




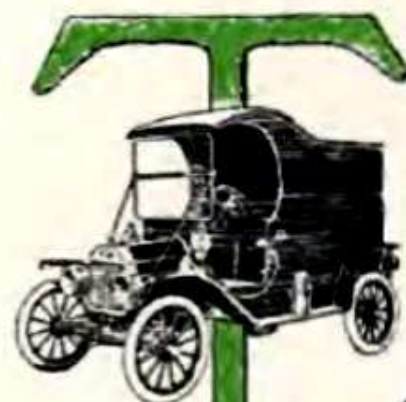
The CAR *that*
DELIVERS
the GOODS



*The Car
that Delivers
the Goods*

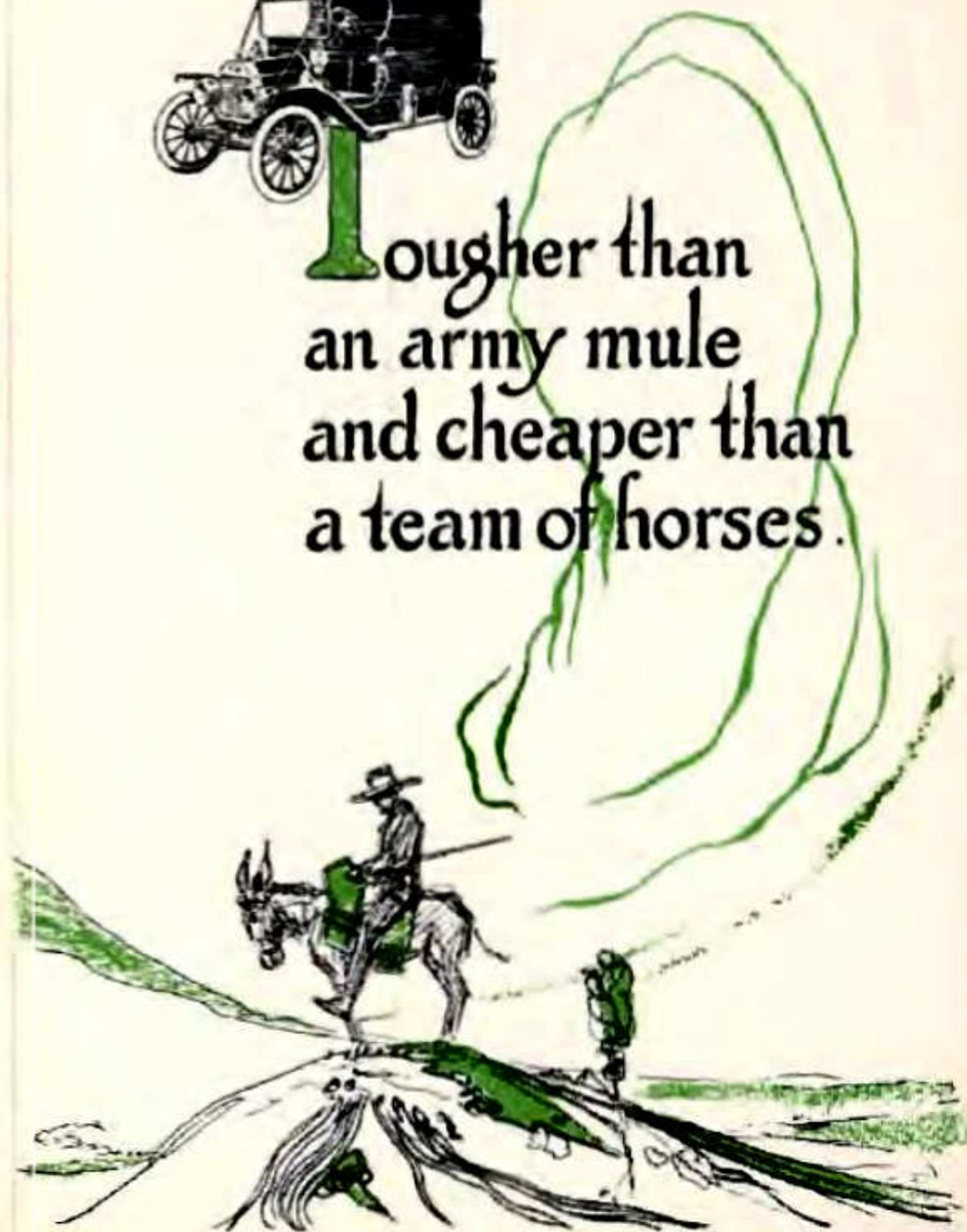


Ford Model T Delivery Car



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

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Ford Motor Company
First Edition, March



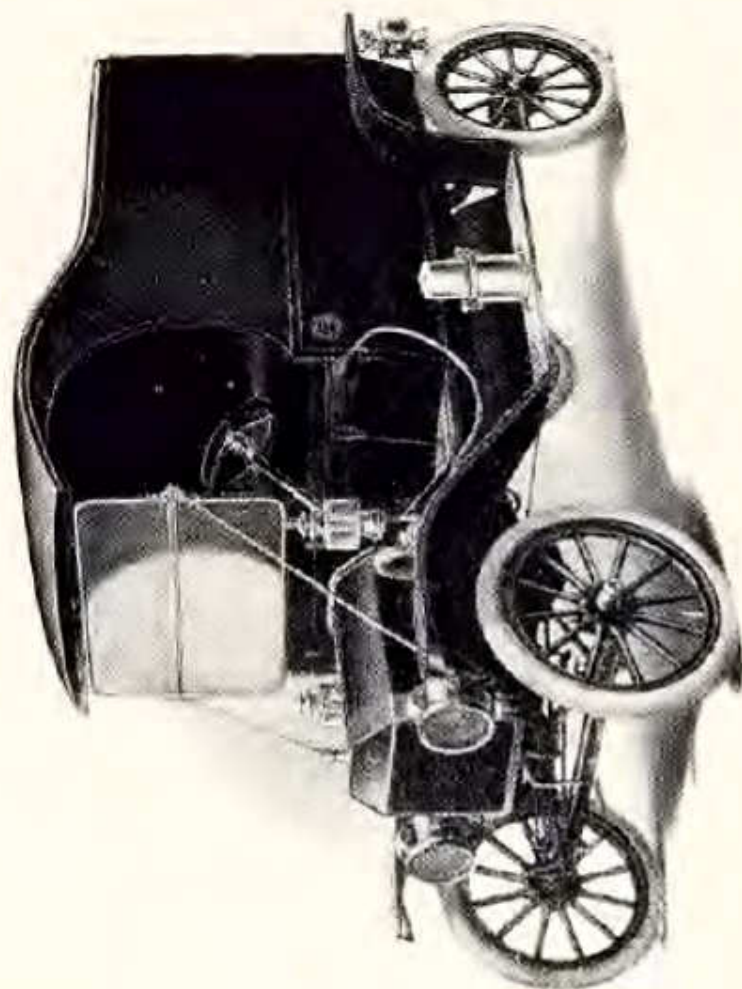
Model T

Is the
Backbone of a
Hustling Business

Capacity 750 pounds of merchandise—4-Cyl.
inder—20 Horsepower Car—includes auto-
matic brass windshield, speedometer, two
6-inch gas lamps, generator, three oil lamps,
horn and tools. No Ford Cars sold unequipped

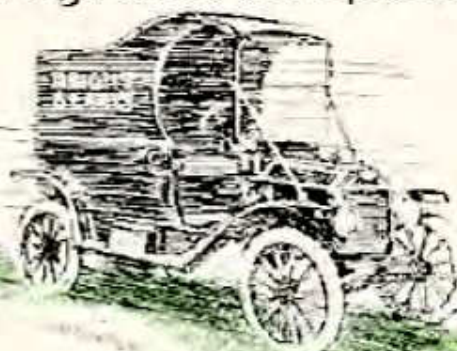
Price \$700

F. O. B. Detroit



This eager little car sets a pace for its hustling

driver.



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



"Right on time."

He can't help it. He's just got to get there on time

He is working heart and soul to keep up to the little throbbing Ford

Competition is the life of trade.

The day of the Old Prairie Schooner type of



The days are no longer now than they were back in '49 - but a week's work then is a day's work now

Why?

Because of the Ford Model "T" and other modern time and labor saving inventions

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 creak-

Delivery Wagon is rapidly passing away.



ing 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. Ponderous trucks eat up the fuel and tires just to shove their own weight. They eat up the profits

With a Model T he can do five times as much work as his grandfather

Think of it—five times as much

Times sure have stepped up some

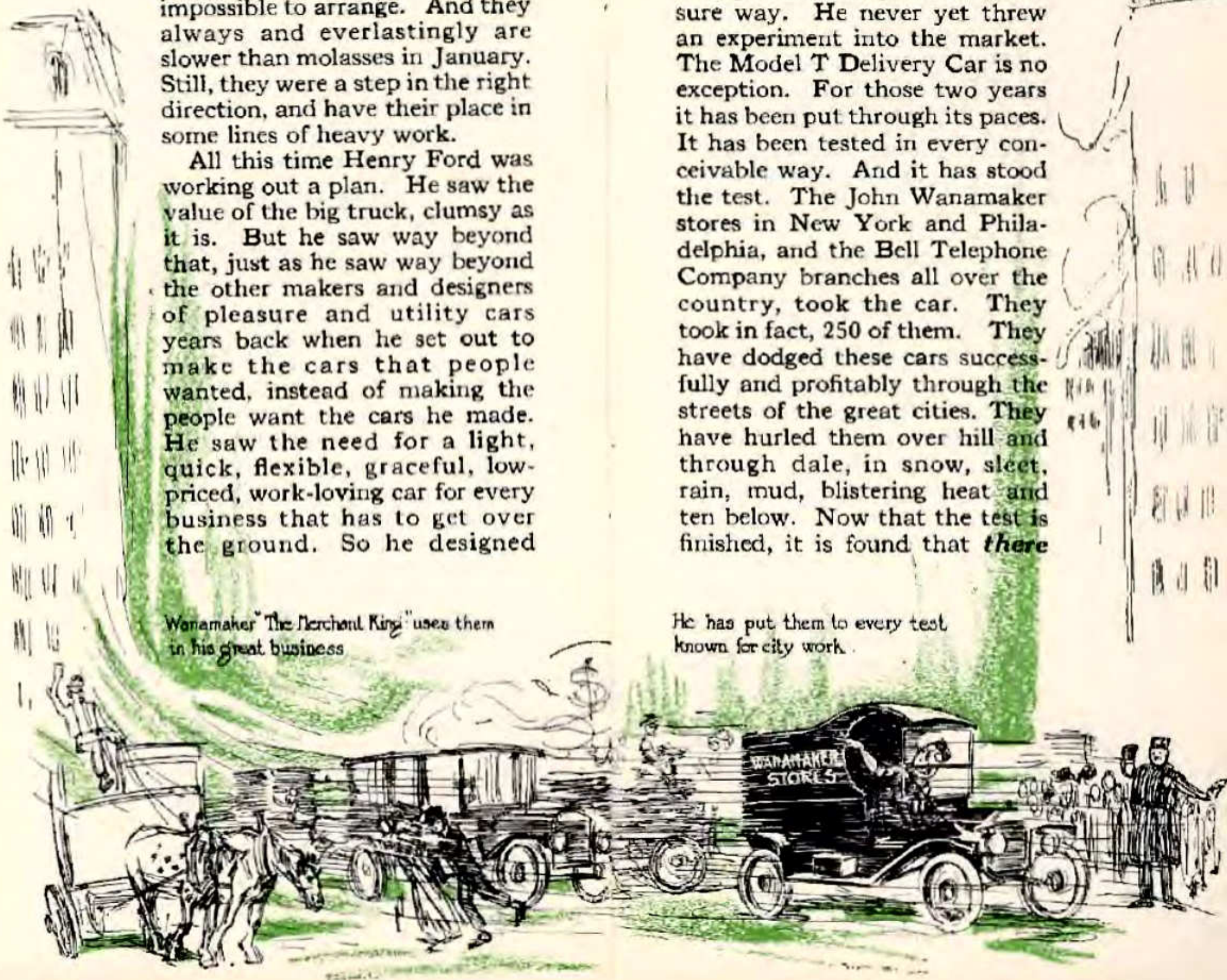
of the business unless they always carry a maximum load—and that is something it is almost impossible to arrange. And they always and everlastingly are slower than molasses in January. Still, they were a step in the right direction, and have their place in some lines of heavy work.

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*

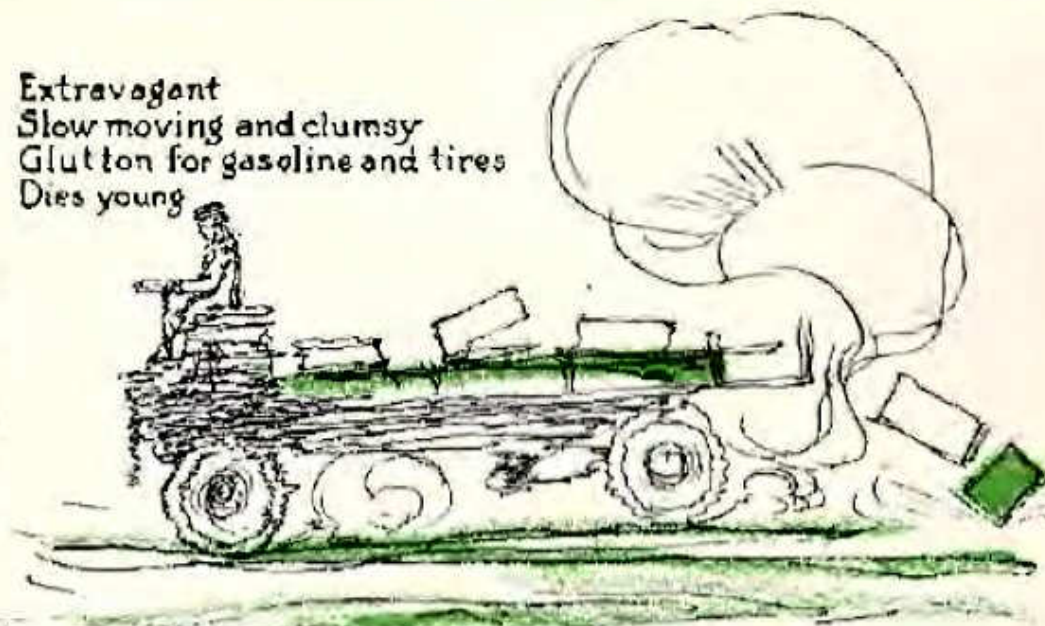
Wanamaker "The Merchant King" uses them in his great business

He has put them to every test known for city work.





Economic
Speedy and agile
Glutton for work,
Long Lived



Extravagant
Slow moving and clumsy
Glutton for gasoline and tires
Dies young

What's the
lightest
Delivery Car
made?

The Ford.

What's the
strongest?

The Ford.

What's the
speediest?

The Ford.

What's the
best looking,
most depend-
able, most
economical.

The Ford

What's the
answer when
you're ready
to buy?

The Ford

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

Why the
lightest?

Vanadium
Steel Con-
struction and
mechanical
perfection.

Why the
strongest?

Same Answer

Why the
speediest?

Light weight
and the
Famous Ford
Engine.

Why the best
looking?

Because it
is.

Why most
dependable
and most
economical?

Mechanical
Perfection
and, again,
lightweight

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

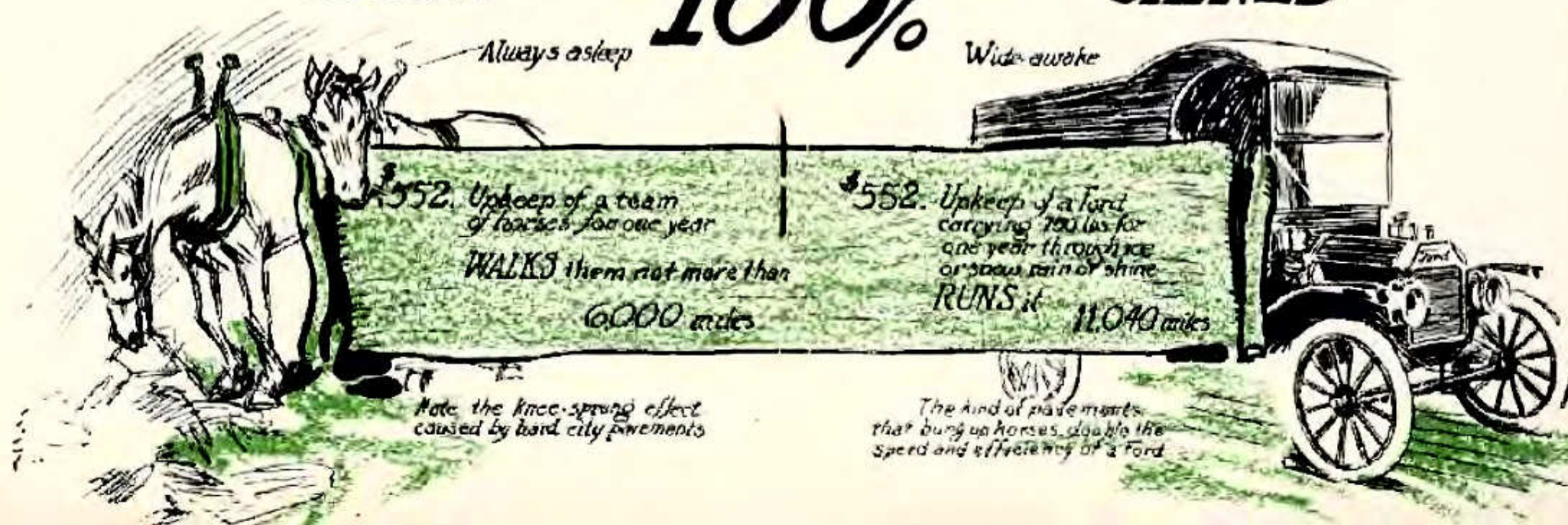
75,000 Fords will be built and sold in 1912.

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

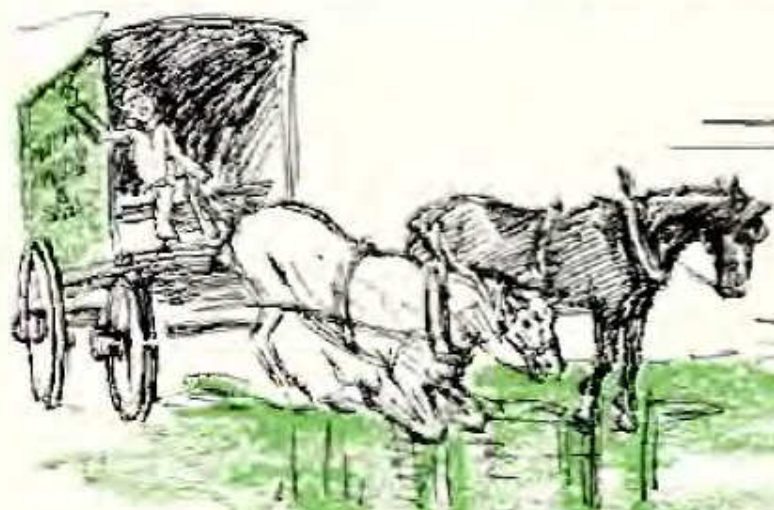
If you're thinking of buying a motor car—a delivery car, for example—doesn't it seem wise to investigate the Ford?

If you try one, you'll buy one.

LOST 100% GAINED



Where Horses are the weakest, Ford Model T Delivery Cars



Mrs. Waiting patiently
sees the above from
her window. She's
waiting for Sleepy
Hollows meal to
appear for supper.
She looks out and
to see Sleepy
Old Hollows horse
is down.

Enter Sympathy

Ah! the poor
horse
And the poor
driver

Enter Anger

The poor
service too.
Why that
meal ought
to have been
on an hour
ago

Mad

That's the
last order
that old

Madder

slowpoke
will ever get
Wide Awake
gets my
orders after
this

Muddiest

Just look
at that
swell Ford
He can't
help but
be there
on time

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.

Take the 'phone and power companies. They make big jumps. Nothing on earth can negotiate big jumps like a Ford. The Bell Telephone Company proved that in its two years' use of the Ford Model T Delivery Car.

are the strongest. They need no drivers sympathy or cussing.



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.

And then
old Sleepy
Hollow
wonders
why

Just like him
though

The good old-
fashioned
way
is good enough
for him

The Whizzing
Ford
is the
best
business
getter

Housewives know the grocers who have Ford Delivery Cars



"Hello?"
"Mrs Wise
talking."
"I forgot the
lettuce and
dinner's
nearly ready."
"Thanks, I
knew you
could."

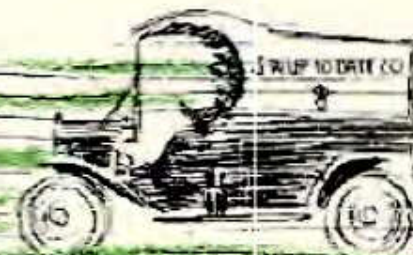


Greater distance, greater speed, lower maintenance. These are some of the dollars and cents factors of the Ford proposition.

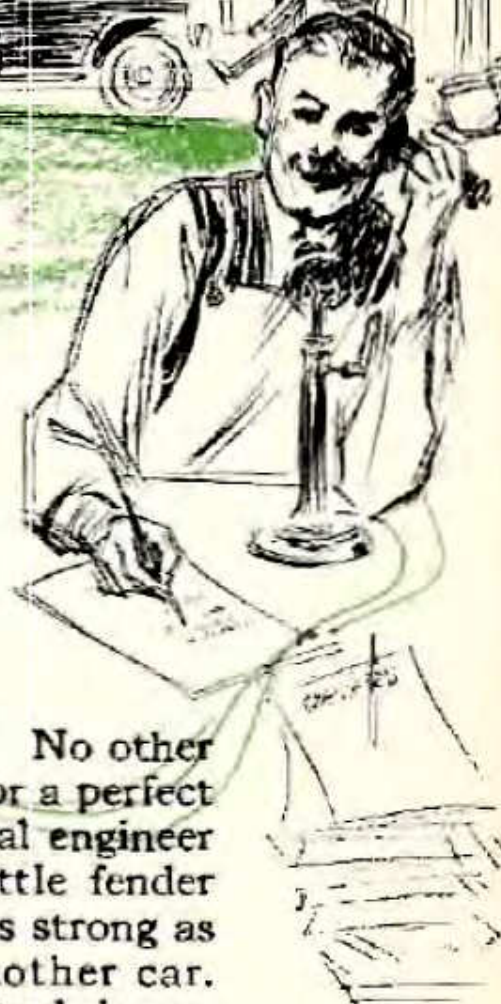
There are other big factors. The Ford is both flexible and agile. It can turn in an area of 28 feet. It accommodates itself to your space and your customers'. Where it must unload in a back yard, it can do so. It is also powerful. This same car (all Fords are built on the same chassis) has won every 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

The Fords get all the good sure business of the town

FORGOTTEN



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



Every little
pile of orders
has a meaning
of its own

Ford Model T
is a business
getter and
keeper



Ford Model T Fore-Door Touring Car

(Fore-doors are detachable)

5-Passenger—4-Cylinder—20 Horsepower Car. Price \$690 includes extension top, automatic brass windshield, speedometer, two 5-inch gas lamps, generator, three oil lamps, horn and tools—f. o. b. Detroit. No Ford Cars sold unequipped.

Who else
uses Ford
Delivery Cars?

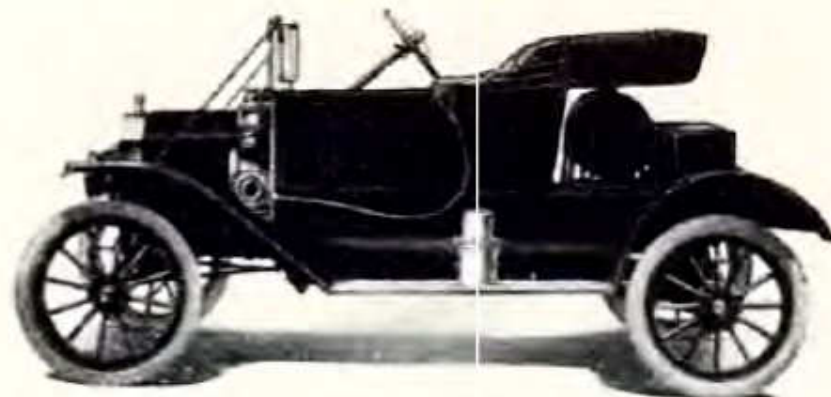
Everybody.

Builders
Plumbers
Painters
Carpenters
Laundries
Florists—



—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-



Ford Model T Torpedo Runabout

2-Passenger—4-Cylinder—20 Horsepower Car. Price \$590 includes top, automatic brass windshield, speedometer, two 5-inch gas lamps, generator, three oil lamps, horn and tools—f. o. b. Detroit. No Ford Cars sold unequipped.

verse, the hardest 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

—and
Grocers
Bakers
Butchers
Tailors
Milliners
Confectioners
Newspapers
and
Merchants
and
Manufacturers
in every line
of Business.



Ford Model T Fore-Door Town Car
(Fore-doors are detachable)

6-Passenger—4-Cylinder—20 Horsepower Car. Price \$900 includes speedometer, two 6-inch gas lamps, generator, three oil lamps, horn and tools—f. o. b. Detroit. No Ford Cars sold unequipped.



Ford Model T Commercial Roadster
(Rumble Seat is Removable)

3-Passenger—4-Cylinder—20 Horsepower Car. Price \$590 includes top, automatic brass windshield, speedometer, two 6-inch gas lamps, generator, three oil lamps, horn and tools—f. o. b. Detroit. No Ford Cars sold unequipped.

After you buy your Ford—What then?

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

Let our local dealer 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 big-

gest 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 Run-about, Roadster, Town Car, and Touring Car, stand behind this light delivery car of yours. When you buy it, you know that you

Our motto—
"High priced
quality
in a low
priced car"

Ford Quality
has never been
sacrificed
that the price
might be
lowered.

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.

Goodby to the delivery horse. He never was a very handsome beast, though he was mighty useful. Goodby 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.
4. Never runs away. Horses often do.
5. Can work 24 hours a day. Eats only while it works—and never sleeps.
6. Cheap stabling—also clean.
7. Prime advertising. Better than paid space to boom your business.
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.

and—in conclusion why not write for our catalog; talk to your neighbors who own Ford cars; and ask our dealer to show you all the Model T features and possibilities.

Ford Factories

Ford Factory, Detroit—Main Plant—
capacity 75,000 cars annually.

Ford Factory, Walkerville, Ontario,
Canada — capacity 10,000 cars annu-
ally.

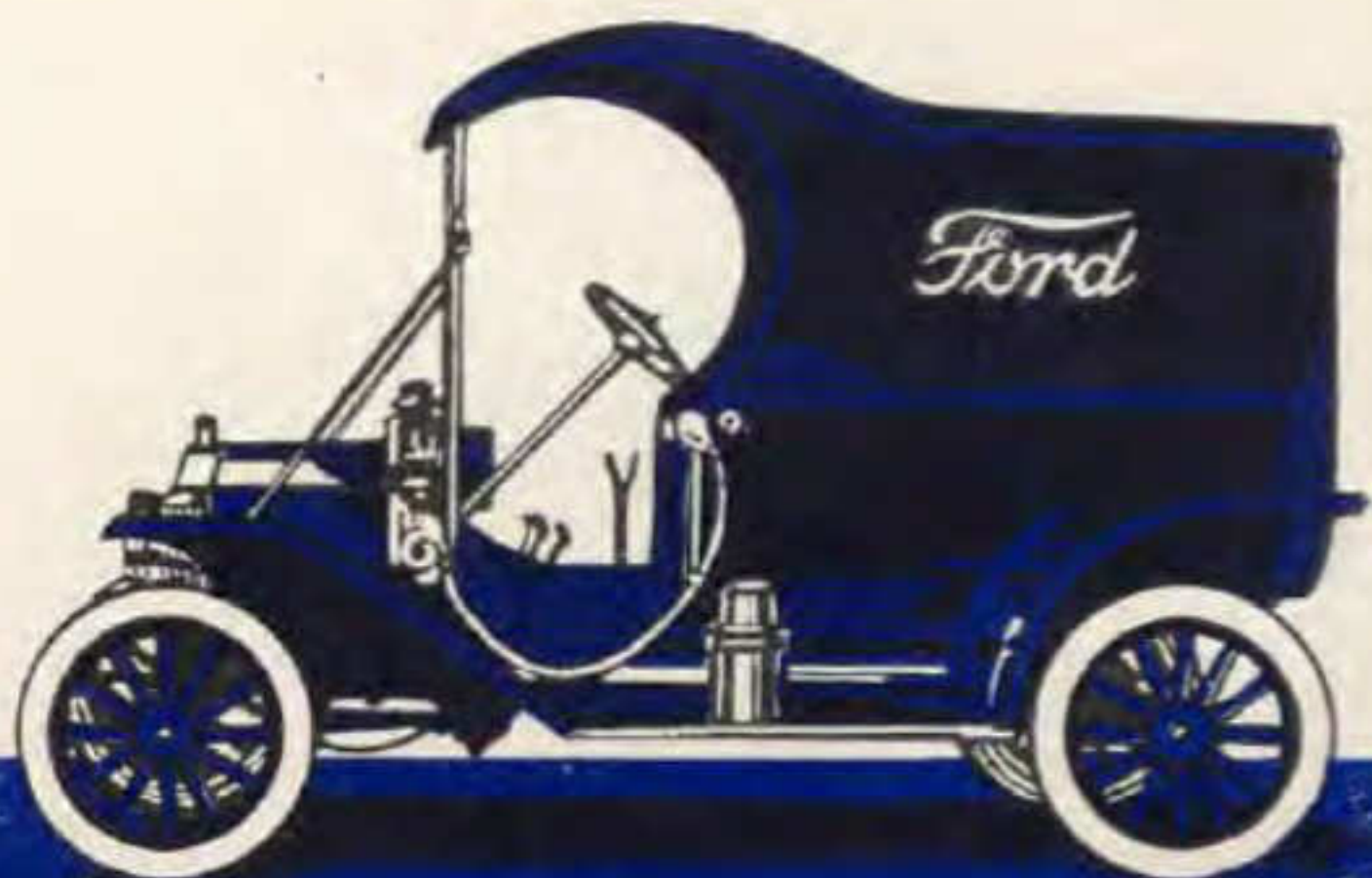
Ford Factory, Manchester, England—
capacity 7,500 cars annually.

Eastern Service Plants—Long Island
City, N. Y., and Cambridge, Mass.

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
Hamburg, Germany	St. Louis
Hamilton, Ontario	San Francisco
Houston	Seattle
Indianapolis	Toronto, Ontario
Kansas City	Vancouver, B. C.
London, England	Walkerville, Ont.
Long Island City	Winnipeg, Manitoba
Foreign Dept.—18 Broadway, New York	
Large Distributors and Dealers in all other Principal Cities	



The CAR *that*
DELIVERS
the GOODS

