Ford Motor Cars

Ford Motor Cars

Ford Motor Company

Detroit, U. S. A.

High priced quality
in a low priced car

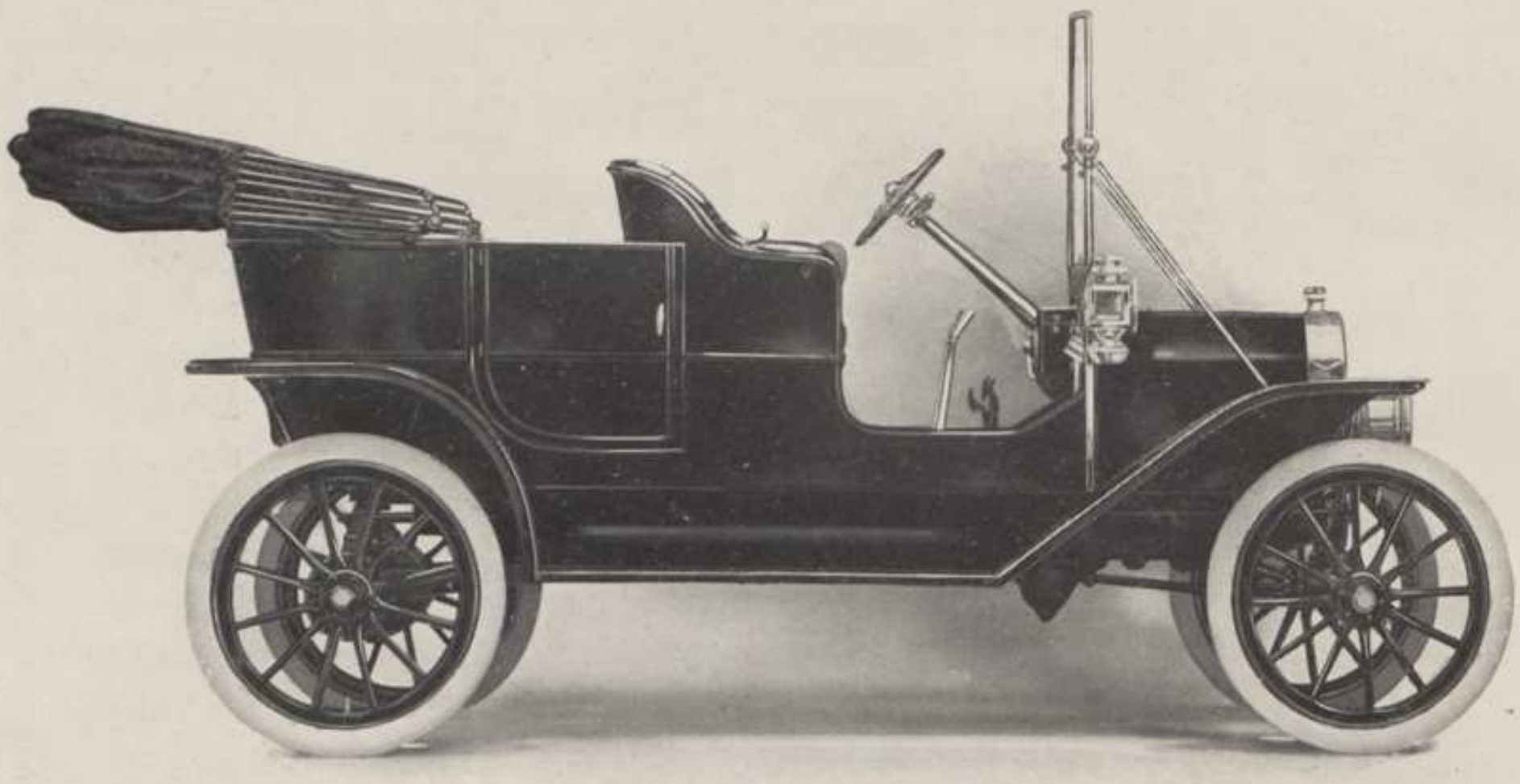
FORD MOTOR CARS

THE present Ford Motor Company, with no change in name, organization or policy, has been manufacturing Ford Cars, designed by Henry Ford, since the very earliest days of the industry. The first automobile ever seen in Detroit was a Ford; one of the first half dozen built in America was designed and built by Ford; 40,000 Ford Cars have since been built and all have made good. There never was a Ford failure, there never was an unfilled Ford promise, and the years have built up a reputation for Ford that it would be folly to risk at this date.

Ford does not want sales that are made only because of price. Ford wants the sales to be gotten in a competition of quality. Buy a Ford Car because it is a better car, not because it is cheaper. Buy it because the name, Ford, means merit, and has meant merit more years than ninety-nine per cent of the manufacturers of automobiles have been in business.

Buy a Ford Car, because when you do, you are in the forefront of automobile advancement. A Ford Car is years ahead of every other car offered at this time. 1905 saw the $500 Ford four cylinder Runabout—1910 finds a score of others; 1903 saw Ford insisting on light weight—1910 sees the majority in line; 1910 sees a number of Ford features that will be widely copied by 1912. And it is just so with almost every advance of the last decade in automobile design. The Ford owner has had it first.

The price is the result of immense volume and smaller profits, the division of profits into fewer parts, the absence of entangling alliances, the one profit per sale instead of several, and the development of inextravagant sales and advertising campaigns. These are the things that make the Ford price. Quality has been in no way sacrificed in order that the price could be made attractively low.

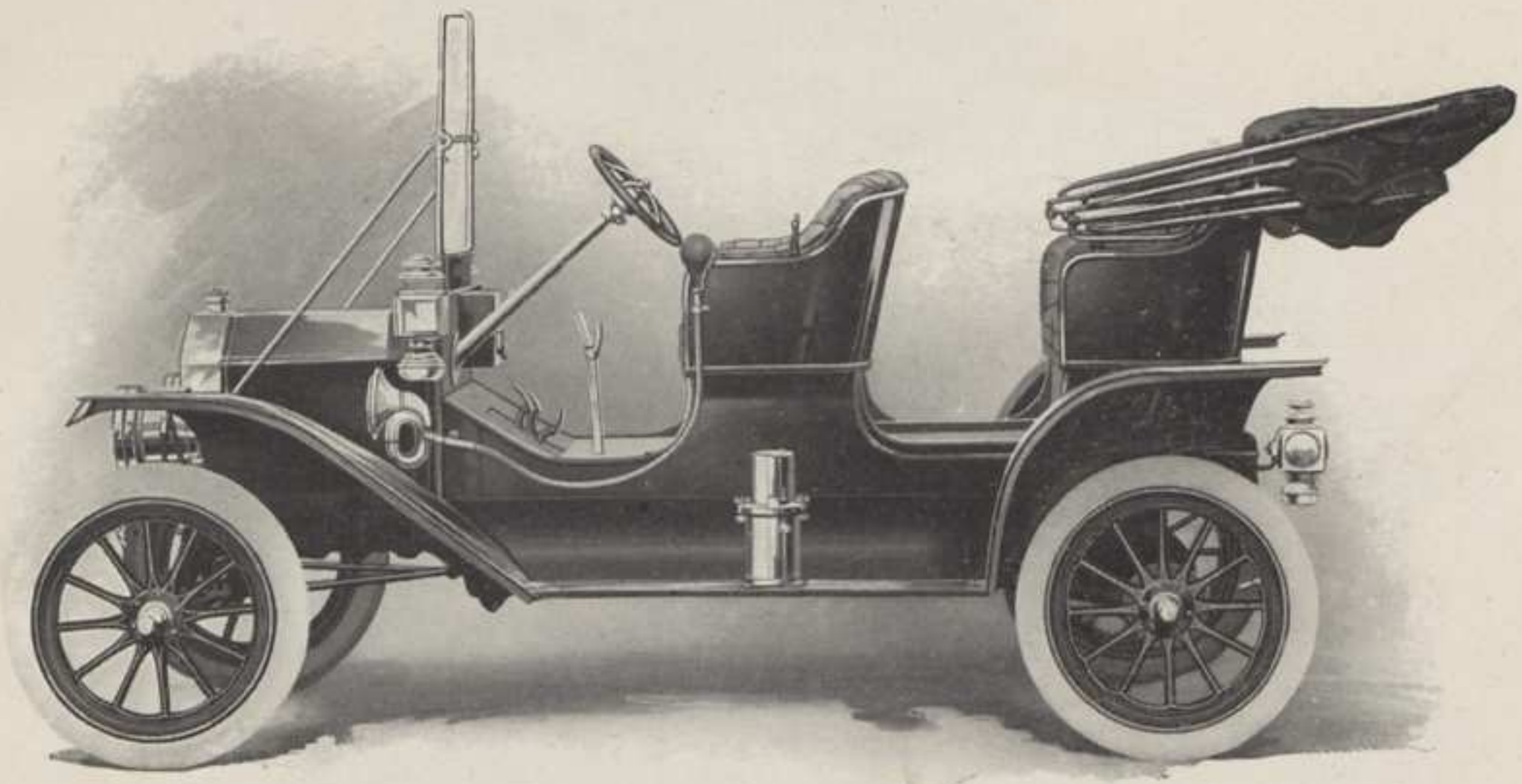


Model T Touring Car

Four cylinder — 20 horse power — 5 passenger. $950.00 f. o. b. Detroit
Complete equipment inc uded

TOURING CAR

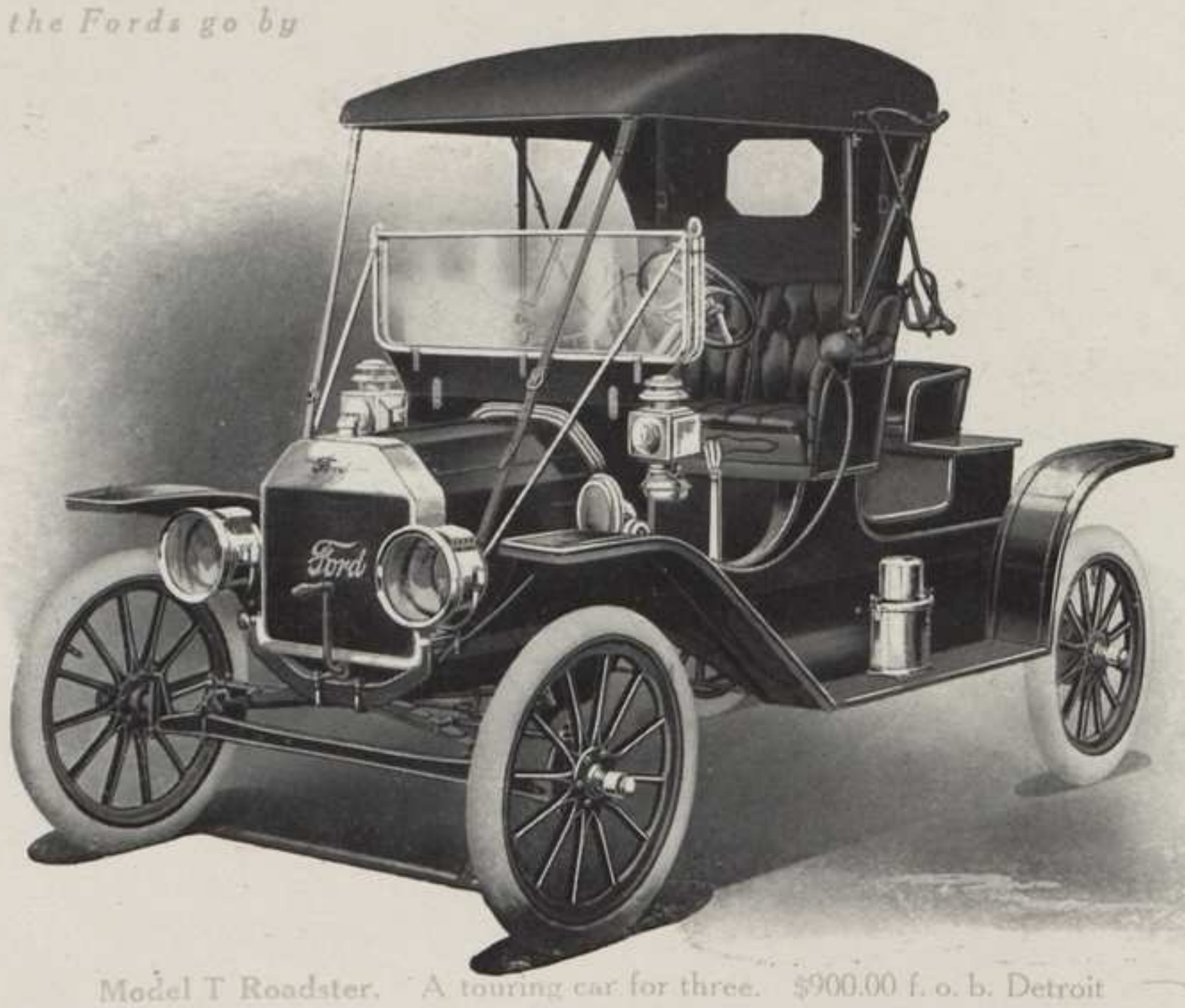
THE Ford Model T Touring Car is a five passenger family car of pleasing appearance. The long wheel base, the special spring construction, the method of suspension, all combine to make it an easy riding comfortable car, durable and efficient. As the car weighs, not including the top and other equipment, 1200 lbs., its engine based on the formula $\frac{D^2 \times n}{2\frac{1}{2}}$, actually develops one horsepower to each 53 lbs. of car weight making it more powerful than any "30" and accounting for its superiority on the hills or wherever travel is in any way difficult. For hills, for sand or mud, or in other words for the average all around touring conditions, this car has proven its geunine worth—it has made good on roads that are bad. The price includes the complete equipment as illustrated.



Model T Tourabout
Rear seat detachable. $950.00 f. o. b. Detroit
Complete equipment included

TOURABOUT

THE Ford Model T Tourabout is a four passenger car that is quickly converted into a runabout by removing the rear seat. The convenience of this will be quickly recognized by any one wanting a car which will ordinarily be used only by two persons but occasionally is required for four. As with the touring car and roadster, the price includes besides the magneto, an extension top, an automatic brass windshield, two 6-inch gas lamps and generator, a speedometer, three oil lamps, a horn and a kit of tools. This is the equipment that is usually figured at from $150.00 to $300.00 on other cars whose prices are already higher than the Ford price. The buyer of a Model T car has no extra equipment expense to consider.



Model T Roadster. A touring car for three. $900.00 f. o. b. Detroit

ROADSTER

THE Ford Model T Roadster is a practical dignified and popular car. It is a man sized car, not a miniature, possesses speed, power and durability, and for all around use, business or pleasure, compares more than favorably with cars at considerably higher prices. The rear seat passenger has ample room instead of having to sit crowded into a space that was never designed to carry anything but a tool box. The running boards extend full length back affording easy access to this rear seat. It is in reality a three passenger touring car and, as the rear seat is detachable, all the conveniences of a runabout are at the disposal of the owner. As any Model T will turn in a 28 foot circle, this car finds considerable favor where streets are narrow or crowded.

Model T Tourabout or Roadster
With rear seat removed and flat deck and rail ($9.00) substituted

WITH REAR SEAT REMOVED

THE rear seat of either the Roadster or Tourabout is removable so that the purchaser desirous of having at times a two seat runabout, is able to quickly convert his car into one. The flat deck and rail ($9.00) fit in place of the seat making for a very neat appearance and providing a large tool box as well as space for luggage or other load. During 1909 a large number of Ford cars of this type were used for touring, for vacation trips and for week end excursions. As such it proved altogether satisfactory from the standpoint of economy, durability and "get there" possibilities.

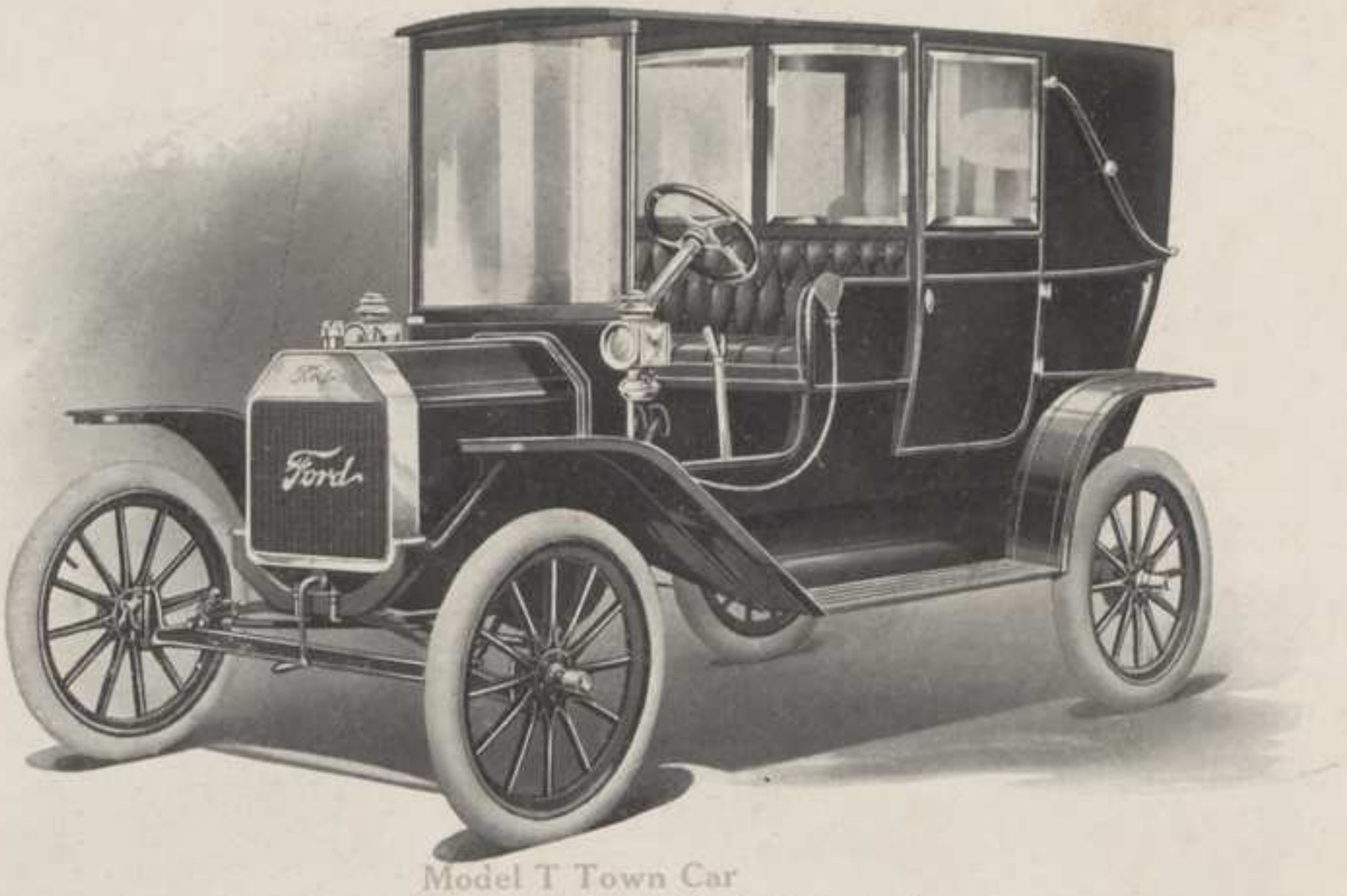
Model T Coupe
An ideal winter car for business or pleasure
$1050.00 f. o. b. Detroit

COUPE

THERE are certain seasons of the year when an enclosed car affords the more acceptable method of travel. Not that the Ford Model T Coupe is necessarily only a cold weather car, it has enjoyed a large sale for all the year round use, more especially among physicians, but in the winter when an automobile is so much of a real necessity, this enclosed car affords the extra protection from the cold and wet which is so often wanted. In looks, this car compares more than favorably with any of its higher priced competitors. For service, the record of 15,000 Model T cars all built prior to January 1,1910 and on this same chassis affords ample guarantee.

As all Model T bodies are interchangeable, a touring car or roadster body may be substituted for the coupe at the end of the winter season.

High priced quality in a low priced car



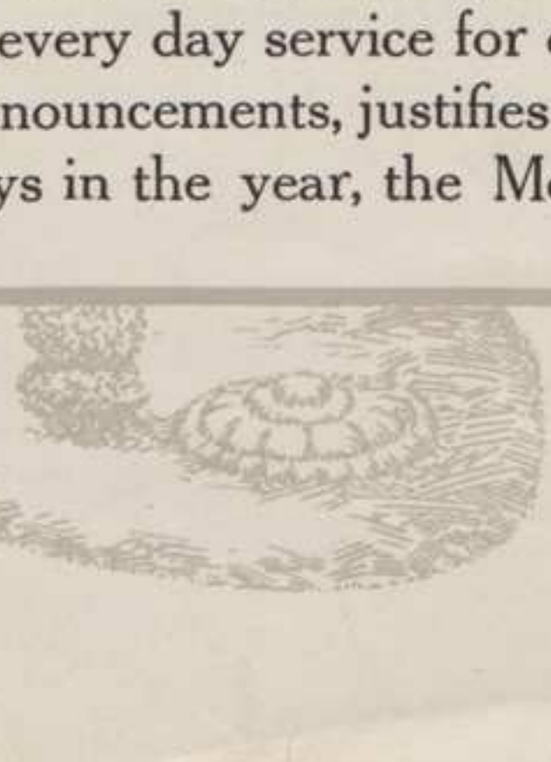
Model T Town Car
A splendid taxicab proposition. $1200.00 f. o. b. Detroit

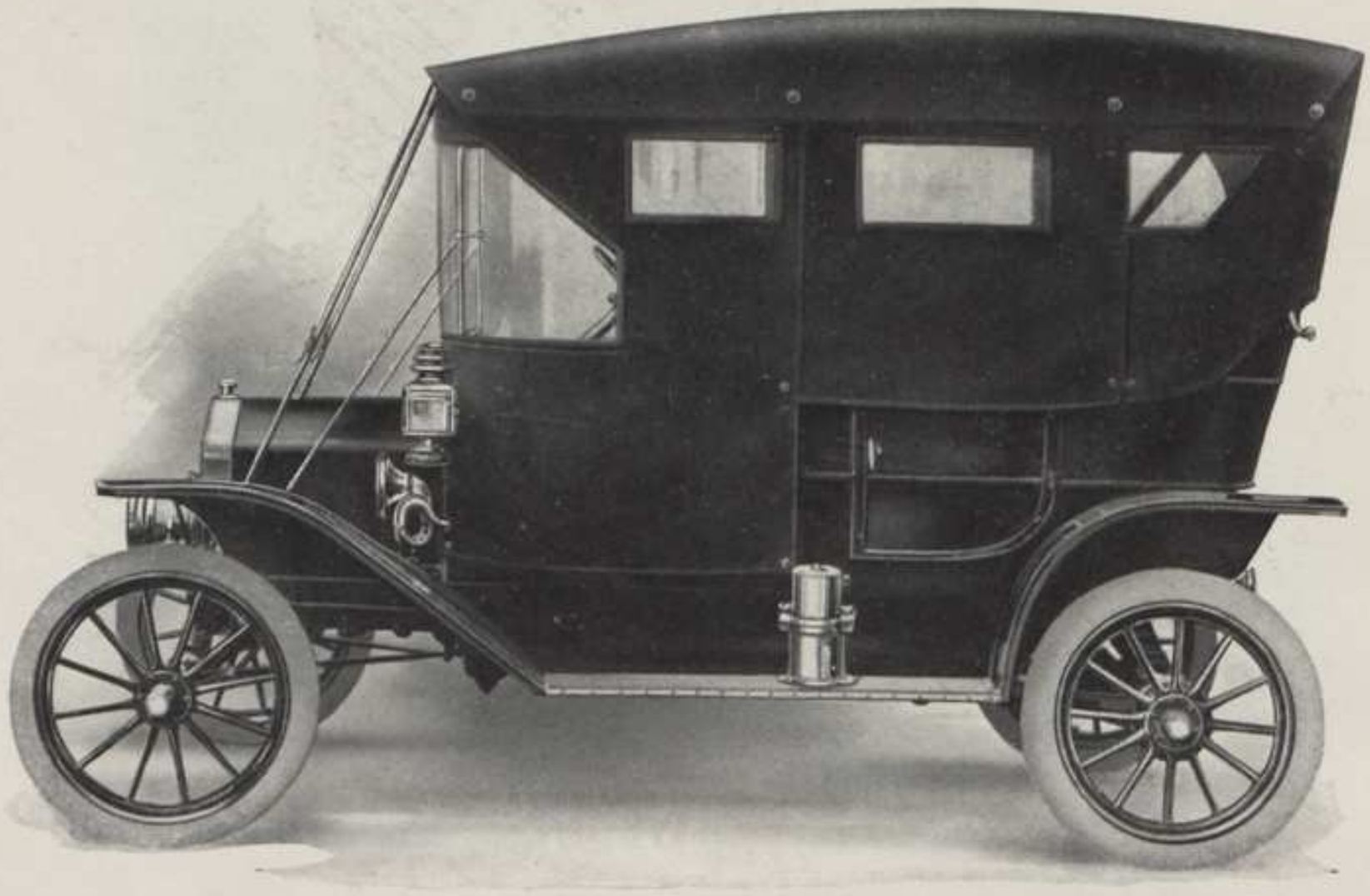
TOWN CAR

THE Model T Town Car affords an excellent vehicle for those many requirements which necessitate or make more convenient the use of an enclosed car. It is provided with two small folding seats inside thereby accommodating two extra passengers. The cost of this car plus the wages of a driver for two years, plus the cost of maintenance for the same period, will total less than the purchase price of the usual type of limousine, while the Model T will answer equally well all the requirements of an enclosed car.

As a Taxicab this car offers an opportunity for its owner to realize a profit on his investment such as a higher initial and upkeep cost will not permit.

Actual practical every day service for over a year prior to our 1910 announcements, justifies the assertion that for 365 days in the year, the Model T car





Model T Touring Car
With top up and storm curtains in use

will more than hold its own against any other car regardless of price. The car has made good over bad roads as well as macadam, in the hilly as well as flat country, through mud, sand and every other element of a difficult highway or lack of highway. It was a Model T car, a duplicate of this 1910 car that made that remarkable run from New York to Seattle in 20 days and was first to arrive in competition against high priced, heavy weight, high powered cars of American and foreign make. It was a Model T Ford which in the Fort Lee, New York hill climb, December 4th, won 1st place in its event, made faster time than the winner of the event in the next larger class and was beaten in time by only one car in the $2000.00 class.

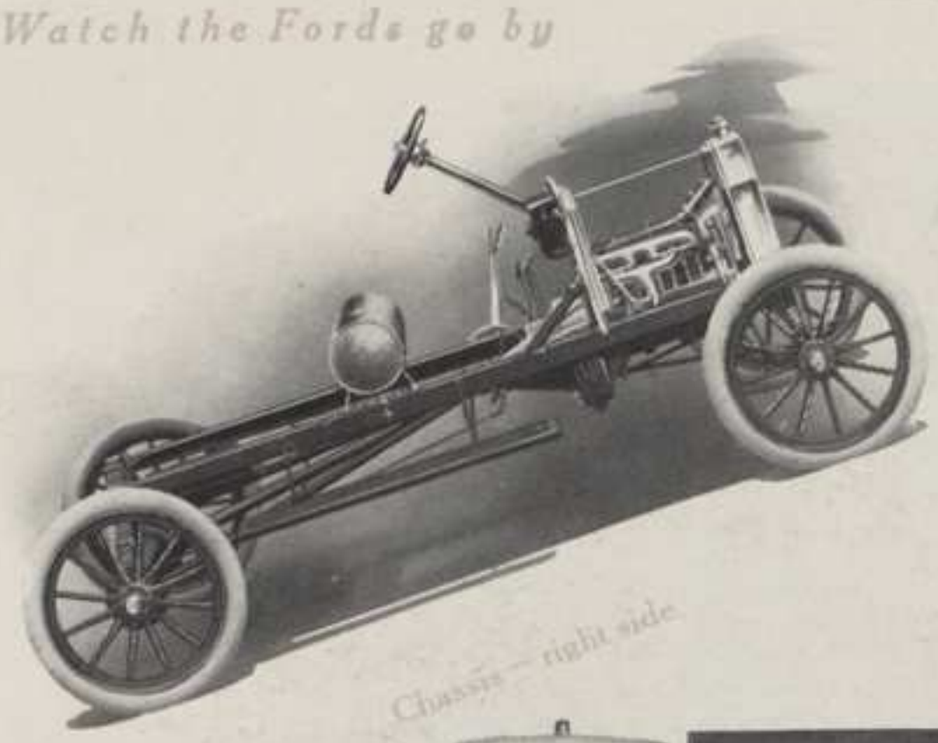
Model T Roadster. With top up and storm curtains in use

ENGINE

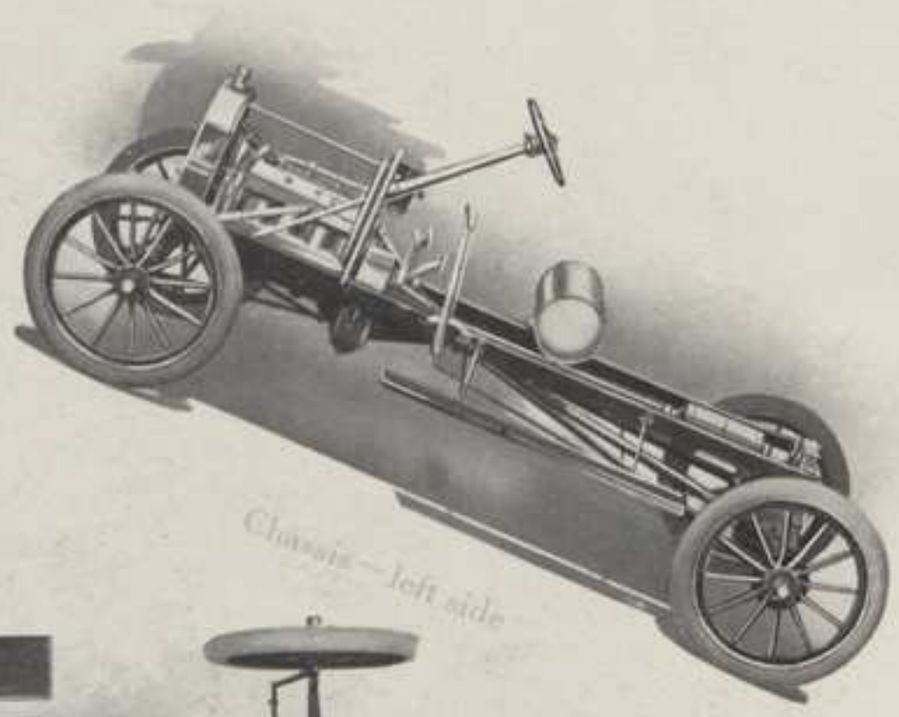
THE engine in the Model T is a 4 cylinder, 4 cycle one with 3¾ inch bore, 4 inch stroke, rated as 20 horsepower. Rated in accordance with the now generally accepted formula for determining horsepower, $\frac{D^2 \times n}{2\frac{1}{2}}$ or the square of the diameter of one cylinder multiplied by the number of cylinders and the result divided by 2½, the horsepower of the Model T is 22½. Cylinders are cast in one block and with water jackets and upper half of crank case integral. The water jacketed cylinder head is detachable, rendering easily accessible all pistons, cylinders and valves.

If one has ever enjoyed the experience of tearing down an entire engine so as to remove the carbon deposits in the cylinder head the value of this innovation is easily appreciated, for by removing the bolts in the top the entire cylinder head may be removed. It is provided with large inlet and exhaust valves and manifolds all on the right hand side.

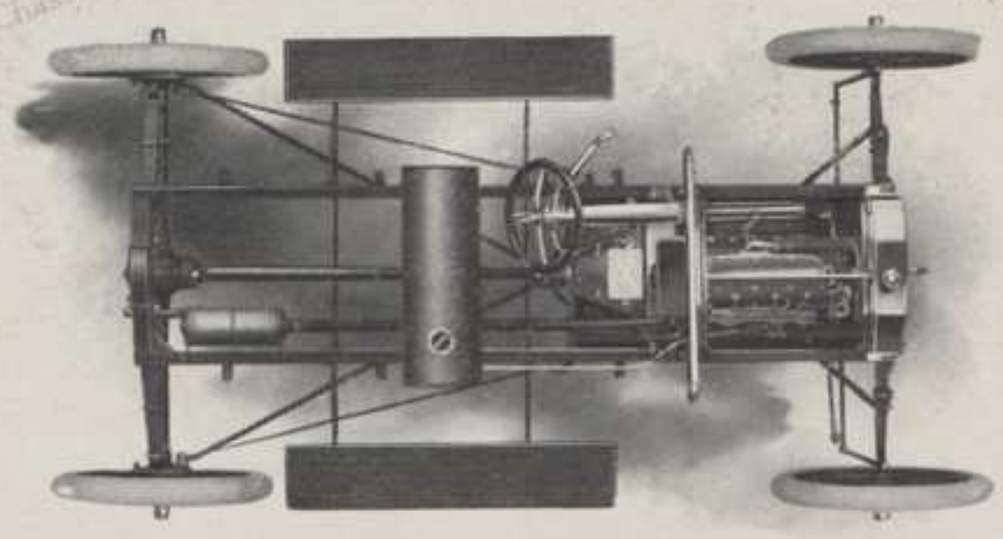
The lower half of the crank case is of pressed steel in one piece and extended so as to form the bottom housing



Chassis — right side



Chassis — left side



Chassis — top view

3 Views Ford Chassis

for the magneto, flywheel, transmission and universal joint. in fact an air-tight, dustproof enclosure for the entire power plant.

The flywheel is back of the transmission and in addition to performing the ordinary functions of a flywheel it serves as a support and rotor for the gears, and likewise supports and revolves the magnets, all of which gears and magnets are included in the weight of the flywheel, thereby reducing the total weight of the car.

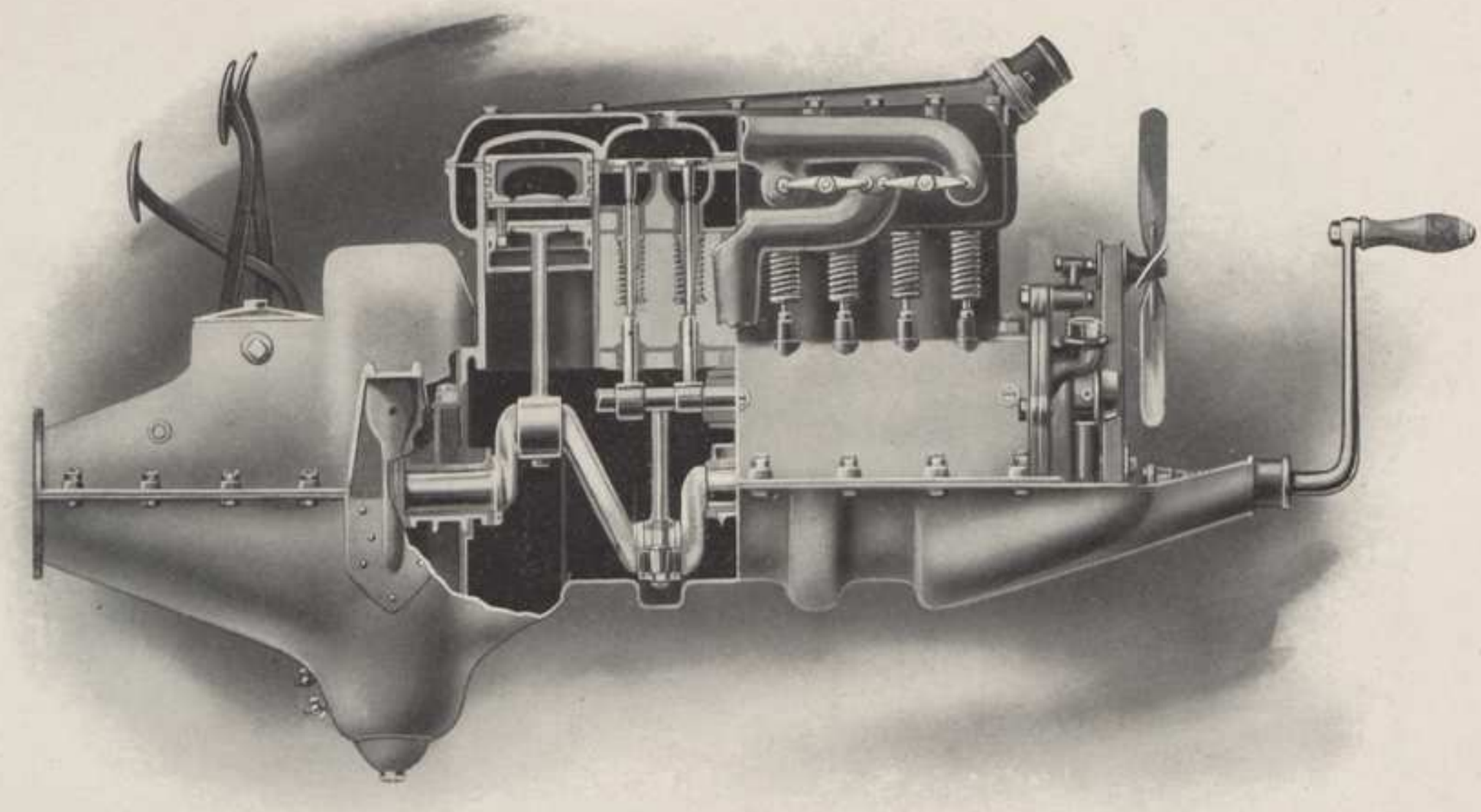
Crank and cam shafts are each from a single piece of nonwelded, drop-forged Vanadium steel specially heat treated in our own plant, and with all cams and bearings ground to absolute accuracy. Crank shaft is 3 bearing.

Pistons are of the three ring type amply long, each carefully built to perfect accuracy, with rings of the desired fitness to produce the highest lubrication and compression results.

Commutator is in front.

Cooling is by thermo syphon system.

Lubrication is by a combination of splash and gravity that is at once simple and effective.



Semi-Sectional View Model T Ford Power Plant

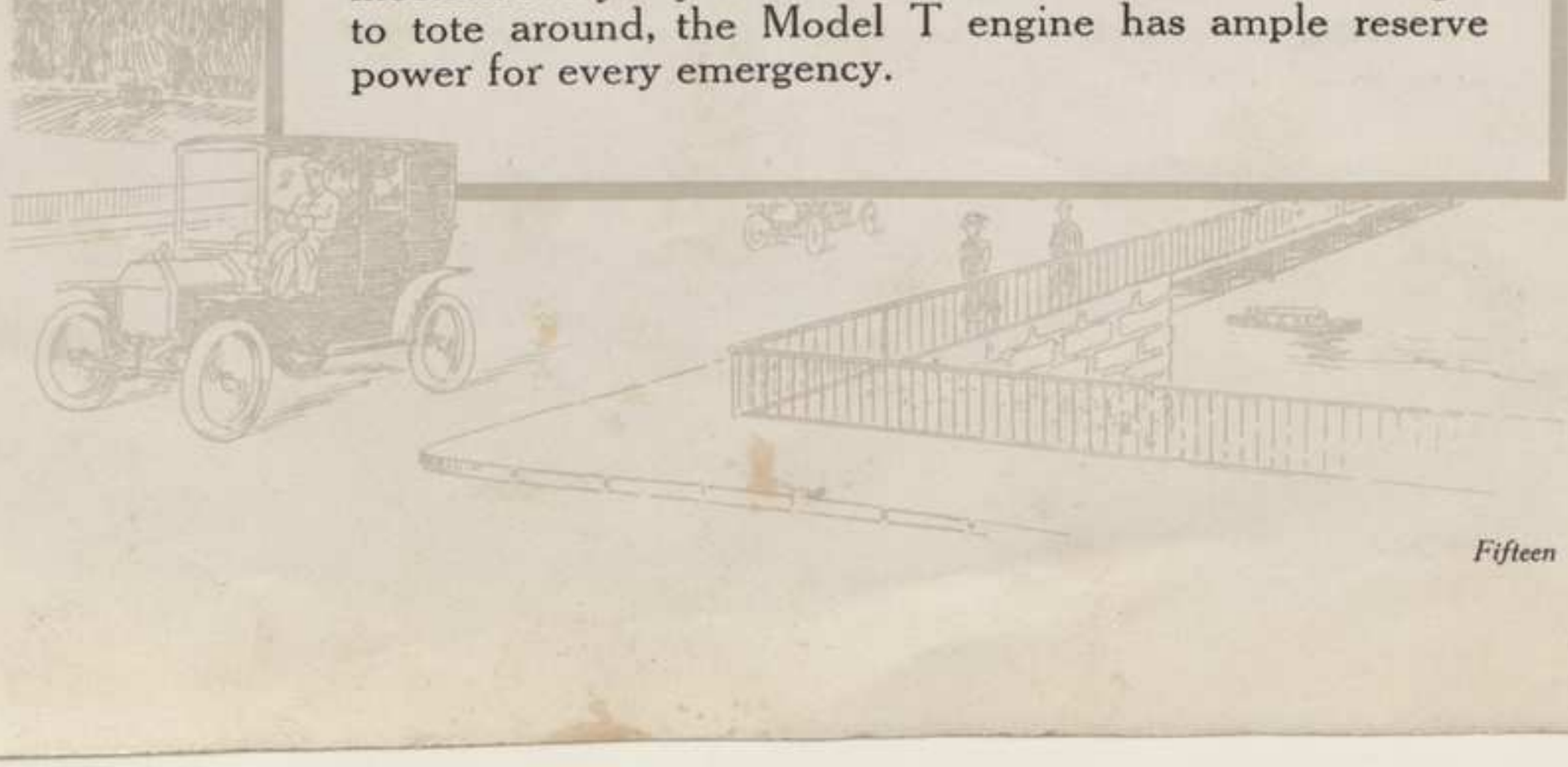
Ignition is by special magneto of Ford design, built in and a part of engine.

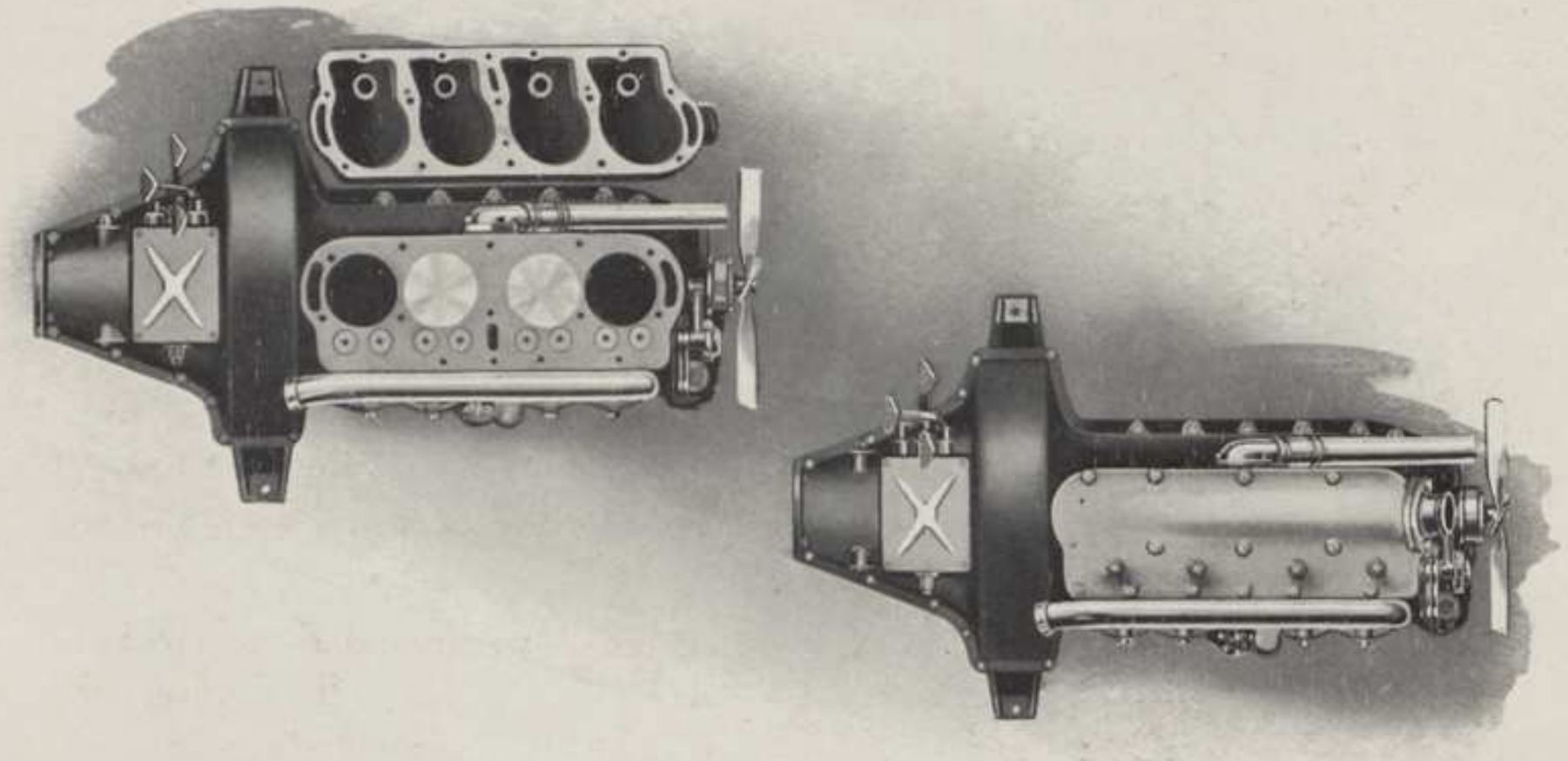
Suspension of entire power plant is at three points.

Power plant is mounted directly on frame instead of on a sub-frame.

Rated as a 20 horsepower, and according to the generally accepted H. P. formula entitled to a rating of 22½ horsepower, the Model T engine is actually as powerful at least as the average "30," for horsepower has significance only when compared with the load to be moved, and the Model T Touring car weighing, exclusive of equipment 1200 pounds, has one horsepower for each 53 pounds of car weight, while the average "30" weighing 2100 to 2500 pounds has but one horsepower to every 70 or 80 pounds of car.

Therein lies in part the reason why the Model T is actually the superior of any other car manufactured when it comes to hill climbing, or negotiating muddy roads, sandy stretches and the average touring conditions with which one meets in every day service. Without an ounce of dead weight to tote around, the Model T engine has ample reserve power for every emergency.





Showing Construction of Cylinders
and the Removable Head

UNIT CONSTRUCTION

THE entire power plant of the Model T is a single unit from crank handle bearing to universal joint and can be removed, repaired or replaced as one single, complete unit. This is a Ford idea that has been noticeable in Ford models for several years, and is commencing to be noted in some of the new 1910 cars of other makes—a gratifying, even if tardy, recognition of the positive merits of Ford construction. The unit construction is carried throughout in the design of the car; the front axle system is a second unit and the rear axle a third, making three units to the complete chassis.

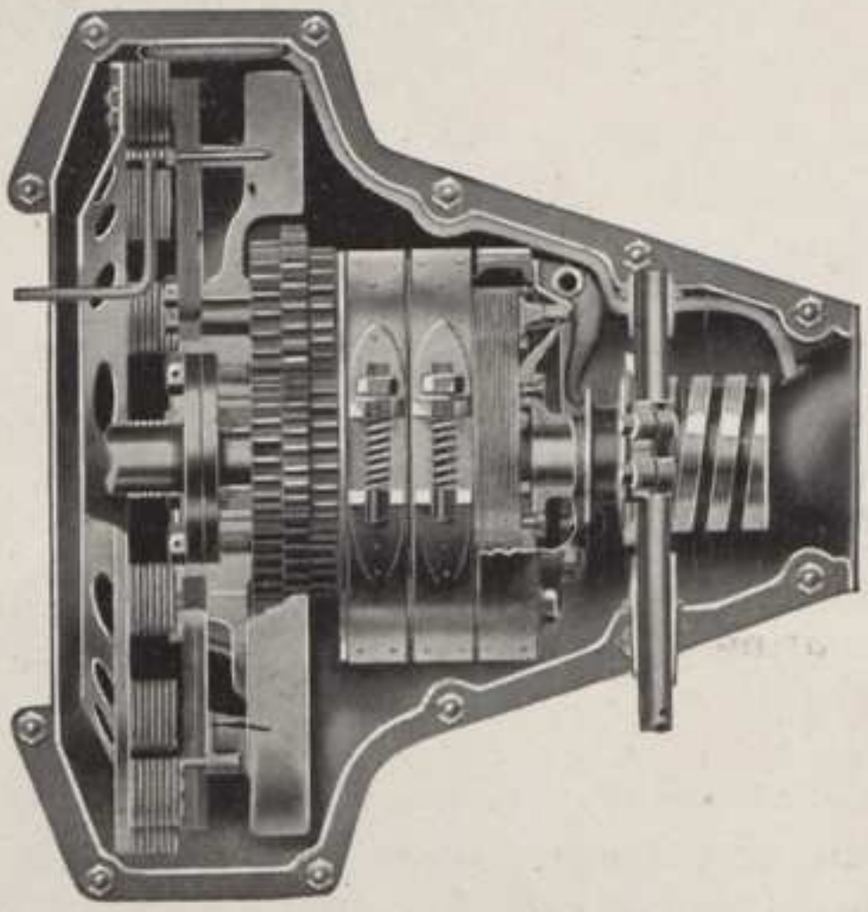
THREE POINT SUSPENSION

THREE point suspension is another Ford idea that has demonstrated its worth to such an extent as to call for a mention of similar construction in several other 1910 announcements. Each of the three units of the Model T is suspended or supported at three points, and several of the component parts of the separate units are similarly mounted.

TRANSMISSION

THE transmission is of the Ford spur planetary type—the type which by actual usage has proven its superiority over any other type of transmission. Combining the general advantages of the planetary transmission—no stripping of gears, simplicity and ease of operation—with the advantages which the Model T transmission possesses over other planetary systems—silent operation and smooth running qualities—makes this the ideal method of transferring power from engine to wheels.

By solidly mounting the gears directly on the flywheel, by eliminating all internal gears and using only the spur type, by making all gears large, the noises found so objectionable in other planetary systems are done away with, insuring long life and a smooth, velvety, silent operation as compared with the jerky vibratory action of other types.

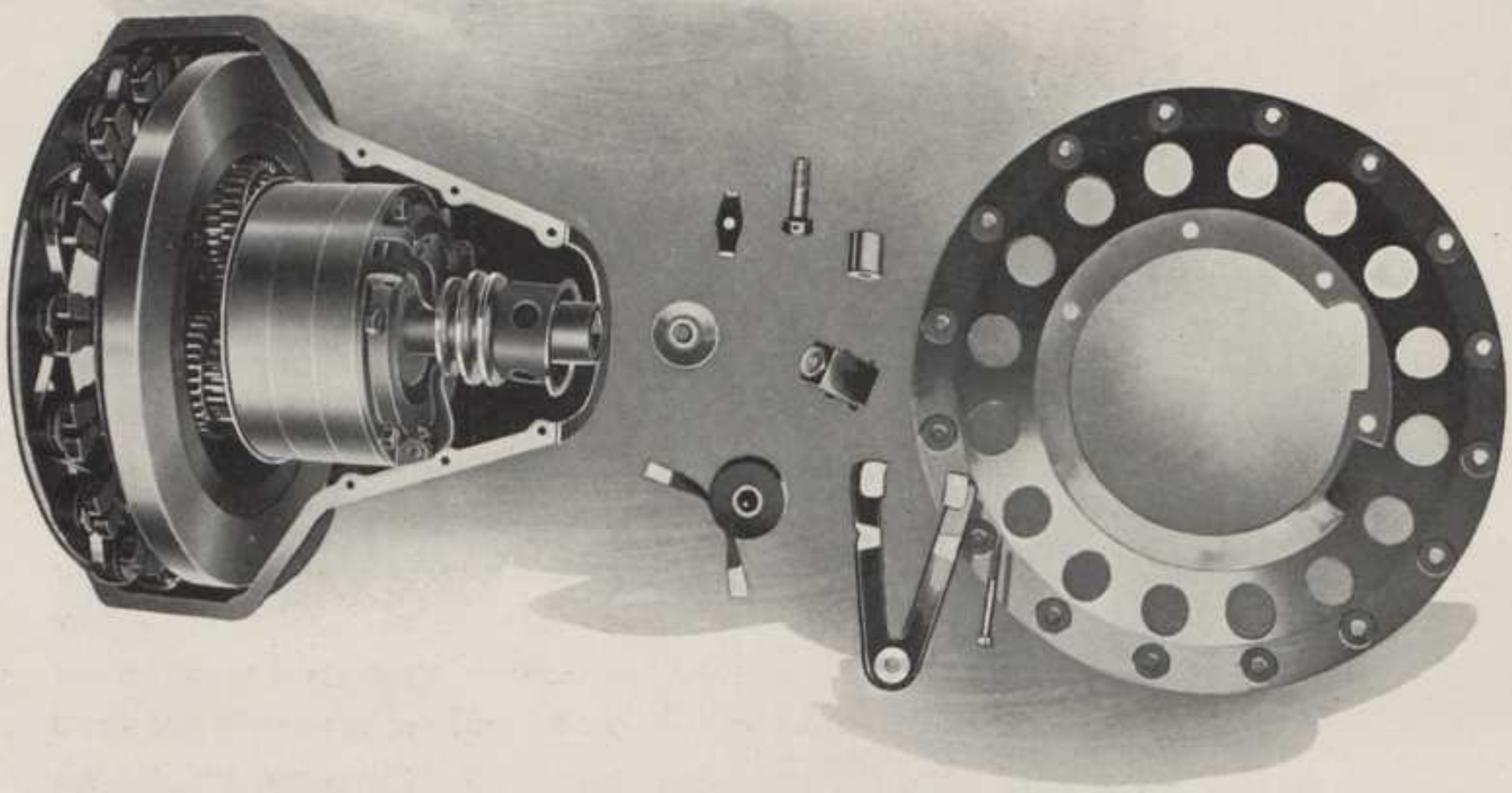


Semi-Sectional View of Transmission from Top

Low speed, reverse and brake clutches are of the Raybestos lined steel band type, so designed as to grip smoothly and positively and when disengaged to spring clean away from drums, so assuring positive action and maximum power.

The high speed clutch is of the multiple steel disc type, composed of 27 smooth discs interposed, all of large size and operating in an oil bath.

Transmission cover is of aluminum, another quality item, which figures in the weight reduction scheme.



Model T Magneto and Parts

MAGNETO

THE magneto of the Model T is the most talked of and remarkable ignition apparatus ever successfully incorporated in motor car design. At one move it has blotted out all the ignition trouble of other types of magneto. It is made a part of the engine, not an after thought, it is built in with the motor whose operation is dependent upon it, is not an accessory separately constructed without regard to the engine and mounted outside, usually on the frame, there to give more or less trouble until finally discarded for some "improved type." In this Ford magneto there are only two parts, a rotary part attached to the flywheel, and a stationary part attached to the cylinder casting.

There are no brushes, no commutators, no moving wires, no loose connections, no moving parts—these are the features of the ordinary magneto that furnish a continual source of annoyance. This magneto employs the well known principle of the reliable alternating current generator that supplies the electric current in 90% of our cities today.

The large periphery of the magnets provides for a considerable and rapid movement of the magneto with but a correspondingly small movement of the engine, so that merely turning the engine over, as in cranking, generates a spark of sufficient intensity to start the motor, hence no batteries are required.

LUBRICATION

THE oiling arrangement in the Model T is a combination of the good features of gravity and splash systems and does away with the separate reservoirs, oil pumps, piping and similar lubrication hindrances common to so many systems in vogue. The oil is emptied through the breather pipe directly into the crank case, and all above a desired level flows into the oil sump or reservoir formed by the flywheel housing. The flywheel revolving in this oil carries it to oil wells on the sides of the transmission cover, from which it flows forward to the cylinders, maintaining the desired level. The connecting rods dipping into this oil with every revolution scoop up sufficient oil to amply lubricate cylinder walls, while the splash feeds oil to all crank shaft, cam shaft and connecting rod bearings.

A baffle and level plate maintains a constant oil level under the cylinders and provides for the overflow into the oil reservoir.

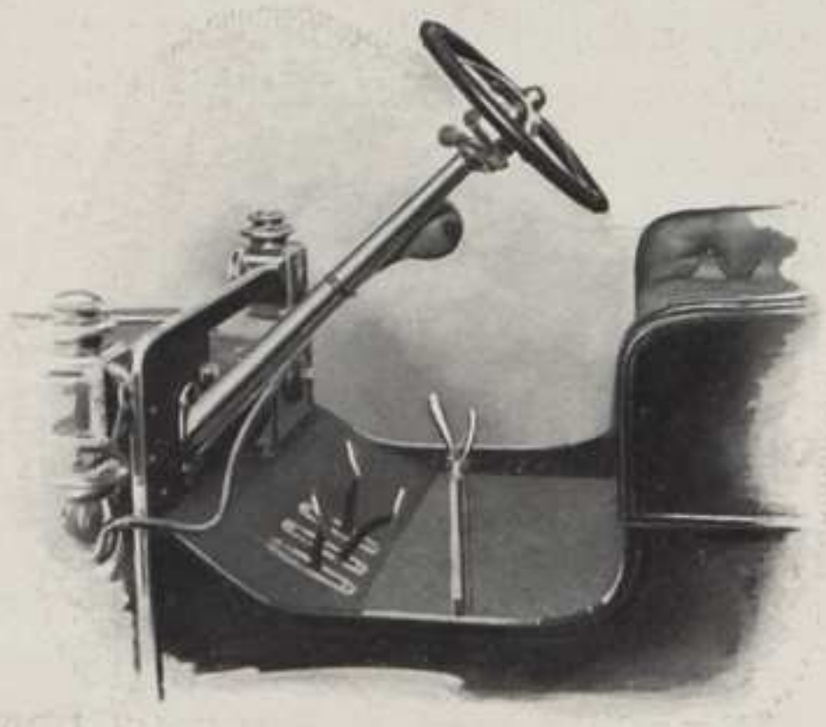
With this system all parts of the transmission operate in oil—so assuring long life to all the various parts.

COOLING

THE Model T engine is water cooled by means of a thermo syphon system, large water jackets and a vertical tube radiator of abundant capacity. A continuous circulation of cool water is easily maintained providing against excessive heating even under most severe conditions. As a further guarantee of cooling efficiency, a four-blade fan belt driven from crank shaft is provided.

CONTROL

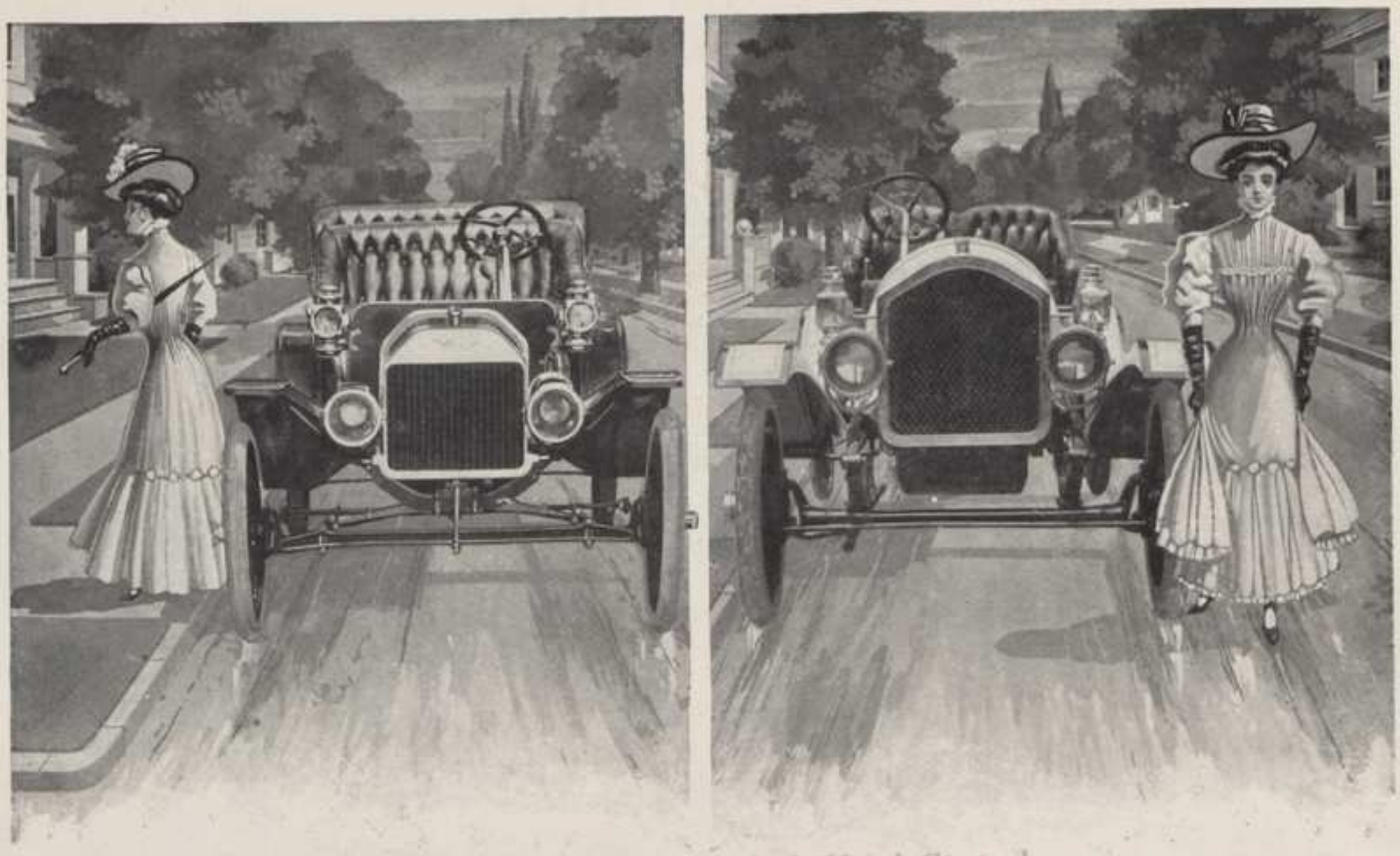
THE system of control on the Model T car commends itself for its convenience, efficiency and simplicity. All the forward speeds are controlled by foot pedal, the reverse is operated by a second pedal, and the service brake answers to a third pedal. A slight pressure of the left foot disengages the clutch, while the right foot on the brake quickly and smoothly stops the car. The Model T, because of its method of control and the planetary transmission, can be stopped, started, reversed or turned without removing the hands from the steering wheel, and in considerably less time than required for similar operations on any other car. Notwithstanding the long wheel base, 100 in. the car is so designed that it will make a complete turn in a 28 foot circle — a fact which adds to its usefulness, especially in crowded and narrow streets.



Spark and throttle levers are directly under the steering wheel where they can be operated by a finger of either hand without interfering with the guidance of the car. So flexible is the engine of this Model T that with the spark and throttle alone any speed from a walk to 40 or 50 miles an hour can be obtained without shifting a lever or changing a gear.

The control is on the left side, the logical place for the following reasons: The driver is then nearest the vehicle he is passing, running in an opposite direction. With it on the right he cannot see and to guess is dangerous.

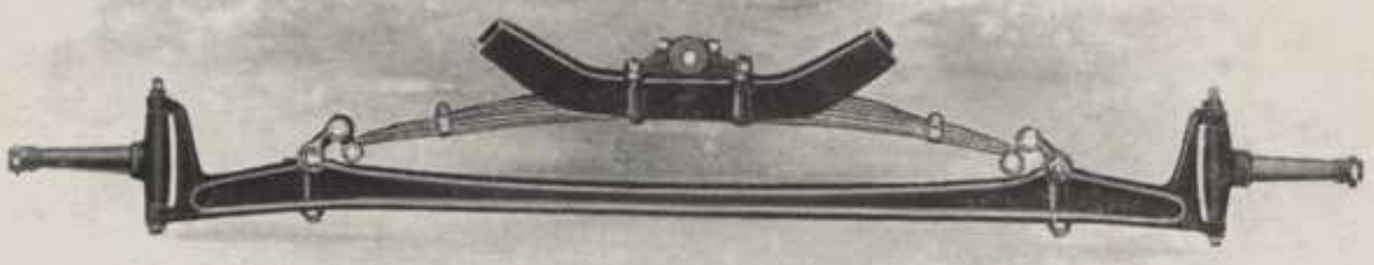
With the control on the left, the driver and his front seat passenger step out directly on the clean curb. With the old way they walk around in the mud.



One Advantage of the Left Hand Control

When the driver is seated on the right side he is at a great disadvantage in learning if a vehicle is overtaking him on his left — as required by traffic regulations — and the moment when he is about to turn to the left, looking behind him on the right a large section of the street is hidden from him by the car. To have a clear view he must stand up and look over the back, or if the design of his car prevents that, he must leave his seat and look behind from the left. A turn to the right does not require any of these precautions. Vehicles are not supposed to pass him on that side, and there is no occasion for extreme caution when changing his course in that direction.

With the wheel on the left the hand levers are operated by the left hand, leaving the right to do the more delicate work of steering.



Front Axle and Spring

BRAKES

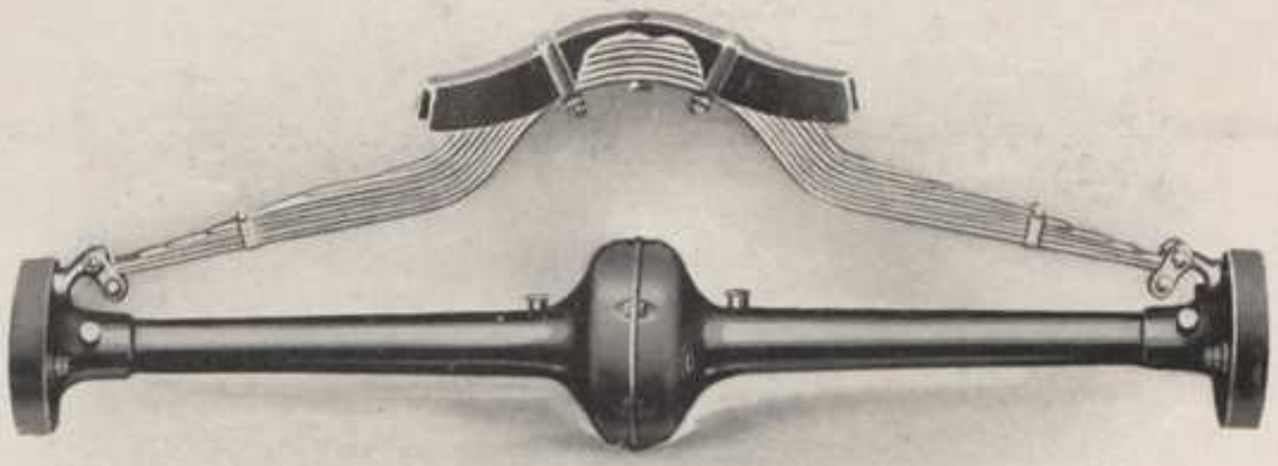
ON the Model T a dual system of braking is employed. The service brake operates on the transmission and is controlled by pedal. The emergency brake is controlled by hand lever and operates on the rear wheels. The service brake will stop the car gently or, if necessary, will instantly lock the wheels, in either case with little exertion on the part of the driver.

The emergency brakes are of the internal expanding type, acting on pressed steel drums attached to rear hubs. While seldom necessary to use these brakes, it offers complete protection when the occasion does arise for their use.

The size of brakes is an important consideration. Lives are often at the mercy of the braking possibilities of a car. Brakes scientifically designed are proportioned to the load they must control, the larger the load the larger the brakes. The total braking surface of the Model T with its dual system of braking is 6.1 square inches per pound of weight. The average of other cars is in the neighborhood of 5.1 square inches. One of the heavier cars in the New York-Seattle Race had to rig up a drag to hold back on the grades. The Ford did not have to for the reasons just given.

SPRINGS

PROBABLY no feature of the Model T car has excited more favorable comment than the spring construction—the strongest springs made, installed in a manner that insures the maximum strength.



Rear Axle and Spring

These springs, front and rear, are of Vanadium steel, heat treated, semi-elliptical-transverse. The method of attaching springs to frame insures the maximum strength at that point. The springs fit inside of the U shaped cross members of the frame, the curvature of the cross member corresponding to the curvature of the spring at the point of contact. The springs are then banded to the cross member, each with two stout Vanadium steel bands.

Apart from the feature of safety these springs, or rather this method of spring construction, makes one of the easiest riding cars ever built. One of the genuine surprises experienced when first riding in a Model T is the absence of annoying side sway and the easy action of the car on rough roads, the springs absorbing so much of the shock that other types transmit to the passengers.

The rear spring is supported by shackles attached to the hub flanges so that the weight of the car is removed from the axle and the only weight on the rear axles is that of the differential.

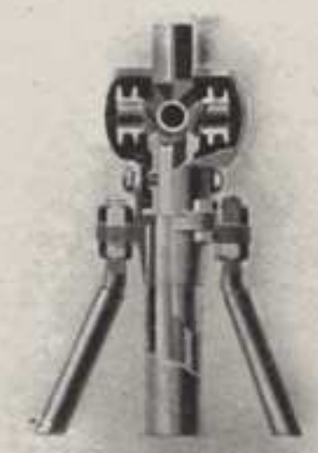
WHEELS AND TIRES

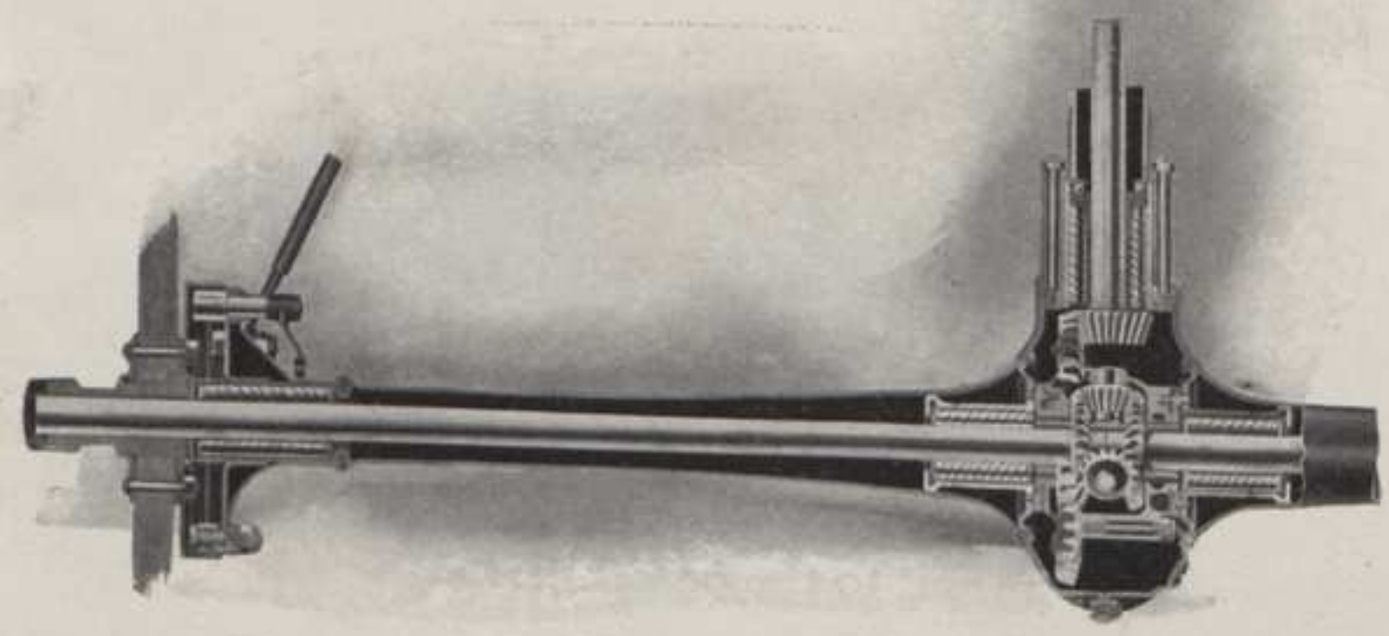
WHEELS are of the artillery type, wood with extra heavy hubs. Tires are highest grade, 30 x 3 inch front. 30 x 3½ inch rear.

FINAL DRIVE

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 the 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 neccessary. 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 12 or 15 manufacturers of high priced cars are infringing and have

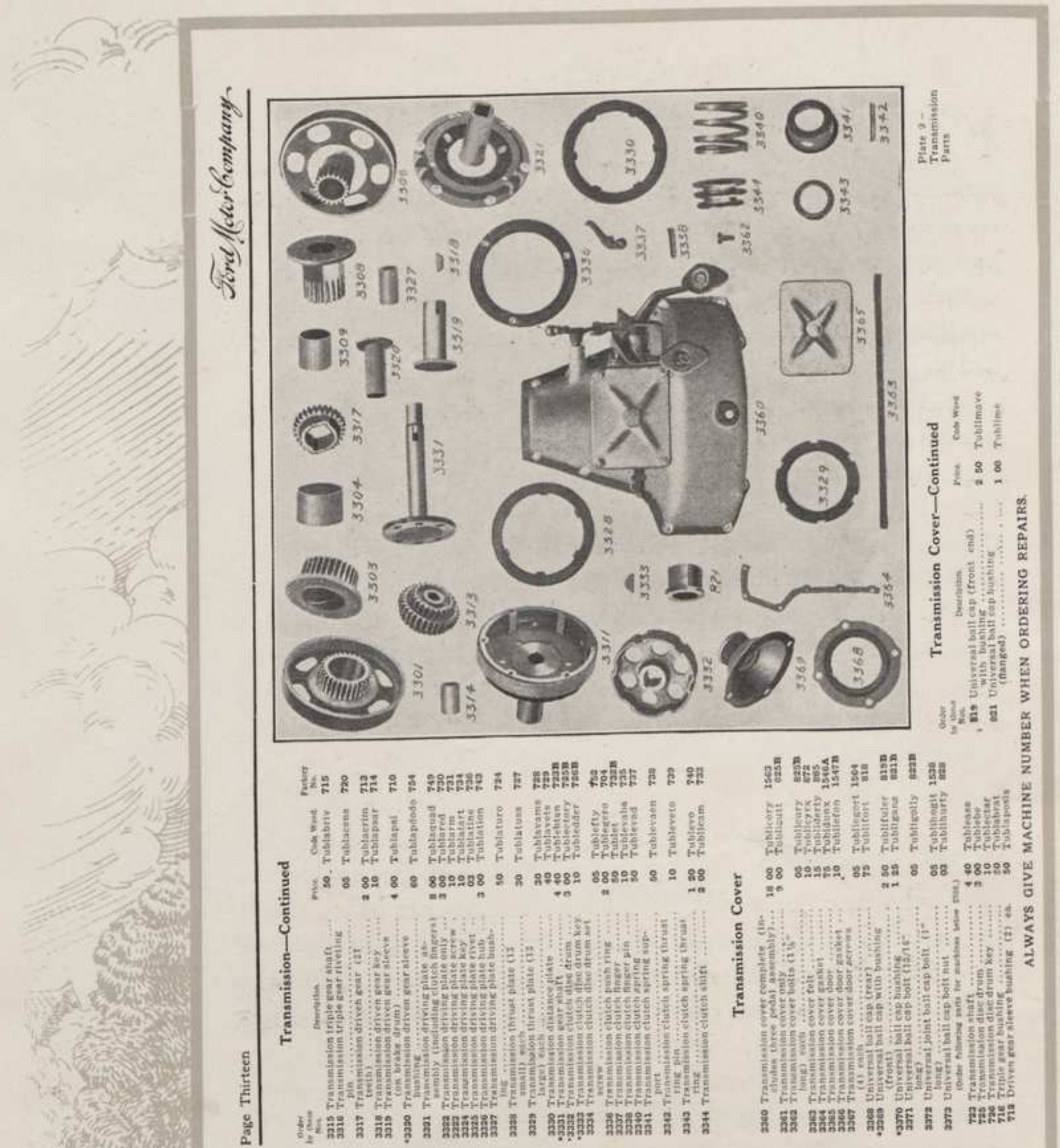




Semi-Sectional View of Final Drive

been notified to cease or stand suit.

The universal joint comprises four members — the two drop-forged, hardened steel sections and the halves of the split retaining ring. It is, at the same time, the simplest, most efficient and most durable universal joint ever devised and as it is automatically lubricated at all times, the owner



Ford Motor Company

Page Thirteen

Transmission—Continued

Order by these Nos.	Description	Price	Code Word	Factory No.
3315	Transmission triple gear shaft	50	Tublabriv	715
3316	Transmission triple gear riveting pin	05	Tublaenna	720
3317	Transmission driven gear (21 teeth)	2 00	Tublacrim	713
3318	Transmission driven gear key	10	Tublapoar	714
3319	Transmission driven gear sleeve (on brake drum)	4 00	Tublapsi	710
•3320	Transmission driven gear sleeve bushing	60	Tublaptodo	754
3321	Transmission driving plate assembly (including clutch fingers)	8 00	Tublaquad	749
3322	Transmission driving plate only	3 00	Tublared	730
3323	Transmission driving plate screw	10	Tublarm	731
3324	Transmission driving plate key	10	Tublatart	734
3325	Transmission driving plate rivet	02	Tublatine	736
3326	Transmission driving plate hub	3 00	Tublation	743
3327	Transmission driving plate bushing	50	Tublaturo	724
3328	Transmission thrust plate (12 small) each	30	Tublatuss	727
3329	Transmission thrust plate (12 large) each	30	Tublavaime	728
3330	Transmission distance plate	40	Tublavels	729
•3331	Transmission gear shaft	4 40	Tublebian	7223B
•3332	Transmission clutch disc drum	3 00	Tublectery	7253B
•3333	Transmission clutch disc drum key	10	Tubledder	726B
3334	Transmission clutch disc drum set screw	05	Tublefty	702
3336	Transmission clutch push ring	2 00	Tublegero	704
3337	Transmission clutch finger	50	Tublet	7228
3338	Transmission clutch finger pin	10	Tublevaba	735
3340	Transmission clutch spring	50	Tublevad	737
3341	Transmission clutch spring support	50	Tublevaen	738
3342	Transmission clutch spring thrust ring pin	10	Tublevevo	739
3343	Transmission clutch spring thrust ring	1 20	Tublevo	740
3344	Transmission clutch shaft	8 00	Tublicam	733

Transmission Cover

3360	Transmission cover complete (including three pedal assembly)	18 00	Tublicorz	1563
3361	Transmission cover only	9 00	Tublicutt	625B
3362	Transmission cover bolts (1¼" long) each	05	Tublieury	822B
3363	Transmission cover felt	10	Tublicyrx	872
3364	Transmission cover gasket	15	Tublidarty	885
3365	Transmission cover door	75	Tublidunx	1546A
3366	Transmission cover door gasket	10	Tublieflon	1547B
3367	Transmission cover door screws (4) each	05	Tublingort	1564
3368	Universal ball cap (rear)	75	Tublifort	818
•3369	Universal ball cap with bushing (front)	2 50	Tublifuler	813B
•3370	Universal ball cap bushing	1 25	Tubligara	821B
3371	Universal ball cap bolt (15/16" long)	05	Tublipoly	822B
3372	Universal joint ball cap bolt (1" long)	05	Tublitogrit	1538
3373	Universal ball cap bolt nut	02	Tublitsarty	828

(Order following parts for machines below 1910.)

722	Transmission shaft	4 40	Tublease
725	Transmission disc drum	3 00	Tublebe
726	Transmission disc drum key	10	Tublectar
718	Triple gear bushing	50	Tublebrat
713	Driven gear sleeve bushing (2) ea.	50	Tublapsels

ALWAYS GIVE MACHINE NUMBER WHEN ORDERING REPAIRS.

Plate 9—Transmission Parts

A Page from the Price List and Instruction Book

"never knows it is in the car." The drive shaft bearings are of the roller type, carefully fitted, and the oil from the universal joint flows constantly through and into the differential.

AXLES

FRONT axle is I-beam section heat treated Vanadium steel, non-welded, drop forged from a single ingot. Steering knuckles and spindles are drop forged Vanadium steel, heat treated. This gives you as strong an axle as is possible to make. To break it is out of the question. A collision with a tree might bend it, but it could be easily straightened, hot or cold, and without suffering actual injury. Front wheels are carried on large ball bearings.

Rear axle is of the well known Ford design. Driving members are enclosed in a tubular pressed steel housing, each half a complete non-welded unit drawn from a single plate by a recently discovered process that insures an even strength of structure throughout. Indestructible roller bearings are fitted at both ends of the working members and at pinion end of drive shaft. The differential is of the three pinion bevel type; all gears are drop forgings made of Ford Vanadium steel specially treated; all teeth accurately planed and hardened. If desired, the entire axle and differential can be disassembled in a few minutes.

BODIES

THE entire Ford factory is devoted to the manufacture of the one car — the Model T is the only car being made by us.—It is an idea of Mr. Ford's, this one of specialization in order that perfection may be attained, so that the entire shop, every department, every man, every machine is busy on the one model.

The standard chassis is furnished with any one or more of several types of body. These bodies are interchangeable and any one style can be quickly changed over to any of the other styles of body. For instance, having driven a touring car all summer, it may be desired to drive a coupe during the winter. The touring car body is easily taken off and the coupe body put on in its place. By this means, it is possible to secure practically two cars for little more than the price of one Ford and considerably less than the price of one car of nearly equal pretentions and of some other make.

The prices of the Model T when furnished with any one of these various types of body are:—

Touring Car	$950.00	Extra body only, $125.00
Tourabout	950.00	Extra body only, 125.00
Roadster	900.00	Extra body only, 75.00

Car prices include complete equipment.

Coupe	$1050.00	Extra body only, $300.00
Town Car	1200.00	Extra body only, 450.00

Prices f. o. b. Detroit

All bodies are interchangeable. Buy a touring car or roadster, then when the season changes purchase a coupe or town car body and virtually secure two cars for less than the price of one ordinarily.

In every instance bodies are of ample proportions and pleasing lines. The finish is superior, the decorations in taste and the general effect very satisfactory. As in the balance of the car, only the finest materials are employed. No. 1 machine buffed leather, genuine hair cushions and upholstery, strong lively springs, solid trimmings.

EQUIPMENT

THE price of the Model T touring car, tourabout or roadster includes besides the magneto an extension top, an automatic brass windshield, 2 gas lamps, and generator, a speedometer, 3 oil lamps, a horn and a kit of tools. This is the equipment that is usually priced at from $150.00 to $300.00 extra. There are no "extras" to be figured in by the Ford buyer.

Where cars are desired without the equipment but with the magneto, 3 oil lamps and horn, and the tools, the price is $75.00 less.

The enclosed cars prices include magneto, 3 lamps, horn and tools.

All prices f. o. b. Detroit.

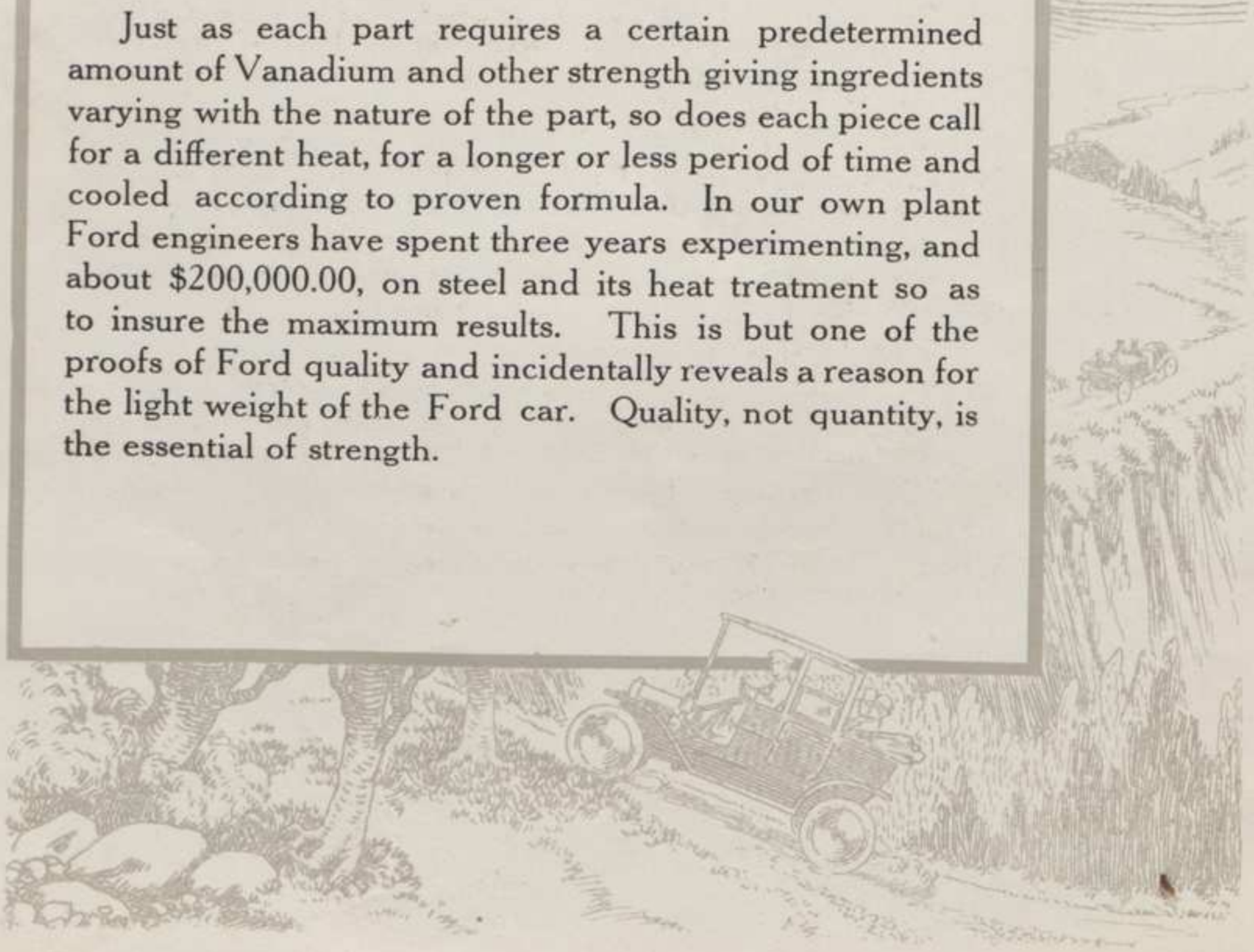
VANADIUM STEEL AND HEAT TREATMENT

THE Model T Ford car has been called a Vanadium steel car, for wherever strength is essential, there Vanadium steel is used to insure it. With no other steel can equal results be obtained; in no other car is it used to the extent that it is to be found in the Ford, tho' its use is being advertised as a feature of the specifications of a few higher priced cars.

The peculiar properties of Vanadium impart to steel an ability to withstand an increased amount of vibration, so preventing what is commonly termed crystallization, also add very materially to the elasticity and tensile strength of the steel. Its use in axles, shafts, springs, gears, levers and other load or strain bearing parts is the proof of high priced quality in a low priced car.

The best of special steel is vastly improved by scientific heat treatments. The naturally superior qualities of Vanadium steel in Ford cars has been further enhanced by the special heat treating to which each separate part is subjected in our own plant, where we have one of the most modern, up-to-date and complete heat treating steel manufacturing equipments in the world.

Just as each part requires a certain predetermined amount of Vanadium and other strength giving ingredients varying with the nature of the part, so does each piece call for a different heat, for a longer or less period of time and cooled according to proven formula. In our own plant Ford engineers have spent three years experimenting, and about $200,000.00, on steel and its heat treatment so as to insure the maximum results. This is but one of the proofs of Ford quality and incidentally reveals a reason for the light weight of the Ford car. Quality, not quantity, is the essential of strength.



SUMMARY OF SPECIFICATIONS

BRAKES—Two sets: (a) Service band brake on the 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, 3¾ 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-elliptical transverse.

STEERING—By Ford reduction gear system.

TIRES—Pneumatic; rear 30 x 3½ inches, front 30 x 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
141 N. Ivy Street

BOSTON
147 Columbus Avenue

BUFFALO
727 Main Street

CHICAGO
1444 Michigan Avenue

CINCINNATI
21 E. 9th Street

CLEVELAND
1914 Euclid Avenue, S. E.

DALLAS
400 Commerce Street

DENVER
1556 Broadway

DETROIT
268 Jefferson Avenue

HOUSTON
800 Walker Avenue

KANSAS CITY
1608-10 Grand Avenue

MELBOURNE
Australia

NEW YORK CITY
1721 Broadway

OMAHA
1818 Farnum Street

PARIS
6 Bis, rue Auber

PHILADELPHIA
250 N. Broad Street

PITTSBURG
130 N. Highland Avenue

ST. LOUIS
3669 Olive Street

SEATTLE
532 19th Avenue, N.

TORONTO
53-59 Adelaide St., W.

WINNIPEG
309 Cumberland Avenue

FOREIGN DEPT.
18 Broadway, New York

LONDON, ENGLAND
55-59 Shaftesbury Avenue

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

Ford Cars for 1910
1910 for Ford Cars

Ford Motor Cars