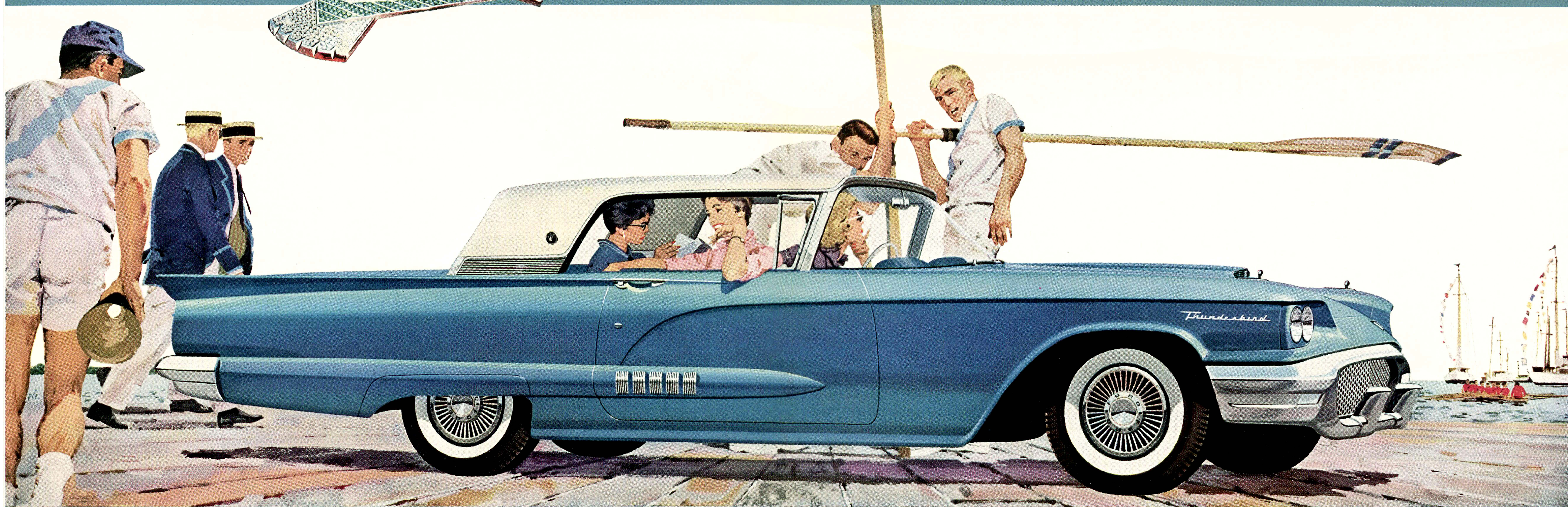


THE NEW

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.

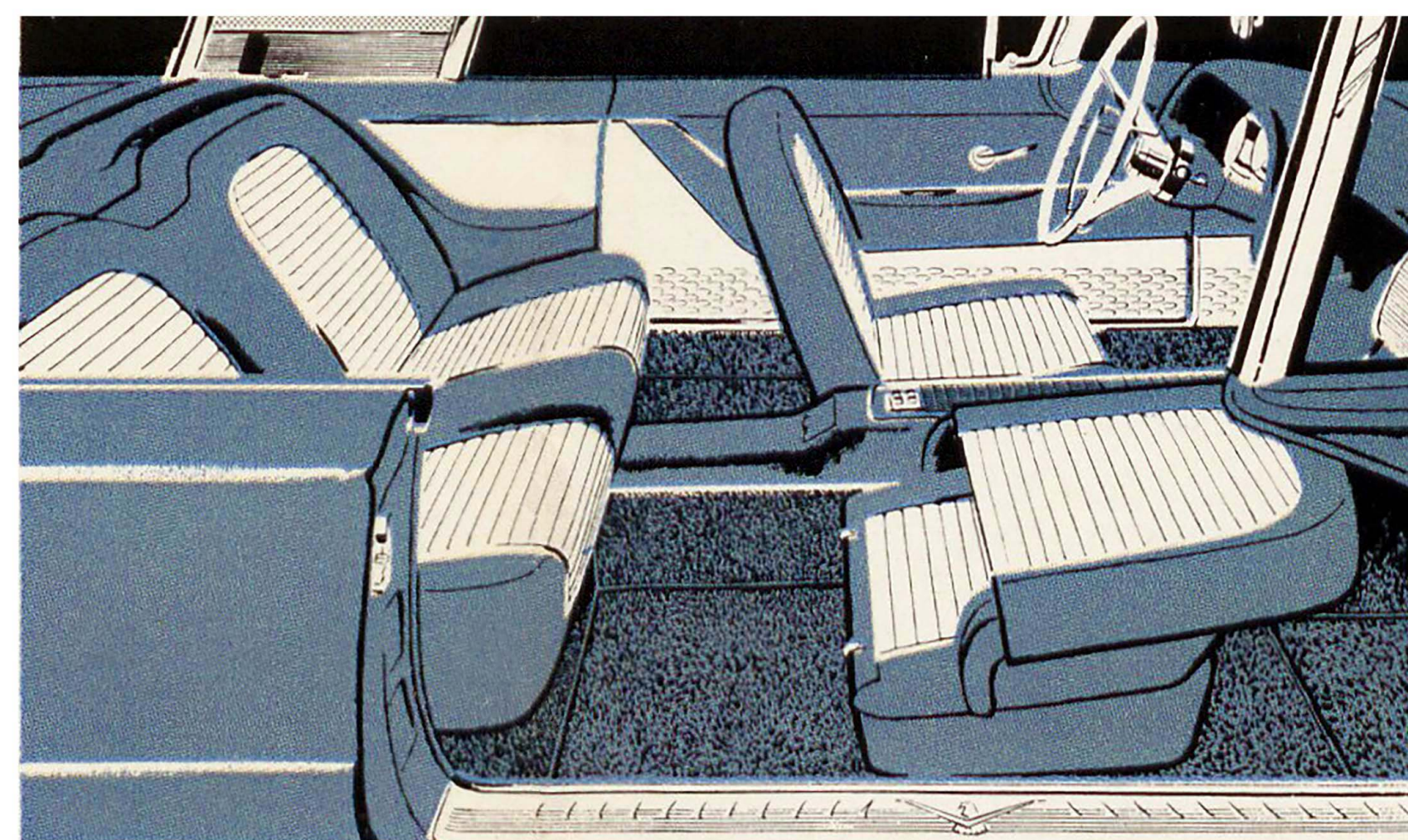
From the macadam up, it stands only 52.5 inches high. The lines are clean, straight and to the point. And the point is this: The new Thunderbird is America's most individual car... in beauty, in character, and in performance.

Talk about cornering and control and ease of

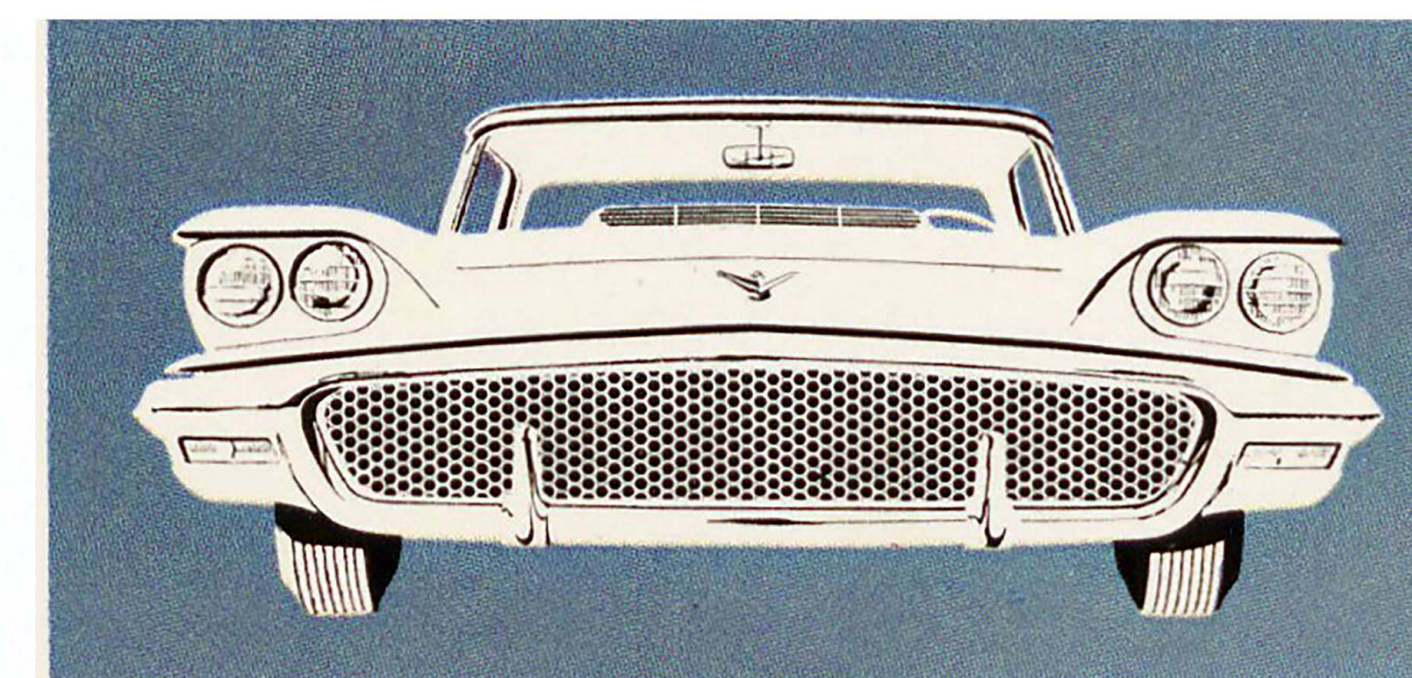
handling—the new Thunderbird outperforms any car you've ever driven or dreamed about. Here is famed Thunderbird GO... Thunderbird compactness—all this and *more*—for four!

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!

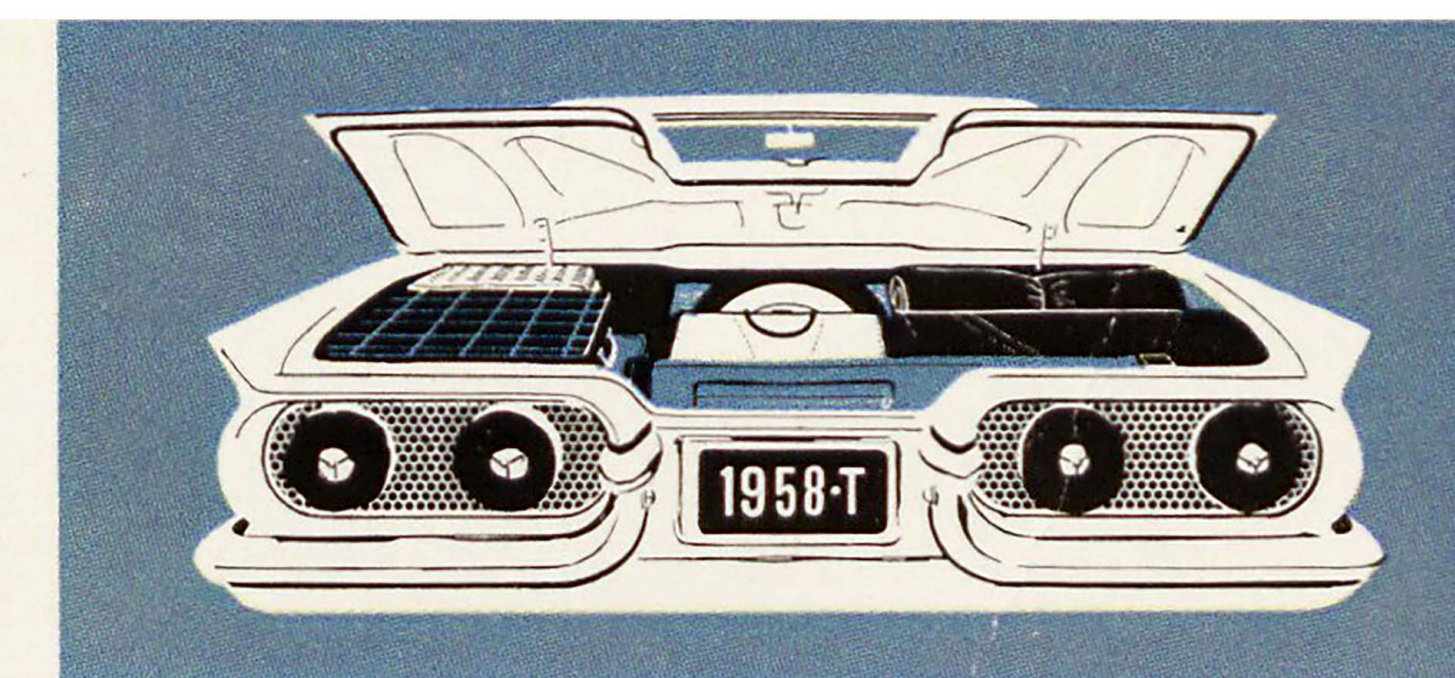
*Best news of all:* Even with all its fine-car luxury and distinctiveness, the new four-passenger Thunderbird is priced *far* below other luxury cars. Your Ford dealer invites you to see it at your earliest opportunity.



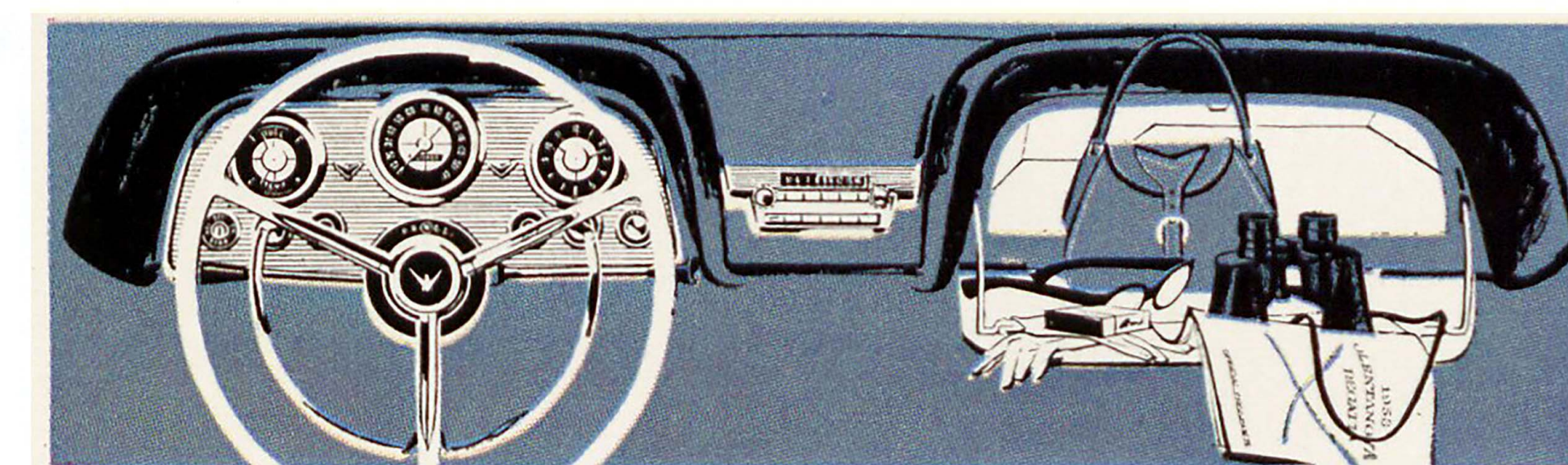
**Wide, glide-through doors** designed for *direct access* to all four seats. Console contains controls for power windows, heater, radio speaker and ash trays within easy reach of all passengers.



**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.



**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!

**ANOTHER FIRST FROM FORD**

THIS ADVERTISEMENT IS SCHEDULED TO APPEAR IN THE FOLLOWING PUBLICATIONS:

Publication	Issue	Circulation
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U. S. NEWS	March 14, 1958	1,000,000
NEW YORKER	March 22, 1958	412,000

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