Ford

THE UNIVERSAL CAR

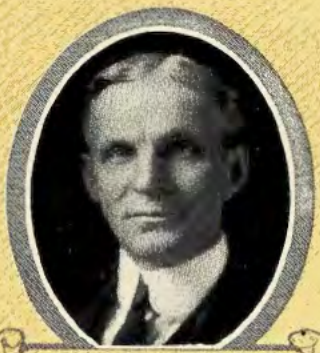
ENCLOSED CARS

Ford

THE UNIVERSAL CAR

ENCLOSED CARS

Ford Motor Company
Detroit · Michigan, U.S.A.
1915



HENRY FORD

"I will build a car for the multitudes" — *Henry Ford.*

* * * *

Over ONE MILLION Ford cars now in use, and 500,000 more by July, 1916.

* * * *

Practically ONE-HALF of all the cars on American highways are Ford cars.

* * * *

Truly the car of the multitudes—"The Universal Car."

Ford Enclosed Cars

The enclosed motor car is, just naturally, the every day necessity for a great many people.

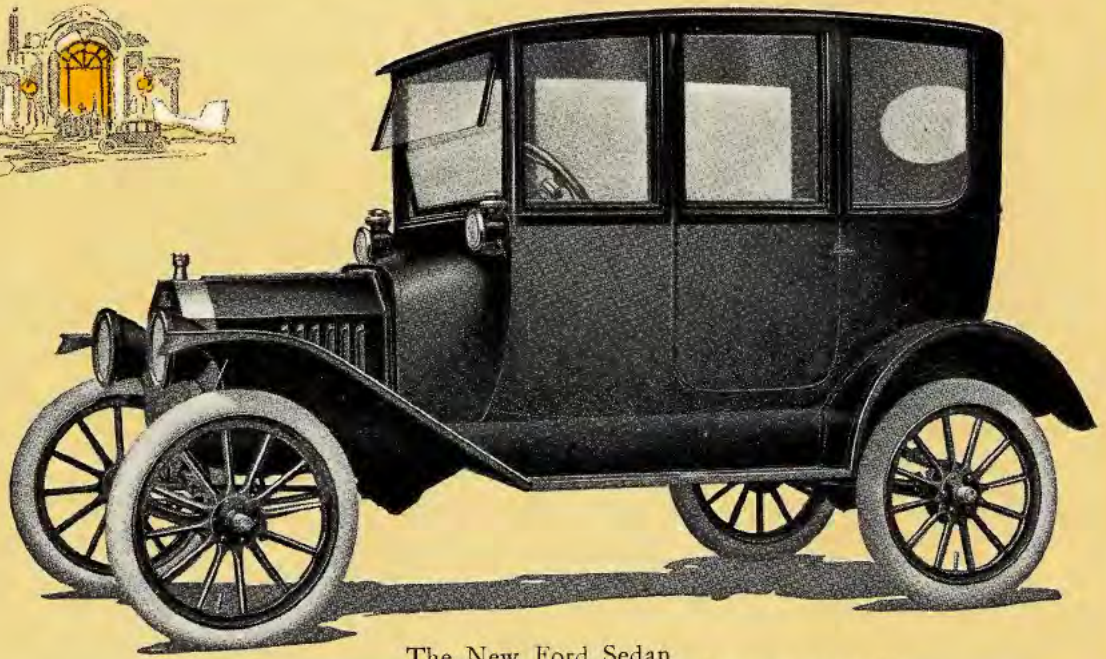
Just as the Ford car, entirely through its merits, is a demonstrated national utility, so the Ford enclosed car follows as a vital unit in this universal necessity.

Ford cars would not be a general utility if their service were limited by weather conditions, or confined to seasons, so what more natural than the enclosed "Universal Car", to give comfort and enjoyment; that the fiercest attacks of storms, in summer or winter, may have no terror for the traveler in the reliable, light, Ford Vanadium steel car. While the ordinary top affords considerable protection, there is a demand for the thorough protection only possible in the enclosed car.

And just as the chassis has always been able to give dependable service, so the bodies of the enclosed Ford cars are not lacking in any of the details necessary for the safe, comfortable, reliable, up-to-date, serviceable enclosed car.

THE FORD SEDAN—5 passengers.
THE FORD COUPELET—2 passengers.
THE FORD TOWN CAR—6 passengers.

On other pages we illustrate these cars and refer to their particular qualifications, with the desire to impress the fact that "The Universal Car" has become universal because it meets the universal demand for a motor car that gives fullness of service, comfort and protection every day in the year regardless of weather conditions.



The New Ford Sedan

The convenience and comforts of the all-season enclosed car—at a new price

The Ford Sedan

This car was not builded in any speculative sense, but in answer to practical requirements.

The Ford Sedan, giving comfort and refinement in details to meet the demands of social life, supplements the Ford car, with its economical simplicity, its ease and reliability of control, its smooth running qualities and its low expense of operation and maintenance.

The Sedan is deeply and most comfortably upholstered with cloth of best quality. The seating arrangement is designed to give the utmost riding comfort to five passengers. A broad back seat amply accommodates three passengers, both front seats have hinge back, and the right hand seat folds out of the way when not in use. There is satisfying luxury in every detail of the spacious interior.

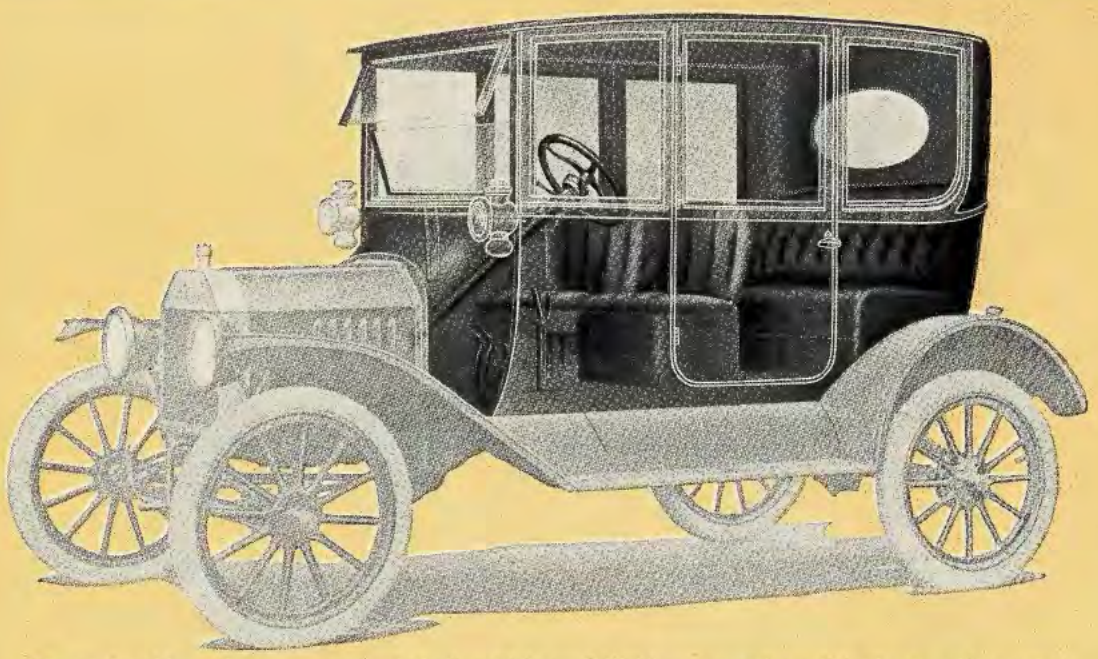
Wide, closely-fitting doors, triple-hinged to insure permanent alignment, give access to the car from either side. Double water-tight windshield and large plate glass windows make for proper ventilation with thorough protection in stormy weather.

Every feature of the Ford Sedan—the lines of design—the workmanship—the splendid interior finish—answers expectations of what such a car should embody. An all-around car for every day in the year—in town or country.

Just as enjoyable in riding qualities in the winter—when it fully shelters the passengers from the cold storms—as it is pleasant in the summer when, with windows open to the breeze, the occupants are protected from the heat and sun.

The most important essential demanded by women who drive is the ability of the car to "go—and get back"—the certain performance—that quality which more than one million Ford cars are proving every day under every stress of service.

Women have given their choice in greatest number to the "Ford", because they feel a security in its proved



The comfortable seating arrangement of the beautiful new Sedan is apparent from this phantom illustration

strength of construction and record of service—and the pleasures and zest of the drive are unmarred by any anxieties as to the absolute dependability of the car.

The graceful beauty of the Sedan instantly appeals to women who drive their own motor cars, and this preference is confirmed by the cozy up-to-the-minute comfort of the interior appointments, and the atmosphere of refined good taste.

To the attractive beauty of lines and finish are added the practical features of Ford simplicity of control, with its easy facility of operation.

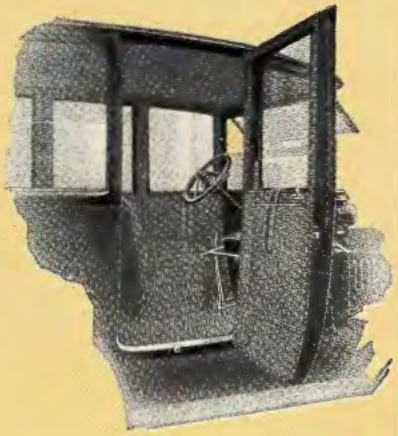
It is the car for shopping, for calling, for theatre going, for the party or the ball, where gowns and wraps should be protected from stain or soil incident to the service of the open motor car, or street car. The Ford Sedan was built with just these features in view, and one steps, as it were, from one well furnished room into another, when entering this most attractive car.

It carries the children to school and brings them home in comfort and safety and serves the entire family on those multiplied occasions when a roomy enclosed car is demanded.

The Sedan then, because of its full first-class quality, embodies all of the service and essentials obtainable in any enclosed car—is comfort, builded upon Ford quality.

To these advantages add Ford Service to owners as given through fifty branches, twenty-eight branch factories and more than eight thousand agents.

The price of the new Sedan—$740 f. o. b. Detroit.



Showing one of the wide doors and the convenience of the folding right hand front seat

The New Ford Coupelet

Combines inviting trimness of appearance with the highest degree of utility

The Ford Coupelet

The Coupelet meets the large demand for a Ford car for two passengers, that carries the dual merits of being at once a handsome, open roadster, and a finely appointed enclosed coupelet—dust proof and water-proof—and the change is made in two minutes from the open to the closed car, or from the closed to the open car.

It is a roomy car with generous, broad seat and high, restful back, and the most comfortable of deep upholstery; a car that is warm in the winter and cool in the summer, and—always a car of class.

The Coupelet has a particularly attractive body with graceful lines, and is excellently finished.

Doors of generous size give easy entrance on either side. Sliding plate glass panels, with water-proof protectors, insure both ventilation and warmth. Small windows on each side of the top give the driver a good vision as to travel.

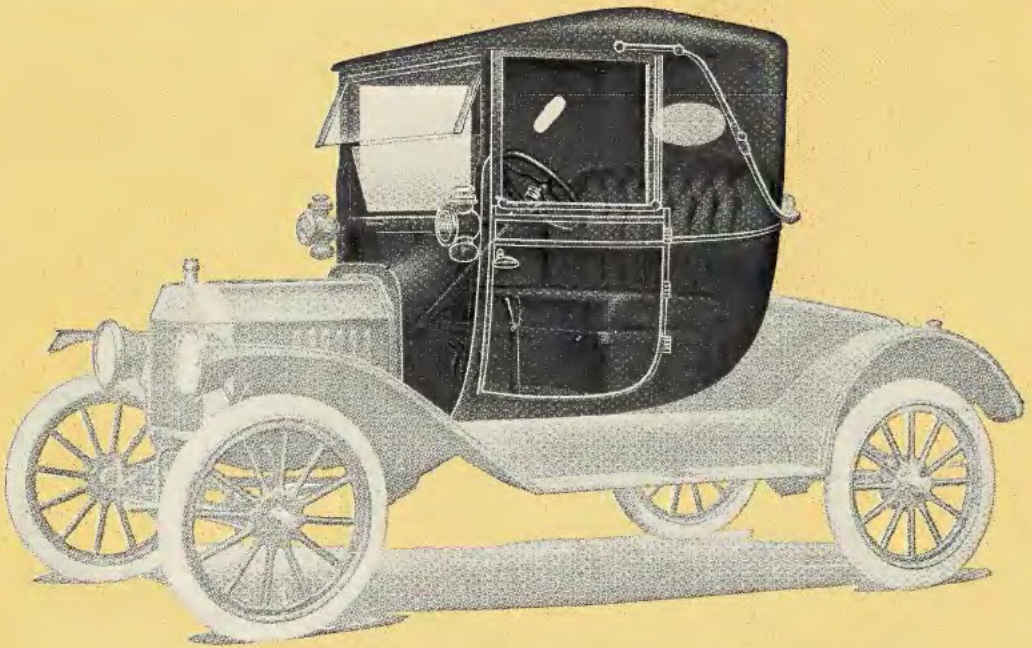
The top is tight-fitting, neat as can be when up, and folds snugly when lowered. It is lined with a fine quality of felt.

The windshield is of the double ventilating type which has proved so satisfactory in service.

The rear of the body carries a liberal space for personal luggage, suit case, parcels, extra tires, etc. Access is by large door—taking in almost the entire top of the rear deck. This door closes tightly, the compartment is thoroughly water proof, and is secured with lock and key.

The Coupelet must be the practical choice of business and professional men—of all men who appreciate a large measure of motoring comfort and style with a maximum of reliable performance.

The ride to and from the office, invigorating in fair weather, with cozy comfort on stormy days—the urgent business engagement—every demand of commercial life for enclosed car service is met in the Ford Coupelet, at a cost of about two cents a mile for operation and maintenance. Under the hood is the wonderful Ford



The new Coupelet looks even better when its interior features are disclosed

motor, and the Coupelet is as distinctive a car in its class as those other more than one million Fords in daily use.

Women who drive their own cars vouch for the popularity of the Coupelet as a woman's car. The Ford has always been in favor through its ease of control, and the reliability of service which gives the driver confidence in her driving skill and safety. To this appeal of mechanical simplicity the Coupelet adds the charm of refined interior appointments and attractively trim lines.

This season has witnessed a growing demand for the motor car which will give thorough comfort to passengers in all kinds of weather—a car whose enjoyment is not impaired by changing seasons. We build the Coupelet to meet those needs.

Consider the proved dominating qualities of Ford cars. The staunchest, sturdiest cars in the world—absolute economy of operation and upkeep—a minimum percentage of depreciation—and a low selling price. Performance shown every day—over every grade—on every road. The Coupelet embodies all of these qualities—and adds the comforts and refinements of the enclosed car.

All the factors of Ford manufacturing efficiency and quantity production economies have been put forth in establishing the price of the new Ford Coupelet—$590 f. o. b. Detroit.

The Coupelet is converted into a handsome runabout in two minutes by lowering the top

Ford Town Car

Commodious, well upholstered, combining service and utility—the Ford Town Car fills the demand for a particular type of enclosed car

The Ford Town Car

This model is the pioneer member of the Ford enclosed car family. The body is of landaulet type, the rear portion folding back and side panels being lowered to make a semi-open car for warm weather. Raise the top and the Town Car is a roomy, enclosed conveyance, protected against the elements. Because of the convertible design, it is, with the other enclosed "Fords", adapted for everyday use, all the year around.

Six passengers are accommodated in the Ford Town Car, four in the body proper and two on the front seat. Upholstery of excellent quality is used throughout the car. Wide doors, with plate glass windows, give entrance on either side.

The Town Car is at once suited both to the service of families employing chauffeurs and for the owner who drives his own car. The large glass panels which separate the front and rear seats when a chauffeur is used may be raised or lowered at will. With the panels lowered the body becomes a single spacious compartment of a most pleasing arrangement for the family or social party.

Like all other Ford cars, the Town Car is peculiarly suited to the heavy traffic of cities, being exceedingly flexible, and responsive to the driver. It can turn in a circle twenty-eight feet in diameter, and, since the engine is always "hitched to the car", the Ford is the first car up and away when it gets the crossing signal.

With its liberal passenger space, coupled with light weight and low cost in operation and maintenance, the demand for the Ford Town Car grows larger annually.

The Town Car is built on the same Ford Vanadium steel chassis, whose qualities are proved by over one million cars in use today—this year we will build five hundred thousand more. And every one of these owners is never out of reach of Ford service. To give this service we have built up an organization of fifty branches, twenty-eight branch factories and over eight thousand agents in the United States alone.

The price of the Town Car this year, $640 f.o.b. Detroit.

Specifications

For all Ford Cars

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 the three-pinion bevel type; all gears are drop forgings made of Vanadium steel.

Bodies and Capacities—Ford cars are furnished with five styles of bodies—Sedan, five (5) passengers; Coupelet, two (2) passengers; Town Car, six (6) passengers; Touring Car, five (5) passengers; Runabout, two (2) passengers.

Brakes—Dual system on all Ford 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.

Carburetor—Float feed automatic with dash adjustment. Specially designed to give maximum power, flexibility and easy starting, with economy of fuel consumption.

Clutch—Multiple steel disc, operating in oil.

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.

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.

Equipment—All Ford cars are sold completely equipped, except speedometer—no cars will be sold unequipped.

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 is patented in all countries.

Gasoline Capacity—All Ford cars have cylindrical gasoline tanks of 10 gallons capacity, mounted directly on frame under front seat.

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.

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

—Continued

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 develops full 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. Ford Vanadium steel is used on all Ford crank and cam shafts and connecting rods.

Prices—Ford cars are sold f. o. b. Detroit at the following prices for all points in the United States: Sedan $740; Coupelet $590; Town Car $640; Touring Car $440; Runabout $390.

Springs—Both front and rear springs are semi-elliptical transverse, all made of specially Ford heat-treated Vanadium steel. Ford springs are the strongest and most flexible that can be made.

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

Three-Point Suspension—Each of the Ford 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.

Unit Construction—There are four (4) complete units in the construction of a Ford car—the power plant, the front running gear, the rear running gear and the frame.

Valves—Extra large, all on right side of motor and enclosed by two small steel plates.

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

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, 30x3 inches; rear, 30x3½ inches.

Ford Factories and Branches

Ford Factory, Detroit—Parent Plant—
Capacity 500,000 cars annually.

Ford Factory, Ford, Ontario, Canada—
Capacity 50,000 cars annually.

Ford Factory, Manchester, England—
Capacity 25,000 cars annually.

American Branches and Service Stations

Atlanta—465 Ponce de Leon Ave.
Boston—567 Boylston Street
The Bronx (New York City)—
607 Bergen Avenue
Brooklyn—1476 Bedford Avenue
Buffalo—2495 Main Street
Cambridge—Charles River Road
Charlotte, N. C.—212 E. Sixth St.
Chicago—3915 Wabash Avenue
and 2526 Michigan Boulevard
Cincinnati—660 Lincoln Avenue
Cleveland—11610 Euclid Avenue
Columbus—427 Cleveland Avenue
Council Bluffs—612 S. Main St.
Dallas—2800 Williams Street
Davenport—324 W. Fourth St.
Denver—920 South Broadway
Detroit—1550 Woodward Avenue
Fargo—509 Broadway
Fort Worth—200 Commerce St.
Houston—4006 Harrisburg Road
Indianapolis—1315 E. Washington Street
Jacksonville—16 E. Ashley Street
Kansas City, Kan.—744 Minnesota Avenue
Kansas City, Mo.—1710 Grand Ave.
and Winchester Ave. at 11th St.
Long Island City—564 Jackson Ave.
Los Angeles—2060 E. Seventh St.
Louisville—2400 S. Third Street
Memphis—495 Union Avenue
Milwaukee—411 Prospect Ave.
Minneapolis—420 N. Fifth Street
Nashville—533 S. Broadway
Newark—17 Halsey St.
New York—1723 Broadway
and 607 Bergen Avenue
Oklahoma City—205 W. First St.
Omaha—1916 Harney Street
Pasadena—89 N. Marengo Avenue
Philadelphia—2700 N. Broad St.
Pittsburgh—5000 Baum Boulevard
Portland, Ore.—481 E. Eleventh St.
Reading—305 Greenwich Street
St. Louis—4100 Forest Park Blvd.
St. Paul—117 University Avenue
San Diego—1040 First Street
San Francisco—2905 21st Street
Scranton—321 N. Seventh St.
Seattle—724 Fairview Avenue
Syracuse—428 E. Jefferson Street
Utica—331 Bleecker Street
Washington, D. C.—
613 G Street, N. W.
Wichita—218 W. Douglas Avenue
Yonkers—219 South Broadway

Ford Branch Factories are Located in the following Cities

Atlanta Buffalo Cambridge Chicago Cincinnati Cleveland Columbus Dallas Denver
Detroit Fargo Houston Indianapolis Kansas City Long Island City Los Angeles
Louisville Memphis Milwaukee Minneapolis Oklahoma City Omaha
Philadelphia Pittsburgh Portland, Ore. San Francisco Seattle St. Louis

Foreign Branches and Service Stations

Bordeaux, France—63 Rue de la
Fondaudege
Buenos Aires, Argentina—Calle
Lavalle 1702
Calgary, Alta.—127 11th Ave., E.
Hamilton, Ont.—74 John St.
London, Eng.—55 Shaftesbury Ave.
London, Ont.—680 Waterloo St.
Melbourne, Aus.—103 Williams St.
Montreal, Que.—119 Laurier Ave., E.
Paris, France—61 Rue de Cormeilles
Saskatoon, Sask.—1st and 25th Sts.
St. John, N. B.—Rothesay Avenue
Toronto, Ont.—672 Dupont St.
Vancouver, B. C.—1531 15th Ave. W.
Winnipeg, Manitoba—81 Water St.

Ford

THE UNIVERSAL CAR

ENCLOSED CARS