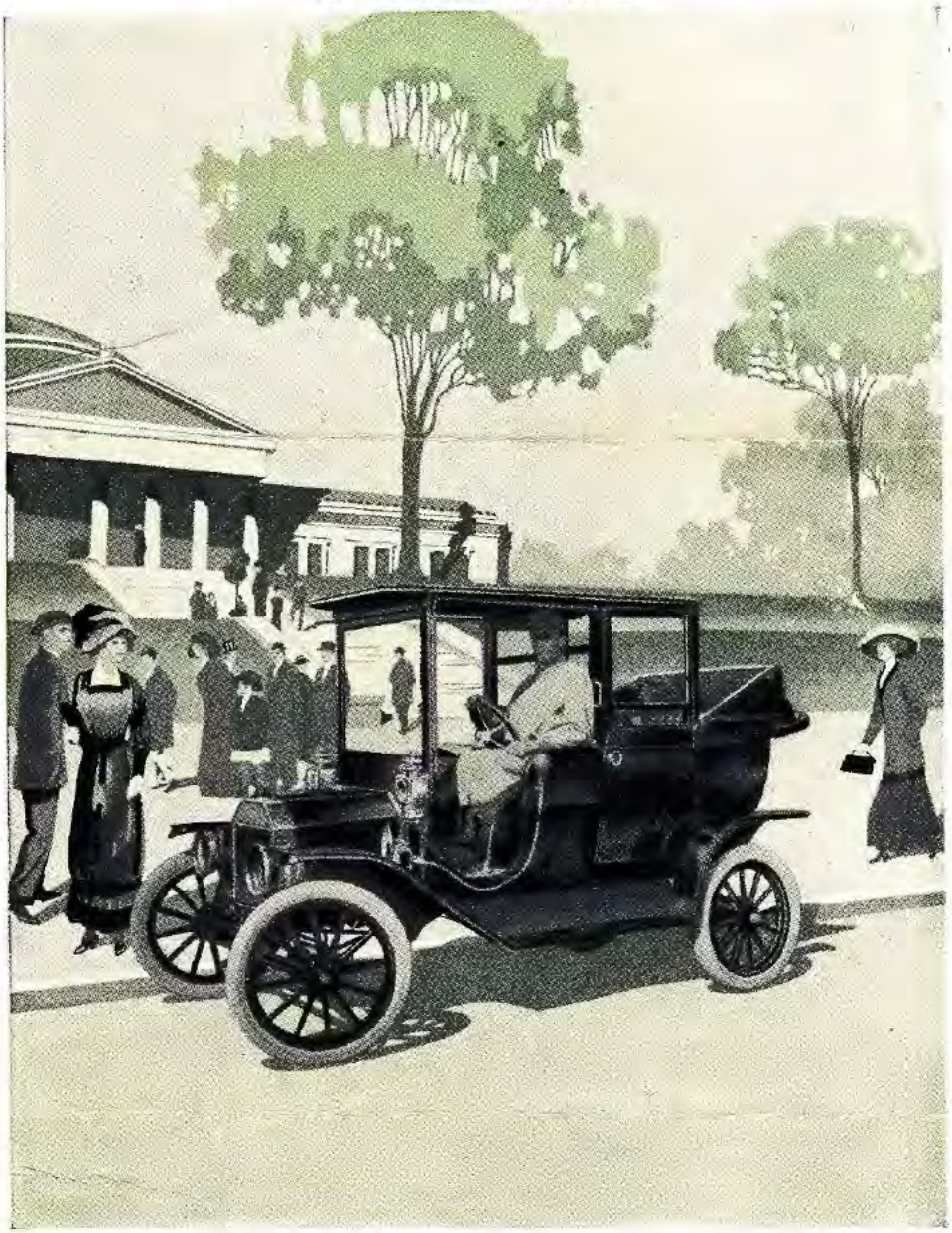
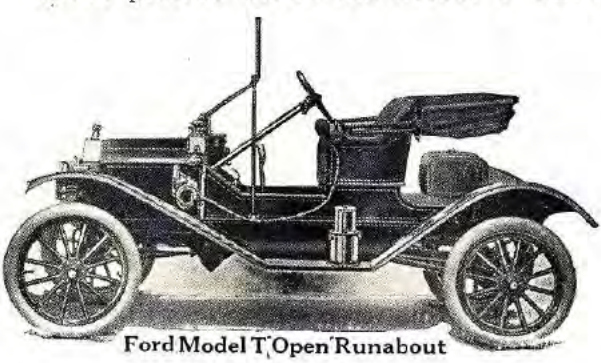
Ford Motor Company

GENERAL OFFICES & MAIN FACTORY

Detroit, Mich., U.S.A.



As a Taxicab the Ford Model T Town Car has proven itself most popular for continuous, reliable service and economy in upkeep, this model for livery service is without a superior. The above picture shows the Model T Town Car in actual service.



Ford Model T Open Runabout

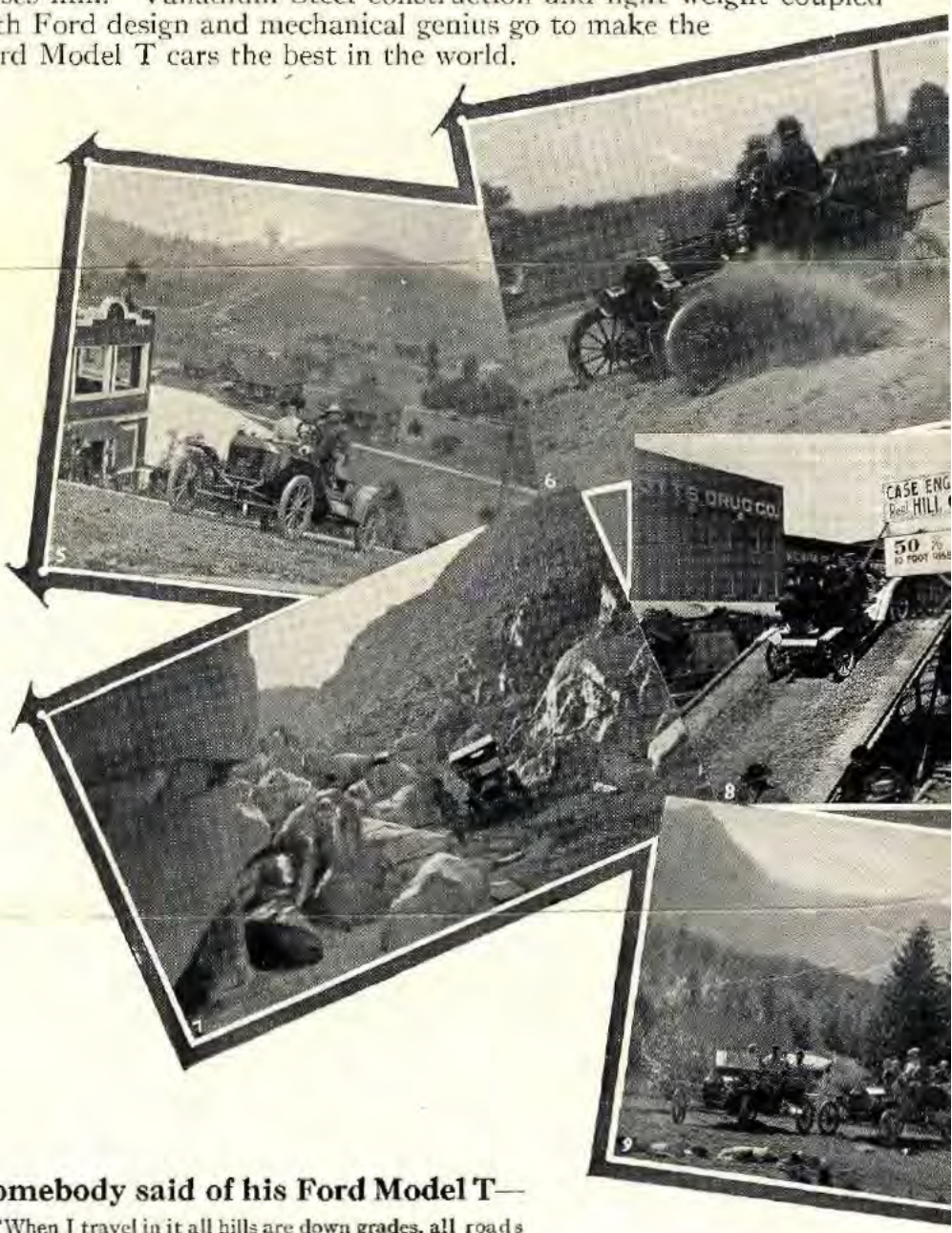
FORD BRANCH HOUSES

Atlanta	Kansas City
Boston	London
Buffalo	Melbourne
Cambridge	Montreal
Chicago	New York
Cincinnati	Omaha
Cleveland	Paris
Dallas	Philadelphia
Denver	Pittsburg
Detroit	St. Louis
Fargo	Seattle
Hamilton	Toronto
Houston	Walkerville
Indianapolis	Winnipeg

Export Department
18 Broadway, New York City

FORD Superiority on the F

These pictures have been selected at random from hundreds at our disposal. They show the sort of work the Ford car is doing all over the world. No Ford owner ever doubts the ability of his car to go wherever he desires to travel. He tours in it, travels in it, hunts in it, climbs mountains and crosses deserts, and the more he demands of it the more its performance surprises him. Vanadium Steel construction and light weight coupled with Ford design and mechanical genius go to make the Ford Model T cars the best in the world.



Somebody said of his Ford Model T—

"When I travel in it all hills are down grades, all roads are boulevards, all streets are well paved, despite the fact that I travel continually over sections where few automobiles dare to venture."

Among the Canyons of the Rockies, the Passes of the Andes, the Steep of the Himalayas, Fords are to be found in active exacting service.

They sell in spite of their light weight, low price and general unpopularity among competitors. They appear to make good because of just these things. Owners of Ford cars soon get the impression that there must be an enormous profit in the price of other cars. There are many good reasons why Ford Model T cars are the best in the world. Investigate and satisfy yourself before buying.

A

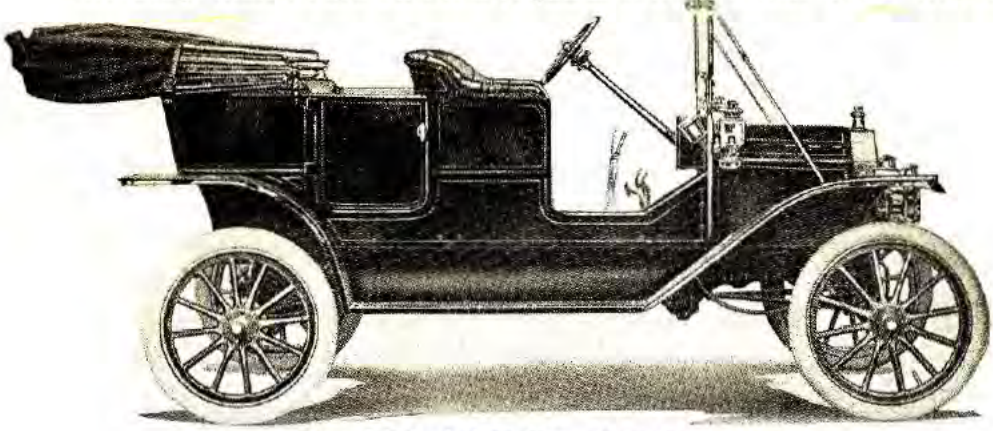
1 Ford Model T above cl
2 Ploughing through wat
3 A difficult hill on Opor
4 Model T at the top of
5 At Los Angeles, Cal.—

Ford Motor Cars

The Good Car for Bad Roads

THE Ford car is built for hard work. If roads are poor, if hills are steep, if land is sandy, if rocks abound, if wet weather is plenty, then the Ford Model T shows its real superiority. Because of the light weight of the car, the abundance of power, the splendid design, the simplicity of the mechanism, the low fuel consumption and little tire trouble and because of the high clearance, this car has become immensely popular, especially in sections where automobile conditions are unfavorable.

The Touring Car, capable of carrying five passengers will take any road, however rough the riding, with its complete load with the ease that it would take in carrying one passenger. The Runabout type of car for carrying two passengers meets the demand of the busy man whose business requires continual road travel.



Ford Model T Touring Car

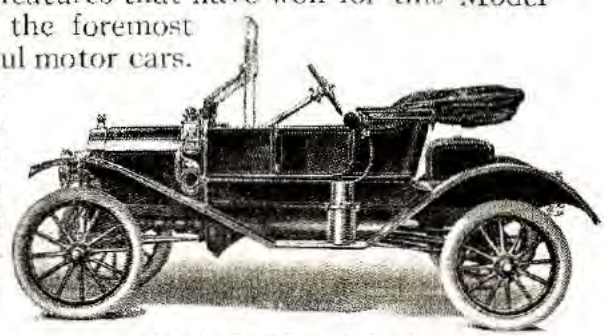
5 Passengers—4 Cylinders

For three years the Model T Ford car has been making a record for sales and merited popularity never before even approached by any other make of car. But the Model T has not previously been supplied with a Runabout body and prospective buyers have been clamoring for such a model; the result is shown in the style of Ford Runabouts illustrated below; the classiest and most practical Runabouts ever produced.

Production has been under way for several weeks and deliveries can now be promptly made.

It is the same Ford chassis, the same Ford engine, the same Ford transmission, the same Ford differential and throughout are the same general Ford features that have won for this Model T Ford 35,000 sales and the foremost place in the rank of successful motor cars.

Only such changes have been made as were necessary to give this Runabout model the long rakish appearance and the pleasing "sure-to-be-popular" lines which the illustrations show the cars possess.



Ford Model T Torpedo Runabout

Hills and in Mud, Sand or Snow-

the above are from photographs sent to us by owners of Model T Ford Ca

ds on Mt. Wilson, Cal.
enroute to Seattle
Portugal
grade near Detroit
Going up on high"

6 The power of the Model T in the sand fields of Columbia, S. C.
7 Rough traveling in southern California
8 Hill climbing demonstration with 5 passengers
9 Through the mountains near Seattle, Wash.
10 Touring through the hills of England

11 Muddy roads in Id
12 Farther west, near
13 Snow plains at Gut
14 For hunting trips th
15 Climbing hills on t

Ford–The Quality Car

Of Low Price and Established Value

A very pretty girl and a charming scene from California

ALL of the immense Ford factory is devoted to making one chassis. All the chasseaux are alike. All the machinery is used in making this one car, all the men are working on this same model. The above picture shows the Model T Coupe as it appears in service. The Rajahs of India tour their native lands in Ford Town cars and find them even of greater service than Limousines of several times the price. South America, Europe, Asia, Africa, and every country under the sun is riding in the low priced, high class enclosed car. It makes an ideal car for all sorts of requirements. Call on the nearest Ford Dealer or Branch for a demonstration.

—a Good Car for Bad Roads

CONSIDER THESE FACTS. The Ford is an all Vanadium Steel car, of ample size and splendid appearance, while in price it compares with cars of low power and antique design. The car has a four cylinder motor, a unit power plant with a dozen high grade, high priced and exclusive Ford features. The cooling is by Thermo-Syphon System, the ignition by Ford Magneto, the lubrication simple, ample and effective. It is the greatest all around car in the world and at a price the people can afford to pay. You get your money's worth and more when you buy a Model T Ford.

The Model T is a full-grown car, is all automobile, has been tested by service, and back of it all as a guarantee of merit stands the name Henry Ford, first and foremost among automobile inventors and designers of the world. The Model T has larger tires per unit of weight than any other car in the world. It has larger brakes, runs more miles for less money, has greater speed for long distances and all in all offers the biggest automobile value ever advertised. Ask the nearest Ford Dealer or Ford Branch to give you a real demonstration in a real motor car. Then you're sure to buy a Model T.

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Idaho
r Seattle
uttenberg, Iowa
the Model T is unexcelled
the outskirts of Detroit