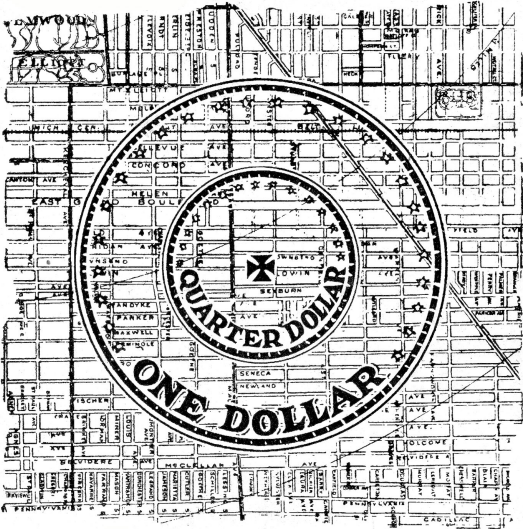


Ford Ford

Model T Delivery Car

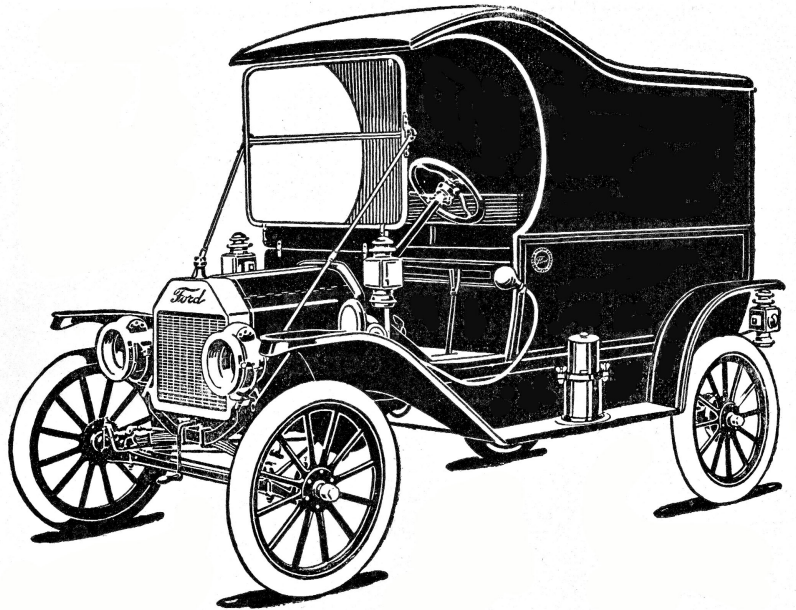


"Out of the Quarter Circle into the Dollar One."

The Barriers Are Down for all the many lines of business that have been looking for a light, flexible, tough, low-priced, high-quality delivery car. Not a truck nor a van, but a CAR—that can cover the ground, open up new territory, bring in new customers, extend the business, advertise its owner, outwork a team of horses and cut the maintenance bill. **That car is the FORD Model T Delivery.**

There is no Closed Territory to the wholesaler, the retailer, the power or light company that uses the Ford Model T Delivery Car. It eats up space and annihilates time. It makes relics of more than a million old style delivery vehicles in the United States. It is the feature of 1912 in commercial automobiles. It advertises its dealers and booms its buyers.

Two Years of Hard Practical Test lie behind this statement of fact. The Wanamaker stores of New York and Philadelphia, and the Bell Telephone Company all over the Country, have taken these Ford Model T Delivery Cars and driven them now for over two years, winter and summer, uphill and down. No factory test here, but the actual grind of work. Result—not a change. The **guarantee of Accomplishment** stands on this car.



Light: weighs 1200 pounds—low tire expense—less fuel, multiplies the actual horsepower—carries 750 pounds of merchandise—carries it anywhere, any time.

Flexible: turns in a circle of 28 feet—accommodates itself to owner's and customers' space.

Tough: the same strong chassis of all Ford Model T cars—same simplicity of operation, same Ford magneto built into the motor, same Vanadium steel throughout (40 locomotives of vanadium at twice the cost of carbon steel are now being considered by the Secretary of War for use at Panama).

Low-priced: completely equipped—\$700—no more than a team and wagon.

High-quality: stands side by side with other productions of Ford genius—with more than 100,000 drivers vouching for them.

Your competition is active. Think hardest and FIRST. Send for our descriptive booklet. Ford branches and dealers everywhere.

Good dealers in unoccupied territory are requested to write us.

This price includes full equipment—Automatic Brass Windshield, Speedometer, Ford Magneto built into the motor, two six-inch Gas Lamps, and Generator, three Oil Lamps, Horn and Tools. No Ford cars sold unequipped.

\$700

The Car
That
Delivers
The
Goods

Ford Motor Company
Detroit, Mich., U.S.A.