Ford

THE UNIVERSAL CAR

Ford

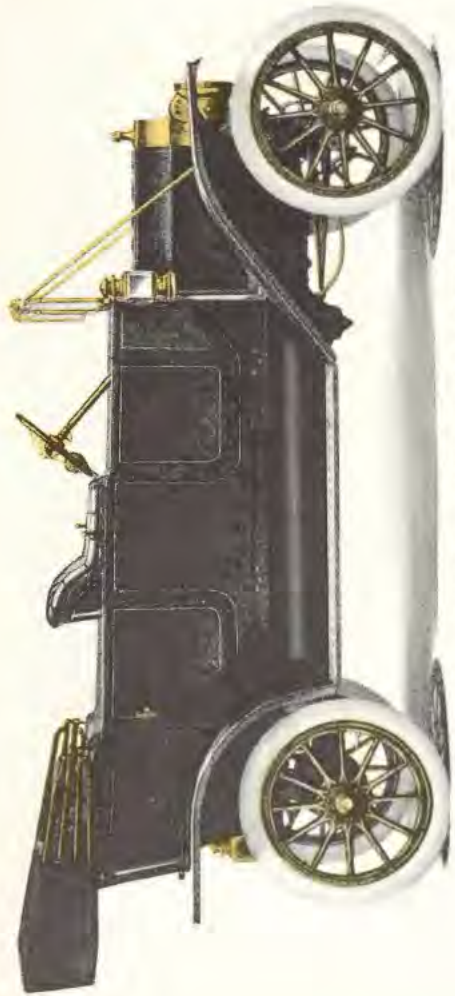
THE UNIVERSAL CAR

Ford Motor Cars

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

Second Edition
April 1912

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-seven of the largest cities of America, England, Europe and Australia.

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.

These, up to the present time, are the achievements of the Ford Motor Company. They form the basis of future demand and are the reason why we plan an enlarged output for

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

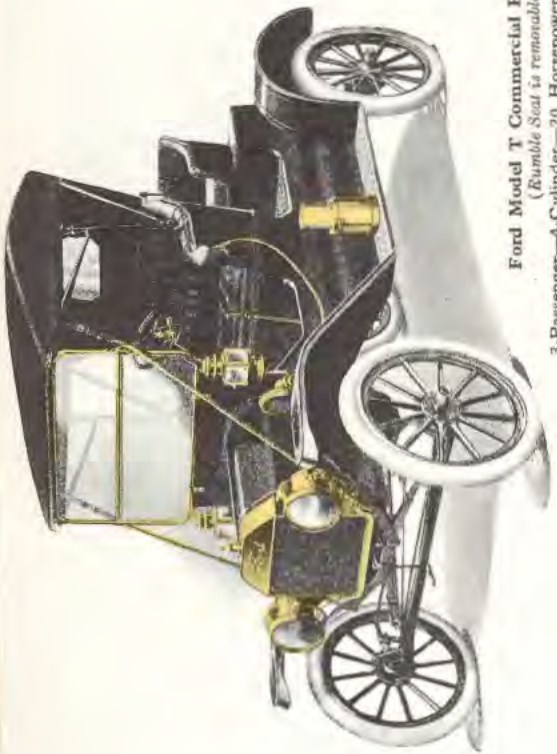
1912. As a further assurance of our ability not only to maintain past records, but to exceed them, let us point out conditions today as they exist in the Ford Motor Company, and why, because of these conditions, Ford Model T is entitled to your confidence and patronage.

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 establishment is 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?

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



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.

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.

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.

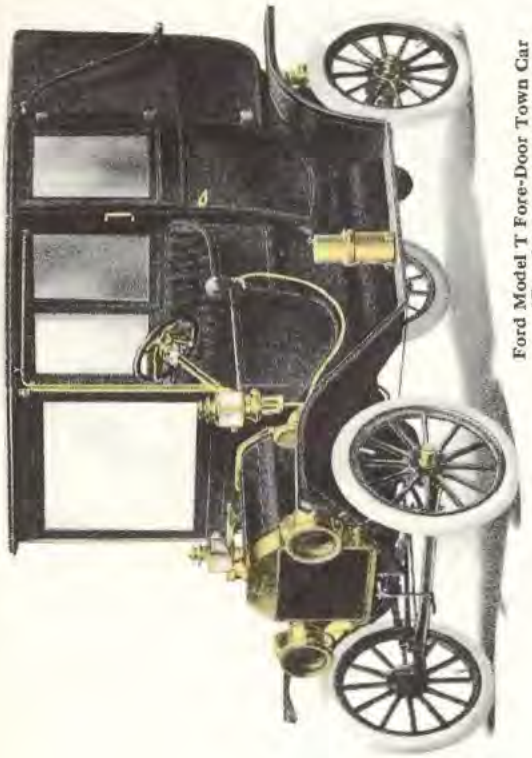
In every department the working men are lined up like soldiers in battle array—a union of effort from one end to the other, each man "on the job" all the time, and in it all, and through it all, and over it all, is an atmosphere of cheeriness and enthusiasm in the work. Their employment is continuous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

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



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

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

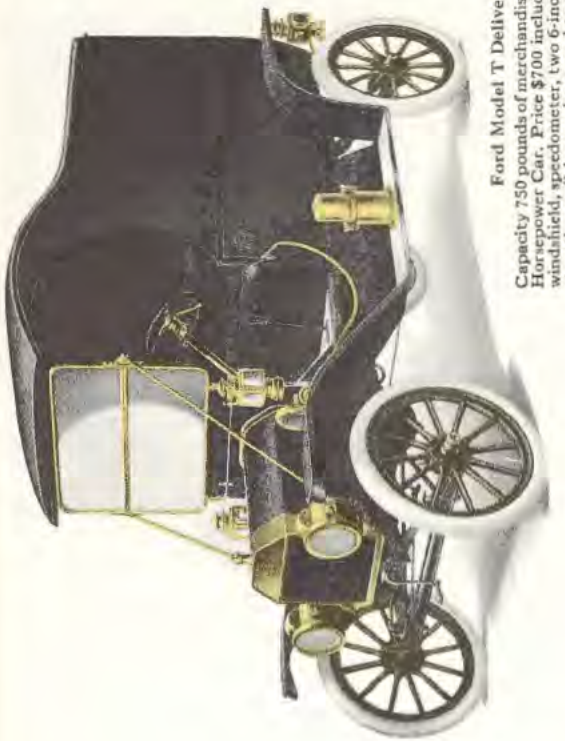
Accentuating all this is another mightily important fact—the Ford Motor Company devotes all its time and facilities to the building of one model—one car, the Model T Chassis. Several different bodies, of course, but the one chassis, the one car, as, after all is said and thought, the chassis *is the 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.

Vanadium Steel

This catalogue 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,



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

but the most expensive steel 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.

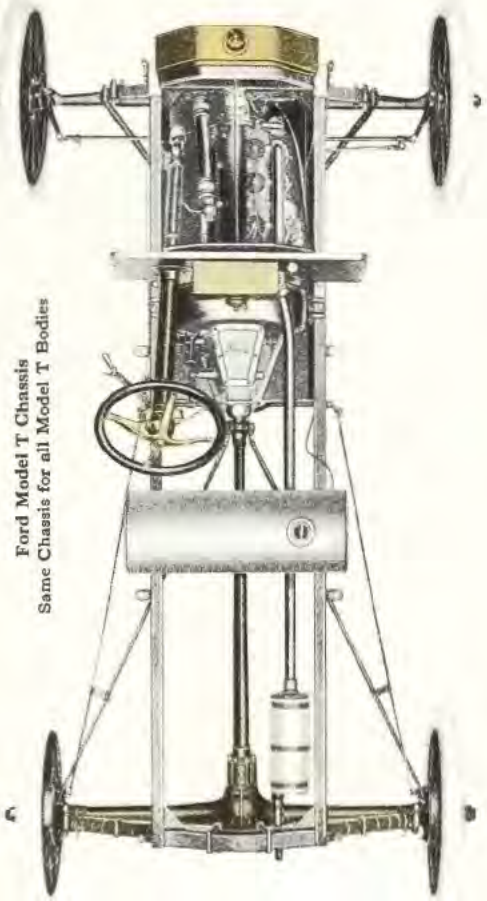
Vanadium steel, scientifically heat treated, has made it possible for the Ford Motor Company to build a car light in weight and yet tremendously strong. A Ford car can be lifted from the floor by the four fender irons, no one of which is larger than your little finger. Try this with any other car and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



Ford Model T Chassis
Same Chassis for all Model T Bodies

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 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.

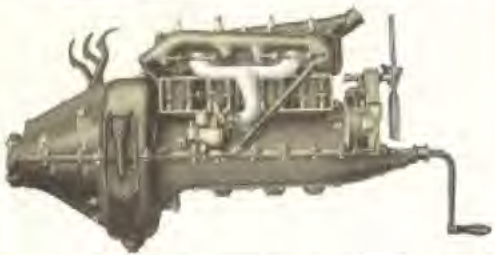
The mere buying of a car is but the beginning of your dealings with the Ford Motor Company. It is the opening of a pleasant business acquaintance, which is surely destined to last for

many years, because the Ford Motor Company takes such exceptionally good care of all owners of Ford cars.

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.

In order to make Ford service for Ford owners as thoroughly convenient as possible, the Ford Motor Company has erected large reserve storehouses, one at Long Island City, one at Cambridge, one at Kansas City, one at Manchester, England, from which dealers may supply themselves with parts and accessories promptly.



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

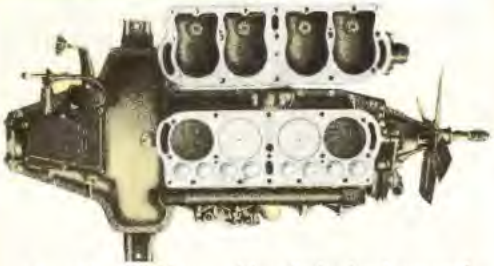
Why Buy a Ford?

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.

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

Left Side of Model T Motor; notice the simplicity of the Ford en-bloc motor; the freedom from unnecessary parts



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

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?

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

Model T Touring Car

Probably one of the most welcome features in the design of body for Ford touring cars is the appearance of fore-doors. Ford Model T touring cars are 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 are 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. The price of the Model T Fore-Door Touring Car—$690 fully equipped, f. o. b. Detroit.

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 of plain, straight line finish 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.

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

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

Doors on the Torpedo Runabout are not detachable. 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

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

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.

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

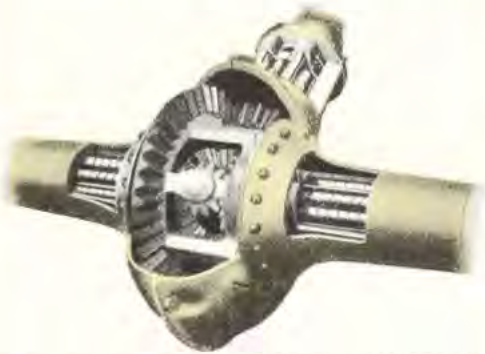
Model T Delivery Car

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 is 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 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.



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

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 access 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 front cylinder cover. All moving parts of motor operate in oil and distribute it to all parts of the power plant.

SPECIFICATIONS

(Continued)

Cooling—By Thermo Syphon water system. Extra large water jackets and a special Ford vertical tube radiator permit of a continuous flow of cool water and prevent 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 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.

SPECIFICATIONS

(Continued)

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.

Ford Factories

Ford Factory, Detroit—Main Plant—capacity 75,000 cars annually.

Ford Factory, Walkerville, Ontario, Canada—capacity 10,000 cars annually.

Ford Factory, Manchester, England—capacity 7,500 cars annually.

Eastern Service Plants—Long Island City, N. Y., and Cambridge, Mass.

Western Assembling Plant—Kansas City, Mo.

Ford Branches

Atlanta	Los Angeles
Boston	Louisville
Buffalo	Manchester, England
Cambridge	Melbourne, Australia
Chicago	Memphis
Cincinnati	Montreal, Quebec
Cleveland	New York
Dallas	Omaha
Denver	Paris, France
Detroit	Philadelphia
Fargo	Pittsburgh
Hamburg, Germany	St. Louis
Hamilton, Ontario	San Francisco
Houston	Seattle
Indianapolis	Toronto, Ontario
Kansas City	Vancouver, B. C.
London, England	Walkerville, Ont.
Long Island City	Winnipeg, Man.

Foreign Department—18 Broadway, New York

Large Distributers and Dealers in all other Principal Cities