



There's a touch of Thunderbird in every Ford . . . You can see it . . . You can feel it!

Rarin' to go

Not only does Ford look like the Thunderbird, it behaves like it, too, with Trigger-Torque performance!

A car doesn't always *need* to take off and travel like a well-hit golf ball! But, it's a nice, secure feeling to *know* your Ford has the Trigger-Torque "up-and-at-'em" to do it, should emergency dictate. And it's

also great having a car that *looks* like it's rarin' to go! Ford's long, low, Thunderbird-like lines say "action" in every detail. Such things are especially wonderful when they come at Ford's low prices!

...and going more places!



More and more you see Fords in front of homes where formerly costlier cars were parked!

It's a real satisfaction to know you're piloting a car that's the pride and joy of discriminating owners from Maine to California. And even if you do have money to burn, there's something else about a Ford that will tickle your good business sense. Manufacturer's suggested list prices show that, for about the same cost as plain "do-it-yourself" models of higher priced makes, you can have a distinguished Ford Fairlane with Fordomatic Drive, power steering and brakes, power seat and windows . . . in fact, the works! No wonder so many are going for Ford.

FORD

America's "worth more" car