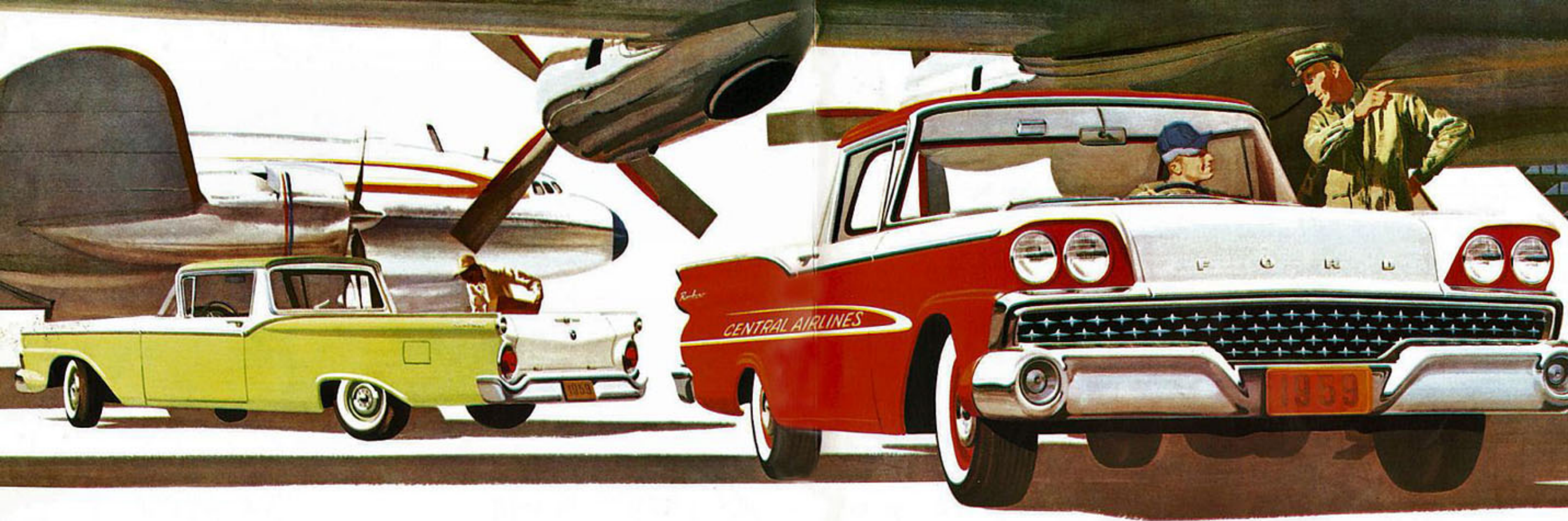


America's first work or play truck

'59 Ford **RANCHERO** !



*GO FORD-WARD* FOR STYLE



## '59 RANCHERO! the prestige pickup that rides like a car... works like a truck!

Go *Ford-ward* for style in the '59 version of Ford's sleek Custom Ranchero—the double-duty beauty for work or play. Equally at home at country club or construction camp, the Custom Ranchero is America's newest, most exciting idea in pickups. Every detail, from sparkling new grille to rakishly canted tail fins, says "fine-car styling" . . . but Ranchero's broad-shouldered body says "truck-like capacity" for big, bulky loads!

The new Ranchero is a high-steppin' show pony that makes every trip a pleasure jaunt. You travel in style, relaxed and comfortable, thanks to Ranchero's luxurious interior—exactly like the 1959 Ford Country Sedan. But when you start stacking cargo in this new bigger box, you know the Ranchero's a rugged work horse. And the low body sides, barely three feet from the ground, make it a cinch to load and unload Ford's Ranchero, too.

The '59 Ranchero's captivating cab interiors are exactly like the '59 Ford Country Sedan. Seats are covered with richly textured easy-to-clean vinyl or woven plastic in attractive colors. Foam-rubber seats make even a bumpy country lane seem like a super-highway. Elegant instrument panel is functionally styled for easy reading and convenience. Ranchero's split seat backs tilt forward for easy access to roomy storage space behind driver's seat or spare tire behind passenger's seat.

**COLORS**—Raven Black, Gunsmoke Gray, Colonial White, Surf Blue, Wedgewood Blue, Sherwood Green, April Green, Torch Red, Tahitian Bronze, Fawn Tan and Inca Gold. In addition, Colonial White may be combined with any color listed above, and Surf Blue combined with Wedgewood Blue, April Green with Sherwood Green or Fawn Tan with Tahitian Bronze, for stunning Style Tone color combinations.



**NEW LOADSPACE**—New longer wheelbase for the '59 Custom Ranchero (118") and nominal 7-ft. body length means bigger loadspace for your cargo, be it pails or sails, or hay by the bales.



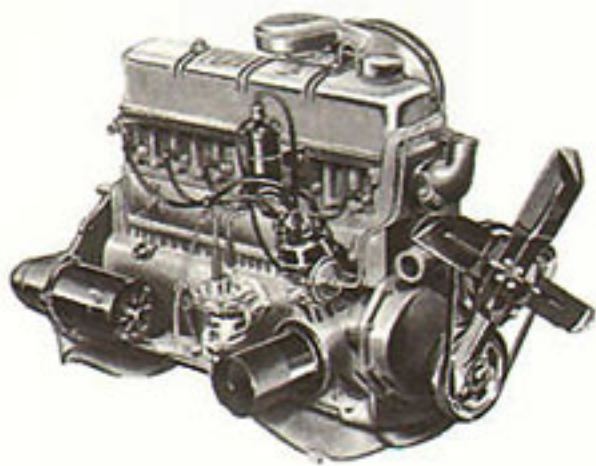
**NEW RIDE**—New link-type ride stabilizers are rubber-bushed, combine with variable-rate rear springs for smooth ride, safer control on city street or country road, empty or loaded.



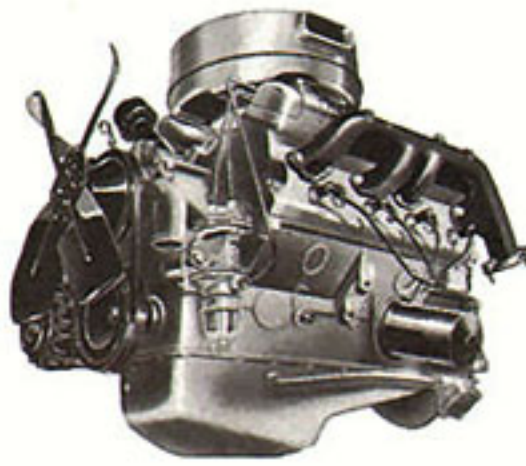
**NEW VISIBILITY**—Ranchero's wider Safety-Vision windshield is nearly 20% bigger this year. Gives you big picture-window visibility that complements the Ranchero's graceful new lines.



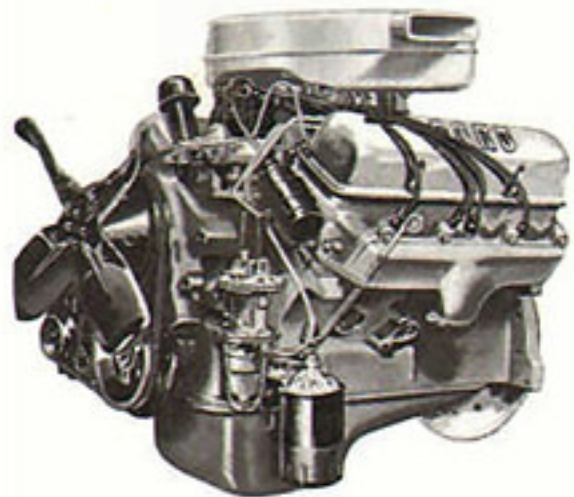
**EXTRA STRENGTH**—Ranchero has the heft to handle husky hauls in handy fashion. Sides, floor and tailgate have rugged double-wall construction for greater strength and rigidity.



**145-HP MILEAGE MAKER SIX**—223-cu. in. displ.; 3.62" bore x 3.60" stroke; 8.4 to 1 compression ratio, regular fuel. Unit design carburetor, Super-Filter air cleaner, manual choke.



**200-HP FORD 292 V-8**—292-cu. in. displ.; 3.75" bore x 3.30" stroke; 8.8 to 1 compression ratio, regular fuel. Super-Filter air cleaner, low-silhouette two-venturi carburetor, automatic choke, Y-type single exhaust.



**300-HP INTERCEPTOR 352 SPECIAL V-8**—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 9.6 to 1 compression ratio, premium fuel. Four-venturi carburetor, Super-Filter air cleaner, dual exhausts, automatic choke.

**Fordomatic Drive:** Combines torque converter and two-speed automatic gear system for a smooth flow of power. Automatic low and direct gears are available with selector lever in "D" position. Selector lever in "L" position keeps transmission in low gear range; provides maximum engine deceleration control for more effective braking on steep hills.

**Cruise-O-Matic Drive:** Most versatile of all the automatic transmissions coupled with a fast rear axle ratio for "built-in" overdrive economy. Three selective gear ranges to match varying road and load conditions. In "D1" starts are made in low for solid, fast-accelerating pace. In "D2" starts are in intermediate providing gradual acceleration for slippery conditions. "L" position for low gear retention and braking. (Available with 352 V-8.)

**Overdrive:** Three-speed transmission with automatic overdrive 4th gear lets engine loaf at 35 while you do 50. Makes driving smooth, quiet, relaxing. Saves up to 30% on gas, cruises in a whisper.

**Conventional:** Synchro-Silent 3-speed transmission—the easiest manual there is with gear ratios tailored to each engine. Semi-centrifugal clutch is operated by a suspended pedal.

**Contoured Frame:** 5-cross-member, precision-made, ladder-type, reinforced box-section construction that sweeps out and dips down between wheels.

**Steering:** Smoother recirculating-ball type mechanism. Symmetrical-linkage; 17½" 3-spoke Lifeguard deep-dish steering wheel.

**Rear Axle:** Hypoid with straddle-mounted pinion. Ratios (to 1): *Conv. or Overdrive*—3.89; *Fordomatic*—3.56. Ratios with 352 V-8: *Conv. or Overdrive*—3.70; *Fordomatic*—2.91; *Cruise-O-Matic*—2.69.

**Rear Suspension:** Variable-rate type, 6 leaves with new, graphite impregnated friction-control inserts between upper 4 leaves. Diagonally mounted viscous-control shock absorbers.

**Brakes:** Double-seal Giant-Grip hydraulic; suspended foot pedal; 11" drums; 191-square inch lining area. New, foot-operated vari-set parking brake with quick manual release.

**Front Suspension:** Angle-Poised, 4-way Ball-Joint design with link-type stabilizers. Viscous-control shock absorbers.

**Tires:** Standard, black sidewall 7.50 x 14, 4-ply tubeless on 5½" safety-type rims. Optional, 8.00 x 14, 4- or 6-ply tubeless. White sidewalls also available.

**Dimensions:** 118" wheelbase; 59.0" front, 56.4" rear treads. Over-all length, 207.96" (219.69" with tailgate down). Tailgate height (not loaded) approx. 27". Payload capacity, 1100 lb.

*The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation. Some of the items illustrated or referred to in this folder are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.*

## F O R D   D I V I S I O N   O F   F O R D   M O T O R   C O M P A N Y

### OTHER AVAILABLE EQUIPMENT

MagicAire or recirculating-type heater system. Console Range or Signal-Seek radio, electric clock, bright-metal wheel covers, Aquamatic windshield washer-wiper, padded instrument panel and sun visors. Ford seat belts, I-Rest tinted safety glass, PolarAire Conditioner (V-8 only), dual electric windshield wipers, and many others. See your Ford Dealer.



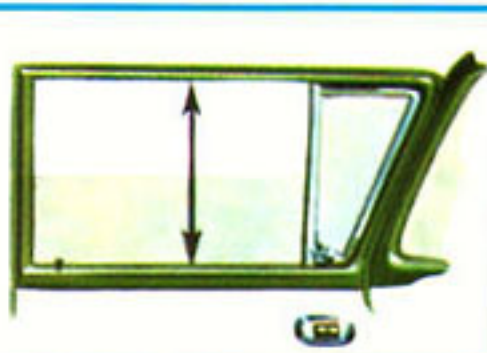
#### POWER STEERING

Does up to 75% of the work of parking and assists you in all your driving. Yet you retain the "feel of the wheel" on straightaways. New power cylinder.



#### POWER BRAKES

Stopping takes up to one-third less effort on brake pedal. Makes driving in traffic much easier, more relaxing. Low suspended pedal.



#### POWER WINDOWS

The final touch of luxury for the truck that has everything! Buttons on driver's door raise and lower both side windows, at the touch of a finger.