FORD MOTOR CARS
Ford
Detroit Mich. U.S.A.

Ford Motor Cars

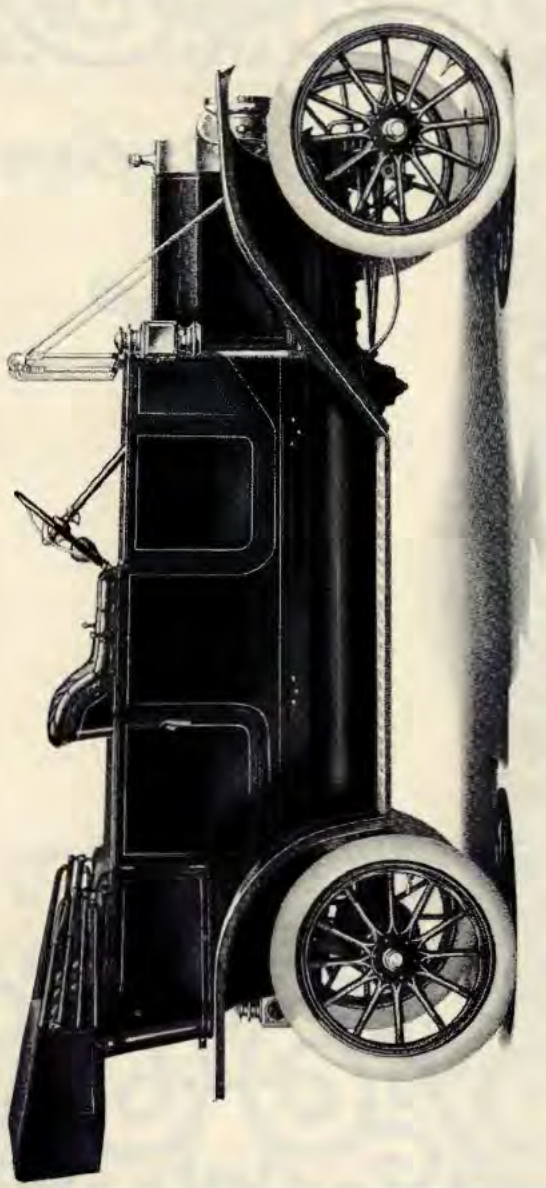
"Buy a Ford because it is a Better Car, not because it is Cheaper."
—Henry Ford

HOFFMAN & SHIMER,
21 Broad St.,
BETHLEHEM, - - - PA.

First Edition
November 1911

Ford Motor Company
Detroit, Michigan, U.S.A.

Ford Model T Fore-Door Touring Car
(Fore-doors are detachable)
5-Passenger—4-Cylinder—20 Horsepower Car Price $690 includes extension top, automatic brass windshield, speedometer, two 6-inch gas lamps, generator, three oil lamps, horn and tools—f. o. b. Detroit. No Ford Cars sold unequipped



Ford Model T

WE take advantage of the opportunity in presenting this catalog to express our thanks for the patronage extended to us by the people of America—our home land—and also to the peoples of foreign countries, who have been prompt to recognize the very practical value of FORD Cars.

The success which has come to the Ford Motor Company has not been as a matter of compliment, but the genuine reward of merit; therefore we are proud of our success. We have the confidence and the knowledge that we honestly deserve it.

We have been extremely fortunate, in that we had the inventive genius to plan, business ability and integrity to guide, and a loyal and efficient sales organization to market our product.

The Ford Motor Company was established in 1903. The original organization is intact—the same executive as in the beginning. The same men in control. The same forces in operation—but with vastly enlarged possibilities.

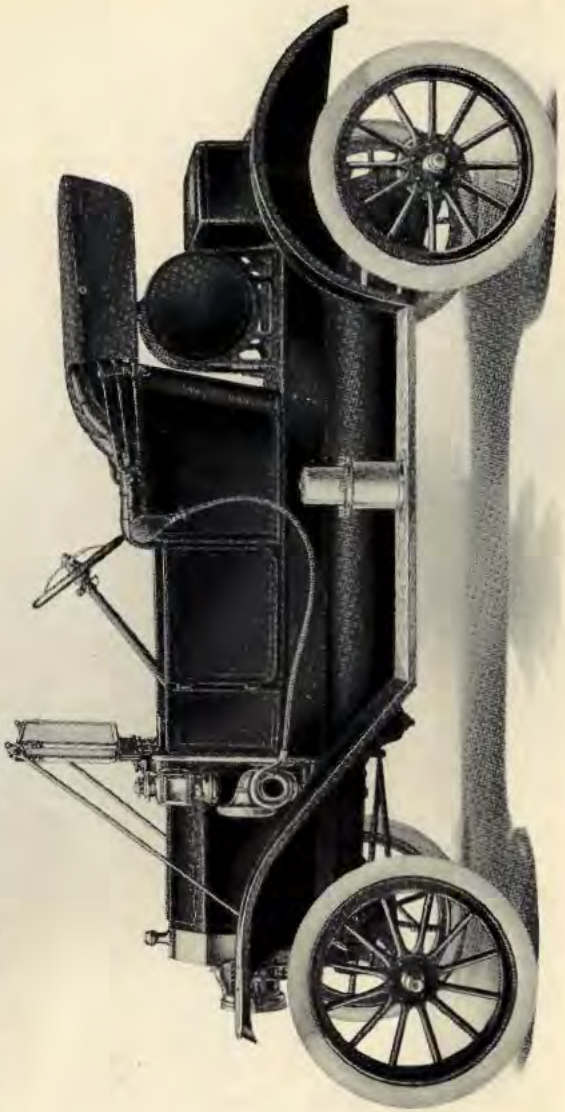
More than 100,000 FORD cars are in use today. In excess of 80,000 of these are FORD Model T's, our present car. You find them in every part of the civilized world.

FORD Branches (owned and directed by the Company) are established in thirty-two of the largest cities of America, England, Europe and Australia.

Service Plants (which mean great store houses), erected for the prompter supply of branches and dealers in the contiguous territory, are established in Long Island City, New York, Cambridge, Mass., and Kansas City, Mo. A new factory for English and European trade has also been established at Manchester, England.

More than 4,000 individual FORD dealers are scattered over the entire United States and Canada. Every dealer is under contract continually to carry an adequate supply of FORD parts, thus assuring to FORD owners a prompt service, no matter where they may be.

FORD motor cars have become world-famous for their utility.



Ford Model T Torpedo Runabout
2-Passenger—4-Cylinder—20 Horsepower Car
Price $590 includes top, automatic brass windshield, speedometer, two 6-inch gas lamps, generator, three oil lamps, horn and tools—f. o. b. Detroit. No Ford Cars sold unequipped

These, up to the present time, are the achievements of the Ford Motor Company. They form the basis of future demand and are the reasons why we plan an enlarged output for 1912. As a further assurance of our ability not only to maintain past records, but to exceed them, let us point out conditions today as they exist in the Ford Motor Company, and why, because of these conditions, FORD Model T is entitled to your confidence and patronage.

Mr. Henry Ford

Henry Ford, the designer of FORD cars, the founder of the Ford Motor Company, has never been more active in the supervision and operation of the big FORD factory, than at the present time. As Thomas A. Edison said of Mr. Ford: "He is one of a group of men who has helped to make the United States of America the most progressive nation in the world."

Mr. Ford is continually moving through the large FORD plant, here, there, everywhere; alert, observing, thinking, doing. No part of this great manufacturing factory is at all strange to Mr. Ford. He knows every nook and corner of it. He knows every bit of machinery and what is expected of each machine. He knows of the heat treatment of the metals. He is everywhere —in the designing room, in the engineers' quarters, in the superintendent of production's office, in the foundry, in the heat-treating plant, in the gas-making building, in the power plant, among the mechanics, watching the inspectors, talking with the "testers," through the shipping department; and his active, inventive mind is continually thinking out improvement of product, reduction of costs, increase of output. Think what this means! Is it any wonder that FORD cars have literally swept the world by reason of their intrinsic merit?

An established standard has been gained and will be inexorably held. Every FORD car must and does measure up to this inexorable standard—not alone in the superior quality of design, but in the superior quality of materials and a thoroughness in the quality of construction, until today FORD Model T is the highest quality car in the world at any price—bar none.

Ford Model T Commercial Roadster
(Rumble Seat is removable)
3-Passenger—4-Cylinder—20 Horsepower Car. Price $590 includes top, automatic brass windshield, speedometer, two 6-inch gas lamps, generator, three oil lamps, horn and tools—f. o. b. Detroit. No Ford Cars sold unequipped

The FORD factory is acknowledged to be the most complete, compact, economically efficient and thoroughly equipped automobile plant in the world. It is very extensive, but largeness is of no significance—it is the use to which the space is put that makes it valuable. So you find in the FORD plant that rigid economy prevails from one end to the other—from foundation to roof, from front door to back. Every foot of space is utilized, and yet there is no over-crowding or massing of workmen. All is thoroughly sanitary and scientific in arrangement. Every detail for the comfort of the workmen known to our modern life is incorporated, and made a part of the FORD factory, even to the physicians' offices on the ground floor, where accidents are promptly treated, because, you know, where several thousand men are constantly employed, there will be little accidents despite every precaution. Up to the present time, there has never been a serious accident in the FORD factory.

This great manufacturing organization is specifically a FORD creation. Machinery details and equipment are of special design for FORD Model T construction. The buildings are adapted for large production—in excess of 36,000 cars for 1911, and an output of 75,000 cars for 1912; this without straining present manufacturing facilities. Certain that the coming years will demand a vastly increased output, work is now in progress on additional buildings which will exactly double our manufacturing capacities.

In every department the working men are lined up like soldiers in battle array—a union of effort from one end to the other, each man "on the job" all the time, and in it all, and through it all, and over it all, is an atmosphere of cheeriness and enthusiasm in the work. Their employment is continuous the year around. Herein is a big economy in the handling of men.

Automobile factories whose production is limited to a few thousand cars have their seasons, when they run full force, and again when they are closed down for inventory, laying plans for the coming year, etc., etc. This sort of idleness is expensive. Each season such factories must operate with a force of new employees. The best men of last season are not to be had—

Ford Model T Fore-Door Town Car
(Fore-doors are detachable)
6-Passenger—4-Cylinder—20 Horsepower
Car. Price $900 includes speedometer, two
6-inch gas lamps, generator, three oil lamps,
horn and tools—f. o. b. Detroit. No Ford
Cars sold unequipped

they have found employment elsewhere. This is expensive in more than one way—men new to their work will be neither as productive nor as efficient as are the men who are continually at work—mistakes of omission and of commission are bound to follow, despite the sharpest inspection.

With the Ford Company this is altogether different. The same men, year after year, working at the same work, naturally must improve, naturally must become thoroughly efficient, naturally must be a pronounced economy in manufacture. This continual employment also means loyalty as well as faithfulness and efficiency in service. The Ford Motor Company has all this in its factory organization.

We are not boasting in any sense, but simply stating facts as they exist in justice to the prospective buyer, who, having all these things clearly in mind, can readily understand that, without regard to merits, from the standpoint of design, construction and operation of the FORD Model T—our very low price is made possible without in any manner cheapening the product.

FORD Model T is not a cheap car—it is the highest price quality car in the world, none excepted. Yet it is sold at the lowest price, due to the reasons given herein.

The Ford Motor Company resembles in many respects a great banking house of world-wide reputation, whose officers are men of proven ability and integrity, whose policies are aggressive, progressive, safe and conservative, whose immense resources are sound to the core, and whose every act is honest and legitimate. Such an institution finds its greatest asset, exerts its most powerful influence in securing the confidence and thereby the patronage of its clients, in the solidity and integrity of its reputation.

The people buy FORD cars with the same assurance that they buy the bonds of such a bank; they know that both are safe and profitable investments, and guaranteed by a concern whose responsibility is absolute.

The One Model

Accentuating all this is another mightily important fact—the Ford Motor Company devotes all its time and facilities to

Ford Model T Delivery Car
Capacity 750 pounds of merchandise—4-Cylinder—20 Horsepower Car. Price $700 includes automatic brass windshield, speedometer, two 6-inch gas lamps, generator, three oil lamps, horn and tools—f. o. b. Detroit. No Ford Cars sold unequipped

the building of one model—one car, the Model T Chassis. Several different bodies, of course, but the one chassis, the one car, as, after all is said and thought, the chassis **is the car.**

Now, consider what this means—the purchasing in large maximum quantities of all materials, parts and accessories, with the consequent low price that always follows quantity orders, with cash in hand for prompt payment. Consider with an output of 75,000 cars in one year, what a force goes behind the buyer for the Ford Motor Company, when he enters the market of supply: 300,000 wheels, 300,000 tires, 375,000 lamps, all of the one size and one model; thousands of tons of steel, and spot cash in payment—no notes, no mortgages, no promises, no delay—spot cash. You cannot measure such a tremendous influence in its effect on price.

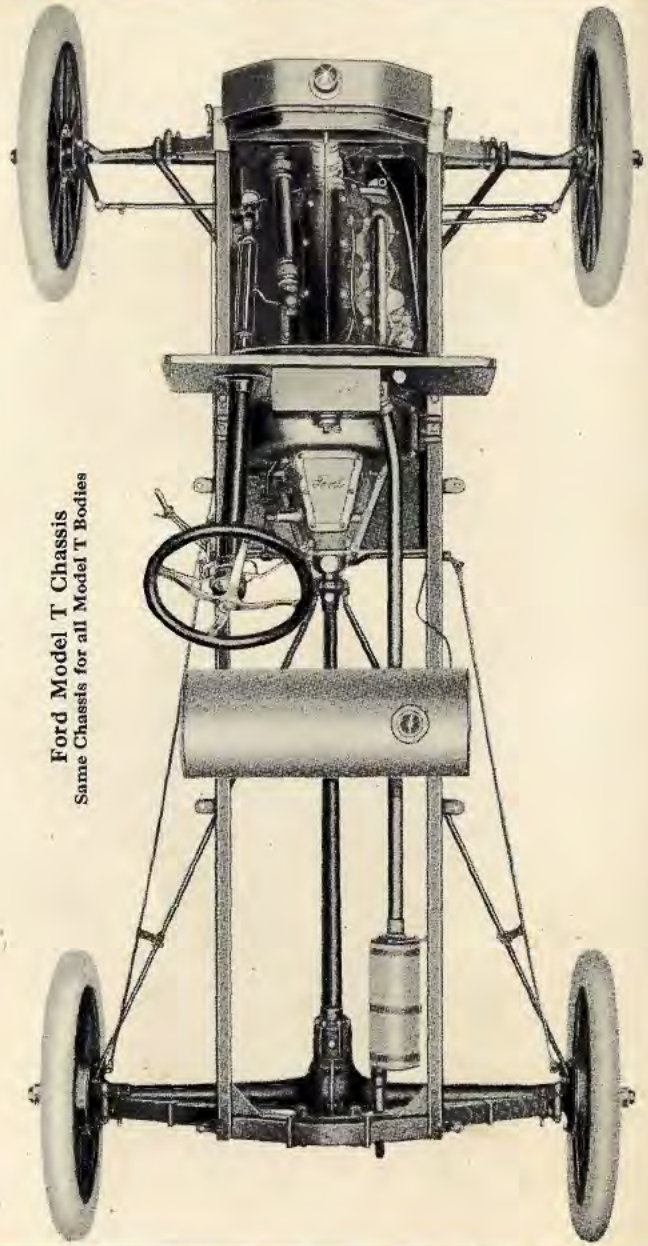
Equally important in its result is this one-car production in factory efficiency. Workmen are not switched from one detail to another, from one piece of work to another—but day after day devoted to the same work brings an all-round efficiency, an all-round aptitude and thoroughness which assure a positive reliability in the high quality of the work. Add to this the most perfect cost and accounting system that has ever been devised. Daily reports to all departments of up-to-the-minute information concerning every movement of the entire business—a system that operates as regularly and as absolutely correct as clock-work.

This is the ninth year for FORD cars, and the organization, personnel and management of the Ford Motor Company is the same today as it was when the first FORD car was built. This is to be considered when you are buying an automobile, because stability, oneness and sameness of organization means a satisfactory product and satisfactory dealings in every detail.

Vanadium Steel

This catalog would be incomplete without noting the fact that FORD Model T is a car of Vanadium Steel construction throughout.

Vanadium steel is recognized by competent authorities the world over as not alone the best, but the most expensive steel



Ford Model T Chassis
Same Chassis for all Model T Bodies

known to the world of steel making. Vanadium is a mineral alloy. It is fused with the molten steel at a high temperature and acts as a flux or cleanser. It also imparts to the molecules of the steel a tremendous resistance against the action of vibration.

Every mechanical engineer will unhesitatingly endorse the great value of Vanadium steel in the construction of automobiles.

Ford Heat Treatment of Steel

The heat treatment of steel is a comparatively modern development. It cost the Ford Motor Company over $200,000 to incorporate a heat treating plant in its great factory organization.

As Vanadium cleanses and strengthens the molecules of the steel, scientific heat treatment absolutely fits the steel to meet the stress which it will be called upon to sustain.

Vanadium steel, scientifically heat treated, has made it possible for the Ford Motor Company to build a car light in weight and yet tremendously strong. A FORD car can be lifted from the floor by the four fender irons, no one of which is larger than your little finger. Try this with any other car and the fender iron will straighten out like a string.

Every part of the FORD Model T is specifically heat treated for its particular work. This is why the car gives such universal satisfaction, why it is always so reliable, why it is so light in weight, why it is so economical in operation.

Ford Sales Organization

Emphasizing the value of FORD production and FORD financial strength, is the FORD selling organization, now rounding out its eighth successful year; yet ever-increasing in numbers, power and efficiency.

Every member of the FORD selling organization works along as definite lines as do the draftsmen in the engineering department—a determined and fixed policy has been laid out for them. Every man knows exactly what he is expected to do and he does it. Does it with loyalty and enthusiasm, because he knows the Ford Motor Company is not alone financially impregnable, but moves with definite precision along established lines of standard

Top View of the Ford Model T Fore-Door Touring Car
Showing comfortable body for five passengers

business integrity. He is never troubled with sleepless nights, wondering if the company will be in business next month or next year; or wondering over changing designs in cars and changing policies. He has none of such worries. He represents a reliable company.

Wherever you meet a FORD manager, dealer or salesman, you touch a "live wire"—one who knows he has a car that has a record for delivering expectations; has a car that has accomplished more than has been achieved by any other motor car in the world; has a car that is sold at one price—no sliding scale of prices in the FORD selling organization—no "robbing Peter to pay Paul."

The FORD salesman, dealer and manager can look every FORD owner in the eye, with the confidence that each purchaser of the FORD car paid identically the same price for the same car. He knows that every man who sells a FORD car stands upon identically the same footing; knows that his company stands behind the car; knows that he represents the best in the automobile world; knows that he is there to take care of FORD owners, to give every helpfulness possible, and that his company is behind him in his effort; knows that he will be treated liberally, honestly, pleasantly.

Ford Service for Ford Owners

This is an important arm of the FORD organization, because it has to do with the personal interests of the owners of FORD cars.

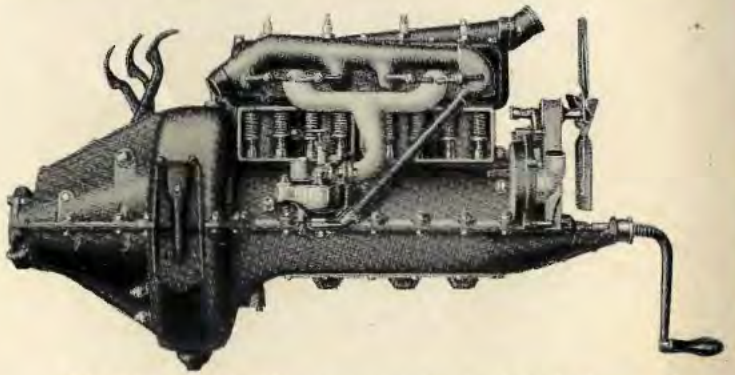
The mere buying of a car is but the beginning of your dealings with the Ford Motor Company. It is the opening of a pleasant business acquaintance, which is surely destined to last for many years, because the Ford Motor Company takes such exceptionally good care of all owners of FORD cars.

A motor car, notwithstanding the extreme care with which it is made, is but a piece of machinery subject at any and all times to get out of order, liable to accident, breakage and wearing out of parts. While there is less of these contingencies with FORD Model T than with any other motor car made, there are bound to be some, and to prepare for the "some," the Ford Motor Company establishes by and through its dealers a FORD service for FORD owners.

Every FORD dealer agrees under his contract to carry an adequate supply of FORD parts. As FORD dealers—nearly 4000 of them—are distributed all over the country, it is rarely possible that you travel fifty miles in any direction without coming in contact with one or more of them. (This, of course, must be taken in a reasonable sense, because in the sparsely settled states and territories it does not apply.) Each of these dealers with a supply of parts, is immediately at the service of the FORD owners who require assistance, thus saving time in making repairs and assuring to the owner of a FORD car the almost continuous use of his car.

As all FORD parts are standardized, there is little trouble, even for the owners, to make repairs. You can tour anywhere throughout America, over Canada, down in Mexico and in most European countries with your FORD Model T and be satisfied that you will not be caught at a disadvantage in case of accident. FORD dealers are always within easy hail and wherever they are, they hold themselves at the service of the FORD owners.

Another pleasing fact is that FORD parts are exceptionally reasonable in price. This is another feature characteristic of FORD policy. You can buy the parts in a FORD Model T one at a time and assemble the car complete for the same money that you can buy it assembled and ready to run from the dealer.



Right Side of Model T Motor showing valves, intake and exhaust manifolds. Valve cover plates have been removed to show valve arrangement

Get the "Parts Price List" of any other car and compare the prices with the prices for FORD parts. Then you'll get a practical example of FORD economy for FORD owners.

Every purchaser of a FORD car receives at the time of the sale, a complete price list of FORD parts, and therefore knows exactly what each part costs. He cannot be over-charged.

In order to make FORD service for FORD owners as thoroughly convenient as possible, the Ford Motor Company has erected large reserve ware-houses or store-houses, one at Long Island City, New York, one at Cambridge, Mass., one at Kansas City, Mo., one at Manchester, England, from which dealers may supply themselves with parts and accessories promptly.

FORD service for FORD owners has been brought to a point of perfection that does not seem possible to surpass, and is, as far as we know, the one thoroughly efficient service given by any automobile company. When you buy a FORD Model T, you become a member, as it were, of the great FORD organization, and are at once entitled to all the rights and privileges which follow such a splendid relationship.

Ford Foresight

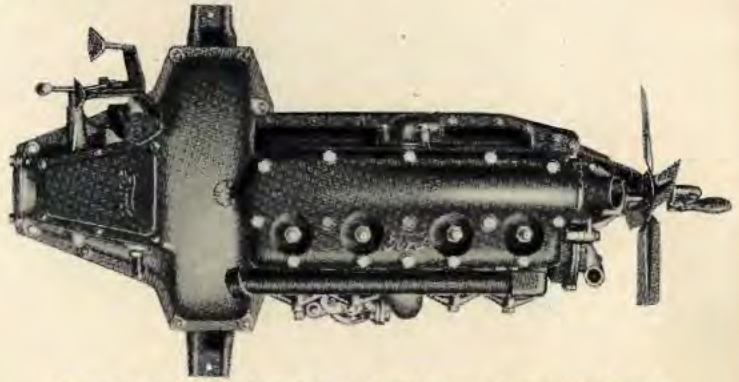
From the day when Henry Ford began the manufacture of automobiles, nine years ago, there has been no deviation from

Left Side of Model T Motor. Notice the simplicity of the Ford *en bloc* motor; the freedom from unnecessary parts

his original plan. The FORD car has always been built along definite lines, with a specific purpose in view. That purpose was to build an automobile that in every respect would be reliable, to embody all the wants of the advancing progress in the daily life of the people and to be put on the market at a price that the great majority of people could pay.

Henry Ford, when he designed his first automobile, realized its importance as an article destined to become universal with all the people, because it was an economy in the business life of the nation. With the far-sightedness of business genius—with what may be termed prophetic vision—he saw the multiplying demands for the horseless carriage. He saw it interwoven with the pleasures of the people—the wider outdoor life, the joys of touring from one part of the country to the other, independent of railroads and steamboats.

He saw its use for the physician, architect, contractor and builder. He saw its use in every line of commercial activity. He saw it as it is—an economy in the life of the people and on this conception of the automobile as the utility, Henry Ford founded the business which bears his name, and has built up in eight years the greatest automobile business in the world. It is all FORD—FORD genius and business—FORD mastership in construction, FORD afterthought for the interests of the man who buys a FORD car.



Top view of Model T Motor showing Ford removable cylinder head. This may be removed by taking out the fifteen bolts shown in the picture

Why Buy a Ford?

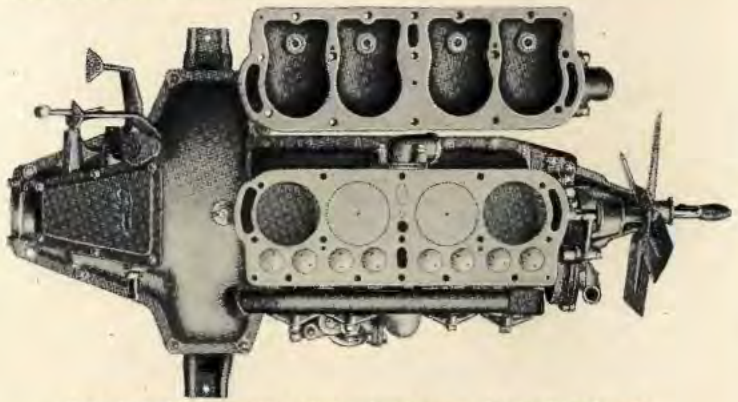
You are asked to buy a FORD car for what it will do, based upon what it has done. You are asked to buy a FORD car, because it is a better car—not because it is a cheaper car. You are asked to buy a FORD car because it is the product of Henry Ford, who is conceded the world over to be the one great genius in the automobile industry—the man who has forced refinements and improvements in automobile construction along original lines.

No such word as "risk" or "chance" can be applied or can be used when you buy a FORD car. You are buying an impregnable surety—an automobile that will serve you and your family—serve your pleasures and your business—that will enter into your life work as well as the enjoyments of your life, to the fullest possible extent, with a price you can well afford to pay, and with an assurance of such economy in operation that the maintenance of your car will not prove a burden to you.

There are more than 100,000 FORD cars in service today. Of this number more than 80,000 are Model T's.

FORD Model T cars are in service in every civilized country the world over.

There must be unusual merit in FORD Model T cars to satisfy this world-wide market.



Top view of Motor, with cylinder head removed, showing pistons, valve setting, and water jackets

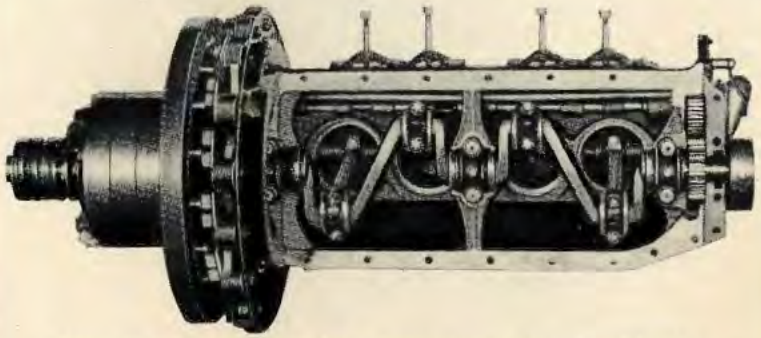
Wherever you find a FORD owner you find a FORD "booster." There must be a practical reason for such universal satisfaction. There were 150,000 motor cars made in America for the market of 1911. More than 36,000 FORD Model T cars were made and delivered to purchasers in 1911. This means that FORD Model T was demanded by the people in a ratio of about 1 to 4 of all other makes of motor cars combined.

It is estimated—accepting all claims—that there will be 225,000 cars made for 1912. We will build 75,000 FORD Model T cars, which means that every third car sold during 1912 will be a FORD Model T.

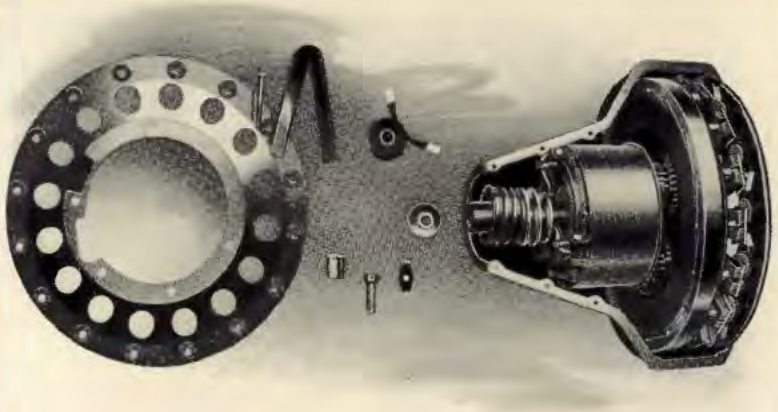
Is not the judgment and experience of such a great majority a safe guide for you in buying a motor car?

Ford Practicability

The FORD is universal in its usefulness, universal in its reliability. It fully meets the desire in capacity, comfort, ease of operation, simplicity in mechanism and absolute strength in construction. It brings to its owner all the essentials of a practical automobile. Of course, there are larger cars, there are more expensively finished cars, there are cars with a multitude of what may be called "extravagances" in equipment, but none of them will ride any easier, carry one any further, last any



Access to crank shaft, cam shaft, pistons, connecting rods and bearings may be had by simply removing a plate in the lower crank case housing



The Model T Magneto is of special Ford design. It is built in as a part of the motor and consists of two parts, one rotating with the flywheel, the other stationary, attached to the cylinder casting. A single turn of the motor will create enough spark to ignite the charge in the cylinders

longer, and surely there is no other car in all the world so low in purchase price, size, capacity and power considered, nor one that is maintained in operation at the same low cost.

The strongest evidence of the all-round satisfaction of any article is found in the extent to which such article is in use the world over. Merit tells. A continuous market is only possible to an article of proven stability and usefulness.

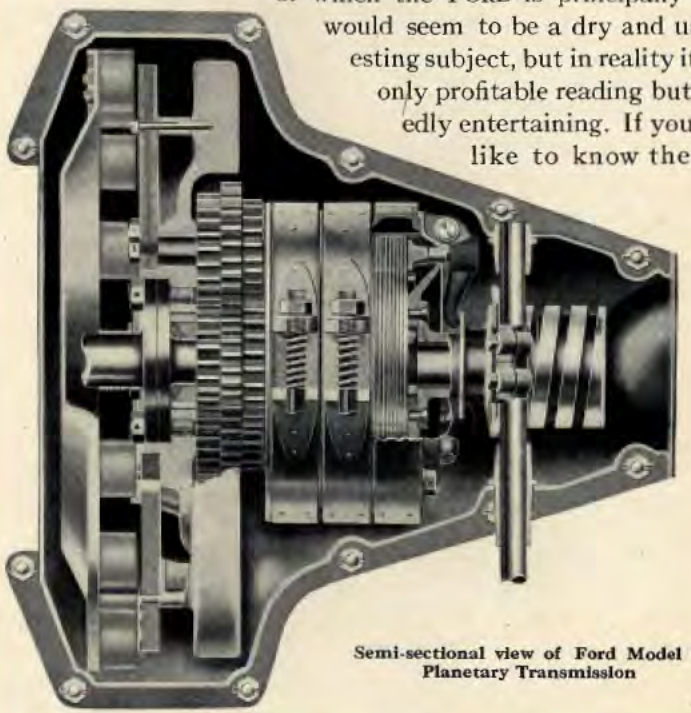
Herein has the FORD Model T been tested and the fact that there are more FORD cars in use today the world over than there are of any other individual make, is the most positive evidence that the FORD car meets expectations and, in every case, "delivers the goods."

Ford Literature Free on Request

Each year adds thousands of new names to the roll of FORD owners. As every new car and its enthusiastic owner brings us the names of several prospective buyers, the need of FORD literature has multiplied until the demand for the 1912 catalog has required an edition of 1,000,000 copies, and their distribution will cover the civilized world. As a further illustration of the magni-

tude and thoroughness of all FORD efforts, we may say that in addition to the circulation of a million copies of the FORD catalogs, the company issues a monthly magazine called "FORD TIMES." While essentially a "house organ" devoted principally to the interests of FORD dealers and representatives, it is always "meaty" with important information of value to the general public, especially to FORD owners and prospective buyers.

Booklets and circular matter of various kinds, describing each important FORD feature, are also distributed in immense quantities for the benefit of those who desire more detailed information than can be given in the catalog. The feminine motorist finds the booklet, "The Lady and Her Motor Car," especially interesting. "What the Motor Car Means to the Doctor" has sold Model T's to hundreds of physicians and surgeons. A booklet on Vanadium Steel, that remarkable metal of which the FORD is principally made, would seem to be a dry and uninteresting subject, but in reality it is not only profitable reading but decidedly entertaining. If you would like to know the truth



Semi-sectional view of Ford Model T Planetary Transmission

about Tires, or the superior importance of Light Weight, our pamphlets include all these subjects and many others. We shall esteem it a privilege to furnish you free, upon request, any one, or all of the series.

Your attention is now directed to the illustrations, specifications and descriptions of the several FORD Model T cars.

We have made our descriptions as plain and simple as possible, avoiding the technical, that our catalog may be like FORD Model T itself—something easily understood by all.

Examine the illustration of the chassis, and you'll quickly perceive the greatness of Henry Ford's design. There is so little to it; so few parts and all practically one unit. You will see at a glance how easy it must be to get at any part of the mechanism. It is quickly accessible from every angle. This is why FORD owners are so universally enthusiastic over their cars. They care for their cars themselves, just as easily and inexpensively as they could for a horse and buggy.

The illustration of the chassis shows why FORD Model T is so light in weight—there's so little to it, yet being constructed of Vanadium steel, intelligently and scientifically heat treated, it is the strongest, also the lightest, chassis on the market—bar none.

Weight is expensive in a motor car because it takes power to move and carry it. The heavier the chassis, the more gasoline and oil; the greater wear on tires; the greater difficulty in traveling over rough roads and up hills; the more bother and trouble keeping it in order.

Scientific principles are always simple. The design of FORD Model T is in harmony with scientific principle, not alone in

Front axles on all Model T Cars are each drop-forged from one single ingot of Vanadium steel especially heat-treated in our own plant

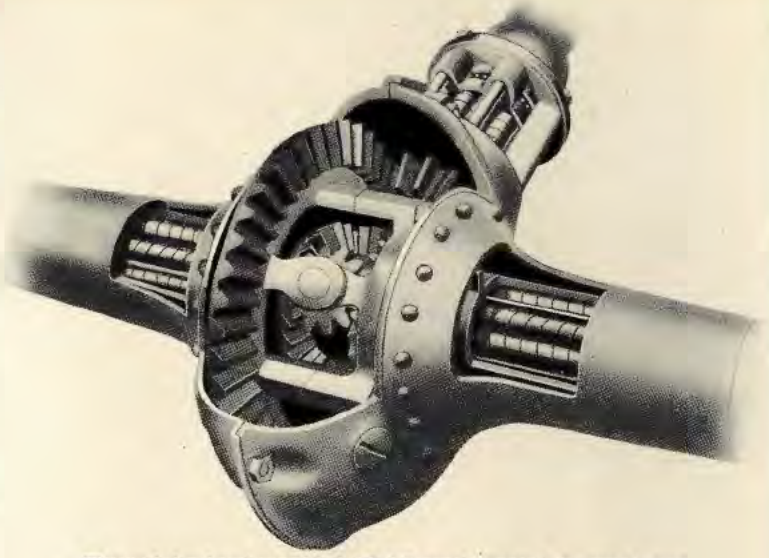
the chassis, but throughout: Axles, Spring Suspension, Magneto, Transmission, Oiling System, Brakes, Drive, Control—in everything.

Read the details, and we have no doubts as to your conclusions being in favor of FORD Model T.

Model T Touring Car

Probably one of the most welcome features in the design of body for FORD touring cars will be the appearance of Fore-doors. FORD Model T touring cars will be built with front doors (detachable). This new fore-door touring car body has been especially designed to meet the demands of the public and carries that snap and grace in appearance that has been characteristic of all previous FORD models. Entrance to the front seat is on the right hand side of the car where the door may be opened by sliding the catch on the inside. The fore-door on the steering side or left side of the car is merely a blind door and does not open for entrance into the car. All fore-doors on touring cars will be detachable so that they may be removed should the owner desire. The Model T Touring Car is a five-passenger family car of pleasing appearance. The medium wheel base, the special spring construction, the method of suspension, all combine to make it an easy riding, easy to handle, comfortable car, durable and efficient. For hills, for sand or mud, or in other words for the average all-round touring conditions, this car has proven its genuine worth—it has made good on roads that are bad. The price of the Model T fore-door touring car will remain the same as announced—$690 fully equipped, f.o.b. Detroit.

Ford rear axle completely enclosed in dust proof and oil proof housing



Three pinion bevel type Model T differential, noted the world over for its simplicity and smooth running

Model T Torpedo Runabout

A new Model T Torpedo Runabout, which is especially attractive and graceful in design, is offered to the public. The seat on this model will be the same height as on the Roadster and Touring Car, which, together with plenty of space between dash and seat, makes one of the most comfortable, roomy, torpedo runabouts on the market. The doors on this model are in direct line with the engine hood and present that style and beauty so desired in torpedo design.

Entrance to the car may be made on either side of the car, both doors swinging outward. Doors on the Torpedo Runabout are not removable. Besides the 16-gallon gasoline tank on the back of the car, there has been added a large metal box which will be found of great advantage. The long top straps have been done away with. Instead of these long straps reaching down to the bottom of the radiator they will be short and fastened to the center division of the windshield. The windshield support rods doing the double duty of holding both windshield and top.

Model T Commercial Roadster

This business man's car should appeal strongly to those who desire a light car for both pleasure and business purposes. It is a practical, dignified and popular car. It is a man-sized car, not a miniature; possesses speed, power and durability, and for all-round use compares more than favorably with cars at considerably higher prices. The rear-seat passenger has ample room instead of having to sit crowded into a space that was never designed to carry anything but a tool box. The running boards extend full length back, affording easy access to this rear seat.

The combination feature of the Commercial Roadster whereby a three-passenger pleasure car may be almost immediately transformed into a commercial car has advantages unobtainable in any other model. By simply removing the rumble seat of the car the entire rear end may be cleared to the deck, giving a flat space of 3½ feet long by 2½ feet wide. This space may be utilized in such a way as to be of the best advantage to the owner. Traveling salesmen or outside solicitors find this style of car of exceptional value in carrying large sample cases, boxes, trunks, etc.

Model T Town Car

The Model T Town Car affords an excellent vehicle for those many requirements which necessitate or make more convenient the use of an enclosed car. It is provided with two small, folding seats inside, thereby accommodating two extra passengers. The cost of this car plus the wages of a driver for two years, plus the cost of maintenance for the same period, will total less than the purchase price of the usual type of limousine, while the Model T will answer equally well all the requirements of an enclosed car.

As a Taxicab this car offers an opportunity for its owner to realize a profit on his investment such as a higher initial and upkeep cost will not permit.

The Town Car will be furnished with fore-doors which greatly add to the appearance of the car. These doors will be detachable, the same as on the Model T Touring Car.

Model T Delivery Car

The feature of the FORD line to many dealers will be the Model T Light Delivery Car. The prospect of getting a light delivery car on a Model T chassis will delight thousands. We knew long ago that the demand existed, but we were never able to fill our orders for pleasure cars, without considering delivery cars. We are going to put the delivery car out this season because our increased production will permit it.

The Model T Delivery will be the lightest, most powerful, and most economical delivery car ever sold. As light in weight as the Model T Touring Car, whose efficiency and economy have made it world-famous.

The spring suspension through which the weight of the car is lifted from the wheels and other moving parts, while giving an extreme flexibility through which shocks are absorbed before they reach the body of the car, makes it one of the easiest riding delivery cars in the world.

The utility of this delivery car that can turn around in a 28-foot circle and deliver goods every day in the year for considerably less than the expense of a team of horses—and cover more territory—will make it wanted by every class of tradesmen, merchants, manufacturers, express companies and whomever have merchandise to deliver.

The FORD Model T Delivery Car is no experiment. Behind it are years of satisfactory service. The same chassis that made FORD Model T world-famous. The heat-treated Vanadium steel chassis, and over it a handsome, roomy delivery car body, that will carry 750 pounds of merchandise with convenience and speed. It is a FORD Delivery Car, and that is the strongest assurance of reliability that can be given. This is the same chassis that John Wanamaker is using in New York and Philadelphia; that the Bell Telephone Co. is using all over the country; that the New York Fire Department is using. A car, time-tried, successful in every test; a car that will save money, because it is easy to understand, simple to operate and cheap to maintain.

SPECIFICATIONS

For all Ford Model T Cars

Motor—Four (4) cylinder, four cycle. Cylinders are cast en bloc with water jackets and upper half of crank case integral. Cylinder bore is 3¾ inches; piston stroke is 4 inches. The FORD Motor is rated at twenty (20) horsepower. Special Ford removable cylinder head permits easy accessibility to pistons, cylinders and valves. Lower half of crank case, one-piece pressed steel extended so as to form bottom housing for entire power plant—air proof, oil proof, dust proof. All interior parts of motor may be reached by removing plate on bottom of crank case—no "tearing down" of motor to reach crank shaft, cam shaft, pistons, connecting rods, etc. Vanadium steel is used in all Ford crank and cam shafts and connecting rods.

Unit Construction—There are four (4) complete units in the construction of FORD Model T—the power plant, the front axle, the rear axle and the frame. Any of these may be removed or replaced as a single unit.

Three-Point Suspension—Each of the FORD Model T units is suspended at three points of the chassis. This method of suspension insures absolute freedom from strain on the parts and permits the most comfortable riding of the car body.

Transmission—Special Ford Spur Planetary type, combining ease of operation and smooth, silent running qualities. Clutch is so designed as to grip smoothly and positively and when disengaged to spring clear away from the drums, thus assuring positive action and maximum power. Transmission cover is of aluminum.

Magneto—Special Ford Design, built in and made a part of the motor. Only two parts to the FORD Magneto, a rotary part attached to the flywheel and a stationary part attached to the cylinder casting. No brushes, no commutators, no moving wires to cause annoyance on the FORD Magneto.

Lubrication—Combination gravity and splash system. Oil is poured into the crank case through the breather pipe on the commutator cover. All moving parts of motor move in oil and distribute it to all parts of the power plant.

Cooling—By Thermo Syphon water system. Extra large water jackets and a special FORD vertical tube radiator permits of a continuous flow of cool water and prevents excessive heating. A belt-driven fan is also used in connection with the cooling system.

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

Clutch—Multiple steel disc, operating in oil. There are 27 discs on the FORD Clutch.

Fenders—Large and graceful in design, enclosing the entire length of car.

Gasoline Capacity—Touring Car, Commercial Roadster, Town Car and Delivery Car, cylindrical gasoline tanks of 10 gallons capacity and mounted directly on frame under front seat. Torpedo Runabout, cylindrical tank of 16 gallons mounted back of front seat.

Steering—By FORD reduction gear system. Steering knuckles and spindles are forged from special heat-treated Vanadium steel and are placed behind front axle.

Valves—Extra large, all on right side of motor and enclosed by two small steel plates, making their action absolutely noiseless. Enclosed valves are dust proof, thereby saving wear on valve stems and push rods and giving perfect valve setting.

Control—On the left side of car. Three foot-pedal controls, low and high speeds, reverse, and brake on the transmission. Hand lever for neutral and emergency brake on left side of car. Spark and throttle levers directly under steering wheel. FORD cars may be stopped or started without removing the hands from the wheel.

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. It is controlled by hand lever on left side of car.

Springs—Both front and rear springs are semi-elliptical transverse, all made of specially FORD heat-treated Vanadium steel. FORD Model T springs are the strongest and most flexible that can be made. Model T rear springs are extra large, giving easiest riding qualities to car body.

Wheels and Tires—Wooden wheels of the artillery type with extra heavy hubs. Only tires of the highest grade are used on FORD cars. Front 30 x 3 inches. Rear 30 x 3½ inches.

Final Drive—FORD triangular drive system with all shaft, universal joint and driving gears enclosed in dust proof and oil proof housing. Direct shaft drive to the center of the chassis; only one universal joint is necessary. All shafts revolve on roller bearings; a ball and socket arrangement in the universal joint relieves the passengers of all shocks and strains caused by the unevenness of the road. The Final Drive of the FORD Model T is patented in all countries.

Axles—Front axle of I-beam construction, specially drop-forged from a single ingot of Vanadium steel, insuring the highest quality of axle strength obtainable. Rear axle also of Vanadium steel and enclosed in a tubular steel housing. The FORD Differential is of the three-pinion bevel type; all gears are drop-forgings made of Vanadium steel; all teeth are accurately planed and hardened.

Bodies and Capacity—FORD Model T cars are furnished with five styles of bodies—**Fore-door Touring Car** capable of carrying five (5) passengers; **Torpedo Runabout** for two (2) passengers; **Commercial Roadster** with rumble seat, three (3) passengers; **Town Car**, six (6) passengers; **Delivery Car**, two (2) passengers, 750 pounds merchandise capacity.

Prices—

Fore-door Touring Car,	f. o. b.	Detroit	$690
Torpedo Runabout	"	"	590
Commercial Roadster	"	"	590
Town Car	"	"	900
Delivery Car	"	"	700

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

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

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

PROOFS OF FORD MODEL T ECONOMY

Here are a few letters sent us by FORD car owners telling of the extremely low cost of upkeep for Model T. There are only five letters, picked at random from the thousands of testimonials sent in by satisfied owners whose cars have proved a good investment as well as a pleasure to them.

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FORD MOTOR COMPANY

GENTLEMEN—I bought one of your five-passenger Model T cars from your branch house at Dallas, Tex., this year, and it has given me such perfect service, I wish to give you a record of same. The speedometer showed 4,660 miles when I left the city for my vacation. My tires are practically uninjured, have had two tack punctures, one of which was fixed at an expense of 35 cents, which 35 cents is the only repair expense I have had at all since I have had the car.

There never has been a spark plug removed, cylinders have never been opened nor is there any sign of carbon in them now. The car runs with same speed proportionate to opening of throttle as in the beginning. During the six and a half months my gasoline bill has been about $26.00, lubricating bill and grease about $7.00, lighting gas $5.00; this with the repair bill of 35 cents making a total of $38.35 expense of running six and one half months or about $6.22 per month, averaging 755 5-7 miles per month at 25 1-6 miles per day.

I am an amateur driver, this being my first car owned. However, with the instruction given me by your representative and giving the car about ten minutes care each morning, filling radiator, etc., it is ready for the day and fulfills the slogan "Nothing to do but ride." Dallas, my home town is well represented in the auto industry, over 2200 cars there, but for economy and service I would not exchange for any car I see, regardless of cost. The simplicity of construction, durability of service and the price at which you are selling your cars, places them in reach of almost everyone, and gives to the people the speed the age demands, in steel instead of it being required at the pain and sacrifice of man's greatest friend, "The faithful horse."

May your tribe increase as well as the output of the FORD cars, for the FORD owner is a satisfied owner, as he gets the service.

Yours truly,
J. G. POE, M. D.,
Dallas, Tex.

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FORD MOTOR COMPANY

GENTLEMEN—I have a FORD Model T Car No. 16106 that I think I ran as economically last year as most of the boys. I will report it to you if you care to bother with the reading.

I drove my car last year 5,000 miles at a cost of $48.75, which included gasoline, lubricating oil and incidentals, such as a couple of new spark plugs, also cleaning the engine twice. I averaged nineteen and half miles on each gallon of gasoline. I attended to my own engine at all times except the cleaning. My engine has never given me any trouble at all. I can climb higher hills than any of the machines in this country.

My FORD car is always the subject in an argument by the boys in this town when hill climbing is talked of or readiness at all times is mentioned.

Yours very truly,
W. T. SCOTT, M. D.,
Martinsville, Ohio.

FORD MOTOR COMPANY

DEAR SIRS—I am the owner of a FORD Model T, which I purchased of you last April, and have driven it 5000 miles without any mechanical trouble. My tire trouble has been limited to two carpet tack punctures, neither of which required fixing while on the road. My motor is in as good shape as the day I bought it as far as I can see. I have used 300 gallons of gasoline, 20 gallons of engine oil and less than 5 pounds of hard oil, have had three new spark plugs, making an expense of $45.00 which makes my car cost about 9-10 of a cent per mile to maintain and most of the time there have been four or five passengers. I have never found a hill in my travels that the FORD could not climb and most of the time on high speed. Talk about power, my car has plenty and some to spare. Ride easy? Well I guess! That's what they all say who ride in it.

I consider it the most economical and best all around motor car on the market. I cannot give enough praise for the FORD tires. They have made 5000 miles and are good for that many more. Easy to handle? Well, I guess! Anybody that can drive a horse can handle a FORD. If anybody wants to hear me say anything more about the FORD, send them around.

Yours truly, WALTER A. TASH,
Danville, Ill.

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FORD MOTOR COMPANY

GENTLEMEN—If it is not asking too much, please put my name on your mailing list for FORD TIMES and see that I get a copy each month. It is interesting reading to FORD lovers.

It might be fit to say in this connection that I have owned Model T No. 25032 since April 1st, this year; have traveled 2,785 miles over good, bad and indifferent roads, and my expense, aside from gasoline and plenty of good oil, has been fifty cents for one fan belt. I have had three small punctures and absolutely no ignition trouble. Have never yet found it necessary to clean my spark plugs nor scrape the carbon from my cylinder heads. Every minute of ownership of my Model T has been a minute of pleasure. I have used it in connection with my business to great advantage, and after business hours my friends enjoy it.

Yours very truly,
T. J. MITCHELL,
Helena, Arkansas.

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FORD MOTOR COMPANY

GENTLEMEN—Your latest issue of the FORD TIMES is received, and one of the most interesting articles to me is the statement of Mr. J. L. Sexton giving "Figures on Up-Keep That Tell of FORD Economy." Having had exceedingly satisfying results with my Model T since its purchase early in 1910, and having accurately recorded all expenses in detail, I hasten to copy the figures from my account. They are as follows:

Total cost of fuel, lubricants, carbide and lamp oil 12 mos.	$43.21
Total cost of accessories including jack, contact screws, brass polish, auto soap, cotton waste, denatured alcohol, etc., also license registration	25.85
No tire expense whatever.	
Total for 12 mos. 4,400 miles	$69.06
Average monthly cost of operating and maintenance	5.76
(Or slightly over a cent and one-half per mile.)	

The tires were given a small amount of attention by way of keeping the pressure constant, but none of them have ever been flat.

Trusting that these figures may interest you, I am,

Very truly yours,
GEO. W. EVANS,
Providence, R. I.

Ford Factories

Ford Factory, Detroit—Parent Plant, conceded by leading authorities and noted Mechanical Engineers to be the most complete, compact and practically efficient automobile factory in the world—capacity 75,000 cars annually.

Ford Factory, Walkerville, Ontario, Canada—thoroughly modern in every detail. Capacity 10,000 cars annually.

Ford Factory, Manchester, England, erected and equipped in 1911—up-to-date in all particulars. Capacity 7,500 cars annually.

Eastern Service Plants—Long Island City, N.Y., and Cambridge, Mass.
Western Assembling Plant—Kansas City, Mo.

BRANCH HOUSES

Atlanta—311 Peachtree St.
Boston—147 Columbus Ave.
Buffalo—1048 Main St.
Chicago—1444 Michigan Ave.
Cincinnati—911 Race St.
Cleveland—4400 Euclid Ave.
Dallas—1915 Commerce St.
Denver—1552 Broadway
Detroit—1550 Woodward Ave.
Fargo—209 N. P. Ave.
Hamburg, Germany
Hamilton, Ont.—128 King St. W.
Houston—800 Walker Ave.
Indianapolis—526 N. Capitol Ave.
Kansas City—1608 Grand Ave.
Los Angeles—Olive and Twelfth Sts.
Manchester, Eng., Trafford Park
Melbourne, Aus.—103 William St.
Memphis—444 Monroe Ave.
Montreal, Que.—7 Park Ave.
New York—1723 Broadway
Omaha—1916 Harney St.
Paris, France—144 Boulevard Pereire
Philadelphia—250 N. Broad St.
Pittsburgh—5925 Baum St.
St. Louis—3667 Olive St.
San Francisco—100 Van Ness Ave.
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