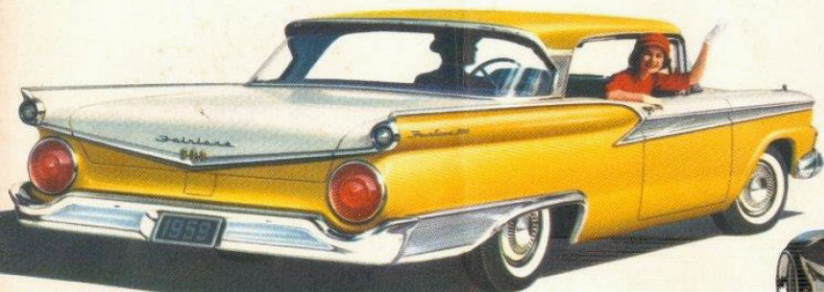


# the 59 FORDS

*Custom 300 Fairlane*

*Fairlane*

500



THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS

# 59 FORDS



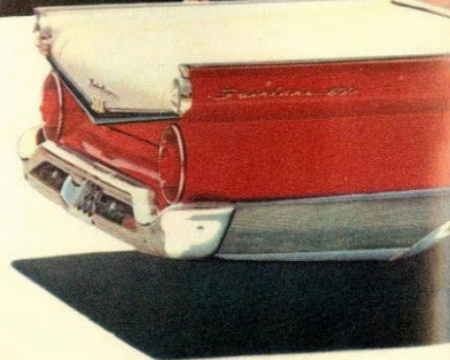
Just one standard was used by Ford in designing its 1959 cars—*people!* First, Ford created beautiful Thunderbird styling that appeals to more people. Then they made the door openings wider and contoured them to fit you better, so it's easier to get in or out. Ford made sure that six big people—not just *four* or *five*—could stretch out on seats that are padded their *full width*. It all adds up to more solid comfort than ever before. Now there's *extra room* for legs, elbows, hips—and *hats!*

Ford made sure that people could obtain this greater comfort with greater savings, too. The savings start the moment you buy a 59 Ford. A price tag comparison with major competitive cars will *prove* it! Then you go right on saving. With Ford's standard Six or Thunderbird V-8 engines that *thrive* on regular gas, you save up to a dollar each tankful. Ford's Full-Flow Oil Filter means oil changes only each 4000 miles. Ford's standard new *aluminized* mufflers last twice as long as the ordinary kind. Ford's standard 66-plate battery gives better starts on zero mornings than do 54-plate batteries used on other cars in Ford's class. And there are other savings, including new Diamond Lustre Finish that *never* needs waxing!

But with all their economy . . . all their beautiful proportions . . . their comfort and roominess . . . you'll be pleasantly surprised to find Fords still are priced *lowest* of the most popular three for all comparable models!



AWARDED THE GOLD MEDAL  
of the Comité Français de l'Élégance  
AT THE BRUSSELS WORLD'S FAIR  
"Pour proportions exceptionnelles  
et la ligne élégante"



## built for people . . . built for savings!



"With Ford's new Diamond Lustre Finish she'll be able to see herself years from now, too!"

# INTRODUCING THE WORLD'S MOST BEAUTIFULLY PROPORTIONED HARDTOPS!

Here is a totally new direction in pillarless design. Like the fabulous Thunderbird, these graceful new hardtop models are a picture of perfect proportions. Their new flowing lines are casually elegant . . . their new Thinline Roofs give you a wonderful new outlook with plenty of head space . . . their bright-metal high lights are in perfect taste. Here, indeed, is a breath of Thunderbird luxury—six-passenger style—at low Ford prices!

"As a woman I love it—because I don't have to get down on my knees to get in or out!"

"Picture windows all around give me a feeling of outdoor living!"



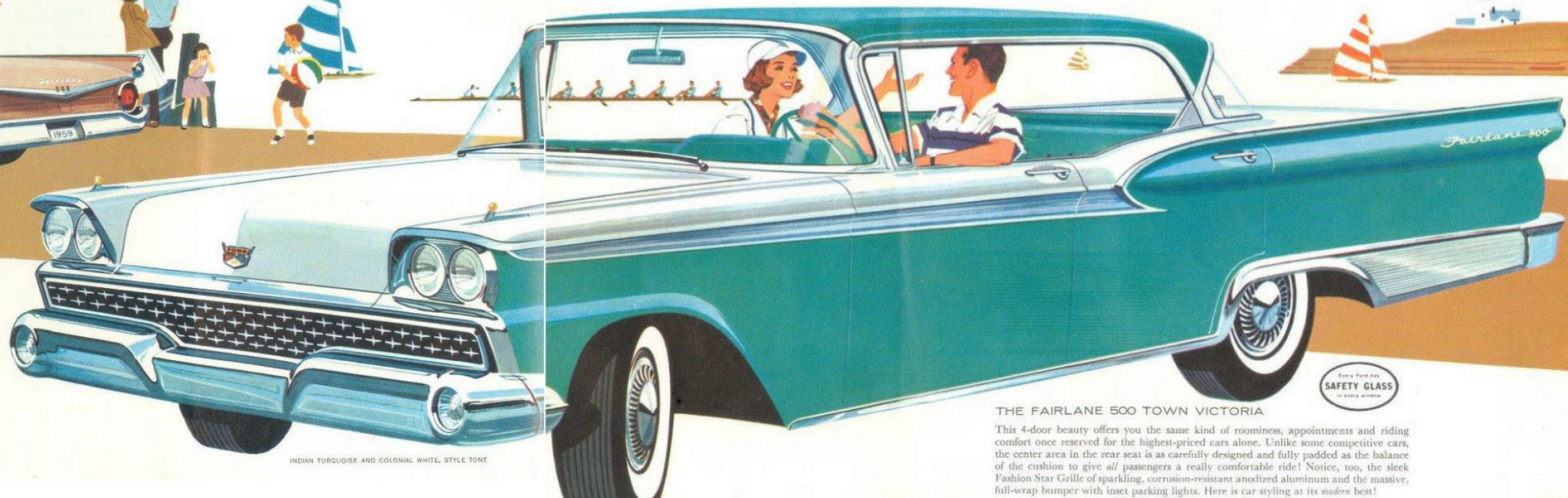
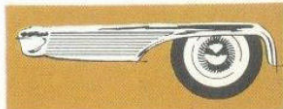
TAHITI BRONZE AND FAWN TAN, STYLE TONE

## THE FAIRLANE 500 CLUB VICTORIA

Ford designers have captured the true spirit of the Thunderbird in the clean, uncluttered lines of this car. Notice the beauty of its Flying V Rear Deck . . . highlighted by new Iris Eye Safety Taillights! Like all Fairlane 500's, the graceful backup lights are functional as standard equipment. And Ford's picture-window visibility is designed without excess glass so your passengers won't be broiled by hot summer sun! There's a straight-through look you'll love!

### Ribbed Panel Trim

Adding new glamour to every Fairlane 500 is this bright-metal ribbed panel on the rear quarter. Matching Curb-Guard body molding and Sun Ray wheel covers are optional at extra cost.



INDIAN TURQUOISE AND COLONIAL WHITE, STYLE TONE



## THE FAIRLANE 500 TOWN VICTORIA

This 4-door beauty offers you the same kind of roominess, appointments and riding comfort once reserved for the highest-priced cars alone. Unlike some competitive cars, the center area in the rear seat is as carefully designed and fully padded as the balance of the cushion to give all passengers a really comfortable ride! Notice, too, the sleek Fashion Star Grille of sparkling, corrosion-resistant anodized aluminum and the massive, full-wrap bumper with inset parking lights. Here is car styling at its modern best!

## THE FAIRLANE 500 TOWN AND CLUB SEDANS

### FAIRLANE 500 TOWN SEDAN

Beautifully proportioned inside and out, this magnificent 4-door sedan has big, wide-opening doors for graceful entries and easy exits. Despite its smart low-slung silhouette, there's loads of interior room for six passengers to ride in spacious comfort! (Notice how Ford's Thinline Roof extends well back beyond the heads of rear seat passengers, giving safe, comfortable head room and protection from summer sun!)

WEDGEWOOD BLUE AND  
COLONIAL WHITE, TWO-TONE

### FAIRLANE 500 CLUB SEDAN

This boldly handsome 2-door sedan is a wonderful choice as a family car. It offers you a choice of durable high-styled Luxury Lounge interiors with thick Luxury-Loom carpeting throughout. You've never seen a car so rich in luxury . . . so reasonably priced!

### Iris Eye Safety Taillights

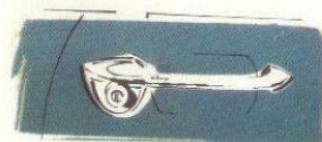
Only Ford offers you the safety of king-size Iris Eye Safety Taillights on all models. And functional backup lights are standard equipment on Fairlane 500 models, too.

In Ford Sedans you'll observe the same casual elegance—the same fresh crispness of design that distinguishes the Thunderbird. They are beautifully different from all other cars. Both models shown here feature Ford's thin-pillar "hardtop" styling with big picture-window rear seat glass area replacing old-style third windows.

"That new Ford rides so smooth you'd almost think you were flying!"



SHERWOOD GREEN AND COLONIAL WHITE, STYLE TONE



New Door Handle has the locking cylinder inside the push button for greater convenience and safety. You no longer have to lift a cover to insert the key.

## PRESENTING THE FAIRLANE SERIES

The handsome new Fairlanes for 1959 offer the same beautiful proportions as their sister series, the Fairlane 500's. And like all Fords they feature amazing new Diamond Lustre Finish . . . so brilliant and durable you won't have to wax it—*ever!* Most surprising of all, these new Fairlanes are remarkably *low* in price.

"Nancy, your new Ford is so elegant . . . and so easy to get in and out of!"



### FAIRLANE TOWN SEDAN

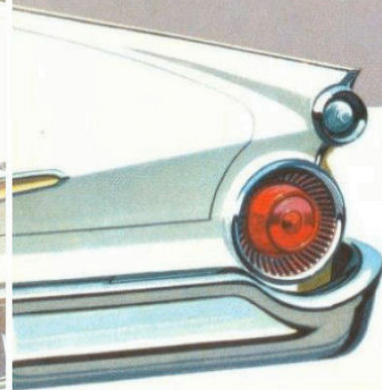
This car brings its owner a world of fine-car *prestige* . . . and you pay no more than traditionally low Ford prices! With four wide-opening doors, even women passengers in tight skirts or the latest bouffant gowns get in and out easily . . . with perfect poise. And like all Fords for '59 it offers new, simplified Fordomatic Drive with nearly 1/3 fewer parts . . . priced within nearly anyone's car budget!

INCA GOLD AND COLONIAL WHITE, STYLE TONE

### FAIRLANE CLUB SEDAN

Active Americans love the lively power and "hard-top" styling of this 2-door sedan. It has comfortable, full-depth, full-width seats for *all* front and rear passengers—not just the *four* corner passengers as in some competitive makes. Whether you choose a Six or Thunderbird V-8, either standard engine thrives on regular gasoline!

SURF BLUE AND COLONIAL WHITE, STYLE TONE

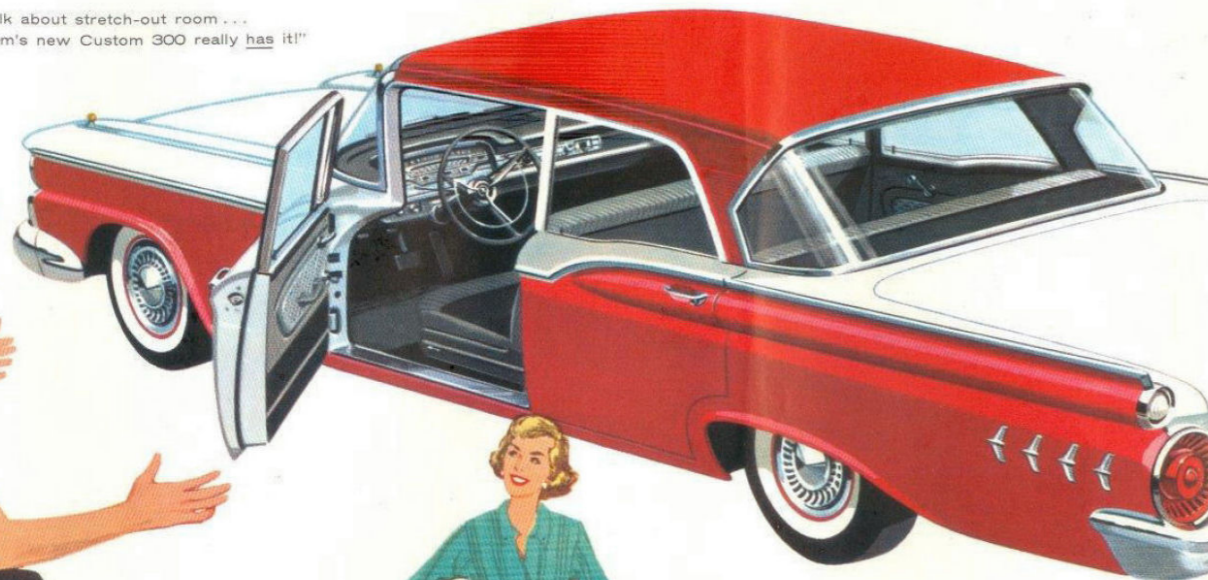


Beauty surrounds you inside a Ford Fairlane. To the right you see the attractive new door trim and beautiful hardware of the '59 Fords. Notice the easy-to-operate vent window featuring new positive-button latch with vertical handle. You ride in luxury . . . at low Ford prices!



## PRESENTING THE CUSTOM 300 SERIES

"Talk about stretch-out room . . .  
Tom's new Custom 300 really has it!"



"And they're the lowest-priced  
full-size cars of all!"

Once you compare Ford's Custom 300 models for 1959 with other cars, we believe you'll agree: none offers so *much* value for so little money! Notice how they are tastefully styled, neither "extreme" nor "stripped" like some competitive makes that sell for more money. And now for the first time, these Custom 300's are the same size and have the same wheelbase as Ford's higher-priced models. There's interior room aplenty because these are cars built for *people* . . . built for *saving*! Best of all, Custom 300's are the lowest-priced cars of the most popular three!



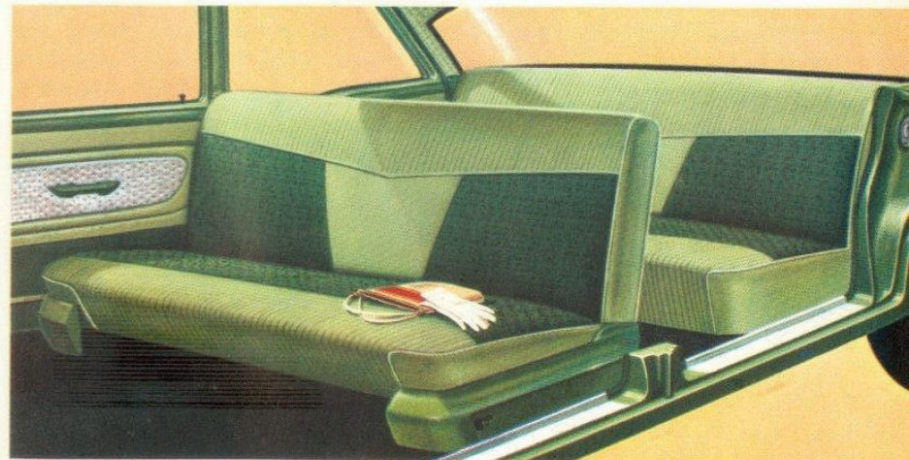
TORCH RED AND COLONIAL WHITE, STYLE TONE,  
with optional dress up package

### CUSTOM 300 FORDOR SEDAN

Who would suspect that a modest Custom 300 price could bring such 4-door convenience . . . such *deep-cushion* comfort for all 6 passengers—including the ones seated in the middle! It has foam-padded front seats, a bigger door opening, a wider-opening door than other makes and 2-stage front door checks. This kind of superior *value* is the reason nearly *half* the cars sold in this economy class are Ford Custom 300's!



New Instrument Panel is safety-curved with recessed control knobs for greater passenger safety. Controls are identified, amply lighted, easy to reach.



Luxury Lounge Interiors are more beautiful than ever in the new Custom 300's. Notice how the new comfort-contoured seats are *full-size* in both depth and width. In a '59 Ford you never get the feeling you are seated on the floor! Notice, too, how Ford's driveshaft tunnel is smaller; there's plenty of foot space front and rear.



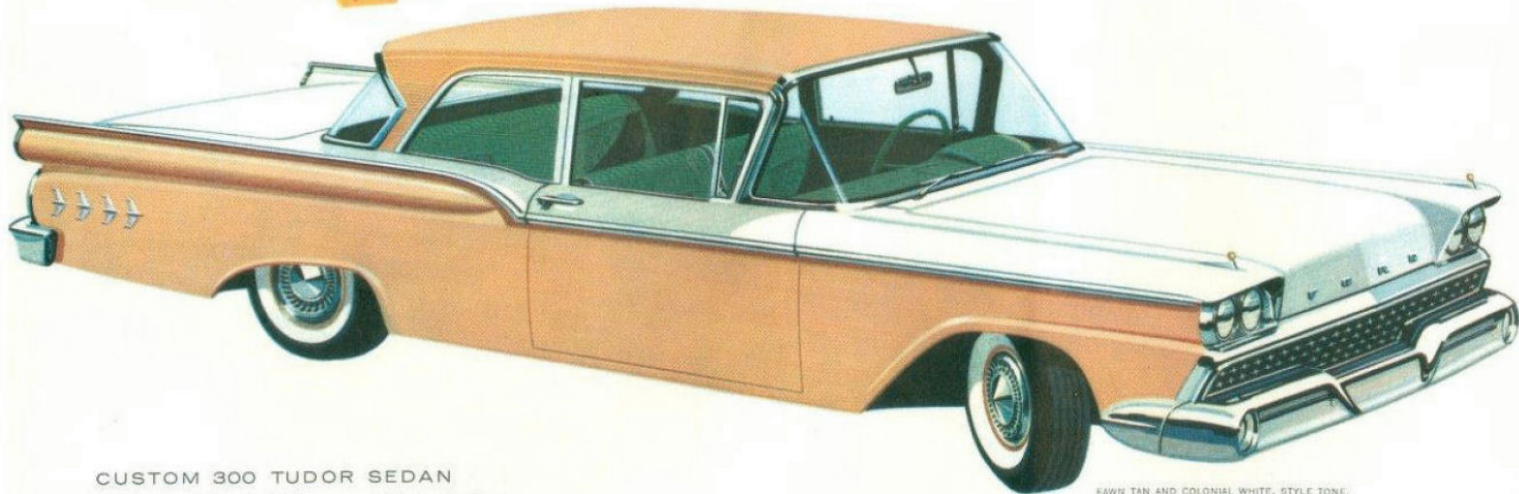
RAVEN BLACK, SINGLE COLOR

### CUSTOM 300 BUSINESS SEDAN

This model gives you all the penny-pinching economy, rugged dependability and comfortable riding qualities designed in every '59 Ford, yet it is priced *lowest* of all. It offers unusual value in modern, low-cost transportation. Notice especially the broad, *low-level* trunk entrance . . . nearly a foot lower than Ford's nearest competitor. No wonder the Ford Custom 300's are America's fleet favorites for '59!



See all the extra storage space behind the roomy 3-passenger front seat. This area has a level floor, 5 feet by 2½ feet. This is in addition to the big trunk space (almost 34 cu. ft.) with high-lift counterbalanced deck lid.



FAWN TAN AND COLONIAL WHITE, STYLE TONE, with optional dress-up package

### CUSTOM 300 TUDOR SEDAN

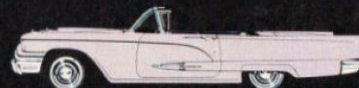
Here is a tastefully styled, fully powered, full-size family car —yet it's priced lower than comparable competitive models *by far!* As do all '59 Fords, this Custom 300 Tudor controls your ride *automatically* . . . with swept-back front suspension, new link-type ride stabilizer and Even-Keel variable-rate rear suspension . . . to smooth out road bumps like magic.

## Set your family 2-FORD FREE

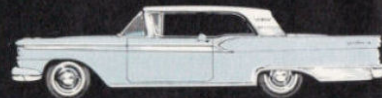
Look at these other beautifully proportioned new Fords for '59—headed by the fabulous 4-passenger Thunderbirds! You can team up most any one of these beauties with your new Ford and *still* pay no more than you might for only one expensive car! But what a difference in family freedom! Select the best two-Ford combination for your family now.



THUNDERBIRD HARDTOP



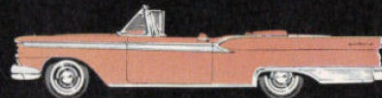
THUNDERBIRD CONVERTIBLE



GALAXIE CLUB VICTORIA



GALAXIE CLUB SEDAN



GALAXIE SUNLINER



GALAXIE TOWN VICTORIA



GALAXIE TOWN SEDAN



GALAXIE SKYLINER



9-PASSENGER COUNTRY SQUIRE



FORDOR COUNTRY SEDAN



FORDOR RANCH WAGON



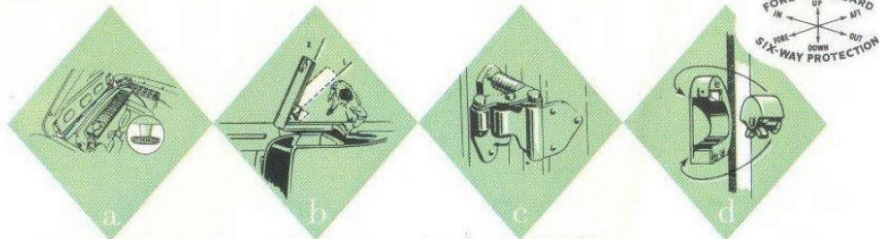
9-PASSENGER COUNTRY SEDAN



COUNTRY SEDAN



RANCH WAGON



- a **Front-hinged hood** has new torsion bar hinge for easier, counterbalanced action. Release control is inside car for security.
- b **Two-stage door checks**, a Ford exclusive, hold front door open in two positions: two-thirds or all the way. Features heavier, stronger bolts.
- c **Automatic doorman hinges** help swing the bigger rear doors full-open or full-closed. They are sturdier and have larger bolts than ever before.
- d **Lifeguard Double-Grip door locks** are sturdier, resist pull-apart forces up to 2,600 pounds. They give effortless ease of operation in all weather.

Clear-vision safety glass throughout with much greater area for full-circle visibility

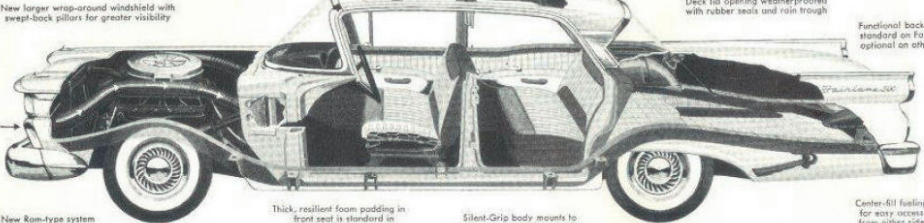
Five roof cross braces welded to box section rolls for a solid top having high strength and rigidity

Larger wrap-around glass in back window gives better rear visibility

Body area behind rear seat has extra strength for increased durability

Deck lid opening weatherproofed with rubber seals and rain trough

Functional backup lights—standard on Fairlane 500; optional on other models



New larger wrap-around windshield with swept-back pillars for greater visibility

Center-61 fueling for easy access from either side

Thick, resilient foam padding in front seat is standard on all models for luxurious easy-chair riding comfort

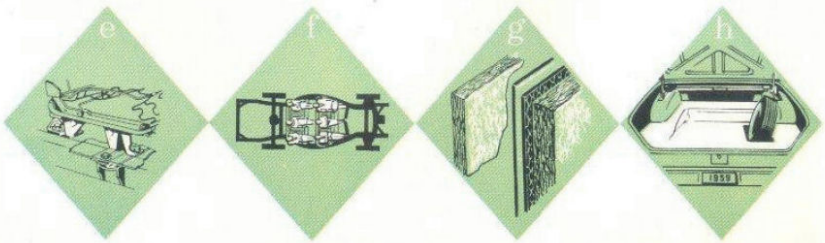
Silent-Grip body mounts to soak up road shock and noise

Domed ribbed wheelhouse/supply solid foundation for roof rails, back panel and deck lid hinges

Larger rocker panels and stronger double-ribbed floor pan with five sturdy cross members welded to bottom give extra rigidity

Deep, full-width front seat adjusts 5° to 11° positions and is comfort contoured for spacious support and relaxed seating posture

Steering wheel is positioned to give you room to get in and out easily



- e **Front seat safety anchorage** locks the track structure to the chassis frame, not just the floor pan. Heavy "stops" help to hold tracks together in case of impact.
- f **Ford's husky frame bows out** a full foot wider midway so that passengers ride *within* the heavy frame side rails. This is extra protection in case of accident.
- g **The best insulation** in Ford's field includes a half inch of fibrous sound-absorption material in the roof, one inch of glass fibre, felt and finish board on dash.
- h **New torsion bar hinging** of the high-lift deck lid provides better counterbalancing, larger trunk capacity (nearly 34 cu. ft. with spare tire) and prevents damage to luggage. Broad, low-level entrance makes for easy loading.

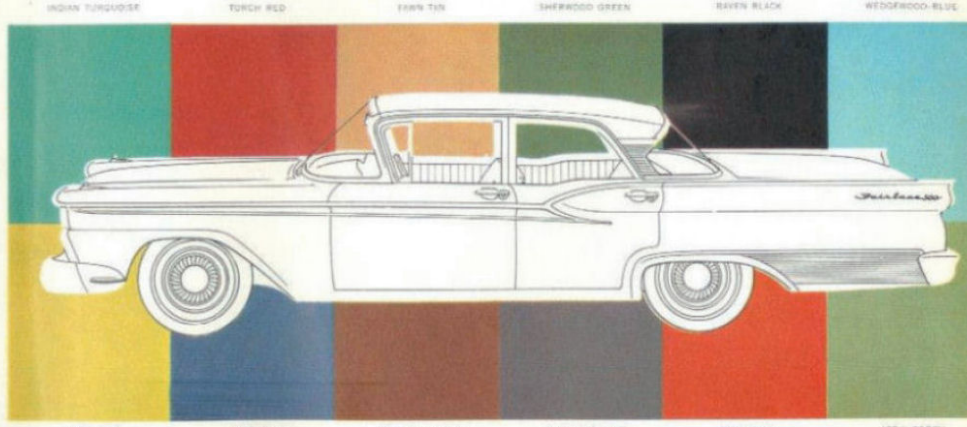


## NEW DIAMOND LUSTRE FINISH... so bright you won't have to wax it... ever!

Ford's new Diamond Lustre Finish is the first major advance in automotive enamel since World War II. It is the most durable finish on any car today! The uniform glass-like surface requires no "hand-finishing" to bring out its natural lustre. And it's so bright and glossy that you won't have to wax it... ever!

The superiority of this new, longer-lasting, baked-on enamel was first proved in laboratory torture tests. Then it was applied on hundreds of cars and subjected

to tropical sunlight and corrosive salt air for months. And Diamond Lustre Finish remained showroom bright, demonstrating that it has greater resistance to blistering, corrosion and stain than other finishes. Finally, Ford engineers went after this finish with a BB gun. (The impact of air rifle pellets simulates flying stones and gravel.) And again, Diamond Lustre proved its toughness... proved it is far more chip resistant than even Ford's famous enamels of the past!



### New Luxury Lounge Interiors

An important advance in interiors for 1959 is the introduction by Ford of long-wearing *sples* fabrics in all car series! These beautiful Luxury Lounge interiors give the 59 Fords the same kind of richness, softness and plushness found only on the most expensive American and European automobiles. In addition, Ford brings you an all-new trim of "Radian" vinyl that gives the interior a brighter, more spacious effect. Because this vinyl is less porous, dirt cannot penetrate easily and it is far easier to clean!



STYLE TONE COLOR COMBINATION      CONVENTIONAL TWO TONE COLOR COMBINATION      SINGLE COLOR



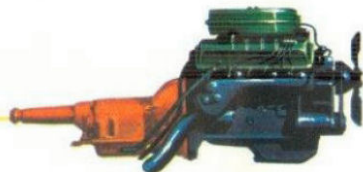
### 300-hp Thunderbird 352 Special V-8

Here is the *meanest* version of Ford's famous Thunderbird V-8 engine! This 4-barrel V-8 is designed to give you a responsive surge of lively power in the speeds where you do most of your driving: between 30 and 70 miles per hour. This is power you can use . . . not unneeded power at the upper end of the speed curve! And for "built-in" overdrive economy, just team it with Cruise-O-Matic Drive!



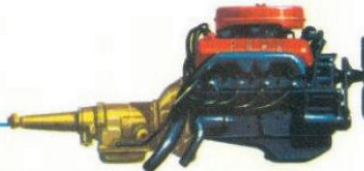
### 225-hp Thunderbird 332 Special V-8

For 1959 Ford engineers have equipped this engine with a 2-venturi carburetor that has new jets for improved fuel economy. Team it with Cruise-O-Matic or new, simplified Fordomatic Drive and you'll make fewer stops for gas! Also, new super-fitted aluminum-alloy pistons have longer skirts for better oil control. This engine gives you power as you like it . . . where you can use it!



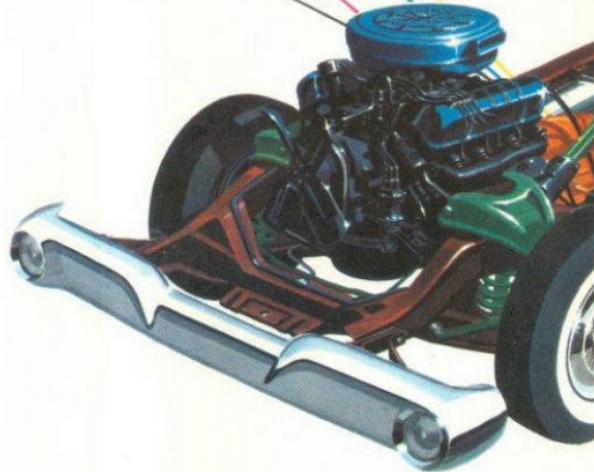
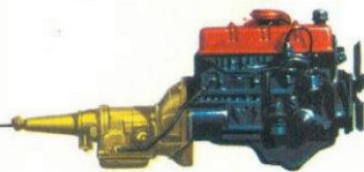
### 200-hp Thunderbird 292 V-8

Now you can actually enjoy Thunderbird V-8 power at surprisingly *low cost*! This standard Ford V-8, like all Ford engines for '59, has new wedge-shaped combustion chambers for better gas-saving performance . . . plus Ford's deep-block, overhead-valve, short-stroke design. And it is designed to thrive on *regular gasoline*. Saves you money on every gallon!



### 145-hp Mileage Maker Six

This lively Six is the *only* modern 6-cylinder engine offered today. In the last two Mobilgas Economy Runs, its low-friction, short-stroke design was responsible for powering a Ford to the most actual miles per gallon of any car in Class A! What's more, it thrives on *regular gas*. You save up to 5¢ on every gallon compared with premium fuel!



## NEW POWER . . . WHERE YOU CAN USE IT!

There's a big difference in Ford's Thunderbird V-8 engines for '59. They give you more responsive power in the normal driving range of 30 to 70 miles per hour. Ford has *lower* weight-per-horsepower than some other makes. Result: livelier performance and more fuel economy. These engines represent the *best* in power plants from the world's master engine builder—Ford. Nobody else builds so much responsive performance or operating economy into an engine.

All Ford engines include a Full-Flow oil filter—that cleans all the oil all the time—as *standard* equipment. You need change oil only every 4000 miles. And, there's a vacuum-booster type fuel pump for safer, more constant windshield-wiper operation.



## RUGGED CHASSIS . . . NEW FROM TYREX CORD TIRES UP

Here is the safest, most-tested chassis ever designed by Ford, the car that pioneered famous Lifeguard Design. Observe how Ford's husky frame bows out a full foot *wider* midway to give you far greater protection than other cars in the event of side impact!

All tires on Ford's '59 chassis are made of new Tyrex cord, the tougher, cooler-running, smoother-riding new cord that is the talk of the tire industry. The front suspension has a new link-type, rubber-bushed ride stabilizer. This is teamed with Ford's *variable-rate* rear suspension to give you complete Automatic Ride Control!

## TRANSMISSIONS

### CONVENTIONAL DRIVE

Here is the *easiest, quietest* manual shifting ever developed! To give you the utmost in economy, gear ratios are tailored to each engine. A lively performer!



### FORDOMATIC DRIVE

This new, simplified automatic performs with satin smoothness and quick responsiveness. Lighter in weight with nearly 1/2 fewer parts, its durable design normally requires very little service. It brings the benefits of shiftless driving at a price within reach of nearly every new-car buyer! And for surprising gas economy, just team it with a Mileage Maker Six!



### OVERDRIVE

Saves on gas while it saves your engine! Automatic 4th gear lets your engine loaf at 35 mph while you actually travel 50 mph. Saves up to 15% on fuel bills, too!

### OVERDRIVE



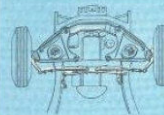
### CRUISE-O-MATIC DRIVE

You enjoy "built-in" overdrive economy from a gas-saving rear axle with Cruise-O-Matic! It gives you two separate driving ranges: "D" for all normal driving, delivers brisk, solid-feeling starts in low, with smooth acceleration right up to superhighway cruising speeds . . . "D<sub>1</sub>" gives gentle, sure-footed starts in intermediate, when you're on ice, snow or loose gravel.

## PICK YOUR OWN POWER TEAM!

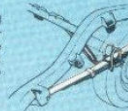
ENGINE	TRANSMISSION
145-hp Mileage Maker Six	3-Speed, Overdrive or Fordomatic
200-hp Thunderbird 292 V-8	3-Speed, Overdrive, Fordomatic or Cruise-O-Matic
225-hp Thunderbird 332 V-8	Fordomatic or Cruise-O-Matic
300-hp Thunderbird 352 V-8	3-Speed, Overdrive, Fordomatic or Cruise-O-Matic

**New convenience!** A foot-operated parking brake—a luxury feature that is standard equipment on every '59 Ford! Brake may be set at various "on" positions; releases by a hand-operated release lever.



**Exclusively Ford** is the back, Angle-Poised, Bar front suspension that now features a new link-type ride lifter. Helps give you a smooth, limousine-like

**Even-Keel rear springs** are mounted outside the frame to cushion your ride far better . . . let you take the turns much steadier. And shock absorbers have been revalved to give far less ride motion.



**Ford's Magic-Circle steering** is the closest thing yet to power steering! The steering wheel turns on free-rolling steel instead of the conventional worn gears. This efficient design gives you easier turning and smoother over-all handling!

**Deep-offset hypoid rear axle** with straddle-mounted pinion allows larger gear teeth to be used on both ring and pinion gears. This permits lower drive line positioning; boosts efficiency.



**Ford brakes are double sealed** to help stop in all weather. They feature a 6" anchor design that requires only a simple single-point adjustment. All brake linings are riveted and have 180 square inches of lining area for longer life.

**New aluminum muffler** will normally last twice as long as conventional mufflers used on other cars. The 3-ply design, for V-8's (shown), with asbestos interlining, has high resistance to condensation and corrosion.



## POWER ASSISTS

**Power-Lift Windows** are just one of the luxuries that Ford puts at your finger tips as an optional feature for '59. Just touch the central control buttons on the driver's door and you can raise or lower any window. For passenger's convenience, there's a handy button under each window, too.

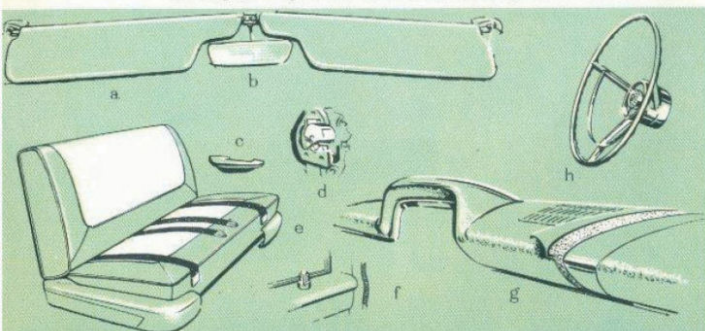
**Power Front Seat.** Touch a button and your seat automatically goes forward, backward, up or down. It is an infinite position, posture-control seat with synchronized tilting back.

**Master-Guide Power Steering** has been improved further to cut your parking effort up to 85% and assist you in all your driving. Yet you retain the "feel of the road" wherever you drive.

**Swift Sure Power Brakes** with a low pedal are the brakes you love to touch. Stopping takes up to 1/3 less effort. Makes driving in traffic much easier, more relaxing. It's just touch and "whoa!"

## SAFETY

Continuing studies by national safety authorities show conclusively that Ford's exclusive Lifeguard Design features save lives and reduce injuries. For '59 Ford offers:



- a Lifeguard sun visors: full-cushioned with super shock-absorbing material.\*
- b Lifeguard safety-swivel rearview mirror: shatterproof; swings away if struck.
- c Lifeguard arm rests: fully cushioned with shock-absorbing material.
- d Lifeguard door locks: give added protection against doors springing open upon impact.
- e Seat belts: help keep you in your seat in case of impact.\*
- f Lifeguard Jr. safety locks: help prevent "small fry" (and adults) from accidentally opening rear door.\*
- g Lifeguard cushioning: provides vital protection on instrument panel.\*
- h Lifeguard deep-center steering wheel: protects driver from the steering post.

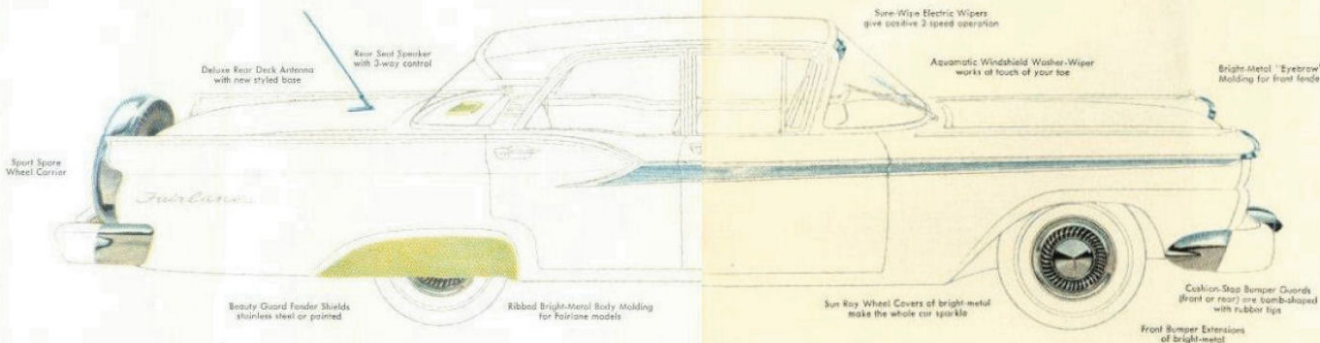
\*Optional or slight extra cost

# Genuine Ford

## OPTIONS AND ACCESSORIES

### for 1959

For 1959 Ford offers you a brilliant new array of low-cost options and accessories. Some of the items illustrated are designed to enhance the natural grace of the '59 Fords with just the right touch of glamour at just the right places. Others are for comfort, and still others for convenience. But whatever your choice, you'll discover that genuine Ford accessories add immeasurably to your driving pleasure and pride of ownership.



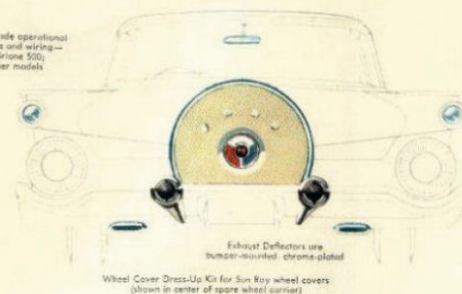
### PLUS

4-WAY MANUAL TILT FRONT SEAT  
 FULL TONE MANUAL RADIO  
 RECIRCULATING HEATER & DEFROSTER  
 1-REST TINTED GLASS  
 SOUND DEADENER PACKAGE  
 CURB-GUARD BODY MOLDING (Fairlane 500)  
 FULL-VIEW MIRROR

VISORED FULL-VIEW MIRROR  
 FRONT LICENSE PLATE GUARD  
 LICENSE PLATE FRAMES  
 DELTA-WING EXHAUST DEFLECTORS  
 FQUA-LOCK DIFFERENTIAL  
 PARKING BRAKE SIGNAL  
 REAR DECK RELEASE (at driver's seat)

VANITY MIRROR  
 TISSUE DISPENSER  
 LITTER BAG  
 LOCKING GAS CAP  
 FLOOR MATS, CONTOUR (Front, Rear and Twin Front)  
 VENTILATED SEAT CUSHIONS  
 SEAT COVERS

Backup Lights are made operational by addition of bulbs and wiring—standard on Fairlane 500; optional on other models



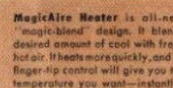
## Other fine Ford options and accessories



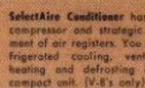
**Signal Seek Radio\*** automatically tunes in stations in either direction of the dial. Town button (T) tunes local stations. Country (C) gives broad coverage.  
 \*Transistor-powered



**Console Range Radio** is transistor powered for '59, yet is still moderately priced. Automatic push-button tuning gives you a choice of any five preselected stations.



**Magic-Aire Heater** is all-new "magic-blend" design. It blends desired amount of cool with fresh hot air. It heats more quickly, and its finger-tip control will give you the temperature you want—instantly!



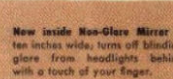
**Select-Aire Conditioner** has large compressor and strategic placement of air registers. You get refrigerated cooling, ventilating, heating and defrosting in one compact unit. (V-8's only)



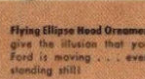
**Self-regulating electric clock\*** retimes itself automatically each time you set it! The smart functional design is accentuated by illuminated dial and full-sweep second hand.  
 \*Standard on Fairlane 500



**Polar-Aire Conditioner** offers cool comfort at surprisingly low cost (V-8's only). Its "on-off" magnetic clutch controls car temperature automatically.



**New inside Non-Glare Mirror** is ten inches wide, turns off blinding glare from headlights behind with a touch of your finger.



**Flying Ellipse Head Ornament** helps give the illusion that your new Ford is moving... even when standing still!



**Deluxe Rearview Mirror** is the last word in automobile mirrors, giving ultra-smart styling in a full-visor design.



**Adjust-O-Ring Mirror** gives you a wide range of adjustment. Its ring visor protects against rain, snow and mud.



**Dress-Up Kit for Sun Ray Wheel Covers** adds an extra dash of glitter and good looks for the young at heart!



**Visored Spotlight Mirror** gives night-and-day convenience. And the hooded feature makes it effective in all weather. Adjusts easily from inside car.



**Dress-Up Package**—Give your new Ford Custom 300 that "Sunday look" with this 6-item Dress-Up Package: rear quarter panel darts, Tee Ball fender ornaments, right-hand sun visor, cigarette lighter, front door arm rests and a horn ring with steering wheel colored to match your interior!

**A bright styling touch** for your 1959 Fairlane model is this ribbed bright-metal molding insert, optional at small extra cost.

## SPECIFICATIONS

**Exteriors:** Amazing new Diamond Lustre Finish, most durable body finish ever developed, is available in Single Color, Conventional Two-Tone or Style Tone selections.

Basic colors are: Raven Black, Gunstocks Gray, Colonial White, Surf Blue, Wedgwood Blue, Sherwood Green, April Green, Tachion Bronze, Fawn Tan and Torch Red for all series, plus Inca Gold for Fairlanes and Inca Gold, Geranium and Indian Turquoise for Fairlane 500's.

**Interiors:** This year Ford introduces long-wearing nylon fabrics in all car series. Another Ford "first" is the use of an all-new Radiant Soft-Textured vinyl trim. This new vinyl has a super-high-metallic coating that gives the interior a brighter, more spacious effect. Floor covering in Custom 300 models is Soft-Tread carpet-textured black rubber. Fairlane models have color-keyed Vinyl-Tex, which looks like carpeting, wears like vinyl. Fairlane 500 models have color-coordinated deep-loop Luxury-Loom carpets.

See the complete selection of colors and fabrics at your Ford Dealer.

**Engines:** 174.5-hp Mileage Maker Six—223-cu. in. displ., 3.62" bore x 3.60" stroke, 8.4 to 1 comp. ratio; regular fuel; manual choke.

**200-hp Thunderbird 292 V-8** (Standard V-8 on all models)—292-cu. in. displ., 3.75" bore x 3.30" stroke; 8.8 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor, automatic choke, Y-type single exhaust.

**225-hp Thunderbird 332 Special V-8** (Optional on all models)—332-cu. in. displ., 4.00" bore x 3.30" stroke; 8.9 to 1 comp. ratio; premium fuel; low-silhouette 2-venturi carburetor, automatic choke, Y-type single exhaust.

**300-hp Thunderbird 352 Special V-8** (Optional on all models)—352-cu. in. displ., 4.00" bore x 3.50" stroke; 9.6 to 1 comp. ratio; premium fuel; low-silhouette 4-venturi carburetor, automatic choke, dual exhausts.

**Engine Features:** For greater economy and longer life, all Ford engines have Short Stroke, low-friction design, with Deep-Black construction; intake and exhaust valves of free-rolling, overhead type; Super-Filter air cleaner with reusable paper element; vacuum-booster fuel pump for more constant windshield-wiper action; full-pressure lubrication with Full-Flow disposable-type oil filter; weatherproof, high-capacity 12-volt electrical system; Turbo-Action 18-mm. spark plugs designed for increased gas mileage; exhaust system featuring new aluminum muffler, V-8 engines are electronically balanced while operating under their own power for extra smoothness. Thunderbird Special V-8's feature self-adjusting, hydraulic valve lifters for quietness and Precision Fuel Induction for superior performance and economy.

**Fordomatic Drive:** All new for '59, Fordomatic uses a single-stage, 3-element torque converter and a compound planetary gear set. These are incorporated into an automatic mechanism that requires only one clutch assembly to provide two "forward" gear ratios . . . low and direct . . . and reverse. In "D" range it provides brisk, smooth starts in low. This simplified design uses 27% fewer parts and with its cast-aluminum construction is much lighter in weight. This new Fordomatic is so dependable that after initial 1000-mile bond adjustment, it requires normal servicing only each 24,000 miles. Available with all engines.

**Cruise-O-Matic Drive:** A high performance automatic featuring two selective drive ranges—smooth 3-speed operation in "D1" range, starting in low for solid, full-power getaways and all normal driving . . . or 2-speed operation in "D2" range,

starting in intermediate for gentle, sure-footed acceleration on ice, snow or loose gravel. Coupled with specially tailored gas-saving rear axle ratios, it provides "built-in" overdrive economy. Available with all V-8 engines.

**Wide-Contoured Frame:** Strong, stiff, box-section frame with 5 cross members. Side rails extend outside passenger area, for better foot room and increased side protection. Silent-Grip body mounting system.

**Suspension:** Swept-Back, Angle-Poised Ball-Joint front suspension has threaded, permanently lubricated bushings in upper control arms for soft, easy ride. Front end of all models has new link-type, rubber-bushed ribs stabilizer to control roll on turns. Even-Keel rear springs provide soft action, variable rate with tension-type shackles and wind-up control rubber bumpers over springs. Viscous-control shock absorbers front and rear, give complete ride control.

**Rear Axle:** Musky, low-slung hypoid, semi-floating with special Deep-Offset straddle-mounted pinion, permits lower car level without sacrifice of inside room.

**Torque-Tailored Axle Ratios** (to 1): Conventional Drive—3.56 (std.) or 3.70 (opt.) with Six; 3.56 with 292 V-8 or 352 Special V-8. Overdrive—3.70 with Six or 292 V-8, 3.56 with 352 Special V-8. Fordomatic Drive—3.56 with Six, 3.10 with 292 V-8, 2.91 with 332 or 352 Special V-8's. Cruise-O-Matic Drive—3.10 with 292 V-8, 2.91 with 332 Special V-8, 2.69 (std.) or 3.10 (opt.) with 352 Special V-8.

Optional Equi-Lock Differential Ratios (to 1): 3.70 with Six, 292 V-8 or 352 Special V-8 and 3-speed or Overdrive; also Six and Fordomatic—3.10 with 292 V-8, 332 or 352 Special V-8's and Fordomatic or Cruise-O-Matic.

**STEERING:** Magic-Circle recirculating-ball type steering gear provides low friction, easy steering, 27 to 1 over-all steering ratio, 17 1/2", 3-spoke, deep-center Lifeguard steering wheel. Approximately 40-foot turning diameter.

**BRAKES:** Giant-Grip double-sealed, self-energizing hydraulic brakes have suspended pedal, dash-mounted master cylinder. Drum diameter is 11". Lining area is 180 sq. in. Optional Swift Sure power brakes have special low pedal and power reserve tank.

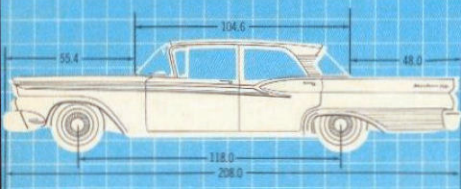
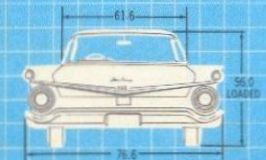
**Tires:** 7.50 x 14 inch, 4-ply black tubeless tires of new Teryx super cord on 5" safety-type rims.

**Dimensions:** 118" wheelbase on all models; 59.0" front, 56.4" rear treads. Over-all length, 208.0". Height (maximum with design load) 56.0". For other dimensions, see illustration at left.

**Other Available Equipment:** Power front seat, Swift Sure power brakes, Master-Guide power steering, Power-Lift windows (except Business Sedan), Overdrive, Fordomatic Drive, Cruise-O-Matic Drive. White sidewall tires.

**Prices:** All Power Assists, Optional Equipment and Accessories as well as some of the items illustrated or referred to in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

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