

The
DELIVERY CAR



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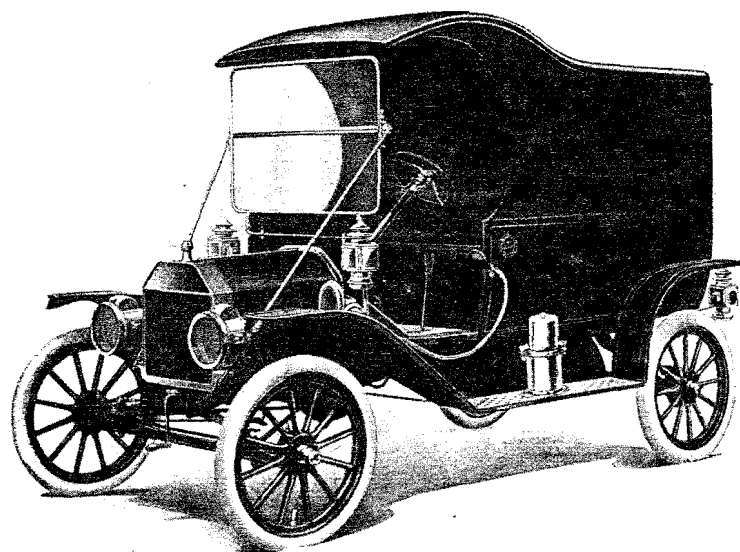
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Ford Motor Company
First Edition, April

THE DELIVERY CAR



"Buy a Ford because it is a Better
Car, not because it is Cheaper."
—Henry Ford

Ford Motor Company
Detroit Michigan



Ford Model T Delivery Car

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

THE DELIVERY CAR

THE FINAL SOLUTION OF YOUR DELIVERY PROBLEM

A man who had never heard of a railroad might possibly be content with an ox cart—but he'd hardly keep pace with progress of the day.

At last we've really learned that "time means money"—that it is the most valuable commodity in all the world.

Ox carts were too expensive—they squandered valuable time and they had to make way for the locomotive and the automobile.

We honor the man who has made two blades of grass grow where one grew before—but the world's real benefactor is he who makes one minute do the work of two.

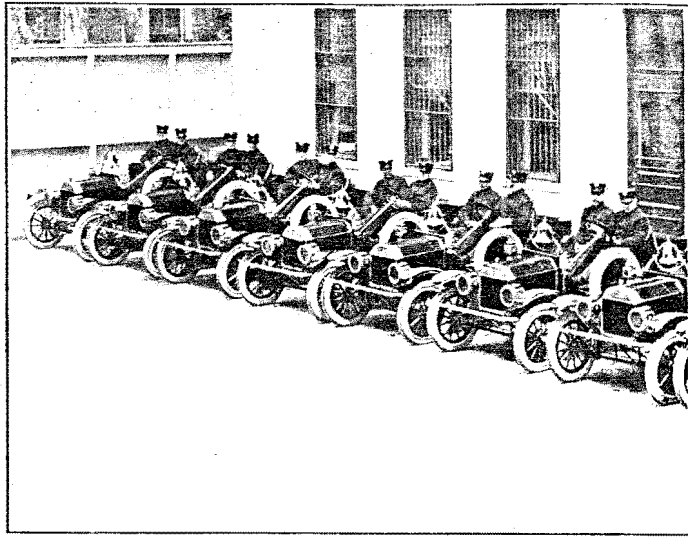
The saving of time means the saving of money—for it means the extension of man's powers.

The ox cart was an extravagant waste of good dollars.

Better and better tools for the economizing of time, man is making as he progresses—tools that conserve his energies, multiply his powers and increase his efficiency.

A man today is worth ten men of day-before-yesterday—if he knows how to use his tools.

A tool? Yes, that is exactly what a Ford Commercial car is—a tool for the saving of time—for the increasing of efficiency—for the reduction of delivery expenses.

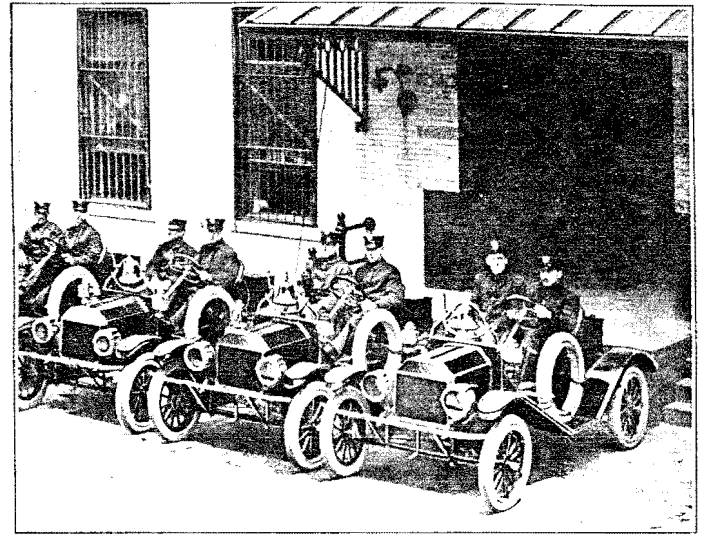


And it is the most adequate tool for the purpose that human ingenuity has yet devised.

EFFICIENCY MEANS ECONOMY

Just now we are hearing a great deal about efficiency in business. We are building new roads 'cross lots—Successward. We are coming to understand that business ascendancy depends upon the doing away with lost motion, the taking up of the slack, the elimination of ox cart methods. The pace today is not more strenuous, but the elevation is higher—and men are learning to use their powers.

You can't do business today as you did half a decade ago. The old methods are too expensive. New conditions demand new tools. The ox



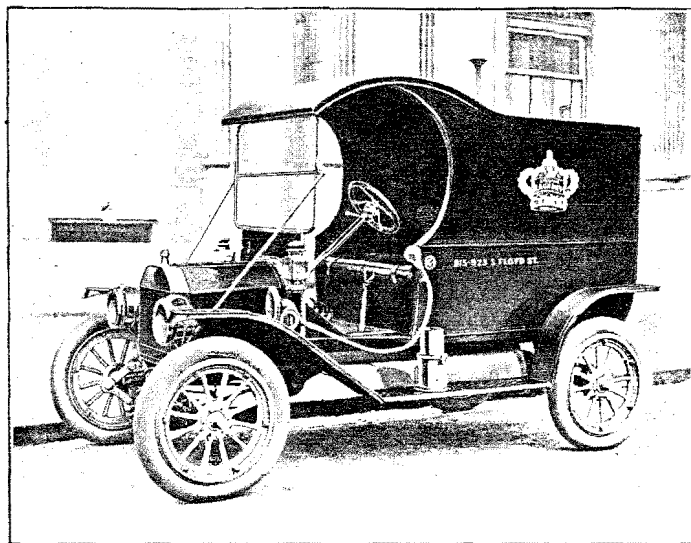
cart has gone. The long suffering horse is on its way. And the commercial automobile is here—a tested and perfected necessity—in the Ford car.

There is only one thing that will solve your delivery problem—efficient equipment.

Efficiency means the keeping *down* of the expenses, just as much as the keeping *up* of the sales. The old equipment is a costly extravagance. The Ford Commercial Car is a tested, practical tool for the reduction of delivery costs—for the increase of delivery efficiency.

A SAVING INVESTMENT

If you have a delivery problem to solve, you can't invest seven hundred dollars to better advantage than in a Ford Model T Delivery Car.



It means a comparatively large saving with a comparatively small investment.

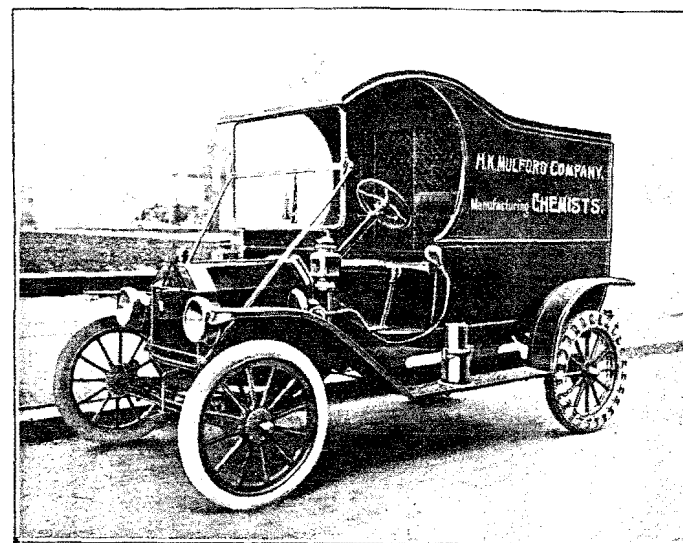
It is the car that the business world has been waiting for—the final solution of the light delivery problem.

It must not be judged by its price—but rather by its performance. All things considered, the Ford is the highest type quality car in the world—none excepted.

It is a true aristocrat—adequate—a thing of grace and beauty.

The only reason that we are able to build and sell 75,000 Ford cars this year is that they have absolutely demonstrated their superiority.

They have stood all the tests. And every third car sold in America today is a Ford car.



CUTTING DOWN THE COST

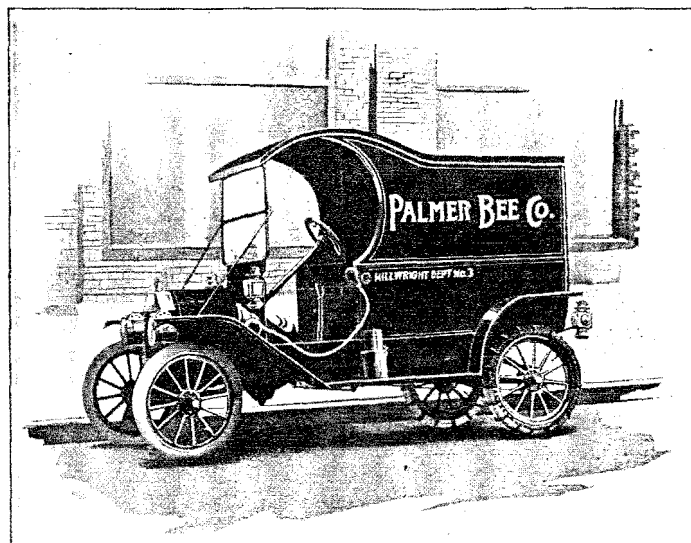
And every Ford car is, as regards essentials, exactly like every other Ford car. We make only the one chassis. The motors, the transmissions, the driving and running gears, all the mechanical parts of Ford cars are identical.

Only the bodies are different.

Do you comprehend what this means?

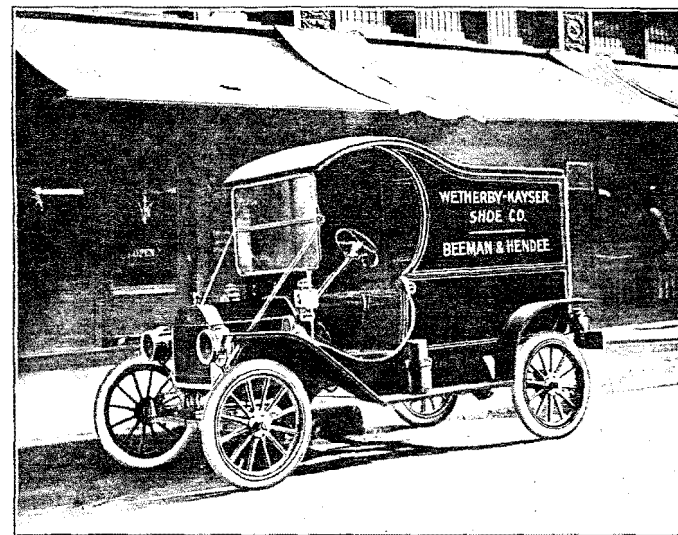
We have standardized our product. All materials, parts and accessories we buy in maximum quantities. We are far and away the largest buyers in all automobiledom. And we pay cash for everything we buy, all discounts off.

When we enter the market for 300,000 wheels, as many tires, 375,000 lamps, or thousands upon thousands of tons of Vanadium steel—for which



we pay spot cash—you may rest assured that we get the best product and bottom prices. Is it any wonder that we are able to build a car for \$700 that would cost the ordinary manufacturer easily twice as much to produce?

And then, too, think what effect this tremendous production has upon the quality of the workmanship. Our five thousand employees work all the year 'round. There is no "off season" and consequent shift of "green hands"—the usual thing in most factories. Our men have the proficiency and skill that come from long and constant experience. They operate the most modern machinery, work under the most ideal conditions in the world's finest automobile factory, are well paid and happy.

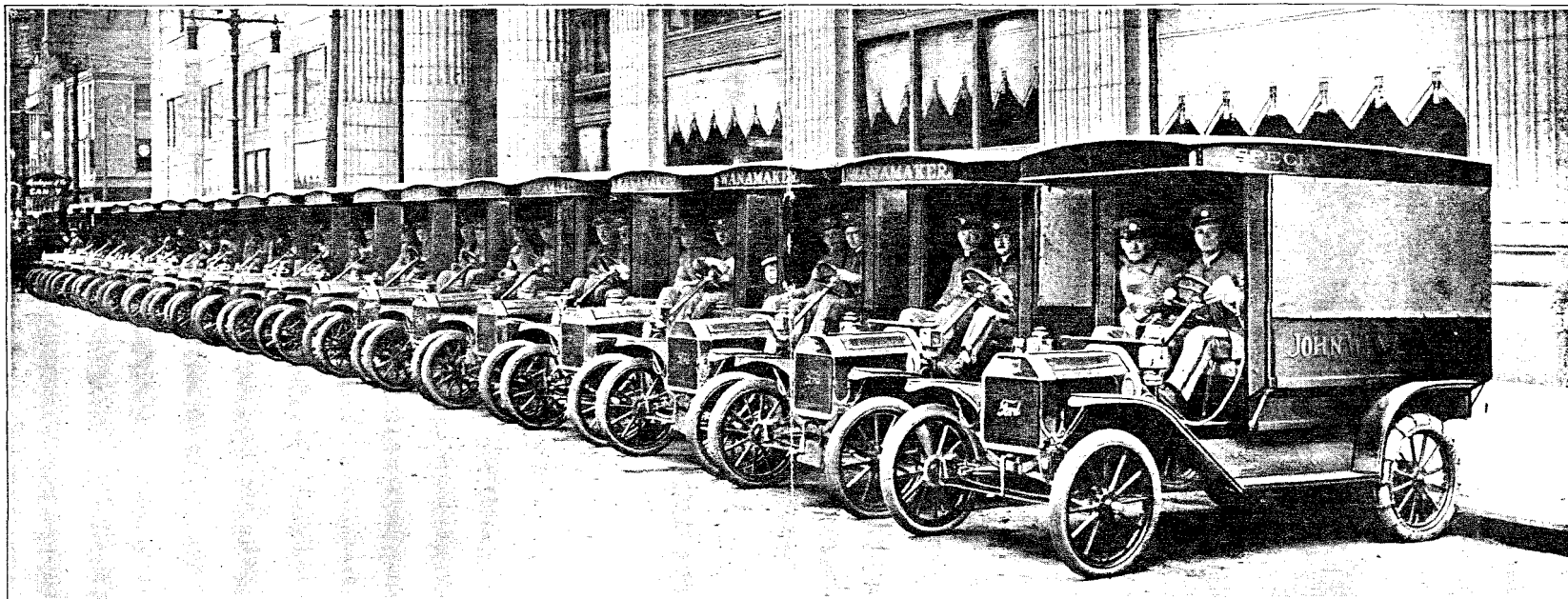


Modern business efficiency of the highest order has produced the perfected Ford—and has reduced its price down to a minimum.

But aside from the excellence of the car itself, there is another tremendous advantage in owning a Ford.

Scarcely is there a hamlet or village in the country where Ford parts are not to be had. Four thousand Ford dealers carry a full equipment of repairs. This means a ridding of delays—and as Ford parts are standardized and interchangeable, and can be quickly and easily replaced, it assures the maximum service for each individual car.

Also the cost of Ford repairs is just the cost of the parts in the new car—no more. To protect against excessive charges a printed price



list is furnished all Ford owners. From this price list one could buy the car part by part and assemble it at the price of the completed car.

Perhaps the one most distinctive thing about the Ford car—after its simplicity of construction—is the fact that Vanadium Steel is used exclusively in all its most important mechanical parts.

Vanadium is a mineral alloy, that, fused with molten steel, cleanses the latter of weakening impurities, renders the resultant product many times tougher and stronger than ordinary steel and enables the use of lighter construction throughout the car. Also Ford steel is subjected to a special "heat treatment" that gives the product the texture needed for the different purposes.

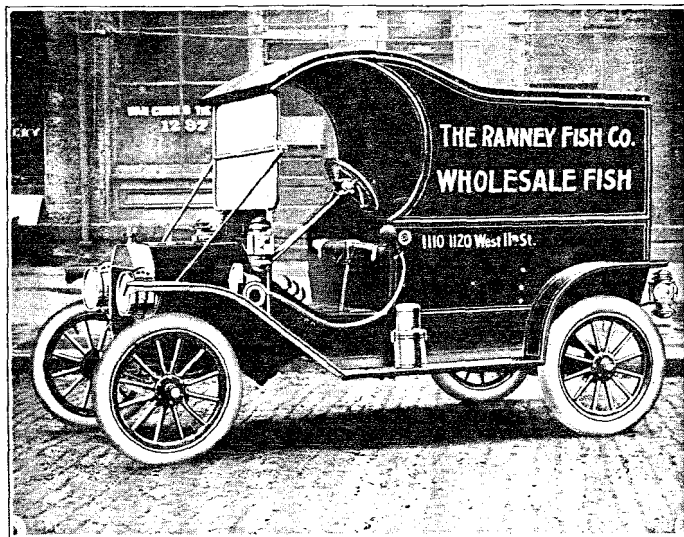
These two special treatments make Ford Vanadium Steel the toughest and strongest and safest used in the construction of any automobile in the world.

But the final word remains to be said.

We might tell you of the wonderful excellence of the Ford car, part by part—we might analyze, scrutinize and describe in tedious detail—and yet the big, telling, essential Ford fact would be lacking.

It is the Ford principle—and the men who have refined and perfected that principle—that has made the Ford car the most wonderful automobile production in the world today.

Lightness and strength—simplicity and durability—long life and service—these have been the things con-

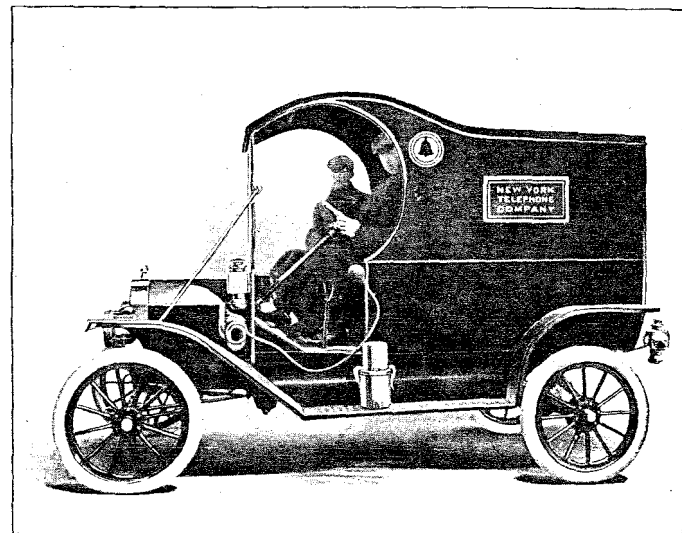


tended for—and they are today the accepted and coveted principles in automobile construction.

Henry Ford was the pioneer builder of light cars. He led—and won. And now the automobile manufacturing world follows.

And mark you this—the Ford has all the weight it needs. It is simple in construction and easily operated. None of the essentials are neglected. It will do all that the more complicated, costly cars will do—and at far less cost.

The utility of a delivery car that can turn around in a twenty-eight foot circle—that can be operated by any bright delivery boy and at a fraction of the cost of horse delivery, will be quickly recognized by American business men. The few letters appended here will give you some idea as to the surprisingly small cost of main-



tenance for the Ford car. That master merchant, John Wanamaker—The Bell Telephone Company—The New York Fire Department—and thousands upon thousands of merchants throughout the country, now have the Ford delivery cars in constant and gratifying operation.

As a means of gaining new trade—as an advertiser and stimulator—the motor delivery is an expedient.

As a means of increasing delivery efficiency—and reducing delivery costs—it is a necessity.

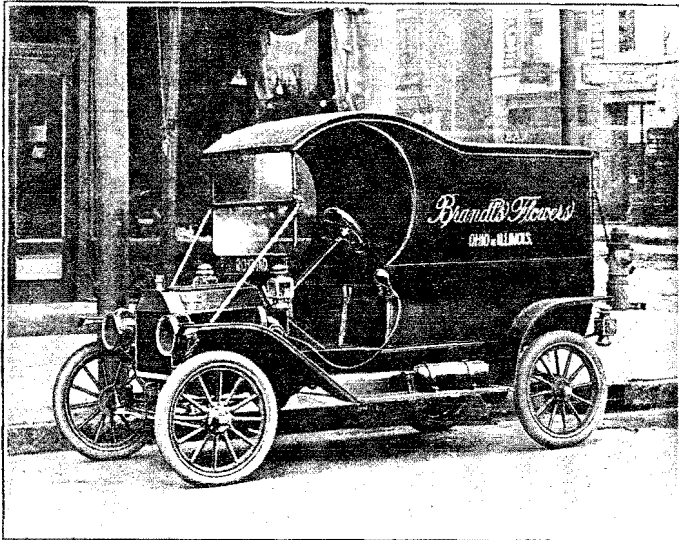
You must have the new tools to meet the new conditions. The old tools are too expensive.

The Ford Model T Delivery Car is the final solution of your light delivery problem.

Eventually you must have it.

It is only a matter of “when.”

Then why not now?



PROOFS OF FORD MODEL T ECONOMY

FORD MOTOR COMPANY

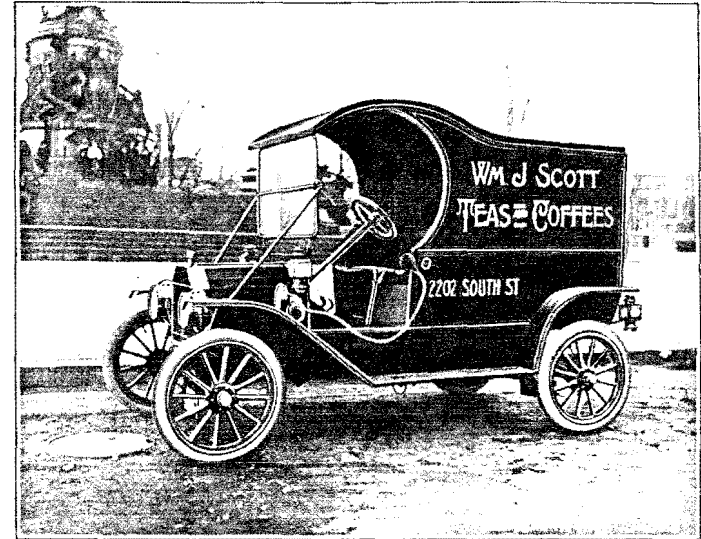
GENTLEMEN—At the time of writing this letter I certainly have cause to brag. The more I abuse my FORD Delivery Car the better it runs. During the last winter months I have been plowing through the snow at a terrific speed and have made all of my deliveries on time. I bought the car on November 25th, and up to January 11th I had run 1072 miles without a single mishap.

I recently made a delivery over a road where heavy wagons had cut furrows one foot deep in all criss-cross directions. Then the 16 below zero weather came along and froze this mess to rock hardness, after which the "beautiful snow" threw a deceiving white blanket over it all, hiding the Rocky Mountain effect. When I struck these conditions, at the clip I was going, I thought there was an earthquake beneath me. The car and I had a wrestling match. It was all I could do to stay in my seat. The "Little Faithful" nosed her way along a wagon rut until she struck a half filled ditch or a pile of planks which had been left in the street. I don't believe I drew more than three breaths during that entire stretch. After I struck asphalt pavement, I stopped the car for a moment to make an inspection. I fully expected to see a back wheel or a spring broken, but not a particle of damage was done.

I'm for you. Sell thousands of Ford Delivery Cars and I'll boost you all I can.

Yours very respectfully,

A. W. BRANDT, Florist, Indianapolis, Ind.



FORD MOTOR COMPANY

GENTLEMEN—In regard to the FORD which we purchased of you several months ago, this car has been running continuously ever since with the exception of an overhauling at the end of four thousand miles.

We were so pleased with the performance of this Model T that we purchased two more of these cars which have also been giving entire satisfaction.

We have had considerable experience with motor cars and find the FORD far superior to any of the cars that we have used, and would be glad to give anyone you may send to us, our figures on the cost of maintenance and the work done by any or all of our FORD Delivery Cars.

Yours very truly,

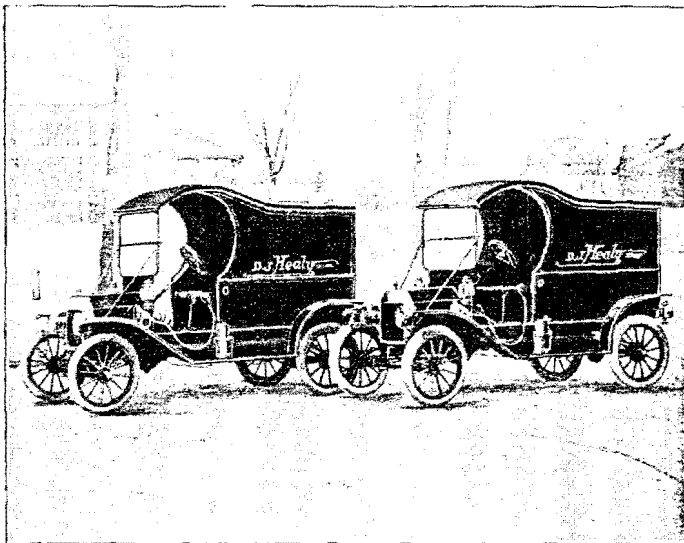
FAXON, WILLIAMS & FAXON, Buffalo, N. Y.

FORD MOTOR COMPANY

GENTLEMEN—In answer to your letter of December 23rd, which we have delayed answering owing to the Christmas rush, we are pleased to say that our FORD Delivery Car has given us perfect satisfaction.

We have been using this car constantly from early morning until nearly midnight every day for the past month and consider this to be an extremely rigid test for any machine.

You ask particularly about the tire expense. We are on the original set of tires and expect to be so for many months. As to gasoline, this



is practically all the money that a FORD owner has to part with. At the same time the little car doesn't use much more gasoline than a motorcycle.

To sum it up, I believe that outside of the regular expense of gasoline and oil our car has cost us less than \$5.00 for up-keep.

Yours very truly,

SCHMELZER ARMS COMPANY, Kansas City.

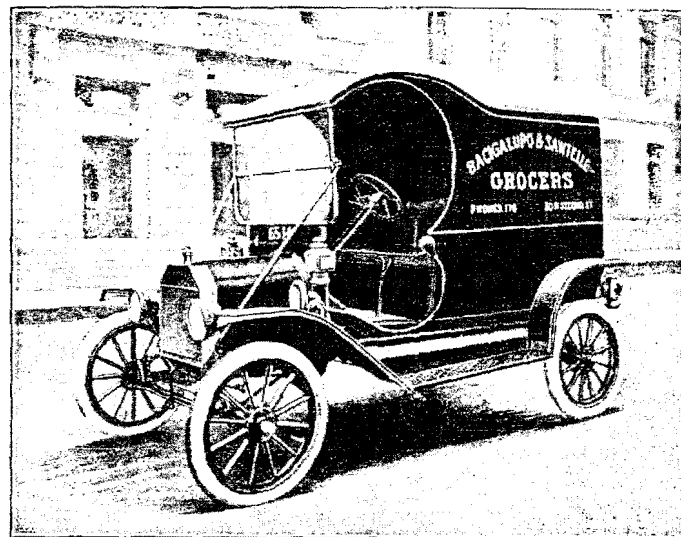
FORD MOTOR COMPANY

GENTLEMEN—We have your letter of recent date, and would say we are using at present six FORD cars which are doing good work.

Some of these cars have gone as far as sixty-eight thousand miles, and are practically as good as when purchased. The up-keep is the minimum. The gasoline consumption is small, the cars traveling as far as twenty-six and a half miles per gallon. The lubricating oil consumption is also small, we get about eighty miles to a quart of oil. Tires run us about eight to twelve thousand miles. The FORD car is simple in operation, light in weight, and in our estimation has no competitor. Having tried six other makes of cars, we found that this car will give more service with less cost than any other car on the market. I might also state that all parts for repairs can be obtained at a very small cost, which is a great item in the automobile business.

Very respectfully yours,

CALDWELL CAR COMPANY, Los Angeles, Cal.



FORD MOTOR COMPANY

GENTLEMEN—I have been running my FORD T constantly since its purchase from you last fall. The route which I cover takes in some of the worst roads to be found in this section. I make daily trips of twenty-six miles into the country, averaging sixty stops. Outside of this the car is used considerable for work around the city. The total gasoline consumption is on the average less than two gallons per day. Had my first puncture after running five thousand miles. Have had no other tire trouble, and have never been held up with engine trouble beyond occasionally changing a spark plug.

Yours very truly,

W. E. TRACEY, Englishtown, N. J.

FORD MOTOR COMPANY

GENTLEMEN—We desire to express our complete satisfaction with the two FORD Cars delivered to us last August. These cars have been in use every day and have each been driven over three thousand miles. We are still running on the original tires delivered with the cars. We find that we can run from eighteen to twenty-two miles on each gallon of gasoline, and we are convinced that the FORD is the best and most economical car. We would not hesitate to recommend your cars to any concern buying an automobile for public use.

Very respectfully yours,

AARONSON BROTHERS, Boston, Mass.

SPECIFICATIONS FOR ALL FORD MODEL T CARS

Motor—Four (4) cylinder, four cycle. Cylinders are cast en-bloc with water jackets and upper half of crank case integral. Cylinder bore is $3\frac{1}{4}$ inches; piston stroke is 4 inches. The Ford Motor is rated at twenty (20) horsepower. Special Ford removable cylinder head permits easy access to pistons, cylinders and valves. Lower half of crank case, one-piece pressed steel extended so as to form bottom housing for entire power plant—air proof, oil proof, dust proof. All interior parts of motor may be reached by removing plate on bottom of crank case—no “tearing down” of motor to reach crank shaft, cam shaft, pistons, connecting rods, etc. Vanadium steel is used in all Ford crank and cam shafts and connecting rods.

Unit Construction—There are four (4) complete units in the construction of Ford Model T—the power plant, the front axle, the rear axle, and the frame. Any of these may be removed or replaced as a single unit.

Three-Point Suspension—Each of the Ford Model T units is suspended at three points of the chassis. This method of suspension insures absolute freedom from strain on the parts and permits the most comfortable riding of the car body.

Transmission—Special Ford spur planetary type, combining ease of operation and smooth, silent running qualities. Clutch is so designed as to grip smoothly and positively and when disengaged to spring clear away from the drums, thus assuring positive action and maximum power. Transmission cover is of aluminum.

Magneto—Special Ford Design, built in and made a part of the motor. Only two parts to the Ford Magneto, a rotary part attached to the flywheel and a stationary part attached to the cylinder casting. No brushes, no commutators, no moving wires to cause annoyance on the Ford Magneto.

Lubrication—Combination gravity and splash system. Oil is poured into the crank case through the breather pipe on the front cylinder cover. All moving parts of motor move in oil and distribute it to all parts of the power plant.

Cooling—By Thermo-Syphon water system. Extra large water jackets and a special Ford vertical tube radiator permit of a continuous flow of cool water and prevent excessive heating. A belt-driven fan is also used in connection with the cooling system.

Carburetor—New design, float feed automatic with dash adjustment.

Clutch—Multiple steel disc, operating in oil. There are 27 discs on the Ford Clutch.

Valves—Extra large, all on right side of motor and enclosed by two small steel plates, making their action absolutely noiseless. Enclosed valves are dust proof, thereby saving wear on valve stems and push rods and giving perfect valve setting.

Steering—By Ford reduction gear system. Steering knuckles and spindles are forged from special heat-treated Vanadium steel and are placed behind front axle.

Gasoline Capacity—Touring Car, Commercial Roadster, Town Car and Delivery Car, cylindrical gasoline tanks of 10 gallons capacity and mounted directly on frame under front seat. Torpedo Runabout, cylindrical tank of 16 gallons mounted back of seat.

Control—On the left side of car. Three foot-pedal controls, low and high speeds, reverse, and brake on the transmission. Hand lever for neutral and emergency brake on left side of car. Spark and throttle levers directly under steering wheel. Ford cars may be stopped or started without removing the hands from the wheel.

Brakes—Dual system on all Ford Model T cars. Service brake operates on the transmission and is controlled by foot pedal. Expanding brake in rear wheel drums serves as emergency brake. It is controlled by hand lever on left side of car.

Springs—Both front and rear springs are semi-elliptical transverse, all made of Ford Vanadium steel, specially heat-treated. Ford Model T springs are the strongest and most flexible that can be made. Model T rear springs are extra large, giving easiest riding qualities to car body.

Wheels and Tires—Wooden wheels of the artillery type with extra heavy hubs. Only tires of the highest grade are used on Ford cars. Front 30×3 inches. Rear $30 \times 3\frac{1}{2}$ inches.

Final Drive—Ford triangular drive system with all shafts, universal joint and driving gears enclosed in dust proof and oil proof housing. Direct shaft drive to the center of the chassis; only one universal joint is necessary. All shafts revolve on roller bearings; a ball and socket arrangement in the universal joint relieves the passengers of all shocks and strains caused by the unevenness of the road. The Final Drive of the Ford Model T is patented in all countries.

Axles—Front axle of I-beam construction, especially drop-forged from a single ingot of Vanadium steel, insuring the highest quality of axle strength obtainable. Rear axle also of Vanadium steel and enclosed in a tubular steel housing. The Ford Differential is of the three-pinion bevel type; all gears are drop-forgings made of Vanadium steel; all teeth are accurately planed and hardened.

Bodies and Capacity—Ford Model T cars are furnished with five styles of bodies—Fore-door Touring Car, capable of carrying five (5) passengers; Torpedo Runabout for two (2) passengers; Commercial Roadster, with rumble seat, three (3) passengers; Town car, six (6) passengers; Delivery Car, two (2) passengers, 750 pounds merchandise capacity.

Equipment—All Ford Model T's are sold completely equipped—no Ford cars will be sold unequipped. Standard equipment includes Top, Windshield, Gas Lamps, Generator, Speedometer, Three Oil Lamps, Horn and Kit of Tools.

Weight—Touring Car, 1200 pounds. Others in proportion.

Wheel Base—100 inches; Standard tread 56 inches; 60 inches for Southern roads where ordered. All Ford Model T cars will turn in a twenty-eight (28) foot circle.

FIXED PRICES ON QUANTITY ORDERS FOR FORD MOTOR CARS FOR COMMERCIAL PURPOSES

To concerns who purchase Ford Cars in quantity lots for commercial purposes we will give the benefit of a reduction in the cost of selling, and that all such commercial buyers may have absolutely the same proportionate reduction or discount, we have fixed a sliding scale of prices upon the following basis:

Orders for single cars from commercial houses will be filled only at the regular list prices in accordance with our catalog.

Orders from commercial houses for several cars to be delivered and paid for at the same time, or orders for more than one car, provided such orders are placed with and accepted by us and deliveries made during our fiscal year, viz: from October 1st, 1911 to September 30th, 1912, will entitle the commercial purchaser to a discount from our list equivalent to the number of cars so ordered and taken, multiplied by the constant two-tenths of one per cent.

Thus, on an order for ten Ford cars for commercial purposes the price would be calculated by multiplying two-tenths of one per cent by ten and using the amount so arrived at, namely, two per cent, as a discount from the total purchase list price of the ten cars. For example, if these ten Model T's were our Ford Delivery Cars at \$700.00 each, ten of them would cost \$7,000.00 less the discount of two per cent figured on the above basis, would be a reduction of \$140.00.

If fifty cars were purchased on the same basis the discount would be ten per cent off the list, so on a total purchase of \$35,000.00 the buyer would receive a discount of \$3,500.00.

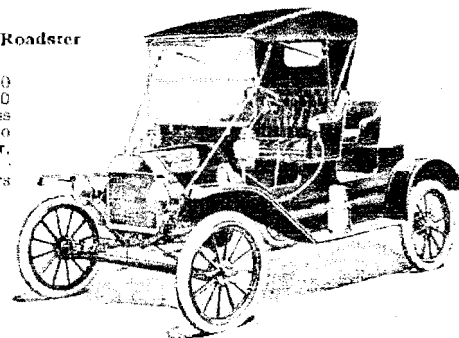
This plan will make the discounts cumulative on all the Ford machines purchased from us by Commercial Houses during our fiscal year, and will apply uniformly in the establishing of prices for all orders from Commercial Concerns for Ford Cars for commercial purposes on from two to fifty machines if purchased between October 1st, 1911 and September 30th, 1912, the latter number (fifty), however, being the point of maximum reduction.

No Ford Cars will be sold unequipped or special in any manner other than indicated in our catalogs. All prices are f.o.b. Detroit, and no discounts will be allowed on Freight or other Extras.

By this plan all Commercial Buyers will be on exactly the same footing as regards discounts in proportion to the number of Ford Cars they purchase. Commercial Buyer's Orders and Agreements will be executed with purchasers when they order their first car.

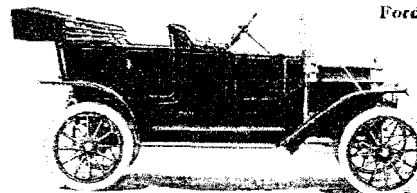
Ford Model T Commercial Roadster (Rumble Seat is Removable)

3-Passenger—4-Cylinder—20 Horsepower Car. Price \$550 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



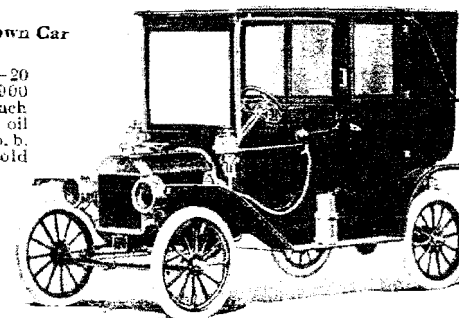
Ford Model T Fore-Door Touring Car (Fore-Doors are Detachable)

5-Passenger—4-Cylinder—20 Horsepower Car. Price \$690 includes extension top, automatic brass windshield, speedometer, two 6-inch gas lamps, generator, three oil lamps, horn and tools—f.o.b. Detroit. No Ford Cars sold unequipped

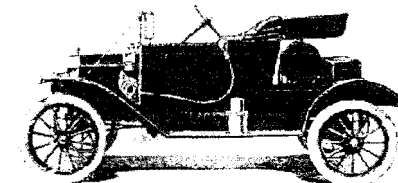


Ford Model T Fore-Door Town Car (Fore-Doors are Detachable)

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 Torpedo Runabout
2-Passenger—4-Cylinder—20 Horsepower Car. Price \$300 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



Ford Motor Company

Main Factory and General Offices—Detroit, U. S. A.

Ford Factory, Detroit.—Parent Plant, conceded by leading authorities and noted Mechanical Engineers to be the most complete, compact and practically efficient automobile factory in the world—capacity 75,000 cars for 1912.

Ford Factory, Walkerville, Canada.—Thoroughly modern in every detail. Capacity 10,000 cars annually.

Ford Factory, Manchester, England.—Erected and equipped in 1911—up-to-date in all particulars. Capacity 7,500 cars annually.

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

Western Assembling Plant—Kansas City, Mo.

BRANCH HOUSES

Atlanta—301 Peachtree St.
Boston—180 Beacon St.
Buffalo—680 Main St.
Cambridge—105 Massachusetts Ave.
Chicago—1442 Madison Ave.
Cincinnati—911 Race St.
Cleveland—4500 Euclid Ave.
Dallas—1915 Commerce St.
Denver—1552 Broadway
Detroit—1730 Woodward Ave.
Eargo—209 North Pacific Ave.
Hamburg, Germany
Hamilton, Ont.—378 King St. W.
Houston—520 Walker Ave.
Indianapolis—326 N. Capitol Ave.
Kansas City—1815 Grand Ave.
London—7, Shaftesbury Ave.
Long Island City—LaSalle Ave. and Hoeswell St.

Los Angeles—4716 and 4718th Sts.
Louisville—924 E. Third St.
Manchester, Eng.—Trafford Park
Melbourne, Aus.—105 William St.
Memphis—114 Madison Ave.
Montreal, Que.—7 Park Ave.
New York—1321 Broadway
Omaha—1010 Hating St.
Paris, France—111 Boulevard
Feytaud
Philadelphia—520 N. Broad St.
Pittsburgh—6124 Duane St.
St. Louis—3067 Olive St.
San Francisco—400 Van Ness Ave.
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