

City of Detroit purchases 137 new Ford cars Hundreds now in use prove low cost of operation

THESE 137 new Ford cars represent one of the largest deliveries
municipality at one time.
21 radio-equipped Ford scout cars were traded in on this purchase. They had been operated day and night for two years in heavy traffic and all kinds of weather.
Their individual records ranged from 78,434 miles to 143,723 miles with a grand total of $2,283,097$ miles. The operating cost of the 21 cars was 2.284 cents a mile - less than $21 / 3$ cents. This cost included all fuel, oil, tires, repairs and every oth Of 577 Ford cars in Detroit City servic the $\mathbf{3 0 0}$ in the Police Department traveled a total of $6,591,937$ miles during the past fiscal year, at an average cost of 2.9 cents a mile.
Many claims have been made on operating costs, but here in the carefully kept motor car records of the City of
positive proof of Ford economy.
In the paragraphs above, it is seen that
cents a mile and 300 Ford cars in all
branches of Detroit police work averaged 2.9 cents a mile!

Day and night, twenty-four hours a day, these Ford cars are in operation. Few branches of transportation dem ind such grueling service. The records show that low fuel and oil consumption is but one of the Ford's many economies. Ford materials, simplicity of design and accuracy
in manufacturing provide unusual strength, in manufacturing provide unusuais strengh, and repairs.
The individual car buyer as well as the purchasing department of a city or a busi-
ness cannot afford to ignore the proved economy of the Ford car.

## ${ }_{8}^{8} 430^{\operatorname{tos} 8} 640$

(F. O. B. Detroit, plus freight and delizery.
Bumpers and spare tire extra at love cost. Economical time payments throunh the Authorized
Ford Finance Plans of the Uniersal Credit Co.)


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