

## EDITOR SAYS

# 73,000 Miles is only a Start

SOME weeks ago we published an account of a Ford that had been driven 73,000 miles in less than a year by three mail carriers in Iowa.

The article created much comment and brought many letters telling of the unusual reliability, economy and long life of the Ford. Here is an interesting letter from the editor of a newspaper in Kansas:

"In one of your recent advertisements in weekly newspapers you tell of a Ford that has been driven 73,000 miles in less than a year.

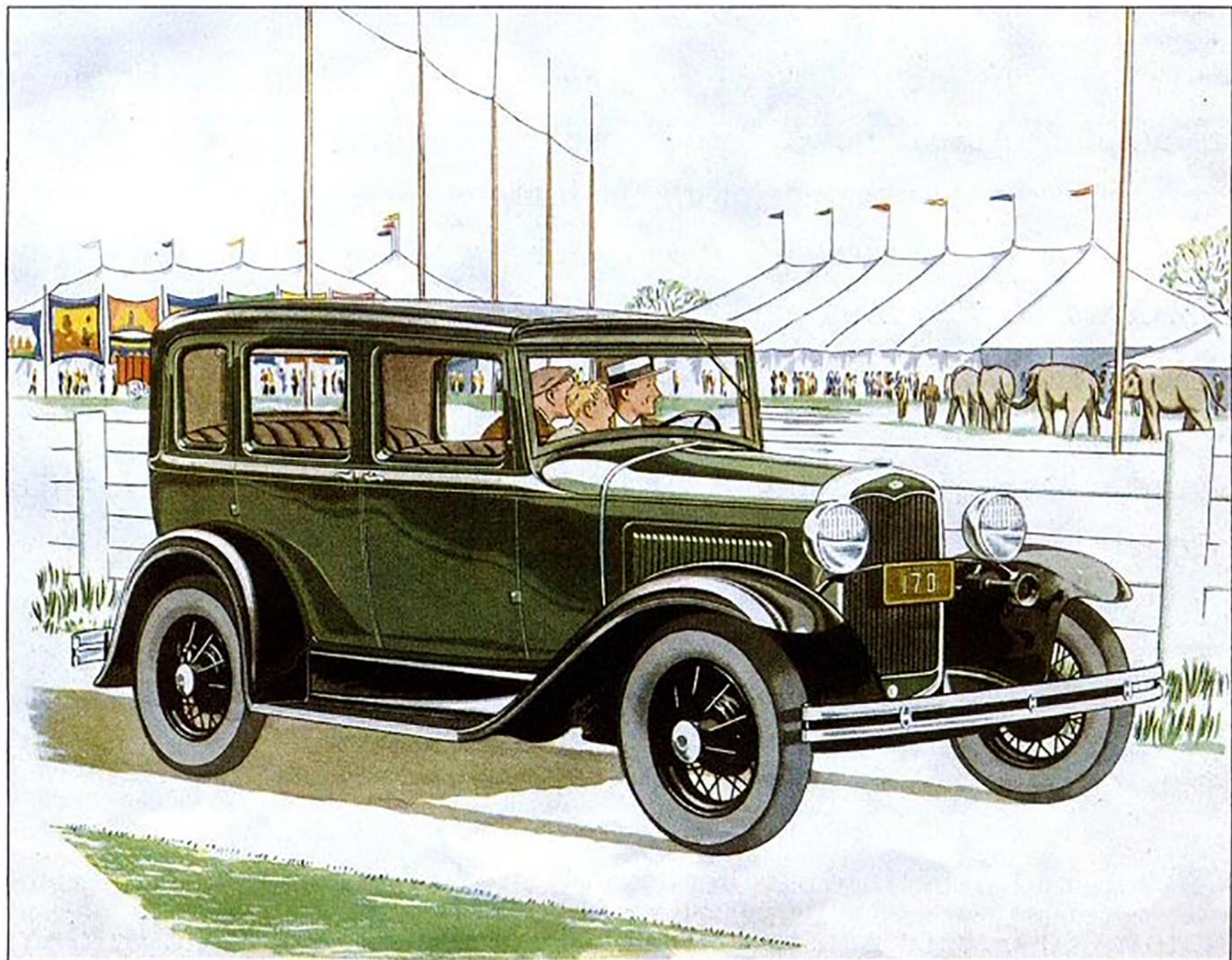
"That's no mileage at all for a Ford. There is a Ford in this community that was driven 120,000 miles before it was traded in.

"The car was bought in August, 1928, and driven until November, 1930, by its owner. He is a carrier of the *Wichita Daily Eagle*,

making a route of 150 miles daily with a morning and evening paper. On Sunday, only one trip of 75 miles is made. About 50 miles of the route is over paved streets — the rest is on rough dirt and gravel streets through three small towns.

"Operating and up-keep costs were exceptionally low. After the car was traded in for a new Ford I am informed that it was overhauled and is now giving good service to its new owner."

Letters like this are indicative of the substantial worth of the Ford and the high quality built into every part. In every detail of construction it is made to endure — to serve you faithfully and well for many thousands of miles. The price is low because of large production and unusual Ford manufacturing facilities.



THE NEW FORD STANDARD SEDAN. Longer, wider, more luxurious. Low first cost. Economical terms through Authorized Ford Finance Plans of Universal Credit Company