# SANTA ANNA NEWS 



# BIG SALE CONTINUES 

Our Big Sale is still going on, and you can save money on many items by attend ing this Closing-Out Sale. It is a Bargain Event of rare opportunity.

## TEXAS MERCANTILE COMPANY

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## THE NEW FORD CAR

## An announcement of unusual importance to every automobile owner by HENRY FORD

－NINETEEN years ago we made and sold the firs Model T
＂we min a mult sude． It will be coinstracted of the best misterials，by the best men to be hired，after the simpplest designs modern engineering can devise．But it will be so so
low in price that no man maling a good salary will be umable to own one．

II I were starting in business today，or asked to
restate my policy，I would not change one sent restate my policy，I would not change，one sentence or one word of that original announcement．In plain istence of the Ford Motor Company and explains its
strowth．

UIN THE last nineteen years we have made 15，－ 000，000 Ford cars and added to the world nearly
$300,000,000$ mobile horse－power．Yet I do not con $300,000,000$ mobile horse－power．Yet I do not con－
sider the machines which bear my name simply as machines，I take them as concrete evidence of th
working out of a theory of business which $I$ hope Working out of a cheory of bussuess which－hope
something more than a theory of business a theor that looks toward making this world a better plac in：which to live．

The Model T Ford car was a pioneer．There
was no conscious public need of motor cars when we first conceived it．There were few good road and only the adventurous few could be induced to

The Ford car blazed the way for the motor in dustry and started the movement for good roads．It roke down the barriers of time and distance and gave people more leisure．It helped people every Where to do more and better work in less time and ajioy doing it．It did a great deal， I am sure， to
＂We are still proud of the record of the Model T Forl car．If we were not，we would not have con－ timped to manafiacture it so lopg．But 1927 is not
1908．It is not 1915．It is not even 1926 ．

We Have Built A New Car to Meet Modern Conditions
WWe realize that conditions in this country have
0 greatiy changed in the last few years that furth－ so greaty changed in the last，few years that furth－
er refinement in motor car construction is desirable． Se we have built a new car．To put it simple－we
have built a new and different．Ford to meet new and have built z new and

We believe the new Ford car，which will be or－ fically announoed on Friday of this week，is as
great an improvement in motor car building as the great an improvement in $n$
$M$ odel $T$ Ford was in

Smart New Low Lines and Beautiful Colors
－The new Ford is more than a car for the require ments of today．It goes farther than that．
ticipates the needs of 1998 ，of 1929 ，of 1930 ．

Model T，Yew Ford car is radically different from of prodiction aid belity of prodict of production kyd quality of product have been re－
tained．There thonhiry attre like the new Ford anywiere in quarity and price
The new Fort has exceptional beauty of line and color because beauty of Tine and color has come to
be considered，and 1 think rightly a me considered，and I think rightly，a necessity in a
motor car today．Equally important is the mechan ical beauty of the engine．Let us not forget this mechanical beauty when we consider the beauty of
the new Ford．

The new Ford has unusual speed for a low－price
＂The world moves more quickly than it used to There are only so many hours in the day a nd there
is much to be done． ＂Fifty and sixty miles an hour are desired today Se we are giving you this newispeed；

Quiet and Smooth－Running At All Speeds
The new Ford will ride comfortably at fifty and
sixty miles an hour．It has actually done sixty five sixty miles an hour，It has actually done sixty－five
miles an hour in road teats．
＂Since modern conditions demand more speed they also emand better brakes to balance this speed，
So we are giving you four－wheel brakes in the new So we are giving you four－wheel brakes in the new
Ford．
＂The new Ford will be cuiet and smooth－running at all speeds and you will find it even easie
handie in traffic than the old Model T Ford hande
is the new Ford has dưrability because durabiity is the very heart of motor car value The Ford car has always been known as a car that will take you there and bring you back．The new Ford will not
only do that，but it will do it in good style．You will be proud of the new．Ford．
＂THIS new Ford car has not been plañed and made in a day．Our engineers began work on it several years ago and it haE been in my mind much
longer，than that．We make zutomobiles inickly． when we get in production．But we take A long time planning them，Nothing can harry us in that We spent twelve years in perfecting our former
Model．T Ford car before we offered it to the pub－ lic．It is not conceivable that we should have put this new Ford car on the market antil we were sure that it was mechanically correct in every detail

There is no guessing as to to whether it will be a suc． cessful model．It has to be．There is no way it can escape being so，for it represents the sum total of
all we have learned about motor car building in the all we have learned about motor c．
making of $15,000,000$ automobiles．

The New Ford Will Sell at a Low Price
＂The price of the new Ford is low in accordance with the established Ford policy． 1 hold that；it
better to sell a large number of cars at a reasonabt small margin of profit than to sell a few cars at a
large margin of profit large margin of prof
＂We never forget that people who buy Ford cars are the people who helped to make this buisiness big．
It has aliwp It has always been our policy to share our profits
with our customers．In one year our profits so much larger than we expected that wre wolnontare so much larger than we expected that we yoluntari
ly returned $\$ 50$ to each purchiser of a car We could never have done that if thiser business chad been conducted for the sole benefit of stockholders rather than to render service to the public
＂No other automobile can duplicate the new For
car at the Ford price because no other manufacture does business the way we do．
＂We make our own steel－we make our own glass －We mine our own coal－we make virtually every part used in the Ford car．But ve do not charge a profit on any of these items or from these opera honk．We would not be playing faft with the pub． ie if we did so．Our only business is the automo
bile business．Our only profit is on the automobile we sell．
＂WE ARE able to sell this new Ford car at a low price because we have found new ways to give you
greater value without a great increase in our own costs．
such－and－such a ftigure We declaed on thie kind of
ar we wanted to make and then found ways to pro－
The new Ford car，as 1 have said，will be of
fically，announced on Friday of this week，In ap－
peapance，in performance，in comfott，in safety，in
all that，goes to make a good car，it wil ber，oif morthtaing t imave said here，we consides it oar of the motor industry，to the prosperity of the coim ： try，and to the daily welfare of millions of people⿻
（1927，Ford Motor Company）

# Henry Ford <br> FORD MOTOR COMPANY Detroit，Michigan 

the new

is the most amazing value ever offered in a

LOW PRICE CAR
Get full details at our showrooms

Friday，Dec． 2

## Santa Anna Motor Company

Authorized FORD Dealers


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