



Ford

The
Logical car
to own



THE LOGICAL CAR THEN - THE LOGICAL CAR NOW

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Ford's first car was both original and very slow and had been over a year in development. It was a simple light car with no passenger room and there apparently were no repairs. The Ford car then was a simple, sturdy car of six horsepower, equipped with a single cylinder engine.

DHERE is only one car for a motor car—to many people from place to place. And it follows, as a matter of course, that the logical car to own is the one that performs this service most dependably and at lowest cost.

For more than 23 years that car has been the Ford Model T—long a familiar sight on every highway and byway in the world.

Its greater usefulness has always been due to the fact that it is simple in design, light in weight, easy to drive, and inexpensive—both to own and to operate.

However, as better roads have made possible wider and wider use of the automobile, with more of the family's time spent in the motor car, there has come a gradual need for more comfort, more convenience and added attractiveness. These features are constantly supplied in the Ford car in generous measure to meet changing conditions.

The present Ford car meets the requirements of 1927 as perfectly as the Ford car of 1915 met the requirements of that date. It is now, as it has been for 23 years, the logical car to own—from every conceivable standpoint.

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Ford's new low-cost car is the Model A. Improved transmission, improved body work, reduced price of \$650—over 50% less than the 1915 model. The Ford car meets the new requirements just as perfectly as does the logical older car model.

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