

# Ford Times

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W. C. ANDERSON  
Manager St. Louis Branch

**The Farmer Buyer**

**T**HE farmer must be handled altogether different from the city buyer. You will find the world over that the farmer is a very skeptical man to handle and possibly the hardest man to sell, as they have perhaps in the past been handed more gold bricks than any other class of people in the world, but the time is rapidly passing when you can slip a gold brick in the way of an automobile to him. You will possibly find every farmer who is successful in his line of business has been thinking seriously from time to time about purchasing a machine and he has undoubtedly read thoroughly all the catalogues of the different makers of automobiles and is fairly well posted as to the different makes when he comes into your store to look at your cars.

Your car might be the first one he has really looked into and it might have been the last; at any rate, you must bear in mind that he is interested or he would not fool away his valuable time in coming into the city to look after a machine.

The majority of salesmen figure that there is only about one chance in a thousand of selling this customer a car, and therefore does not go at him with the proper spirit or treat him with the courtesy that is certainly due him. The first step the salesman should take in coming in contact with this class of trade is to try at once and make this man his friend and gain his confidence and not start right off the bat trying to

tell this gentleman how little he knows about machinery and how much the salesman knows, but on the other hand should try and convince him that any man with ordinary intelligence should be able to operate and handle an automobile successfully. He should pay more attention in explaining minor details of the automobile to this class of trade than he would to the city buyer, as you must remember that the farmer possibly lives anywhere from five to fifteen miles from a repair shop or garage and he is forced, if he buys a machine, to take care of it himself.

Salesmen make a great mistake by trying to make this customer believe that all he has to do is to keep oil and gasoline in his car and tell him same will run continually for twelve months in the year without any attention whatsoever, while on the other hand I do not believe you can put it too strongly to a customer of this kind what is required to keep his machine in running condition.

If a farmer finds out after you have sold him a machine that you have lied to him he will certainly cause either the dealer or the manufacturer no end of trouble as they certainly can make more noise and can be heard farther when making a kick than any other class of people.

If you have sold the farmer a car the salesman should sit down with him with an illustrated price list of parts and show him how to order parts intelligently and then in the future if he orders parts he should be instructed how to instal them in the easiest possible manner, as you must always take into consideration that he has not at his command a well equipped garage, although we believe within the next few years that the farmer will be able to take care of his automobile as well as the city man, as they must be made to realize fully when they purchase a machine that they will have to look after it themselves and they will eventually install an equipment at their own home sufficient to look after their wants.

If all the salesmen throughout the

United States who are really interested in the future of the automobile business would pay more attention to this class of trade you would find it would not only help the country business but the city business in general, for once the farmer gets to using an automobile to do his marketing with we will then begin to have better roads throughout the country.

I find that both managers and salesmen make a great mistake in trying to close up a retail sale with a farmer by mail as this is possibly one of the hardest propositions he has ever tackled and very few sales are closed in this way. After an inquiry is received by you from a farmer he should be seen immediately by your nearest dealer or write him a letter that will bring him to the city, and if he finally comes into your place of business after an invitation from you it is dollars to doughnuts you will sell him, providing you treat him in the proper manner and show him the attention he deserves, but if a salesman or manager starts in with a lot of hot air or wind-jamming talk, you are certainly going to lose that customer,

for you must remember that after he comes into the city your machine is not the only one he will look at and it takes the proper kind of salesman to close him up and get his money.

If you sell a farmer a machine, even though he is located in a district where his nearest neighbor is ten or twelve miles away from him and he is satisfied with his machine, you can rest assured that this neighbor will hear of the good qualities of the car, and if his neighbor is thinking of buying a car you can bet a grape fruit at 40c apiece against lemons at 20c a dozen that a man with a satisfied car will praise the good points of it and the chances are that his neighbor is going to buy the same kind of car.

In conclusion, will say that I do not believe the manager can put it too strong to the salesman and every one in his employ to treat the farmer buyer with all respect and courtesy at their command and if they fail to do this they certainly should be scratched from the payroll.

Yours truly,

W. C. ANDERSON.

**SUGGESTIONS FOR STARTING IN COLD WEATHER**

- 1st. Shut off gasoline by turning adjustment in dash.**
- 2nd. Crank engine—three or four turns.**
- 3rd. Turn on gasoline three or four full turns and flood carburetor.**
- 4th. With throttle and spark levers in starting position; start motor and then adjust carburetor.**

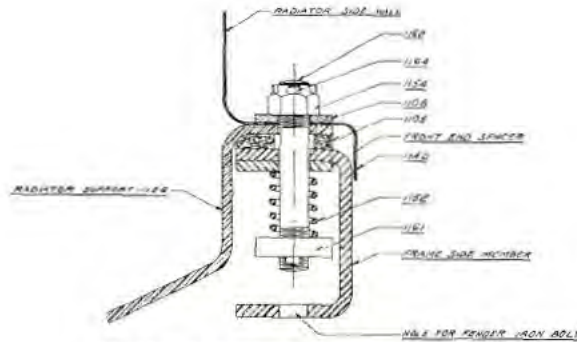
**We Are Making Our Own Radiators**

**F**OR four months Ford radiators have been made in the Ford factory and the quality of the product as evidenced by the service these radiators have given warrants us in describing this new department of our immense plant and showing pictures of the various principal operations.

Top of tank is pressed from one piece heavy brass instead of being made of three pieces. Every radiator is tested under pressure in water, then allowed two weeks to be seasoned, and then retested before shipping.

The entire framework is finished and the radiator assembly then installed. Previously the frame has been built around the assembly, making inside inaccessible and making impossible sufficient soldering outside, as the heat would injure the "insides." Brass frame of radiator has all joints welded by the oxyacetyline process, making the joints actually stronger than the body of the metal. The finished radiator looks good front or back and is as good as it looks.

Add to the foregoing the fact of the spring suspension employed, as explained below, and the reasons for our claim for radiator superiority are admittedly ample and proven.



**SPRING SUSPENSION OF RADIATOR.**

The drawing illustrates the new method employed in mounting the Model "T" Radiator in the frame. Instead of rigidly bolting radiator to frame, thereby permitting of the transfer of all frame strains to radiator, a stiff steel spring is inserted between frame and radiator bolt head, and affords a flexible connection which absorbs all shocks, twists and strains and so protects the radiator.

Sherlock Holmes says: "I consider that a man's brain originally is like a little empty attic, and you have to stock it with such furniture as you choose. A fool takes in all the lumber of every sort that he comes across, so that the knowledge which might be useful to him gets crowded out, or at best is jumbled up with a lot of other things, so that he has a difficulty in laying his hands upon it. Now the skilful workman is very careful indeed as to what he takes into his brain-attic. He will have nothing but the tools which may help him in doing his work, but of these he has a large assortment, and all in the most perfect order. It is a mistake to think that that little room has elastic walls and can distend to any extent. Depend upon it, there comes a time when for every addition of knowledge, you forget something that you knew before. It is of the highest importance, therefore, not to have useless facts elbowing out the useful ones."

It's all well enough to fix your eyes on some distant goal with the determination to reach it. That may help some if one has the grit to stick to it and not be discouraged

when the goal seems to get farther and farther away instead of nearer. Anyhow, it does no harm—in a boy. But in a young man who has achieved the serious responsibility of a job it's much more important to do a day's work or a little more every day than it is to think about some ambition that may be realized years in the future.

It is the young man who keeps up with the boss or a little ahead of him who wins out in the end. The showy qualities of the "brilliant" young man haven't much chance against the steady plodding of the hard worker under modern conditions of business.

That's the best general recipe for success that I know—hard work and a steady pace. Next to that I should say that this is the day of the specialist in every line of endeavor. The man who knows one thing better than any on else is pretty sure to win out in his particular line.

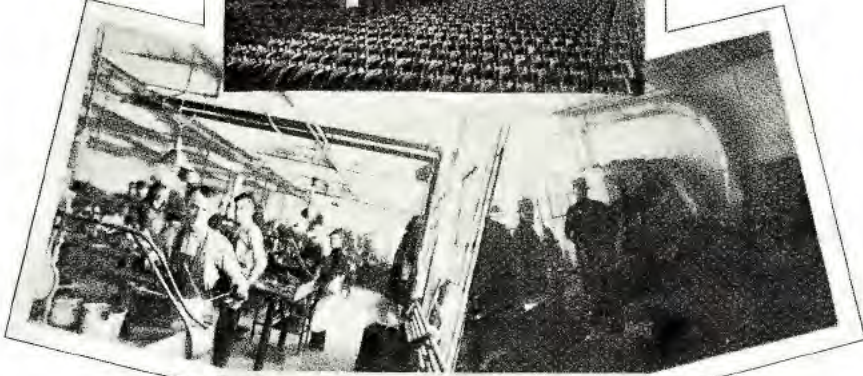
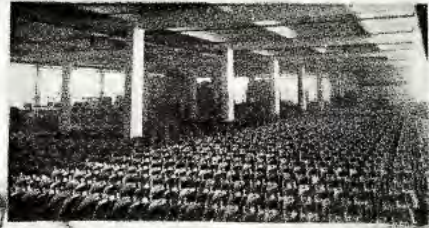
It is all right for the boy to dream after his chores are done—he'll do it anyway—but when he has grown up and has connected with a job it is time to cut out the dreams and get down to tacks.



The Ford Exhibit at the Atlanta Show

**Radiator Department Views**

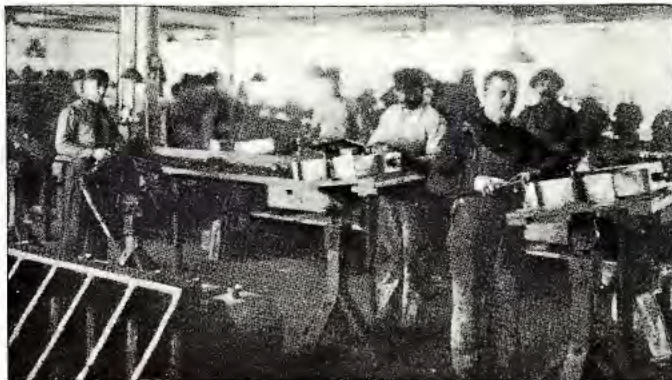
Finished Radiators



Soldering



Painting



Radiator Dept at Work



Inspecting



Testing

**The Price We Pay For Bad Roads**

By AGNES C. LAUT.

*Reprinted by Courtesy of Colliers.*

**D**O good roads concern you? If you are one of the 30,000,000 people who live on farms in the United States, it is a fairly safe guess that you know something about bad roads, even if you do not know and have never chanced to cross the seven per cent of improved roads of the total two million miles of highway in the United States.

But if you are a city dweller, whose use of the highway consists chiefly of the street railway, does the good-roads movement concern you? That question is best answered by asking another. When the price of wheat goes up from 70 cents to \$1.30 a bushel, and the price of potatoes from 50 cents to \$1.25, and the price of bread from 6 to 10 cents, and the price of flour from \$4.50 to \$7.50 a barrel—do those facts concern you? If they do, then you are vitally interested in good roads! Take wheat, for instance! Do you know why it is possible to corner the market in wheat? First of all, because wheat is scarce—the demand growing faster than supply; but secondarily, because, owing to the con-

dition of the roads, it is possible for speculators to get possession of the whole year's crop of wheat. The West is the great granary of the wheat supply today; and in the West wheat must be rushed to market in the clear, dry autumn days when the prairie roads are hard as flint. If the farmer held his wheat over, past the dry weather, in the most of counties he simply could not deliver during late autumn rains or early spring break-up when roads are a churn of mud. The result is, for three months after each crop, there is a glut of wheat at elevator, railroad, water-front. A large proportion of the crop goes in storage. These storage charges amount in a grain center like Chicago to as much as nine cents a bushel in a year. On Minnesota's wheat crop, storage charges mount up to \$5,000,000; on the two Dakotas, to twice as much, and so for every grain area on the continent. The farmer does not pay those storage charges at water-front. The speculator does not—he adds those charges to the selling price; and the man who pays is the buyer—you, Mr. Town Man, who eat dear bread all because some mud road back in a hoosier State has not been graded up properly.

As a matter of fact, America's



Gratiot Road out of Detroit, before improvement

country roads are so notoriously bad that it costs more to haul a ton of wheat from farm to market than to ship that ton from New York to Liverpool. America's country roads are so bad that it costs the American farmer 23 cents to haul a ton, when it costs the English or the Belgian or the French or the German farmer only from 7 to 9 cents for the same haul. You, Mr. Town Man, and you, Mr. Farmer, pay for the unnecessary waste of those bad roads, the town man by extra cost of what he eats, the farmer by lessened profits on what he sells. The same reason explains why the town man pays \$1.25 in spring for potatoes which cost from 50 to 75 cents in the autumn.

If you want to know what bad roads cost the country as a whole, keep in mind that American farmers are paying 23 cents a ton for hauling, when European farmers are paying from 7 to 9 cents. Now, the Interstate Commerce report shows that the railroads yearly haul 265,000,000 tons of farm produce, and that the average haul from farm to market for the whole country is nine and a fraction miles. Put the cost

of hauling at a round \$2 a ton for the nine miles, and you have the cost of hauling farm produce at a round half-billion dollars a year. Half that cost is waste, solely owing to bad roads.

Look squarely at the facts!

Two hundred and fifty million dollars a year wasted on bad roads, which the farmer and consumer jointly pay.

The charge to haul wheat from New York to Liverpool, 3,100 miles, is 3.5 cents per bushel. The charge to haul a bushel of wheat from farm to market, 9.4 miles, is 5.11 cents. The storage on wheat at water fronts, 9 cents a bushel a year. Do good roads concern you?

Total up the whole cost of bad roads, the waste on haul, the storage at water-fronts, the extra price paid for food, owing to scant markets in spring—and you have an expense bill of a billion dollars a year against bad roads, or, on a basis of 80,000,000 population, a tax of \$12.50 a year, which every man, woman and child pays for bad roads.

The results of bad roads are yearly tolls of \$12.50 against every person

(Continued on page 18.)



Gratiot Road after improvement

*Ford Motor Cars*



HIGH PRICED QUALITY  
IN A LOW PRICED CAR.

# Jones Auto Exchange

THE HOME OF THE FAMOUS

= *Ford* =

AUTOMOBILES, ACCESSORIES,  
SUPPLIES AND REPAIRS.

*Wichita, Kan.*

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TO ALL FORD DEALERS :

The above illustrates a letter head that we wish to submit to you for approval. It is lithographed, is printed on a fine linen bond paper, is 8 1/4 x 11 in size and can be secured at a very low price because of the quantity we expect to order.

In place of the name and address shown, your name and address would be lithographed--otherwise all letter heads will be the same as above.

We are not suggesting this because we do not like the letter head you are using, but we do recognize that this question of suitable stationery is a nuisance for the average dealer, that even when the design is attractive, the printer spoils it and it is to save you this annoyance that we suggest the above.

These letter heads we will furnish in lots of 500 or 1,000 complete with the dealer's name and address for the following prices :

In lots of 500 for \$2.00  
In lots of 1000 for 3.50

If you do not like your present letter head or if you have none at all, or even if you have one but like this one better, kindly order right away. We expect to start delivery in 30 days.

An attractive letter head is one of the best possible advertisements.

Yours truly,

FORD MOTOR COMPANY.

Ford Times

H. B. HARPER, Editor

Published solely to afford a means for the interchange of ideas among all dealers and employees of the

Ford Motor Company  
DETROIT

We want pictures, stories, ideas, letters, experience and criticisms; the more contributors the better the paper.

The Ford Motor Co.  
of Detroit

From Cycle and Automobile Trade Journal

**I**N 1891 a humble mechanic in a Detroit machine shop manufactured, in his spare time, a motor car. The car didn't amount to much in the way of looks and its owner, builder and operator had some trouble in getting it to carry him about. But it would go on occasions and it proved conclusively to its inventor that the gas engine was an adequate, economical and satisfactory method of solving one of the problems of rapid transit.

That car is now the most prized possession of the Ford Motor Co., and occupies a position of honor among the archives of the big plant. It was the first car built by Henry Ford and the first automobile made in Detroit.

Accounts of Henry Ford's early struggles in the endeavor to secure funds to pursue his inventive ambition and, at the same time, to earn a living for himself and his family, are common talk about Detroit. A farmer boy, but a natural mechanical genius, he had come to Detroit, a few miles away, to make his living. Running a machine all day and making parts for gas engines, started him to thinking on this line, perhaps. At any rate, he made engines his study. The first car was, as most inventions of the sort, a crude contrivance. Working at his trade in the day, studying and working on his inventions at night, he kept plugging

away. After several years of effort he discarded the little buggy-like, one cylinder runabout and drafted designs for a more ambitious car. Other men had been working along similar lines, but with more opportunity to follow out their ideas. Ford saw their work and passed judgment. The years passed and, in 1901, Henry Ford designed what was probably the first practical two-cylinder opposed engine, mounted for use on a motor car. A friend who had saved a little money by running an all-night lunch-wagon on the street corner, saw the possibilities and took a chance. With the funds thus secured, Henry Ford resigned his job in the machine shop and went to work in a little one-story shed, to build his car.

The car was finished in the spring of 1902. Ford fitted it with a seat for racing and the Detroit public saw it at the first automobile race meeting ever held in Michigan, later on in the year. Over the classic Grosse Pointe race track Ford and Alexander Winton, of Cleveland, the only entries in the free-for-all events, raced it out in a thrilling duel. Winton was at that time the track champion of the country. Ford beat him.

But even then the expected results of Ford's inventive genius were not forthcoming. Offers for the sale of his patents were made, it was true, but none of them were accepted, for



Birthplace of the first Ford car



Henry Ford and the Present Ford Plant; showing thousands of parts which could not be placed in the buildings, stacked in the yard. In the upper right hand corner are seen 40,000 automobile wheels.

Henry Ford meant to hold to his car until he could be certain of the control of its manufacture.

In 1903, backed by Tom Cooper, the bicycle champion, Ford built two more cars, perfect twins. Each, like its predecessor of the year before, was a racing car, but compared with the 1902 model, the new creation was a juggernaut. Four cylinders of enormous size gave it the power of 80 horse. When its engine started the roar could be heard for miles. Flames flashed from the motor. In the middle of its massive framework was one seat. One life at a time was the limit that Henry Ford said should be risked in it. They called the pair the "999" and the "Arrow."

Ford and Cooper tried one of the cars out and were awed by its speed. Neither wanted to take the responsibility of driving it in the races of that year. Cooper, however, vouchsafed the opinion that he knew a man who feared absolutely nothing under the sun. He wired to Salt Lake City and brought on one Barney Oldfield, at that time a professional bicycle rider who had ridden with Cooper. Barney had never driven a motor car, but in a week, Cooper and Ford taught him. The

day of the race arrived and the free-for-all was called. Seating himself in the middle of the juggernaut and assuming a firm grasp on the two-handled tiller by which it was steered, Barney remarked, "Well, this chariot may kill me, but they'll say afterwards that I was going like hell when she took me over the bank." Ford cranked the engine and they were off.

It was a big field but the rest were nowhere after the first half mile. Oldfield never dared to look around, but gave the car all the speed she could kick up in the straights. Nor did he shut off on the curves. He kept drawing away from his astounded field, but drove as if the others were right on his heels. His long hair snapped in the wind. He won by something like a half-mile from his nearest competitor in a three mile race.

That event convinced the world that Henry Ford was an engineering genius. In the following week a company was formed and Ford was made vice-president. He was also designer, master mechanic, superintendent and general manager. The company built several hundred cars of the double-opposed type with detachable tonneau. These were mar-

keted during the year of 1903. A larger number—nearly a thousand—were put out in 1904. For 1905 Ford designed a four-cylinder car. Racing had demonstrated itself as an effective method of exploitation before and Henry Ford planned a similar demonstration for his 1905 model. This came the week before the big show in New York and took place on the frozen surface of Lake St. Clair where, with Ford himself as the driver, the twin machine to the old "999" greatly improved and looking very much like a modern racer, was sent a surveyed mile straightaway in the record-breaking time of 39 1-5 seconds.

Those who saw that effort will always regard it as the most thrilling sight of their lives. The ice, apparently smooth, was in reality seamed with slight fissures. At every one of these the car would leap into the air, two wheels at a time. Ford's course was a zig-zag as a result, but he kept the machine generally on its course, shooting it past the finish in safety. The world's record was broken by over seven seconds.

The performance ensured the success of the 1905 model in the selling

field. The Ford Motor Co. left the rented Mack avenue plant and built a factory of its own on Piquette avenue. The firm devoted most of 1906 to the advance work on a model which was to mark an epoch in automobile building—a light, four-cylinder runabout.

In the plans for this car Henry Ford laid down the maxim that, by the investment of a huge sum in special machinery, the cost of production of a large number of cars at a formerly unheard-of price would be possible. The utmost care was taken to have the parts of the car absolutely machined to size. No supplementary fitting was possible in the scheme. Every part must go into place without causing a moment's delay in the assembly room. And Ford proposed to put out 10,000 of these cars in one year.

The manufacturing world stood aghast. Only a very few believed that Ford would progress far with so radical a departure. But he did. That year the Ford sprang into the limelight as the largest producer of motor cars the world had ever known. And the principles laid down in Henry Ford's general scheme are

substantially those that prevail in the industry today, except in the cases where a firm's output is not numerically great enough to warrant the initial expense.

The success of 1907 was repeated in 1908. During the season just closing and on even more radical lines, the same process was repeated. During 1909 the company dropped the manufacture of six-cylinder cars, turned out in large numbers during 1907, and centralized its whole energies on one four-cylinder model, of which 17,500 have been marketed.

More than a year ago it became evident that the present plant of the Ford was too small for the plans which the company had made. A large tract of land was purchased in the northern part of the city and there has been built a factory a fifth of a mile long, fronting on Woodward avenue. Four stories in height, 75 feet in width and of cement and steel, the factory is one of the most modern in construction ideas. The walls are largely of glass. In the rear is an immense foundry under construction. Part of the 60-acre tract is occupied by a mile track which is now in use for testing purposes. As fast as deliveries will permit the company is installing a complete new set of machinery. Virtually none of the equipment of the old plant will be used in the new one.

And the automobile world is waiting, listening to hear the announcement from Henry Ford as to the product. Whether or not he has another sensation in store is about the liveliest topic of discussion in Detroit manufacturing circles—nay even throughout the world.

In no factory organization in Detroit is the personality of one man so interest-compelling as at the Ford. The farmer-boy machine-hand-inventor of former days is the largest millionaire in his millionaire concern. The most famous of the gas-engine designers, and now the president of his own factory organization, he is present every day in the factory

laboratory. His name is now borne by 40,000 motor cars in active service. About his new factory is growing up a veritable city, made possible by his industry.

There have been several important changes in the department heads and the officers and directors of the original Ford Motor Co. But they have never affected the firm's progress to a noticeable degree. Most prominent in the support of the inspiring genius and with him since his first essay in the manufacturing field are and have always been James Couzens, secretary of the company, and C. Harold Wills, the factory superintendent. Mr. Wills was with Mr. Ford when he was building the "999." Mr. Couzens was his aide in interesting the capital that made the first Ford factory a possibility.

No extended reference to the Ford Motor Co. would be complete without mention of the legal battle which the firm waged with the Association of Licensed Automobile Manufacturers, lessees of the famous Selden patent. At the time the Ford Motor Co. was organized virtually all the manufacturing concerns in the country paid tribute to the association or its predecessors, in the form of royalties. Henry Ford balked. He had built and operated a gas-propelled motor car years before the patent was granted and he refused flatly to make the payments. The association brought suit and for six years the battle has been fought in the courts. During the season just closed a decision was handed down, affirming the patent. The Ford Motor Co. has as yet outlined no course for the future. That it will continue to fight, carrying the case to the court of last resort, is believed certain in Detroit, in spite of the fact that the Ford has been deserted by many of its allies in the patent fight and finds the manufacturers' organization which formed to assist it in the battle against the Selden patent, materially weakened by the defection of some of its most prominent members.



Part of the new Ford Plant



**An American Accountant  
in Europe**



C. W. HARTMAN

**A**t the Detroit factory we have a corps of accountants who are prepared to go at any moment to any corner of the earth to open up the books of a New Ford Branch, to help a local Ford Bookkeeper in a rush season or to fill in while a regular is being secured. So just as John Keown is now at the Omaha Branch, Chas. Jones at the Denver Branch and R. C. Brown at Atlanta, C. W. Hartman took a few days off and went to London to start things off in ship shape for P. L. D. Perry. Ship shape is good, for if Hartman's say so holds he was one out of possibly two, and the second is doubtful, who was able to eat all his meals in the dining room and at regular hours.

So C. W. went to London and here is his story:

England is a great country for automobiles. If America had roads like theirs five times as many cars would be sold. One can ride anywhere and never find a bad road. Theater players go from town to town by automobile instead of train. It would do America good to send about a hundred thousand of its citizens over there to ride around the Island.

Mr. Guy Standing, the actor, who is so popular in America and particularly for his work in "The Right of Way" spends every summer in England, his native country, automobile touring. This year he has a Model "T." For two years previous he used a Model "S." Mr. Standing is the original Ford Booster of Great Britain and assisted in the opening of the New Branch.

English Bookkeepers are more

careful than Americans, but it takes three times as many to do the work. This isn't all due to the men, it's largely due to their methods, for bookkeeping ideas there are out of date. Bookkeepers and Accountants in the London Banks are thick as flies.

Speaking of banks, I went into one, and thoughtlessly whistled as I waited. In short order a uniformed attendant tapped me on the shoulder and informed me that such unseemly behaviour interfered with the bookkeepers. He ought to visit our Detroit factory office and listen to those ton weight castings that at regular intervals are permitted to drop with a thud on the floor above.

The hardest thing an American has to contend against in England is the idea that "Conditions are different over here." Of course they are, but they shouldn't be and because they are allowed to be accounts for some of the American successes in London. There's a new department store in England, it's run by Americans, in American style, a regular Marshall Field or Seigel-Cooper store. It has American show windows, American "Sales," American advertising and its genuine success has made its competition sit up and take notice.

"It's been the policy of this paper for one hundred years and will be for a hundred years to come." A newspaper man told me that in the same breath that he asked for an advertising order, and when I told him it was time he woke up and then turned the alarm on his paper else they would be hopelessly behind he seemed shocked and tip-toed out of the office, for it was sacrilege to so refer to his paper.

The London Branch is the finest automobile house in England and the prospects there are exceptionally bright. Mr. Perry is well known and popular and gets business in an almost American style. He has already established dealers in Glasgow, Dublin, Edinburgh, Liverpool, Leeds and a score of other cities and the orders from the London Branch have been heavier, I find, than orders from some of the American Branches, in the same period.

**Local Ordinances Yield  
to State Law**

**P**HILADELPHIA, Dec. 6.—Where a local automobile ordinance conflicts with the new State law, the latter takes precedence, is the opinion handed down by Judge William B. Broomall, in the Delaware County Court at Media, in the case of Borough of Swarthmore vs. Wilmore B. Taylor. At about 7:45 on the evening of July 21 last, Mr. Taylor was operating his car in the borough mentioned, when he was arrested by a constable for driving without lights. Taken before Justice of the Peace Charles W. Burnley, Mr. Taylor was fined five dollars and costs, which he paid under protest and took an appeal. He contended that under the State law, which provides that lights shall be carried "from one hour after sunset to one hour before sunrise," he was not guilty, as the sun had set but half an hour.

The prosecution insisted that the borough ordinance, which required that automobiles operated on Swarthmore's streets and roads shall carry lights "from sunset to sunrise," had been violated. Attorney J. B. Colahan for the defense, cited the State law on the subject, and further called the attention of the court to that section of the act which reads: "No city, county, borough or township shall have power to enforce or maintain ordinances, rules, or regulations inconsistent with . . . this act, . . . and all such local ordinances, rules or regulations now in force shall expire and shall be null and void."

In his opinion Judge Broomall calls attention to the confusion and trouble which would result if each borough and municipality had different and changing regulations on the subject, and says: "That the State has the power to legislate upon the police regulations of its highways is without question." He then quotes the State regulation as to carrying lights from one hour after sunset to one hour before sunrise, and says: "This confers upon drivers of vehicles the right to proceed without

lights during the remainder of the 24 hours. . . . Therefore, the (borough) ordinance, in imposing a longer time for the display of lights than that which is imposed by the (State) act, is manifestly inconsistent with the spirit of the statute and is consequently invalid.—*Automobile.*

**A Letter From Gilpin**

DEAR SIR:

We have opened a salesroom at 122 East Michigan Street, Michigan City, for the Ford Motor Company's well known Motor cars. We will be glad to have you call and see our 1916 models which we will have on hand about Dec. 7th.

If you are in the market for an automobile, in justice to yourself you should investigate what we claim for them.

No easier riding car is built. No American built car has superior quality. The Cadillac, Mitchell and other automobile manufacturers advertise that they use Vanadium steel in their springs. How much superior a car must be that uses Vanadium steel in practically all parts of their car, as does the Ford.

No car has larger tires for the weight. This is important, as 75 per cent of automobile upkeep is for tires.

No car has more horse-power per weight. No car has simpler control. Let us show you how simple.

No car has such a simple and reliable magneto.

No car has simpler or more efficient oiling system.

No car has so many shouting qualities. Dr. Ledbetter says: "My Model T in 3,000 miles has cost 15 cents for upkeep. Not a puncture."

Chas. Wheeler of Laporte says: "Not a puncture, I got my car in Feb. 1909."

A. C. Travis, farmer, near Laporte, says: "Have not had to call on you for help since I got my car in June and am satisfied I bought the right car."

Mrs. Pangborn, of Michigan City, says: "We are pleased with our car. We have traveled the worst roads and never found the car lacking power. Expense of upkeep has been almost nothing."

A. S. Nichols, of Michigan City, says: "My car has traveled 9,000 miles on about \$70 expense, including a new set of tires just put on."

Dr. Walkinshaw, of Stillwell, says: "I am using my car entirely in my practice and covered the first month 2,000 miles."

These words of praise are the sentiments of all Ford owners. Drop us a card and we will call and give you a demonstration, or call at our salesroom and have a talk with us.

A. W. L. GILPIN,

Agent for Laporte and Porter Counties,

**A Model T in Paris**

Dr. J. Dawson Buckley, an American dentist in Paris, has a Model T Touring Car, and this is what he thinks of it:

"Paris, le 20 Octobre, 1909.

Ford Motor Company, Paris.

Gentlemen: With reference to Model "T" touring car, which you delivered to me at Toulouse, No. 2124, and which I have been using constantly in and around Toulouse for over four months, and with which I have been touring in Spain, returning to Paris by way of Biarritz, Bordeaux, covering up to the present moment over 7,000 kilometers, I am pleased to inform you that I find this car in every way satisfactory, and even better than you represented it to me.

It is a curious fact that throughout this entire summer I have never had occasion to change the tires, the car still running on the original tires that you furnished to me, and I would certainly not trade it for any other car double its price, if I were not absolutely certain that you could deliver me another Model "T" exactly like it, as I really cannot say too much in favor of the car.

Yours very truly,  
J. DAWSON BUCKLEY."

**Invitation to the Auto Show**

The Ford Motor Company will exhibit at the Grand Central Palace show opening in New York on New Year's Eve. It is the intention of the show management to issue personal invitations to every dealer in Automobiles. If you, as a Ford dealer, do not receive an invitation and tickets by December 20th, kindly notify us, addressing your communication to the attention of the Editor, H. B. Harper, and immediate steps will be taken to see that you are so supplied.

**Voiding the Guaranty**

If you want to render void the guaranty in a Model T Car, just equip it with some of these fake

accessories that are advertised as being so helpful to the operation of the car.

There is a starter advertised. It may start the car. It will surely start a break down of the rear axle system. There are springs being heralded as superior to Ford Springs. If they were, Ford would use them. There are so called truss rods that will pull the axle apart, if given a chance.

Here's the reason—in any Ford Car there are innovations—it would not be a Ford otherwise. There will always be people afraid of new things, and as long as Ford sells as many Ford Cars with exclusive Ford features, there will be men ready to substitute back number ideas for these original features.

Buy them if you want, but be prepared to stand the consequences, for in the transfer you render the guaranty null and void.

**The Price We Pay for Bad Roads**

(Continued from page 9)

who eats farm produce. That yearly waste would build 200,000 miles of A1 macadam roads every year; or in ten years would turn every country road into such a highway as the Romans' famous Appian Way, basing the cost at the very highest average of \$5,000 a mile. Though macadam roads sometimes exceed that figure, owing to special difficulties of swamp or bridge work, on easy grades near the source of the rock bed, the average has come as low as \$2,000; in New Jersey, for instance.

The beauty of the relentless scheme of things is when we mend our ways—in this case, mend our roads—Nature not only wipes out the deficit, she puts a plus to the account where there used to be a minus. Supposing of the 2,000,000 miles of roads in the United States, all were improved instead of only seven per cent, what would be the result to farmer and consumer? First of all, the big deficit of waste on haul, on storage, on cornered prices—wiped out! The minus goes off the national slate and the plus comes on.

**A London Budget**

The Olympia show has been the big noise in automobile circles of Great Britain. This is the one big show of Europe this year as there will be no Paris show. It was therefore a show for business and much was done. The Ford London Branch closed up for 253 cars and established dealers in all the principal cities of Great Britain and several in continental Europe.

The remarkable feature of the show was the preponderance of smaller and lower priced cars. Most of the manufacturers of big, high-priced cars have added a small car to the line and are preparing to push it.

All the English correspondents of the automobile papers have featured the Ford as the sensation of the show—the lowest priced touring car selling in Europe—and in every quarter one hears favorable comments of the car and the manufacturer.

Mr. Perry contributes the following anecdote incident to the exhibition.

**OVERHEARD AT OLYMPIA EXHIBITION, LONDON**

One (new) dealer who has just taken up the Ford Line to Dealer who handled the Ford Line last season:

New Dealer: "I want you to tell me confidentially what you think about the Ford."

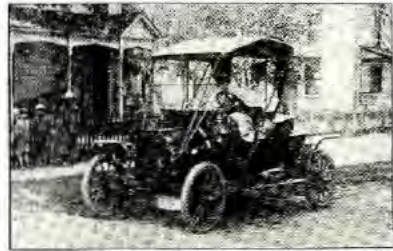
Old Dealer: "I think it is a fine car and one that I would recommend my dearest friend to buy, and know I was giving him good advice."

New Dealer: "No, but tell me what is the chief trouble you have had with Ford Cars."

Old Dealer: "My chief trouble has been in getting people to believe and understand that I have had no trouble."



Ford at the Olympia Show, London, England



E. P. Smith, Milford Center, O., on Nov. 6th, covered 218 4-5 miles in 11 1-2 hours, 63 3-10 miles on main roads, 149 1-2 miles of gravel roads, 15 of which was new gravel. Does that read like "city cars"?

Here and There

**New honors for Ford Managers.**—hats off to Plaintiff. The big trial of the Sugar Trust is on. The learned jury, imposing in its newly acquired dignity, patiently listens to the mass of evidence and the harangues of the famous counsel,—And see who's here! In seat Number One,—yes, in the very seat of the foreman, is our own Gaston,—foreman of the Sugar Trust Jury. Surely this is honor enough for one man,—surely this is a tale that future generations of Plaintiffs will tell to their children,—how their ancestor was foreman of the famous Sugar Trust Jury. From now on its "After you, my dear Gaston."

**Frank Ellis, Greenville, Wis.,** is unfortunate in that he has but one arm,—but he owns a Model "T" and drives it very extensively. On Nov. 28th he passed through Cleveland en route to Fowler, Kans., a 2000-mile trip to visit his parents. He is traveling with one companion, Mr. Wm. Bradley, and a seven hundred pound baggage load.

**W. K. Henderson Iron Wks. & Supply Co.,** Ford dealers in Shreveport, La., have just leased new and commodious garage quarters, and will move into them in a few days, so as to be the better able to attend to the increasing interest in and sale of Ford cars in Shreveport.

Apropos of the position we have always maintained that the publicity gained by putting up cars as prizes for raffles, popularity stunts and the like was not profitable publicity, and that the ultimate result was apt to be detrimental, the following incident occurring here in Detroit is cited:

A benevolent order purchased a Model "T," paying full price for it. The holder of the lucky ticket, an old lady, paid seventeen cents for the car. She had no use for the car,—she did need the money, and she sold the car for \$600.00 to a man whom one of our salesmen had been working with for weeks. And yet there is many a dealer willing to sacrifice his profit and sometimes more just for the "advertising."

**Mr. Louis C. Block** sends us this letter as one recently received by him and attesting to the economical operation of a Model "T."—This one, by the way, driven by a woman.

Louis C. Block  
Manager Ford Motor Company,  
Philadelphia Branch.

Dear Sir:—It may be of interest to you to know what an amateur woman driver can do with a Model T Roadster. I have driven the car four months. During that time I have attended to the lubrication of all parts myself, and to that care I attribute in large part the efficiency of the machine.

During September I took the trip from Germantown to Plainfield, N.



T. J. Northway, Rochester, sold a T to a tailor and this is the way he fitted it up for a parade. Classy, Eh?



The roomy garage of W. S. Bruce & Co., Memphis, Tenn., Ford dealers

J., by way of Trenton, New Brunswick, etc. The distance covered, according to the Stewart Speedometer, was 76.3 miles each day. The gasoline was carefully measured at the

beginning and end of each run, and we found that two and one-half gallons were used on the trip up and on the return, making an average of 30.52 miles per gallon. Our average speed was fifteen miles per hour, not an alarming rate, but twenty-five miles per hour was maintained easily over some stretches. The load carried was about 275 pounds. Not a bad record when you consider that we are not experts.

The minor adjustments and repairs which our machine has needed have merely served to emphasize the efficiency of your workmen and the uniform courtesy of your entire force.

With thanks, I am,  
Very truly,  
E. C. P.



Ford Model T Roadster driven by J. J. Berthoff, winning the hill climb at Fort Lee, N. Y.

Ford Wins Fort Lee Hill Climb

IN the annual hill climb at Fort Lee Hill, New York City, a Model "T" Ford Roadster driven by J. J. Berthoff won first place in event No. 1, decisively beating a Cameron and an Empire, and its time was better than that of any car in event No. 2, tho' its absurd racing rules would not permit the Ford to compete in that class; it did not cost enough. Incidentally this car made better time than all but one car in event No. 3 for \$2,000.00 cars, in all beating the time of the Cameron, the Empire, Buick 10, Hudson 20, Maxwell 22, Selden 36, Pullman 30, Auburn 35, Petrel 30, National 35, a Knox, Pope-Hartford and Grout.—"We told you so."



Reminiscent of a nerve racking ride, Ford No. 1 on top of Snoqualmie Pass

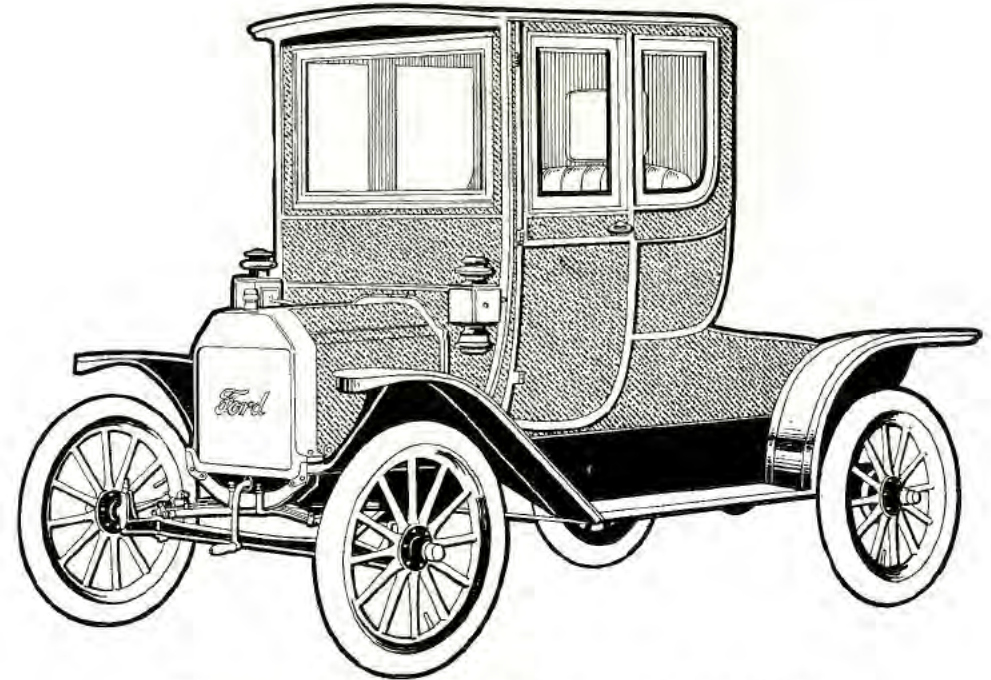
### Railroads and Other Roads

**I**N length the public roads of the United States exceed the railroads as nine to one; but to keep the railroads in repair about fourteen hundred dollars a mile is spent yearly, and on the public roads, at last account, thirty-seven dollars a mile. For each inhabitant one dollar a year is spent to repair public roads and four dollars a year to repair railroads—each inhabitant having nine times as much public road as railroad. This ratio of one to thirty-six is not right.

What we commonly mean by good roads comprises pretty much the whole modern science of railroading. What Harriman, for example, did was to go in for a good-roads movement—to build up a roadway that would carry the heaviest load with the least friction. As a result we find that on the Union Pacific last year the average trainload was five hundred and forty-eight tons against two hundred and seventy-nine tons ten years ago. Every time the wagon was hauled to town it carries two tons where it had carried only one before. And even in 1898 Harriman had no such opportunity for increasing the trainload as now lies before the farmers of the country.

In railroading, hardly any amount of money is too much to spend if it will bring a materially-better road. But a dollar a head, or thirty-seven dollars a mile, was all we were spending on public roads at the last account. Slowly, without doubt, we are doing better; but the subject, considering its importance, still gets too little attention.—*Saturday Evening Post*.

### Advertising Cut 108-A



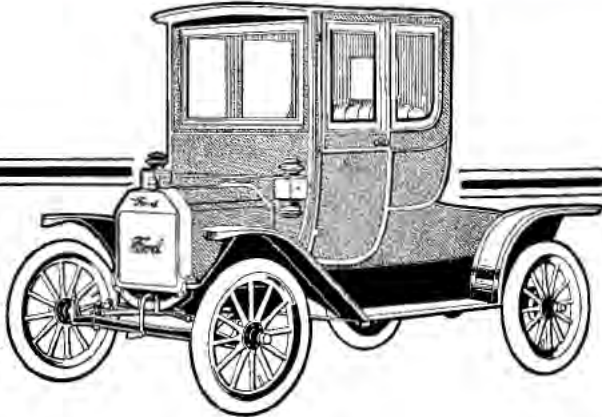
This cut, exact size is now ready for dealers. It appears in the "ad" which is reduced on page 24.

### An Unfinished Epigram

Ford Policy is merely a synonym for good management. Good management is understanding conditions and taking advantage of them.

One of our demonstrators called at the private residence of an inquirer (a medical man) and was explaining the simplicity of control of the Ford, the Doctor's daughter (age unknown but youthful), was standing by and chipped in with, "It sounds so easy

that I believe I could drive the car." "So you could," said our demonstrator, "just try." The young lady got on the car and drove for a couple of miles, for some distance being through traffic. The medical customer has now to purchase two cars instead of one, and told us that he quite understood it was not the proper thing to take ladies into hat shops, but now he knew that he must not take them into automobile stores.



This Coupe..... \$1050  
 Roadster body..... 75  
 Two Cars.....\$1125

Town Car.....\$1200  
 Touring car body... 125  
 Two Cars for.....\$1325

## Tomorrow Morning is Always Pleasant for a Ford Owner

There are five thousand men in this city not now owning an automobile who could, if they would, and would if they appreciated the immense service a Model T Ford would render them for both business and pleasure. This does not mean next summer. It means right now and all this winter, every day between now and next May and every day following.

Many is the time you have gone to bed knowing that tomorrow morning you would have to get wet and cold and incidentally out of humor going to the office, be late getting there, go without lunch at noon and get cold and wet again at night simply because the street car was seven blocks from your house and three from the office. And it is all so unnecessary too.

Tomorrow morning is always pleasant for a Ford owner. The Model T Coupe in the barn back of his house is ready to take him, warm, dry and without delay, to the office, to his various business appointments, to lunch, and in the evening home and later to the theatre. Bad weather has no terrors for the man who owns a Ford—or for his wife either, for when he is not using it, she can be.

And why shouldn't you own one of these cars, why haven't you one right now? Is it because you have allowed to become entrenched in your mind the idea that you had to spend \$2,000.00 or more to buy, \$50.00 or more a month to run and have a college education in engl-

neering to understand the car? Forget it. That may apply to some cars, but it does not fit Ford, a fact you can easily prove just as thousands already have.

There's a doctor in this city who is authority for the statement that his Ford car didn't cost him a cent to buy, hasn't cost him a cent to run, and instead of putting a crimp on his back, account has actually added to it. It's like this: He paid \$1,050.00 for the car, and it costs him \$18.00 a month to run it, but with it he has been able to do so much more work as to more than offset these figures.

Then there's a manufacturer with a downtown office who does not own a Ford, but does own a 3,000 lb. car that cost him a dollar a pound. He drives to his office, 12 miles, every morning, and uses forty cents' worth of gasoline; he has to have a chauffeur to run his car and a garage to keep it in order. It isn't a whit more serviceable than the Ford would be and a heap more expensive. If that's the kind of car you had in mind, we don't wonder you patronize the D. U. R.

A low-priced car is not necessarily a cheap car—not if quantity production is the cost reducer and offsetter of large profits. Neither is it required that a man buy a little car on the theory that size makes price. The Model T Ford is a big car at a little price, a quality car at a quantity price, is neither a make-

shift or an imitation, and the owner of one has a car that in every possible test of service, will compare more than favorably with its higher priced competitor.

Buy a Ford today. By tomorrow you will have mastered the details of driving, its a wonderfully simple car, and by the middle of the week you will be complaining because you had waited so long. That is the usual experience of Ford buyers. Then a year from now when you start to figure out the cost it will probably surprise you to find that the cost is no greater than the expense of a horse and the utility immeasurably greater.

The Ford is a 365 day in the year car—it knows no seasons—it is never "stored away until spring." If a Ford owner wants an enclosed car in winter and an open car the rest of the year, he buys an extra body—\$125.00 pays for a touring car body—and at this nominal expense and about one hour's labor, making the change, he secures two cars.

Don't wait until spring before buying. By that time 50,000 other people will be wanting a Ford and half of the summer may be gone before you can secure delivery of this or any other good car, for there will be a big shortage of all but makeshift cars in 1910. An order placed today can be filled promptly, two months from now may find "delivery dates all spoken for." Phone M. 4402 will place a demonstrator at your disposal.

High Priced Quality in a Low Priced Car.

Retail Store, 268 East Jefferson Ave., Detroit.

Phone Main 4402.

Roadster, \$900

Includes Complete Equipment.

Touring Car, \$950

Tourabout, \$950

Include Complete Equipment.

*Ford Motor Company*

This Ad. was reduced from 4-col. by 10 inches. The cut used is shown on page 23. It is a timely ad. for right now—use it.