Birdseye View of Ford Plant Covering 45 Acres of Floor Space
Employing 4,580 Men—Turning Out 75,000 Model T's in 12 Months

"Buy a Ford because it is a Better Car, not because it is Cheaper.
William Ford

First Edition
December, 1911

Every third car sold in America during 1912 will be a Model T

Ford

26 Reasons Why You Should Buy

As an introduction to this, our 1912 Ford Souvenir Booklet, permit us to say a few words in explanation of the statement made at the top of the page. It has been estimated by automobile authorities that 225,600 motor cars will be built by American manufacturers during the present year. Out of this number the Ford Motor Company will build and sell 75,000 Model T cars, or one-third of the entire 1912 output of American motor car factories. Enormous as this statement may seem, it is an actual expression of a condition made possible by the ever increasing demand for Model T Ford cars. We therefore direct your attention in as simple and concise a manner as possible to 26 of the reasons for this world-wide popularity of FORD MODEL T—The Car of All Countries.
“The Car of All Countries”

Permit us, now, to introduce La Belle Cosmopolite—the Ford equipped for universal use and by good motorists all adored!

A visitor at our Auto Show, extend a reading ere you go!

Arabs, Africans and Japs,
Chinese, Irish, Dutch and Swedes,

Cossacks, Swiss, a Pole perhaps,
Egyptian “fellahs,” Danes, Medes,
Parisians, Germans, Russians, Jews,
Turks, Englishmen and doughty Scots,
Oriental-habited Hindoos,
Unblushing Kaffirs, Hottentots,
Roumanians, Greeks, Austrians,
Calm “plebs” and “pluts” of U.S.A.
Obsequious South Americans,
Mauritians, Mexicans and say,
Polite Senors from Southern Spain,
Lords of the olive and the wine—into their hands and lands amain
Moves on our world-accepted line!
Efficiency of plan and plant,
Nothing half-done, and ways that please:
These make the Ford all-dominant,
Supreme at home and o’er the seas!
Axles of Vanadium, tried
And tempered every road
to ride,
To willing wheels give
strength and stride.

Brakes, a dual system, serve
To stop you safe on slope
and curve
Without a single switch or
swerve.

Control that's instant to the touch,
And perfect COOLING (famed
as such)
Combine with certainty of
CLUTCH.

Differential, soft and fine,
Runs velvet-voiced in rain or shine
Thro' varying lands of palm and
pine!

Efficiency makes every part,
Equipped with rare, mechanic art,
Pride of the motor-maker's heart.

Fordcrafter-built is this *Ford* car
By aptest artisans that are,
Who never flaw, mis-shape or mar!
Gasoline—if driver must—
Runs every Ford thro’ dew or dust
Full 25 miles—a gallon, just.

***

Heat, born in crucibles, intense,
Re-shapes the crude steel’s elements
To yield utmost resilience.

***

Ignition’s subtle threads of fire
Strike life thro’ each connection wire
Swift as your suddenest desire.

***

Joyance of speed, the “open road,”
Sweet sound of streams, fain song-
bird’s ode,
Are raptures by the Ford bestowed.

***

“King of the Hills,” it still attains
The tallest peaks, the sandiest plains,
Or “Fords” swift streams, thro’
storms and rains.
Right side view of Model T

4-Cylinder

Power Motor

Valve Cover

Plates have been removed to show valve arrangement

Natty—Neat and Nobby; these are by-words sure to please and the owners of Model T's.

Output four-score thousand cars—organized like regulars—show we've hitched up to the stars!

Magnet in the motor set. The simplest mechanism yet. Is each chauffeur's particular pet.

Lubrication, without a doubt. Is life of "Town" and "Ruralbust." Hence our cars are doubly oiled throughout.

Model T Town Car

$900 c.o. b. Detroit

Price includes complete equipment.

***

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Power and Price—two more "sweet P's"
Within the garden of Ford T's,
Exist, the people's purse to please.

Q stands for QUALITY of work:
No faults or defects ever lurk
In Ford's to indicate a shirk.

Reliability sums all Ford excellencies, great and small,
That autoists so oft recall.

Steering gear thro' all the year,
Your mad career to safely steer,
Acts evenly at front and rear.
Tops waterproof and adequate—THREE-POINT SUSPENSION bears all weight—TRANSMISSIONS never hesitate!

***

U stands for UNITS four that make
A car of ease from whence to take
Or reinsert, if aught should break.

***

Vanadium's vital, virile ore
Gives doubled strength and power, and more,
To steel that was but steel before.

***

Weight plays its part in every Ford;
Nor can its virtues be ignored
With half a score of friends on board.
X-ceptional they all agree,
Who to believe have but to see
Our showing of the Model T.

***

Y stands for one we’re anxious to
Please and impress with what
More than all others—and that’s
YOU.

***

Zeal of workman, zest of owner,
Make both recipient and donor
Equal in the Eyes of Honor.

***

And so forth goes our car of
fame
To bear abroad to duke and dame
A world-wide knowledge of our
name!

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A Single Turn of the Motor will create enough Spark to Ignite the Charge in the Cylinder.
Specifications

Motor—Four (4) cylinder, four cycle. Cylinders are cast on-block. Cylinder bore is 3 1/2 inches; piston stroke is 4 inches. Motor is rated at twenty (20) horsepower. Vanadium steel is used in all Ford crank and connecting rods.

Three Point Suspension—Each of the Ford Model T units is suspended at three points of the chassis.

Transmission—Special Ford Spur Planetary type.

Magnet—Special Ford design, built in and made a part of the motor. No brushes, no commutators, no moving wires to cause annoyance on the Ford Magneto.

Lubrication—Combination gravity and splash system.

Cooling—By Thermap' system water system.

Clutch—Multiple steel disc, operating in oil.

Values—Extra large, all on right side of motor and enclosed by two small steel plates, making their action absolutely noiseless.

Control—On the left side of car. Three foot pedals control high and low speeds, reverse, and brake on the transmission. Hand lever for neutral and emergency brake on left side of car.

Brakes—Dual System on all Ford Model T cars. Service brake operates on the transmission and is controlled by foot pedal. Expanding brake in rear wheel drums serves as emergency brake.

Springs—Both front and rear springs are semi-elliptical transverse, all made of specially Ford heat-treated Vanadium steel.

Tires—Front, 30 x 3 inches. Rear, 30 x 3 1/2 inches.

Final Drive—Ford triangulated drive system with all shafts, universal joint and driving gears encased in dust proof and oil proof housing. Only one universal joint is necessary. Final Drive of the Ford Model T is patented in all countries.

Front Axles—Of I-beam construction, specially drop-forged from a single ingot of Vanadium steel.

Weight—Touring Car, 1200 pounds. Others in proportion.

Wheel Base—100 inches; Standard trend 56 inches; 60 inches for Southern roads, where ordered. All Ford Model T cars will turn in a twenty-eight (28) foot circle.

Equipment—All Ford Model T's are sold completely equipped—no Ford car will be sold unequipped. Standard equipment includes Top, Windshield, Glass Lamps, Generator, Speedometer, Three Oil Lamps, Horn and Kit of Tools.

Ford Factories

Ford Factory, Parent Plant, Detroit

Ford Factory, Walkerville, Ont., Canada

Ford Factory, Manchester, Eng.


Western Assembling Plant

Kansas City, Mo.

Branch Houses

Atlanta, Hamilton, Ont., New York
Boston, Houston, Omaha
Buffalo, Indianapolis, Paris
Cambridge, Kansas City, Philadelphia
Chicago, London, Pittsburgh
Cincinnati, Long Island City, St. Louis
Cleveland, Los Angeles, San Francisco
Dallas, Louisville, Seattle
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