

Dick Bruun Company
Marion, Ohio

May 14, 1925

Gentlemen:

For nearly three years I had been contemplating the purchase of a New Ford Coupe. However, it had always seemed rather hard to make the necessary initial Down Payment.

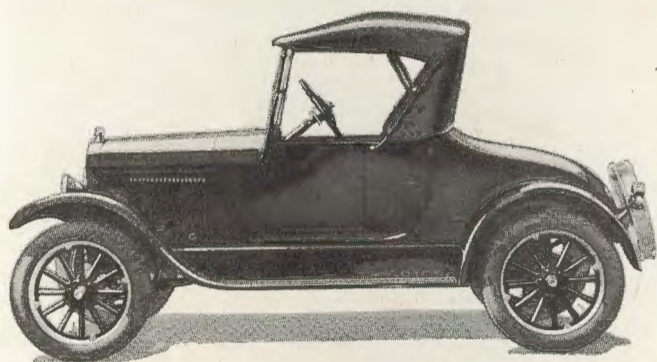
One day the salesman explained to me the easiest way to buy a Ford, namely, on the Enrollment Plan.

After I became interested in the proposition I realized how easy it was to save on this Plan. In fact, I saved much more each week than I anticipated and am now driving my new coupe, which was delivered a few days ago.

I am glad I started the Enrollment Plan and will certainly recommend it to anyone wishing to own a Ford car the easiest possible way.

Very truly yours,
PRICILLA SMITH

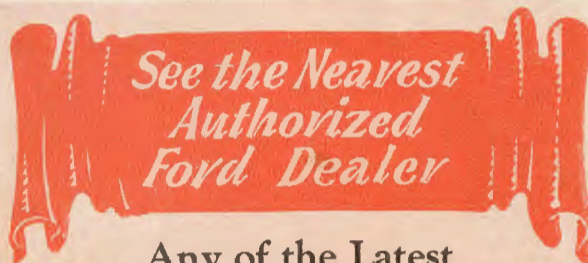
If you are not familiar with the Ford Plan ask the nearest Authorized Ford Dealer for complete information. He will gladly tell you, about this practical method of paying for a car.



RUNABOUT

\$290

F. O. B. Detroit



Any of the Latest
Improved Ford Cars
may be bought on

Ford Weekly Purchase Plan



For complete information about the Ford Plan fill in and return this folder or coupon to the Ford Dealer whose name appears above.

Name _____

Address _____

I am interested in ☐ Runabout ☐ Touring Car ☐ Coupe
☐ Tudor Sedan ☐ Fordor Sedan ☐ Truck ☐ Tractor.



FORDOR SEDAN

\$565

F. O. B. Detroit

What they think of the

Ford
PLAN

Some Letters From
Ford Owners Who

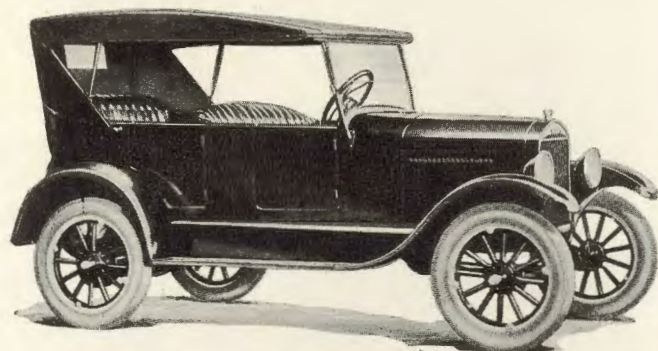
Used the
Weekly Purchase Plan

The Ford Plan of Payment

The Ford Weekly Purchase Plan has brought the privilege of car ownership within easy reach of everyone. Over a quarter of a million people have taken delivery of Ford cars and trucks through this easy method of payment. On an average these people received their cars within five months after they began payment under the Ford Plan.

Approximately four hundred deliveries are now being made under this Plan each day, with new enrollments coming in at the rate of over a thousand a day.

Read on other pages of this folder what a few of the Quarter Million have to say about the Plan. Then get started today on the easy road to car ownership by seeing your Ford Dealer.



TOURING CAR

\$310

F. O. E. Detroit

How It Has Worked for Others

Mr. L. G. Clay,
Milford, Utah

June 8, 1925

Dear Sir:

My roadster is working perfectly and I want to thank you for forcing me to listen to your "Ford Easy Payment Plan." I was positive that I couldn't afford a car, and here it is delivered to me and I scarcely realize that I have paid for it.

I will endorse the plan to any and all salaried employees who are non-car owners.

Yours truly,
WAYNE LYMAN

Jones-Patterson Motor Co.,
McAlester, Okla.

May 28, 1925

Gentlemen:

I thought you might be interested in learning just how much I appreciate the delivery of the Touring Car, which I purchased from you several days ago on the Weekly Purchase Plan.

I had been wanting a car for a long time, but never realized just how easy it was to save the first payment on a Car, until the Weekly Purchase Plan was explained to me by one of your salesmen.

Sincerely yours,
FRANK H. SMITH

J. V. Thorndike Company
Sioux City, Iowa

June 2, 1925

Gentlemen:

I wish to take this opportunity to tell you that I am very well pleased with my Ford roadster that was delivered to me recently, and which I bought on the Ford Plan.

Before I took out an enrollment, I did not know what it was to save any money for a definite purpose. My money went for shows and things of that kind, and I did not have a great deal to show for it. Now my car is all paid for but two payments, and I feel that I can heartily recommend the Ford Plan to anyone.

Hoping that many more may be sold on the idea, I remain

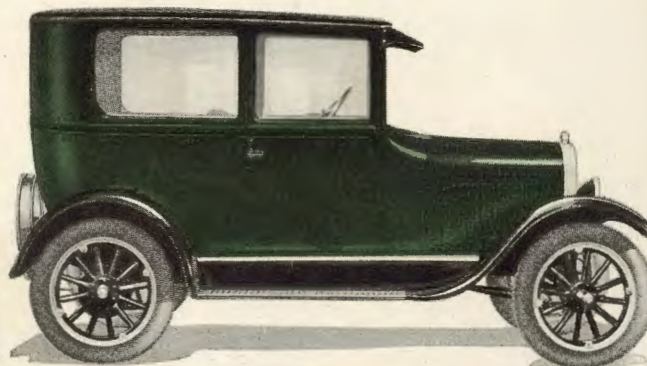
Yours truly,
FRED FABER

Ford Motor Co.
Portland, Oregon

May 11, 1925

I wish to say that the Ford Weekly Purchase Plan is a wonderful system and, as a purchaser of a touring car, I found it very satisfactory.

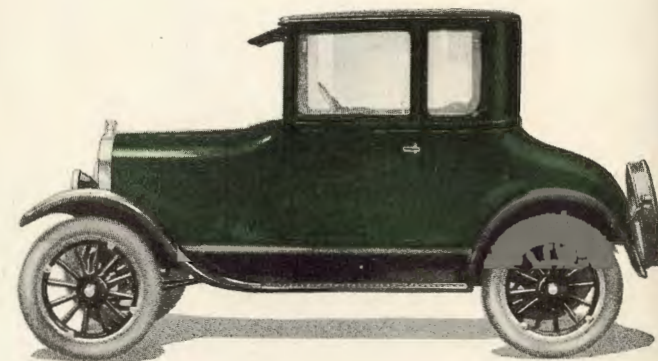
E. P. PETERS



TUDOR SEDAN

\$520

F. O. B. Detroit



COUPE

\$500

F. O. B. Detroit