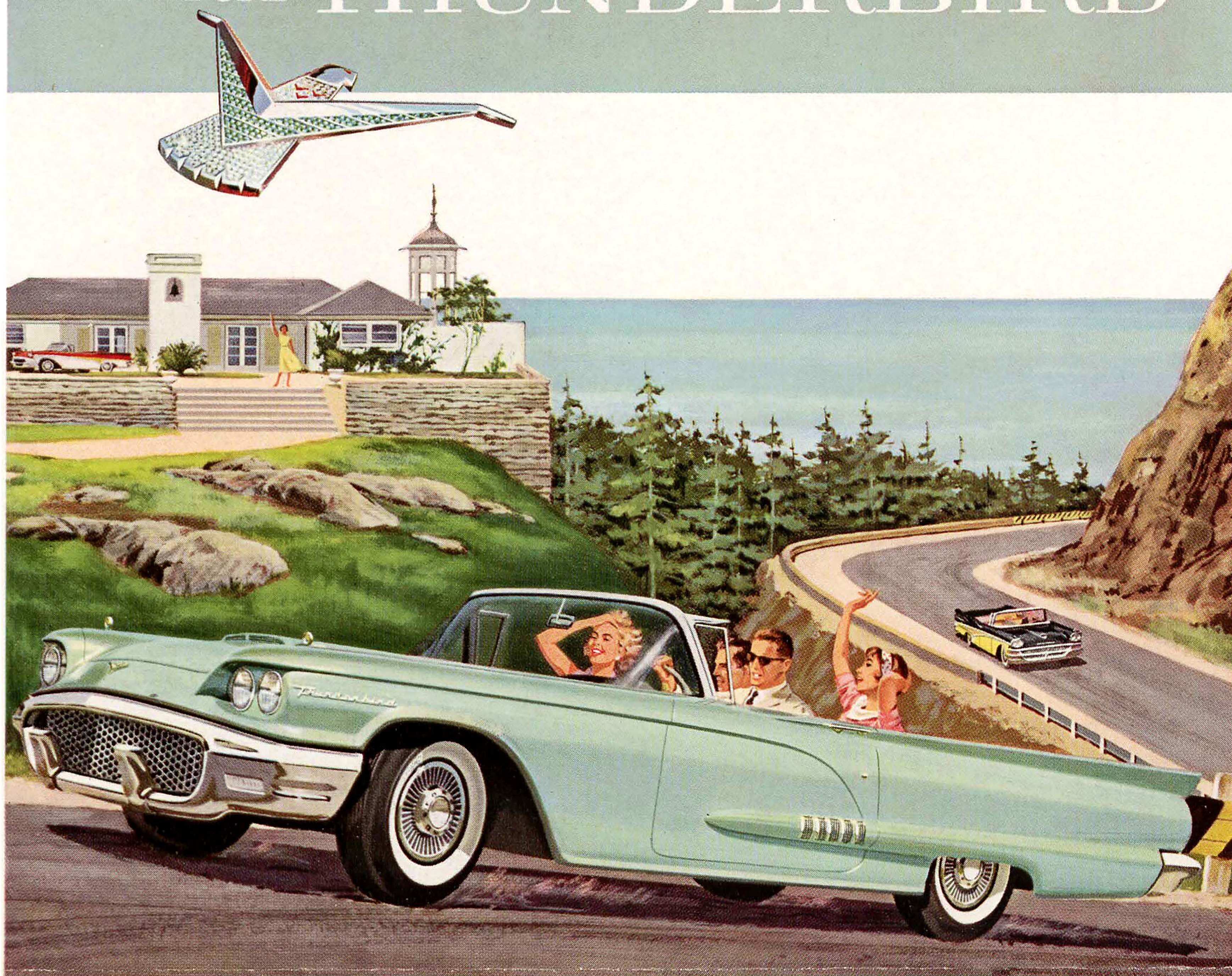


NEW FORD THUNDERBIRD



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.

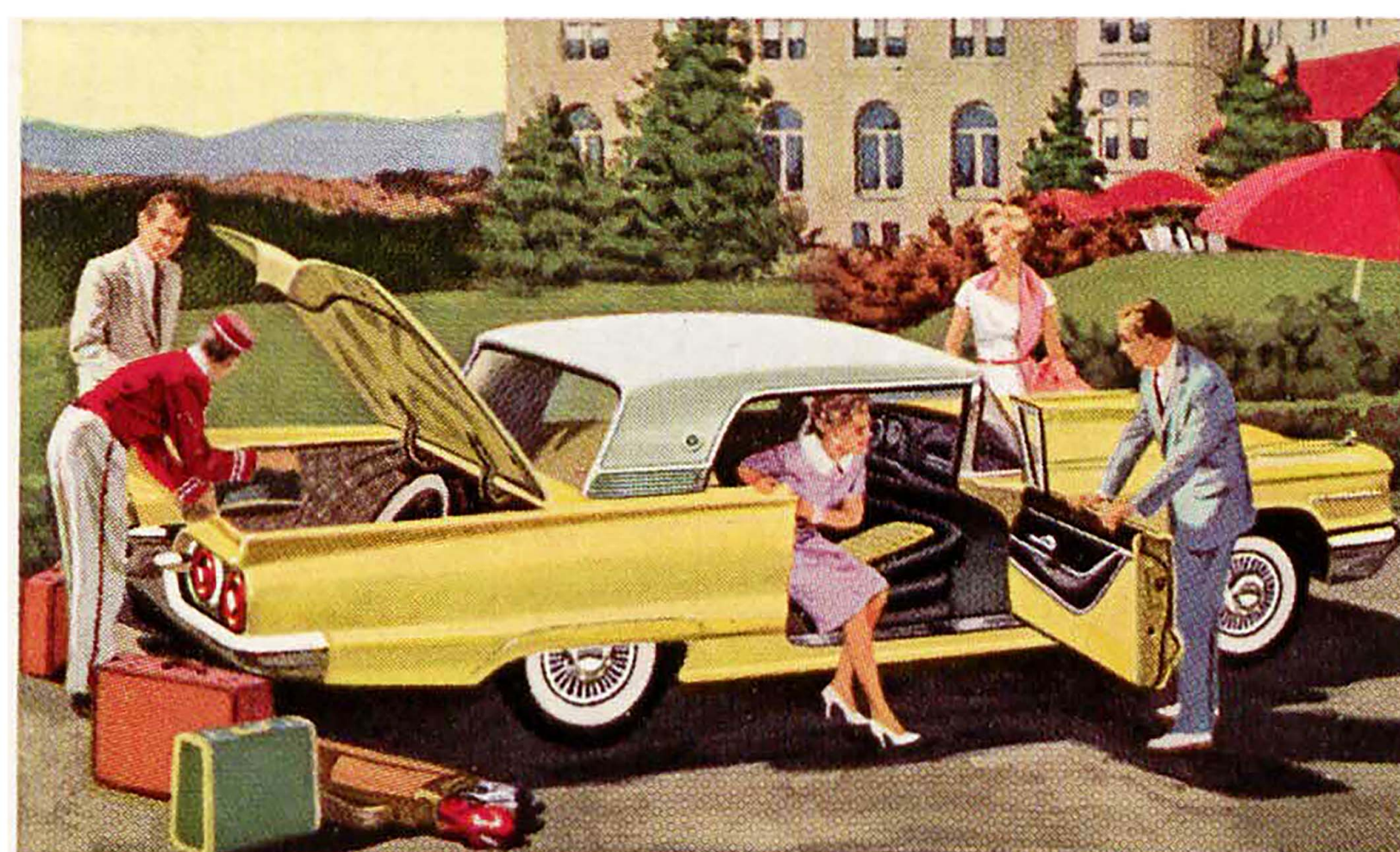
For now you can have true Thunderbird performance and Thunderbird fun—and, at the same time, luxurious room and comfort for *four* lucky people.

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

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Publication	Issue	Circulation
TIME	August 18, 1958	2,250,000
NEWSWEEK	August 25, 1958	1,100,000
SPORTS ILLUSTRATED	August 11, 1958	800,000
U. S. NEWS	August 15, 1958	1,000,000
NEW YORKER	August 23, 1958	412,000

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