

Suppose You Went to Buy a Railway Ticket to Chicago?

And you found there were two trains. You could ride on one for 3c a mile, but the other would cost you 8c a mile—just 5c a mile more. You would hesitate a long time before paying that extra 5c a mile, wouldn't you?

[It doesn't take a very expensive car to cost you 5c more for every mile you drive than you **WOULD BE PAYING** if you were driving a Ford. **]**



We have a few desirable used Fords of all models that have been reconditioned and repainted and are wonderful values for the money.

Morgan Motor Car Co.

999 Broad St., Newark, N. J.

FORD FACTORY DEALERS

State Automobile License Agency

All Night Service

Genuine Ford Parts

Hours: 9 to 4; Saturdays 9 to 3
Monday Evenings Until 7:30 P. M.

We commence issuing 1927 license plates November 15th.
Get yours early! !

Isn't This A Sensible View Of Transportation?

When we own the home we'd really *like* to own—can wear the clothes we'd really *like* to wear—have fully provided for our children's education and our own old age—then, probably, we can really afford a more expensive car.

[Meanwhile, how wise you are to stick to the Ford! You have the warmth and comfort of a closed Ford for less than the price of any other open car—and a substantial yearly saving in operating costs. **]**



BURROWS MOTOR CO.

YAKIMA, WASH.

Ford

Dealer Advertisements

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This folder shows the second 10 advertisements in the series of 56 ads which we are supplying to Ford Dealers. We believe you'll grant they are unusual.

These advertisements will be supplied you in plate or "mat" form, insuring the same neat, attractive appearance as shown on this folder.

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USE THE ENCLOSED ORDER FORM

IMPORTANT:

This ad shows how Mr. Wm. J. Morgan of Newark, New Jersey (himself an ex-advertising man), cleverly adopts our ads to his special uses. Note the wording on used cars that he has added with his signature. A great variety of special messages of your own can be cleverly put across in this way,



How Many Wives Will Say "Amen" To This?

"I told Jim" says one little lady, "there were a hundred things around the home I needed worse and would rather have than to put that extra money into a more expensive car."

[A closed Ford for less than an open car of any other make—and the saving put into new linen, silver, draperies, or furniture—would please some little lady very much.]



LLOYD L. KING, Inc.
231 N. Pacific Blvd.
HUNTINGTON PARK, CALIF.

Why Not Tell Your Good Friends --- This?

As a Ford owner, you can do a real service. Just tell your young friends that by foregoing an expensive car they can, in a few years, pay for the home they want, the furniture they need, the fine clothes they'd like—and adequate insurance to take care of their old age.

[Besides—they can have the comfort of a closed Ford, with deep, roomy seats and balloon tires, for less cost than an open car of any other make.]



TREVER & MORRIS
KEY WEST, FLA.

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You Can't Build A Successful Life Without a Plan

If we want to reach the closing years of life with an independent income, all that most of us need do is adopt a definite *economic plan* of life—a plan by which we govern our purchase of automobile transportation with the same good judgment, economy, and restraint that we exercise in buying our houses, our furniture, and all of our other daily needs.

[Not that we want to be "tight-fisted"—heavens, No! But when we can buy a closed Ford car, with deep roomy seats and easy riding balloon tires, for less than an open car of any other make, who WOULD'N'T choose the bigger value the Ford gives for the money?]



E. J. Lukeman Motor Co.

WHITE HALL, ILL.

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