



THE UNIVERSAL CAR



Ford Motor Cars



NOTICE

OWING to our inability to secure a satisfactory speedometer, our cars will not be equipped with them for the present.

An allowance of \$6.00 will be made purchasers on Ford cars not equipped with speedometers.

(Signed)

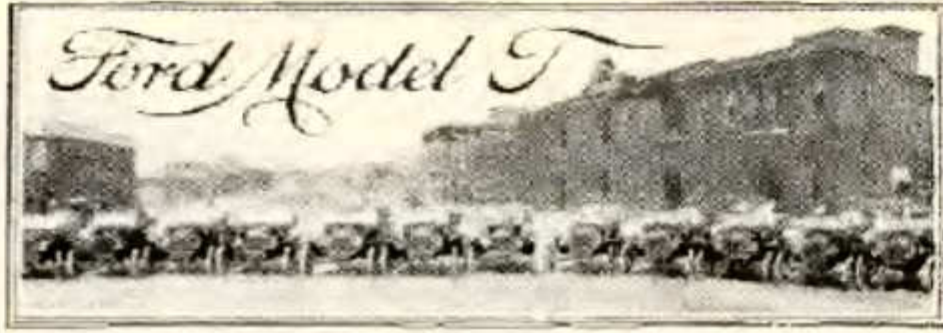
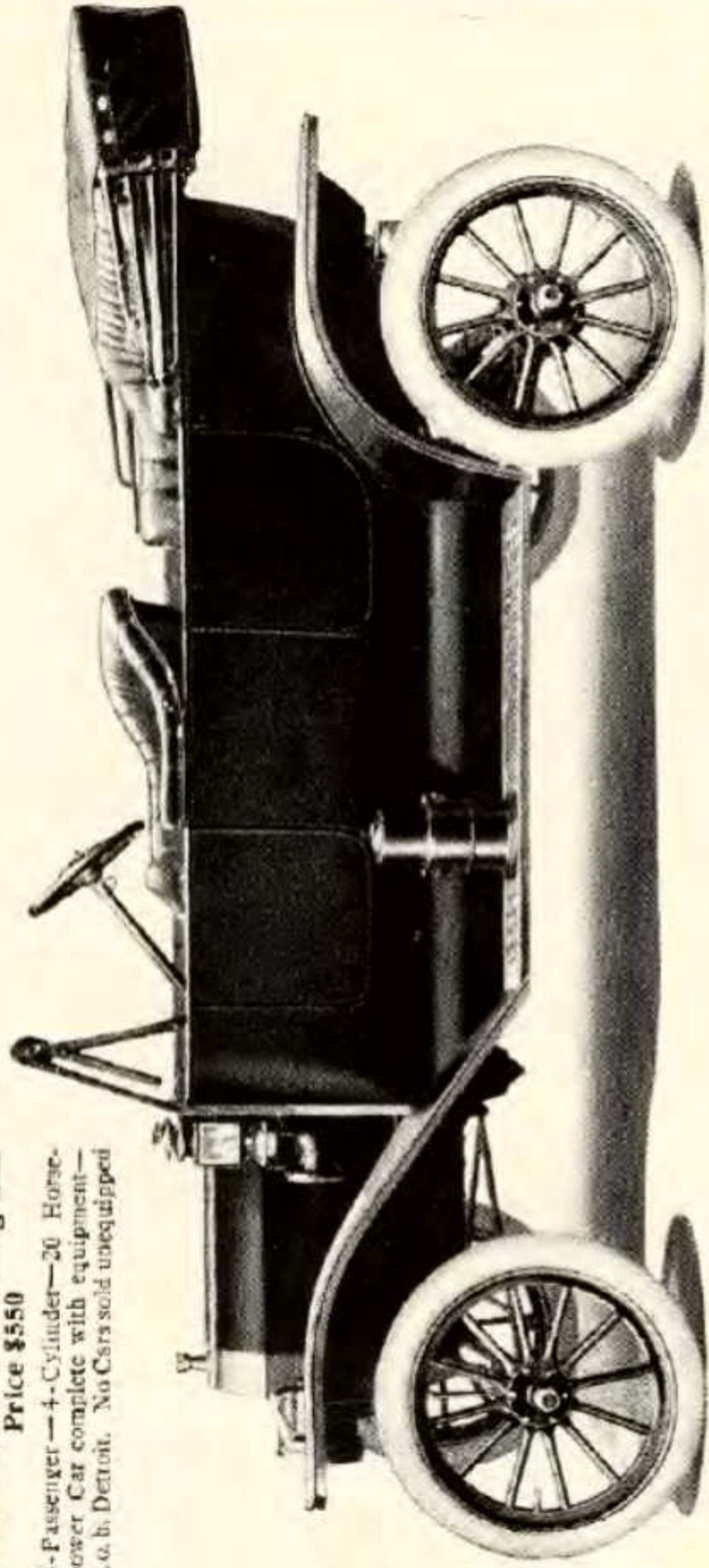
Ford Motor Company

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

Ford Model T Touring Car

Price \$550

5-Passenger—4-Cylinder—20 Horse-power Car complete with equipment—f.o.b. Detroit. No Cars sold unequipped



THE Ford Motor Company extends its sincere thanks to the automobile buying public for the hearty and unprecedented recognition that has been given the *Ford Model T* throughout the civilized world. The issuing of this catalogue marks the close of the tenth successful year in the history of the *Ford* car—ten years of unexampled progress and development, that have won for it a universal popularity, and an ever increasing demand in all the markets of the world.

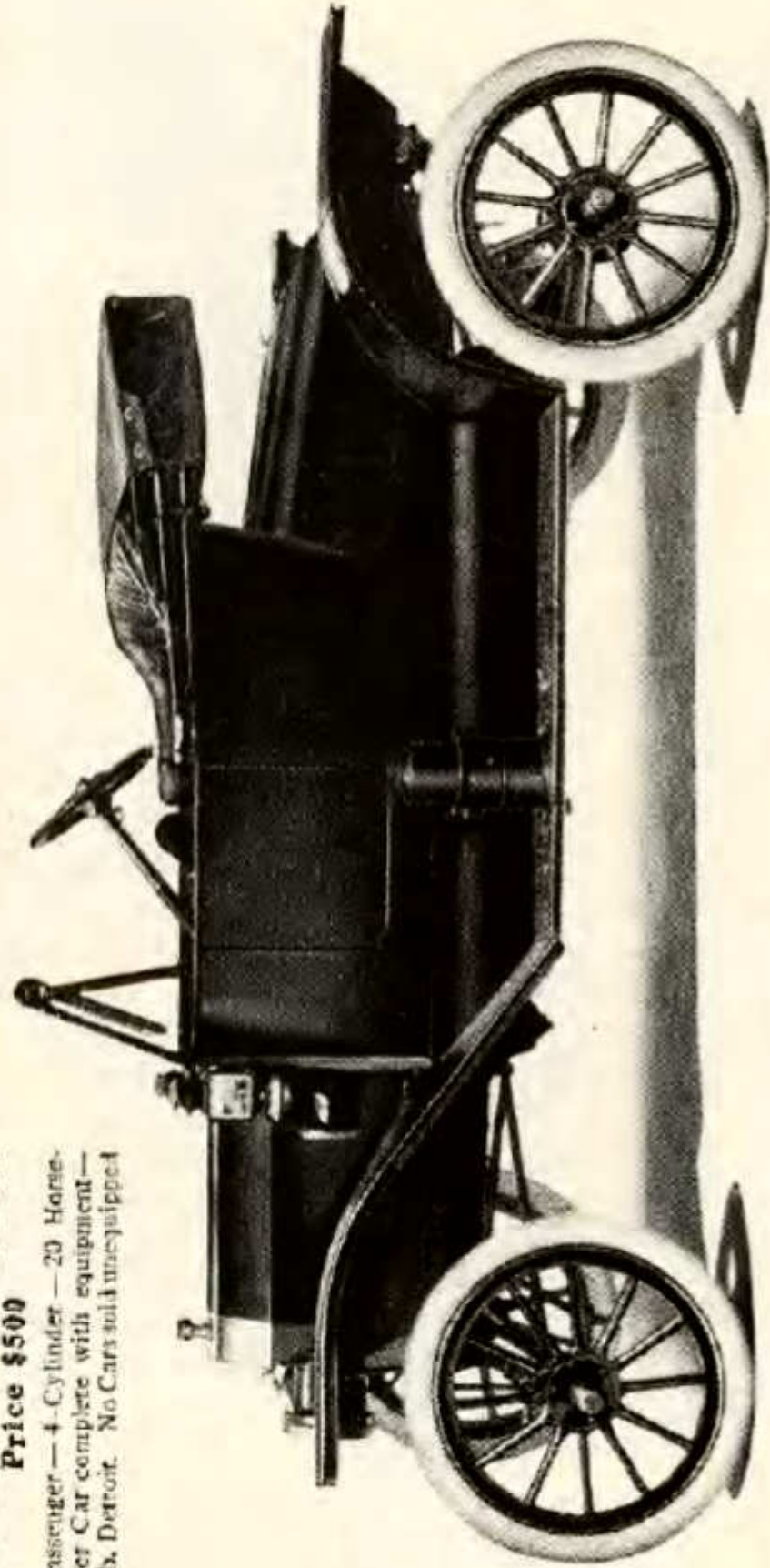
This recognition has come as a reward of merit. It has come because the public, the world over, has found the *Ford*, both in serviceability and price, adapted to a world-wide use.

The rarest inventive genius, coupled with substantial business ability and integrity, were combined in a most fortunate organization when the Ford Motor Company was founded in June, 1903. From the first it was the aim of the Company to build a car for the people, a "universal car," not a luxury, but a commodity; a car so reasonable in price that everyone might buy it. From the very first the *Ford* car made for itself a ready market—a market which the Company, despite its increased manufacturing facilities, and despite the huge volume of its output, has been unable to supply. This demand for the *Ford* car has forced production up—and big production has forced the selling price of the car down, until today the *Ford Model T* is sold at a price that is within the reach of all.

Just think of it! A two-passenger *Model T*—an ideal car for the business man—for only \$500; a five-passenger *Model T* touring car—for the entire family—for only \$550; and the *Model T* town car—the most economical closed car on the market—for only \$750.

Ford Model T Runabout
Price \$500

2- Passenger — 4-Cylinder — 20 Horse-
power Car complete with equipment—
f. o. b. Detroit. No Cars sold unequipped



A Record of Achievement

MORE than 350,000 *Model T's* have been sold to date. Practically every third car on the American highways is a *Ford*—and *Ford* supremacy is almost as great in every other country in the world.

The sales of the Ford Motor Company during the past year totalled more than 185,000 cars. All of this immense output was sold at the factory by May 5th—or in other words, the Company's entire product for the year was disposed of in seven months. Practically one-third of the automobiles built in America during the last year were produced by the Ford Motor Company.

Ford cars and *Ford* parts are for sale by responsible agents in nearly every city of importance in the world.

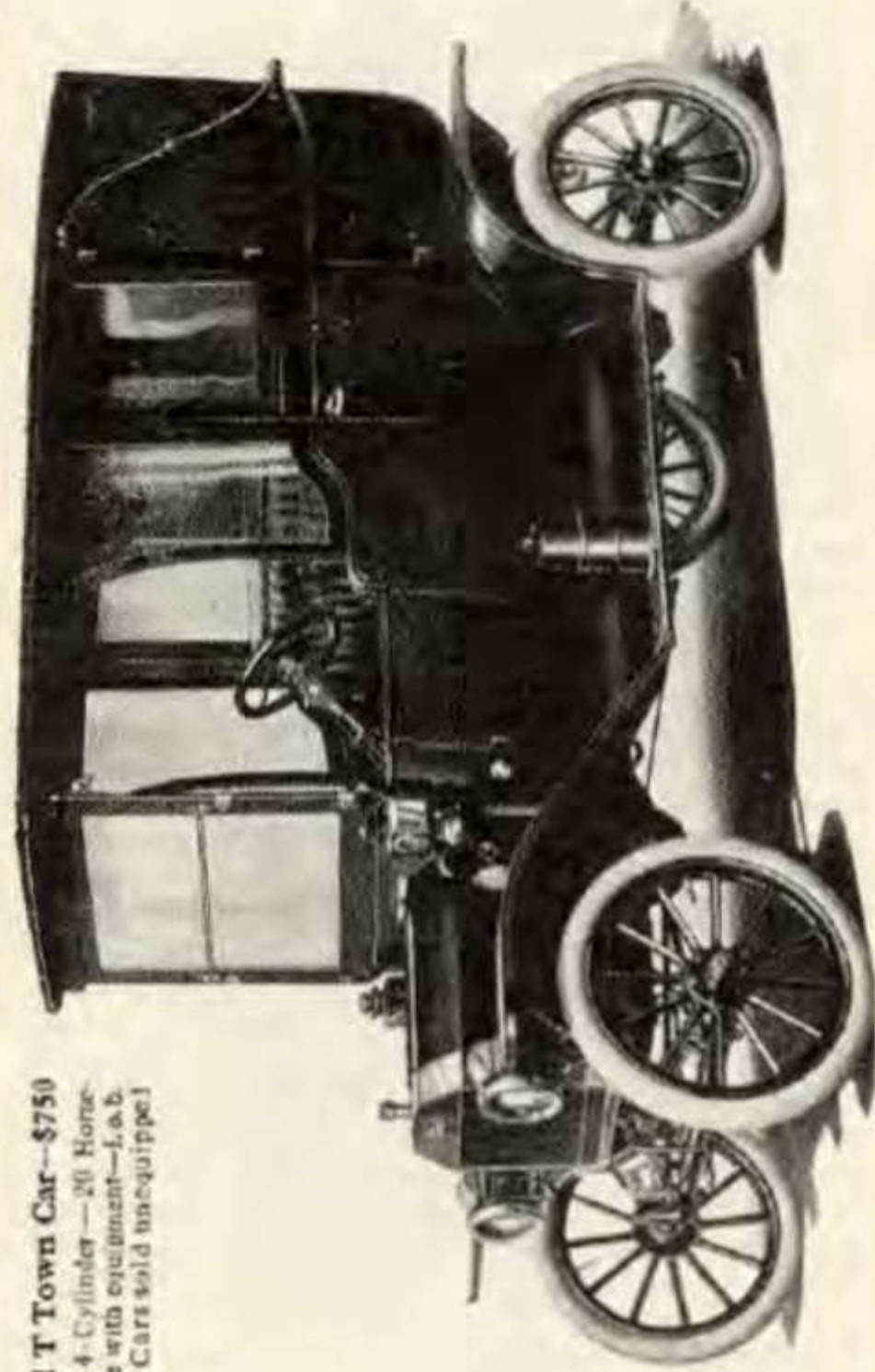
Direct Branches of the central organization at Detroit are located in 46 of the largest cities of the world—and the number is steadily increasing. These branch houses are not only distributing points for *Ford* cars, but they are also fully equipped Service Stations, assuring prompt and efficient attention to the needs of *Ford* owners in their respective territories.

The *Ford* is the only car that has a world-wide distribution—a world-wide reputation—and a world-wide service system; the one car that has back of it the manufacturing, distributing and financial facilities necessary for such an enormous business, operating in every civilized country on the globe. A new service—the erection of assembling plants in many of the cities where *Ford* branch houses are located—is now being perfected. These buildings represent the expenditure of millions; in fact, they are great sub-factories to which are sent the engines, frames, axles, wheels and other parts for assembly. Not only is *Ford* distribution greatly facilitated, but the great economy in shipping and assembling more than justifies the expenditure entailed. It is another typical *Ford* way of cutting down the *Ford* price for the benefit of *Ford* buyers.

From the beginning, the men at the head of the Company insisted that *Ford* service to *Ford* owners should have precedence over everything else. It has been this policy of making service to owners of prime importance that has been responsible, in a great measure, for *Ford* success.

The Company's Reputation

IN THE ten short years of its life, the Ford Motor Company has acquired a reputation for financial stability that is scarcely equalled in the commercial world, and



Ford Model T Town Car—\$750
6-Passenger—4-Cylinder—20 Horse-
power complete with equipment—L. A. B.
Detroit. No Cars sold unequipped!

that is unmatched in automobiledom. The Ford Company might almost be likened to the Government of the United States, for the public buys *Ford* cars with the same assurance and faith that it buys Government bonds.

And the public knows that the same men are behind the Company today that in the beginning inaugurated the policies upon which has been built the most wonderful institution of its kind. The public has confidence in *Ford* cars because it knows that Henry Ford and James Couzens still control the destinies of the *Model T*, and that these men have demonstrated beyond the slightest doubt their sincerity, integrity and ability.

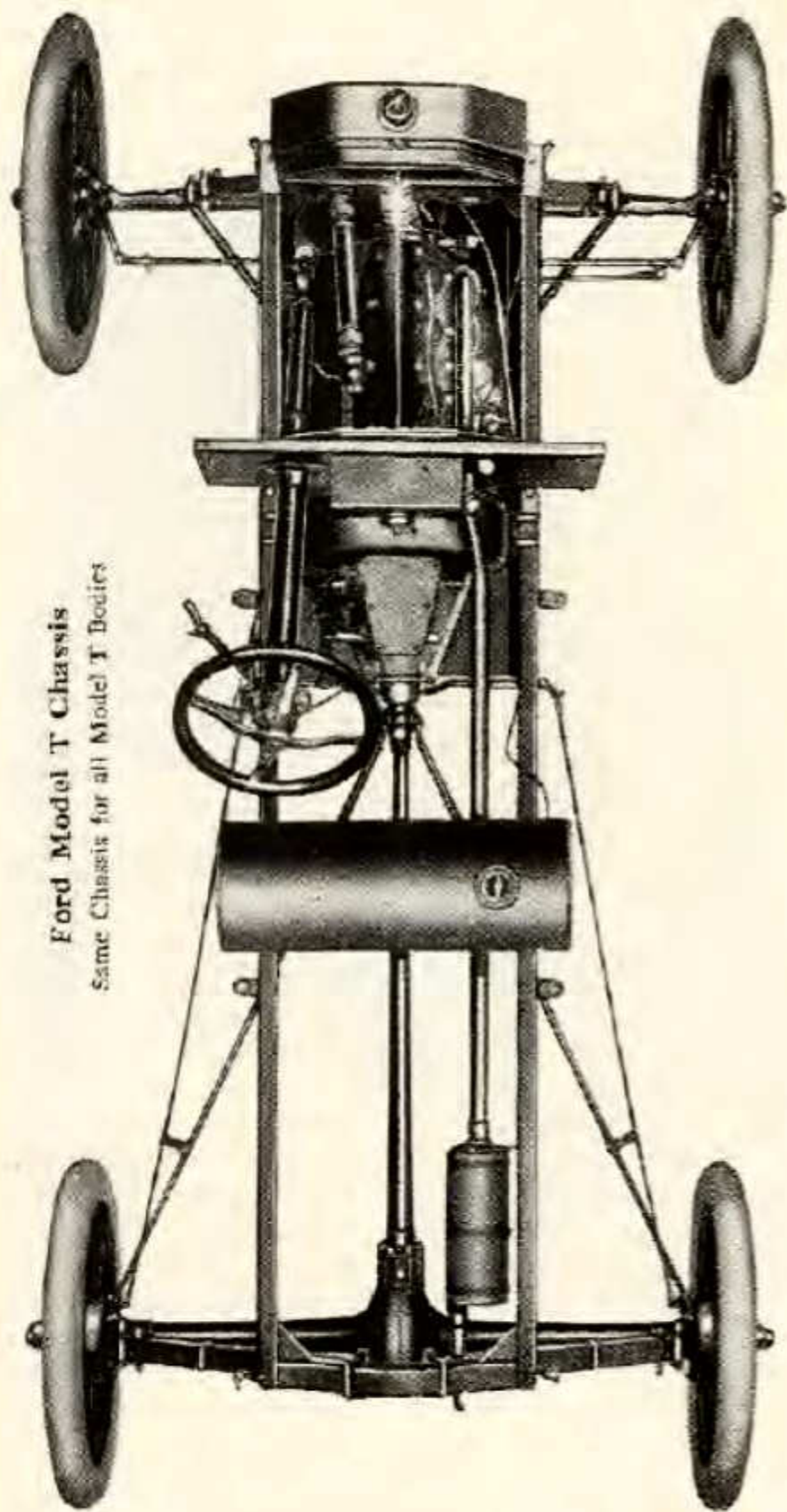
The accumulated experience of ten years of the most successful automobile company in the world goes into the making and marketing of the *Model T*.

One Model

THE *Ford* is the first and foremost standardized car on the market. The Ford Motor Company builds but one model—one car, the *Model T* chassis. Of course, several different bodies are used on this chassis, but after all is said, the chassis is the car.

Can you grasp what it means to build but one car for a period of years—and to build this car in quantities such as has the Ford Motor Company? The purchasing in stupendous quantities of materials, parts, and accessories enables the securing of the lowest possible prices which always go with quantity orders and strictly cash payments. Consider what a force goes behind the Ford Motor Company as a buyer when it enters the market for the material to build 185,000 or more cars—90,000 tons of Vanadium steel—800,000 wheels—800,000 tires—1,000,000 lamps and other materials in proportion. And remember—all spot cash payments—no notes, no promises, no delay—but spot cash. You cannot measure such a tremendous influence in its effect on buying prices.

Big buying for big production of one model has made *Ford* values maximally high, the *Ford* prices minimally low. Think of the advantage of buying a car that doesn't carry any interest charges or lost cash discounts in its manufacturing cost—of owning a car which does not "get out of date" with the coming of each new year. Every *Ford* is exactly like every other *Ford*—and has been for years past. There have been refinements, of course, but on the whole the *Ford* is the same car today that it was five years ago.



Ford Model T Chassis
Same Chassis for all Model T Bodies

Ford Simplicity

THE illustration of the chassis here shown will prove to you that the simplicity of the *Ford* design is unsurpassed. The parts are few in number, simple in design, and the last word in mechanical perfection. At a glance you will note the chassis is strong, rigid, and at the same time light in weight, and built on perfect mechanical lines. It will be seen that all parts are easily accessible, and this is one big reason why owners are so enthusiastic about their *Fords*—any part may be reached without a moment's delay. They care for their cars themselves as easily and as inexpensively as they could for a horse and buggy. Why the *Ford* chassis is so light in weight is because it is built like a steel bridge—ample strength with the least metal—and because it is constructed of Vanadium steel—the strongest and lightest chassis made—bar none.

Weight is the most expensive thing in the motor car. Every additional pound increases the demand on the motor, makes necessary more gasoline and oil, results in greater wear on tires, greater difficulties in traveling over rough roads through mud and sand and up hills. A heavy car is more bother and trouble to keep in order, and in driving over rough roads or at high speed it is far more liable to injury than the light car.

Performance

PERFORMANCE—what the *Ford* will do—is the biggest argument in favor of this most popular car. Before you buy an automobile—if you are a careful buyer—you first investigate the record of the car you are considering. You want to know from a number of experienced owners how it has performed under all conditions—what satisfaction it has given—and you buy the car which can show the best record for efficient service. No showroom arguments, nor boulevard demonstrations, nor elaborate advertising literature will tempt a careful, intelligent buyer to select a car that hasn't a substantial record behind it. And this is the big reason why approximately 185,000 *Model T's* were sold last year, and more than 75,000 the year previous; it is the big reason why at the close of the Ford Motor Company's manufacturing year, September 30, 1913, there were more than 350,000 of the *Fords* in service throughout the civilized world.

Emphatically the *Ford* is the car of unequalled, unexcelled performance.

From New Zealand comes the report of a *Model T* that has run over 50,000 miles—a distance equal to twice around the world—and is still giving complete satisfaction.

Thousands of owners throughout the country—and the world—will testify to the unsurpassed service records of the *Ford*. Many cities now use *Fords* in their municipal service—experiments with other cars having proven without doubt that for all around service and low cost of maintenance the *Ford* is without peer.

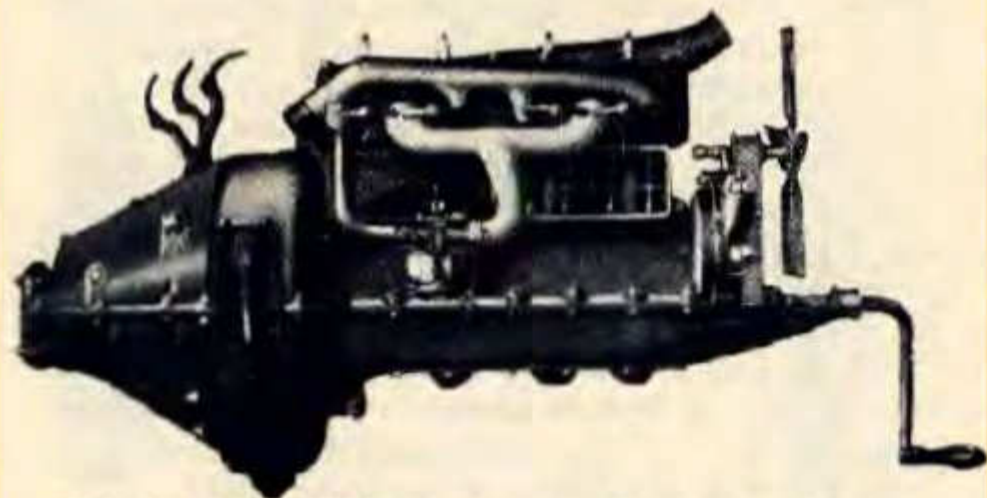
One owner recently drove his *Ford* 109 miles at a total cost for gasoline and oil of 81 cents—not an exceptional experience among *Ford* owners.

A *Ford* runabout was driven 10,000 miles at a total cost for gasoline and oil, and all other items, of 1½ cents a mile. This was through a mountainous country.

Volumes might be written from the experiences of *Ford* owners the world over, which would prove conclusively that as an economical car for any purpose, for city use, either business or pleasure, for country touring, or as an adjunct to the farm, the *Ford* has not a rival.

The first car through the so-called central route between Wellington and Auckland, New Zealand, one of the worst stretches for automobile travel to be found anywhere, was a *Ford*. This trip created widespread interest.

A *Ford* was the first pleasure car to cross the barren stretches of the Gobi Desert in Asia. The object of this trip was to deliver a *Ford* to the Tash Lama, or Living God, at Urga, the Sacred City. So simple of operation is the *Ford* that after a few lessons even the attendants of the Lama, with their slight knowledge of mechanics, and who had never seen a motor car before, were able to drive



Right side of Model T Motor, showing valves, intake and exhaust manifolds. One valve cover plate has been removed to show valve arrangement

with perfect ease. As a hill climber, the *Ford* has no equal. In sheer speed tests at hill climbing, a *Ford* won the Algonquin hill-climbing contest, breaking all records. This is the classic event of its kind in America. The *Ford* was also the first to scale the heights of Ben Nevis, the highest mountain in Scotland.

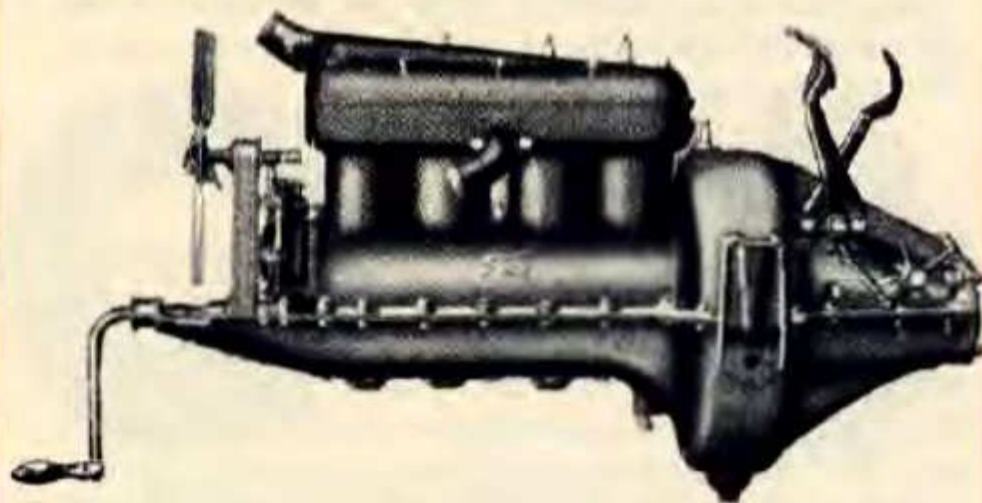
But it is unnecessary to give further instances of the record of performance behind the *Ford*. All one has to do is to go out on a city street, or country road, and watch them go by. They're the silent running, clean looking machines, carrying the contented drivers.

The World-Famous Ford Engine

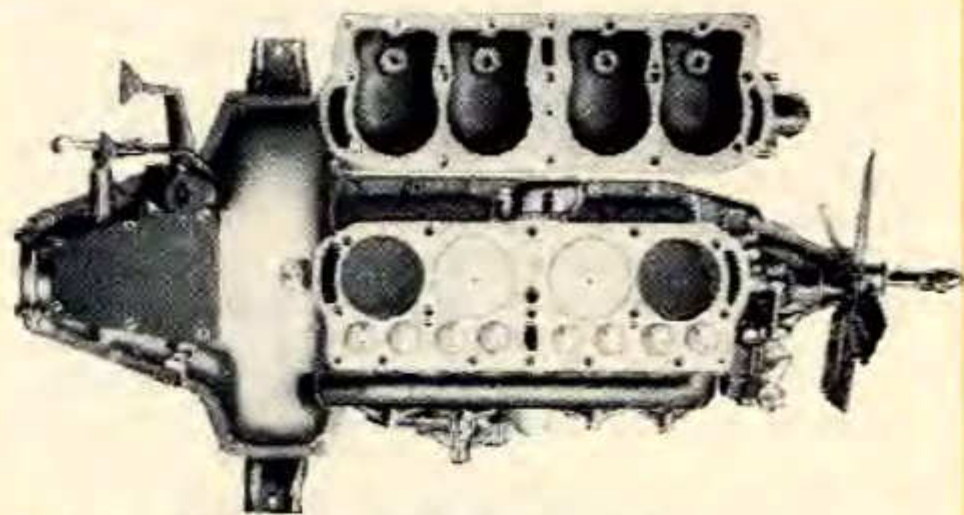
ONE of the most distinctive features of the *Model T* is its simply constructed, easily operated, and wonderfully powerful engine. While its four cylinders, cast en bloc, are rated to produce twenty horse-power, the *Ford* has actually more power per pound of car weight than any other automobile made. There is no superior to this engine for hill-climbing. It holds the world's hill-climbing record. And remember, all *Ford* engines are exactly alike—all wonderfully efficient, powerful, economical and simple.

Unit Construction

THERE are but four units in the construction of the *Ford* car: power plant—the frame—the front axle—the rear axle. Any one of these units, or any part of them, is easily accessible and can be readily removed for adjustment or replacement.



Left side of Model T Motor. Notice the simplicity of the Ford en-bloc motor—the freedom from unnecessary parts



Top view of Motor, with cylinder head removed, showing pistons, valve setting and water jackets

The Ford Brake System

SAFETY is made doubly safe by the *Ford* brake system. It is both simple and sure in operation. The service brake is controlled by a foot pedal, requiring only a slight pressure to slow down the car to any speed, or stop it. An emergency brake, controlled by a hand lever, acts upon the rear wheel drums, and is needed only when the car is left standing on a hill, or when it is necessary to stop the car instantly.

Spring Construction of the Ford

FORD springs are extra large. They are semi-elliptical transverse—and are made of spring tempered Vanadium steel. This means that they give the easiest possible riding qualities to the car and that they will resist the severest strain put upon them.

The Making of the Ford

THE *Ford* factory at Detroit is admitted to be the most complete, compact, economically efficient automobile factory in the world. Here are built more than three times as many automobiles as are turned out in any other one factory. Building operations—increasing the plant's capacity—have been constantly in progress since the factory moved to its present location but a few years ago. When additions, now building, are complete, there will be approximately sixty acres of floor space in the plant.

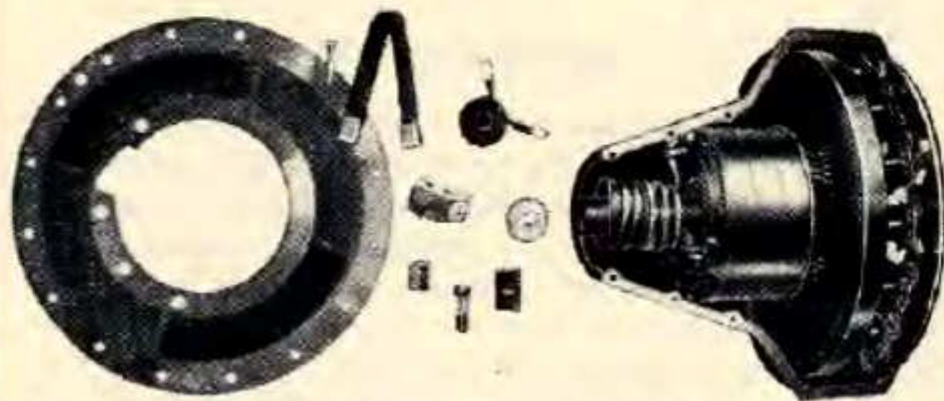
But mere bigness doesn't count—it is the use to which it is put that stamps this factory as the best automobile manufacturing plant. Every inch of floor space is utilized—and the whole is laid out in a manner to insure the highest efficiency in the manufacture of the *Model T*. Rigid economy prevails from one end to the other. The approximately 17,000 workmen are not overcrowded or unduly massed so as to get in each other's way. The factory is equipped with the latest sanitary devices throughout—and everything possible is done for the comfort and protection of the workmen and efficiency and economy of production.

The Distinctive Ford Magneto

THE *Ford* magneto is as distinctive as the *Ford* car itself. It is another great simplicity feature of the car. It is attached to the flywheel and is a part of the engine itself. It furnishes a strong, always dependable sparking current for exploding the gas in the cylinders. No brushes, no batteries, no dry cells are necessary. It never goes wrong—in fact, it does its work so well and so reliably that you almost forget your car has a magneto. It is another big reason why the *Ford* is the simplest car made—and the most economical.

It Led in the Left-Hand Drive

THE *Ford* was the first car built in numbers to be equipped with the left-hand drive. For years, American manufacturers of motor cars followed the example of foreign builders and placed the steering wheel on the



The Model T Magneto is of special Ford design. It is built in as a part of the motor and consists of two parts, one rotating with the flywheel, the other stationary, attached to the cylinder casting. A single turn of the motor will create enough spark to ignite the charge in the cylinders



Showing the simplicity of control of Ford Model T Cars

right-hand side of the car. In most foreign countries, the rule of the road is to turn to the left when approaching other vehicles. In America, however, we turn to the right, and the same reasoning which led foreign manufacturers to adopt the right-hand drive may be applied in support of the left-hand drive for American cars. The driver on the left side of his car is in a better position to watch his clearance through traffic. Also, he does not have to get out into the dirt and mud of the street when entering or leaving his car — he steps out on the curb when his car is properly stopped.

Easy to Operate

THE *Ford* is the easiest car to drive. The driver controls his car with three foot pedals—the clutch, the reverse, and the service brake pedal—while he increases or diminishes speed by the gasoline control lever on the steering wheel. At no time is it necessary for a *Ford* driver to take his eyes from the road or traffic while stopping, starting or maneuvering. There is no leaning forward to bother with levers—the *Ford* driver does not have to change the position of his body to control his car. This feature will be recognized as a big advantage by men and women drivers alike.

The simplicity of operation of the *Ford* is one of its most popular features with the ladies. There is no shifting of gears—nothing of a complicated nature to confuse a woman.

Ford Vanadium Steel

ONE of the greatest features of the *Ford* is the fact that it is built of *Ford* Vanadium steel. This steel is recognized throughout the world as not only of the highest quality—lighter and stronger than any other steel—but the most expensive of all steels to manufacture. The *Ford*, constructed as it is of Vanadium steel, is without doubt the strongest and most durable car on the market.

Vanadium is a mineral alloy. It acts as a flux or cleanser when fused with molten steel at a high temperature. It imparts to the molecules of the steel a greater adhesiveness and a tremendous resistance against the action of vibration. Vanadium steel, heat-treated by the world-famed *Ford* process, is given the particular quality of rigidity or flexibility that fits it best for the part it is to play in the completed car. The great value of Vanadium steel in automobile construction is vouched for by engineers of note the world over.

Vanadium Tests

IT MAY be considered by some a broad statement when we say that the *Ford Model T* is the strongest built car in the world, due to its Vanadium construction. The unqualified truth of this statement, however, may be substantiated by numberless proofs. Vanadium steel was subjected to painstaking tests by the French Government, and the results of these tests should satisfy even the most skeptical. The tests in question were conducted by the Testing Department of the Conservatoire National des Arts and Metiers, which is under the direction of the Minister du Commerce and de l'Industrie of the French Republic.

An exhaustive and scientific comparison was made of two steering spindle connecting rod yokes of identical dimensions, one from a *Ford Model T* and the other from



Ample evidence that Ford Vanadium steel connecting rods will never snap



For toughness and elasticity, no better proof for Vanadium steel quality can be given than is shown in this Model T Crank Shaft

a noted French car, acknowledged generally to be the best built car in France. In every test the *Ford* parts proved infinitely better.

The elastic limit for the *Ford* was given as 375 kilograms and only 295 for the other; *Ford* elastic unit per square millimeter, 56 kilograms, 30.4 for its competitor. In breaking, the *Ford* proved fifty per cent. the stronger of the two. The pieces submitted to shock were identical in size, and again the *Ford* outclassed

its rival, showing 3,450 kilogram meters absorption as against 3,250 for the other steel.

Although the above data is necessarily of a technical nature, to the man interested in motor cars it is strikingly convincing. It proves conclusively that the *Ford* is the strongest car in the world. Coming from so high an authority, this data is above question. It must be accepted as a striking testimonial to *Ford* quality.

Special *Ford* Vanadium steel is the highest grade steel used in motor car production—and is necessarily the highest in cost. It is employed in making all the metal parts in the *Ford* car where strength is required—on which there is any strain. Its use in the *Ford* car on such an elaborate scale demonstrates again that the Ford Motor Company does at all times supply its customers with the highest grade material to be found.

Too much cannot be said for *Ford* Vanadium steel. And remember, *Ford* Vanadium built cars are giving unexcelled service the world over.



Front Axles on all Model T Cars are each drop-forged from one single ingot of Vanadium steel especially heat-treated in our own plant

Ford Heat-Treatment

VANADIUM steel is used in a limited way in other cars, but it is not the Vanadium steel used in *Fords*. *Ford* heat-treatment of Vanadium steel makes it distinctly a *Ford* product, so that one might almost call it *Ford* steel.

The heat-treating department of the Ford Motor Company is the most thoroughly up-to-date and extensive plant of its kind in the world. It is supplied with the latest equipment and is designed with the utmost skill to do its work with the highest degree of efficiency. Over 100,000 forgings of various kinds are heat-treated in the big battery of ovens daily.

Each part, as has been said, is specially heat-treated to do the work that it will be required to do in the completed car. For instance, the front axle is heat-treated in one way, the crank shaft in another way, the cam shaft in still another way, etc.

Ford Vanadium steel, scientifically heat-treated, has made it possible to build a car exceedingly light and yet tremendously strong.

A *Ford Model T* may be lifted from the floor by the four fender irons, no one of which is larger than your little finger. Try this with any other car.

As Vanadium is much stronger than other steel, and as the *Model T* is essentially a Vanadium steel car, it will be readily understood why the *Ford* combines so effectively light weight, great strength and immunity from accidents and breakdowns.

Too much emphasis cannot be placed upon the excellence which *Ford* Vanadium steel, heat-treated, lends to the *Model T*.



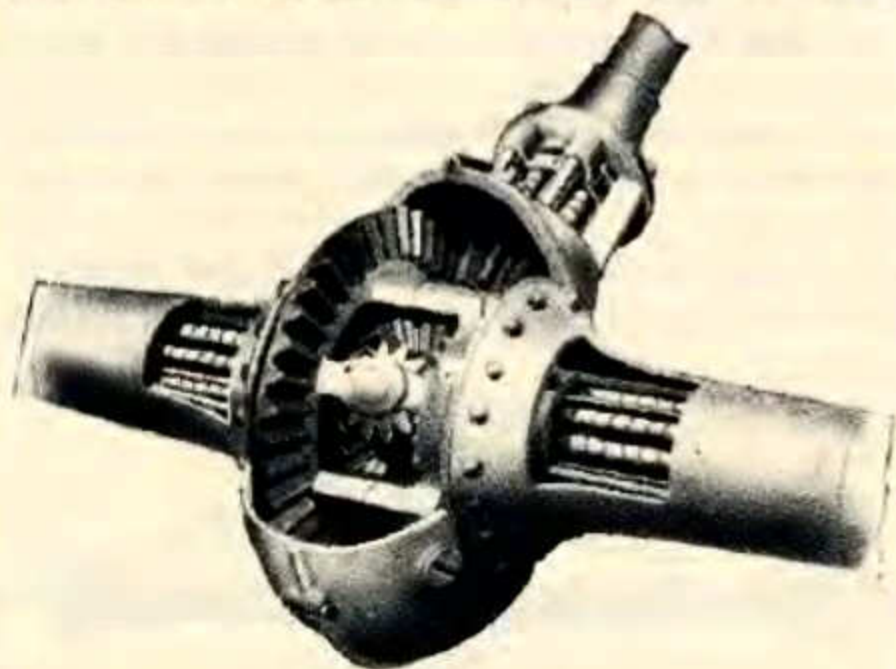
Ford Rear Axle completely enclosed in dust-proof and oil-proof housing

Scientific Workmanship

THE manufacturing organization of the Ford Motor Company is specifically a *Ford* creation. A large proportion of the machinery in the big *Ford* machine shop was designed especially for the construction of the *Ford Model T*. From front door to back door of the big factory there is splendid co-operation—and every workman is "on the job" all the time and giving the best that is in him toward the building of a perfect car.

The working men are employed the year around. This means a great economy in handling men. In automobile companies which build a limited number of cars there is an idle season when they are closed down for inventory, for changing models, making plans for the coming year, etc. This idleness is expensive because before the re-opening of operations a good share of the old men have found new jobs and the company is forced to operate with a large number of "green hands." It is expensive in more than one way—men new to their work will be neither as productive nor as efficient as men who are continuously employed. Mistakes both of omission and commission are bound to result in spite of the sharpest inspection.

At the Ford Motor Company the same men at the same work year after year naturally must improve, become more efficient, and there follows a pronounced economy



Three pinion bevel type Model T Differential, noted the world over for its simplicity and smooth running

and efficiency in manufacture. Continuous employment means loyalty and faithfulness in service—and a better car at a lower price.

Ford Sales Organization

PATRONS of the Ford Motor Company are accorded prompt and courteous attention at all branches and by all agents. One of the biggest factors in the success of the Company has been the liberal and painstaking treatment it insists shall be meted out by its sales representatives to *Ford* owners and *Ford* prospects.

Service for Ford Owners

AS HAS been said, in nearly every city of any size throughout the world are *Ford* branches or *Ford* agents. In fact, one cannot go very far in any direction without running upon a *Ford* agent—and each agent by the terms of his contract is required to carry at all times an adequate supply of *Ford* parts.

Each and every agent with his supply of parts is at the service of *Ford* owners, thus saving time in making repairs and assuring the *Ford* owner the continuous use of his car.

With all parts standardized, there is no trouble to the owner in making repairs. You can tour anywhere—in Canada, down in Mexico, from the Pacific to the Atlantic, and in most of the foreign countries, with perfect assurance that you will not be caught anywhere beyond reach of help in case of unavoidable accident. *Ford* agents are always within easy hail, and wherever they are, always at the service of *Ford* owners.

Fixed Prices on Quantity Orders

TO CONCERNS who purchase *Ford* cars in quantity lots for commercial purposes we will give the benefit of a reduction in the cost of selling, and that all such Commercial Buyers may have absolutely the same proportional reduction or discount, we have fixed a sliding scale of prices upon the following basis:

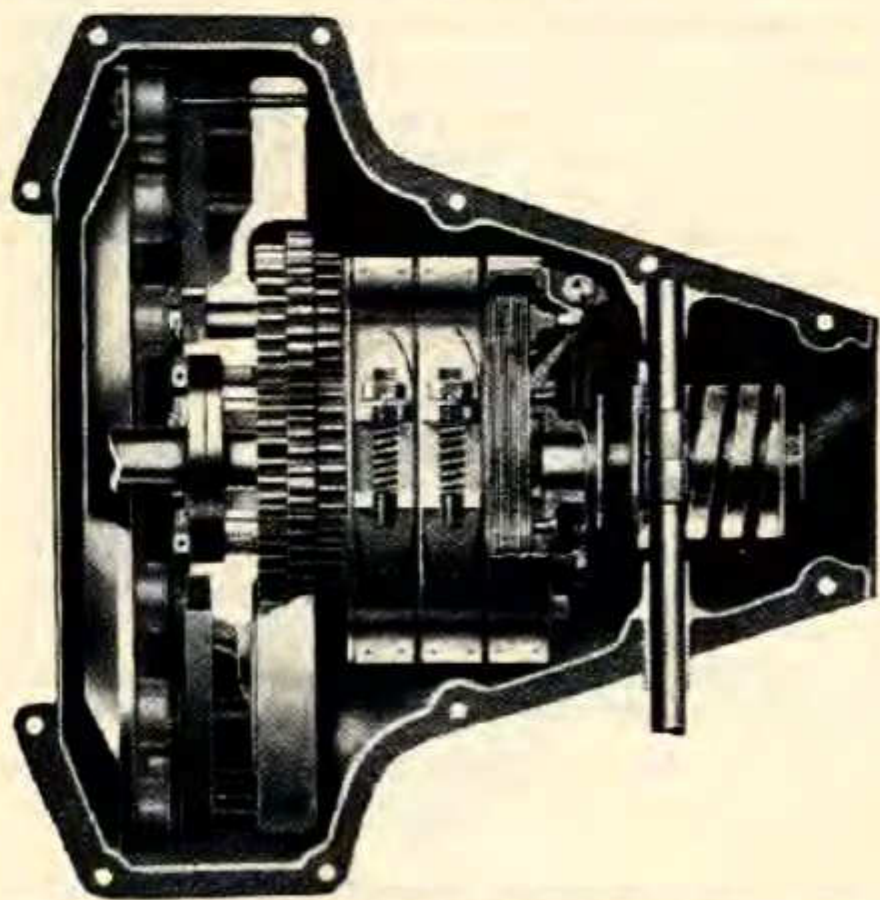
Orders for single cars from Commercial Houses will be filled only at regular list prices in accordance with our catalogue.

Orders from Commercial Houses for several cars to be delivered and paid for at the same time, or orders for more

than one car, provided such orders are placed with and accepted by us and deliveries made during our fiscal year, viz., from October 1, 1913, to September 30, 1914, will entitle the commercial purchaser to a discount from our list equivalent to the number of cars so ordered and taken, provided more than one is bought, if multiplied by the constant two-tenths of one per cent up to fifty cars.

Thus, on an order for ten *Ford* cars for commercial purposes the price would be calculated by multiplying two-tenths of one per cent by 10 and using the amount so arrived at, namely, two per cent (2%), as a discount from the total purchase list price of the ten cars. For example, if these ten cars were our *Ford* Runabouts at \$500 each, ten of them would cost \$5,000 less the discount of two per cent (2%), which, figured on the above basis, would be a reduction of \$100.

If fifty cars were purchased, and fifty is maximum, on the same basis the discount would be ten per cent off the list. Therefore, on a total purchase of \$25,000, the buyer would receive a discount of \$2,500.



Semi-sectional view of Ford Model T Planetary Transmission

This plan will make all the discounts cumulative on all the *Ford* machines purchased from us by Commercial Buyers during our fiscal year, and will apply uniformly in the establishing of prices for all orders from Commercial Concerns for *Ford* cars for commercial purposes on from two to fifty machines if purchased between October 1, 1913, and September 30, 1914, the latter number (fifty), however, being the point of maximum reduction.

No *Ford* cars will be sold unequipped or special in any manner other than indicated in our catalogues. All prices are f. o. b. Detroit, and no discounts will be allowed on Freight or other Extras.

By this plan all Commercial Buyers will be on exactly the same footing as regards discounts in proportion to the number of *Ford* cars they purchase. Commercial Buyers' Orders and Agreements will be executed with Commercial Buyers when they order their first car.

Ask for Ford Literature

THERE are now many thousands of *Ford* owners, living in every civilized country throughout the world. Before the close of the year there will be many thousands more. Each new owner—and the old owners, too—are so enthusiastic about the *Model T* that they are constantly sending us names of prospective buyers. The need for *Ford* literature has multiplied so that last year we distributed 3,000,000 catalogues throughout the world. In addition to the circulation of catalogues, the Company issues monthly 150,000 copies of *FORD TIMES*—a magazine devoted to the interests of the Company, its agents, and *Ford* owners. It is full of articles of interest to the general public, and will be mailed free to anyone upon request.

Circular matter and booklets of various kinds are distributed from time to time among those desiring a more detailed account of the car than can be given in the catalogues.

Complete instructions for the proper operation and care of the *Model T* are contained in the *FORD MANUAL*, a copy of which will be mailed free to any *Ford* owner.

Specifications

For All Ford Model T Cars

Motor—Four (4) cylinder, four cycle. Cylinders are cast en bloc with water jackets and upper half of crank case integral. Cylinder bore is $3\frac{1}{4}$ inches; piston stroke is 4 inches. The *Ford* motor is rated at twenty (20) horse-power. Special *Ford* removable cylinder head permits easy access to pistons, cylinders and valves. Lower half of crank case, one-piece pressed steel extended so as to form bottom housing for entire power plant—air-proof, oil-proof, dust-proof. All interior parts of motor may be reached by removing plate on bottom of crank case—no "tearing down" of motor to reach crank-shaft, cam-shaft, pistons, connecting rods, etc. Vanadium steel is used in all *Ford* crank and cam-shafts and connecting rods.

Unit Construction—There are four (4) complete units in the construction of *Ford Model T*—the power plant, the front axle, the rear axle and the frame.

Three-Point Suspension—Each of the *Ford Model T* units is suspended at three points of the chassis. This method of suspension insures absolute freedom from strain on the parts and permits the most comfortable riding of the car body.

Transmission—Special *Ford* spur planetary type, combining ease of operation and smooth, silent running qualities. Clutch is so designed as to grip smoothly and positively, and when disengaged to spring clear away from the drums, thus assuring positive action and maximum power.

Clutch—Multiple steel disc, operating in oil.

Magneto—Special *Ford* design built in and made a part of the motor. Only two parts to the *Ford* magneto, a rotary part attached to the flywheel and a stationary part attached to the cylinder casting. No brushes, no commutators, no moving wires to cause annoyance on the *Ford* magneto.

Lubrication—Combination gravity and splash system. Oil is poured into the crank case through the breather pipe on the front cylinder cover. All moving parts of motor work in oil and distribute it to all parts of the power plant.

Cooling—By Thermo-Syphon water system. Extra large water jackets and a special *Ford* vertical tube radiator permit of a continuous flow of water and prevent excessive heating. A belt-driven fan is also used in connection with the cooling system.

Carburetor—Special design, float feed automatic with dash adjustment. No spring attachment on air valve.

Gasoline Capacity—Touring Car, Runabout and Town Car have cylindrical gasoline tanks of 10 gallons' capacity mounted directly on frame under front seat.

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

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

Control—On the left side of car. Three foot-pedal controls, low and high speeds, reverse, and brake on the transmission. Hand lever for neutral and emergency brake on left side of car. Spark and throttle levers directly under steering wheel.

Brakes—Dual system on all *Ford Model T* cars. Service brake operates on the transmission and is controlled by foot pedal. Expanding brake in rear wheel drums serves as emergency brake. It is controlled by hand lever on left side of car.

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

Wheels and Tires—Wooden wheels of the artillery type with extra heavy hubs. Only tires of the highest grade are used on *Ford* cars. Front, 30x3 inches; rear, 30x3 $\frac{1}{2}$ inches.

Final Drive—*Ford* triangular drive system with all shafts, universal joint and driving gears enclosed in dust-proof and oil-proof housing. Direct shaft drive to the center of the chassis; only one universal joint is necessary. All shafts evolve on roller bearings; a ball and socket arrangement in the universal joint relieves the passengers of all shocks and strains caused by the unevenness of the road. The final drive of the *Ford Model T* is patented in all countries.

Axles—Front axle of I-beam construction, especially drop-forged from a single ingot of Vanadium steel, insuring the highest quality of axle strength obtainable. Rear axle also of Vanadium steel and enclosed in a tubular steel housing. The *Ford* differential is of the three-pinion bevel type; all gears are drop forgings made of Vanadium steel.

Bodies and Capacities—*Ford Model T* cars are furnished with three styles of bodies—Touring Car, capable of carrying five (5) passengers; Runabout, for two (2) passengers; Town Car, six (6) passengers.

American Prices—F. O. B. Detroit—Touring Car, \$550; Runabout, \$500; Town Car, \$750.

Equipment—All *Ford Model T*'s are sold completely equipped—no *Ford* cars will be sold unequipped.

Wheel Base—100 inches; Standard tread, 56 inches; 60 inches for Southern roads where ordered. All *Ford Model T* cars will turn in a twenty-eight (28) foot circle. This feature is of great advantage while operating in crowded thoroughfares.

Ford Factories and Branches

Ford Factory, Detroit—Parent Plant. Capacity 250,000 cars annually.

Ford Factory, Ford, Ont., Canada—Capacity 25,000 cars annually.

Ford Factory, Manchester, England—Capacity 15,000 cars annually.

American Branches and Service Stations

Atlanta—311 Peachtree St.	Long Beach—Long Beach Blvd.
Boston—650 Beacon St.	Los Angeles—2060 East Seventh Street
Buffalo—1050 Main St.	Louisville—931 S. Third St.
Cambridge, Mass.	Memphis—495-501 Union Av.
Chicago—39th and Wabash Av.	Minneapolis—616 Third St.
Cincinnati—911 Race St.	New York—1723 Broadway
Cleveland—4400 Euclid Av.	Oklahoma City—115 W. 2d St.
Columbus—207 No. 4th St.	Omaha—1916 Harney St.
Dallas—1915 Commerce St.	Philadelphia—257 N. Broad St.
Denver—South Broadway and Tennessee	Pittsburgh—5925 Baum St.
Detroit—1550 Woodward Av.	Portland, Ore.—Union Av. and East Davis St.
Fargo—209 N. P. Av.	San Francisco—Harrison and 21st Streets
Houston—800 Walker Av.	Seattle—Fairview and Valley
Indianapolis—526 No. Capital Avenue	St. Louis—3667 Olive St.
Kansas City—Eleventh and Winchester Aves.	St. Paul—360 Market St.

Ford Assembling Plants are located in the Following Cities

Buffalo	Dallas	Los Angeles	Portland, Ore.
Cambridge	Denver	Memphis	San Francisco
Chicago	Houston	Minneapolis	Seattle
Columbus	Kansas City	Philadelphia	St. Louis
	Long Island City	Pittsburgh	

Foreign Branches and Service Stations

Buenos Aires, Argentina	Montreal, Que.—973 St. Catherine Street W.
Calgary, Alberta—127-129 11th Ave. East	Paris, France—61 Rue de Cornaille
Hamburg, Germany	Saskatoon, Sask.—First Av. and 25th Street
Hamilton, Ont.—128 King St. West	St. John, N. B.—Rothsday Av.
London, Eng.—57 Shaftesbury Avenue	Toronto, Ont.—106 Richmond Street
London, Ontario—291 Dundas Street	Vancouver, B.C.—1129 Howe Street
Melbourne, Aus.—103 William Street	Winnipeg, Man.—81 Water St.

Export Department—17 Battery Place, New York

There are Ford Agents in all other Principal Cities





THE UNIVERSAL CAR

