



1913—Change in Prices—1914

Effective August 1, 1913

Model T Runabout	-	-	\$500
Model T Touring Car	-	-	550
Model T Town Car	-	-	750

With Full Equipment, f. o. b. Detroit

Ford Motor Company

Detroit, Michigan

Ford Motor Cars



*"Buy a Ford because it is a Better
Car, not because it is Cheaper"*
—Henry Ford

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

Ford Model T Touring Car

5-Passenger—4-Cylinder—20 Horsepower Car
Price \$600 includes extension top, top cover, automatic brass windshield, speedometer, two 6-inch gas lamps, generator, three oil lamps, horn and tools, including jack—f. o. b. Detroit
No Ford Cars sold unequipped



IN THIS, its tenth successful year—and with the issuing of this catalogue—the Ford Motor Company extends its sincerest thanks to the automobile buying public for the hearty and unprecedented recognition that has been given the *Ford Model T* throughout the civilized world.

As a reward for merit this recognition has come.

In 1903 the Ford Motor Company was established. It was a fortunate organization in that it combined rare inventive and creative genius coupled with substantial business ability and integrity. Fundamental in this organization was the fixed determination to build a car that should be as simple, practical and economical as human ingenuity could devise, to the end that it might be a thing of use and service to the greatest possible number of users—and not a mere luxury. From the very beginning the *Ford* car obtained a distinctive recognition. And as the manufacturing facilities, the efficiency of the car and the volume of its output increased, the cost of its production automatically decreased—until today its value cannot be measured by any mere dollar-and-cent standard.



What Has Been Accomplished

TO DATE more than one hundred and seventy-five thousand *Ford* cars have been delivered. Practically every third car upon American highways is a *Ford* car.

In the season just ended the Ford Motor Company manufactured and sold more than seventy-five thousand

Ford Model T Runabout

2-Passenger—4-Cylinder—20 Horsepower Car
Price \$525 includes top, top cover, automatic
brass windshield, speedometer, two 6-inch gas
lamps, generator, three oil lamps, horn and
tools, including jack—f. o. b. Detroit
No Ford Cars sold unequipped



new cars—a remarkable accomplishment for twelve short months—a record that represents even more than one-third of America's entire automobile output.

In nearly six thousand cities and towns of the United States and Canada, *Ford* cars and *Ford* parts are for sale by responsible dealers.

In forty-six of the largest cities of the world are located direct branches of the central organization at Detroit. The *Ford* is the one 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 and distributing equipment essential for such a world-wide operation.

In many of these cities are being built large *Ford* assembling plants, sub-factories to which will be sent the different units of the car for assembling. By this arrangement not only will *Ford* distribution be greatly facilitated, but the economy of both time and money in shipping and assembling will more than justify the expenditure of the several millions which this new service system entails.



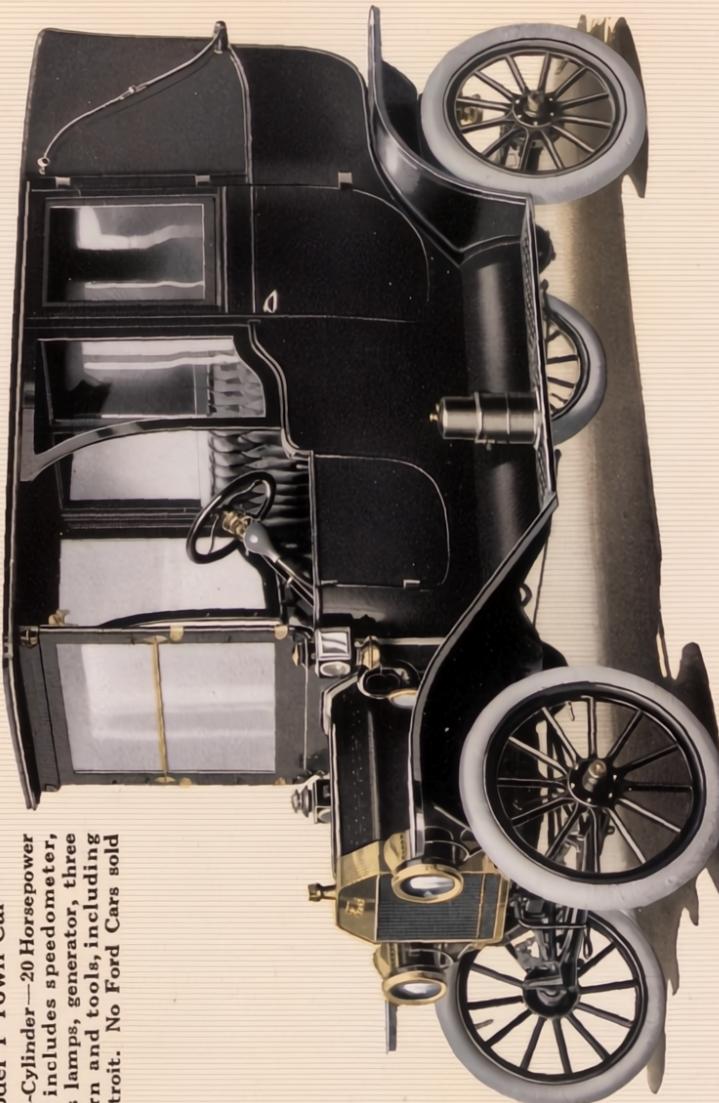
A World-Wide Reputation

IN THE ten years of its successful development the *Ford* has acquired a reputation absolutely unmatched in automobiledom—and the guarantee of a financial responsibility that scarcely has its equal in the manufacturing world. The Ford Motor Company resembles in many respects a great banking house of world-wide reputation and absolute integrity. The world buys *Ford* cars with the same confidence and assurance that it buys bonds guaranteed by such a banking institution.

And it must be borne in mind that the personnel and management of the Ford Motor Company is the same today that it was when the first *Ford* car was built. The accumulated experience of years of successful automobile manufacturing goes into the making of the *Ford* car of today.

Ford Model T Town Car

6-Passenger—4-Cylinder—20 Horsepower
Car. Price \$800 includes speedometer,
two 6-inch gas lamps, generator, three
oil lamps, horn and tools, including
jack—f.o.b. Detroit. No Ford Cars sold
unequipped



The Making of the Ford

THE *Ford* factory in Detroit is acknowledged to be the most complete, compact, economically efficient and thoroughly equipped automobile plant in the world. It is imposing architecturally and is extensive. But largeness is of no significance—it is the use to which the space is put that tells. As the *Ford* factory site is sixty acres in extent, new buildings of uniform design are added as conditions demand. In the past year the floor space has been nearly doubled and the new season will probably see it still further enlarged.

In the *Ford* plant rigid economy prevails from one end to the other—from foundation to roof, from front door to back. Every foot of space is utilized, and there is no overcrowding or massing of workmen. All is thoroughly sanitary and every known means for the comfort and protection of the workmen is employed.

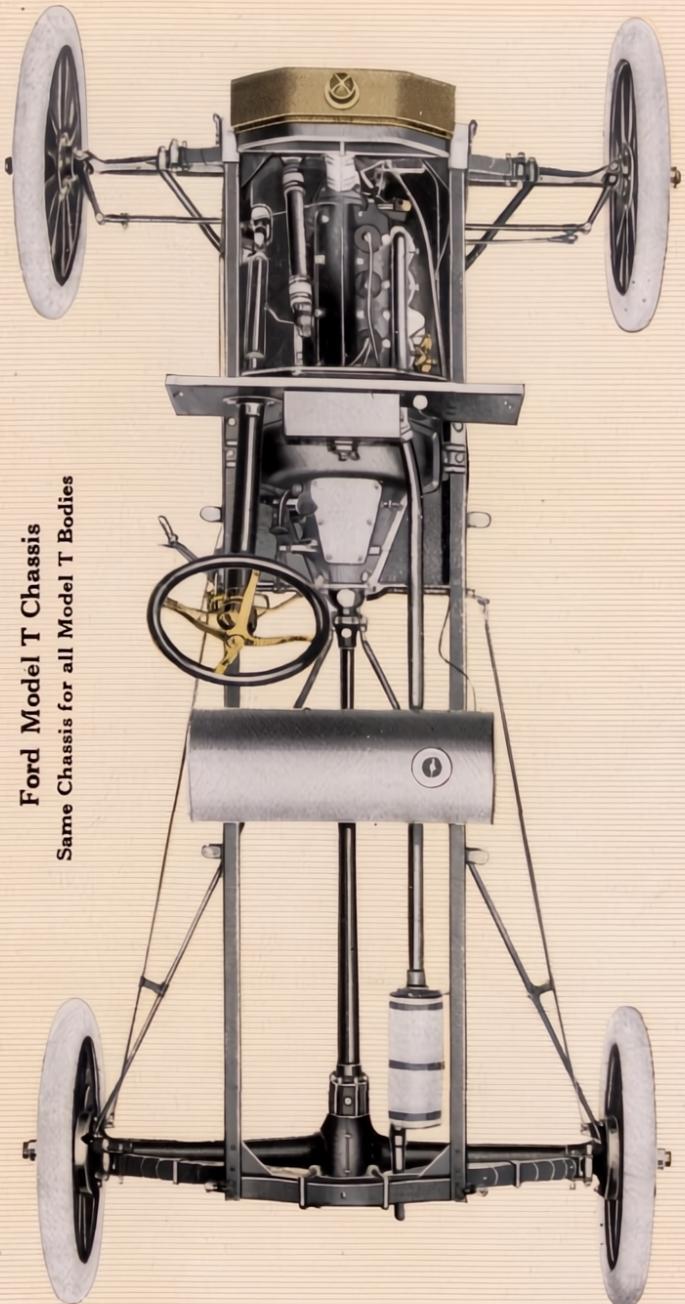


Scientific Workmanship

THIS great manufacturing organization is specifically a *Ford* creation. Machinery details and equipment are of special design for *Ford Model T* construction. In every department the working men are lined up like soldiers in battle array—a union of effort from one end to the other, each man “on the job” all the time.

And their employment is continuous the year around. Herein is a big economy in the handling of men. Automobile factories whose production is limited to a few thousand cars have their seasons when they run full force, and again when they are closed down for inventory, for the changing of models, for the laying of plans for the coming year, etc. This sort of idleness is expensive. Each season such factories must operate largely with a force of new employees. The best men of last season are not to be had—they have found steady employment elsewhere. This is expensive in more than one way—men new to their work will be neither as productive nor as efficient as

Ford Model T Chassis
Same Chassis for all Model T Bodies



are the men who are continually at work—mistakes of omission and of commission are bound to follow, despite the sharpest inspection.

With the Ford Motor Company this is altogether different. The same men, year after year, working at the same work, naturally must improve, naturally must become thoroughly efficient, naturally must be a pronounced economy in manufacture. This continual employment means loyalty as well as faithfulness and efficiency in service—and a better car at a lower price.



Simplicity of the Ford Car

IF YOU will examine the illustration of the chassis here shown you will quickly perceive the greatness and simplicity of the *Ford* design. There is little to it but a few simple and mechanically perfect parts. You will see at a glance how concise and free from complication it all is—how simple it must be to operate—and how easy it must be to get at any part of the mechanism. It is quickly accessible from every angle. That is one reason why *Ford* owners are so universally enthusiastic over their cars. They care for their cars themselves, just as easily and inexpensively as they could for a horse and buggy.

The illustration of the chassis shows why *Ford Model T* is so light in weight—there's little to it, and as it is built of Vanadium steel, it is the strongest, also the lightest, chassis made anywhere—bar none.

And weight is expensive in a motor car—because it takes power to move and carry it. The heavier the chassis, the more gasoline and oil; the greater wear on tires; the greater difficulty in traveling over rough roads, in sand and up hills; the more bother and trouble keeping it in order—and the smaller is the factor of safety.

It's the simplicity, light weight and economy of the *Ford* that make it "*The Universal Car.*"

Unit Construction

AN IMPORTANT feature of the *Ford* is the fact that there are but four constructional units in the car—the power plant—the frame—the front axle—the rear axle. These, and any part of them, are easily accessible and can be quickly removed for adjustment or replacement.

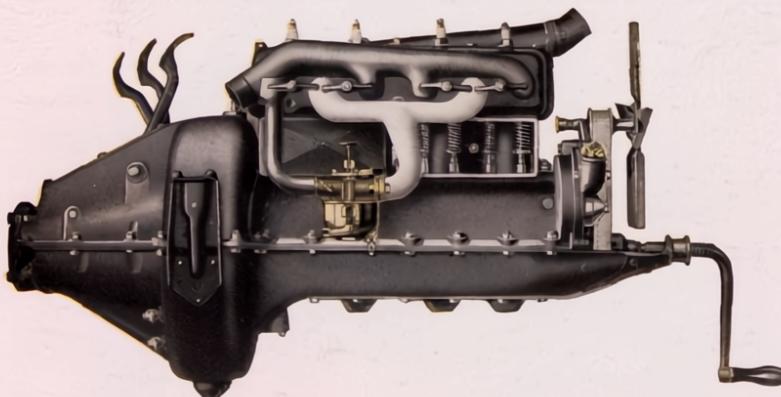
All of these simplifying features go to make the *Ford* a silent running car. Its perfect mechanical adjustment and the elimination of all unnecessary parts minimize noise in *Ford* operation. The *Ford* is as silent as machinery can possibly be made.



Only One Model

THE *Ford* is a standardized car. The Ford Motor Company devotes all its time and facilities to the building of one model—one car, the *Model T* chassis. Several different bodies, of course, but the one chassis, the one car, as, after all is said and done, the chassis is really the car.

Now, consider what this means—the purchasing in maximum quantities of all materials, parts and accessories, with the



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

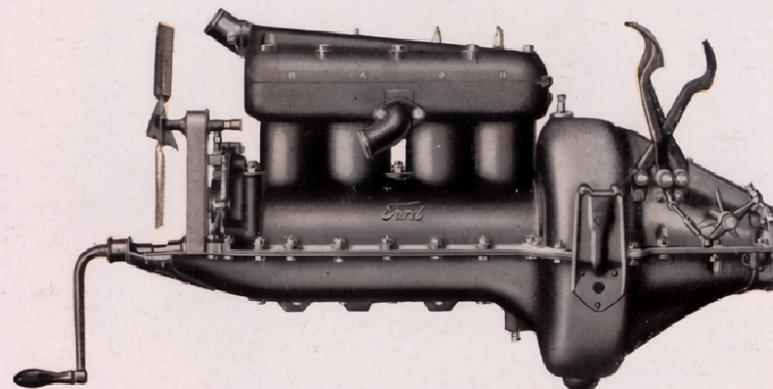
consequent low price that always follows quantity orders, with cash in hand for prompt payment. Consider with an output of two hundred thousand or more cars in one year, what a force goes behind the buyer for the Ford Motor Company when he enters the market of supply: eight hundred thousand wheels, eight hundred thousand tires, one million lamps, all of the one size and one model; ninety thousand tons of steel, and spot cash in payment—no notes, no mortgages, no promises, no delay—spot cash. You cannot measure such a tremendous influence in its effect on price.

Big buying and big production—centered upon the making of one model—have made *Ford* values maximumly high and *Ford* prices minimumly low.



A Truly Wonderful Engine

PERHAPS the most distinctive one feature of the *Ford* is its simply constructed, easily operated and powerful engine. While its four cylinders are rated to produce twenty horsepower, in actuality the *Ford* has more power per pound of car than any other automobile made. As a hill climber it



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

is without an equal and holds the world's hill-climbing record. *Ford* engines are all alike, all maximumly efficient, powerful, simple.



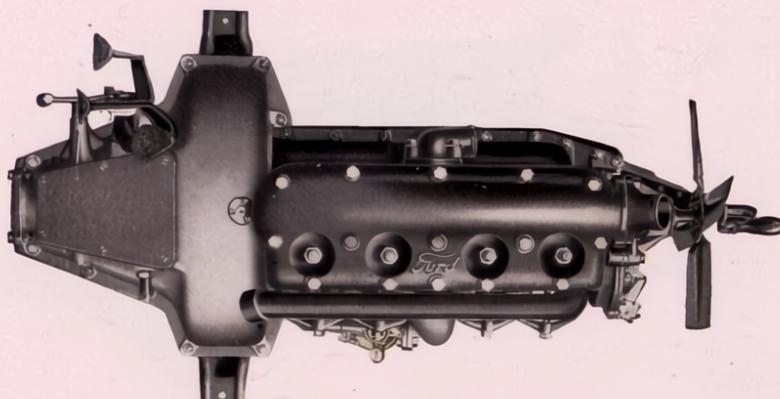
The Ford Magneto

THE *Ford* specially constructed magneto furnishes a surplus of electricity for exploding the gas in the cylinders. It is a part of the motor, being attached to the flywheel—and is simplicity itself. No brushes—no commutators, no batteries—no dry cells are necessary. The *Ford* magneto is a big and sure item in the *Ford's* ease of operation and low cost of upkeep.



Strong Spring Construction

SPRINGS—*Ford* springs are extra large. They are made of spring tempered Vanadium steel—and are semi-elliptical transverse. This means that they will resist any strain which the hardest usage places upon them and that they give the easiest possible riding qualities to the car.



Top view of Model T Motor showing Ford removable cylinder head
This may be removed by taking out the fifteen
bolts shown in the picture

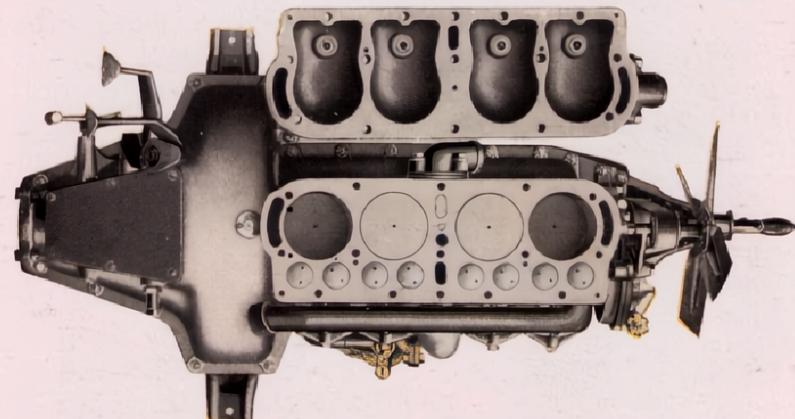
Low Operating Cost

BY ALL counts the *Ford* costs less to operate than any other car. Individual experiences vary, according to the temperament of the person who drives the car, and the condition under which it is maintained. Many of our owners drive their cars at a cost of less than a cent a mile. A few of them double this cost. One owner recently drove his *Ford* a hundred and nine miles at a total cost for gasoline and oil of eighty-one cents—a not exceptional experience. By all tests the *Ford's* cost of maintenance is demonstrated to be the lowest.



Ford Vanadium Steel

A DISTINCTIVE feature of the *Ford* car—and a marked advantage to the buyer, is the fact that it is built of Vanadium steel—a steel that is recognized the world over as not alone the toughest, strongest, best, but the most expensive steel known to the world of steel making. We have no hesitancy in stating that *Ford Model T*, constructed as it is of Vanadium steel, is the strongest and most durable car in



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



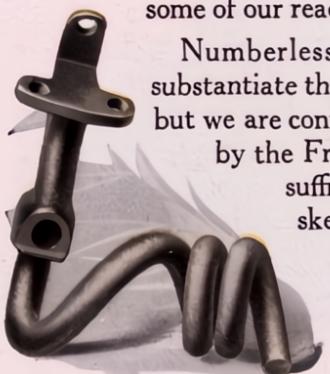
The Vanadium steel Front Axle of the Ford Car may be twisted, turned, or even bent double without showing the slightest break or fracture of the steel

the world. Vanadium is a mineral alloy. It is fused with the molten steel at a high temperature and acts as a flux or cleanser. It also imparts to the molecules of the steel a greater adhesiveness and a tremendous resistance against the action of vibration. As Vanadium cleanses and strengthens the molecules of the steel, scientific heat-treatment absolutely fits the steel to meet the stress which it will be called upon to sustain. Every well-known mechanical engineer, the world over, unhesitatingly endorses the great value of Vanadium steel in the construction of automobiles.



Vanadium Tests

THE assertion that the *Ford Model T* is the strongest built car in the world, due to the use of Vanadium steel throughout, is, we realize, a very broad claim and may be considered by some of our readers as extravagant and improbable.



Showing the flexibility of Vanadium steel. A Ford fender iron twisted into a spiral without fracture

Numberless proofs are at hand, however, to substantiate the unqualified truth of this statement, but we are confident the results of recent tests made by the French Government will afford amply sufficient testimony to satisfy the most skeptical. The experiments in question were conducted by the Testing Department of the Conservatoire National des Arts & Metiers, which is under the direction of the Minister du Commerce and de l'Industrie of the French Republic.

At the conclusion of the tests, a certificate was issued by the Laboratoire des Essais, containing a detailed table of the results, of which the following facts constitute a brief summary:

A scientific and exhaustive comparison was made of two steering spindle connecting rod yokes of identical dimensions, one from a *Ford Model T* and the other from a noted French car, generally acknowledged as the best built car of French manufacture. Of all the tests made, the part from the *Ford* car proved distinctly the better in every instance. For the *Ford*, the elastic limit was given as 375 kilograms and only 295 for the other; *Ford* elastic limit 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. The data given above is necessarily technical, but as evidence of the highest possible authority we believe it will prove convincing and impressive to anyone interested in motor car problems.

Special Ford Vanadium Steel is the highest grade steel and is incidentally the most expensive used in the manufacture of automobiles. It is employed in the making of all metal parts in the *Ford* car, where strength is required. Its elaborate use in *Ford* construction, wherever it can be applied to advantage, emphasizes the policy of the Ford Motor Company to supply its customers with the highest grade material.



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

Ford Heat-Treatment

A CERTAIN kind of Vanadium steel is used in a limited way elsewhere—but *Ford* Vanadium is *Ford* steel.

Every important part of the *Ford Model T* is specially heat-treated for its particular work. It must be made tough or hard or springy—as the conditions demand.

It cost the Ford Motor Company considerably over \$200,000 to incorporate this special heat-treating equipment in its great manufacturing plant.

Vanadium steel, scientifically heat-treated, has made it possible for the Ford Motor Company to build a car extra light in weight and yet tremendously strong.

A *Ford* car can 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 and witness the effect.

As Vanadium is practically twice as strong as ordinary steel we of course use less of it—and thereby materially lighten the car's weight—and at the same time greatly add to its strength and safety.

Vanadium steel construction is a distinct *Ford* advantage. An advantage which we cannot unduly emphasize.

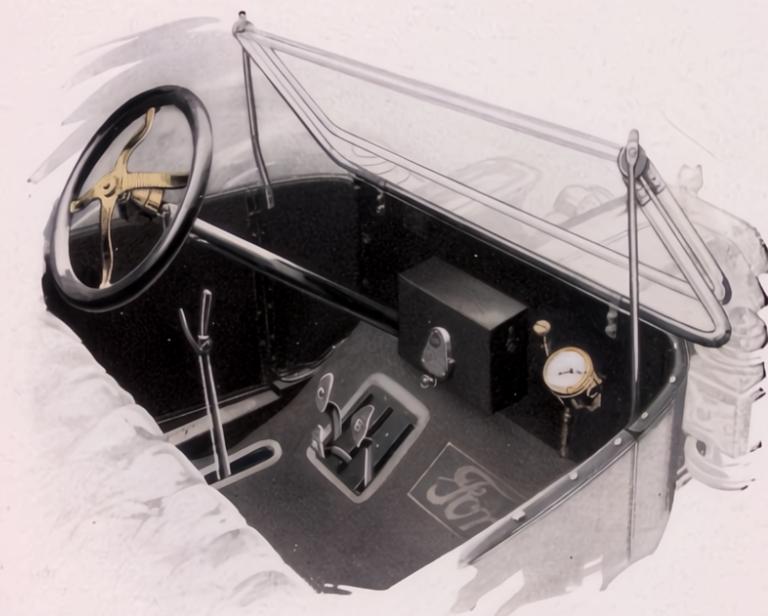


Safety in Driving

THE double brake system of the *Ford* makes "safety doubly safe"—and is as simple as it is sure in operation. The service brake is controlled by a foot pedal on which the slightest pressure is sufficient to stop the momentum of the car. There is also an emergency brake which acts upon the rear wheel drums and which is controlled by a lever. The use of this brake is made necessary only when stopping on hills or when the car is left standing without an operator. There is absolutely no chance for the car to get away from its driver.

Left Hand Drive

THE *Ford* left hand drive adds to the comforts and ease of *Ford* operation. Many American manufacturers have blindly followed European customs by placing the driving wheel upon the right. In Europe, however, the rule of the road is to turn to the left when approaching a vehicle. But in America, where we keep to the right, there is a distinct advantage in a left side drive. The driver may more easily see the road ahead—and watch his clearance in passing other vehicles. Also he does not have to get out in the dirt or mud when he properly stops the car at the curb.



Showing the simplicity of the left hand control used on
Ford Model T Cars

Easy to Operate

ON ACCOUNT of the many features for safety in driving and because of its simplicity in control, the *Ford Model T* is especially adapted for the use of the lady driver.

The fact that there are more women drivers of *Ford* cars than any other motor car on the market is directly responsible to the ease of *Model T* operation and its safety in driving.

There is no complex shifting of gears to bother the driver—in fact there is very little machinery about the car—none that a woman cannot understand in a few minutes and learn to control with a very little practice.

At no time in the operation of the *Ford* car is it necessary to remove the hands from the steering wheel. Starting, stopping and reversing are controlled by foot pedals, leaving the hands of the driver free at all times for the more delicate operation of steering the car. This feature for safety will be recognized as a great advantage to men and women drivers alike.



Ford Service for Ford Owners

WE have indicated that in nearly six thousand cities and towns, in fact in practically every business center of any size throughout the United States and Canada, is located a *Ford* dealer—and every *Ford* dealer is required under the terms of his contract to carry an adequate supply of *Ford* parts.



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

It is rarely possible, therefore, for one to travel many miles in any direction without coming in contact with one or more *Ford* dealers. Each of these dealers, with his supply of parts, is at the service of the *Ford* owners, thus saving time in making repairs and assuring to the owner of a *Ford* car the almost continuous use of his car.

As all *Ford* parts are standardized, there is little trouble, even for the owner, to make repairs. You can tour anywhere throughout America, over Canada, down in Mexico and in most European countries with your *Ford Model T* and be satisfied that you will not be caught at a disadvantage in case of accident. *Ford* dealers are always within easy hail and, wherever they are, they hold themselves at the service of the *Ford* owners.



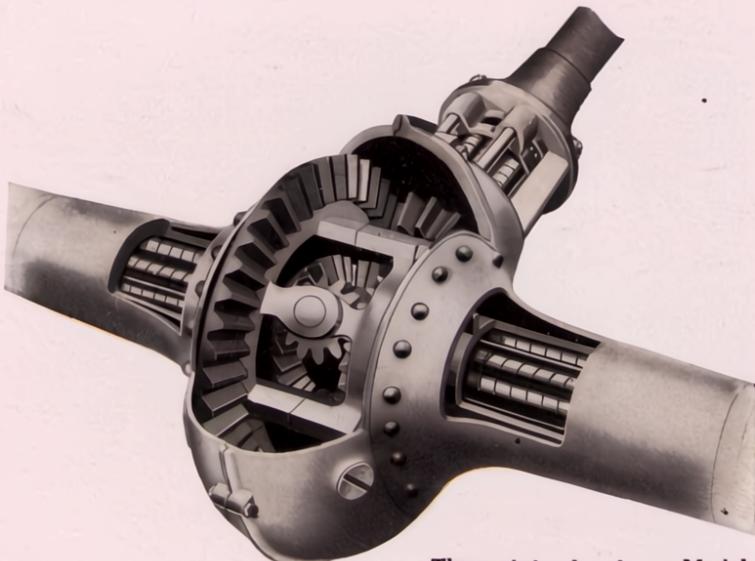
Economy of Ford Parts

ANOTHER important fact is that *Ford* parts are exceptionally reasonable in price. You can buy the parts in a *Ford Model T* one at a time for practically the same money that you can buy the finished car direct from the dealer. Get the "Parts Price List" of any other car and compare the prices with the prices for *Ford* parts. Then you'll get a practical example of *Ford* economy for *Ford* owners.

Every purchaser of a *Ford* car receives, at the time of the sale, a complete price list of *Ford* parts and therefore knows exactly what each part costs. He cannot be over-charged.



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



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

Ford Sales Organization

PROMPT and courteous attention you will receive in all of your dealings with the Ford Motor Company. A big factor in *Ford* success has been the liberal and painstaking treatment that has been universally accorded *Ford* owners and prospective purchasers.

The splendid efficiency of our selling organization we view with just pride.

Every member of this organization works along as definite lines as do the draftsmen in the engineering department—a determined and fixed policy has been laid out for them. Every man knows exactly what he is expected to do and he does it. He is never troubled with sleepless nights, wondering if the company will be in business next month or next year; or wondering over changing designs in cars and changing policies. He has none of such worries. He represents a reliable company.

Wherever you meet a *Ford* manager, dealer or salesman, you touch a "live wire"—one who knows he has a car that has a record for delivering expectations; has a car that has accomplished more than has been achieved by any other motor car in the world; has a car that is sold at one price—no sliding scale in prices in the *Ford* selling organization—no "robbing Peter to pay Paul."

The *Ford* manager, dealer and salesman can look every *Ford* owner in the eye, with the confidence that each purchaser of the *Ford* car paid identically the same price for the same car. He knows that every man who sells a *Ford* car stands upon identically the same footing; knows that his company stands behind the car; knows that he represents the best in the automobile world; knows that he is there to take care of *Ford* owners, to give every helpfulness possible, and that his company is behind him in his effort; knows that he will be treated liberally, honestly, courteously.



Ford Literature Free on Request

ACH year adds thousands of new names to the roll of *Ford* owners. As every new car and its enthusiastic owner brings us the names of several prospective buyers, the need of *Ford* literature has multiplied until the demand for this new catalogue has required an edition of more than a million copies, and their distribution covers the civilized world.

As a further illustration of the magnitude and thoroughness of all *Ford* efforts, we may say that in addition to the circulation of a million copies of the *Ford* catalogue, the company issues monthly one hundred thousand copies of its magazine, FORD TIMES. While essentially a "house organ," devoted principally to the interests of *Ford* dealers, representatives and owners, it is always "meaty" with important information of value to the general public, and will be mailed upon request to anyone interested.

Booklets and circular matter of various kinds, describing each important feature of the *Ford* car are also distributed in immense quantities for the benefit of those who desire more detailed information than can be given in the catalogue.

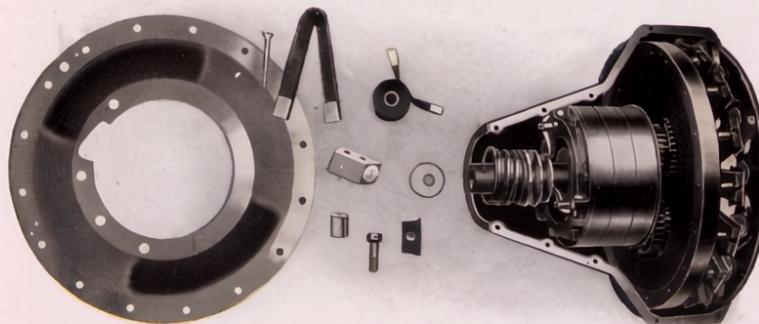
Complete instructions for the proper care and operation of *Ford* cars are given in the *Model T* instruction book, copies of which will be sent to all parties requesting it.



Remember This

THE *Ford* car has stood the test. Since the very beginning of the automobile era—in numbers far exceeding that of any other car—on all sorts of roads and under all sorts of conditions—in all countries, climates and altitudes—it has been used and abused. It has stood the test. It has "made good."

And a very substantial part of our product today is being sold to old and experienced automobile owners—those who have driven larger and more expensive cars and who have come to appreciate the wonderful simplicity, surety and economy of the *Ford*—qualities that have made it "*The Universal Car.*"



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

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 proportionate 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 the 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 1st, 1912 to September 30th, 1913, will entitle the commercial purchaser to a discount from our list equivalent to the number of cars so ordered and taken, multiplied by the constant two-tenths of one per cent.

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 \$525 each, ten of them would cost \$5,250 less the discount of two per cent (2%) figured on the above basis, would be a reduction of \$105.

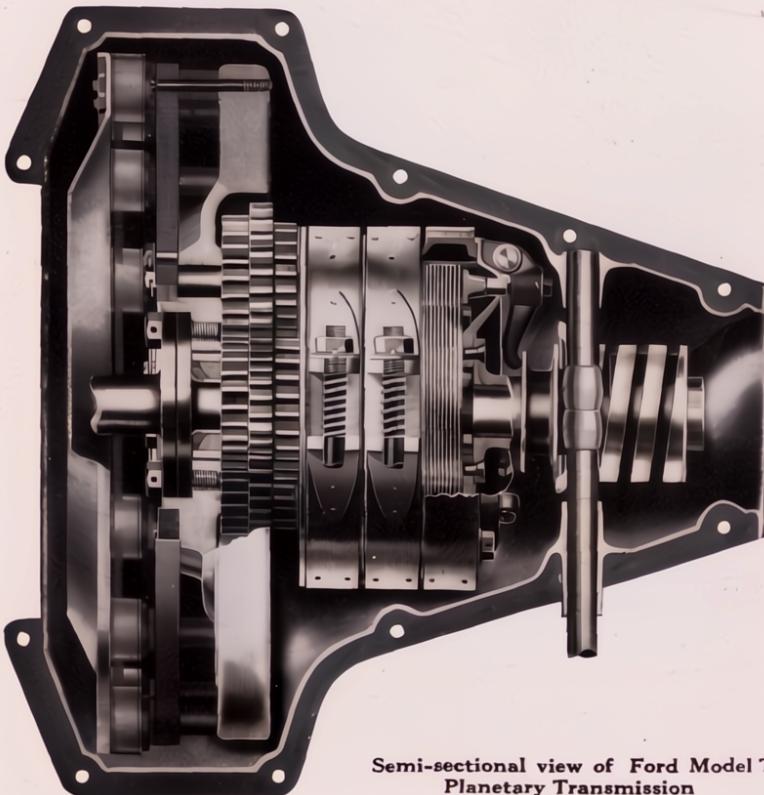
If fifty cars were purchased on the same basis the discount would be ten per cent off the list. Therefore, on a total purchase of \$26,250, the buyer would receive a discount of \$2,625.

This plan will make the discounts cumulative on all the *Ford* machines purchased from us by Commercial Houses 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 1st, 1912 and September 30th, 1913, 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.



Semi-sectional view of Ford Model T Planetary Transmission

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 3/4 inches; piston stroke is 4 inches. The *Ford* Motor is rated at twenty (20) horsepower. Special *Ford* removable cylinder head permits easy access to pistons, cylinders and valves. Lower half of crank case, one-piece pressed steel extended so as to form bottom housing for entire power plant—air proof, oil proof, dust proof. All interior parts of motor may be reached by removing plate on bottom of crank case—no “tearing down” of motor to reach crank shaft, cam shaft, pistons, connecting rods, etc. 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.

Specifications

—Continued

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, making their action noiseless.

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.

Specifications

—Continued

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 30x3½ 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 revolve on roller bearings; a ball and socket arrangement in the universal joint relieves the passengers of all shocks and strains caused by the unevenness of the road. The Final Drive of the *Ford 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.

Prices—F. O. B. Detroit—Touring Car, \$600; Runabout, \$525; Town Car, \$800.

Equipment—All *Ford Model T*'s are sold completely equipped—no *Ford* cars will be sold unequipped. Standard equipment includes Top, Top Cover, Windshield, Gas Lamps, Generator, Speedometer, Three Oil Lamps, Horn and Kit of Tools, including Jack.

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, conceded by leading authorities and noted Mechanical Engineers to be the most complete, compact and practically efficient automobile factory in the world—capacity 200,000 cars annually.

Ford Factory, Walkerville, Canada—Thoroughly modern in every detail. Capacity 15,000 cars annually.

Ford Factory, Manchester, England—Erected and equipped in 1911—up-to-date in all particulars. Capacity 10,000 cars annually.

Eastern Service Plants—Long Island City, N. Y., and Cambridge, Massachusetts

Western Assembling Plant—Kansas City, Mo.

American Branches

Atlanta	Long Island City
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Buffalo	Louisville
Cambridge	Memphis
Charlotte	Minneapolis
Chicago	New York
Cincinnati	Oklahoma City
Cleveland	Omaha
Columbus	Philadelphia
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Denver	Portland
Detroit	St. Louis
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Export Department—18 Broadway, New York

Large Distributors and Dealers in all other Principal Cities



From out of oldest Egypt came the inspiration for this trademark of ours. The pyramid suggests strength, permanency, stability—the conventionalized Sacred Ibis wings typify lightness, grace, speed. And on the "winged pyramid" is our advertising endeavor centered. It is the pictorial representative of *Ford* reputation and *Ford* integrity. It is the emblem of *Ford* enthusiasm—the rallying point of the world-wide *Ford* organization. Keep an eye out for it. Wherever you see it, there may be learned things interesting and profitable concerning *Ford* methods and *Ford* cars.

