

To the Millions of Americans Who Helped Design the 1959 Ford Family of Fine Cars

A message from Henry Ford II, Benson Ford, and William Clay Ford on the philosophy behind Ford Motor Company's 1959 models — soon to be shown by 8,972 dealers all over the country.

FOR 55 years our family has been in the business of making automobiles for the families of America.

First in our grandfather's and our father's time, and now in our own, we've been associated with the evolution of the American car. We've watched our cars and our ways of living change each other.

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

Of course, when our grandfather decided to find out what people wanted, it wasn't



Henry Ford II, President of Ford Motor Company, talks about the '59 Ford with foreman Nicholas Metropoulos at assembly line of Rouge plant.

very hard. People wanted low-priced, reliable transportation. You didn't have to do much research to learn all about it.

How things have changed!

Today, people want far more than transportation from their cars. To most of us Americans, the car is a second home.

We are the most mobile people on earth. We live in one place, work in another, send our children to school in a third, and enjoy our recreation in a fourth. We think nothing of going fifty miles to dinner, or across the country on a holiday. Is it any wonder Americans make such great demands upon our cars — or have so many ideas about them?

How do we find out what these people want — and what their ideas are? At Ford Motor Company we consider car-owner research



Benson Ford, Vice President and Chairman of Dealer Policy Board, gets local picture from Lincoln-Mercury dealer Fred Jones, Tulsa, Okla.

one of our most important assignments. We do our best to find out what you like, why you like it, what you need and want, what you take for granted in a car, and what you 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 an Ohio teenager who just got his driver's license.

A host of new ideas

Our dealers across the country will soon be showing you the *completely new* 1959 Fords, Edsels, and Mercurys. Together with the improved 1959 Lincolns, Thunderbirds, and Mark IV Continentals, *we believe they're the most beautiful cars we've ever made.* Their styling is crisp, functional and well proportioned — every line with a purpose.

Our '59 cars are designed around *people.*

You'll find, for example, such things as wider doors to make our cars easier to get into and out of, even for ladies in the new tighter skirts; more leg room for the person in the middle, with the hump in the floor cut way down; and, you'll find all of our new cars — both V-8's and 6's — *are more economical to operate.*

You'll notice all kinds of ideas to make riding safer and easier, more comfortable and convenient — from greatly enlarged window areas to bigger luggage compartments.

Never before has our company devoted so much time, thought, effort and money to finding out, and finding the way to give you the things you want in an automobile. And we make a car for every price range, from about \$2000 to over \$7000. The choice you have is almost unlimited.

6 different makes — 60 different models

In the 1959 Ford Family of Fine Cars, we will offer 6 different makes — the Ford, Thunderbird, Edsel, Mercury, Lincoln, and Mark IV Continental. In these 6 makes you get a total of 60 different cars.

And if that's not enough, you can pick from so many different colors, interiors, trims, and other choices in each model that it takes an electronic brain to count them.



William Clay Ford, Vice President, Product Planning and Styling, works here with Edsel stylist Deno Taglioli on 1962 designs.

We believe you will find, in the 1959 Ford Family of Fine Cars, the car designed for you. In a sense, it was designed by you — designed by you and millions of other Americans.

Speaking for the entire Ford Motor Company — its 273,457 stockholders, its 150,000 employees and its 8,972 dealers all over America — may we invite you to see our new cars before you buy? Watch for announcement dates in your newspaper.

Henry Ford II, President
Benson Ford, Vice President
William Clay Ford, Vice President

FORD MOTOR COMPANY • The American Road, Dearborn, Michigan

THE FORD FAMILY OF FINE CARS — FORD • THUNDERBIRD • EDELSEL • MERCURY • LINCOLN • MARK IV CONTINENTAL