

# the 59 FORDS



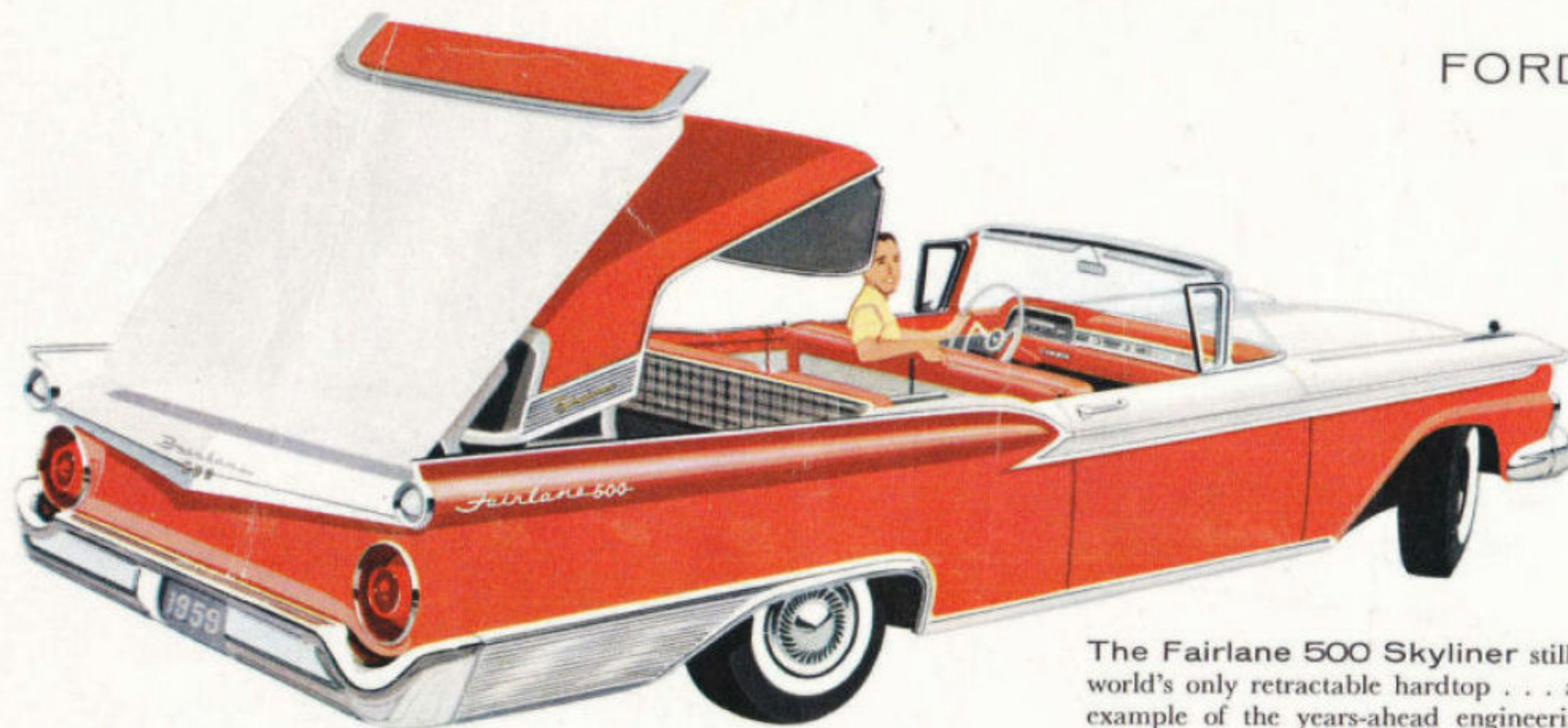
THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS



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



## FORD BRINGS THUNDERBIRD ELEGANCE TO THE LOW-PRICE FIELD



The Fairlane 500 Skyliner still is the world's only retractable hardtop . . . another example of the years-ahead engineering you get in *every* Ford. Just touch a button and the Skyliner converts from all-steel hardtop to sun-loving convertible in less than a minute!



Beautiful interiors of long-wearing nylon fabrics draw admiring glances. These Luxury Lounge interiors give the same kind of richness, softness and luxury found only in the most expensive cars. And they're trimmed in all-new "radiant" vinyl!

"Only Ford offers you three entirely different convertibles!"

Every so often a car is born so perfect in *proportion* that it is internationally acclaimed a Classic. Such a car is the 59 Ford . . . awarded the Gold Medal for exceptional styling by the Comité Français de l'Elégance at the Brussels World's Fair!

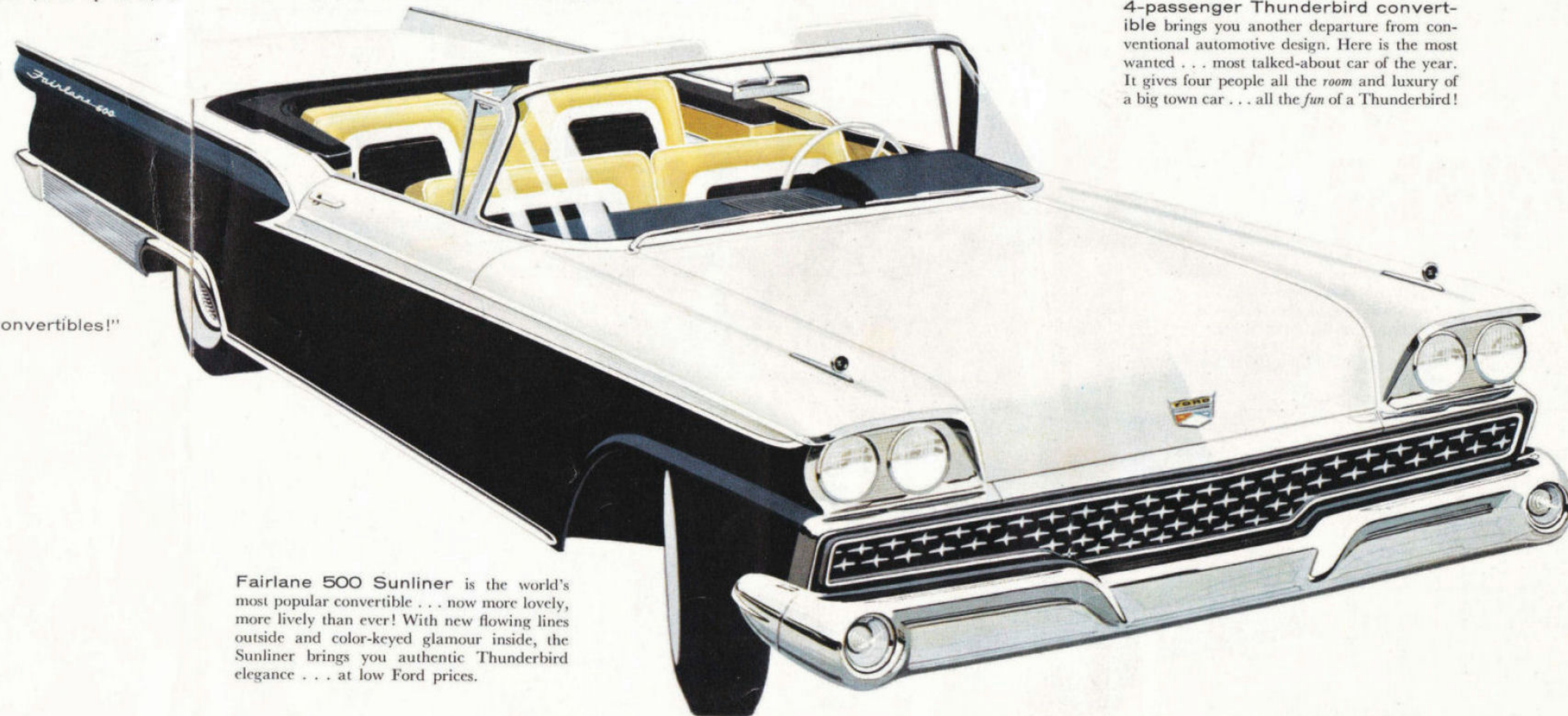
These 59 Fords are the world's most beautifully proportioned cars. And they're beautifully proportioned for *economy*, too! All standard Ford engines—Six or Thunderbird V-8—are designed to thrive on *regular* gasoline. (Save up to 5¢ a

gallon over premium!) New aluminized mufflers normally last *twice* as long as conventional types used on other cars. Full-flow oil filtration, *standard* on all Fords, lets you change oil every 4000 miles instead of the 1000 miles often recommended. And new Diamond Lustre Finish is so durable you won't have to wax it—*ever*!

With all this beauty . . . with all this economy, you'll find the 59 Fords *still* are a masterpiece of underpricing. Why not Action Test one tomorrow?



4-passenger Thunderbird convertible brings you another departure from conventional automotive design. Here is the most wanted . . . most talked-about car of the year. It gives four people all the *room* and luxury of a big town car . . . all the *fun* of a Thunderbird!



Fairlane 500 Sunliner is the world's most popular convertible . . . now more lovely, more lively than ever! With new flowing lines outside and color-keyed glamour inside, the Sunliner brings you authentic Thunderbird elegance . . . at low Ford prices.



Like the fabulous Thunderbird, these graceful new Ford Fairlane 500 models are a picture of perfect proportions. Their new flowing lines are casually elegant . . . their new Thinline Roof gives you a wonderful new outlook . . . their Fashion Star Grille is in perfect taste. Here, indeed, is a breath of Thunderbird distinction at low Ford prices.

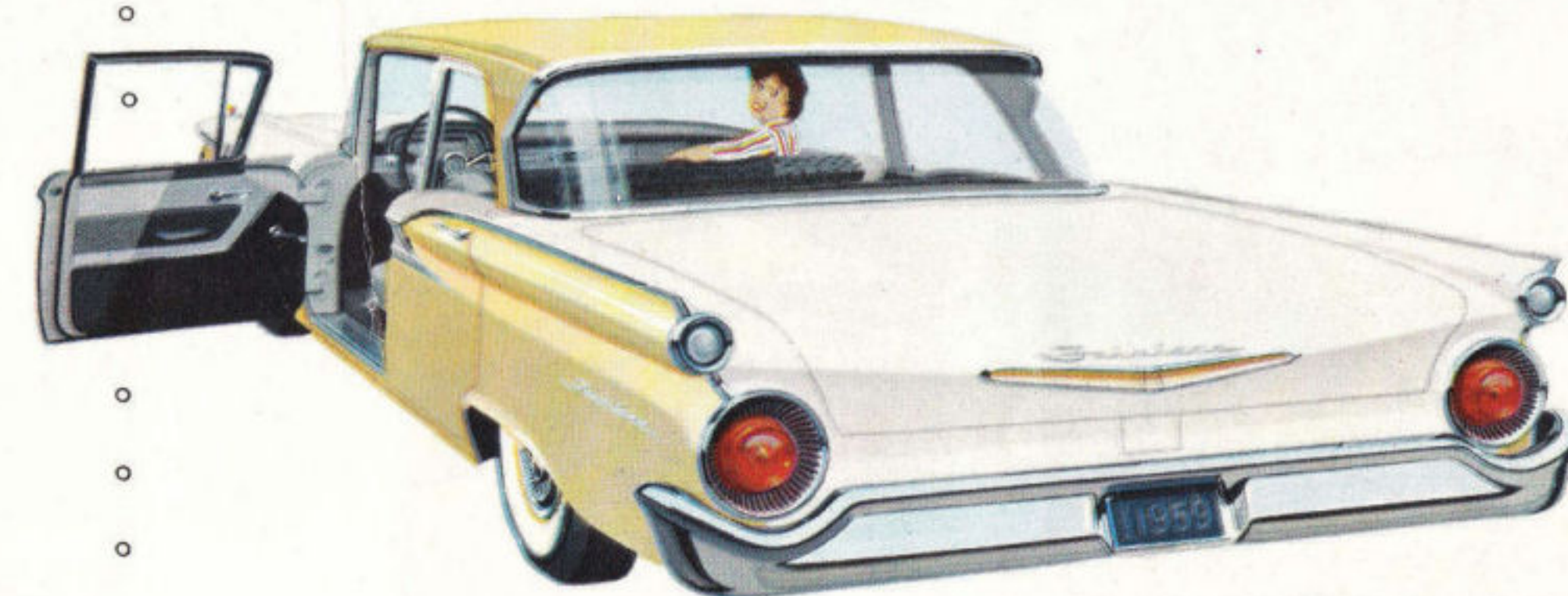
Fairlane 500 Club Sedan is a popular choice as a *family* car. Boldly modern in its styling, this 2-door sedan has plenty of room for six people and plenty of room for luggage, too. Whether you choose Six or Thunderbird V-8, both standard Ford engines are designed to thrive on *regular* gas!



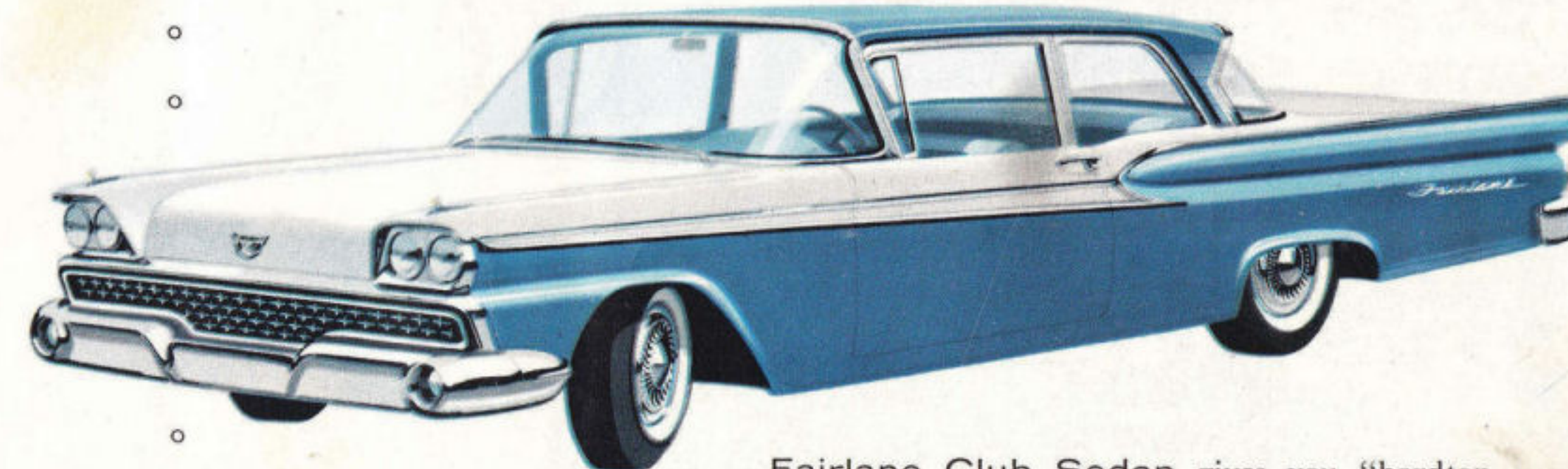
Fairlane 500 Town Sedan has four extra-wide doors for graceful entries and easy exits. And you have a choice of high-styled, color-keyed Luxury Lounge interiors . . . as well as thick Luxury-Loom carpeting. You've never seen a car so rich in luxury . . . so *reasonably* priced!

## 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 durable you won't have to wax it . . . *ever!* Most surprising of all, these new Fairlanes are remarkably *low* in price!

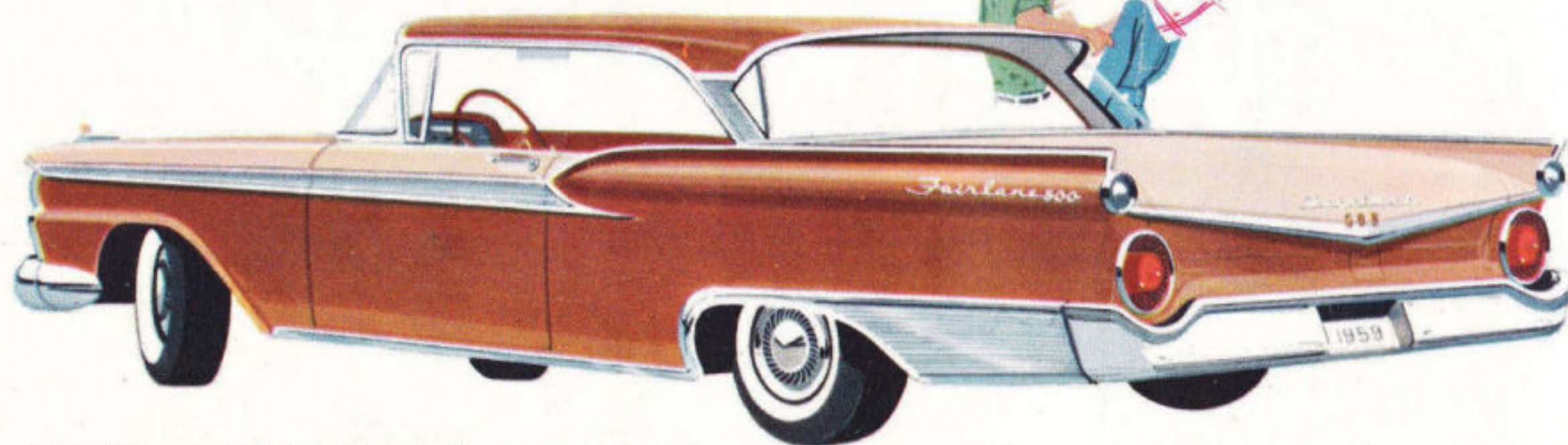


Fairlane Town Sedan has four wide-opening doors that are up to 7" wider than last year! And like all Fords for '59, it offers new, simplified Fordomatic Drive. You get smooth, *instant* response when you want it . . . yet it's priced so low it should banish "stick shifting" forever!



Fairlane Club Sedan gives you "hardtop styling" at the price of a conventional 2-door sedan. And as with all '59 Fords, you get a choice of engines: Mileage Maker Six or Thunderbird V-8 standard, or two Thunderbird Special V-8's optional. The standard Ford engines deliver remarkable fuel economy on *regular* gas. You save up to 5¢ on every gallon you buy!

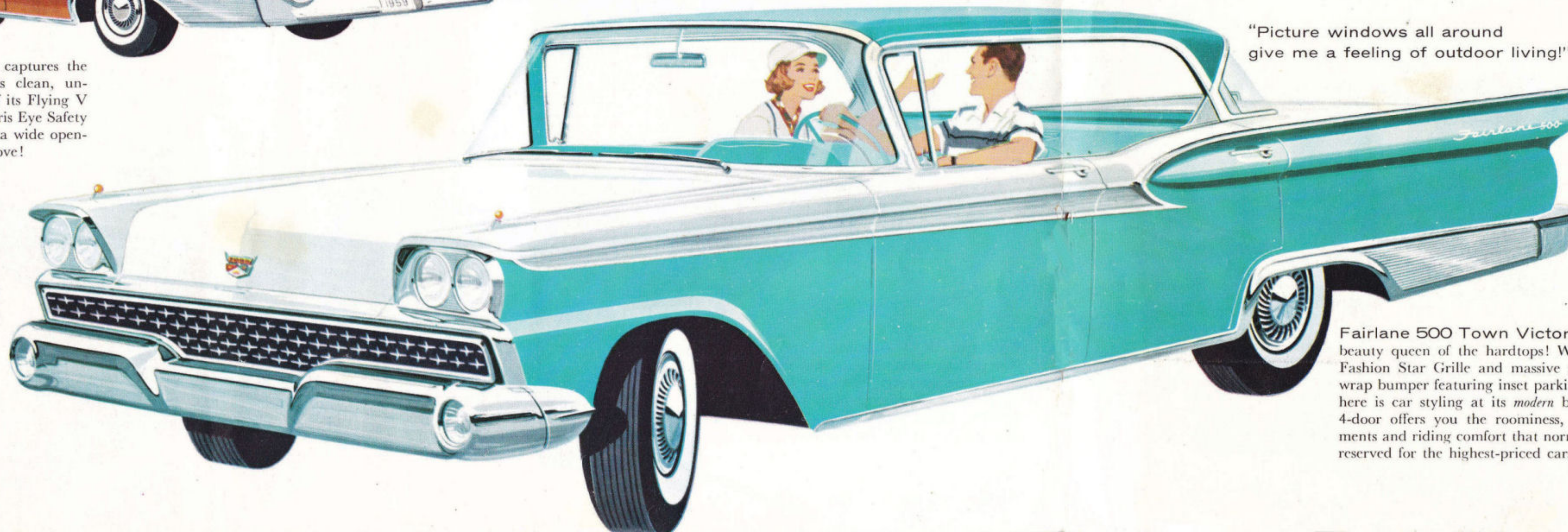
"I've never driven a car that handles so gently!"



Fairlane 500 Club Victoria captures the spirit of the Thunderbird with its clean, uncluttered lines. Notice the beauty of its Flying V Rear Deck . . . highlighted by new Iris Eye Safety Taillights! This 2-door hardtop has a wide openness, a straight-through look you'll love!

SO LOVELY TO LOOK AT . . . DELIGHTFUL TO DRIVE!

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



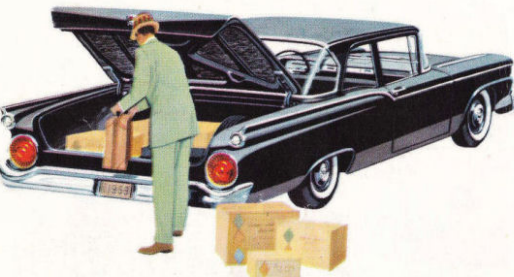
Fairlane 500 Town Victoria is the beauty queen of the hardtops! With sleek Fashion Star Grille and massive new full-wrap bumper featuring inset parking lights, here is car styling at its *modern* best. This 4-door offers you the roominess, appointments and riding comfort that normally are reserved for the highest-priced cars alone!

Every Ford has  
**SAFETY GLASS**  
in every window



## THE CUSTOM 300 SERIES . . . AMERICA'S ECONOMY LEADER

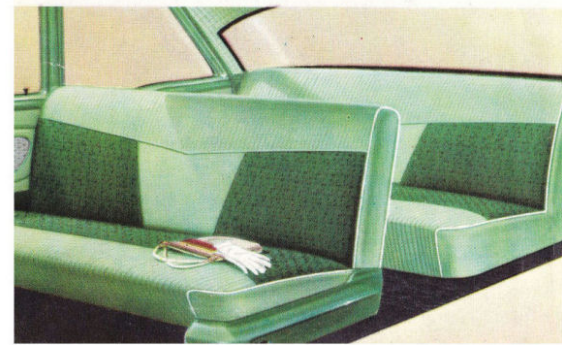
Here's the newest version of America's *value* leader! Compare Ford's Custom 300 models and we believe you'll agree: no other 1959 cars offer so *much* for so little money! Now, for the first time, these Custom 300's are built to the exact same size and wheelbase as all other Ford cars! And like all other Fords, they're beautifully proportioned in every way.



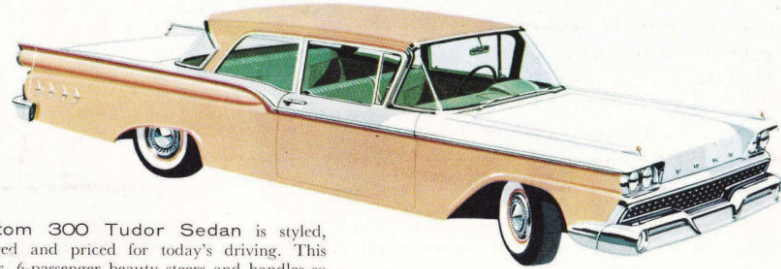
Custom 300 Business Sedan gives you all the penny-pinching economy, rugged dependability and comfortable riding qualities designed into every 59 Ford, yet it is priced *lowest* of all. It offers unusual value in modern, low-cost transportation . . . for big fleets . . . or for personal use.



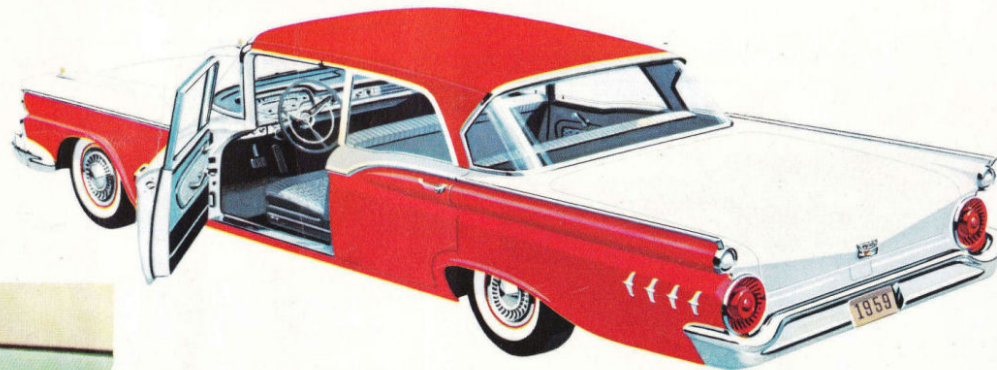
See all the extra storage space behind the 3-passenger front seat. This area has a level floor, 5 feet by 2½ feet. This is in addition to the big trunk space with counterbalanced deck lid.



Interiors are beautifully color-keyed and tastefully designed in all Custom 300 models. Shown here is medium green nylon upholstery in Random-Block pattern with light green ribbed vinyl trim.



Custom 300 Tudor Sedan is styled, powered and priced for today's driving. This 2-door, 6-passenger beauty steers and handles so gently you are barely aware you are driving. As with all 59 Fords it has Thunderbird-design steering . . . closest thing yet to *power* steering!



Custom 300 Fordor Sedan is a picture of perfect proportions with its Thunderbird elegance. Who would ever suspect that a modest Custom 300 price could bring you such 4-door convenience . . . such deep-down comfort for 6 passengers? This kind of superior *value* is the reason why nearly one half of *all* cars sold under \$2000 last year were Ford Custom 300's!

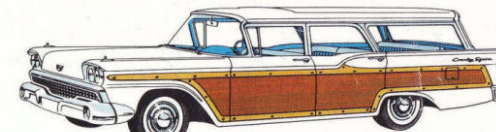
Hardtop styling in wagons by America's wagon specialists!

Here's the fresh new direction in station wagons: *Hardtop styling* . . . made possible by Ford's unique thin-pillar design!

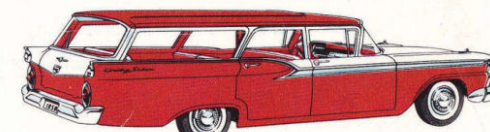
To the right you see six big, beautiful *new* reasons why Ford designers are known across the country as station wagon specialists!

These new wagons bring you new space for the space age . . . up to 17% more load-space inside! They're 7 inches longer with nearly 5 square feet more floor area riding on a 2-inch longer wheelbase. And *only* Ford in the low-price field can offer 9-passenger wagons with *all seats facing forward*!

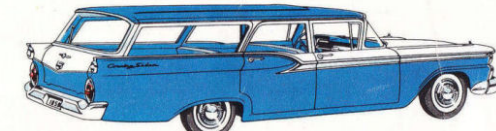
With all their beauty and practicality, you'll still find these Ford wagons are a masterpiece of underpricing. Why not ask *your* Ford Dealer for an Action Test?



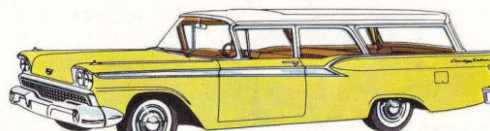
9-passenger Country Squire



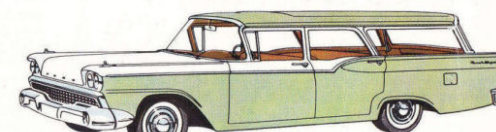
9-passenger Country Sedan



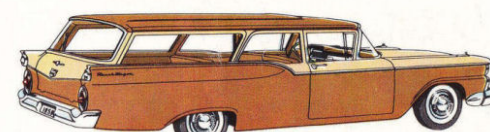
Fordor Country Sedan



Country Sedan



Fordor Ranch Wagon



Ranch Wagon

### POWER ASSISTS

**Power-Lift Windows** are just one of the luxuries that Ford puts at your finger tips. Windows are controlled by a button on each window, or by central control buttons on driver's door.

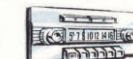
**Power Front Seat** moves at the touch of a button. Seat automatically goes forward, backward, up or down. It is an infinite position, posture-control seat with synchronized tilting back.

**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.

**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 far easier.

†For all models except Business Sedan

### GENUINE FORD ACCESSORIES FOR 1959



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



**Console Range Radio** is transistor powered yet moderately priced. Automatic push buttons give a choice of five preselected stations.



**MagicAir Heater** has new "magic-blend" design. Not only do you get heat more quickly, but its new thermostatic control gives you the temperature you want—instantly!



**SelectAir Conditioner** has air registers strategically placed. 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.



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



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



**Visored Spotlight Mirror** adjusts easily from inside car and gives night-and-day convenience.

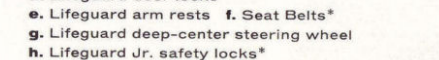
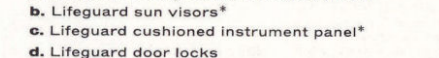
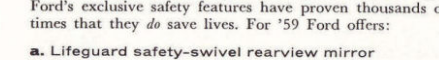
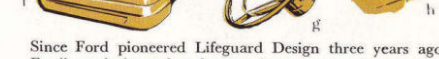


**New Inside Non-Glare Mirror** is ten inches wide; turns off blinding glare from annoying headlights behind you.

Full Tone Manual Radio • Rear Seat Speaker • Rear Deck Antenna • Recirculating Heater and Defroster • Automatic Windshield Washer-Wiper • Cushion-Stop Bumper Guards, Front or Rear • Sun-Ray Wheel Covers • Wheel Cover Dress-Up Kit • Bright-Metal Front Bumper Extensions • Beauty Guard Fender Shields • Bright-Metal Fender "Brow" Molding • Flying Ellipse Hood Ornament • Ribbed Bright-Metal Body Molding Insert (Fairlane) • Curb-Guard Body Molding • Sport Spare Wheel Carrier • Full-View Mirror • Visored Full-View Mirror • Deluxe Rear View Mirror • Front License Plate Guard • License Plate Frames • Delta Wing and Bumper-Mounted Exhaust Deflectors • Parking Brake Signal • Rear Deck Release • and many others

\*Standard on Fairlane 500

### SAFETY



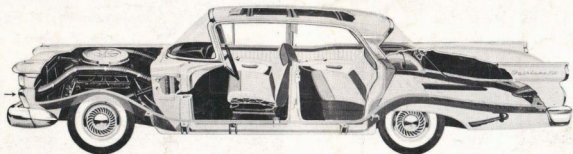
\*Optional at modest extra cost

Since Ford pioneered Lifeguard Design three years ago, Ford's exclusive safety features have proven thousands of times that they *do* save lives. For '59 Ford offers:

- Lifeguard safety-swivel rearview mirror
- Lifeguard sun visors\*
- Lifeguard cushioned instrument panel\*
- Lifeguard door locks
- Lifeguard arm rests
- Seat Belts\*
- Lifeguard deep-center steering wheel
- Lifeguard Jr. safety locks\*



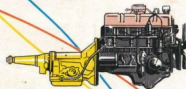
## YOU RIDE SILENT, SOLID AND SECURE



... and here are some reasons why:

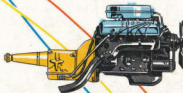
- New Ram-type system for superior body ventilation
- Front-binged hood has new torsion bar hinge for easier, counter-balanced action
- New larger wrap-around windshield with swept-back pillars for greater visibility
- Five roof cross braces welded to box section rails for high strength and rigidity
- Clear-visibility glass throughout with much greater area for full-circle visibility
- Front seat safety anchorage locks track structure to the chassis frame. Seat adjusts through 5" to 11 positions and is placed for improved seating posture
- Thick, resilient foam padding in front seat for greater comfort
- Silent-Grip body mounts to soak up road shock and noise
- Larger rocker panels and stronger double-ribbed floor pan with five sturdy cross members welded to bottom for increased rigidity
- Ford's husky frame bows out a full foot wider midway so passengers ride within the safety of heavy frame side rails
- Larger wrap-around glass in back window gives better rear visibility
- New torsion bar hinging of the deck lid provides better counter-balancing, more trunk capacity. Opening weatherproofed with rubber seals and rain trough
- Domed ribbed wheelhousings supply solid foundation for foot rails, back panel and deck lid hinges
- 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

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



Mileage Maker Six is the only modern Six offered today. Its short-stroke, low-friction design makes possible 145-horsepower with low operating economy. In the last two Mobilgas Economy Runs, this Six delivered the most miles per gallon in Class A! Uses regular gas, too!

Thunderbird 352 Special V-8 is one of 3 great V-8's for '59. Gives unusual responsiveness in the middle speed range: between 30 and 70 mph. This is power you can use! Team it with Ford's great Cruise-O-Matic Drive and you'll enjoy all the gas savings of "built-in" overdrive economy!



## 4 GREAT TRANSMISSIONS



Fordomatic Drive is an all-new automatic with more durable, simplified design. Normally needs no periodic service. Priced low to banish "stick shifting" forever!



Cruise-O-Matic Drive gives you two separate driving ranges: "D1" for all normal driving with brisk, smooth starts... "D2" for gentle, sure-footed starts in snow or mud.



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!



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

## SPECIFICATIONS

**Exteriors and Interiors:** A total of 13 exciting body colors are available in amazing new Diamond Lustre Finish. All models come in Single Color; also in Conventional Two Tone or Style Tone color combinations except the Country Squire. Interiors are beautifully upholstered with ribbed and new metallic leather-grained vinyls, woven plastic or nylon fabrics, in colors to harmonize with exteriors. See complete selection at your Ford Dealer's.

**Engines:** 145-hp Mileage Maker Six—223-cu. in. disp.; 3.62" bore x 3.60" stroke, 8.4 to 1 comp. ratio; regular fuel; manual choke. [For all models except Skyliner.]

200-hp Thunderbird 292 V-8 [Standard V-8 on all models—292-cu. in. disp.; 3.75" bore x 3.30" stroke, 8.8 to 1 comp. ratio; regular fuel; low-silhouette 2-venturi carburetor, automatic choke.

225-hp Thunderbird 332 Special V-8 [Optional on all models—225-cu. in. disp.; 4.00" bore x 3.30" stroke; 8.9 to 1 comp. ratio; premium fuel; low-silhouette 2-venturi carburetor, automatic choke.

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

**Engine Features:** For greater economy and longer life all engines have short-stroke, low-friction, Deep-Block design; free-turning overhead valves; Super-Filter air cleaner; full-pressure lubrication; vacuum-booster fuel pump; Full-Flow all filter; 12-valve electrical system; Turbo-Action 18-mm. spark plug and an exhaust system featuring a new aluminum muffler. Every V-8 engine is electronically balanced while operating under its own power for extra smoothness. Special V-8's feature zero-lash hydraulic valve lifters for quietness and Precision Fuel Induction for superior performance and economy.

**Transmissions:** 3-speed with gear ratios tailored to each engine. Optional: Overdrive with automatic 4th gear. New Fordomatic Drive with torque converter and simplified planetary gear set for smooth, responsive, automatic 2-speed operation in "D1" range provides brisk, smooth starts in low. Available with all engines. Cruise-O-Matic Drive, a high-performance automatic with two selective drive ranges—smooth 3-speed operation in "D1" range, starting in low for solid full-power getaways or smoother 2-speed operation in "D2" range, starting in intermediate for gentle, gradual acceleration on ice, snow or loose gravel—and specially tailored gas-saving rear axle ratios for "built-in" overdrive economy. Available with Special V-8's only.

**Suspension:** Smooth-acting Sweep-Back, Angle-Poised, Ball-Joint front with new link-type stabilizer and variable-rate, off-road-mounted rear suspension for automatic ride control.

**Rear Axle:** Hypoid, semi-floating type with exclusive Deep-Offset straddle-mounted pinion for quieter operation, longer life.

**Steering:** Magic-Circle recirculating-ball type, same as used on the Thunderbird. Lifeguard deep-center steering wheel.

**Other Available Equipment:** Lifeguard padded instrument panel Cushioned sun visors • Ford seat belts • 1-Rest tinted safety glass Manually operated 4-way front seat • Exterior trim package—Tee Ball fender ornaments and bright-metal darts on rear quarter panels [Custom 300] • Interior trim package [Custom 300 and Ranch Wagons] • Sound deadener package • Equa-Lock axle differential Sure-Wipe electric windshield wipers • Backup lights [bulbs and wiring] • Heavy-duty springs [for wagon models] • Whitewall tires.

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

Comparative information in this folder was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this folder was prepared for publication. Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design without notice and without obligation.