air vent doors.

The Edsel vertical grille, combined with an inner chrome impact ring and crisp horizontal sections on either side, gives an easily identifiable look of quiet elegance. The concave sculptured sides have an ever-widening teardrop effect and carry through to the taillights, giving a look of fluid motion and power.

EDSEL CAR AND STATION WAGON SPECIFICATIONS					
SERIES	Model	Wheels	Length, with Bumper Guards	Height	Width
Ranger	Two Door Sedan	17 1/2"	213.1"	55.4"	78.3"
	Two Door Hardtop				
	Four Door Sedan				
	Four Door Hardtop				
Pacer	Two Door Hardtop	17 1/2"	212.1"	55.4"	78.2"
	Four Door Hardtop				
	Four Door Hardtop				
	Convertible				
Corsair	Two Door Hardtop	17 1/2"	218.5"	58.8"	79.2"
	Four Door Hardtop				
Citation	Two Door Hardtop	17 1/2"	218.5"	58.8"	79.4"
	Four Door Hardtop				
Wagons	Two Door 6-Pass.	17 1/2"	205.4"	58.8"	77.1"
	Four Door 6-Pass.				
	Four Door 9-Pass.				
	Four Door 9-Pass.				

The horizontal taillights blend smoothly into the flight deck luggage compartment lid to provide a solid bar of illumination on each side. Each bar is in two segments, divided at the luggage compartment lid. Outer segments contain turn indicators and brake warn-

ing lights in addition to normal night lights. Adding to the long, low look of the Edsels is a slightly raised center section of the hood which recalls the elegance of motoring three decades ago. New fabrics and patterns are featured in Edsel nar-

monizing interiors, color-keyed to the 19 solid and 31 two-tone exterior combinations. Its new contour seats reduce long trip fatigue, and front seats have been divided in a unique one-third, two-thirds arrangement with the one-third segment for the driver.

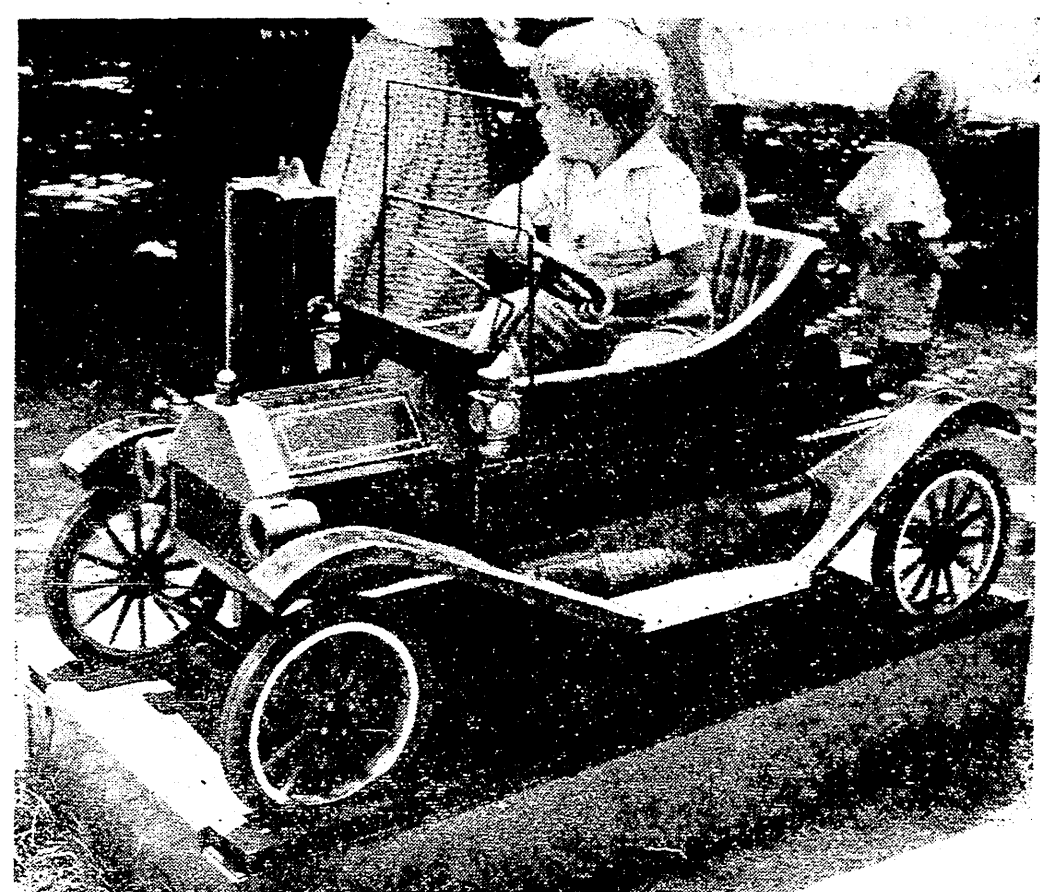
The entire instrument cluster has been designed to locate all controls and dials in easy view and reach of the driver. Mounted high in the cluster, beneath the raised padded safety cowling, which eliminates panel glare, is the new floating drum type speedometer

which rotates evenly as the car accelerates or slows. The new E-400 Edsel engine is available in Ranger and Pacer series and the five station wagons. It develops 400 foot pounds of torque and 303 horsepower and comes a choice of standard, overdrive or automatic transmissions. The E-475 engine, for the Corsair and Citation series, is rated at 475 foot pounds of torque and 345 horsepower. Only automatic transmission is available on these series. Built-in safety factors include a dual inhibitor which prevents engagement of reverse or park gears at a speed of over three miles an hour. The engine may be started with Teletouch in either park or neutral gears, but once in park with the ignition turned off, the transmission cannot be moved to another gear. Also operated by a servo

motor is the new single-dial control for heater, defroster and ventilator. Each dial segment runs the full range from minimum to maximum, and for summer driving the control permits air to enter from the right or left side, or both. When equipped with optional air conditioner, the single dial operates both heater and air conditioner. Safety rim wheels are standard equipment on all Edsels. The new 14-inch tires hold 20 per cent more air by volume at lower pressure for improved riding comfort. The wider tread and new tread pattern also provides 24 per cent greater tire traction to shorten stopping distances. Self-adjusting brakes also are standard equipment on all Edsels and eliminate the need for brake adjustments during the entire life of brake linings.



**INDIAN VILLAGE** is situated in the middle of a lake at Knott's Berry Farm. A redskin in full dress pounds a tom-tom to entertain children on the wooded island.



**FUTURE DRIVER** tests one of the electrically-operated miniature Fords at Knott's Berry Farm near Buena Park. The wheels spin, the steering wheel turns, the car bucks and there is a speed adjustment on the steering column.

## KNOTT'S FARM: A Treasury Of Facts 'N' Fun

The quaintness and charm of Knott's Berry Farm in Buena Park is an old story with Californians but to the countless people who take up residence in San Diego and other Southern California areas every year, the Knott collection of western lore and museum pieces is of fresh and fascinating interest.

Driving a Ford Fairlane "500" four-door hardtop supplied by Pearson Motors and the Ford Dealers Association of Southern California, the San Diego Union Motorlog Party towed acquaintances at the old berry farm.

A new section of the Santa Ana freeway has been completed through Buena Park and the farm is easily reached on the freeway approach. Signs clearly mark the turnoff. There are acres of free parking and the traffic is well handled by special policemen.

If you are interested in western history and would enjoy seeing a frontier town as it once existed a visit to Knott's Berry Farm is the place to visit.

Children and adults will

be delighted with the many entertaining exhibits such as panning for gold, Macdonald's farm, the old-time melodrama at the Bird Cage Theater, the seal pool, the steam-engine train ride, the cable car ride, the stage coach ride and the hundreds of other items of interest.

The story behind the industrious and imaginative Knott family began in 1868 when Walter Knott's grandfather loaded his worldly goods and family into an old covered wagon and headed for California. The family found a 10-acre piece in Orange County and planted it in berries.

Twelve years later Walter Knott introduced a new berry which had been developed and then abandoned by Rudolph Boyesen. The fruit was large and flavorful and Knott named it Boysenberry. The little farm prospered selling the boysenberry and soon it began to sell pies and jam.

The authenticity of detail of Knott's Berry Farm and Ghost Town is accepted among students of western

folklore. The owners have spared no expense in creating the atmosphere they were seeking. As a result you will find such attractions as the Old General Store, complete with pot bellied stove and old-timers sitting around playing checkers.

You can buy hard rock candy, drink sarsaparilla or shop for novelty hats in every shape from a derby to toppers. The ladies can even choose their callio.

No matter how often you may visit Knott's, it seems there is always something new to visit. Perhaps it has been added since you last toured the place, or perhaps it is one of the many attractions overlooked before.

A constant program of growth and expansion is always in progress. New this summer is Henry's Livery Stable. Here the children will enjoy a ride around a fenced track in miniature models of 1910 automobiles. The livery may be found on the far side of Grand avenue in back of the leather and basket shops. A free ride in

the cable car takes you to the livery.

Tops on the children's list will be the antique merry-go-round at the La Palma avenue end of the farm. Michael Denzel introduced the carousel to America about 1880. The Knott's attraction is one of his earlier models and is entirely hand-carved, practically an impossible feat today.

Interesting to the adults are the original oil paintings on the cornice. A genuine antique carnival-type organ plays the traditional merry-go-round music.

Adjacent to the merry-go-round are little model cars whose wheels spin furiously but go nowhere as they are suspended above the ground. This has proved to be a favorite with young car enthusiasts.

Presently being developed is a reproduction of the El Camino Real which is next to the Calico and Ghost Town Railway. Along the "King's Highway" are miniature of the 21 missions of California established by Father Junipero Serra. The

distances between missions are indicated. Originally the missions were set up to one day's journey apart.

"Red Cliff," the engine which once carried tons of rich Colorado ore from Silverton to Durango, now puffs and snorts past the Stage Coach barn, special events arena, Bewitched Village, Calico square up to the Haunted Shack.

Overlooking the lake is the Church of Reflections which was rebuilt by Walter Knott. This church building was constructed in 1876 and was first used as a house of worship by the First Baptist Church of Downey.

In 1922 the building was acquired by St. Mark's Episcopal congregation and was used until 1955 when it was torn down. It was reconstructed at Knott's Berry Farm and known as the Church of Reflections. The United Lutheran Church of Buena Park holds Sunday services in the building.

Among the many points of interest at Knott's is the Haunted Shack where every-

one stands at a slant and water flows upward. You can walk up a wall and sit comfortably on a chair projecting into space. It's a lot of fun and you can figure out for yourself the key to the mystery.

For a wonderful glimpse into the past, we suggest a visit to the Western Trails Museum. There many relics of western history are displayed. There original pictures of the California Missions before reconstruction are hung on the walls and many rock samples are contained in display cases.

With a Ford full of sleeping children and a trunk filled with boysenberry jam, we returned home wondering how Knott will ever improve on his present development. Next time we visit, however, we know there will be additional wonders about which to exclaim, N. R.

**AUTO DATA**  
CAR — 1957 Fairlane "500"  
ENGINE — Thunderbird V-8 Special  
HORSEPOWER — 245  
WHEELBASE — 118 inches  
CAR FURNISHED BY — Pearson Motors

## IS YOUR CAR ABUSED?

Whether your car is a jalopy or a Jaguar, it's up to you to take care of it. Good treatment will pay off in the form of safer driving, economy—and a higher resale value. Based on the inspection of thousands of cars by National Bonded Cars, Inc., the nation's leading new and used car auto warranty firm, here is a check list of abuses most often responsible for mechanical failures and breakdowns.

1. "Jack rabbit" starts
2. Riding the clutch.
3. Riding the brakes.
4. Using the transmission for braking purposes.
5. Too fast cornering.
6. Unnecessary short, fast stops.
7. Bumping front wheels against curbstone.
8. Spinning wheels on snow and ice.
9. Driving too fast, particularly over rough, soft or pitted roads.
10. Low oil and water; too little air in tires.

## AT JUNIOR COLLEGE Auto Classes Offered

The following is a list of automotive courses offered by the San Diego Junior College and Vocational School. These courses will begin Sept. 10 and 11.

**Motor Tuneup:** Automotive ignition and carburetion systems. Class meets Tuesday and Thursday, 7-9:30 p.m., starting Tuesday, Sept. 10. Length of course: 80 hours.

**Formomatic Transmission:** Class meets Tuesday and Thursday, 7-9:30 p.m., starting Tuesday, Sept. 10. Length of course: 40 hours.

**Hydrumatic Transmission:** Class meets Tuesday and Thursday, 7-9:30 p.m., starting Tuesday, Sept. 10. Length of course: 80 hours.

**Dynaflow Transmission:** Class meets Monday and Wednesday, 7-9:30, starting Wednesday, Sept. 11. Length of course: 80 hours.

**Powerglide Transmission:** Class meets Tuesday and Thursday, 7-9:30 p.m., starting Tuesday, Sept. 10. Length of course: 80 hours.

All persons interested in, and currently working in the automotive industry are requested to register in first class. After session begins registration may be obtained in the student personnel office, 1425 Russ St., 5-8 p.m., Monday through Friday.

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Week in and week out they are helping boys to grow physically and mentally... morally and spiritually.

This space donated in the interest of community service by

**WELCOME WAGON**

Volume production of the new device will start Oct. 1.

**Firm Discloses New 'Speedostat'**

By International News Service  
HAGERSTOWN, Ind.—A new device to control the speeds of all types of motor vehicles in an effort to make driving safer and more economical was announced here recently.

The device, which operates on a different mechanical principal from existing speed control mechanisms, is called a "Speedostat" by its designer, Ralph R. Teator, retired president of Perfect Circle Corp.

Teator said the Speedostat will be produced in quantity by the company as optional equipment on several models of the 1958 automobiles.

He said the driver can control his cruising speed merely by operating a dial on the dashboard.