Ford Motor Cars

Souvenir Booklet
1910

Ford Motor Company
Detroit, Michigan
FORD MOTOR CARS

HERE is but one car built in the immense Ford factory, and all the energy, ability, and knowledge of the entire organization is directed to the perfection of this one car, the Model T four-cylinder, twenty horsepower, low-priced car of high priced quality. The result is a car that Mr. Ford can well be and is proud of, one that, at the end of twelve months, showed no sign of a waning popularity, a car good enough to warrant its continuance as the 1910 product of the Ford Motor Company.

This car has been tried out in service, it has proven its ability to successfully compete with higher priced cars in tests of serviceability, in trials of endurance and in the every day requirements of the average automobile user.

Fifteen thousand Model T Ford cars delivered prior to December 1, 1909, proved that the Model T car is right, proved it regardless of the low price of which the world generally was skeptical, because they did not appreciate the possibility of making quick sales of a large output offset small sales occasionally made.
TOURABOUT

If you have ever tried to climb into the rear seats of some of the single or double rumble seated cars, you will appreciate the accessibility and roominess of the rumble seat in the Model T. The rear seat passenger steps into the car by way of the running board instead of climbing over the fender or the gasoline tank. Some cars should carry a ladder for the convenience of the man behind.

As with the Roadster, the rear seat of the Tourabout is detachable, making a two-seated runabout out of either of the two cars. The substitution of the flat deck and rail over the tool and accessories box makes a fine appearing, serviceable car, while the extra seat can be quickly put back into place when required.

TOURABOUT

Some of the distinct advantages outside of the reliable every day usefulness of the Model T are those referring to economy of maintenance. The Model T car will average from 25 to 30 miles on a gallon of gasoline, will run as high as 15,000 miles on a set of tires, the average has been over 10,000 miles—and then the tires will cost less to replace because the lightweight car calls for smaller sized tires—and will require fewer replacements at a lower price than any other car. This is the car that does not require a $5,000.00 bank account to buy, a $10,000.00 income to maintain and a technical education to keep it in order.
ENCLOSED CARS

Every advantage possessed by the automobile, when used on bright, pleasant summer days, when streets are clean and roads are dry, is multiplied if the car can be used during the winter months, when the cold, and the wet, and the disagreeable conditions underfoot offer so many discomforts to all other methods of travel. How much better is it to step into a Ford Coupe or Town Car and drive warm and dry, and in less time than by street car under most favorable conditions, than to get wet and cold, walking to and waiting for this trolley car, and then stand up in the crowded car on the wet floor while the cold breezes chase the dangerous chills up and down your back every time the door opens.

Having used the enclosed car all winter, as the season changes, if an open type of body is wanted, a nominal expense, the price of a new body, and an hour's labor changes the Coupe or Town Car into a Touring Car, a Roadster or a Tourabout, and the car that has served so admirably all through the bad weather is ready for its summer requirements.

Or buying an open type of car if a closed car is wanted, the Coupe or Town Car body can be bought and quickly installed and the car is ready for winter service.

Comparing so favorably as they do with high priced enclosed cars these two types of the Ford Model T are finding their way into the finest garages of the most discriminating automobile buyers.
ENGINE

The engine is a four-cylinder, twenty horsepower one—more horsepower per unit of weight than any "30"—unit constructed three-point suspended. It is thermo-syphon cooled, lubricated by a combination of the good features of splash and gravity systems, and uses a Ford magneto of special design as a source of ignition. Cylinders are cast en bloc, with water jackets and upper half of crank case integral, water jacketed cylinder head detachable. The lower half of crank case is extended to form the lower oil tight dust proof housing of the entire power plant, from crank hanger to universal joint.

TRANSMISSION

The transmission is of the Ford spur planetary type, with no internal gears. Transmission gears are large and are mounted directly on flywheel, providing a silent, smooth, easy acting method of transmitting power from engine to rear wheels.

MAGNETO

The Magneto is built in and is a part of the engine. The flywheel furnishes the rotating member as the magnets are attached to it and included in the weight. The coils or stationary member of the device are mounted directly on the cylinder casting. There are virtually but two parts to the magneto as all brushes, moving wires and contacts, friction surfaces and commutators have been eliminated. The action is similar to that of an alternating current generator. The current is low tension. The car starts on the magneto, no batteries are used.
CONTROL

The Control is on the left hand side, a fact which makes the car safer and more convenient. In passing other vehicles, in being passed by oncoming cars, in turning corners the driver on the left is nearest to the object he has to avoid. In running up to the curb on the right hand side of the street, as required by law, the passengers dismount directly to curb instead of on the outside and having to walk around.

The actual control of the car is acknowledged to be the simplest and most easily understood of any ever put into a car. It requires a riding demonstration to thoroughly appreciate this feature in particular. With branches or dealers almost everywhere, this can be easily arranged.

FINAL DRIVE

The Ford triangular drive system is the only system in which driving shafts, universal joint, gears and other moving parts are enclosed in one dust proof and oil tight housing from transmission gear to hub caps of the wheels. The drive is direct to the center of the chassis, regardless of whether the car is running straight or turning corners, and only one universal joint is necessary. A ball-and-socket connection between the tubular torsion members of the transmission frame allows the axle to oscillate in any direction, and thereby relieves the passengers of all strains and shocks due to the unevenness of the road. This system is broadly covered by letters patent in all countries.

The value of this drive is the more appreciated when it is known that some twelve or fifteen manufacturers of high priced cars are infringing and have been notified to cease or stand suit.
SUMMARY OF SPECIFICATIONS

BRAKES—Two sets: (a) Service hand brake on transmission controlled by pedal; (b) internal expanding brakes in rear hub drums controlled by hand.

CARBURETOR—New design, float feed automatic with dash adjustment.

CLUTCH—Multiple steel discs, operating in oil.

CONTROL—All speeds forward and reverse by foot pedals. Spark and throttle under steering wheel.

COOLING—Thermo-syphon and fan.

CRANK CASE—Upper half integral with cylinder casting. Lower half pressed steel and extended to form lower housing for magneto and transmission.

EQUIPMENT—The Touring Car, Tourabout and Roadster include at the prices shown, an extension top, an automatic brass windshield, a speedometer, two 6-in. electric lamps and generator, three oil lamps, a rubber form and a kit of tools. The Coupes and Town Cars include three oil lamps, horn and tools.

FENDERS—Enclosed full length of car.

FRONT AXLE—One piece drop forging in I-beam section, specially heat treated Vanadium steel.

FINAL DRIVE—By carden shaft with single universal joint to bevel drive gears in live rear axle. Ford three-point system (patented in all countries) with all moving parts enclosed in dust-proof casing, running in oil. Vanadium steel throughout.

GASOLINE CAPACITY—15 gallons. Cylindrical gasoline tank mounted directly on frame.

IGNITION—Ford magneto generator, low tension, direct connected to engine drive.

INTERCHANGEABLE BODIES—

LUBRICATION—Combination splash and gravity system—single and siamese. Pressure against connecting rod or eccentric lubrication.

MOTOR—4 cylinder, 4 cycle, 20 horse power, 3 1/2 inch bore, 4 inch stroke. Cylinder cast in one block with water jackets and upper half of crank case integral, water jacketed cylinder head detachable, lime gray from castings.

NUMBER OF PASSENGERS—Normal load, touring car, 5 adults.

VALVES—Touring car 2 1/2; Roadster 2 1/2; Tourabout 3 1/2; with full equipment; Coupe 2 1/2; Town Car 2 1/2.

SHAFTS—Crank and cam non-welded drop forged heat treated Ford Vanadium steel bearing surfaces ground, case integral and ground.

SPRINGS—Front, and rear, semi-elliptic transverse.

STEERING—By Ford reduction gear system.

TIRES—Enormous; rear 30x3 1/2 inches, front 20x3 1/2 inches.

TRANSMISSION—New design Ford spur planetary, bathed in oil—all gears from heat treated Vanadium steel, silent and easy in action.

VALVES—Extra large, all on right side and down.

WEIGHT—Touring Car 2800 pounds. Others in proportion.

WHEEL BASE—100 inches; tread 32 inches; 60 inches for Southern roads where ordered.

Ford Motor Company
Detroit, U. S. A.

BRANCHES

ATLANTA
41 N. Ivy Street
MELEBOURNE
Australia

BOSTON
147 Columbus Ave.
NEW YORK CITY
1721 Broadway

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