



FORD



1959

THE CUSTOM 300 SEDANS

With their handsome, tasteful styling, the new Custom 300's frankly look expensive. Yet the Tudor Sedan, powered by Ford's modern 6-cylinder engine, is one of the most economical cars in Ford's class to

buy and run. Settle down on the thick foam padding that cushions the front seat. See how much headroom and foot room you have in the back seat. Every drive's a pleasure drive in this beautiful new Ford.



Custom 300 Fordor—Did you ever think a low-cost family sedan could look so lovely? And if you think its looks are something special, wait until you drive it!



Custom 300 Tudor—Here's style, comfort and performance that can't be matched at the price. And the price is so reasonable.

IN EVERY WAY SO BEAUTIFULLY RIGHT!

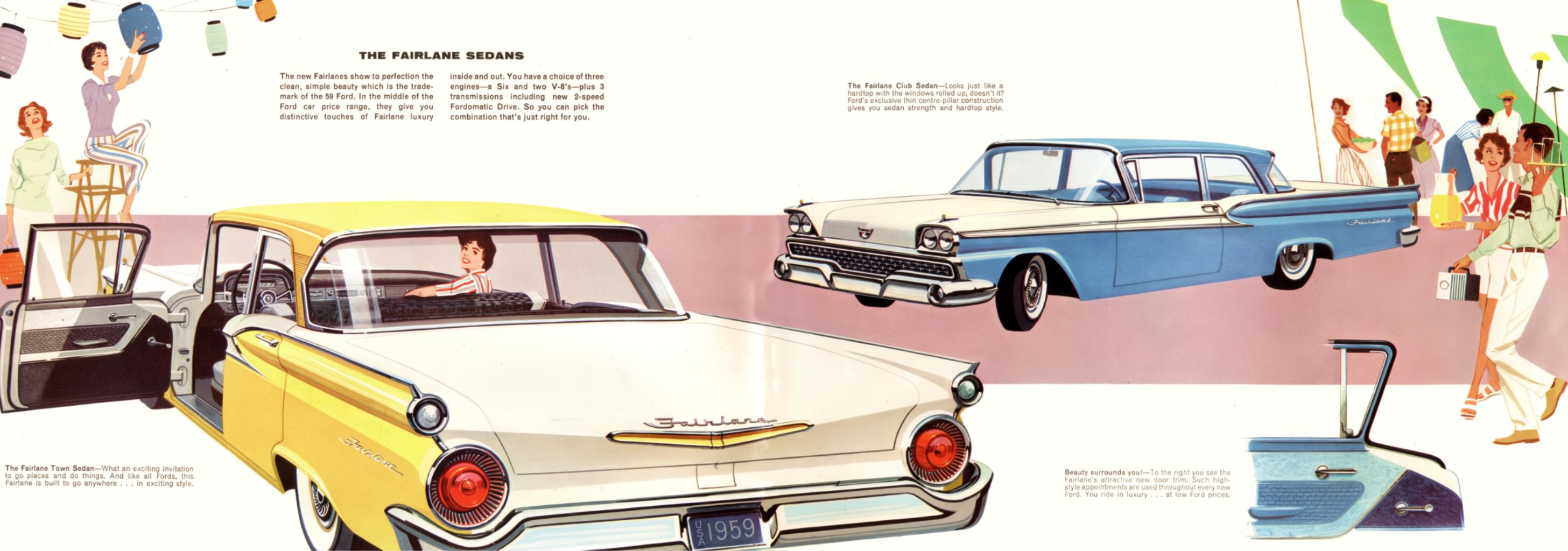
The 1959 Ford is designed to meet every kind of driving need today. And it does . . . beautifully!

In style, the new Ford reflects the big change that's taken place in design. Like the latest buildings and furniture, it's designed to give you the most in usefulness with the cleanest, crispest lines ever. This is style with a purpose.

The new Ford is a big car, but there isn't an ounce of waste fat on it! It fits comfortably between two parking meters. Yet there's room enough inside for the whole family and their luggage to travel clear across Canada with all the ease and comfort that only a big car can give you.

All the facts point to Ford . . . and so does the fun. Drive it. You'll find it's beautifully right for you.

New Instrument Panel—The curved-design instrument panel has a new satin finish to harmonize with interior colour schemes. Control knobs are deeply set in the recessed center-portion of the panel as an added safety precaution, should a passenger be thrown forward.



The Fairlane Town Sedan—What an exciting invitation to go places and do things. And like all Fords, this Fairlane is built to go anywhere . . . in exciting style.

THE FAIRLANE SEDANS

The new Fairlanes show to perfection the clean, simple beauty which is the trademark of the '59 Ford. In the middle of the Ford car price range, they give you distinctive touches of Fairlane luxury

inside and out. You have a choice of three engines—a Six and two V-8's—plus 3 transmissions including new 2-speed Fordomatic Drive. So you can pick the combination that's just right for you.

The Fairlane Club Sedan—Looks just like a hardtop with the windows rolled up, doesn't it? Ford's exclusive thin centre-pillar construction gives you sedan strength and hardtop style.

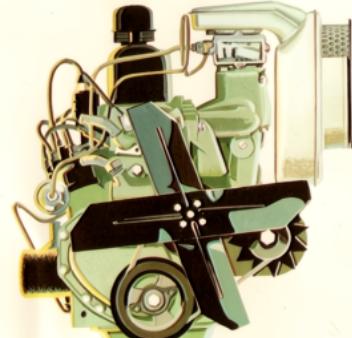


Beauty surrounds you!—To the right you see the Fairlane's attractive new door trim. Such high-style appointments are used throughout every new Ford. You ride in luxury . . . at low Ford prices.

ENGINES AND TRANSMISSIONS TO MATCH YOUR KIND OF DRIVING

Engines

SIX



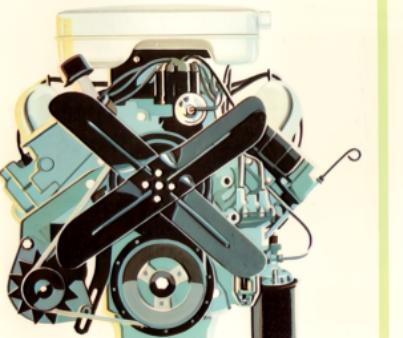
145-hp Mileage Maker Six—a proven economy champion—is without question the most powerful modern Canadian Six in its class. Competitive Sixes are as much as thirty years old in design.

Ford's deep-block construction extends the crankcase walls beyond the crankshaft for greater rigidity and longer engine life. Short-stroke design shortens the length of the piston stroke. Like the Six, they feature modern short-stroke design and deep-block construction.

Two new Thunderbird V-8's—225 and 303 hp—are designed to deliver their greatest wheel-turning power at everyday driving speeds. Like the Six, they feature modern short-stroke design and deep-block construction.

Both V-8's feature Ford's exclusive Expressway Intake Manifold which delivers fuel from the carburetor to each cylinder by the shortest, most direct route. Since each cylinder gets the same amount of fuel, each cylinder does the same amount of work. As a result, the engine delivers top performance from the least amount of gas.

V-8



ENGINE AND TRANSMISSION SELECTION CHART

Engines

145-hp Mileage Maker Six
—regular gas—

225-hp Thunderbird V-8
(2-venturi carburetor)
—regular gas—

303-hp Thunderbird V-8
(4-venturi carburetor)
—premium gas—

Transmissions

Conventional
2-speed Fordomatic

Conventional
2-speed Fordomatic
Cruise-O-Matic

Conventional
Cruise-O-Matic

Models

Custom 300
Fairlane
Fairlane 500

Custom 300
Fairlane
Fairlane 500

Custom 300
Fairlane
Fairlane 500

SIX OR V-8 THE GOING IS GREAT

Transmissions

P R N D L

New 2-speed Fordomatic

P R N D₂ D L

Cruise-O-Matic Drive

Ford gives you a choice of three transmissions so you can select the engine-transmission combination that meets your requirements of performance, convenience and economy. New 2-speed Fordomatic Drive has the highest torque capacity of any Ford automatic transmission. It's lighter, simpler (it has $\frac{1}{2}$ fewer parts) and costs less. Intermediate gear is eliminated, low gear operates over a wider range. Proven Cruise-O-Matic Drive gives you a choice of 2 driving ranges—one for normal road conditions and one for poor traction conditions such as sand, snow and mud. Cruise-O-Matic is installed with a low rear-axle ratio that's a real gas-saver. A manual, 3-speed transmission—rugged yet easy shifting—is standard.

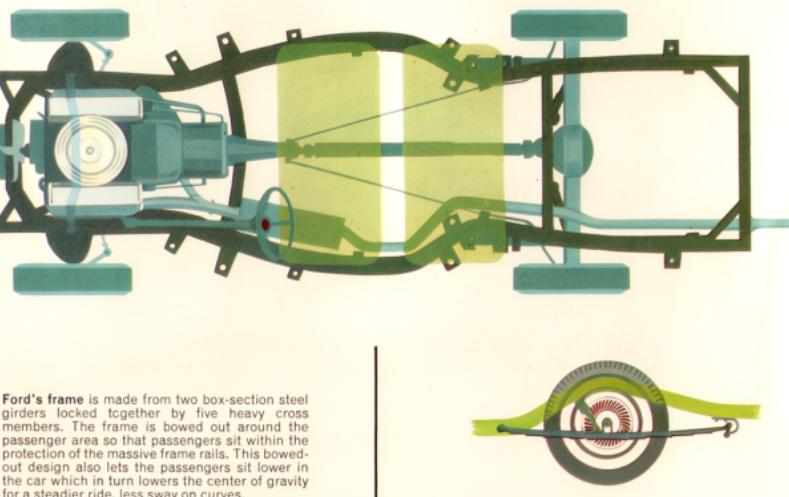


CANADA'S NO. 1 CONSTRUCTION JOB

Like all construction experts, Ford engineers put quality first. The result is a car that gives you full value for the money when you buy it, keeps its value longer for a better trade-in when you come to sell it.

Ford bodies are made of the same heavy-gauge steel that is used in many of Canada's most expensive cars. All parts of the body are interlocked at major points of wear and stress for maximum strength and resistance to flexing. Then body and frame are bonded into a solid unit through up to 18 rubber body mounts.

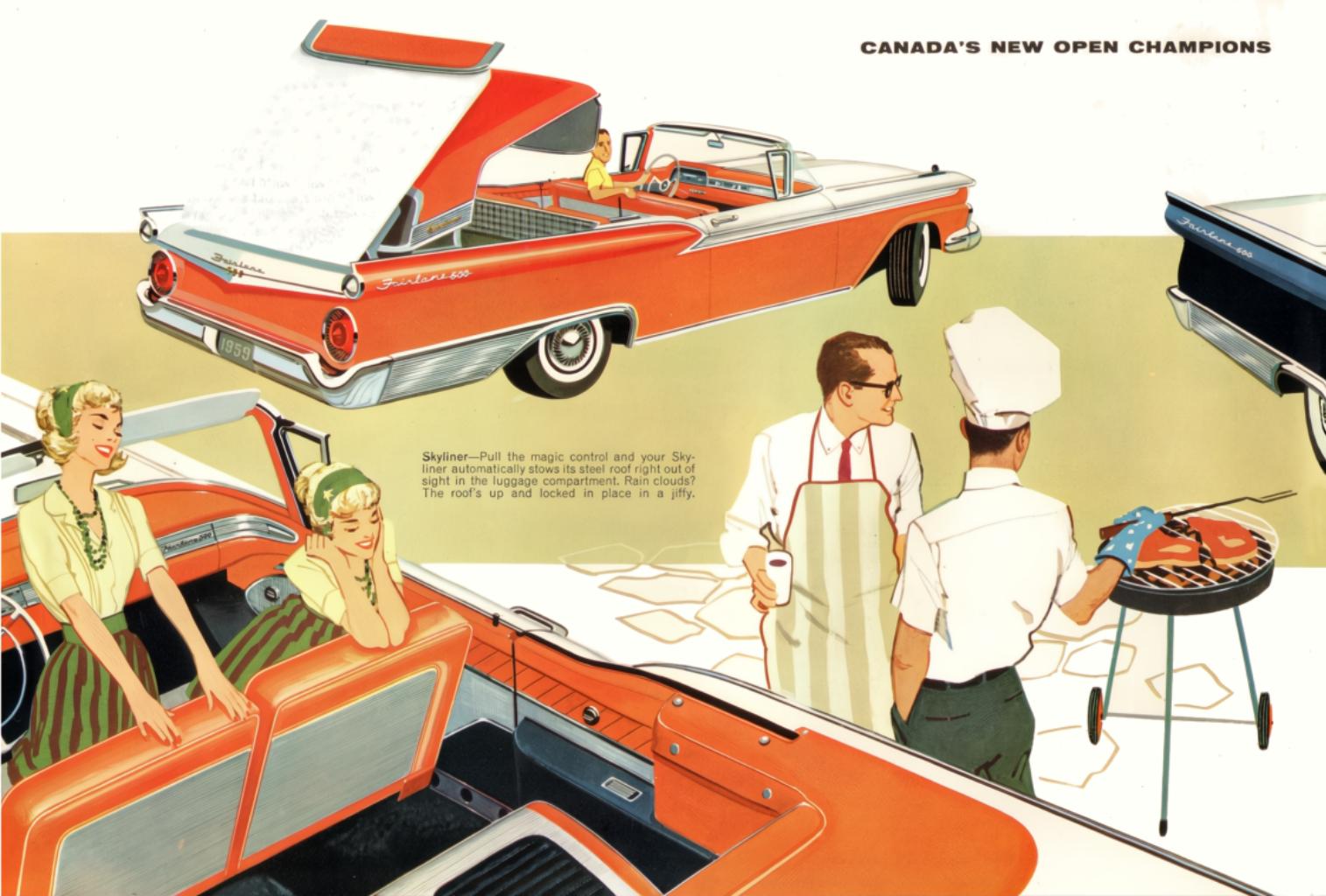
The laminated safety plate glass used in all Ford windshields is the finest available in any Canadian car. Insulation and weather-proofing are the most complete in Ford's class. New aluminized mufflers in all Fords are designed to resist corrosion . . . normally give up to twice the life of ordinary mufflers. And Ford's special super-enamel is baked on for a beautiful-yet-tough finish that keeps its original lustre and colour for years. You can pay more, but you can't buy better than Ford.



Ford's frame is made from two box-section steel girders locked together by five heavy cross members. The frame is bowed out around the passenger area so that passengers sit within the protection of the massive frame rails. This bowed-out design also lets the passengers sit lower in the car which in turn lowers the center of gravity for a steadier ride, less sway on curves.

Ford's rear axle is deeply offset to lower the driveshaft line. This makes it possible to reduce the hump running through the floor of the car for greater foot room in the rear seat. Ford brakes are double-sealed to keep grit and water away from the brake linings.

The tension shackles which fasten the rear springs to the end of the frame automatically increase spring stiffness under heavier loads. You get the same comfortable ride driving alone or with the whole family and their luggage aboard. Only Ford gives you this automatic ride control.



CANADA'S NEW OPEN CHAMPIONS

Ford, and Ford alone, offers you a choice of three, striking convertibles . . . each completely different and all designed for light-hearted people who want the most fun under the sun. If your fancy runs to exclusives, try the steel-roofed Skyliner, the only car of its kind in production. Or

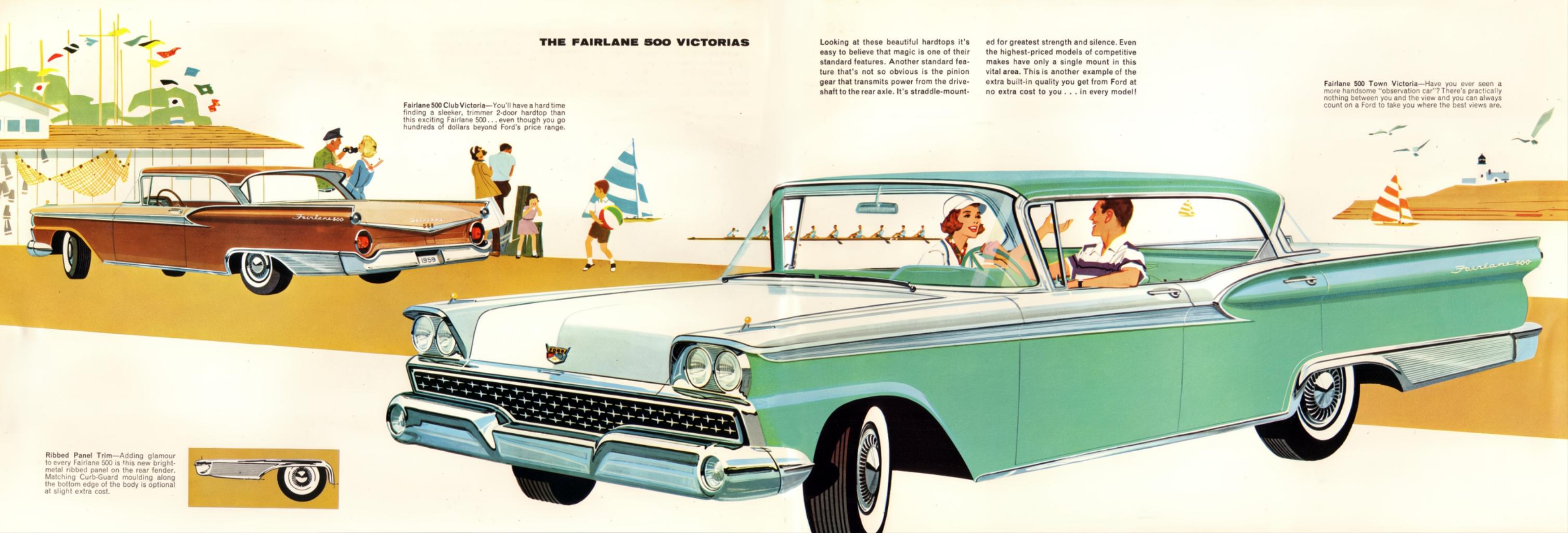
take a whirl in a Sunliner—it's the car most people have in mind when they say "Convertible." And of course if you simply want the most, then there's just one car for you and Ford has it . . . the new 4-passenger Thunderbird convertible. It's an open invitation to year 'round fun.



Thunderbird—Trust Ford to go all the way with this convertible model of the exciting, four-passenger Thunderbird. The roof folds away automatically to store underneath the rear deck lid. You've never seen anything quite so smooth or so dashing.



Sunliner—Fun's even more fun when it's sensible, too. The Sunliner has a special X-braced frame that makes it sedan solid. The fine quality roof fabrics are fade-resistant and double-stitched for extra strength, longer life.



THE FAIRLANE 500 VICTORIAS

Fairlane 500 Club Victoria—You'll have a hard time finding a sleeker, trimmer 2-door hardtop than this exciting Fairlane 500... even though you go hundreds of dollars beyond Ford's price range.

Looking at these beautiful hardtops it's easy to believe that magic is one of their standard features. Another standard feature that's not so obvious is the pinion gear that transmits power from the driveshaft to the rear axle. It's straddle-mounted for greatest strength and silence. Even the highest-priced models of competitive makes have only a single mount in this vital area. This is another example of the extra built-in quality you get from Ford at no extra cost to you . . . in every model!

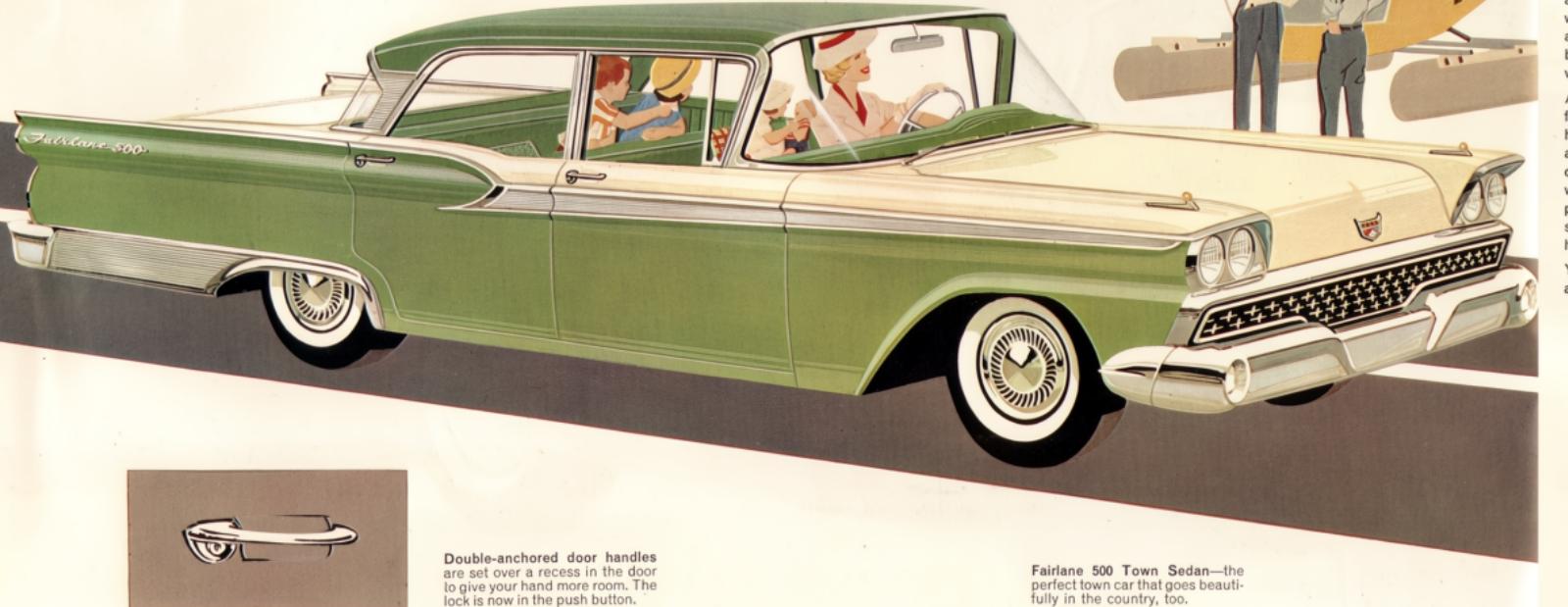
Fairlane 500 Town Victoria—Have you ever seen a more handsome "observation car"? There's practically nothing between you and the view and you can always count on a Ford to take you where the best views are.

Ribbed Panel Trim—Adding glamour to every Fairlane 500 is this new bright-metal ribbed panel on the rear fender. Matching Curb-Guard moulding along the bottom edge of the body is optional at slight extra cost.

FAIRLANE 500 TOWN SEDAN

There's never yet been a 4-door, family sedan that had the luxury-limousine look of this Fairlane 500. And its comfort and performance are every bit as satisfying as its looks. Here's the practical way to go places in style, whether you're visiting

nearby friends or taking a 500-mile vacation trip. Speaking of long trips, you'll find you get there feeling fresher and ready for fun. That's because Ford uses the most complete insulation in its field to silence tiring noise, seal out weather.



Double-anchored door handles are set over a recess in the door to give your hand more room. The lock is now in the push button.

Fairlane 500 Town Sedan—the perfect town car that goes beautifully in the country, too.

INTERIORS FOR 1959

A rich array of new upholstery materials and colours make this year's interiors the most attractive and comfortable ever designed for a new Ford line.

Deep-cushioned seats and backrests are upholstered in soft nylon and vinyl fabrics, carefully tailored and stitched for a perfect fit that will last for years. Grimy children and muddy dogs can't spoil their beauty either . . . they wipe clean with just a damp cloth.

All metal trim is polished and finished to harmonize with the upholstery. Roof lining, sun visors and instrument panel match the overall colour scheme. Steering wheels are white. The result is eye-pleasing harmony and a feeling of space that makes every trip an honest pleasure.

Your Ford Dealer has the complete array of colour and fabric selections.



4-way seat control lets you adjust the front seat up and down as well as forward and backward so you can get the driving position that's most comfortable for you. It's available in all models at slight and worthwhile extra cost.



Custom 300—Random blocks of blue, green and grey are woven into the Custom 300's nylon upholstery. Vinyl trim is good-looking and long-wearing.

Fairlane 500—Elegance and good taste are here combined in true fine-car fashion. Resilient vinyl has a new metallic tone for a special styling touch.



Fairlane—Smart simplicity is the keynote of all new Fairlane interiors with their smooth, unbroken design and soft-toned colour schemes.

Sunliner—Sunliner interiors have a sporting flair all their own that adds to your top-down fun. And sun or rain won't ever fade their practical beauty.



DRIVING'S MORE FUN WHEN FORD POWER ASSISTS DO THE WORK . . . It's safer, too, with Ford's Lifeguard Design

FACTORY-INSTALLED OPTIONS

SPECIFICATIONS

Power Assists

Equipping your Ford with power assists is far more than a luxury, it's good sense. In the first place, the cost of these items is less than you might think. Secondly, driving's more fun with power assists helping you. It's safer, too, because you drive better when you're relaxed, fresh.



Master Guide power steering works hydraulically, takes up to 85% of the work out of steering, without losing the feel of the road.



Swift-Sure power brakes are vacuum operated for smoother stopping, especially in traffic and require up to one-third less foot pressure. Pedal position is lower.



Power-Lift windows operate only when ignition is on. Master control panel is on driver's door with individual switches at each window for greater convenience.



Ford automatic transmissions take the work out of gear shifting, make driving more pleasant and effortless. You're safer, too, with both hands free to steer the car.



Console Range radio has five tubes plus one transistor for clear reception in both city and country driving. It has 5 push-button controls and is illuminated for easy reading.



Self regulating electric clock regulates itself automatically to compensate for running fast or slow when you reset it to the correct time. It's standard in all Fairlane 500 models.

Lifeguard Design

Since its introduction in 1956, Lifeguard Design has been an important factor in the reduction of injury in automobile accidents. Certain Lifeguard features, like the steering wheel and door latches, are standard equipment on every model, others come at modest extra cost.



Lifeguard door latches have a double grip engagement that reduces chances of doors springing open on impact, resists pulling force of up to 2500 pounds.



Lifeguard instrument panel cushioning is moulded from polyurethane which is five times more shock-absorbent than foam rubber. It is covered with attractively leather-grained plastic which harmonizes with interior colours. Ford Lifeguard cushioning is available at slight extra cost.



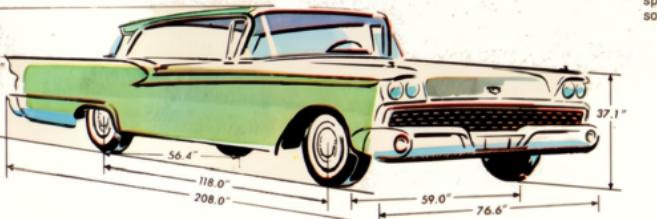
Lifeguard deep-center steering wheel is shaped to protect the driver from the steering post in case of collision. Wheel diameter is small for better visibility.



New Blendaire Heater

Blendaire heater, brand-new for 59, gives far more precise heating control. Hot air and cool air are blended to the exact degree of warmth you want before being circulated into the passenger area. Temperature now remains uniformly pleasant. The system can also be used to circulate fresh, unheated air through car.

Dimensions



Ford's compact PolarAire conditioning puts genuine pleasure back into summer driving at a very reasonable cost. Refrigerated air circulates in every direction from the 6-outlet cooling chamber mounted below the dash. Two simple controls near the driver regulate fan speed—high, low, or medium—and the temperature. All other parts are out of sight under the hood. PolarAire is available in all models with V-8 engines and is installed by your dealer.



EXTERIOR: Gleaming, durable, baked-on body enamels come in 18 exciting new colours. A choice of single colour, Two Tone or Style Tone combinations is available.

shock of bumps better. Different coil springs are installed to match weight of lighter Sixes and heavier V-8s. Link-mounted ride stabilizer controls roll on turns.

The basic colours are: Raven Black, Colonial White, Torch Red, Talisman Red, Velvet Maroon, Geranium, Satellite Blue, Blue Ice Metallic, Blue Velvet Metallic, Frosted Lime, Jadegreen Green Metallic, Moonrise Grey, Platinum Grey Metallic, Tan, Tahitian Bronze, Twilight Turquoise, Moonmist Yellow, Gold Metallic.

ENGINES: 145-hp Mileage Maker Six—233-cu. in. displacement; 3.62" bore x 3.60" stroke; 8.4 to 1 compression ratio; regular gas; manual choke. (For all models except Skyliner.)

225-hp Thunderbird V-8—332-cu. in. displacement; 4.00" bore x 3.30" stroke; 8.9 to 1 compression ratio; regular gas; 2-venturi carburetor, automatic choke, Y-branch single, exhaust.

303-hp Thunderbird Special V-8—361-cu. in. displacement; 4.05" bore x 3.50 stroke; 9.8 to 1 compression ratio; premium gas; 4-venturi carburetor, automatic choke, dual exhausts.

TRANSMISSIONS: New 2-speed Fordomatic Drive—Two forward gears (low and high), one reverse, 60 lbs. lighter, 1/2 fewer parts. Highest torque capacity of any Ford Automatic Transmission.

STEERING: Magic-Circle recirculating ball steering gear cuts friction for easier steering. 27 to 1 over-all steering ratio. 17 1/2", 3-spoke, Lifeguard steering wheel. Approximately 41-ft. turning diameter.

CRUISE-O-MATIC DRIVE: Choice of two driving ranges.

"D-1" range starts in low gear, shifts to intermediate and then to high for solid acceleration. "D-2" range starts only in intermediate gear and shifts to high for sure-footed traction in slippery going. Cruise-O-Matic is installed with a low rear axle ratio (2.69 to 1) for extra gas economy and is available with V-8 engines only.

Conventional 3-speed Drive is standard on all models and with all engines.

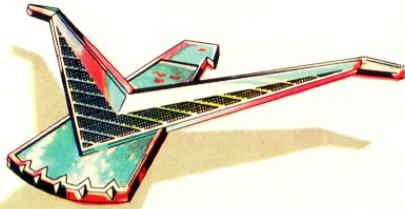
SUSPENSION: Independent front suspension has coil springs angled forward and lower control arms swept back so that front wheels can move up and back to absorb the

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FORD MOTOR COMPANY OF CANADA, LIMITED

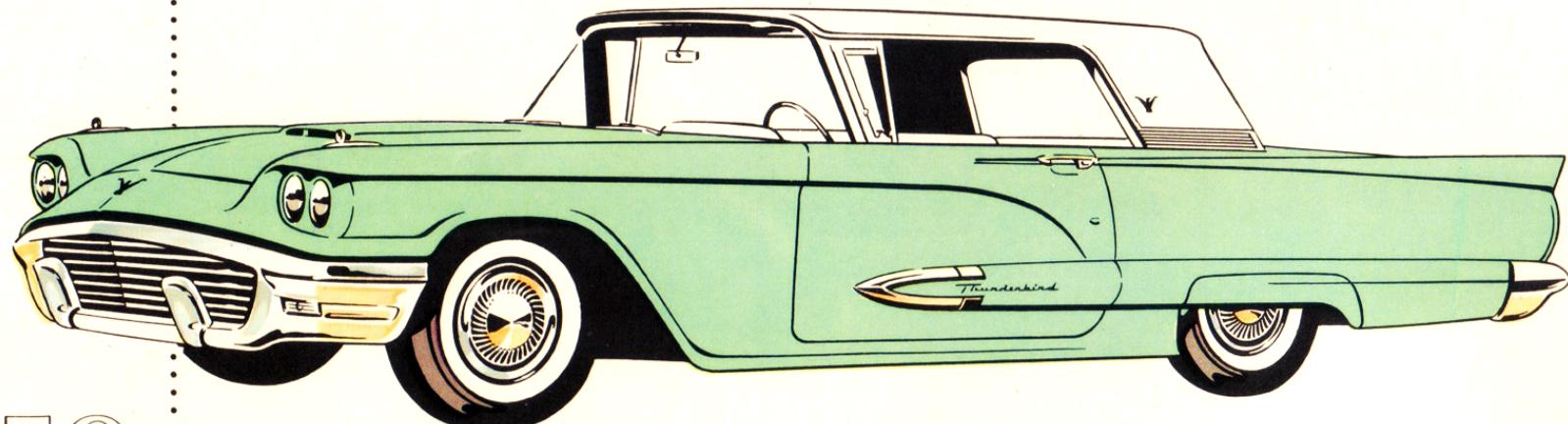
TIRES: 4-ply black tubeless on safety-type rims standard on all models. Skyliner—8.00 x 14 x 5 1/2" rims. Sunliner with V-8 and automatic transmission—8.00 x 14 on 5" rims. All others—7.50 x 14 on 5" rims.

DIMENSIONS: Wheelbase 118"; front tread 59.0"; rear tread 56.4"; overall length, 208"; overall width, 76.6"; overall height, 56.0"; trunk capacity (with tire) 33.9 cu. ft.



4-PASSENGER THUNDERBIRD

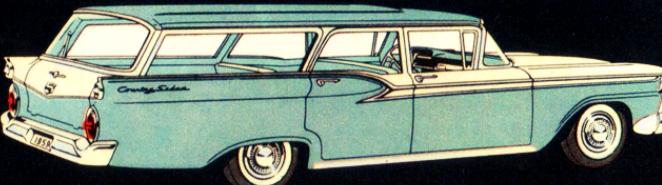
With its unique and distinguished styling, sizzling performance and common-sense practicality, the new Thunderbird stands alone in the fine-car field. Handsome hard-top (shown here) or silk-smooth convertible, you're in for the driving thrill of a lifetime!



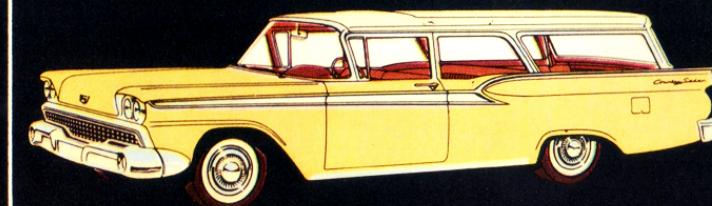
FORD 1959



COUNTRY SEDAN (9 passenger)



FORDOR COUNTRY SEDAN



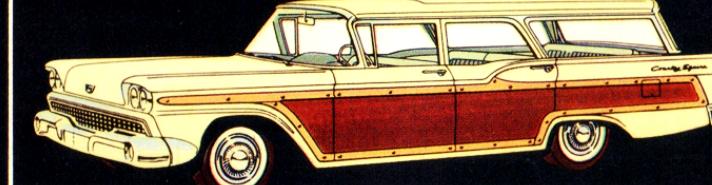
COUNTRY SEDAN



RANCH WAGON



FORDOR RANCH WAGON



COUNTRY SQUIRE (9 passenger)

STATION WAGONS

For loads of people, loads of fun or plain hard work, nothing can touch these Ford Station Wagons. Take your pick of six models, 2-door and 4-door, with room for up to nine passengers. And now, you have up to 41 sq. ft. of uncluttered load space.