Ford

THE UNIVERSAL CAR

AMERICAN EDITION

Ford

THE UNIVERSAL CAR

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

Ford Touring Car

5-Passenger—4-Cylinder—20 Horsepower—fully equipped, except speedometer. Price $440 f. o. b. Detroit

HENRY FORD

When Henry Ford set his hand to the task of building an automobile that should be a thing of service and not an expensive luxury, he put the peg of human efficiency one notch higher and became a significant factor in the new order of things. In the carrying out of his set purposes Mr. Ford has had the assistance and support of an organization that is recognized as second to none in this country. Mr. Ford is directly responsible for, and directs the policies of the institution that has, within twelve short years, made itself "the wonder of the manufacturing world"—the leader in automobiledom. And here is put into type its message to the buying world—a message that must be of paramount import to those who are to buy new cars this year.

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There are over ONE MILLION Fords in service to-day.

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

With more than one hundred different makers of automobiles in America, the Ford factory produces more than one-half of the entire product.

Ford Runabout

2-Passenger—4-Cylinder—20 Horsepower—fully equipped, except speedometer. Price $390 f. o. b. Detroit

Quenching Steel Forgings in Heat-Treatment

This means that while all the hundred or more other factories combined are producing an automobile, the Ford factory alone has turned out a completed car.

The ratio of production is one to one—with one against a hundred.

The largest shoe factory in the country produces less than one-fortieth of the entire shoe product.

The greatest American flour mill turns out less than one-twentieth of the flour used in America.

But the Ford factory builds substantially one-half of all the motor cars used on this side of the Atlantic.

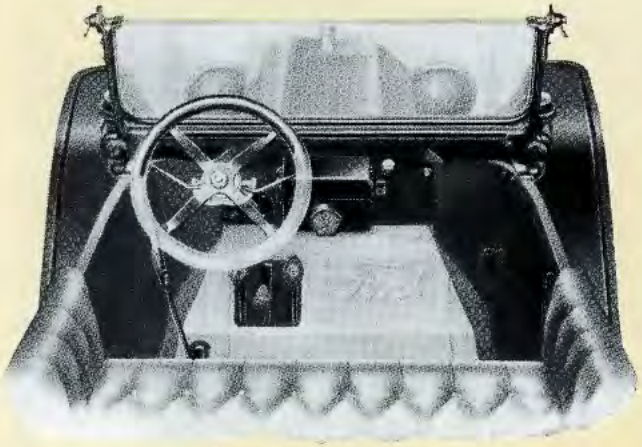
This is a condition absolutely unprecedented—anywhere.

Ford Coupelet—2-Passenger—4-Cylinder—20 Horsepower—fully equipped, except speedometer. Inviting trimness of appearance with the highest degree of utility. Top raised or lowered in two minutes. Price $590 f. o. b. Detroit

And it has not been brought about by any exceptional scheme of selling—or by any extravagant advertising —or by any sort of commercial combination.

There is only one reason why the Ford car so far outsells all others.

It is a better car.



Simplicity in Operation

By all the tests that time and the greatest number and variety of uses and abuses can impose, the Ford has demonstrated its superior worth.

The demand is unprecedented because the value is unequalled.

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The Ford must be judged independently of its price.

It is surprisingly low in price—and surprisingly high in value—because it is produced upon a scale so gigantic as to reduce the cost of manufacturing and distributing to a minimum.

Ford Sedan—5-Passenger—4-Cylinder—20 Horsepower—fully equipped, except speedometer. An all-season car of style and convenience—for social functions, shopping and general uses. Price $740 f. o. b. Detroit

When we were building only a few thousand cars yearly our cost of production was nearly twice what it is now.

To-day, with our volume far exceeding that of any other automobile concern in the world, we are able to produce a better car at practically half the cost.

Not many years ago we bought but a few thousand tons of steel. To-day we are one of the largest consumers of steel in the world—200,000 tons—and we buy it *at bottom prices*.

By this same big buying power has the cost of the entire range of materials that go into the construction of the Ford car been minimized.

And our gigantic volume has permitted us to so organize our factory, our branch assembly plants, and, construction methods—has made possible the specialization of labor and the use of labor-saving machines to such an extent—that producing costs have been brought down to absolute bed-rock.

In other factories where a small number of cars are produced, or simply assembled, many operations cost three or four times that of similar operations in our Ford factories.

Also—it must be borne in mind, that the entire efforts of our great factories are focused upon the making of just one car—the famous Model T. The chassis of all Ford cars are alike—only the bodies are different. This concentrated effort produces just the few hundred parts of one model and does not make the mistake of

Ford Town Car—6-Passenger—4-Cylinder—20 Horsepower—fully equipped, except speedometer. Price $640 f. o. b. Detroit

scattering itself in the production of thousands of parts for many models. And thus is a wonderful economy effected—both in buying, manufacturing and selling, besides the after-service that follows the sale.

Big production has made Ford prices small.

And it is for that reason that you must not judge the Ford by its low price—but rather by its high merit.

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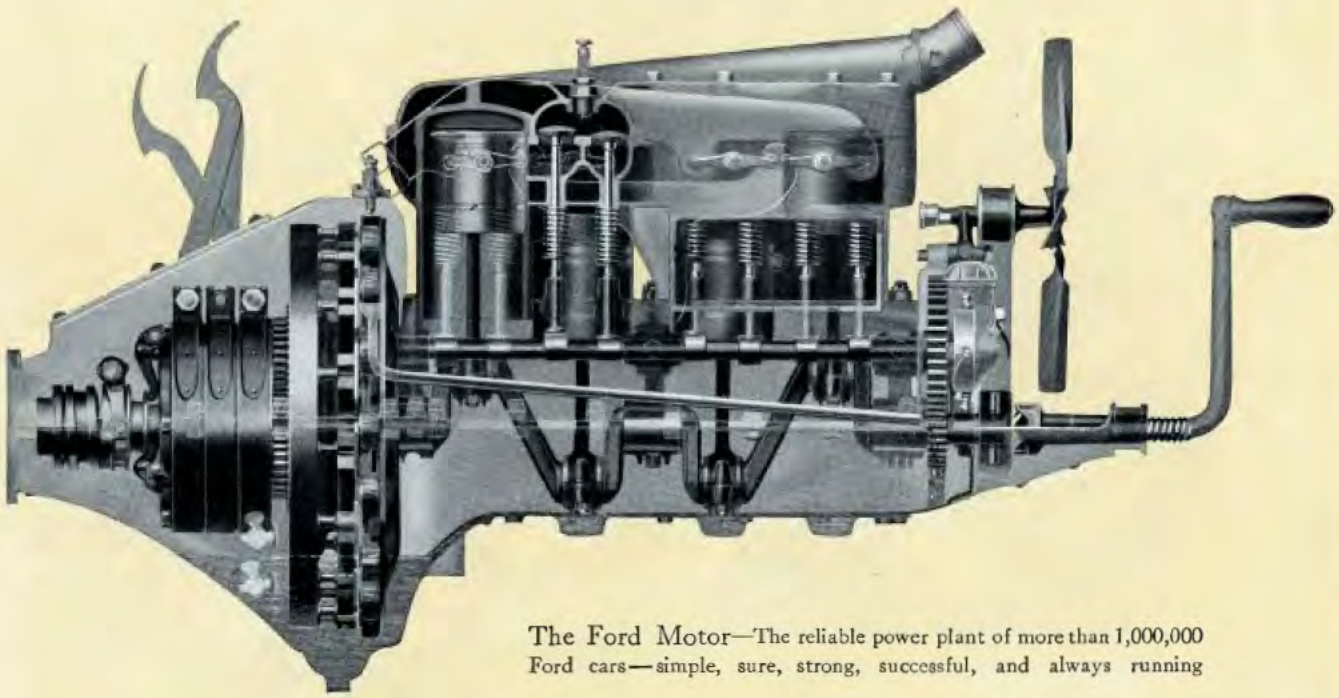
It is the simplicity of the Ford that makes it great. Nothing is incorporated in its construction that is not absolutely necessary for speed, safety, durability, economy and comfort.

It is built in four simple units—the power plant, the frame, the front running gear, and the rear running gear—each of which may be easily removed or replaced separately—and all parts of which are easily accessible for cleaning or repairing.

Perhaps the most distinctive feature of the Ford is its simply constructed, easily operated and powerful engine. While its four cylinders are rated to produce twenty horsepower, in actuality the Ford has more power per pound of car than any other automobile made. As a hill climber it is without an equal and holds the world's hill climbing record, made at Algonquin, Illinois, June 21st, 1912.

The Ford specially constructed magneto furnishes a surplus of electricity for exploding the gas in the cylinders. It is an integral part of the motor, being



The Ford Motor—The reliable power plant of more than 1,000,000 Ford cars—simple, sure, strong, successful, and always running

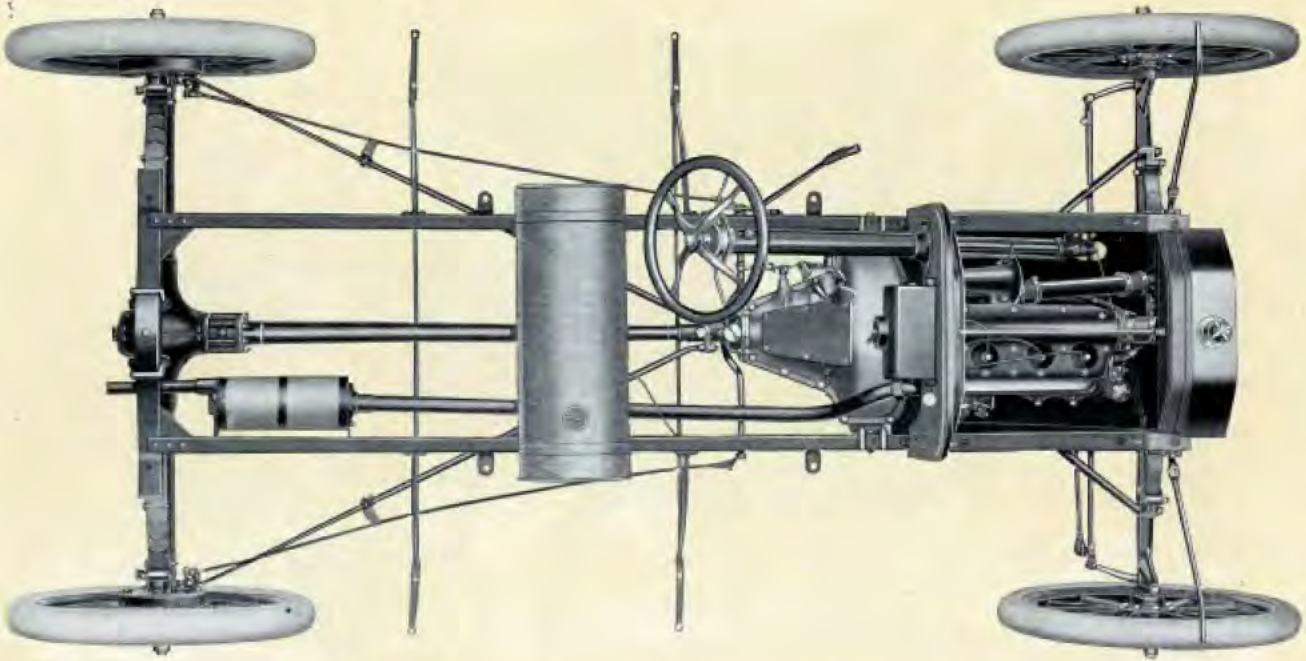
attached to the flywheel—and is simplicity itself. No brushes—no commutators—no batteries—no dry cells are necessary. The Ford magneto is a big and sure item in the Ford's ease of operation and economy of upkeep.

The double brake system of the Ford makes "safety doubly safe"—and is as simple as it is sure in operation. The service brake is controlled by a foot pedal. There is also an emergency brake which acts upon the rear wheel drums and which is controlled by a lever. There is absolutely no chance for the car to get away from its driver.

The special Ford spur planetary transmission leaves the matter of speed absolutely at the instant control of the operator—without the shifting of levers. It is so constructed as to insure a smooth running and silent car. This transmission is another distinctive feature of the Ford.

The Ford left hand drive also adds to the comfort and ease of operation. There are distinct advantages in a left side drive. The driver may more easily see the road ahead—and watch his clearance in passing other vehicles. Also he does not have to get out in the dirt or mud when he steps from the car to the curb.

The simplicity and strength of the Ford spring construction which insures the easiest possible riding qualities to the car, stands out to striking advantage by comparison with the cumbersome and complicated spring construction of other cars.



This is the Ford Chassis. Note the extreme simplicity—note the three-point suspension, that triumphant feature in higher mechanics

In its simplicity and certainty of operation the Ford is without an equal.

There is absolutely nothing about it that any man, woman or young person can not easily understand and master.

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The Ford is the lightest car for its power made—and lightness is an absolute essential for economy in maintenance and for comfort in riding. It weighs several hundred pounds less than the ordinary car of the same power and carrying capacity. It puts more tire surface on the ground per pound of car than any other. And its lightness is also a big safety factor.

Lightness minimizes the cost of up-keep by reducing the wear and tear on the tires—by giving more mileage per gallon of gasoline—and by lessening the strain and stress upon the car itself. Tires for Ford cars are comparatively inexpensive, because large ones are not required—and they give maximum service because the car is lightest. Ford owners have a minimum of tire troubles and other expenses—and that's a big factor to consider in the buying of a car.

If you have ever experienced the pleasurable difference between riding in a lumber wagon and a light buggy, then you will appreciate what lightness in weight means as a factor for comfort in a motor car. Every added pound above that which is needed for strength means added discomfort to those riding in an automobile. The lighter a car is the less are felt the bumps and jolts incident to all conditions of motor car travel.

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The Ford is the lightest car for its capacity and strength extant, because it is scientifically designed and built of Ford heat-treated Vanadium steel.

Vanadium steel is steel that has been treated with Vanadium—a semi-rare mineral, which washes the molten steel of its impurities, bringing the molecules closer together, giving them greater adhesiveness and making the resultant product infinitely tougher and stronger. Although Vanadium is the highest priced steel used in automobile construction, it does not increase the cost of the Ford car materially, since, because of its extreme strength, the car is made lighter in weight and we use proportionately less of it, and buy for cash in immense quantities.

At the expense of several hundred thousand dollars and a great deal of valuable time Mr. Ford worked out the formulas by which Ford Vanadium Steel is produced and heat-treated. Certain kinds of Vanadium steel are used in a limited way elsewhere—but Ford Vanadium is Ford steel. And in the process of heat-treatment it is tempered to the degree of toughness or hardness needed for each particular part of the Model T by formulas and processes entirely our own.

Vanadium steel has been a big factor in making the Ford "the universal car."

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By all counts the Ford is most economical. It costs less to operate than any other car. Individual experiences vary, according to the temperament of the person who drives it, and the conditions under which it is maintained. Many of our owners drive their cars at a cost of less than two cents a mile. A few of them may double this cost. But all agree that the Ford's cost of maintenance is lowest.

And in the matter of service Ford leads. Ford repairs are to be had in practically every town or city in the

country. More than eight thousand Ford dealers are required, under their contracts with the company, to carry a complete assortment of Ford repair parts. The dollar value of these agency parts stocks at the present time is considerably more than twelve million dollars.

You can never get very far away from Ford service. And you will find it quick, economical and courteous.

With your car will come two booklets, one the Ford Manual, describing all the parts of the car and how to operate and care for it, and the other a Ford Parts Price List, in which are priced in plain figures all the parts of the Ford car. These prices are based upon the cost of each part in the completed car—so that you might buy it part by part at nearly the actual cost of the assembled machine. The price list protects you against excessive repair charges, which in all cases are kept down to the lowest possible point.

Ford service spells economy and time-saving for Ford owners.

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The responsibility and integrity of the concern that makes a car should be no small factor in its purchase.

A guarantee of a car's worth is of value only in so far as the maker is financially and morally responsible—based on past reputation and the likelihood of continuing successfully in business.

The Ford Motor Company this year will do a business of considerably over one hundred and fifty million

Main Factory Craneway—where rough stock is stored

dollars—and this entirely upon its own resources—no notes, no bond issues, no mortgages, no monopoly, no combinations—no watered stock.

The Ford car has back of it the biggest financial responsibility in the automobile world.

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Here have been set down the principal reasons why you should own a Ford car. But the car itself must be seen and tested to be appreciated. We are selling thousands of them to people who have run the gauntlet—who have owned heavy and expensive cars and who become Ford owners out of a keen appreciation for the wonderful simplicity, economy, reliability and durability of the Ford.

Please consider this your invitation to visit our nearest representative and inspect the complete Ford line.

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Many of the first Ford cars are still in active service as evidenced by thousands of letters we have received from owners who are enthusiastic boosters. It is the loyalty which comes from the unequalled performance of Ford cars, and the record of their daily use, everywhere, leaving no doubt as to their serviceability. And so when the question of the life of a Ford car comes up, it can simply be said "the first Fords are still in use."

If the average motor car owner travels 15,000 miles a year, he feels that he has a record to be proud of. He has—but H. H. Husbands, Florence, S. C., comes forward with a statement "that his 1909 Model T Ford has covered a distance of 223,760 miles in six years, and is still running smoothly."

D. L. Patterson, of Rio, N. Y., says: "I have a Ford runabout, model of 1911, that has run 45,000 miles. Just took my motor down, and the repairs needed cost only $3.65. She runs like a 'pippin'."

In Pratt, Kansas, are two of the oldest Model T's, numbers 40 and 567. These cars have been used in livery service all over Kansas, averaging 20,000 miles per season. The combined records of these cars show more than 300,000 miles of travel in seven seasons.

E. K. Barker, Monterey, Cal., gets daily service from a Model A Ford, built in 1903. Twelve years have not lessened its efficiency.

Dr. F. B. Weaver, of Hyde Park, N. Y., writes: "My Model T of 1911 is working every day. I have used this car 70,000 miles in my practice since July, 1911, and would not exchange it today, even for a 1915 Model T."

This Ford car has carried the mails 75,000 miles over Arizona roads

There are fifty Ford sales and service branches and twenty-eight branch factories in the United States, which can assemble an average of seventy-five to two hundred and fifty Ford cars each, daily. Each assembling plant or branch is also a service station, with a full stock of parts, equipped to completely rebuild a Ford car so that Ford owners can always receive the same attention to their cars as the factory could extend.

Furthering this organization, the Company is represented by more than eight thousand agents in this country alone. In any emergency, there is a Ford agent not far away—and where the Ford agent is, there is also a goodly stock of Ford supplies, which his contract requires him to maintain, so the service is as universal as the car.

Following are some pictures of our more important Branch Factories.

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

St. Louis

St. Paul

San Francisco

Seattle

Washington

Specifications

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—Runabout, for two passengers; Touring Car, capable of carrying five passengers; Coupelet, two passengers; Town Car, six passengers; Sedan, five 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 car 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

Specifications—Continued

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.

Motor—Four cylinder, four cycle. Cylinders are cast en bloc with water jackets and upper half of crank case integral. Cylinder bore is three and three-quarters inches; piston stroke is four inches. The Ford motor develops full twenty 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: Runabout $390; Touring Car $440; Coupelet $590; Town Car $640, and Sedan $740.

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 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—One hundred inches; Standard tread, fifty-six inches. All Ford cars will turn in a twenty-eight 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, thirty by three inches; rear, thirty by three and one-half 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 St.
The Bronx (New York City)—
607 Bergen Ave.
Brooklyn—1476 Bedford Ave.
Buffalo—2495 Main St.
Cambridge—Charles River Rd.
Charlotte, N. C.—212 E. Sixth St.
Chicago—3915 Wabash Ave.
and 2526 Michigan Blvd.
Cincinnati—660 Lincoln Ave.
Cleveland—11610 Euclid Ave.
Columbus—427 Cleveland Ave.
Council Bluffs—612 S. Main St.
Dallas—2800 Williams St.
Davenport—324 W. Fourth St.
Denver—920 S. Broadway
Detroit—1550 Woodward Ave.
Fargo—509 Broadway
Ft. Worth—200 Commerce St.
Houston—4006 Harrisburg Road
Indianapolis—1315 E. Washington St.
Jacksonville—16 E. Ashley St.
Kansas City, Kan.—744 Minnesota Ave.
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 St.
Memphis—495 Union Ave.
Milwaukee—411 Prospect Ave.
Minneapolis—420 N. Fifth St.
Nashville—533 S. Broadway
Newark—17 Halsey St.
New York—1723 Broadway
and 607 Bergen Ave.
Oklahoma City—205 W. First St.
Omaha—1916 Harney St.
Pasadena—89 N. Marengo Ave.
Philadelphia—2700 N. Broad St.
Pittsburgh—5000 Baum Boulevard
Portland, Ore.—481 E. Eleventh St.
Reading—305 Greenwich St.
St. Louis—4100 Forest Park Blvd.
St. Paul—117 University Ave.
San Diego—1040 First St.
San Francisco—2905 21st St.
Scranton—321 North Seventh Ave.
Seattle—724 Fairview Ave.
Syracuse—428 E. Jefferson St.
Utica—331 Bleecker St.
Washington, D. C.—613 G. St. N. W.
Wichita—218 W. Douglas Ave.
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.

Foreign Department

1136 Whitehall Bldg., 17 Battery Place, New York

There are Ford Agents in all other Principal Cities

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