

Why The Ford Motor Company Will Always Make A 4-CYLINDER CAR

The figures used in this article furnished by the American Motorists association and copied from a recent issue of one of the leading New York newspapers.

According to the American Motorists association's statistics the life of the average automobile is six years and nine months.

The average cost of operation for a 4-cylinder car is 6.43 cents per mile and for a 6-cylinder machine is 8.40 cents per mile, based upon an average of 11,000 miles per year.

These mortality figures are based upon replacement data furnished by automobile manufacturers. The cost per mile is computed from detailed cost accounting records covering 800 typical automobiles operated in various parts of the United States.

The largest single item in the composite "average" automobile for both four and six cylinder machines was maintenance followed in both types by depreciation and gasoline consumption.

HERE ARE THE FIGURES:

4-Cylinder Cars Cost 2c Less Per Mile	Items		4-Cylinder Cent Per Mile	6-Cylinder Cent Per Mile	4-Cylinder Cars Cost 2c Less Per Mile
On average automobile, not any particular make. Illustration—On a trip to Baker and back, a distance of 100 miles, you save \$2.00 operating cost.	Maintenance	\$1.72	\$2.14	On average automobile, not any particular make. Illustration—On a trip to Portland and back, a distance of 600 miles, you save \$12.00 operating cost.
	Depreciation	1.39	2.09	
	Gasoline	1.31	1.52	
	Tires64	.80	
	Garage44	.44	
	Interest36	.71	
	Oil22	.20	
	Insurance21	.26	
	License14	.24	
	Total	\$6.43	\$8.40	

The above figures are computed on a mileage of 11,000 per year getting an average of 17.53 miles per gallon of gasoline for the average 4-cylinder car and 13.19 miles per gallon for the average 6-cylinder car.

How About Our Model "A" Ford?

From the same source we find that the average cost of operation is 6.02 cents per mile on average light four-cylinder cars. Our figures taken from our National Fleet Owners' records on Model A disclose a figure much lower than 6.02 but we are willing to accept their figures on this comparison of saving in operating costs of four-cylinder automobiles versus six-cylinder automobiles.

The above figures show that new car buyers with a car to trade in must receive at least \$200 more for his car if traded in on a six than on a four cylinder car if he expects to break even.

A demonstration will convince the most exacting that for speed, easy riding, ease of operation, appearance, durability and road ability the Model A Ford not only equals but excels all cars selling at anywhere near the same price.

As proof of Union County Acceptance of this wonderful automobile, we delivered

67 NEW MODEL A FORD CARS IN JULY

PERKINS MOTOR COMPANY

Corner of Fourth and Adams Ave.

Telephone: Main 500