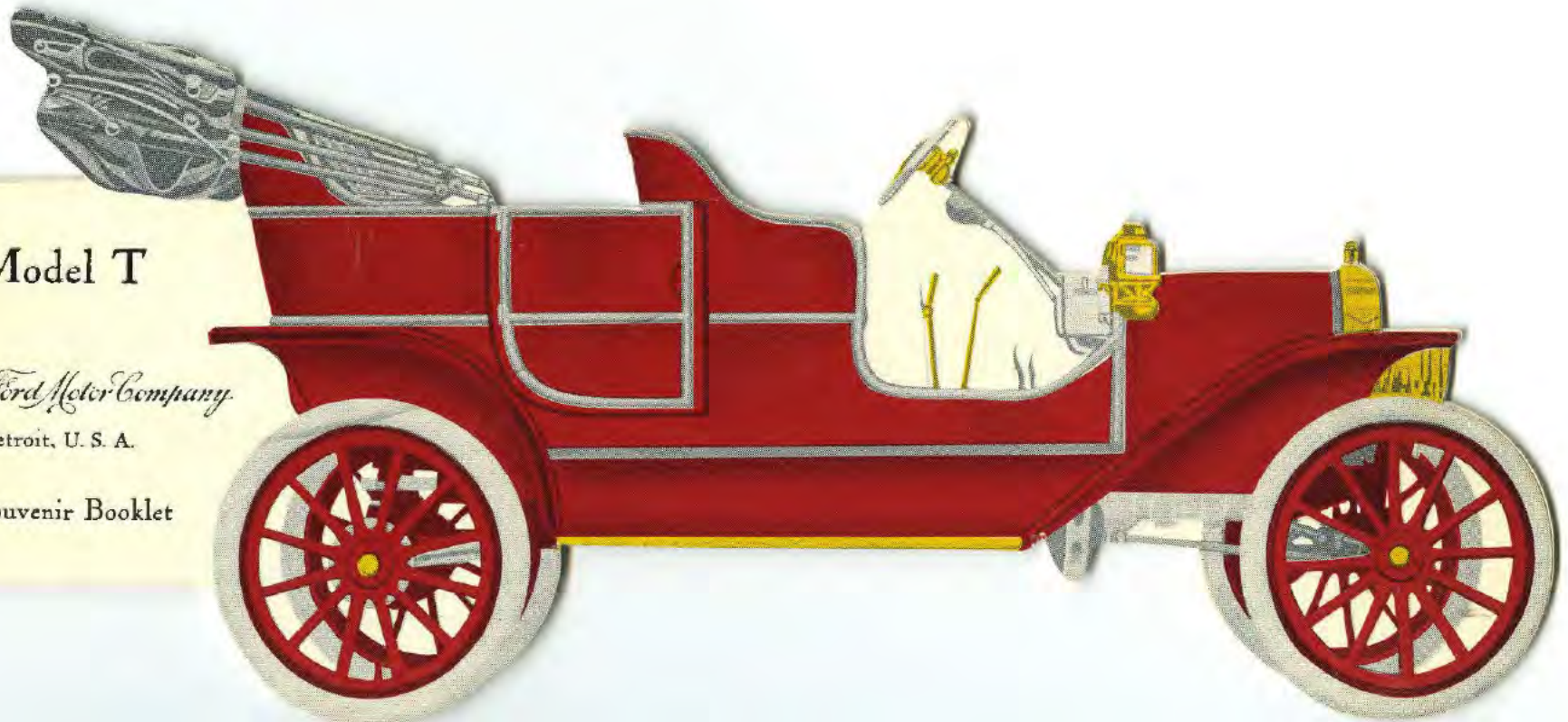


Model T

*Ford Motor Company*

Detroit, U. S. A.

Souvenir Booklet



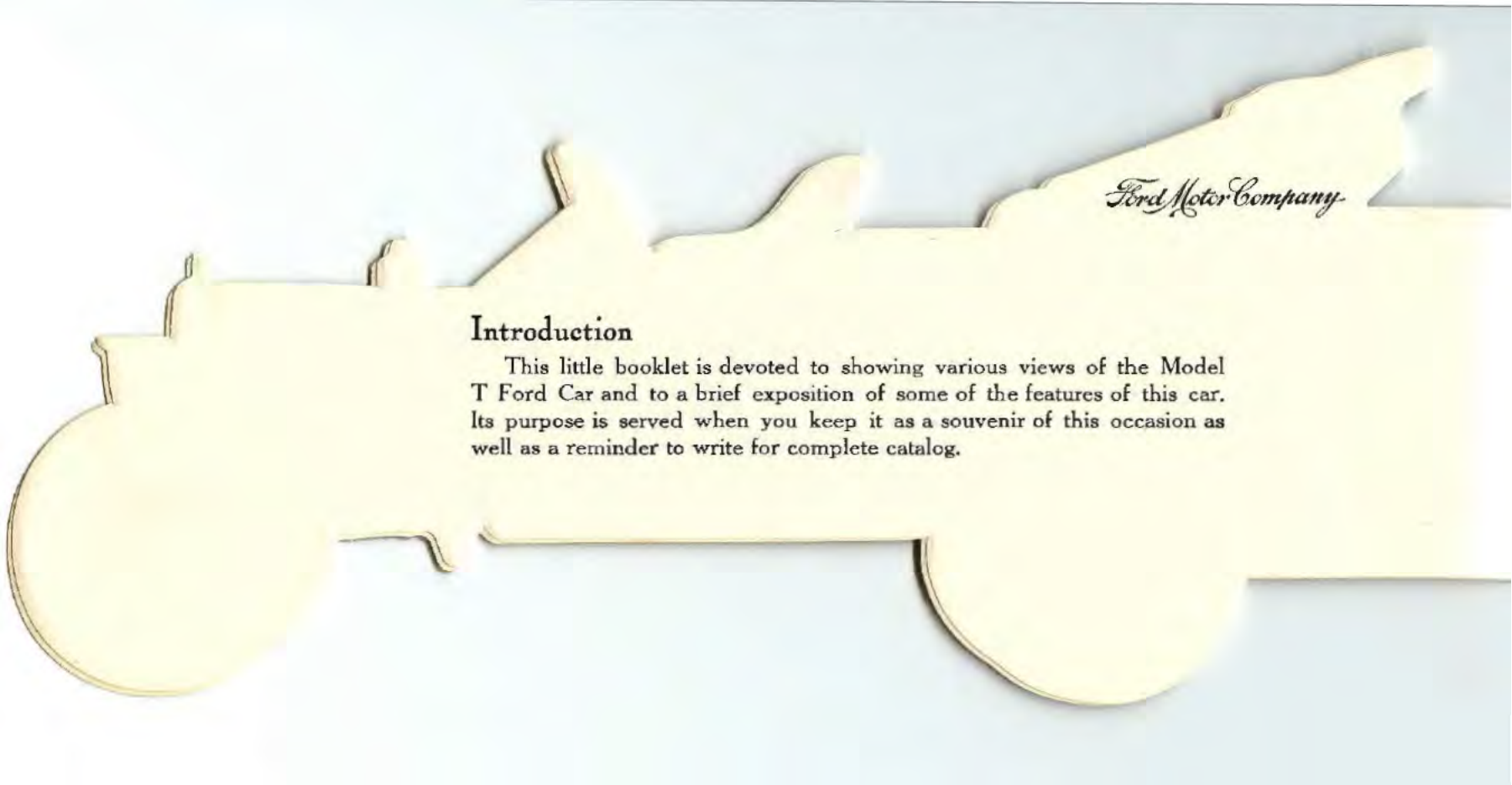


*The Ford Motor Company*

Detroit, U. S. A.

Standard Manufacturers A. M. C. M. A.

High Priced  
Quality in a Low  
Priced Car

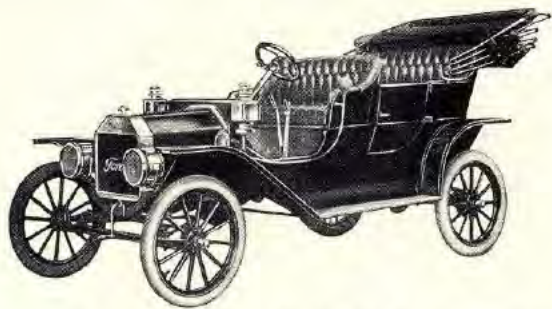


*Ford Motor Company*

### **Introduction**

This little booklet is devoted to showing various views of the Model T Ford Car and to a brief exposition of some of the features of this car. Its purpose is served when you keep it as a souvenir of this occasion as well as a reminder to write for complete catalog.

*Ford Motor Company*



Model T Touring Car  
\$850.00 f. o. b. Detroit  
4 Cylinder 20 Horse Power  
5 Passenger

## Unit Power Plant

The four cylinder, twenty horse power motor, the silent, velvety, planetary transmission, the new Ford magneto generator, the cooling system and the oiling system, are all made in one compact enclosed protected unit. The power plant is all in one instead of being scattered all over the car,

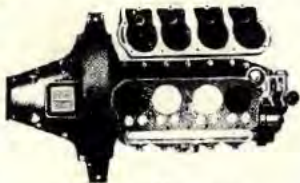


Unit Power Plant  
Semi-Sectional

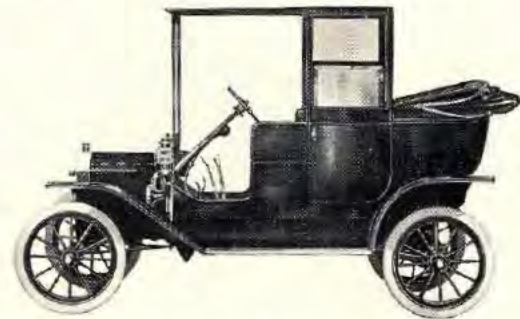
*Ford Motor Company*

### Engine

The Model T Engine is a four cylinder, twenty horse power one, with cylinders cast in one block integral with water jackets and upper half of crank case. The water jacketed cylinder head is detachable, permitting of ready access to all parts of engine. The simplest, surest construction ever embodied in the manufacture of an automobile engine.



Engine, Showing  
Construction



Model T Town Car  
with back lowered

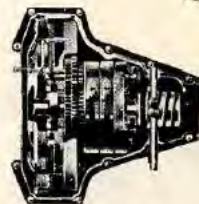
*Ford Motor Company*



Model T Town Car  
4 Cylinder 20 Horse Power  
5 Passenger  
\$1,000.00 f. o. b.  
Detroit

## Planetary Transmission

The transmission is of the Ford Spur Planetary type, no internal gears. Planetary gears are mounted on the fly wheel and form part of the weight of same. Being externally driven and of large size, the action is silent at all times. By men who know, this is pronounced the most satisfactory transmission ever devised.

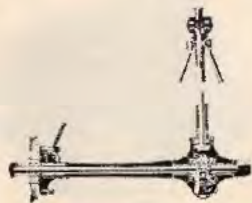


Transmission  
Sectional

*Ford Motor Company*

### Ford 3-Point Drive

In the Ford system of drive (shaft drive to bevel gears) every member from transmission to hub caps on rear wheels is enclosed in a dust proof and oil tight housing. The drive is direct to center of the chassis, whether the car is running straight or turning corners. This system is patented in all countries.



Final Drive



Model T Coupe

4 Cylinder 20 Horse Power

\$950.00 f. o. b.

Detroit

*Ford Motor Company*



Model T Roadster  
4 Cylinder 20 Horse Power  
A Touring Car  
for Three

### Control

All forward speeds are controlled by foot pedal, reverse by hand lever. A dual system of braking, one foot controlled, acting on transmission, the other hand controlled, acting on hubs of rear wheels, gives perfect control and provides entire safety in any emergency. Spark and throttle levers are located under the wheel and manipulated by the index finger of the left and right hand respectively. Dashboard adjustment of carburetor.



Control



*Ford Motor Company*

## Springs

It will be noted that these Vanadium steel heat-treated springs are so mounted as to become practically a part of the frame. Because of the steel used and the method of construction, a strain that would put the ordinary spring on the junk pile will have no effect on these springs. Pronounced the easiest riding springs found in an automobile.



Springs



Model T Landaulet  
with back lowered

*Ford Motor Company*



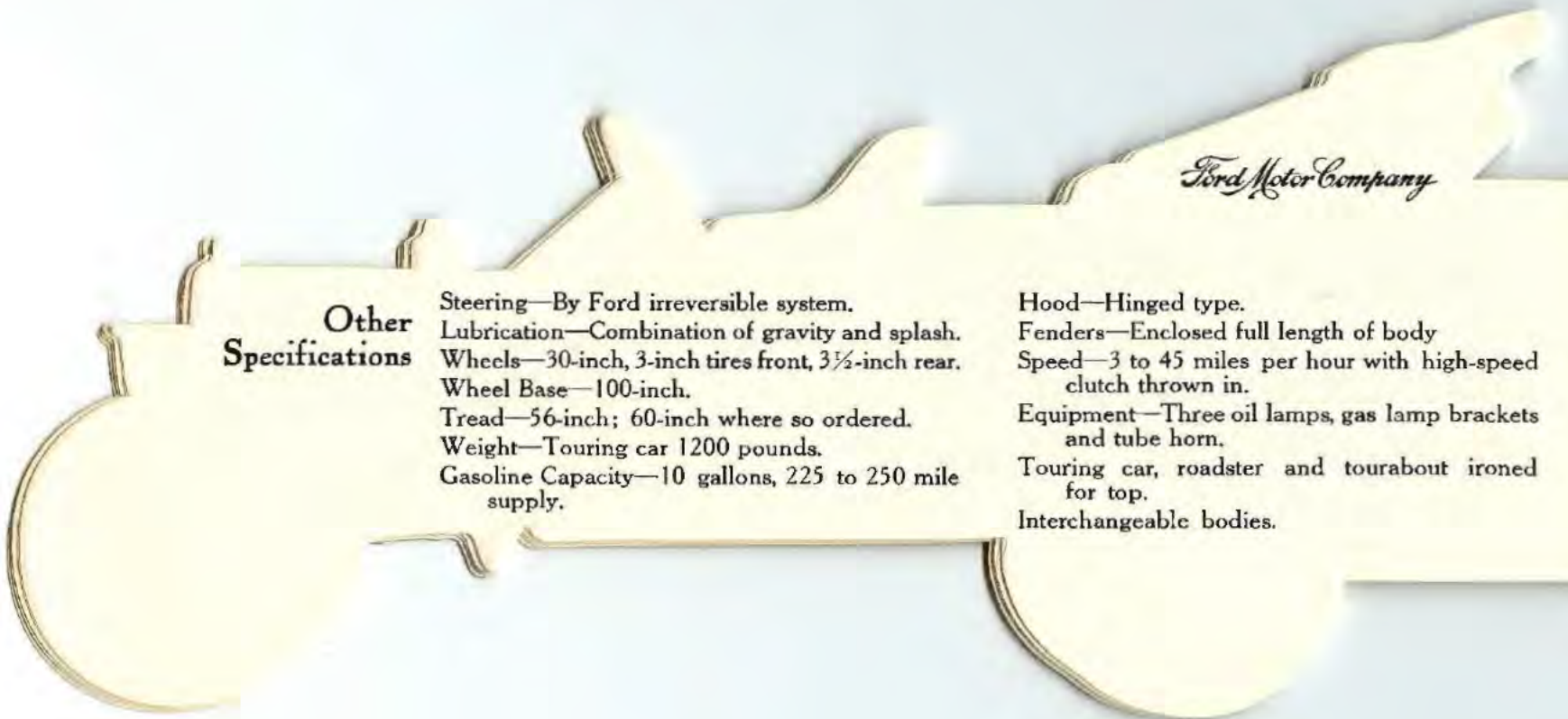
Model T Landaulet  
or Taximeter Cab  
4 Cylinder 20 Horse Power  
\$950.00 f. o. b.  
Detroit

## Vanadium Steel

Vanadium steel, the strongest, toughest, most enduring special steel manufactured, is used in axles, springs, gears, brackets, pedals, brakes, connecting rods, shafts—wherever strength is required, even to nuts and bolts. Volumes can be written, and have been, on this now famous steel, sufficient to say it will outwear, outlast, outdo any other special steel 100 per cent.



Coming Toward  
You



*Ford Motor Company*

**Other  
Specifications**

Steering—By Ford irreversible system.

Lubrication—Combination of gravity and splash.

Wheels—30-inch, 3-inch tires front, 3½-inch rear.

Wheel Base—100-inch.

Tread—56-inch; 60-inch where so ordered.

Weight—Touring car 1200 pounds.

Gasoline Capacity—10 gallons, 225 to 250 mile supply.

Hood—Hinged type.

Fenders—Enclosed full length of body

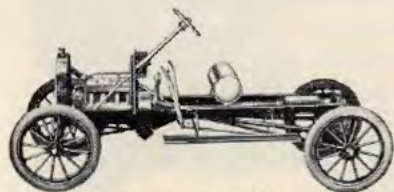
Speed—3 to 45 miles per hour with high-speed clutch thrown in.

Equipment—Three oil lamps, gas lamp brackets and tube horn.

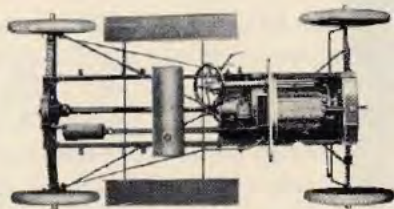
Touring car, roadster and tourabout ironed for top.

Interchangeable bodies.

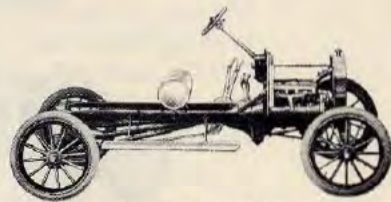
*Ford Motor Company*



Chassis, Left Side

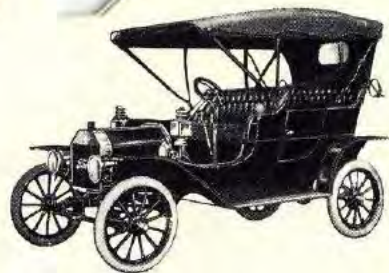


Chassis, Top

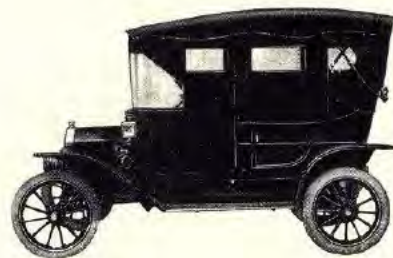


Chassis, Right Side

*Ford Motor Company*



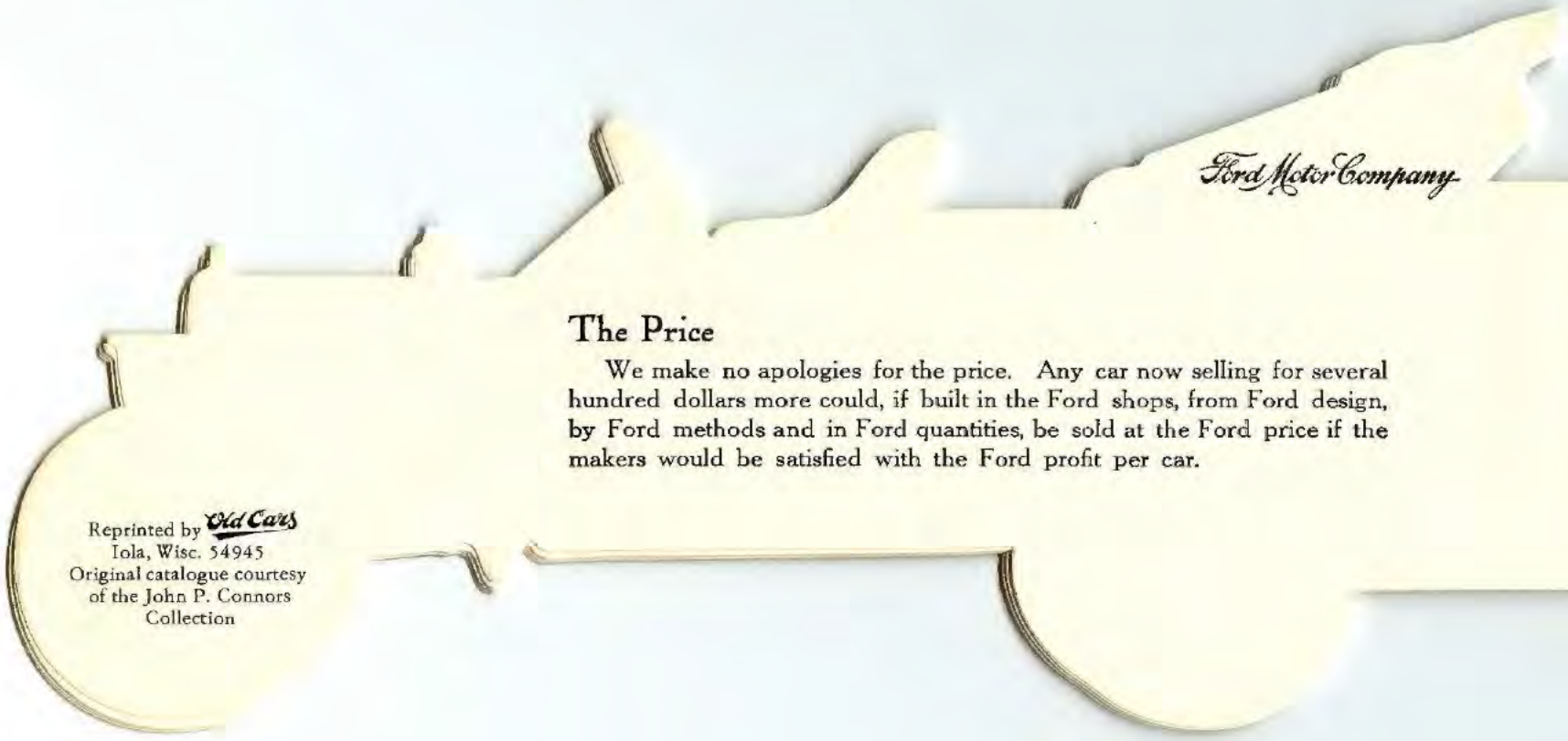
Two Views of  
Model T Touring Car  
with Top



*Ford Motor Company*

### **Your Guarantee**

Remember this, there are 25,000 Ford cars in use today and they are all good cars, the users are pleased with them. If the cars were not highest grade there never would have been one-fourth as many sold. The same old company that made and sold these 25,000 cars is making and selling this Model T, the only touring car manufactured that the average man can afford, yet a car that looks well in the handsome garage of the millionaire, alongside the highest priced car. The imprint "Ford" is a guarantee of quality wherever it appears.



*Ford Motor Company*

## The Price

We make no apologies for the price. Any car now selling for several hundred dollars more could, if built in the Ford shops, from Ford design, by Ford methods and in Ford quantities, be sold at the Ford price if the makers would be satisfied with the Ford profit per car.

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Original catalogue courtesy  
of the John P. Connors  
Collection



Model T

*Ford Motor Company*

Detroit, U. S. A.

Souvenir Booklet