

IT'S HERE The Car You've Been Waiting For

The growing demand for dynamic but tasteful automotive styling that expresses dignity and quiet good looks — resulting from the preferences of American women for clean lines and formalized design in their clothing and home furnishings — is reflected in at least one line of cars in 1959.

Styling of the 1959 Ford is based on a dignified approach to automobile design, one in which good taste is reflected in the contoured metal, the pleasing colors, tastefully-used exterior trim and choice interiors. Ford stylists avoided extreme design curvatures and gaudy trim features.

For its "exceptionally good proportions and elegant line," the 1959 Ford has been awarded the gold medal of the Comite Francais de l'Elegance, recognized as one of the world's leading fashion authorities. The award was made at the Brussels World's Fair.



The 1959 Ford car is new in concept and new in style. The 1959 styling theme is good taste, a result of consumer demand for more elegance and dignity in automotive styling as opposed to gaudiness or extremism.

In addition to Ford engines that have been engineered for greater fuel economy, Ford offers quality-designed construction and a new, lighter Fordomatic transmission with 105 fewer parts than in 1958.

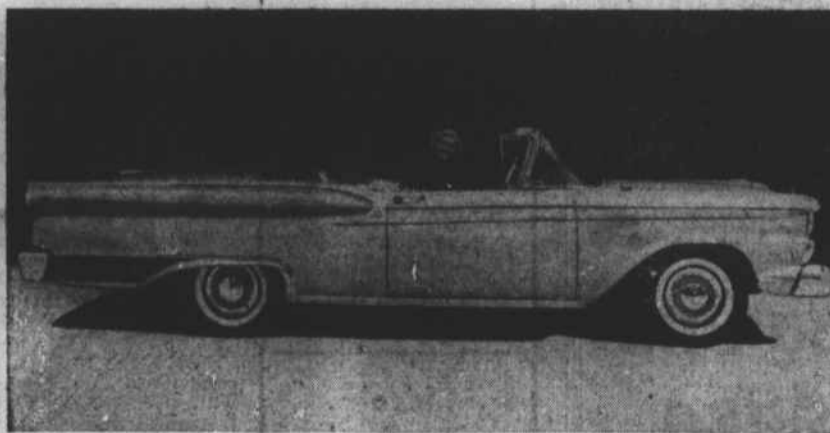
Every piece of body sheet metal in the 1959 Ford has been changed to reflect the good taste of the Thunderbird — America's most successfully-styled car. The Thunderbird's crisp, taut lines have given the Ford a formal quality and the impression of a bigger, heavier car without the addition of bulk.

Ford's 1959 styling earned the plaudits of the noted fashion authority, the Comite Francais de l'Elegance, which, for the first time in history, bestowed a gold medal for styling on an American automobile at the close of the Brussels international exposition.

SHOWING TODAY FRIDAY, OCTOBER 17th



Shown in a picturesque Brussels World's Fair setting is a 1959 Ford Sunliner convertible. Ford offers two convertibles in 1959: the soft-top Sunliner and the retractable hardtop Skyliner. Ford's tasteful styling theme in 1959 is a result of consumer demand for more elegance and dignity, as opposed to gaudiness or extremism. In the background is the Atomium, prominent landmark at the Brussels World's Fair.



Here is the 1959 Skyliner—Ford's popular retractable hardtop convertible. Still the only retractable hardtop in the industry, the Skyliner has been popular with those who want the fun of driving an open convertible and the protection of an all-steel top. The top retracts automatically into the trunk compartment, leaving ample luggage room. The formal styling of the 1959 Ford line is exemplified by the crisp, horizontal lines of the Skyliner.



This 1959 Ford Country Sedan is one of six models in the Ford station wagon series. Ford station wagons are available in two- and four-door models, accommodating six or nine passengers. The new, longer Ford station wagons have a cargo space that is eight inches longer and 11 cubic feet greater than in 1958. The second seat has a locking device that prevents the seat from folding forward in a sudden stop, and the foam rubber cushions from the third seat can be removed and used as ground cushions.

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