

Wm. Taylor



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!

THIS ADVERTISEMENT IS SCHEDULED TO APPEAR IN THE FOLLOWING PUBLICATION:

Publication	Issue	Circulation
SPORTS ILLUSTRATED	August 16, 1954	450,000

TOTAL CIRCULATION: 450,000

Motor Trend 9/54
Sports Car 9/54

ADVERTISEMENT NO. 1941

Two Facing Pages—Four Colors

Prepared by
J. WALTER THOMPSON COMPANY

PRINTED IN U.S.A.