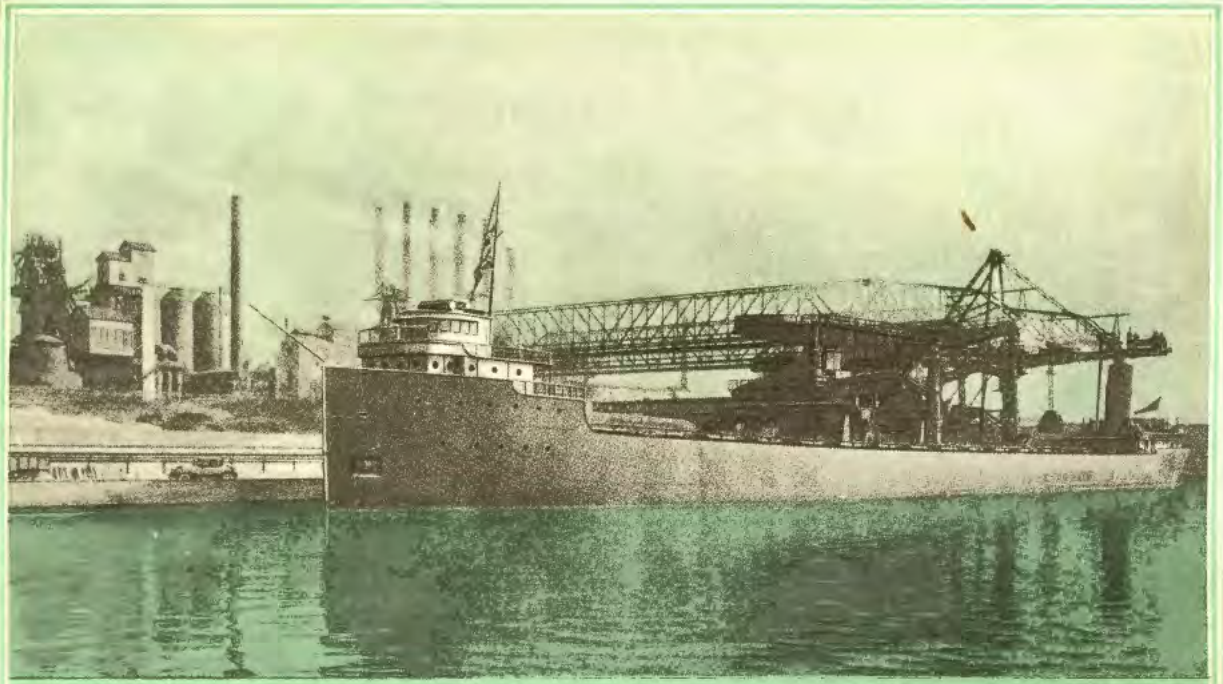
Ford

PRODUCTS

Ford Motor Company

DETROIT, MICHIGAN



ORE, from the Ford-owned mines in Northern Michigan, being unloaded at the River Rouge Plant of the Ford Motor Company, where it is smelted and refined in Ford blast furnaces

FORD PRODUCTS

A SELF-CONTAINED industry produces Ford Cars, Trucks and Fordson Tractors. It is the Ford industry whose resources go back to the standing timber and the unmined ore. They include Ford-owned coal mines, blast furnaces, glass factories, huge manufacturing units, assembly plants, and an organization of trained men whose combined activities comprehend every phase of human endeavor.

From widely scattered Ford-owned sources, raw materials are brought by Ford transportation units to Ford factories where they are refined, moulded, machined and assembled under the most favorable of industrial conditions, and according to Ford uniformly high standards of manufacture.

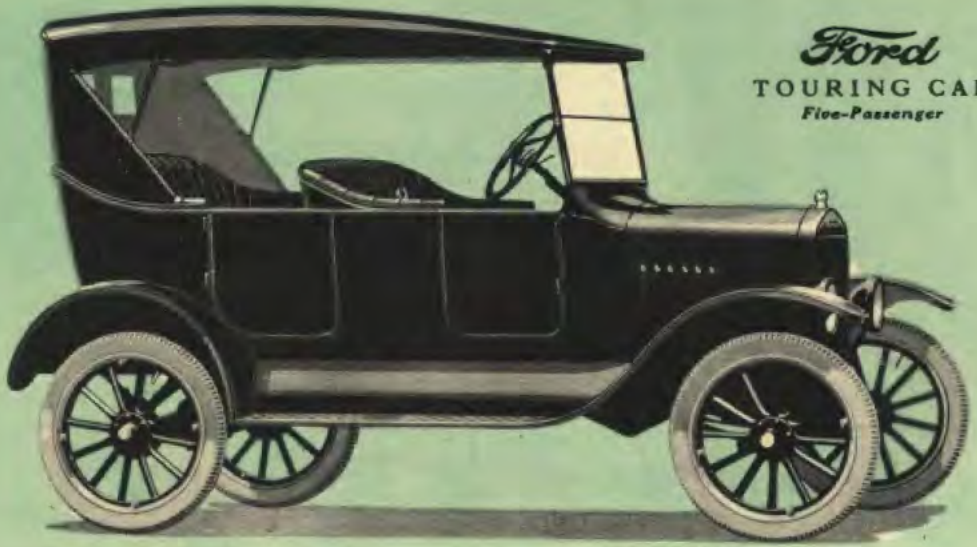
Ford production is made possible through vast industrial facilities and a perfect coordination of all phases of manufacture. And, as this industry has grown, new economies have been introduced into Ford production methods. It is because of these facts that Ford products represent such outstanding value.

When you buy a Ford Car, Truck or Fordson Tractor you know that it is the standard product of one of the largest organizations in the world. You know that there are millions of Ford units in daily operation. You know that Ford service facilities stand without equal.

Ford quality and Ford service protect your investment. They insure dependable operation and reliable economy.

THE TOURING CAR is designed to provide comfort for its occupants. The seats are wide and deeply cushioned. Large doors and plenty of floor space are features of convenience for rear seat passengers

SIMPLICITY of control is an outstanding Ford feature: Anyone can easily learn to drive a Ford



Ford
TOURING CAR
Five-Passenger

The Universal car for general utility purposes and family use. May be purchased either with or without electric starting and lighting equipment and with or without demountable rims. A tire carrier with extra rim, and 30 x 3½" non-skid tires, all around, are furnished with demountable rim equipment.

THE FORD RUNABOUT is a salesman's ideal car. Tightly fitted storm curtains afford perfect protection for all-weather driving

There is a large rear compartment which is very convenient for the stowing of satchels and other luggage

Ford

RUNABOUT

Two-Passenger

A practical business utility furnishing individual transportation at a minimum cost. Like the touring car, it may be purchased either with or without starting and lighting equipment and with or without demountable rims. Demountable rim equipment includes 30 x 3½" non-skid tires, all around, extra rim and tire carrier.

A SPACIOUS rear compartment for baggage adds materially to the usefulness of the Coupe. This compartment is easily accessible through a large opening in the rear deck

THE INTERIOR of the coupe is roomy and comfortable. A recess shelf back of the seat is convenient for carrying a brief case or small parcels

A COWL VENTILATOR, sun visor, and adjustable upper windshield glass are standard equipment on all Ford enclosed body types

Ford

COUPE

Two-Passenger

The Ford Coupe covers a wide range of usefulness. It is well adapted for the personal requirements of the business or professional man, salesman or any member of the family. Standard equipment includes starting and lighting system, demountable rims, non-skid tires, all around, extra rim and tire carrier.

ALL FORD enclosed cars are equipped with revolving type window regulators. The windows of the Tudor lower flush with the window sills

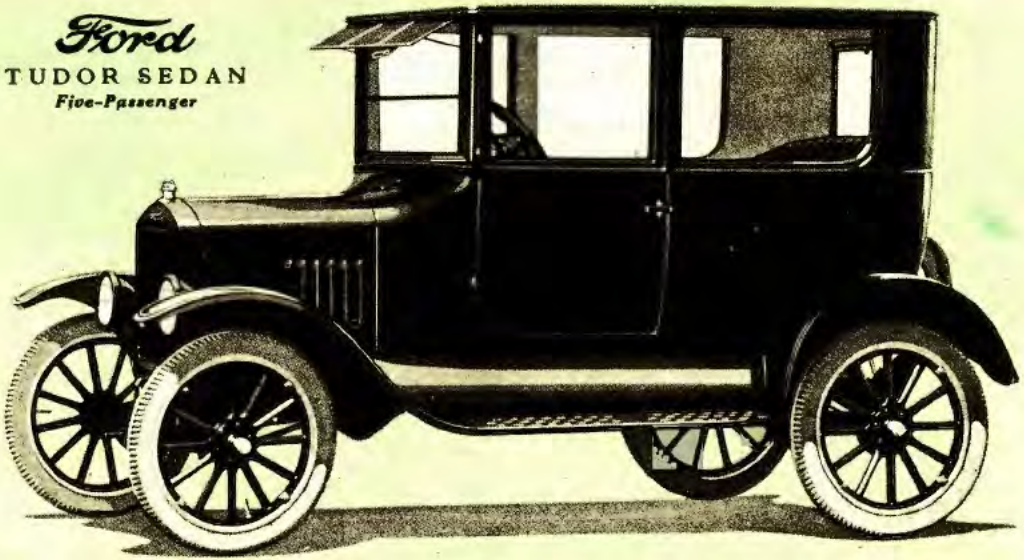
BOTH left and right front seats in the Tudor are broad and deeply cushioned. The driver's seat is of the bucket design accessible from either side of the car

THE TUDOR, a comparatively new Ford body type, has gained wide popularity. It is an ideal car for personal use yet affords ample seating capacity for five persons. The right front seat folds completely out of the way, making it extremely easy for rear seat passengers to enter and leave through the wide door

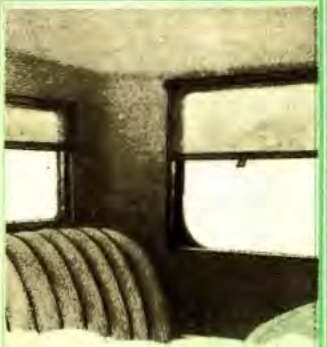
Ford

TUDOR SEDAN

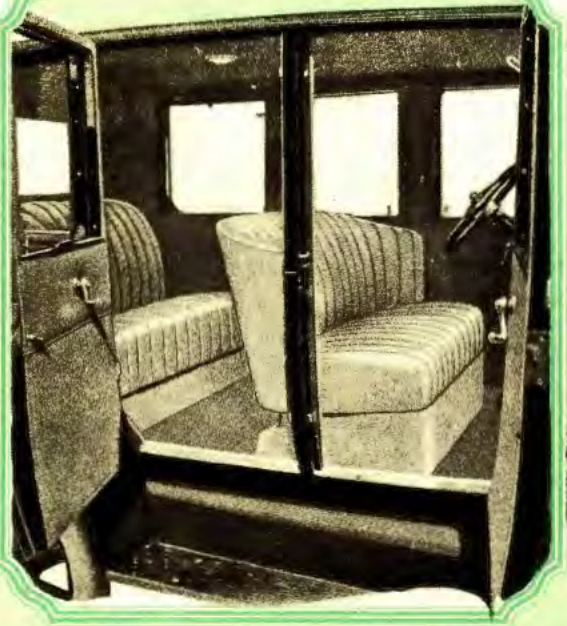
Five-Passenger



The Tudor Sedan provides enclosed car comfort and utility for five passengers at exceptionally low cost. The straight roof line and well proportioned windows give this car a very pleasing appearance. Electric starting and lighting, demountable rims, non-skid tires, all around, extra rim and tire carrier are standard equipment.



REAR SEAT WINDOWS are equipped with silk poplin shades. Other equipment of the Fordor includes dome light, rear vision mirror, windshield wiper, dash light and revolving type window regulators. An adjustable windshield and cowl ventilator add further to the comfort of passengers



THE FORDOR is an ideal enclosed car for family use. It is sturdy and dependable, comfortable, inexpensive to run and easy to operate

ALL FORD enclosed body doors can be securely locked. The right front door of the Fordor Sedan is equipped with a Yale lock. Other doors have lever type locks operated from the interior. Bar type door handles add to the pleasing exterior appearance

Ford

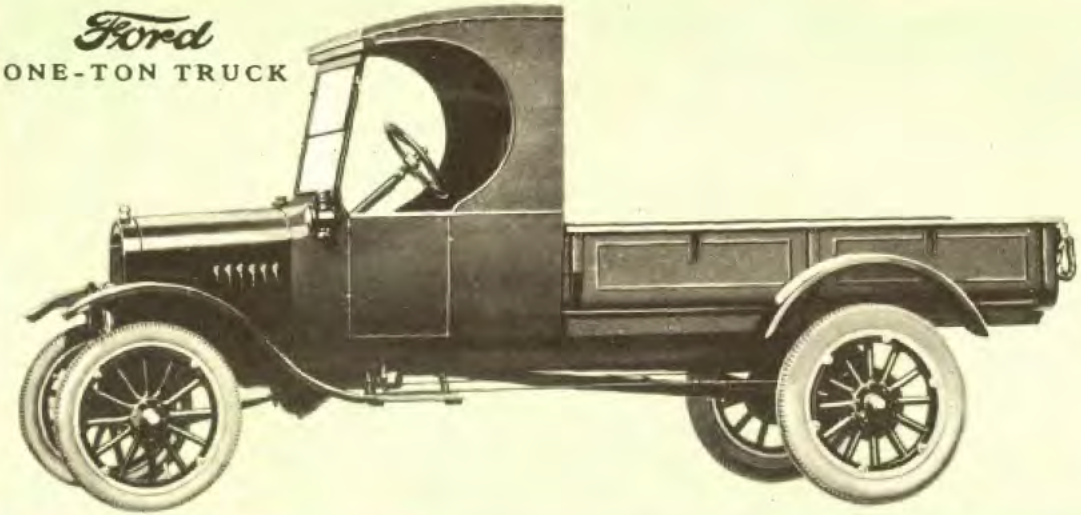
FORDOR SEDAN

Five-Passenger

The Ford Fordor Sedan is designed and built to meet all normal, enclosed car requirements. It is sturdy in construction and appropriate for any use. The purchase price includes electric starting and lighting equiment, demountable rims, 30 x 3½" non-skid tires, all around, and extra rim and tire carrier.

Ford

ONE-TON TRUCK

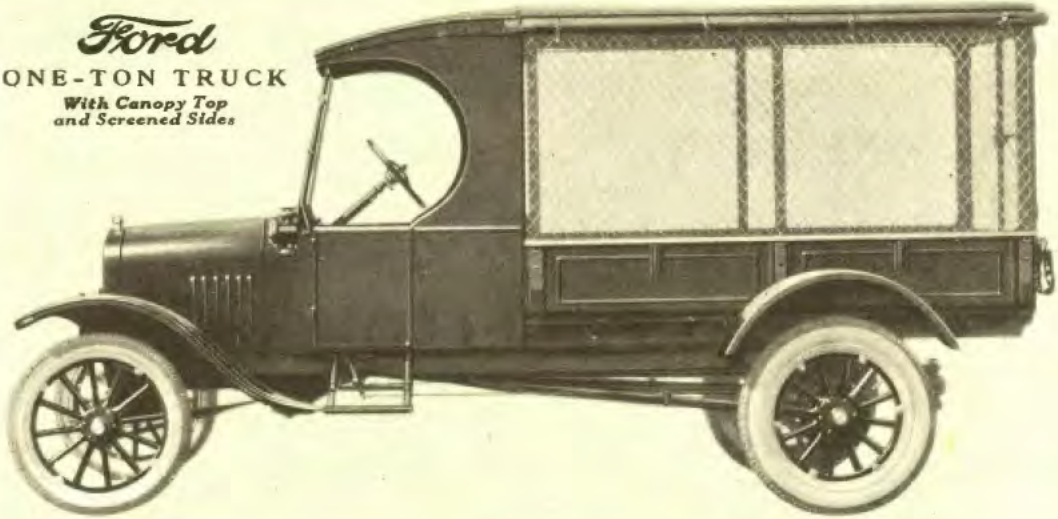


The Ford Truck can now be purchased as a complete haulage unit including the standard Ford One-Ton worm-drive chassis equipped with an all steel body and cab. Stake sockets are provided which permit of its being readily converted into other types and when desired the body may be secured with canopy top and side curtains, either with or without screen sides and back as shown in the illustration at the right. The steel body is built to withstand

Ford

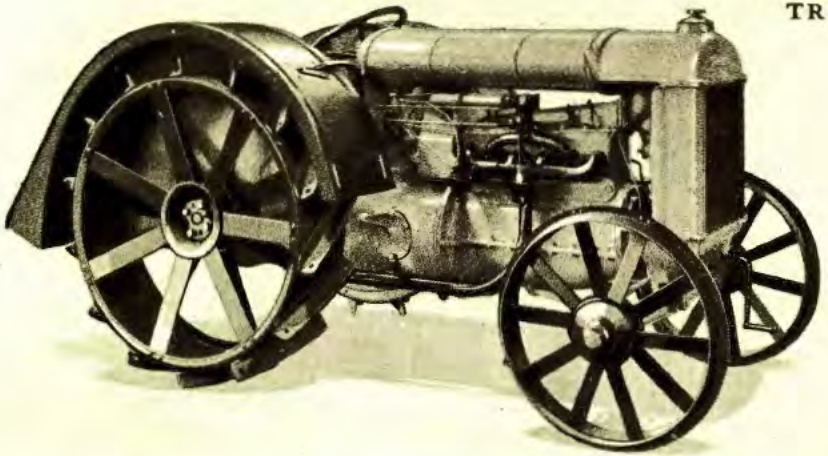
ONE-TON TRUCK

With Canopy Top and Screened Sides



the most severe usage. It has a loading space 7′ 2″ by 4′ which in connection with the various body combinations make it adaptable to the handling of most any kind of a load. With standard gearing the Ford Truck may operate up to 15 miles an hour, but for quick delivery service a special gear permits a speed of 22 miles. When desired, the chassis, cab or any body combination may be purchased separately. Starting and lighting system is optional.

Fordson
TRACTOR



Simplicity of design, ease of operation and dependable performance under all conditions are outstanding features which have made the Fordson Tractor the most popular of motor power plants. At present, it is filling more than 100 different power requirements throughout the agricultural and industrial worlds. Because of its low first cost and economy of operation, the Fordson can be made to pay for itself many times over either in farm or industrial work. The Fordson Tractor may be purchased either with or without rear fenders.

Maintain the High Quality of Your Ford Car by Using Only Genuine Ford Parts

BY using only genuine Ford parts in Ford cars owners can retain indefinitely those qualities of durability and long time performance, which are characteristic of Ford products. The use of genuine Ford material is not only an assurance to owners of receiving maximum service at minimum cost, but is a protection to them against the damaging results that frequently follow the use of counterfeit parts.

In the manufacture of genuine Ford parts only the highest grade materials and workmanship are used. Each part must conform to certain precise specifications and is subjected to the same rigid inspection that is given the Ford car during its process of manufacture.

Some Ford owners fail to realize that certain concerns are engaged in the sale of counterfeit Ford parts. Many of these parts are of exceptionally poor quality and when installed in a car actually constitute a menace to the safety of the occupants. To prevent such material from being installed in your car, and for your own protection, we recommend that when in need of repair parts or service you make it a point to call upon a Ford Dealer or Authorized Ford Service Station. By so doing you not only obtain the services of skilled mechanics using specially designed equipment, but you have the assurance that only genuine Ford parts will be used in your car.

The care exercised in the manufacture of genuine Ford parts is not only reflected in the service they render but is also a guarantee of safety and satisfaction to the purchaser, in the performance of his car. This quality is being zealously maintained by the constant vigilance of a vast force of experienced engineers and the resources of an engineering department second to none.

SPECIFICATIONS

FORD MOTOR CARS

MOTOR—Four-cylinder. Cylinders cast en bloc. Bore, 3¾"; stroke, 4"; horse-power, 20.

TRANSMISSION—Special Ford planetary type. Multiple steel disc clutch operating in oil.

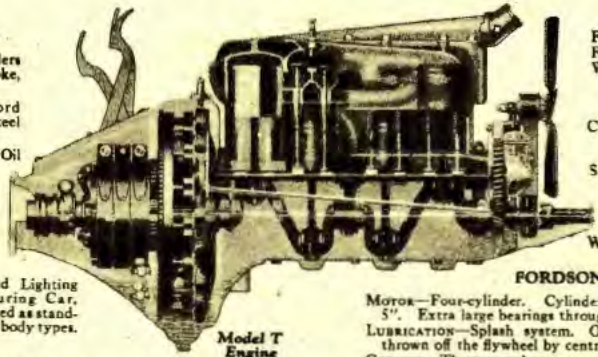
LUBRICATION—Splash system. Oil circulation is maintained by oil thrown off the flywheel by centrifugal action.

COOLING—Thermo-syphon.

IGNITION—Magneto; special Ford design, built in and made a part of motor.

STARTER—Ford Starting and Lighting System, optional on Touring Car, Runabout or Chassis. Included as standard equipment with enclosed body types.

WHEELBASE—100 inches.



Model T Engine

FRAME—Heavy pressed steel.

FINAL DRIVE—Worm gear type.

WHEEL EQUIPMENT—Demountable rims, pneumatic tires, front 30"x3½", rear 32" x 4½". (Solid tires for rear wheels, optional.)

CAPACITY—One ton. GEAR RATIO—Choice of standard gearing (7¼ to 1) or special gearing (5⅓ to 1).

SPEED—With standard gearing, a speed of not more than 15 m. p. h. is recommended, and with the special gearing, a speed of not more than 22 m. p. h. is recommended.

WHEELBASE—124 inches.

ONE-TON TRUCK CHASSIS

MOTOR—Four-cylinder. Cylinders cast en bloc. Bore, 3¾"; stroke, 4"; horse-power, 20.

TRANSMISSION—Special Ford planetary type. Multiple steel disc clutch operating in oil.

IGNITION—Magneto; special Ford design, built in and made a part of motor.

COOLING—Thermo-syphon.

LUBRICATION—Splash system. Oil circulation is maintained by oil thrown off the flywheel by centrifugal action.

STARTER—Ford Starting and Lighting System—optional.

FORDSON TRACTOR

MOTOR—Four-cylinder. Cylinders cast en bloc. Bore, 4"; stroke, 5". Extra large bearings throughout.

LUBRICATION—Splash system. Oil circulation is maintained by oil thrown off the flywheel by centrifugal action.

COOLING—Thermo-syphon.

FUEL—Motor started with gasoline from two-quart gasoline tank; once started, the motor is operated by kerosene from 21-gallon kerosene tank. Fuel supplied by gravity feed.

AIR WASHER—The air supply is drawn through water, which removes all dust, thus reducing wear on cylinder walls.

TRANSMISSION—Constant mesh selective type, three speeds forward and one reverse. All shafts run on ball bearings.

BELT PULLEY—Special fibre paper construction, does not require refacing and prevents slipping of drive belt. (Optional.)

DIMENSIONS—Wheelbase, 63"; width across rear wheels, 61⅜".

WEIGHT—2425 pounds.

Keep Your Ford a Ford—Insist on Genuine Ford Parts

FORD MOTOR COMPANY

HIGHLAND PARK, MICH.
PARENT PLANT

RIVER ROUGE, MICH.
BLAST FURNACES, COKE OVENS, GLASS FACTORY, TRACTOR PLANT, BODY SHOP

FORD MOTOR COMPANY OF CANADA, Limited
FORD, ONTARIO

FORD MOTOR COMPANY (ENGLAND) Limited
MANCHESTER, ENGLAND

American Factory Branches

Over 35,000 Ford sales and service dealers operate under the supervision of these branches

ATLANTA, GA.—465 Ponce de Leon Avenue
BUFFALO, N. Y.—2495 Main Street
CAMBRIDGE, MASS.—Corner Brookline and Charles River Parkway
CHARLOTTE, N. C.—420-430 Statesville Avenue
CHICAGO, ILL.—12600 Torrence Avenue
CINCINNATI, OHIO—660 Lincoln Avenue
CLEVELAND, OHIO—11610 Euclid Avenue
COLUMBUS, OHIO—427 Cleveland Avenue
DALLAS, TEX.—2700 Williams Street
DENVER, COLO.—900 S. Broadway Avenue
DES MOINES, IA.—1900 Grand Avenue
DETROIT, MICH.—14534 Woodward Avenue
FARGO, N. D.—509 Broadway
HOUSTON, TEX.—4006 Harrisburg Road
INDIANAPOLIS, IND.—1315 E. Wash. Street
JACKSONVILLE, FLA.—Wamboldt Street at River
KANSAS CITY, MO.—1025 Winchester Avenue
KEARNEY, N. J.—P. O. Box 616—Lincoln Highway
LOS ANGELES, CALIF.—2060 E. Seventh Street
LOUISVILLE, KY.—1400-1420 Western Parkway
MEMPHIS, TENN.—1429 Riverside Drive
MILWAUKEE, WIS.—397-413 Prospect Avenue
MINNEAPOLIS, MINN.—420-428 N. 5th Street
NEW ORLEANS, LA.—Arabi Station
NEW YORK CITY—1710 Broadway
OKLAHOMA CITY, OKLA.—900 W. Main Street
OMAHA, NEBR.—1502-1524 Cuming Street
PHILADELPHIA, PA.—2700-28 N. Broad Street
PITTSBURGH, PA.—5000 Baum Blvd.
PORTLAND, ORE.—481 East 11th Street
ST. LOUIS, MO.—4100 Forest Park Blvd.
SALT LAKE CITY, UTAH—414 West Broadway
SAN FRANCISCO, CALIF.—2905-21st Street
SEATTLE, WASH.—724 Fairview Avenue
WASHINGTON, D. C.—Pennsylvania Avenue and John Marshall Place

FORD MOTOR COMPANY OF CANADA, Limited
FORD, ONTARIO

Most Ford trade in the British Empire (except in the British Isles) is handled by this company

CALGARY, ALTA.—902-910 11th Avenue W.
MONTREAL, QUE.—119-139 Laurier Avenue E.
REGINA, SASK.—Cor. 6th Ave. & Rose Street
ST. JOHNS, N. B.—60 Clarence Street
TORONTO, ONT.—2951-91 Danforth Avenue E.
FORD MOTOR COMPANY SOUTH AFRICA, LIMITED, Port Elizabeth, Cape Province
VANCOUVER, B. C.—1160 Hamilton Street
WINNIPEG, MAN.—Portage Ave. & Wall Street

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These branches supervise the activities of over 13,000 dealer organizations which handle Ford Sales and Service in every civilized country on earth

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BORDEAUX, FRANCE—33-37 Boulevard Albert 1er
BUENOS AIRES, ARGENTINA—Calle Wenceslao Villafañe 40
BARCELONA, SPAIN—Avenida de Icaria 149
HAVANA, CUBA—Calle 23 y P
COPENHAGEN, DENMARK—Sydhavnen
CORK, IRELAND
STOCKHOLM, SWEDEN—Stadsgarden
MANCHESTER, ENGLAND—Trafford Park
MONTEVIDEO, URUGUAY—Calle Yaguaron 1256
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SÃO PAULO, BRAZIL, S. A.—Rua Solon 2
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Ford

PRODUCTS

Ford Motor Company

DETROIT, MICHIGAN