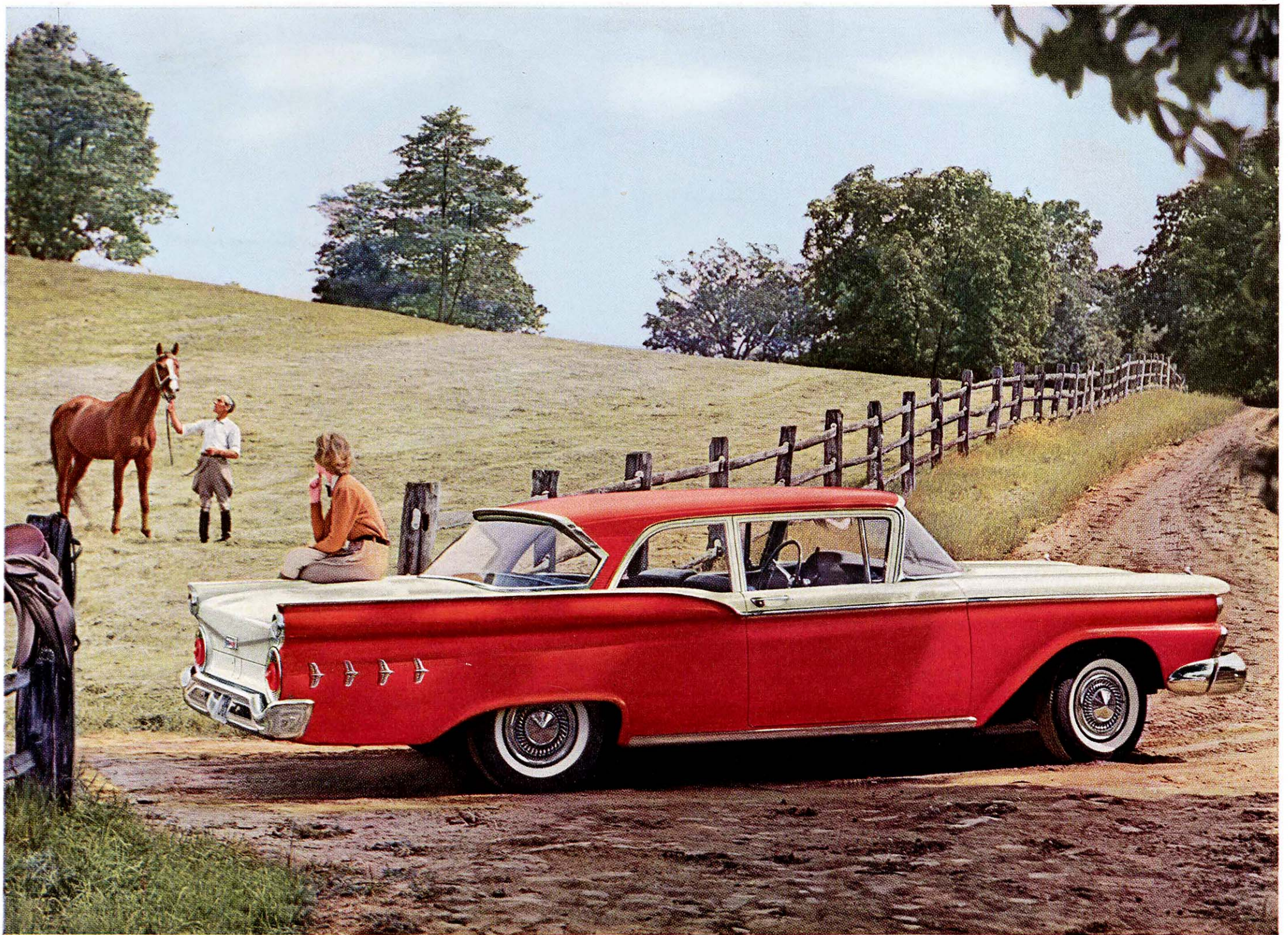


WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS



Perfect example of elegant economy: the Custom 300 Tudor Sedan

Economy is the big news in the smart set



There's a lot of Thunderbird in every 59 Ford . . . in the way it's styled . . . in the way it moves . . . in the proud way you'll sit at the wheel.

The smart set are people who have discovered that the 59 Ford—the car that was awarded the Gold Medal for its elegant lines at Brussels—has big savings news, too! A filtering system that means *less* oil changes—every 4,000 miles instead of 1,000 often recommended. New Ford mufflers are *aluminized* to normally last twice as long as conventional types used on other cars. New exclusive Diamond Lustre Finish is so durable you won't have to wax it—*ever!*

There's a new lower priced Fordomatic Drive that should banish stick-shifting forever. There's a new penny-pinching Thunderbird V-8 that gives you more responsive power in the *normal* driving speeds. And all standard Ford engines—Six or Thunderbird V-8—use *regular* gas. You save up to 5 cents on every gallon. So if it's savings you're after, come in and get that rich new Ford feeling in the cars that bring Thunderbird elegance to the low-price field.

AWARDED THE GOLD MEDAL
by the Comité Français de L'Élégance,
for beautiful proportions
—at the Brussels World's Fair



THE 59 FORDS