

Presenting...



The Ford Family of Fine Cars
for 1959



The Ford Fairlane 500 epitomizes the "beauty with a purpose" theme which distinguishes the design and styling of the 60 different models in the Ford Family of Fine Cars for 1959.



THE FORD FAMILY OF FINE CARS FOR 1959

For 55 years Ford Motor Company has been in the business of making automobiles for the families of America. We have watched our cars and our American way of life change each other.

Through all these years the Company has tried to learn the simple secret of success in the car business: *Give the people what they want.*

How do we find out what people want—and what their ideas are? At Ford Motor Company we consider it one of our most important assignments to determine what car owners like, why they like it, what they need and want, what they take for granted in a car and what they don't care about. We ask questions by mail, in person and by telephone. We get suggestions from a farmer in Arkansas and a housewife on Long Island, a salesman in Arizona and a teenager who just got his driver's license in Ohio.

Our dealers across the country are now showing the 1959 Ford Family of Fine Cars. *We believe they are the most beautiful cars the Company*

has ever made. Their styling is crisp, functional and well proportioned—every line with a purpose.

You will find wider doors to make our cars easier to get into and easier to get out of, and you will find all of our new cars—both V-8's and sixes—are more economical to operate. As a matter of fact, regular grade gasoline is recommended for use with four engines in the Ford and Edsel lines and one of the Mercury engines. You will notice all kinds of ideas to make riding safer and easier, more comfortable and convenient—from greatly enlarged window areas to bigger luggage compartments.

In the 1959 Ford Family of Fine Cars, we offer six different makes with 60 different models—and, in addition, 17 economy cars in the English Ford Line and the Taunus line imported from Ford of Germany. There is a car for every price range, from about \$2,000 to over \$7,000.

May we, and our dealers all over America, invite you to stop in and inspect the Ford Family of Fine Cars.

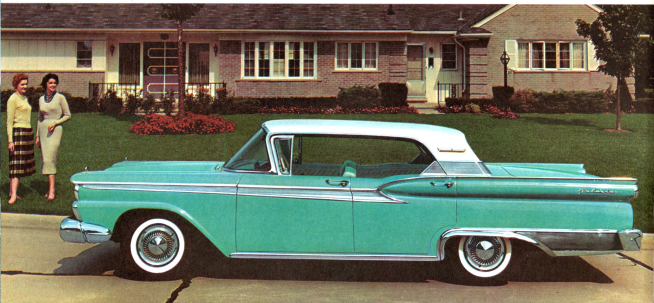
THE BEAUTIFUL NEW FORD LINE FOR 1959

The Ford line for 1959 offers American consumers THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS.

Beauty is closely related to function in a way that is spacious, distinctive and sensible. The 118 inch wheelbase Fords are the right size for American families, for the loads they carry, the trips they take and the places they park.

The economy and power of Ford's Mileage Maker Six and three Thunderbird V-8 engines are proportioned to people's individual driving needs. The 145 HP six and the 205 HP V-8 give maximum performance on regular gasoline. Three of the engines are available with conventional or overdrive transmission and two can be coupled with Ford's advanced Cruise-O-Matic Drive. A new, simplified Fordomatic Drive is offered with all four engines.

The 1959 Ford line will be expanded soon to a range of 23 models by the introduction of four new Galaxie models in the Fairlane 500 series. Shown below is the four-door hardtop Galaxie Town Victoria, distinguished by the graceful styling of its Thunderbird roof.



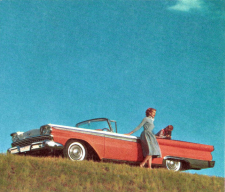


The styling of the new Galaxie and the other cars of the 1959 Ford line was inspired by the trim, classic lines of the Thunderbird.

A new front grille and several other refinements have been added to the Thunderbird for 1959, but the car retains all of the advanced features of its predecessor, which have made the Thunderbird America's most desired automobile.

The Thunderbird hardtop model (shown above) and convertible (at right) seat four passengers and have four foot wide doors that permit easy entry and exit for both the front and rear seating compartments. The top of the convertible Thunderbird folds neatly away, automatically, into the luggage compartment so that no passenger room is sacrificed in rear seating.





One of Ford's three convertibles, the Fairlane 500 Sunliner, is shown above.

For 1959, the ultimate in "Station Wagon Living" is offered by six bigger Ford station wagons—two inches longer in wheelbase and seven inches longer inside with five square feet more cargo space. Increased glass area and hardtop styling provide improved visibility.

The distinctive Country Squire and one of the three Country Sedan models (shown below) carry nine passengers with the third seat facing forward, allowing normal riding comfort and ease of entry through the doors rather than the tail gate. Both the second and third seats can be quickly folded out of sight when these wagons are converted for carrying loads.

There are two six-passenger Country Sedans, a two-door and a four-door model. The two-door and four-door Ranch Wagons complete the series.

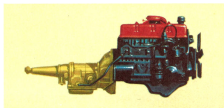
The station wagons are equipped with new economy features that are standard throughout the line—for instance, Ford's aluminized muffler that will normally last twice as long as ordinary mufflers, and Ford's full-flow oil filter that eliminates the need for oil changes more frequently than every 4,000 miles.



The Ford Custom 300 series presents three big economy cars as the best dollar-for-dollar values in the entire automotive field for 1959.

Although these cars may be powered by any one of Ford's four different engines, outstanding economy is achieved by the Mileage Maker Six, the industry's only modern six-cylinder engine, designed to operate most efficiently on regular gasoline. Additional economy is afforded by overdrive. Economy coupled with the convenience of automatic drive is offered in the combination of six-cylinder engine and new, simplified Fordomatic Drive.

The Custom 300 cars, now built on the same wheel base as Fairlane models, are ideal economy cars for American families who do not want to sacrifice spaciousness and riding comfort. The Business Sedan, the lowest priced model in the line, has been designed primarily to meet the needs of economy-minded businessmen and fleet owners.



The 145 HP Mileage Maker Six, above, and the 205 HP Thunderbird V-8 engines operate efficiently on regular gasoline.

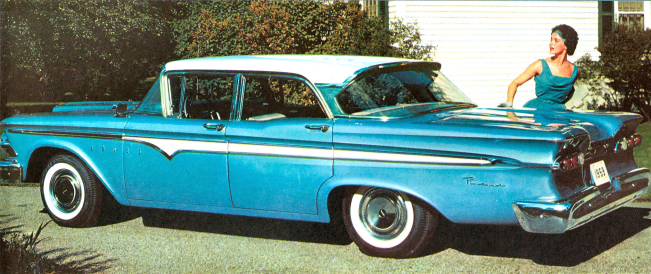
The Custom 300 Fordor Sedan shown below, like the Tudor Sedan and Business Sedan, is built on a 118 inch wheelbase, two inches longer than previous models in the series. In addition to economy, the Custom 300 cars have Ford's many exclusive safety features.



TEN EDESEL CARS IN THREE SERIES

The 1959 Edsel has been redesigned and priced to make it *the finest car in the low price range*. The new Edsel makes sense in every detail of its ten new models. Each car in the line reflects true quality in design, performance and workmanship. Edsel's refreshing styling for 1959 maintains the distinctive vertical grille complemented by horizontal louvres extending outward to its dual headlights.





The Ranger four-door sedan is shown above. Edsel's longer, wider four-door Villager wagon, below, has 36 square feet of load space.

At the top of the Edsel line are four Corsair models: convertible, four-door sedan, four-door hardtop and two-door hardtop. There are also four cars in the lower-priced Ranger series: four-door and two-door models in both the sedan and hardtop versions. The Villager station wagons are available in six-passenger and nine-passenger models.

The Edsel Economy Six engine is optional in the Ranger and Villager series and a choice of three V-8 engines is offered. Mile-O-Matic transmission may be coupled with any of the engines or standard transmission may be selected with three of the engines for maximum economy. Dual-Power Drive transmission is offered with the 303 HP Super Express V-8 engine.

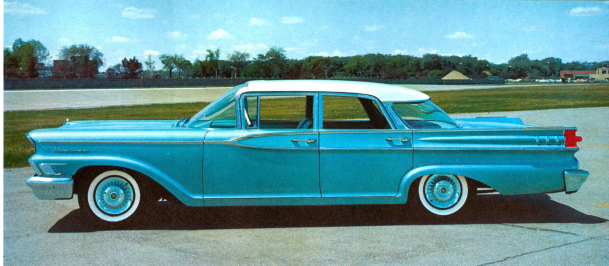
Among Edsel's standard, no-extra-cost features are self-adjusting brakes, power booster wipers, foam rubber cushions on front seats, wall-to-wall carpeting and self-regulating electric clock.



MERCURY'S ALL NEW TWENTIETH ANNIVERSARY MODELS

Mercury's panoramic skylight windshield shown in the view of the Park Lane four-door Cruiser below, curves back into the roof to give the driver an unobstructed view from overhead traffic light to curb.



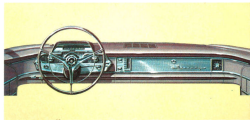


The wrap-around rear window and cantilever roof line on the Monterey four-door sedan, shown above, illustrates the distinct difference in styling between the Mercury sedans and hardtop models, such as the Park Lane Cruiser, at left.

The Twentieth Anniversary Mercury for 1959 is completely new from road to roof, with clean line, dynamic styling that is functional as well as beautiful. Picture window visibility is provided all around by an increase of up to 35% in glass areas.

Door openings have been increased by six inches and the windshield pillar has been moved forward to make getting in and out of a Mercury easier than ever before. Inside, the instrument panel has been moved forward nine inches and the hump on the floor of the front seating compartment has been reduced 45%. As a result of these changes, Mercury has spaciousness for six passengers with plenty of room to spare.

For 1959 Mercury offers 15 models in four series: the *Monterey*, with an economy V-8 engine suitable for operation on regular gasoline; the *Montclair*, the luxurious *Park Lane*; and the *Country Cruiser* station wagons. In each series there is a quiet, powerful yet economical Marauder V-8 engine tailored to the size of the car.



America's newest ideas in station wagons are found in Mercury's 1959 *Country Cruisers*. These wagons have more cargo space, more passenger room and greater visibility than any station wagons offered in Mercury's 20 year history.

The *Country Cruisers* offer a choice of the four-door Colony Park (shown below), the four-door Voyager and the Commuter, available in two-door and four-door versions. The four-door models may be selected with an optional, self-storing third seat, providing the wagon with comfortable seating capacity for up to nine adults.

Each model has a compartment concealed beneath the floor which serves as stowaway space for the third seat cushion. Otherwise, this space may be used as a four cubic foot storage locker.

The *Country Cruisers* have true hardtop styling and a rear window that retracts into the tailgate, eliminating the need for a liftgate. When opened, the tailgate fits flush with the cargo compartment floor.



THE ELEGANT LINCOLN MODELS FOR 1959

The long, low and graceful Lincoln and Lincoln *Première* cars for 1959 carry forward Lincoln's proud heritage of fine quality in American automotive transportation. The classic dignity of Lincoln's modern styling, first introduced in the 1958 line, has been refined and is distinguished by a new rectangular design grille treatment.

There is a sedan, a landau and a coupe (shown below) in each series. All models employ Lincoln's advanced Uniframe Construction. Standard equipment includes Turbo-Drive dual range transmission, power steering and power brakes. Additional power features are available as optional equipment.

Lincoln's rich interior appointments and hand-crafted upholstery in soft leathers and luxurious fabrics convey an impression of a private suite on wheels.





THE MARK IV CONTINENTAL

"To build the finest American automobile that superb craftsmanship can create." That is the goal and the *Mark IV* Continental is the achievement.

The hallmark of this magnificent automobile is the elegant simplicity and impeccable good taste of every detail. The ultimate in comfort and convenience is afforded by the Continental's outstanding performance, its ease of operation, its stately interior accommodations and its many power assist features.

The *Mark IV* Continental may be selected in any of six different models: sedan, coupe, towncar, limousine, convertible and landau (shown below). The engineering excellence and the timeless design of each *Mark IV* model are in keeping with the tradition established by earlier versions of the Continental.

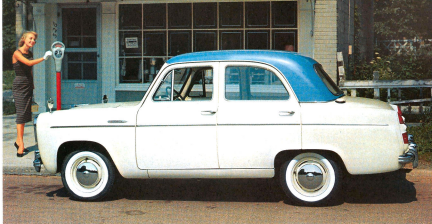


ENGLISH FORD LINE AND TAUNUS OFFER 17 ECONOMY CARS IN U.S.

In response to Americans' growing interest in small cars, the Company offers 17 different models imported from Ford of England and Ford of Germany, comprising the most extensive range of foreign economy cars available in the United States.

Eleven models manufactured by Ford of England are sold and serviced by more than 550 dealerships throughout the country. The lowest-priced models include the two-door Anglia, four-door Prefect and the Escort and Squire station wagons. Slightly larger cars in the Consul series are built on a 104.5 inch wheelbase in four-door sedan and convertible models. The same models in the Zephyr and Zodiac series have a 107 inch wheelbase. The line is completed by the Thames Estate bus. Most vehicles in the English Ford Line are powered by four-cylinder engines. Zephyr and Zodiac models use an economical six-cylinder 86 HP engine.

The Taunus 17M and 17M Deluxe cars imported from Ford of Germany are presently distributed through more than 50 outlets located on the East and West Coasts, and additional dealerships are being appointed in other sections of the United States. There are three models in the two series: two-door and four-door sedans and a "Combi" station wagon. Taunus cars have a wheelbase of 102.5 inches and a four-cylinder 67 HP engine.



The four-door Prefect in the English Ford Line has a four-cylinder engine and a length of slightly over 12 feet, providing low gasoline consumption and parking ease.

The six-passenger Taunus "Combi" station wagon can carry loads of over 1,200 pounds. Taunus design incorporates elements of American styling with compact size.





THE FORD FAMILY OF FINE CARS

FORD • THUNDERBIRD • EDSEL • MERCURY • LINCOLN • CONTINENTAL • TAUNUS • ENGLISH FORD LINE . . . AND FORD TRUCKS • TRACTORS • FARM IMPLEMENTS • INDUSTRIAL ENGINES