SURVEY | IndeX | DATA

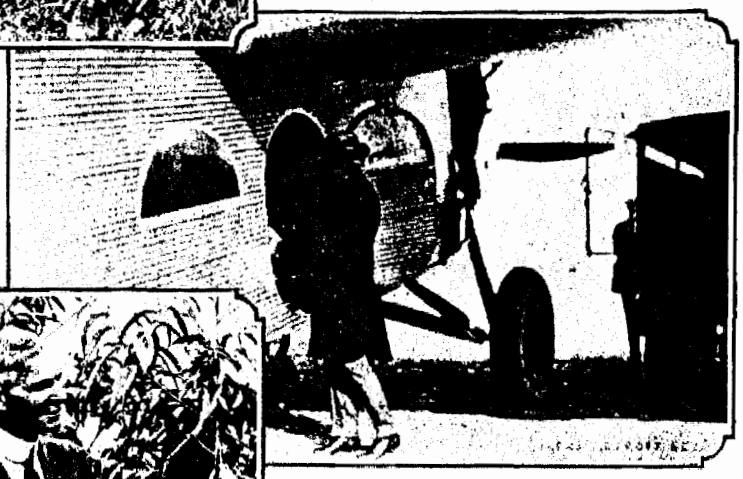
FORD
Sales Data Book

FIRST
EDITION

Edited and compiled
by
G. [illegible]
Production

EAGLE OUTFITTING COMPANY
[illegible] Detroit, Mich.

SOME INTIMATE GLIMPSES OF HENRY FORD



Fond of antiques and the fine characters they recall. Equally interested in airplanes and mechanical progress.

These merely hint at the broad scope of Mr. Ford's activities.

Behind The Product—
Henry Ford

1863. Born July 30, on a farm near Dearborn, Michigan.

* * * *

1898. Produced first Ford car—driven by two-cylinder motor—at age of 35.

* * * *

1903. Organized Ford Motor Company.

* * * *

1904. First to break mile-a-minute record. Drove own car, old "999," on ice track.

* * * *

1908. Produced first Model "T" car, following his decision to build a low-priced car.

* * * *

1914. Startled Business World by announcing minimum $5.00 wage for Ford workers. (Now $6.00.)

* * * *

1915. Produced Ford car No. 1,000,000.

* * * *

1917. Announced Fordson Tractor to relieve farmer of drudgery of farming.

* * * *

1918. Turned Plants over to government for building airplane motors and other war supplies.

* * * *

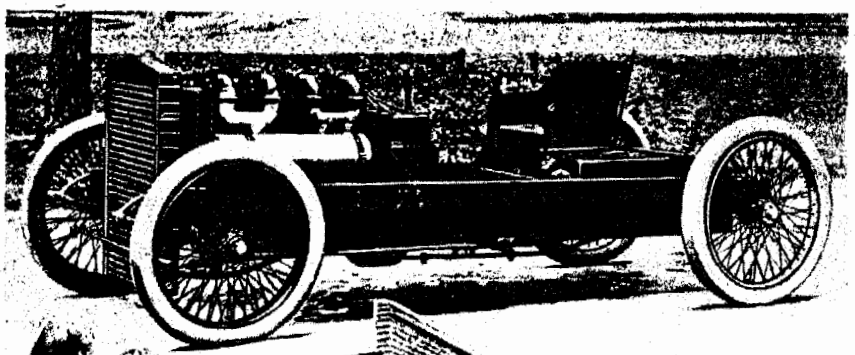
1921. Announced expansion program of obtaining own forests, mines, blast furnaces, etc.

* * * *

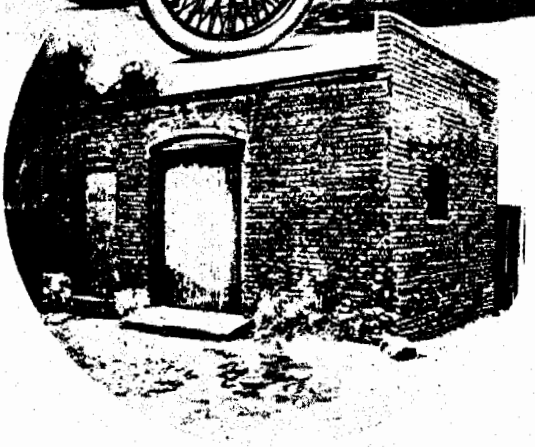
1922. Took over Lincoln Motor Company, to make Lincoln "Finest Car in the World."

* * * *

1924. Produced 10,000,000th Ford car.

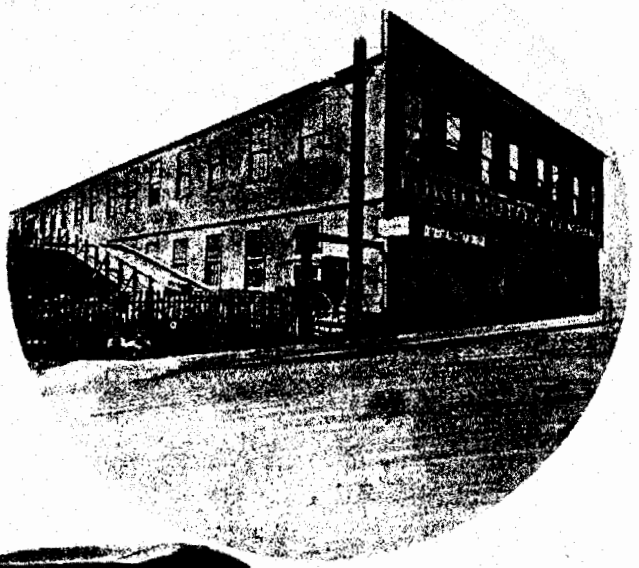


Above: Ford Racer 999, Driven by Henry Ford.

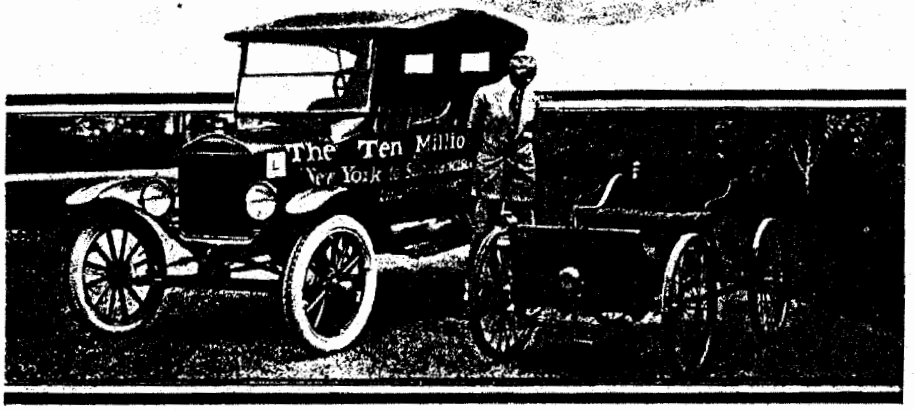


Left: Shed Where Henry Ford Built First Ford Car.

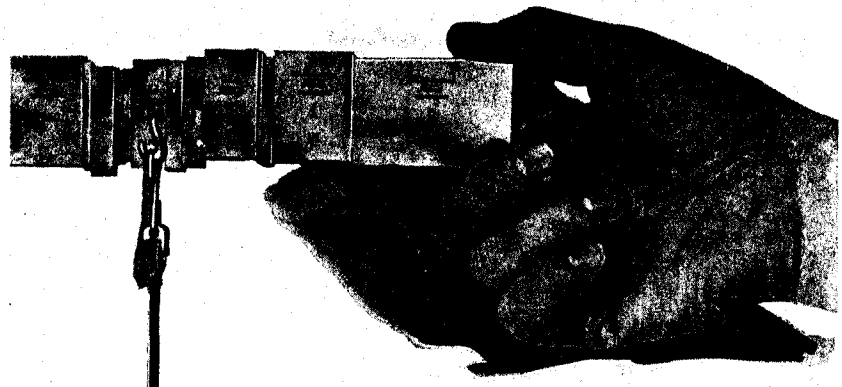
Right: The First Ford Factory.



Below: First Ford Car and ten millionth. Henry Ford between.



The World's Standard of Measurement

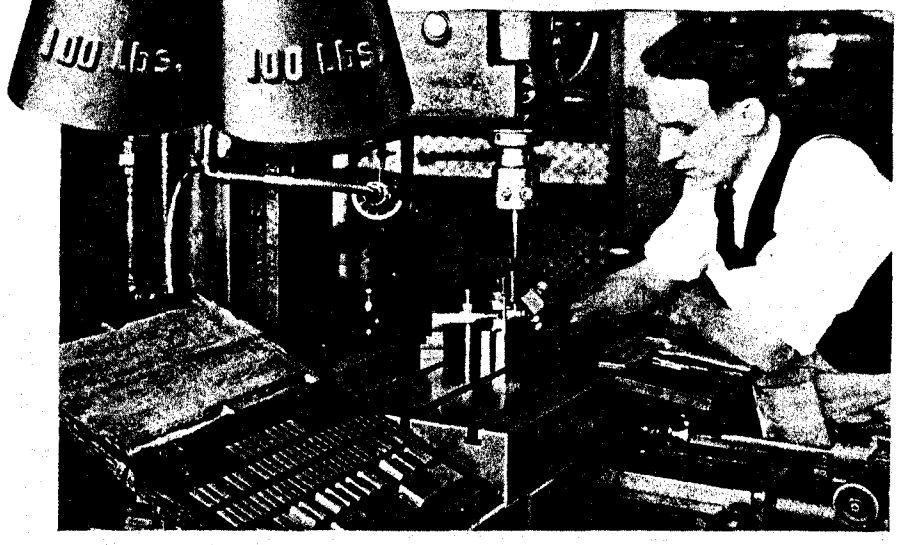


Thirteen stacked blocks handled as a single gage

Johansson Gages a Ford Product

Johansson gages, the most accurate in the world, are the Government standards for America, Great Britain, France and all principal nations. The Ford Motor Company not only uses them to insure precision in manufacture of Ford products, but controls exclusive rights to produce them for other American manufacturers. C. E. Johansson himself is a member of the Ford Engineering Laboratories.

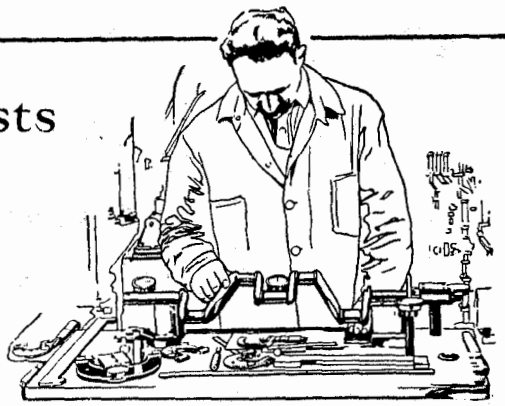
Left: Johansson gages "wrung" together will resist a direct pull of over 200 pounds
Below: Adjusting a machine with the aid of Johansson gages

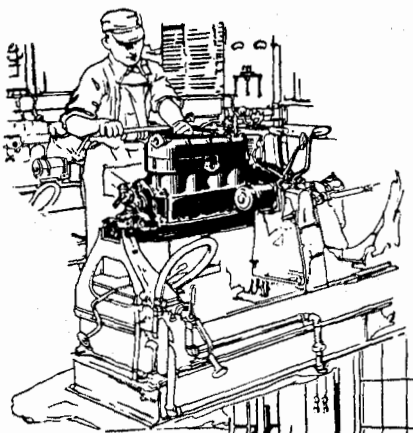


A Few Ford Tests

The Crankshaft Test

No crankshaft may be passed that is not true to one-thousandth of an inch.



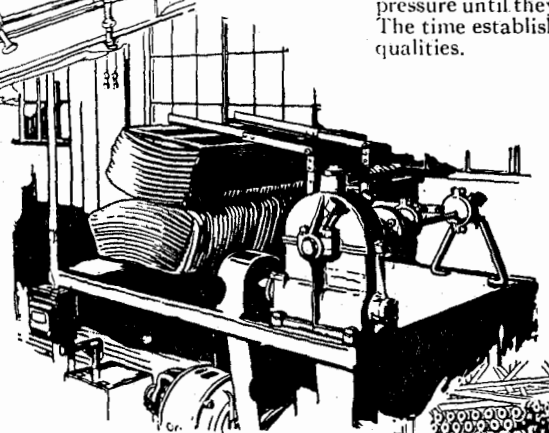


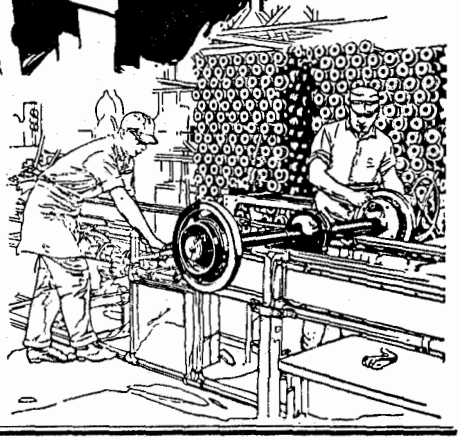
The Motor Test

Every motor is operated by electric power at a speed which tests every part and assures perfect synchronization.

The Upholstery Test

Two cushions are rubbed under pressure until they wear through. The time establishes the wearing qualities.

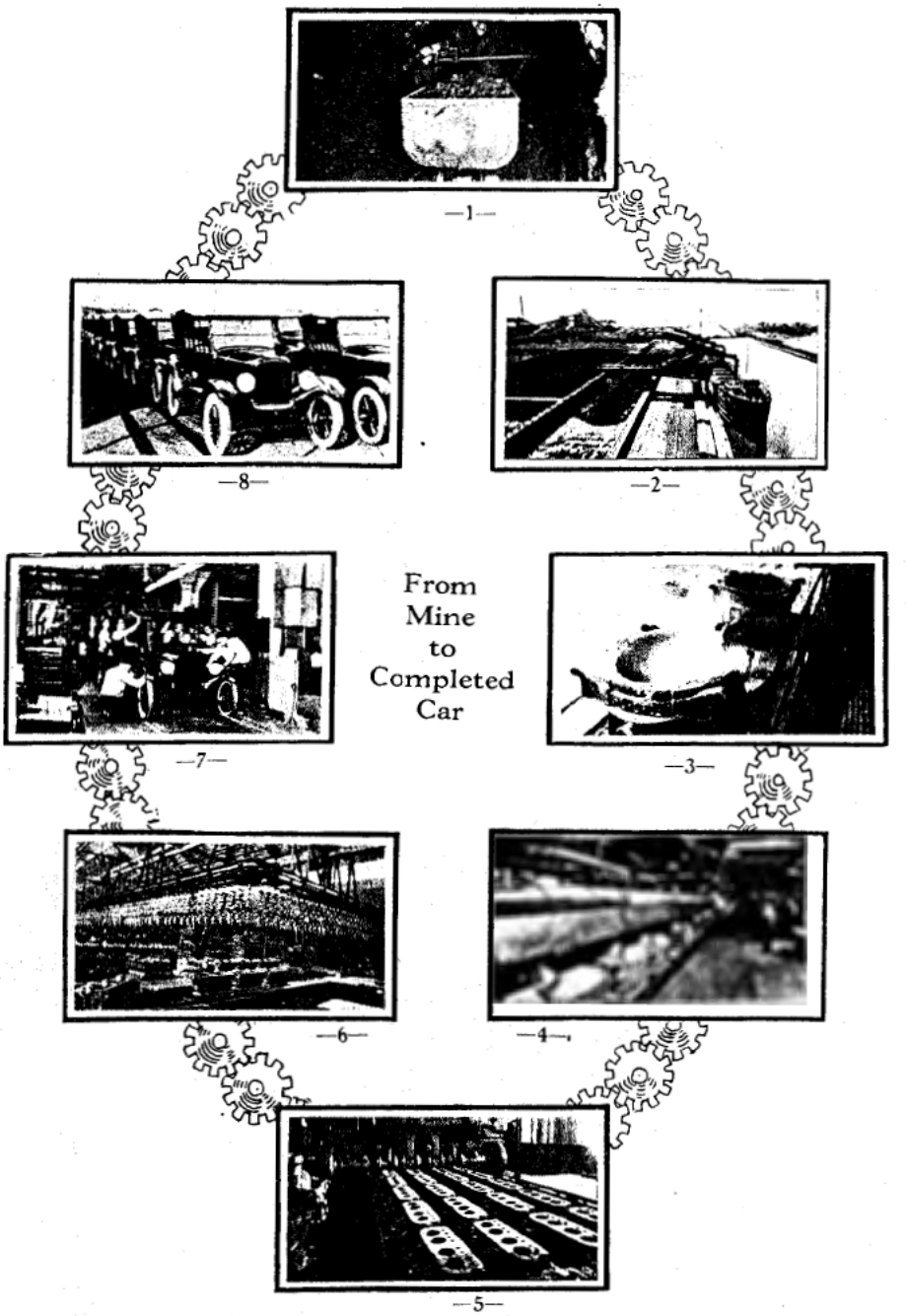




The Rear Axle Test

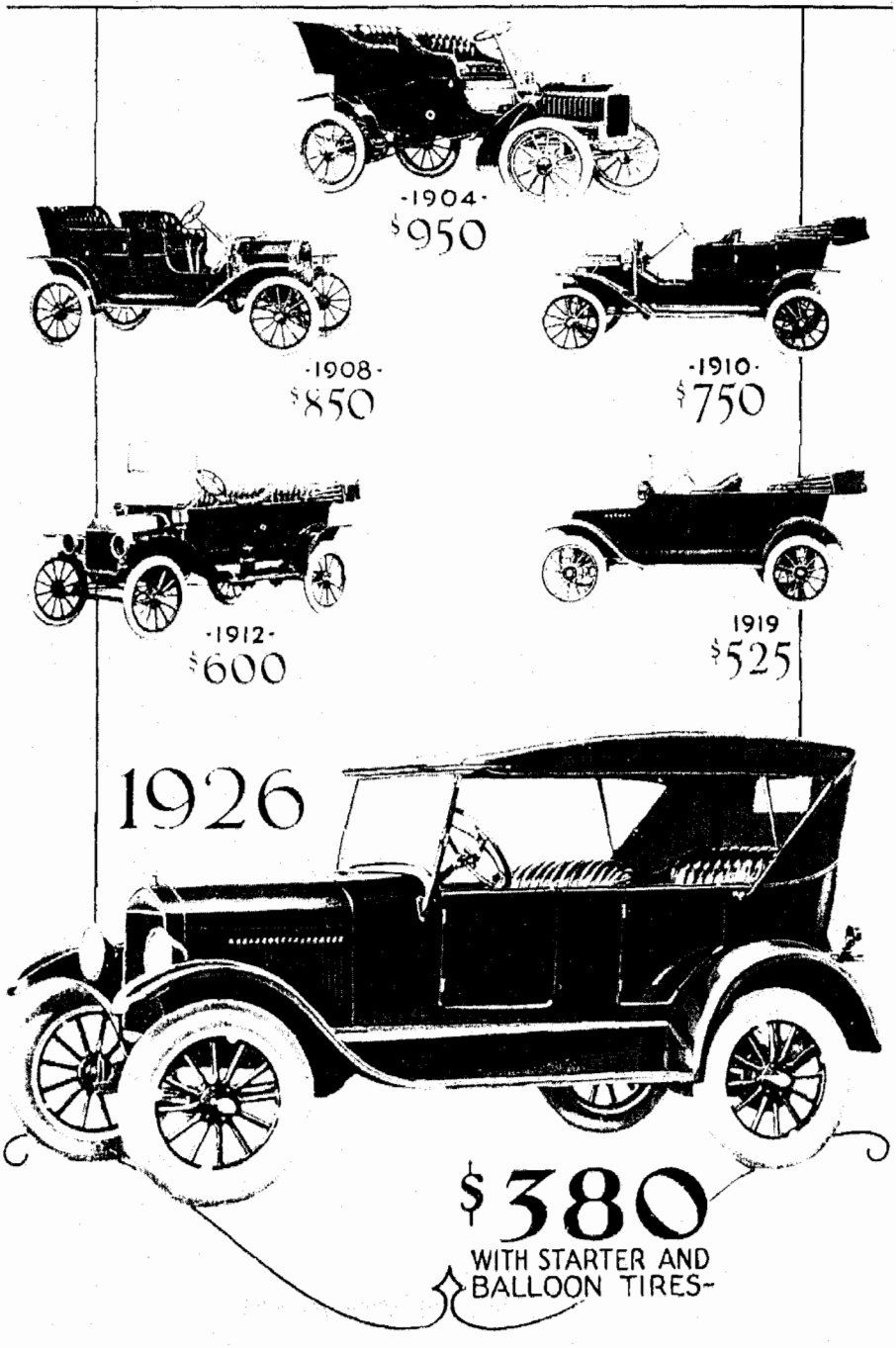
Known as the dry test. The rear axle with driveshaft connected is operated without oil to detect any "noises."

One Organization - - One Profit



1. Iron ore comes from Ford Mines.
2. Ford ships carry the ore to the Fordson plant.
3. Reducing the iron to liquid.
4. The liquid metal is poured into moving cylinder block moulds.
5. All of the 58 mechanical operations are performed in 55 minutes.
6. Assembling motor on moving conveyors.
7. The cars are assembled at the branch plants.
8. The Ford ready for delivery.

As Ford Value Goes Up
Ford Prices Come Down



The Savings in manufacture due to mass production have been passed on to the consumer in lower prices and better quality.

Behind The Product—
The Ford Industry

Organization and History:

The Ford Motor Company was incorporated in Detroit on June 16, 1903, to produce cars similar to the model built by Henry Ford. Mr. Ford was Vice-President and Factory Manager at first, and later became President. At present, the Company has an authorized capitalization of $100,000,000.00 and Edsel Ford is President.

The Parent Plant:

The present size of the parent plant contains nearly 278 acres, of which 105 are under roof. The Company has a capacity of 2,000,000 Ford cars and trucks annually.

Branches and Associated Companies:

The Company operates 35 Branches in the United States and Branches and Associated Companies in 18 Foreign Countries. The Ford Motor Company of Canada, Ltd., at Ford, Ontario, also has Branches in Australia and Africa.

Fordson Plant:

The Fordson Plant has an area of 1,100 acres. The Company has its own blast furnaces, foundry, steel mill, machine shops, body plant, saw mill, coke ovens, cement plant, locomotive shops, a paper mill, and the Fordson Tractor Plant. Storage bins with a combined capacity of more than a million tons have been provided for iron ore, coal and limestone. This plant is a Great Lakes port, with over one mile of docks.

Dearborn:

The Ford Engineering Laboratory is located at Dearborn, Michigan, as is also the Dearborn Publishing Company, publishers of the Dearborn Independent.

Behind the Product—
The Ford Industry

Manufacturing Units:

Other plants, operated as manufacturing units, are located at Hamilton, Ohio; Waterford, Mich.; Northville, Mich.; Flat Rock, Mich.; Chicago, Ill.; St. Paul, Minn.; Troy, N. Y. Smaller producing units are located at Phoenix, Plymouth and Nankin Mills, Mich.

Glass Manufacture:

The company has a glass plant at Glassmere, Pa., and another at Highland Park, and a third at Fordson, Mich. The latter plant has an annual capacity of twelve million square feet.

Fordson Tractor Plant:

The Fordson Tractor Plant, with a capacity of 150,000 Fordsons yearly, is located at Fordson, Mich.

Timber and Ore Lands:

A saw mill, body plant and wood distillation plant, are located on a 400,000 acre tract of timber and ore land at Iron Mountain, Mich. Iron ore is produced by the Imperial Mine.

D. T. & I. and D. & I. Railroads:

The Ford Railroad, the Detroit, Toledo & Ironton, connects with practically every transcontinental line. The Detroit & Ironton runs from Fordson to Flat Rock.

Lincoln Motor Company:

Was organized in 1917 to produce high quality cars; acquired by The Ford Motor Company February 4, 1922, is now known as a division of Ford Motor Company. Capacity, 10,500 cars yearly.

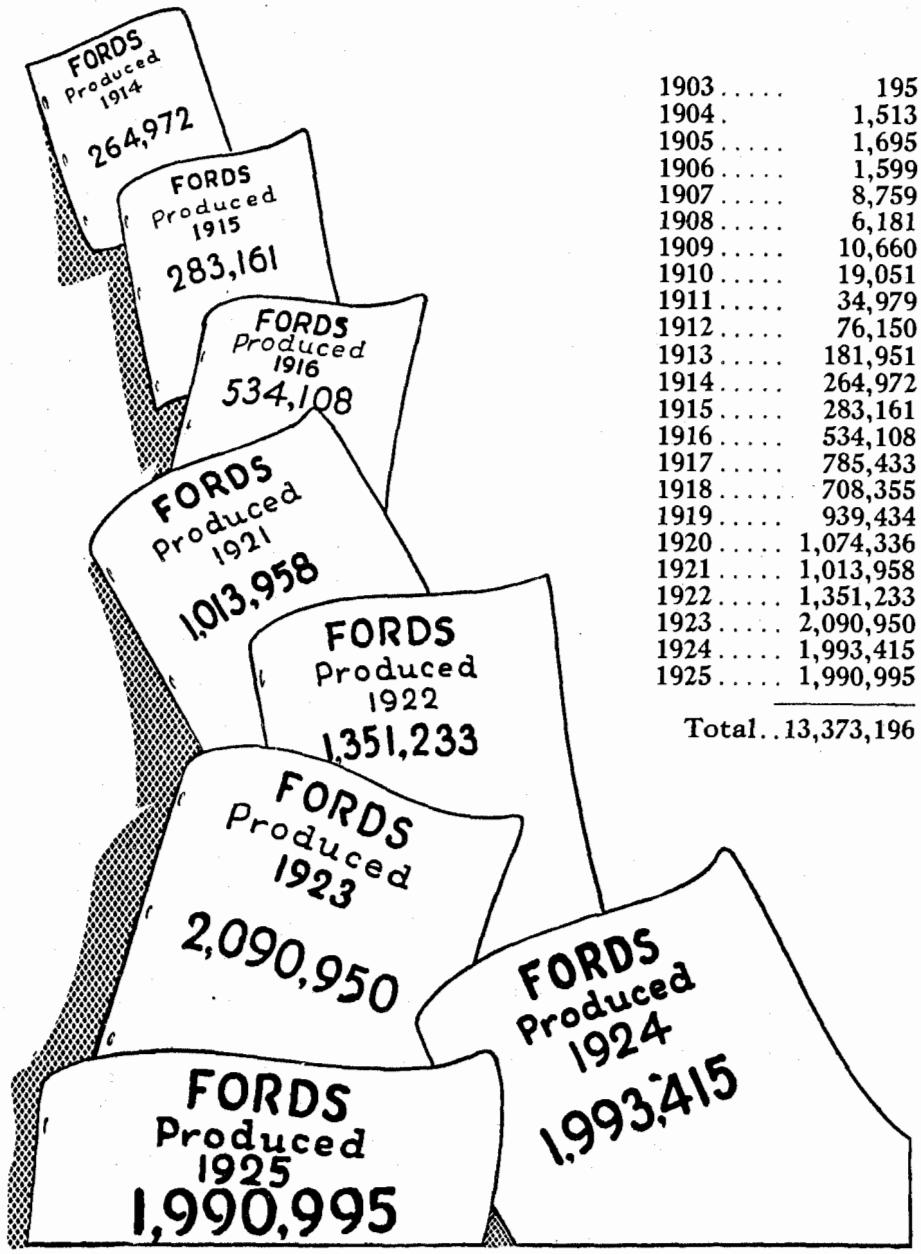
Employes:

The Ford Organization employs approximately 190,000 men.

Dealers and Service Stations:

In the United States, the Ford Motor Company has approximately 10,000 authorized dealers and 32,000 authorized service stations.

How Ford Production Has Grown Since 1914

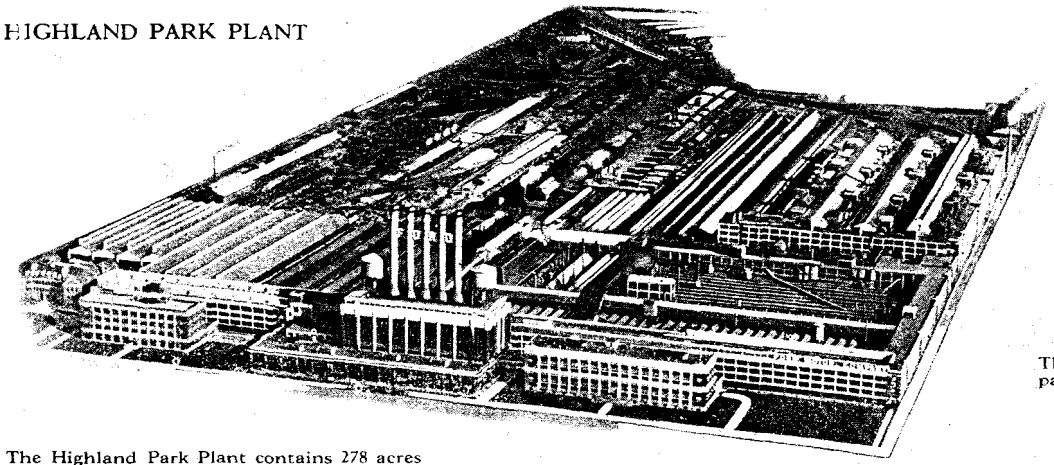


1903	195
1904	1,513
1905	1,695
1906	1,599
1907	8,759
1908	6,181
1909	10,660
1910	19,051
1911	34,979
1912	76,150
1913	181,951
1914	264,972
1915	283,161
1916	534,108
1917	785,433
1918	708,355
1919	939,434
1920	1,074,336
1921	1,013,958
1922	1,351,233
1923	2,090,950
1924	1,993,415
1925	1,990,995
Total	13,373,196

Greater Ford production means more car value at lower cost to you. Every operation in making the product, from the raw material to the finished car, is owned and supervised by the great Ford enterprise.

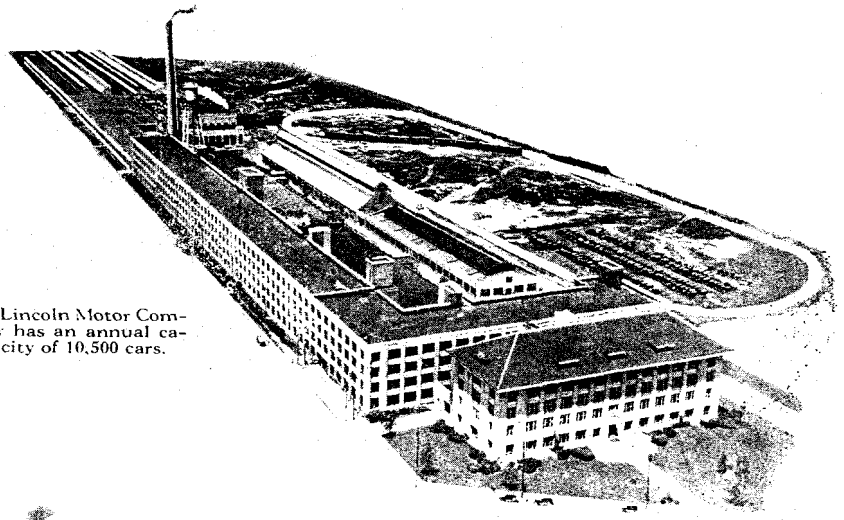
THE WORLD'S LARGEST INDUSTRIAL PLANTS

HIGHLAND PARK PLANT

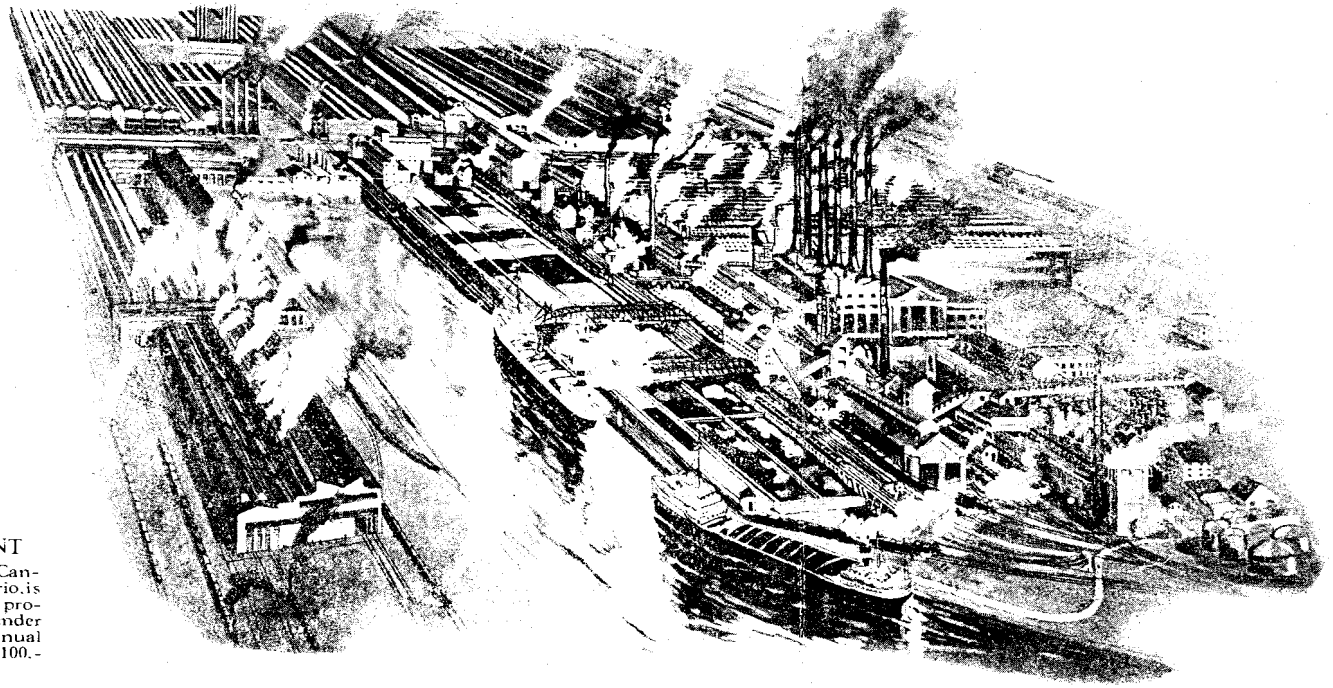


The Highland Park Plant contains 278 acres of which 105 acres are under roof. Approximately 50,000 men are employed here.

LINCOLN PLANT



The Lincoln Motor Company has an annual capacity of 10,500 cars.



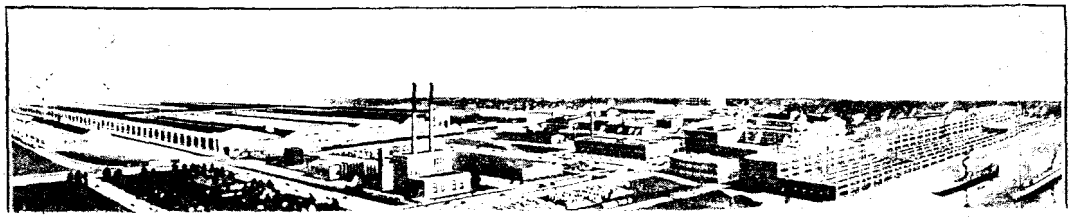
CANADIAN PLANT

The Ford Motor Co. of Canada, Ltd., at Ford Ontario, is by far the largest single producer of automobiles under the British flag. Its annual capacity is in excess of 100,000 cars a year.

FORDSON PLANT

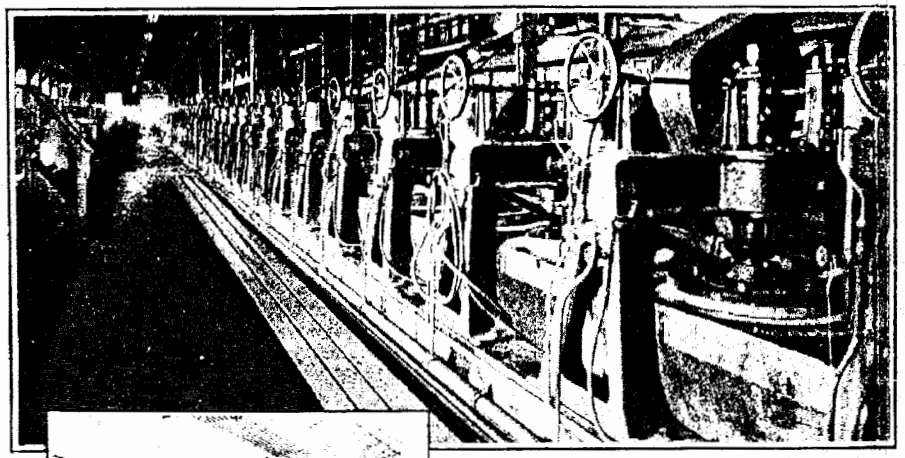
(Formerly River Rouge Plant)

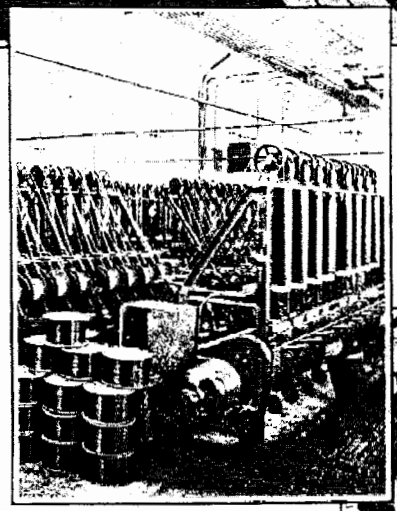
The Fordson Plant, the largest single manufacturing unit in the world, covers one and one-quarter miles in length and one and one-eighth miles in width. Approximately 97,000 men are employed here.



Operating the world's largest industrial plants on a productive basis makes possible the great Ford value at the extremely low Ford prices. Other manufacturing units located at Hamilton, Ohio; Northville, Mich.; Flat Rock,

Ford Production Machinery

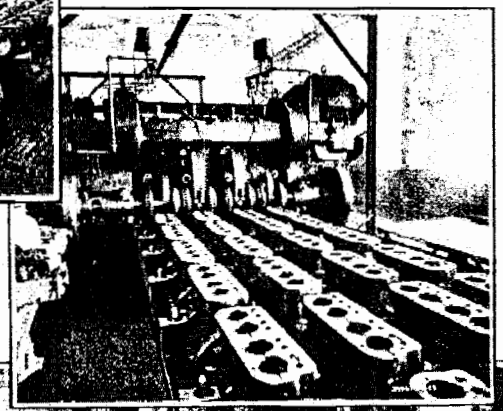




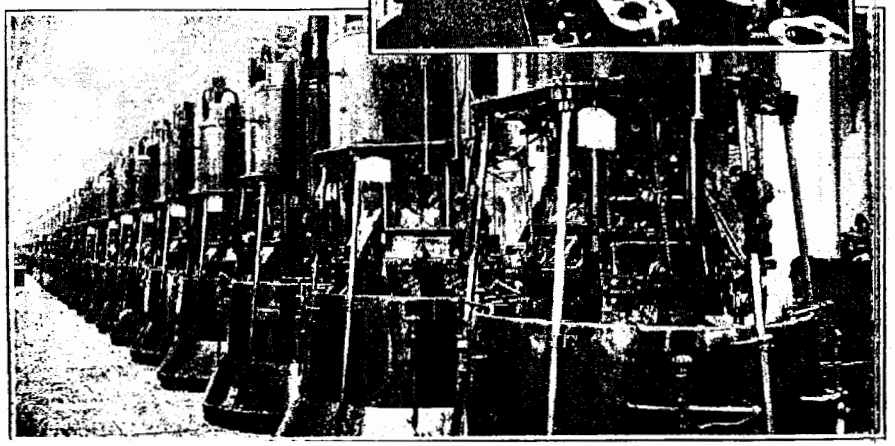
Above: Glass production: polishing.

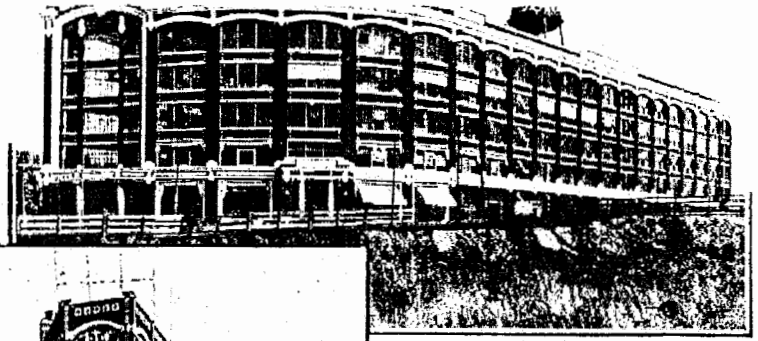
Left: Covering wire with silk.

Below: Gang miller at work.



Below: Beveling axle gears first designed for Ford: now standard.





Cambridge, Mass.

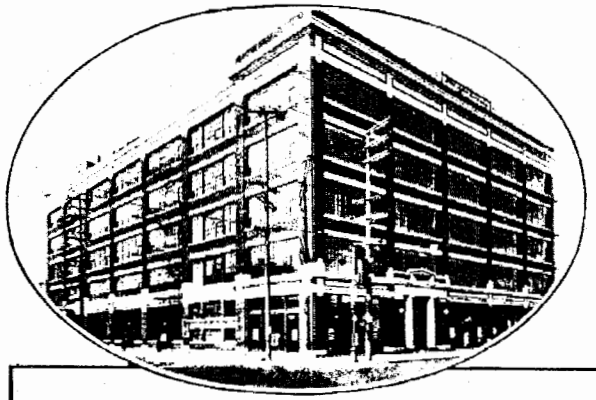
Left—Philadelphia, Pa.

Ford Branches in the United States

Atlanta, Ga.
Buffalo, N. Y.
Cambridge, Mass.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Columbus, Ohio
Dallas, Texas
Des Moines, Ia.
Detroit, Mich.
Denver, Colo.

Fargo, N. D.
Houston, Texas
Indianapolis, Ind.
Jacksonville, Fla.
Kearny, N. J.
Kansas City, Mo.
Los Angeles, Cal.
Louisville, Ky.
Memphis, Tenn.
Milwaukee, Wis.
New Orleans, La.
New York, N. Y.

Norfolk, W. Va.
Oklahoma City, Okla.
Omaha, Nebr.
Philadelphia, Pa.
Pittsburg, Pa.
Portland, Ore.
San Francisco, Cal.
Salt Lake City, Utah
Seattle, Wash.
St. Louis, Mo.
Washington, D. C.



Los Angeles, Cal.

Chicago Ill.

Photograph of—

The Ford Dealer

to be mounted here

Size

The size of this picture should not exceed $4\frac{3}{8}$" x $8\frac{1}{8}$", so as to fit inside the page's border. It may be smaller. If special prints are ordered from the photographer they should be unmounted and produced on glossy paper as they will remain clean better than soft or mat prints.

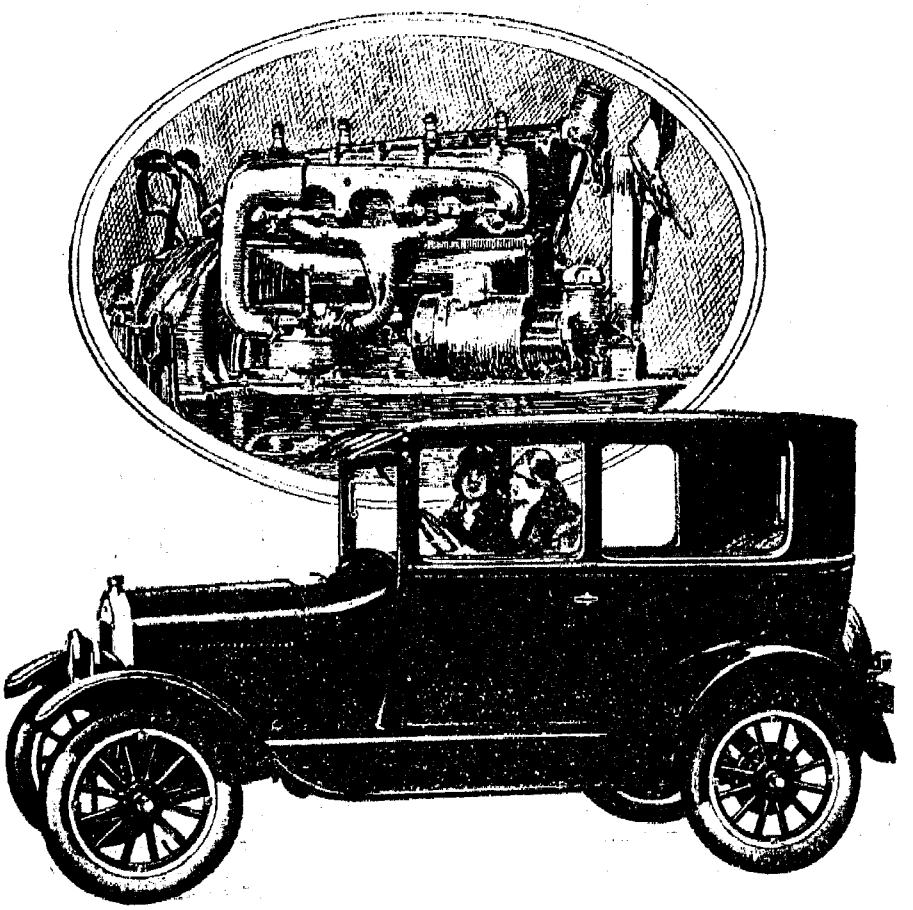
Mounting

To mount picture on this page, use ordinary rubber cement, the same as for patching a tube. Spread cement over entire back of picture and also space in which picture is to be pasted. Let both surfaces dry before applying picture to page.

Copy

The only copy, or wording, used with this picture should be **the name of the dealer, and the name of the company,** such as J. W. Smith, President, University Motor Company, Springfield, Illinois. This can be printed or written on the photograph itself, or typewritten on white paper and pasted underneath.

Power and Flexibility

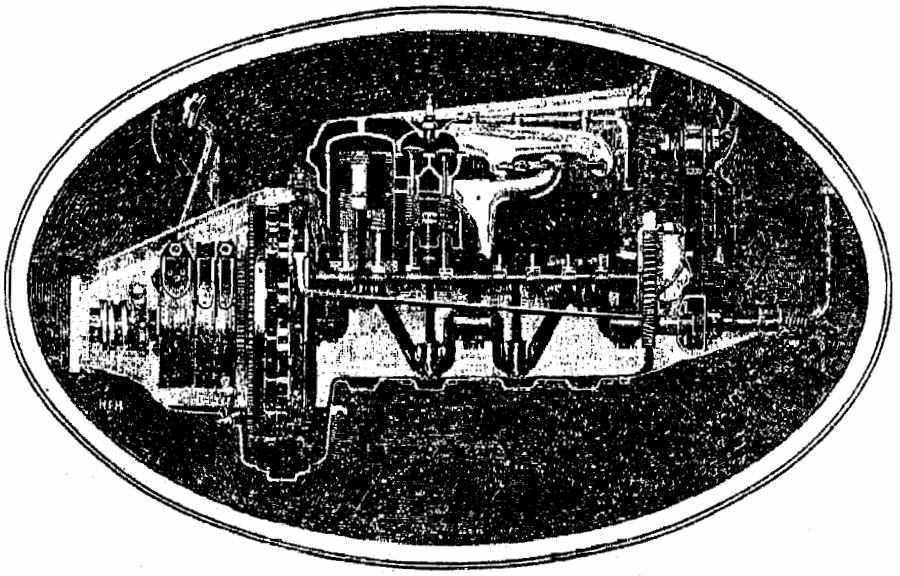


FLEXIBILITY of performance in a car is directly controlled by the proportion of horse-power to car weight.

The model T engine delivers more power per pound of car weight than any other American car, the nearest competitor carrying 20% more load per horse-power.

This means a quick get-a-way, greater economy, and more reserve power for hills and deep sand.

Circulating Splash Lubrication

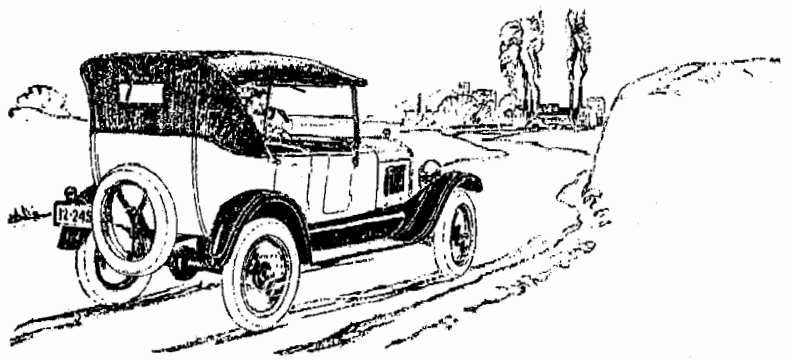


THE Ford lubrication system combines gravity flow with the splash principle.

As long as the engine is running, it is self-lubricating, all vital parts being covered with oil.

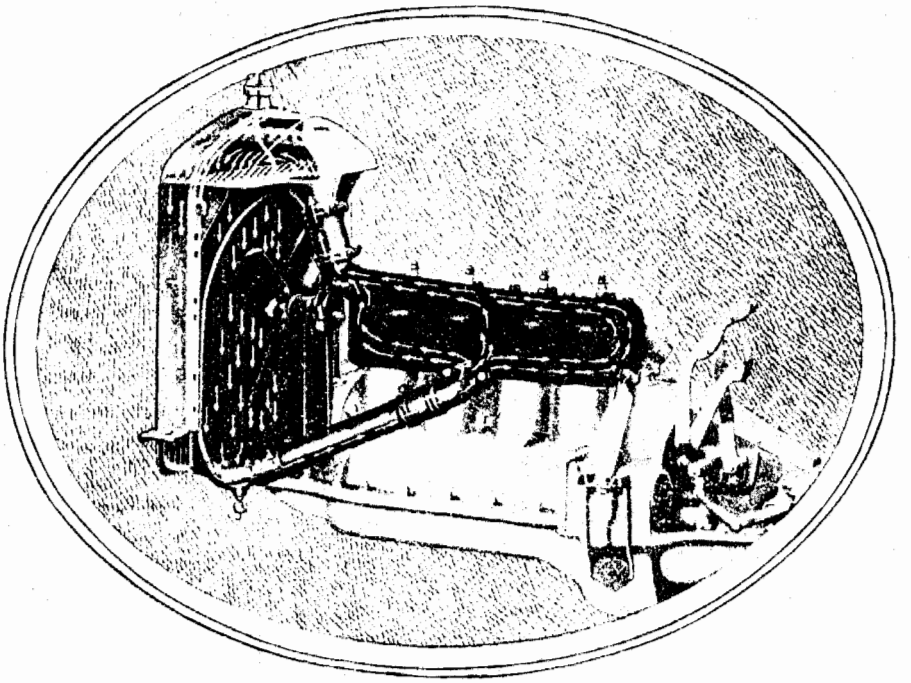
Elimination of oil pump removes all possibility of damage to power plant through clogging or freezing of pump.

One reason for the unusually long life of the Model T Ford Engine.



Thermo-Syphon Cooling

Simple - Efficient



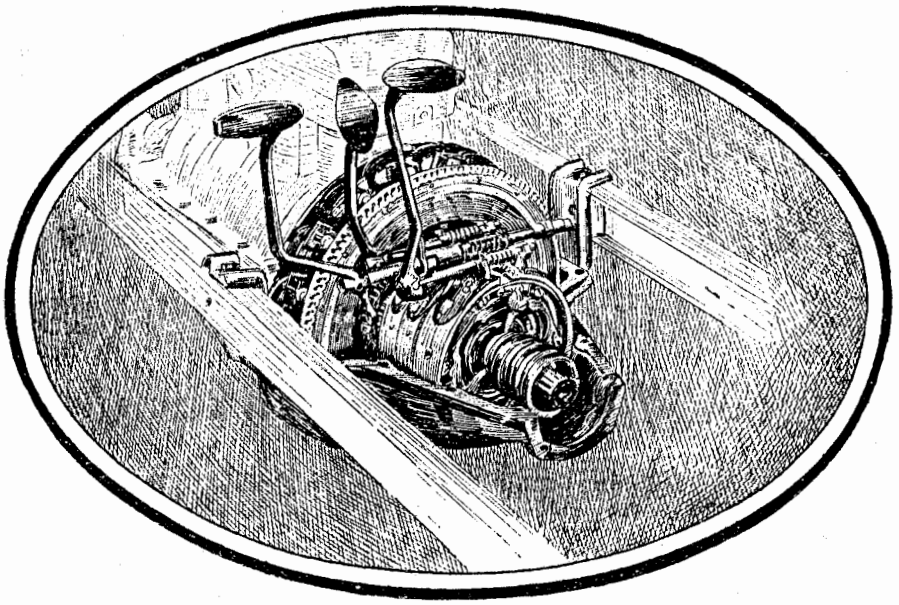
THE circulation of water in this system is entirely governed by engine temperature, the flow starting as the engine warms and being most rapid at the points of greatest heat.

This allows the motor to warm up quickly and results in economy of fuel. It also reduces oil dilution to a minimum.

Used on such quality cars as the American Wills-Ste. Claire, the French Aris, and the English Crosby.

The Planetary Transmission

Gives Better Light Car Control

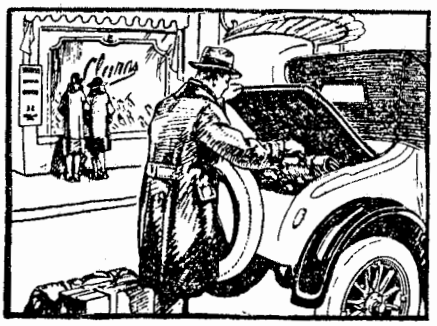


COMPLETE control through foot pedals makes it unnecessary to remove the hands from the steering wheel.

Gears are constantly in mesh, preventing the possibility of stripping.

More flexible in traffic—starts, stops, and speed changes made faster and more easily.

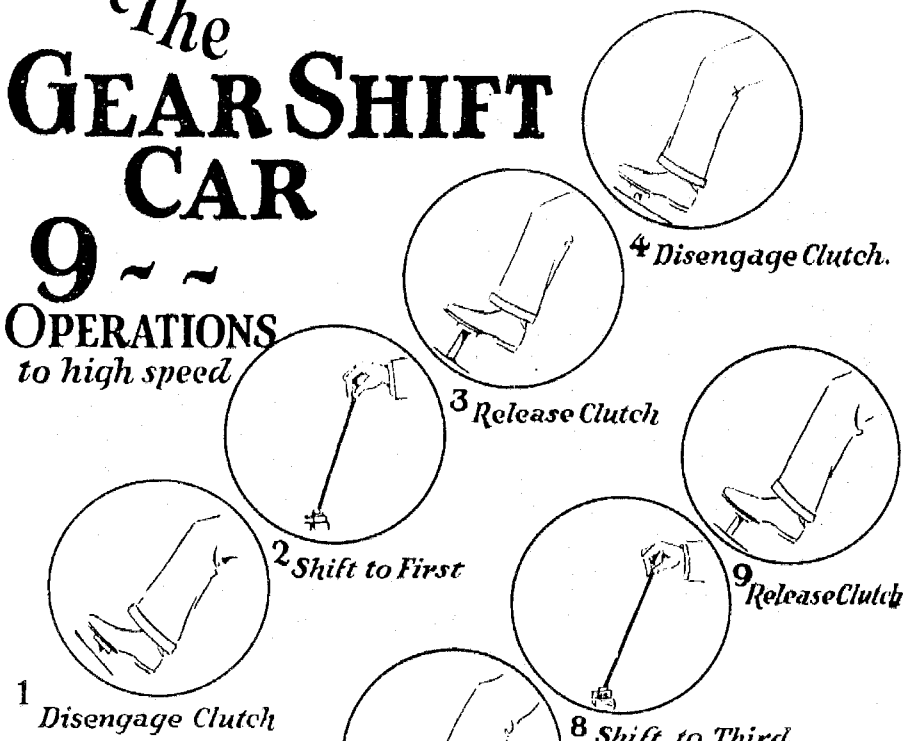
The simplest and most reliable for light cars. Costs more. Stands more abuse.



Planetary transmission is supreme in traffic, saving many valuable minutes in a business day.

The GEAR SHIFT CAR

9 ~ ~ OPERATIONS *to high speed*



1 *Disengage Clutch*

2 *Shift to First*

3 *Release Clutch*

4 *Disengage Clutch.*

5 *Shift to Second*

6 *Release Clutch*

7 *Disengage Clutch*

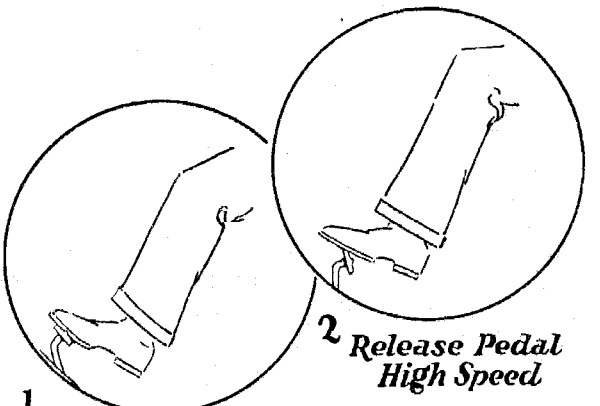
8 *Shift to Third*

9 *Release Clutch*

Ford

THE UNIVERSAL CAR

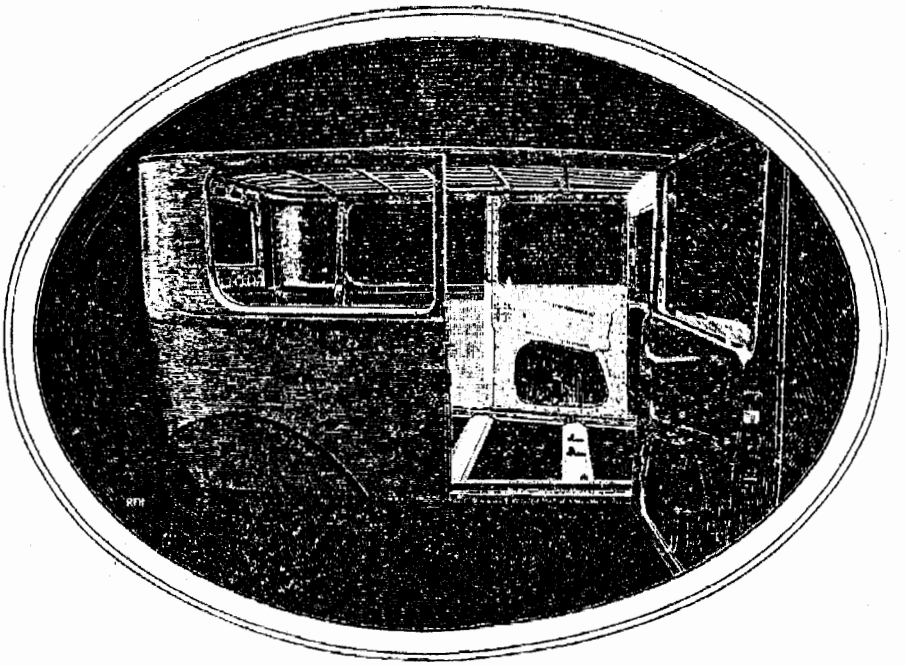
2 OPERATIONS *to high speed*



1 *Press Pedal Foreward Low Speed*

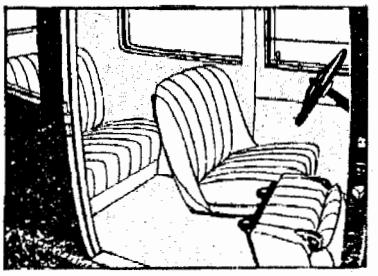
2 *Release Pedal High Speed*

All-Steel Body Construction



MODERN traffic conditions make safety features of paramount importance. All-steel construction of Ford bodies provides clear vision past slender supporting pillars, tremendous strength against shock, as well as new beauty of line. Durability and permanent silence are assured by seams welded solidly together.

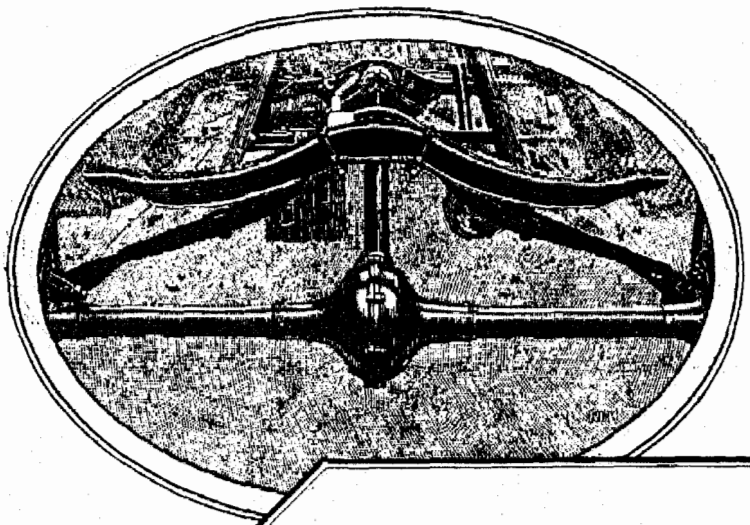
Modern to the minute in safety through steel-clad strength; in beauty and in durability.



Interior of Tudor Sedan showing wide doors and comfortable seats.

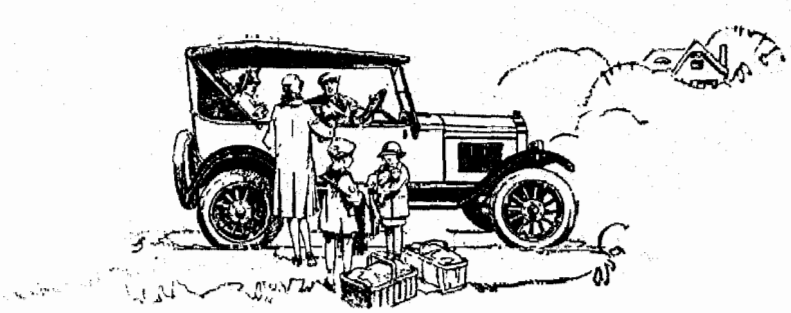
Ford Spring Suspension

Transverse Semi-Elliptic Type



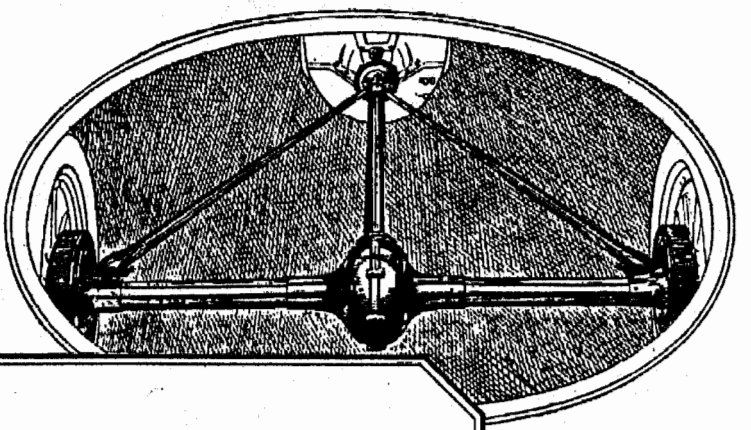
FORD springs are striking examples of what can be accomplished in reducing car weight by the use of fine materials. Special Ford alloy steels produce springs of such toughness and resiliency that two units are found ample to carry even excessive overloads.

This design presents a number of advantages: simplifies construction; minimizes wear on universal joint because wheelbase remains constant over rough roads; transmits less weaving action to frame and body.



The Torque Tube Drive

An Original Ford Idea

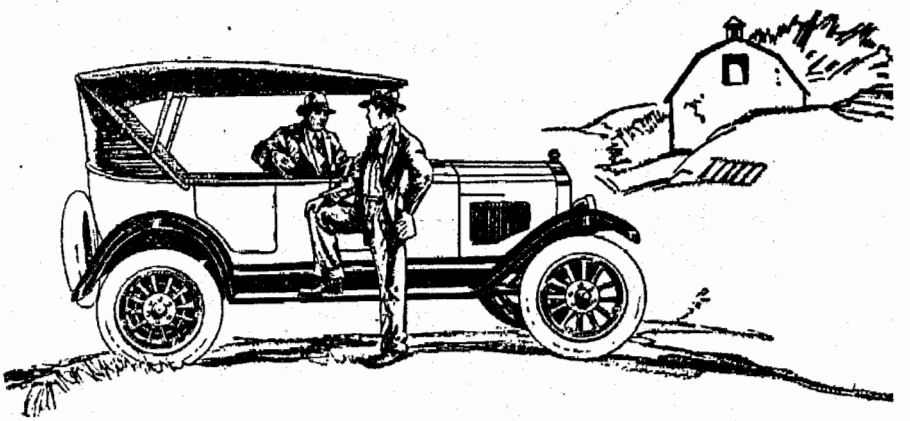


A SINGLE torque tube surrounding the driving shaft controls the driving and braking forces.

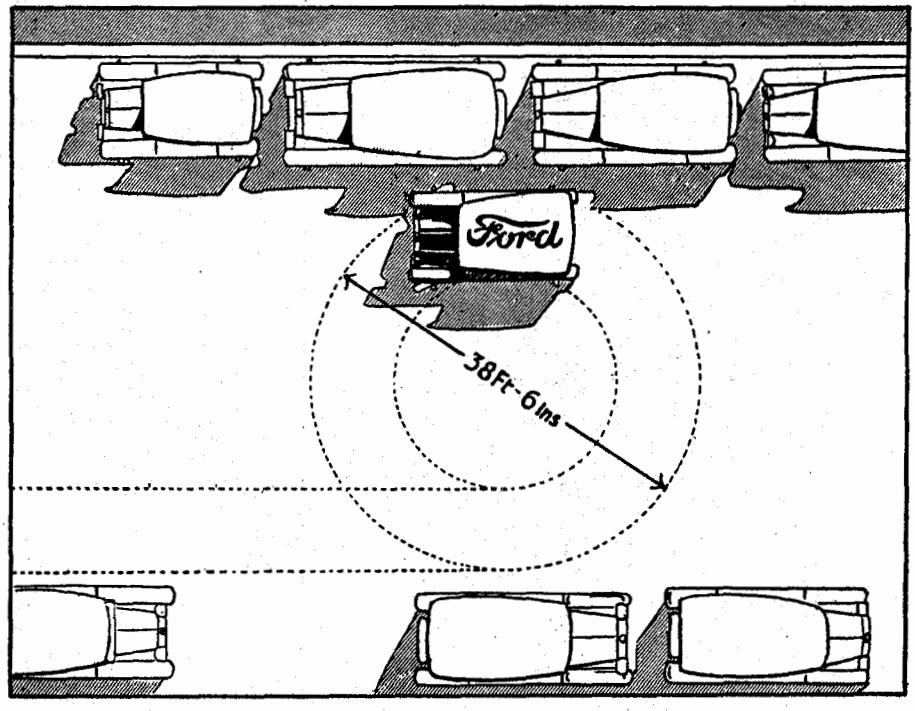
It takes up the torque reactions and carries the driving thrust to a point well forward on the chassis. It eliminates the necessity for two universal joints.

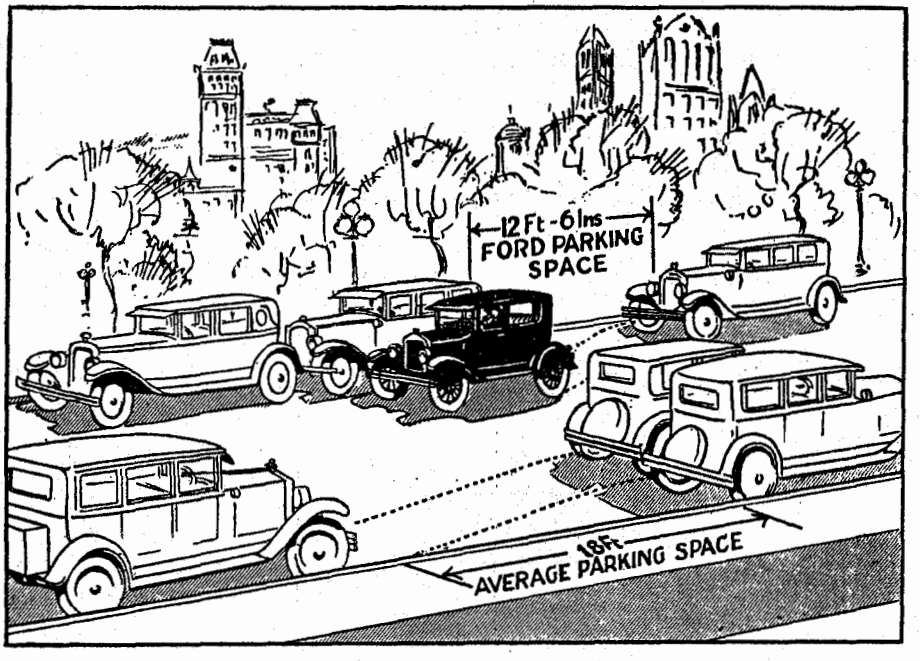
Two diagonally attached radius rods assure alignment of rear axle, leaving the springs free to cushion the load.

This construction has been adopted by many high-priced cars.



EASY TURNING

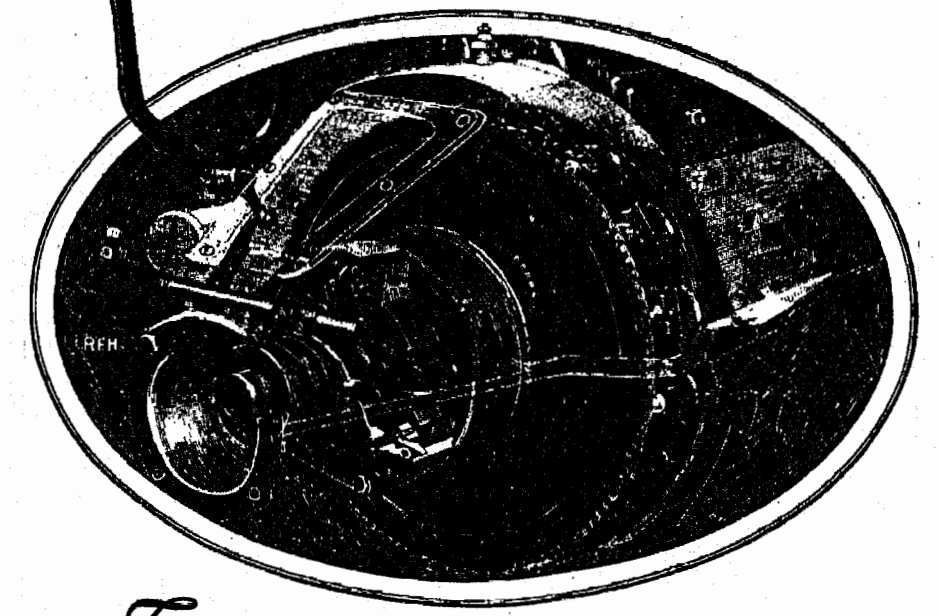




EASY PARKING

The Multiple Disc Clutch

Smoothest - Most Easily Operated

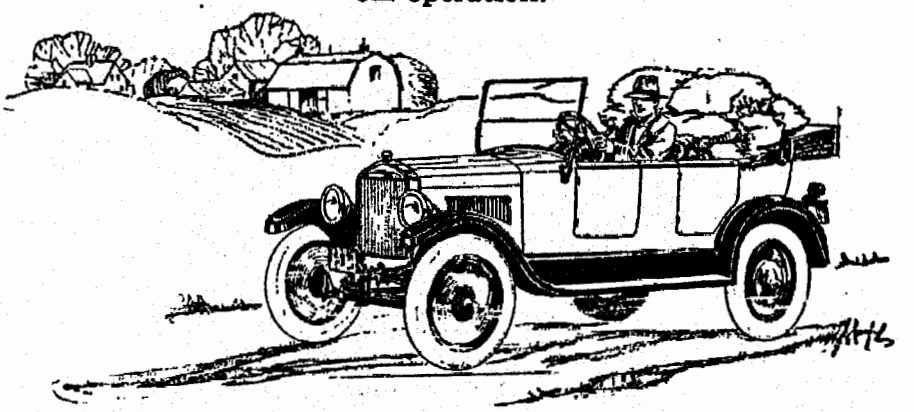


THE Ford clutch operates in an oil bath, assuring smooth action and thorough lubrication.

Wear is so slight that replacements of clutch parts or adjustments are practically never required.

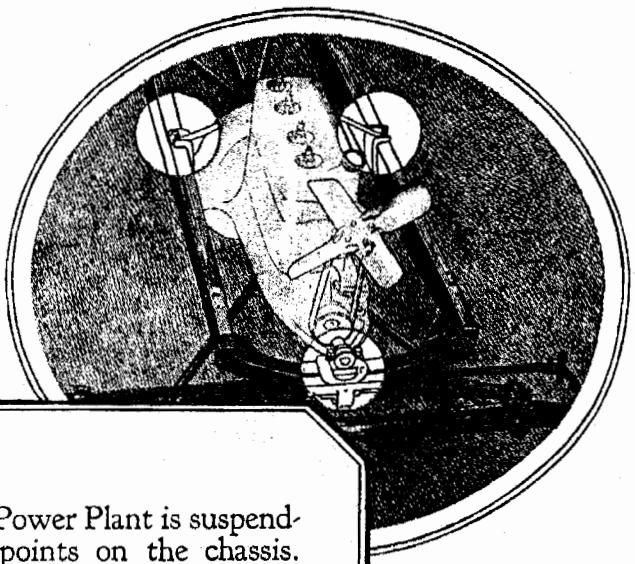
A positive connecting unit between crankshaft and driving shaft. Sound design and fine materials keep it trouble-free even under actual abuse.

Costs more to build, but provides easier, simpler car operation.



Three-Point Suspension

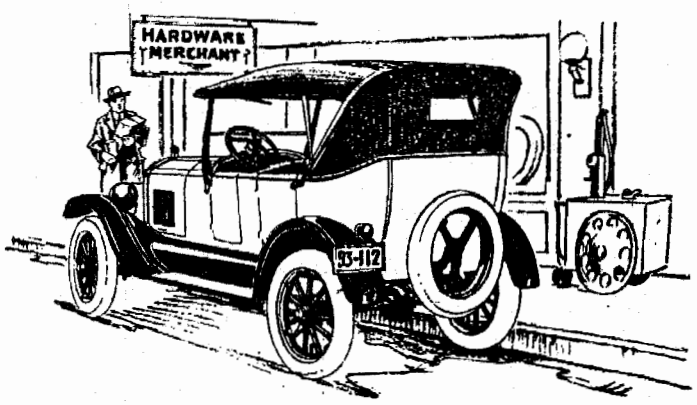
A Ford Feature for 20 years



THE Ford Power Plant is suspended from three points on the chassis. This is possible because engine and transmission are a single unit.

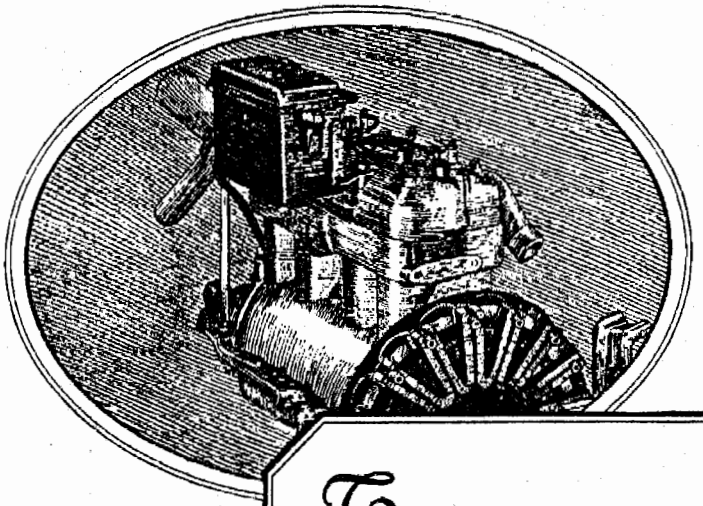
The two rear brackets are bolted solidly to the frame; the front of the motor is supported by a trunion bearing. This allows sufficient movement to compensate for twists and strains of road irregularities.

Relieves motor of strain due to rough roads. Gives longer life to engine bearings.



The Ford Magneto

and Dual Ignition System

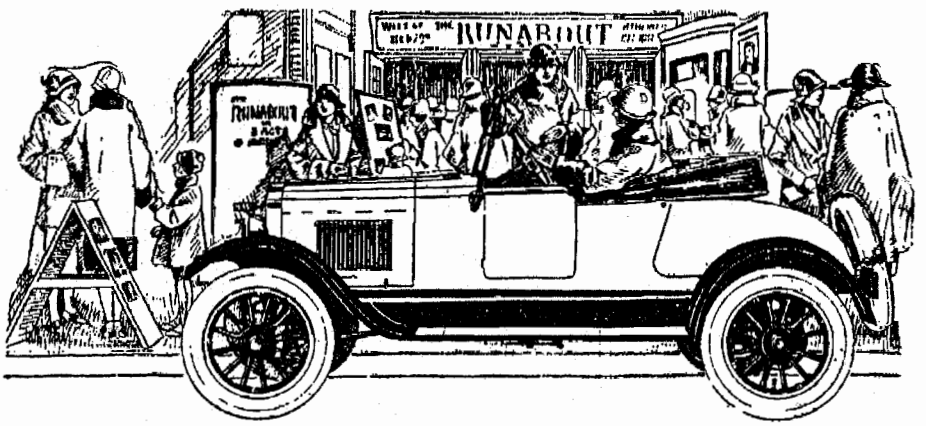


THE Ford Magneto consists of large magnets, mounted on the flywheel, rotating past stationary coils.

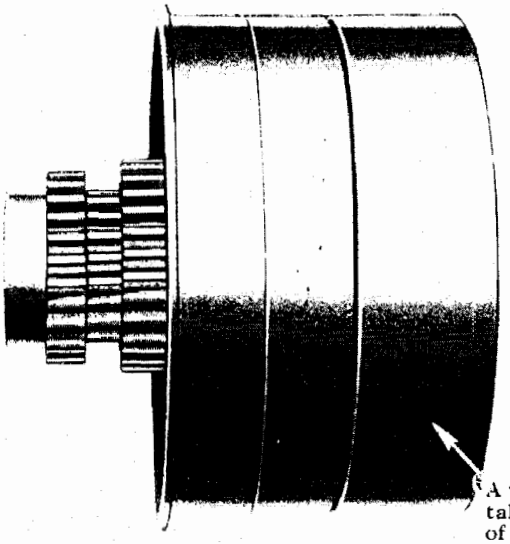
The use of a magneto—an uncommon practice—assures uninterrupted service under all conditions.

Battery-equipped Ford cars have the advantages of dual ignition—Generator-battery system, and magneto.

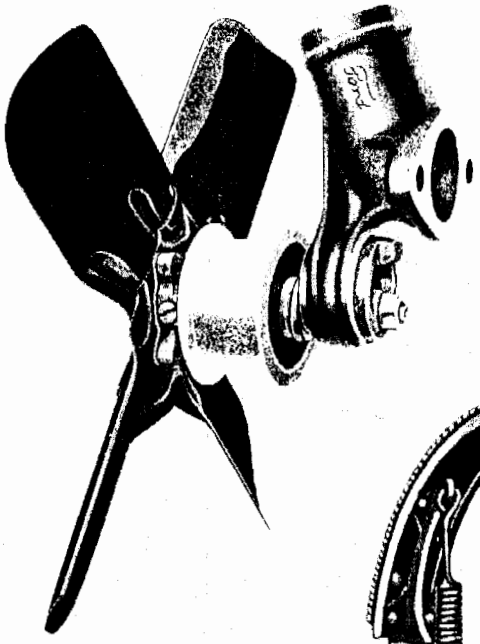
Ford Cars operate even where Battery Service cannot be obtained.



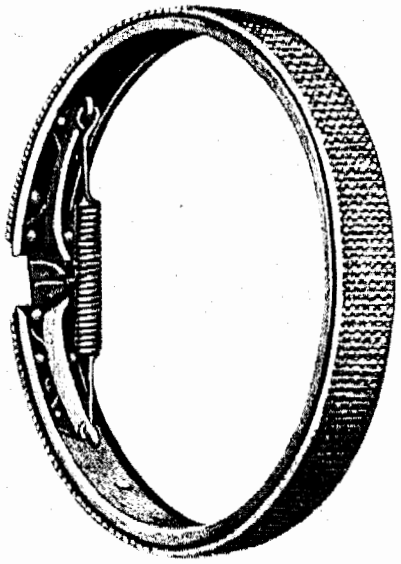
Features of the Improved Ford



A wider service brake takes full advantage of the larger road contact of balloon tires. Smoother braking action and longer life.

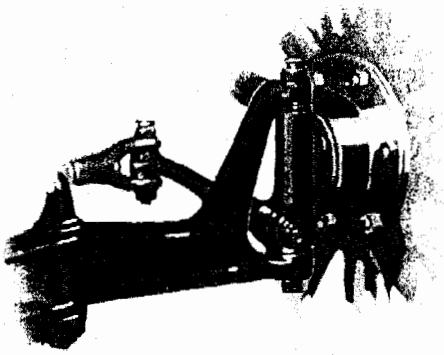


Setting fan belt at proper tension is very easily accomplished with new eccentric adjustment. New design of fan for greater cooling efficiency.



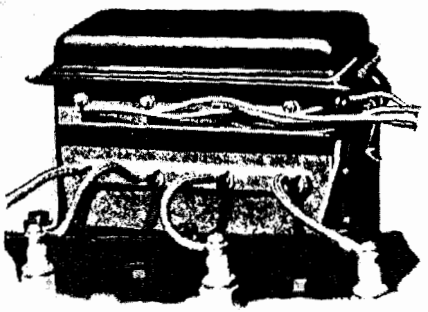
New emergency brake shoe; 1½" wide, 11" diam. Pressed steel, faced with asbestos brake lining.

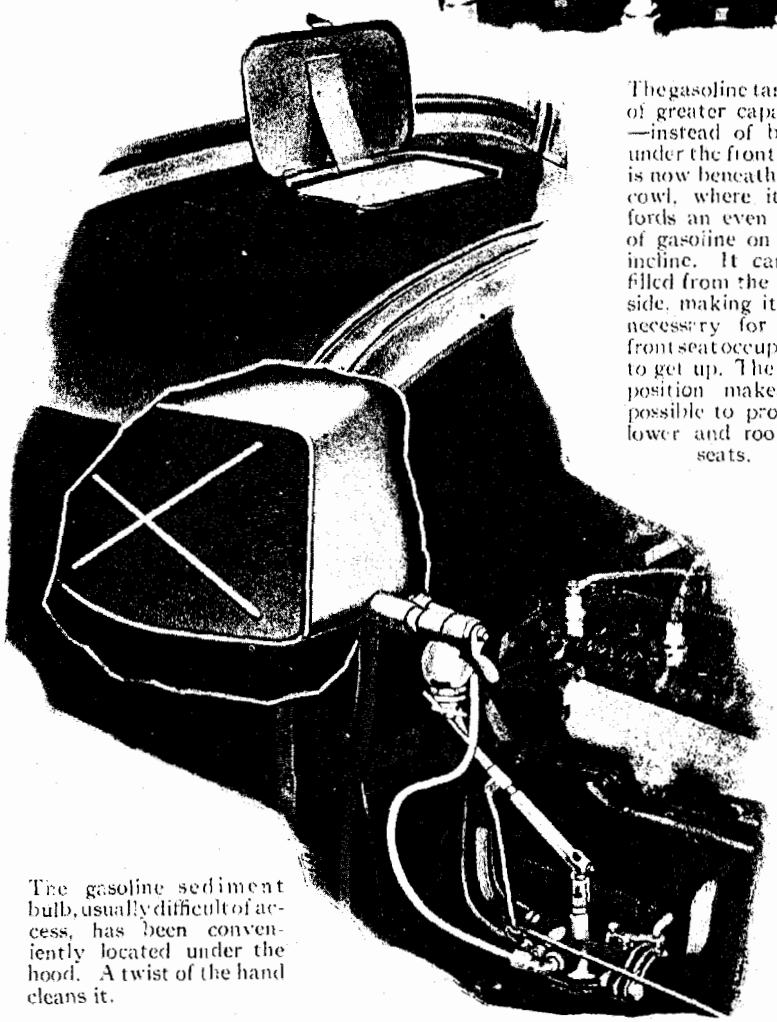
Features of the Improved Ford



By mounting the wheels higher on the axle, the improved Ford sets closer to the ground.

The coil box has been placed on the left hand side of the motor making it unnecessary for anyone to get inside the car when making adjustments.





The gasoline tank—of greater capacity—instead of being under the front seat is now beneath the cowl, where it affords an even flow of gasoline on any incline. It can be filled from the outside, making it unnecessary for the front seat occupants to get up. The new position makes it possible to provide lower and roomier seats.

The gasoline sediment bulb, usually difficult of access, has been conveniently located under the hood. A twist of the hand cleans it.

Evidence—
Exclusive Features of the Ford Chassis

Unit construction—front running gear, motor assembly, rear running gear and frame.

Materials used throughout scientifically selected to combine light weight with greatest strength and durability. More power per pound weight than any other chassis.

Small turning radius for greatest convenience in driving and parking.

High road clearance—10 inches.

Three point motor suspension.

Principle of radius rods to scientificallv distribute road shocks and driving thrust.

Constant level circulating splash oiling system for motor and transmission.

Planetary transmission, and three pedal foot control. Gear changes positive at any speed—accomplished without removing hands from steering wheel.

Dual ignition through battery and magneto.

Starter and generator separate units.

Dual braking system—hand brake locking both rear wheels, foot brake acting on transmission.

Ford planetary reduction type steering gear—direct acting, positive.

Scientifically designed fenders—combined light weight with rigidity. Method of attaching fenders and running boards to frame strengthens entire frame construction.

Evidence—
Important Ford Facts

Over 13,000,000 Fords have been produced.

Ford Motor Company owns mines, forests, railroads, and ships. This gives them control of raw material and transportation, enabling them to make enormous savings, which in a great measure is responsible for the unusually low prices of Ford Products.

Every second car in operation is a Ford.

Quantity production with concentration on one model enables the Company to bring about marvelously efficient methods that keep prices low.

Ford cars and parts have been standardized for years while other manufacturers introduce new models almost yearly.

There are more than 40,000 Ford Service Stations in the United States.

Over $50,000,000 worth of parts are in the hands of the dealers and branches insuring Ford owners against lack of replacement parts.

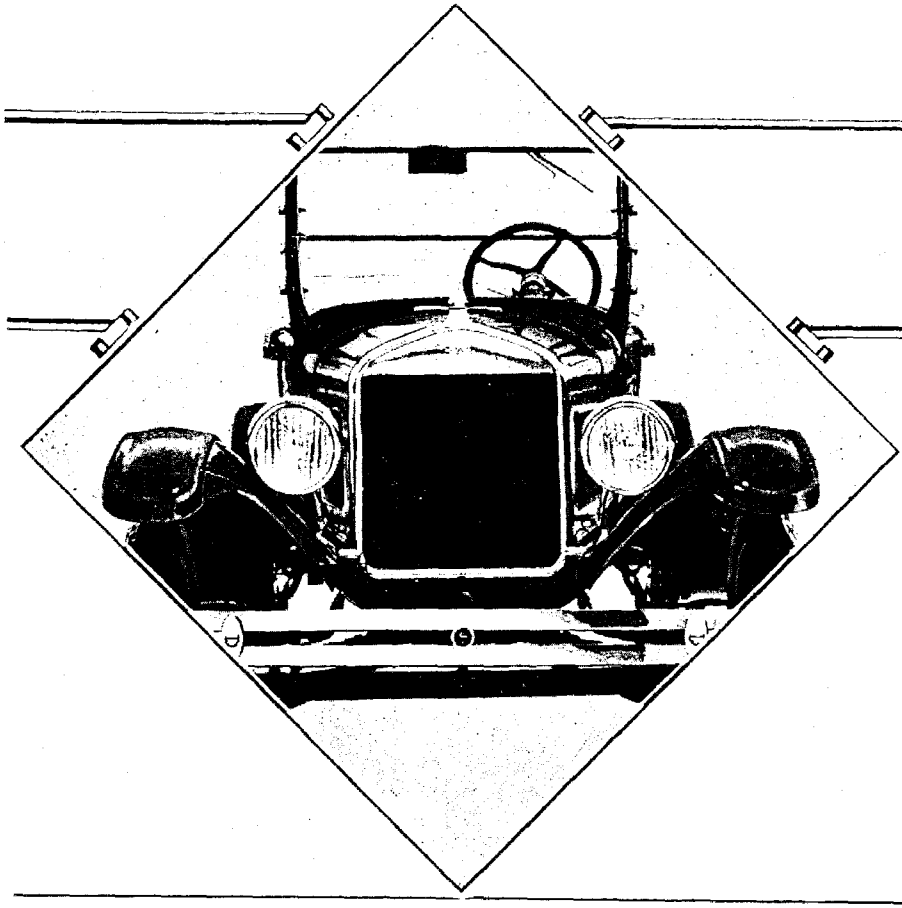
Ford parts prices are lowest. 43% of Ford parts are sold at 15 cents or less.

Ford cars have the highest resale value.

Ford cars have the longest life and lowest upkeep.

Standardized methods of repairs and the Ford flat rate system cut cost of Ford repairs to minimum.

About 5,000 parts are required in the construction of a Ford. The minimum of parts in most other cars is about 8,000.



THE IMPROVED

Ford

STANDARD BODIES

The new all-steel body of full streamline design — longer, wider, and with more leg room — the corresponding changes in the top and fenders that add to the streamline effect, and the nickeled radiator and lamp rims are a few of the changes shown in these views of the Improved Ford.

WITH SPORT EQUIPMENT

The illustrations shown are eloquent of the striking beauty which the deluxe sport equipment adds to the standard Ford body types.

EQUIPMENT AND IMPROVEMENTS

The steering wheel is enlarged from 16 to 17 inches in diameter and there is a 5 to 1 reduction to accommodate balloon tires.

The chassis frame has been dropped 1½ inches.

The radiator is set up ⅝ inches higher to correspond with the streamline effect of the bodies.

Running boards are wider. There are more louvres in the hood—permitting freer circulation of air.

The coil box has been placed under the hood, as has the gasoline sediment bulb, making adjustments easier. The gasoline tank is now beneath the cowl, where it can be filled from the outside.

A wider service brake and a new emergency brake shoe insure quick stopping.

The fan bracket has been redesigned for greater efficiency and easier adjustment.

Bodies

All bodies, with the exception of the Fordor Sedan, are of all-steel construction. The Fordor Sedan is a composite metal and wood. Full steamline design. Longer, lower and more leg room.

Fenders are crown type. Front and rear fenders are heavier, longer and lower, to conform to steamline effect. Rear fenders attached to body.

The head lamps are higher and farther apart; the lamp brackets are bolted to the pressed steel channel fender support, and are connected by a tie-rod, giving great rigidity. Rims are of bright nickel. The tail lamps and license bracket are attached to the left rear fender.

All doors open forward, except rear doors on Fordor.

Accessories

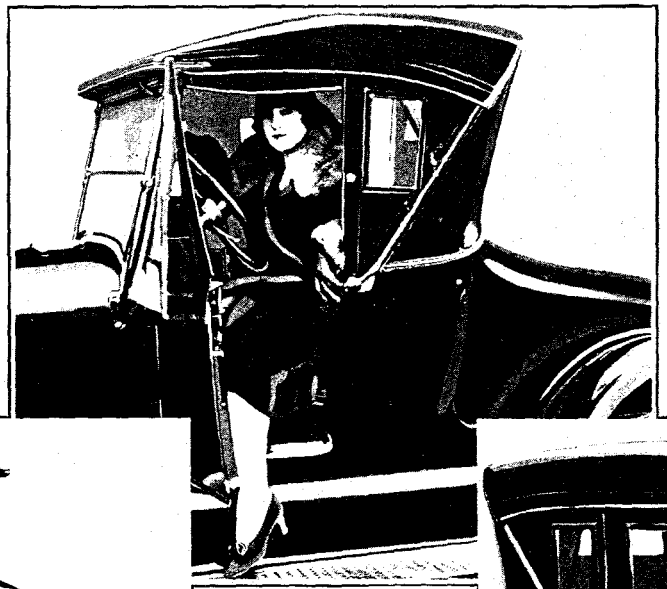
All models come equipped with starter and balloon tires. On the Touring Car and Runabout a windshield wiper is a standard accessory. Rear view mirrors, dash light, hooded sun visor, and windshield wiper are now standard accessories on the Tudor and Coupe, as well as on the Fordor Sedan, which also has a dome light and silk shades on the rear windows.

A special arm type tire carrier has been provided for all bodies. It will accommodate either Ford wire wheels (which are optional equipment, obtainable from dealers) or demountable rims.

On the instrument board there is a new design combination ammeter and switch, which is nickel plated.

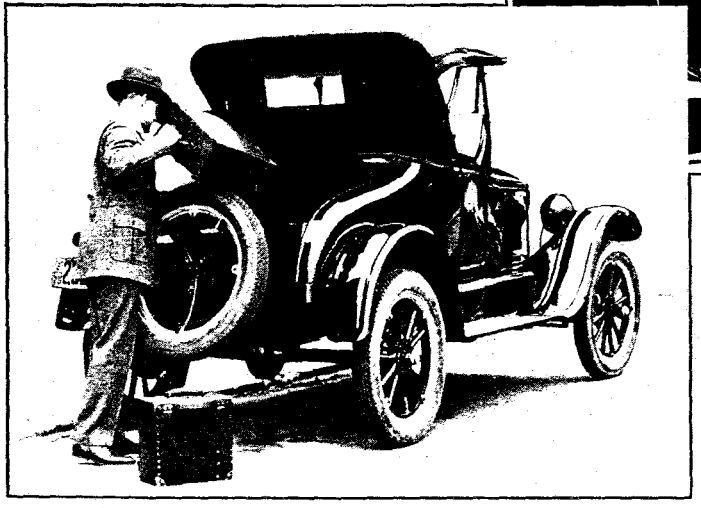
On closed cars only the radiator shell is of Ford nickel.

Open Car Features

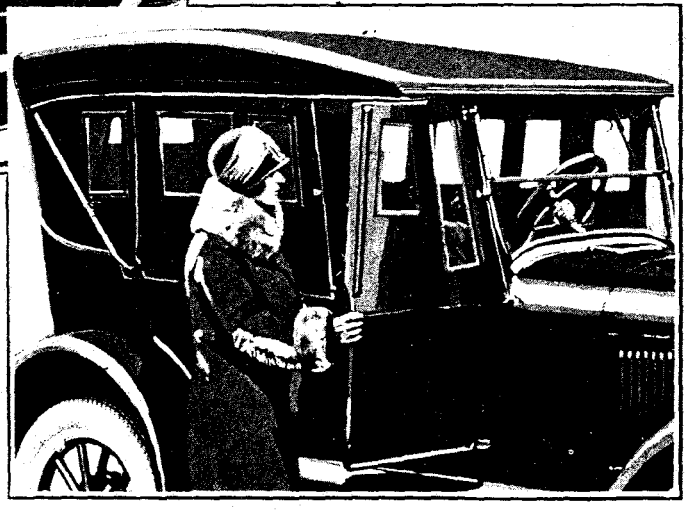


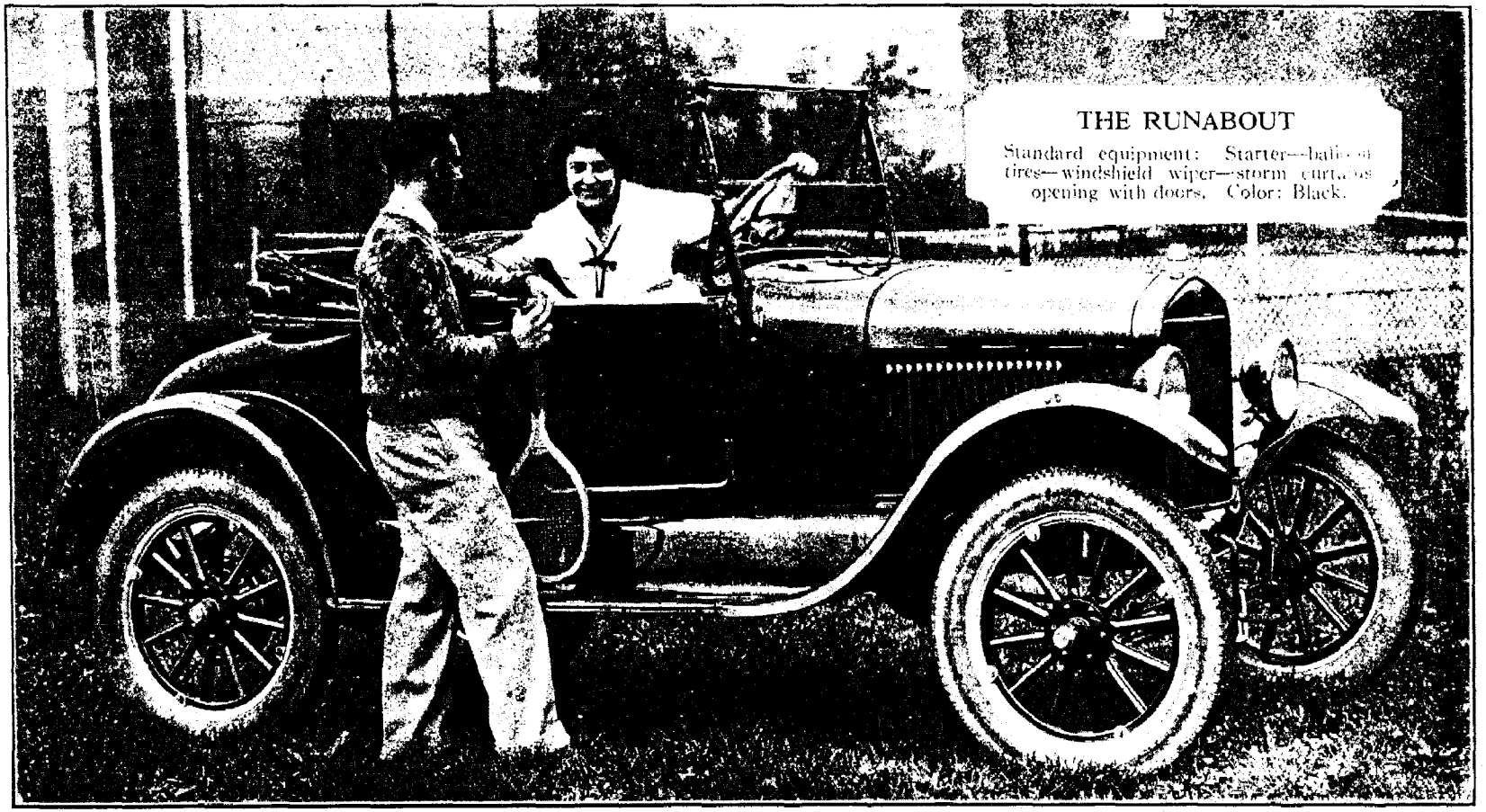
Left—Plenty of room for entrance and exit to driver's seat.

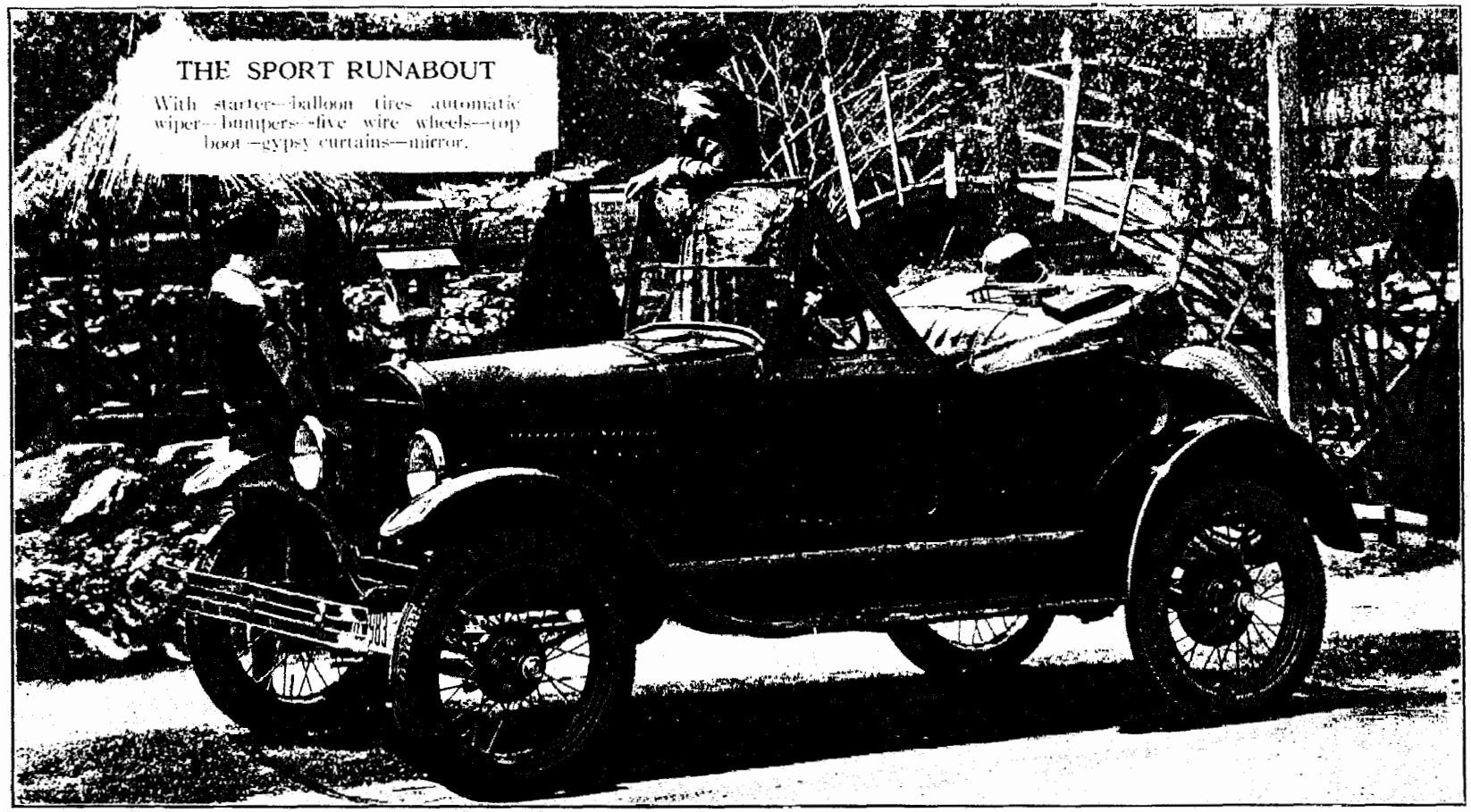
Below—Greatly enlarged rear deck makes the Runabout ideal for those having bulky luggage to transport.

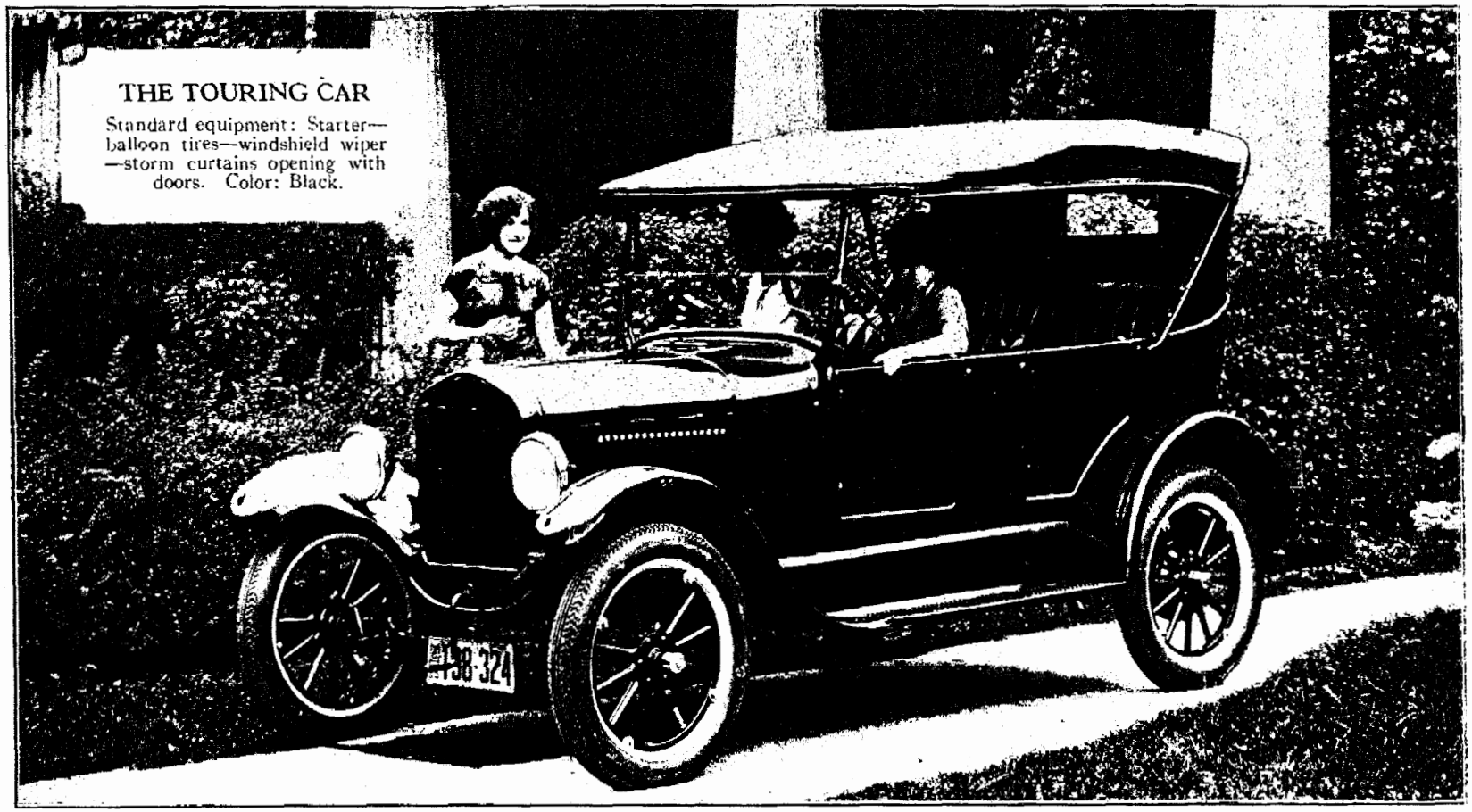


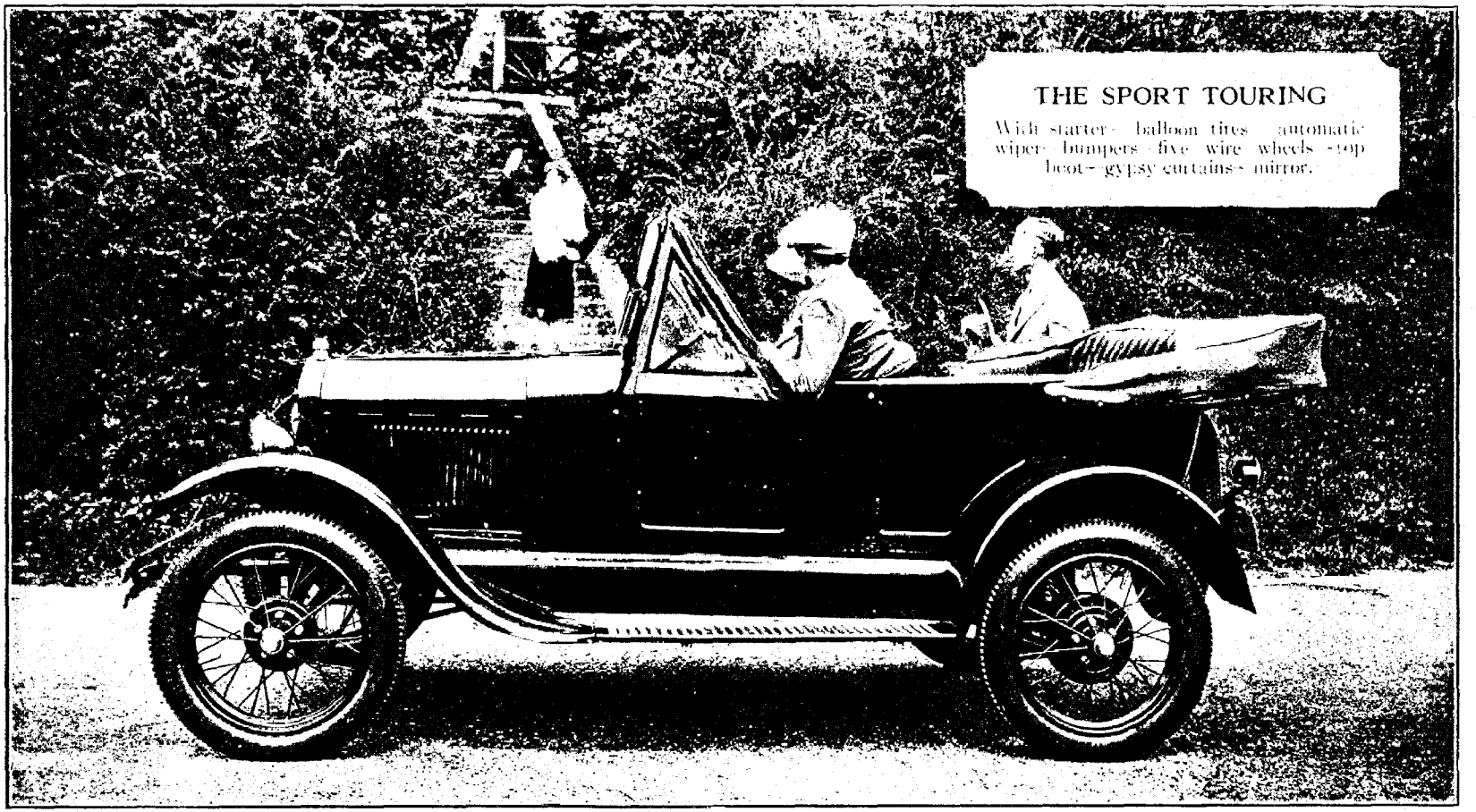
Below—Snug fitting curtains open with all four doors, a great convenience on the improved Touring Car.




THE RUNABOUT
Standard equipment: Starter—balloon tires—windshield wiper—storm curtains opening with doors. Color: Black.

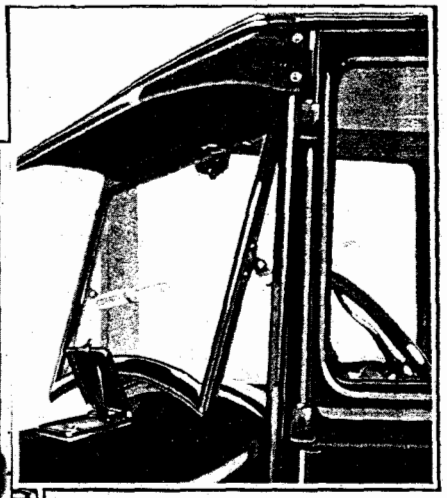

THE SPORT RUNABOUT
With starter—balloon tires automatic wiper—bumpers—five wire wheels—top boot—gypsy curtains—mirror.

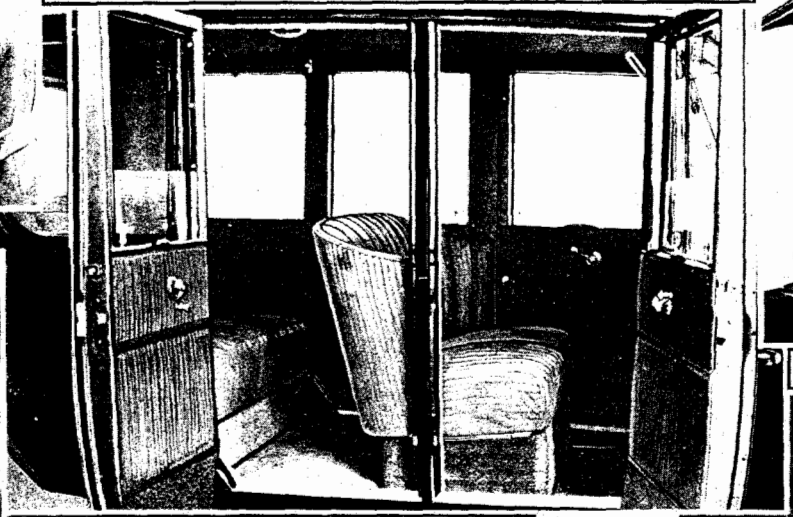

THE TOURING CAR
Standard equipment: Starter—balloon tires—windshield wiper—storm curtains opening with doors. Color: Black.


THE SPORT TOURING
With starter - balloon tires - automatic wiper - bumpers - five wire wheels - top boot - gypsy curtains - mirror.

Closed Car Conveniences

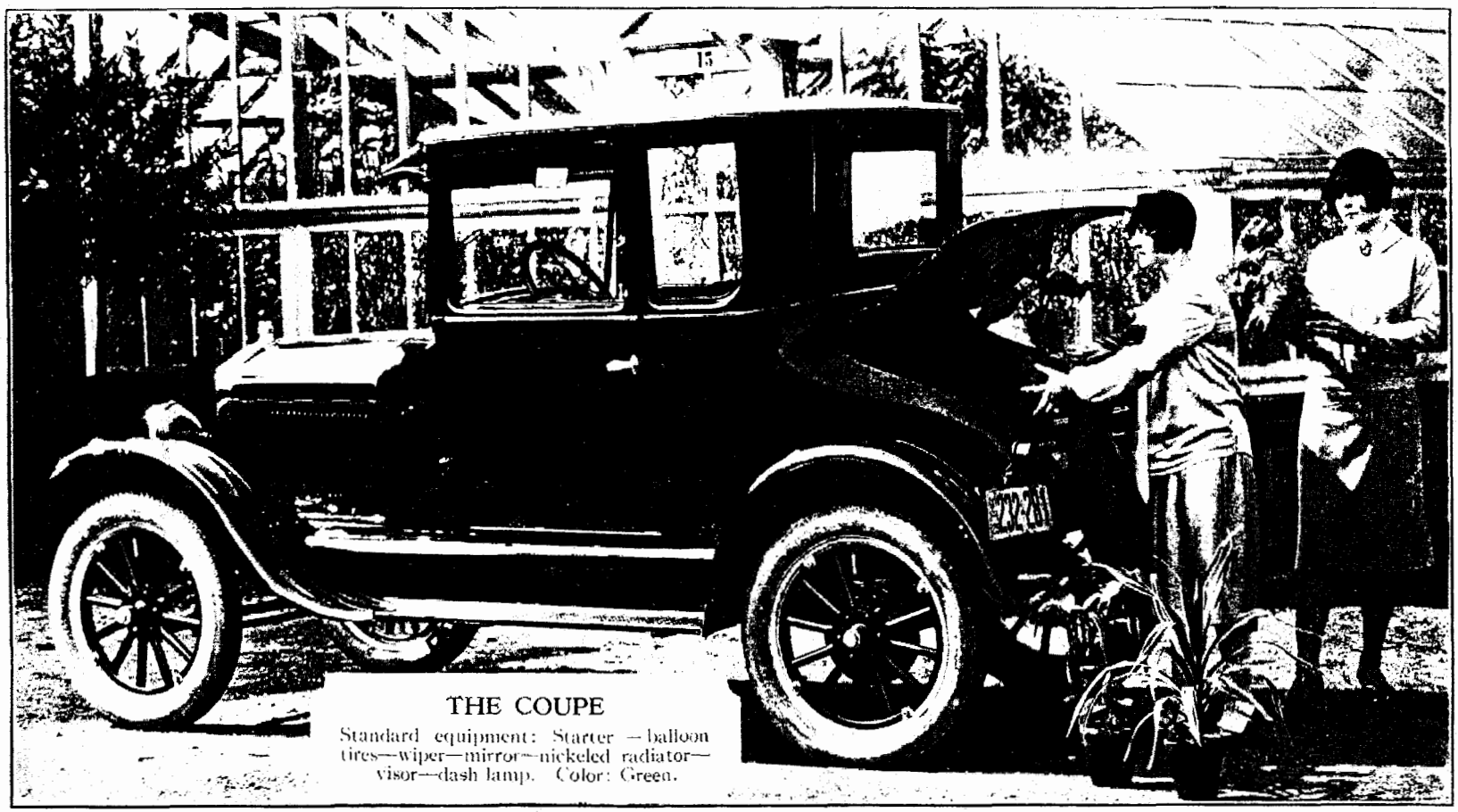
Left: Rear deck of Coupe. Right: Single piece windshield of Tudor and Coupe.
Below: Interior of Fordor.





Left: Comfortable tilting seats in Tudor.

Right: Interior of Coupe with parcel ledge back of seat.

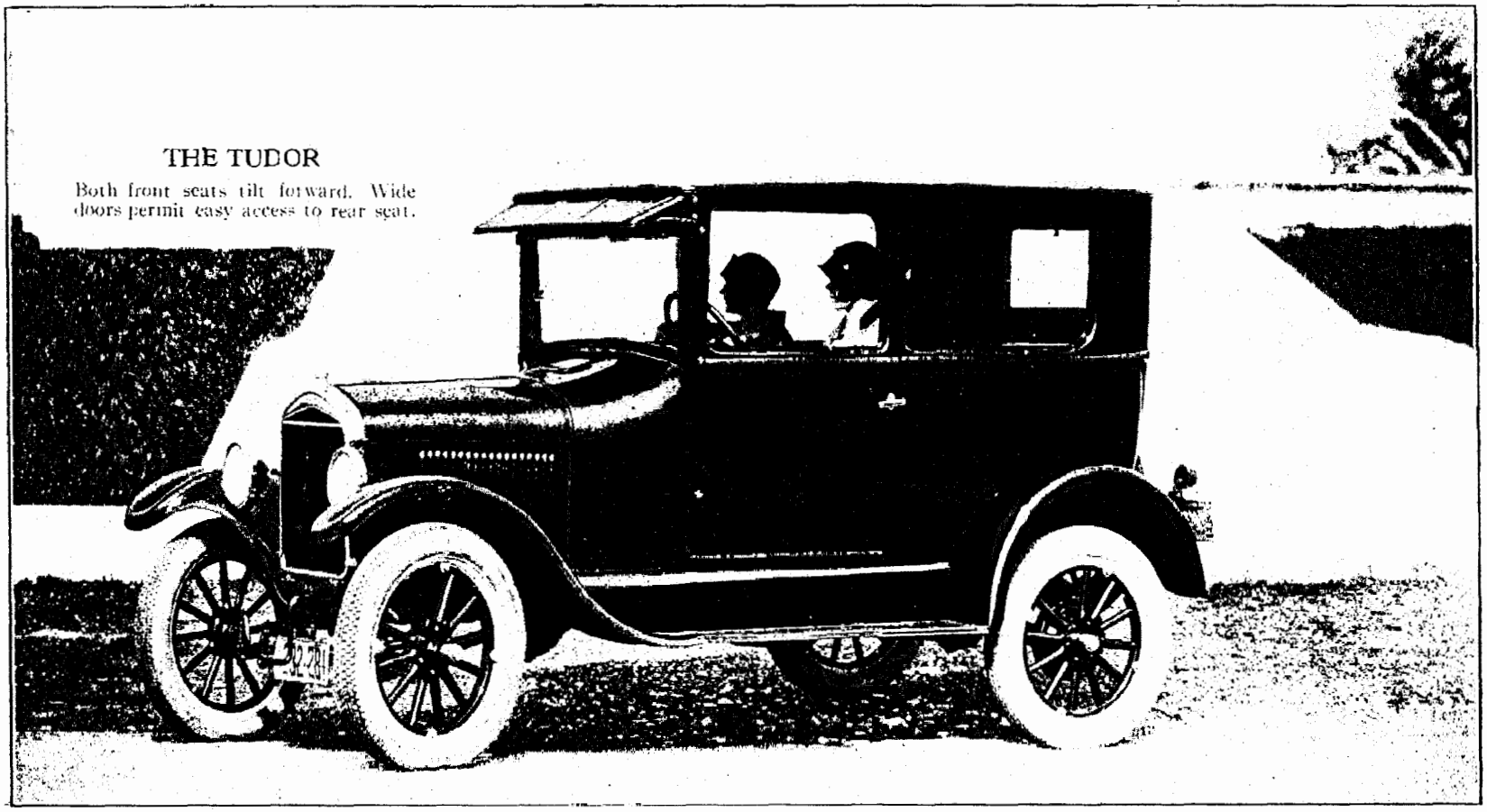


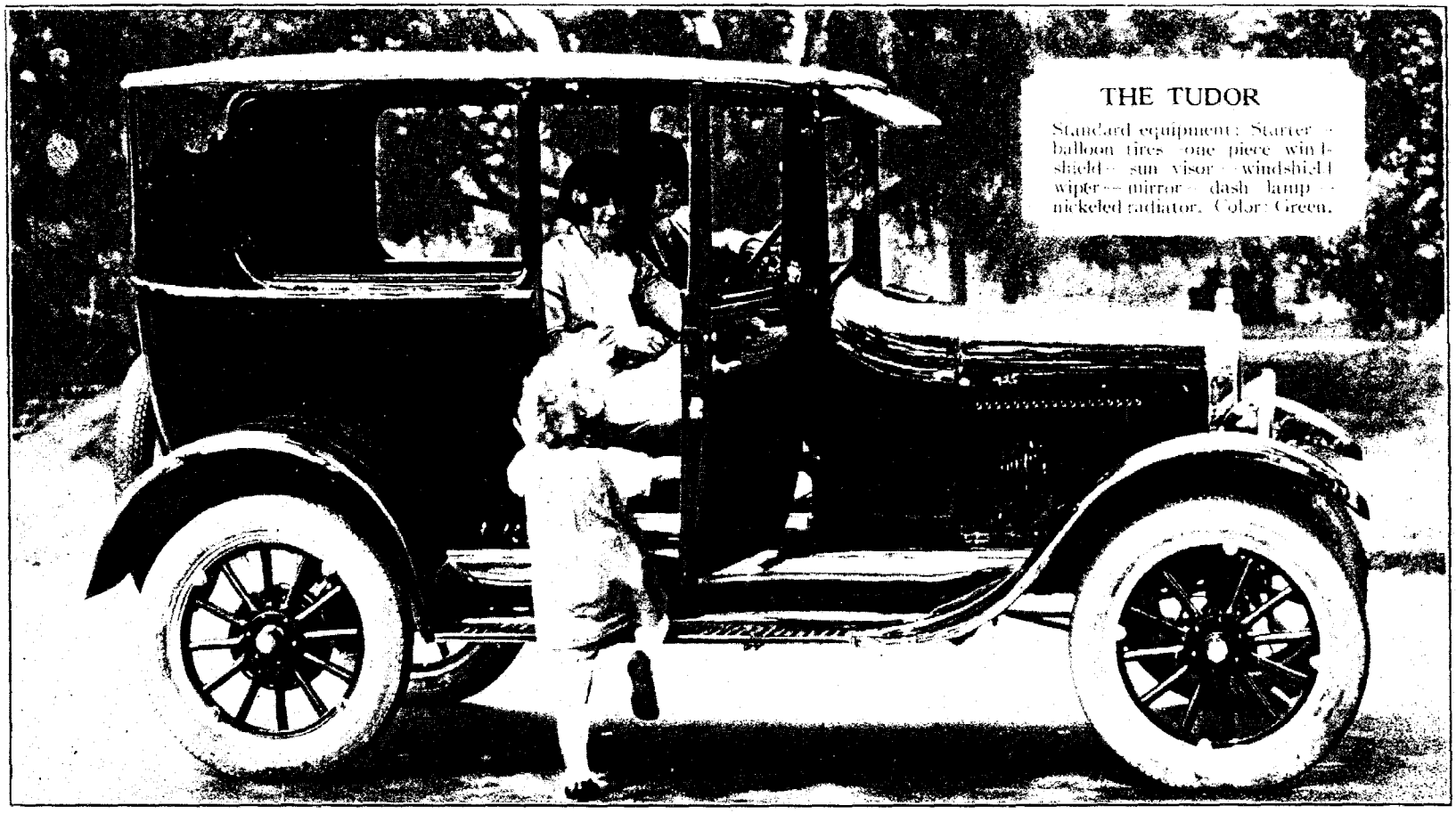
THE COUPE

Standard equipment: Starter — balloon tires—wiper—mirror—nickeled radiator—visor—dash lamp. Color: Green.

THE TUDOR

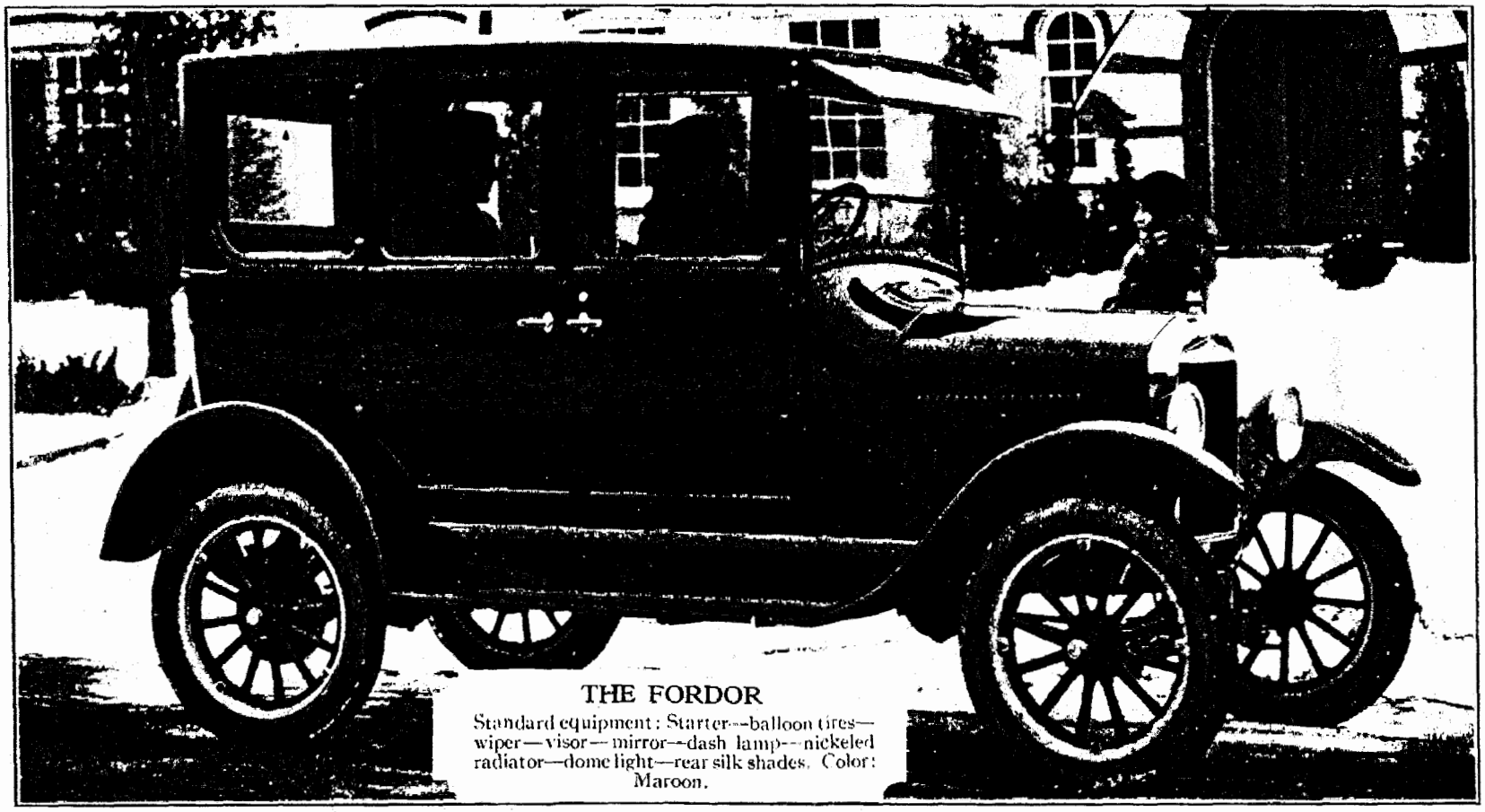
Both front seats tilt forward. Wide doors permit easy access to rear seat.





THE TUDOR

Standard equipment: Starter — balloon tires — one piece windshield — sun visor — windshield wiper — mirror — dash lamp — nickeled radiator. Color: Green.



THE FORDOR

Standard equipment: Starter—balloon tires—wiper—visor—mirror—dash lamp—nickeled radiator—dome light—rear silk shades. Color: Maroon.

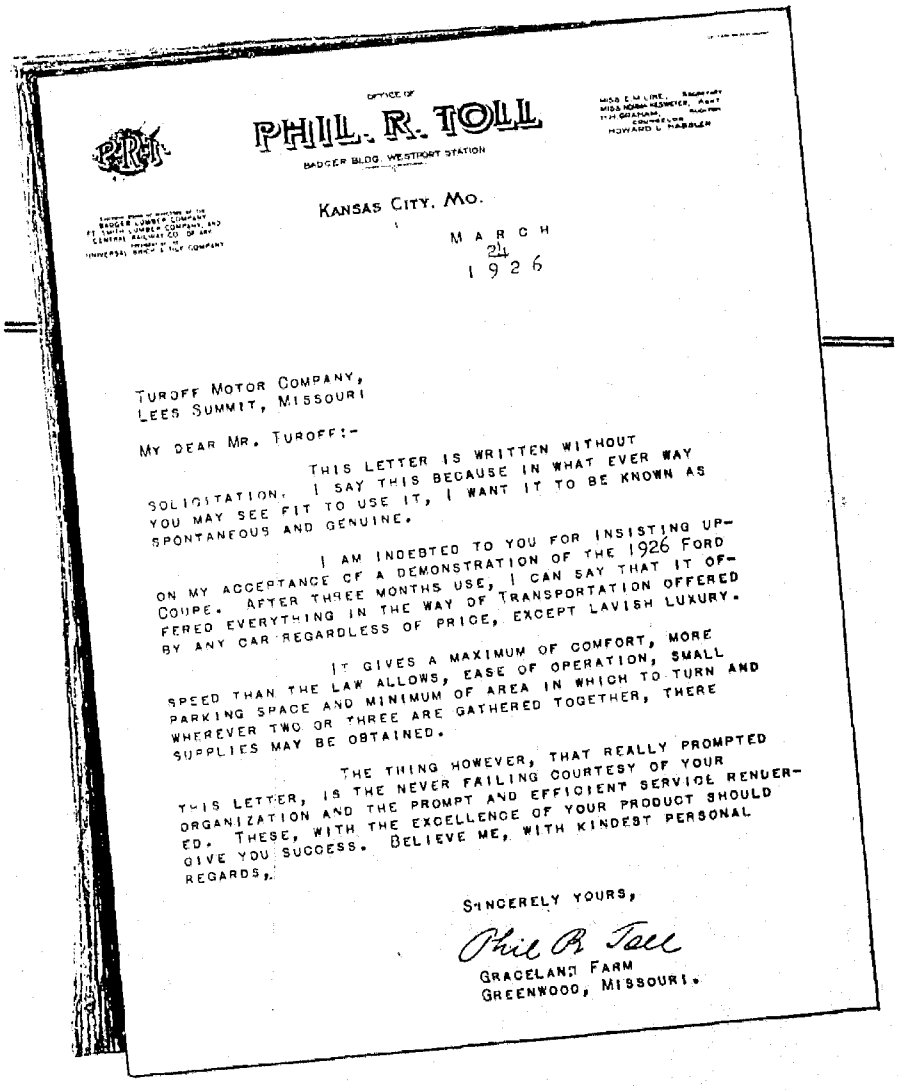
A Service Station Within an Average of One Every 5 Miles

A FORD Service Station within an average of one to every five miles insures genuine Ford parts and authorized Ford Service throughout the entire United States.

NATIONAL ORGANIZATIONS PREFER Ford SERVICE

A Few National Fleet Owners Operating 100 or More Cars or Trucks

Advance Rumley Thresher Co., Inc.
American Agricultural Chemical Co.
American Can Co.
American Railway Express Co.
American Telegraph & Telephone Co.
American Tobacco Co.
Armour & Co.
Atlantic & Pacific Tea Co.
Atlantic Oil Co.
Austin Western Machinery Co.
Bell Telephone Co.
Booth Fisheries Co.
Borden Co.
Byllesby, H. M. & Co.
Carnation Milk Products .
Case Threshing Machine Co.
Certain-teed Products Corp.
Cities Service Co.
Coco-Cola Bottling Co.
Colgate & Co.
Continental Oil Co.
Corn Products Refining Co.
Crane & Co.
Cudahy Packing Co.
Devoe & Reynolds
Fairmount Creamery Co.
Ferry Seed Co.
Firestone Tire & Rubber Co.
Fleischmann Co.
General Petroleum Co.
Goodyear Tire & Rubber Co.
Grand Union Tea Co.
Gulf Refining Co.
Hartford Steam Boiler Insurance Co.
Heinz, H. J. Co.
Humble Oil Co.
Iten Biscuit Co.
Jewel Tea Co.
Jones Bros. Tea Co., Inc.
Kellogg Co.
Kelly Springfield Tire Co.
Kirk, James S. & Co.
Liberty Yeast Co.
Liggett Meyers Co.
Loose Wiles Biscuit Co.
Lorrilard P., & Co.
Magnolia Petroleum Co.



OFFICE OF

PHIL. R. TOLL

BADGER BLDG. WESTPORT STATION

KANSAS CITY, MO.

MARCH 24 1926

TUROFF MOTOR COMPANY,
LEES SUMMIT, MISSOURI

MY DEAR MR. TUROFF:-

THIS LETTER IS WRITTEN WITHOUT SOLICITATION. I SAY THIS BECAUSE IN WHAT EVER WAY YOU MAY SEE FIT TO USE IT, I WANT IT TO BE KNOWN AS SPONTANEOUS AND GENUINE.

I AM INDEBTED TO YOU FOR INSISTING UPON MY ACCEPTANCE OF A DEMONSTRATION OF THE 1926 FORD COUPE. AFTER THREE MONTHS USE, I CAN SAY THAT IT OFFERED EVERYTHING IN THE WAY OF TRANSPORTATION OFFERED BY ANY CAR REGARDLESS OF PRICE, EXCEPT LAVISH LUXURY.

IT GIVES A MAXIMUM OF COMFORT, MORE SPEED THAN THE LAW ALLOWS, EASE OF OPERATION, SMALL PARKING SPACE AND MINIMUM OF AREA IN WHICH TO TURN AND WHEREVER TWO OR THREE ARE GATHERED TOGETHER, THERE SUPPLIES MAY BE OBTAINED.

THE THING HOWEVER, THAT REALLY PROMPTED THIS LETTER, IS THE NEVER FAILING COURTESY OF YOUR ORGANIZATION AND THE PROMPT AND EFFICIENT SERVICE RENDERED. THESE, WITH THE EXCELLENCE OF YOUR PRODUCT SHOULD GIVE YOU SUCCESS. BELIEVE ME, WITH KINDEST PERSONAL REGARDS,

SINCERELY YOURS,

Phil R Toll

GRACELAND FARM
GREENWOOD, MISSOURI.

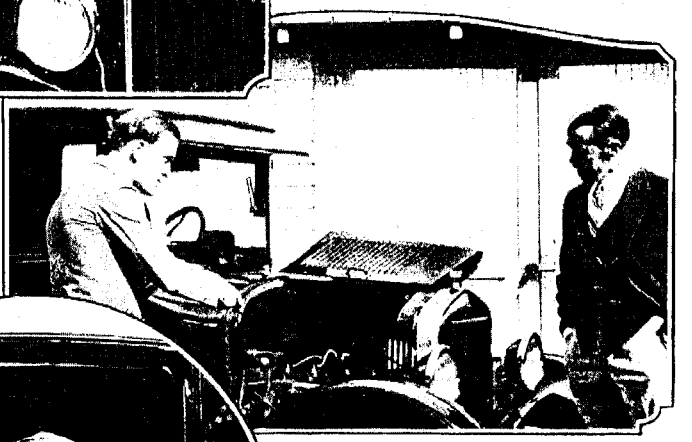
Hundreds Like the Above on File at Ford Motor Co.

ONLY the utmost in service and the limit of dependability and efficiency could prompt letters of this type to come in continually from every part of the globe.

Public confidence has made Ford the world's most popular car.

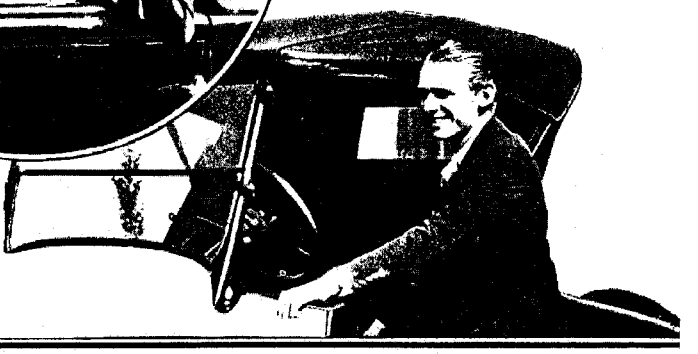
A Few Ford Owners *of* Screen Fame

Alec B. Francis, character actor of Fox productions.



Richard R. Neill, the villain of William S. Hart's "Tumbleweeds."

Betty Bronson of "Peter Pan" fame.



Douglas Fairbanks, Jr., prefers the runabout.

This page reserved for photo of

A Prominent Owner

Selecting the Owner

Every dealer has several well-known Ford owners in his territory. In selecting one of these to photograph, he would, of course, want to **pick out the one that is best known.** For this page, **it would be advisable to get the picture of the owner standing beside his car,** since that carries a more complete story than just the owner's picture. It makes little difference whether the car he is driving is an old one or a new one.

Taking the Photograph

There are two things to bear in mind when taking the photograph: **First, to make certain that the photo will show a good likeness of the owner so that he will be recognized easily; and the second is to get the car so that it can be recognized quickly as a Ford.** It will probably work out best to take the photo on an 8″ x 10″ plate, taking it in such a way that it can be trimmed down to fit this page.

Mounting Photo

Trim to 4⅜″ x 8⅛″ so it will fit just inside the page's border. To mount, use ordinary rubber cement, the same as for patching an inner tube. Spread cement over entire back of photo and also space it is to occupy. Let both surfaces dry before mounting.

Copy for Photo

Suitable copy for this photo would be: **The name of the Ford Owner, his business connection and title, and his address. If a woman, her name and address.**

Parts Price Comparison By Makes

Repair	Ford 4-cyl.	Chev. 4-cyl.	Dodge 4-cyl.	Essex 6-cyl.	Star 6-cyl.
Rear Axle Shaft	$ 1.50	$ 3 50	$ 4.00	$ 4.00	$ 2.75
Rear Axle Ring Gear	2.50	7.50	7.50	11.00	6.75
Rear Axle Pinion Gear	1.25		2.50	4.50	6.75
Rear Axle Drive Shaft	3.00	4.50	7.25	15.00	5.85
Cylinder Head	6.00	12.00	7.50	7.75	15.00
Piston with Pin	1.30	1.65	4.00	2.30	2.80
Valve Inlet	.15	.35	.25	.45	.50
Fly Wheel	5.00	7.00	9.00	5.00	10.00
Front Fender	6.00	7.50	10.00	8.00	7.50
Carburetor	3.50	10.00	19.50	18.00	17.50
Radiator	15.00	20.00	40.00	35.00	35.00
Distributor	.80	6.50	12.50	4.25	12.00
Frame Assembly	13.00	25.00	40.00	50.00	40.00
Demountable Rim	1.50	2.25	2.75	3.80	2.00
Running Board	1.25	2.50	5.75	4.50	3.85
Generator	15.00	30.00	75.00	37.50	45.60
Front Axle Beam	9.00	10.00	17.50	13.00	12.50
Universal Joint	1.50	5.57	8.00	10.70	3.25
Intake Manifold	1.00	2.00	4.00	3.00	12.00
Steering Knuckle with Bushing	1.50	2.75	3.50	3.00	5.25
TOTAL	$89.75	$160.57	$280.50	$240.75	$246.85
% More than Ford	.....	79%	213%	168%	175%

PRICES AS OF APRIL 1, 1926

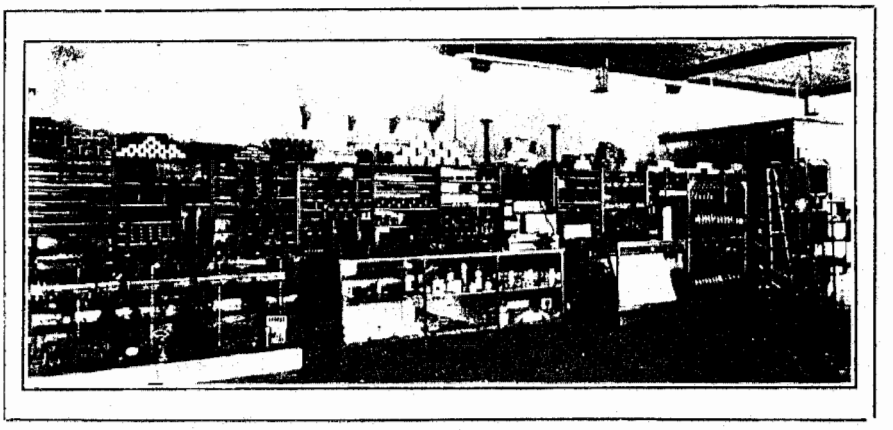
The control of raw materials with the consequent elimination of all middlemen's profits, the volume of production, and specially designed machinery serve to turn out Ford parts at greatly reduced cost. This means lower priced transportation for the Ford Owner.

List Price of a Few Ford Repair Parts

Effective August 1, 1926

PART NUMBER	PART NAMES	LIST PRICE
	REAR AXLE PARTS	
2505	Rear Axle Shaft	$1.40
2508	Rear Axle Roller Bearing	.55
2509	Rear Axle Roller Bearing Sleeve	.15
2512C	Rear Axle Differential Case (Left)	1.50
2513C	Rear Axle Differential Case (Right)	.90
2518	Rear Axle Ring Gear	2.50
2566B	Rear Hub Brake Band Assy. (1926)	1.25
2571	Universal Joint	1.50
2587	Drive Shaft Roller Bearing	.60
2597B	Drive Shaft Pinion	1.25
	FRONT AXLE PARTS	
2694C	Spindle Body (Right)	1.40
2696C	Spindle Arm (Right)	.45
2710	Spindle Body Bolt with Oiler	.20
2725C	Steering Gear Connecting Rod	.80
2733B	Front Radius Rod	1.50
2803B	Front Hub with R. B. Cups	1.60
2819	Hub Cap	.10
	MOTOR PARTS	
3000C	Cylinder Block	20.00
3001	Cylinder Head	5.00
3002	Cylinder Head Gasket	.25
3021R	Piston and Pin	1.25
3022	Piston Pin	.30
3023	Piston Ring	.15
3024	Piston Connecting Rod	1.20
3048B	Timing Gear (Small)	.60
3052	Valve	.15
3058	Push Rod	.15
	TRANSMISSION PARTS	
3301	Transmission Reverse Plate Assy.	2.40
3306	Transmission Slow Speed Plate Assy.	2.30
3311B	Transmission Brake Drum Assy. (1926)	3.00
3369	Universal Ball Cap (Front)	.80
	MISCELLANEOUS	
3925E	Radiator Less Shell	13.00
3964F	Fan Belt	.40
4025B	Muffler Assy.	2.50
6200C	Carburetor	3.00

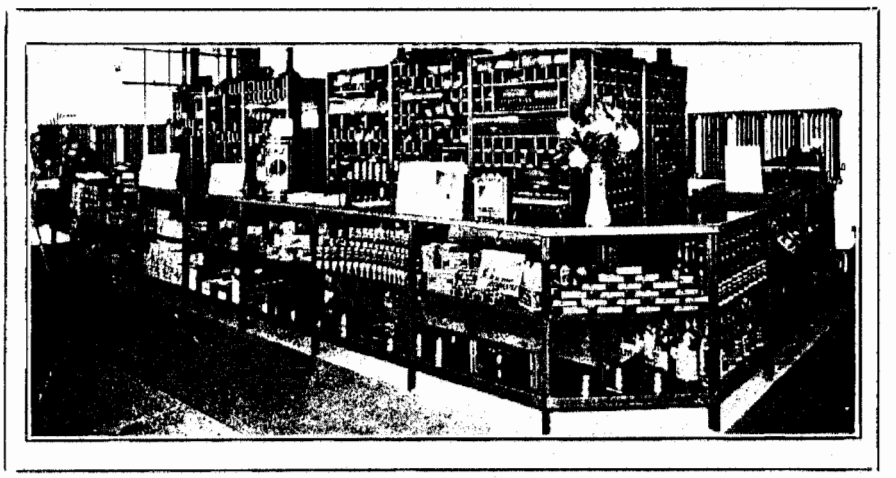
All Ford Dealers Carry All Parts In Stock



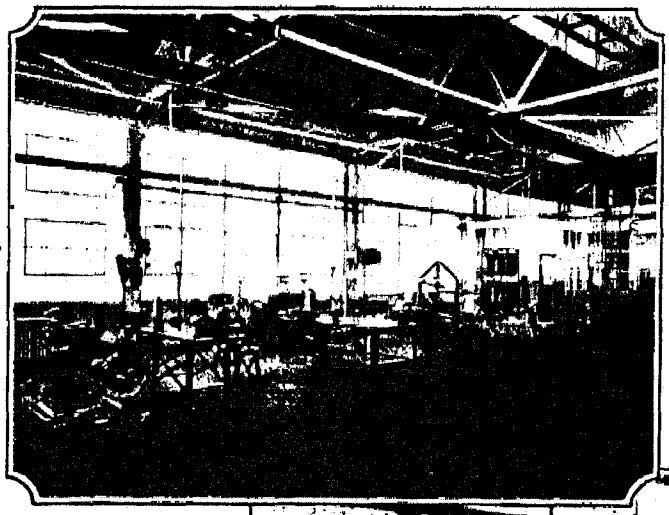
Concentration on one model with no "yearly" changes makes it possible to "standardize" all parts.

This enables every Ford dealer, whether in a city of two million or a village of two hundred—to carry a large and complete stock.

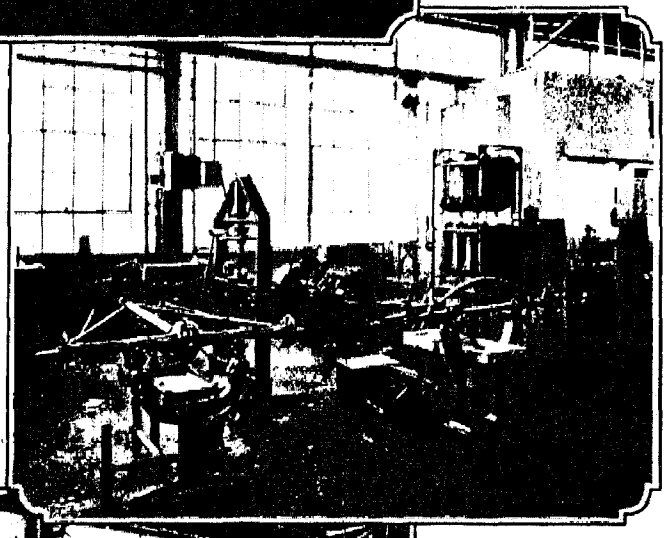
Thirty-two thousand dealers in the United States have invested in excess of $50,000,000 in Ford parts and the price of any part is the same at every one of the dealerships.



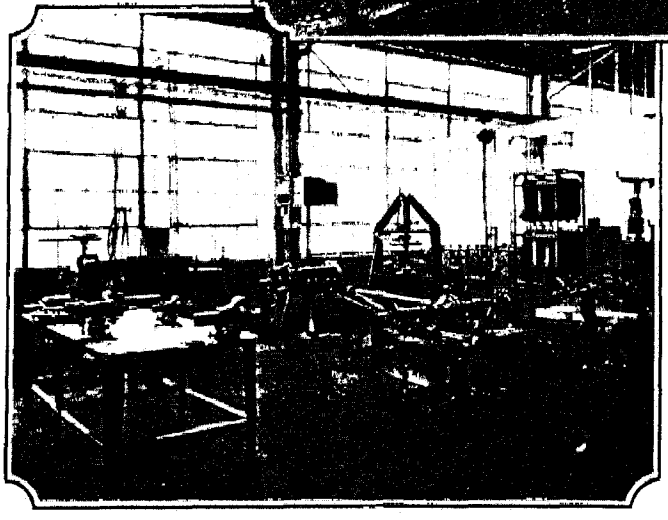
Equipment to Cut Repair Bills



It is a recognized fact that Ford dealers throughout the country have the finest and best equipped service stations of any automobile dealer organization.

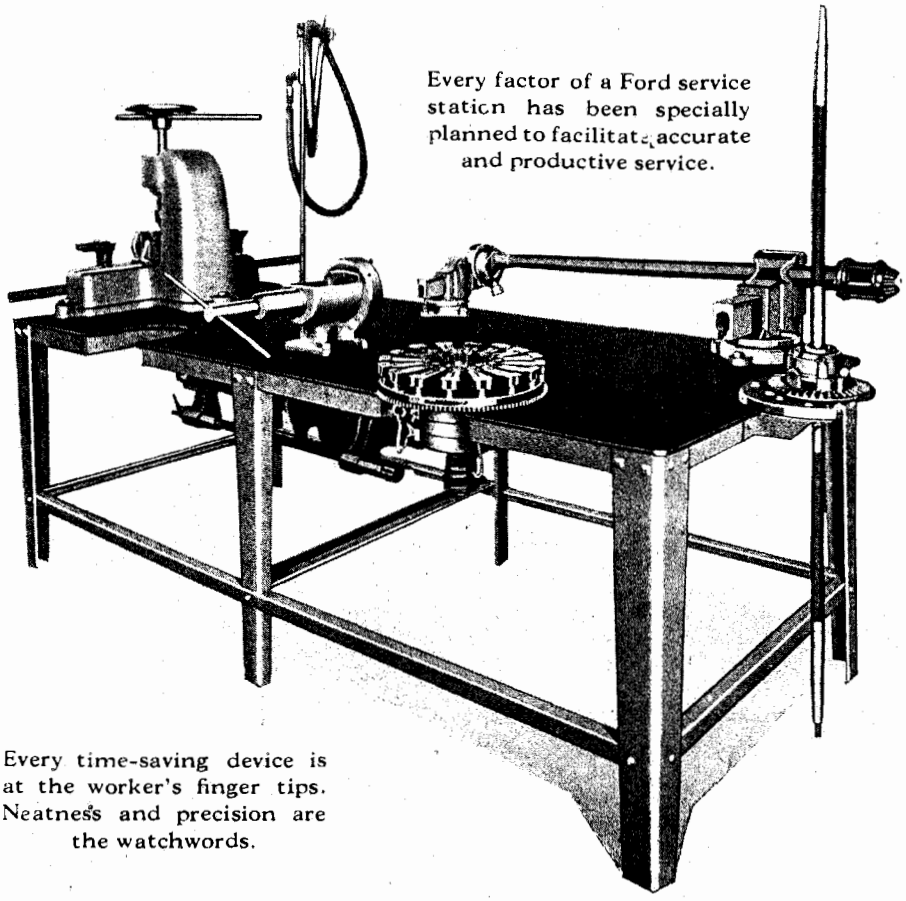


Modern machinery installed in all Ford Service Stations, the low cost of parts, and skilled mechanics specializing in certain operations cut the cost of repairs.



All Ford Service Stations operate on the flat-rate labor basis. There is no haggling or arguing, no undercharging one owner and overcharging another.

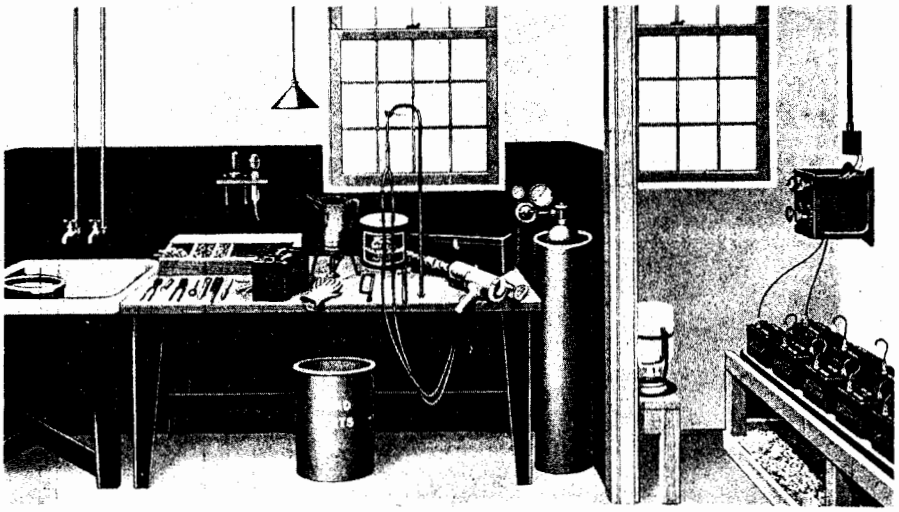
Ford Specialists Work for You



Every factor of a Ford service station has been specially planned to facilitate accurate and productive service.

Every time-saving device is at the worker's finger tips. Neatness and precision are the watchwords.

Speedy, Reliable Battery Service



Courteous and Economical Service

Millions of dollars have been invested by Ford dealers for modern buildings and labor-saving equipment to cut down the time required to perform service operations—the benefit of which has been passed on to the Ford owner.

A Photograph
of
The Dealer's Place of Business

Taking Picture

This picture should be taken the long way of the negative. An 8″ x 10″ negative picture should be made, with the idea of trimming it down to 4⅜″ x 8⅛″ to fit just inside the page's border. When posing the picture, it will be more effective if the dealer lines up his employes in the foreground with himself in the center. **Remember, the purpose of this picture is to show the prospect that the dealer and his organization are qualified in every way to serve the Ford Owner.** Glossy prints, unmounted, should be ordered.

Mounting Picture

To mount picture on this page, use ordinary rubber cement, the same as for patching a tube. Spread cement over entire back of picture and space in which it is to be mounted. Let both surfaces dry before mounting.

Copy for Picture

The most suitable copy for this picture will be **just the name of the company, with the city and state underneath.** It can be written on the photographic print by the dealer, or retouched on the negative by the photographer.

Photograph of Dealer's Shop

Taking Picture

This picture will be most effective if it shows the equipment for giving Ford service in the dealer's shop. At the same time, it should be an "action" picture showing a busy shop. Customers like to feel that they will get prompt service. Picture should be taken the long way of an 8" x 10" negative, keeping in mind that it will be trimmed down to 4⅜" x 8⅛". Ask photographer to supply glossy, unmounted prints.

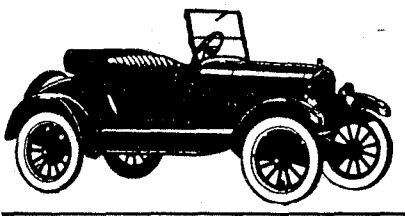
Mounting Picture

Trim picture to 4⅜" x 8⅛" to fit just inside of page's border. To mount picture, use ordinary rubber cement, the same as for patching an inner tube. Spread cement over entire back of photo and space it will occupy. Let both surfaces dry before mounting.

Copy for Picture

Suitable copy for this picture would be: **Service shop, name of dealer, and "the most up-to-date tools and service equipment."**

Ford Passenger Car Prices



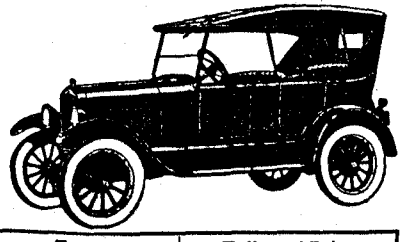
Ford Runabout

Complete with starter—Balloon Tires—Windshield Wiper.

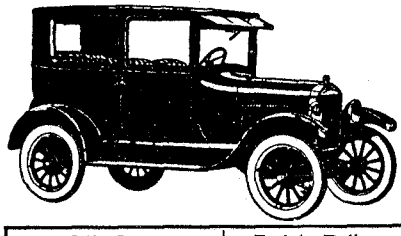
F.O.B. Factory	Freight Delivered	Tax	Delivered Price
$360	$	$	$

Ford Touring

Complete with Starter—Balloon Tires—Windshield Wiper.



F.O.B. Factory	Freight Delivered	Tax	Delivered Price
$380	$	$	$



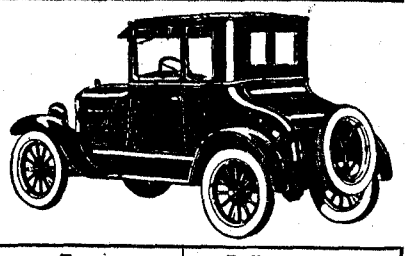
Ford Tudor

Complete with Starter—Balloon Tires—One Piece Windshield—Windshield Wiper—Hooded Sun Visor—Rear View Mirror—Dash Lamp.

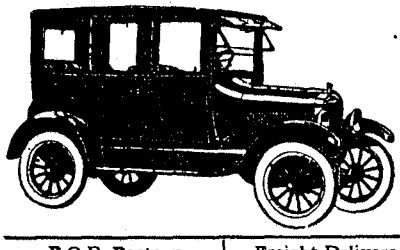
F.O.B. Factory	Freight Delivered	Tax	Delivered Price
$495	$	$	$

Ford Coupe

Complete with Starter—Balloon Tires—One Piece Windshield—Windshield Wiper—Hooded Sun Visor—Rear View Mirror—Dash Lamp.



F.O.B. Factory	Freight Delivered	Tax	Delivered Price
$485	$	$	$



Ford Fordor

Complete with Starter—Balloon Tires—Hooded Sun Visor—Windshield Wiper—Dash Lamp—Dome Light—Silk Shades on Rear Windows—Rear View Mirror.

F.O.B. Factory	Freight Delivered	Tax	Delivered Price
$545	$	$	$

General Dealer Information

Name of Agency.....

.....

Proprietor or President.....

Manager.....

.....

Address.....

Telephone No.....

Sales Manager.....

Service Manager.....

Parts Manager.....

Service Department open daily excepting.....

Sunday from.....A. M. to.....P. M.

For Night Sunday Service call Phone.....

Sales Department open daily from.....A. M.

to.....P. M.

Name of Authorized Service Stations operating under this Agency:

Name.....

Address.....

Name.....

Address.....

Name.....

Address.....

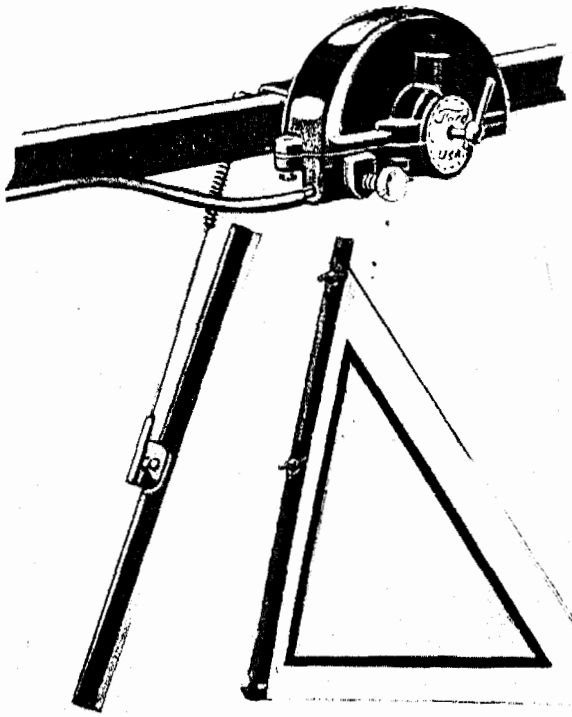
Name.....

Address.....

Name.....

Address.....

Ford Accessory Equipment



The Ford Automatic Windshield Wiper. Specially Constructed. At All Dealers

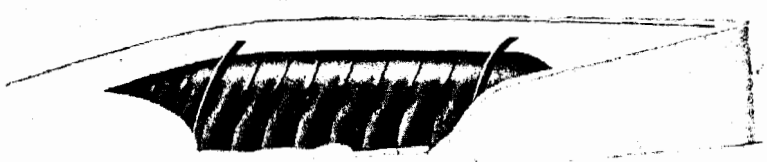
$4.00

Windshield Wings for Convenience and Safety in Driving,

$6.50 a pair

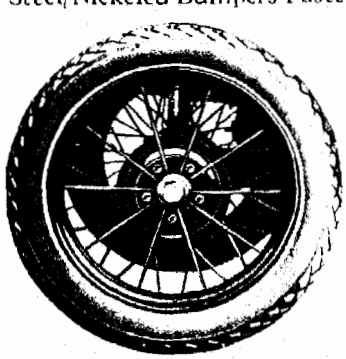
Fawn Color Gipsy Curtains for Wind and Weather Protection

$3.00 a pair



Attractive Fawn Colored Top Boot for a Trim Appearance - - **$5.00**

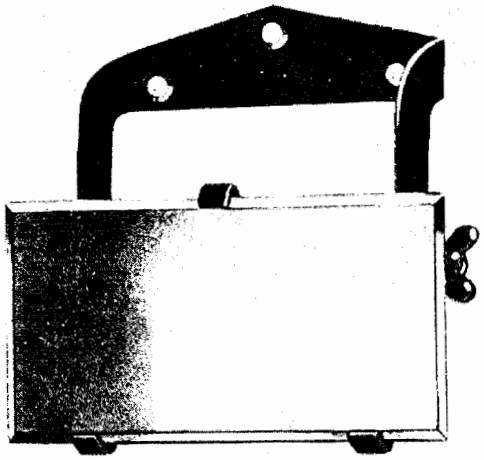
All Steel Nickeled Bumpers Fasten Securely to Frame, per pair - **$15.00**



Ford Wire Wheels, Constructed with a Drop Center Rim

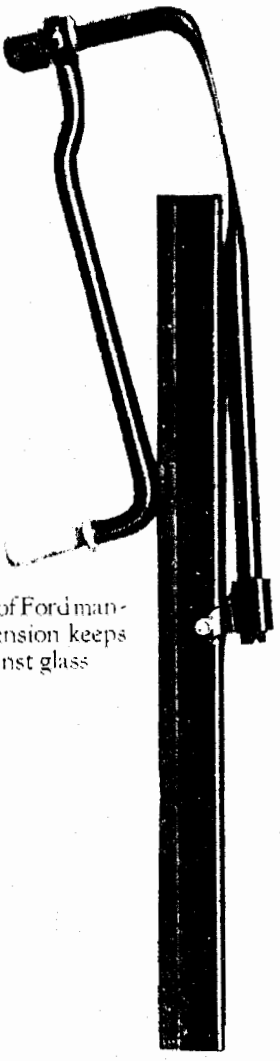
$40.00 a set of five

Ford Accessory Equipment



Rear View Mirror. Ford polished plate glass—fully adjustable bracket.

90c

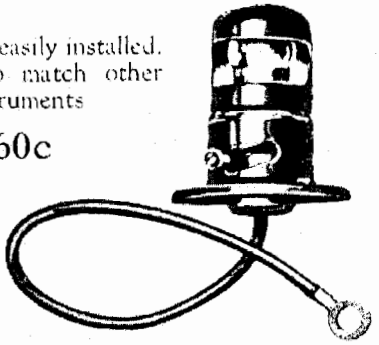


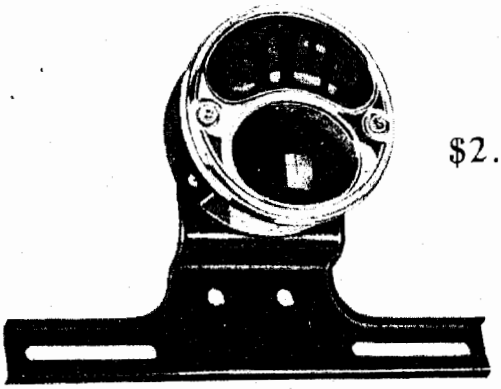
Windshield wiper of Ford manufacture. Spring tension keeps wiper tight against glass

75c

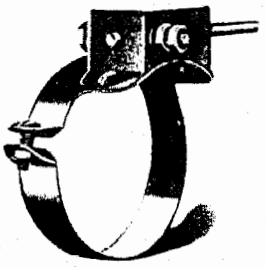
Dash lamp: easily installed. Finished to match other instruments

60c





$2.50



Ford combination tail and stop light with special switch and wiring. Convenient, good looking and inexpensive

Accessories

Name and Description	Manufacturer or Make	List Price	Price Installed
Accelerator			
Ash Tray			
Bumper (Rear)			
Bumper			
Chains			
Chain Adjusters			
Cigar Lighter			
Dash Lamp			
Dome Light			
Electric Horn			
Gauge (Tire Pressure)			
Gauge (Gasoline)			
Headlight Lens			
Heater (Exhaust)			
Heater (Floor)			
Lock (Steering Post)			
Lock (Steering Wheel)			
Lock (Spare Rim)			
Mirror (Windshield)			
Motometer			
Motometer Lock			
Oil			
Oil Gauge (Dash)			
Oil Gauge			

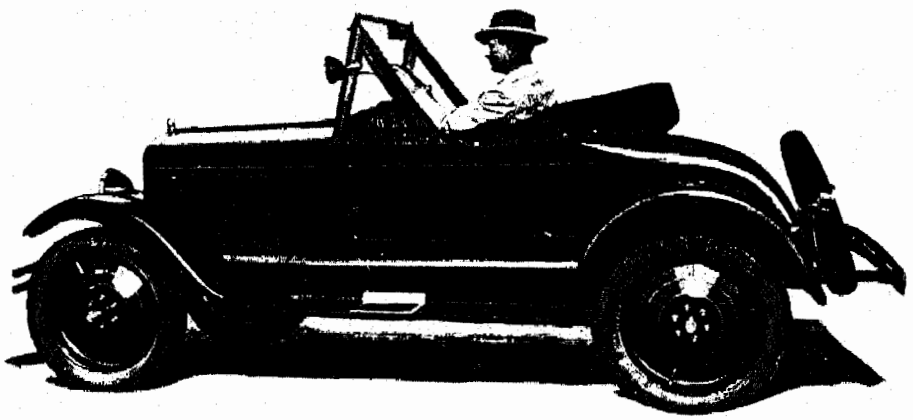
Accessories—Continued

Name and Description	Manufacturer or Make	List Price	Price Installed
Pedal Pads			
Priming Spark Plug			
Radiator Window Front			
Snubbers			
Spot Light			
Speedometer			
Snubbers			
Stop Signal			
Tool Box			
Visor (Windshield)			
Wheels (Wire)			
Wheels (Disc)			
Wheels (Natural Wood)			
W/S Cleaner (Automatic)			
W/S Cleaner (Hand)			
Windshield Wings			

Exchange Prices

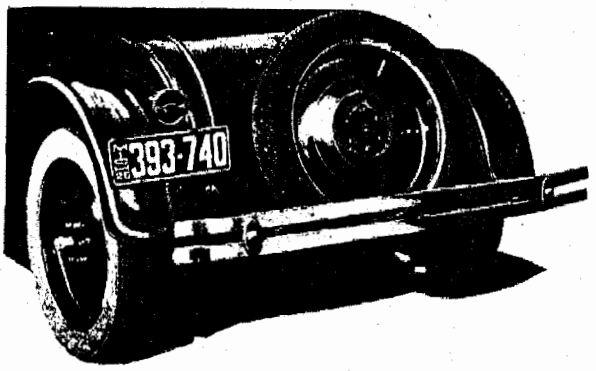
Parts Exchanged	Price Installed	
	Allowance	Deducted
Wire Wheels for Demountables (New Car)		
Disc Wheels for Demountables (New Car)		
Locking Wheel for Regular		
Motor Driven Horn for Regular		

Ford Cars Equipped With Disc Wheels

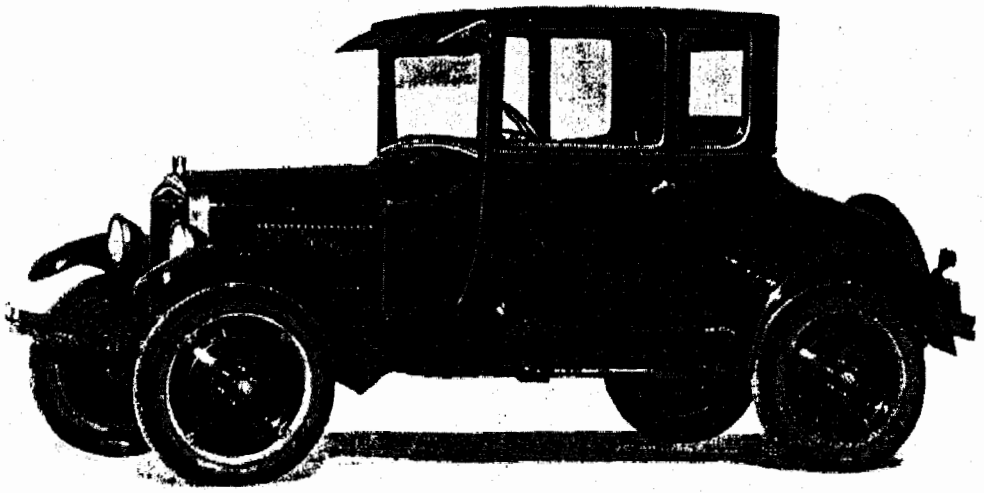


Installed Prices

Set of five Disc Wheels complete with extra wheel carrier and easy wheel changer $ .....

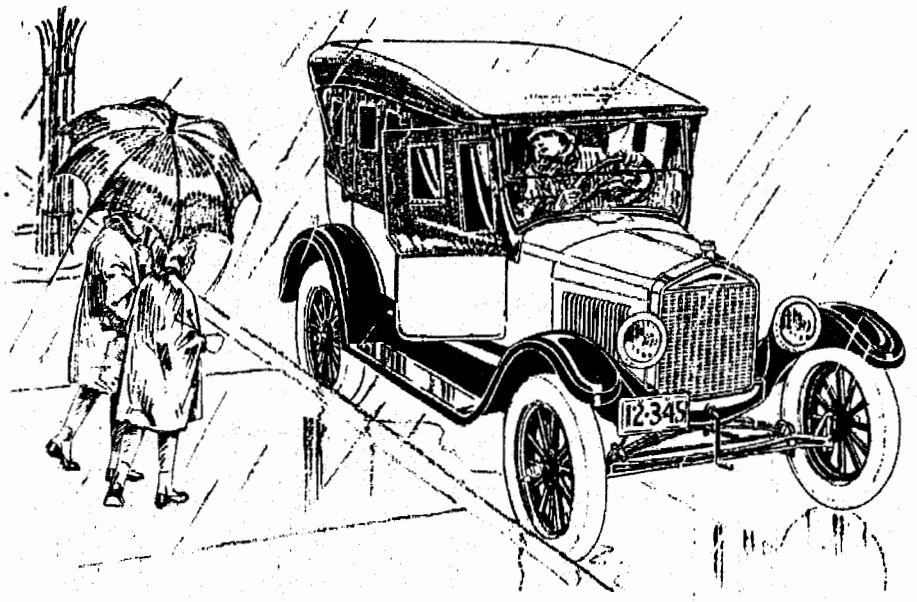


Disc Wheels (not manufactured by the Ford Motor Company) may be purchased as extra equipment.

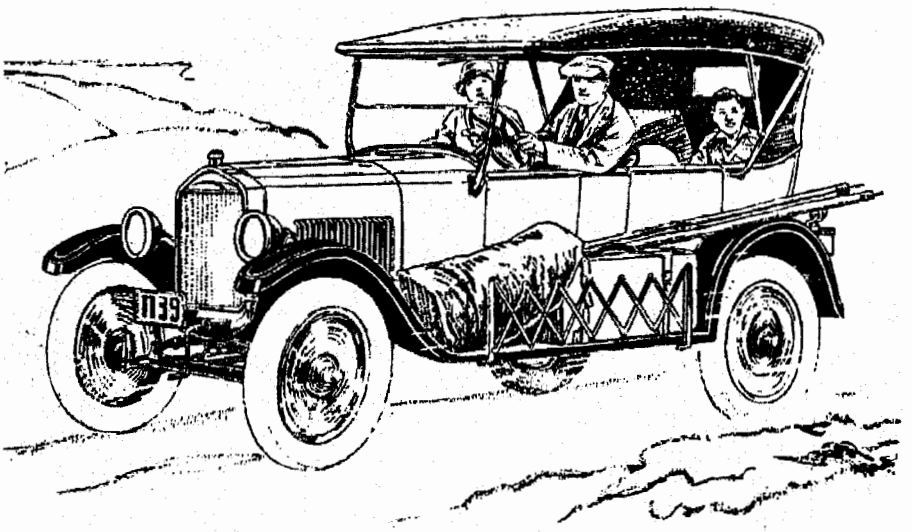


Ford Touring

The All Around Car—For Rain or Shine



THE touring is an excellent family car and offers unlimited possibilities for the convenience, comfort and pleasure of the entire family in rainy bad weather, as well as bright, sunny days.



Prices of Ford Products Since 1903

1903-1904
Model A—Runabout..... $850
Tonneau..... 950

1904-1905
Model B—Touring..... 2000
Model C—Runabout..... 900
Tonneau..... 1000
Model F—Touring..... 1000

1905-1906
Model B—Touring..... 2000
Model F—Touring..... 1000

1906-1907
Model N—Runabout..... 600
Model R—Runabout..... 750
Model S—Runabout..... 700
Roadster..... 750

October 1, 1907 to September 30, 1908
odel K—Roadster..... 2800
Touring..... 2800

October 1, 1908
Model T—Touring..... 850
Town car..... 1000
Roadster..... 825
Coupe..... 950
Landaulet..... 950

1909 to October 1
Model R—Runabout..... 750
Model S—Runabout..... 700
Roadster..... 750

October 1, 1909
Model T—Touring..... 950
Tourabout..... 950
Roadster..... 900
Coupe..... 1050
Landaulet..... 1100
Town car..... 1200

October 1, 1910
Roadster..... 680
Tourabout..... 725
Touring..... 780
Coupe..... 840
Town car..... 960
Landaulet..... 1100

October 1, 1911
Torp. Runabout..... 590
Commercial roadster... 590
Touring..... 690
Delivery car..... 700
Town car..... 900

October 1, 1912
Model T—Runabout..... 525
Touring..... 600
Town car..... 800
Delivery..... 625

August 1, 1913
Runabout..... 500
Touring..... 550
Town car..... 750

August 1, 1914
Runabout..... 440
Touring..... 490
Town car..... 690
Sedan..... 975
Coupe..... 750
Chassis..... 410

August 1, 1915
Runabout..... 390
Touring..... 440
Coupelet..... 590
Sedan..... 740
Town car..... 640
Chassis..... 360

August 1, 1916
Runabout..... 345
Touring..... 360
Coupelet..... 505
Sedan..... 645
Town car..... 595
Chassis..... 325

August 1, 1917
Touring..... 360
Runabout..... 345
Chassis..... 325
Truck Chassis, (Effective 7/7/17).... 600
Coupelet..... $505
Sedan..... 645
Town car..... 595

October 6 1917
Coupelet..... 560
Sedan..... 695
Town car..... 645

February 21, 1918
Touring..... 450
Runabout..... 435
Chassis..... 400
Truck Chassis..... 600

April 1, 1918
Tractor..... 750

August 16, 1918
Model T—Touring..... 525
Runabout..... 500
Coupelet..... 750
(Inc. Starter and Dem. Rims)
Sedan..... 875
(Inc. Starter and Dem. Rims)
Truck Chassis..... 550
(With solid tires)
Truck Chassis..... 590
(With pneumatic tires)
Chassis..... 475
Dem. Rims and Spare Rim Carrier, 30x3½" Tire all around (Open Type) $25.00 extra

April 1, 1919
Tractor..... 885

June 16, 1919
Tractor..... 750

March 3, 1920
Touring Car..... 575
Runabout..... 550
Sedan (Inc. Starter).... 975
Coupe (Inc. Starter).... 850
Chassis..... 525
Truck (Pneumatic)..... 640
Truck (Solid)..... 600
Tractor..... 850
Dem. Rims (Open Type) $25.00 extra
Starter (Open Types) $75.00 extra

September 22, 1920
Touring..... 440
Runabout..... 395
Sedan..... 795
Coupe..... 745
Chassis..... 360
Truck Chassis..... 545
(With Pneumatic Tires and Demountable Rims)
Tractor..... 790
Dem. Rims (Open Types) $25.00 extra
Starter (Open Types) $70.00 extra

January 26, 1921
Tractor..... 625

June 7, 1921
Touring Car..... 415
Runabout..... 370
Sedan (Starter, Dem. Rims)..... 760
Coupe (Starter, Dem. Rims)..... 695
Chassis..... 345
Truck Chassis..... 495
Pneu. Tires and Dem. Rims)
Tractor..... 625

September 2, 1921
Touring..... 355
Runabout..... 325
Sedan (Starter, Dem. Rims)..... 660
Coupe (Starter, Dem. Rims)..... 595
Chassis..... 295
Truck Chassis..... 445
(With Pneumatic Tires and Dem. Rims)
Tractor..... 625

January 16, 1922
Touring Car..... $348
Runabout..... 319
Sedan (Starter, Dem. Rims)..... 645
Coupe (Starter, Dem. Rims)..... 580
Chassis..... 285
Truck Chassis..... 430
(With Pneumatic Tires and Dem. Rims)
Tractor..... 625

January 27, 1922
Tractor..... 395

October 17, 1922
Touring..... 298
Runabout..... 269
Sedan, 2-door (Starter and Dem. Rims)..... 595
Sedan, 4-door (Starter and Dem. Rims)..... 725
Coupe S. S. and D. R... 530
Chassis..... 235
Truck Chassis..... 380
(Pneu. Tires and Dem. Rims)
Tractor..... 395

October 2, 1923
Touring (Regular)..... 295
Touring (Reg.—Dem. Rims)..... 315
Touring (Starter)..... 360
Touring (Starter—Dem. Rims)..... 380
Runabout (Regular).... 265
Runabout (Reg.—Dem. Rims)..... 285
Runabout (Starter).... 330
Runabout (Starter—Dem. Rims)..... 350
Sedan (Fordor)..... 685
Coupe..... 525
Chassis..... 230
Truck Chassis (With Pneumatic Tires and Dem. Rims)..... 370
Tractor..... 420

October 19, 1923
Truck Complete (Cab $65, Body $55)..... 490

October 30, 1923
Tudor Sedan..... 590

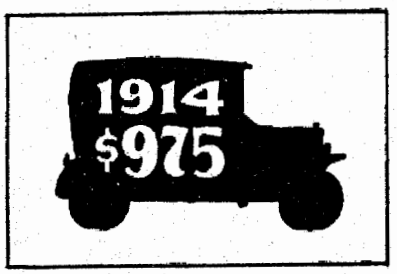
July 21, 1924
Tractor..... 495

December 2, 1924
Touring (Regular)..... 290
Touring (Reg.—Dem. Rims)..... 310
Touring (Starter)..... 355
Touring (Starter—Dem. Rims)..... 375
Runabout (Regular).... 260
Runabout (Reg.—Dem. Rims)..... 280
Runabout (Starter).... 325
Runabout (Starter—Dem. Rims)..... 345
Sedan (Tudor)..... 580
Sedan (Fordor)..... 660
Coupe..... 520
Chassis..... 225
Truck Chassis (With Pneumatic Tires and Dem. Rims)..... 365
Truck Complete (cab $65, Body $55)..... 485

December 24, 1924
Truck with Open Cab and Platform Stake Body..... 495
Body..... 65

March 4, 1925
Runabout with Pick-up Body..... 281
Body..... 25
Runabout with Starter, Dem. Rims and Pick-up Body..... 366

Price Reductions In Ford Sedans Since 1914

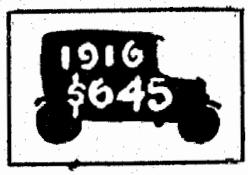


1914

Ford Price
Cut to $975

1915

Cut to $740
$235 Decrease



1916

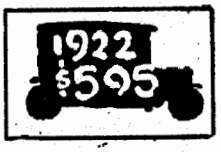
Cut to $645
$95 Decrease

1921

Raised to $660
$15 Increase

1922

Cut to $595
$65 Decrease



1925

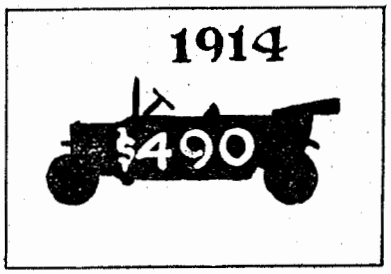
Cut to $565
$30 Decrease

1926 $545 Complete with Balloon Tires ($25)
$45 Decrease

Price Reductions In Ford Touring Cars Since 1914

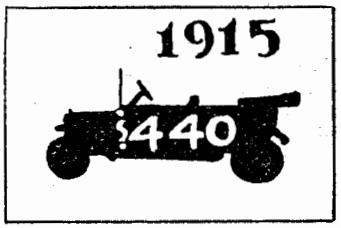
1914

Ford Price
Cut to $490



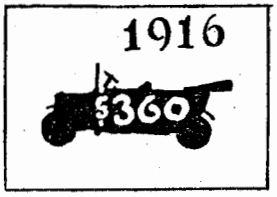
1915

Cut to $440
$50 Decrease



1916

Cut to $360
$80 Decrease



1921

Cut to $355
$5 Decrease

1922

Cut to $298
$57 Decrease

1926

$380

Complete with Starter ($65) and Balloon Tires ($25)

$20 Decrease

1924

Cut to $290
$8 Decrease

Heat-Treating Ford Steel

A Ford Process

Practically every forging in the Ford car is made of a special steel for which a special formula of heat-treating has been worked out in accordance with the work or strain the part must undergo in the finished car. The heat-treating of crankshafts, axles, and parts requiring a tough structure throughout is completed before the forgings go to the machine shop. Other parts such as camshafts and ring gears receive an annealing process, are then roughly machined, copper-plated, and returned to the heat-treat for a carbonizing process which gives a hard surface with a tough interior. Cones, spring hangers, transmission and differential gears are given their heat-treatment after machining. The temperatures have all been accurately determined for each particular forging and the heat is maintained to within 10 degrees. Should the temperature vary more than this, the desired qualities would not be produced in the steel, and it would not be capable of resisting the fatigue resulting from constant service in the car.

Operations

In the heat-treating process, there are usually three distinct operations: 1—Annealing, which reduces all the forgings to a common structure; 2—Quenching, which cools the metal quickly, causing it to hold that particular structure requisite to the duty it must perform in the car; 3—Drawing, which heats the metal to a point that relieves the strains and produces the required ductility.

Special Plant

The heat-treat is housed in three immense buildings containing 100,000 square feet of floor space (nearly three acres). In addition, there are a score or more furnaces located in the machine shop and tool room. In the entire plant, there are about 250 furnaces which consume daily two and a half million cubic feet of gas and 35,000 gallons of fuel oil.

Investment

This enormous investment has been made to insure a product of the highest quality. Genuine Ford parts are best.

Model T Lubricating Oils

Specifications of oil that should give satisfactory results in the Ford Motor are as follows:

Flash.....370° F. Min. Viscosity at.....100 300 Max.
Fire.....420° F. Min. Viscosity at.....210 50 Min.
Cold..... 30° F. Max.

The Motor Power

An engine is like a man in that it has two strength ratings. A man may be able to lift a weight of 100 pounds, but he cannot run with it. With a load of ten pounds he can run. The amount an engine can "lift" is termed "torque," while the rate at which it can carry (turn over) that weight is termed "horsepower." The torque and horsepower increase with the R. P. M. (revolutions per minute) for a time and then gradually decrease.

While we have obtained ratings as high as 22½ horsepower, we believe the figures given below are representative of the motors in general use:

R. P. M.	Speed in Miles Per Hour Car	Truck	Pounds Torque	Horsepower
300	7.5	4.	35	2.
400	10.	5.25	57	4.5
500	12.5	6.55	69	6.5
600	15.	7.9	73	8.5
700	17.5	9.2	78	10.40
800	20.	10.50	81	12.33
900	22.5	11.85	83	14.20
1000	25.	13.15	82	15.60
1100	27.5	14.50	81	16.66
1200	30.	15.80	79	18.20
1300	32.5	17.10	77	19.
1400	35.	18.45	73	19.66
1500	37.5	19.75	70	20.
1600	40.	21.05	65	20.
1700	42.5	22.40	60	19.40
1800	45.	23.75	53	18.20
1900			47	17.

These figures were obtained with a wide open throttle. They represent only the maximum power that can be developed at the given speeds. As the throttle is seldom wide open when driving the car, speed is rarely indicative of the horsepower the engine is developing. You will notice that the "torque" (pounds pull) begins to drop off at about 900 R. P. M. As the engine exerts its greatest pull at this speed, the futility of racing the engine when attempting to pull out of a hole is apparent.

Detailed Engineering Specifications

—Model "T" Engine—

General—

Engine—Model T.
Engine Type—"L" Head.
Stroke—4"; Bore—3¾".
Number of Cylinders—4.
N. A. C. C. or S. A. E. Rating—22.5.
Maximum Brake Horsepower—20.
R. P. M. at Maximum H. P.—1600.
Engine Suspension—3 Point.
Engine Firing Order—1, 2, 4, 3.
Cylinders Cast—"EN BLOC."
Piston Displacement—176.7".
Brake H. P. and Curve Peak—20 at 1600.
Compression Ratio—3.98.
Cylinder Head Bolts, No. of—15.

Valves—

Material—Stem, cold rolled steel; Head, cast iron.
Valve Seat, Angle of—45°.
Valve Lift—.225".

Pistons—

Material—Grey iron casting.
Weight—2 lbs. 1 oz. min.; 2 lbs. 4 oz. max. (with pins and rings)—1 lb. 10 oz. min.; 1 lb. 12 oz. max. (Piston only)
Piston Rings, No. of—3.

Piston Rings—

Material—Cast Iron.
Kind of Ring—One piece, split ring, diagonal cut.

Wrist Pin—

Material—Machined seamless steel tubing.
Diameter—.740" to .741".
Length—3½".

Connecting Rods—

Material—Steel forging (I beam section).
Length, Center of Bearing to Center of Clamp—7".

Crankshaft—

Material—Drop forging, alloy steel, heat treated.
Length, Overall—25 $\frac{5}{32}$".
Weight, Total—14 lbs. 15 oz.
Bearings, No. of—3.
Crankshaft Gear—Steel teeth, 24.

Crankshaft Bearings—

	Front	Center	Rear
Diameter	1.248"	1.248"	1.248"
Length	2"	2 $\frac{5}{16}$"	3 $\frac{1}{8}$"

Fly Wheel—

Location—Integral with magneto.
Material—Cast iron.
Number of Teeth—120.
Ratio of Fly Wheel to Bendix Drive Gear—12 to 1.

Camshaft—

Material—Steel forging heat treated.
Camshaft Speed—½ that of engine.
Camshaft Bearing Bushings—Cast Iron.

Camshaft Bearings—

	Front	Center	Rear
Diameter	.748"	.748"	.748"
Length	1.967"	2 $\frac{7}{16}$"	1 $\frac{3}{4}$"

Camshaft Gear—

Material—Malleable iron.
Teeth, No. of—48.
Noiseless Spiral Teeth.

— Transmission —

Details—

Type—Special Ford Planetary.
Speeds—2 forward, 1 reverse.
Driven Gear—27 Teeth.
Driven Triple Gear—27 Teeth.
Reverse Drum Gear—30 Teeth.
Reverse Triple Gear—24 Teeth.
Low Drum Gear—21 Teeth.
Low Triple Gear—33 Teeth.

Clutch—

Type—Multiple steel disc, operating in oil.
Clutch Spring Tension—90 lbs.
Clutch Pressure in High Gear—324 lbs.
Large Discs, No. of—13.
Small Discs, No. of—12.

—Lubrication—

Types and Capacity—

Motor and Transmission—Constant level circulating splash.
Capacity—1 gal. light engine oil.
Rear Axle—Lubricant—A-1, heavy fluid or semi-fluid oil.
Oiling Points and Grease Cups, No. of—30.

—Starting, Lighting and Ignition System—

Starting Motor—

Starter Engagement—Screw type bendix.
Source of Current—Storage battery.
Torque—14 to 16 lbs.

Generator—

Drive—Gear.
Speed—1½ to 1 of engine.

Ignition—

Type—High tension jump-spark.
Magneto Type—Flywheel, 16 magnets, 16 coils, 25 turns on each.
Coil Units—Transforms 8 to 30 volt into secondary current, 8,000 to 30,000.
Spark Plugs—Champion, size ½".

Battery—

Make—Ford or Exide.
Capacity—80 hours.
Charging Rate—10 to 12 amperes.
Plates, No. of—13.
Cells, No. of—3.

Lamps—

Headlight Type—New Ford "H."
Headlight Bulb—21-candle power gas filled double filament.
Headlight Lens Diameter—8⅛" to 8 $\frac{7}{16}$".
Tail Lamp Bulb—2 c. p.

Horn—

Type—Vibrator.

—Fuel System—

Carburetor—

Make—Ford.—N. H.
Size—1".

	Square	Round	Oval
Tank Capacity	9¾ gal.	10 gal.	9½ gal.

—Cooling System—

Thermo Syphon—

Total Capacity—25 pints, (1 pint more than old style)
Capacity Water Jackets and Hose—5 quarts.

Fan—

O. D. Diameter—14"; Number of Blades—4; Speed;1.45 to 1 of engine.
Belt Type—Flat endless.

Radiator—

Tubes, Number of—74.
Fins, Number of—109.

Hose—

Connections, Number of—2.

—Front Axle—

Description—

Material—Ford alloy steel forging.
Type—Construction, I-beam.
Tensile Strength—125,000 to 145,000 lbs. per square inch.
Tilt of Axle—5½°.

Front Springs—

Type—Transverse semi-elliptic.
Leaves—8.

—Steering Apparatus—

Description—

Type—Planetary.
Steering Wheel, Diameter—17".

RADIUS	19'-3"
CIRCLE	38'-6"

Road Clearance—

CLEARANCE	10¼"

The tread for all models of Ford cars and trucks is standard tread—56".

—Rear Springs—

Type—Transverse	Semi-elliptic
Spring Length	43½
Spring Width	2"
No. of Leaves	8
Fordor and Tudor	9 Leaves

—Rear Axle Details—

Type	Live
Gears, Type	Straight bevel
Lubricant	Heavy semi-fluid oi
Quantity	1½ lbs.

—High Gear Ratios—

Model T Special	3.63 to 1
Special High	4 to 1

—Brakes—Details—

Location	Rear Wheels
Drum Diameter	11"
Drum Width	1⅞"

Location	Transmission
Lining Length	23 $\frac{7}{16}$" to 23½"
Width	1 $\frac{11}{16}$"

Lining Material—Cotton.

—Wheels, Tires and Rims—

Rim Make—Hayes, Kelsey or Ford.
Tire Makes—U. S., Firestone, Goodyear, Goodrich, Miller, Mason.

Fixed Rim	30" x 3½" Front and Rear
Demountable Rim	30" x 3½" Front and Rear
Balloon Tires	29" x 4.40" Front and Rear

—Instrument Board—

Material—Pressed steel.
Finish—Baked enamel.
Equipment—Light switch, ignition switch (battery and magneto), ammeter, carburetor choke rod.

—Weights of Ford Bodies—

Runabout—278 lbs.
Coupe—504 lbs.
Touring—400 lbs.
Sedan, 2-Door—648 lbs.
Sedan, 4-Door—690 lbs.

Miscellaneous Standard Equipment (All Models)—

Front Mat, Tonneau Mat, Jack, Tire Pump, Keys, Bag of Tools consisting of: Monkey Wrench, End Wrench, Pliers, Spark Plug Wrench, Hub Cap Wrench, Screw Driver (on end of pliers), Tire Irons.

Chassis Equipment—

Front Fenders, Head Lamps, Tail Light, Horn, Jack, Tire Pump, Keys and Set of Tools.

—Shipping and Road Weight—
Model T and Ton Truck

Types	Non-Starter	Starter
Model T Chassis	1140	1262
Touring Car	.....	1728
Roadster	.....	1645
Coupe	.....	1851
Sedan, 2-Door	.....	1961
Sedan, 4-Door	.....	1994
Ton Truck Chassis	.....	1660

—Road Weight Information—

To secure road weight add 79 lbs. to weight above which covers weight of 5 gallons of gas, 1 gallon of oil, 3¼ gallons of water.

WHEELBASE.....100"

Ford License Data

Information usually required in making application for license:

Engine:

No of cylinders.....4
Cylinder bore.....3¾"
Stroke.....4
Piston displacement.....176.7 cu. inches
Horse Power (S. A. E.).....22.5

Engine number and year stamped on left side of cylinder block.

Wheelbase.....100 inches

Finish, Upholstery, Etc.

Model and Capacity	Standard Finish	Upholstery	Body Equipment
Touring 5 passenger and Roadster 2 passenger	Ford Black 4 Coats	Black Artificial Leather, Pebble Grain	One Man Top Top Irons Ventilating Windshield Side Curtains
Coupe 2 passenger and Sedan Tudor 5 passenger	Green Pyroxylin 6 Coats Green Hairline Body Stripe	Rich Dark Green Wool Fabric, Carpets and Silk Curtains to Match	Ventilating Windshield Coupe & Tudor with Visor, Tudor Windows Crank Operated, Coupe Door Crank Operated Coupe Quarter Lever Operated
Sedan Fordor 5 passenger	Moleskin Pyroxylin 6 Coats Champagne Hairline Body Stripe	Rich Dark Brown Wool Fabric, Carpets and Silk Curtains to Match	Ventilating Windshield With Visor, Dome Light Door Windows Crank Operated, Others Lever Operated

Note—

All Models have baked enamel (heat 450°) finish on Fenders, Splash Pans, Radiator Shells and small body parts.

Miscellaneous Standard Equipment (All Models)—

Front Mat, Tonneau Mat, Jack, Tire Pump, Keys, Bag of Tools consisting of: Monkey Wrench, End Wrench, Pliers, Spark Plug Wrench, Hub Cap Wrench, Screw Driver, Tire Irons.

Chassis Equipment—

Front Fenders, Head Lamps, Tail Light, Horn, Jack, Tire Pump, Keys and Set of Tools.

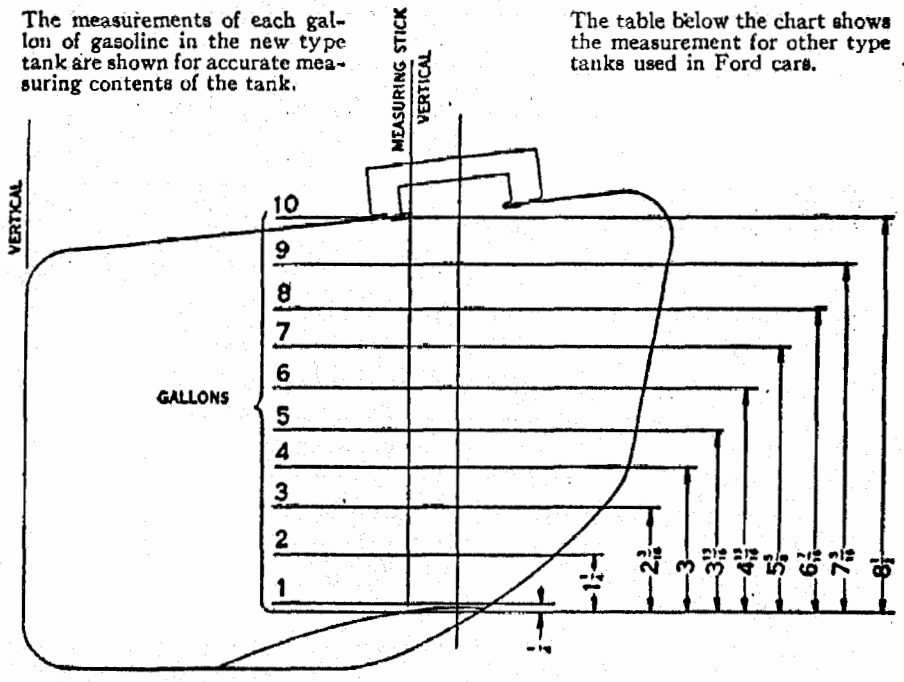
Windshield—Glass Sizes

TOURING AND ROADSTER	COUPE AND TUDOR	FORDOR
Upper Half 9 11/32 x 37 11/32	One Piece 40⅞ x 14⅞	Upper Half 9 11/32 x 39¼
Lower Half 8 13/32 x 37 11/32		Lower Half 7 13/32 x 38¾

New Type Gasoline Tank Measurements

The measurements of each gallon of gasoline in the new type tank are shown for accurate measuring contents of the tank.

The table below the chart shows the measurement for other type tanks used in Ford cars.



OVAL TANK

1 Gal.—1 1/16"	5 Gal.—4 7/16"
2 Gal.—2 1/16"	6 Gal.—4 11/16"
3 Gal.—2 11/16"	7 Gal.—5 5/16"
4 Gal.—3 1/16"	8 Gal.—6 3/16"
9 Gal.—7 1/16"	

SQUARE TANK

1 Gal.— 11/16"	5 Gal.—3 11/16"
2 Gal.—1 11/16"	6 Gal.—4 11/16"
3 Gal.—2 1/16"	7 Gal.—5 1/16"
4 Gal.—2 11/16"	8 Gal.—5 11/16"
9 Gal.—6 11/16"	

Engine, Wheel and Car Speeds

The gear ratio of the standard Ford rear axle system is 3.63 to one (4 to 1 gear Coupes and Sedans in mountainous sections), meaning that the Ford engine crankshaft makes 3.63 turns, for each turn of the rear wheels. Now the Ford car is regularly fitted with 30-inch diameter tires, which have a circumference of 94.25 inches.

Since there are 5,280 feet in a mile, then 5,280 feet multiplied by 12, and divided by 94.25 gives 672.3 turns or revolutions of the Ford rear wheels for each mile of distance covered.

One mile per hour is equivalent to 88 feet per minute, so that at a car speed of 20 miles an hour, the car travels 1,760 feet per minute, or one-third of a mile.

Car Speed	Engine Speed	Mountain Speed	Wheel Speed
1 m. p. h.	41 r. p. m.	45 r. p. m.	11 r. p. m.
5	204	224	56
10	407	448	112
15	611	672	168
20	814	896	224
25	1018	1120	280
30	1221	1399	336
35	1425	1568	392
40	1628	1792	448
45	1832	2016	505
50	2035	2240	560
55	2239	2464	616
60	2442	2689	672

Engine Speeds in Relation to M. P. H. of Car

Car Speed M. P. H.	MODEL T Std. Gears 3.63 to 1			TON 7¼: 1 Ratio			TRUCK 5½: 1 Ratio		
	High	Low	Rev.	High	Low	Rev.	High	Low	Rev.
1	41	112	163	76	209	305	54	149	217
2	81	224	325	152	419	609	108	299	434
3	122	335	488	228	628	914	163	448	652
4	163	447	651	305	838	1218	217	597	868
5	203	559	813	381	1047	1523	272	747	1086
6	244	671	976	457	1257	1828	326	896	1303
7	285	783	1139	533	1466	2132	380	1045	1520
8	325	895	1301	609	1675	.....	434	1194	1738
9	366	1006	1464	685	1885	.....	488	1344	1955
10	407	1118	1627	762	2094	.....	543	1493	2172
15	610	1677	2440	1142	.....	.....	814	2240	.....
20	813	2236	.....	1523	.....	.....	1086	.....	.....
25	1017	.....	.....	1904	.....	.....	1358	.....	.....
30	1220	.....	.....	.....	.....	.....	1629	.....	.....
35	1423	.....	.....	.....	.....	.....	1901	.....	.....
40	1627	.....	.....	.....	.....	.....	.....	.....	.....

Engine Speed and Gear Ratio Data

	MODEL T		TON TRUCK	
	Standard Gears 3.63 to 1	Mountain Gears 4 to 1	Standard Gears 7¼ to 1	Special Gears 5½ to 1
Gear Ratio on high speed	3.63—1	4.—1	7.25—1	5.167—1
Gear Ratio on low speed	9.98—1	10.997—1	19.93—1	14.21—1
Gear Ratio on reverse	14.52—1	15.999—1	29.—1	20.68—1
Revolutions of engine per mile on high speed	2440.34	2689.06	4569.31	3257.92
Revolutions of engine per mile on low speed	6709.25	7393.06	12565.70	8959.34
Revolutions of engine per mile on reverse	9761.36	10756.24	18277.25	13031.68
Ratio of crankshaft to driveshaft on low speed	2.75—1	3.03—1	2.75—1	2.75—1
Ratio of crankshaft to driveshaft on reverse	4.—1	.044—1	4.—1	4.—1

Motor Numbers

Some of the earlier Ford cars, made from 1912 to 1915, had a "serial," or car number, stamped on a metal plate attached to the dash. But most of these old-style bodies have now been changed, and little attention is now paid to these car numbers. However, for insurance adjusters or police departments who need this additional "check-up" on stolen Fords, we give this serial list.

Oct. 1, 1912-Sept. 30, 1913.....150,001-332,500
Oct. 1, 1913-July 31, 1914.....332,501-539,000
Aug. 1, 1914-Apr. 30, 1915.....539,001-742,313

On some Ford engine numbers, a letter is prefixed to the motor number. When the "C-numbers" are used, this means that the Ford car was built in Canada.

The "B-number" Fords were built at the factory in Detroit, and Ford cars with motor numbers B-1 to B-12,247, were built between Oct. 1, 1912 and September 30, 1913.

The famous Model T Fords are the ones on which production has been concentrated since Oct. 1, 1908. But before the Model T was built, there were severat early models, beginning with the 2-cylinder, chain-drive Model A, up to the better known Models N, S, and R.

The dates on such castings as the cylinder head and cylinder block do not mean much. These dates only show when the block is cast. Since a cylinder block is improved by "ageing" or being allowed to settle for several months to allow the casting strains to become equalized before machining; this means that an engine is even better, if the casting date is several months earlier than the motor number.

If the motor number does not agree with this list, it is possible that the motor number may have been changed by placing an "'I' or some other digit in front of the true motor number; thus making the car appear to be much newer than it really is, or a "6" is sometimes changed to an "8", or the numbers may be filled up and new numbers stamped on.

When the car is a "used" Ford, it is not safe to pay much attention to the date cast on the cylinder block. The cylinder block of an early Ford may have been replaced by a 1919 or 1920 block.

The motor number is stamped on the side of the cylinder block, over the side water inlet hose connection. On some of the very early Fords, made in 1910 or so, the motor numbers were stamped down near the breather, or oil filler pipe. But nearly all these very early Fords have had the cylinder blocks replaced by this time, so nearly every Ford now in use carries the number in the same place, directly over the side hose connection.

Ford Motor Numbers

1910 to 1926

1910		
Jan. 1-Jan. 31	14161	15500
Feb. 1-Feb. 28	15500	16600
Mar. 1-Mar. 31	16600	19700
Apr. 1-Apr. 30	19700	23100
May 1-May 31	23100	26500
June 1-June 30	26500	29500
July 1-July 31	29500	30200
Aug. 1-Aug. 31	30200	31000
Sept. 1-Sept. 30	31000	31900
Oct. 1-Oct. 31	31900	32500
Nov. 1-Nov. 30	32500	33700
Dec. 1-Dec. 31	33700	34900

1911		
Jan. 1-Jan. 31	34900	37000
Feb. 1-Feb. 28	37000	40000
Mar. 1-Mar. 31	40000	45000
Apr. 1-Apr. 30	45000	50800
May 1-May 31	50800	57200
June 1-June 30	57200	60500
July 1-July 31	60500	62100
Aug. 1-Aug. 31	62100	66700
Sept. 1-Sept. 30	66700	70500
Oct. 1-Oct. 31	70500	83100
Nov. 1-Nov. 30	83100	86300
Dec. 1-Dec. 31	86300	88900

1912		
Jan. 1-Jan. 31	88900	92000
Feb. 1-Feb. 29	92000	95900
Mar. 1-Mar. 31	95900	103800
Apr. 1-Apr. 30	103800	112900
May 1-May 31	112900	123800
June 1-June 30	123800	132000
July 1-July 31	132000	139700
Aug. 1-Aug. 31	139700	144500
Sept. 1-Sept. 30	144500	147300
Oct. 1-Oct. 31	147300	156300
Nov. 1-Nov. 30	156300	161200
Dec. 1-Dec. 31	161200	171300

1913		
Jan. 1-Jan. 31	171300	186900
Feb. 1-Feb. 28	186900	203300
Mar. 1-Mar. 31	203300	218900
Apr. 1-Apr. 30	218900	242300
May 1-May 31	242300	260000
June 1-June 30	260000	282700
July 1-July 31	282700	298200
Aug. 1-Aug. 31	298200	306800
Sept. 1-Sept. 30	306800	314800
Oct. 1-Oct. 31	314800	324900
Nov. 1-Nov. 30	324900	344900
Dec. 1-Dec. 31	344900	370400

1914		
Jan. 1-Jan. 31	370400	395500
Feb. 1-Feb. 28	395500	419500
Mar. 1-Mar. 31	419500	447600
Apr. 1-Apr. 30	447600	473200
May 1-May 31	473200	490920
June 1-June 30	490920	507102
July 1-July 31	507102	517800
Aug. 1-Aug. 31	517800	538200
Sept. 1-Sept. 30	538200	558300
Oct. 1-Oct. 31	558300	583400
Nov. 1-Nov. 30	583400	599100
Dec. 1-Dec. 31	599100	611100

1915		
Jan. 1-Jan. 31	611100	614200
Feb. 1-Feb. 28	614200	630500
Mar. 1-Mar. 31	630500	682400
Apr. 1-Apr. 30	682400	723500
May 1-May 31	723500	805500
June 1-June 30	805500	839700
July 1-July 31	839700	855500
Aug. 1-Aug. 31	855501	881000
Sept. 1-Sept. 30	881000	913000
Oct. 1-Oct. 31	913000	949000
Nov. 1-Nov. 30	949000	985400
Dec. 1-Dec. 31	985400	1029200

1916		
Jan. 1-Jan. 31	1029200	1071800
Feb. 1-Feb. 29	1071800	1119000
Mar. 1-Mar. 31	1119000	1167900
Apr. 1-Apr. 30	1167900	1219400
May 1-May 31	1219400	1272000
June 1-June 30	1272000	1326900
July 1-July 31	1326900	1362213
Aug. 1-Aug. 31	1362213	1400900
Sept. 1-Sept. 30	1400900	1452200
Oct. 1-Oct. 31	1452200	1510500
Nov. 1-Nov. 30	1510500	1570700
Dec. 1-Dec. 31	1570700	1614600

1917		
Jan. 1-Jan. 31	1614600	1680000
Feb. 1-Feb. 28	1680000	1739900
Mar. 1-Mar. 31	1739900	1812000
Apr. 1-Apr. 30	1812000	1888000
May 1-May 31	1888000	1968629
June 1-June 30	1968629	2044100
July 1-July 31	2044100	2113500
Aug. 1-Aug. 31	2113500	2162800
Sept. 1-Sept. 30	2162800	2231000
Oct. 1-Oct. 31	2231000	2310400
Nov. 1-Nov. 30	2310400	2383900
Dec. 1-Dec. 31	2383900	2449100

1918		
Jan. 1-Jan. 31	2449100	2503200
Feb. 1-Feb. 28	2503200	2558200
Mar. 1-Mar. 31	2558200	2611400
Apr. 1-Apr. 30	2611400	2657500
May 1-May 31	2657500	2700800
June 1-June 30	2700800	2735700
July 1-July 31	2735700	2756251
Aug. 1-Aug. 31	2756250	2774600
Sept. 1-Sept. 30	2774600	2787800
Oct. 1-Oct. 31	2787800	2792300
Nov. 1-Nov. 30	3792300	2805100
Dec. 1-Dec. 31	2805100	2831400

1919		
Jan. 1-Jan. 31	2831400	2880170
Feb. 1-Feb. 28	2880170	2933000
Mar. 1-Mar. 31	2933000	2997100
Apr. 1-Apr. 30	2997100	3067700
May 1-May 31	3067700	3140000
June 1-June 30	3140000	3210800
July 1 -July 31	3210800	3277850
Aug. 1-Aug. 31	3277850	3346900
Sept. 1-Sept. 30	3346900	3428400
Oct. 1-Oct. 31	3429401	3515431
Nov. 1-Nov. 30	3515432	3588000
Dec. 1-Dec. 31	3588001	3659970

Motor Numbers by Months

Continued

1920		
Jan. 1-Jan. 31	3659971	3743075
Feb. 1-Feb. 29	3743076	3817430
Mar. 1-Mar. 31	3817431	3910000
Apr. 1-Apr. 30	3910001	3969150
May 1-May 31	3969151	4055280
June 1-June 30	4055281	4141450
July 1-July 31	4141451	4233350
Aug. 1-Aug. 31	4233351	4329900
Sept. 1-Sept. 30	4329901	4426385
Oct. 1-Oct. 31	4426386	4526540
Nov. 1-Nov. 30	4526541	4617925
Dec. 1-Dec. 31	4617926	4698415

1921		
Jan. 1-Jan. 31	None	None
Feb. 1-Feb. 28	4698416	4736430
Mar. 1-Mar. 31	4736431	4810010
Apr. 1-Apr. 30	4810011	4907500
May 1-May 31	4907501	5008000
June 1-June 30	5008001	5114530
July 1-July 31	5114531	5223135
Aug. 1-Aug. 31	5223136	5337545
Sept. 1-Sept. 30	5337546	5447816
Oct. 1-Oct. 31	5447817	5529519
Nov. 1-Nov. 30	5529520	5602301
Dec. 1-Dec. 31	5602302	5638071

1922		
Jan. 1-Jan. 31	5638072	5683808
Feb. 1-Feb. 28	5683809	5736278
Mar. 1-Mar. 31	5736279	5812608
Apr. 1-Apr. 30	5812609	5922968
May 1-May 31	5922969	6058671
June 1-June 30	6058672	6199796
July 1-July 31	6199797	6334196
Aug. 1-Aug. 31	6334197	6473196
Sept. 1-Sept. 30	6473196	6582724
Oct. 1-Oct. 31	6582725	6713881
Nov. 1-Nov. 30	6713882	6844681
Dec. 1-Dec. 31	6844682	6953071

1923		
Jan. 1-Jan. 31	6953072	7084225
Feb. 1-Feb. 28	7084226	7217971
Mar. 1-Mar. 31	7217972	7386111
April 1-April 30	7386112	7564111
May 1-May 31	7564112	7738372
June 1-June 30	7738373	7927374
July 1-July 31	7927375	8122674
Aug. 1-Aug. 31	8122675	8311581
Sept. 1-Sept. 30	8311582	8477681
Oct. 1-Oct. 31	8477682	8664281
Nov. 1-Nov. 30	8644282	8843065
Dec. 1-Dec. 31	8843066	9008381

1924		
Jan. 1-Jan. 31	9008382	9232671
Feb. 1-Feb. 29	9232672	9427721
Mar. 1-Mar. 31	9427722	9622521
Apr. 1-Apr. 30	9622522	9814521
May 1-May 31	9814522	9984771
June 1-June 30	9984772	10126671
July 1-July 31	10126672	10266471
Aug. 1-Aug. 31	10266472	10404822
Sept. 1-Sept. 30	10404823	10560821
Oct. 1-Oct. 31	10560822	10734504
Nov. 1-Nov. 30	10734505	10886259
Dec. 1-Dec. 31	10886260	10999900

1925		
Jan. 1-Jan. 31	10999901	11135308
Feb. 1-Feb. 28	11135309	11302019
Mar. 1-Mar. 31	11302020	11477655
April 1-April 30	11477656	11688647
May 1-May 31	11688648	11869207
June 1-June 30	11869208	12062486
July 1-July 31	12062487	12222528
Aug. 1-Aug. 31	12222529	12290760
Sept. 1-Sept. 30	12290761	12399406
Oct. 1-Oct. 31	12399497	12621501
Nov. 1-Nov. 30	12621502	12823126
Dec. 1-Dec. 31	12823127	12990055

1926

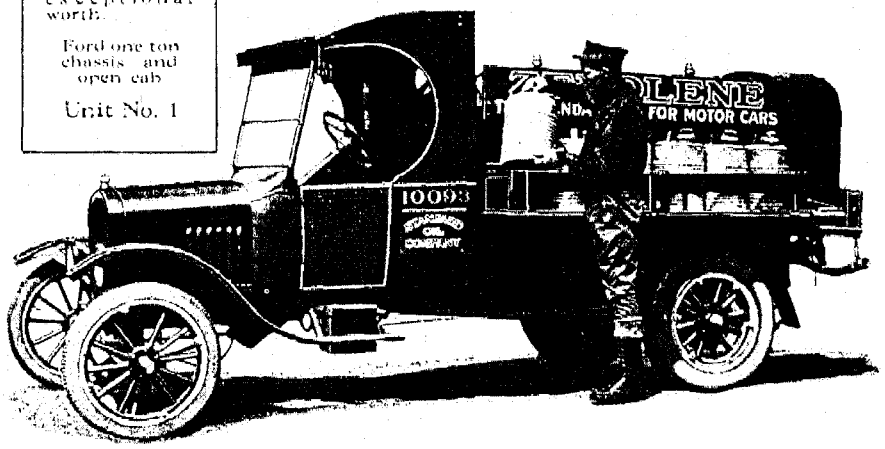
Jan. 1-Jan. 31		
Feb. 1-Feb. 28		
Mar. 1-Mar. 31		
April 1-April 30		
May 1-May 31		
June 1-June 30		
July 1-July 31		
Aug. 1-Aug. 31		
Sept. 1-Sept. 30		
Oct. 1-Oct. 31		
Nov. 1-Nov. 30		
Dec. 1-Dec. 31		

Ford Value to Oil Companies

Large and small oil companies have found the Ford Truck a delivery unit of exceptional worth.

Ford one ton chassis and open cab

Unit No. 1

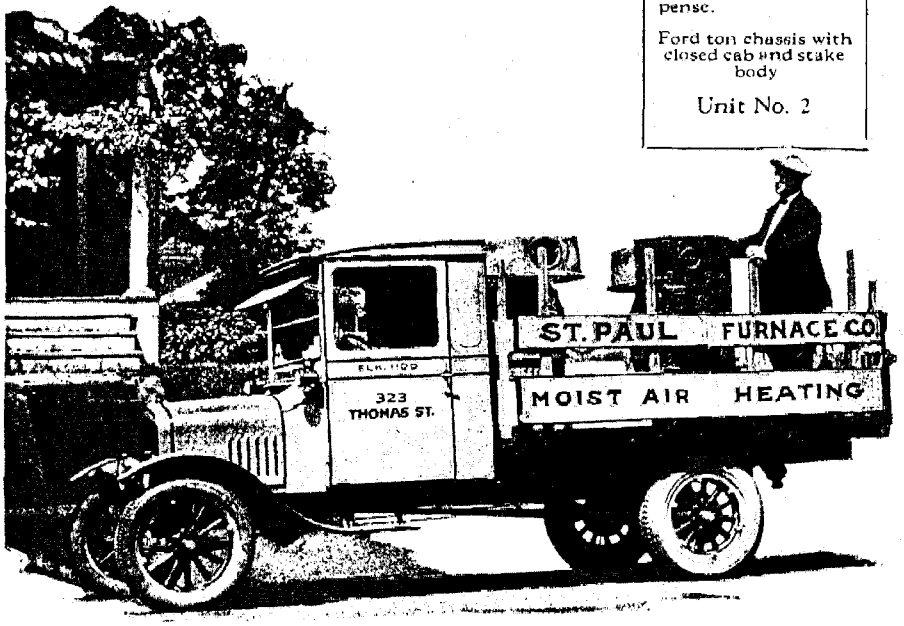


Furnace Deliveries at $1.50 a Day

The St. Paul Furnace Co. operate their Ford trucks at $1.50 a day including depreciation, maintenance and operating expense.

Ford ton chassis with closed cab and stake body

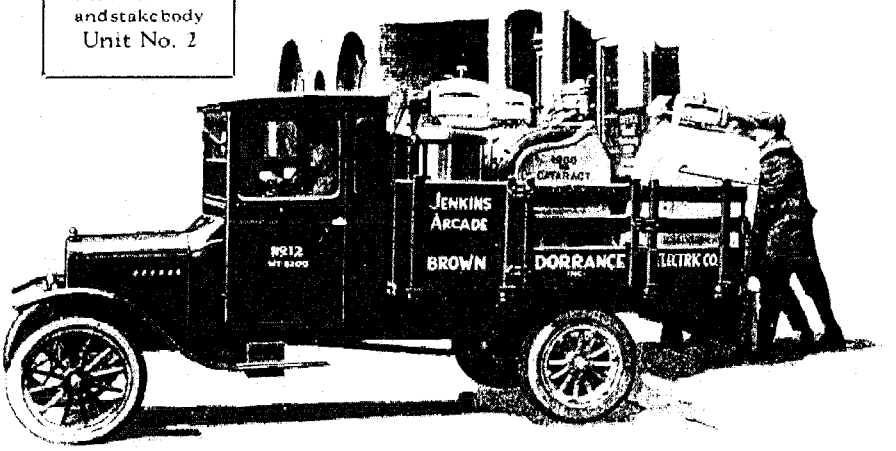
Unit No. 2



Dependability and economy is the great object of electrical companies using fleets of Ford trucks.

Ford ton chassis, closed cab and stake body
Unit No. 2

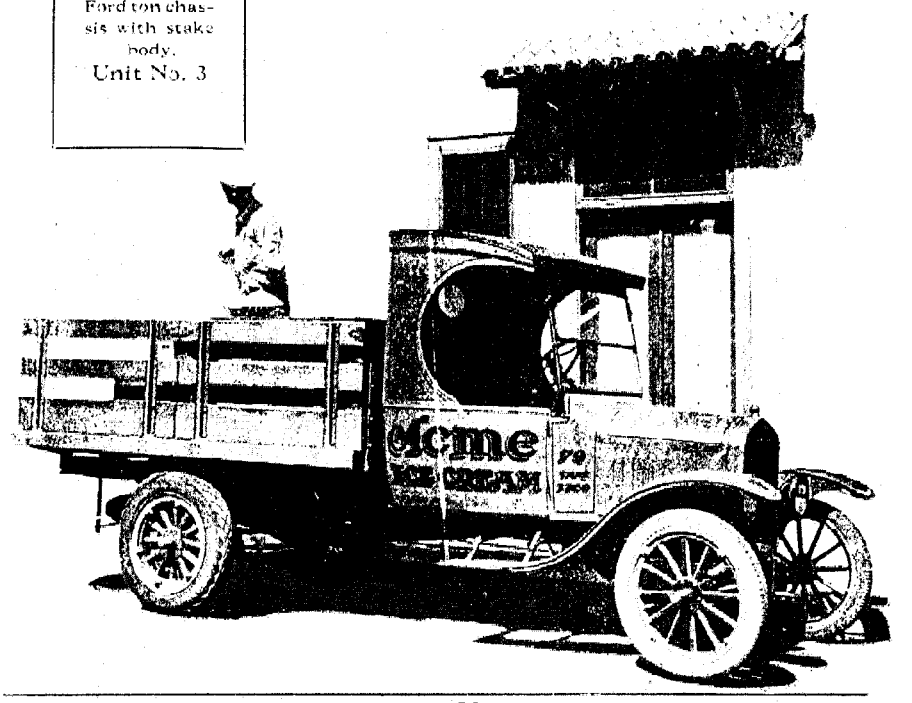
Ford Trucks Favored for Dependability



Prompt and dependable service makes Ford the ideal ice cream delivery truck.

Ford ton chassis with stake body.
Unit No. 3

Prompt Deliveries Increase Business

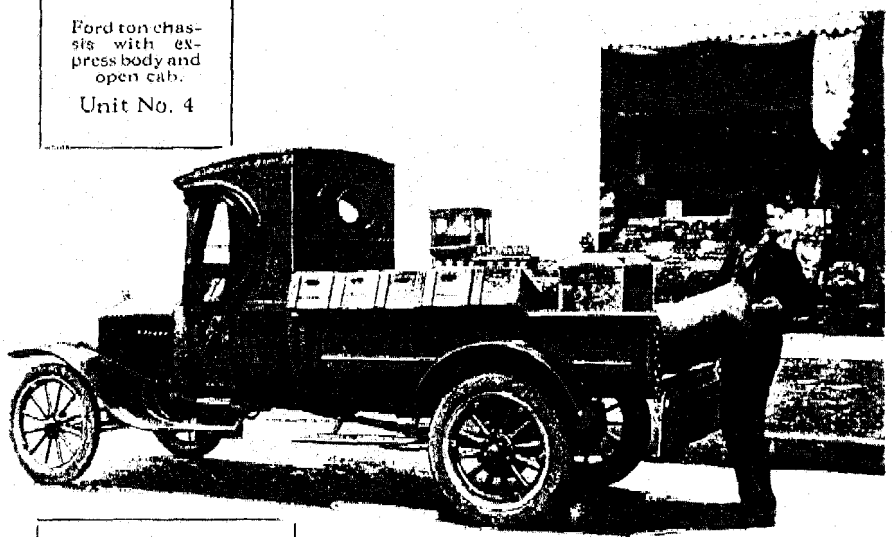


Prompt Service A Business-Building Factor

Delivering 100 cases of bottled goods at 7 cents a case is the record of the Ford ton truck.

Ford ton chassis with express body and open cab.

Unit No. 4

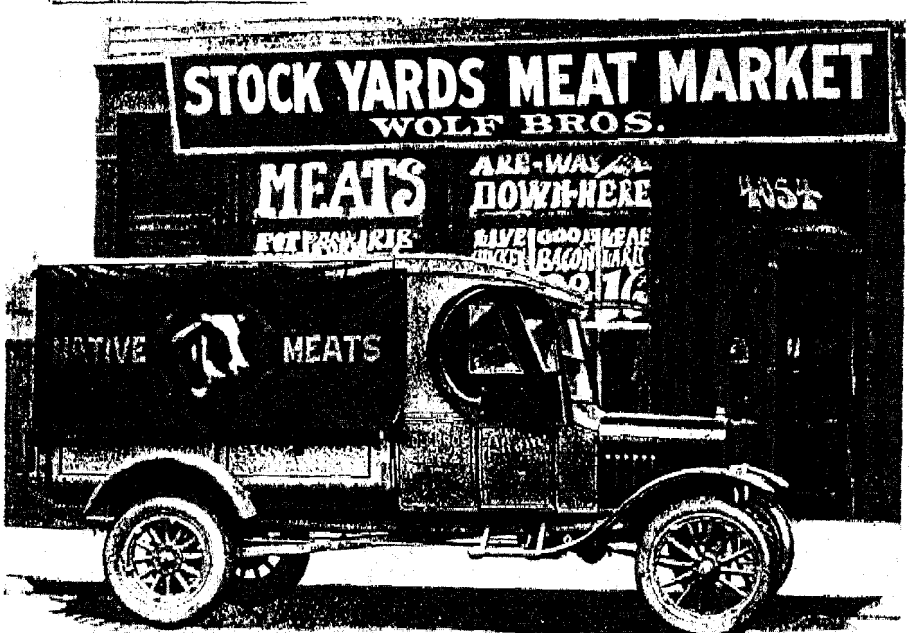


A saving of $18.00 a day is indeed an unusual economy to achieve in the delivering of meat.

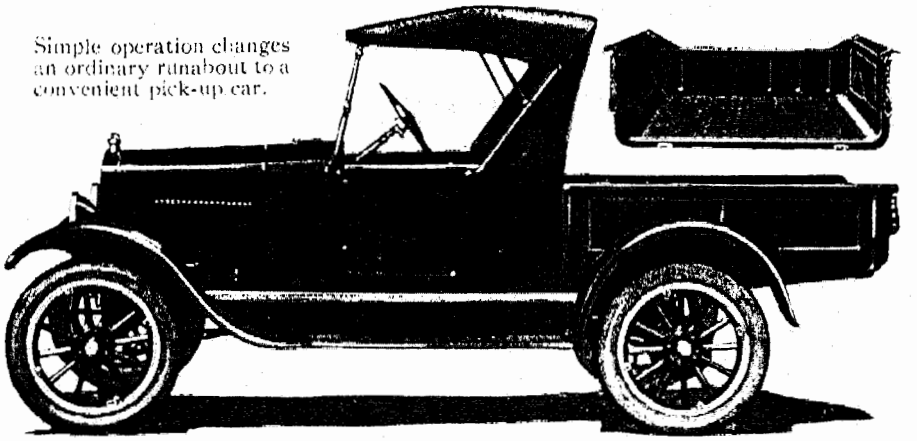
Ford ton chassis, canopy top, screen side and end doors.

Unit No. 5

Meat Dealer Saves $18.00 Daily



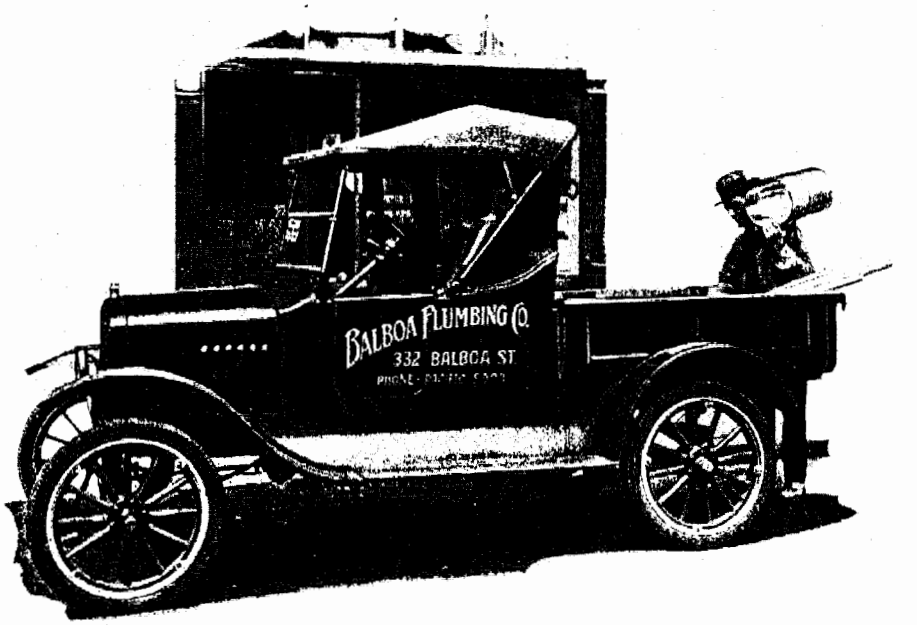
Pick-up Car Model "T"



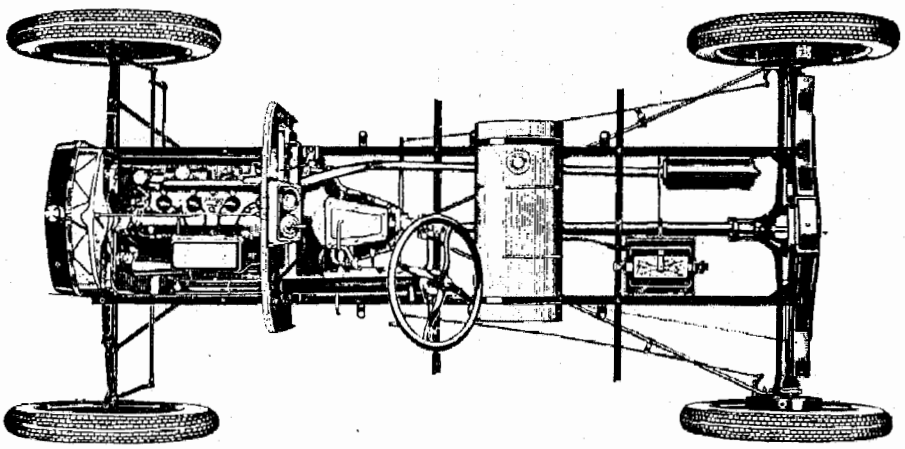
Simple operation changes an ordinary runabout to a convenient pick-up car.

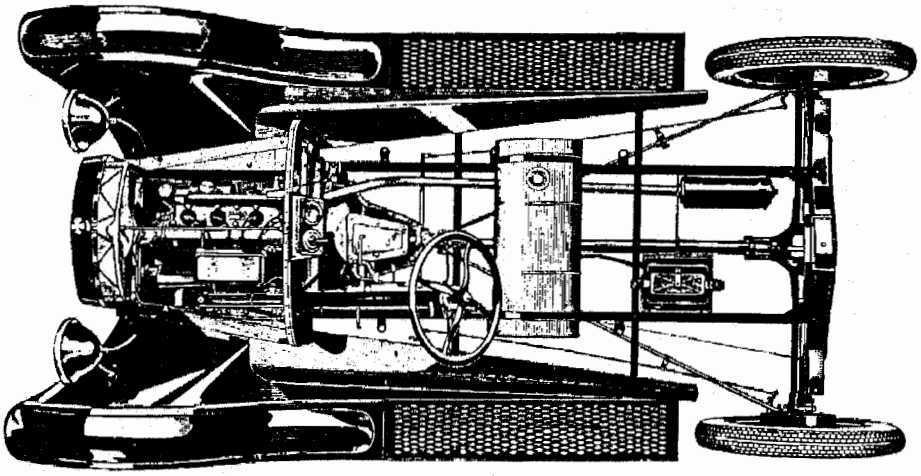
THE light delivery car offers the speed and flexibility of the standard car chassis adapted to package delivery, operating with ease and economy under the hardest use.

Its dependability emphasizes the Ford quality tradition.



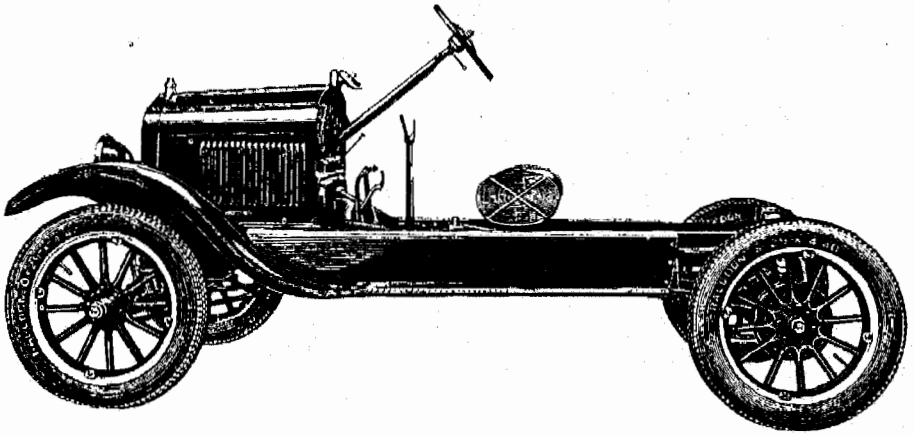
Model "T" Chassis





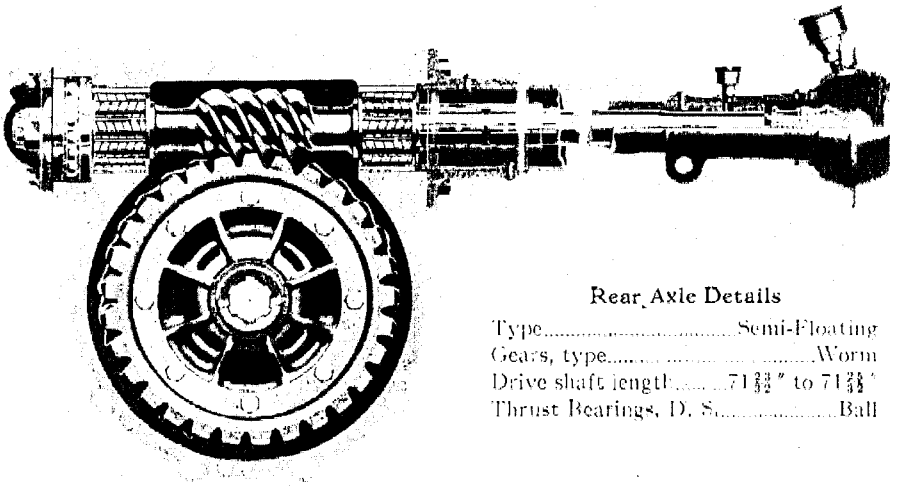
Chassis Equipment

Front Fenders, Headlights, Taillights, Horn, Jack, Tire Pump, Keys, Set of Tools.



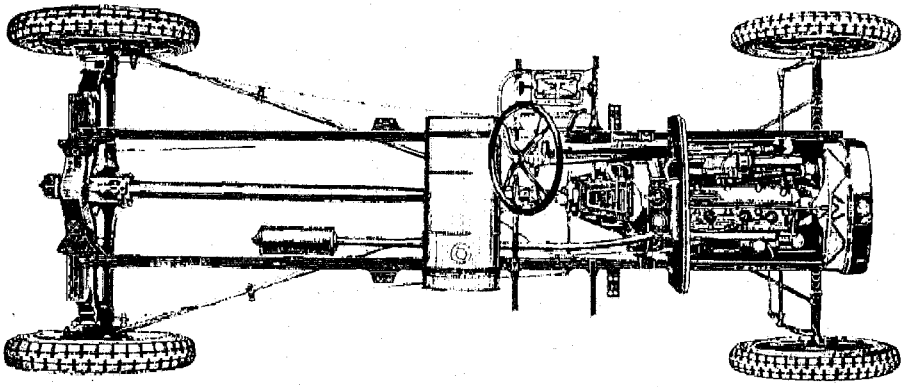
Wheel Base	100"	Turning Diameter	38' 6"
Turning Radius	19' 3"	Road Clearance	10¼"

Ford Ton Truck Construction



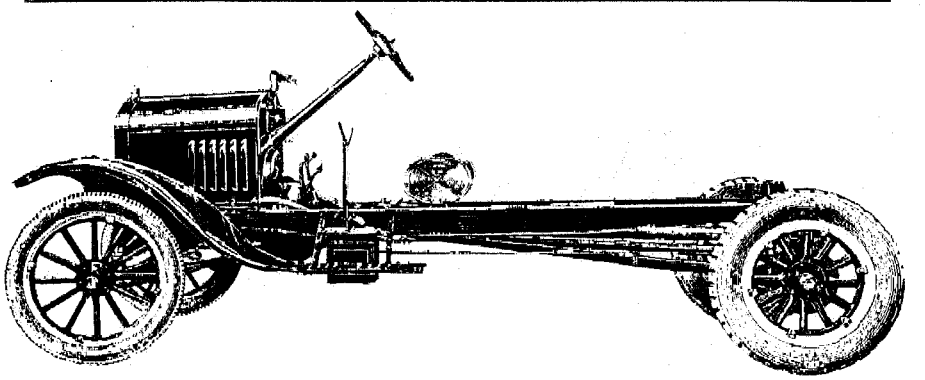
Rear Axle Details

Type	Semi-Floating
Gears, type	Worm
Drive shaft length	71 23/32" to 71 25/32"
Thrust Bearings, D. S.	Ball



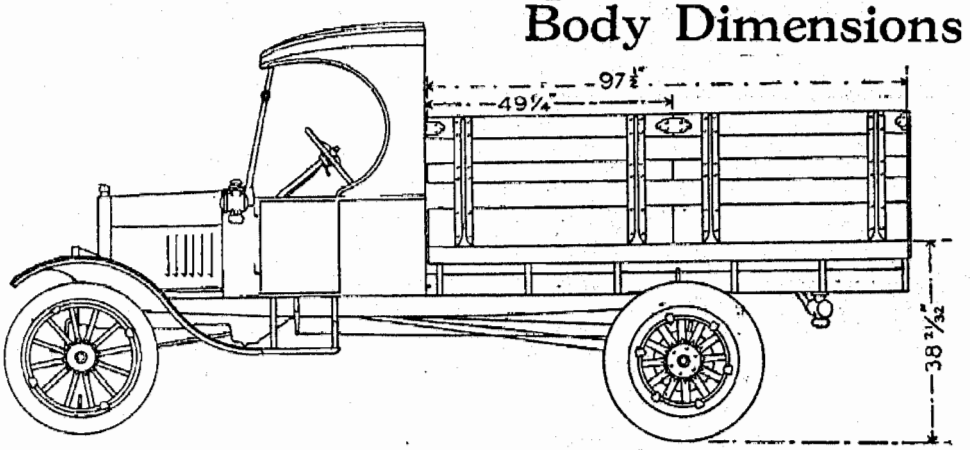
Frame Details

Side members, length	123 1/2"
Cross member, front	23"
Cross member, rear	32 5/8"

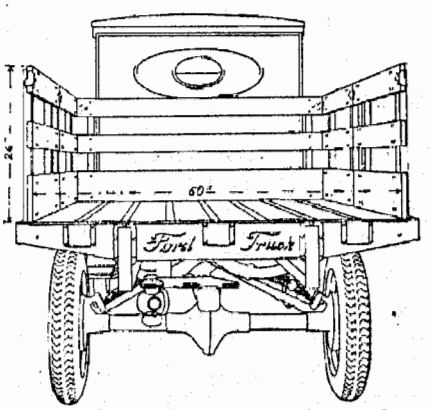


Wheelbase	123"
Turning radius	23'
Circle	46'
Weight, demountable rims, starter	1577 lbs.
Weight, demountable rims, non-starter	1477 lbs.
Weight, solid, non-starter	1314 lbs.

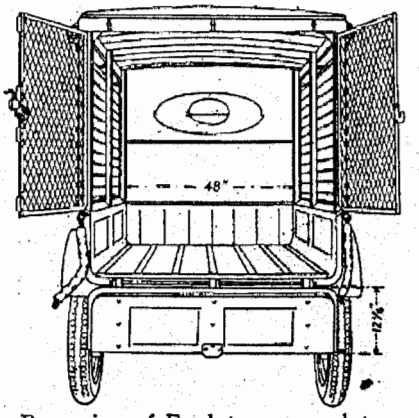
Stake and Covered Top Body Dimensions



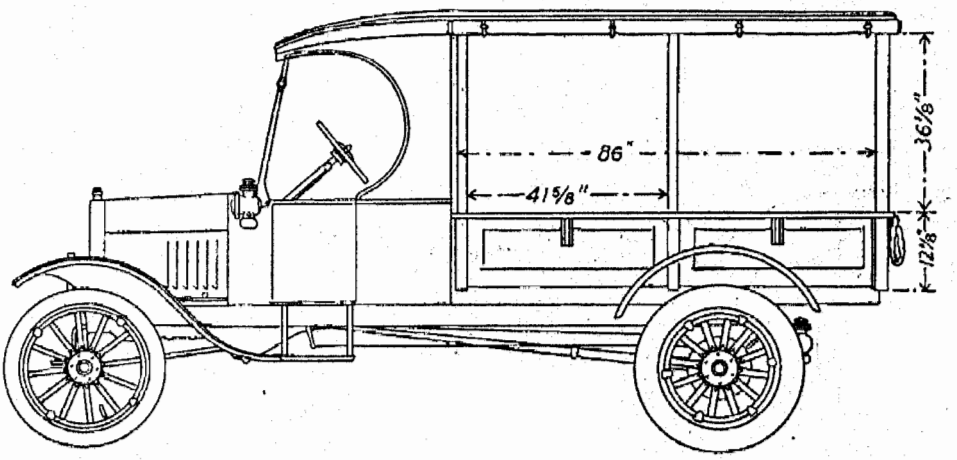
Side view of Ford ton stake truck giving length dimensions for engine, cab, and body.



Rear view of Ford ton stake truck, giving height and width dimensions.

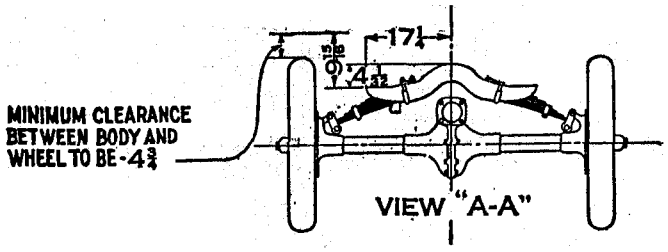


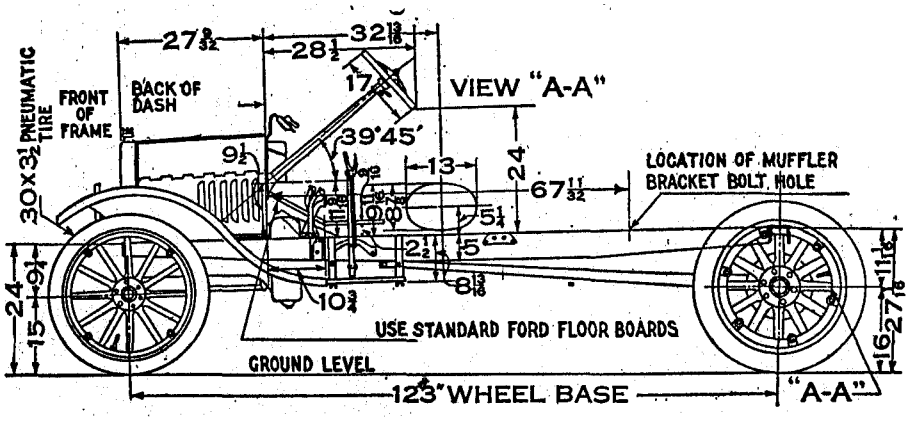
Rear view of Ford ton covered top truck, showing height and width dimensions.

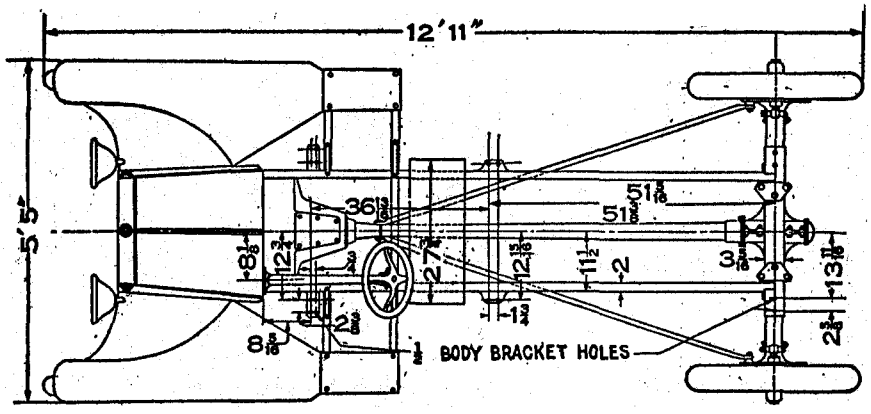


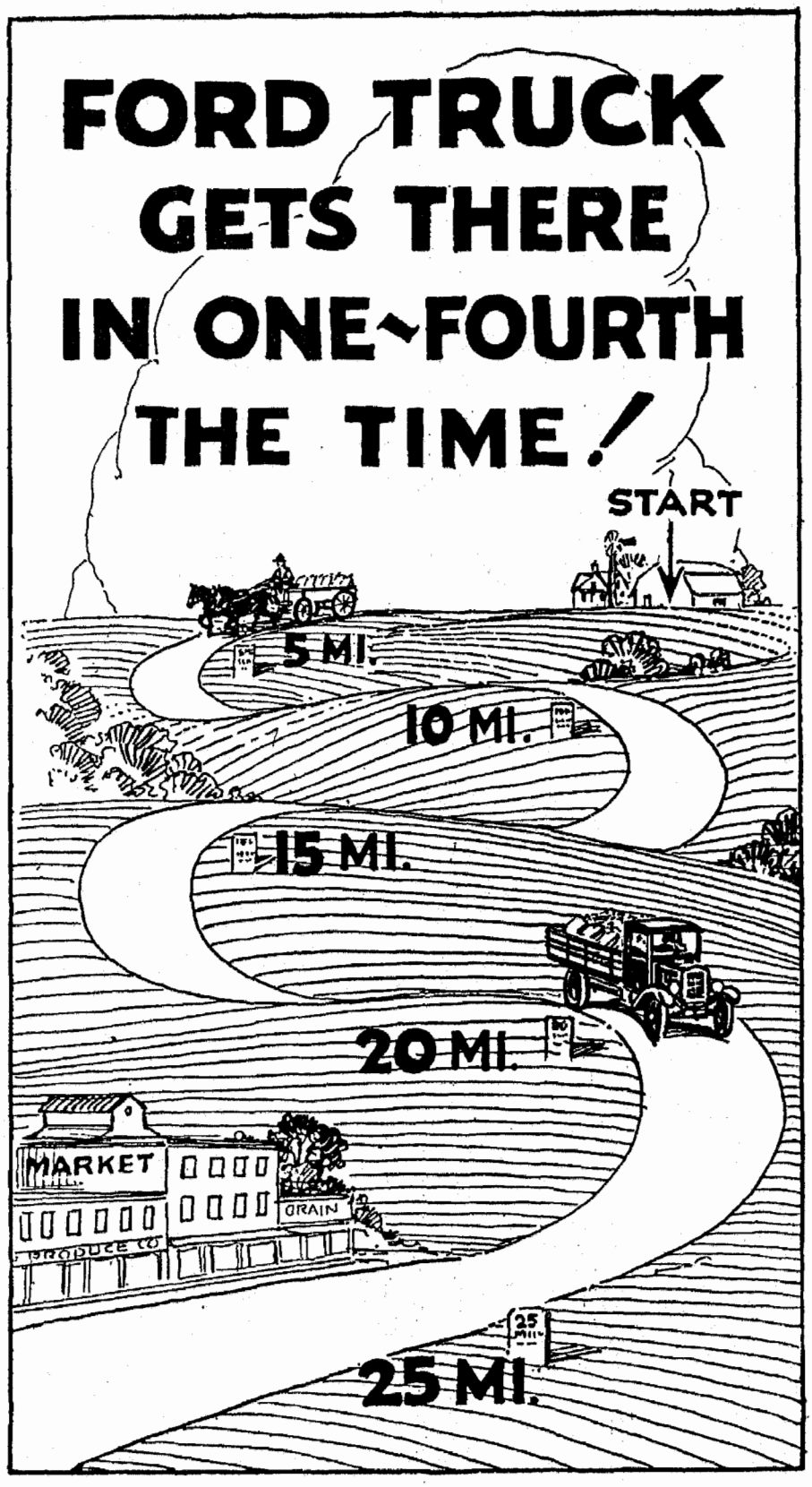
Side view of Ford ton covered top truck, showing engine, cab and body dimensions.

Dimensions Truck Chassis for Body Designing



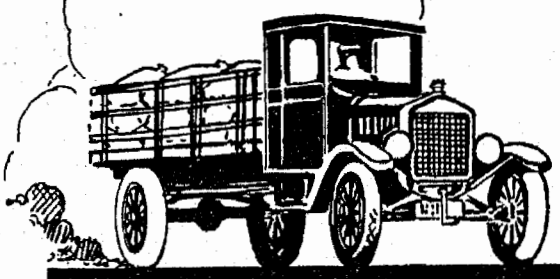





FORD TRUCK
GETS THERE
IN ONE-FOURTH
THE TIME!
START
5 MI.
10 MI.
15 MI.
20 MI.
25 MI.
MARKET
GRAIN
PRODUCE CO

and

THEY BOTH DO THE SAME AMOUNT OF WORK



FORD TRUCK $375.00

6 HORSES $1200.00

Engineering Specifications of Ton Truck

Explanation—

The following specifications show, in the same detail and arrangement as the specifications covering the Model T. Every specification of the Ton Truck which differs from the standard Model T chassis is covered in detail below.

Wheel Base Measurements

Wheelbase	123″

Turning Radius and Circle

Radius	23′
Circle	46′

Road Clearance

Clearance	9″

Tread

The tread for all models of Ford cars and trucks is the standard tread—56 inches.

Frame Details

General Dimensions—

Side Member Length	123 11/32″
Cross Member, Front	23″
Cross Member, Rear	32 5/8″

Rear Springs

Type—Transverse	Quarter elliptic
Spring Length	16½″ to 16¾″
Spring Width	3″
No. of Leaves	9

Note—Shape bottom and top of leaves concave to provide for ease of lubrication.

Rear Axle Details

General—

Type	Semi-floating
Gears, Type	Worm
Lubricant	Heavy semi-fluid oil.
Quantity	3½ lbs.

Dimensions—

Drive Shaft Length	71 11/16" to 71 11/16"
Coupling Type	6 Spline
Drive Shaft Tubing, Length	69 11/16" to 69 11/16"
Thrust Bearing DS	Ball

Housing—

Length	24 11/16"
Housing Diameter for Roller Bearing Sleeves	2.998" to 3.002"
Bell Diameter, Inside	11¼"
Bell Diameter, Outside	12½"

Brakes—Detail

Hand (Emergency)—

Location	Rear Wheels
Drum Diameter	12"
Drum Width	2"

Foot (Service)—

Location	Transmission
Lining Length	23 7/16" to 23½"
Width	1 11/16"
Thickness	5/32 to 11/64"
Lining Material	Cotton

Wheels, Tires and Rims

Wheel Type—Artillery.
Rim Make—Hayes, Kelsey or Ford.
Tire Makes—U. S., Firestone, Goodyear, Goodrich, Miller, Mason.

Tire Sizes Demountable (Pneumatic)—

Front	29" x 4.40" Balloons
Rear	30" x 5" Cord

Weight

Demountable Rims, Starter	1577 lbs.
Demountable Rims, Non-Starter	1477 lbs.
Solid, Non-Starter	1514 lbs.

Utility of the Ford Truck for the Farmer

One Motor Truck Replaces from Six to Eight Horses

While the truck is being introduced largely because it offers cheaper hauling than horses, a factor equally as important is its ability to do things entirely beyond the horse. It will carry twice the load in half the time. Many trucks are carrying raw materials to factories. The absence of this service rendered would often mean that thousands of men would go idle for lack of the material on which they work.

It Takes a Five-Acre Crop to Feed One Horse for One Year

For every horse supplanted with a Ford Truck, five acres is added to the farm. The truck will make available for raising food stuffs the land whose yearly crop is otherwise required to feed a horse.

The Ford Truck Assists the Farmer Through the Rush Season

Where there is a shortage of labor, Ford trucks conserve by hauling grain, hay and corn. It is as essential on the farm as the binder.

The Ford Truck Gives the Farmer More Time for Cultivation of Crops

Many farmers have been inclined to decrease the production of perishable foodstuffs, owing to the time required for hauling to market and the shortage of labor. Lots of fruit, vegetables and other produce which could be marketed are left on the farm to rot. The use of the truck in Rural Motor Express Lines, offers the best possible medium through which Farmers, Truck Growers, and Dairymen may go to market; thus increasing the local food supply of perishables.

The Ford Truck "Eats" Only When It Is Working

The Ford truck has no expense for food during idle hours. It never goes lame, gets the colic or dies.

The Ford Truck Gives the Farmer Top-Notch Prices

The Farmer depends as much on rapid access to market as on the productivity of his farm. The prices obtained for many classes of produce depends to a large extent upon placing them on the market at the right time in good condition.

The Ford Truck Saves Shrinkage in Hauling Live Stock

The truck has many uses in farm work, one of which is the hauling of live stock to market. A certain live stock farmer, being at first skeptical regarding the adaptability of a truck to his work, finally *did* purchase one and discovered that the increased revenue obtained for his stock, because of the reduced shrinkage in hauling them to market by truck, as against his old method, *more than paid for the cost of each trip.*

The Ford Truck Hauls Cheaper than a Team

The expense of operating a truck is about one-half or less than that of a team. The total cost of operation for gasoline, oil, grease and tires will range from 6 to 10 cents per mile. Modern farmers know enough about mechanics to operate and maintain trucks economically, and two or more farmers with not enough use for a truck apiece can buy and operate one together.

The Ford Truck Will Give the Farmer Two Hours More Working Time Each Day

The farmer living twenty miles from town and using a truck, is just as near as one five miles away who depends on team hauling. The truck saves two hours or more each day that would otherwise be spent in harnessing, feeding and watering a team. Trucks shorten the miles.

Worm Gear for Trucks—Tractors

Its Advantages Over the Bevel Gear

The Worm Gear for Smooth Action.

The worm gear is designed primarily to give smoother action and more driving surface, overcoming a greater resistance with less engine power. There are always several teeth in mesh at one time, so that the work is divided, consequently reducing vibration to a minimum, and the possibility of crystalization due to vibration is almost nil.

Bevel Gear Noisy on Trucks.

The bevel gear is quite noisy as a rule, for there is only one tooth in mesh at one time to take the entire load. Due to this, when the transfer of resistance is made to the next tooth, a light tapping often is noticeable, this increasing with time as the gear wears till the tapping becomes a hammering and the vibration on the shaft very often results in a crystalization of the steel. Bevel gears also have a tendency to cramp when the slightest bit out of line, throwing the strain to the corners of the teeth, the weakest part of the gear, many times fracturing these corners.

Worm Gear Construction—Added Strength.

The worm gear carries its work thrust in the center of the gear, never on the edge. Another important factor is that the worm gear, on a comparative scale, can be made much stronger than the bevel gear required for the same work, owing to its elongated construction.

Bevel Gear Construction—Strength Lost.

The bevel gear, were it made in proportionate strength to the worm gear, would be very much too large and clumsy, requiring a great deal of space in the rear axle housing.

Tooth Comparisons.

The chordal thickness of the teeth on the worm gear remains the same, while the pitch changes on the bevel gear, weakening the teeth.

Worm Gear Compact.

It is obvious in considering the size of the Ford Truck rear axle housing that the worm gear is simple and compact.

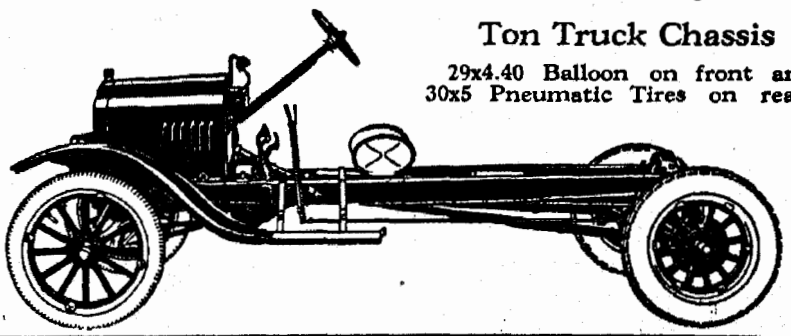
Greater Speed Reduction in Less Space.

Another feature of the worm gear is the small space required for greater speed reduction. No material difference is made in the transmission. An idea of its additional strength can be obtained by considering the power of the small worm drive jack, and the almost unbelievable weight you or anyone can lift with very little effort.

Truck Chassis and Combination Body Prices

Ton Truck Chassis

29x4.40 Balloon on front and 30x5 Pneumatic Tires on rear.

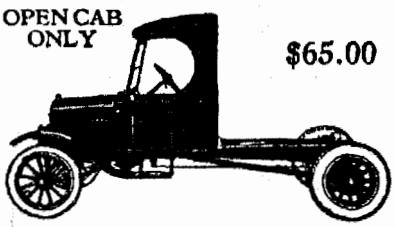


Type	F. O. B. Factory	Factory Delivered	Tax	Delivered Price
Without Starter	$325	.....	.....	.....
With Starter	$375			

All Prices Given Below Include Starter

OPEN CAB ONLY

$65.00

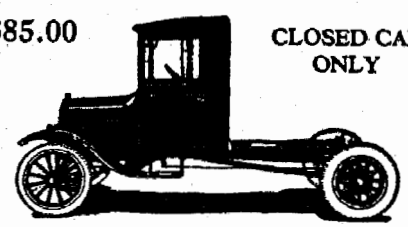


OPEN CAB WITH CHASSIS

F. O. B. Factory	Frt. Del'd	Tax	Del'd Price
$440			

$85.00

CLOSED CAB ONLY



CLOSED CAB WITH CHASSIS

F. O. B. Factory	Frt. Del'd	Tax	Del'd Price
$460			

$65.00

STAKE BODY

STAKE BODY WITH CHASSIS

F. O. B. Factory	Frt. Del'd	Tax	Del'd Price
Open Cab $505 Closed Cab $525	.....	.....	.....

$50.00

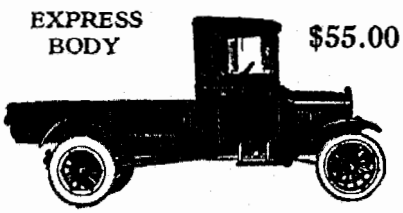
PLATFORM BODY

PLATFORM TRUCK WITH CHASSIS

F. O. B. Factory	Frt. Del'd	Del'd	Del'd Price
Open Cab $490 Closed Cab $510	.....	.....	.....

EXPRESS BODY

$55.00

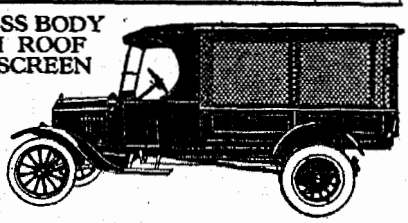


EXPRESS BODY WITH CHASSIS

F. O. B. Factory	Frt. Del'd	Tax	Del'd Price
Open Cab $495 Closed Cab $515	.....	.....	.....

EXPRESS BODY WITH ROOF AND SCREEN

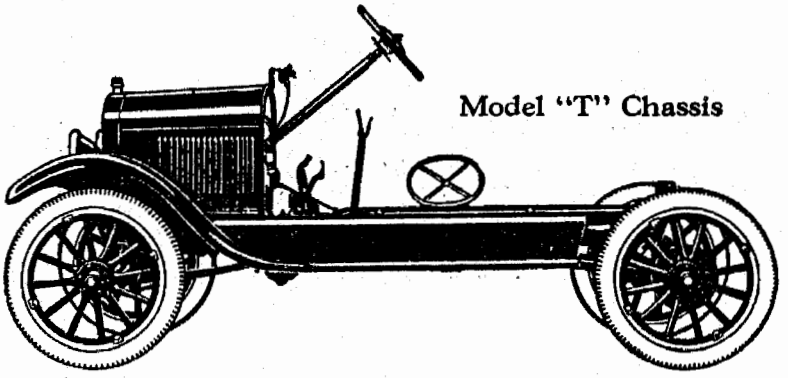
$110



EXPRESS BODY WITH ROOF, SCREEN, CHASSIS

F. O. B. Factory	Frt. Del'd	Tax	Del'd Price
Open Cab $550 Closed Cab $570	.....	.....	.....

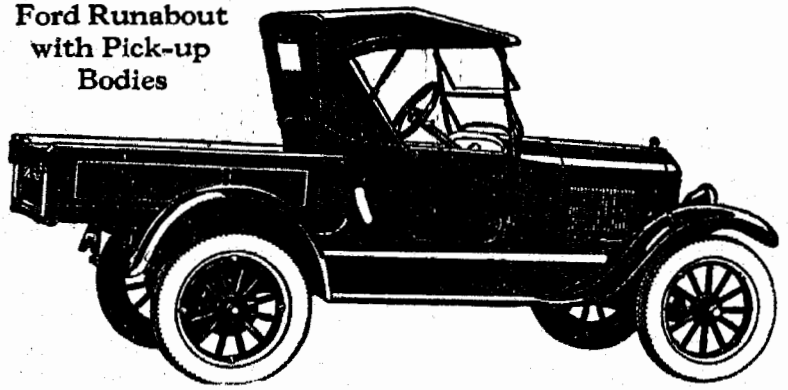
Pick-up Car Chassis and Body Prices



Model "T" Chassis

WITH STARTER AND BALLOON TIRES

F. O. B. Factory	Freight Delivered	Tax	Delivered Price
$300	$	$	$



Ford Runabout with Pick-up Bodies

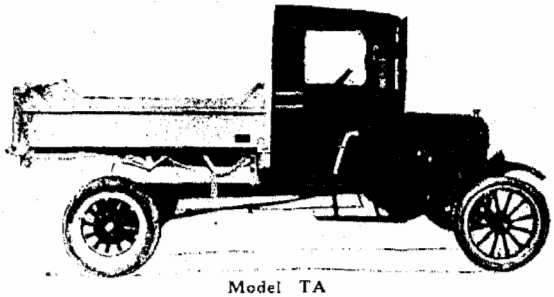
PRICES

RUNABOUT INCLUDING PICK-UP BODY, STARTER, AND BALLOON TIRES

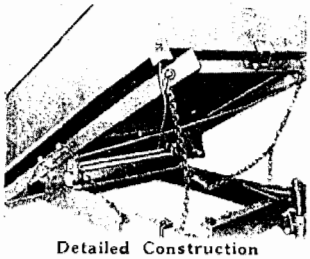
F. O. B. Factory	Freight Delivered	Tax	Delivered Price
$381	$	$	$

DITWILER Saftee Dump Bodies

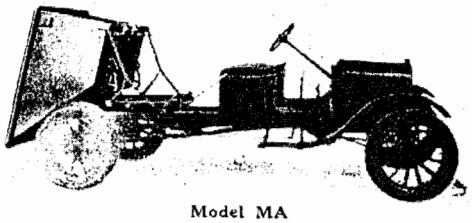
AUTOMATIC or GRAVITY



Model TA

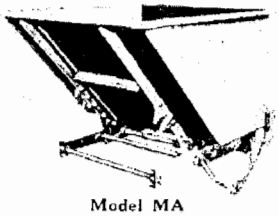


Detailed Construction

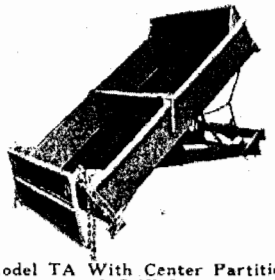


Model MA

Why You Should Use the Ditwiler SAFTEE Automatic Dump Body



Model MA



Model TA With Center Partition and Stiff Leg

Dumps any load in five seconds.

Dumps cleanly dry or wet material.

Easily returned to locked position by operator in two seconds.

End gate opens automatically at proper time for releasing and dumping the load.

Has operating lever conveniently located in front of driver's seat.

Has locking device which can easily be tightened so as to securely lock body to sub-frame for use as express body, if desired, also to take up wear.

Has double acting tail gate—held at any angle by adjustable chains.

Dumps smoothly—no strain or racking action on chassis.

Body can be mounted close to driver's seat without loss of space, giving proper distribution of weight.

Will dump to 45 degree angle and give 18 inch road clearance above the ground.

Has body so mounted that it cannot slip forward, backward or sideways on sub-frame.

Capacity can be increased by use of sideboards which are easily attached.

Bodies are shipped completely set up entailing a minimum of labor when mounting. No holes to drill. Body attached by four U bolts.

LIST PRICE OF AUTOMATIC OR GRAVITY DUMP BODIES. F. O. B. GALION, OHIO.

MODEL TA Straight Side Body. Capacity 1 cu. yard water level..... $120.00
Size 78x48x12½ inches, weight 820 lbs. Height over all 25 inches.

STEEL EXTENSION SIDE BOARDS TO INCREASE CAPACITY

No. 12 6 in. straight sideboards, 2 pieces, adds 13 cu. ft. Total 40 cu. ft..... $12.00
No. 13 6 in. straight 6 in. flare sideboards, 3 pieces, adds 23 cu. ft. Total 50 cu. ft. 28.00
No. 14 6 in. straight 12 in. flare sideboards, 4 pieces, adds 34 cu. ft. Total 61 cu. ft. 38.00

PARTITION GATES TO CARRY TWO OR MORE BATCHES

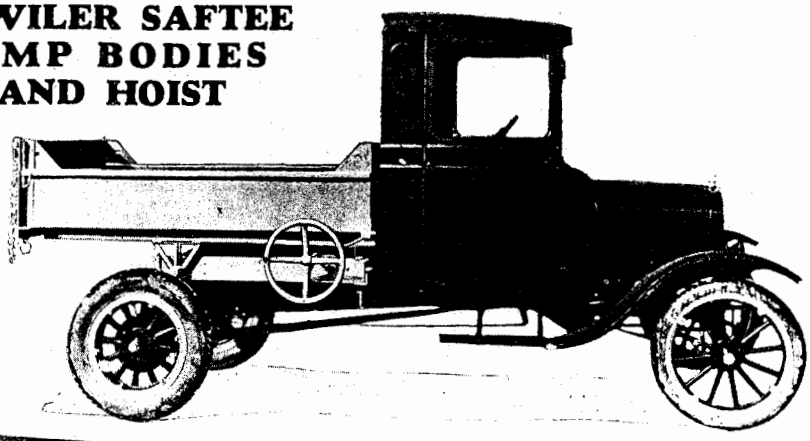
No. 20 for body only..... $15.00
No. 21 for body with No. 12 sideboards..... 17.00
No. 22 for body with No. 13 sideboards..... 19.00
No. 23 for body with No. 14 sideboards..... 23.00

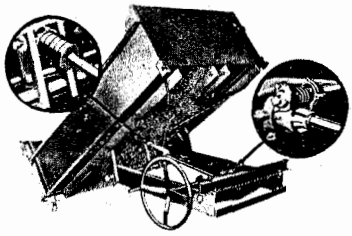
MODEL MA Hopper type. Capacity 1 cu. yard (when loaded 1½ inches from top)..... $125.00
Size 30x45x54 Weight 585 lbs. Height over all 37 inches.

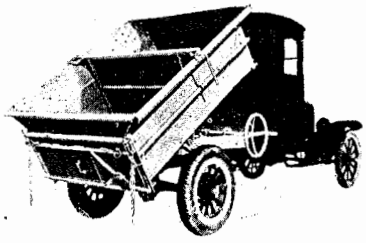
57 Distributors in United States and Canada

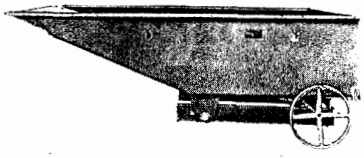
DITWILER MANUFACTURING CO., Galion, Ohio

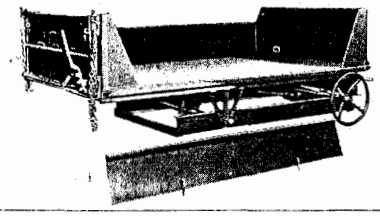
DITWILER SAFTEE DUMP BODIES HAND HOIST











Why You Should Use the Ditwiler SAFTEE Hand Hoist Dump Body

It is the only safe operating hand dump manufactured.

It has no crank handle to lose—or kick back.

It operates through worm gears.

It is safe to operate—no fly back of crank possible.

It locks itself in any position—self locking.

It has no chains, cables or ratchets.

It is built with a big margin of safety—heavy 5 inch channel sub-frame. Body made of No. 10 gauge steel heavily re-inforced with steel angles—electrically welded.

It has underbody hoisting mechanism.

The mechanism is entirely enclosed and packed in grease which means protection from pebbles, sand and grit, road dust, snow and ice.

Standard automotive practice throughout—has ball thrust bearings.

Does the work of a hydraulic hoist at one-third the cost.

Dumping mechanism always under control.

Can be easily raised in 30 seconds, lowered in 15 seconds.

Has double acting tail gate—held at any angle by adjustable chains.

Dumps smoothly—no strain or racking action on chassis.

Body can be mounted close to driver's seat without loss of space, giving proper distribution of weight.

Will dump to 45 degree angle and give 18 inch road clearance above the ground.

Has body so mounted that it cannot slip forward, backwards or sideways on sub-frame.

Capacity can be increased by use of sideboards which are easily attached.

Bodies are shipped completely set up, entailing a minimum of labor when mounting. No holes to drill. Body attached by four U bolts.

LIST PRICES OF HAND HOIST BODIES, F. O. B. GALION, OHIO.

MODEL H	Straight Side Body. Capacity 1 cu. yard water level. Size 72x45x14½, weight 750 pounds.	$125.00
MODEL HR	Removable side body. Capacity 1 cu. yard water level Size 72x45x14½, weight 770 pounds.	140.00

STEEL EXTENSION SIDE BOARDS TO INCREASE CAPACITY

No. 1 6 in. straight sideboards, 2 pieces, adds 11 cu. ft. Total 38 cu. ft.	10.00
No. 2 6 in. straight 6 in. flare sideboards, 3 pieces, adds 20 cu. ft. Total 47 cu. ft.	25.00
No. 3 6 in. straight 12 in. flare sideboards, 4 pieces, adds 30 cu. ft. Total 57 cu. ft.	34.00

PARTITION GATES TO CARRY TWO OR MORE BATCHES

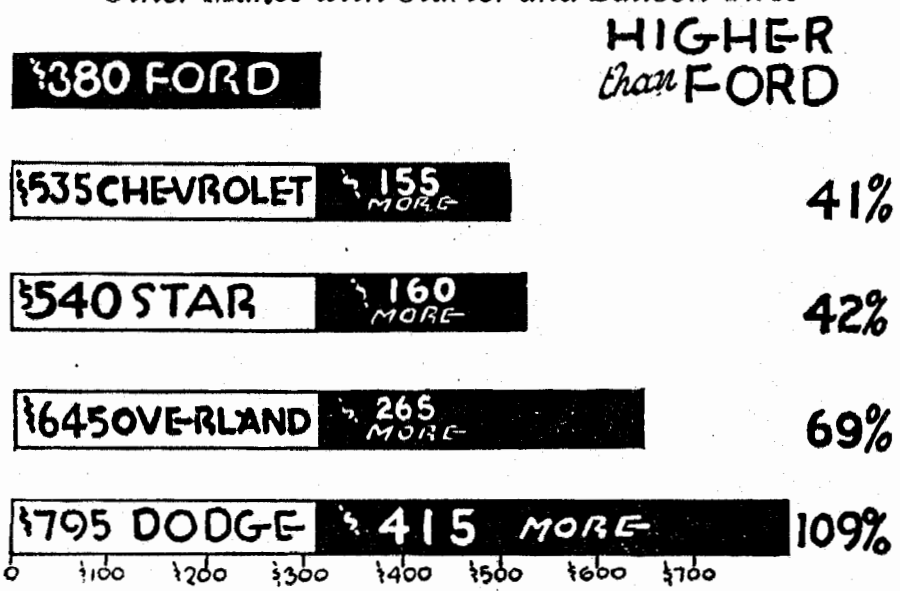
No. 20H for body only	15.00
No. 21H for body with No. 1 sideboards	17.00
No. 22H for body with No. 2 sideboards	19.00
No. 23H for body with No. 3 sideboards	23.00
Coal chute end gate extra	7.50

MODEL HG	Garbage or Refuse Body. Straight Side Body. Capacity 2 yards Size 93x60x22, weight 890 pounds	200.00

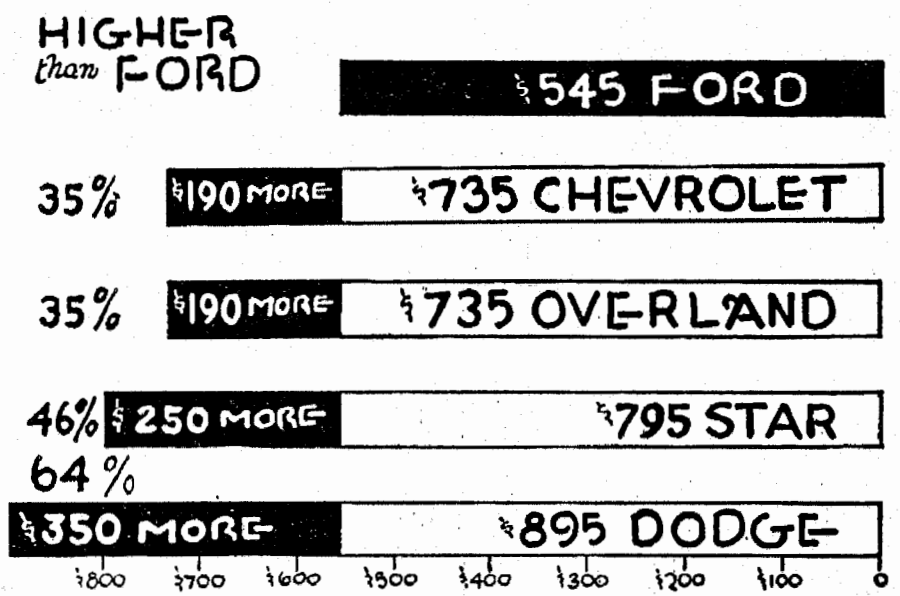
DITWILER MANUFACTURING CO., Galion, Ohio

Comparison of Passenger Car Prices

Ford Touring with Starter and Balloon Tires
vs.
Other Makes with Starter and Balloon Tires

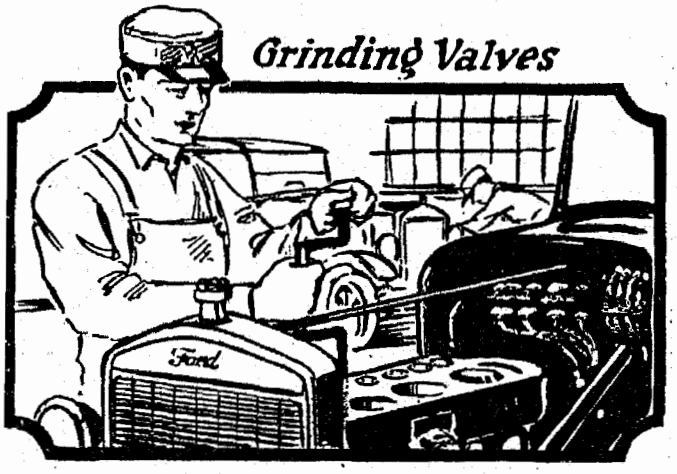


Ford Fordor with Starter and Balloon Tires
vs.
Other Makes with Starter and Balloon Tires



All Prices as of July, 1926

Comparison of Repair Labor Charges

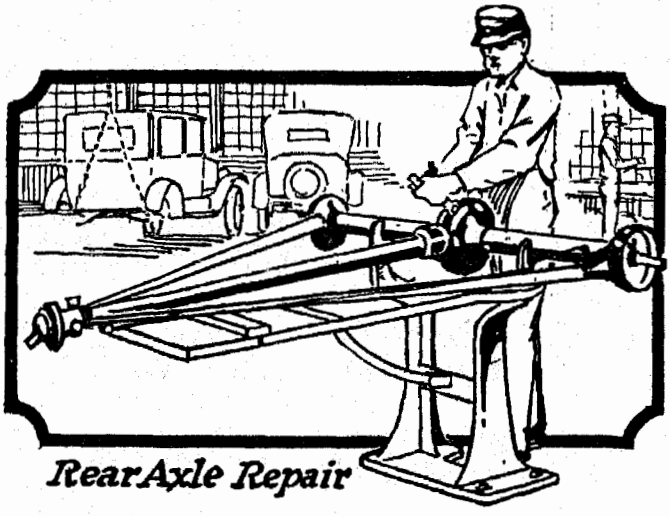


Grinding Valves

Simplicity of parts and construction make possible rapid service and low Ford repair prices.

CAR	FORD	CHEVROLET	DODGE
Labor Charge	$3.75	$6.00	$8.25
% More Than Ford		60%	120%

With Ford repair equipment the entire rear end can be removed quickly and easily, saving time, labor, and money.



Rear Axle Repair

Overhauling Rear Axle

CAR	FORD	CHEVROLET	DODGE
Labor Charge	$7.00	$9.00	$12.00
% More Than Ford		29%	71%

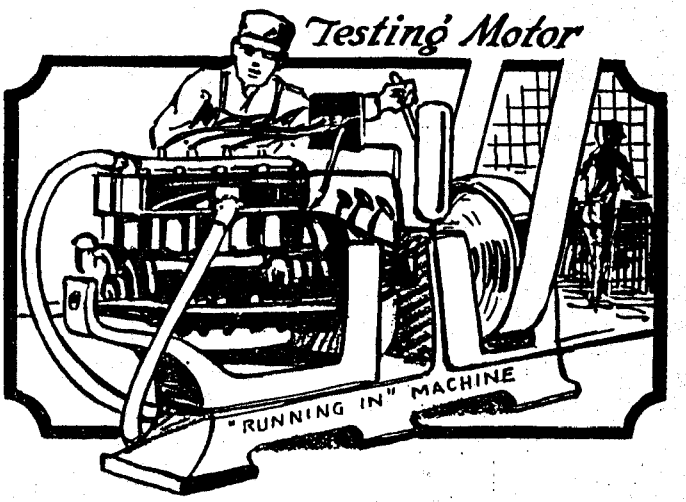
Comparison of Repair Labor Charges

Due to the simple I-Beam construction of the Ford front axle and the practical front wheel attachments it is an easy operation to rebush Ford front spindles.

Rebushing Spindle

CAR	FORD	CHEVROLET	DODGE
Labor Charge	$2.50	$3.80	$5.75
% More Than Ford		52%	130%

Testing Motor



Scientific construction and equipment reduce overhauling of Ford motor and transmission to minimum cost.

Overhauling Motor and Transmission

CAR	FORD	CHEVROLET	DODGE
Labor Charge	$25.00	$34.00	$63.00
% More Than Ford		36%	152%

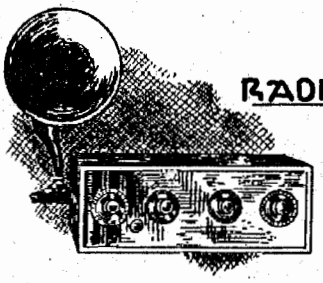
What You Can Buy With the Difference

Ford Touring With Starter and Balloon Tires vs. Next Higher Priced Touring

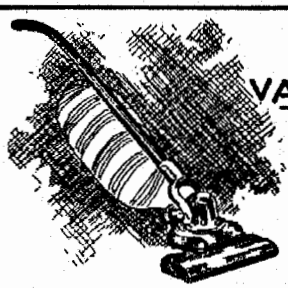
Next Higher Priced Touring — $535

Price of Ford Touring — 380

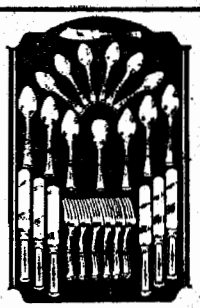
DIFFERENCE — $155



RADIO SET — 50.00

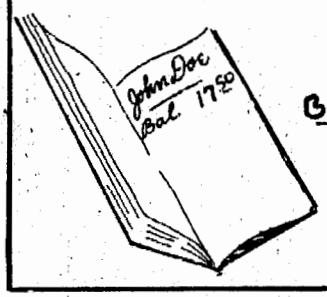


VACUUM CLEANER — 50.00



SILVER SET — 37.50

TOTAL — $137.50

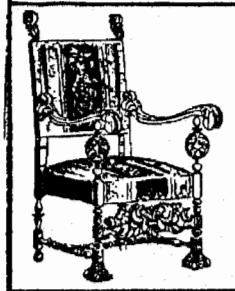


BALANCE IN BANK — 17.50

What You Can Buy With the Difference

Ford Fordor With Starter and Balloon Tires vs. Next Higher Priced 4-Door

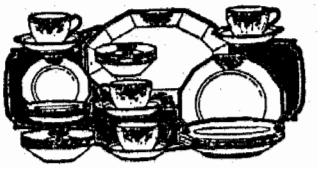
Next Higher Priced 4 Door	$735
Price Ford Fordor	545
DIFFERENCE	$190



UPHOLSTERED ARMCHAIR $40.00

PERCOLATOR $38.00

SET OF DISHES

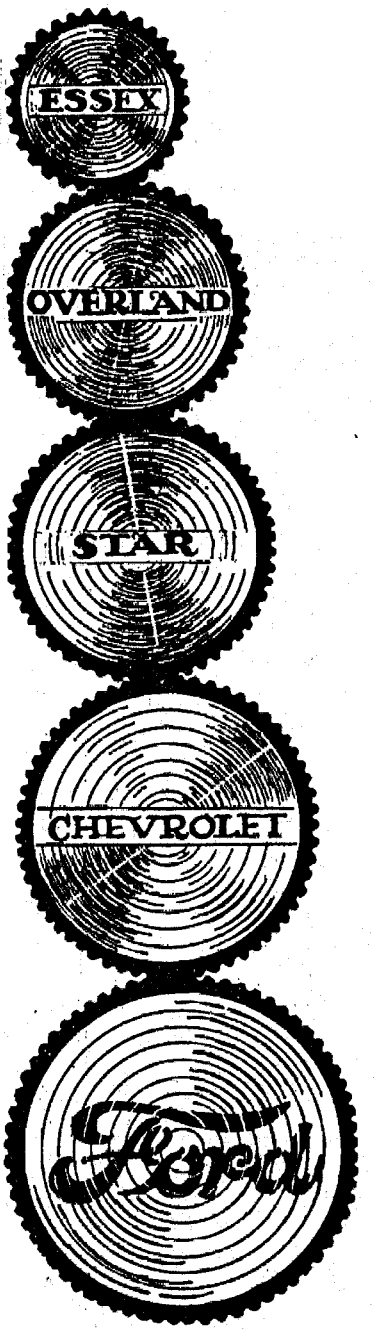


$25.00

TOTAL $103.00

BALANCE IN BANK $87.00

Fewer Engine Revolutions and Less Wear!



Essex

3,765
Revolutions
Per Mile

Overland
Whippet Model

3,400
Revolutions
Per Mile

Star

3,277
Revolutions
Per Mile

Chevrolet

2,568
Revolutions
Per Mile

Ford

2,526
Revolutions
Per Mile

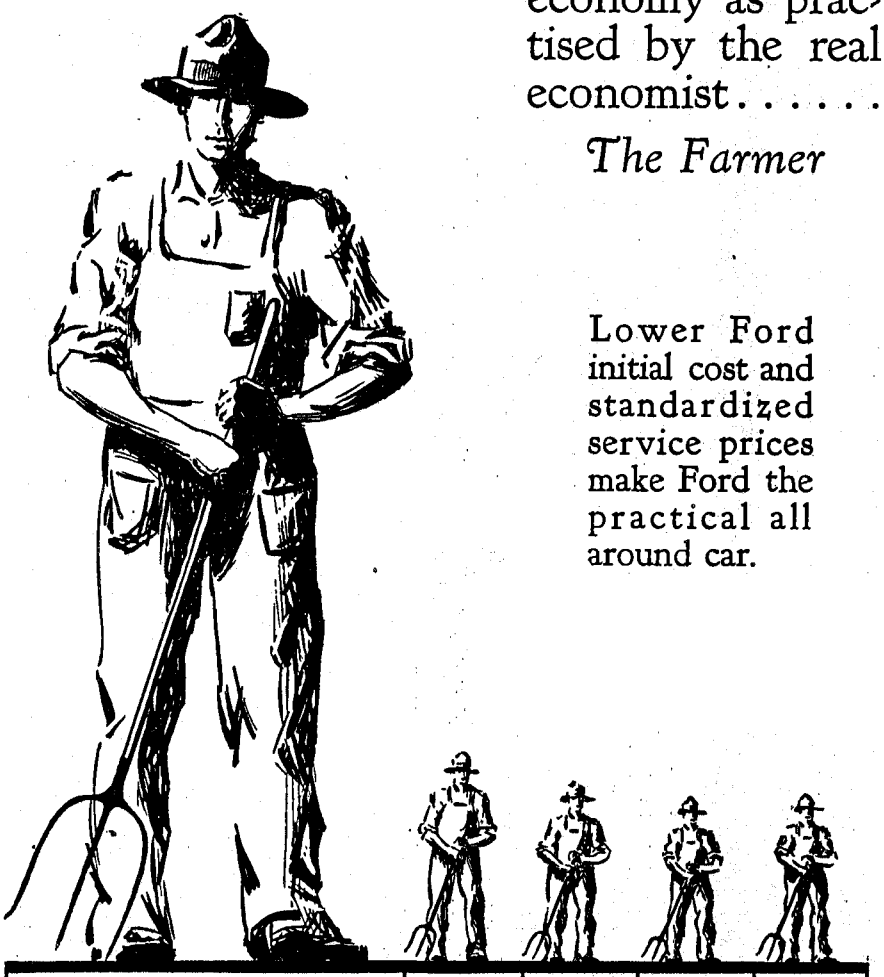
The Ford engine outlasts others because it accomplishes the same amount of work with a smaller expenditure of energy and wear.

The Farmer Prefers the Ford

Here you have economy as practised by the real economist.....

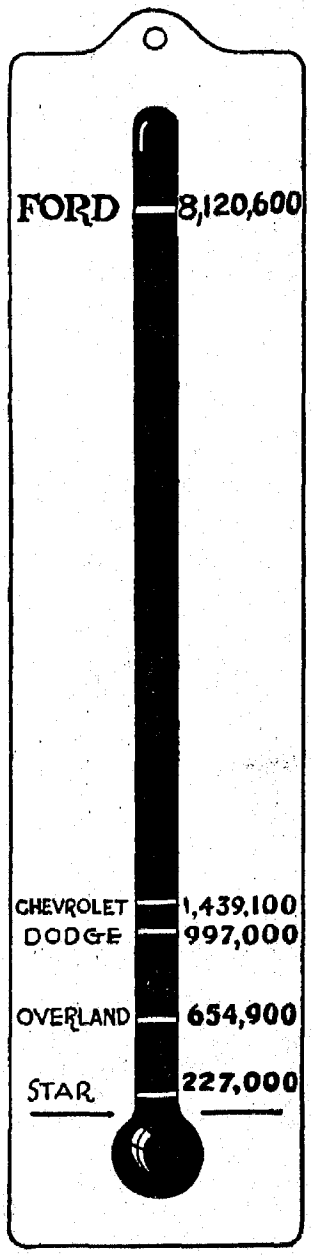
The Farmer

Lower Ford initial cost and standardized service prices make Ford the practical all around car.



Ford	Buick Hudson Nash Reo Studebaker Hupmobile	Chevrolet Star Overland Gray	Dodge] Durant] Essex Maxwell	All Other Makes of Cars
SIXTY PERCENT	12%	11.7%	8%	8.3%

The Story of 1925 Registration



Ford

8,120,600
Registrations

Chevrolet

1,439,100
Registrations

Dodge

997,000
Registrations

Overland

654,900
Registrations

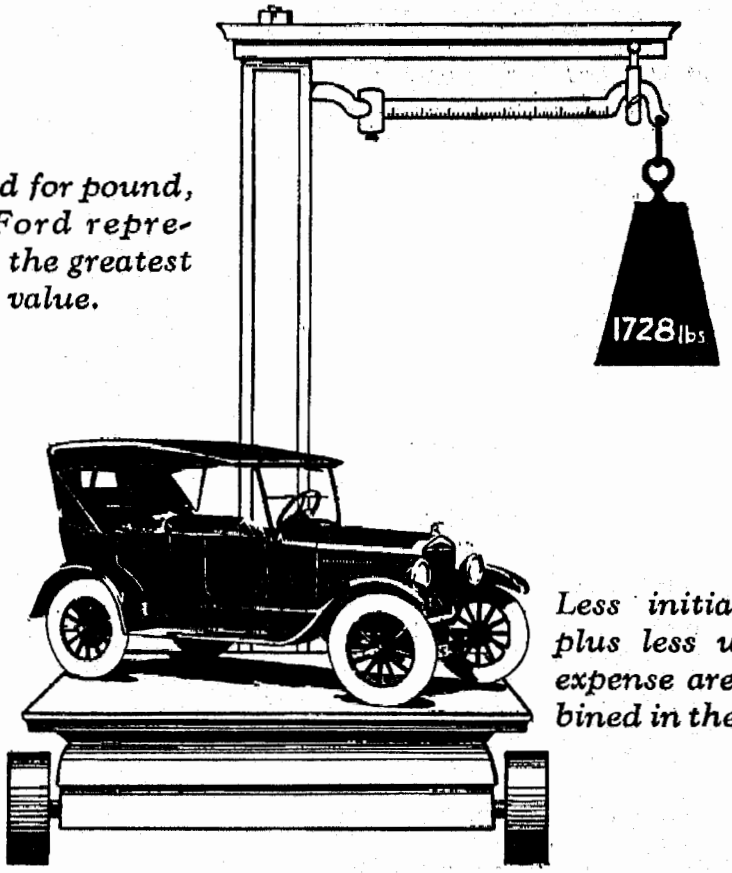
Star

227,000
Registrations

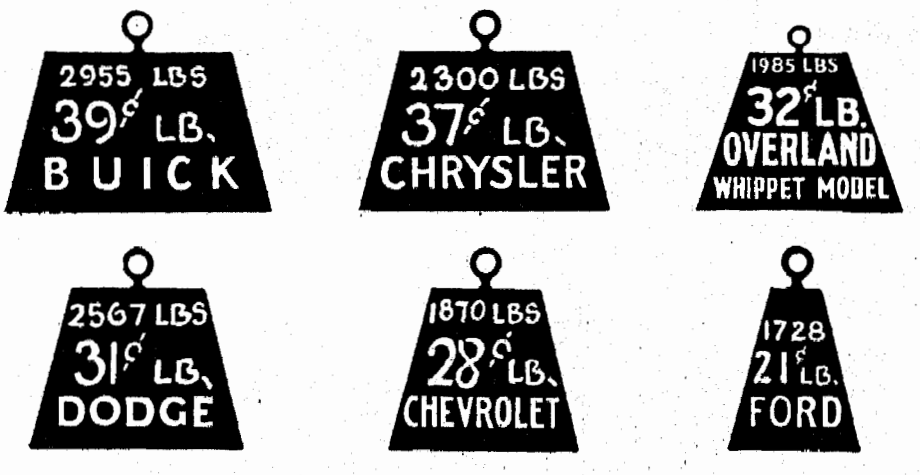
Popularity depends on service. 50% of all cars registered in 1925 were Fords. Every other car a Ford!

Price per Lb. Comparison Ford Touring vs. Other Makes

Pound for pound, the Ford represents the greatest value.



Less initial cost plus less upkeep expense are combined in the Ford.



All Prices Include Starter and Balloon Tires

Less Weight Means Greater Economy

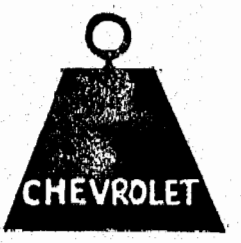
Less weight per horsepower results in easier work and less wear for the engine and a consequent saving in repairs.

FORD

77 lbs.
Per H. P.

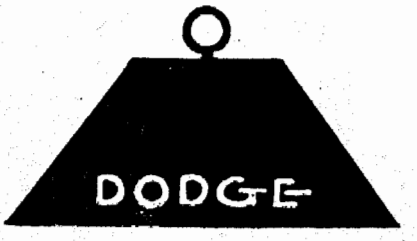
CHEVROLET

86 lbs.
Per H. P.



DODGE

107 lbs.
per H. P.



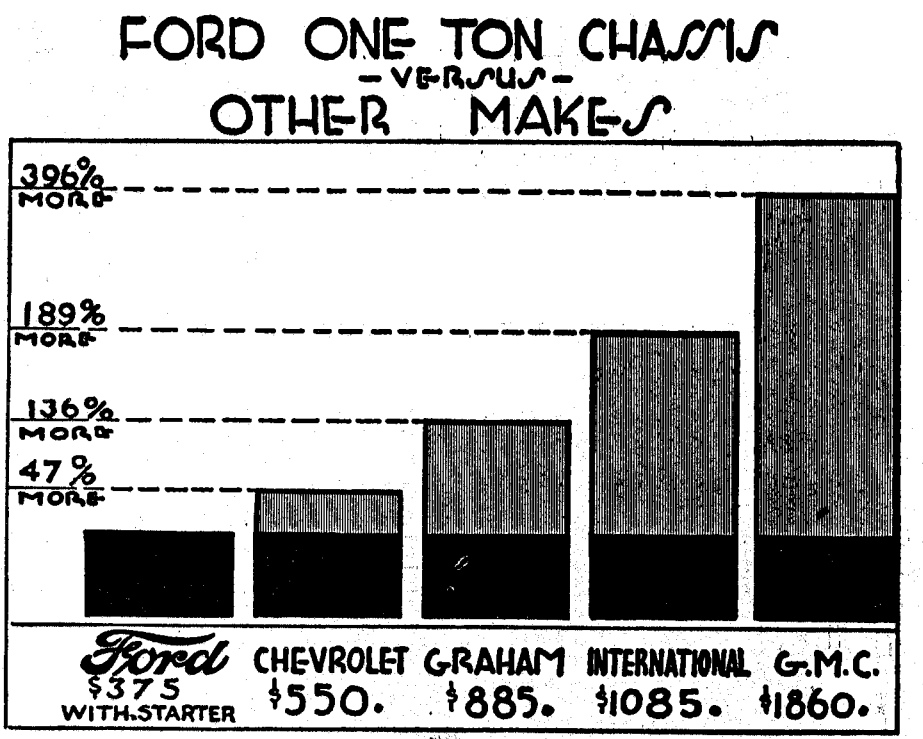
OVERLAND
Whippet Model

128 lbs.
Per H. P.

COMMERCIAL CAR GROUP

F. O. B. As of July, 1926

NAME	Chassis Price	More than Ford Price	Standard Wheel-base	N.A.C.C. or S.A.E. H.P.	Chassis Weight Stripped	Bore and Stroke
FORD {Starter / Balloon Tires	$300	x	100	22.5	1140	3¾x4
Chevrolet	$395	$ 95	103	21.7	1490	3 11/16x4
Dodge Bros.	$670	370	116	24.0	2202	3⅞x4½
Star	$470	170	103	18.2	1475	3⅜x4¼



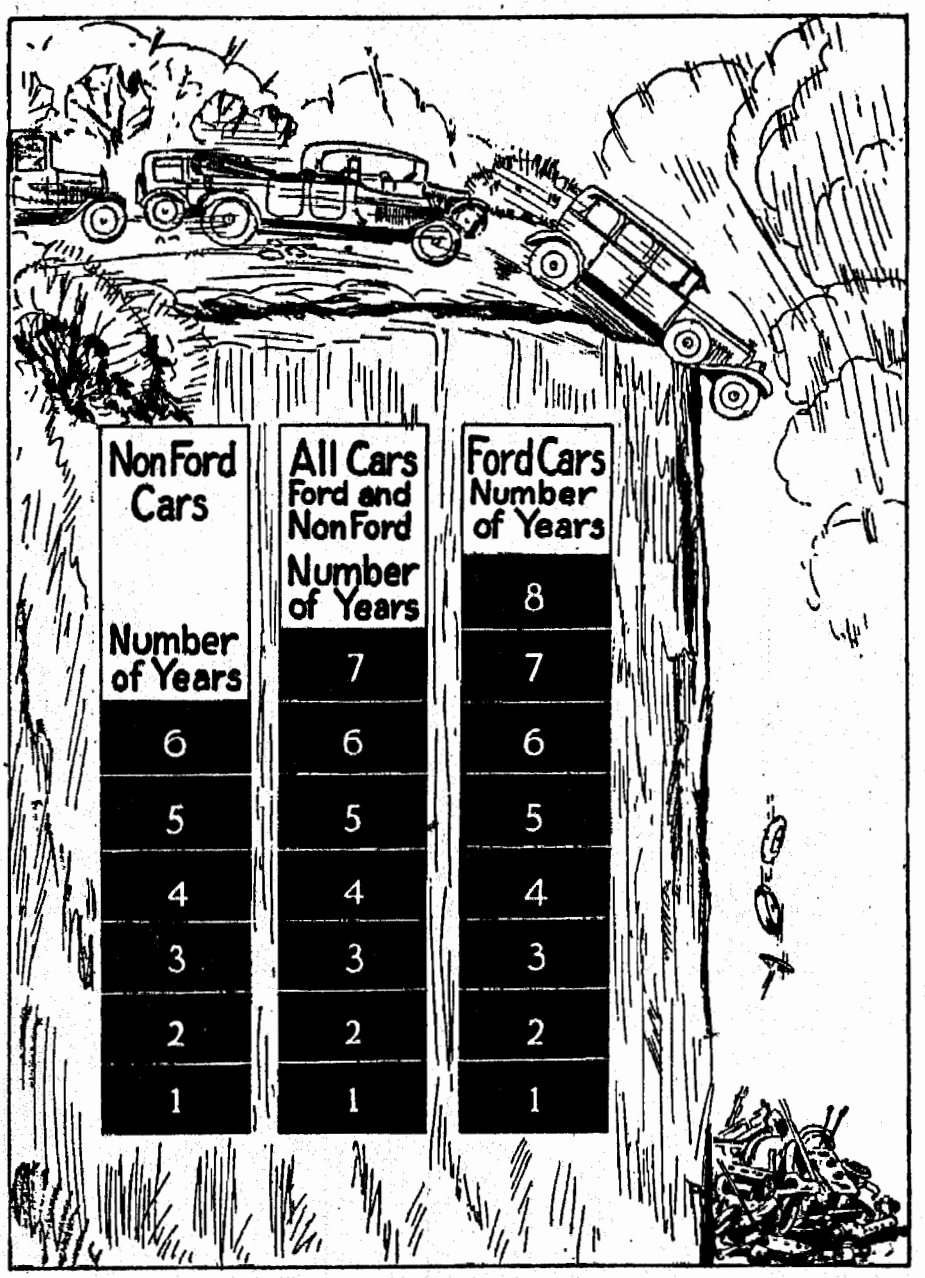
ONE TON GROUP

F. O. B. As of July, 1926

NAME	Chassis Price	More than Ford Price	Standard Wheel-base	N.A.C.C. or S.A.E. H.P.	Chassis Weight Stripped	Bore and Stroke
FORD Starter and Front Balloon Tires	$375	x	123	22.5	1660	3¾x4
Chevrolet	$550	$175	124	21.7	1985	3 11/16x4
Graham Bros.	885	510	126	24.0	2480	3⅞x4½
Federal-Knight	1095	720	124	21.0	2400	3⅞x4½
Nash	1595	1220	130	22.5	3400	3¾x5¼

Average Life of Automobiles

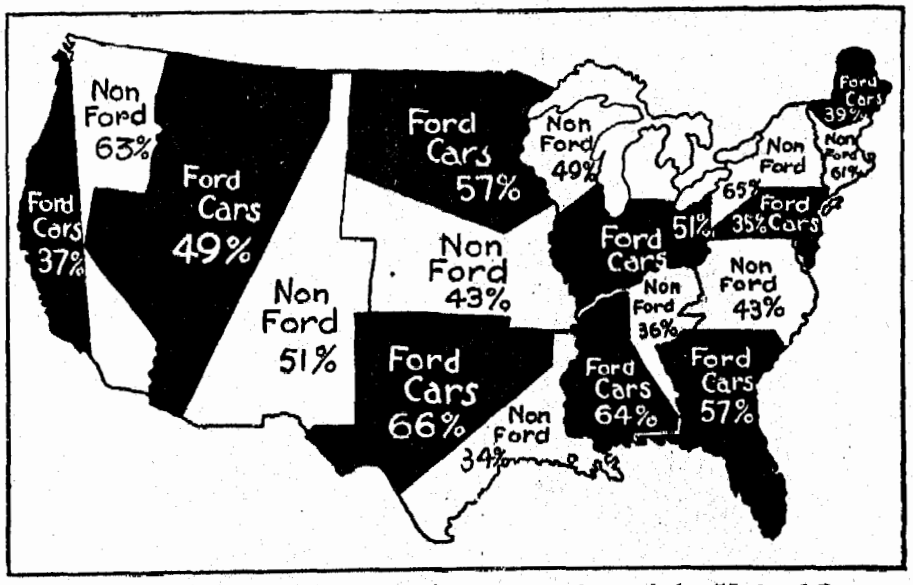
Non-Ford Cars, All Cars and Ford Alone



Based on an investigation by C. E. Griffin, Professor of Marketing, University of Michigan described in Automotive Industries, April 8, 1926

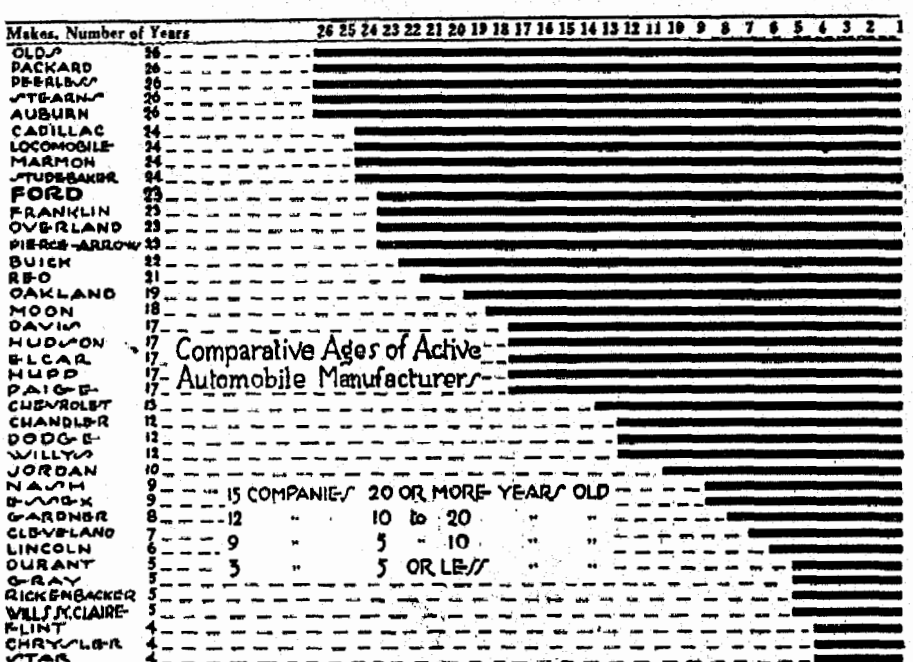
The quality of the Ford Product is reflected in its two years longer life. Lower in price because of mass production, yet of higher intrinsic value.

An Average of 50% of All Cars in U. S. are Fords



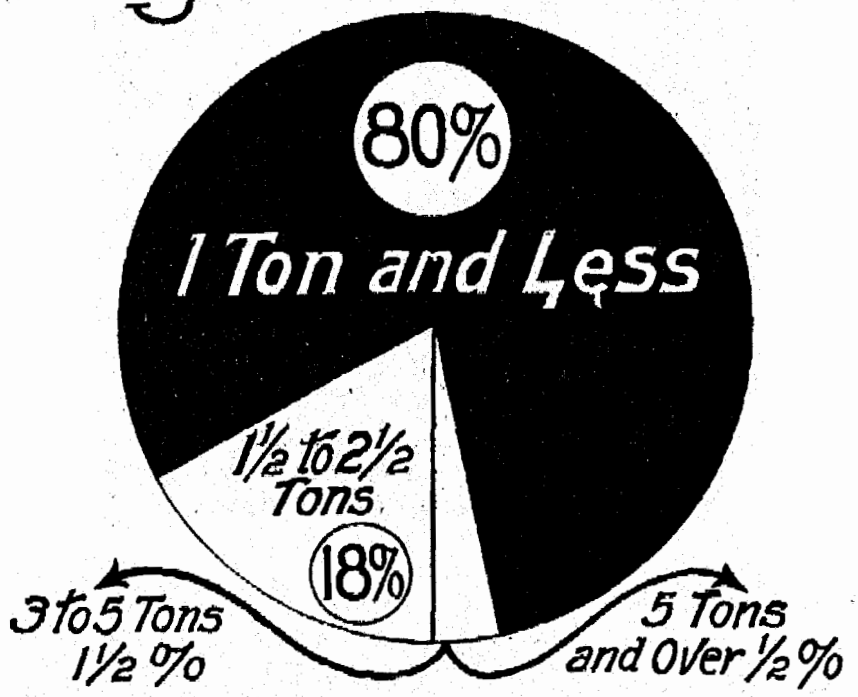
Under the variable conditions of every section of the United States, Ford performance remains constant.

23 Years of Production Insure Ford Stability



Failures of hundreds of car manufacturers leave the owners without any source of parts or service. Contrast this with the stability and resources of the Ford Motor Company.

80% Of All Trucks In Use Today Are 1-Ton and Less



51% Of Trucks In U.S. Are Fords

Ford - 51%	665,912
3½ %	46,026 - Reo
3½ %	46,187 - Republic
3 2/3 %	43,981 - Dodge
3 %	37,890 - White
2 %	27,061 - International
1¾ %	22,422 - Chevrolet
1⅔ %	21,000 - G.M.C.
1½ %	19,866 - Autocar
1¼ %	16,322 - Maxwell
1 %	11,943 - Overland
26¾ %	All Others

Comparative Car Specifications and Prices

Model	Ford	Star	Essex	Chev.	Overland Whippet
Touring {Starter / Balloons}					
Roadster {Starter / Balloons}					
Coupe {Starter / Balloons}					
Tudor {Starter / Balloons}					
Fordor {Starter / Balloons}					
(Dealer Should insert prices delivered)					
Engine	Own	Con.	Own	Own	Own
Cooling	Thermo	Pump	Thermo	Pump	Pump
Starter and Light	Own	A-L	A. Bos.	Remy	A-L
Gear Set	Own	Own	Own	Own	Own
Gear Ratio	3.63 to 1	4.87 to 1	5.6 to 1	3.81 to 1	4.55 to 1
Tires	29x4.40	30x3½ 29x4.40	30x4.75	30x3½ 29x4.40	27x4.40
Wheelbase	100	103	110½	103	100¼
Demountable Wheels	Yes	Yes	Yes	Yes	Yes
Bore and Stroke	3¾x4	3⅜x4¼	2 11/16x4¼	3 11/16x4	3⅛x4⅜
Piston Displacement	176.7	152	144.6	170.9	134
N.A.C.C. Rated H.P.	22.5	18.23	17.32	21.76	15.63
Valve Arrangement	At side	At side	At side	In head	At side
Lubrication	Splash	P. K.	Splash	P. S.	P. C.
Carburetor	Own	Til.	Stw.	Car.	Til.
Ignition	Own	A-L	A. Bos.	Remy	A-L
Clutch	Own	Own	Own	Own	B. & B.
Rear Axle	Own	Own	Own	Own	Own
Fuel Feed and Capacity	G-10	V-11½	V-11½	V-10	V-8

KEY TO SYMBOLS

A-L = Auto-Lite; A. Bos. = American Bosch; B&B = Ball & Ball; Car. = Carter; Con. = Continental; P.C. = Pressure to Crankshaft and Connecting Rod Bearings; P.K. = Pressure to all Bearings; P.S. = Splash with pressure; Stw. = Stewart; Til. = Tillotson;

Comparative Cost Chart

Make	Tour. Starter Dem. and Tax	Interest on Diff. 1 Yr. at 6%	Parts Used 1 Yr.	Depreciation of Car in 1 Yr.	Saving
Chevrolet					Saving Made By Purchasing FORD
Ford					
Difference					
Overland					Saving Made By Purchasing FORD
Ford					
Difference					
Star					Saving Made By Purchasing FORD
Ford					
Difference					
Dodge					Saving Made By Purchasing FORD
Ford					
Difference					
Essex					Saving Made By Purchasing FORD
Ford					
Difference					

Note:

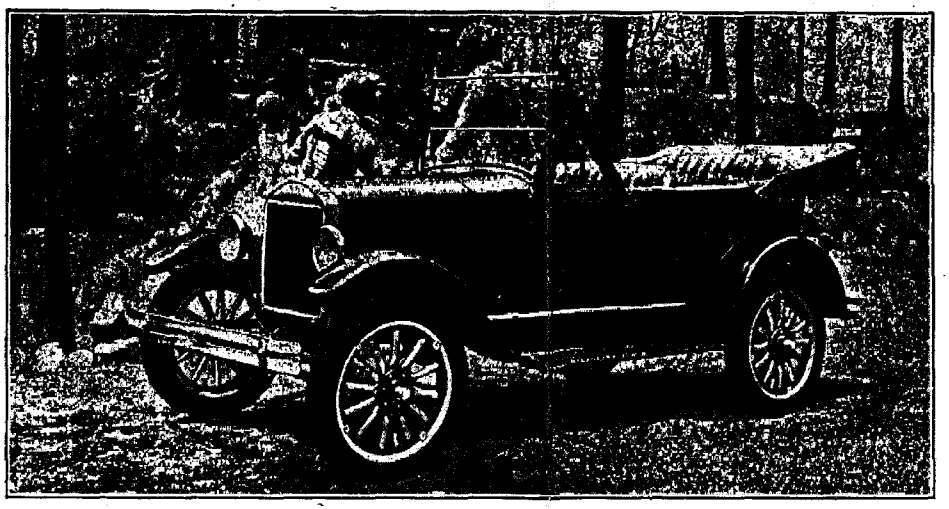
Salesmen should insert prices of cars, parts, depreciation figures and interest as suited for their territory and show prospect exactly how he saves in buying a Ford.

1925 Car Registration
Reflects Ford Dependability

FORD	8,120,600
CHEVROLET	1,439,100
OVERLAND	654,900
STAR	227,000

Lower Cost Per Pound of Touring Cars

FORD	21c per lb.
CHEVROLET	28c per lb.
OVERLAND	32c per lb.
STAR	30c per lb.



Less Weight Per Horsepower Means Greater Economy

FORD	77 lbs. per H. P.
CHEVROLET	86 lbs. per H. P.
OVERLAND	128 lbs. per H. P.
STAR	104 lbs. per H. P.

Fewer Engine Revolutions ... Mean Less Wear

FORD	2526 per mile
CHEVROLET	2568 per mile
OVERLAND	3400 per mile
STAR	3277 per mile

COMPARISON *of* FORD *and* OTHER MAKES

	FORD	CHEVROLET	OVERLAND	STAR
	Starter, Balloon Tires, Windshield Wiper, Speedometer	Starter, Windshield Wiper, Speedometer.	Whippet Model Starter, Balloon Tires, Windshield Wiper, Speedometer.	Starter, Speedometer,
	List Price	List Price.....$510.00		List Price.....$540.00
		Balloon Tires... 25.00		Balloon Tires... 25.00
				Windshield Wiper 2.00
TOURING All prices are f. o. b. factory.	$380.00	$535.00	$645.00	$567.00
	$10.00			
	Total Fully Equipped $390.00	Total Fully Equipped	Total Fully Equipped	Total Fully Equipped
		37% MORE	**65% MORE**	**45% MORE**
TRANSMISSION	*Planetary Type* Costs more to build than sliding gear type; gives better light car control. Unnecessary to remove hands from wheel in shifting. **Two movements** from low speed to high. Selective type requires **nine movements**	Selective sliding gear type: unit power plant construction.	Selective sliding gear type.	Selective sliding gear type.
MOTOR SUSPENSION	*Three Point* First used by Henry Ford in 1908. Feature of the Model "T" Power Plant **for 18 years.** Relieves motor of strain due to rough roads.	Three point—in 1926 Models only.	Four point.	Four point.
CLUTCH	*Multiple Disc in Oil* Multiple disc in oil clutch. Generally conceded to be best and smoothest type for any car. Ford clutch **runs in oil,** eliminating any possibility of squeak, characteristic of dry disc clutch.	Single plate dry disc—non-lubricating clutch.	Single plate dry disc—non-lubricating.	Single plate dry disc—non-lubricating.
IGNITION	*Dual System* (1) The Ford Magneto and (2) the generator and storage battery. In any emergency or cold weather battery failure, the magneto always assures power.	One source only—storage battery.	One source only—storage battery.	One source only—storage battery.
COOLING SYSTEM	*Thermo-Syphon* Extremely simple, always efficient. No water pump to require packing. Circulation of water governed	Water pump and fan.	Water pump and fan.	Water pump and fan.

FORD		CHEVROLET	OVERLAND Whippet Model	STAR
All Steel **All Steel Construction.** Greater safety and longer wearing qualities; much stronger than wood and metal construction.	**BODY**	Wooden frame. Sheet metal covering.	Wooden frame—sheet metal covering.	Wooden frame—sheet metal covering.
Short 100″, short turning radius.	**WHEEL-BASE**	103″.	100¼″.	103″.
Motor 3¾″ Bore, 4″ Stroke. L head type, only **two moving parts** (push rod and valve), to operate valves. Automatically oiled. Cylinders cast in block, head detachable.	**MOTOR**	3 1/16″ bore, 4″ stroke. Overhead valve type; **four moving parts** to operate valves (push rod, valve lifter, rocker arm and valve stem) subject to wear and noise.	3⅛″ bore, 4⅜″ stroke—L-head type.	3⅜″ bore, 4¼″ stroke—L-head type.
Splash Simple, dependable lubrication, combining splash principle with gravity flow. **No Pump**; no damage to motor from failure of same in cold weather.	**OILING SYSTEM**	Gear pump in crankcase. Splash with pressure.	Pump for crankshaft, camshaft and connecting rod bearings, and timing chain; spray for pistons and valve action.	Pump at rear end of camshaft.

PRICE COMPARISON OF ALL MODELS

	Ford	Chevrolet	More	Overland	More	Star	More
Roadster	$3[illegible]0	$535	49%	None	....	$565	57%
Touring	3[illegible]0	535	41%	$645	69%	565	49%
Coupe	4[illegible]5	645	33%	735	52%	675	39%
Tudor	4[illegible]5	645	30%	735	48%	695	40%
Fordor	5[illegible]5	735	35%	None	....	795	46%

All above prices are F. O. B. factory and include starter, demountable rims, and balloon tires.

Torque Tube **Originated** by Henry Ford in **1903.** A principle now embodied in many high-priced cars.	**TYPE OF DRIVE**	Torque tube drive.	Propulsion through rear springs.	Propulsion through rear springs.
Service Transmission Service-Transmission brake 1¾″ wide, giving smooth, powerful braking. Removable ears to facilitate changing band lining. Hand brakes on rear wheels; 11″ diameter lined with asbestos composition. Brakes self-energizing type. **All** Ford brakes **completely enclosed** against dirt and water.	**BRAKES**	Service external contracting type on 11″ rear wheel brake drums. Emergency internal expanding on rear wheel drums.	Service—internal expanding. Emergency—internal expanding.	Service—external expanding on 11″ brake drums. Emergency—internal expanding.
Gravity Positive **gravity flow** through sediment bulb to carburetor. No possibility of difficulties characteristic of force feed and vacuum type systems.	**FUEL SYSTEM**	Vacuum feed type.	Vacuum feed type.	Vacuum feed type.
Windshield High quality **plate glass.** Clear vision with direct ventilation opening across base to deflect air into front compartment.	**WIND-SHIELD**	Two-piece glass.	One-piece glass.	Two-piece glass.

THE Ford Motor Company announced this plan in April, 1923. To date more than 350,000 Ford Cars have been bought on Ford Weekly Purchase Plan terms. It offers the customer an opportunity to buy practically on "his own terms."

Schedule of Payments

Ford Weekly Purchase Plan

Three Months' Plan

Type of Car (Fully Equipped)	Amount to Delivery	Initial Payment	Weekly Payment
Ford Runabout			
Ford Touring Car			
Ford Coupe			
Ford Tudor Sedan			
Ford Fordor Sedan			
Ford Ton Truck			

Four Months' Plan

Type of Car (Fully Equipped)	Amount to Delvery	Initial Payment	Weekly Payment
Ford Runabout			
Ford Touring Car			
Ford Coupe			
Ford Tudor Sedan			
Ford Fordor Sedan			
Ford Ton Truck			

Five Months' Plan

Type of Car (Fully Equipped)	Amount to Delivery	Initial Payment	Weekly Payment
Ford Runabout			
Ford Touring Car			
Ford Coupe			
Ford Tudor Sedan			
Ford Fordor Sedan			
Ford Ton Truck			

Six Months' Plan

Type of Car (Fully Equipped)	Amount to Delivery	Initial Payment	Weekly Payment
Ford Runabout			
Ford Touring Car			
Ford Coupe			
Ford Tudor Sedan			
Ford Fordor Sedan			
Ford Ton Truck			

Passenger Car Serial Numbers

AUBURN—Auburn Automobile Co., Auburn, Indiana

Year	Model	Cyls.	Price	Serial Numbers
1918	6-39-B	6	$1345	
	6-44	6	1685	
1919	6-39H & 39K	6	1695	

Number on floor board in front under cowl

1920	6-39	6	$1795	22100 and up

Number on end of seat, left side. The serial numbers of this car do not run consecutively or by years

Year	Model	Cyls.	Price	Serial Numbers
1921	6-39		$1695	29725-33359
				33306-34116
1922	6-51	6	1575	33360-36999
1923	6-43	6	1095	50000-52000
1923	6-63	6	1595	37000-37619
1924	6-43	6	1395	52001-55000
1924	8-63	8	1895	37620-38575
1925	8-63	8	1895	3857600 and up
1925	6-66	6	1395	2555500 and up
1925	8-88	8	1995	2539200 and up

Number on footboard in driver's compartment

BUICK—Buick Motor Co., Flint, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1916	D-44-45	6	$ 985	144717-254501
			1020	
	D-54-55	6	1450	
			1485	
1917	D-44-45-46	6	1040	
			1070	254502-343782
			1440	
	D-34-35-37	4	660	
			675	
	E-49	6	1385	
1918	E-4-34-35	4	795	
	E-6-44	6	1265	
	E-6-45-46	6	1265	
			1695	343783-480995
	E-6-49-50	6	1495	
			2175	

Number on left front side of frame member; engine number on left side crankcase

1919	H-44-45	6	$1495	
	H-46-47	6	1985	
			2195	480996 up
	H-49-50	6	1785	
			2585	

Number on rear end of left frame member; engine number on left side crankcase

1920	K-44-50	6	$1495	547524-689794
1921	44-7	6	1525	
	48-50	6	1735	
1922	34-37	4	935	688795 and up
1922	44-47	6	1395	753000 and up
1922	48-50	6	1785	753000 and up
1923	34-39	4	885	826497 and up
1923	41-47	6	1195	808521 and up
1923	48-55	6	1435	881721 and up
1924	Standard	6	1175	
1924	Master	6	1395	
1925	Standard	6	1175	1239262 up
1925	Master	6	1395	1211720 up
1926	Standard	6	1150	1398244 up
1926	Master	6	1295	1412093 up

Number on left frame at rear
Numbers run according to body style

CADILLAC—Cadillac Motor Car Co., Detroit, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1915	Type 51	8	$1975	A6000-A19001
1916	Type 53	8	2080	A20000-A38003
1917	Type 55	8	2080	
	before Dec. 14, 1917			55-A1-55-S2
			$2240	
	after Dec. 14, 1917			
1918-19	Type 57	8	$3220	57-A1-57-TT-146
1920-21	Type 59	8	3590	59-A-1 to 59-BB-13

Number on left front of engine in four-cylinder models. Number back of the right cylinder block on eights. For 1917 and 1918 the figures in front of letter indicate type of car, the number following letter the number of engine for that particular letter

1921-22	61	8	$3150	61-A-1 to 61-Z—18006
1923	61	8	$2885	63-A-1 to 63M—2572
1924	63	8	3185	63M2573 and up
1925	63	8	3250	100001 and up

Number stamped on the right rear corner of crank case at the rear of the right cylinder block,
Number stamped on generator bolt boss and on plate on dash
Numbers run according to body style

CHANDLER—Chandler Motor Car Co., Cleveland, Ohio

Year	Model	Cyls.	Price	Serial Numbers
1918	New Series	6	....	35001-65000
1919	New Series	6	....	65001 to 82000
1920	New Series	6	$1895	82001 to 106000

Number on right front engine arm up to car number 72000; cars numbered above 72000 the number is on frame under right headlight and fender

1921	6	6	$1785	106001 to 115000

Chandler cars are not listed by serial numbers for each year, but are classed as new series of current model

1922	6	6	$1595	115001-126000
1923	SS-29	6	1485	126001 and up
1924	33	6	1585	147001-148000
1925	33A	6	1595	148001-165000
1926	35	6	1490	165001 and up

Number stamped on right hand frame rail behind front fender iron

CLEVELAND — Cleveland Automobile Co., Cleveland, Ohio

Year	Model	Cyls.	Price	Serial Numbers
1919	40	6	$1385	1001 to 3999
1920	40 Touring	6	1385	4000 to 21189
1921	40	6	1295	21190-24999
1922	41	6	1195	25000-34499

Number plate on right hand frame members about 12 inches in front of radiator; engine number front of crank case under oil filler

1923	42	6	$ 995	35000-49999
1924	42	6	1045	50000-59999
1925	43	6	1095	60000-70482
1925	31	6	895	C-2000 to C-4138

Number stamped on the outside of right hand front frame horn, and to the rear of the front spring bolt

CHRYSLER—Maxwell Motor Co., Inc., Detroit, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1924	B	6	$1395	1001 to 32812
1925	B	6	1395	32,813 and up

Number on plate on front of dash, also on left frame side member at rear spring horn.

DODGE BROTHERS—Dodge Brothers, Inc., Detroit, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1917*	Series 18	4	$ 885	167699 to 268465
1918*	Series 19	4	985	268466 to 359300
1919*	Series 20	4	1085	359301 to 500160
1920*	Series 21	4	1185	500161 to 600884
1921*	Series 22	4	985	600885 to 740672
1922*	Series 23	4	880	740673 to 929893
1923*	Series 24	4	895	929894 1372706
1924*	Series 25	4	885	A-132707 to A-372474
1925*	Series 26	4		A-372475 and up

*Number on plate on toeboard, also on right frame member back of front spring rear bracket.

ESSEX—Essex Motors, Detroit, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1918			....	A-5000, A-34999, A-35000, A-39999
1919	A	4	$1595	5000-25000
			1595	60000-63000
			2250	70000-75004
1920	5-A to 7-A	4	....	5000 to 52999
	5-A to 7-A	4	....	53000 to 59999
	5-A to 7-A	4	....	6000 to 68999
	5-A to 7-A	4	....	69000 to 69999
	5-A to 7-A	4	....	70000 to 83999
	5-A to 7-A	4	....	84000 to 84999
	5-A to 7-A	4	....	85000 to 89499
	5-A to 7-A	4	....	89500 to 89999

Passenger Car Serial Numbers—Continued

Year	Model	Cyls.	Price	Serial Numbers
		4	....	600000 to 749999
		4	....	750000 to 779999
		4	....	800000 to 834999
	These numbers effective Dec. 1, 1920.	4	....	835000 to 839999
		4	....	840000 to 848999
		4	....	849000 to 849999
		4	....	850000 to 874999
		4	....	875000 to 876999
		4	....	900000 to 907999
		4	....	908000 to 909999
1921		4	1445	910000 and up
1922		4	1095	
1923	4	4	1045	
1923	6	6	975	100001 and up
1924	6	6	900	100001 to 499999
1925	6	6	765	

Serial number on dash.
Serial numbers are not designated on a yearly basis

FORD—Ford Motor Co., Detroit, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1915*	T	4	$440	855501-1362200
1916*	T	4	360	1362201-2113500
1917*	T	4	360	2113501-2756251
1918*	T	4	450	2756252-3277851
1919*	T	4		3277852-3429400
1920*	T	4	525	3659971 to 5638071
1922	T	4	348	5638072-6953071
1923	T	4	298	6953072-9008381
1924	T	4	290	9008382-10999900
1925	T	4	290	10999901

*First serial number effective August 1st.
Number stamped on left side cylinder block just above water inlet connection. Car and engine number the same from May 1, 1915.

FRANKLIN—H. H. Franklin Mfg. Co., Syracuse, N. Y.

Year	Model	Cyls.	Price	Serial Numbers
1917 1918 1919	B (Ser. 9)		....	29001 up
1920	S-9B Tour.	6	$2850	68900 to 73476
	Sedan	6	3950	93852 to 95000
	Sedan	6	3950	95052 to 96500
	Sedan	6	3950	99101 to 99999
	Sedan	6	3950	80001 to 8345
	Brom.	6	3900	97371 to 98604
	4-Pass.	6	2850	41779 to 42427
	2-Pass.	6	2800	29843 to 30134
	Demi-C'pe	6	....	39101 to 39109
	Demi-Sed.	6	....	39500 to 39501
1921	9-B	6	2650	100000 and up
1922	10-B	6	1950	133001 up

Number on rear sill of body.

1923	10-B	6	1950	134013 and up
1924	10-C	6	1950	144589-151500

Number on plate on dash under hood.

1925	11	6	2650	151501 and up

Number on right side of crankcase above generator.

HUDSON—Hudson Motor Car Co., Detroit, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1918	M	6	....	5000-97499
1919	O	6	....	5000-90999

Numbers on all cars in right hand frame. Also on left side dash under hood. Cars are not designated by yearly models but by a prefix letter such as H, J, M, O.

1920*	O	6	$2600	5000 to 364999
	O	6	....	370000 to 389999
1921*	Super 6	6	2250	400000 to 499999

*These numbers effective December 1, respectively.

1922	6	6	$1645	
1923	6	6	1375	
1924	6	6	1400	500000-562016
1925	6	6	1200	562017 and up

Serial numbers are not designated on a yearly basis.
Number on plate on front of dash.

HUFFMAN—Huffman Bros. Motor Co., Elkhart, Ind.

Year	Model	Cyls.	Price	Serial Numbers
1919	W	6	$1795	
1920	R	6	1995	1776 to 2814
1921	R	6	1795	2135 and up
1922	R	6	1395	

1923 production limited.
Number on left front frame horn.

HUPMOBILE—Hupp Motor Car Co., Detroit, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1915	K	4	$1200	52001-60000
	N	4	1085	
1916	N	4	1185	
	N U	4	1340	
1917	N	4	1285	60000-87519
	N U	4	1440	
	N	4	1385	
	N U	4	1540	

Number plate on dash near speedometer.

1918	R	4	$1250 1350 1350	R1-R15000
1919	R	4	1335	R2001 up
	R3	4	1450	
1920	R-3	4	1685	29000 to 30000
	R-4	4	1685	30001 to 39999
	R-5	4	1685	40000 and up
1921	R	4	1485	47500-61100
1922	R	4	1250	61100-95000
1923	R	4	1175	95001 to 120000

Number on plate where steering column joins dash.

1924	R	4	1235	120001-150000
1925	R	4	1225	150001 and up
1925	E	8	1795	1 and up

JEWETT—Paige-Detroit Motor Car Co., Detroit, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1922	6	6	$1065	10000-27000
1923	6	6	1065	27001-60000
1924	6	6	1135	60001-102595

Number on left side crank case.

1925	6	6	1320	102596 and up

Number under front seat.

LINCOLN—Lincoln Motor Car Co., Detroit, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1920	....	8	$4600	1 and up
1921	....	8	4300	835-3151
1922	....	8	3800	3152-8709

Number on front of dash on right side.

1923	8	8	$3800	8710-16434
1924	8	8	4000	16435-23612
1925	8	8	4000	23613 and up

Number on left side crank case between No. 1 and No. 2 Cylinders.

ZASH (formerly Jeffery)—Nash Motors Co. Kenosha, Wis.

Year	Model	Cyls.	Price	Serial Numbers
	681, 5-P	6	....	100101-100114
	681	6	....	100612-111600
				127851-131825
	682, 7-P Tr.	6	....	111601-113601
	683	6	....	121001-122500
	684, Sedan	6	....	100108-100611
				119851-121000
				144331 up
				94501-95000
	685, Coupe	6	....	119913-119928
				144806-145405
				131851, 133251,
				133351 up
	687, 4-P Rd.		....	Serial numbers on application
1921	681-7	6	$1545	188437-195753
	682	6	1695	181130-208440
	14-4	4	1195	1345-7193
1922	601	6	1390	195754 up
	41-4	4	985	4511 up
1923	41	4	935	19436 and up
1923	691	6	1240	256987 and up
1924	691-698	6	1240	240423 and up
1924	41-49	4	935	34577 and up
1925	Advanced	6	1375	288001 and up
1925	Special	6	1095	51001 and up

On the 6-cyl. models the numbers do not run consecutively, but by body styles.
Number on left front cross member, just back of radiator.

OAKLAND—Oakland Motor Car Co., Pontiac, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1918	34-B	6	$1185	300134 up
1919	34-B	6	1075	1169934
1920	34-C	6	1165	11700134 to 15235534

1918 number on heel board; 1919 on heel board and on right rear side member.

Passenger Car Serial Numbers—Continued

1921	34-C	6	$1145	15235634 to 16755034
1922	34-D	6	1145	11700134 to 16755034

Number on frame opposite left rear wheel.

1923	6-44	6	$ 995	1025144 to 4115244
1924	6-54	6	955	1-54 to 3707054
1925	6-54	6	1095	3710054 to 6452354
1926	O. S.	6	1025	6460154 and up

Number on frame opposite right rear wheel.

PACKARD—Packard Motor Car Co., Detroit, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1915	3-38	6	$3750	75026-76999
	5-48	6	4850	78026-78586
1916	1-25	12	2750	80026-87787
	1-35	12	....	
	2-25	12	....	125051-15000
1916	2-35	12	....	
1917	2-25	12	3050	
	2-35	12	3500	
1918	3-25	12	3700	150051 up
	3-35	12	4100	
1919	3-25	12	3950	
	3-35	12	4300	
1920	Twin Six	12	5550	160130-165662

Number on right front leg of motor.

1921	Single Six	6	$2975	U26 to 8850
	Twin Six	12	6000	S20000 and up
1922	Single Six	6	2485	U9000 up
	Twin Six	12	3850	S21000 up

Number on plate on dash directly back of change speed lever.

1923	126	6	$2585	M-25000 and up
1923	136	8	3650	200000 and up
1924	126-133	6	2585	37000 and up
1924	136-143	8	3650	200000 and up
1925	326-333	6	2585	49501 and up
1925	236-243	8	2785	20900 and up

Number on plate at left rear side of dash.

PAN-AMERICAN — Pan-American Motors Corp., Decatur, Ill.

Year	Model	Cyls.	Price	Serial Numbers
1918	E-6-48	6	$1800	500-1200

Number on frame horn.

1919	E-6-48			
	F-6-48	6	....	3000-3322
	G-6-48			
1920	E-6-55	6	2250	3000 and up

Number on left front spring hanger.
Discontinued.

PIERCE-ARROW—Pierce-Arrow Motor Car Co., Buffalo, N. Y.

Year	Model	Cyls.	Price	Serial Numbers
1915	38-C3	6	$4300	34701-35450
	48-B3	6	5000	12301-13050
	66-A3	6	6000	67050-67150
1916	38-C3	6	4300	35601-36350
	48-B3	6	5000	13051-13550
	66-A3	6	6000	67050-67150
	38-C4	6	4300	36601-37605
	48-B4	6	5000	13901-14900
	66-A4	6	6000	67201-67405
1917	38-C4	6	4300	37701-38701
	48-B4	6	5000	15001-16000
	66-A4	6	6000	67499-67800
1918	48-B4	6	5000	16001-16400
	48-B5	6	6500	16401-17400
1919	48 H. P.	6	7750	511001-511375 512001-512375 513001-513300
	38 H. P.	6	7250	311001-311375 312001-312375
1920	38	6	7250	31001-313500
	38	6	....	314001-314500
	48	6	7750	514001-514500
	48	6	....	515001-515700
1921	..	6	7500	321001-322999
1922	33	6	5250	331001-335500

Number beneath left front door.

1923	33	6	$5250	336001-338500
1924	33	6	5250	336001 and up
1924	80	6	2895	801001 and up
1924	33	6	5250	338001 and up
1925	80	6	2895	801001 and up
1925	33	6	5250	34000 and up

Number on plate below driver's seat.

STAR—Durant Motors Co., Long Island City, N. Y.

Year	Model	Cyls.	Price	Serial Numbers
1923	4	4	$443	1-119987
1924	F	4	540	200000-260016
1925	F	4	540	260017-289986

Number on dash under hood.
As Star cars are numbered by manufacturing zones, it is best to obtain serial numbers from Durant Motor Co., Long Island City, N. Y.

STUDEBAKER—Studebaker Corp., South Bend, Ind.

Year	Model	Cyls.	Price	Serial Numbers
1918	SH	4	$ 895	133101 up
	EG	6	1695	290001 up
	EH	6	1295	233501 up
1919	SH	4	1225	133101-141951
	EG	6	1985	290001-300635
	EH	6	1585	233501-257389
1920	EH	6	1785	257465-290000
	EG-6	6	2150	315701-335069
	EH-6	6	....	504501-535876
	EJ-6	6	1485	1000001 and up

1916-17 numbers inside dash.

1921	EJ	6	1335	1000001 to 1035002
	EH	6	1635	551114-535876
	EG	6	1985	329129-335069
1922	EJ	6	1045	1000001-1035002
	EL	6	1475	3000001-3039122
	EK	6	1785	2000001-2017139
1923	EK	6	1750	2000001-2027499
1923	EL	6	1350	3000001-3075316
1923	EM	6	995	1084001-1131726
1924	EK	6	1875	2027500-2060000
1924	EL	6	1495	3075317-3120000
1924	EM	6	1145	1128270-1202000
1925	EP	6	1875	2060001-2073001
1925	EQ	6	1495	3120002-3161001
1925	ER	6	1145	1202001-1284001

Number on left side of frame over front axle.

STUTZ—Stutz Motor Car Co., Indianapolis, Ind.

Year	Model	Cyls.	Price	Serial Numbers
1918	4-S	4	$2750	Series S
1919	Data not available.			
1920	H	4	3100	5001-9002
1921	..	4	3350	
1922	DH	4	2990	12001-13129
1923	KLDH	4	2790	13129 and up
1923	6	6	1995	601 and up

Number on left side of dash.

1924	KLDH	4	....	12001 and up
1924	690-692	6	....	6-101 and up
1924	695	6	....	14001 and up
1925	693-694	6	$2395	6-2601 and up
1925	695	6	3070	14001 and up

VELIE—Velie Motors Corp., Moline, Ill.

Year	Model	Cyls.	Price	Serial Numbers
1918	38	6	$1440	50000-68506
	39	6	1695	40000-40987
1919	38	6	1685	
	48	6	....	69001 up
1920	48	6	1985	70001 and up
	34	6	1585	110001-116550
1921	48	6	1885	70000-81300
	34	6	1485	110000-116550
1922	48	6	1585	69000-81300
	34	6	1235	110000-116550
	58	6	1395	120000 up
1923	58	6	1275	127000-126999
1924	56	6	1095	135000 and up
1925	60	6	1275	144100 and up

Number on name plate right side seat box; engine number left side crankcase.

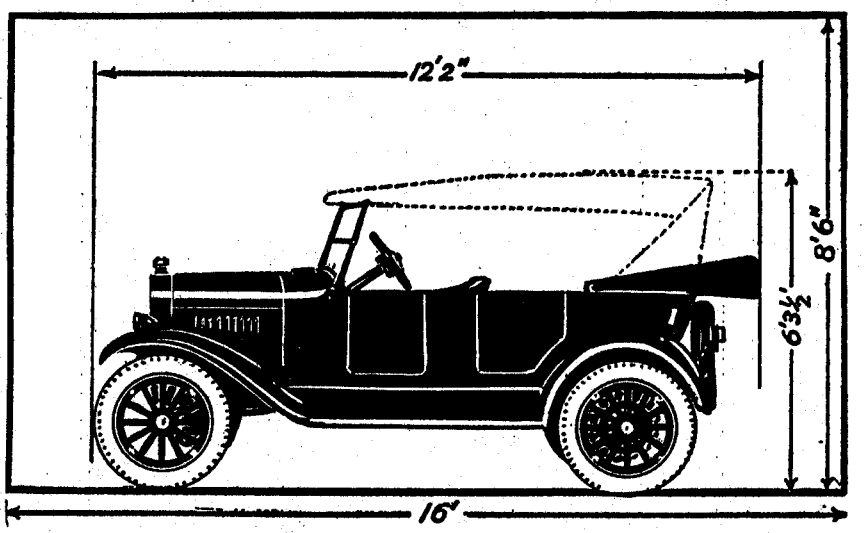
WILLS STE. CLAIRE—Wills Sainte Claire, Inc., Marysville, Mich.

Year	Model	Cyls.	Price	Serial Numbers
1921	A-68	8	$3200	1-1500
1922	A-68	8	2475	1551-6000
1923	A-68	8	2475	6000-7480
1923	B-68	8	2875	10000-10174

Number on plate in driver's compartment.

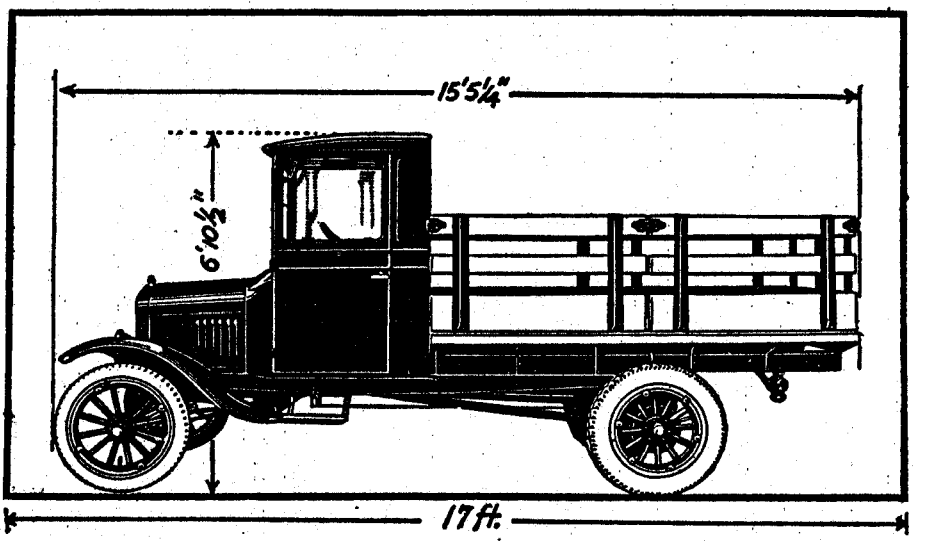
1924	A-68	8	2475	7474-7690
1924	B-68	8	2875	10163-12189
1925	A-68	8	2475	7697 and up
1925	B-68	8	2885	12190 and up
1925	W-6	8	2485	20000-21813
1925	C-68	6	3300	14000 and up

Garage Space Required For Ford Car or Truck



16 foot x 8½ foot space is plentiful to store a Ford.

Efficient and saving not only in haulage costs but in the very space it occupies.



Completely Equipped Roadster

25% Down Payment

No. of Deferred Payments	Time Payment Price of Car	25% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

33⅓% Down Payment

No. of Deferred Payments	Time Payment Price of Car	33⅓% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

40% Down Payment

No. of Deferred Payments	Time Payment Price of Car	40% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

50% Down Payment

No. of Deferred Payments	Time Payment Price of Car	50% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

Note:

F. O. B. DETROIT PRICE $360.00.
Equipped with Windshield Wiper, Starter, Demountable Rims and Balloon Tires.

Touring Car

25% Down Payment

No. of Deferred Payments	Time Payment Price of Car	25% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

33⅓% Down Payment

No. of Deferred Payments	Time Payment Price of Car	33⅓% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

40% Down Payment

No. of Deferred Payments	Time Payment Price of Car	40% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

50% Down Payment

Deferred Payments	Time Payment Price of Car	50% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

Note:

F. O. B. FACTORY PRICE $380.00.
Equipped with Starter, Demountable Rims and Balloon Tires, Windshield Wiper.

Important Notice!

Send this page to your Finance Company for detailed charts of payments on each type of Ford car. Before mailing, be sure to fill in your name and address below.

To the Finance Company

This page is taken from a new book, Fordex Survey Data, which was designed for the use of all Ford salesmen. It is not a sales manual but a book to be gone over with the prospect.

This page is being sent you by the Ford dealer whose name appears below, so that you may supply the necessary pages (the same size as this) showing the initial and monthly payments on all types of Ford cars under your finance plan.

This data should be supplied in such form that the salesman can show it to his prospects.

It might be advisable to make up sufficient sheets to supply all Ford dealer's salesmen using your plan, since these books will be standard equipment with all.

SALES OUTFITTING COMPANY
1354 LAFAYETTE BLVD., W.
DETROIT, MICH.

_____
Dealer's Name

_____
By

_____
Address

_____
City and State

Sedan

25% Down Payment

No. of Deferred Payments	Time Payment Price of Car	25% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

33⅓% Down Payment

No. of Deferred Payments	Time Payment Price of Car	33⅓% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

40% Down Payment

No. of Deferred Payments	Time Payment Price of Car	40% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

50% Down Payment

No. of Deferred Payments	Time Payment Price of Car	50% Down Payment	Total Amount of Note	Amount of Each Payment
6				
8				
10				
12				

Note:

F. O. B. DETROIT PRICE $545.00.
Equipped with Dome Light, Visor, Windshield Wiper, Rear View Mirror, Dash Lamp, Starter, Demountable Rims and Balloon Tires.

Suggested Instructions for Handling Deferred Payment Sales

Preface.

It is well for each salesman to thoroughly familiarize himself with every angle of deferred-payment sales, so that prompt service can be rendered to customers who wish to buy their cars in this manner.

Many times it is quite possible to sell for cash where the prospect originally intended to buy on time, by tactfully pointing out the advantages involved in the cash purchase as against the deferred payment plan. Salesmen will usually be able to form a very accurate opinion as to the ability of the prospect to pay cash and should be guided accordingly.

Credit Statement.

When it has been definitely decided that the time-payment plan is required, the first action should be to have your customer fill out "Buyer's Credit Statement" as supplied by your finance company, thus permitting the Automobile Finance Company to determine his or her eligibility for credit.

This statement should he handed to the sales manager as promptly as possible, together with signed order and deposit.

Chattel Mortgage and Notes.

As required by State Laws. Most states now require the purchaser of a car on deferred payments to sign a chattel mortgage (these forms are always supplied by the finance company) which testify that legal title to the car remains in the hands of the finance company until such times as all payments are completed. This form should be filled in completely by the customer at the time of delivery.

The most convenient form of note is the single note, which provides for the entire schedule of payments, as supplied by your finance company. This note should also be filled out properly and signed by the purchaser at the time of delivery, which completes the transaction and secures payments to follow.

Length of Notes.

Many purchasers of motor cars are willing and able to pay 50% down and the balance in six months, and it is advisable for the salesman to suggest this plan first. However, if the customer is unable to meet these terms, then the arrangements of 40% down and 10 months; or 33⅓% down and 10 or 12 months, should be offered.

Deposit.

A minimum deposit of $25.00 should be secured in every case, at the time the order is taken.

Down Payment.

In all cases where a used car is taken in trade on the time-payment sale, the salesman should make every effort to have the amount involved in the used car deducted from the unpaid balance for which the customer signs notes, rather than from the down payment. By causing your customers to pay the entire amount of the down payment in cash you will secure the order on the basis of the least amount of risk and go far to insure their making all payments promptly.

Data on Fordson Tractor

Weights.

Weight (less driver, water, oil, lugs) 2425 lbs. Engine with vaporizer and coils 661 lbs. Total weight of tractor including all liquid supplies and 150 lbs. driver 2920 lbs. Distribution of above weight: front wheels 1063 lbs., rear wheels 1857 lbs. (Shipping weight with oil but without fuel and water 2543 lbs.) Weight with driver and oil but without fuel or water 2693 lbs. Front 889 lbs., rear 1804 lbs.

Dimensions.

Wheel base 63″. Turning circle 21 ft. diam. Distance between front rims 40⅛″. Distance between rear rims 37½″. Width of front rims 5″. Diam. of front rim 28″. Width of rear rim 12″. (Extension rims 7″ wide for light soil). Diameter of rear rim 42″. (3″ cleats riveted on rim). Overall length 102″. Overall width 61⅜″. Overall height 54¾″. Clearance 11⅝″. Height of draw bar from ground 12″ lateral.

Performance.

Plows two (2) 14″. Average work 6 acres in 10 hours. Size of thresher 20″ x 36″. Belt horsepower 18. All speeds are for motor speed of 1000 R.P.M.

Ratios and Speeds with Standard Gears

Gear	Final Ratio	Worm Speed	Axle Speed	Tractor Speed with Standard 42″ Steel Wheels		Tractor Speed with 40″ Tires	
Low	81.87 to 1	207.7 R.P.M.	12.23 R.P.M.	134 Ft. P. Min.	1.53 MPH	128 Ft. P. Min.	1.46 MPH
Int.	44.46 to 1	382.3 R.P.M.	22.49 R.P.M.	247 Ft. P. Min.	2.81 MPH	236 Ft. P. Min.	2.68 MPH
High	17.74 to 1	958.3 R.P.M.	56.36 R.P.M.	620 Ft. P. Min.	7.05 MPH	610 Ft. P. Min.	6.75 MPH
Rev.	46.39 to 1	366.4 R.P.M.	21.56 R.P.M.	237 Ft. P. Min.	2.69 MPH	226 Ft. P. Min.	2.56 MPH

Gear Ratios and Speeds When Using "Special Plowing" Gears

Gear	Final Ratio	Worm Speed	Axle Speed	Tractor Speed with Standard 42″ Steel Wheels		Tractor Speed with 40″ Rubber Tires	
Low	79.15 to 1	215.0 R.P.M.	12.64 R.P.M.	139 Ft. P. Min.	1.58 MPH	132 Ft. P. Min.	1.50 MPH
Int.	56.1 to 1	303.0 R.P.M.	17.83 R.P.M.	196 Ft. P. Min.	2.24 MPH	187 Ft. P. Min.	2.14 MPH
High	17.7 to 1	958.3 R.P.M.	56.36 R.P.M.	620 Ft. P. Min.	7.05 MPH	590 Ft. P. Min.	6.71 MPH
Rev.	58.5 to 1	290.0 R.P.M.	17.10 R.P.M.	188 Ft. P. Min.	2.14 MPH	179 Ft. P. Min.	2.04 MPH

Data on Fordson Tractor

Motor.

Bore and Stroke 4″ x 5″—4 Cylinder. Firing order 1-2-4-3. 21.4 BHP at 1000 R.P.M. with 55 lb. compression kerosene head. 24.6 BHP at 1000 R.P.M. with 72 lb. compression gasoline cylinder head. Three main bearings 2″ diam. x 3″ long. Connecting Rod Bearings 2″ x 2″. All bearings burned in. Piston Displacement 251.3 cu. in. Piston Clearance .005″. Three Piston Rings used. Wrist Pin 1.375 diam. x 3.5″ long. Weight of Flywheel 120 lbs. Weight of Iron Piston with rings and pin 4.42 lbs. Weight of old style Connecting Rod 3 lbs. 3 oz. Weight of Steel Piston 1 lb. 12 oz. (Piston 5$\frac{1}{16}$″ long). Weight of Light Weight Connecting Rod 2 lbs. 12 oz. Weight of Steel Piston with rings and pin 2 lbs. 5½ oz.

Cooling System.

Thermo syphon. 18″ belt drive ball bearing fan, delivering 1700 cu. ft. per minute or 82.20 lbs. per minute. (1860 R.P.M.).

Water capacity 12 gal. cylinder with inlet 2¾″ diam. Outlet approx. 4″ diam.

Fuel.

Kerosene, capacity 20 gal. Auxiliary gasoline tank for starting, capacity 5 qts. Fuel economy of engine. 85 lbs. kerosene per B.H.P. per hr.

Ignition.

Ford magneto with four spark coils and commutator. Maximum spark advance 60°.

Lubrication.

Constant level splash, flywheel circulated, capacity 2¼ gal.

Air Washer.

Float type. Capacity 7 quarts water.

Valves.

$\frac{1}{16}$″ lift. Both inlet and exhaust cam profiles the same. Tappet clearance .020″. Valves silicon chromium alloy steel.

Transmission.

Clutch—Multiple disc. 17 hardened discs running in oil (900 lb. spring pressure or 54 lbs. per sq. in. on plates).

Change Gear—Constant mesh (internal gear clutches) ball bearings throughout. 5-7 pitch gears. Transmission brake of multiple disc type.

Worm—Reduction 51 to 3.15° 8′ 32″ lead angle. Lead 2.444 linear pitch .8147″ triple thread worm.

Rear Axle.

Semi-floating—four pinion differential running on ball bearings. *Lubrication*—Transmission, capacity 3 gal.

Pulley Attachment.

Drive gear spiral bevel 4-5 pitch (mitre) 5¼ P.D. Spiral 27° angle. Pulley 9½″ diam. 6½″ wide. Speed 1000 R.P.M. Belt speed 2460 Ft. P.M.

Belts and Pulleys

A belt transmits its power solely through frictional contact with the surface of the pulley. The lower side of the belt should be made the driving side when possible, as the arc or contact is thereby increased by the sagging of the slack side.

Increase of belt power will be obtained by increasing the size of the pulleys, the same ratio being retained. Wide belts are less effective per unit of sectional area than narrow belts, and long belts are more effective than short ones. The proportion between the diameters of two pulleys working together should not exceed 6 to 1. The pulleys should be from ½ to 1½ inches wider than the belt and have a convexity of ⅛ up to ¼ inch in the width up to 1 foot.

Belts and Pulleys should be kept clean and free from accumulations of dust and grease and particularly lubricating oils. They should be well protected against water and moisture.

Resin should not be used to prevent belts from slipping. If a belt slips, the pulley and belt should be cleaned. If a leather belt, it can be treated with a dressing composed of two parts of tallow and one part of fish oil, rendered and allowed to cool before using. If the belt still slips, it is overloaded, and the suggested remedies are a leather covered pulley, a wider belt, or large pulleys.

Fordson Belt Pulley

The standard Fordson belt pulley is 9½" in diameter with a 6" face. Special pulleys are not furnished, as the belt pulley attachment was designed to accommodate a pulley. In order to determine the size of pulley to be used on any implement connected up with Fordson Tractor first ascertain the speed at which the pulley on the implement is to be driven. The following table shows the size of pulley to use on the implement in order to obtain various speeds from 475 to 1900 R. P. M. Speed of Fordson is 1000 R. P. M.

R.P.M. Implement	Size of Pulley	R.P.M. Implement	Size of Pulley
475	20 inch	760	12½ inch
487	19½ inch	782	12 inch
500	19 inch	826	11½ inch
513	18½ inch	863	11 inch
527	18 inch	926	10½ inch
543	17½ inch	950	10 inch
559	17 inch	1000	9½ inch
575	16½ inch	1055	9 inch
594	16 inch	1118	8½ inch
613	15½ inch	1187	8 inch
634	15 inch	1268	7½ inch
655	14½ inch	1357	7 inch
679	14 inch	1462	6½ inch
704	13½ inch	1583	6 inch
731	13 inch	1727	5½ inch
		1900	5 inch

Breaking in a New Belt

Bring the Fordson back until the belt is at the proper tension. The throttle should be set so that the pulley turns very slowly while this is being done.

After proper tension and alignment has been acquired, start the Fordson up GRADUALLY until maximum speed is attained. Run without any load until belt and machine are running smoothly.

Belt Lengths

The most satisfactory lengths of belts for use on various machines, and the lengths recommended, are as follows:

Separator	75 or 100 foot belt
Silo Filler	75 or 100 foot belt
Husker	75 or 100 foot belt
Shredder	75 or 100 foot belt
Baler	75 or 100 foot belt
Grinder	50 or 75 foot belt
Pump	50 or 75 foot belt
Saw	50 or 75 foot belt

Diameters and Speeds of Pulleys

SPEED OF DRIVEN PULLEY REQUIRED—Diameter and speed of driving pulley, and diameter of driven pulley are known. Rule: Multiply the diameter of the driving pulley by its speed in revolutions per minute, and divide the product by the diameter of the driven pulley.

EXAMPLE—If the diameter of the driving pulley is 15 inches and its speed 180 revolutions per minute, and the diameter of the driven pulley 9 inches, then the speed of the driven pulley $= \frac{15 \times 180}{\quad} = 300$ revolutions per minute.

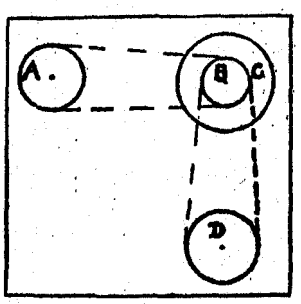
DIAMETER OF DRIVEN PULLEY REQUIRED—Diameter and speed of driving pulley and revolutions per minute of driven pulley are known. Rule: Multiply the diameter of the driving pulley by its speed in revolutions per minute, and divide the product by the required speed of the driven pulley.

EXAMPLE—If the diameter of the driving pulley is 24 inches, and its speed 100 revolutions per minute, and the driven pulley is to rotate 600 revolutions per minute, then the diameter of the driven pulley $= \frac{24 \times 100}{600} = 4$ inches.

DIAMETER OF DRIVING PULLEY REQUIRED—Diameter and speed of driven pulley, and speed of driving pulley are known. Rule: Multiply the diameter of the driven pulley by its speed in revolutions per minute, and divide the product by the speed of the driving pulley.

EXAMPLE—If the diameter of the driven pulley is 36 inches, and its required speed 150 revolutions per minute, and the speed of the driving pulley is 600 revolutions per minute, then the diameter of the driving pulley $= \frac{36 \times 150}{600} = 9$ inches.

SPEED OF DRIVING PULLEY REQUIRED—Diameters of driving and driven pulleys, and speed of driven pulley are known. Rule: Multiply the diameter of the driven pulley by its speed, and divide the product by the diameter of the driving pulley.



EXAMPLE—If the diameter of driven pulley is 4 inches, its required speed 800 revolutions per minute, and the diameter of the driver 26 inches, then the required speed of the driver $= \frac{4 \times 800}{26} = 123$ revolutions per minute, approximately.

SPEED OF DRIVEN PULLEY IN COMPOUND DRIVE REQUIRED—Diameters of pulleys A, B, C and D (see illustration) and speed of pulley A are known; find speed of pulley D. Rule: Divide product of diameters of driving pulleys by product of diameters of driven pulleys, and multiply quotient by speed of first driving pulley.

EXAMPLE—If the diameters of the driving pulleys A and C are 18 and 24 inches; the diameters of the driven pulleys B and D, 12 and 13 inches; and the speed of the driver A, 260 revolutions per minute, then the speed of the driven pulley D $= \frac{18 \times 24}{12 \times 13} \times 260$ = 720 revolutions per minute.

PULLEY DIAMETERS IN COMPOUND DRIVE REQUIRED—Speeds of driving and driven pulleys are known; find diameters of the four pulleys—A, B, C and D. Rule: Place the speed of the driving pulley as the numerator of a fraction, and the speed of driven pulley as the denominator, and reduce this fraction to its lowest terms; then resolve both the numerator and denominator into two factors, and multiply each "pair" of factors (a pair being one factor in the numerator and one in the denominator) by a trial number which will give pulleys of suitable diameters.

EXAMPLE—If the speed of pulley A is 260 revolutions per minute, and the required speed of pulley D is 720 revolutions per minute, find the diameters of the four pulleys. The fraction $\frac{260}{720}$ reduced to its lowest terms, is 13/36, which represents the required speed ratio. Resolve 13/36 into two factors: $\frac{33}{16} = \frac{1 \times 13}{2 \times 13}$. Multiply by trial numbers 12 and 1:

$$\frac{(1 \times 12) \times (13 \times 1)}{(2 \times 12) \times (18 \times 1)} = \frac{24 \times 18}{12 \times 13}$$

The values 12 and 13 in the numerator represent the diameters of the driven pulleys B and D, and values 24 and 18 in the demoninator, the diameters of the driving pulleys.

Horse and Horseless Farming

The harness and whiffletrees for an eight-horse team cost more than a Fordson Tractor. Yet the eight will not do more work.

The eight horses cost double the price of the Fordson, and that at the low price of horses.

Grooming eight horses once a day, at 15 minutes a horse, takes two hours. Watering and feeding, another hour. Harnessing and unharnessing, hitching up and unhooking, leading from barn to implement, etc., take yet another hour. Four hours' work has been lost without expenditure of any energy in productive work.

A Fordson can be filled with water, fuel and oil, and thoroughly gone over in half an hour.

A Fordson can be worked continuously day and night, through all the seasons of plowing, seeding, haying, harvesting.

Horses cannot be humanely worked more than eight hours in the heavier operations or ten in the lighter.

Fordsons are not troubled with flies, heat or hard ground. Horses suffer terribly and die in appalling numbers when hard worked on hard land in hot weather.

A Fordson can do all that horses can do, as well as horses can do it and belt work besides.

It takes a few hours to make a Fordson.

It takes three years' time and three years' care (some horsemen say five years) to make a work horse. At any time in those three years the colt may die and be a total loss.

A Fordson eats only when it is engaged in productive work.

Horses eat 365 days a year.

A Fordson makes every acre of the farm a source of profit.

An eight-horse team withdraws 40 acres from the farm's return to feed itself.

Plowing Acreage and Speed Data

One mile equals 5,280 feet.

One square mile equals 27,878,400 square feet or 640 acres.

One furrow, 28 inches wide and 1 foot long, equals 2-1/3 square feet.

One acre of 28-inch furrows equals 43,560 square feet divided by 2-1/3 or 18,695 feet long, or about 3½ miles.

To find the number of feet of furrow plowed per minute, divide 5,280 (the number of feet in one mile) by 60 (the number of minutes in one hour) which gives 88. Then multiply 88 x 2¾ (the proper plowing speed for Fordson tractors) and the quotient, 242, is the number of feet plowed per minute.

To find plowing time for one acre, divide 18,696 (the number of feet of 28-inch furrow in one acre) by 242 (the number of feet of progress per minute) and the quotient, 78-9/10, is the number of minutes (1 hour and 19 minutes) required to plow one acre.

To find the number of acres to be plowed in one day of ten hours, divide 600 (the number of minutes in a 10-hour day) by 78-9/10 (the number of minutes required to plow one acre) and the quotient, 7-3/5, is the number of acres plowed in one day of ten hours.

The above data is based on a driving speed of 2¾ miles per hour—the proper plowing speed for a Fordson Tractor.

Fordson Rates of Work

The Fordson Tractor does more kinds of work than any other mechanical device of any description, and does it cheaper.

Sulky plows, 5 acres a day.

Gang plows, 8 acres a day.

Disc harrow, double discing, 26 acres per day.

Culti-packing, 30 acres per day.

Ten foot drill, 33 acres per day.

Two-row corn cultivator, 20 acres per day.

Seven-foot mower, 25 acres per day.

Threshing oats, 1,200 to 2,000 bushels per day.

Threshing wheat, 400 to 1,000 bushels per day.

Filling silo, 60 to 100 tons per day.

Baling hay, 20 to 40 tons per day.

Shredding corn, 350 to 700 bushels per day.

Sawing stove wood, 21 to 50 cords per day.

Sawmill, 4,000 to 7,000 board feet per day.

Shelling corn, 2,000 to 4,000 bushels per day.

Dragging roads, 25 miles per day.

Surface ditching, 5 miles per day.

Tile drains, 1,500 feet per day.

Fordson, with rubber wheels, will haul 15 tons up a 15% grade.

Soils Differ in Draft Required

The following table shows the draft per square inch of cross section of furrow for various soil conditions. This data, of course, is approximate, but it shows the wide range of draft.

In Sandy Soil.....2 to 3 lbs. to sq. inch
In Corn Stubble.....3 lbs. to sq. inch
In Wheat Stubble.....4 lbs. to sq. inch
In Blue Grass Sod.....6 lbs. to sq. inch
In June Grass Sod.....7 lbs. to sq. inch
In Clover Sod.....8 lbs. to sq. inch
In Prairie Sod.....15 lbs. to sq. inch
In Virgin Sod.....15 lbs. to sq. inch
In Gumbo.....20 lbs. to sq. inch

The variation in draft in different soils is shown by the following example: Take a plow with two 14" bottoms plowing at a depth of 6".

The cross section of each plow is 14 x 6, or 84" square.
Twice this for two bottoms gives 168 sq. ins.
Then 168 x 3 lb.—504 lb. draft in sandy soil.
Likewise—168 x 7 lb.—1,176 lbs. draft in clover sod.
Likewise—168 x 8 lb.—1,344 lbs. draft in clay soil.

DRAFT IN POUNDS PER TON OF GROSS LOAD

Type of Surface	Level	5% grade	10% grade	15% grade	20% grade	25% grade
Earth road, good condition	90	190	290	390	490	590
Earth road, heavy dust	110	210	310	410	510	610
Earth road, muddy, firm underneath	200	300	400	500	600	700
Gravel road, good condition	80	180	280	380	480	580
Loose gravel	250	350	450	550	650	750
Macadam, good condition	70	170	270	370	470	570
Asphalt, hard	40	140	240	340	440	540
Concrete or brick pavement	30	130	230	330	430	530
Cinders, dry and firm	75	175	275	375	475	575
Grass sod, dry and firm	170	270	370	470	570	670
Grass sod, wet and spongy	240	340	440	540	640	740
Stubble land, dry and hard	150	250	350	450	550	650
Stubble land, wet and soft	220	320	420	520	620	720
Plowed ground	300	400	500	600	700	800

The figures in the above table give the draft in pounds per ton of gross load for different types of surfaces on the level and for five, ten, fifteen, twenty and twenty-five per cent grades.

To determine the draft per ton of gross load on any grade multiply the per cent grade by 20 and add his result to the draft per gross ton on the level.

Material	Average weight per cubic foot	No. of cubic ft. per ton
Coal, Etc.		
Anthracite	52.5	31.0
Bituminous	49.5	40.5
Coke	27.5	72.5
Charcoal	22.0	91.0
Metals		
Brass	523.	3.83
Bronze	552.	3.62
Copper	552.	3.62
Cast iron	450.	4.45
Gold	1200.	1.66
Lead	710.	2.82
Silver	655.	3.05
Steel	490.	4.08
Tin	458.	4.36
Wrought iron	480.	4.16
Zinc	437.	4.55
Building and Road Making Materials		
Asphalt	87.	23.0
Brick, common	100.	20.0
Brick, soft	112.	17.9
Brick, hard	125.	16.0
Brick, pressed	135.	14.8
Brick, fire	145.	13.8
Cement	90.	22.2
Concrete	137.	14.6
Clay	135.	14.8
Earth, loose	76.	26.3
Glass	164.	12.2
Gravel, dry	110.	18.2
Gravel, wet	140.	14.3
Lime	55.	36.4
Limestone, crushed	96.	20.8
Mud	112.	17.9
Sand, dry	100.	20.0
Sand, wet	120.	16.7
Shale	92.	21.7
Tile	115.	17.4
Water	62.5	32.9

Material	Weight per 1000 cubic foot	No. of 1000 bd. per ton
Miscellaneous		
Ashes	38.	52.6
Hay, baled	20.	100.0
Ice	57.4	34.9
Lime	55.	36.4
Salt	60.	33.4
Snow, fresh	8.	250.0
Snow, compacted	32.	62.5

Lumber

Kind	Green: Lbs. per 1000 bd. ft.	Green: No. 1000 bd. ft. per ton	Well Seasoned: Lbs. per 1000 bd. ft.	Well Seasoned: No. 1000 bd. ft. per ton
Chestnut	4600	4.35	3500	5.7
Hemlock	4200	4.75	3200	6.25
Maple, hard	5400	3.7	3900	5.1
Maple, soft	5000	4.0	3300	6.1
Oak, red	5500	3.6	4000	5.0
Oak, white	5700	3.5	4100	4.9
Pine, long-leaf	4500	4.45	3500	5.7
Pine, white	3500	5.7	2400	8.35
Poplar	4000	5.0	2900	6.9
Spruce	3150	6.35	2300	8.7
Sycamore	4750	5.2	3000	6.67
Walnut, black	4900	4.1	3800	5.2

Green Logs

Kind	Average weight per 1000 board ft.	No. of cubic feet per ton
Chestnut	8300	2.4
Hemlock	6500	3.1
Maple, hard	10000	2.0
Maple, salt	9200	2.2
Oak, red	10200	1.95
Oak, white	10500	1.9
Pine, long-leaf	9000	2.2
Pine, white	7000	2.87
Poplar	7400	2.7
Spruce	5800	3.45
Sycamore	8800	2.3
Walnut, black	10000	2.0

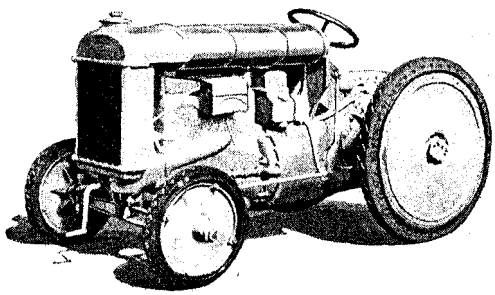
Tractor Lubricating Oil

It has been found that oil which tests in accordance with the following specifications can be used with very satisfactory results in both the Fordson Motor and Transmission.

Flash point—400° F. Minimum
Fire point—450° F. Minimum
Viscosity at 100° F.—650 Maximum
Viscosity at 210° F.—66 Minimum
Cold—45° F. Maximum

W&K

Equipment for the Fordson



Fordson Equipped With W&K Cushion Tired Wheels

W&K Cushion Tired Wheels

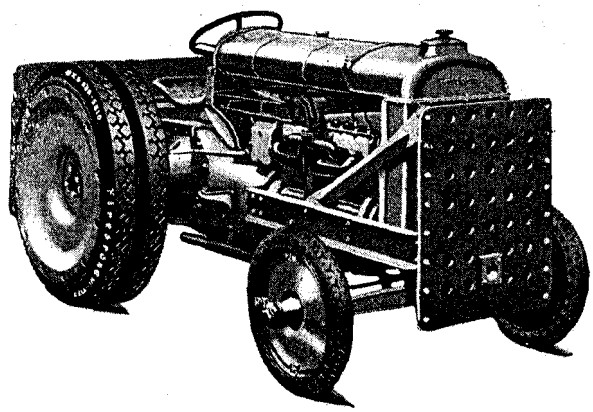
W&K Cushion Tired Wheels are designed to give the best combination of traction, cushioning and mileage. The rear wheels are hollow, which reduces handling and freight charges to the lowest point and permits loading with heavy materials when additional weight is required.

For hauling ordinary loads the standard wheel, weighing 460 lbs., is recommended. For heavier loads, the rear wheels may be loaded with steel punchings, which increase the weight of each approximately 600 lbs. If extremely heavy loads are hauled or the tractor is to be used for road grading or other heavy work, W&K Extension Weights, weighing 830 lbs. each, may be applied to the standard wheel. Sufficient weight is then obtainable to handle the heaviest loads and furnish traction for the most severe road conditions.

W&K Bumpers

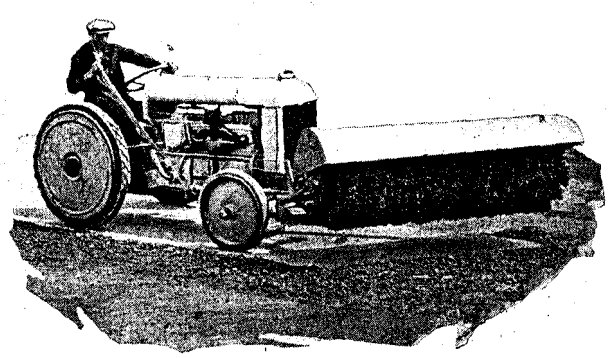
Both front and rear end bumpers are constructed of heavy steel plate and serve both as a protection for the Fordson and as a means for shunting materials. The W&K Automatic Coupling Hitch is standard equipment with the rear bumper. The Extension Crank assembly is not a part of the front bumper and must be ordered separately.

W&K Front Bumper	$28.00
W&K Rear Bumper with Automatic Coupling Hitch	60.00
W&K Extension Crank Assy.	7.50



Fordson Equipped With W&K Bumpers and W&K Extension Weights

W&K Detroit Street Sweeper and Snow Brush



The Fordson Tractor with the Detroit Street Sweeper and Snow Brush provides cities and towns with a practical, low-priced unit for all the lighter forms of general street cleaning work. Sidewalks, streets and alleys are kept clean and tidy the year 'round at a low cost. In particular, the Detroit Brush will be of great service during the winter months sweeping snow in front of schools, hotels, general stores, and other busy places. It will handle snow from 10" to 12" in depth.

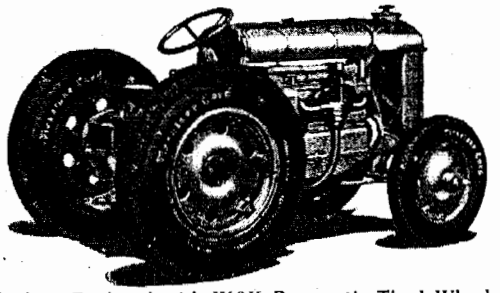
The Fordson Tractor complete with Rubbed Tired Wheels and the Detroit Sweeper cost approximately $1,100.00—less than would be paid away for one man's labor for part of a year's work. When not on sweeping duty, the Fordson is available for general use.

Detroit Street Sweeper and Snow Brush $345.00
f. o. b. Detroit

Whitehead & Kales Co
Detroit Mich

W&K

Pneumatic Tired Wheels

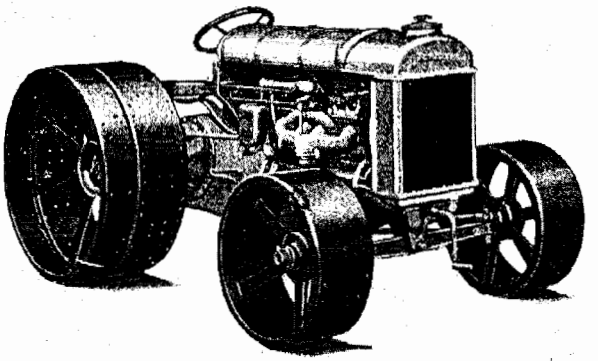


Fordson Equipped with W&K Pneumatic Tired Wheels.

W&K Pneumatic Tire Wheels work very satisfactorily on sandy roads and where light loads are to be hauled.

They are are equipped with 40x8 or 42x9 tires on rear and 26x4 tires on front.

W&K Golf Course Wheels

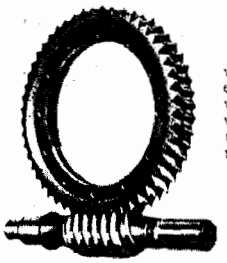


Fordson Equipped With W&K Golf Course Wheels

W&K Golf Course Wheels are designed to be used on golf courses and public parks. Front wheels are 12" and rear wheels 19"wide.. They are equipped with sod puncher pins, fifteen in each front and seventy-six in each rear wheel, attached by means of nuts and lock washers. Their purpose, in addition to providing traction, is to let the air down to the roots of the grass and keep the turf moist and fresh. They will not damage the approaches and fairways in any way.

Complete Set W&K Golf Course Wheels..... **$120,00**

W&K High Speed Worm and Worm Wheel



W&K High Speed Worm and Worm Wheel.

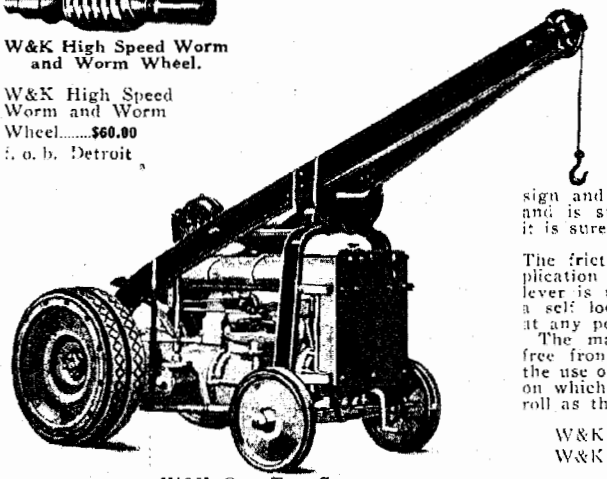
W&K High Speed Worm and Worm Wheel..... **$60.00**
f. o. b. Detroit

Recommended for use where more speed is desired. Both Worm and Worm wheel are interchangeable with Ford standard parts, no machine work being necessary to install.

Speeds of tractor equipped with W&K Wheels at 1500 R.P.M of Motor are as follows:

Low	3.36 miles per hr.
Intermediate	6.20 miles per hr.
High	15.54 miles per hr.
Reverse	5.94 miles per hr.

W&K One Ton Crane



W&K One Ton Crane

The W&K One Ton Fordson Crane has been developed to fill a need existing in the industrial field for a light, fast, portable crane capable of handling one ton loads and yet flexible enough to be maneuvered readily in congested areas.

The W&K Crane meets these requirements and has proved most practical for use in foundries, machine shops, railroad yards, warehouses, on docks and similar enterprises. It is simple in design and operation, has a capacity of one ton, and is strongly built to stand the hard usage it is sure to receive.

The friction cone clutch permits a gradual application of power and a sensitive control. One lever is used both for lifting and lowering and a self locking worm holds the load suspended at any point, doing away entirely with a brake.

The main frame is rigidly constructed, yet free front axle movement is retained through the use of a yoke made from heavy steel channel on which the boom is supported, and is free to roll as the Fordson travels over uneven ground.

W&K One Ton Crane 7' lift..... **$495.00**
W&K One Ton Crane 12' lift..... **$95.00**

f. o. b. Detroit

Whitehead & Kales Co
Detroit Mich

Lincoln Specifications

Power Plant

Unit Power Plant.

Three-point suspension. Engine, clutch and transmission form a single compact unit. All working parts enclosed.

Engine—V-Type

Eight cylinders cast in blocks of four and arranged at an angle of 60 degrees, with valves operated directly by roller type valve lifters from one camshaft; bore 3⅜", stroke 5".

Clutch—

Multiple disc dry plate clutch completely enclosed and externally adjustable for wear.

Transmission—

Selective sliding gear type with three speeds forward and reverse; shafts mounted in ball and roller bearings.

Control.

Levers in center of car, mounted on transmission case. Control lever on ball pivot secured in each speed. Yale control lever lock.

Fuel System

Supply.

Twenty gallon fuel tank at rear of car, including an automatic reserve; fuel supply to carburetor by gravity from vacuum tank on dash.

Carburetor.

Especially developed for flexible action and low grade gasoline fuels.

Electro-Fog Generator.

Facilitates starting in cold weather.

Cooling System

Water Circulation.

One centrifugal water pump forces water equally to both sets of cylinders. The return to the radiator is through the intake header.

Radiator.

Tubular type, provided with automatically operated shutters.

Thermostatic Control of Shutters.

Thermostat located in upper radiator tank controls opening and closing of shutters to insure the correct temperatures for efficient engine operation.

Condenser.

Connected with radiator overflow pipe to reduce loss of cooling liquid by evaporation.

Lubrication

Engine Lubrication.

Forced feed with gear type oil pump. Direct leads to all engine bearings with pressure automatically controlled for all engine speeds.

Chassis Lubrication.

By means of pressure gun, easily attached at accessible places.

Lincoln Specifications—Continued

Electrical System

Ignition.

Current is derived from storage battery kept constantly charged by the starter-generator. Distributor contains automatic spark advance.

Starter-Generator.

Six-volt, single unit type.

Chassis Details

Instrument Board.

Contains combination ignition and lighting switch with lock, ventilator control lever. Oil pressure gauge, gasoline gauge, ammeter, 80-mile speedometer and clock, cigar lighter, carburetor choke and electro-fog control button.

Brakes.

Foot brake, external contracting; hand brake, internal expanding. Both brakes operate through equalizers.

Steering.

Worm and sector type; semi-reversible with steering knuckles mounted in roller bearings.

Rear Axle.

Full floating type, driving through spiral bevel gears.

Torque Tube.

Incloses the tubular propeller shaft and takes all driving thrust, thus relieving the springs from any function except suspension.

Front Axle.

Drop forged "I" beam section with adjustable tie rod located back of axle.

Frame.

Seven and one-half inches deep. Holes for all frame members are drilled, not punched. Frame narrows toward front, giving a short turning radius.

Springs.

Semi-elliptic. Rear springs are five feet long, underslung and carried on oscillating spring seats.

Wheel Base.

136 inches.

Tire Carrier.

Spare tire carrier for one or two rims with lock at rear of chassis. Sport cars carry two spare tire carriers in front fenders.

Tires.

Five cord tires, 33 x 5, are standard equipment.

Standard Equipment.

Includes Hydraulic shock absorbers, 80-mile speedometer and eight-day clock, power tire pump, complete set of tools, tire carrier, automatic wind-shield wiper, rear vision mirror and cigar lighter. Other equipment appropriate to the various body types is also included in the standard specifications.

LINCOLN MOTOR CARS

Technical Data.

Bore and Stroke: 3⅜″ x 5″.

Horsepower: 36.4 S. A. E. rating.

Lincoln Specifications—Continued

Tire Size: 23″ x 5″ st'd. 6.75 balloon.
Valve Lift: $\frac{5}{16}$″.
Diameter of Valve: 1¾″.
Valve Stems: ⅜″ in diameter.
Valve Seat: Angle 45°.
Carburetor: Stromberg plain tube type O-3.
Piston Displacement: 357.8 cubic inches.
Compression Pressure: 85-90 lbs. per square inch.

Crankshaft Bearings.

No. 1 main front Dia. 2″ Length 2¾″.
No. 2 main front Dia. 2″ Length 1½″.
No. 3 main front Dia. 2″ Length 2¼″.
No. 4 main front Dia. 2″ Length 1½″.
No. 5 main front Dia. 2″ Length 3½″.
Total length main bearing surface 11½″.
Connecting Rod Bearings: 2″ in diameter—2½″ in width.
Diameter Single Connecting Rod (large end): 2⅝″.
Piston Rings: Three ⅛″ concentric rings at top of piston.
Piston Pin: Diameter ⅞″—Length 3⅛″.

Length of Connecting Rod: Center to center 12½″.
Camshaft Bearings (6):

Length	*Diameter*
1—$2\frac{3}{16}$″	1¼″
2—$2\frac{1}{32}$″	2″
3— $1\frac{5}{16}$″	2″
4—$1\frac{11}{16}$″	2″
5— $1\frac{1}{16}$″	2″
6—$3\frac{1}{16}$″	$1\frac{3}{16}$″

Timing Chain: Width 1½″—77 Links.

Valve Timing: Inlet opens 2½″ before top dead center.
Inlet closes 46° after bottom dead center.
Exhaust opens 48½° before bottom dead center.
Exhaust closes on top dead center.

Angle between Cylinders: 60 degrees.

Ratio Starter to Flywheel: 28-1.

Engine Speed at 60 M. P. H.:

With standard ratio (12-55)—2798.
70 M. P. H.—3262.
80 M. P. H.—3728.
Slippage of rear wheels not taken in consideration.

Location of Engine Number—stamped on forward left hand side of crankcase between first and second cylinders.

Shock Absorbers: Hoo-Dye hydraulic.

Capacities.

Cooling system	8 gallons
Crankcase	10 qts. oil
Transmission	3½ pts. gear lubricant
Differential	6½ pts. gear lubricant
Fuel tank	20 gallons
Vacuum tank	1 gal. working capacity

Lincoln Specifications—Continued

Brakes.

External (Foot) ¼ x 3 x 22¼—2 pcs. per wheel, 267 sq. in. surface area.

Internal (Hand) $\frac{1}{16}$ x 2½ x 20$\frac{13}{32}$, 2 pcs. per wheel, 204$\frac{1}{16}$ sq. in. surface area.

Diameter of brake drum: 16".

Transmission Ratios: Figures based on standard ratio.

High	4.58 to 1
Second	8.66 to 1
Low	14.15 to 1
Reverse	16.8 to 1

Rear Axle Ratios.

13-55	12-55	11-54
4 3/13 to 1	4 7/12 to 1	4 10/11 to 1
4.23 to 1	4.58 to 1	4.90 to 1

12-55 furnished unless otherwise specified.

Springs.

Front	*Rear*
39" long	60" long
2¼" wide	2½" wide
Number of leaves 14	Number of leaves, 9, 10, 11, or
All Body Types	12 depending on Body Type

Clutch.

Number driving discs, 7.
Number driven discs, 8.
High grade woven lining used on driving discs.
Compression of clutch spring 300 lbs. Declutching pressure 30 lbs.

Steering Gear Angles.

Three different steering column angles are used on the Lincoln cars, the angle depending upon the body type.

Diameter of Steering Wheel: 19 inches.

Turning Diameter: Diameter of circle traced by outermost wheel—Left turn 48', Right turn 42'.

Engine Firing Order: Front $\begin{cases} 1\text{-}3\text{-}7\text{-}5 \\ 6\text{-}8\text{-}4\text{-}2 \end{cases}$

Weights of Engine Parts.

Weight of power plant approximately 950 lbs.
Weight of flywheel 62 lbs.
Weight of crankshaft 40 lbs.
Weight of piston 12 to 13 oz.
Weight of connecting rods—plain, 2 lbs. 3½ ozs.; forked, 2 lbs. 5 oz.

Light Bulb Sizes.

Dash and tail bulbs, 21cp—3V—single contact.
Head and stop light, 21cp—6V—single contact.
All others, 4cp—6V—single contact.

The Dearborn Independent

History:

The Dearborn Independent was originally published twenty-two years ago at Dearborn, Michigan. In December, 1919, it was purchased by Henry Ford and since that time has forged steadily ahead as an international non-fiction weekly magazine.

Purpose:

The Dearborn Independent does not duplicate the work of any other periodical. It has chosen, rather, to be the chronicler of those neglected truths which other magazines cannot, or perhaps dare not, touch upon.

Accomplishments:

With this idea in mind, numerous successful fakes have been investigated and deprived of their deceptive power. Medical frauds which preyed upon the hopelessly sick, the "myself" note which hung so many farmers in helpless financial failure and destroyed business in whole sections of the country, the unworkable and costly form of co-operation which instituted among the farmers an astounding form of agricultural slavery —these are some of the frauds which have been exposed.

Whenever there is a movement for better health, better schools, better books and movies and plays, better finance, and better social relations, The Dearborn Independent is a helper.

Circulation and Rates:

At the present time, the circulation of The Dearborn Independent is 650,000 weekly, with readers exceeding 2,000,000. A single copy sells for 5¢ at the newstands. One year's subscription of 26 issues mailed anywhere in the United States (and countries where the United States Domestic Postage Rate applies) for $1.50 per year; other countries, $2.00 per year.

Ford Periodicals

The seven periodicals issued by the Ford Motor Company and enterprises under its control, for the purpose of making public, management and employees better acqauinted, now have a yearly circulation rate of over ten million.

The Ford News

With a circulation twice monthly of 190,000, is the official spokesman for the Ford management in giving news of Ford enterprises. This publication is the means of establishing closer relations between the Ford management and its employees, and is the most widely read of all the Ford periodicals. Its purpose is to be of general interest and constructive scope, rather than for advertising purposes, or for the personal interests of employees alone. Its editorial columns present matter of unusual interest to all classes of readers, covering a wide variety of subjects.

The Ford Service Bulletin

With a circulation of 110,000 copies monthly, establishes a contact between the factory and the service divisions of the selling organization. This 8-page pamphlet contains articles on the construction and maintenance of Ford cars and trucks, Fordson tractors and Lincoln cars, descriptions of changes in design of the various parts, articles on selling Ford parts, etc. This publication came into existence because the service department felt, as the dealer organization grew, the necessity of furnishing mechanics and garagemen with authentic information, as to improved methods and changes in system.

Power and Haulage

Fills a definite need for carrying the story of the Fordson and the Ford truck into the industrial field. It is of special interest to contractors, engineers, plant superintendents, highway officials, state, city and county authorities.

Lincoln Magazine

Is a handsome and interesting motoring publication for Lincoln owners and those interested in the more costly automobile. This magazine, in keeping with the high quality of the Lincoln car, is to be found in many of the finest clubs and homes, and has a circulation of more than 100,000 copies a month.

Lincoln Service Bulletin

Is devoted to articles dealing with repair operations, service policies, uses of tools and equipment, care and maintenance, manufacture and inspection of various parts and assemblies—all pertaining to the Lincoln car.

Railroad News

With a semi-monthly circulation of 8,500 copies, is a semi-technical periodical printed for the employees of the D. T. & I. Railway. It contains up-to-date articles on rail transportation by officials of the Company and outside authorities; and has been widely quoted by other publications.

Each of these periodicals has a definite field to cover, and constitute a means of contact with employees and the public, greater than any similar publicity. They should be of constantly increasing service as the number of employees grows and the Ford products become more widely distributed.

Letters and Monogram Suggestions

HALF BLOCK PLAIN THICK & THIN NO 2

ABCDEFG

LOWER CASE HALF BLOCK THICK & THIN NO 3

abcdefghij

PLAIN ROMAN NO 4

ABCDE

ROUND SPUR NO 7

ABCDEF

FULL ROUND HEAVY NO 5

ABCD

ORNAMENTAL ROMAN NO 6

ABCDEF

HEAVY SCRIPT CAPS & LOWER CASE

ABCDEFG

abcdefghijklmnopqrs

HALF ROUND PLAIN THICK & THIN NO 1

ABCDEFG

Truck or Auto Body Lettering Prices

Colored or Aluminum Lettering

Lettering up to 4 in. in height, not outlined, per letter.....

One outline or shade and highlight, per letter.....

Lettering over 4 in. up to 8 in. in height, not outlined, per letter.....

One outline or shade and highlight, per letter.....

Lettering over 8 in. in height, not outlined, per upright inch.....

One outline or shade and highlight, per upright inch.....

Every additional outline or shade, extra, per upright inch.....

Trade Marks, monograms and pictures charged extra.....

Gold (Oil Size)

Up to 3 in. in height, per letter.....

Over 3 in. in height, per upright inch.....

The above prices include one outline or one shade and highlight; every additional outline or shade extra, per letter.....

Legal Holidays in the United States

Jan. 1 New Year's Day (all the States ,Territories and colonial possessions).
Feb. 12 Lincoln's Birthday (Alaska, Cal., Colo., Conn., Del., Ill., Ind., Ia., Kan., Ky., Mich., Minn., Mo., Mont., Neb., Nev., N. J., N. Y., N. Dak., Ohio, Ore., Pa., Porto Rico, S. Dak., Utah, Wash., W. Va., Wyo.)
Feb. 22 Washington's Birthday (all the States, Territories and Possessions).
Apr. 10 Good Friday (Conn., Del., Fla., La., Md., Minn., N. J., Pa., Philippines, Porto Rico, Tenn.) In Conn., Good Friday is usually proclaimed by the Governor as a day of fasting and prayer.
May 30 Decoration or Memorial Day (all States and Possessions, except Ala., Fla., Ga., La., Miss., N. C., S. C., Tenn. and Texas).
July 4 Independence Day (all the States, Territories and Possessions).
Sept. 7 Labor Day (every State and Territory excepting Wyoming and the Philippines).
Oct. 12 Columbus Day (every State and Territory except Alaska, Ark., Dist. of Col., Fla., Ga., Hawaii, Iowa, Maine, Minn., Miss., N. C., Okla., Philippines, S. C., S. Dak., Tenn., Utah, Va., Wis., and Wyo. In Kansas it is not a holiday as to courts or notes).
Nov. 3 General Election Day (1st Tuesday after 1st Monday in November). Every State and Territory except Alaska, Dist. of Col., Hawaii, Ill., Mass., Miss., Ohio, Philippines and Vt. In Illinois it is a legal holiday, in Chicago, Springfield, E. St. Louis, Galesburg, Danville, Cairo and Rockford. In Ohio it is a half holiday. In Maine it is a legal holiday only as to the courts, which also close on the State Election Day (bienially, 2nd Monday in September).
Nov. 26 Thanksgiving Day (last Thursday in November. Every State, Territory and Possession except Utah, where it is observed though not on the statute books).
Dec. 25 Christmas Day (every State, Territory and Possession).

Legal or Public Holidays in Various States

Jan. 8 Battle of New Orelans (at New Orleans only)
Jan 1 R. E. Lee, Birthday observed in Ala., Ark., Fla., Ga., Miss., N. C., S. C., Tenn., and Va.
Feb. 12 Georgia Day (in the State only. Date of Ogelthorpe's landing in 1733).
Feb. 14 Admission Day (in Arizona)
Feb. 24 Shrove Tuesday (observed as Mardi Gras in Ala., Fa., and La.)
Mar. 2 Sam Houston Memorial Day (in Texas).
Mar. 22 Emancipation Day (in Porto Rico).
Mar. 25 Maryland Day (in that State only).
Mar. 30 Seward Day (in Alaska).
Apr. 12 Date of passage of Halifax Resolution (in North Carolina).
Mar. 26 Holy Thursday (in the Philippines)
Apr. 13 Birthday of Thomas Jefferson (in Alabama)
Apr. 14 (3rd Tuesday)—State elections (in Iowa).
Apr. 19 Observed as Patriot's Day (in Me. and Mass.)
Apr. 21 Anniversary battle of San Jacinto (in Texas).
Apr. 24 (Last Thursday) Fast Day (in N. H.)
Apr. 26 Confederate Memorial Day (in Ala., Fla., Ga., and Miss.)
May 1 Labor Day (in Philippines).
May 5 (1st Tuesday) Pres. Primary Day (in Cal.)
May 10 Confederate Memorial Day (observed in S. C.)
May 10 (2nd Sunday) Mothers' Day.
May 16 (3rd Friday) Primary Day (in Oregon).
May 20 Anniversary signing of Mecklenburg Declaration of Independence (observed in N. C.)
June 3 Birthday of Jefferson Davis (in Ala., Ark., Fla., Ga., La., Miss., S. C., and Texas).
June 3 Decoration Day (in Tenn.)
June 11 Kamehameha Day (in Hawaii)
June 14 Flag Day.
July 12 Muno Rivera Day (in Porto Rico).
July 25 Occupation Day (in Porto Rico).
Aug. 1 Colorado Day (in that state only).
Aug. 13 Occupation Day (in Philippines).
Aug. 16 Anniversary Battle of Bennington (in Vermont).
Aug. 27 (Last Thursday) Primary Election Day (Cal. and Mich.)
Sept. 1 (1st Tuesday) Primary Election (in Nevada).
Sept. 6 Lafayette Day (also the anniversary of the First Battle of the Marne) is not a legal holiday, but is celebrated in New York and ten other States.
Sept. 9 Admission Day (in Cal.)
Sept 12 Defenders' Day (in Md.)
Sept. 14 (2nd Monday) State Election Day (in Maine).
Oct. 1 Missouri Day (in that State only).
Oct. 18 Alaska Day (in Alaska only).
Oct. 31 Admission Day (in Nevada).
Nov. 1 All Saints' Day (in La.)
Dec. 30 Rizal Day (in Philippines).
Child Labor Day (not a legal holiday) is observed in many states on the last Sunday in January.

Postal Information

First-Class Mail

All matter sealed in such a manner as to prevent ready inspection of contents without breaking the seal. Letters and all other matter wholly or partly in handwriting or typewriting, carbon and letter-press copies thereof, sealed or unsealed.

Postage Rate—2 cents per ounce or fraction thereof for domestic mail.

Second-Class Mail

Includes newspapers and publications bearing notice of entry as second-class matter.

Third-Class Mail

Embraces unsealed printed matter, folders, proof sheets, corrected or not, including manuscripts accompanying same.

Form letters are included in third-class, if mailed in lots of twenty or more, unsealed, identical copies. A different name and address can be filled-in on each letter and signature can be signed by pen without affecting the postage rate.

Limit of Weight—8 ounces.

Postage Rate—One and one-half cent for each two ounces or fraction thereof.

Fourth-Class Mail or Parcel Post

Includes merchandise and various articles as listed in the Postal Guide, also printed matter of over eight ounces and all other matter not embraced in first, second and third classes.

Name and address of sender must be on each package.

Parcels may be insured against loss.

Limit of Weight—Seventy pounds for first, second and third zones. Fifty pounds for all other zones.

Limit of Size—84 inches in length and girth combined.

Postage Rate—According to zone.

Government Postal Cards

Postage Rate—One cent each—whether wholly or partly in writing.

Printing must conform to regulations, otherwise letter rates will be charged. See "Printing Instructions" below.

Post Cards (Private Mailing Cards)

Unfolded and of quality and weight substantially like Government postals—not larger than 3 9/16 x 5 9/16 nor smaller than 2¾ x 4, whether bearing printed or written message.

Postage Rate—Two cents each.

Return Postage Guaranteed

To be assured of the return of all your undeliverable third-class mail, print in bold-face type "RETURN POSTAGE GUARANTEED" right under the stamp or under your name and address. This is more effective than to use the wording suggested by the post office department, as follows:

"If undeliverable please return after.....days. Postage for return will be paid upon delivery to sender."

The postmasters are required to promptly return such mail to sender, instead of holding and sending for return postage.

Printing Instructions for All Mail Matter

Clear space must be allowed for postage stamp and for legible post-marking in upper right-hand corner of not less than 3½ x 1¼ inches.

Clear space must also be allowed for name and address and for forwarding or return markings, at lower right-hand corner, of not less than 3½ x 2 inches.

The mailing of matter under either the permit system or the pre-canceled stamp privilege does not alter above instructions.

PARCEL POST RATES

Weight Pounds	1st Zone 50 Miles		2nd Zone 50 to 150 Miles	3rd Zone 150 to 300 Miles	4th Zone 300 to 600 Miles	5th Zone 600 to 1000 Miles	6th Zone 1000 to 1400 Miles	7th Zone 1400 to 1800 Miles	8th Zone All over 1800 Miles
	Rate Local	Zone Rate Miles							
1	$0.07	$0.07	$0.07	$0.08	$0.09	$0.10	$0.11	$0.13	$0.14
2	.08	.08	.08	.10	.13	.16	.19	.23	.26
3	.08	.09	.09	.12	.17	.22	.27	.33	.38
4	.09	.10	.10	.14	.21	.28	.35	.43	.50
5	.09	.11	.11	.16	.25	.34	.43	.53	.62
6	.10	.12	.12	.18	.29	.40	.51	.63	.74
7	.10	.13	.13	.20	.33	.46	.59	.73	.86
8	.11	.14	.14	.22	.37	.52	.67	.83	.98
9	.11	.15	.15	.24	.41	.58	.75	.93	1.10
10	.12	.16	.16	.26	.45	.64	.83	1.03	1.22
11	.12	.17	.17	.28	.49	.70	.91	1.13	1.34
12	.13	.18	.18	.30	.53	.76	.99	1.23	1.46
13	.13	.19	.19	.32	.57	.82	1.07	1.33	1.58
14	.14	.20	.20	.34	.61	.88	1.15	1.43	1.70
15	.14	.21	.21	.36	.65	.94	1.23	1.53	1.82
16	.15	.22	.22	.38	.69	1.00	1.31	1.63	1.94
17	.15	.23	.23	.40	.73	1.06	1.39	1.73	2.06
18	.16	.24	.24	.42	.77	1.12	1.47	1.83	2.18
19	.16	.25	.25	.44	.81	1.18	1.55	1.93	2.30
20	.17	.26	.26	.46	.85	1.24	1.63	2.03	2.42
21	.17	.27	.27	.48	.89	1.30	1.71	2.13	2.54
22	.18	.28	.28	.50	.93	1.36	1.79	2.23	2.66
23	.18	.29	.29	.52	.97	1.42	1.87	2.33	2.78
24	.19	.30	.30	.54	1.01	1.48	1.95	2.43	2.90
25	.19	.31	.31	.56	1.05	1.54	2.03	2.53	3.02
26	.20	.32	.32	.58	1.09	1.60	2.11	2.63	3.14
27	.20	.33	.33	.60	1.13	1.66	2.19	2.73	3.26
28	.21	.34	.34	.62	1.17	1.72	2.27	2.83	3.38
29	.21	.35	.35	.64	1.21	1.78	2.35	2.93	3.50
30	.22	.36	.36	.66	1.25	1.84	2.43	3.03	3.62
31	.23	.37	.37	.68	1.29	1.90	2.51	3.13	3.74
32	.23	.38	.38	.70	1.33	1.96	2.59	3.23	3.86
33	.23	.39	.39	.72	1.37	2.02	2.67	3.33	3.98
34	.24	.40	.40	.74					
35	.24	.41	.41	.76					
36	.25	.42	.42	.78					
37	.25	.43	.43	.80					
38	.26	.44	.44	.82					
39	.26	.45	.45	.84					
40	.27	.46	.46	.86					
41	.27	.47	.47	.88					
42	.28	.48	.48	.90					
43	.28	.49	.49	.92					
44	.29	.50	.50	.94					
45	.29	.51	.51	.96					
46	.30	.52	.52	.98					
47	.30	.53	.53	1.00					
48	.31	.54	.54	1.02					
49	.31	.55	.55	1.04					
50	.32	.56	.56	1.06					

The rate for local delivery shall apply to all parcels mailed at a post office from which a rural route starts, for delivery on such route or mailed at any point on such route for delivery at any other point thereon, or at the office from which the route starts, or any rural route starting therefrom, and on all matter mailed at a city carrier office, or at a point within its delivery limits, for delivery by carriers from that office, or at any office or local delivery.

United States Measures and Weights

DRY MEASURE—U. S.

2 pints = 1 quart. 8 quarts = 1 peck. 4 pecks = 1 bushel.
The standard U. S. bushel is in cylinder form, 18½ inches diameter and 8 inches deep, and contains 2150.42 cubic inches.
A struck bushel = 2150.42 cubic inches, or 1.2445 cubic feet.
A heaped bushel = 1¼ struck bushels.

SHIPPING MEASURE

100 cubic feet = 1 register ton.
40 cubic feet = 1 U. S. shipping ton. = 31.16 Imperial bushels. = 32.143 U. S. bushels.
42 cubic feet = 1 British shipping ton. = 32.719 Imperial bushels. = 33.75 U. S. bushels.

MEASURES OF WEIGHT—Avoirdupois or Commercial Weight

16 drachms, or 437.5 grains = 1 ounce, oz.
16 ounces, or 7,000 grains = 1 pound, lb.
28 pounds = 1 quarter, qr.
4 quarters = 1 hundred-weight, cwt. = 112 lbs.
20 hundred-weight = 1 ton of 2240 pounds, or long ton.
2000 pounds = 1 net, or short ton.
2204.6 pounds = 1 metric ton.
1 stone = 14 pounds. 1 quintal = 100 pounds.

BOARD MEASURE

The number of feet, board measure (B. M.) = length in feet x breadth in feet x thickness in inches.
1 U. S. gallon = 8.33 pounds. 1 cubic foot of water at 39.1° F. = 62.425 lbs.
1 English gallon = 10 pounds. 1 cubic inch of water at 39.1° F. = .036 lbs.
1 cubic foot of ice = 57.2 pounds. 1 pound of water = 27.72 cubic inches.
1 ton of water = 35.90 cubic feet.

LONG MEASURE—Measures of Length

12 inches = 1 foot.
3 feet, or 36 inches = 1 yard.
5½ yards, or 16½ feet = 1 rod, pole, or perch.
40 rods, or 220 yards = 1 furlong.
8 furlongs, or 320 rods, or 1,760 yards or 5,280 feet = 1 mile.
3 miles = 1 league.

Additional Measures of Length

1,000 mils = 1 inch. 4 inches = 1 hand. 9 inches = 1 span, 2½ feet = 1 military pace. 2 yards = 1 fathom

SQUARE MEASURE—Measures of Surface

144 square inches, or 183.35 circular inches = 1 square foot.
9 square feet = 1 square yard.
30¼ square yards, or 272¼ square feet = 1 square rod, pole, or perch.
160 square rods = 1 acre.
640 acres = 1 square mile.
An acre equals a square whose side is 208.71 feet.
A circular inch is the area of a circle 1 inch in diameter = 0.785398 sq. inches.
1 square inch = 1.2732 circular inches.
A circular mil is the area of a circle 1 mil or .001 in diameter. The mil is used in electrical calculation

SOLID OR CUBIC MEASURES—Measures of Volume

1728 cubic inches = 1 cubic foot.
27 cubic feet = 1 cubic yard.
1 cord of wood = a pile, 4 x 4 x 8 feet = 128 cubic feet.
1 perch of masonry = 16½ x 1½ x 1 foot = 24¾ cubic feet.

LIQUID MEASURE

4 gills = 1 pint.
2 pints = 1 quart.
4 quarts = 1 gallon = U. S. 231 cubic inches = English 277.274 cubic inches.
31½ gallons = 1 barrel.
42 gallons = 1 tierce.
2 barrels or 63 gallons = 1 hogshead.
84 gallons or 2 tierces = 1 puncheon.
2 hogshead or 126 gallons = 1 pipe or butt.
2 pipes or 3 puncheons = 1 tun.
74805 U. S. gallons = 1 cubic foot.
1 British Imperial gallon = 1.20032 U. S. gallons.

Fordex Survey Data Loan Agreement

Whereas, the Dealer will and does loan the FORDEX SURVEY DATA BOOK, having the Serial No.....to the User for his personal and exclusive use in improving his knowledge of Ford Products, and assisting him in effecting sales.

The User agrees to keep the FORDEX SURVEY DATA in good condition while in his possession, and when for any reason whatsoever his relations with the Dealer shall be severed (or upon demand from the Dealer) he will return it as received, ordinary wear and usage excepted.

Further, upon failure of the User to return FORDEX SURVEY DATA, as herein agreed, he consents to pay the Dealer $..... or allow same to be deducted from payment due him as salary or commission.

User.....

Dealer.....

Date Loaned.....Returned.....

Received by.....

Condition.....

Remarks:.....

TEAR OUT THIS PAGE AND FILE IT

Uses for Fordex Survey Data

Your first action upon receiving this book, should be to "fill in" the information that applies particularly to your organization and locality, on the forms provided.

On the price pages, fill in the complete details of freight, tax, etc. Write the Finance Company for charges on the various models on paper punched and cut to fit "Fordex" Survey Data.

Take Fordex Survey Data on the Firing Line

Remember that "Fordex" Survey Data is written and arranged to take out on the firing line and show to owners and prospects. Its business-like appearance creates a very favorable impression in the mind of the prospect. Another big advantage in this method of selling is the fact that a printed statement carries much more weight, and is more convincing than one spoken.

Eliminate Needless Questions

With no effort, "Fordex" Survey Data can fit into any dealer's organization. Consider the many things about which salesmen, service men and others are continually asking questions—such as prices of used cars in stock, prices of special jobs; data and statistics on your own organization, prices of storage, washing, etc.; policy on driving instructions and hundreds of other subjects with which dealers are besieged.

All this information can readily be put into "Fordex" Survey Data under the proper indexes, in form of typewritten sheets.

MORE SPEED-MORE POWER

RUCKSTELL AXLE
DUAL CONTROL

FORD PASSENGER CAR *with* 4 SPEEDS
RUCKSTELL EQUIPPED

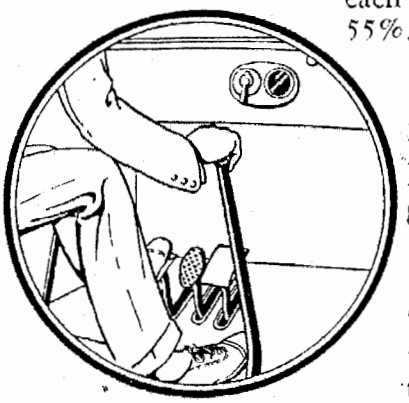
LIST PRICE RUCKSTELL AXLE

Passenger Type **$49.80**

THE Ruckstell Axle is a simple, foolproof gear shift built into the rear axle. It necessitates no additional care nor expense.

The Ruckstell-equipped Ford is provided with a total of SIX speed changes: *four forward*, including TWO NOISELESS HIGH SPEEDS, and *two reverse*. Higher priced cars have only three forward and one reverse.

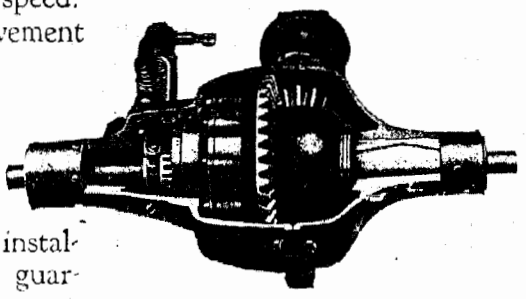
When in operation, the Ruckstell Axle increases the power of each higher corresponding Ford speed by 55%. It also improves the braking efficiency 55%.



Higher road speed without vibration is possible in the Ford car, Ruckstell-equipped, with 3 to 1 gears.

A combination of SPEED and POWER is available in ONE TRUCK by installing the Ruckstell Axle in the High-speed Ford truck.

The Ruckstell speed change is made instantly and noiselessly regardless of car or engine speed. It is controlled by one movement of a hand lever.



The principle of Ruckstell Axle design is planetary in harmony with Ford construction. No Ford parts are damaged by its installation and the usual Ford guarantee remains unchanged.

The Ford, Ruckstell-equipped, can be operated 90% of the time on either of the direct high gears, using the foot pedal only for starting and short intervals of driving.

When the Ruckstell-equipped Ford is driven in the usual Ford Speeds, the Ruckstell planetary gears are locked and neither moving nor wearing.

When the Ruckstell-equipped Ford is driven in Ruckstell speeds, there are only THREE MOVING PARTS in the Ruckstell Axle, — the three Ruckstell Planetary gears.

The Ford, Ruckstell-equipped, gives performance which is smoother and more powerful than that of low-priced "sixes" with three-speed sliding gear transmission.

Under the most severe operating conditions, Ford cars and trucks, Ruckstell-equipped, have been in service over five years and will give still many more years of service.

Four Planetary Speeds are far superior to three sliding gear transmission speeds. The Ford, Ruckstell-equipped is the only American made car or truck with Four Planetary Speeds.

United States Ford Dealers have sold in excess of 250,000 Fords, Ruckstell-equipped.

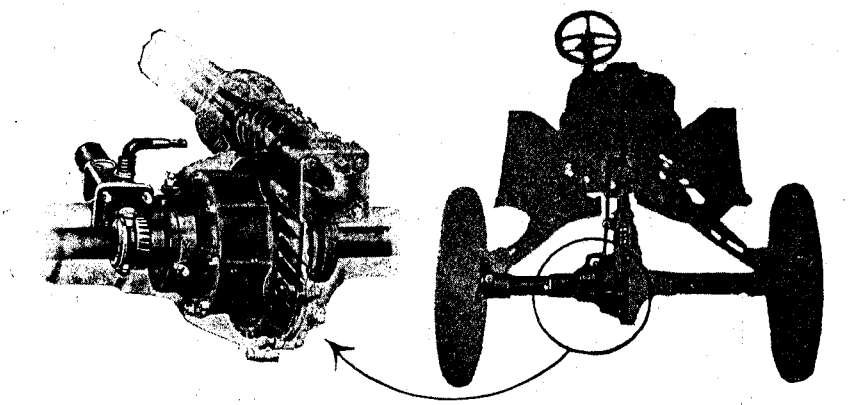
Ruckstell Axles are sold and serviced by Ford Dealers and Ruckstell Service Stations in every part of the United States and throughout the entire world.

FORD TRUCK *with* 4 SPEEDS

RUCKSTELL EQUIPPED

LIST PRICE RUCKSTELL AXLE

Truck Type $79.80



RUCKSTELL SALES & MFG. CO.

NEW YORK, N. Y.

Oakland, Cal. Kansas City, Mo. Denver, Colo. Los Angeles, Cal. Montreal, Can. The Hague, Holland.