



# 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

THIS ADVERTISEMENT IS SCHEDULED TO APPEAR IN THE FOLLOWING PUBLICATIONS:

Publication	Issue	Circulation
HOLIDAY	August, 1958	870,000
TIME	July 14, 1958	2,250,000
NEWSWEEK	July 7, 1958	1,100,000
SPORTS ILLUSTRATED	July 7, 1958	800,000
U. S. NEWS	July 11, 1958	1,000,000
NEW YORKER	July 12, 1958	412,000

TOTAL CIRCULATION: 6,432,000

ADVERTISEMENT NO. 7169-A & B  
1 page—Four Color

Prepared by  
J. WALTER THOMPSON COMPANY

PRINTED IN U. S. A.