

Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1972

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Which is why Ford Motor Company has written a 144-page book called, "Car Buying Made Easier." And why over 175,000 people have written for it.

And if you plan to buy a new car in the year ahead, chance are you'll need it. Best of all, it's free.

THE BOOK NEEDED WRITING. IS IT BIASED BECAUSE FORD WROTE IT?

To a degree - yes.

As Ford Motor Company, we must confess a preference for our own products.

But to minimize the problem, we purposely divided the book into two sections. The information in the first section of the book applies to cars in general - Chevrolets, Plymouths, Cadillacs - as well as Lincolns, Mercurys and Fords.

ANSWERS:

[[shown upside down]] 1. All three 2. False 3. Drive with air conditioning. Drive in hilly country. 4. Better stopping. 5. Save on gasoline

SECTION I

How to buy the right car - even if it isn't one of ours

Section I of "Car Buying Made Easier" is devoted to helping you determine the right car for you.

It covers subjects like these:

· Compacts vs. subcompacts - what are the real differences?

• How to buy only as much engine as you really need. (The range includes everything from 50 cu. in. "fours" to 500 cu. in. V-8s.)

• What you should know about axle ratios. (The right one can improve gas mileage.)

And so it goes, page after page.

SECTION II

A guide to 1972 Ford Motor Company cars.

Section II is the "biased" part. It deals exclusively with Ford, Lincoln, and Mercury automobiles. It offers important facts, figures and specifications you need to know. We wrote it because, frankly, we want your business - and we figure a little information might just do the trick.

We have confidence in our products. We believe that if you become a smarter car buyer, we'll get our share of the business - and then some.

Do write for the book. While you're at it, let us know what's on your mind. Tell us how we can better serve you as a company.

We listen. And we listen better.

[[image - Ford logo]] ... has a better idea (we listen better) [[image - black & white photograph of the cover page of the "Car Buying Made Easier" book]]

[[form]] FOR YOUR FREE BOOK, WRITE TO: Ford Motor Company Listens P.O. Box 1958 The American Road - 73 Dearborn, Michigan 48121

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