

Seventh heaven
on wheels—



the Ford THUNDERBIRD

Wherever—whenever—your Thunderbird appears in public, the effect is electric. All eyes turn to its long, low, graceful beauty. All hearts say "That's for me!"

And if they only knew the full story! If they could spend but half an hour in your seat. If they could listen to the dual-throated harmony of its tuned mufflers and twin exhausts. If they could feel the steepest hills melt before the might of the 198-h.p. Thunderbird Special V-8. If they could see the tachometer needle wind up, as the four-barrel carburetor and 8.5 to 1 compression ratio convert gasoline into road-ruling Trigger-Torque "Go"!

Then they could sample a portion of your pride in your personal car. But you could show them more!

You could show them the way it takes the corners as if magnetized to the road. You could let them feel the lightning "take-off" with new Speed-Trigger Fordomatic Drive.



You could show them how quickly the convertible top whisks into place—how easily the solid top lifts on and off—the all-steel body—the ample trunk space—the rich interiors—the telescoping steering wheel—the 4-way power seat.

Should your Thunderbird have the optional power assists, they could note the convenience of

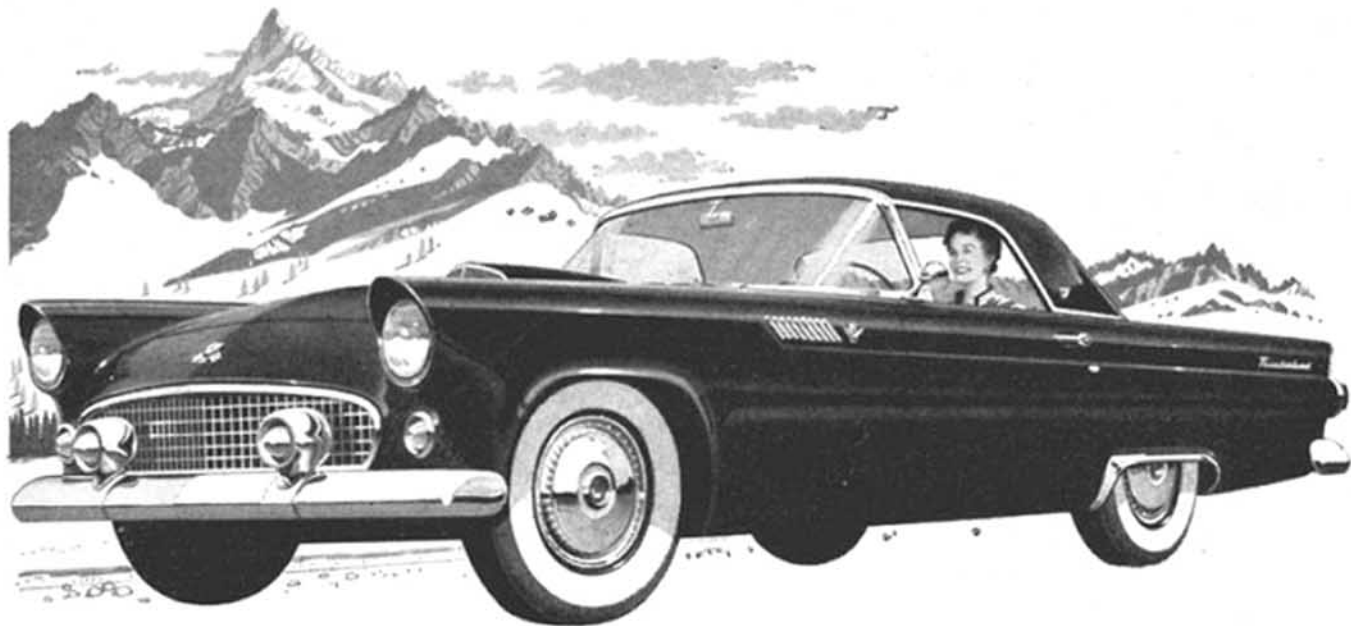
power steering, power brakes and power window lifts.

You could show them this and more—how even routine driving becomes thrilling entertainment.

Yes, we're day-dreaming for you. But why not put yourself in the driver's seat and make this dream come true? The man to see is your Ford Dealer.

An exciting original by **FORD**





The "Light-of-Hand" Performer

If there is one characteristic aside from the lines of the car that distinguishes the Thunderbird, it's the *light touch*.

Never before has any car come so close to becoming an extension of the driver himself.

To begin with, it is neither a midget nor a giant. Rather it is a tidy package with plenty of leg room and plenty of shoulder room. And its body is all-steel as it should be.

And from then on it's the light-touch control that you will find so delightfully different from any car you have ever driven.

Of course, the major part of this control stems directly from the power plant. Its 292-cubic-inch (just under 5 liters) overhead-valve Y-block V-8 has a special 4-barrel carburetor and high-compression heads. It puts 198 brake horsepower at your disposal. And this, in a car with an over-all road weight of just over 3000 pounds, is a fact that lifts many a European eyebrow!

For the man who enjoys his own box work, the straight-stick Thunderbird leaves nothing to be desired especially if the car is ordered with the optional Automatic Overdrive. But for the man

who can't be bothered or who has car-minded womenfolk, the Thunderbird's own automatic transmission is duck soup with sherry.

Now what about steering? Ford engineers don't go along with the idea that a high-performance car such as the Thunderbird should have overly fast steering for the American highway. It steers with the ease you are accustomed to and you can have it power-assisted if you wish.

As for brakes, Thunderbird brakes are bigger than they need be—11 inches in diameter—and give you velvet-smooth, straight-line stops. Easily, too, because they are of the self-energizing duo-servo type . . . use the car's energy of motion for extra stopping power.

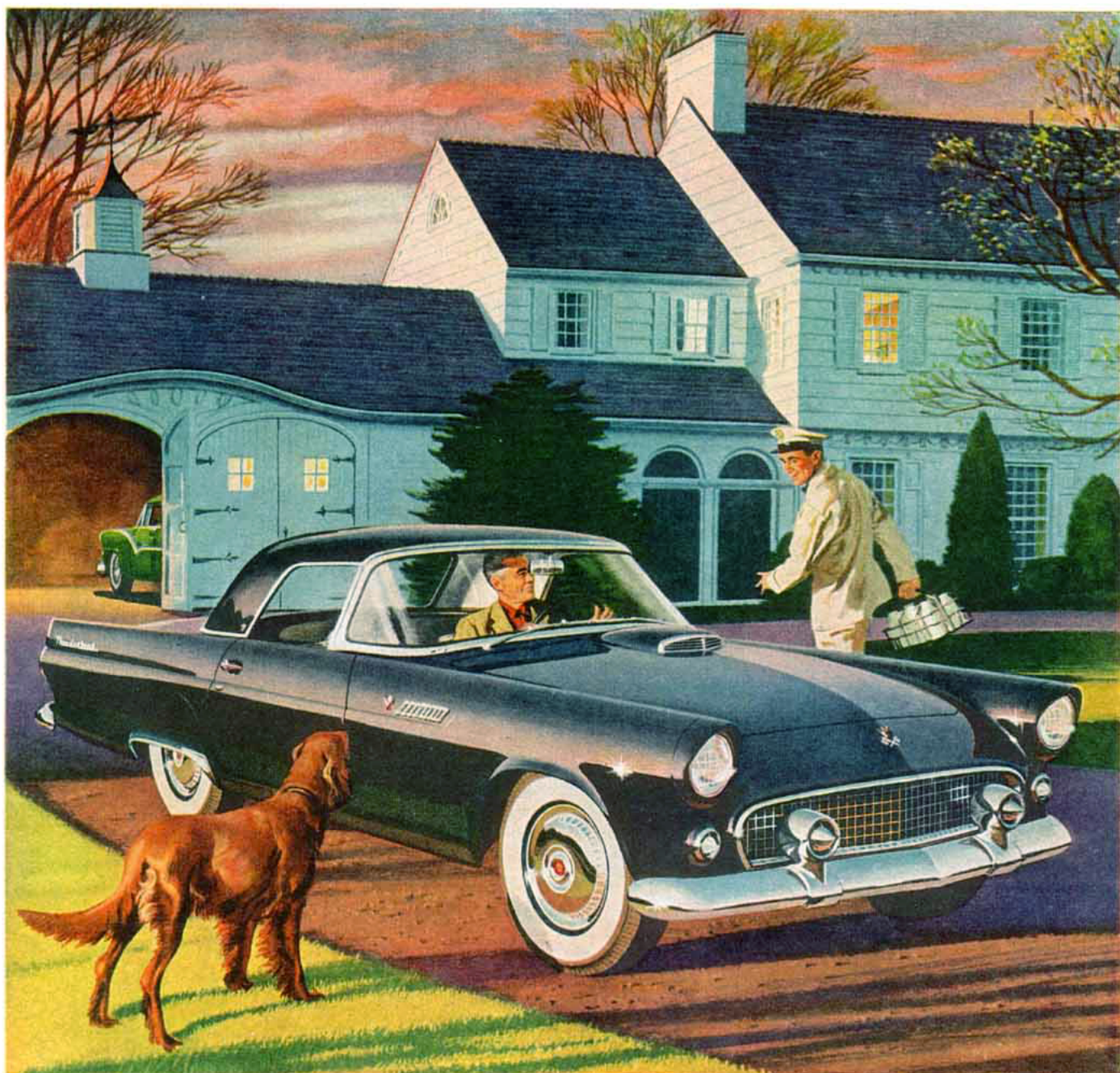
As for the ride, it's level. It's firm. It's comfortable. An all-day trip is refreshing—not fagging. You get real all-weather protection, too. Proper roll-up windows. A hard top that lifts on or off with ease and/or a fabric top that's snug and smooth.

Finally—a Thunderbird is never farther than your Ford Dealer's for service. Incidentally, if the Thunderbird urge is perched on your shoulder—he's the man to see!

Ford THUNDERBIRD



An exciting original by Ford



The Thunderbird is now available in 5 colors!

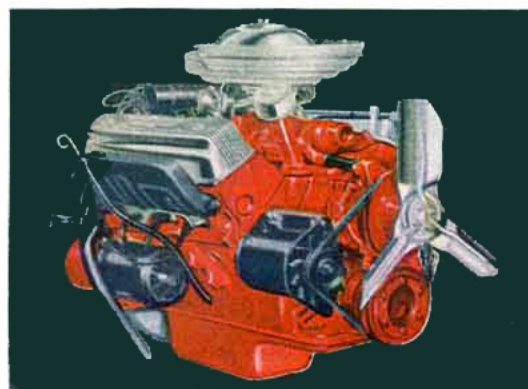
6 a.m. THUNDERBIRD time

Doctor, Lawyer, Merchant, Chief—no matter who you are—you'll find yourself getting up early when your garage is home to a Thunderbird. For here is a truly delightful package of sheer pleasure—all the way from its "let's go" look to the "let's go" performance of its Thunderbird Special Y-block V-8.

What's more—that comfortable seat is nearly five feet wide and it's power-operated. The steering wheel is still another comfort feature

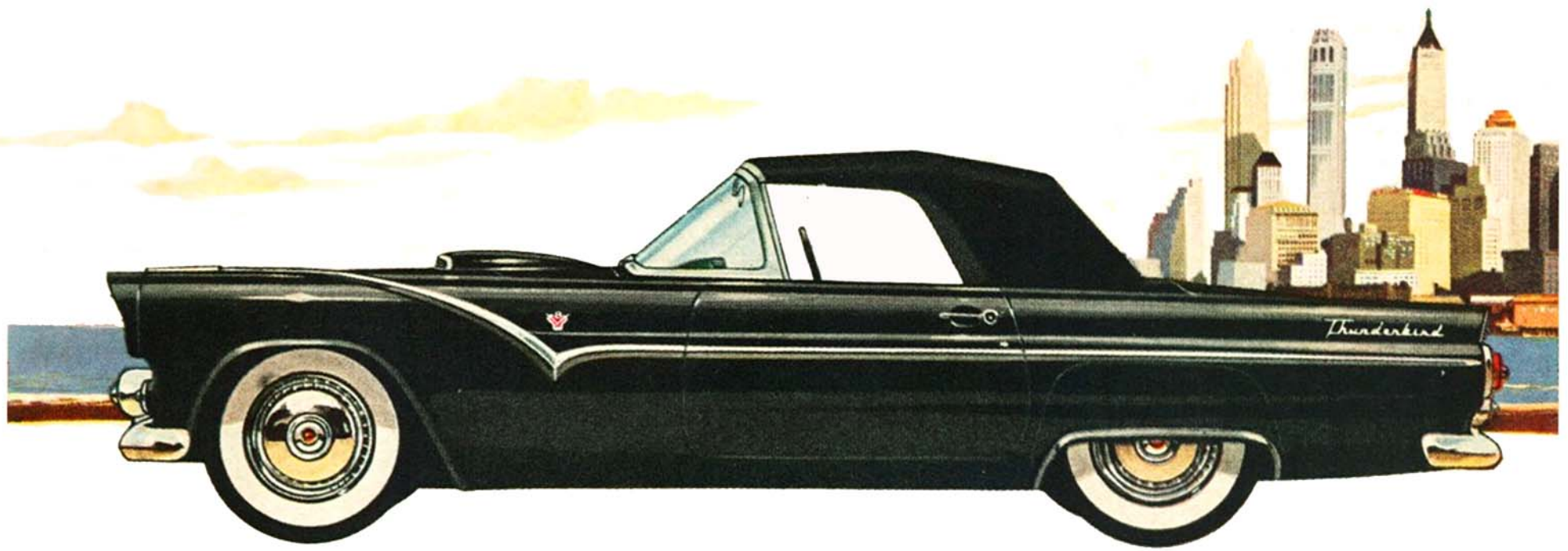
—adjust it in or out, as *you* like it.

As for weather—your Thunderbird can have an easily demountable hard top *and/or* a snug fabric top. Windows roll up . . . power-operated if you like. Power steering, power brakes, Overdrive and Speed-Trigger Fordomatic are also available. These are important details, but the main thing is the low and mighty car itself! Why don't you obey that urge and try one today. Your Ford Dealer is the man to see.



This is the Thunderbird Special Y-block V-8 4-barrel carburetor, 8.5 to 1 compression ratio, 198-h.p. with Fordomatic . . . try it!

An exciting original by **FORD**



A fabric top whisks into place in seconds—to protect you from sudden rainstorms. It's completely out of sight when not in use.

Enchantment unlimited . . . the new Ford THUNDERBIRD



A distinguished kind of personal car that combines high performance and high style for a whole new world of driving fun.



Those long, low lines . . . the sweeping, contoured windshield . . . say distinction in every detail.

THE Thunderbird's long, low, thoroughbred lines say "action"! And they speak the truth.

A toe-touch on the gas pedal means *no waiting*.

There's breath-taking Trigger-Torque performance with the new Thunderbird Special V-8 that's specially mated with transmission and rear axle.

With a low center of gravity (from cowl to ground is just over three feet) and Ford's Ball-Joint Front Suspension, the Thunderbird corners as if on rails.

The fun doesn't stop here, for the Thunderbird is *long* on convenience.

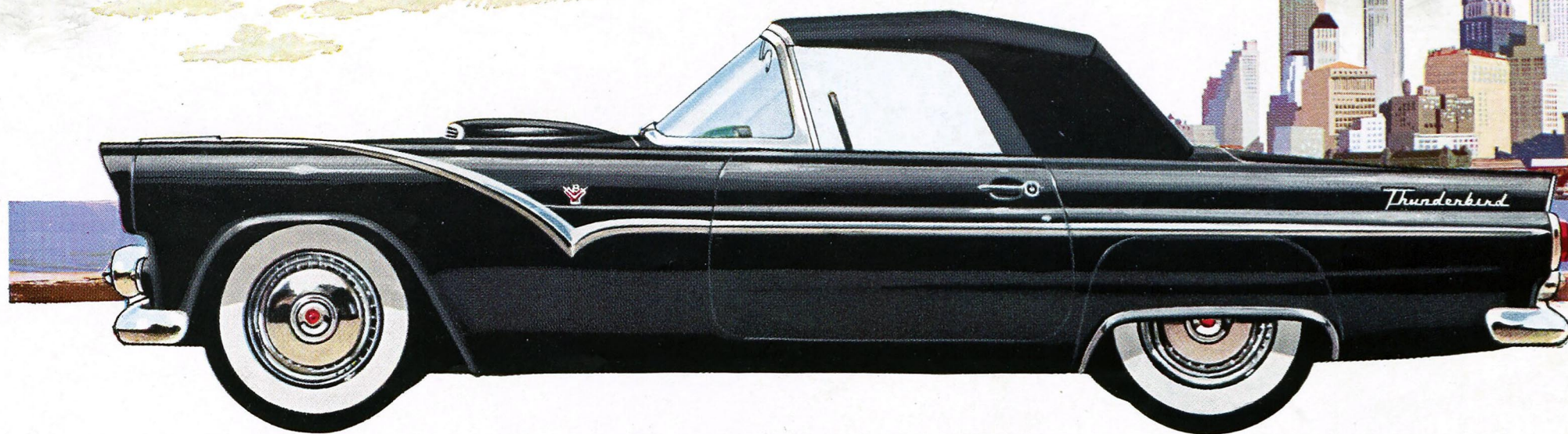
Two tops are available. There's a removable glass-fibre hard top . . . and a smart convertible fabric top. Windows *roll* up. The extra-wide foam-rubber-cushioned seat moves forward or back, up or down, at the touch of a button. The baggage compartment is ample. There's a telescoping steering wheel. And you can have power steering, power brakes, and power windows . . . Fordomatic or Overdrive.

Why not call on your Ford Dealer today and get complete details on this new and distinctive personal car? First deliveries of the thrilling Thunderbird are now being made.



The removable, glass-fibre hard top is easy to handle . . . locks into place to give you winter-long comfort.

A fabric top whisks into place in seconds—to protect you from sudden rainstorms. It's completely out of sight when not in use.



Enchantment unlimited...the new Ford THUNDERBIRD



A distinguished kind of personal car that combines high performance and high style for a whole new world of driving fun



Those long low lines...the sweeping, contoured windshield...say distinction in every detail.

CAST ASIDE all of your previous ideas of what driving can be like. Here is something so totally fresh that it offers you a completely new concept of all-round driving enjoyment.

The Thunderbird's long, low, thoroughbred lines say "action" in every detail! And they speak the truth.

Your slightest toe-touch on the gas pedal means *no waiting*.

There's breath-taking Trigger-Torque performance with the new Thunderbird

Special V-8 that's specially mated with transmission and rear axle. It's a delightful kind of performance that is unequaled by any other American car.

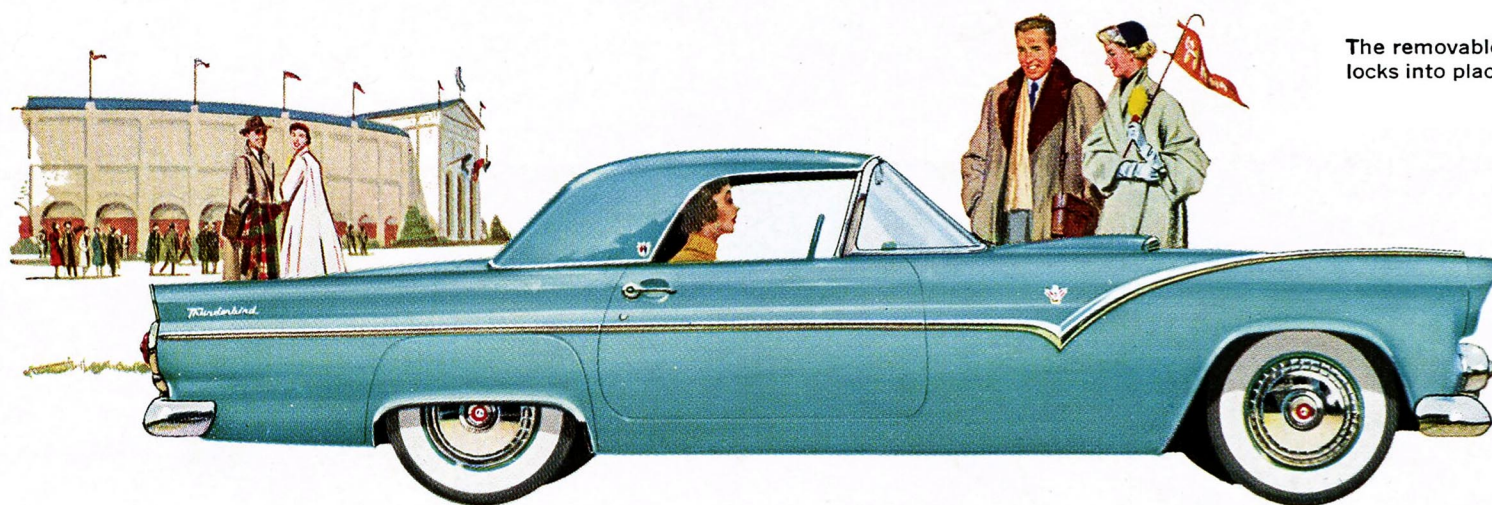
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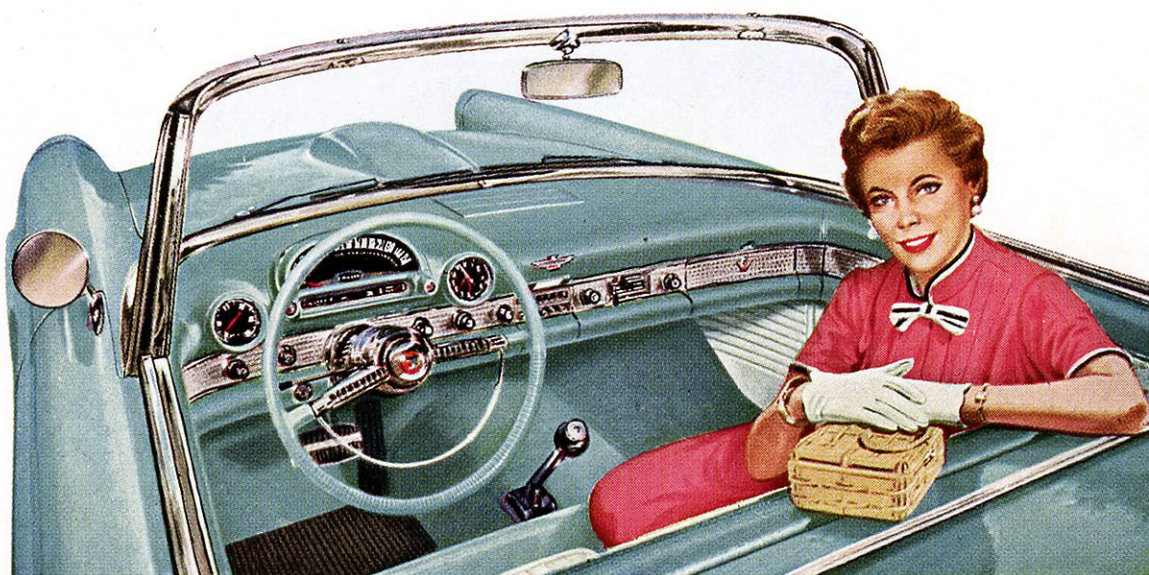
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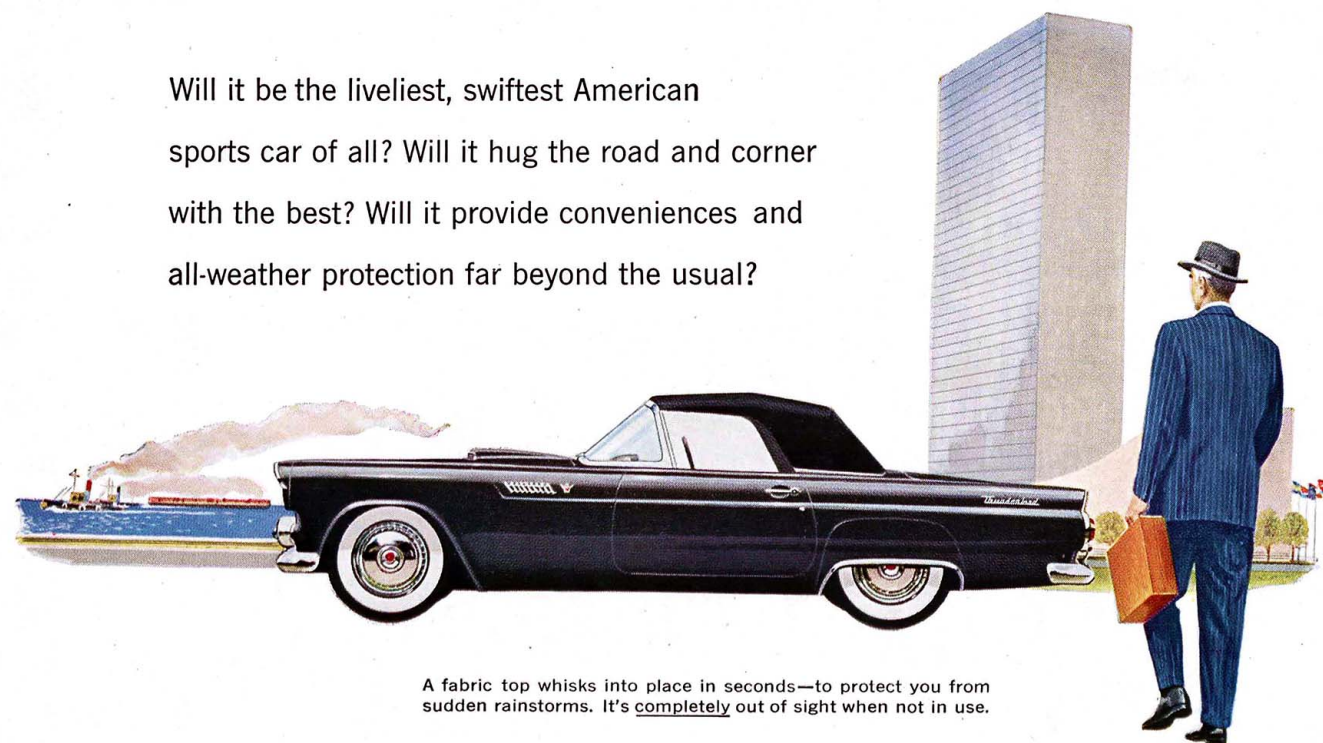
An exciting original by **FORD**



An easy-to-handle, solid, glass-fiber hardtop can be quickly locked into place—to give you winter-long comfort.

Coming your way... the new Ford THUNDERBIRD

Will it be the liveliest, swiftest American sports car of all? Will it hug the road and corner with the best? Will it provide conveniences and all-weather protection far beyond the usual?



A fabric top whisks into place in seconds—to protect you from sudden rainstorms. It's completely out of sight when not in use.



The sleek, long, low lines of the Thunderbird... the sweeping contoured windshield say distinction in every detail.

We've been asked these questions and many, many more about the new Ford Thunderbird. A frequent inquiry is, "When will it be available?"

Right now, we just can't tell all—but we *can* give you some clues. We can tell you that here is a performing marvel... a sports car that can make the tachometer needle climb like a homesick angel. This go-power is delivered by a special edition of Ford's famed

Y-block V-8 engine—with short-stroke design, high-compression, four-barrel carburetion and dual exhausts.

We can tell you that the Thunderbird takes the corners almost as if on rails—that it is equally at home on bumpy dirt roads and paved highways. For one thing, it has Ford's Ball-Joint Suspension up front. For another, it has a low center of gravity—altogether it is just over a yard high from head to tread.

We can tell you that it is a practical car to own, too! It has an all-steel body, with a foldaway fabric top. And there's an optional hard top, if you like. Windows *roll* up. The extra-wide seat is foam-rubber cushioned. The luggage compartment is ample. The steering wheel is adjustable. And any or all of Ford's optional power assists are available: power steering, power brakes, power windows and a 4-way power seat... Overdrive or Fordomatic.

When will the Thunderbird be ready? Keep in touch with your Ford Dealer—"T" Day's coming soon!