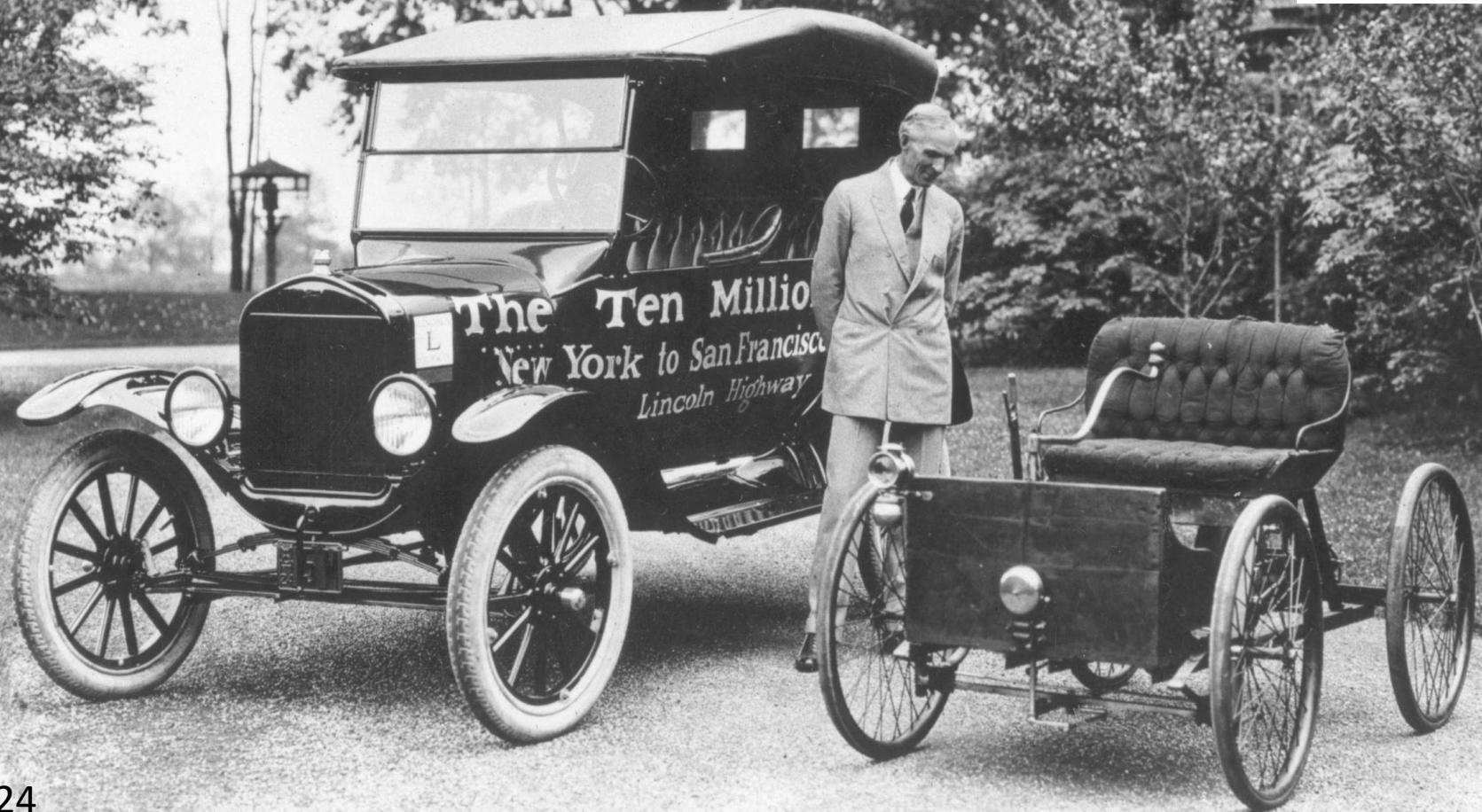




1921, Model T Coupe (one millionth car was in 1915. no one paid attention to)



1924

The
Ten-Millionth
Ford

The 10,000,000th Ford car left the Highland Park factories of the Ford Motor Company June 4. This is a production achievement unapproached in automotive history. Tremendous volume has been the outgrowth of dependable, convenient, economical service.

Ford Motor Company
Manufactured in Dearborn, Michigan, U.S.A. and London, England
 ALL THE WORLD'S LEADING AUTOMOBILE DEALERS

The Touring Car
 \$295
 7 ft. 6 in. wheel base
 47 cu. ft. storage space
 400 lbs. weight



Ford Motor Co. Inc.
 400 Dearborn—Work of June 4, 1924



1896 Quadricycle, 1927 T



1931





1940, V8 Sedan

THE TWENTY-EIGHT MILLIONTH FORD CAR

We have always believed that before business could be good for one, it must be good for all. Our discoveries and improvements have always been open for other manufacturers without patent restrictions.

Of course, there is one thing we cannot share — every one must get it for himself — and that is experience. Money could duplicate our buildings and machines, but it cannot duplicate our experience in manufacturing 28,000,000 automobiles.

Henry Ford



Behind the 28 millionth Ford car, which came off the line April 8, 1940, are other famous Ford "millionth cars": the 25 millionth, produced Jan. 18, 1937; the 20 millionth, April 14, 1931; and the 15 millionth Model T, May 6, 1927. THIRTEEN MILLION CARS IN THIRTEEN YEARS!

Under one management, the Ford Motor Company has built and sold 28,000,000 Ford cars.

No other maker even approaches this total. No other has so many cars on the road today.

How has it been done?

Not by building a "cheap" car. People do not go on buying a "cheap" product for thirty-seven years.

Not by squeezing workers to achieve a low price. The Ford Motor Company took the lead years ago in paying higher wages, shortening hours and improving working conditions.

Not by monopolistic methods. Henry Ford has always encouraged competition. He has made his company's inventions and technical advances available without charge to any one who wanted to adopt them.

Free competition in the industry has presented a constant challenge to find ways of offering better and better value to the public.

The Ford Motor Company holds the lead in total number of cars built and sold because it has met this challenge with more than ordinary vision and skill—backed by a set of business principles which the American people respect and approve.

As these 28,000,000 cars have been produced, the company's experience has continued to accumulate. Its facilities have continued to increase. Profits have been consistently turned back into the business to provide the means for offering still greater value.

The Ford Motor Company today knows how to build a better car than it has ever built—it has the resources to build it—and it is building it. In the few moments it takes you to read this advertisement, half a dozen of the finest Ford cars that have yet been built—part of the twenty-ninth million—will come off the assembly lines.

FORD MOTOR COMPANY





THE
31,000,000TH
Ford



Three Millionth
FORD TRUCK

Proud BY THE PAST
Impressed FOR THE FUTURE

[Signature]



Henry Ford Edsel Ford