



*Ford*  
THE UNIVERSAL CAR

# A Business Utility



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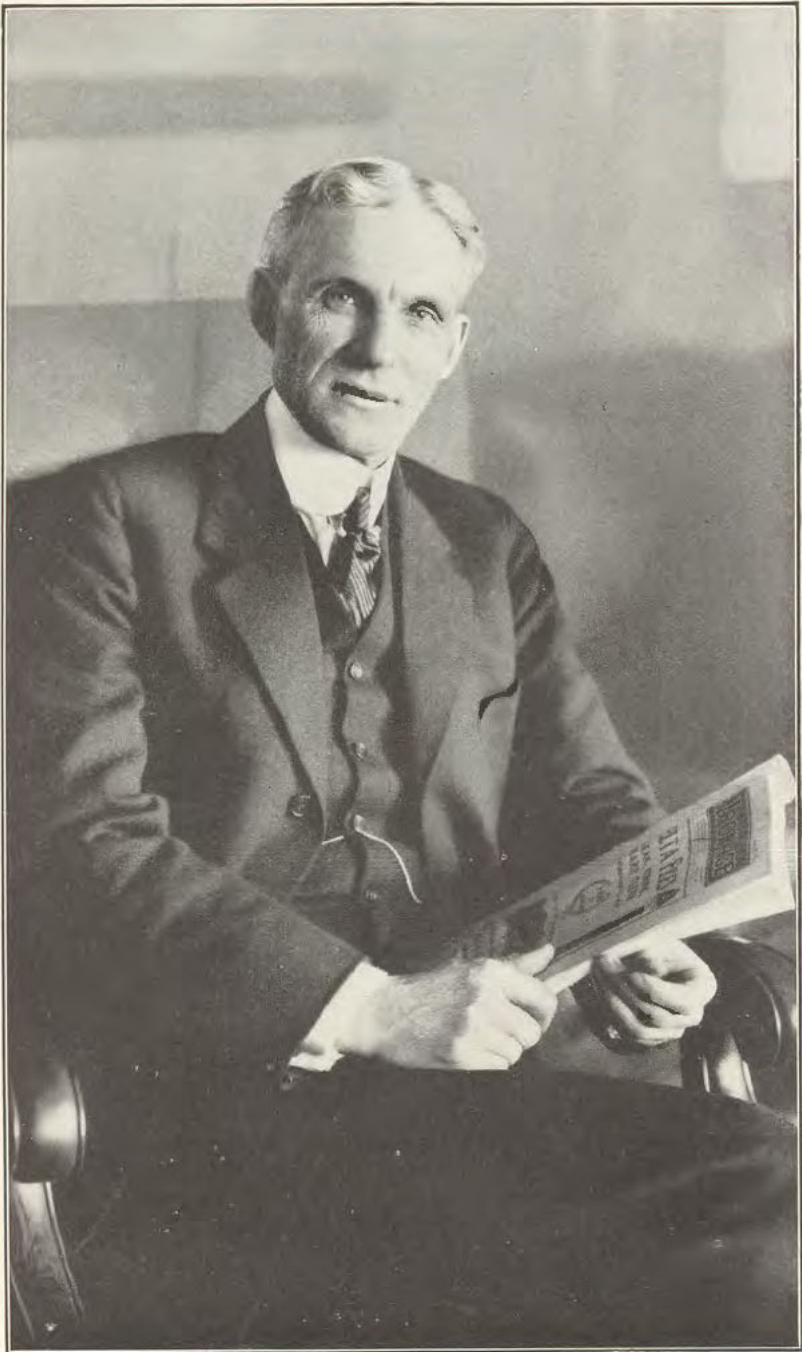
## A Business Utility



How S. H. WILLARD, Merchant of  
Northville, New York, utilizes  
a Ford Car

A Valuable Servant in  
the City and Country  
for the Manufacturer,  
Merchant, Contractor,  
Builder and Farmer,  
Professional Men and  
Tradesmen Generally

*Ford Motor Company*  
*Detroit, Michigan*



HENRY FORD

## A Business Utility

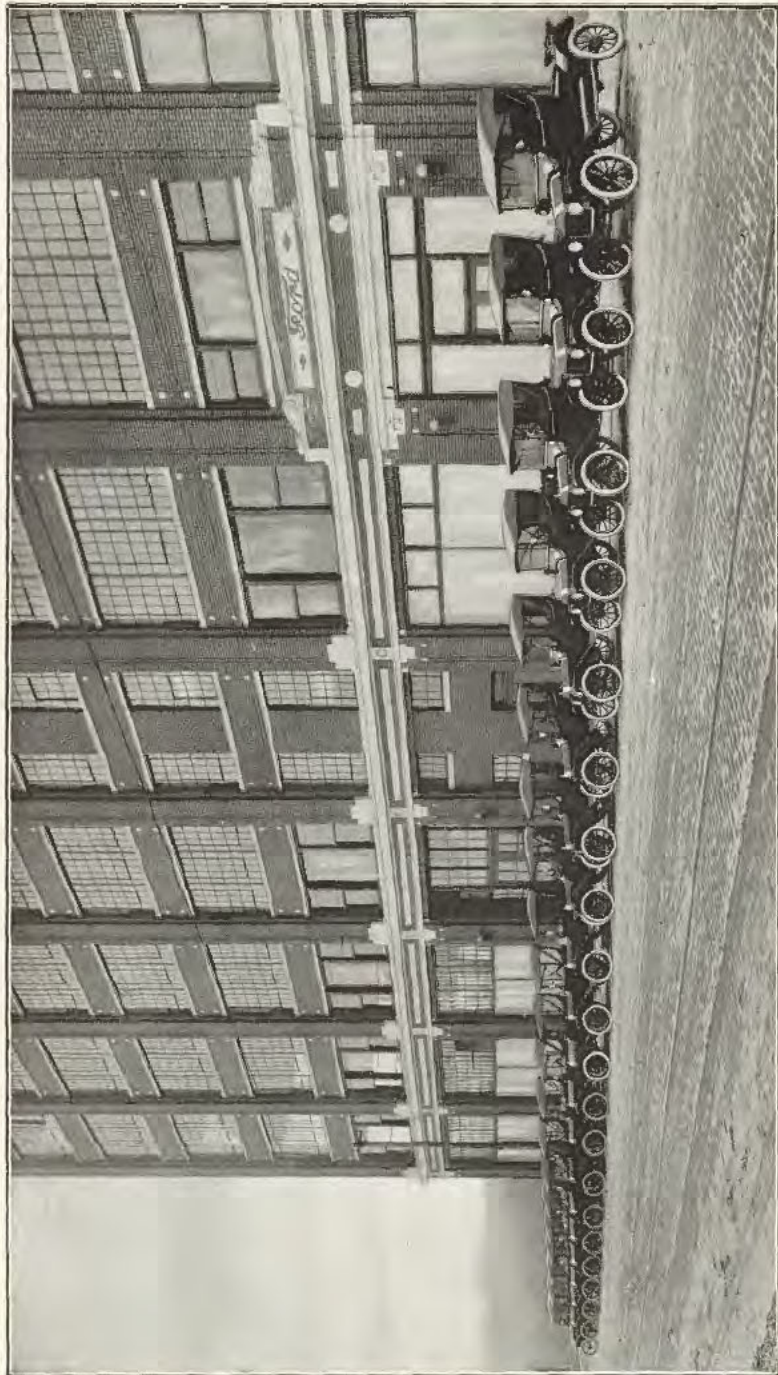
The Ford car has become, by sheer virtue of its practical merits, a real business utility. Not alone in the cities and towns and manufacturing centers, but on the farm, and ranch, in the mines, for municipalities and corporations, in engineering and construction of public works. Is a real necessity on the truck garden; with professional men of all classes, with business men in all branches of commerce, and along every avenue of industry.

There is nothing strange, nothing out of the ordinary, in this fact, because the Ford car was built for universal use. It has, in sixteen years, met all the expectations of universal service, and today millions of them are giving profitable and satisfactory results in every line of human activity.

In this little book is given the willing testimony of many who are using the Ford car, and the Ford One Ton Truck, with certain profit. Two and two have always made four. There would not be the millions of Ford cars running all over the world today if those cars had not, in every form of service, not only met the demands of the users, but gone a little beyond. If the Ford were not the best car for the manifold uses of universal business, then they would not be, as they are today, in service in the ratio of 5 to 1 of the nearest follower.

On the pages of this book is the evidence of those who know, by practical use, the superior value and economy of the Ford car and the Ford Truck. Any statement made in this book can easily be verified by writing to those who made the statements. We refer the inquirer to any and all of them.

We direct attention to the fact that while conditions of service asked for by the Ford cars and Ford Trucks have not changed, yet the prices of gasoline, oil, tires, etc., vary continually, and, therefore, there may be a little difference at times in the cost in operation as given in this book, and the cost that may be general now. Still there comes with the higher costs in operating expense, the same increased cost in competing lines of service. So that, now as always, the Ford car and the Ford Truck are still the surest economies in business. So thoroughly is this fact understood, and accepted, throughout the business world, that there are only a few instances where special expense accounts are kept on the operation of Ford cars and Ford Trucks—"they have made good."



The Minneapolis General Electric Company, Minneapolis, realizes full returns from its salesmen through Ford cars

## Anticipating Questions

Anticipating the questions of manufacturers, wholesale firms and others who employ traveling salesmen, as to the general methods followed in supplying salesmen with Ford cars, we may say that there are practically but two methods in vogue.

The first, and that most largely followed, is for the employer to buy the car outright and resell it to the salesman on a time payment basis, allowing a fixed amount monthly for operating expenses. This is paid by the salesman and the amount is credited to him on the purchase of the car.

The other plan is for the firm or employer to buy the car outright, supply the salesman, and pay the operating expenses, just as they do all other expenses incurred by the salesman while traveling by rail or any other manner.

We give a few instances of the way the matter is handled by concerns who employ a large number of traveling salesmen.

The testimony given in this book, we have simply compiled. It is not what we say about the Ford car and the Ford Truck, it is what the owners of Ford cars and the owners of Ford Trucks have found out in daily experience and express with much satisfaction. They are pleased to testify to the satisfaction and profit they have experienced in the use of "The Universal Car."

The testimony covers the use of the Ford Runabout and Coupe for traveling salesmen, the use of the Ford car equipped with suitable bodies for delivery purposes, and the use of the Ford Truck for the heavier tasks of business and industry.

At first, the Ford Runabout was the one car purchased for traveling salesmen, but latterly, employers have found that the Ford Coupe was much more desirable, because carrying a better body, more roomy, more comfortable to ride in, more pretentious in appearance, it was the choice of the salesman, and it has been found to pay the employer when his salesmen are comfortably equipped in their work. The Ford Coupe having a permanent top with sliding windows of plate glass, make it a *breezy* open car in the summer time, while inside of a minute or two it can be turned into a dust proof, water proof, enclosed, cozy and really luxurious car, giving the salesman more comfort, and, therefore, inspiring him with a desire to give the best of care, and we believe that in the longer time of service which the Coupe will bring because of these reasons, and further because it fully satisfies the salesman, that it is a better investment for the employer than the Runabout. But this is simply a matter of choice—matter of personal judgment. The one great fact stands out that as a matter of economy in the never ending problem of quick and reliable transportation at the minimum of cost, Ford cars give the most profitable and satisfactory solution because of the small cost price, the low cost of maintenance, the simplicity of operation, their great flexibility and their extreme durability.



Fleet of Ford cars in front of Singer Sewing Machine Co., Honolulu, H. I. Different nationalities employed as salesmen: American, Hawaiian, Japanese and Chinese

## Buying Cars for Salesmen

The Detroit City Gas Company buy the car outright, and resell to the salesman on the monthly installment plan, allowing the salesman \$500 operating expenses. This the salesman pays, and it is credited to him on the payment of his car.

The Joseph Mack Printing House, Inc., of Detroit, have the same arrangement.

The Loose-Wiles Company, of national fame, manufacturing bakers, operating branches in several cities, buy the cars outright and resell to the salesman. They state the expense is about the same as railroad fare, but they have enjoyed an increase in business in a normal season of about 35%.

The Omaha branch of Cudahy Company stands one-half of the purchase price and the other half is paid back by the salesman at the rate of \$25 a month. The salesman pays all expenses and is allowed \$30 a month for the upkeep of the car.

Best & Russell, cigar manufacturers of Omaha, purchase the cars outright and resell to the salesman on the installment plan of \$20 per month, the company paying all operating expenses.

Simonds Manufacturing Company, of Seattle, purchase Ford cars for their salesmen, allowing a given sum per mile to cover all operating and maintenance expense.

The Boren-Stewart Company, wholesale grocers, Dallas, Texas, buy the car outright and resell to the salesman on a monthly installment, each salesman being allowed for operating expenses the amount of his monthly payment.

The Edson-Moore Company, wholesale drygoods house, Detroit, buy the car outright and resell to the salesman on a \$20 a month installment. This is taken from a monthly allowance of \$50 for operating expenses. They are enthusiastic in the successful operation of this plan.

The Corona Provision Company, Cornell & Underhill, manufacturers of iron pipe, and Koenig & Schuster, grocers, all of New York City, make a present of the car to old reliable salesmen and meet all expenses. This is a little out of the ordinary, and yet, we doubt if it is not the most profitable plan after all.

Pierre Lorillard & Company, the great tobacco concern, consider the length of service and whether the salesman is upon a salary or commission. If on a commission, he pays the company \$10 a week until the car is paid for. In the meantime, he pays all expenses of operation. If the salesman is on a straight salary basis, the firm furnishes the car and pays all operating expenses.

These few instances practically speak for all the firms and individual employers in the country using traveling salesmen, as to the methods of equipping such salesmen with Ford cars.





These Fords cover city and country territory all the year around for the Standard Oil Company, Wichita, Kan.



Page Wire Fence Company, Adrian, Mich., recognized Ford value when they equipped their traveling salesmen

## The Testimony of Experience

The following covers the use of Ford cars either with Runabout, Coupe, Touring or Delivery bodies.

McMiller & Taft, of Cincinnati, have found the Ford car satisfactory in building and contracting work.

Peden Iron & Steel Company, Houston, has three delivery cars, owned by the firm, on which \$1.00 each per day is allowed for operating and maintenance. They are perfectly satisfied.

W. A. Manwaring, contractor, 1208 N. 31st Street, Philadelphia, reports the satisfactory service of 35 Ford cars, for heads of departments, troublemen and patrolmen, in both city and suburban use.

The National Lead Company, of Detroit, says: "The Ford cars in use by our salesmen are serving satisfactorily."

The N. P. Pratt Laboratory, of Atlanta, Ga., uses Ford cars and is well pleased with the results.

Parke, Davis & Company, one of the world's largest manufacturing druggists, are large users of Ford cars for their salesmen.

W. H. Caruthers, Kentucky manager for the West Disinfectant Company, Louisville, says he thinks the Ford is the only sensible car for business or pleasure. He gets 22 miles to a gallon of gasoline.

The Post Office Department in Cincinnati has a fleet of Ford cars and one emergency car, all of which have uniformly good records. The average day's run is about 40 miles, with 150 stops. It requires an average of 3.12 gallons of gasoline and .84 pint of oil, per day.

The following letter from A. C. Cason, Commissioner of Water Works and Sewerage for the City of Dallas, Texas, speaks volumes for the worth of Ford cars as economizers for the taxpayers.

"We installed two Ford cars in our Water Department for the Repair and Leak men. By so doing, we saved the cost of the services of three men, amounting to \$2,430 per year; and the expense of keeping three horses, figured at \$540 per year, making a total saving for the year of \$2,970. To offset this, an allowance of \$600 per year was made for the upkeep of the two cars, leaving, as I figure, a net saving of \$2,370 annually."

We quote the Los Angeles Bureau of Waterworks Supply.

"Unquestionably the Ford is by all odds the car best adapted to department service under the three main heads of initial cost, cheapness of maintenance and cost of operation. If out of service they are easily repaired at a low cost of parts, and little time is required in the shop for parts replacement."

With the exception of gasoline and oil, two Cincinnati Salesmen for the Ohio Rubber Company, maintain their Ford cars out of their increased earnings. No cost data is kept.

A trifle over 3 cents per mile is what it costs M. A. Disbrow of Omaha to run Ford cars in city and country.

Ford cars prove economical for Flannery Bros., Pittsburgh, funeral directors. They have two cars, one of which averages 85 miles per day, the other 70.



The salesmen of D. M. Ferry & Co., seedsmen, of Detroit are Ford-equipped throughout. Reasons—service, economy



Ford performance on country roads is a factor with the traveling salesmen of Northrup, King & Co., seedsmen, of Minneapolis

"Business has nearly doubled since I bought my Ford," is the way H. Adler, 1314 Frankford Ave., Philadelphia, expresses his satisfaction. He is enabled to secure extra business from suburban towns, and finds his cost per mile is only a few cents.

George F. Trimble, representing the Zymole Trokey Company in Brooklyn, increased his commissions 31-5% in six months' use of the Ford car.

Dr. Samuel E. Woody, of Louisville, Ky., gives the following reasons why he bought another Ford:

"Simple, easily understood, safe and reliable.

"Will do as much as any other car, and under worse conditions.

"Consumes less gasoline, oil and tires.

"Uniform service everywhere; fair prices and no tipping of employes.

"Depreciation much lower than other cars.

"My Ford costs less to run than any horse I ever had, and does twice as much work as the two horses I used to keep."

The superintendent and salesmen of the Llewellyn Iron Works, Los Angeles, use a number of Ford cars.

"Costs are far less than when the salesmen traveled by rail, and the business has increased one-third," is the verdict of the Samuel A. Crocker Company, Dental Supplies and Surgical Instruments, Cincinnati, O.

The Pittsburgh Water Heater Company, of Pittsburgh, have many Ford cars. The cars are used in city and general sales work.

C. Gate & Company, manufacturers, Pittsburgh, owns 100 Ford cars, five being used in the Pittsburgh district. The average of miles per gallon is 17, while tires run from 7000 to 9000 miles.

The firm of Otto Eisenlohr & Bros., Cincinnati, manufacturing tobacconists, owns and operates five Ford cars. They express themselves as being well satisfied.

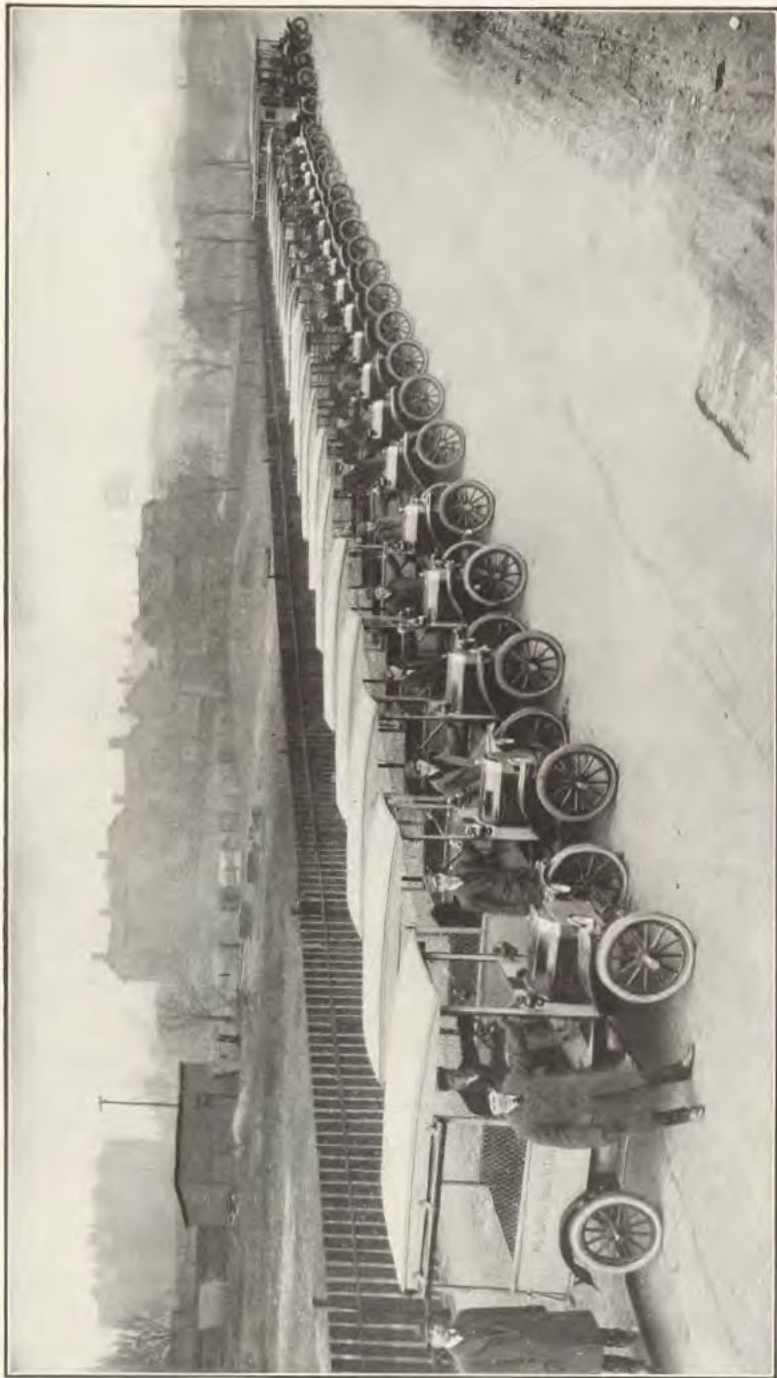
The Quality Biscuit Company, of Milwaukee, keeps a complete expense account and finds that the Ford makes a saving of 11½% in their traveling expenses over methods previously employed.

The Omaha branch of the Burroughs Adding Machine Company says: "We are very much pleased with the Ford car and what it does for us, and would purchase no other for this work."

The American Lightning Rod Company, of Omaha, has had Ford cars for some time. Experience has led them to conclude that the Ford is the logical car for the work, on account of its reliability, economy and prompt service.

The K-W Ignition Company, of Cleveland, uses twelve Ford cars. They state that for prompt attention to business, Ford cars are as necessary as the telephone.

Paxton & Gallagher, Omaha wholesale grocers, have used Ford cars for city sales work for four years. Especially impressed by the promptness and courtesy of Ford service.



These faithful Ford cars do the delivery service of William Taylor Son & Co., Cleveland

The B. F. Goodrich Company, famous tire and rubber manufacturers, uses Ford cars, and has the following to say regarding them: "We purchased a Ford roadster and equipped same with a delivery body. We consider this the best investment that we could have made for our delivery purposes, and that a more economical car for service would be hard to find."

The Livingston Manufacturing Company, household specialties, Chicago, writes: "We now have twenty-four Ford cars in use by our traveling men, and during the course of the next year we will probably buy as many more. This is proof of what we think of the Ford for traveling men. In many cases, we believe it more than doubles the efficiency of our men."

The Washburn-Crosby Company, makers of Gold Medal Flour, has an even hundred Ford cars in use. In a year the cost of operation and maintenance averaged \$31.13 per month, exclusive of insurance, depreciation and garage rental.

Wm. Taylor Son & Co., department store, Cleveland, O., says: "At your request, we are glad to give our testimony as to the efficiency of the Ford car. We have purchased many cars, all of which have given us satisfactory service, and our continued repeat orders are evidence of our confidence in the Ford car."

The Louisville Grocery Company, Louisville, Ky., uses Ford cars and are well satisfied therewith.

Upwards of 17,000 miles have been covered by the 1914 delivery car, owned and operated by the U. S. Coffee Company of Houston, Texas, at a cost of less than 2 cents per mile. The first set of tires returned 15,000 miles. They are perfectly satisfied.

The firm of G. C. Morse & Co., San Francisco, dealers in seeds, presents the following strong argument in favor of Ford cars for its salesmen. Cars are being tried out in different portions of California.

"The salesman who travels in the northern part of the state has showed a saving of forty cents per customer, comparing the expense of his Ford with that shown in the previous year when the territory was covered by horse and by train. The salesman who covers territory near San Francisco and travels into San Joaquin Valley, shows a saving of 60 cents per customer as against his record with horse and train one year before."

The following Milwaukee firms own and maintain Ford cars for use by their sales forces and in delivering. An average of thirty to thirty-five miles per day is covered, but in none of these cases is a detailed expense account kept. The firms are all satisfied with the work done by the Ford cars.

Fowle & Sons  
Pine Lumber Company  
Clark & Host  
Pennsylvania Coal & Supply Co.  
Armour & Co.  
Kieckhefer Box Co.

B. J. Johnson Soap Co.  
Geo. C. Mansfield Co.  
Bloomfeld-Locher-Brown Co.  
Hoffman-Billings Co.  
Hubmark Rubber Co.



Delivery companies seek greatest service with least investment and upkeep.  
So the Associated Merchants Delivery standardized on Fords



These Ford cars deliver the Chicago American to sub-stations  
and news stands

Thirty-five Ford cars are used by the Smith-Lockwood Company of Omaha, which considers them the only profitable motor car for use on all kinds of roads in all parts of the United States. Several of the cars are 1910 products and give as economical service as the later cars.

The Fleischmann Company, user of a large number of Ford cars in many cities, finds that as trade-getters the Fords are more than satisfactory and beyond expectations.

The Phoenix Cheese Company, Pittsburgh, uses many Fords in handling its butter, egg and cheese business. The cars are owned and operated by the company, but no detailed record of expense is kept.

The Union Gas & Electric Company of Cincinnati is so well pleased with the work of its Ford cars and so entirely satisfied of their consistent economy of operating costs that it has ceased to keep a cost record on them.

In the case of B. J. Potter, manager of the Okemos Independent Telephone Company, Okemos, Mich., Ford performance has been combined with a record for economy. He reports: "I have driven 12,657 miles since May 3, 1915, at an expense for repairs of 10 cents and that was my fault. My Ford car is good for 100,000 miles the way I take care of it."

The large place which the Ford fills in so important a line of work as the handling of the United States mail is shown in the letter from E. I. Watters, a mail carrier in Louisville, Ky.:

"I have used a Model T car for five months, and have driven it nearly seven thousand miles. It is one of the six cars used in the collection and delivery service at the Louisville post office. My route covers 39 miles of streets, a great deal of it being very rough. The distance from my home to the office and back is 7 miles, making a total of 46 miles a day.

"The machine is a little wonder, having performed so satisfactorily in all kinds of winter weather, snow, ice and slush, that I must say from my own experience and observation, the Ford is mighty hard to beat.

"Have spent only \$1.70 for repairs in 7,000 miles running and have done twice the work I formerly did with the horse and wagon. My expense on horse and wagon equipment was from \$20.00 to \$22.00 per month; on the Ford it has not exceeded \$27.00 per month to date, \$10.00 for gasoline, \$1.50 for oil and \$15.50 for tires and lights."

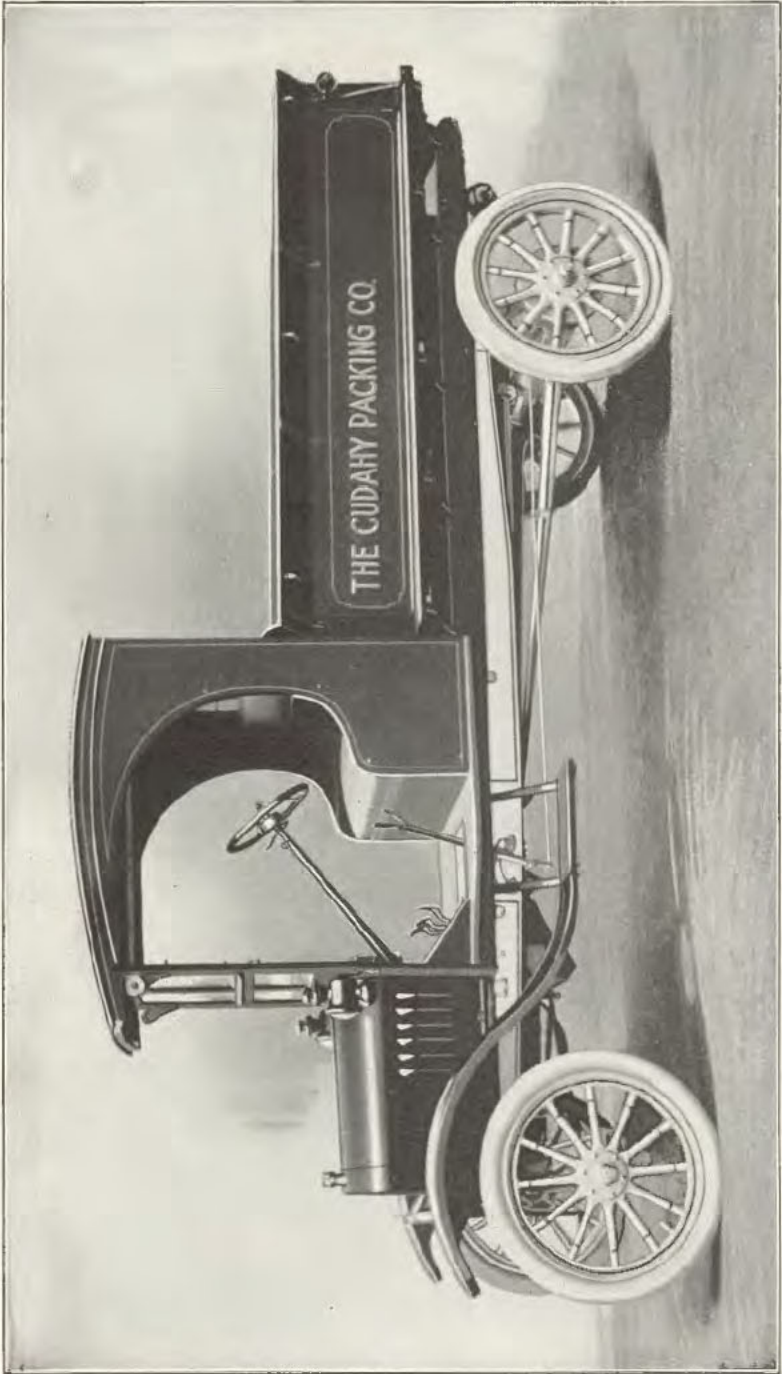
All the year 'round, Ford cars serve the Fairmont Creamery Company of Omaha. The men prefer using the car to riding on trains, and although the cost per mile is a trifle more, the greatly increased business more than makes up for it. This company turns its cars in at regular periods and replaces them with new ones, thus keeping operating expenses down to a minimum.

Three cars used for delivery work by the Pittsburgh Coat and Apron Supply Company, Pittsburgh, Pa., average about 300 miles per car per week, with an average of 18 miles per gallon of gasoline. Depreciation has not been figured, for cars in use four and five years are still rendering excellent service.

A fleet of sixty Ford cars handles the delivery of the People's Bread Company of San Francisco. The cars are rendering good service.

The Henri Hanause Co., of Chicago, Ill.—"Ford cars are the most handy for quick deliveries, insuring reliable service. We could not, under any circumstances, take other cars for our use."





This is how the Cudahy Packing Company of Chicago are using the Ford Model T One Ton Trucks

## With the Truck Owners

*"I have a Ford Touring Car, a Fordson Tractor, and now a Ford Truck. If Henry Ford makes anything else, I want that also."*

A farmer in Meade County, Kansas, wrote it, and he expressed the confidence of more than 3,500,000 other Ford owners in the products of Henry Ford. It was in 1917, after 2 years testing, that the Truck was marketed and brought out by the Ford Motor Company. At that time 2,000,000 Ford Model T Chassis,—pleasure cars, working cars, on the farm, in the city—were making the Ford reputation for performance and economy, and it was by these standards that the new Ton Truck was measured. How far expectations have been realized is told in the following pages, with some figures of upkeep showing that the Ford Truck is the same positive economy, the same money maker, the same utility as every other model of the Ford car.

The Ford Motor Company does not build any type of delivery car or truck body. The buyer can equip his car with that particular style of body best adapted to his requirements. The photographs shown in this book illustrate various types of bodies covering the widest variety of service from the farm handling of produce and live stock to retail store package delivery.

E. W. Robinson, lumber and coal dealer of Denver, Colo., equipped a Ford Touring Car Chassis with a light delivery body in 1915. He has since added another, and two Ford Ton Trucks, using trailers with all four machines. This is the result, to use Mr. Robinson's words: "I am sure that I am getting more service from these four machines and four drivers than I could from ten horses and eight drivers, and as they take all the long hauls, the few horses I use have only yard work and short trips and are easily kept in condition. I believe that these machines cut in two the costs of the ordinary deliveries for which I use them, besides making it possible to give my customers very quick and satisfactory service. They also have enabled me to make deliveries of mill work, etc., as far as 60 miles in some cases, saving the expenses of crating, etc., necessary for shipment by rail and giving satisfactory delivery right to the job. The expense of keeping in repair has been very light, practically only the replacing of parts worn out by the constant heavy use."

The average cost for the Truck covering 12,293 miles was 4.7 cents per mile, including all repairs.

"That we were satisfied with our first Ford Truck is demonstrated by the fact that we have just purchased another," says the Schutte Lumber Company, Kansas City, Mo. "For easy manipulation and quick service, we have found these two trucks to be unexcelled, and they have replaced six wagons. We make all of our lighter deliveries with these two trucks and although we have frequently overloaded them, so far there have been no repairs necessary on either truck."

"It is necessary equipment," says F. D. Bently, Manager of the Minnetonka Lumber Co., Oklahoma City, Okla. "I am pleased to advise you that we have been using two Ford Trucks during the



R. R. Baker, General Produce Farming, Muscatine, Iowa



Truck loaded with Flour, owned by P. C. Paul, Buffalo, N. Y., carrying net weight 7,175 lbs.

past year. They have been highly satisfactory to us. A lumber yard without a Ford Truck, to take care of quick deliveries, is short in its equipment."

"After the little use and experience I have had, I am sorry I did not know the value and convenience of your Truck a year or more ago," says O. R. Beard, of Sharon, Tenn.

Thomas Ariss, Concord, Mich., is a shipper of hay, grain and wool. He writes: "To whom it may concern, especially anyone wishing to buy a truck, I can honestly say that the Ford Truck has got them all beat forty ways for capacity. I have used my truck every day for nearly a year, hauling from one to two tons at a load, and have not paid out one cent except for gas and oil. For the past two weeks I have been making one hundred and twenty miles per day loaded one way. I would not take one thousand dollars for my truck if I could not get another."

L. E. Shepard, Manager, Sherman's Feed Store, Paw Paw, Mich., bought the first Ford Truck in his county, August 15, 1917. He used it continuously until May 1919, and \$6.00 covered the entire cost of repairs.

Martin Stap, Grand Haven, Mich., is another Ford owner who has found the benefit of Ford economy. He says, "The Ford Truck bought in April 1918, is very satisfactory; in fact, we are constantly loading 3,000 pounds. My next truck will be a Ford."

"Just a word about your wonderful worm drive truck," writes R. H. Scott, flour and feed, New Rochelle, N. Y.: "It carries approximately two tons and is in daily use. I have used it for three months with no expense other than gas and oil."

L. T. Bradshaw, Bradshaw, Ky., uses two Ford Trucks in connection with his milling business, and says his great mistake is that he did not buy them long ago.

The Peebles Mills, Peebles, Ohio, have been using a Ford Truck for a year to deliver mill products, and estimate a saving of 40 per cent over horse and wagon on delivery costs. "Roads are bad and loads are heavy, but it is always ready for more," they say.

Sixteen months service with no repairs and one puncture is the record of the Ford Truck owned by Rost-Bukaty & Company, produce merchants, Kansas City, Mo.

Along with an order for a second Ford Truck from Cooper & Swearingen, wholesale produce dealers, Greenfield, Tenn., comes this: "We bought a Truck from you about three months ago and carry from 2000 pounds to 3500 pounds a load, and go any place we want to. We have used this truck unloading coal for light and water plant and have unloaded a fifty ton car in half the time we did with wagon."

American Milling Company of Martin, Tenn., has one Ford Truck and expects to buy another soon. This is why. "We handle all our city trade and also deliver our products to seven or eight small towns within a radius of 25 miles. Sometimes we will make deliveries to as many as four of the distant towns in a day. We have had no expense with the truck."



The salesmen of the City Ice Delivery Company, Cincinnati, O., are building its business by the use of Ford cars

Arthur Finn, flour and feed dealer, Sapulpa, Okla., has already found several solid reasons for satisfaction with his Ford Truck. Here they are: "My Ford Truck has been in daily use for the past nine months with better success and less operating expense than with other trucks I have of similar capacity. Repairs and parts being available immediately constitutes an attractive feature; also the cost of the same being about one-fourth of other trucks."

United Sash & Door Co., Sapulpa, Okla., own a Ford Truck that "improves with age" they insist. "The Ford Truck which we bought from you last February is giving us the best of satisfaction; every indication points that it is just getting to a point where it is becoming more efficient. For quickness and efficient service give us the Ford Truck every time."

Big Four Flour Company, Fort Smith, Ark., testify that they have operated several Ford Trucks in their territory, and find them "indispensable to our business."

85th Street Fuel & Feed Co., Seattle, Wash., have discovered real Ford utility when they write: "It has made for itself a place in our business which would be hard to fill in any other manner. By comparing the returns the truck has brought with the expense it has cost, including original cost, we believe it is one of the best investments we have made."

J. T. Sinclair Company, Coal and Coke, Detroit, Mich., are operating 16 Ford Trucks. They state: "After two years of experience with the Ford Truck, we recommend its efficiency in the retail coal business. On straight load deliveries within the mile and a half circle, it is capable of distributing fifty (50) tons of coal in a ten hour day which is equivalent to the work of three teams. The fuel consumption averages 9 miles to a gallon of gasoline, and one quart of lubricating oil every hundred miles. The depreciation, including tires together with incidental repairs, has not exceeded one dollar per day."

The E. A. Mathias Co., Carlisle, Ky., have had the experience of two Ford Trucks in their contracting and coal business. They report hard service and perfect satisfaction.

Middletown Artificial Ice Company, Middletown, Ohio, have built up their Ford equipment from one to eight Ford Trucks. These are the reasons why: "The initial cost of a Ford Truck is much less than any other truck on the market, of equal capacity, but instead of carrying a ton on a Ford, we never leave the plant with less than one and one-half tons of ice to the truck. Hence, we are overloading this truck fifty per cent. This is not considered good business by a business man, but when we compare the cost of this truck with other makes, we consider the over load a first class business proposition, as we have been operating these trucks two years and have experienced no trouble by overloading. Our annual reports show that we can operate a Ford Truck on retail business at a cost of from sixty cents to one dollar on the ton cheaper than can be done with the horses."



Truck Loaded with Sewer Tile, Operated by Behling Brothers, Concord, Mich



Jett & Wood, Coffee Roasters and Bakers' Supplies, Wichita, Kas.

"Runs like a new car," says Norman Bright, coal dealer, New Egypt, N. J., referring to his 18 months old Ford Truck. "Used it most every day, over all kinds of roads, and it has given me excellent and economical service."

"Just one-third of horse team expense" is the record of the Nevada Coal & Ice Company, Nevada, Iowa, covering a Ford Truck. "We have had a Ford Truck in service one year, and have had no upkeep expense except a few spark plugs. Our running expense is just one-third of our team expense. We have been using the truck for delivery of coal, ice, cement, lime and sand."

Crystal Ice & Storage Co., of Portland, Oregon, owns 27 Ford Trucks, 19 of which operate in the city of Portland as ice and ice cream deliveries. These trucks are in operation 8 to 10 hours daily, and have been found superior to any other truck.

An inevitable decision—and The Lawrenceville Ice & Storage Company, Lawrenceville, Ill., tell the reasons why: "We have always until this year used heavier trucks in our business. We purchased a Ford Truck the first of the year, and have found it to be so practical for our business that we have placed an order for another one, and expect to dispose of all our heavier trucks and replace them with Fords."

The Fort Smith Retail Ice Company, Fort Smith, Ark., say: "This is the second truck that we have purchased and we find it the very thing in every particular for our line of business. The upkeep and operation are so small that we can not find anything that would compare with them for the price compared with the service rendered. In regard to depreciation, the Ford Truck which I had used two years, I sold recently, and received about 75 per cent of the original cost for same."

Ten Ford Trucks and one Ford Roadster is the equipment of the Tacoma Ice Company, Tacoma, Wash. This is their letter: "We are now operating 10 Ford Trucks and 1 Roadster. Low investment and economy of operation were the factors in prompting us in our decision to standardize on the Ford Truck."

Perry Cooperman, furniture dealer of Forrest City, Ark., has used a Ford Truck since February 1919, and states it has helped enlarge his business, has proven a great time, labor and money saver. He doesn't see how a business can progress without one.

W. R. Temple, of Sac City, Iowa, sells furniture and pianos, he owns a Ford Truck. What he thinks of it is this: "I recommend a Ford Truck to anyone desiring a reliable way for transportation of anything in weight up to three thousand pounds. I have owned other trucks but the Ford stands alone for service and a reasonable upkeep."

Lit Brothers, one of Philadelphia's largest department stores has used four Ford Trucks over a year. This is their verdict: "We have been using four of your Trucks for a little over a year and have found them very satisfactory and the upkeep very low. At the present time we are averaging from five to six thousand miles on our tires and ten miles per gallon on our gasoline."





Smith-Thalheimer Co., of Little Rock, Arkansas, find the Ford Truck Indispensable

"The one and only truck," avers B. Rielman & Co., East Dowington, Pa., "as an economical and serviceable truck, none can compare on the market. As to the recommendation of one, you can assure yourself we will always be a booster."

Gulf Furniture & Carpet Co., Orange, Texas, have bought repairs of just one set of new brake bands for their Ford Truck in a year. "Perfect satisfaction" is their statement.

"Oldest and best in service," affirm Baker Bros., second-hand furniture dealers of Indianapolis, Ind. "We have four of your One Ton Trucks in service at the present time, the oldest one having been one of the first trucks put out by the Ford factory in this city. These trucks are in service every week day the year round and have given us entire satisfaction."

From Fort Smith, Ark., comes this testimony of Eads Bros. Furniture Co., manufacturers and wholesale furniture dealers. "We have used our Ford Truck less than one year, and, therefore, have had no repairs. Depreciation is so small compared with the larger trucks we are using that we consider it nothing, although we have been using this truck more than the larger ones."

J. R. McDaniel & Co., are furniture dealers and undertakers in Bloomington, Ind., have found the Ford Truck very satisfactory for furniture delivery and much cheaper than horses.

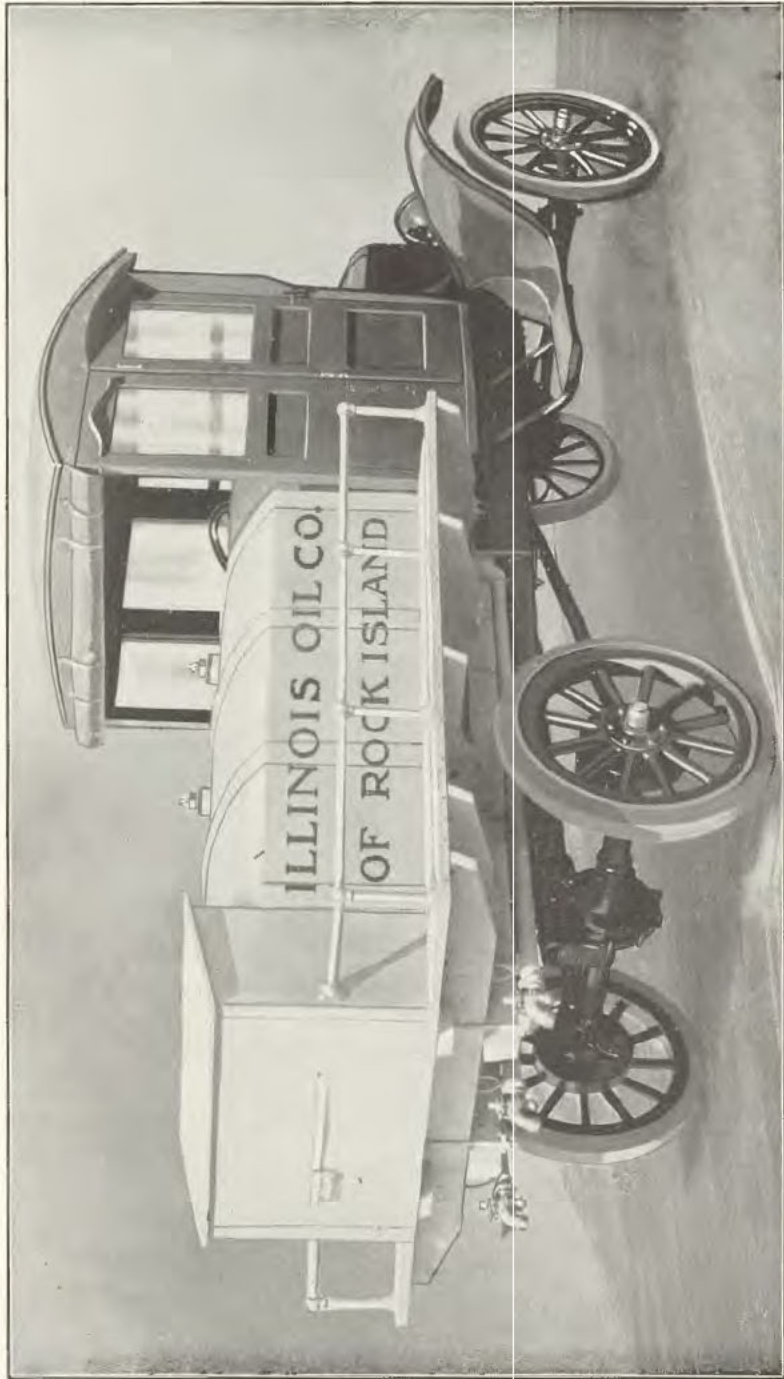
Economy—all around—is a regular Ford trait. So H. O. Wooten, President of the H. O. Wooten Grocer Company, wholesale grocers, Abilene, Texas, reports: "We are now operating two Ford Trucks and in our judgment there is no one ton truck more desirable from an economical standpoint, considering the cost of operation, and depreciation.

Hale-Helvey-Harris Company, wholesale fruits, Abilene, Texas, have had this experience: "We have been using a Ford Truck for the past three months, and so far it has proven entirely satisfactory. Our expenses have been nothing, with the exception of oil and gasoline. In the Ford truck we have solved the truck problem, and will not use anything else."

"It has been on the road every business day since October 1918, and we are so well pleased that we are ready to place an order for another," is the report of J. W. Green, Inc., furniture dealers of Jersey City, N. J.

H. Batterman Co., of Brooklyn, N. Y., department store, advise that their several Ford Trucks have proven very satisfactory as to durability, efficiency and economy.

Transfer companies probably impose as difficult service on their motor cars as any other line of business. The White Line Transfer Company, Kansas City, Mo., have operated a Ford Truck for nearly 18 months. This is their experience: "We have operated a Ford Truck for the past eighteen months, during which time we have never had the rear end out, nor have gone into the differential, nor have the rear wheels ever been off. The motor bearings have been taken up once due to an inexperienced driver operating truck without oil. We have an exceptionally large truck body 5 feet x 8 feet and the car is frequently loaded 50% above advertised capacity."



Oil Tank belonging to Illinois Oil Co., Rock Island

J. C. Short, heavy hauling contractor, Augusta, Kansas, has had the experience of six Ford Trucks. "I have just purchased my sixth Ford Truck, which alone should be testimonial enough as to the satisfaction and service they are giving. These trucks are all in use in the oil field, and are 'on the go' all of the time. The first truck was purchased over a year ago, and today is as good as it ever was. It has run every day with the exception of three in the last twelve months. The other five trucks have been purchased more recently and have not had time to establish their reputation, but I feel sure that they will all prove as satisfactory and serviceable in time as the first one has."

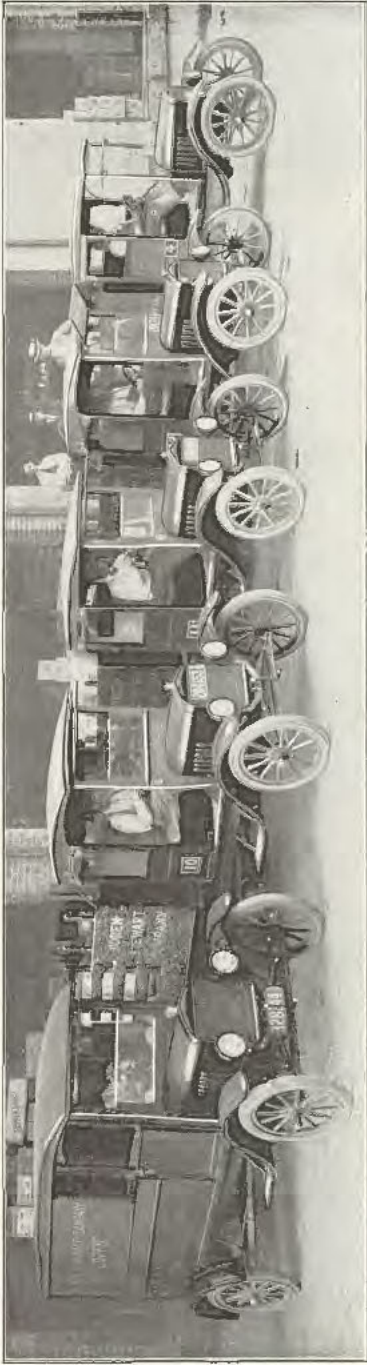
J. W. Bundy runs a public dray in Cheraw, S. C. His total repair bill for the past year was \$13.40, and the truck has been in service every day.

Air Line Transfer Company, Kansas City, Mo., report that their Ford Truck meets the demands of a ton truck at a lower initial cost and less cost of upkeep than any other. "It is so geared," they say, "that it neither travels too fast nor too slow, a point we consider of great advantage in a truck. Again the new worm drive in the rear axle runs smooth and noiseless, and is able to sustain a heavy load over any hill in this vicinity."

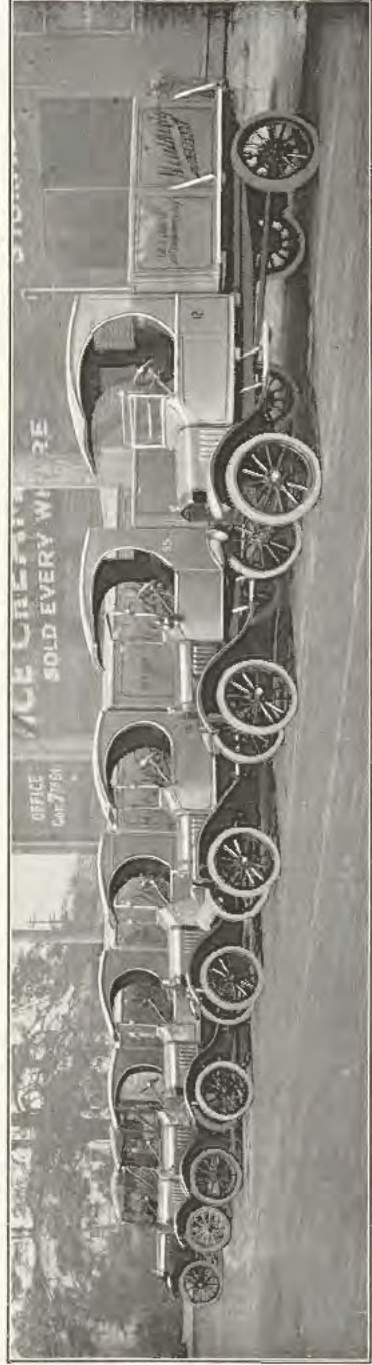
Armstrong Transfer & Trucking Company, Indianapolis, Ind., have been operating a large force of motor trucks for five years, and after buying a Ford Truck discovered they have been missing the real money maker. They have been able to get the same price per hour rental for a Ford Truck as another make costing nearly three times as much.

Jesse Dunn, of Madison, Ind., is in the transfer business and owns and operates several different makes of trucks. This is his experience: "I can cheerfully say that the Ford Truck gives better service with less trouble and expense than any of my other trucks."

From Eugene, Oregon, comes this report of E. C. Simmons covering two Ford Trucks which he is operating on a 64 mile freight and passenger service up the McKenzie River, "We feel moved to call your attention to two Ford Trucks that we have had in continuous service just exactly a year June 1, 1919. Our route is sixty-four miles up the McKenzie River. These trucks run and pass each other each day six days of the week and have been running a year, which makes approximately twenty thousand miles. Within that time we haven't had any rear end trouble at all with your worm gear and have had the motors overhauled just once. Our average mileage in the summer time on gasoline is about fifteen miles per gallon, and oil in proportion, and in winter, of course, running a little less,—about ten miles, or an average of about  $12\frac{1}{2}$  miles per gallon. We have never yet sent this truck out with less than two thousand pounds, and have hauled as high as 5200, and there are some snappy little hills to negotiate on this route. These trucks are supplanting two 2-ton trucks that had this run previous to our taking over the mail contract, and it is surprising the way our Ford Trucks have held up with the service given."



Boren Stewart Co, fleet of five Trucks, Dallas, Texas



Fleet of Trucks owned by Crystal Ice & Storage Co., Portland, Oregon



Three trucks, Middletown Artificial Ice Co., Middletown, Ohio



Fleet of six Trucks of the Log Cabin Baking Co., Portland, Ore.



Truck with Dump Body, owned by J. C. Sinclair Coal Co., Detroit



The F. O. Diver Milling Co., Middletown, Ohio

H. H. Reuth & Sons, Salem, Indiana, have found Ford merit beyond expectations. "When we purchased our Ford Truck, we were not at all satisfied that it would serve the purpose for which we had intended to use it, but since then we have put it to the severest tests and found that its merits were not misrepresented in the least."

"They will do all claimed for them and more," says the Paducah Clay Company, Paducah, Ky. "After having used two of your Ford Trucks for a period of twelve months over a very rough and hilly road, being a four mile haul making from six to eight trips a day and never thinking of going under 3500 to 4500 pounds to a load, one of our trucks only cost us 80 cents for repairs, which was for four new valves."

E. O. Olson, Sac City, Iowa, operates the Sac City Freight and Dray Line. "I was the first truck owner of a Ford Truck in Sac City. It has been in actual use over one year and a half doing the work of three team drays. Total expense to date has been less than \$150.00. The rear axle is in first-class condition today, and I have done over \$3000.00 worth of work in draying. After I worked this truck one year, I bought another one."

The Jeffray Manufacturing Company, Columbus, Ohio, have driven a Ford Truck 18 months an average of 1,000 miles a month at a cost, including gas, oil, maintenance and depreciation, of 7.7 cents per mile.

The Frank P. Swan Company, Huntington, W. Va., office outfitters; "We have had a Ford Truck since September 4, 1918. This truck has given us every satisfaction. We make long hauls and deliveries in the city, average from 15 to 18 miles to the gallon of gasoline, and our repairs have not been over \$5 for the entire nine months."

The American Rolling Mill Company, Middletown, Ohio, "The Ford Truck which we purchased from you something like a year ago has given us most excellent satisfaction, and has proven to be a very paying investment for us."

The Tivoli Brewing Company, Detroit, Mich., manufacturers of soft drinks; "The Ford Trucks we purchased from you are giving very good service, and we find the upkeep to be unusually low. As soon as we increase our manufacturing facilities, we are going to increase our equipment of Ford Trucks, as we find them to be the most efficient truck for quick delivery."

The Ohio Beverage Company, Columbus, Ohio, operate six Ford Trucks: "The upkeep is remarkably small when we consider the rough usage the trucks endure. One of our trucks has covered a distance of 6,000 miles and we haven't turned a bolt."

Kentucky Bottling Company, Maysville, Ky., have used a Ford Truck since April 1918. Their experience is typical: "This Truck has been used every day regardless of road condition or weather, has made from 8 to 45 miles per day usually loaded to its capacity. From a standpoint of upkeep and service, we think a Ford One Ton Truck is in a class by itself. The cost of operating outside of this one repair job, figures 1.7 cents per mile for oil and gasoline while this truck has been in use."





Truck owned by Wm. E. Clem, Vermilion, Ohio



Truck Loading Watermelons, owned by Mr. North Dexter, Liveoak, Fla.

Brookville Bottling Works, Brookville, Indiana, has had a Ford Truck in its business considerably over a year: "The Ford Truck which we purchased from you a little more than one year ago, has given us splendid service, having been driven nearly every day over all kinds of roads. We cover nearly twice as much territory as with our two teams. On the whole we are well pleased and have found the cost of upkeep very reasonable. We are contemplating the purchase of a second truck."

"The Ford is the genuine economy for us," says the Chero-Cola Bottling Co., of Knoxville, Tenn.

C. Wollwert is local agent for Gund's Beverages, Remsen, Iowa: "Let me say that I have used this truck since July, 1918, without expense so far as repair bills are concerned. I was advised not to buy a Ford Truck in the first place, but since July, 1918, I have passed many large trucks that were stuck in the mud when they were trying to get home empty and I was carrying two tons of ice. I was talking to your local dealers and was surprised to hear that they have never overhauled a rear axle on the Ford Truck, and they showed me a list of forty-six trucks that they have delivered in a little better than a year."

Smith Bros., road contractors of Flora, Indiana, are using 5 Ford Trucks in their work. This is their record covering  $1\frac{1}{2}$  years service: "Trucks have covered 12,960 miles each. Miles covered average 108 miles per day per truck. Each truck average 20 loads of  $1\frac{1}{4}$  yards gravel weighing not less than 3600 lbs. Trucks have given no trouble with the rear system. These trucks have constructed to date 6 miles of road and hauled all dirt for the fills and cement work as well as gravel."

The Crystal Creamery Company, Paducah, Ky., states, "You have to own a Ford Truck to realize what it will do."

Capitol City Creamery Co., Montgomery, Ala., have in operation three Ford Trucks. "Our three Ford Trucks are going steadily from early in the morning until six o'clock or later at night. We have carried 3000 pounds of ice cream tubs at one load and the trucks made good speed and did not seem to feel the strain. In connection with our out of town business, our trucks carry double decker loads of milk cans to and from the station. Their speed and carrying capacity, combined with their low cost of operation, make them a very efficient unit in our Traffic Department."

Crystal Creamery Co., Butte, Montana, have used a Ford Truck for nearly two years on their delivery route. They report that their Ford has given better and cheaper service than their other truck equipment, costing twice as much in investment, upkeep and repairs.

Another transfer company to discover Ford Truck value is the Yakima Transfer & Storage Co., Yakima, Wash. "We have had our Ford Trucks in use now about one year. They have given us satisfaction in every way, and for our light work are the best money getters that we have. They will do more work at less cost, will stand up under more abuse, and show more net earnings per month than any other light truck on the market."



Five trucks loaded with gravel, C. H. Randall, Lyons, Mich.



Fleet of four Trucks operated by Convicts, Fulton County

Lee Collier, of Kaler, Ky., is a dealer in general merchandise. He has had the Ford sort of experience and Ford sort of satisfaction: "I bought my Ford Truck on its name, and it has proved to be a great buy for me. I have been using it for fifteen months on a thirty mile haul, carrying from one to two tons. Never had any trouble with either motor or rear system, and have not even seen the worm drive in my truck. I will endeavor to do anything to promote the sale of your truck for I know it will do for others what it has done for me."

The best evidence of satisfaction is the buyer who comes back. That's what the Wawa Dairy Farms, of Philadelphia, Pa., did, and bought eleven more Ford Trucks. "No doubt you will be interested in our experience with the Ford Truck. We purchased our first truck over one year ago. Since then we have added eleven more, now having a fleet of twelve, which shortly will be increased further. We have found the truck exceptionally economical to operate and our repairs have all been of a minor nature. In fact, the truck gives perfect satisfaction."

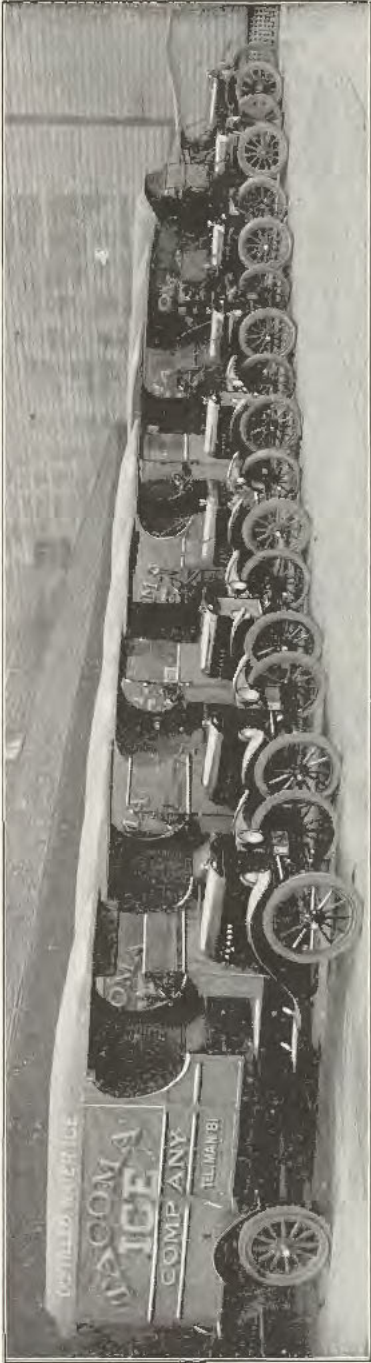
Hazelwood Ice Cream Company, Portland, Oregon, give this verdict on Ford Truck performance: "We have been having such unusual success with our Ford Truck that we are sending you this voluntary letter of commendation. We recommend your truck very highly to people who are desirous of having a car speedy enough for ordinary work, without excessive speed, and which can be loaded fairly well to a ton and a half capacity with a large factor of safety. At least that has been our experience and we do not hesitate to recommend it to people who are using such a truck upon ordinary roads."

Moving and storage companies are coming to Ford Trucks in place of expensive, heavier equipment, McLean Moving & Storage Co., of Tacoma, Wash., states: "The Ford Trucks used by us are proving satisfactory, and very capable of the work required of them, with reasonable expense to operate. We feel that we have every reason to be congratulated upon our choice in the purchase of light trucks for practical purposes, and take pleasure in subscribing to the roll of Ford boosters."

The Bekins Van & Storage Co., of Sioux City, Iowa, express entire satisfaction from their Ford Truck, and go on to say: "We are sorry that the exact cost of operation cannot be given, but thought this too small an item to keep record of."

Armstrong Packing Company, Dallas, Texas, base their opinion of the Ford Truck as "a very good investment" on exact and complete records of operating expense. This Truck was purchased October 11, 1917. "We use a depreciation basis of 15% first year, 20% second year, 25% third year, and 40% fourth year. We have based this depreciation cost on our experience covering a number of years. Will further say that we consider our Ford Truck a very good investment."

New England Pie Company, Detroit, Mich., uses 10 Ford Trucks. They find them "the most adaptable for our business on account of the low first cost, ease of operation, very low upkeep and general adaptability."



Fleet of eight Trucks belonging to Tacoma Ice Co.



Fleet of ten Trucks belonging to Nebraska Telephone Co., Omaha

Twenty Ford Trucks are used by the Transporters of U. S. Mails, Newark, N. J. W. E. Dunkinson, manager of the service, states: "We have a fleet of twenty trucks in constant operation in the transportation of U. S. Mails in Newark, operating day and night, under every condition of weather and frequently with a change of drivers. We can put it all in a few words and say that we are entirely satisfied with 'Fords.' For your information, we might state further that we are the only concern with a mail contract rated 100% efficient in our operation."

R. P. Cravens is proprietor of the Rural Supply Company, Martin, Tenn. He has bought a second Ford Truck, and at the same time makes this report on the first: "As you know I bought a Ford Truck from you some time ago to be used in the rural district as a produce wagon. I make a different route every day of 30 to 35 miles and carry from fifteen hundred to three thousand pounds. Am now fully convinced as you told me, that the truck will go in all kinds of weather, as I have never been stuck in a mud hole, and rural routes are not the best. Running expenses are 2½ cents per mile, average under all conditions."

W. E. Edwards Company, Atlanta, Ga., states: "Our Ford Truck has given perfect satisfaction; although we very often load it to 2500 lbs., we have had no trouble at all. The only expense other than gas and oil, has been one hose connection at a cost of about thirty cents."

Log Cabin Baking Company, Portland, Oregon, operate 6 Ford Trucks. The trucks average 35 to 40 miles a day with frequent stops and average 12 miles to a gallon of gasoline.

"We purchased our first Ford Truck May 10, 1918, and our total expenditure up to January 1, 1919, for repairs, gasoline, etc., amounted to only \$94.95, or an average of \$13.50 per month. It was in use every day except Sundays. As to cost of upkeep and low gasoline consumption, don't think they could be beaten," is the statement of W. J. Shephard & Sons, wholesale grocers, Sheridan, Ark.

Solid reasons for preference are those of the Grant-Billingsley Fruit Co., Wichita, Kansas. "We have had excellent mileage and have moved one-third more tonnage in the same length of time than with any other truck we have ever used. The upkeep in the way of repairs has been so small in comparison with other trucks, that we take great pleasure in stating we give your truck preference at all times."

"Perfect satisfaction," says the Pelican Cracker Factory, New Orleans, La., referring to their 5 Ford Trucks and 6 Ford Roadsters. "Our intention is to convert all our motive power into 'Ford make' as rapidly as possible."

Over the signature of the Chief Engineer of the Board of Commissioners, Port of New Orleans, La., we have this report: "The Ford Trucks purchased by the Engineering Department of this Board during the last year have been found entirely satisfactory for the purpose for which they were intended, the repairs being negligible and up to the present time they have rendered first-class service."



Truck owned by Henderson-Bushnell Co., Wholesale Grocers, Tampa, Fla.



E. W. Robinson, Lumber and Building Supplies, Denver, Ohio

When Boren-Stewart Company, wholesale grocers, of Dallas, Texas, placed an order for four more Ford Trucks, they told the reasons for their choice. "The fact that we have just given you an order for four more of these trucks should in itself be the best testimony as to what we think of the car. During the last eight months our tonnage of merchandise increased approximately 24%. We made the astonishing discovery that our item of cartage expense for that period had shown a total increase of only \$18.00. When we first contemplated adopting the Ford Truck, we received many friendly warnings from others as to the grief and trouble that would be in store for us with this car. The cars are not worn out yet, and this trouble may materialize, but up to the present time we have had no trouble, no break-downs, no repairs, nothing but gas, oil and tires, and the trucks are on the job continuously."

F. G. Vogt & Sons, Inc., Philadelphia, Pa., dealers in pork products, have had a wide experience with motor trucks. "We are large users of motor trucks, having at present 25 trucks in use every day, 12 being Fords. These trucks have proven so satisfactory, after our experience with the other light delivery truck that we tried out, that we have decided to use the Ford Truck exclusively for our light delivery. The upkeep on these trucks has averaged about four and one-half cents per mile, and they are used six days a week."

American Brick & Tile Company, Oklahoma City, Okla., advise, "Most of the loads hauled by this truck have weighed 3750 lbs. and a great deal of our travel is on unpaved streets. We have been able to use it in the mud and all kinds of weather by putting on mud chains. In fact, we could not get along without your truck."

J. R. Odom, general merchant and cotton buyer of Girard, Ga., has used a Ford Truck long enough to realize its value. "My record shows that I have hauled goods for the merchants, and public at Girard, Ga., and they have paid me for same, \$712.46. I have hauled for my own business 140 bales of cotton, besides all merchandise for my store, and some plantation work, such as hauling wheat to mill, hogs to market, from the railroad which is six miles each way. The upkeep of the truck did not exceed \$60.00 during the 12 months work ending June 15, 1919."

DeWerthern Cigar & Tobacco Co., Paducah, Ky. "As owners of the first Ford Truck sold by the Foreman Automobile Company in Paducah, we think we are qualified to recommend it. We have used this truck every day since we bought it, hauling big loads to and from the depot, besides small packages around the city, and found it satisfactory in every particular. The upkeep has been practically nothing, we have never looked into the rear system, nor had the engine worked on."

Shinkle Transfer Company, Anderson, Indiana, transfer business, have had a Ford Truck for two months, running from 20 to 200 miles a day in city and overland hauling. Find that the Ford Truck is the quickest and most economical truck for use in trucking in anything around the ton capacity.

"On October 3, 1917," says the S. A. Pace Grocery Company, wholesale grocers, Corsicana, Texas, "we purchased from you one





Columbine Laundry, Denver, Col.



Harry Harper, Dealer in Paints and Oils, Bronx, N. Y.

Ford Truck; this truck since that time, has been in constant use and has not laid off a single work day since that time. Our motor has never been touched, or the differential either. We do not believe that any other car on the market could have done the work that this little truck has done with the small expense and trouble."

G. E. Atwood, living near Little Rock, Arkansas, owns a Ford Truck for handling his farm produce. "We haul potatoes, fertilizer, etc., and the truck has given us the best of service. We can pull fifty bushels of potatoes as if the truck was empty. There is no truck that equals the Ford."

"It just about takes the place of an extra team on the farm and does the hauling between farm and city more satisfactorily than a team and at a great saving of time," says Walter Rich, farmer, of Rural Route No. 3, Little Rock, Arkansas.

Simon Martin, Louisville, Indiana, reports: "I am using two Ford Trucks, one in operation for one year and the second truck about nine months. Up to this date I have had no expense on same, and after having used horse-drawn vehicles and other trucks, I find that the Ford Truck is the most economical way of handling my produce business."

J. C. Young has a Ford Truck in use six days per week hauling produce over the roughest of country roads from his farm near Logan, Oregon. He averages fifty-five miles daily and 13 miles to the gallon of gasoline. His average load is from one ton to 3200 lbs. In a total of 14,000 miles only \$7.50 has been spent for parts and repairs, not including tires.

Fréd C. Freeman, R. R. No. 1, Portland, Indiana, is getting the real utility of the Ford Truck when he writes: "First—I cannot say enough for the truck. Second—I cannot tell you on paper the numerous ways I have used this truck making it the best investment I ever made. I have a bed that holds 100 bushels of oats but I never aim to haul over 3,000 pounds. The same bed will haul 12 200-pound hogs. We haul everything in this bed. I take this bed off, put a front bolster of a wagon over the back axle of the truck, then put the back wheels of the wagon behind, coupling same to truck with the coupling pole. On this outfit I put a two-yard gravel bed to haul gravel, dirt, cinders or stone, or I can put a 14 ft. hay rigging on which we haul manure from town; lumber, sawdust, hay and straw, and it is just fine for hauling a large load of hogs, corn, oats or other grain. I believe the Ford Truck is going to be the farmer's best farm tool in a few years to come. The time is near when cement roads will run to our Capitol city by which farmers can deliver their hogs and cattle to the stock yards with little shrinkage even in hot weather, if they travel in the after part of the night, making them at least thirty to fifty dollars per load, clear of gasoline and oil. Farmers have to invest their money intelligently and a Ford Truck is an intelligent buy for them."

"Wonderful service," say Joseph Glasner & Sons, R. R. No. 2, Clarkson, Nebr. "We farm 320 acres of land, and have a lot of



Gilchrist Coal & Feed Co., Ames, Iowa



W. J. Barr, Hiland Stock Farm, Ames, Iowa

hauling to do, handling as high as 82 bushels of oats with our Ford Truck, and many over ton loads, with little or no expenses for repair. We live nine miles from market, and have hauled five loads of grain in less than a day."

"All round utility," is the report of H. A. Pentecost, R. R. No. 1, Sidon, Miss. "I have been using the Ford Truck for the past twelve months, working it constantly. I haul produce, live stock, and as much as four bales of cotton at a time on it. I find that I can do three or four times as much work as I handled before I began the use of the Ford Truck. I consider the Ford Truck one of the greatest helps to the farmer that he could possibly have."

Transporting children to school is the use of a Ford Truck in Eaton, Ohio. Just how well it's doing the job is told by O. T. Aydelotte, R. R. No. 2, Eaton, Ohio. "The Ford Truck has given perfect satisfaction in transporting children to the centralized school here in Jackson Township. I am impressed that when the farmers find the many uses they have for a light, handy truck, the Ford will surely solve their needs."

T. H. Moore, Standard Oil Tank Man at Marion, Kansas: "Before coming to Marion I owned two trucks, using them for hauling gas and oil in Missouri. I had all kinds of trouble and on coming here, made up my mind that I would get Ford trucks. So far, I am well pleased; have had no trouble and have bought the second truck. I am hauling over roads where I could not have gone with the other trucks, and at a whole lot less expense."

From Aurora, Mo., comes a report of W. A. Barnes, local agent for the Pierce Oil Company. "We are operating one Ford Truck fitted with a 325 gallon tank. It covers about 50 miles per day, and our cost of upkeep and maintenance for the truck is just about one-half that of the horse and wagon."

"Handling perishable products has proven a logical work for the Ford Truck," reports Isidor Yogman, Bayonne, N. J. "At the time I was contemplating the purchase of a truck for my wholesale banana business, it was necessary that I get one which would ride so easily that my fruit would not be injured in transportation. The Ford Truck has fully come up to all my expectations, as I have never lost a banana. My delivery field has been so increased by the use of a Ford Truck that I am going to purchase another very soon."

J. D. Lanham, plumbing and electrical contractor, Greenwood, Miss., "couldn't do business without it. I use a Ford Truck in my plumbing business at Greenwood, also another truck at my branch plumbing business at Leland. Previously I used horses, and I find that the expense of handling both plumber's, as well as electrical goods has been reduced by one-half."

F. D. Calvin, R. R. No. 4, Paducah, Ky., is another Ford Truck owner who knows Ford performance. "I purchased a Ford Truck from you early in the spring, and have it loaded with 67 bushels of shelled corn, the weight of which is 3752 pounds. I have a 160 acre farm 24 miles from Paducah, and I use my truck hauling everything used on a farm."



E. C. Simmons, McKenzie River Stage, Eugene, Oregon



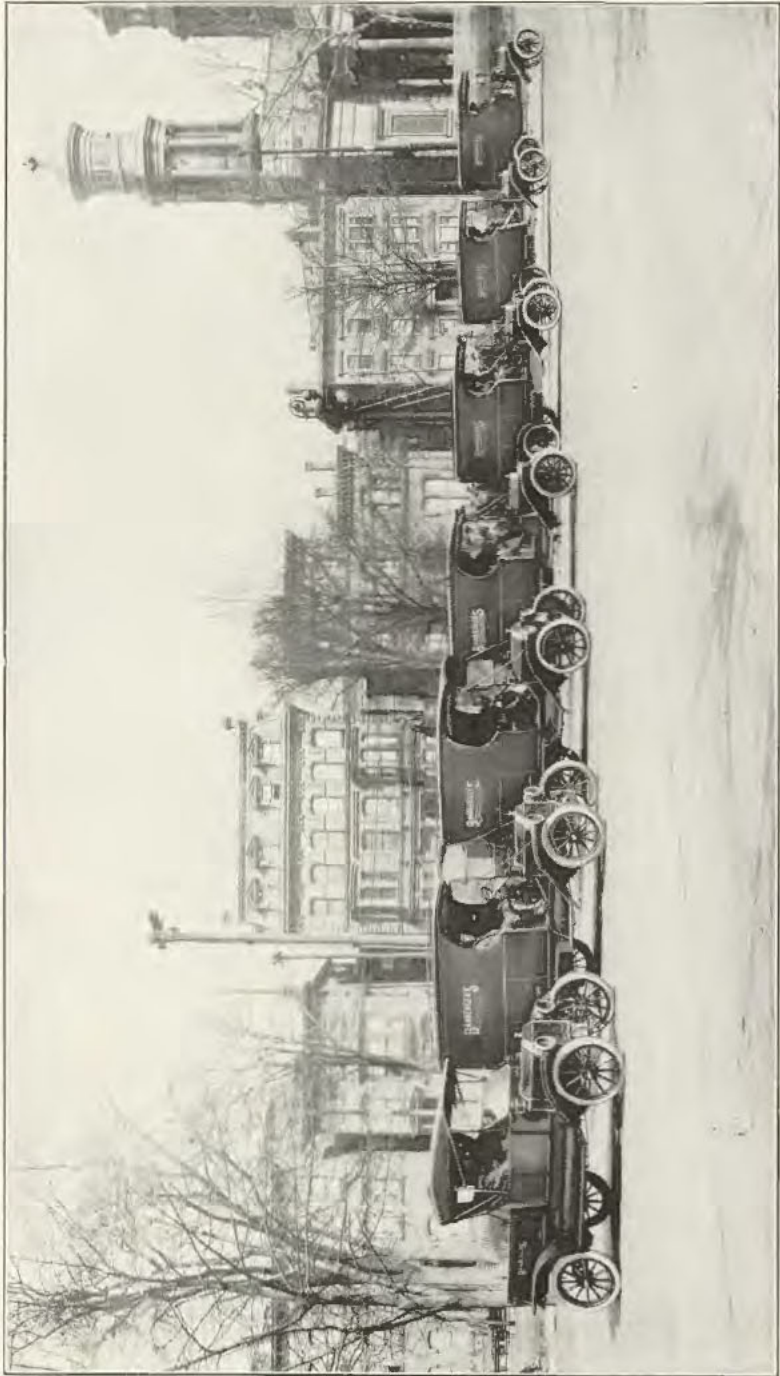
Emergency Truck operated by Dock Board Maintenance Dept., New Orleans, La.

S. P. Holden has a farm close to Vinton, La., also he has a Ford Truck. "I have never had my Ford Truck in a garage for repairs even though I have used it every day and most of the time under the severest trials due to incessant rains and muddy roads. The cost of operating the truck in hauling 13,200 pounds of fertilizer to the farm, a distance of six and three-fourths miles from town, including ten gallons of gasoline, two quarts of cylinder oil, and the time of two men, I figure amounts to \$6.90; whereas the same amount of fertilizer hauled by team necessitated the use of four wagons, four teams and four men, and cost \$28.00. A record of one day's work with a comparison of time is as follows: I have hauled 2¾ cords of wood with my truck a distance of twelve and a half miles from home, making four trips, whereas it has taken me four days to do the same amount of hauling with a two-mule team. My truck has proven invaluable on the farm. In distributing seed and fertilizer on a large place like mine, nothing can beat it. In transporting live stock and farm products to market, and in running to town for tools, implements, etc., it is a great time saver."

"Operating a Ford Truck is a new experience," says Armstrong Transfer & Trucking Company, Indianapolis, Indiana. "We have been operating a large fleet of motor trucks for the past five years, and after purchasing a Ford Truck we find that we have been missing the real revenue maker. The cost is small to start with compared with other one ton trucks, and the upkeep is also exceedingly small. We are able to get the same price per hour rental for the Ford as we are for another make costing us nearly three times as much. We feel that any company needing the service of a reliable, economical light truck, will make no mistake in purchasing a Ford Truck."

We have the following from the Jacksonville Furniture Company, Jacksonville, Florida. "Our Ford has been in continuous service ever since we got it in November, 1917, and has had to do all our heavy hauling. Part of the time we had a careful driver on the truck, but during the larger portion of the time our drivers have not taken anything like the care of the truck that they should have done. We have found that our cost of operating has varied almost exactly with the amount of care put on it. We have had some repair work done on it from time to time, and, frankly we always take with a large amount of salt those tales that are sometimes told about running a car or a truck for six months or a year or two years with 43c or some equally trifling cost for repairs. But, taking it up and down, looking at the truck question from every angle of cost and service for the money put into it, we feel that without question a person gets more for his money in the Ford Truck than in any other truck in the market. There is one feature that stands out about this truck, and that is the worm gear rear axle. Ours has never needed a minute's work on it, except the putting in of grease into the differential case."

Grant-Sprague Lumber Co., Oklahoma City, Okla. "The best feature about a Ford Truck is we get constant service. With the exception of one heavy truck which our business demands, we find we can handle all of our deliveries with Ford Trucks to the entire satisfaction of ourselves and customers."



A part of the army of Fords used by Bambergers (Newark, N. J.) big department house

Henry Field Seed Company, Shenandoah, Iowa, have used a Ford Truck more than 18 months. "We purchased a Ford Truck eighteen months ago, and it has been in constant service in our freight department ever since. It has proven satisfactory in every way, and the service it has given us has really exceeded our expectations. We would advise anyone wanting a car of quality and service, to buy the Ford Truck."

What the Ford Truck means to the butcher is told by Ed. Roberts, Fort Smith, Ark. "Since I purchased my Ford Truck something like a year ago, I was able to dispose of three teams that I was constantly feeding and this truck does all the work around my place. In regard to repairs, I can do most of the repairs myself, and it costs much less to operate than to keep up one team."

"10,000 mileage—\$6.00 repairs," says Osway Price, stock dealer of Brookville, Ohio. "Trouble unknown, and my usual load is 3000 lbs."

"No more experimenting," say the J. O. Chambliss Company, wholesale butchers, Jacksonville, Fla. "We have had our Ford Truck in constant use for six and one-half months, and get more satisfaction and service than from any other truck we have. The upkeep, during this time, has been less than on any truck we have of any other make; beyond a broken spring and radius rod caused by striking a bad hole, we have spent less than \$7.00 on repairs. We are placing orders now for two more trucks, and, believe me, they will be Fords. We are not experimenting any more, as we consider that we have found the most reliable and useful truck on the market."

Kelly Hankins, farmer, living near Ravenna, Nebr., has found a real profit maker in his Ford Truck. "Kelly Hankins, who is hauling corn to the Ravenna Mills and hauling back oats to his farm, says this arrangement pays him well, as he gets two bushels of oats for a single bushel of corn, and corn is a better crop than oats in this locality. The oats were shipped in from northeastern Nebraska, where they are a sure crop, and where wheat does not do as well as in this locality. Mr. Hankins is using a Ford Truck and figures it out this way; four round trips in eight hours, hauling 180 bushels of corn into town and taking 240 bushels of oats back to the farm, gasoline and lubricating oil costs him about \$2.75. With horses he would make one trip in seven hours, hauling 50 bushels of corn and 65 bushels of oats. At the end of three days he would have one day's work done. Does it pay???"

Henneberry & Company, meat packers, Arkansas City, Kansas: "The Ford Truck that we bought in the fall of 1918 has given us excellent service and satisfaction. During the cold and snow of last winter, this truck kept on the road all the time, never missed a trip. We cannot speak too highly in praise of Ford Trucks, judging by the service this one has given us. As soon as we are able to dispose of some of our old chassis, we intend to install more Ford Trucks."

Townsend & Freeman Company, Bloomington, Indiana, owners of lumber mills, give this verdict of Ford utility in their business. "The Ford Truck has certainly been a marked success in our business. We have a number of lumber mills and use our Ford Truck for hauling lumber and logs. We purchased the Ford Truck for an experiment, but we soon found that it was the very thing we needed for our work."





California Poultry Co., San Francisco, Cal.



One Truck belonging to Armour & Co.

Mr. J. H. Gilchrist, proprietor of the Gilchrist Coal & Feed Company, Ames, Iowa, purchased from the Dunlap Motor Company, local Ford dealers, on January 21, 1919, a Ford One Ton Truck. On Friday, September 4th, a report covering the operating cost and earnings of truck were furnished by Mr. Gilchrist, embracing a period of seven months and nine days, mileage run up to September 4th being 3099. Gas, Oil and Repairs (including 3 sets of chains), \$191.77. Earnings of Truck: On basis of charge to customer of sixty cents (60c) per ton for delivery, or charge of five cents per bag on feed stuff or bale of hay, \$810.95. Net amount earned, above cost of operation, \$619.18. Mr. Gilchrist says that with horses it formerly took two hours for the same delivery that he now cares for with a Ford One Ton Truck in twenty minutes.

Mr. Wm. T. Barr, owner of the Highland Stock Farm, Ames, Iowa, raiser and breeder of thoroughbred Chester White Hogs, whose yearly sales of blooded stock totals over \$50,000, personally operates and owns a Ford One Ton Truck, having purchased same from the Dunlap Motor Company, local Ford dealers, on March 10th of the current year. Mr. Barr states that his Ford Truck played a very principal role in net profits earned from the sale of stock during the year just ending. Mr. Barr further stated that the Ford One Ton Truck had helped materially in assisting him to solve the serious problem of securing efficient labor. Another factor being that of reducing the number of horses formerly used, which to use Mr. Barr's statement were "EATING THEIR HEADS OFF" when not working. On the other hand, the only expense he could charge up against the Ford Truck was when in use. His final statement was to the effect that he could not, nor would he attempt, to operate his stock farm without the use of the most dependable piece of machinery on the farm—A Ford One Ton Truck.

"I do more work with my Ford Truck than my neighbors with their larger trucks," says John Holtz, farmer of Alta, Iowa. "I have hauled all my grain and stock with it since I've had it. I haul 108 bushels of oats eight miles in about one hour, which enables me to haul four or five loads to market a day without any exertion on my part. Up to date I have had no expense whatever and it will not be necessary to spend anything on it this year."

Wm. Schweitzer, Storm Lake, Iowa, has found one peculiar advantage of the Ford Truck. He says: "I have hauled all of my own grain for nine months with it, and all of four neighbors' grain. Another advantage I have found is that it will go on any scales at the elevators. Up to date I haven't spent one cent for repairs."

"I cannot speak too highly of my Ford Truck," reports John T. Linnemann, Middle Village, L. I., "as it certainly has given me 100% service up to the present time. I use the truck for all purposes connected with my line of business, such as delivering potted plants, hauling manure, ground, pots, etc., and for all around work I do not think the Ford Truck can be beaten. I have had it somewhat over a year now, and it has not cost me one cent for repairs of any kind."

"I keep a record of the cost of operating the trucks I use in delivering oil and gasoline, and I thought that the excellent record I made



Western Dry Battery Co., Seattle, Washington

with my Fordson Truck would be of interest to you. I delivered 75,548 gallons of gasoline, making an average of 404 gallons per day, including Sundays, for six months and seven days. The Truck made 14,080 miles and got 12 miles to the gallon of Red Crown gasoline.

Cost: For Gas .....	\$316.80
2 Front Tires .....	26.00
One Radiator .....	27.00
Lubricating Oil .....	16.50
General Repairs .....	9.40
Total .....	<u>\$395.70</u>

"My Ford Truck had seen many thousand miles of hard service before this record was started. I have two large capacity, high priced trucks, one of which was in service all during the time covered by this record, and the other I owned for one month of this time, and my Ford carried more oil than both of them and operated at less expense than either." This is the experience of George Haskell, Winner, S. D.

Mr. S. MacAdam, Magazine Keeper for the Actna Explosives Company, Inc., Fairbanks, Pa., gives this strong testimony to the Ford Truck: "I was skeptical about using a truck at first in this rough region for our work. I thought it would be of no use, and held away from it for two years. Finally the Company sent a Ford One Ton Truck, and I get there with it in half the time than with a team. I would not start to go the trips with the horses now."

Writes Paul M. Davidson, Plum Township, Allegheny County, Parnassus, Pa.; "I am the owner of a Ford One Ton Truck. I purchased it November 1, 1918, and I have been using it on the farm for farm hauling, also hauling coal and hogs from Pittsburgh stock yards to farm. In addition to my own farm work, I have been hauling hay, straw and grain for my neighbors who don't have a truck. My running expense being very small, and a real time saver, also a pleasure to drive compared to driving team. I can easily make three trips to the city for a single day's work, a distance of twenty-four miles round trip. One trip would be all I could make with a team, and it would be hard on a team to do this. I would recommend a Ford to anyone wanting a one ton truck."

Mr. R. G. Burnham, of Burnham Acres, New Bethlehem, Pa.: "We purchased a Ford Truck in August, 1918, and it has been run every day since, and it doesn't get much rest. We used it in hauling coal with marked success, especially on snow, when we hauled 40 bushels per load, and we never used over five gallons of gasoline and one pint of oil in a ten-hour run. As to its use on the farm, will say that it has been so varied that we cannot define it, but it has come in so handy that we do not see how we managed to get along without it before. Had it not been for the help of our truck, we would have been at least a week later in getting our crops out, and we may not have gotten them out at all. We refer to hauling fertilizer, lime, and running other errands. We have used it in all kinds of weather and over all kinds of roads, still our repair bill has only been \$6.00, which was for new wires and cross chains. We consider it the best truck for farmers, as its upkeep is low, and it can be run when other trucks will not pay, as they are too heavy for dirt roads and mud. No



Mallery and Smither, Ford Dealers, Huntsville, Texas



Ford Delivery Car doing satisfactory work for the Great Northern Railway, St. Paul

more team road work for us, as it takes too much time and inconvenience; therefore, costs more. Besides, people buy quicker from a truck than from a team wagon."

Mr. G. H. Burdick, Supt. Chestnut Hill Farms, Gibsonia, Pa.: "I wish to say that we are very much pleased with the service and satisfaction we are getting from the Truck we purchased from you. It is a very economical, convenient and dependable machine, and stands up good under extreme abuse. In fact, an excellent machine for farm use."

Mr. F. T. Irwin, Supt. Rosemary Farms, Valencia, Pa.: "Referring to your letter of recent date in regard to Ford One Ton Truck, beg to say that the Truck has been in use every day for the last eighteen months, and has given perfect satisfaction."

Virgil Vandervort & Sons, Morgantown, W. Va.: "We are well pleased with the Truck. It will be just one year tomorrow since it was delivered to us. The original tires are still on the Truck, and have all appearance of being good for several thousand miles yet, although there have been but very few days that they have not been on the road to some extent. Although we have not kept any itemized account of the expense of operating our Truck, we feel sure it has been less than any other one ton truck we know of on the market at this time."

Mr. Alvin J. Reynolds, Dealer in Ponies, Horses and Mules, Fairmont, W. Va.: "I was only allowed to keep the Ford One Ton Truck I bought of you about two months, as they were very hard to get, and when the people here saw what it would really do and how easy it did the job, they kept after me to sell it until I had to let it go for I felt that the man I sold to needed it worse than I did. I used the Truck over two months, and I know that it received a more severe tryout by myself than any Truck of like make or load capacity, having hauled crated ponies and mules on it from here to Oakland, Md., and to Uniontown, Pa., and I have hauled over 4200 lbs. of oats at a load several times. I did not spend a cent on this Truck for anything save oil and gasoline, except a new fan belt, and this Truck is running today, and has never at any time been laid up for repairs longer than two hours, and then only to clean carbon and grind valves, and when you consider that this job was the third Truck delivered in Fairmont, you will see that it has and is giving perfect satisfaction. I found it used practically little more oil and gasoline than the Touring Car, and that it has the perfect Ford characteristic of always being ready to go when and where you need to go, and I can highly recommend it to anyone who has lots of hard, rough hauling to be done, as the most economical and absolutely dependable under all kinds of road conditions."

Mr. Abram Hosteller, R. F. D., Johnstown, Pa.: "One can't help but boost the Ford One Ton Truck. We use ours every day for general farm, truck and greenhouse work. If given proper care, we find the upkeep expense low. One thing is certain, they are the most economical truck on the market."

Mr. A. H. Harkleroad, Vandegrift Heights, Pa.: "I have used my Model T One Ton Truck for over 17 months, and have driven it about 3500 miles over roads ranging from very good to very bad, in



How the Ridgemoor Country Club, Chicago, Ill., get maximum satisfaction from their Ford one ton truck

winter and summer. We have found the Truck entirely satisfactory in every way. Repairs have cost us less than \$5.00."

Merchants Transfer, Austin, Texas, put it in writing as follows: "The Ford Truck, which we have had in service for the past year, has been very satisfactory and has handled its capacity with efficiency. We believe this truck has stood the most severe tests of any truck in the city, being constantly in use, on all kinds of roads, and in all kinds of weather. We gladly recommend this truck for service and reliability."

"We have a Ford Truck, and think it is the greatest piece of machinery that Ford has ever made. Just hauling merchandise all day long without any trouble, and we have power to throw away." It tells the experience of the City Transfer Company, Paducah, Ky.

The Sioux City Dray & Transfer Company, Sioux City, Iowa, have been using Ford Trucks more than a year. "We have had but very little repair work done to date, and while we have not kept an accurate check of the cost, would estimate it at \$50.00 or an average of \$5.00 per month. Ford Trucks have it over other make trucks on account of repair parts, which can be had without waiting a month to have them shipped from some other point, also the Ford service which we have been getting is surely 100%."

A Ford Truck has been a good money maker for G. W. Smith, Binghamton, N. Y. Just how good is told in his letter. "I have operated my Ford Truck from twelve to fourteen hours per day since April 20, 1918, practically seven days a week since date of purchase, doing general trucking, and my expense for repairs for the year was \$14.45. My car was never out of commission for more than a few hours at a time, and it is running just as good today as the day I purchased it. My earnings for the year with this truck were \$3,245.00."

Paul Gary, transfer man, Anderson, Indiana, has had a Ford Truck five weeks using it a distance of 100 to 150 miles per day, at a daily expense of \$1.50. Has never had any trouble with the rear system or the motor. Thinks that the Ford Truck is the most economical and best all-around truck for his work.

W. W. Smith, Markleville, Indiana, stock hauler, has had three Ford Trucks in use for the last four months. Has stock rackson all three and averages about 100 miles per day on each; gets 14 miles to the gallon on gasoline, and hauls mostly 3000 lbs. a load.

Alfred Sandy, of Defiance, Ohio, has obtained from his own experience, evidence of Ford Truck saving and utility. Here is his record: "Recently I had the opportunity of comparing the Ford Truck method of transportation and horse teams with the following results. I was employed by road contractors hauling stone a distance of six miles. Carried  $1\frac{3}{4}$  yards of stone per trip,  $1\frac{3}{4}$  tons; distance of six miles; average trips per day, 12; yards per day, 21. Horse teams did as follows: Teams carried  $2\frac{1}{2}$  yards per trip,  $2\frac{1}{2}$  tons; distance of six miles, trips per day, 2; yards per day, 5 per team. In other words, I carried with a standard Ford Truck 1 yard more per day than four teams with four drivers, showing an efficiency of better than four times that of team power."



## Ford Factories and Branches

**Ford Factory, Detroit—Parent Plant—**  
Capacity 1,250,000 cars and 250,000 Fordson Tractors annually

**Ford Factory, Ford, Ontario, Canada—**  
Capacity 75,000 cars annually

**Ford Factory, Manchester, England—**  
Capacity 25,000 cars annually

**Fordson Factory, Cork, Ireland—**  
Capacity 20,000 Fordson Tractors annually

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### American Wholesale Branches

Atlanta—465 Ponce de Leon Ave.

Buffalo—2495 Main St.

Cambridge—Charles River Road

Charlotte—208 East Sixth St.

Chicago—45-59 East 39th St.

Cincinnati—660 Lincoln Ave.

Cleveland—11610 Euclid Ave.

Columbus—427 Cleveland Ave.

Dallas—2700 Williams St.

Denver—900 S. Broadway

Des Moines—19th and Grand Ave.

Detroit—

Fargo—509 Broadway

Houston—4006 Harrisburg Road

Indianapolis—1315 E. Washington St.

Jacksonville—16 East Ashley St.

Kansas City, Mo.—1025 Winchester Ave.

Kearney, N. J.—

Los Angeles—2060 East Seventh St.

Louisville—2400 South Third St.

Memphis—495 Union Ave.

Milwaukee—411 Prospect Ave.

Minneapolis—420 North 5th St.

New Orleans—2120 Canal St.

New York—3710 Broadway

Oklahoma City—900 W. Main St.

Omaha—1502 Cuming St.

Philadelphia—2700 N. Broad St.

Pittsburgh—5000 Baum Blvd.

Portland—481 East 11th St.

St. Louis—4100 Forest Park Blvd.

Salt Lake City—230 W. Temple St.

San Francisco—2905 21st St.

Scranton—661 Wyoming Ave.

Seattle—724 Fairview Ave.

Washington—466 Pennsylvania Ave., N. W.

### Foreign Branches and Service Stations

Calgary, Alta.—127 E. 11th Ave.

London, Ont.—630 Waterloo St.

Montreal, Que.—119-139 Laurier Ave. E.

Regina, Sask.—6th Ave. and Rose St.

Toronto, Ont.—672 Dupont St.

Vancouver, B. C.—1160 Hamilton St.

Winnipeg, Man.—Portage Ave. and Walf St.

Bordeaux, France—Place Sainte Croix

Buenos Aires, Argentine—752 Peru

Cadiz, Spain

Copenhagen, Den.—Heimsgadegade 42-44.

London, Eng.—Caxton House.

Montevideo, Uruguay—18 de Julio 1401

Sao Paulo, Brazil—106 Florencio de Arden.

### Foreign Department

1740 Broadway, New York

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There are Ford Dealers in all principal cities and towns throughout the entire country



*Ford*

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# A Business Utility

