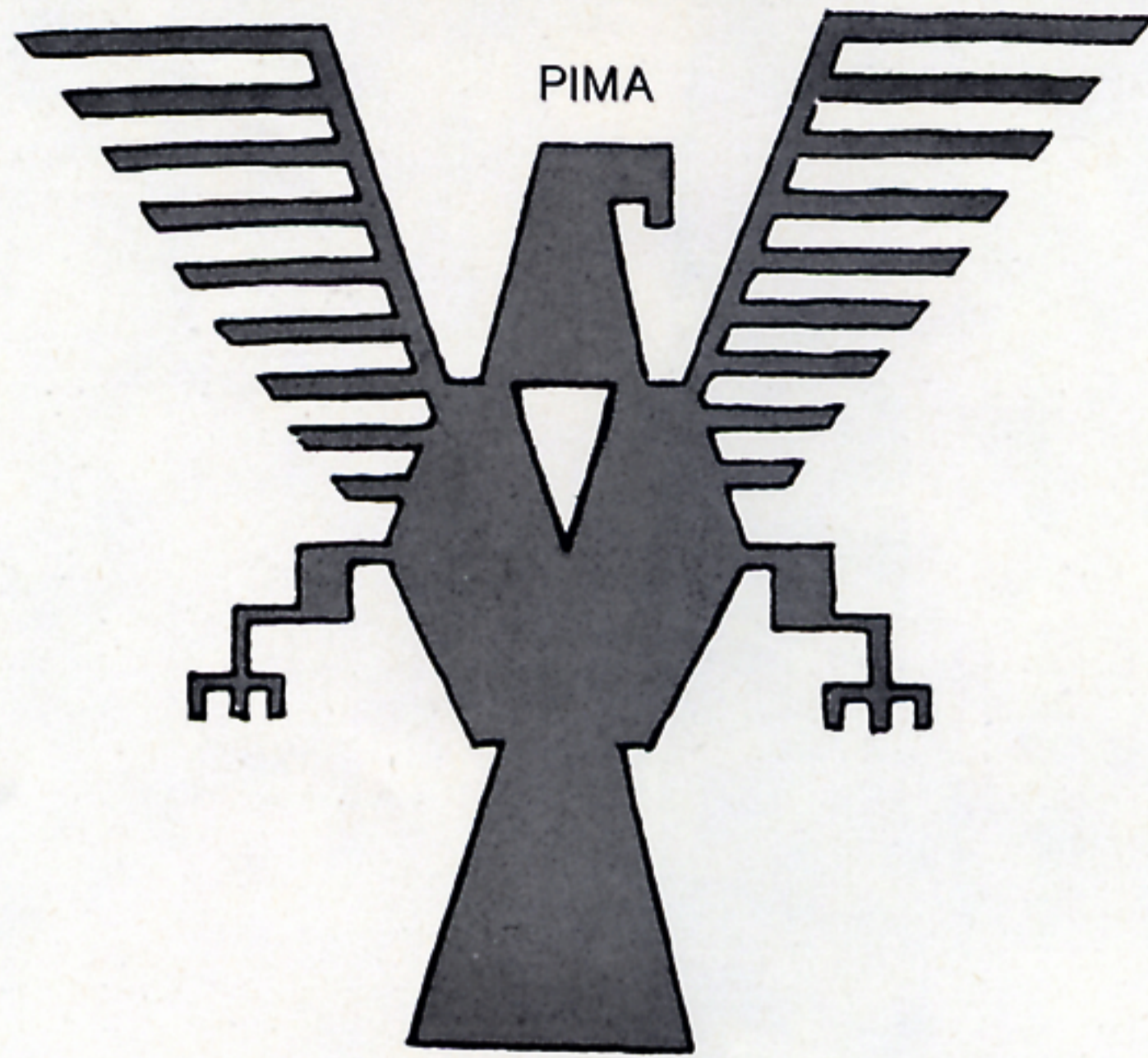


HOW THUNDERBIRD GOT ITS NAME



It has been a common practice of automobile manufacturers since the first gas-powered, four-wheel contraption sputtered to life, to select the names of dieties for them. The list is almost endless, but some of the more prominent ones of the past 70-years spring quickly to mind: Diana, Minerva, Zephyr, Orion and Mercury.

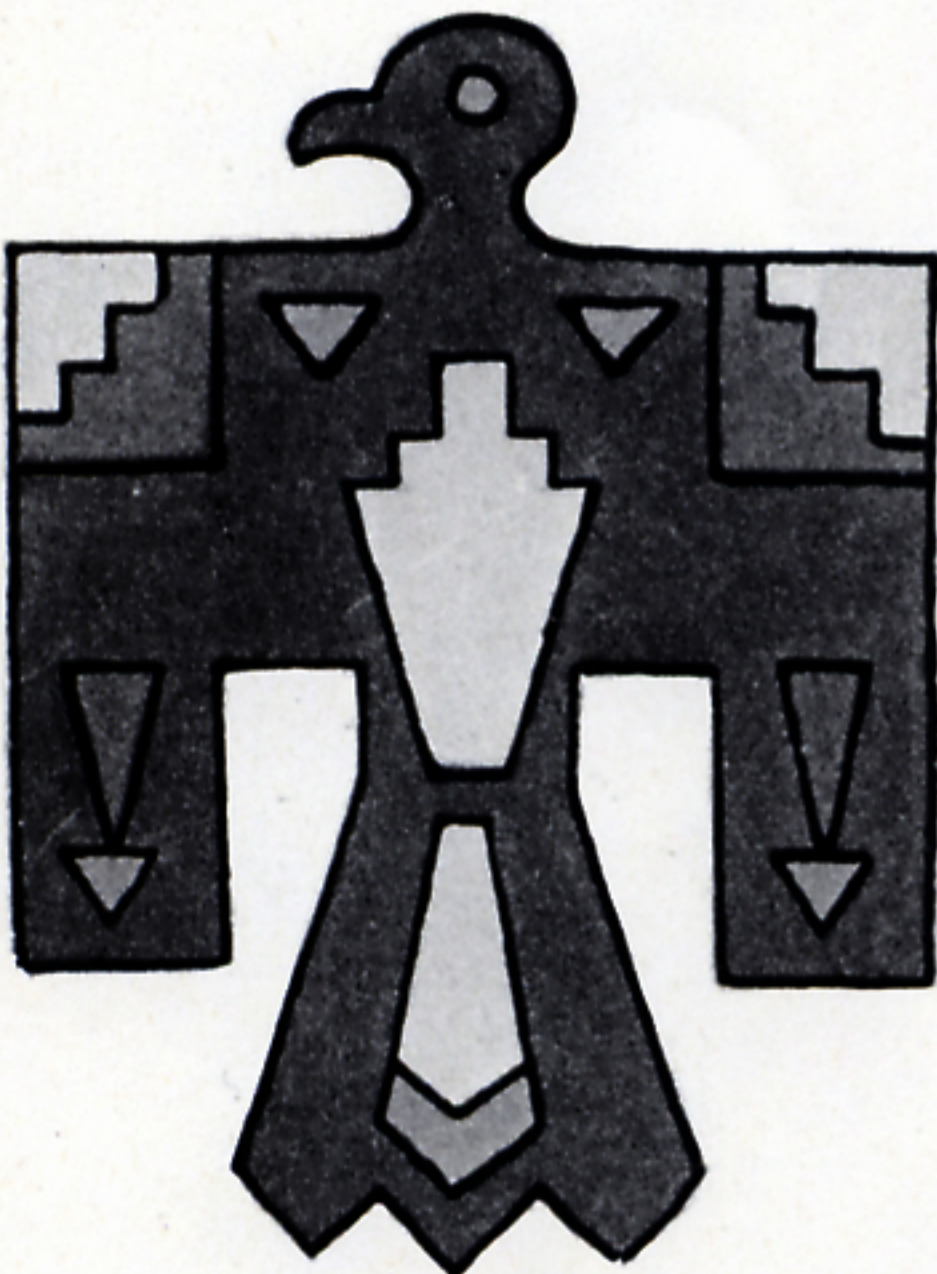
It appears that in most cases this kind of invocation of the Gods has failed to

keep the companies in business. With the exception of Mercury, the others have gone to that great market place in the sky. Not that this has stopped the naming of automobiles after the Gods, it hasn't.

A recent review of World Cars 1974, reveals that the Buick Apollo and Electra are very much with us, as are a score of other names like Silver Shadow and Corniche that have a lyrical ring to them, and improbable names like Wartburg,

(yeek!) ZAZ, Red Flag, Puma, Sunny, Violet and Cherry. But for pure masculine appropriateness, Thunderbird stands out as a classic of christening. The name fits perfectly, everything from the "Early Bird" two-seaters to the opulent 1975 products, but what, many have asked, is it?

In the past 20 years the word Thunderbird has come to mean a luxury personal car, built by the Ford Motor Company,



PUEBLO



ARAPAHO



ACOMA