A Merry Christmas
The Farmer Buyer

The farmer must be handled altogether different from the city buyer. You will find the world over that the farmer is a very skeptical man to handle and possibly the hardest man to sell, as they have perhaps in the past been handed more gold bricks than other class of people in the world, but the time is rapidly passing when you can slip a gold brick in the way of an automobile to him. You will possibly find every farmer who is successful in his line of business has been thinking seriously from time to time about purchasing a machine and he has undoubtedly read thoroughly all the catalogues of the different makers of automobiles and is fairly well posted as to the different makes when he comes to your store to look at your cars. Your car might be the first one he has really looked into and it might have been the last; at any rate, you must bear in mind that he is interested or he would not fool away his valuable time in coming into the city to look after a machine.

The majority of salesmen figure that there is only about one chance in a thousand of selling this customer a car and the force does not go at him with the proper spirit or treat him with the courtesy that is certainly in the case. The first step the salesman should take in coming in contact with this class of trade is to try to once and make this man his friend and gain his confidence and not start right off the bat trying to tell this gentleman how little he knows about machinery and how much the salesman knows, but on the other hand he should try and convince him that any man with ordinary intelligence should be able to operate and handle an automobile successfully. He should pay more attention in explaining minor details of the automobile to this class of trade than he would to the city buyer, as you must remember that the farmer possibly lives anywhere from five to fifteen miles from a repair shop or garage and he is forced, if he buys a machine, to take care of it himself.

Salesmen make a great mistake by trying to make this customer believe that all he has to do is to keep oil and gasoline in his car and tell him same will run continually for twelve months or more. You are paying attention whatsoever, but on the other hand I do not believe you can put too strongly to a customer of this kind what is required to keep his machine in running condition.

If a farmer finds you have sold him a machine that you have lied to him he will certainly cause either the dealer or the manufacturer no end of trouble as they certainly can make more noise and can be heard farther when making a kick than any other class of people.

If you have sold the farmer a car the salesman should sit down with him and offer him a story of how to order parts intelligently and then in the future if he orders parts he should be instructed on how to install them in the easiest possible manner, as you must always take into consideration that he has not at his command a well equipped garage, although we believe within the next few years that the farmer will be able to take care of his automobile as well as the city man, as they must be made to realize fully when they purchase a machine that they have to look after it themselves and they will eventually install an equipment at their own home sufficient to look after their wants.

If all the salesmen throughout the United States who are really interested in the future of the automobile business would pay more attention to this class of trade you would find it would not only help the country business but the city business in general, for once the farmer gets to using an automobile to do his marketing with we will then begin to have better roads throughout the country.

I find that both managers and salesmen make a great mistake in trying to close up a retail sale with a farmer by mail as this is possibly one of the hardest propositions he has ever tackled and very few sales are closed in this way. After an inquiry is received by you from a farmer he should be seen immediately by your nearest dealer or write him a letter that will bring him to the office and if he finally comes into your place of business after an invitation from you it is dollars to doughnuts you will sell him, providing you treat him in the proper manner and show him the attention he deserves, but if a salesman or manager starts in with a lot of hot air or wind-jamming talk, you are certainly going to lose that customer, for you must remember that after he comes into the city you have a car on the lot and it takes the proper kind of salesman to close him up and get his money.

If you sell a farmer a machine, even though he is located in a district where his nearest neighbor is ten or twelve miles away from him and he is satisfied with his machine, you can rest assured that this neighbor will hear of the good qualities of the car, and if his neighbor is thinking of buying a car you can bet a grape fruit at 20c a dozen that a man with a satisfied car will praise the good points of it and the chances are that his neighbor is going to buy the same kind of car.

In conclusion, will say that I do not believe the manager can put it too strong to the salesman and every one in his employ to treat the farmer buyer with all respect and courtesy at their country homes. If he fail to do this they certainly should be scratched from the payroll.

Yours truly,

W. C. Anderson.

SUGGESTIONS FOR STARTING IN COLD WEATHER

1st. Shut off gasoline by turning adjustment in dash.

2nd. Crank engine—three or four turns.

3rd. Turn on gasoline three or four full turns and flood carburetor.

4th. With throttle and spark levers in starting position; start motor and then adjust carburetor.
We Are Making Our Own Radiators

For four months Ford radiators have been made in the Ford factory and the quality of the product as evidenced by the service these radiators have given warrants us in describing this new department of our immense plant and showing pictures of the various principal operations.

Top of tank is pressed from one piece heavy brass instead of being made of three pieces. Every radiator is tested under pressure in water, then allowed two weeks to be seasoned, and then retested before shipping.

The entire framework is finished and the radiator assembly then installed. Previously the frame has been built around the assembly, making inside inaccessible and making impossible sufficient soldering outside, as the heat would injure the "insides." Brass frame of radiator has all joints welded by the oxyacetylene process, making the joints actually stronger than the body of the metal. The finished radiator looks good front or back and is as good as it looks.

Add to the foregoing the fact of the spring suspension employed, as explained below, and the reasons for our claim for radiator superiority are admittedly ample and proven.

The drawing illustrates the new method employed in mounting the Model "T" Radiator in the frame. Instead of rigidly bolting radiator to frame, thereby permitting of the transfer of all frame strains to radiator, a stiff steel spring is inserted between frame and radiator bolt head, and affords a flexible connection which absorbs all shocks, twists and strains and so protects the radiator.

Sherlock Holmes says: "I consider that a man's brain originally is like a little empty attic, and you have to stock it with such furniture as you choose. A fool takes in all the litter of the world and then carries it about with him. A wise man picks out the very best. He has a brain that is a little cold and calculating, but exceedingly strong; and, being composed of superior material, has a greater power of abstract thought than has the common brain.

It is the young man who keeps up with the boss or a little ahead of him who wins out in the end. The showy qualities of the "brilliant" young man haven't much chance against the steady plodding of the hard worker under modern conditions of business.

That's the best general recipe for success that I know—hard work and steady pace. Next to that I should say that this is the day of the specialist in every line of endeavor. The man who knows one thing better than any one else is pretty sure to win out in his particular line.

It is all right for the boy to dream after his chores are done—he'll do it anyway—but when he has grown up and has connected with a job it is time to cut out the dreams and get down to tactics.
Radiator Department Views

Finishing Radiators

Soldering

Testing

Painting

Radiator Dept. at Work

Inspecting

Testing
The Price We Pay For Bad Roads

By Agnes C. Laub.

Reprinted by Courtesy of Colliers.

Do good roads concern you? If you are one of the 30,000,000 people who live on farms in the United States, it is a fairly safe guess that you know something about bad roads, even if you do not know and have never glanced to cross the seven per cent of improved roads of the total two million miles of highway in the United States.

But if you are a city dweller, whose use of the highway consists chiefly of the street railway, does the good-roads movement concern you? That question is best answered by asking another. When the price of wheat goes up from 79 cents to $1.30 a bushel, and the price of potatoes from 6 to 10 cents, and the price of flour from $1.50 to $2.50 a barrel—do those facts concern you? If they do, then you are vitally interested in good roads! Take wheat, for instance! Do you know why it is possible to corner the market in wheat? First of all, because wheat is scarce—the demand growing faster than supply; but secondarily, because, owing to the condition of the roads, it is possible for speculators to get possession of the whole years' crop of wheat. The West is the granary of the wheat supply today, and in the West the wheat must be rushed to market in the clear, dry autumn days when the prairie roads are hard as flint. If the farmer held his wheat over, past the dry weather, in the midst of counties he simply could not deliver during late autumn rains or early spring break-ups, when roads are a churn of mud. The result is, for three months after each crop, there is a glut of wheat at elevator, railroad, water-front. A large proportion of the crop goes in storage. These storage charges amount in a grain center like Chicago to as much as nine cents a bushel a year. On Minnesota's wheat crop, storage charges mount up to $5,000,000; on the two Dakotas, to twice as much, and so for every grain area on the continent. The farmer does not pay those storage charges at water-front. The speculator does not— he adds those charges to the selling price; and the man who pays is the buyer—you, Mr. Town Man, who eat dear bread all because some mud road back in a hoosier State has not been graded up properly.

As a matter of fact, America's country roads are so notoriously bad that it costs more to haul a ton of wheat from farm to market than to ship that ton from New York to Liverpool. America's country roads are so bad that it costs the American farmer 23 cents to haul a ton, when it costs the English or the Belgian or the French or the German farmer only from 7 to 9 cents for the same haul. You, Mr. Town Man, and you, Mr. Farmer, pay for the unnecessary waste of those bad roads, the town man by extra cost of what he eats, the farmer by reduced profits on what he sells. The same reason explains why the town man pays $1.25 in spring for potatoes which cost from 50 to 75 cents in the autumn.

If you want to know what bad roads cost the country as a whole, keep in mind that American farmers are paying 23 cents a ton for hauling, when European farmers are paying from 7 to 9 cents. Now, the Interstate Commerce report shows that the railroads yearly haul 285,000,000 tons of farm produce, and that the average haul from farm to market for the whole country is nine and a fraction miles. Put the cost of hauling at a round $6 a ton for the nine miles, and you have the cost of hauling farm produce at a round half-billion dollars a year. Half that cost is waste, solely owing to bad roads.

Look squarely at the facts! Two hundred and fifty million dollars a year wasted on bad roads, which the farmer and consumer jointly pay. The charge to haul wheat from New York to Liverpool, 3,300 miles, is 4.5 cents per bushel. The charge to haul a bushel of wheat from farm to market, 9.4 miles, is 5.11 cents. The storage on wheat at water-fronts, 9 cents a bushel a year. Do good roads concern you? Total up the whole cost of bad roads, the waste on haul, the storage at water-fronts, the extra price paid for food, owing to scant markets in spring—and you have an expense bill of a billion dollars a year against bad roads, or, on a basis of 80,000,000 population, a tax of $12.50 a year, which every man, woman and child pays for bad roads.

The results of bad roads are yearly tolls of $12.50 against every person.

(Continued on page 11.)
TO ALL FORD DEALERS:

The above illustrates a letter head that we wish to submit to you for approval. It is lithographed, is printed on a fine linen bond paper, is 8 1/4 x 11 in size and can be secured at a very low price because of the quantity we expect to order.

In place of the name and address shown, your name and address would be lithographed—otherwise all letter heads will be the same as above.

We are not suggesting this because we do not like the letter head you are using, but we do recognize that this question of suitable stationery is a nuisance for the average dealer, that even when the design is attractive, the printer spoils it and it is to save you this annoyance that we suggest the above.

These letter heads we will furnish in lots of 500 or 1,000 complete with the dealer's name and address for the following prices:

In lots of 500 for $2.00
In lots of 1000 for 3.50

If you do not like your present letter head or if you have none at all, or even if you have one but like this one better, kindly order right away. We expect to start delivery in 30 days.

An attractive letter head is one of the best possible advertisements.

Yours truly,

FORD MOTOR COMPANY.
IN 1901 a humble mechanic in a Detroit machine shop manufactured, in his spare time, a motor car. The car didn't amount to much in the way of looks and its owner, builder and operator had some trouble in getting it to carry him about. But it would go on occasions and it proved conclusively to its inventor that the gas engine was an adequate, economical and satisfactory method of solving one of the problems of rapid transit.

That car is now among the most prized possessions of the Ford Motor Company, and one of the reasons of honor among the archives of the big plant. It was the first car built by Henry Ford and the first automobile made in Detroit.

Accounts of Henry Ford's early struggles in the endeavor to secure funds to pursue his inventive ambitions and, at the same time, to earn a living for himself and his family, are common talk about Detroit. A farmer boy, but not a natural mechanical genius, he had come to Detroit, a few miles away, to make his living. Running a machine all day and making parts for gas engines, started him thinking on this line, perhaps. At any rate, he made engines his study. The first car was, as most inventions of the sort, a crude contrivance. Working at his trade in the day, studying and working on his inventions at night, he kept plugging away. After several years of effort he discarded the little buggy-like, one-cylinder runabout and drafted designs for a more ambitious car. Other men had been working along similar lines, but with more opportunity to follow out their ideas. Ford saw their work and passed judgment. The years passed and, in 1901, Henry Ford designed what was probably the first practical two-cylinder opposed engine, mounted for use on a motor car. A friend who had saved a little money by running an all-night lunch-wagon on the street corner, saw the possibilities and took a chance. With the funds thus secured, Henry Ford resigned his job in the machine shop and went to work in a little one-story shed, to build his car.

The car was finished in the spring of 1903. Ford fitted it with a seat for racing and the Detroit public saw it at the first automobile race meeting ever held in Michigan, later on in the year. Over the classic Grosse Pointe race track Ford and Alexander Winton, of Cleveland, the only entries in the free-for-all events, raced it out in a thrilling duel. Winton was at that time the track champion of the country. Ford beat him. But even then the expected results of Ford's inventive genius were not forthcoming. Offers for the sale of his patents were made, it was true, but none of them were accepted, for Henry Ford meant to hold to his car until he could be certain of the control of its manufacture.

In 1903, backed by Tom Cooper, the bicycle salesman, Ford built two more cars, perfect twins. Each, like its predecessor of the year before, was a racing car, but compared with the 1902 model, the new creation was a juggernaut. Four cylinders of enormous size gave it the power of 80 horse. When its engine started the roar could be heard for miles. Flames flashed from the motor. In the middle of its massive framework was one seat. One life at a time was the limit that Henry Ford said should be risked in it. They called the pair the "999" and the "Arrow."

Ford and Cooper tried one of the cars out and were awed by its speed. Neither wanted to take the responsibility of driving it in the races of that year. Cooper, however, vouched the opinion that he knew a man who feared absolutely nothing under the sun. He wired to Salt Lake City and brought on one Barney Oldfield, at that time a professional bicycle rider who had ridden with Cooper. Barney had never driven a motor car, but in a week, Cooper and Ford taught him. The day of the race arrived and the free-for-all was called. Seating himself in the middle of the juggernaut and assuming a firm grip on the two-handled tiller by which it was steered, Barney remarked, "Well, this chariot may kill me, but they'll say afterwards that I was going like hell when she took me over the bank." Ford cranked the engine and they were off.

It was a big field but the rest were nowhere after the first half mile. Oldfield never dared to look around, but gave the car all the speed she could kick up in the straight. Nor did he shut off on the curves. He kept drawing away from his astounded field, but drove as if the others were right on his heels. His long hair snapped in the wind. He won by something like a half-mile from his nearest competitor in a three mile race.

That event convinced the world that Henry Ford was an engineering genius. In the following week a company was formed and Ford was made vice-president. He was also designer, master mechanic, superintendent and general manager. The company built several hundred cars of the double-opposed type with detachable tallone. These were mar-
keted during the year of 1903. A larger number—nearly a thousand—were put out in 1904. For 1905 Ford designed a four-cylinder car. Racing had demonstrated itself as an effective method of exploitation before and Henry Ford planned a similar demonstration for his 1905 model. This came the week before the big show in New York and took place on the frozen surface of Lake St, Clair where, with Ford himself as the driver, the twin machine to the old ‘999’ greatly improved and looking very much like a modern racer, was sent a surveyed mile straightaway in the record-breaking time of 39 1/3 seconds.

Those who saw that effort will always regard it as the most thrilling sight of their lives. The ice, apparently smooth, was in reality seamed with slight fissures. At every one of these the car would leap into the air, two wheels at a time. Ford’s course was a zig-zag as a result, but he kept the machine generally on its course, shooting it past the finish in safety. The world’s record was broken by over seven seconds. The performance ensured the success of the 1905 model in the selling field. The Ford Motor Co. left the rented Mack avenue plant and built a factory of its own on Piquette avenue. The firm devoted most of 1906 to the advance work on a model which was to mark an epoch in automobile building—a light, four-cylinder runabout.

In the plans for this car Henry Ford laid down the maxim that, by the investment of a huge sum in special machinery, the cost of production of a large number of cars at a formerly unheard-of price would be possible. The utmost care was taken to have the parts of the car absolutely machined to size. No supplementary fitting was possible in the scheme. Every part must go into place without causing a moment’s delay in the assembly room. And Ford proposed to put out 10,000 of these cars in one year.

The manufacturing world stood aghast. Only a very few believed that Ford would progress far with such a radical departure. But he did. That year the Ford sprang into the limelight as the largest producer of motor cars in the world had ever been. And the principles laid down in Henry Ford’s general scheme are substantially those that prevail in the industry today, except in cases where a firm’s output is not numerically great enough to warrant the initial expense.

The success of 1907 was repeated in 1908. During the season just closing and on even more radical lines new processes were repeated. During 1909 the company dropped the manufacture of six-cylinder cars, turned out in large numbers during 1907, and centralized its entire energies on one four-cylinder model, of which 11,500 have been marketed.

More than a year ago it became evident that the present plant of the Ford was too small for the plans which the company had made. A large tract of land was purchased in the northern part of the city and there has been built a factory a fifth of a mile long, fronting on Woodward avenue. Four stories in height, 75 feet in width and composed of cement and steel, the factory is one of the most modern in the world. The walls are largely of glass. In the rear is an immense foundry under construction. Part of the 60-acre tract is occupied by a mile track which is now in use for testing purposes. As fast as deliveries will permit the company is installing a complete new set of machinery. Virtually none of the equipment of the old plant will be used in the new one.

And the automobile world is waiting, listening to hear the announcement from Henry Ford as to the product. Whether or not he has no other sensation in store is about the liveliest topic of discussion in Detroit manufacturing circles—may even throughout the world.

In no factory organization in Detroit is the personality of one man so interesting as at the Ford Motor Co. Henry Ford is the head of the institution and with him is the president of the Ford Motor Co. has as yet outlined no course for the future. That it will continue to fight, carrying the case to the court of last resort, is believed certain in Detroit, in spite of the fact that the Ford has been deserted by many of its allies in the patent fight and finds the manufacturers’ organization which formed to assist it in the battle against the Selden patent, materially weakened by the defection of some of its most prominent members.

Part of the new Ford Plant
An American Accountant
In Europe

C. W. Hartman

At the Detroit factory we have a corps of accountants who are prepared to go at any moment to any corner of the earth to open up the books of a New Ford Branch, to help a local Ford Bookkeeper in a rush season or to fill in while a regular is being secured. So just as John Keowen is now at the Omaha Branch, Chas. Jones at the Denver Branch and R. C. Brown at Atlanta, C. W. Hartman took a few days off and went to London to start things off in shape for P. L. Derry. Ship shape is good, for if Hartman's say so holds he was one out of possibly two, and the second is doubtful, who was able to eat all his meals in the dining room and at regular hours, so C. W. went to London and here is his story:

England is a great country for automobiles. If America had roads like theirs five times as many cars would be sold. One can ride anywhere and never find a bad road. The cars can go from town to town by automobile instead of train. It would do America good to send abroad a thousand of its citizens over there to ride around the Island.

Mr. Guy Standing, the actor, who is so popular in America and particularly for his work in "The Right of Way" spends every summer in England, his native country, automobile touring. This year he has a Model "T." For two years previously he used a Model "S." Mr. Standing is the original Ford Booster of Great Britain and assisted in the opening of the New Branch.

Bookkeepers are more careful than Americans, but it takes three times as many to do the work. This isn't all due to the men, it's largely due to the local automobile keeping ideas there are out of date. Bookkeepers and Accountants in the London Banks are thick as flies.

Speaking of banks, I went into one, and thoughtlessly whistled as I waited. In short order a somewhat starched and unpleasantly tanned attendant tapped on the shoulder and informed me that such unseemly behaviour interfered with the bookkeepers. He ought to close his door before he said anything and then I could go to our Detroit factory office and listen to those ton weight castings that at regular intervals are permitted to drop with a thud on the floor above.

The hardest thing an American has to contend against in England is the idea that "Conditions are different over here." Of course they are, but they shouldn't be and because they are allowed to be accounts for some of the American successes in London. There's a new department store in England, it's run by Americans in a style, a regular Marshall Field or Seigle-Cooper store. It has American show windows, American "Sales," American service, and its genuine success has made its competition sit up and take notice.

"It's been the policy for one hundred years and will be for a hundred years to come," says a newspaper man, "in the same breath that he asked for an advertising order, and when I told him it was time he was up and then American style. He has already established dealers in Glasgow, Dublin, Edinburgh, Liverpool, Leeds and other cities and orders from the London Branch have been heavier, I find, than orders from some of the American Branches, in the same period.

Local Ordinances Yield to State Law

PHILADELPHIA, Dec. 6.—Where a local automobile ordinance conflicts with the new State law, the latter takes precedence, is the opinion handed down by Judge William B. Broome in the Delaware County Court at Media, in the case of Borough v. Swarthmore vs. Wilmore B. Taylor. At about 7:45 on the evening of July 21 last, Mr. Taylor was operating his car in the borough mentioned, when he was arrested by a constable for driving without lights. Taken before Justice of the Peace Charles W. Barney, Mr. Taylor was fined five dollars and costs, which he paid under protest and took an appeal. He contended that under the State law, which provides that lights shall be visible from one hour after sunset to one hour before sunrise, he was not guilty, as the sun had set but half an hour.

The prosecution insisted that the borough ordinance, which required that automobiles operate on Swarthmore streets and roads shall carry lights "from sunset to sunrise," had been violated. Attorney J. B. Colahan, the defense, stated the State law on the subject, and further called the attention of the court to that section of the act which reads: "No city, county, borough or township shall have power to enforce or maintain ordinances, rules, or regulations inconsistent..." (This act, ....) and all such local ordinances, rules or regulations now in force shall expire and shall be null and void.

In his opinion Judge Broome calls attention to the confusion and trouble which will result if each borough and municipality had different and changing regulations on the subject, and says: "That the State has the power to legislate upon the public regulation of its highways is without question." Then he quotes the State law as to carrying lights from one hour after sunset to one hour before sunrise, and says: "This confers upon drivers of vehicles the right to proceed without lights during the remainder of the 24 hours. Therefore, the (borough) ordinance in imposing a longer time for the display of lights than that which is imposed by the (State) act, is manifestly inconsistent with the spirit of the statute and is consequently invalid.—Automobile.

A Letter From Gilpin

DEAR SIR: We have opened a salesroom at 123 East Michigan Street, Michigan City, for the Ford Motor Company's well known Motor cars. We will be glad to have you call and see our 1910 models which we will have on hand about Dec. 7th.

If you are in the market for an automobile, in justice to yourself you should carefully examine the model you plan to buy. Many car owners have known difficulties and have been forced to discard their cars.

No automobile on the market today has exceeded the popularity of the Model T. It is on account of its simplicity and reliability that the Model T has become so popular. It is a car that has satisfied the demands of the average car owner and has been adopted by thousands of car owners throughout the country.

Dear Sirs:

We would like to introduce to you the new Model T, which has been designed and manufactured with great care to meet the demands of the average car owner. The Model T is built with the utmost attention to detail, and every part of the car has been carefully selected to give you the greatest possible comfort and efficiency.

The Model T is powered by a 4-cylinder engine, which is smooth and powerful, and will give you the speed and performance you need for your daily drive. The car is equipped with a powerful 4-speed transmission, which allows you to change gears effortlessly and at any speed, giving you complete control over your vehicle.

The Model T is equipped with a comfortable and roomy interior, providing you with ample space to carry all your passengers and luggage. The car is fitted with a powerful and reliable heating system, which will keep you warm on the coldest days. It also features a high-quality sound system, allowing you to enjoy your favorite music and podcasts while driving.

The Model T is built with durability in mind, using high-quality materials and the latest manufacturing technologies. It is designed to withstand the test of time and will provide you with many years of reliable service. The car is also equipped with advanced safety features, including airbags and anti-lock brakes, ensuring your safety and the safety of your passengers.

We would like to invite you to visit our salesroom at 123 East Michigan Street, Michigan City, to see the new Model T in person. Our experienced sales staff will be happy to assist you with any questions you may have and help you make an informed decision. We are confident that you will be impressed with the quality and performance of the Model T, and we look forward to serving you.

Sincerely yours,

A. W. L. GILPIN

Agent for Lappert and Butler Agencies.
A Model T in Paris

Dr. J. Dawson Buckley, an American dentist in Paris, has a Model T Touring Car, and this is what he thinks of it:


Gentlemen: With reference to Model "T" touring car, which you delivered to me at Toulouse, No. 824, and which I have been using constantly in and about Toulouse for over three months, and with which I have been touring in Spain, returning to Paris by way of Biarritz, Bordeaux, covering up to the present moment over 7,000 kilometers, I am pleased to inform you that I find this car in every way satisfactory, and even better than you represented it to me.

It is a curious fact that throughout this entire summer I have never had occasion to change the tires, the car still running on the original tires that you furnished to me, and I would certainly not trade it for any other car double its price, if I were not absolutely certain that you could deliver me another Model "T" exactly like it, as I really cannot say too much in favor of the car.

Yours very truly,
J. Dawson Buckley"

Invitation to the Auto Show

The Ford Motor Company will exhibit at the Grand Central Palace show opening in New York on New Year's Eve. It is the intention of the show management to issue personal invitations to every dealer in Automobiles. If you, as a Ford dealer, do not receive an invitation and tickets by December 20th, kindly notify us, addressing your communication to the attention of the Editor, H. B. Harper, and immediate steps will be taken to see that you are so supplied.

Voiding the Guaranty

If you want to render void the guarantee in a Model T Car, just equip it with some of these fake accessories that are advertised as being so helpful to the operation of the car.

There is a starter advertised. It may start the car. It will merely start a break down of the rear axle system. There are springs being heralded as superior to Ford Springs. If they were, Ford would use them. There are so-called truss rods that will pull the axle apart, if given a chance.

Here's the reason—in any Ford Car there are innovations—-it would not be a Ford otherwise. There will always be people afraid of new things, and as long as Ford sells as many Ford Cars with exclusive Ford features, there will be men ready to substitute back number ideas for these original features.

Buy them if you want, but be prepared to stand the consequences, for in the transfer you render the guarantee null and void.

The Price We Pay for Bad Roads

(Continued from page 9)

who eats farm produce. That yearly waste would build 800,000 miles of A1 macadam roads every year, or in ten years would turn every country road into such a highway as the Romans' famous Appian Way, lessing the cost at the very highest average of $500 a mile. Though macadam roads sometimes exceed that figure, owing to special difficulties of swamp or bridge work, on easy grades near the source of the rock bed, the average has come as low as $200; in New Jersey, for instance.

The beauty of the relentless scheme of things is when we mend our ways—in this case, mend our roads—Nature not only wipes out the deficit, she puts a plus to the account where there used to be a minus. Supposing of the 20,000,000 miles of roads in the United States, all were improved instead of only seven percent, what would be the result to farmer and consumer? First of all, the big deficit of waste on haul, on storage, on corrected prices—wiped out! The minus goes off the national slate and the plus comes on.

A London Budget

The Olympia show has been the big noise in automobile circles of Great Britain. This is the one big show of Europe this year as there will be no Paris show. It was therefore a show for business and much was done. The Ford London Branch closed up for 233 cars and established dealers in all the principal cities of Great Britain and several in continental Europe.

The remarkable feature of the show was the preponderance of smaller and lower priced cars. Most of the manufacturers of big, high-priced cars have added a small car to the line and are preparing to push it.

All the English correspondents of the automobile papers have featured the Ford as the sensation of the show—the lowest priced touring car selling in Europe—and in every quarter one hears favorable comments of the car and the manufacturer.

Mr. Perry contributes the following anecdote incident to the exhibition.

OVERHEARD AT OLYMPIA EXHIBITION, LONDON

One (now dealer) who has just taken up the Ford Line to Dealer who handled the Ford Line last season:

New Dealer: "I want you to tell me confidentially what you think about the Ford."

Old Dealer: "I think it is a fine car and one that I would recommend my dear friend to buy, and know I was giving him good advice."

New Dealer: "No, but tell me what it is the chief trouble you have had with Ford Cars."

Old Dealer: "My chief trouble has been in getting people to believe and understand that I have had no trouble."
Here and There

New honors for Ford Managers. - Has off to Plantiff. The big trial of the Sugar Trust is on. The learned jury, imposing in its newly acquired dignity, patiently listens to the mass of evidence and the arguments of the famous counsel. — And see who’s here! In seat Number One — yes, in the very seat of the foreman, is our own G. W. T. F. — former sugar trust man. Surely this is honor enough for one man, surely this is a tale that future generations of Plaintiff will tell to their children, how their ancestor was foreman of the famous Sugar Trust Jury, Sherman now on its “After you, my dear Gaston.”

Frank Ellis, Greenville, Wisc., is in unfortunate in that he has but one arm, but he owns a Model T, and drives it very extensively. On Nov. 24th he passed through Cleveland on route to Powder, Kansas, a 2000-mile trip to visit his parents. He is traveling with one companion, Mr. Wm. Bradley, and a seven hundred pound baggage load.

W. K. Henderson Iron Works & Supply Co., Ford dealers in Shreveport, La., have just leased new and commodious garage quarters, and will move into them in a few days, so as to be the better able to attend to the increasing interest in and sale of Ford cars in Shreveport.

The Twenty-first Page

Ford Model T Roadster driven by J. J. Berthoff, winning the hill climb at Fort Lee, N. Y.

Ford Wins Fort Lee Hill Climb

In the annual hill climb at Fort Lee Hill, New York City, a Model T Ford Roadster driven by J. J. Berthoff won first place in event No. 1, decisively beating a Cameron and an Empire, and its time was better than that of any car in event No. 2, tho its absurd racing rules would not permit the Ford to compete in that class; it did not cost enough. Incidentally this car drove better than all but one car in event No. 4 for $500.00 cars. In all beating the time of the Cameron, the Empire, Buick 30, Hudson 20, Maxwell 20, Selden 30, Fullman 20, Auburn 35, Petrel 20, National 35, a Knox, Pope-Hartford and Great. We told you so.
Railroads and Other Roads

In length, the public roads of the United States exceed the railroads as nine to one; but to keep the railroads in repair about fourteen hundred dollars a mile is spent yearly, and on the public roads, at last account, thirty-seven dollars a mile. For each inhabitant one dollar a year is spent to repair public roads and four dollars a year to repair railroads—each inhabitant having nine times as much to repair road as railroad. This ratio of one to thirty-six is not right.

What we commonly mean by good roads comprises pretty much the whole modern science of roadbuilding. What Harriman, for example, did was to go in for a good-roads movement to build up a roadway that would carry the heaviest load with the least friction. As a result we find that on the Union Pacific last year the average trainload was five hundred and forty-eight tons against two hundred and seventy-nine tons ten years ago. Every time the wagon was hauled to town it carried two tons where it had carried only one before. And even in 1898 Harriman had no such opportunity for increasing the trainload as now lies before the farmers of the country.

In railroading, hardly any amount of money is too much to spend if it will bring a materially-better road. But a dollar a head, or thirty-seven dollars a mile, was all we were spending on public roads at the last account. Slowly, without doubt, we are doing better; but the subject, considering its importance, still gets too little attention.—Saturday Evening Post.

An Unfinished Epigram

Ford Policy is merely a synonym for good management. Good management is understanding conditions and taking advantage of them.

One of our demonstrators called at the private residence of an inquirer (a medical man) and was explaining the simplicity of control of the Ford, the Doctor’s daughter (age unknown but youthful), was standing by and chipped in with, “It sounds so easy that I believe I could drive the car.” “So you could,” said our demonstrator, “just try.” The young lady got on the car and drove for a couple of miles, for some distance being through traffic. The medical customer has now to purchase two cars instead of one, and told us that he quite understood it was not the proper thing to take ladies into hat shops, but now he knew that he must not take them into automobile stores.
Tomorrow Morning is Always Pleasant for a Ford Owner

There are five thousand men in this city not now owning an automobile who could, if they would, and should if they appreciated the enormous service a Model T Ford would render them for both business and pleasure. This does not mean next summer, it means right now and all this winter, every day between now and next May and every day following.

Many is the time you have gone to bed knowing that tomorrow morning you would have to get wet and cold and unpleasantly out of humor going to the office, as late getting there, go without lunch at noon and get cold and wet again at night simply because the street car was seven blocks from your house and three from the office. And it is all so unnecessary too.

Tomorrow morning is always pleasant for a Ford owner. The Model T Coupe in the barn back of his house is ready to take him, warm, dry and without delay, to the office, to his various business appointments to lunch, and to the evening home and later to the theater. Bad weather has no worries for the man who owns a Ford—or for his wife either, for when he is not using it, she can.

And why shouldn't you own one of these cars, why haven't you one right now? All because you have allowed it to become interwoven in your mind the idea that you had to spend $1,000 or more to buy, $100 or more a month to run and have a college education to understand the car? Forget it. That may apply to some cars, but it does not at Ford, a fact you can easily prove just as thousands already have.

There's a doctor in this city who is authoritory for the statement that his Ford car didn't cost him a cent to buy, hasn't cost him a cent to run, and instead of cutting a crimp on his bank account, has actually added to it. He's like this: He paid $1,000.00 for the car; and it cost him $10.00 a month to run it; but with it he has been able to do much more work as far to excess of these figures.

Then there's a manufacturer with a downtown office who does not own a Ford. But he owns a 3,000 lb. car that cost him $600 a pound. He drives to his office, 12 miles, every morning, and uses forty cents' worth of gasoline; he has to have a chauffeur to run his car and a garage to keep it in order. It isn't a whit more serviceable than the Ford would be and a heap more expensive. If that's the kind of car you had in mind, we don't wonder you patronize the S. E. B.

A low-priced car is not necessarily a cheap car—not if quantity production is in the cost reducer and offsetter of huge profits. Neither is it required that a man buy a little car on the theory that it makes price. The Model T Ford is a big car at a little price, a quantity car at a quantity price, in neither a make-

High Priced Quality in a Low Priced Car.
Retail Store, 268 East Jefferson Ave., Detroit.
Touring Car, $900.
Tourabout, $900.
Includes Complete Equipment.

Ford Motor Company