

it takes more than fine feathers to make a bird

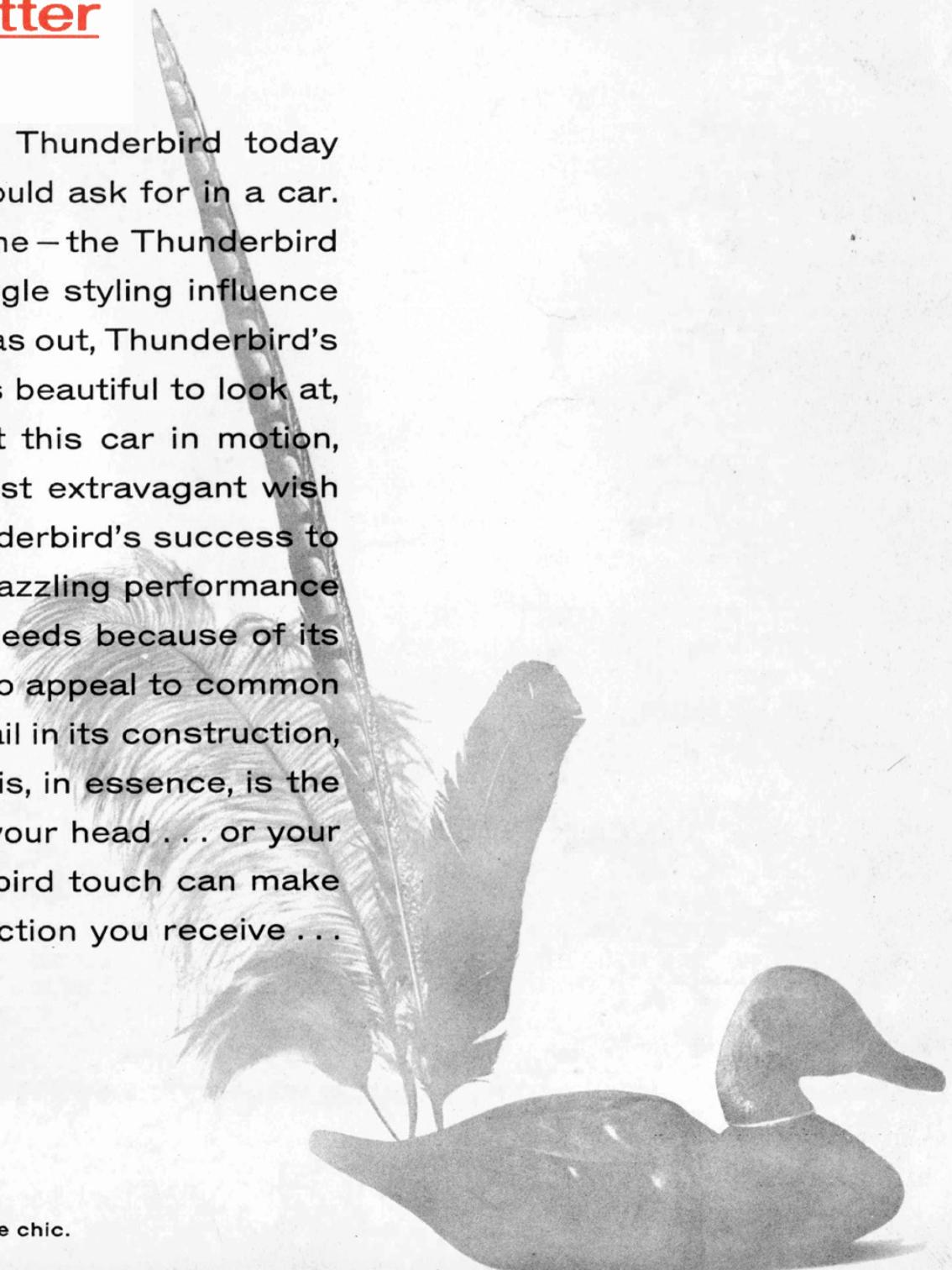




...and nothing proves it better than Thunderbird!

Supreme expression of classic elegance, the Thunderbird today stands alone—unchallenged symbol of all one could ask for in a car. Its very look is a promise of good things to come—the Thunderbird look that's proved to be the most significant single styling influence in a decade of automotive design. Inside as well as out, Thunderbird's visual impact is instantly, brilliantly achieved. It is beautiful to look at, to sit in . . . and to drive. The moment you set this car in motion, Thunderbird's V-8 performance fulfills your most extravagant wish with unmatched ride and power. But credit Thunderbird's success to more than these . . . to more than beauty . . . or dazzling performance . . . or luxury on a grand scale! Thunderbird succeeds because of its ability to delight all the senses at once . . . and to appeal to common sense as well. Right through to the smallest detail in its construction, quality tips the scale in favor of Thunderbird. This, in essence, is the Thunderbird touch. Whether you are guided by your head . . . or your heart . . . in choosing your next car, the Thunderbird touch can make a world of difference in the pleasure and satisfaction you receive . . .

Are you *dramatic*, with more than a touch of tradition in your make-up?
For you, the Thunderbird Landau coupe . . . hardtop elegance, carriage chic.

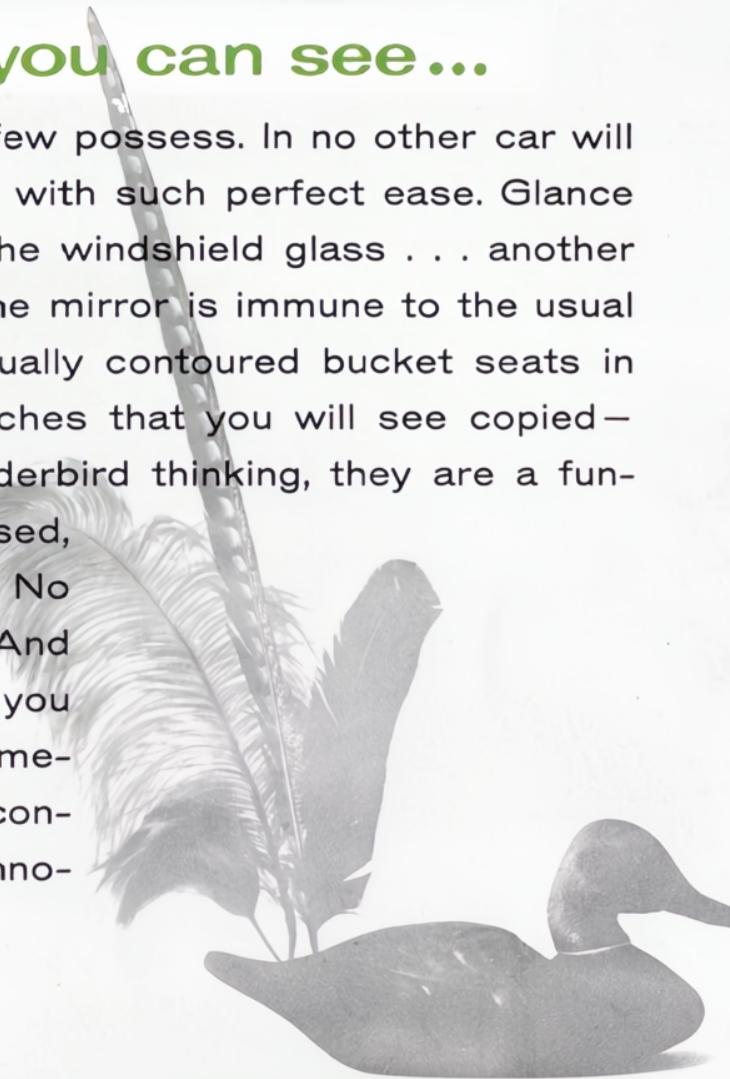




The Thunderbird touch in quality you can see...

When you open Thunderbird's door, you step into a world few possess. In no other car will you find a steering wheel that swings aside to let you enter with such perfect ease. Glance at Thunderbird's rearview mirror. It is bonded directly to the windshield glass . . . another feature unique in all the world. With its special mounting, the mirror is immune to the usual vibrations which affect ordinary car mirrors. ■ The individually contoured bucket seats in Thunderbird are among the many original Thunderbird touches that you will see copied—but never equaled throughout the industry today. To Thunderbird thinking, they are a fundamental comfort . . . that's why only pure foam rubber is used, never cotton stuffing . . . for all seats and seat backs, too. No other manufacturer goes this far to achieve pure comfort. And when leather upholstery is your choice, Thunderbird gives you the added luxury of leather that is dyed clear through for timeless beauty. At your finger tip is Thunderbird's convenient console, padded for your comfort . . . another Thunderbird innovation, practical as well as aesthetically pleasing.

Are you in love with life? With the sun and the sky and the breezy comfort of the Thunderbird Convertible . . . this is the car that welcomes the seasons.





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The Thunderbird touch... in quality that is hidden

Turn Thunderbird's ignition switch . . . silver makes the electrical contact—for silver alone combines conductivity and durability in a degree deemed worthy of the Thunderbird. Slip into gear . . . Thunderbird quietly conveys its tremendous V-8 power to rear-axle drive through a design technique used only by one other automotive company in the world—Rolls-Royce. Slide as smoothly as satin along rough roads . . . the shock absorber parts that take the strain are chrome-plated in Thunderbird to last longer and keep the ride smoother. Glance at the speedometer . . . it's driven by a special armored cable for quieter operation and longer life. Apply the brakes . . . stress-relieved brake drums, which no other car manufacturer in the U.S. offers, bring you to a quiet, easy stop. ■ And so it is throughout the Thunderbird. Extra insulation has been added to make Thunderbird quieter than ever. Thunderbird mufflers combine aluminized and stainless steel to last and last. But the special reward that comes with owning Thunderbird is much more than the sum of its parts. Every time you slip behind its wheel . . . hold its door aside for friends to board . . . or accept its keys from the garage attendant . . . you'll discover this fact anew. Thunderbird is pride of ownership . . . as unmatched as the car itself . . . that grows more firm each passing day.

Is yours the *thoroughbred spirit*? The Thunderbird Hardtop is unequaled for powerful beauty in motion, combined with distinction of design.

■ (Back cover) Are you *bold* enough for the Thunderbird Sports Roadster?

This two-seater with racing headrests lets you remove the tonneau cover and presto! . . . you play host in a beautiful four-seat Thunderbird Convertible.

