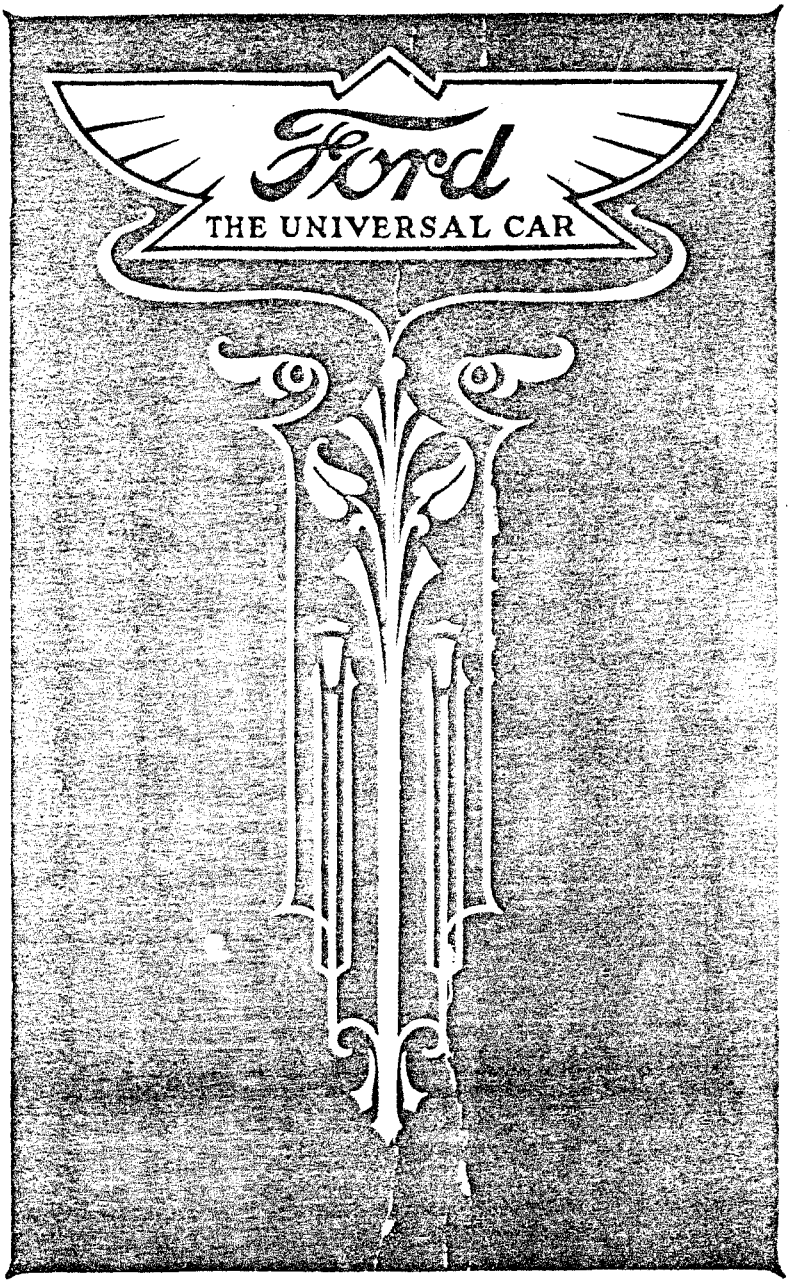

Ford
THE UNIVERSAL CAR

NOTICE

OWING to our inability to secure a satisfactory speedometer, our cars will not be equipped with them for the present.

An allowance of $7.50 will be made purchasers on Ford cars not equipped with speedometers.

Ford Motor Company
OF CANADA, LIMITED.

Canadian Edition
January, 1914
This supersedes all previous issues

This trademark of ours is a combination of the conventionalized Sacred Ibis wings—standing for grace, speed and lightness—and the pyramid, suggesting strength, stability, permanency. Two of the greatest forces in oldest Egypt are joined in the winged pyramid. It is the banner of the great *Ford* organization. Wherever you see it, there you will know is honesty, matchless worth, economy, lightness, sturdiness, strength, stability and efficiency—all attributes of the *Ford Model T.*

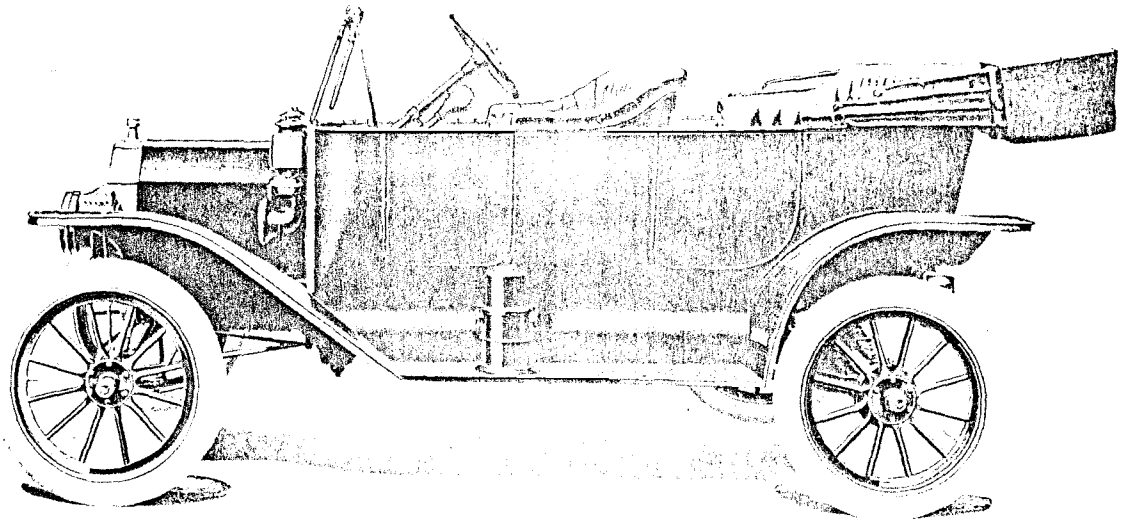
Ford Motor Cars

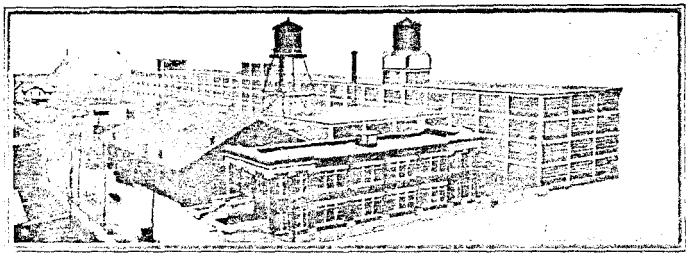
"Buy a Ford because it is a Better Car, not because it is cheaper"
—Henry Ford

Ford Motor Co. of Canada, Limited
Ford, Ontario, Canada

Ford Model T Touring Car—Price $650

5-Passenger—4 Cylinder—20 Horsepower
Car complete with equipment—f. o. b.
Ford. No cars sold unequipped.





Factory of the Ford Motor Company of Canada, Limited

THE Ford Motor Company extends its sincere thanks to the automobile buying public for the hearty and unprecedented recognition that has been given the *Ford Model T* throughout the civilized world. The issuing of this catalogue marks the close of the tenth successful year in the history of the *Ford* car—ten years of unexampled progress and development, that have won for the *Model T* a universal popularity, and an ever increasing demand in all the markets of the world.

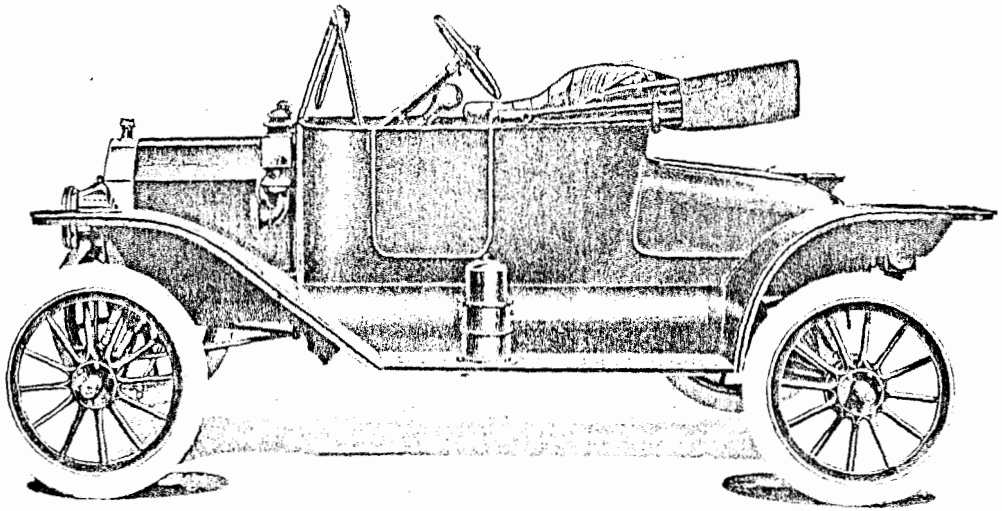
This recognition has come as a reward of merit. It has come because the public, the world over, has found the *Ford*, both in serviceability and price, adapted to a world-wide use.

The rarest inventive genius, coupled with substantial business ability and integrity, were combined in a most fortunate organization when the Ford Motor Company was founded in June, 1903. A similar combination of brains and soundness was responsible for the formation one year later, of the Ford Motor Company of Canada, Limited.

From the first it was the aim of the Company to build a car for the people, a "universal car," not a luxury, but a commodity, a car so reasonable in price that everyone might buy it. From the very first the *Ford* car made for itself a ready market—a market which the Company, despite its increased manufacturing facilities, and despite the huge volume of its output, has been unable to supply. This demand for the *Ford* car has forced production up—and big production has forced the selling price of the car down, until today the *Ford Model T* is sold at a price that is within the reach of all.

Ford Model T Runabout—Price $600

2-Passenger—4-Cylinder—20 Horsepower
Car complete with equipment—f. o. b. Ford. No cars sold unequipped.



A Record of Achievement

MORE than 350,000 *Fords* have been sold to date. Practically every third car on American and Canadian highways is a *Ford*—and *Ford* supremacy is almost as great in every other country in the world.

The sales of the Ford Motor Company during the past year totalled more than 185,000 cars. Practically one-third of the automobiles built in Canada and America during the last year were produced by the Ford Motor Company.

Ford cars and *Ford* car parts are for sale by responsible agents in nearly every city of importance in the world.

Factory Branches—field sales arms of the main organization at Ford, Ontario,—are located in nine of the principal cities of the Dominion and one of Australia—all a part of world wide *Ford* service. These Branch houses are not only wholesale and retail distributing points for *Ford* cars, but they are also fully equipped Service Stations, assuring prompt and efficient attention to the needs of *Ford* owners in their respective territories.

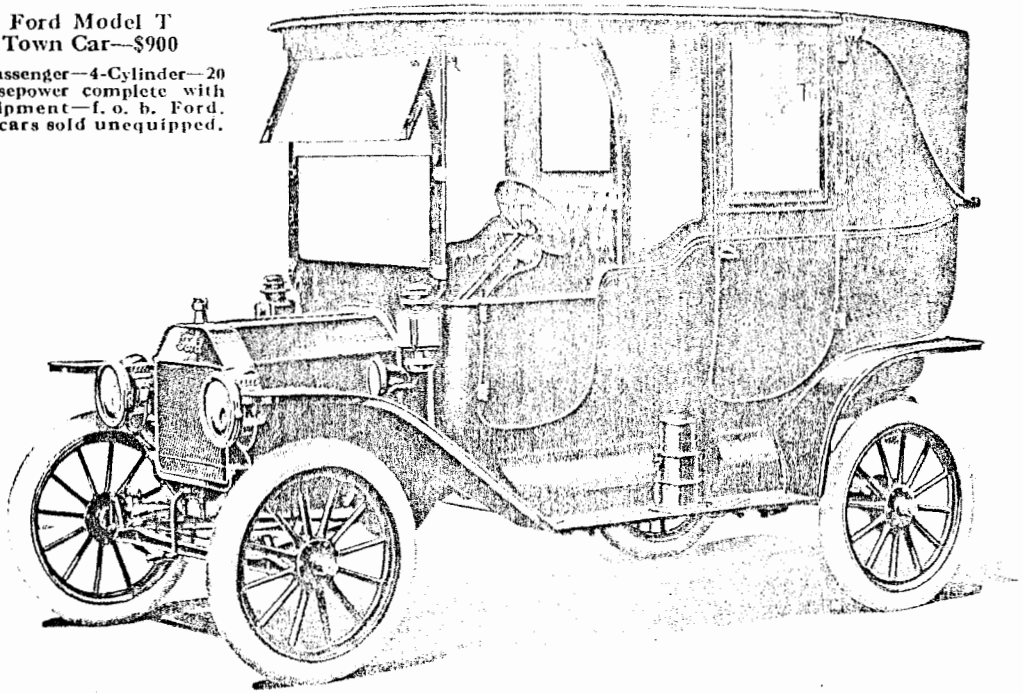
The *Ford* is the only car that has a worldwide distribution—a worldwide reputation—and a worldwide service system; the one car that has back of it the manufacturing and distributing facilities necessary for such an enormous business, operating in every civilized country on the globe.

A new service is being planned—the erection of assembling plants in some of the cities where *Ford* Branch houses are located. These buildings will be great sub-factories to which will be sent engines, frames, axles, wheels and other parts for assembly. Not only will *Ford* distribution be greatly facilitated, but the great economy in shipping and assembling will more than justify the expenditure entailed. It is another typical *Ford* way of cutting down the *Ford* price for the benefit of *Ford* buyers.

From the beginning, the men at the head of the Company insisted that *Ford* service to *Ford* owners should have precedence over everything else. It has been this policy of making service to owners of prime importance that has been responsible in a great measure for *Ford* success

Ford Model T
Town Car—$900

6-Passenger—4-Cylinder—20 Horsepower complete with equipment—f. o. b. Ford. No cars sold unequipped.



The Canadian Factory

THE *Ford* plant at Ford, (near Walkerville), is now producing the largest output of any automobile factory in the British Empire. Around the plant has grown up the thriving township of Ford, the existence of which has been officially recognized by the Dominion Government by the establishment of a post office. The main factory building, of the most modern reinforced concrete construction, is four stories high and 705 feet long and is built out over the Detroit River to the harbor line. From the original ground area of one acre, the *Ford* factory site has grown to sixty acres, on which new buildings of uniform design are built as conditions demand.

The entire British colonial market is supplied from the Canadian factory. Every day shipments leave for Australia, New Zealand, India, South Africa, or some other far away territorial possession.

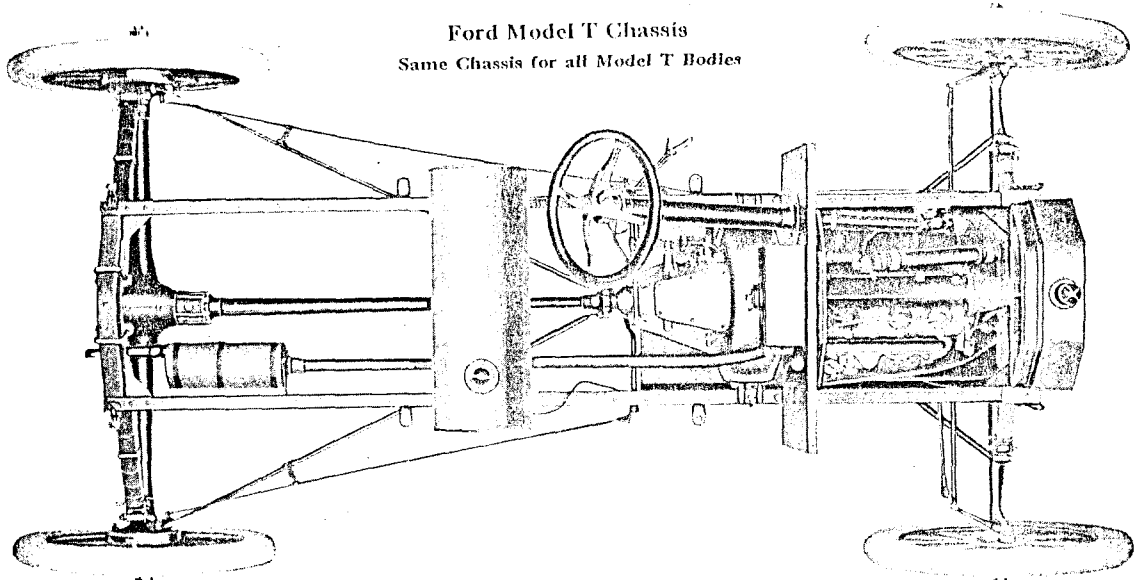
One Model

THE *Ford* is the first and foremost one model standardized car on the market. The Ford Motor Company builds but one model—one car, the *Model T* chassis. Of course, several different bodies are used on this chassis, but after all is said, the chassis is the car.

Can you grasp what it means to build but one car for a period of years, and to build this car in quantities such as has the Ford Motor Company? The purchasing in stupendous quantities of materials, parts and accessories enables the securing of the lowest possible prices, which always go with quantity orders and strictly cash payments. Consider what a force goes behind the Ford Motor Company of Canada, Limited, as a buyer when it enters the market for the material to build 20,000 or more cars—9000 tons of Vanadium steel—80,000 wheels—80,000 tires—100,000 lamps, and other material in proportion. And remember—all spot cash payments—no notes, no promises, no delay—spot cash. You cannot measure such a tremendous influence in its effect on buying prices.

Ford Model T Chassis

Same Chassis for all Model T Bodies



Big buying for big production of one model has made *Ford* values maximumly high, and *Ford* prices minimumly low.

Think of the advantage of buying a car that doesn't carry any interest charges or lost cash discounts in its manufacturing cost—of owning a car which does not "get out of date" with the coming of each new year. Every *Ford* is exactly like every other *Ford*—and has been for years past. There have been refinements, of course, but on the whole the *Ford* is the same car today that it was five years ago.

Ford Simplicity

THE illustration of the chassis here shown will prove to you that the simplicity of the *Ford* design is unsurpassed. The parts are few in number, simple in design, and the last word in mechanical perfection. At a glance you will note the chassis is strong, rigid, and at the same time light in weight, and built on perfect mechanical lines. It will be seen that all parts are easily accessible, and this is one big reason why owners are so enthusiastic about their *Fords*—any part may be reached without a moment's delay. They care for their cars themselves as easily and as inexpensively as they could for a horse and buggy. The reason the *Ford* chassis is so light in weight is because it is built like a steel bridge, with ample strength with the least metal—and because it is constructed of Vanadium steel—the strongest and lightest chassis made—bar none.

Weight is the most expensive thing in a motor car. Every additional pound increases the demand on the motor, makes necessary more gasoline and oil, results in greater wear on tires, greater difficulties in traveling over rough roads through mud and sand and up hills. A heavy car is more bother and trouble to keep in order, and in driving over rough roads or at high speed it is far more liable to injury than the light car.

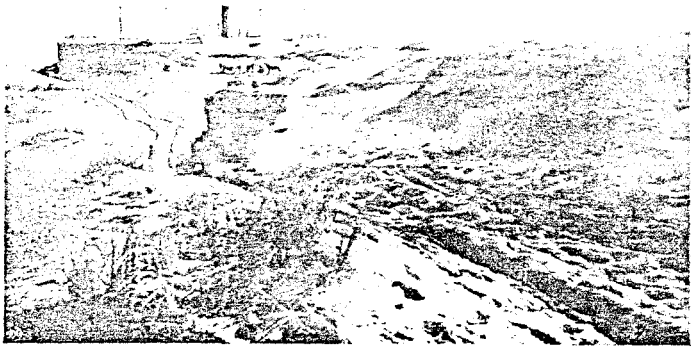
And *Ford* simplicity has been one of the big reasons in making it the Universal car. In the out-of-the-way places of the world you will find hundreds of *Fords* in service. The *Ford* is so easy to operate that it has become the standard car of all peoples.

Performance

PERFORMANCE—what the *Ford* will do—is the biggest argument in favor of this most popular car. Before you buy an automobile—if you are a careful buyer—you first investigate the record of the car you are considering. You want to know from a number of experienced owners how it has performed under all conditions—what satisfaction it has given—and you buy the car which can show the best record for efficient service. No show-room arguments, nor boulevard demonstrations, nor elaborate advertising literature will tempt a careful, intelligent buyer to select a car that hasn't a substantial record behind it. And this is the big reason why approximately 185,000 *Model Ts* were sold last year, and more than 75,000 the year previous; it is the big reason why at the time of the issuing of this catalogue, there were more than 350,000 *Fords* in service throughout the civilized world.

Emphatically the *Ford* is the car of unequalled, unexcelled performance.

The three *Ford* cars which are being used by the Mail Department at Toronto have now, each completed over 75,000 miles and are still in good condition for further service.



Performance—Ploughing the sands on the last half-mile.

Thousands of owners throughout the country—and the world—will testify to the unsurpassed service records of the *Ford*. Many cities now use *Fords* in their municipal service—experiments with other cars having proven without doubt that for all around service and low cost of maintenance the *Ford* is without a peer.

One owner recently drove his *Ford* 109 miles at a total cost for gasoline and oil of 81 cents—not an exceptional experience among *Ford* owners.

A *Ford* runabout was driven 10,000 miles at a total cost for gasoline and oil, and all other items, of 1½ cents a mile. This was through a mountainous country.

Volumes might be written from the experiences of *Ford* owners the world over, which would prove conclusively that as an economical car for any purpose, for city use, either business or pleasure, for country touring, or as an adjunct to the farm, the *Ford* has not a rival.

The first car through the so-called central route between Wellington and Auckland, New Zealand, one of the worst stretches for automobile travel to be found anywhere, was a *Ford*. This trip created widespread interest.

A *Ford* was the first pleasure car to cross the barren stretches of the Gobi Desert in Asia. The object of this trip was to deliver a *Ford* to the Tash Lama, or Living God, at Urga, the Sacred City. So simple of operation is the *Ford* that after a few lessons even the attendants of the Lama, with their slight knowledge of mechanics, and who had never seen a motor car before, were able to drive with perfect ease.

As a hill climber, the *Ford* has no equal. In sheer speed tests at hill climbing, a *Ford* won the Algonquin hill climbing contest, breaking all records. This is the classic event of its kind in America. The *Ford* was also the first to scale the heights of Ben Nevis, the highest mountain in Scotland.

But it is unnecessary to give further instances of the record of performance behind the *Ford*. All one has to do is to go out on a city street, or country road, and watch them go by. They're the silent running, clean looking machines, carrying the contented drivers.

In the city they're first away at the traffic intersections.

They "pick up" faster than any other car, consequently they are always in the lead, thus saving many valuable seconds to the busy business man.

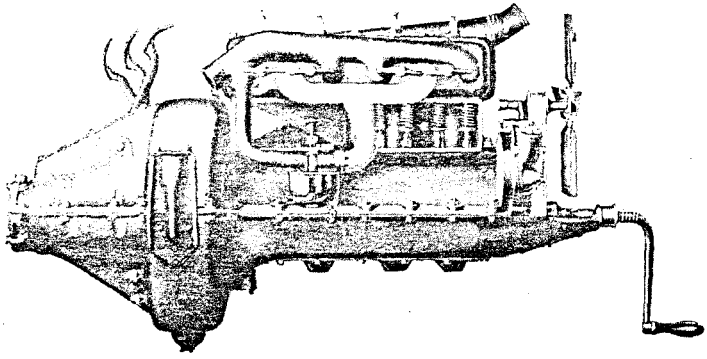
The city man buys the *Ford* because of its get-about-ableness. Its simplicity of operation, its light weight, the speed with which it "picks up," its dependability, and its low cost of maintenance, all make it the city man's best buy.

If you could look into the farm garages out in the country, you would see that the *Ford* may truly be called the farmer's car. The farmer wants a car that doesn't shy at road conditions, that can take him over hills, through mud and sand, and over unbroken trails. He has found this car in the sturdy *Ford.*

He demands a car so simple of operation and construction that he doesn't have to be an expert mechanic to drive it, and keep it in condition.

The *Ford* has brought the city, with its business advantages, and its recreation opportunities right to the door of the farm. The farmer takes his products to market in his *Ford*; his wife does her shopping with it, and they both enjoy their pleasure trips in their light, strong car.

It makes no difference what your business or profession may be, boss or bookkeeper, doctor or farmer, salesman or banker, the *Ford* serves your every purpose—and serves it best. And the best proof of this statement is the number of *Fords* now in use the world over.



Right side of Model T Motor, showing valves, intake and exhaust manifolds. One valve cover plate has been removed to show valve arrangement

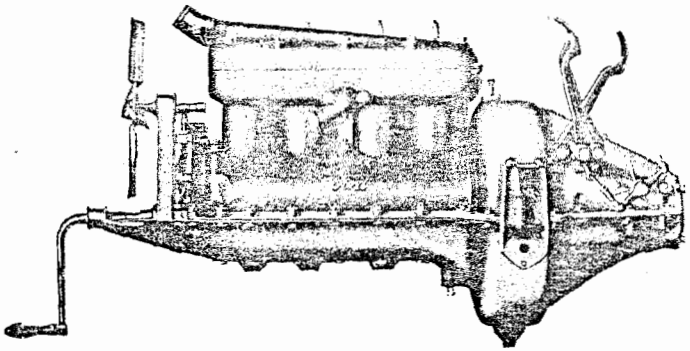
The World-Famous Ford Engine

ONE of the most distinctive features of the *Model T* is its simply constructed, easily operated, and wonderfully powerful engine. While its four cylinders, cast en bloc, are rated to produce twenty horse-power, the *Ford* has actually more power per pound of car weight than any other automobile made. There is no superior to this engine for hill-climbing. It holds the world's hill-climbing record. And remember, all *Ford* engines are exactly alike, all wonderfully efficient, powerful, economical and simple.

Unit Construction

THERE are but four units in the construction of the *Ford* car—the power plant—the frame—the front axle—the rear axle. Any one of these units, or any part of them, is easily accessible and can be readily removed for adjustment or replacement.

Machinery can't be made to run more smoothly—and consequently with less noise—than it does in the *Ford*. Its perfect mechanical adjustment and the elimination of all unnecessary parts minimize noise in the *Ford*. All its simplifying features combine to make the *Ford* a silent-running car.



Left side of Model T Motor. Notice the simplicity of the Ford en-bloc motor—the freedom from unnecessary parts

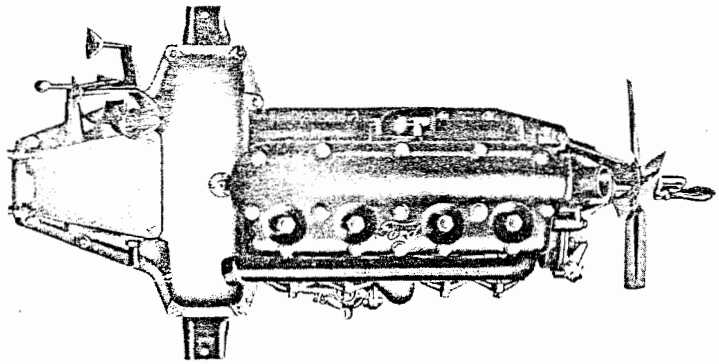
The Ford Brake System

SAFETY is made doubly safe by the *Ford* brake system. It is both simple and sure in operation. The service brake is controlled by a foot pedal, requiring only a slight pressure to slow down the car to any speed, or to stop it. An emergency brake, controlled by a hand lever, acts upon the rear wheel drums and is needed only when the car is left standing, or when it is necessary to stop the car instantly.

Spring Construction of the Ford

FORD springs are extra large. They are semi-elliptical transverse—and are made of spring tempered Vanadium steel. This means that they give the easiest possible riding qualities to the car and that they will resist the severest strain put upon them.

One has but to take a tour over country roads in a *Ford* to appreciate the superb riding qualities of the car due to *Ford* spring construction. Like all other parts of the car the springs are built exactly right for the work they have to perform. They will stand up under the severest test and will remove the bumps from the roughest roads. Perhaps nowhere in the car is the excellence of *Ford* Vanadiun steel shown to better advantage. *Ford* springs are perfect parts of the perfect car.



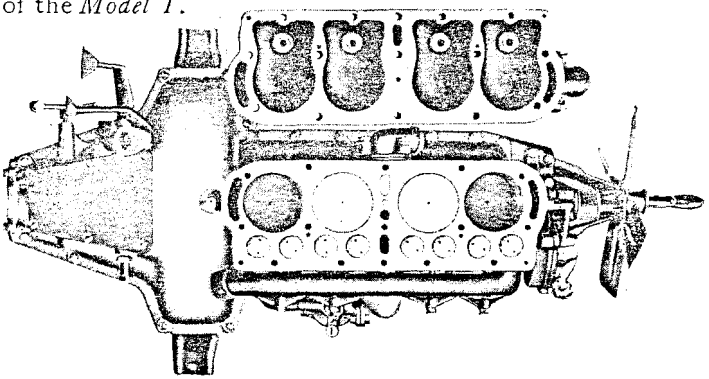
Top view of Model T Motor showing Ford removable cylinder head. This may be removed by taking out the fifteen bolts shown in the picture.

The Making of the Ford

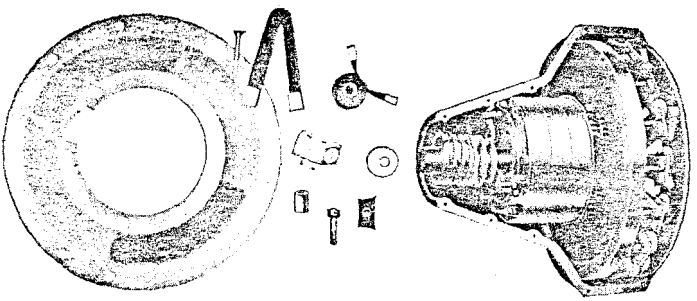
THE *Ford* factory at Ford is admitted to be the most complete, compact, economically efficient automobile factory in the United Kingdom. Here are built several times as many automobiles as are turned out in any other factory in the Empire. Building operations—increasing the plant's capacity—have been constantly in progress for the last few years. When additions, now building, are complete, there will be approximately 310,000 square feet of floor space in the Canadian plant.

But mere bigness doesn't count—it is the use to which it is put that stamps this factory as the best automobile manufacturing plant in the Dominion. Every inch of floor space is utilized—and the whole is laid out in a manner to insure the highest efficiency in the manufacture of the *Model T.* Rigid economy prevails from one end to the other. The approximately 1,700 workmen are not overcrowded or unduly massed so as to get in each other's way. The factory is equipped with the latest sanitary devices throughout, and everything possible is done for the comfort and protection of the workmen and efficiency and economy of production.

When men are well paid and well treated, they give to their work the best that is in them. This is a big reason why *Ford* workingmen put their best efforts in the building of the *Model T.*



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



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 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.

The Distinctive Ford Magneto

THE *Ford* magneto is as distinctive as the *Ford* car itself. It is another great simplicity feature of the car. It is attached to the flywheel and is a part of the engine. It furnishes a strong, always dependable sparking current for exploding the gas in the cylinders. No brushes, no batteries, no dry cells are necessary. It never goes wrong—in fact, it does its work so well and so reliably that you almost forget your car has a magneto. It is another big reason why the *Ford* is the simplest car made—and the most economical.

It Led in the Left-Hand Drive

THE *Ford* was the first car built in numbers to be equipped with a drive—right or left hand,—suited to the road conditions and the traffic regulations of the country in which the car is to be used.

The driver, seated on the side of the car nearest the approaching vehicles is in a better position to watch his clearance through traffic. Having the drive so arranged has a further advantage in that the driver does not have to get out into the dirt of the street when stopping the car at the curb.

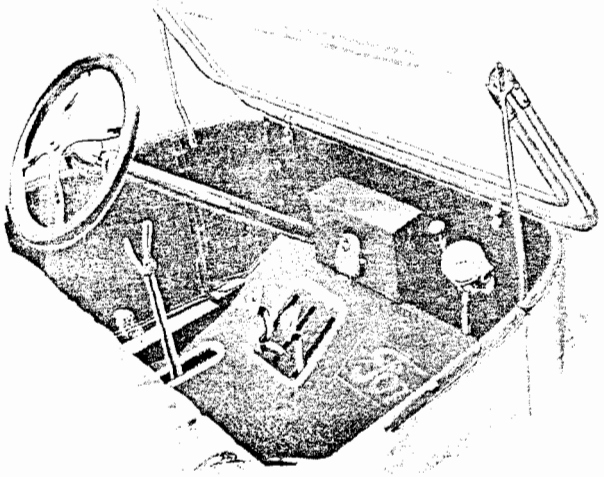
Many manufacturers have blindly followed the European custom of placing the driving wheel upon the right for domestic use. In Canada, with the exception of British Columbia and the Maritime Provinces, the rule of the road is to keep to the right, and shipments are made with cars equipped with left hand drive.

In other British colonies and in British Columbia and the Maritime Provinces, the rule of the road is to turn to the left on approaching a vehicle. Therefore, it is logical to have the drive on the right hand side of the car, and all shipments abroad and to the above named provinces are made with cars equipped with right hand drive.

Easy to Operate

THE *Ford* is the easiest car to drive. The driver controls his car with three foot pedals—the clutch—the reverse—and the service brake pedal—while he increases or diminishes speed by the gasoline control lever on the steering wheel. At no time is it necessary for a *Ford* driver to take his eyes from the road or traffic while stopping, starting or maneuvering. There is no leaning forward to bother with levers—the *Ford* driver does not have to change the position of his body to control his car. This feature will be recognized as a big advantage by men and women drivers alike.

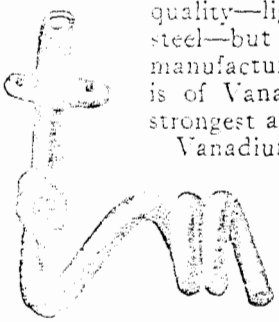
The simplicity of operation of the *Ford* is one of its most popular features. There is no shifting of gears—nothing of a complicated nature to confuse a woman. A slight pressure on the foot pedals—just a touch of the finger on the throttle on the steering wheel—and the car obeys the driver instantly. There are four women doctors in Toronto and each of them drives a *Ford*. It is so simple to operate that it has become the car most used by women the world over.



Showing the simplicity of control of Ford Model T Car.

Ford Vanadium Steel

ONE of the greatest features of the *Ford* is the fact that it is built of *Ford* Vanadium steel. This steel is recognized throughout the world as not only of the highest quality—lighter and stronger than any other steel—but the most expensive of all steels to manufacture. The *Ford*, constructed as it is of Vanadium steel, is without doubt the strongest and most durable car on the market.



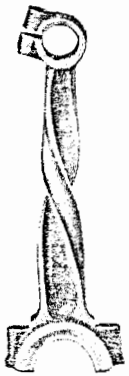
Showing the flexibility of Vanadium Steel. A Ford fender iron twisted into a spiral without fracture.

Vanadium is a mineral alloy. It acts as a flux or cleanser when fused with molten steel at a high temperature. It imparts to the molecules of the steel a greater cohesiveness and a tremendous resistance against the action of vibration. Vanadium steel, heat-treated by the world-famed *Ford* process, is given the particular quality of rigidity or flexibility that fits it best for the part it is to play in the completed car. The great value of Vanadium steel in automobile construction is vouched for by engineers of note the world over.

Vanadium Tests

IT MAY be considered a broad statement when we say that the *Ford Model T* is the strongest built car in the world, due to its Vanadium construction. The unqualified truth of this statement, however, may be substantiated by numberless proofs. Vanadium steel was subjected to painstaking tests by the French Government, and the results of these tests should satisfy even the most skeptical. The tests in question were conducted by the

The Vanadium Steel Front Axle of the Ford Car may be twisted, turned or even bent double without showing the slightest break or fracture of the steel.



Ample evidence that Ford Vanadium Steel Connecting Rods will never snap.

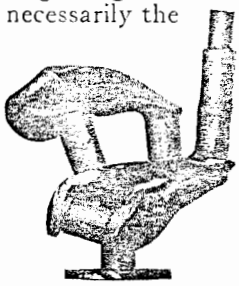
Testing Department of the Conservatoire National des Arts et Metiers, which is under the direction of the Ministre du Commerce et de l'Industrie of the French Republic.

An exhaustive and scientific comparison was made of two steering spindle connecting rod yokes of identical dimensions, one from a *Ford Model T* and the other from a noted French car, acknowledged generally to be the best built car in France. In every test the *Ford* parts proved infinitely better.

The elastic limit for the *Ford* was given as 375 kilograms and only 295 for the other; *Ford* elastic unit per square millimeter, 56 kilograms, 30.4 for its competitor. In breaking, the *Ford* proved fifty per cent the stronger of the two. The pieces submitted to shock were identical in size, and again the *Ford* outclassed its rival, showing 3,450 kilogram meters absorption as against 3,250 for the other steel.

Although the above data is necessarily of a technical nature, to the man interested in motor cars it is strikingly convincing. It proves conclusively that the *Ford* is the strongest car in the world. Coming from so high an authority, this data is above question. It must be accepted as a striking testimonial to *Ford* quality.

Special *Ford* Vanadium steel is the highest grade steel used in motor car production—and is necessarily the highest in cost. It is employed in making all the metal parts in the *Ford* car where strength is required—on which there is any strain. Its use in the *Ford* car on such an elaborate scale demonstrates again that the Ford Motor Company does at all times supply its customers with the highest grade material to be found.



For toughness and elasticity, no better proof for Vanadium Steel quality can be given than is shown in this Model T Crank Shaft.

Too much cannot be said for *Ford* Vanadium steel. And remember, *Ford* Vanadium built cars are giving unexcelled service the world over.

Ford Heat-Treatment

VANADIUM steel is used in a limited way in other cars, but it is not the Vanadium steel used in *Fords*. *Ford* heat-treatment of Vanadium steel makes it distinctly a *Ford* product, so that one might almost call it *Ford* steel.

The heat-treating department of the Ford Motor Company is the most thoroughly up-to-date and extensive plant of its kind in the world. It is supplied with the latest equipment and is designed with the utmost skill to do its work with the highest degree of efficiency. Over 10,000 forgings of various kinds are heat-treated in the big battery of ovens daily.

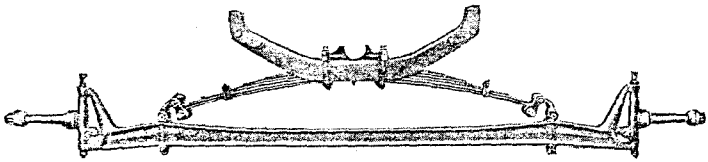
Each part, as has been said, is specially heat-treated to do the work that it will be required to do in the completed car. For instance, the front axle is heat-treated in one way, the crank shaft in another way, the cam shaft in still another way, etc.

Ford Vanadium steel, scientifically heat-treated, has made it possible to build a car exceedingly light and yet tremendously strong.

A *Ford Model T* may 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.

As Vanadium is much stronger than other steel, and as the *Model T* is essentially a Vanadium steel car, it will be readily understood why the car combines so effectively light weight, great strength and immunity from accidents and breakdowns.

Too much emphasis cannot be placed upon the excellence which *Ford* Vanadium steel, heat-treated, lends to the *Model T*.



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

Service for Ford Owners

AS HAS been said, in nearly every city of any size throughout the world are *Ford* branches or *Ford* agents. In fact, one cannot go very far in any direction without running upon a *Ford* agent—and each agent by the terms of his contract is required to carry at all times an adequate supply of *Ford* parts.

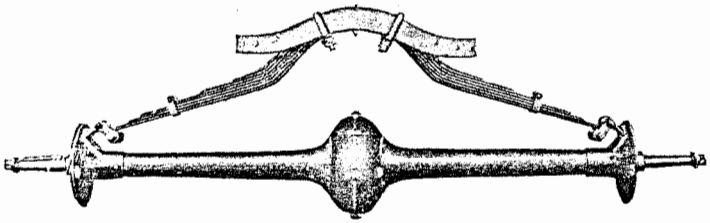
Each and every agent with his supply of parts is at the service of *Ford* owners, thus saving time in making repairs and assuring the *Ford* owner the continuous use of his car.

With all parts standardized, there is no trouble to the owner in making repairs. You can tour anywhere—in Canada, down in Mexico, from the Pacific to the Atlantic, and in most of the foreign countries, with perfect assurance that you will not be caught anywhere beyond reach of help in case of unavoidable accident. *Ford* agents are always within easy hail, and wherever they are, always at the service of *Ford* owners.

And it should be borne in mind that *Ford* parts are unusually reasonable in price. You can buy all the parts in a complete *Model T* for but little more than you pay for an assembled car. Compare the prices of *Ford* parts with those of any other car, and you will find a practical example of *Ford* economy to *Ford* owners.

When he buys his car every *Ford* owner receives a price list of *Ford* parts, and therefore knows exactly what each should cost him. He cannot be overcharged.

Here again the owner of a standardized *Ford* has a great advantage over the owner of a car built on the yearly model plan. There is no tiresome delay while a part for an out-of-date car is being shipped from the factory.



Ford Rear Axle completely enclosed in dust-proof and oil-proof housing.

Scientific Workmanship

THE manufacturing organization of the Ford Motor Company is specifically a *Ford* creation. A large proportion of the machinery in the big *Ford* machine shop was designed especially for the construction of the *Ford Model T*. From front door to back door of the big factory there is splendid co-operation—and every workman is "on the job" all the time and giving the best that is in him toward the building of a perfect car.

The working men are employed the year around. This means a great economy in handling men. In automobile companies which build a limited number of cars there is an idle season when they are closed down for inventory, for changing models, making plans for the coming year, etc. This idleness is expensive, as before the re-opening of operations a good share of the old men have found new jobs and the company is forced to build cars with a large number of "green hands." It is expensive in more than one way—men new to their work will be neither as productive nor as efficient as men who are continuously employed. Mistakes both of omission and commission are bound to result, despite the sharpest inspection.

At the Ford Motor Company the same men at the same work year after year naturally, must become more efficient, and there follows a pronounced economy and efficiency in manufacture. Continuous employment means loyalty and faithfulness in service—and a better car at a lower price.

One of the things that impresses visitors in the big *Ford* factory is the interest the workmen take in the tasks they are doing. There is absolutely no "soldiering." Each tries to do his particular job just a little better than he did it the day before. To do this they realize that there must be an economy of motion—that every move they make must count. Consequently the different tasks are done with a minimum of lost motion and a maximum of efficiency—which all tells in making the *Model T* a better car, and in reducing its manufacturing cost so that it may be sold at a low price. If you could see the crowds of happy, contented workmen coming to the *Ford* factory each morning and leaving it each night, you would realize that there is a reason for the perfection of the *Ford Model T*.

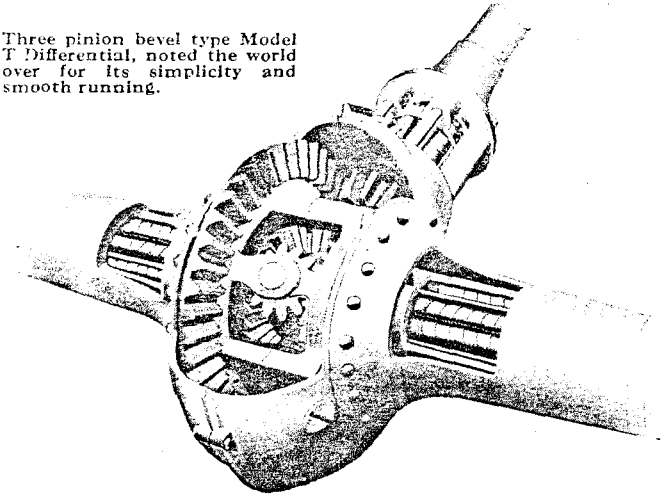
Ford Sales Organization

PATRONS of the Ford Motor Company are accorded prompt and courteous attention. One of the biggest factors in the success of the Company has been the liberal and painstaking treatment it insists shall be meted out to *Ford* owners and *Ford* prospects.

We take great pride in the splendid efficiency of our selling organization.

A determined and fixed policy has been laid out for each unit of this organization—and every member works on as definite lines as do the men in the engineering or drafting departments. Each man knows exactly what he is expected to do—and does it. The Ford Motor Company backs up its agents and salesmen in every way. They are never worried about whether the Company will be in business next year, or about changing designs in cars, or changing policies. None of these worries come to them, for they are backed up by a reliable company.

You touch a "live wire" whenever you come in contact with a *Ford* manager, agent or salesman. Each of these knows he has a car that lives up to expectations; has a car that has accomplished many times more than has been achieved by any other motor car in the world; has a car



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

that is sold to each and all at one price. There is no sliding scale in *Ford* prices—no robbing of Peter to pay Paul. Each manager, agent and salesman can look every owner in the eye with the confidence that there has been no price discrimination—that no owner has paid more than another for his car.

He knows that every owner stands upon identically the same footing; knows that his Company is 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 be as helpful as possible, and that his Company is behind him in his efforts; knows that he will be treated honestly.

Fixed Prices on Quantity Orders

TO CONCERNS who purchase *Ford* cars in quantity lots for commercial purposes we will give the benefit of a reduction in the cost of selling, and that all such Commercial Buyers may have absolutely the same proportionate reduction or discount, we have fixed a sliding scale of prices upon the following basis:

Orders for single cars from Commercial Houses will be filled only at regular list prices in accordance with our catalogue.

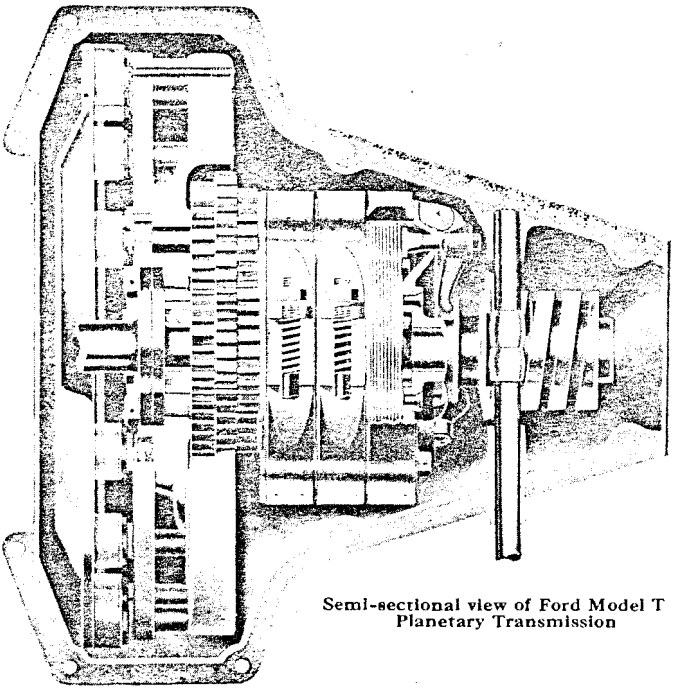
Orders from Commercial Houses for several cars to be delivered and paid for at the same time, or orders for more than one car, provided such orders are placed with and accepted by us and deliveries made during our fiscal year, viz., from October 1, 1913, to September 30, 1914, will entitle the commercial purchaser to a discount from our list equivalent to the number of cars so ordered and taken, provided more than one is bought, if multiplied by the constant two-tenths of one per cent up to fifty cars.

Thus, on an order for ten *Ford* cars for commercial purposes the price would be calculated by multiplying two-tenths of one per cent by 10 and using the amount so arrived at, namely, two per cent (2%), as a discount from the total purchase list price of the ten cars. For example if these ten cars were our *Ford* Runabouts at $600 each, ten of them would cost $6,000 less the discount of two per cent (2%), which, figured on the above basis, would be a reduction of $120.

If fifty cars were purchased, and fifty is maximum, on the same basis the discount would be ten per cent off the list. Therefore, on a total purchase of $30,000, the buyer would receive a discount of $3,000.

This plan will make all the discounts cumulative on all the *Ford* machines purchased from us by Commercial Buyers during our fiscal year, and will apply uniformly in the establishing of prices for all orders from Commercial Concerns for *Ford* cars for commercial purposes on from two to fifty machines if purchased between October 1, 1913, and September 30, 1914, the latter number (fifty) however, being the point of maximum reduction.

No *Ford* cars will be sold unequipped or special in any manner other than indicated in our catalogues. All prices are f.o.b. Ford, Ont., and no discounts will be allowed on Freight or other Extras.



Semi-sectional view of Ford Model T Planetary Transmission

By this plan all Commercial Buyers will be on exactly the same footing as regards discounts in proportion to the number of *Ford* cars they purchase. Commercial Buyers' Orders and Agreements will be executed with Commercial Buyers when they order their first car.

Ask for Ford Literature

THERE are now many thousands of *Ford* owners throughout the world. Before the close of the year there will be many thousands more. Each new owner—and the old owners, too—are so enthusiastic about the *Ford* that they are constantly sending us names of prospective buyers. The need for *Ford* literature has multiplied so that last year we distributed 260,000 catalogues throughout the United Kingdom. In addition to the circulation of catalogues, the Company issues monthly twenty-five thousand copies of FORD TIMES—a magazine devoted to the interests of the Company, its agents, and *Ford* owners. It is full of articles of interest to the general public, and will be mailed free to owners, prospective purchasers, or to anyone on request.

To give the public an idea of the magnitude of the plant at Ford, we have published and will send free a booklet entitled "The Story of the *Ford* in Canada."

Complete instructions for the proper operation and care of the *Model T* are contained in the FORD MANUAL, a copy of which will be mailed free to any *Ford* owner.

Step into the nearest *Ford* branch or *Ford* agency and let a *Ford* man tell you a more detailed story of *Ford* merit. He will be glad to demonstrate the car. He will explain to you anything you may desire to know about the different parts of the car. He will show you how simple is its construction, how easy it is of operation; he will explain how *Ford* simplicity means economy; how light weight in a car saves you dollars in expense of upkeep; in fact, he will answer gladly the hundred and one questions you may want to ask before buying an automobile. Take the first opportunity and pay the *Ford* man a visit and then drive home in a *Ford* of your own.

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, camshaft, 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 the *Ford Model T*—the power plant, the front axle, the rear axle and the frame.

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.

Clutch—Multiple steel disc, operating in oil.

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.

Specifications

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 work 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 permit of a continuous flow of water and prevent excessive heating. A belt-driven fan is also used in connection with the cooling system.

Carburetor—Special design, float feed automatic with dash adjustment. No spring attachment on air valve.

Gasoline Capacity—Touring Car, Runabout and Town Car have cylindrical gasoline tanks of 8 gallons capacity mounted directly on frame under front seat.

Steering—By *Ford* planetary 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 noiseless.

Control—On the left for all domestic shipments, excepting British Columbia and Maritime Provinces. On the right for shipments to British Columbia, Maritime Provinces and foreign ports. Three foot-pedal controls, low and high speeds, reverse, and brake on the transmission. Steering wheel and hand lever for neutral and emergency brake on left side of car for left hand drive and on right side of car for right hand drive. Spark and throttle levers directly under steering 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.

Specifications

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.

Wheels and Tires—Wooden wheels of the artillery type with extra heavy hubs. Only tires of the highest grade are used on *Ford* cars. 30x3½ inches. Front and rear.

Final Drive—*Ford* triangular drive system with all shafts, 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, especially 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 three-pinion bevel type; all gears are drop-forgings made of Vanadium steel.

Bodies and Capacities—*Ford Model T* cars are furnished with three styles of bodies—Touring Car, capable of carrying five (5) passengers; Runabout for two (2) passengers; Town Car, six (6) passengers.

Canadian Prices—F. O. B. Ford, Ontario—Touring Car, $650; Runabout, $600; Town Car, $900.

Equipment—All *Ford Model T's* are sold completely equipped—no *Ford* cars will be sold unequipped.

Wheel Base—100 inches: Standard tread 56 inches; All *Ford Model T* cars will turn in a twenty-eight (28) foot circle. This feature is of great advantage while operating in crowded thoroughfares.

Ford Factories and Branches

Ford Factory, Ford, Ont., Canada.—Thoroughly modern in every detail. Capacity 25,000 cars annually.

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 250,000 cars annually.

Ford Factory, Manchester, England—Erected and equipped in 1911—up-to-date in all particulars. Capacity 15,000 cars annually.

Canadian Branches and Service Stations

Toronto, Ont.—106-110 Richmond Street.
Winnipeg, Man.—81-85 Water St.
Montreal, Que.—973 St. Catherine Street.
Hamilton, Ont.—74-78 John Street.
Vancouver, B.C.—1129 Howe Street.
London, Ont., 291-295 Dundas St.
Calgary Alta.—127-9 Eleventh Ave. East.
Saskatoon, Sask.—Corner First and Twenty-fifth Streets.
Melbourne, Aus.—103 Williams St.
St. John, N. B.—Rothesay Avenue.

American Branches and Service Stations

Atlanta—311 Peachtree St.
Boston—650 Beacon St.
Buffalo—1050 Main St.
Cambridge—1955 Massachusetts Ave.
Chicago—1444 Michigan Ave.
Cincinnati—911 Race St.
Cleveland—4400 Euclid Ave.
Columbus—207 No. 4th St.
Dallas—1915 Commerce St.
Denver—1552 Broadway
Detroit—1550 Woodward Ave.
Fargo—209 N. P. Ave.
Houston—800 Walker Ave.
Indianapolis—526 N. Capital Ave.
Kansas City—1608 Grand Ave.
Los Angeles—Olive & 12th St.
Long Island City—Jackson Ave. & Honeywell St.
Louisville—931 S. Third St.
Memphis—444 Monroe Ave.
Minneapolis—616 Third St. S.
New York—1723 Broadway
Oklahoma City—115 W. 2nd St.
Omaha—1916 Harney St.
Philadelphia—257 N. Broad St.
Pittsburgh—5925 Baum St.
Portland, Ore.—Union Ave. & E. Davis St.
St. Louis—3667 Olive St.
St. Paul—360 Market St.
San Francisco—100 Van Ness Ave.
Seattle—532 Nineteenth Ave. S.

Ford Assembling Plants Located in the Following Cities:

Buffalo Cambridge Chicago Columbus Dallas Denver Houston
Kansas City Long Island City Los Angeles Memphis Minneapolis Philadelphia
Pittsburgh Portland, Ore. San Francisco Seattle St. Louis

Foreign Branches and Service Stations

Buenos Aires, Argentina
Hamburg, Germany
London, England—57 Shaftesbury Ave.
Paris, France—61 Rue de Corneille

Export Department—18 Broadway, New York City.
There are Ford Agents in all other Principal Cities.