



HOW WOULD YOU  
DESIGN YOUR CAR??

# ...HERE'S YOUR CHANCE !!!



We're asking you to actually design your own new car exactly the way you would like it, because only with your help can we satisfy your wishes.

*Just in case you're not an artist*  
We have provided several sketches of the principal features of a car. Each illustration carries a price tag. **PRICE—that's right—PRICE—** For automobiles must be built to sell at a price people are willing to pay.

***This is what you do***—When you turn the page you will find parts with which to build your automobile. Your choices will help determine what those fine new cars will be like.

*Remember, we are depending on your judgement!*

**TURN THE PAGE... YOU'LL HAVE FUN**



Postage  
Will be Paid  
by  
Addressee

No  
Postage  
Necessary  
If Mailed in the  
United States

**BUSINESS REPLY ENVELOPE**  
FIRST CLASS PERMIT NO. 11, DEARBORN, MICH. DEARBORN, MICH.

**FORD MOTOR COMPANY**  
Marketing Research Department  
DEARBORN, MICHIGAN



**CARE TO MAKE ANY COMMENTS??**

Blank space for handwritten comments.

**NO SIGNATURE IS NECESSARY . . .**

*But* it will help us a lot to know the following . . .

MAN <input type="checkbox"/>	Yearly Income	PRESENT CAR
WOMAN <input type="checkbox"/>	Less than \$3000 <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
AGE (About) _____	\$3000 to \$4999 <input type="checkbox"/>	MAKE _____ <input type="checkbox"/> <input type="checkbox"/>
Occupation _____	\$5000 to \$9999 <input type="checkbox"/>	YEAR _____
_____	\$10,000 or more <input type="checkbox"/>	BODY TYPE _____
City & State _____		BOUGHT NEW <input type="checkbox"/> OR USED <input type="checkbox"/>

*Have Fun??*

*Invite your friends to try it too—Make it a party gesture! If you want more copies, write us or just put your name, address and number wanted in the comment space.*