The CAR that DELIVERS the GOODS

Ford

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Ford Model T
Delivery Car

Tougher than an army mule and cheaper than a team of horses.
Ford Model T

Delivery Car is the car that Delivers The Goods. It delivers the goods literally in every sense of the word, seven hundred and fifty pounds of merchandise at a load, as fast and as far and as often as it is called upon. Hard work is its recreation. It is the backbone of a hustling business. Like the telephone, it goes everywhere, and links up space and annihilates time. Cheaper than a team of horses and tougher than an army mule—that is the Ford Model T Delivery Car.

It was not the demand for a delivery car that created this Ford Model T. It was the demand for a better, a tougher, a lighter, a cheaper, a more flexible car. That is the demand Ford answers.

Notice—this Ford Model T is not a truck, nor a dray, nor a
The day of the Old Prairie Schooner type of moving-van, nor a wagon—it is a CAR. It ranks with those other creations of the Ford genius—the Touring Car, the Commercial Roadster, the Town Car, and the Runabout. It is built on the same chassis, proved to be the simplest and most perfect of any chassis made; built of the same Vanadium Steel, proved to be the toughest (even if it is the most expensive) steel known to engineering science; built with the same attention to every detail of design that Henry Ford in person bestows upon all the output of his factory.

The day of the old prairie schooner type of delivery wagon is rapidly passing. The grimy, ragged cart with its sagging oil-cloth top is doomed. Who wants to buy American Beauties and have them delivered in a creaking rattle-trap? Who thinks a steak tastes better by being carried to its destination in a mud-spattered and lop-sided carry-all? Who admires the business methods of a transportation or public utilities company that clings to the styles of a decade ago in its wares? These are not sentimental utterances; they are hard and fast truths that every live business man admits. They are conditions that the men of big business have been trying to correct. Many large firms have abolished the old rattle-trap and substituted the motor truck. That was a big step forward. But this system has one big fault—it is clumsy. Fonderous trucks eat up the fuel and tires just to shove their own weight. They eat up the profits.
of the business unless they always carry a maximum load—and that is something it is almost impossible to arrange. And they always and everlastingidly are slower than molasses in January. Still, they were a step in the right direction, and have their place in some lines of heavy work.

All this time Henry Ford was working out a plan. He saw the value of the big truck, clumsy as it is. But he saw way beyond that, just as he saw way beyond the other makers and designers of pleasure and utility cars years back when he set out to make the cars that people wanted, instead of making the people want the cars he made. He saw the need for a light, quick, flexible, graceful, low-priced, work-loving car for every business that has to get over the ground. So he designed the Model T Delivery Car. That was two years ago. But Henry Ford's way is the dead-sure way. He never yet threw an experiment into the market. The Model T Delivery Car is no exception. For those two years it has been put through its paces. It has been tested in every conceivable way. And it has stood the test. The John Wanamaker stores in New York and Philadelphia, and the Bell Telephone Company branches all over the country, took the car. They took in fact, 250 of them. They have dodged these cars successfully and profitably through the streets of the great cities. They have hurled them over hill and through dale, in snow, sleet, rain, mud, blistering heat and ten below. Now that the test is finished, it is found that there

Wanamaker "The Merchant King" uses them in his great business.

He has put them to every test known for city work.
is nothing to change. Ford Model T Delivery Car has been tried and not found wanting. As a result of that test every hustling business is now enabled to get what it wants and what it needs—a delivery car that creates new business, instead of needing a good business to sustain it.

Take the small retailer. Ford Model T Delivery gives him the chance to become the big retailer. It enables him to reach out, to attack districts that have hitherto been inaccessible. More than that, it enables him to beat the opposition, even in his own neighborhood. The Ford not only delivers the goods, but it delivers them on time. No more unprofitable delays in sending goods from main houses to branches—no more routing out of the householder at one o'clock in the morning to shuffle barefoot to the kitchen door. No more waiting breakfast for the milkman. (That has lost many a paying customer.) No more distraught housewives peering from the windows as the supper hour draws near. "Call up X— for your goods. He has a Ford." That's going to be a very common remark in 1912 and hereafter.

Put the expense of the keeping of a team of horses and a Ford side by side. In one year two horses eat $480 worth of fodder and grain. To keep them properly shod for city use takes $72 more; total $552. (If you keep
Success is a habit at the Ford Plant.

Nearly 100,000 Model T Touring Cars, Roadsters, Town Cars and Runabouts have been sold.

Now comes the Delivery Car, and orders for it are pouring in from all over the world.

Your order will have our best attention.

these horses at a livery, you can almost double these figures.) They eat their heads off with a vengeance! And all that while they have traveled not more than 6,000 miles—about 20 miles a day. Set the record of the Ford Model T Delivery Car beside that. (These are proved figures, no guesswork.) For $552 the Ford will carry your goods—750 pounds per load—11,040 miles, or nearly 100% farther than the horses can. Not only farther, but better, safer, quicker, neater. This is not a reckoning on fuel alone—but on the total cost of the maintenance of the car, every item from lubricating oil to tires. Or put it another way: Your Ford costs no more to keep than one horse—but does at least three times as much work. You double or triple on your investment. But you do more than that in buying this car. You profit your business by attracting attention to your delivery system—every load you send out is better than paid advertising. You also please your customers by delivering goods that have neither frozen nor wilted in transit—and deliver them on time.

Take the big dealer. Perhaps he has a truck now. Well—the principle is fine, but it won't always work in practice. It eats up too much time, too much money. Going and coming, trucks bite big chunks out of

75,000 Fords will be built and sold in 1912.

That will be about one third the world's output.

If you're thinking of buying a motor car—a delivery car, for example—it doesn't seem wise to investigate the Ford.

If you try one, you'll buy one.

LOST 100% GAINED

Always asleep

Wide-awake

$552. Upkeep of a team of horses for one year
WALKS them not more than 6,000 miles

$552. Upkeep of a Ford, carrying 750 lbs for one year through free or paid labor of share
RUNS it 11,040 miles

Note the knee-jeep effect, caused by hard city pavements. The kind of pavement that buys up horses, doubles the speed and efficiency of a Ford.
Where Horses are the weakest, Ford Model T Delivery Cars

the profits. And their initial cost is formidable. Ford Model T solves that trouble. Four Fords for the Cost of a Truck. A little goods to deliver? Used to have to send out the big truck just the same. Send out one Ford instead. Half a load for a truck? Send out two Fords. More goods? Send out more Fords, three or all four. And before the year’s over you’ll have to be buying additional Fords to take care of your increased trade.

Put these things in dollars and cents. The Ford Model T Delivery Car costs $700—no more than a team of horses and a wagon. On a maintenance expense of five cents a mile, the Ford can work 24 hours a day if necessary. Horses must take time to eat and sleep. Fords eat while they work and never sleep. Horses often run away. Fords never do. A big truck sometimes gets out of order (every mechanical device on earth must do that once in a while); that means the business must be held up for repairs. But with a fleet of Fords (costing no more—and doing twice the work) there is never a let-up for repairs. Nothing short of an avalanche or an earthquake could ever put four Fords on the repair list simultaneously.
Housewives know the grocers who have Ford Delivery Cars.

Greater distance, greater speed, lower maintenance. These are some of the dollars and cents factors of the Ford proposition.

There are other big factors. The Ford is both flexible and agile. It can turn in an area of 28 feet. It accommodates itself to your space and your customers'. Where it must unload in a back yard, it can do so. It is also powerful. This same car (all Fords are built on the same chassis) has won every hill climbing contest in which it has ever been entered. Do your customers live over the hills? You can reach them every shot with a Ford. The Ford is likewise a glutton for work. It has endurance. Vanadium steel and a minimum of dead weight give it that. Vanadium costs the maker money; but it means money to you. Vanadium is a mineral alloy of which a 6% addition is made during the fusing of the steel. Its action is to purify the metal, and to insure the greatest possible strength. Vanadium is used throughout the Ford. No other steel is good enough for a perfect car—as any mechanical engineer will tell you. The little fender iron of your Ford is as strong as the axle of many another car.

Heat treatment of steel is another modern development that is put to the fullest use in the making of the Ford Model T Delivery Car. The Ford heat treating plant cost over $200,000. That sum is a guarantee which stands back of every Delivery Car that leaves the Ford factory.
—back of your Ford when you get it. It insures a steel fitted for any stress that your car can possibly meet. Vanadium steel and scientific heat treatment enable every Ford car to defy torsional strain and vibration. Each part is specially treated to withstand the particular shock it may be called upon to bear. Over 100,000 Fords in active use today prove the tremendous value of these two essentially Ford improvements. Next season will almost double the number.

Every minor detail of the Ford Model T Delivery Car also helps to the same end—strength, endurance, low maintenance. The springs are semi-elliptical trans-verse, the hardiest springs on earth, enabling the Ford, with its 100-inch wheel base, to turn in the small space of 28 feet, and are all of Vanadium. The hubs are extra heavy, the tires high-grade, both of these features protecting against accident and assuring the lowest possible upkeep cost. The front axle is of I-beam construction; the rear axle is encased in dustproof, oilproof casing; and both axles are of Vanadium. The magneto (a Ford triumph) is built into the motor. Small liability there of any disarrangement—simplicity where simplicity counts most. The weight of this matchless Delivery Car is 1200 pounds—about the weight of a horse. Its
After you buy your Ford—
What then?

Then is when you'll understand the
tame of Ford Service for Ford owners.

Let our local dealers explain it to you fully.

rating is 20 H. P., and where horses are weakest, and go quickest to rack and ruin—on the hard pavements of the city—the Ford Model T Delivery Car is strongest.

Another point right here: Ford tires, comparatively small as they are (and low in maintenance expense) have the greatest proportionate cubic capacity per pound weight of the car. As this Model T is the lightest delivery car made, so these tires are the most resilient—or to put it differently, they are the biggest tires used, in proportion to the weight of the car. This means two things to the buyer—less tire wear, and greater protection to the wares which are being transported in the delivery car.

Nine years of business success stand behind the Ford Motor Company. The same men and the same methods that have made the Ford car preeminent in every other field—as Runabout, Roadster, Town Car, and Touring Car, stand behind this light delivery car of yours. When you buy it, you know that you
Can a high grade car be made and sold at the Ford price?

It can and is.

How?

We tell you in "Ford Factory Facts."
A copy sent gladly on request.

are buying for keeps and are paying for value received. Wherever you are located, you are within easy touch of Ford dealers. This is going to mean much to you after you have taken on the Ford Model T Delivery Car. Whenever you want a spare part, you will not have to wait while somebody wires (nor pay for the wire) to have an extra part sent along. There are 37 Ford branches distributed among the large cities of the country, and over 4,000 dealers are under contract to keep on hand a supply of all Ford parts. Their service is yours for nothing. Your dealer will supply you with a list of all parts, and their prices. No graft in the Ford business.

Especially—no graft in the equipment. When you buy your Ford, you buy a car ready to put to work on the instant, and ready to stay at work till you call it off. Our "Fully Equipped" means just what it says, equipped with everything that a car needs. No Ford car is sold any other way.

This is the car for your business; roomy, a glutton for work, able to go 200 miles on 10 gallons of gasoline, simple of oper-

ation so that any young man with brains enough to be in your employ, can run it.

Goodbye to the delivery horse. He never was a very handsome beast, though he was mighty useful. Goodbye to the heavy truck for light business that must get over the ground. For every line of trade that wants to hustle along anything up to 750 pounds at a load, there's nothing to it but the Ford Model T Delivery Car.

Fourteen Points for Ford

1. Strongest where horses are weakest—on pavements.
2. Comparative cost—no more than a team and wagon. Does twice the work.
3. Covers more territory—expands your business.
5. Can work 24 hours a day. Eats only while it works—and never sleeps.
6. Cheap stabling—also clean.
8. Goods don't freeze, don't melt, don't wilt. Custom is always satisfied.
9. Light weight—less maintenance expense—yet Vanadium allows of 750 lbs. freighting.
10. Low cost—low through big production—Ford turns out 75,000 cars this season, all on this same chassis.
11. Flexibility—can turn in a 28-foot circle—accommodates itself to your space or your customers'.
12. Simplicity—few parts, no fol-de-rols, easy to run and easy to keep in order.
13. Fully equipped—not a cent of expense to you for "extras."
14. Looks—not a truck nor a wagon nor a van—a CAR.
Ford Factories

Ford Factory, Detroit—Main Plant—capacity 75,000 cars annually.
Ford Factory, Walkerville, Ontario, Canada—capacity 10,000 cars annually.
Ford Factory, Manchester, England—capacity 7,500 cars annually.
Western Assembling Plant—Kansas City, Mo.

Ford Branches

Atlanta  Los Angeles
Boston   Louisville
Buffalo  Manchester, England
Cambridge Melbourne, Australia
Chicago  Memphis
Cincinnati Montreal, Quebec
Cleveland New York
Dallas   Omaha
Denver   Paris, France
Detroit  Philadelphia
Fargo    Pittsburgh
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