

Anne Cole tells...

Why women love the new Thunderbird

The young and vivacious Vice-President of Cole of California commutes to her office (and crosses the country!) in her new Thunderbird

Anne Cole is one of the youngest, prettiest and most successful executives in the world of fashion. Her name and her swimsuits are known to fashion-conscious women all over the country. One of the rewards of success for Miss Cole is her new Thunderbird.

"It's a wonderful car," says Miss Cole.
"When I'm in Los Angeles, I drive from my home to my office every day. It's only 20 miles—but you know L.A. traffic! Even so, I handle my T-bird as though I were the world's greatest driver, which I'm not. It's just that it's so easy to handle. It's so easy, in fact, that I drive from the Coast to New York twice a year. That's really traveling!

"What I mean is that other cars I've driven seem to have 'FOR MEN ONLY' signs on them. My Thunderbird says, 'ANNE COLE.' It's my car and I love it.

"My Thunderbird has flair!"

"It's a black convertible with a white top and it's beautiful. Personally, I think it's the smartest car on the road, with simple, classic understatement. If you don't like clutter, if you don't like busyness . . . you'll like the Thunderbird. But, as you know, I do like flair in design and the Thunderbird has great flair!

"The Thunderbird is so luxurious, too. Contoured seats add such a nice touch. They're wide and deep and couldn't be more comfortable. You don't feel as though you're sitting on the floor when you sit in a Thunderbird! And I like having the service console separating the seats. Very smart. And practical.

"I like the wide doors. No matter what I'm wearing, I can get in and out with no effort at all. A blessing!

"But do you know what I like best of all? The way I look in my Thunderbird! It makes me look glamorous. I feel glamorous in it. It's that kind of car. And let's face it—a car is an accessory these days. And accessories must be smart."

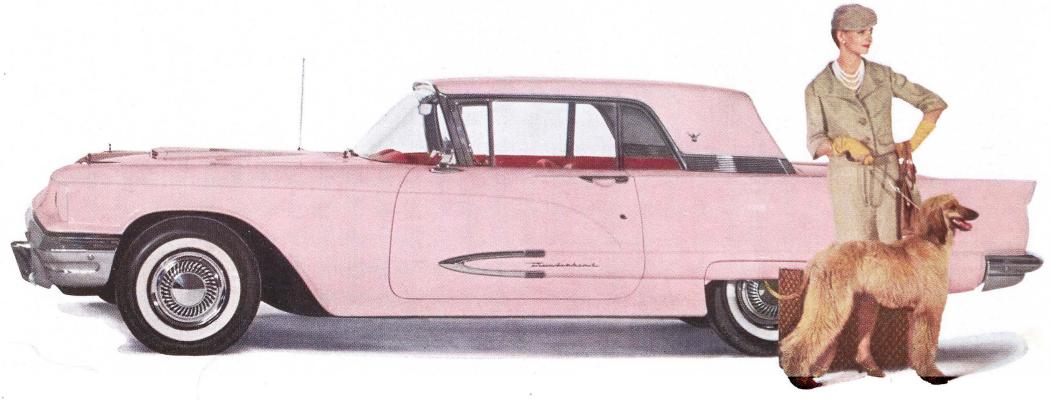
See how you look in a Thunderbird

Next time you look at cars with your husband, let him see how you look in a Thunderbird. Let him see how he feels in a Thunderbird. Let him drive it around the corner—just once will do it—and he'll buy it for you. You'll have a Thunderbird all your own!

Your Ford dealer invites you to compare luxury cars for beauty, comfort and glamour. Do this and you'll agree with Anne Cole that the new Thunderbird is "the smartest car on the road." Yet the 1959 Thunderbird costs far less than other luxury cars!

FORD DIVISION, Ford Motor Company,





Merica's most becoming car

(and it's just right for you...in every way!)

Like a bit of flattery? Flattery is what you'll get in your new Ford Thunderbird. This jewel of a car has an unmistakable *éclat* that sets it—and you—quite apart. And, joy of joys, it's just right for you... in every way. It's your size! It seats four people in the most elegant comfort, yet it handles and parks with far greater ease than other luxury cars. Thunderbird is, in fact, the

only luxury car a woman can really call her own. And it costs far less than other luxury cars. See the new Thunderbird at your Ford dealer's. And be sure to drive it, too.



SO MUCH EASIER TO GET IN AND OUT

Because the Thunderbird's doors are extraordinarily wide—and the front seat folds all the way down. Getting in and out is as easy as going from one room to another!



AND IT MAKES YOU LOOK— OH! SO GLAMOROUS!

All eyes are on you in your new Ford Thunderbird—"America's most becoming car"—the car every woman would love to own!

SO MUCH EASIER TO HANDLE AND PARK

Naturally—the Thunderbird is so beautifully compact, you're completely at ease in it. You never felt so much in command, so *comfortable*, so much at home in any car before!





The car everyone would love to own!

Some
remarkable things
about the
THUNDERBIRD



The 4-passenger Thunderbird has a distinction all its own. In styling, in elegance, in *personality*, there's just nothing like the Thunderbird—hardtop *or* convertible. Specifically, here are some of the unique advantages this jewel of a car offers you...

POWER: With its standard 300-horsepower Special V-8, the new Thunderbird is a spectacular performer. With its optional 350-horsepower power plant—largest and finest in the industry—Thunderbird is the peer of even the sports car field!

HANDLING: The new T-bird corners and maneuvers with astonishing ease. Five or six hours at the wheel are nothing for a Thunderbird driver. And, it goes without saying, the Thunderbird is a dream to park.

STYLING: Thunderbird's graceful, unaffected lines have a simplicity that is unique—from the distinctively visored Thunderbird roof right on down to the road.

COMFORT: All four luxuriously wide, deep seats are *individually* contoured—the last word in riding comfort. And the T-bird is so easy to get into—because the doors are extra wide (4 feet!) and the front passenger seat folds all the way down!

SIZE: Though it looks hardly bigger than a racing car, the Thunderbird offers all the head, leg and shoulder room any four people could want. And the trunk holds four big suitcases, golf bags, plenty of other gear.

INTERIOR: Thunderbird's central console extends from the brilliant instrument panel to serve all four passengers with ash trays and power window controls. A wonderfully convenient innovation!

PRICE: Incredible as it may seem, the 1959 Thunderbird costs less—far less—than other luxury cars. See it at your Ford dealer's as soon as you can. Better still, drive it. You've never driven anything like it!



The car everyone would love to own!

THUNDERBIRD

'59

<u>This</u> year's outstanding success, too!

America's most admired car is more admired than ever in 1959. This is not surprising. You won't see another car with lines so clean and unaffected. This automotive jewel comes by its beauty *naturally*. In fact, the new Thunderbird has led many motorists to ask themselves some rather pointed questions about today's motor cars. Questions like these:

Why pay the price of a big luxury car when the 59 Thunderbird is as elegant and distinctive as any car ever built—yet costs far less than other luxury cars?

Why settle for standard performance when the combination of Thunderbird power and Thunderbird compactness has already made the T-bird's performance a legend?

Why own a conventional convertible when the new Thunderbird convertible's soft top disappears completely into the spacious trunk? An exclusive Ford achievement!

Why drive a car whose bulk makes it hard to manage when the T-bird is a dream to drive, to handle, to park?

Why drive a massive, cumbersome car when the compact Thunderbird provides all the room and all the comfort for four people that you get in bigger luxury cars?

Why own a stereotyped "prestige" car (of which you see millions on the road right now) when the Thunderbird is so smart, so *distinctive?*

It's easy-to-answer questions like these that make the Thunderbird America's most wanted car.

See your Ford dealer at your earliest opportunity. Drive the new Thunderbird and see how brilliantly it performs with its standard 300-hp Thunderbird Special V-8 engine. Or, if you prefer, there's the optional 350-hp Thunderbird engine that makes the Thunderbird the peer of even the sports car field for performance. Thunderbird—the car everyone would love to own!



THUNDERBIRD



Actually costs <u>far</u> less than other luxury cars!

The 1959 Ford Thunderbird holds many surprises for you.

You'll be surprised, for example, at how much luxurious *comfort* this compact car offers each of its four passengers. You'll be surprised at how easy it is to get in and out (Thunderbird's doors are a full four feet wide). And you'll be more than surprised at Thunderbird *performance*—you'll be thrilled.

But your biggest surprise will probably come when you hear the Thunderbird's *price*. The fact is that the proud and the potent Thunderbird costs *far less* than other luxury cars. Here are some other remarkable things about America's most admired car:

Thunderbird's size is unique. It looks hardly bigger than a racer, yet under the distinctively visored Thunderbird roof you find four luxuriously deep, individually contoured seats. And room enough for everyone to sit in elegant comfort.

Thunderbird's trunk is 5 feet, 5 inches wide—giving you room enough for four big suitcases, golf bags and plenty of other gear.

Thunderbird's panel console brings ash trays and individual power window controls within convenient reach of you and all your passengers.

Thunderbird's driving, handling and parking ease is, of course, unsurpassed. The Thunderbird is so compact it can run rings around other luxury cars.

Thunderbird's ride is the quietest and smoothest imaginable—because the entire body is *one* solid piece of sculptured steel. This gives the Thunderbird greater strength and safety, too.

Your Ford dealer invites you to drive the elegant 1959 Thunderbird at your earliest opportunity. When you do, you'll find it harder than ever to believe that this most distinctive of cars costs less—far less than other luxury cars!

America's Most Individual Car

FORD THUNDERBIRD '59

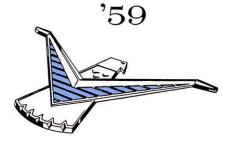
The car everyone would love to own!



The car everyone would love to own!

Unique in all the world

THUNDERBIRD



Merely say "Thunderbird" and you call up an image of distinction, elegance and sheer driving fun that is unique. Hardtop or convertible, the 59 Thunderbird has a spirit, a *personality* that sets it apart from any other car in the world. Its *physical* features are no less remarkable . . .

Thunderbird's compact size is unique. It looks hardly bigger than a racing car, yet under the distinctively visored Thunderbird roof you find four luxuriously deep, individually contoured seats, with room for everyone to sit in elegant comfort.

Thunderbird's doors are exceptionally wide (4 feet, to be exact), and the front passenger seat folds all the way down. This gives you direct, easy access to the rear seats.

Thunderbird's trunk is 5 feet, 5 inches wide—room enough for four big suitcases, golf bags, plenty of other gear.

Thunderbird's exclusive console brings ash trays and power window controls within easy reach of all four passengers.

Thunderbird's performance is provided by the standard 300 hp Special V-8. Also available is the optional 350 hp Special V-8—largest and finest in the industry, which makes the Thunderbird a peer of even the sports car field.

Thunderbird's driving, handling and parking ease is, of course, unsurpassed. The Thunderbird is so compact it can run rings around other luxury ears.

Thunderbird's ride is the quietest and smoothest imaginable—because the entire body is one solid piece of sculptured steel. This gives greater strength and safety, too.

Your Ford dealer invites you to drive the 1959 Thunderbird. When you do, you'll find it harder than ever to believe that this car, with all its unique advantages, costs far less than other luxury cars!



The car everyone would love to own!

THUNDERBIRD

'59

<u>Powered</u> for action-<u>sized</u> for performance!

Thunderbird's compact size and Thunderbird's power—a potent combination! This is just one of many reasons why people who own this distinctive car—hardtop or convertible—say they'd never drive anything else. Here are some more reasons why the 59 Thunderbird is America's most wanted, most admired car:

POWER: With its standard 300-hp Special V-8, the Thunderbird is a spectacular performer. And now, you can put a 350-hp power plant in your T-bird for performance that makes it the peer of even the sports car field!

HANDLING: The new T-bird corners and maneuvers with astonishing ease. Five or six hours at the wheel are spent in solid comfort by a Thunderbird driver. And, of course, the Thunderbird is a dream to park.

STYLING: Thunderbird's elegant, unaffected lines have a classic simplicity that is unique—from the distinctively visored Thunderbird roof right on down to the road.

COMFORT: All four luxuriously wide, deep-cushioned seats are *individually contoured*—the last word in riding comfort. And the T-bird is so easy to get into because the doors are extra wide (4 feet!) and the front passenger seat folds all the way down out of the way!

SIZE: The Thunderbird looks hardly bigger than a racing car, yet it offers all the head, leg and shoulder room for four people that you get in bigger luxury cars. And the trunk holds four big suitcases, golf bags and plenty of other gear.

INTERIOR: Thunderbird's central console extends from the brilliant instrument panel to serve all four passengers with ash trays and individual power window controls. A wonderfully convenient innovation!

PRICE: Incredible as it may seem, the 1959 Thunderbird costs less—far less than other luxury cars. See it at your Ford dealer's soon. Better still, drive this jewel of a car. You've never driven anything like it!



The car everyone would love to own!

FORD THUNDERBIRD '59

Preferred by lovers of beauty from 6 to 96!

Enthusiasm runs high in Thunderbird families. It's small wonder that the Ford Thunderbird is such a favorite with young and old alike. With its elegant, unaffected lines, the Thunderbird—hardtop or convertible—has a beauty that is altogether unique.

There are many other reasons why the brilliant new Thunderbird is America's most wanted car . . .

Thunderbird's power: With its standard 300-horsepower Special V-8, the Thunderbird is a spectacular performer. And now, you can put an optional 350-hp power plant in your T-bird for performance that makes it the peer of even the sports car field!

Thunderbird's soft top: It disappears like magic into the spacious trunk. It flips, folds and vanishes *completely*—forming one long, uninterrupted sweep of pure Thunderbird beauty!

Thunderbird's handling: Dependable, rugged Swept-Back, Angle-Poised Ball-Joint front suspension...double-acting shock absorbers . . . sports car type of stabilizer, plus the new variable-rate rear suspension, give you the finest cornering and handling stability ever built into a car.

Thunderbird's comfort: All seats are individually contoured. And the T-bird is so easy to get into—because the doors are 4 feet wide and the front passenger seat folds all the way down!

Thunderbird's size: The Thunderbird offers all the room for four people that you get in bigger luxury cars. The trunk holds four big suitcases, golf bags, plenty of other gear.

Thunderbird's price: The 1959 Thunderbird actually costs far less than other luxury cars. See "America's most individual car" at your Ford Dealer's. Better still, drive it.

