

BUY YOUR



CAR NOW

**E**VERY spring there is a shortage of Ford cars. It is the time of year when most people decide to buy motor cars—when orders are placed faster than cars are produced. It is the season of uncertainty in deliveries.

There is every indication that the Spring of 1924 will see a repetition of this condition.

The demand for Ford cars and trucks during the fall and winter months of 1923 has been the largest in the history of the company.

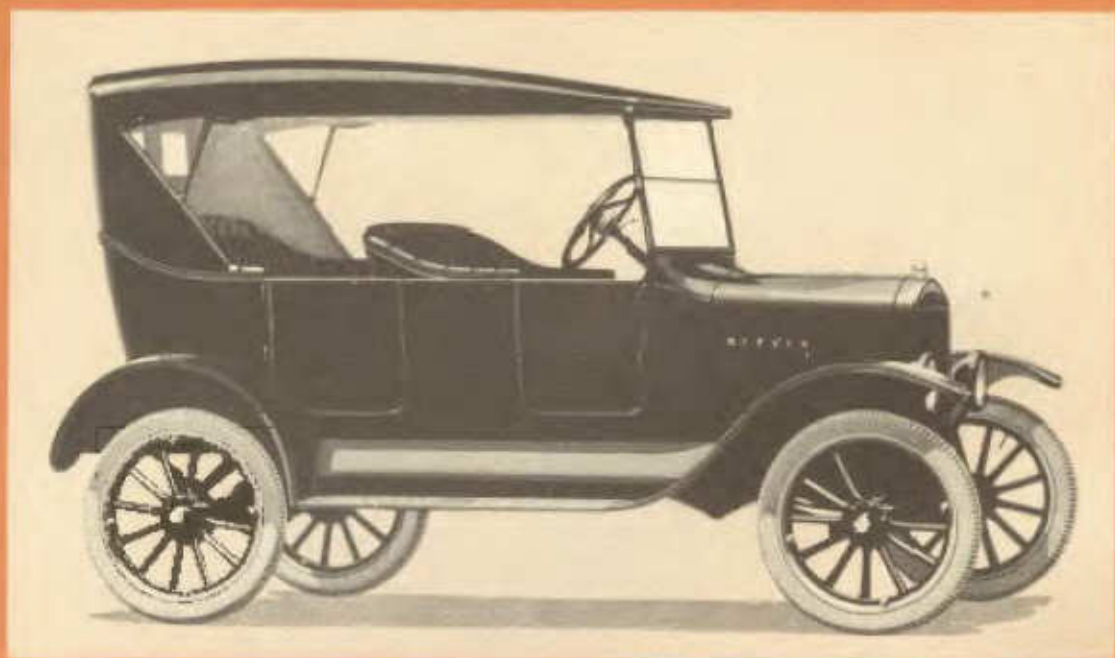
In spite of greatly increased production many dealers are already finding it necessary to specify later delivery dates on certain types.

With this information you can plan ahead.

If you expect to drive a Ford Car, Truck or Fordson Tractor this spring or summer it will be to your interest to list your order at once and take advantage of your dealer's first opportunity to make delivery.

*Ford Motor Company*

DETROIT, MICHIGAN



*Ford*

THE TOURING CAR

A FORD Touring Car is an investment in health and happiness. In winter and summer it affords all the advantages of motor car travel for the entire family.

It has seating capacity for five persons frequently bringing the cost per passenger on a mileage basis much lower than for any other form of transportation.

During winter months, when motor car convenience is especially desirable, the snugly fitted storm-proof curtains provide comfort and protection. It is a car for all seasons—a family utility—easy to buy and inexpensive to operate.

Today, with higher hood and radiator bringing improved appearance, the touring car represents at its present low price an even greater value than ever before.

*Side curtains make Ford open cars an all weather utility.*



AVOID DELAY BY PLACING YOUR ORDER NOW



THE RUNABOUT

*Ford*

**F**OR salesmen and others whose productive activity depends upon the saving of time and energy in getting from place to place, the Ford Runabout provides individual transportation at the lowest possible cost.

Its low first cost spread over years of useful service becomes insignificant. Operating and up-keep costs are correspondingly low. Many a Ford Runabout has paid for itself during the first few months of operation by increasing the number of daily business calls.

Well-fitted side curtains afford perfect protection during inclement weather, and there is a large luggage compartment at the rear.



*The runabout has a large enclosed compartment for baggage.*

The Runabout is trim in appearance, dependable in action and above all a splendid investment.



*Ford*

THE COUPE

**T**HE Ford Coupe covers a wide range of usefulness. It is a personal car for the business or professional man, salesman or any member of the family.

Simplified control and quick pick-up enable you to thread heavy traffic with speed and certainty that permits the scheduling of a busy day. It can be parked quickly and easily in a very small amount of space, a feature which frequently saves much valuable time.

Recent changes in the body design combined with higher hood and radiator and an enlarged rear luggage compartment give the coupe a new and distinctive appearance as well as a higher utility value.

Equipped with electric starter and demountable rims it is the lowest priced enclosed car on the market.



*The recessed shelf is a feature of the new coupe*



THE FORDOR SEDAN

*Ford*

ALL the advantages of automobile transportation combined with enclosed car comfort are offered in the Ford Fordor Sedan. It will go anywhere that a motor car can travel, carrying its occupants in restful ease.

The interior is commodious yet compact with seating capacity for five persons. It can be made completely storm-proof by closing the windows with a proper degree of ventilation assured through the adjustable cowl ventilator.

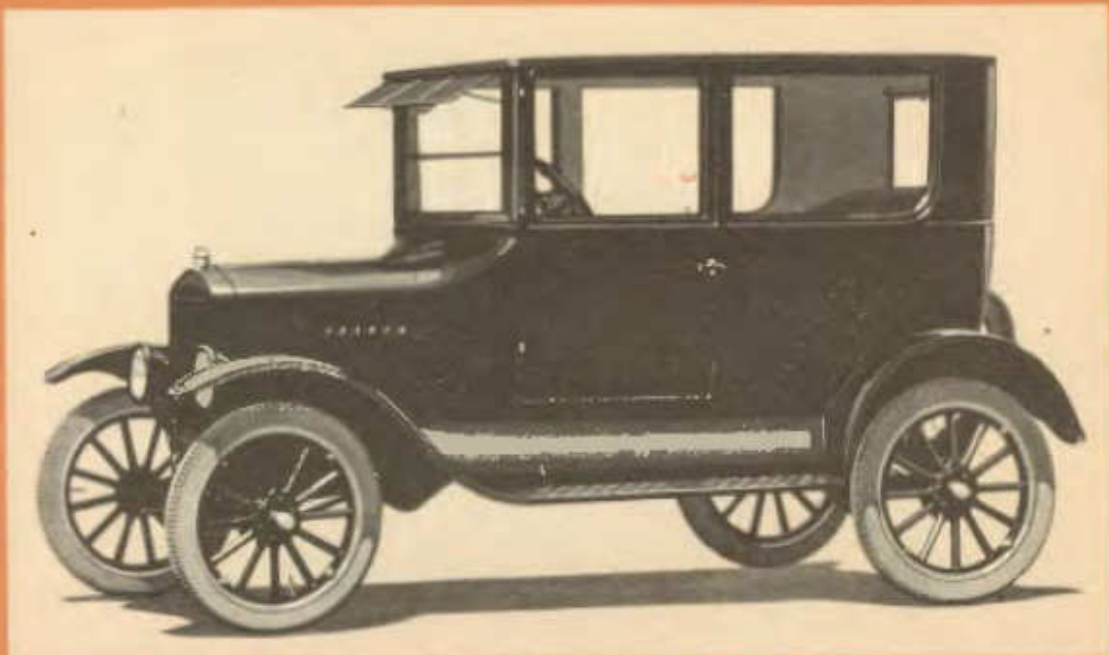
Revolving type window lifts, door locks, windshield visor, silk curtains, floor rugs, dome light, starter, and demountable rims are furnished as standard equipment.

At its present low price this sedan represents an exceptional value in an enclosed car for family use.

*Note the roomy interior and wide door openings*



SPRING DEMAND ALWAYS EXCEEDS FORD SUPPLY



*Ford*

THE TUDOR SEDAN

**T**HE Tudor, an entirely new Ford body type, appeals to those whose requirements for a personal car must be met by one which offers seating capacity for five people.

Individual front seats, deeply upholstered, are accessible from either side of the car. The right front seat folds forward, which gives a roomy entrance through the wide door.

The interior accommodates five persons comfortably in an intimate group. Large, well-proportioned windows and a straight roof line give the car an exceptionally pleasing outward appearance.



*Both right and left front seats are roomy and comfortable*

Although starter and demountable rims are standard equipment, the Tudor is the lowest priced five-passenger Sedan on the market.



ONE-TON TRUCK

*Ford*

**T**HE Ford one-ton truck chassis equipped with the new Ford all-steel, flare board body give the business man and farmer alike the most economical and efficient of haulage units.

In commercial activities, its adaptability to render service in a wide range of uses is practically unlimited. In agricultural sections it will effect greater economies in the transportation of farm

products. When desired, either chassis or body may be purchased as separate units.

#### MODEL T CHASSIS

The model T chassis, famous the world over for its dependability and economy of operation, meets every requirement of light delivery service. Like the truck, it may be purchased either with or without starter and demountable rims.

#### THE TRACTOR

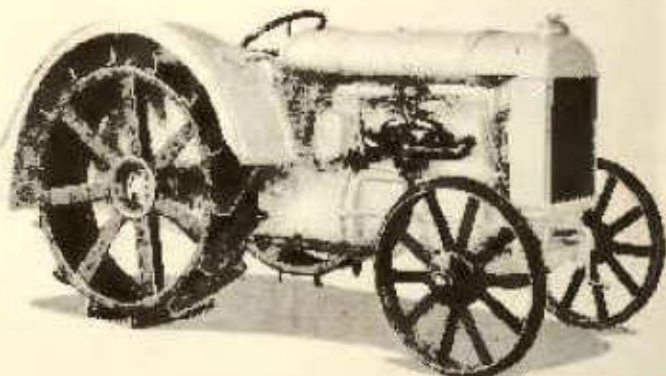
Simplicity of design, ease of operation and dependable performance under all conditions are outstanding features of the Fordson Tractor.

At present, it is filling more than 100 different power requirements throughout the agricultural and industrial worlds.

Because of its low first cost and economy of operation, the Fordson can be made to pay for itself many times over.

Automobile-type drive insures

easy handling. The Fordson turns in a 21-foot circle. It has three forward speeds, and burns kerosene. Fenders are optional equipment.



PROTECT YOUR SPRING REQUIREMENTS—ORDER NOW

# \$5 ENROLLS YOU

in the

## Ford Weekly Purchase Plan

This practical thrift plan instituted by the Ford Motor Company several months ago, has since been taken advantage of by many thousands of persons to assist them in purchasing Ford cars.

In all sections of the country, this plan has the endorsement and active co-operation of banks and bankers, who recognize it as a conservative and convenient means through which Ford ownership is made possible to many persons who have been denied its advantages.

The procedure is simple. If you wish to become a Ford owner, visit any Ford Dealer's place of business and select the type of car you want. Make the initial payment—as little as \$5.00 if you like, and then arrange for weekly payments to suit your convenience.

This puts you on the preferred order list and insures delivery of your car at a time to be determined by yourself.

In the meantime your investment is not only secured through dealing with a reputable Ford dealer but is actually deposited to your credit in a local bank where it draws bank interest which is applied against the purchase price of the car.

Any Ford dealer will gladly show how easily you can become a Ford owner.

He may even suggest a way for you to take delivery before all payments are made.

Then, if you are interested, take out an enrollment and in a remarkably short time you will be driving your own car.

START TODAY

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
NAME OF PURCHASER <i>John Smith</i>																ADDRESS <i>642 Spruce St</i>											PHONE <i>Main 342</i>			
RECORD OF PAYMENTS																														
AMOUNT	REC'D BY DEALER	DATE	REC'D BY BANK	DATE	TOTAL PAID	AMOUNT	REC'D BY DEALER	DATE	REC'D BY BANK	DATE	TOTAL PAID	AMOUNT	REC'D BY DEALER	DATE	REC'D BY BANK	DATE	TOTAL PAID													
<i>5.00</i>	<i>R.C.</i>	<i>1/17/24</i>	<i>A.B.</i>		<i>5.00</i>																									
<i>Specimen</i>																														