Ford

THE UNIVERSAL CAR

Ford

THE UNIVERSAL CAR

Ford Motor Company
Detroit, Michigan

Ford
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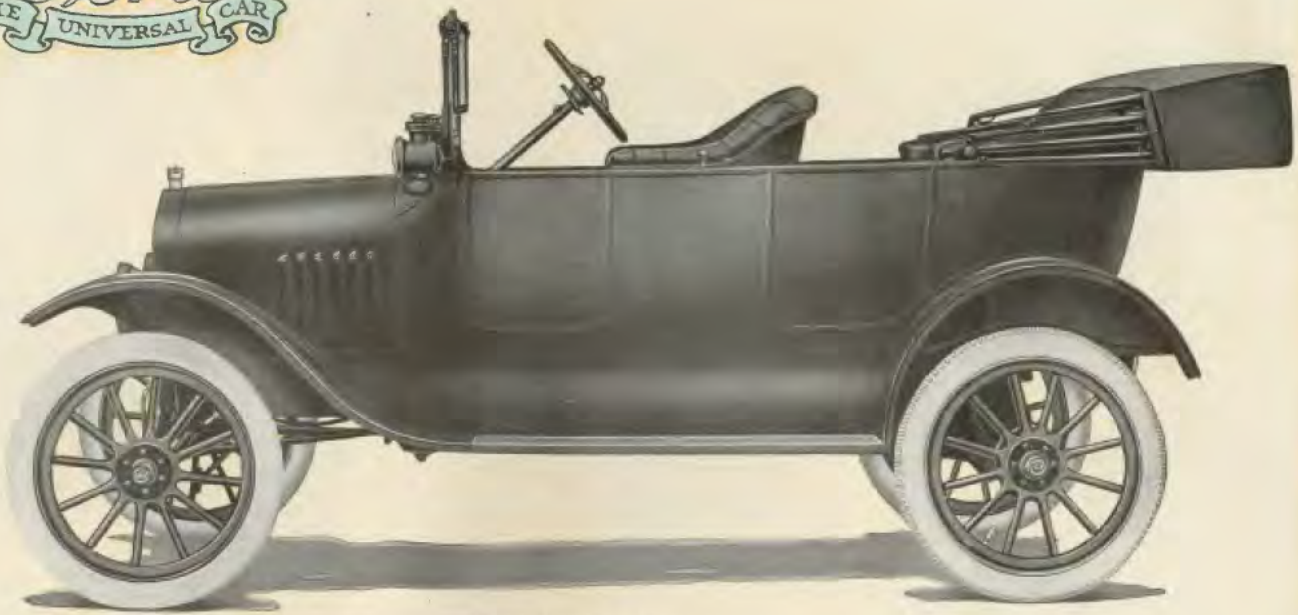

Ford Touring Car

5-Passenger—4-Cylinder—20 Horsepower—streamline hood, large radiator and enclosed fan, crown fenders, black finish, nickel trimmings—fully equipped, except speedometer. All Ford cars sold f. o. b. Detroit

In the beginning was the Ford car and the Ford car was right. Right in design and right in construction—a motor car to satisfactorily meet all the demands of the people for service and pleasure—the car for the multitudes. With a keen far-sightedness that read the call of future years, Henry Ford foresaw that the motor car was the coming utility and designed and builded accordingly: a motor car so simple in mechanical construction that anybody and everybody could successfully operate it; so strong in construction that it would traverse all sorts of road conditions; so flexible that it would meet with satisfactory service the many and various demands of all lines of human activity—to be in very fact the Universal Car. Ford cars have been, are now, and will continue to be constructed of the highest quality of Vanadium Steel—specifically Ford heat-treated—the Ford Chassis being beyond all question the highest quality motor car in the world. If proof is asked, the answer is made by more than 2,250,000 satisfied Ford users throughout the world.

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There are more than 2,250,000 Ford cars now in service.

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One-half of all the cars on American roads are Ford cars

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And while there are nearly two hundred different makers of motor cars in America, the Ford factory produces more than one-half of the entire aggregate output.

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Thus while all the other motor car factories combined are producing one motor car, the great Ford organization alone of itself, in the same length of time, turns out one completed car.

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The ratio of production is better than one to one comparing the Ford output with the aggregate production of the nearly two hundred other factories, one to one against nearly two hundred.

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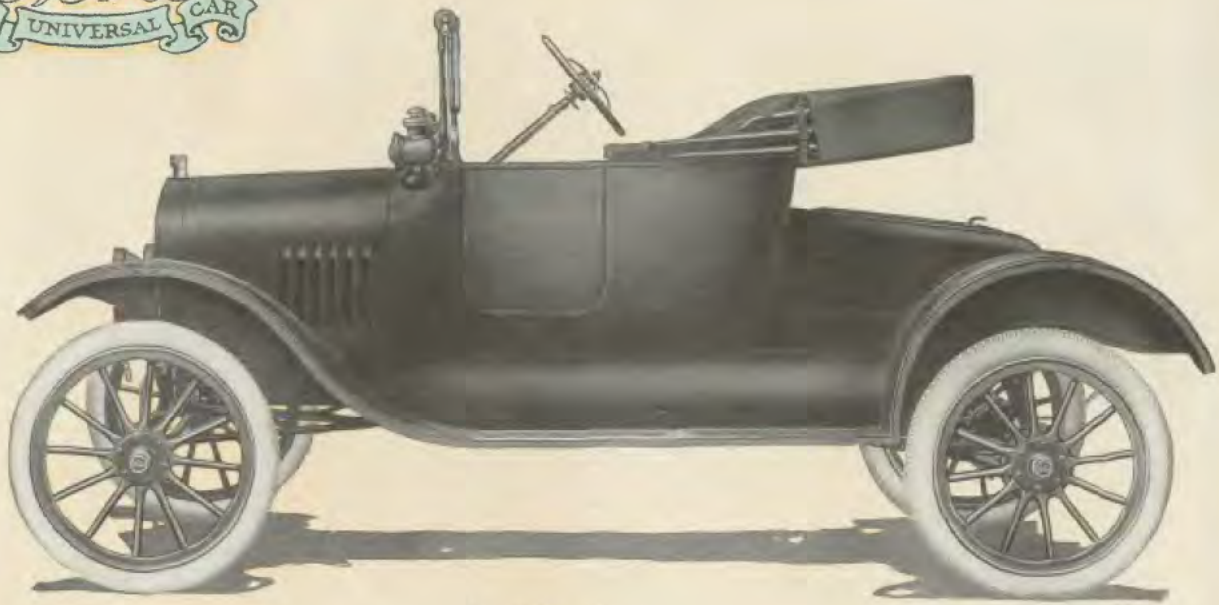

Ford Runabout

2-Passenger—4-Cylinder—20 Horsepower—streamline hood, large radiator and enclosed fan, crown fenders, black finish, nickel trimmings—fully equipped, except speedometer. All Ford cars sold f. o. b. Detroit

On this traveling assembly line, moving 8 feet per minute, the Ford chassis grows, unit by unit, into a completed motor car

These few facts most fully establish the superior practical merits of the Ford car. It wouldn't be so universally in demand if it were not so universally good.

* * * * *

The biggest shoe factory in the United States produces less than one-fortieth of the entire shoe product of this country.

* * * * * *

The greatest American flour mill turns out less than one-twentieth of the flour used by the American people.

* * * * * *

The largest manufacturer of clothing in the United States does not make one-tenth of the clothing required by the people of America.

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But the Ford factory builds more than one-half of all the motor cars used on this continent.

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This is a business condition absolutely without precedent or parallel anywhere.

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This would not be so, could not be so, if the Ford car had not proven, by all the tests that time and the greatest number and variety of uses and abuses can impose, its superior worth. It has delivered to users what they demanded in a motor car.

Ford
THE UNIVERSAL CAR

Ford Coupe

2-Passenger—4-Cylinder—20-Horsepower—fully equipped, except speedometer. Permanent top with sliding plate glass windows and removable window pillars. The ultimate type of 2-passenger car where year-around convenience is combined with the highest degree of utility. All Fords are sold f. o. b. Detroit.

It has established its superior merits in the most practical manner—not by any exceptional schemes of selling nor by extravagant advertising nor any sort of commercial combinations.

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The demand is unprecedented because the value is unequaled.

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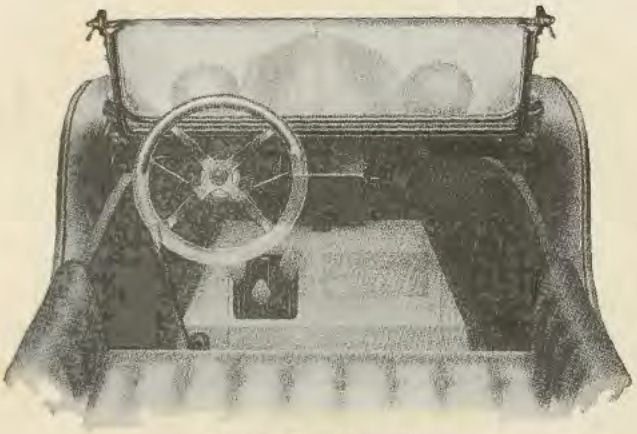
From any and every angle, there is only one reason why the **Ford car so far outsells all other cars:** ***It is a better car.***



Simplicity in Operation

The Ford car must be judged independently of its price.

It is astonishingly low in price—and surprisingly high in value—because it is produced upon a scale so gigantic, so efficient and so economic, as to reduce the cost of manufacturing and distributing to the minimum.

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When we were building only a few thousand cars yearly, our costs of production and distribution were nearly twice what they are now.

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With our present volume exceeding the combined production of all other automobile concerns in America, we are able to produce a better car at practically half the cost.

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It was only a few years ago that we bought but a few thousand tons of steel. Today the Ford Motor Company is one of the largest consumers of steel in the world—considerably over 400,000 tons—and don't forget, we buy at bottom prices.

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And by this same big buying power has the cost of the entire range of materials that go into the construction of Ford cars been correspondingly reduced.

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Ford Sedan

5-Passenger—4-Cylinder—20 Horsepower—fully equipped, except speedometer. An all-season car of style and comfort—for social functions, shopping and general uses. Enclosed car convenience, with Ford simplicity and reliability. All Ford cars sold f. o. b. Detroit

By reason of our immense volume of production we have been enabled to so organize our factory, our branch assembly plants, our entire construction methods, and have made possible the specialization of labor and the use of labor-saving machines to such an extent, that our producing costs have been brought down to the lowest possible figures.

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In factories where only a small number of cars are produced, or simply assembled, many operations cost from three to four times that of similar operations in our Ford factories.

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In addition to these unequaled economies, let it be remembered that our entire efforts are concentrated upon the making of just one car, the world-famous Model T.

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The chassis of all Ford cars are the same—only the bodies are different. This concentrated effort produces only the few hundred parts of one model and so escapes the costly mistakes and expenses which inevitably follow the scattering of efforts in the production of thousands of parts for many or yearly models. We thus effect a tremendous economy—in buying, manufacturing and selling—besides in the after service that follows the sales.

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Large production makes our selling prices small.

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And because of this fact, you must not, you cannot, judge the Ford car by its low price—but rather by its exceptionally high merit and the position it occupies with more than 2,250,000 owners.

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Commonplace simplicity marks the greatness of the Ford.
Simple in design—anyone can quickly understand it.
Simple in construction—and every part a bulwark of strength.
Simple in operation—anyone can operate it.
Simple to maintain—anyone can care for it.

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There is nothing incorporated in its construction that is not absolutely necessary for safety, comfort, durability and economy.

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Built with four simple units; power plant (motor), frame, the front running gear, and the rear running gear—each of which may be easily removed and replaced, separately—and all the parts of which are easily accessible for cleaning and repairing.

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The one great distinctive feature of the Ford car is its marvelous motor—surely one, if not the greatest of triumphs mechanical genius has won—and the triumph lies in its wonderful power and

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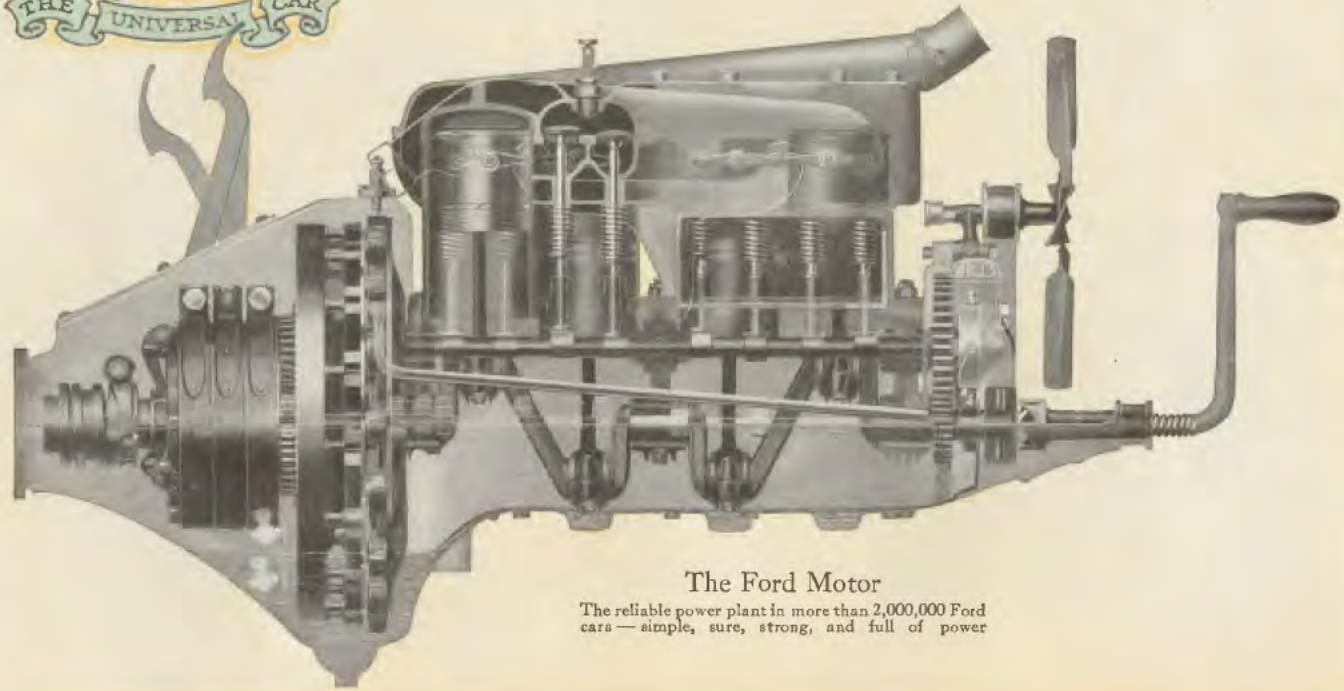

The Ford Motor

The reliable power plant in more than 2,000,000 Ford cars — simple, sure, strong, and full of power

simplicity. This Model T Ford motor has no equal for reliability, as most forcibly illustrated in the fact that on December 10, 1915, the million mark was passed and not an important change had been made since the first one was built in 1908—more than 2,000,000 motors consecutively—and coming through every day in thousands without a single mechanical change. Ford Model T motor is a practically perfect motor.

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While its four cylinders are rated to produce twenty horsepower, the fact is that the Ford has more power per pound of car and piston displacement than any other automobile made. In climbing hills, the Ford holds the world's record, made at Algonquin, Illinois, June 12, 1912.

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The magneto of the Ford car is unique, no other motor car having similar equipment. It is an integral part of the motor, being attached to and made a part of the flywheel. It is simplicity itself—no brushes, no commutators, no batteries, no dry cells and yet its action is positive and reliable. It is a certain factor in the ease of operation and an economy in the maintenance of the car.

* * * * * *

The Ford carries a double brake system, making the assurance of safety doubly sure, and like every other part of the Ford, it is simple to understand and sure in operation. A foot pedal controls the service brake, while the emergency brake which acts upon the rear wheel drums is controlled by a lever.

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Ford springs are another feature of special merit, combining the strongest practical value in construction and securing the easiest possible riding qualities, affording a marked contrast, a striking advantage by comparison with the cumbersome, heavy and complicated spring construction of most other cars.

Here's another practical merit in the Ford favor—it is the lightest weight car built, considering its power—and you know that light weight is an essential both for economy to manufacture, in maintenance and comfort in riding. The Ford weighs several hundred pounds less than the ordinary car of equal power and carrying capacity. It puts more tire surface on the ground per pound of car. Then too, its light weight is a big safety factor.

Light weight reduces the cost of up-keep because it reduces the wear and tear on tires, by giving more miles per gallon of gasoline—and by lessening the strain upon the car itself. Again, tires for Ford cars are comparatively inexpensive, because large size is not required—they give the maximum service because the car is light. The owners of Ford cars have the least troubles with tire and other expenses—something worth thinking about in buying a motor car.

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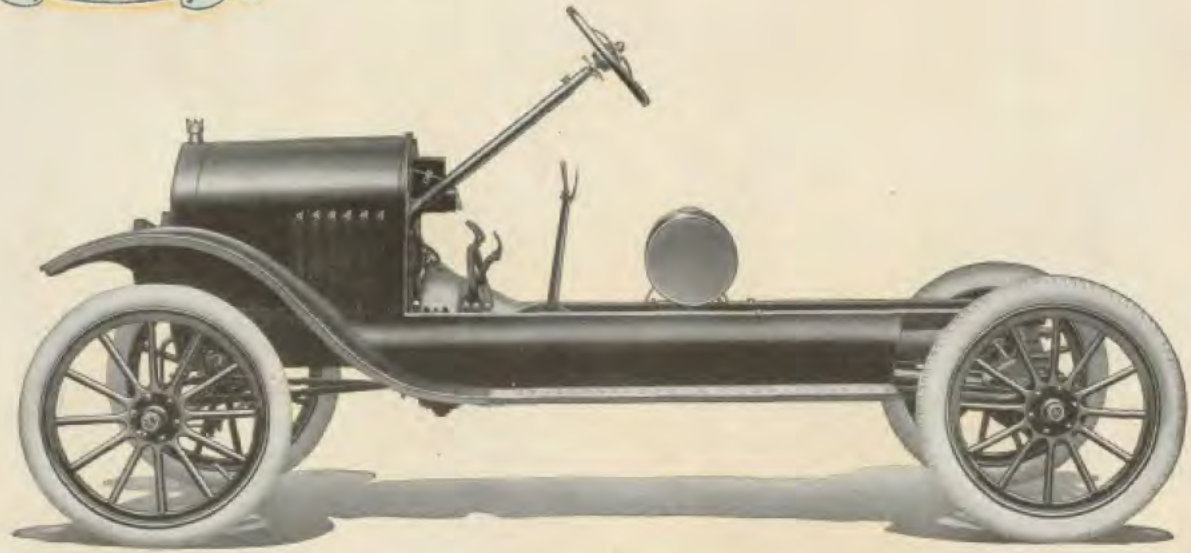

Ford Chassis

4-Cylinder—20 Horsepower. Chassis equipment includes hood for motor, front fenders, running boards with running board shields, two side lights, two head lights, one tail light, horn and set of tools. All Ford cars sold f.o.b. Detroit

The Ford car is made light in weight by being scientifically designed and built of Ford heat-treated Vanadium steel. Vanadium Steel is steel that has been treated with Vanadium—a semi-rare mineral, which washes the molten steel of its impurities, bringing the molecules closer together, giving them greater adhesiveness and making the resultant product infinitely tougher and stronger. Although Vanadium is the highest-priced steel used in automobile construction, it does not increase the cost of the Ford car materially, because on account of its extreme strength we use proportionately less of it and the car is also made lighter.

At the expense of several hundred thousand dollars, and a great deal of valuable time, Mr. Ford worked out the formulas by which Ford Vanadium Steel is produced and heat-treated. Certain kinds of Vanadium steel are used in a limited way by other makers of motor cars—but Ford Vanadium is Ford Steel. And in the process of heat-treatment it is tempered by formulas and processes entirely our own to the degree of toughness or hardness needed for each particular part.

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By all counts the Ford is the most economical. It costs less to operate than any other car. Many Ford owners drive their cars at a cost of less than two cents a mile—and all agree that the Ford's cost of maintenance is lowest.

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A guarantee of a car's worth is of value only insofar as the maker is financially and morally responsible—based on past reputation and the likelihood of continuing successfully in business.

The Ford Motor Company this year will do a business of considerably over $300,000,000.00—entirely upon its own resources—no notes, no bond issues, no mortgages, no combinations, no watered stock, no monopoly.

The Ford car has back of it the biggest financial responsibility in the automobile world.

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And in the matter of service Ford leads. Ford repairs are to be had in practically every town or city in the country. More than 10,000 Ford agents are required, under their contracts with the company, to carry a complete assortment of Ford repair parts. The dollar value of these agency parts stocks at the present time is considerably more than $12,000,000.00.

You can never get very far away from Ford service. And you will find it quick, economical and courteous.

With your car will come a booklet, the Ford Parts Price List, in which are priced in plain figures all the parts of the Ford car. These prices are based upon the cost of each part in the completed car—so that you might buy it part by part at nearly the actual cost of the assembled machine. The price list protects you against excessive repair charges, which in all cases are kept down to the lowest point. Ford service spells economy and time-saving for Ford Owners.

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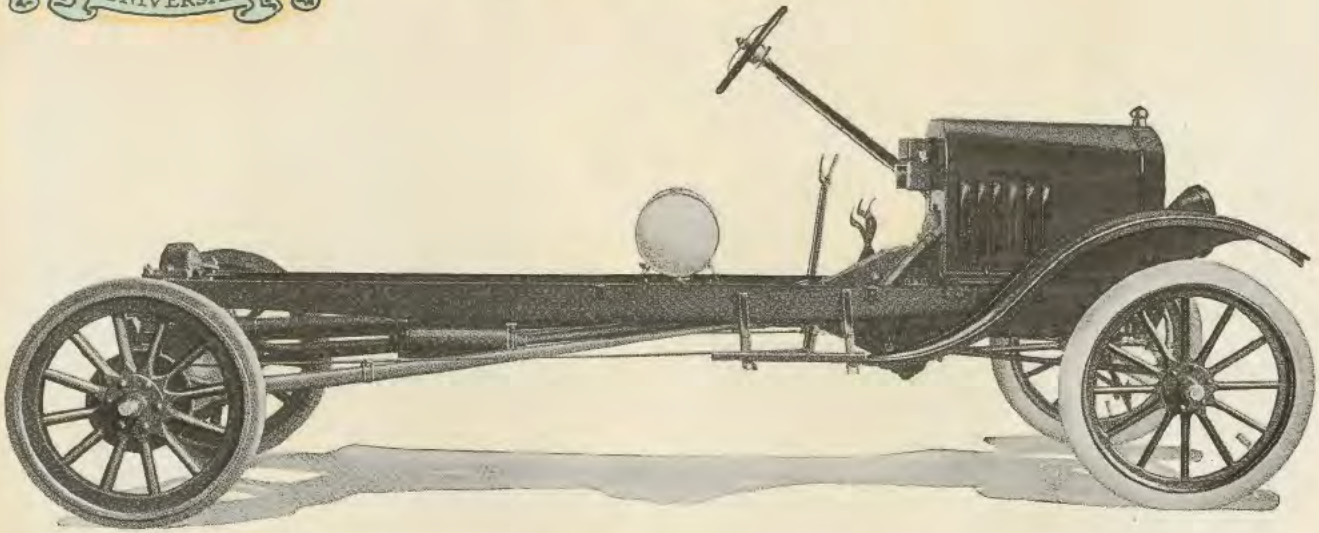
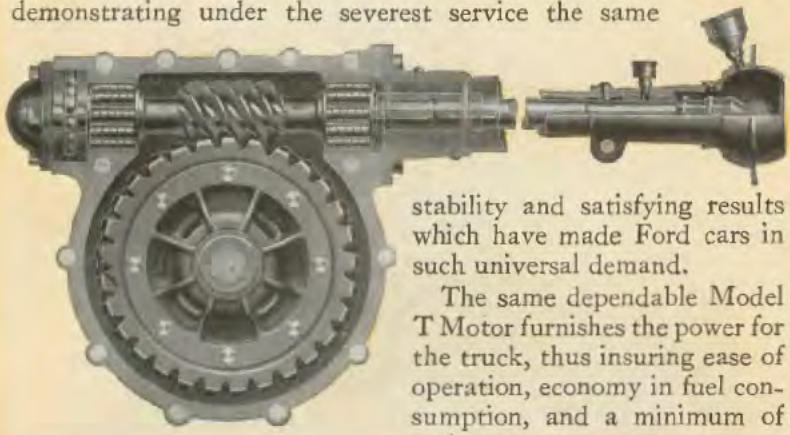
FORD MODEL T ONE TON TRUCK



Equipment includes hood for motor, front fenders, stepping boards, two side lights, two head lights, one tail light, horn and set of tools. All Ford cars sold f.o.b. Detroit

The Ford Model T One Ton Truck

After more than two years of most practical testing the Ford Model T One Ton Truck is now in general public use, and demonstrating under the severest service the same



stability and satisfying results which have made Ford cars in such universal demand.

The same dependable Model T Motor furnishes the power for the truck, thus insuring ease of operation, economy in fuel consumption, and a minimum of maintenance expense.

The final drive is of the worm type, assuring more positive drive and greater wearing qualities than are found in any other type. (Formerly the worm drive was a feature of only the more expensive trucks.)

Like the regular Ford car, the truck chassis is made light in weight without sacrificing strength, by the use of Ford heat-treated Vanadium Steel. The chassis complete weighs 1450 pounds. As a result of this light weight, the maximum ratio of power is delivered to the rear wheels; the fuel and tire expenses are reduced; and ease of control through the steering gear is insured.

The front spring is of the semi-elliptic type in one piece, while the rear spring is of the same type in two pieces. Both are constructed of Vanadium Steel, making them exceedingly strong, yet very flexible.

In addition to the powerful and effective transmission service brake, characteristic of the Ford motor, the truck is also equipped with extra large, lined emergency brakes acting on both rear wheels and controlled by a hand lever. This dual brake system increases the factor of safety by placing the truck under the immediate control of the driver and makes it possible to hold the car on an incline, even though heavily loaded.

The truck has a wheel base of 124 inches with tread of 56 inches. It can be turned in a 46-foot circle, a feature not to be lost sight of in the selection of a commercial vehicle.

Capacity, however, has not been sacrificed, as the chassis has been designed to permit the use of a body with ample loading space for any commodity.

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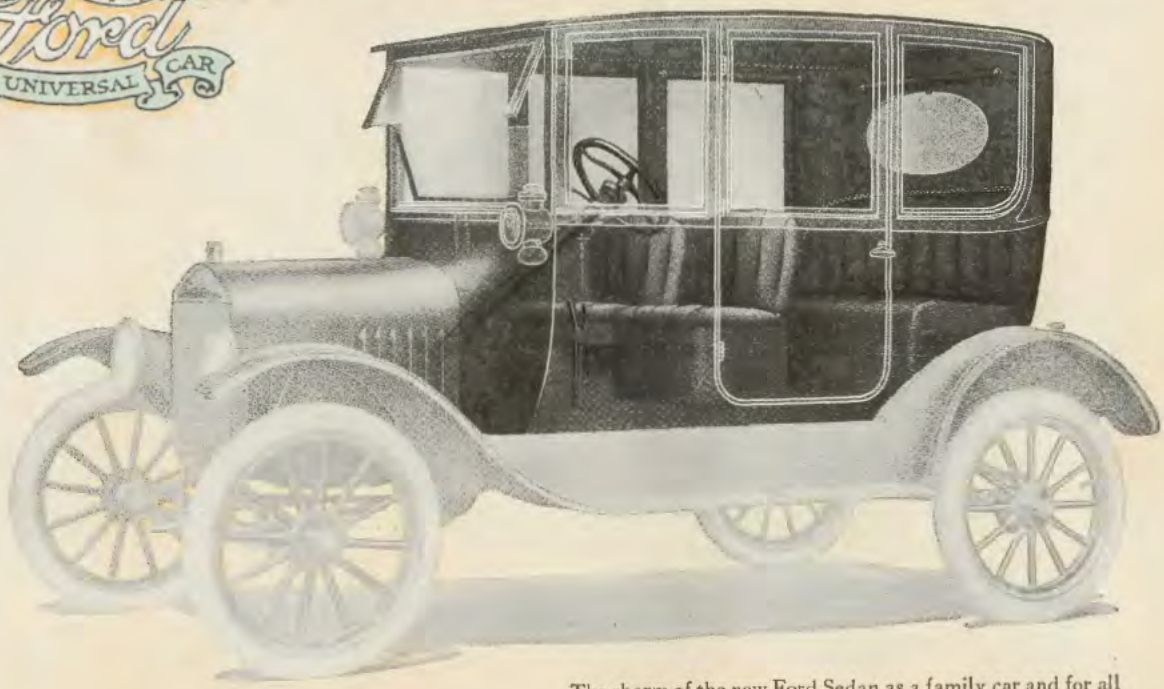

The charm of the new Ford Sedan as a family car and for all social purposes is apparent in this phantom photograph

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Enclosed car comfort and convenience for two passengers are disclosed in every feature of the new Ford Coupe

The Ford Enclosed Cars

More and more the demand for the enclosed motor car increases. Motor cars are driven every day of the year regardless of weather conditions. So it is only natural that personal comfort should call, in wintry and inclement weather, for the protection and conveniences of the enclosed car. We have met this demand with a completeness which has been endorsed by a continually increasing demand for both of our enclosed cars, detailed descriptions of which follow:

THE SEDAN is a very handsome enclosed car. It is splendidly upholstered with a fine quality of heavy whipcord cloth in the latest of plait folds, a vast improvement over the old style "tuft" upholstering. Large plate glass windows, with silk curtains in rear and rear sides. The back seat accommodates three persons most comfortably. The seat for the driver is stationary, the other front seat is hinged so that it can be thrown forward out of the way when necessary. Heavy plate glass sliding panels in the front side windows and doors with the latest air and water protectors, so that when the car is closed it is both dust- and water-proof; with windows lowered it is as airy as an open car. Latest type ventilating windshield. A most dependable family car—for shopping, the theatre, social functions of all sorts, taking the children to school, or general touring—the Sedan fills the demand in all sorts of weather. For women who enjoy driving, the Ford Sedan is especially attractive, having the luxury and exclusiveness of the electric car, with an equal ease of control. Coupled with that established reliability and dependable strength in construction, which assures safety and durability, is the added pleasure of certain economy in operation and maintenance. Illustrated pages 8 and 16.

THE COUPE is a very desirable car for two passengers —with room for three. The body is an improved idea in motor car body-building. The top being of metal and permanent. It is beautifully finished, and presents a strikingly attractive appearance. The interior is quite roomy with a big seat with high back all deeply upholstered, making for the most enjoyable riding every day of the year. The large plate glass windows in doors and sides drop completely into the sash and with the quickly removable window pillars give all the delights of the open car while the top protects from heat and dust. In inclement and wintry weather it is instantly converted into a neat enclosed car, well lighted, cozy, warm, luxurious. At the same time the spacious side windows and the large rear window keep the driver well informed as to passing traffic. The doors are liberal in size, making entrance and exit pleasant. Latest type of ventilating windshield. In all the Ford Coupe is a thoroughly modern motor car in appearance and equipment with Ford durability and economy in purchase price and operation. Illustrated pages 6 and 17.

Some Interesting Figures

The production record of the Ford Motor Company since its organization June 16, 1903, is one of phenomenal growth eclipsing all achievements of the industrial world. Surely such figures could only be made possible through a product so valuable and widely serviceable as to be an almost common necessity:—

In 1903-4, to Sept. 30, there were made and sold.....	1,708 Ford cars;
In 1905, the Company built and sold.....	1,695 Ford cars;
In 1906, there were made and sold a total of.....	1,599 Ford cars;
In 1907, the total of cars made and sold was.....	8,423 Ford cars;
In 1908, the production and sales reached.....	6,398 Ford cars;
In 1909, the phenomenal growth began with.....	10,607 Ford cars;
In 1910, the production jumped to a total of.....	18,664 Ford cars;
In 1911, there were made and sold a total of.....	34,528 Ford cars;
In 1912, production more than doubled, with.....	78,440 Ford cars;
In 1913, a new high mark was reached with.....	168,220 Ford cars;
1914 saw an even greater triumph achieved by.....	248,307 Ford cars;
While 1915 crowned all efforts with a total of.....	308,213 Ford cars;
In 1916 the volume of production reached.....	533,921 Ford cars;
In 1917 the record was raised to.....	785,432 Ford cars;
For 1918 the estimated production is for.....	900,000 Ford cars.

As a more practical illustration of what it means to produce 900,000 Ford cars in one year, and also as an evidence of the buying power of the Ford Motor Company with its "spot cash" payments, the following items speak for economy in manufacturing:

Over 400,000 tons of steel are required for the cars.
126,000,000 square feet of rubber cloth material for tops.
3,600,000 each of wheels and tires.
4,500,000 lamps.
15,884,414 feet of Vanadium steel shafting and axles.
4,938,000 square feet of plate glass for windshields.
109,484,404 feet of copper tubing for the radiators.
12,900,000 pounds of steel for Ford magnetos.
30,838 miles of wiring used in magnetos.
7,836,593 square feet of galvanized metal for gasoline tanks.
55,000 horsepower developed by gas-steam engines and generators.
69,959,951 square feet of sheet metal for guards and fenders.
27,940,382 feet of tubular radius rods.
156,546 freight cars to handle material and product in addition to 79,534,404 pounds of material in less than carload shipments.

Approximately $10,000,000 profits are shared annually with employes.

During 1916, more than 200,000 persons visited the Ford factory at Detroit, and were conducted through the big plant. 1917 will see a large increase, as in the month of August 43,219 visitors, from all sections of the country, paid us the courtesy of coming to see the home of "The Universal Car."

Average number of persons engaged in making and selling Ford cars in 1917 totaled about 100,000—supporting a city of half a million people counting five to the family.

Specifications of Ford Model T Pleasure Cars

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 cars are furnished with four styles of bodies—Runabout, for two passengers; Touring Car, capable of carrying five passengers; Coupe, two passengers; Sedan, five passengers.

Brakes—Dual system on all Ford 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.

Carburetor—Float feed automatic with dash adjustment. Specially designed to give maximum power, flexibility and easy starting, with economy of fuel consumption.

Clutch—Multiple steel disc, operating in oil.

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.

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, enclosed to give the highest cooling efficiency, is also used in connection with the cooling system.

Equipment—All Ford cars are sold completely equipped, except speedometer—no cars will be sold unequipped.

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 car is patented in all countries.

Gasoline Capacity—All Ford cars have gasoline tanks of 10 gallons capacity mounted directly on frame under front seat. 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.

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.

Motor—Four-cylinder, four-cycle. Cylinders are cast en bloc with water jackets and upper half of crank case integral. Cylinder bore is three and three-quarter inches; piston stroke is four inches. The Ford motor develops full twenty 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. Ford Vanadium Steel is used on all Ford crank and cam shafts and connecting rods.

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

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

Three-Point Suspension—Each of the Ford 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.

Unit Construction—There are four complete units in the construction of a Ford car—the power plant, the front running gear, the rear running gear and the frame.

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

Wheel Base—One hundred inches; Standard tread, fifty-six inches. All Ford cars will turn in a twenty-eight foot circle. This feature is of great advantage while operating in crowded thoroughfares.

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, thirty by three inches; rear, thirty by three and one-half inches.

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Specifications of Ford Model T One Ton Truck

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

Brakes—Dual system. 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.

Carburetor—Float feed automatic with dash adjustment. Specially designed to give maximum power, flexibility and easy starting, with economy of fuel consumption.

Clutch—Multiple steel disc, operating in oil.

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.

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

Final Drive—Is of the worm type, enclosed in a dust and oil-proof housing. Direct shaft drive to the center of chassis; only one universal joint is necessary. A ball and socket arrangement in the universal joint reduces shocks and strains caused by the unevenness of the road.

Gear Ratio—Seven and one-quarter to one (7¼ to 1).

Gasoline Capacity—Cylindrical tank of 10 gallons capacity mounted directly on frame. Lubrication—combination gravity and splash system. Oil is poured into 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.

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.

Motor—Four-cylinder, four-cycle. Cylinders are cast in one block with water jackets and upper half of crank case integral. Cylinder bore is three and three-quarter inches; piston stroke is four inches. The Ford motor develops full twenty 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. Ford Vanadium Steel is used on all Ford crank and cam shafts and connecting rods.

Springs—The front spring is semi-elliptical transverse in one piece and the rear spring two-piece semi-elliptical transverse, all made of specially Ford heat-treated Vanadium Steel. Ford springs are the strongest and most flexible that can be made.

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

Three-Point Suspension—Each of the Ford units is suspended at three points of the chassis. This method of suspension insures absolute freedom from strain on the moving parts.

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.

Unit Construction—There are four complete units in the construction of a Ford car—the power plant, the front running gear, the rear running gear and the frame.

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

Wheel Base—Model T Truck has a wheel base of one hundred twenty-four inches. The standard tread for all cars is fifty-six inches. Model T Truck will turn in a forty-six foot circle.

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, pneumatic, 30x3 inches; rear wheels, hard rubber tires, 32x3½ inches.

Carrying Capacity—One Ton.

Speed—We recommend not more than 15 miles per hour.

LUBRICANT FOR WORM—An A-1 heavy fluid or semi-fluid must be used to lubricate differential in Model T Truck.

Ford
THE UNIVERSAL CAR

There are thirty Ford branch factories in the United States, which can assemble daily an average of seventy-five to two hundred and fifty Ford cars. Each branch factory carries continually a full stock of parts to equip Ford dealers, to completely rebuild a Ford car so that Ford owners can always receive from Ford dealers the same attention to their cars as the parent factory could extend. Furthering this organization, the company is represented by more than ten thousand dealers in the United States alone. In any emergency there is a Ford dealer not far away—and where the Ford dealer is, you will find a goodly stock of Ford supplies, which his contract requires him to maintain, so Ford service for Ford owners is as universal as the car.

We illustrate with photographic reproductions the thirty branch factories of the Ford Motor Company.

Atlanta, Ga.
4 stories 297 x 142—168,696 square feet floor space

Buffalo, N. Y.
4 stories 481 x 100—192,400 square feet floor space

Cambridge, Mass.
5 stories 404 x 79—159,580 square feet floor space

Chicago, Ill.
6 stories 592 x 164—582,528 square feet floor space

Cincinnati, O.
4 stories 236 x 159—150,096 square feet floor space

Cleveland, O.
4 stories 295 x 157—185,260 square feet floor space

Columbus, O.
4 stories 228 x 206—187,872 square feet floor space

Dallas, Tex.
4 stories 204 x 116—94,656 square feet floor space

Denver, Colo.
4 stories 312 x 129—160,992 square feet floor space

Des Moines, Ia.
5 stories 453 x 120—271,800 square feet floor space

Detroit, Mich.
8 stories 320 x 97—248,320 square feet floor space

Fargo, N. D.
3 stories 200 x 93—55,800 square feet floor space

Ford

THE UNIVERSAL CAR

Houston, Tex.
4 stories 230 x 77—70,840
square feet floor space

Indianapolis, Ind.
4 stories 250 x 142—142,000
square feet floor space

Kansas City, Mo.
3 stories 421 x 251—317,013
square feet floor space

Long Island, N. Y.
8 stories 407 x 169—550,264
square feet floor space

Los Angeles, Cal.
5 stories 200 x 150—150,000
square feet floor space

Louisville, Ky.
4 stories 206 x 100—82,400
square feet floor space

Memphis, Tenn.
5 stories 200 x 88—88,000
square feet floor space

Milwaukee, Wis.
5 stories 300 x 120—180,000
square feet floor space

Minneapolis, Minn.
10 stories 198 x 145—287,100
square feet floor space

Oklahoma City, Okla.
4 stories 280 x 132—147,840
square feet floor space

Omaha, Neb.
5 stories 284 x 120—170,400
square feet floor space

Philadelphia, Pa.
10 stories 320 x 128—409,600
square feet floor space

Pittsburgh, Pa.
5 stories 259 x 140—181,300
square feet floor space

Portland, Ore.
3 stories 299 x 75—67,275
square feet floor space

St. Louis, Mo.
5 stories 299 x 144—215,280
square feet floor space

San Francisco, Cal.
5 stories 231 x 200—231,000
square feet floor space

Seattle, Wash.
5 stories 207 x 104—107,640
square feet floor space

Washington, D. C.
6 stories 178 x 123—131,364
square feet floor space

Ford Factories and Branches

Ford Factory, Detroit—*Parent Plant*—
Capacity 1,000,000 cars annually

Ford Factory, Ford, Ontario, Canada—
Capacity 60,000 cars annually

Ford Factory, Manchester, England—
Capacity 25,000 cars annually

American Wholesale Branches

Albany—346 Broadway
Atlanta—465 Ponce de Leon Ave.
Boston—96 Brookline Ave.
Buffalo—2495 Main St.
Charlotte—212 East Sixth St.
Chicago—3915 Wabash Ave.
Cincinnati—660 Lincoln Ave.
Cleveland—11610 Euclid Ave.
Columbus—427 Cleveland Ave.
Dallas—2800 Williams St.
Denver—920 S. Broadway
Des Moines—101 S. E. 5th St.
Detroit—1550 Woodward Ave.
Fargo—509 Broadway
Houston—4006 Harrisburg Road
Indianapolis—1315 E. Washington St.
Jacksonville—16 East Ashley St.
Kansas City, Mo.—1025 Winchester Ave.
Long Island City—564 Jackson Ave.
Los Angeles—2060 East Seventh St.
Louisville—2400 South Third St.
Memphis—495 Union Ave.
Milwaukee—411 Prospect Ave.
Minneapolis—420 North 5th St.
New Orleans—2120 Canal St.
Oklahoma City—900 W. Main St.
Omaha—1502 Cuming St.
Philadelphia—2700 N. Broad St.
Pittsburgh—5000 Baum Blvd.
Portland—481 East 11th St.
St. Louis—4100 Forest Park Blvd.
Salt Lake City—230 West Temple St.
San Antonio—221 W. Commerce St.
San Francisco—2905 21st St.
Scranton—601 Wyoming Ave.
Seattle—724 Fairview Ave.
Spokane—1801 W. Third Ave.
Washington—466 Pennsylvania Ave. N.W.
Wichita—218 W. Douglas Ave.

Foreign Branches and Service Stations

Bordeaux, France—Place Sainte Croix
Buenos Aires, Argentine—752 Peru
Calgary, Alta.—127 E. 11th Ave.
Hamilton, Ont.—74 John St.
London, Eng.—55 Shaftesbury Ave.
London, Ont.—680 Waterloo St.
Manchester, Eng.—Trafford Park
Melbourne, Aus.—153 Williams St.
Montreal, Que.—119 Laurier Ave. E.
Paris, France—61 Rue de Cormeilles
Saskatoon, Sask.—1st and 25th Sts.
St. John, N. B.—Rothesay Ave.
Toronto, Ont.—672 Dupont St.
Vancouver, B. C.—1531 W. 15th Ave.
Winnipeg, Manitoba—Portage Ave. at Wall St.

Foreign Department

1136 Whitehall Building, 17 Battery Place, New York.

There are Ford Agents in all principal cities and towns throughout the entire country

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Ford

THE UNIVERSAL CAR