



A
Thunderbird
is
enchantment...

Like a wordless moment—like the first time
you fell in love—like no other car ever made...

The one and only car. The car more people have promised themselves to own . . . someday. The car that has become the measure of what a luxury automobile should be . . .

Thunderbird enchantment begins with styling: the idea of speed designed into the famous silhouette. Inside those beautifully formal lines is the Thunderbird living space: a look of elegance and comfort and the silver sheen of chrome.

Now you experience the Thunderbird movement . . . Ride the Thunderbird and you'll want to drive; drive the Thunderbird and you'll forget all other cars.

Try it just once. Move easily through the four-foot-wide doors; settle into the individually adjustable seat. And all seats are contoured in the firm comfort of formed foam rubber in the cushions and backs.

The console panel that runs through the center of the car is a pleasant Thunderbird exclusive. This is still the only car in which each passenger can control every side window.

Touch your toe to Thunderbird power.

That razor-sharp responsiveness is uniquely Thunderbird, easy-going performance that seems to loaf at any

speed. Below your foot is the Thunderbird 352 Special V-8 or the optional 430 Special V-8. Both are honed for maximum combustion efficiency, with four-barrel carburetion and Precision Fuel Induction.

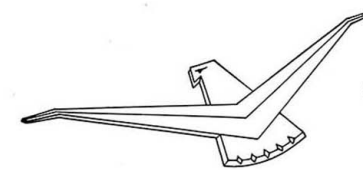
And beneath the sweet, surging feel of action there is the rock-solid feel of absolute control. You are cradled in Thunderbird's special single-unit construction; the road is smoothed by Thunderbird's own special suspension; curves are gentled by the five-foot-wide tread that keeps Thunderbird balanced like a steel ballerina.

The Thunderbird enchantment is available in three models: 1. the Thunderbird convertible with the fully automatic top that disappears completely, leaving only the long, lean line of Thunderbird beauty; 2. the hardtop with optional sliding sun roof—the all-metal panel that opens easily when you want it, weatherproofs tightly when you need it, and 3. the classic hardtop.

The great basic values of the Thunderbird have made it a blue-chip investment . . . yet, it costs less than any other luxury car, and has the top trade-in value of any U.S.-made car.

Don't wait till "someday" for your "someday" car. Take one drive, and you'll own the most beautiful kind of travel you can buy—the 1960 Thunderbird.

FORD DIVISION, *Ford Motor Company*



'60 THUNDERBIRD

THE WORLD'S MOST WANTED CAR