

THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS

The newest word in cars is *proportion*—the classic measurement in the fine art of automotive design and styling.

Proportion makes the beautiful difference in the Fords for 1959. You'll see it in every new shining inch of finely designed steel. It flows the whole clean length of these brand-new cars. You'll see it in the new thin-line roof, in the fresh, straight-through look of its big picture windows, and in the long glittering accents of chrome.

So elegant is the new Ford that it received the Gold Medal of the Comité Français de l'Élégance—awarded at the Brussels World's Fair. The citation in French: "*Pour proportions exceptionnelles et la ligne élégante.*"

Proportion is a matter of power and motion, too. In Ford's new Thunderbird V-8 engines for 1959, the power is proportioned for increased responsiveness. You will get more responsive power at the speeds you actually drive—30 to 70 miles per hour. The new Fords are proportioned for new economy with new Fordomatic savings, new thrift in gas and oil that's easy on the pocketbook every smiling mile. These cars act new, look new, are new in every gleaming inch!

AWARDED THE GOLD MEDAL AT THE BRUSSELS WORLD'S FAIR
by the Comité Français de l'Élégance—for beautiful proportions



the

59 FORDS

The new features are tailored together to give you a rewarding feeling that until now has only been available in the Thunderbird. See for yourself the 1959 Ford's Thunderbird elegance.

And all this Thunderbird sort of sweet-moving action . . . all this new performance and economy . . . will come to you at traditionally sensible Ford prices, which means the most possible value for the fewest possible dollars. You'll get more car per dollar than ever before!

There is a special feeling in these 1959 Fords—and you can get that New Ford Feeling in the World's Most Beautifully Proportioned Cars starting soon. When your Ford Dealer puts the newest of all Fords on display.

Altogether new in everything you see, feel or touch