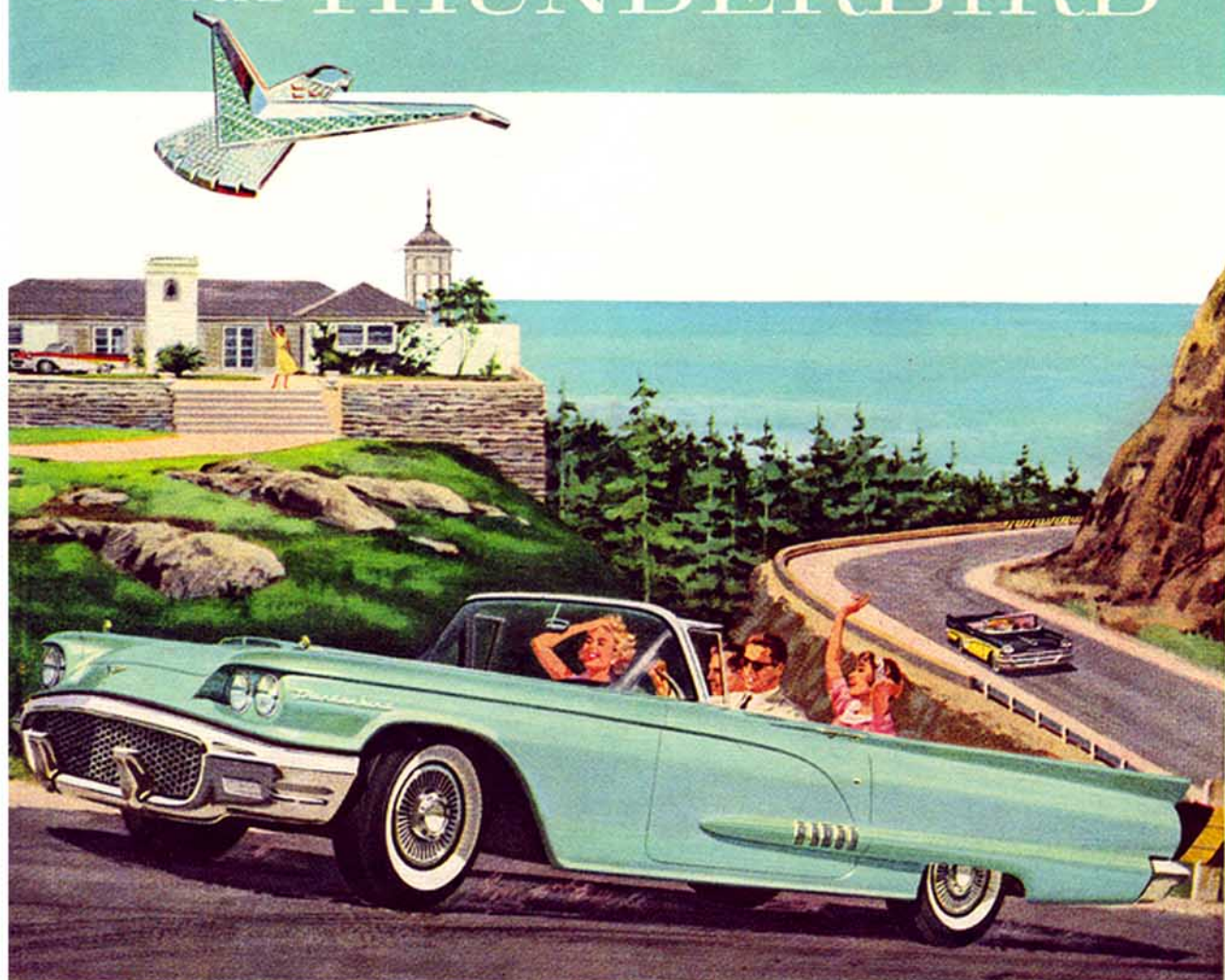


NEW FORD THUNDERBIRD



The most wanted, most admired car in America
—and it's priced far below other luxury cars!

The new Thunderbird convertible decisively proves that you *can* have your cake and eat it, too.

For now you can have true Thunderbird performance and Thunderbird fun—and, at the same time, luxurious room and comfort for *four* lucky people.

Your T-bird comes equipped for superior performance with the brilliant new 300-hp Thunderbird Special V-8. Imagine what this beautiful new power plant means in a car so low, so lithe, so compact!

When the hide-away top is down, the rear deck is perfectly *flush* with the rear seats, forming one smooth, uninterrupted line of Thunderbird beauty.

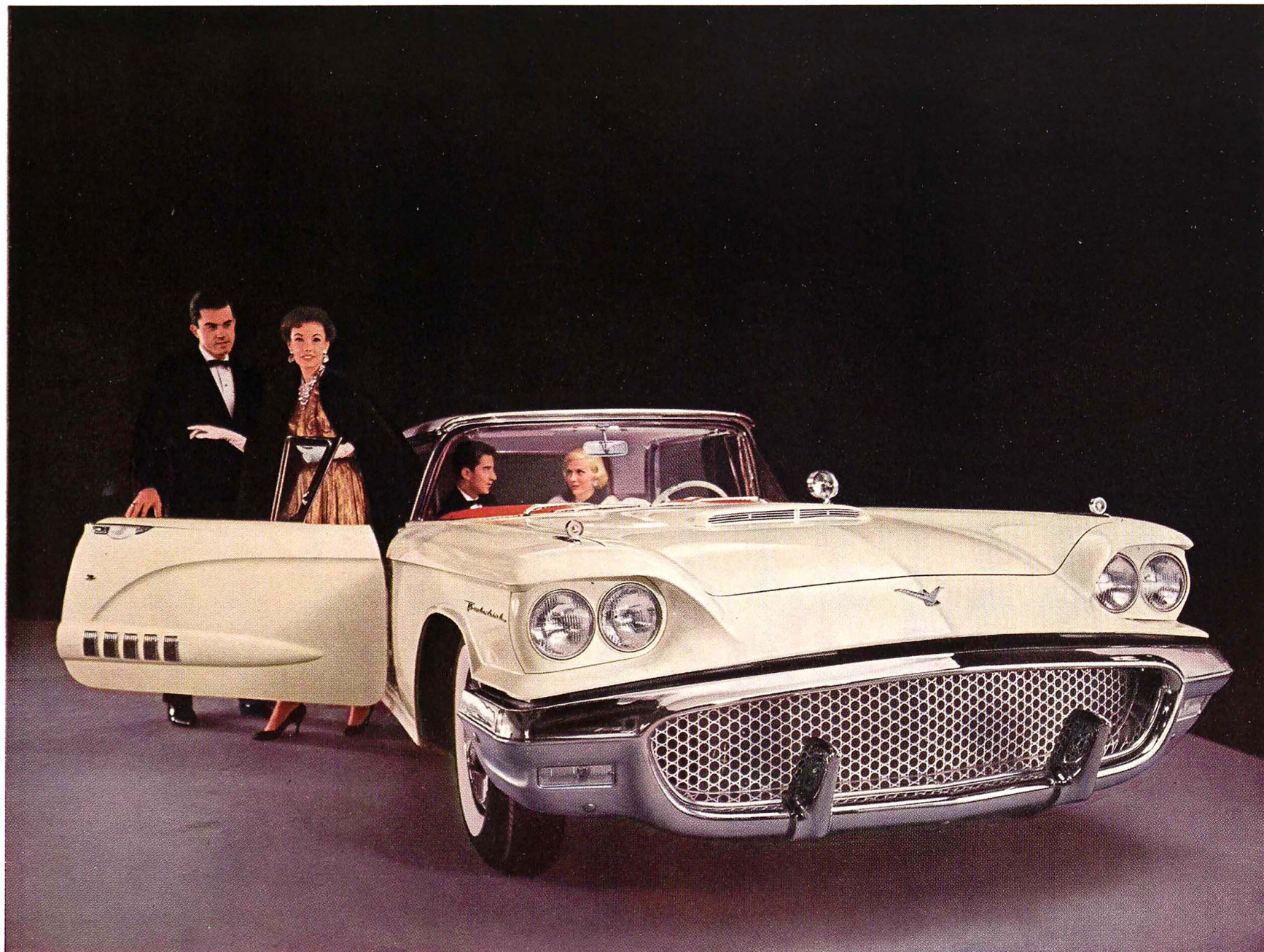
See America's most individual car at your Ford Dealer's soon. You've nothing to lose but your heart!

ANOTHER FIRST FROM FORD



Completely new Thunderbird hardtop trunk gives you 20 cubic feet of space. You can take four big suitcases, golf bags, other gear. And Thunderbird's wide, wide doors give *direct, easy access* to all four luxuriously comfortable seats!

Every Ford has SAFETY GLASS in every window



GRAND ENTRANCE GOWNS BY RUTH JOYCE

Grand Entrance...

you and your new 4-passenger THUNDERBIRD

Your arrival is announced more eloquently than with a fanfare in your new Thunderbird for '58. Here is today's new size of splendor. Here is a car as distinctive as a couturier original.

You cross its threshold . . . and even wearing a bouffant ball gown you make a grand entrance through the new wide, wide door . . . to either front or rear seats.

Inside there's a drawing room on wheels! Four luxuriously wide, individually contoured seats for you, your friends . . . or your family. The beauty and excitement of the Thunderbird is to share!

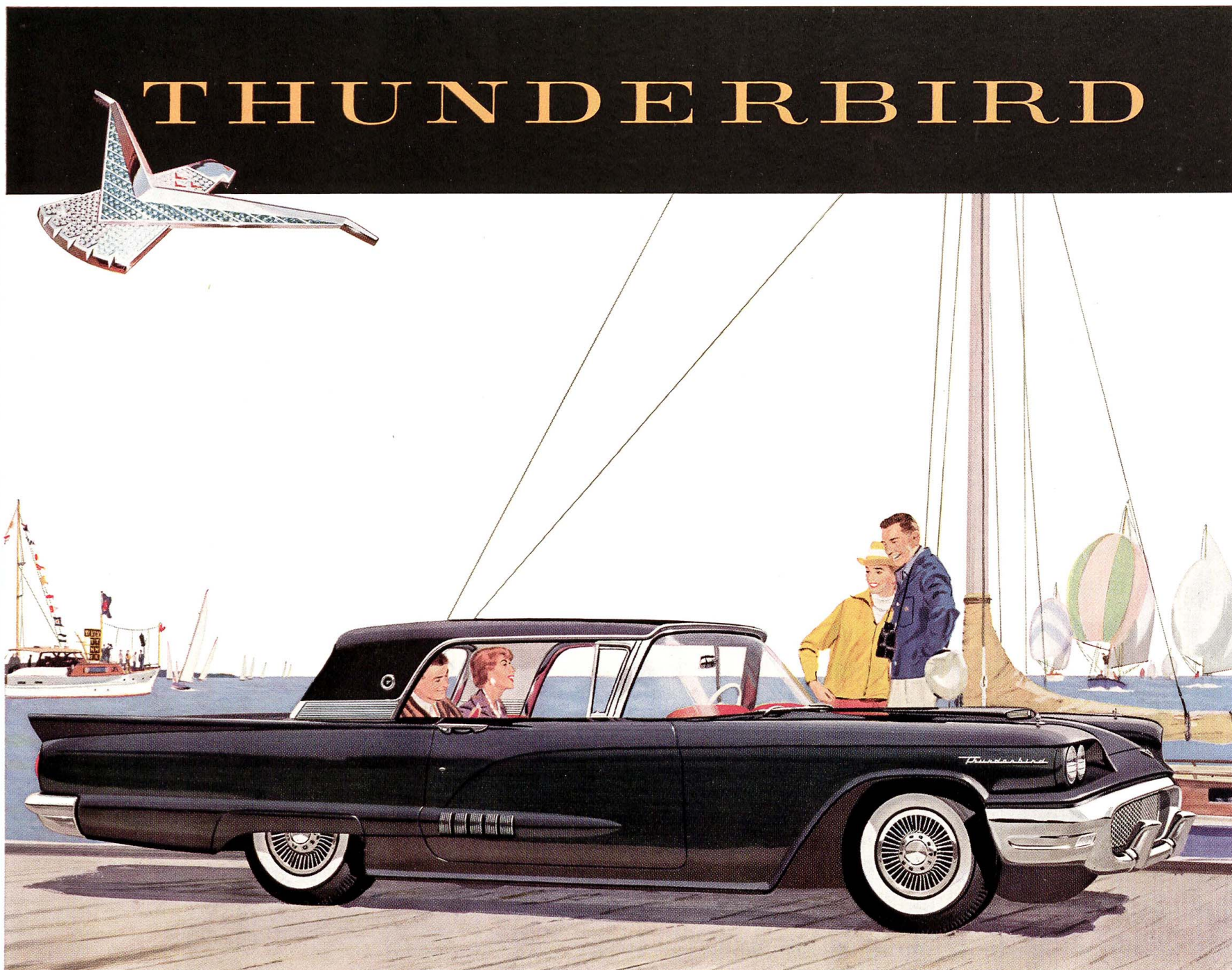
Every inch of the new Thunderbird was designed with a woman in mind—the grace with which it responds to your white-glove touch—the new, spacious luggage compartment, the “coffee-table” console. How America's most individual car becomes you! *Delightful surprise:* The new Thunderbird is priced *far* below other luxury cars!



Spacious glide-through doors give you *direct access* to all four seats. You enter and exit with your clothes unruffled and poise intact!



ANOTHER FIRST FROM FORD



New Ford Thunderbird seats four —
now it's twice the fun to own one!

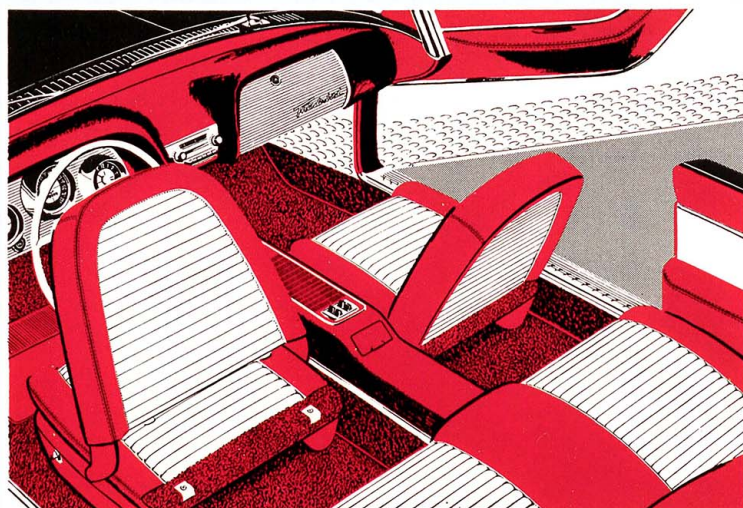
Even the most gregarious man can now be a Thunderbird man. Family? Friends? Take 'em along!

Take them in style—Thunderbird style! The new T-bird has *four* of the most comfortable, most luxurious full-sized fine-car seats you can imagine. *Plenty* of room all around. Head room. Leg room. Shoulder room. And more than 20 cubic feet of luggage room . . . far more than ever before! Enough to take care of the full luggage requirements of four fortunate people on a cross-country trip!

All this comfort, all this room, in a car that's compact as a charm. And in spirit,

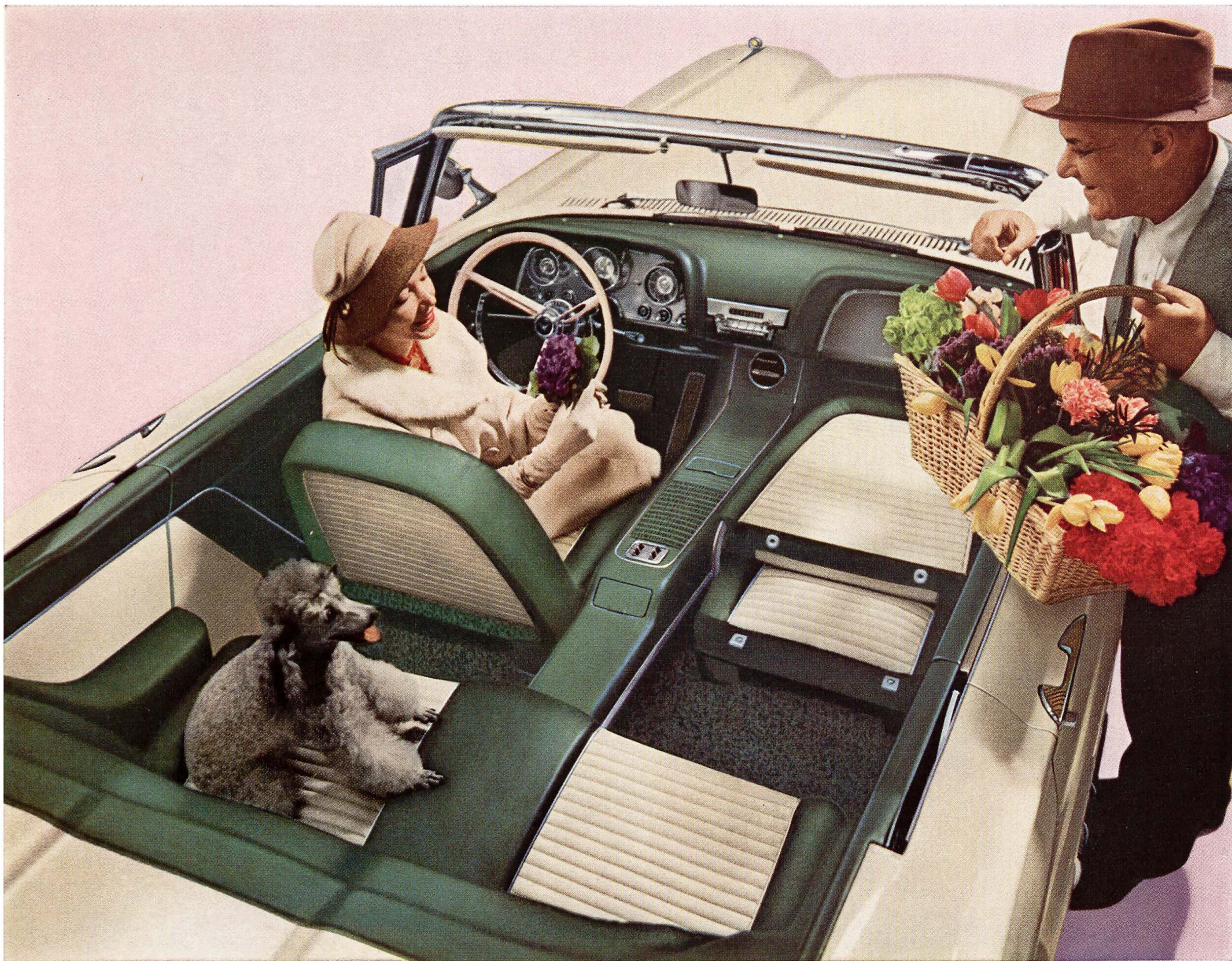
in power, in performance, this jewel of a car is *all* Thunderbird, all the way! As always, the new Thunderbird handles deftly and parks easily. It maneuvers and corners like a sports car! Stands to reason—only a Thunderbird is built to provide full fine-car luxury and comfort, yet is uniquely sized to outperform the big, bulky cars.

Your Ford Dealer invites you to see and drive this excitingly different car at your earliest opportunity. He'll tell you the most startling news of all: You can own the new 4-passenger Thunderbird for far less than you would pay for other luxury cars!



Extraordinarily wide and welcoming doors give you direct access to all four individually contoured seats. Front seats are individually adjustable, too. (That's standard, by the way.) Thunderbird's exclusive central console serves the convenience of all four passengers.

AMERICA'S MOST INDIVIDUAL CAR



Beautifully appointed and elegantly comfortable, Thunderbird is a Ford exclusive

Perfect Setting...

you and your new 4-passenger **THUNDERBIRD**

How becoming your new Thunderbird Convertible is! America's most individual car . . . most admired car . . . is *your* size. And it gives you full fine-car room, comfort and luxury for four passengers.

Note Thunderbird's exclusive "coffee-table" console that houses ash trays, radio speaker and controls for heater and power windows—a fashion-first innovation for the convenience of all four passengers.

You'll love the way your 300-horsepowered Thunderbird* responds obediently to your gentle touch. You'll love the jewel-box interior, the divan-deep, luxuriously soft, individually contoured seats. You'll love the blissful ease with which you maneuver and park it.

And you will certainly approve the surprisingly low price—*far* below that of other luxury cars. See your Ford dealer about making this dream a reality—soon!

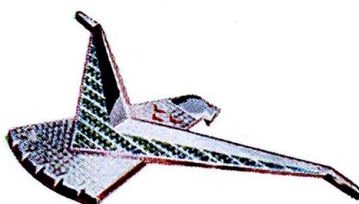
*375-hp engine also available at extra cost

COSTUME BY RUTH JOYCE

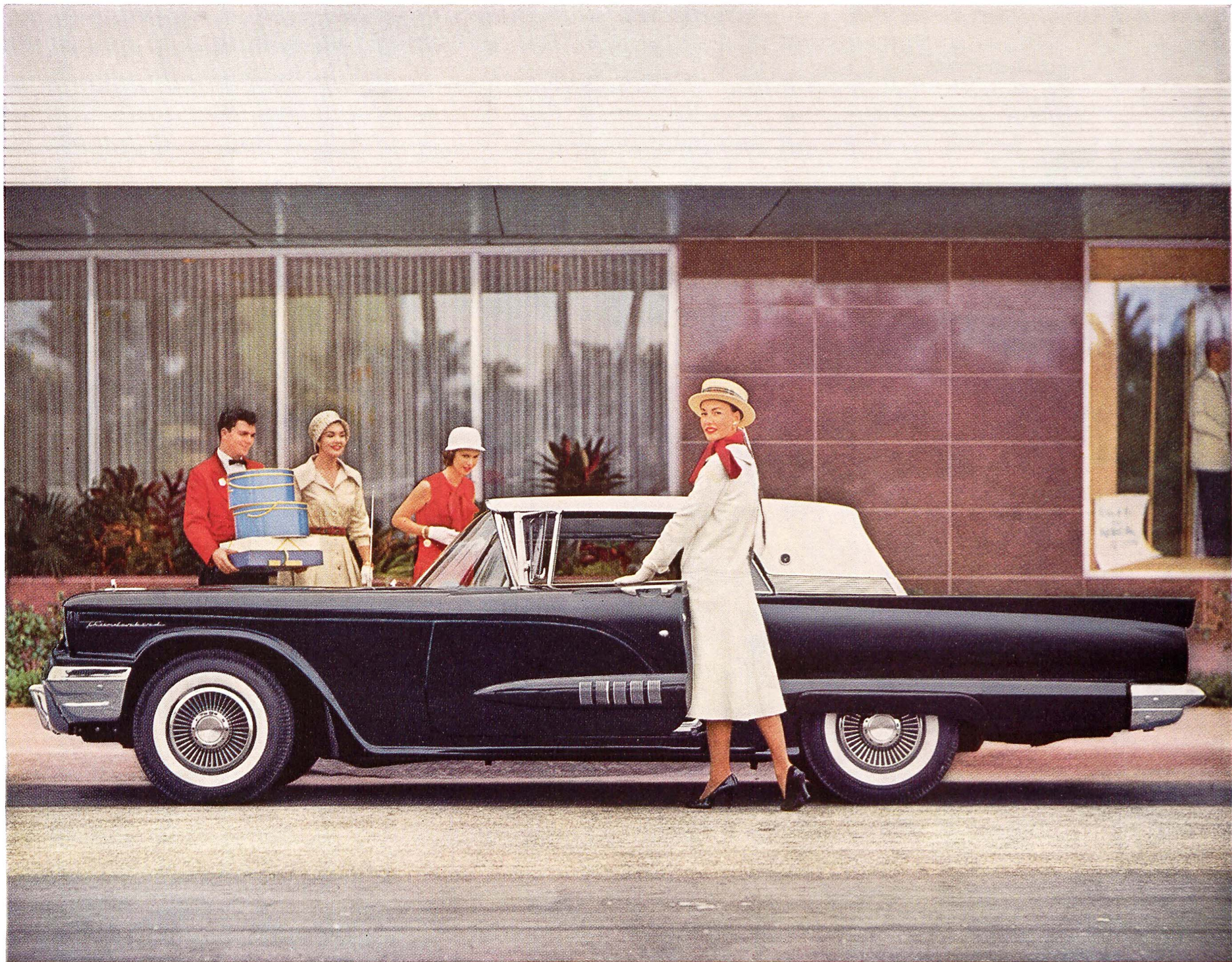


Thunderbird's new color-keyed, hide-away soft top disappears completely into the spacious trunk. And Thunderbird's wide and welcoming doors give you *direct, easy* access to all four luxurious, comfortable seats.

Every Ford has SAFETY GLASS in every window



ANOTHER FIRST FROM FORD



An exclusive Ford creation—the dazzling new Thunderbird!

Ever see a dream parking?

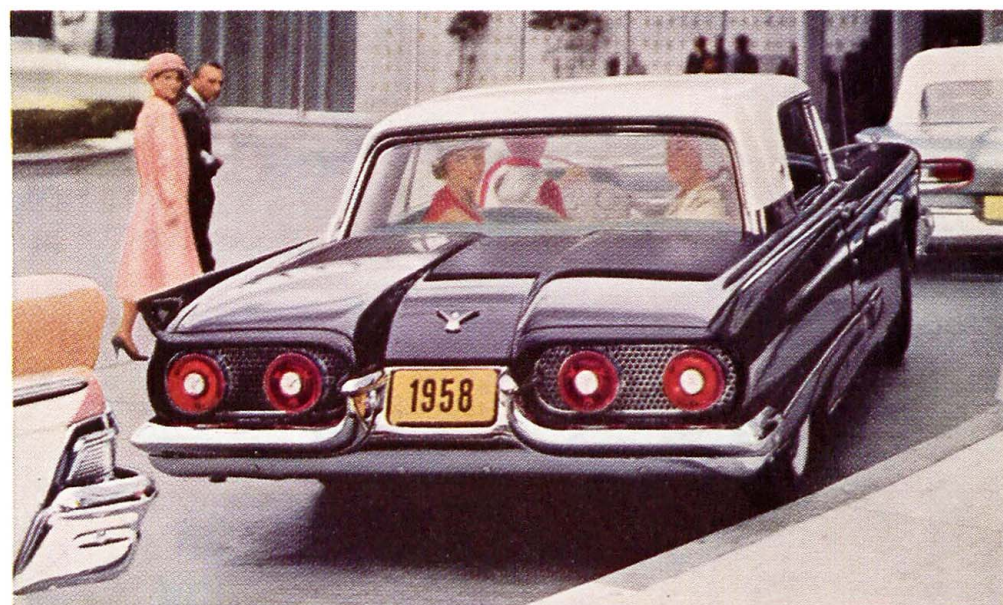
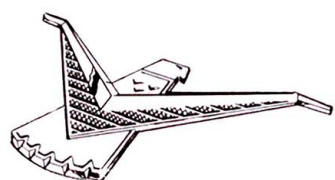
you and your new 4-passenger THUNDERBIRD

Such a pleasant feeling . . . knowing that there's always room for you and your new Thunderbird.

Parking problems vanish . . . for your Thunderbird's a jewel of a car that slips into the smallest parking places as gracefully as a hand into a glove. Beautifully, instantly, it responds to your most delicate touch.

And Thunderbird seats *four* in full fine-car room, comfort and luxury. *Limousine* luxury, with extravagant head room and leg room. From the wide, glide-through doors to the exclusive, convenient service console, every inch of this brilliant car is designed with a woman in mind.

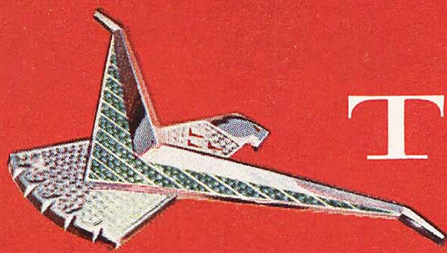
Try on the new Thunderbird today—see how *America's most individual car* becomes you. It's your size, your style—and, incidentally, the Thunderbird is priced *far* below other luxury cars!



FASHIONS BY DONALD BROOKS

Compact as a charm, the new Thunderbird parks easily, beautifully—*naturally!* You can back this automotive jewel into places the big cars have to pass up. Just one more reason why you're so smart to drive *America's most individual car!*

ANOTHER FIRST FROM FORD



THUNDERBIRD



Thunderbird—the most wanted, most admired car in America

Another first from Ford—the incomparably exciting new Thunderbird Convertible!

Two magnificent engines—the standard 300-hp and the new, optional 375-hp—make this the greatest performer you've ever handled—bar none!

You've driven this new 4-passenger Thunderbird convertible many times—in your dreams.

Now it's really here—and, as you can see, several light-years ahead of anything else on the road.

For when you take this compact jewel of a car and power it with Thunderbird's magnificent 300-horsepower V-8 engine, you get brilliant performance, of course. Power it with Thunderbird's new 375-horsepower V-8 and you get performance that's nothing short of spectacular.

Acceleration? Merely wonderful. Hills?

What hills? Curves? You'll take 'em like a dream! And, by any standards, the new T-bird is eminently safer in design, in build, in action. Practical, too. You can glide this 4-passenger beauty into places the big cars have to pass up.

All this—and more—for *four* fortunate people, who can share the Thunderbird thrills in deep, individually contoured, lap-of-luxury seats.

To get the details—particularly about Thunderbird's price, which is *far* below that of other luxury cars—see your Ford Dealer soon.

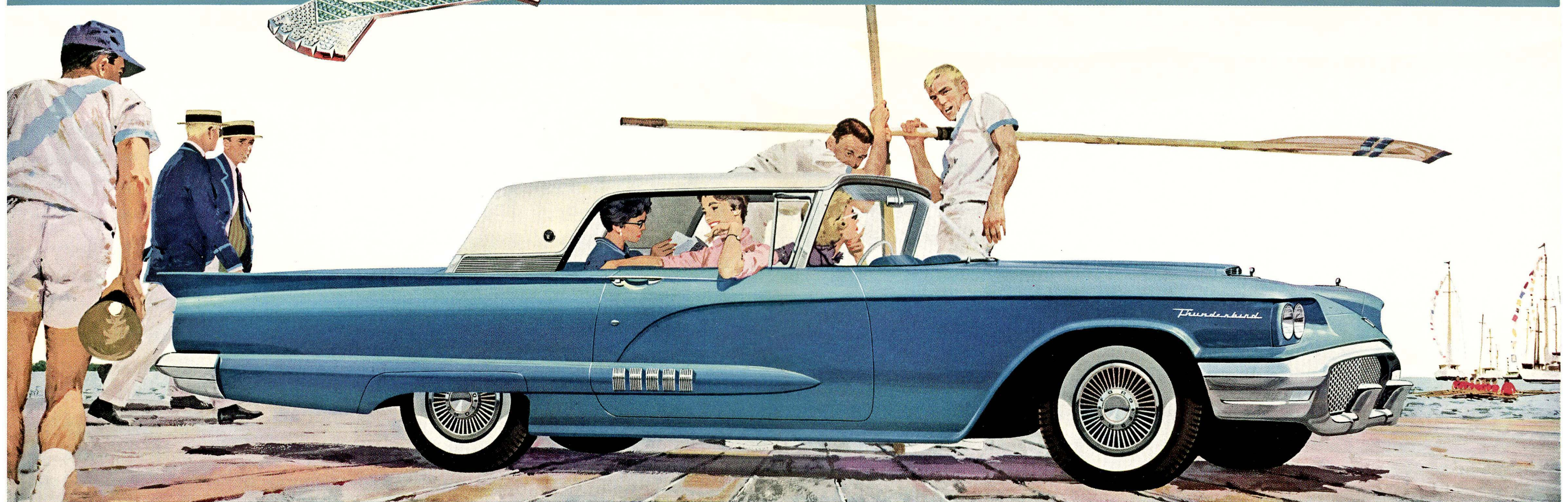


Thunderbird's new hide-away soft top is tastefully color-keyed, disappears completely into the spacious trunk. Top down, the distinctively sculptured rear deck is perfectly flush with the rear seats, forming one smooth, uninterrupted line of Thunderbird beauty!

Every Ford has SAFETY GLASS in every window

AMERICA'S MOST INDIVIDUAL CAR

THE NEW FORD THUNDERBIRD



Now there's fun for four... in America's most individual car!

Ford's all-new masterpiece is an automotive jewel. Now it seats four lucky people...with full fine-car room, comfort and luxury!

When the first Thunderbird made its appearance three years ago, it created more love-at-first-sight situations than Hollywood.

And now comes an entirely *new* Thunderbird—designed to set twice as many pulses pounding because it is designed for *twice as many people!* It carries *four* in regal comfort and luxury.

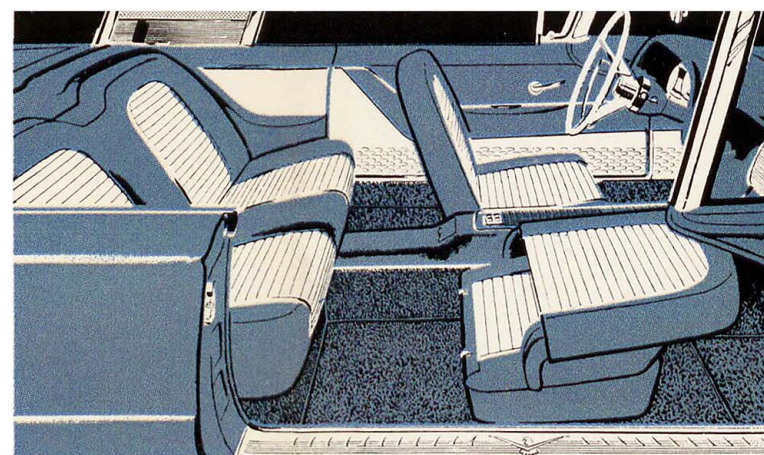
From the macadam up, it stands only 52.5 inches high. The lines are clean, straight and to the point. And the point is this: The new Thunderbird is America's most individual car... in beauty, in character, and in performance.

Talk about cornering and control and ease of

handling—the new Thunderbird outperforms any car you've ever driven or dreamed about. Here is famed Thunderbird GO... Thunderbird compactness—all this and *more*—for four!

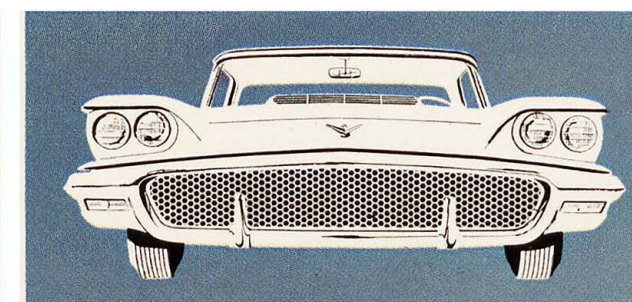
You turn the key and the new 300 h.p. Thunderbird 352 Special V-8 Engine starts its beautiful music for you and three of the most envied passengers who ever took a motor trip!

Best news of all: Even with all its fine-car luxury and distinctiveness, the new four-passenger Thunderbird is priced *far* below other luxury cars. Your Ford dealer invites you to see it at your earliest opportunity.

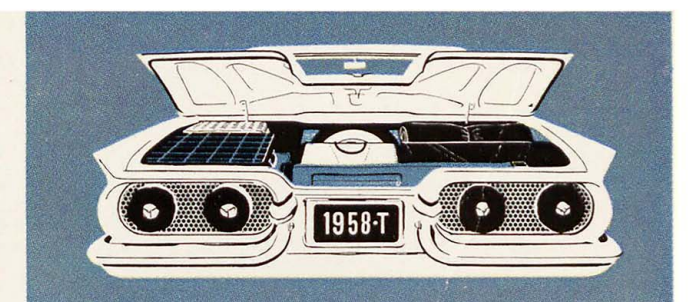


Wide, glide-through doors designed for *direct access* to all four seats. Console contains controls for power windows, heater, radio speaker and ash trays within easy reach of all passengers.

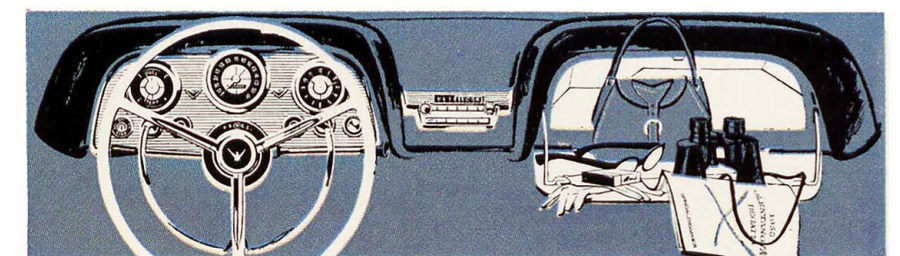
Brilliant new instrument panel with unmistakable sports car personality, safety padding and deeply recessed control cluster. Special feature: Glove box door serves as a tray!



Thunderbird's single unit construction welds body and frame into *one* solid piece of sculptured steel for extra roominess, safety and strength.



Entirely new trunk compartment: Over 20 cubic feet of trunk space provides room for four full-sized suitcases, golf bags, plenty of other gear.



ANOTHER FIRST FROM FORD