

Hard top, soft top or open—the Thunderbird is the star in *any* setting!

And now: the latest version
of America's most exciting car:

Ford THUNDERBIRD for '56

Ready to give you a new lease on driving fun, this newest version of America's favorite dream car is more stunning in style . . . more thrilling in power . . . more luxurious in comfort.

Here poised for flight, you see what many people hardly dreamed possible: a more beautiful, more powerful, more distinctive Thunderbird.

The graceful contours of its long, low lines . . . the unique flair of its new spare-tire mounting . . . the dazzling sheen of its new two-tone colors are but a hint of its newness.

It is when you put the selector in

drive position and nudge the gas pedal of a Fordomatic model that the Thunderbird will really take you by the heart. Beneath the hood is a new 225-h.p. Thunderbird Y-8, to revise your ideas of how a car should respond.

Now, you may choose hard top, soft top or both. There's a glass-fibre hard top and a foldaway fabric top. Now, the interiors are richer—more beautiful than ever. Now, you get the added protection of Ford's exclusive Life-guard design. And, as always, you may have optional power steering, brakes, windows and seat. Ask your Ford Dealer just how soon you can start enjoying the better things of driving.



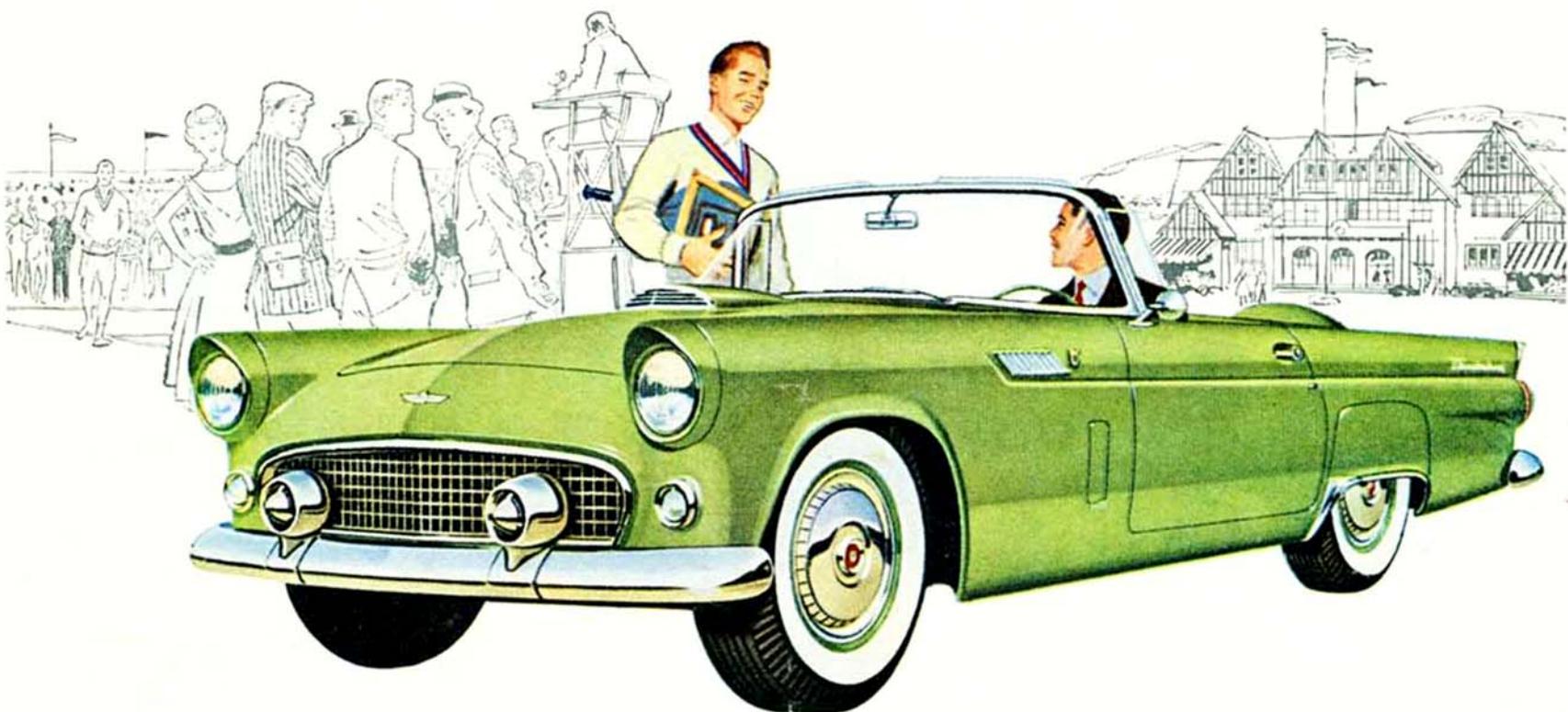
The Thunderbird's brand-new, rear spare-tire mounting folds back handily, as quick as a wink. It adds as greatly to your luggage space as it does to the over-all beauty of the car.



Even dreamier—even newer

Ford THUNDERBIRD for '56

The newest version of America's most thrilling dream-car-come-true is here...



...ready and waiting to take you places as you've never gone before, in new style that will draw admiring glances wherever you go

One trial spin in the new Thunderbird is enough to quicken the pulse of even the most seasoned driver. You feel you could drive all day... just enjoying the enormous Thunderbird Y-8 power as it responds to your slightest command! And you can have it with Fordomatic, Overdrive or Conventional Drive.

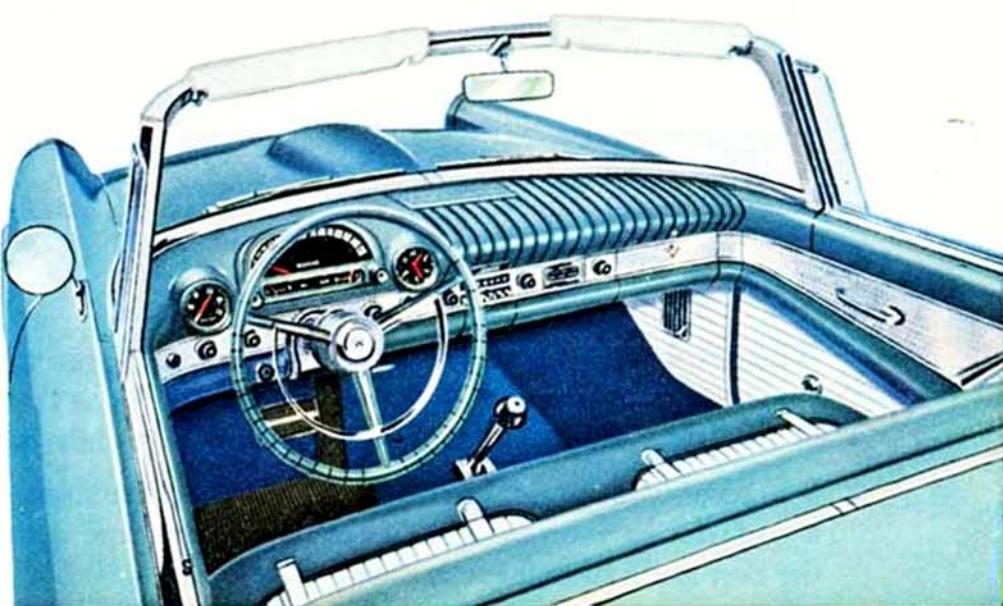
You can choose power assists to help you steer, stop, control the windows and seat. Cornering never was flatter. The ride was never better. And, depending on your whim, you can have a convertible fabric top or a removable hardtop—or both. You feel extra safe, too. For

you know Ford's exclusive Lifeguard Design rides with you.

You feel just a little proud when you pull up at a light. You know that your car's long, low lines are the most distinctive on the road. Interiors sparkle with new color.

And that new rear-mounted spare tire adds as much to the appearance of the car as it does to your luggage space.

These experiences are your everyday fare when you drive a Thunderbird. Why miss them another day?





What a mink coat does to perk up a lady, a Thunderbird does for a male

Mink Coat for Father

Never fails, mused the salesman, as he left the customer sitting dreamily in his new Thunderbird. Once they're behind the wheel—they're *really* sold! He thought back to a few minutes before when the customer had asked him:

"What's her horsepower?" "225," answered the salesman. "It's a blood brother of the engine that out-accelerated all American production sports cars at Daytona Beach. She really scoots."

"Looks it," replied the customer.

Then his fingers lightly patted the Thunderbird's smooth glass-fibre hardtop. "Heavy?" "One person can carry it easily. There's a smart convertible top available, too!"

"Mmmm." The customer wandered around to the back of the car. "That rear-mounting for the spare tire extra?" "Standard equipment. Means lots more room in the trunk."

They walked back slowly toward the front of the Thunderbird. The customer opened the door. "I like the way the steering wheel adjusts

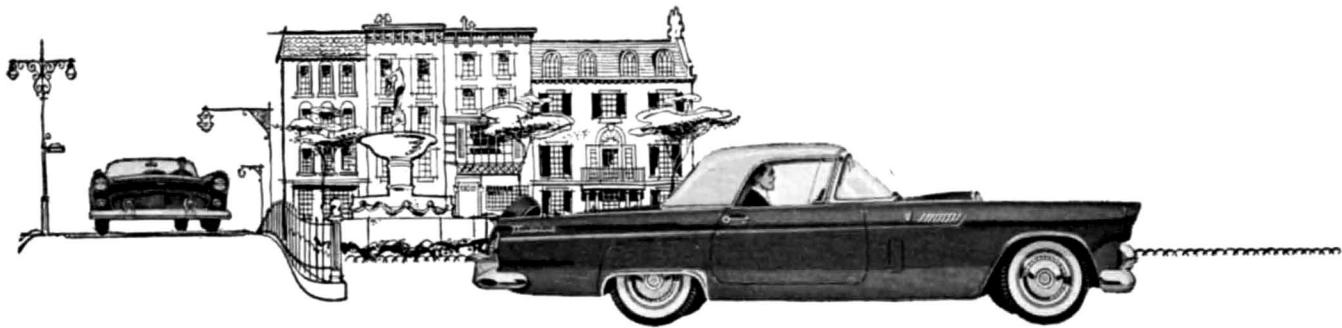
to fit the driver." "And it's a deep-center steering wheel," said the salesman, "a new Lifeguard feature. So are these double-grip door locks, optional seat belts and padding for the control panel and sun visors."

The customer thought for a minute, and then quietly asked, "I'm six-foot-three. Don't suppose . . ." "Almost four feet of leg room," broke in the salesman. "Climb in."

"Say," said the customer, unwinding his long frame behind the wheel, "now I know this is the car for me!"

Newest version of America's
most exciting car

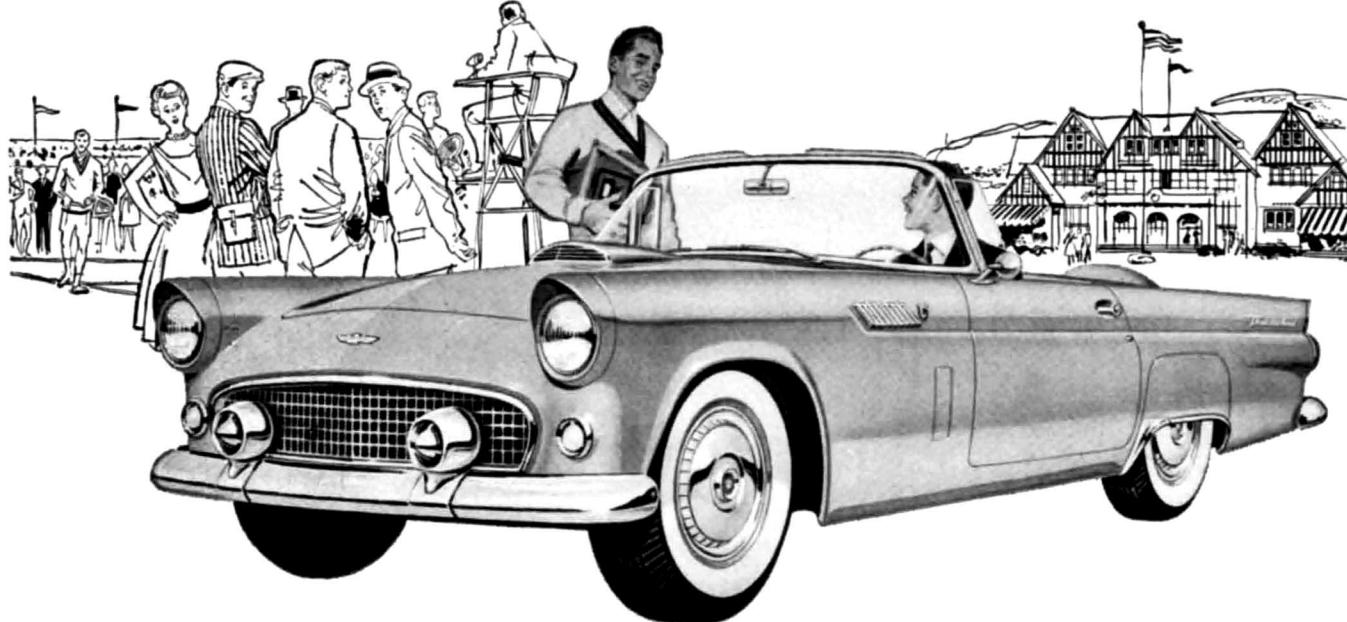
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