

When you buy a Ford car... what happens?

YOU DO NOT JUST BUY so many pounds of steel and glass and rubber when you buy a car.

What you do buy is the ability of men and machines to convert these materials into usefulness to you on the road.

We point this out because when you buy a Ford car this job is done differently for you from the way that it is done by anybody else in the car-building business.

The 1200-acre Ford Rouge Plant is

not just the largest industrial plant in the world, but it is also unusual in its basic idea.

In addition to making finished motor cars, it has its own steel mills, its own tire and glass plants, its own modern plastics division.

It is so complete that raw iron ore may be turned into parts of a finished car within as little time as 28 hours.

Yet at only one point in the whole Ford plant do we take a profit on the

things we make. That is on the finished car, and the profit there is small. In every case, the Ford-produced materials that go into Ford cars are put into them at cost.

That is how it happens that the buyer of a Ford today gets a fine-car engine, extra quality throughout the car, and costly design and construction found in no other car at the price level. These things come to you as your dividend in the Ford way of doing business.



Some Ford Advantages for 1941:

NEW ROOMINESS. Bodies of the big new Ford are longer and wider this year. Front seating width, for instance, is increased as much as seven inches.

SOFT, QUIET RIDE. A new Ford ride, with new frame and stabilizer, softer springs and improved shock absorbers.

GREAT POWER WITH ECONOMY. The Ford engine leads the low-price field in horsepower. It holds many records for economy as well as for performance.

BIG WINDOWS. Windshield and windows increased all around to give nearly four square feet of added vision area in each '41 Ford Sedan.

LARGEST HYDRAULIC BRAKES in the Ford price field. 12-inch drums. For added safety, longer brake-lining wear.

GET THE FACTS AND YOU'LL GET A FORD!

