

Ford Motor Cars

SOUVENIR
BOOKLET

1910

Ford Motor Company
Detroit Michigan

Ford Cars for 1910
1910 for Ford Cars



HERE is but one car built in the immense Ford factory, and all the energy, ability, and knowledge of the entire organization is directed to the perfection of this one car, the Model T four-cylinder, twenty horsepower, low priced car of high priced quality. The result is a car that Mr. Ford can well be and is proud of, one that, at the end of twelve months, showed no sign of a waning popularity, a car good enough to warrant its continuance as the 1910 product of the Ford Motor Company.

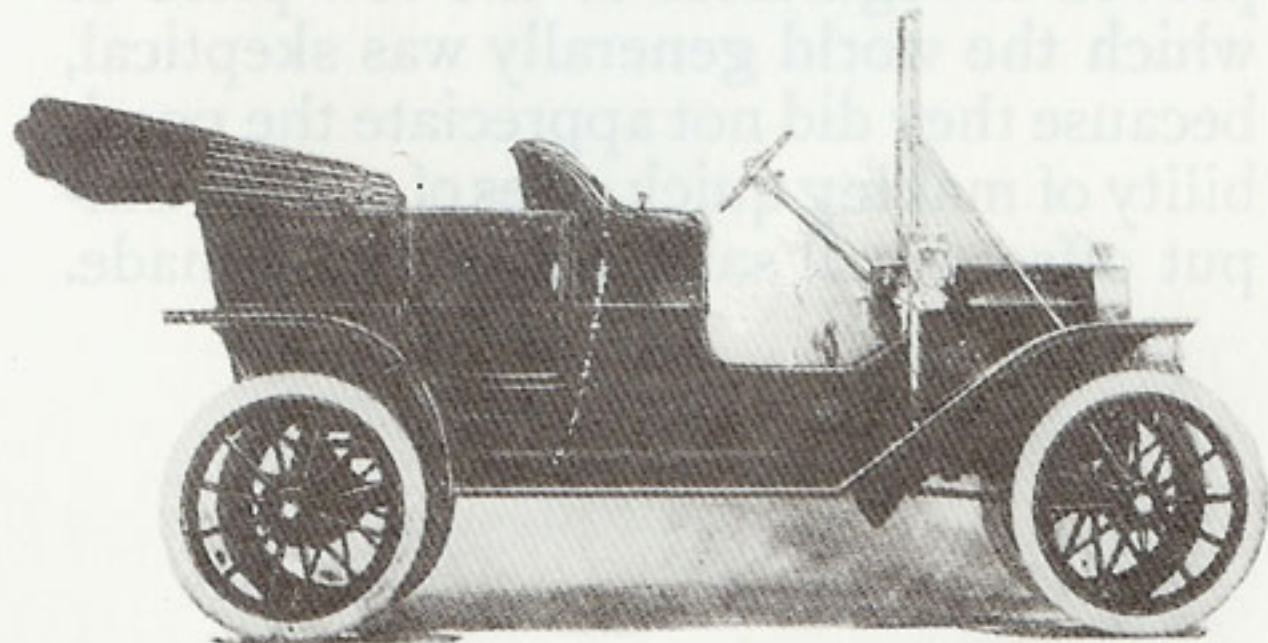
This car has been tried out in service, it has proven its ability to successfully compete with higher priced cars in tests of serviceability, in trials of endurance and in the every day requirements of the average automobile user.

Fifteen thousand Model T Ford cars delivered prior to December 1, 1909, proved that the Model T car is right, proved it regardless of the low price of which the world generally was skeptical, because they did not appreciate the possibility of making quick sales of a large output offset small sales occasionally made.

T O U R I N G C A R

The Model T Touring car is a four-cylinder, twenty horsepower, five-passenger car of pleasing appearance. It looks to be at least the equal of any touring car at several hundred dollars higher price and is every whit as good as it looks. Hundreds of these cars were used during 1909 for touring trips of upwards of two thousand miles each, over roads good, bad, and indifferent not only in America, but in almost every country of all the other continents.

The price of this touring car, as of the other open types of Model T, includes the complete equipment, everything that is required for the comfort and convenience of the owner. This equipment, in addition to the magneto, includes an extension top, an automatic brass windshield, a speedometer, two 6-inch gas lamps and generator, three oil lamps and tubular horn, as well as a full kit of tools.

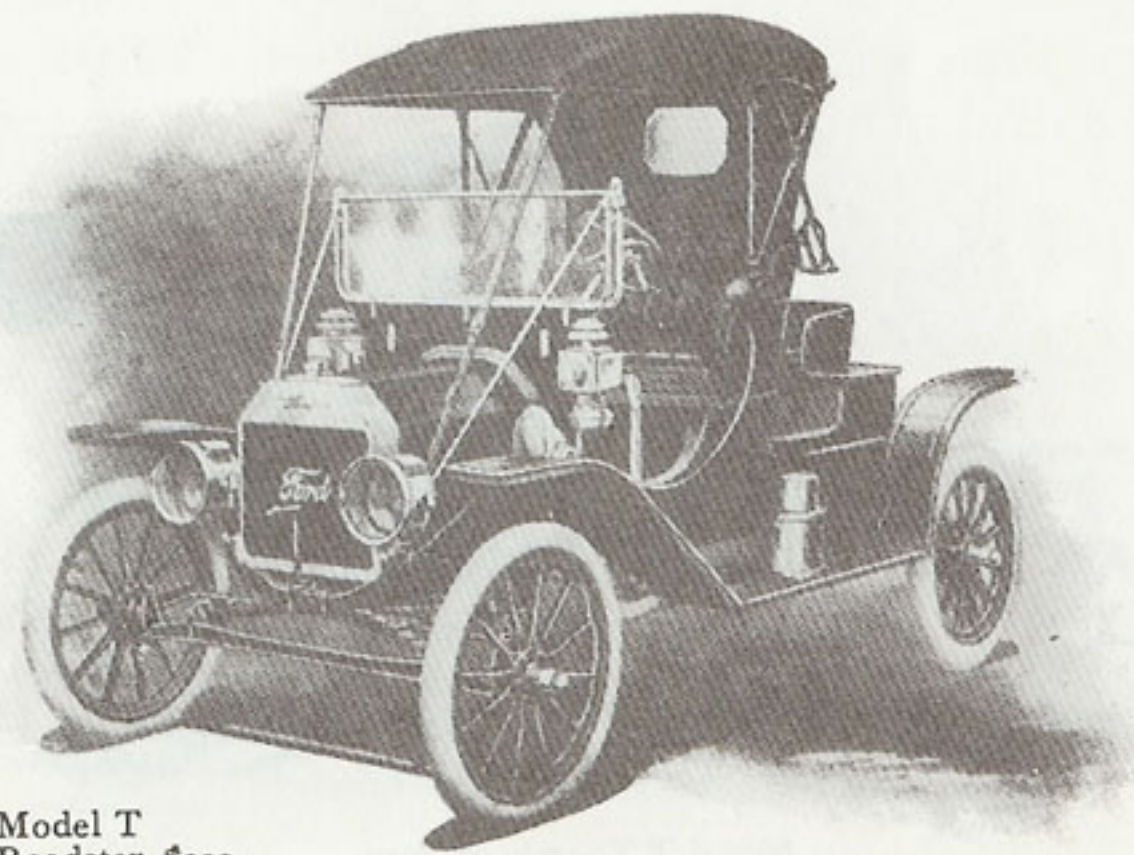


Model T Touring Car, \$950.
Complete equipment
included.

R O A D S T E R

The chassis of the Model T Roadster, as with all Model T cars, is identical with that of the Touring Car. The Roadster body provides an excellent car for business purposes, and is equally acceptable for the requirements of pleasure. It lacks that crowded inconvenient reality of the average runabout in which the driver looks and feels like a full grown man driving a shetland pony.

The rumble seat is get-at-able, and when occupied provides sufficient room for the knees of the passenger. Men of business, whether they follow vocations, mercantile, professional or engineering, will find this car a dignified appearing and entirely satisfactory assistance in the fulfillment of their engagements, both business and social.

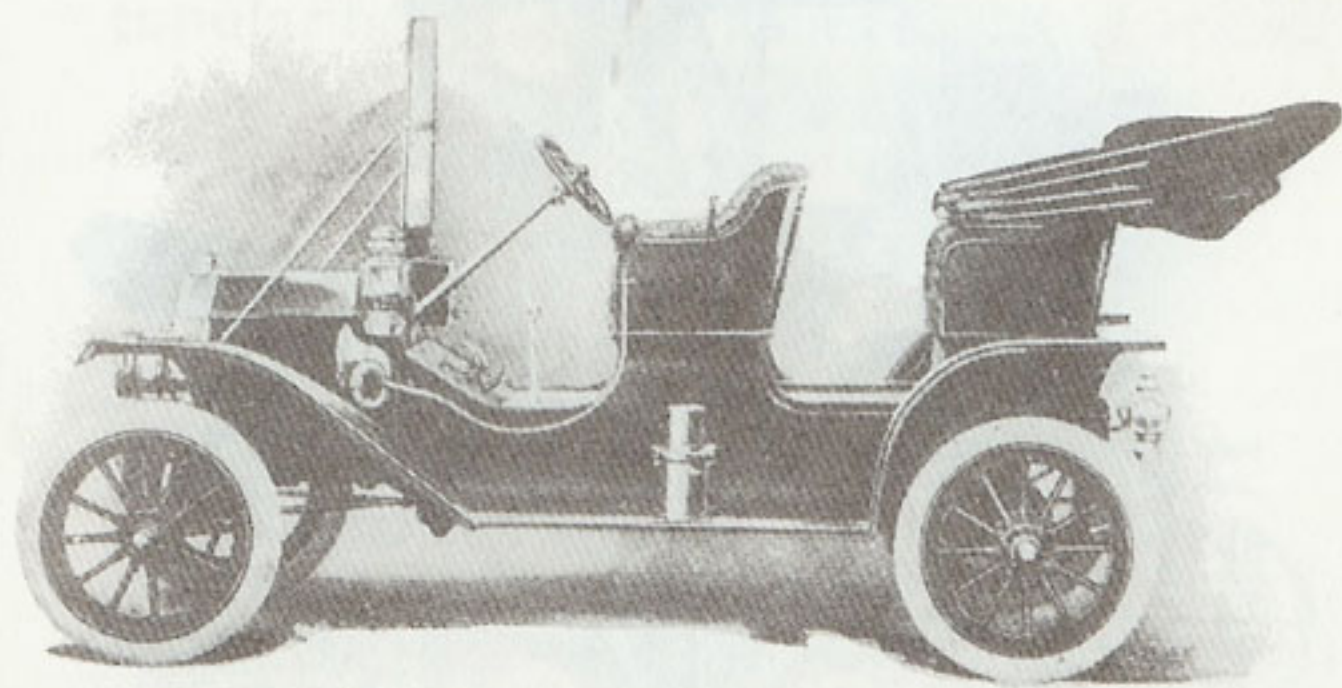


Model T
Roadster, \$900.
Complete equipment
included.

T O U R A B O U T

If you have ever tried to climb into the rear seats of some of the single or double rumble seated cars, you will appreciate the accessibility and roominess of the rumble seat in the Model T. The rear seat passenger steps into the car by way of the running board instead of climbing over the fender or the gasoline tank. Some cars should carry a ladder for the convenience of the man behind.

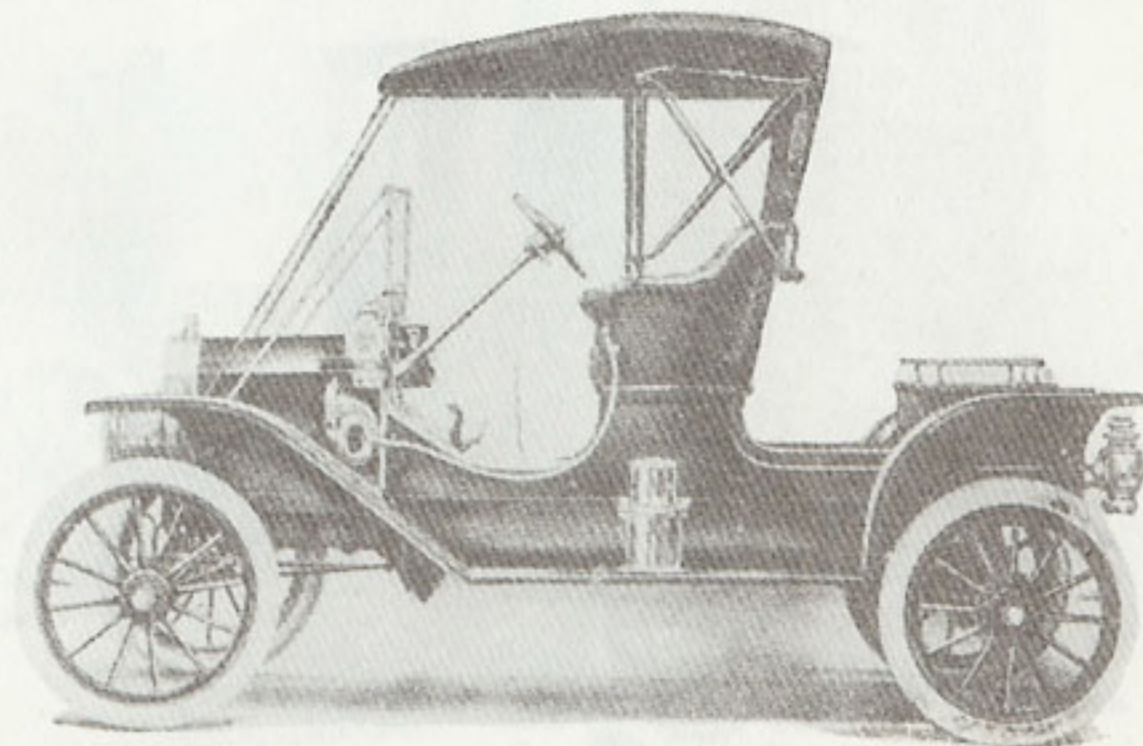
As with the Roadster, the rear seat of the Tourabout is detachable, making a two-seated runabout out of either of the two cars. The substitution of the flat deck and rail over the tool and accessories box makes a fine appearing, serviceable car, while the extra seat can be quickly put back into place when required.



Model T Tourabout, \$950.
Complete equipment
included.

T O U R A B O U T

Some of the distinct advantages outside of the reliable every day usefulness of the Model T are those referring to economy of maintenance. The Model T car will average from 25 to 30 miles on a gallon of gasoline, will run as high as 15,000 miles on a set of tires, the average has been over 10,000 miles—and then the tires will cost less to replace because the light weight car calls for smaller sized tires—and will require fewer replacements at a lower price than any other car. This is the car that does not require a \$5000.00 bank account to buy, a \$10,000.00 income to maintain and a technical education to keep it in order.

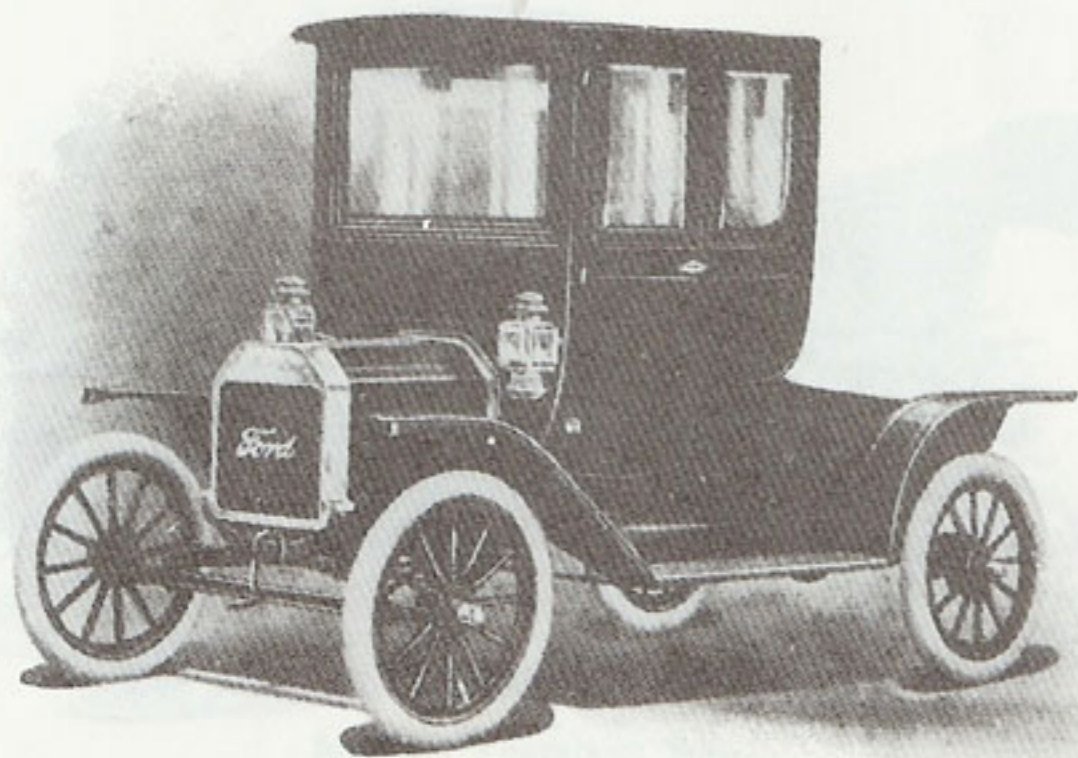


Model T Tourabout or Roadster, with
rear seat removed and flat deck
and rail (\$9.00) substituted.

E N C L O S E D C A R S

Every advantage possessed by the automobile, when used on bright, pleasant summer days, when streets are clean and roads are dry, is multiplied if the car can be used during the winter months, when the cold, and the wet, and the disagreeable conditions underfoot offer so many discomforts to all other methods of travel. How much better is it to step into a Ford Coupe or Town Car and drive, warm and dry, and in less time than by street car under most favorable conditions, than to get wet and cold, walking to and waiting for this trolley car, and then stand up in the crowded car on the wet floor while the cold breezes chase the dangerous chills up and down your back every time the door opens.

Having used the enclosed car all winter, as the season changes, if an open type of body is wanted, a nominal



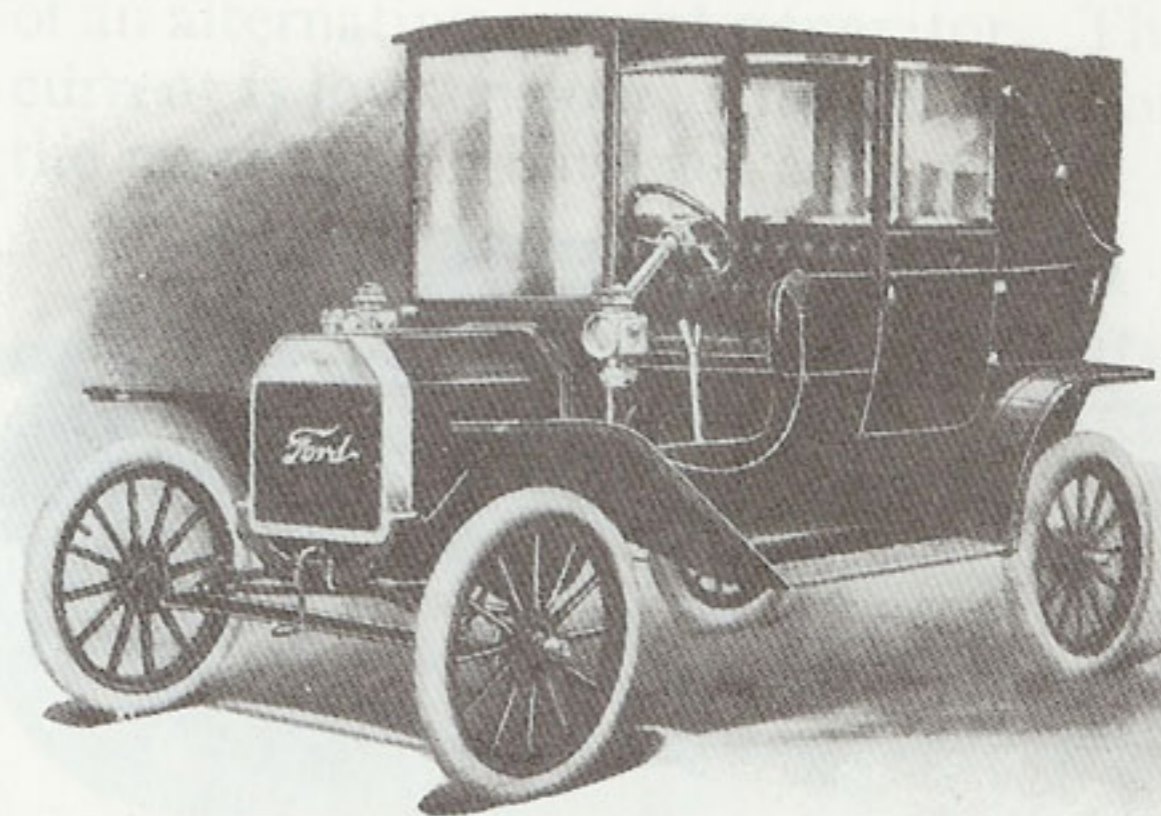
Model T Coupe
\$1050.00

E N C L O S E D C A R S

expense, the price of a new body, and an hour's labor changes the Coupe or Town Car into a Touring Car, a Roadster or a Tourabout, and the car that has served so admirably all through the bad weather is ready for its summer requirements.

Or buying an open type of car if a closed car is wanted, the Coupe or Town Car body can be bought and quickly installed and the car is ready for winter service.

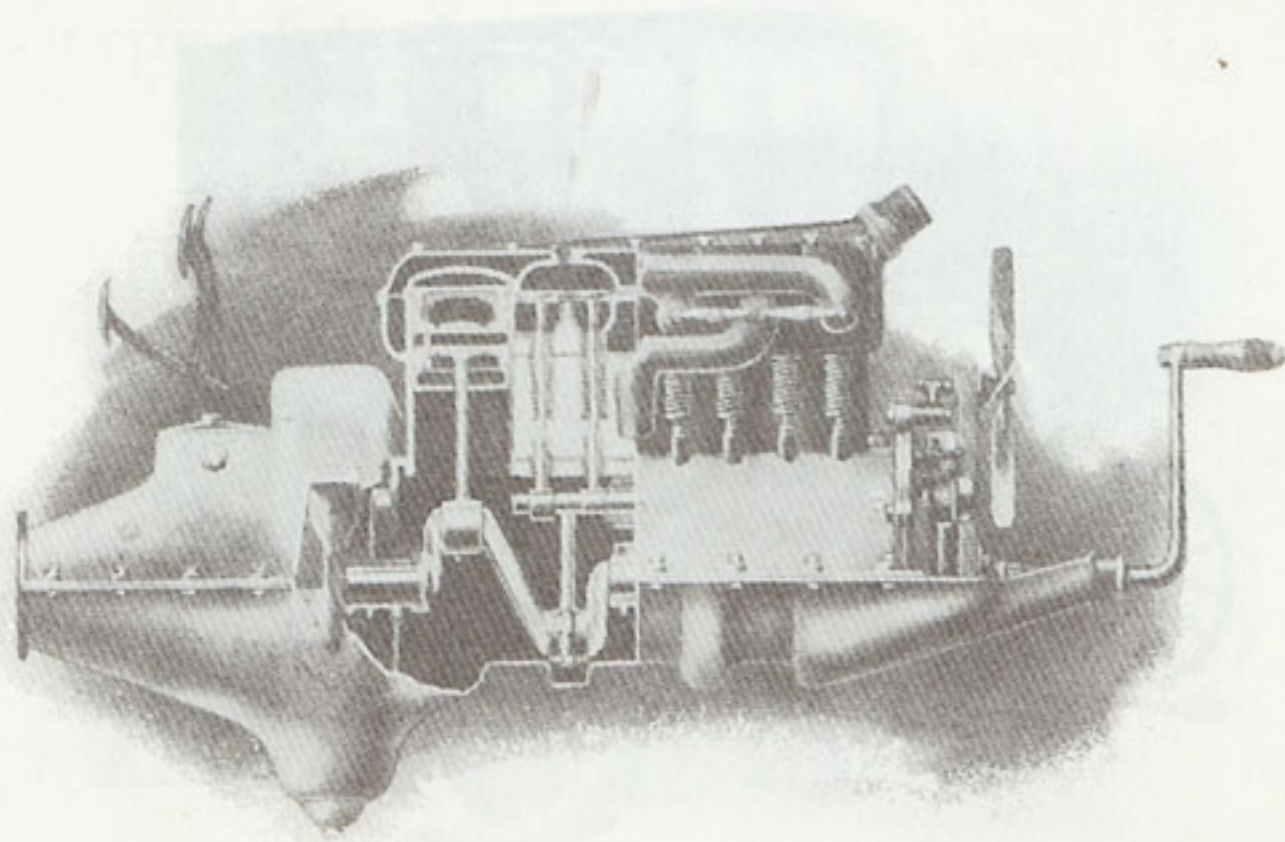
Comparing so favorably as they do with high priced enclosed cars these two types of the Ford Model T are finding their way into the finest garages of the most discriminating automobile buyers.



Model T
Town Car
\$1200.

E N G I N E

The engine is a four-cylinder, twenty horsepower one—more horsepower per unit of weight than any “30”—unit constructed three-point suspended. It is thermo-syphon cooled, lubricated by a combination of the good features of splash and gravity systems, and uses a Ford magneto of special design as a source of ignition. Cylinders are cast en bloc, with water jackets and upper half of crank case integral, water jacketed cylinder head detachable. The lower half of crank case is extended to form the lower oil tight dust proof housing of the entire power plant, from crank hanger to universal joint.



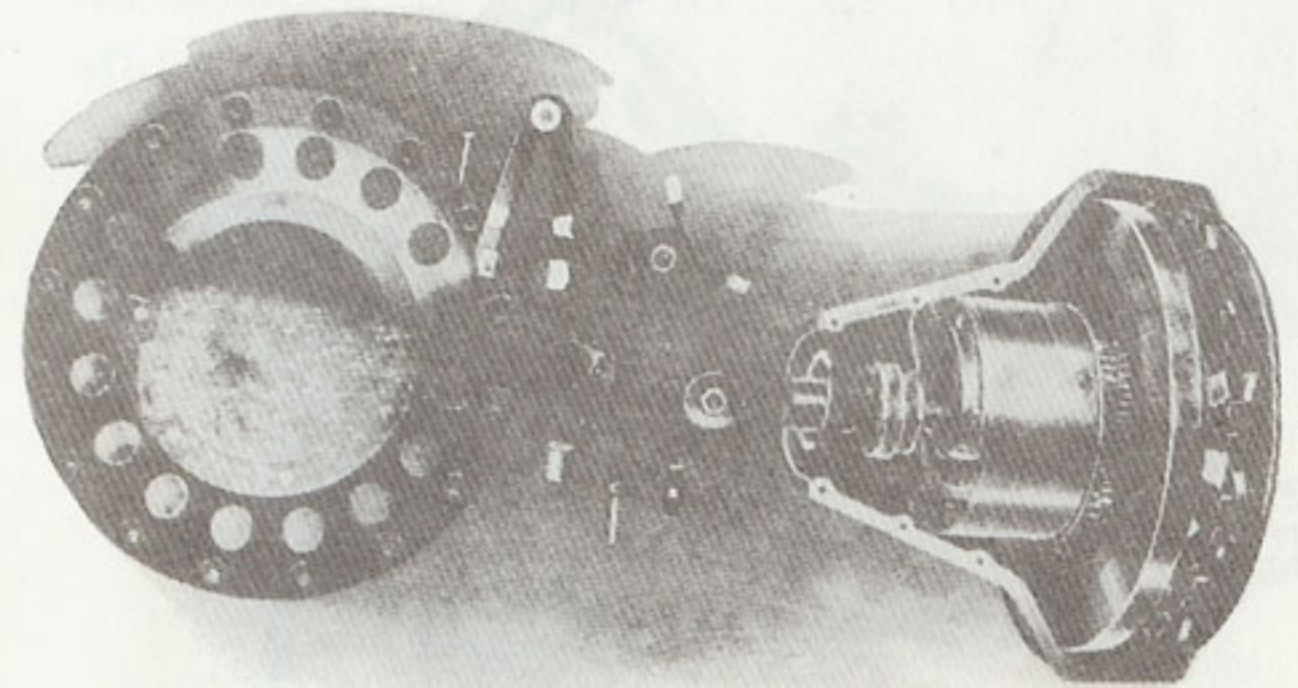
Model T Power Plant,
Semi-Sectional View.

T R A N S M I S S I O N

The transmission is of the Ford spur planetary type with no internal gears. Transmission gears are large and are mounted directly on flywheel, providing a silent, smooth, easy acting method of transmitting power from engine to rear wheels.

M A G N E T O

The Magneto is built in and is a part of the engine. The flywheel furnishes the rotating member as the magnets are attached to it and included in the weight. The coils or stationary member of the device are mounted directly on the cylinder casting. There are virtually but two parts to the magneto as all brushes, moving wires and contacts, friction surfaces and commutators have been eliminated. The action is similar to that of an alternating current generator. The current is low tension. The car starts on the magneto, no batteries are used.



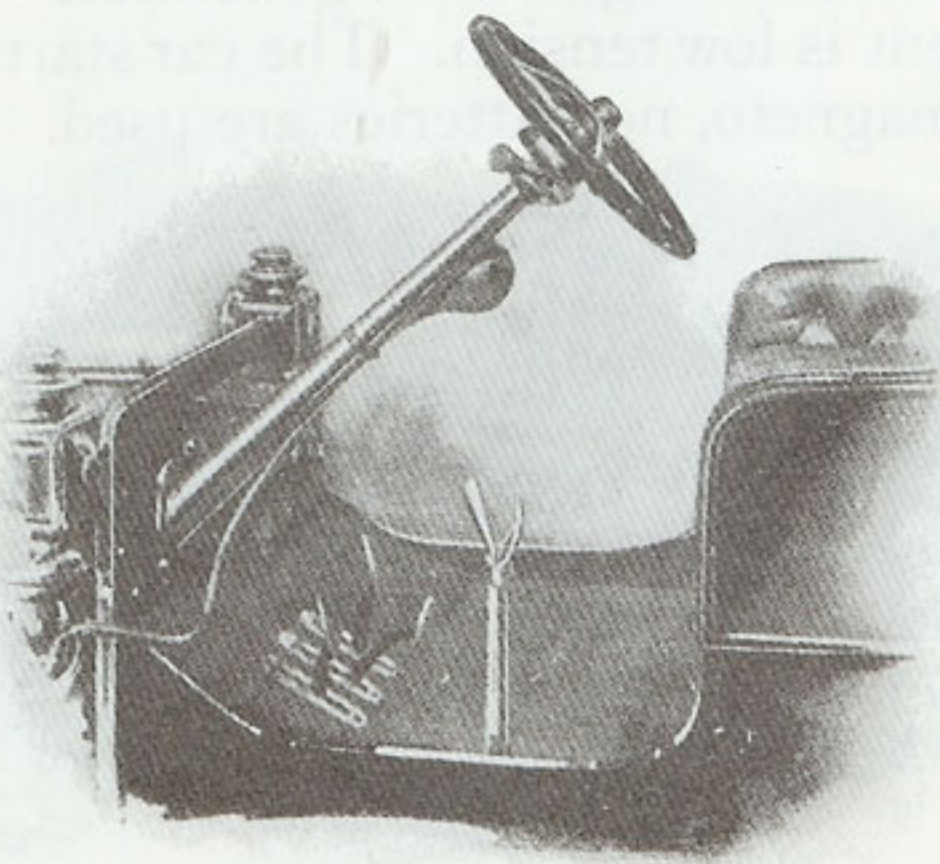
Magneto Parts

Transmission and Magneto

C O N T R O L

The Control is on the left hand side, a fact which makes the car safer and more convenient. In passing other vehicles, in being passed by oncoming cars, in turning corners the driver on the left is nearest to the object he has to avoid. In running up to the curb on the right hand side of the street, as required by law, the passengers dismount directly to curb instead of on the outside and having to walk around.

The actual control of the car is acknowledged to be the simplest and most easily understood of any ever put into a car. It requires a riding demonstration to thoroughly appreciate this feature in particular. With branches or dealers almost everywhere, this can be easily arranged.

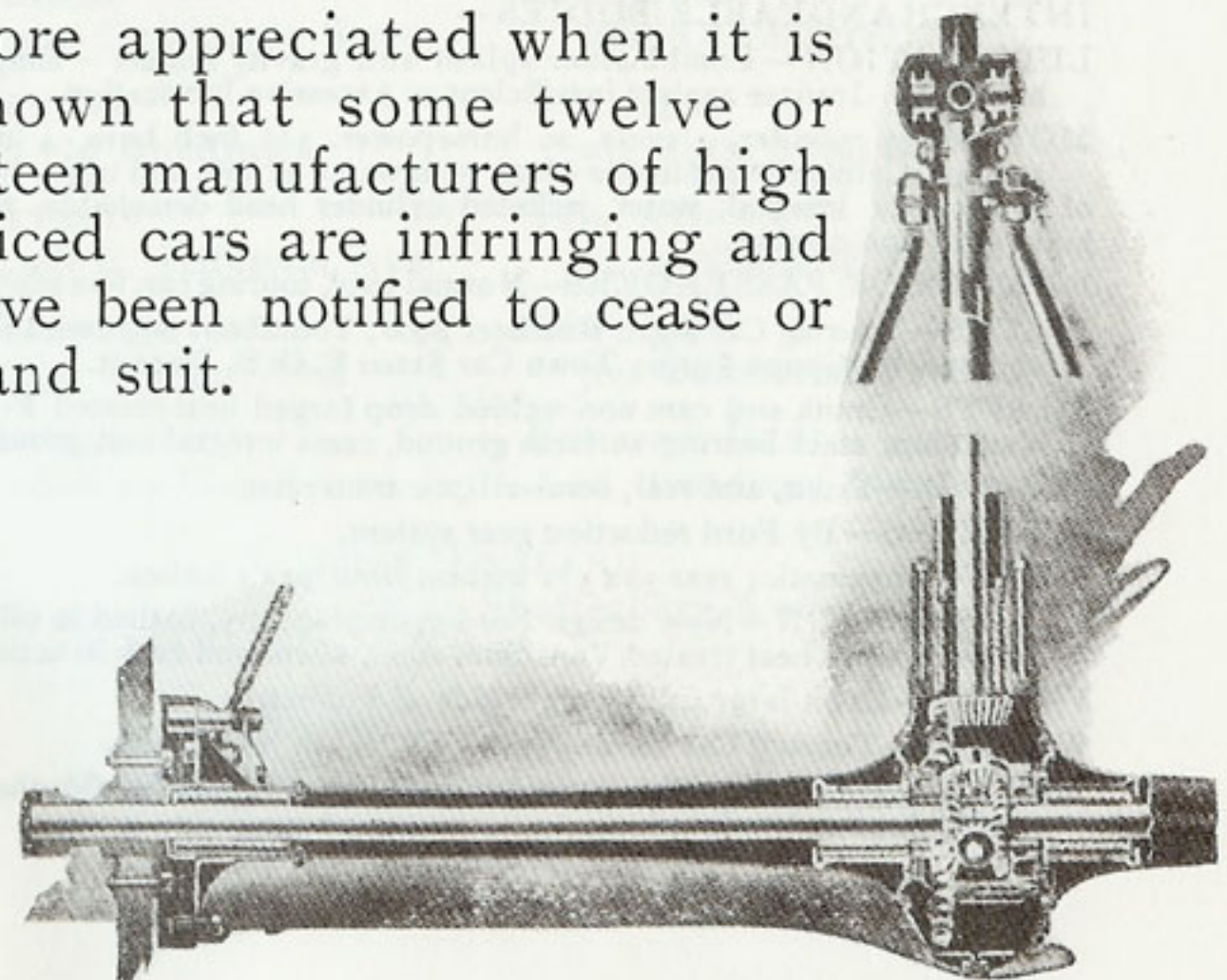


Control

F I N A L D R I V E

The Ford triangular drive system is the only system in which driving shafts, universal joint, gears and other moving parts are enclosed in one dust proof and oil tight housing from transmission gear to hub caps of the wheels. The drive is direct to the center of the chassis, regardless of whether the car is running straight or turning corners, and only one universal joint is necessary. A ball-and-socket connection between the tubular torsion members of the transmission frame allows the axle to oscillate in any direction, and thereby relieves the passengers of all strains and shocks due to the unevenness of the road. This system is broadly covered by letters patent in all countries.

The value of this drive is the more appreciated when it is known that some twelve or fifteen manufacturers of high priced cars are infringing and have been notified to cease or stand suit.



Universal Joint, Rear Axle
and Final Drive

SUMMARY OF SPECIFICATIONS

BRAKES—Two sets: (a) Service band brake on transmission controlled by pedal; (b) internal expanding brakes in rear hub drums controlled by hand.

CARBURETOR—New design, float feed automatic with dash adjustment.

CLUTCH—Multiple steel discs, operating in oil.

CONTROL—All speeds forward and reverse by foot pedals. Spark and throttle under steering wheel.

COOLING—Thermo syphon and fan.

CRANK CASE—Upper half integral with cylinder casting. Lower half pressed steel and extended to form lower housing for magneto and transmission.

EQUIPMENT—The Touring Car, Tourabout and Roadster include, at the prices shown, an extension top, an automatic brass windshield, a speedometer, two 6-inch gas lamps and generator, three oil lamps, a tubular horn and a kit of tools. The Coupe and Town Car include three oil lamps, horn and tools.

FENDERS—Enclosed full length of car.

FRONT AXLE—One piece drop forging in I-beam section, specially heat treated Vanadium steel.

FINAL DRIVE—By cardon shaft with single universal joint to bevel drive gears in live rear axle. Ford three-point system (patented in all countries) with all moving parts enclosed in dust proof casing, running in oil. Vanadium steel throughout.

GASOLINE CAPACITY—10 gallons. Cylindrical gasoline tank mounted directly on frame.

IGNITION—Ford magneto generator, low tension, direct connected to engine drive.

INTERCHANGEABLE BODIES—

LUBRICATION—Combination splash and gravity system—simple and sure. Insures against insufficient or excessive lubrication.

MOTOR—4 cylinder, 4 cycle, 20 horsepower, $3\frac{1}{4}$ inch bore, 4 inch stroke. Cylinders cast in one block with water jackets and upper half of crank case integral, water jacketed cylinder head detachable, fine grain gray iron castings.

NUMBER OF PASSENGERS—Normal load, touring car, five adults.

PRICES—Touring Car \$950; Roadster \$900; Tourabout \$950, with full equipment; Coupe \$1050; Town Car \$1200 F. O. B. Detroit.

SHAFTS—Crank and cam non-welded drop forged heat treated Ford Vanadium steel bearing surfaces ground, cams integral and ground.

SPRINGS—Front, and rear, semi-elliptic transverse.

STEERING—By Ford reduction gear system.

TIRES—Pneumatic; rear $30 \times 3\frac{1}{2}$ inches, front 30×3 inches.

TRANSMISSION—New design Ford spur planetary, bathed in oil— all gears from heat treated Vanadium steel, silent and easy in action.

VALVES—Extra large, all on right side and offset.

WEIGHT—Touring Car 1200 pounds. Others in proportion.

WHEEL BASE—100 inches; tread 56 inches; 60 inches for Southern roads where ordered.

Ford Motor Company

Detroit, U. S. A.

BRANCHES

ATLANTA 41 N. Ivy Street	MELBOURNE Australia
BOSTON 147 Columbus Ave.	NEW YORK CITY 1721 Broadway
BUFFALO 727 Main Street	OMAHA 1818 Farnan Street
CHICAGO 1444 Michigan Ave.	PARIS 6 Bis, rue Auber
CINCINNATI 21 E. Ninth Street	PHILADELPHIA 250 N. Broad Street
CLEVELAND 1914 Euclid Ave., S. E.	PITTSBURG 130 N. Highland Ave.
DALLAS 400 Commerce Street	ST. LOUIS 3669 Olive Street
DENVER 1552 Broadway	SEATTLE 532 19th Ave., N.
DETROIT 268 E. Jefferson Ave.	TORONTO 53-59 Adelaide St., W.
HOUSTON 800 Walker Ave.	WINNIPEG 309 Cumberland Ave.
KANSAS CITY 1608-10 Grand Ave.	FOREIGN DEPT. 18 Broadway, New York

LONDON, ENGLAND
55-59 Shaftesbury Ave.

Canadian Trade Supplied by
THE FORD MOTOR CO., OF CANADA, LTD.
WALKERVILLE, ONTARIO

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