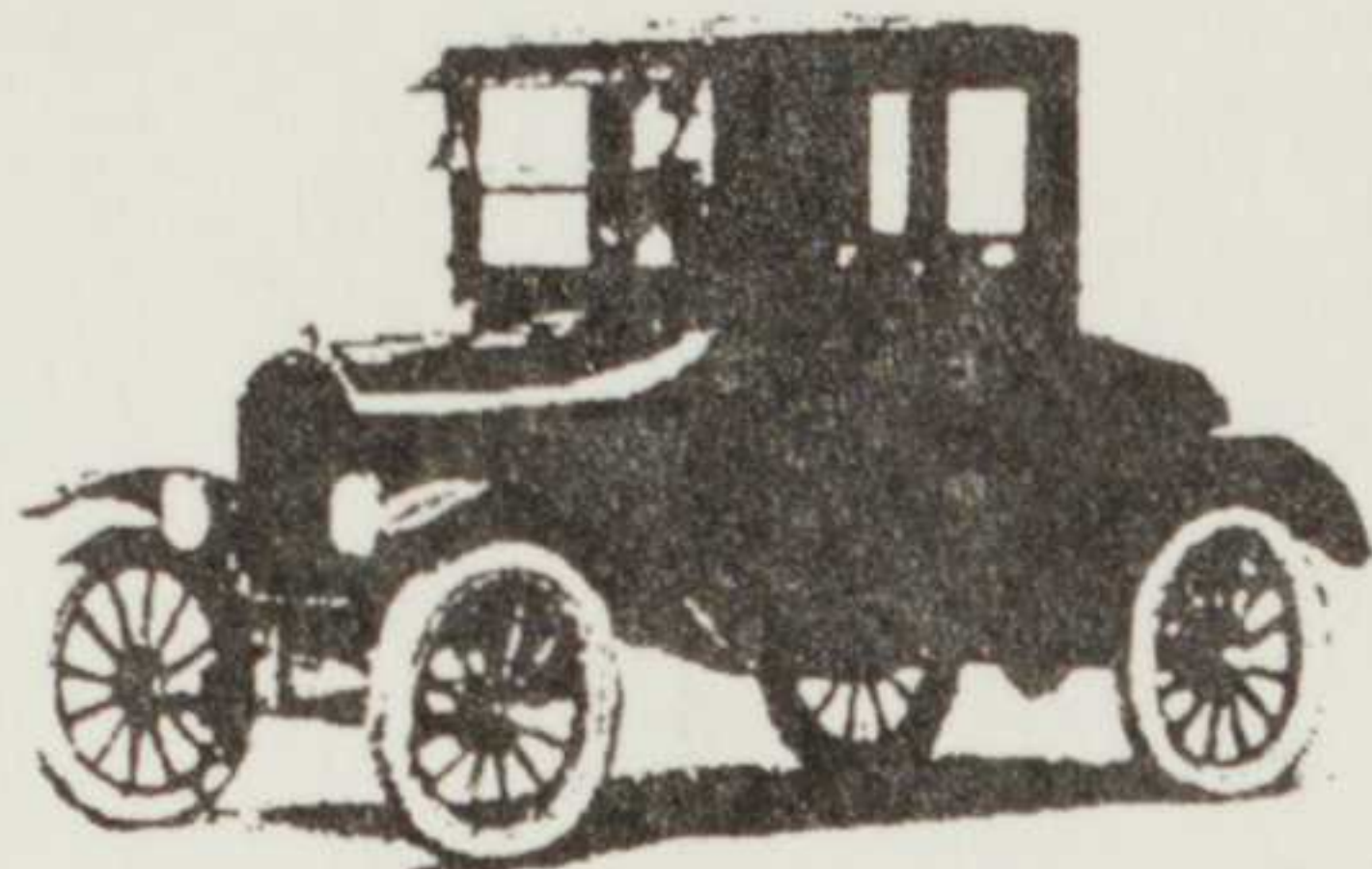




Ford Model T Coupe - 1923

On December 1, 1924, the Ford Motor Co. announced price reductions ranging from \$5 to \$25, effective Dec. 2, bringing the price down to the lowest level in the company's history. [The price of their Touring car was reduced to \$290, and the Coupe (shown opposite) to \$520.]

- The Chronicle, December 6, 1924

Americans spend more of their disposable incomes on automobiles than on virtually anything else except food and shelter. But many probably have only a vague notion of what the costs of owning and operating a car amount to over the course of their lifetimes. Currently, the estimated average costs of owning and operating a standard-sized automobile during the course of an individual's expected driving lifetime amount to nearly \$200,000. The prospect of further rises in automobile prices would seem to make it imperative that car buyers (and other drivers in the family) become more aware of the long-term costs - and of their potential consequences - of owning and operating different types of cars.

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