



Costs More to Build—Is Worth More—Yet Sells for Less

If any other manufacturer endeavored to produce a car similar to the Ford according to the high standards of quality in material and workmanship used by the Ford Motor Company and with the same tried and proved design, it would be impossible to offer it at anything like the present low Ford prices.

If, on the other hand, the Ford Motor Company would substitute ordinary design for the basic Ford features, Ford cars could be produced and sold for less than the present Ford prices. Yet by so doing, Ford simplicity, durability and reliability would fall below the standard insisted upon by the Ford Motor Company and established throughout twenty-two years of leadership.

Just think! 13,000,000 model T Ford cars have been produced since 1908—almost as many automobiles as were built by all other manufacturers combined. In 1925, almost 2,000,000 Ford cars and trucks were built and sold—and plans for 1926 call for the production of even more than 2,000,000.

Today, more than ever, the Ford car is the most popular automobile in the world.

It was the superiority of Ford design in 1908 that established Ford leadership. It is this same Ford design, improved but basically unchanged, that is continuing to make the Ford car the outstanding leader among all automobiles.

Features that Contribute to Ford Simplicity—Durability—Reliability

Torque Tube Drive · Left-Hand Drive · Dual Ignition System
Multiple Disc-in-oil Clutch · Simple, Dependable Lubrication
Planetary Transmission · Three Point Motor Suspension
Thermo-Syphon Cooling System

TOURING
\$ 310

NEW PRICES

RUNABOUT
\$ 290

TUDOR SEDAN
\$ 520

COUPE
\$ 500

FORDOR SEDAN
\$ 565

Closed car prices include starter and demountable rims. All prices f. o. b. Detroit

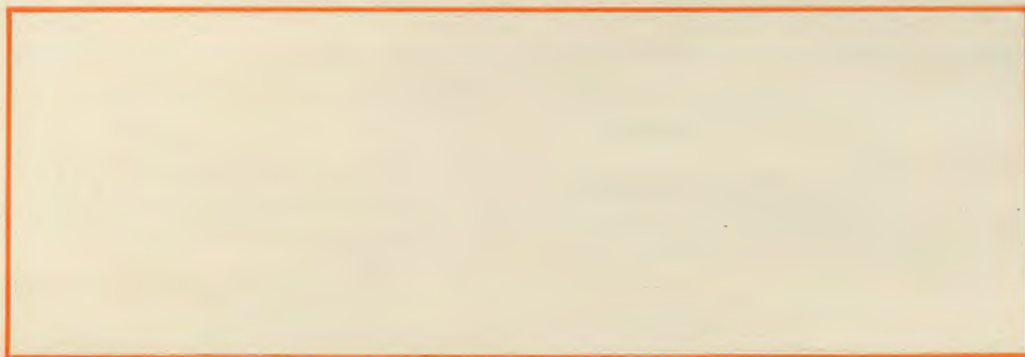
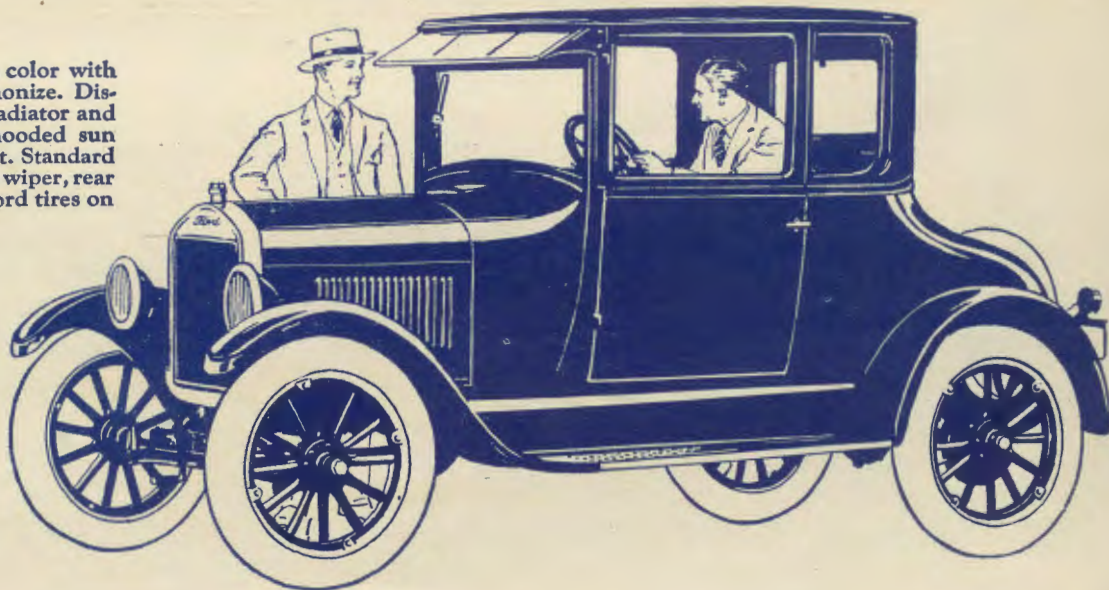
"We have never lowered the quality of the car to reduce the price"

Coupe

All steel—body finished in attractive color with upholstery and appointments to harmonize. Distinctive features include nickeled radiator and headlight rims, one-piece windshield, hooded sun visor and a roomy luggage compartment. Standard equipment includes starter, windshield wiper, rear view mirror, dash lamp and four cord tires on demountable rims.

\$500

F. O. B. Detroit



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